

Nova Scotia Visitation Indicators

January to July 2024

Tourism Nova Scotia gathers and reports tourism statistics on behalf of the tourism industry. These statistics reflect the combined efforts of tourism businesses, organizations, communities, and governments, and include activities by both Nova Scotians and non-resident visitors. There are many factors that contribute to tourism industry performance including events, weather, gas prices, air capacity, currency fluctuations, geo-political circumstances, and industry initiatives, such as marketing. Tourism Nova Scotia is just one organization among many contributing to tourism growth. We support tourism growth through marketing in key national and international markets, support for experience and business development, and visitor servicing.

	YTD	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Tourism Visitation by Entry Point													
Visitor Entries ('000s)													
Road Visits by Entry Point	690	53	49	68	67	103	135	216					
% Change from same period 2023	-2	2	-9	-6	-11	3	10	-7					
% Change from same period 2019	-19	-21	-32	-26	-25	-10	-7	-22					
Amherst/Tidnish	620	51	47	65	62**	90**	116**	188**					
% Change from same period 2023	-1	3	-9	-4	-12	8	11	-6					
% Change from same period 2019	-19	-22	-33	-27	-26	-11	-5	-18					
North Sydney	25	2	1	2	3	4	4	9					
% Change from same period 2023	-9	-11	-5	-47	-3	-3	-3	-4					
% Change from same period 2019	-5	41	-11	-15	1	16	-23	-9					
Digby	20	--	1	1	1	2	5	9					
% Change from same period 2023	-6	-39	-3	23	-14	-13	8	-12					
% Change from same period 2019	-5	-24	N/A*	35	4	12	7	-24					
Caribou	20					4	6	10					
% Change from same period 2023	-3					-43	29	9					
% Change from same period 2019	-54					-34	-44	-63					
Yarmouth	4					--	2	2					
% Change from same period 2023	-47					-8	-41	-54					
% Change from same period 2019*	N/A					N/A	N/A	N/A					
Air Visits by Entry Point ('000s)													
Halifax Stanfield International Airport	374	33	22	29	22	64	94	110					
% Change from same period 2023	3	16	-13	3	-28	22	12	-3					
% Change from same period 2019	0	-12	-26	-11	-43	34	14	4					
Total Visitors ('000s)	1,064	86	70	97	88	168	229	326					
% Change from same period 2023	-1	7	-10	-3	-16	10	11	-6					
% Change from same period 2019	-14	-18	-30	-22	-30	3	0	-15					

Totals may not sum due to rounding.

** Amherst/Tidnish entry points were not enumerated from April 2024 to July 2024. Estimates of visitor numbers are derived using historic and third-party data.

* Digby ferry did not run in February 2019.

+ Maine-Nova Scotia ferry was not in service in 2019.

--" indicates a number below 1,000 but above 0.

	YTD	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Visitor Activity													
Airport Activity: Enplanements (000's)													
Halifax Stanfield International Airport	1,096	109	115	141	154	169	192	217					
% Change from same period 2023	9	3	6	3	4	19	14	12					
% Change from same period 2019	-7	-12	-12	-12	-12	-8	0	1					
J.A. Douglas McCurdy Sydney Airport	26	3	3*	4	4	3	4	5					
% Change from same period 2023	8	6	-3	15	26	-17	11	16					
% Change from same period 2019	-45	-40	-50	-31	-38	-56	-41	-54					
Cruise Ship Passenger Visits (000's)													
Halifax (Quarterly)	46						46						
% Change from same period 2019	9						9						
Cape Breton	47				4	4	13	26					
% Change from same period 2019	69				245	0	30	103					
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	116	2	2	2	3	11	36	60					
% Change from same period 2023	16	13	21	-22	3	3	16	22					
% Change from same period 2019	-12	-35	-23	-36	-9	-7	-3	-15					
Local Information Centre Visitors Counselling	58					3	19	36					
Website Activity (NovaScotia.com) (000's)													
Visits	7,977	697	1,246	1,023	963	1,174	1,275	1,599					
% Change from same period 2023	-2	27	31	-64	65	35	27	24					
% Change from same period 2019	235	219	504	222	215	225	195	195					

Totals may not sum due to rounding.

* The J.A. Douglas McCurdy Sydney Airport had no commercial flights arriving or departing for one week, beginning February 2, 2024, due to a record-breaking, multi-day snowstorm.

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Definitions

AIRPORT ACTIVITY

ENPLANEMENTS

The number of people boarding planes at the Halifax Stanfield International Airport, and J.A. Douglas McCurdy Sydney Airport. Includes visitors to Nova Scotia, residents of Nova Scotia and travelers transferring to other flights.

Source: Halifax International Airport Authority, and J.A. Douglas McCurdy Sydney Airport.

CRUISE SHIP PASSENGER VISITS

Defined as the number of passenger visits by cruise ships to the ports of Halifax and Sydney. Sources: Port of Halifax and Port of Sydney.

INFORMATION CENTRE ACTIVITY

NOVA SCOTIA INFORMATION CENTRE VISITORS COUNSELLED

Total number of visitors counselled at all of the Nova Scotia Visitor Information Centres. Most information centres are operated seasonally. Information centres do not necessarily open on the same date every year.

Source: Tourism Nova Scotia

LOCAL INFORMATION CENTRE VISITORS COUNSELLED

Total number of visitors counselled at all of the local Visitor Information Centres. Most information centres are operated seasonally and do not necessarily open on the same date every year.

Source: Tourism Nova Scotia

WEBSITE ACTIVITY

VISITS

The number of user sessions to the NovaScotia.com website.

Source: Tourism Nova Scotia

Tourism Visitation by Origin

Road Visits by Origin

2024	Jan	Feb	March	April**	May**	June**	July**	Aug	Sept	Oct	Nov	Dec	YTD 2024	YTD 2023	YTD 2019	YTD % Change 2024 - 2023	YTD % Change 2024 - 2019
Atlantic Canada	45,600	40,800	55,300	51,700	71,800	73,500	96,900						435,600	449,100	594,800	-3	-27
Quebec	1,000	1,100	2,000	1,800	3,200	6,900	19,000						35,000	37,900	41,700	-8	-16
Ontario	5,200	5,400	8,300	10,200	19,800	31,000	71,400						151,100	146,400	142,800	3	6
Western Canada	800	800	1,100	2,200	3,100	4,400	6,700						19,100	25,200	18,900	-24	1
CANADA	52,600	48,100	66,600	66,000	97,800	115,700	193,900						640,900	658,700	798,200	-3	-20
UNITED STATES	600	500	1,000	700	5,400	19,300	21,200						48,700	48,500	57,400	0	-15
OVERSEAS[†]	--	--	--	--	100	200	400						700	700			
TOTAL ROAD VISITATION	53,200	48,600	67,600	66,700	103,400	135,200	215,500						690,300	707,800	855,600	-2	-19
% change monthly (versus 2023)	2	-9	-6	-11	3	10	-7						-2				
% change monthly (versus 2019)	-21	-32	-26	-25	-10	-7	-22						-19				

Totals may not sum due to rounding.

** Amherst/Tidnish entry points were not enumerated from April 2024 to July 2024. Estimates of visitor numbers are derived using historic and third-party data.

† In March 2023 ferry operators began providing overseas passenger information.

"--" indicates that a number is below 100 but above 0.

Air Visits by Origin

2024	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2024	YTD 2023	YTD 2019	YTD % Change 2024 - 2023	YTD % Change 2024 - 2019
Atlantic Canada	5,000	4,300	5,800	3,600	8,300	7,000	5,100						39,100	38,500	48,700	1	-20
Quebec	2,700	1,900	2,500	1,200	2,300	4,200	2,100						16,800	16,900	16,600	-1	1
Ontario	15,700	11,000	14,300	9,900	28,300	42,900	43,400						165,600	166,700	147,000	-1	13
Western Canada	4,200	2,100	3,000	4,400	18,300	20,900	28,000						81,000	73,400	72,500	10	12
CANADA	27,600	19,400	25,600	19,100	57,100	75,100	78,600						302,400	295,600	284,800	2	6
New England (inc Maine)	100	--	--	100	300	1,000	1,600						3,000	1,700	8,100	73	-63
Middle Atlantic	100	--	--	--	--	100	600						800	1,900	8,000	-56	-90
East North Central	200	300	--	--	400	700	1,400						3,000	1,300	5,700	133	-47
West North Central	100	100	100	--	100	1,500	1,800						3,600	3,900	2,900	-7	27
South Atlantic	900	300	500	400	1,200	2,500	4,300						10,200	7,600	12,000	34	-15
East South Central	100	--	--	--	--	200	300						700	--	2,300	117	-69
West South Central	100	100	100	100	700	500	1,100						2,500	2,300	4,200	12	-39
Mountain	200	100	100	300	500	2,000	2,900						6,000	4,000	3,300	50	81
Pacific	200	--	300	100	100	900	800						2,400	2,200	5,400	8	-56
UNITED STATES	2,000	1,000	1,200	1,000	3,300	9,200	14,700						32,400	25,300	51,900	28	-38
United Kingdom	800	400	400	900	1,000	1,300	6,300						11,100	15,500	12,500	-28	-11
Germany	300	100	100	200	1,000	2,800	3,500						8,000	5,200	4,900	54	65
Other Europe	300	400	700	300	1,000	2,600	4,600						9,900	9,600	7,700	4	29
EUROPE TOTAL	1,500	900	1,200	1,400	2,900	6,700	14,400						29,100	30,300	25,100	-4	16
Other Overseas	1,600	500	1,200	400	1,000	2,800	2,400						9,900	10,700	13,000	-8	-24
OVERSEAS TOTAL	3,100	1,400	2,400	1,700	4,000	9,500	16,800						38,900	41,000	38,100	-5	2
TOTAL AIR VISITATION	32,700	21,800	29,200	21,800	64,300	93,800	110,100						373,700	361,800	374,700	3	0
% change monthly (versus 2023)	16	-13	3	-28	22	12	-3						3				
% change monthly (versus 2019)	-12	-26	-11	-43	34	14	4						0				

Totals may not sum due to rounding.

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Total Visits by Origin

2024	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2024	YTD 2023	YTD 2019	YTD % Change 2024 - 2023	YTD % Change 2024 - 2019
Atlantic Canada	50,500	45,100	61,100	55,300	80,100	80,500	102,000						474,700	487,700	643,500	-3	-26
Quebec	3,700	3,100	4,400	3,000	5,500	11,100	21,100						51,800	54,800	58,300	-6	-11
Ontario	21,000	16,400	22,600	20,100	48,000	73,900	114,800						316,700	313,100	289,800	1	9
Western Canada	5,100	2,900	4,100	6,600	21,400	25,300	34,600						100,100	98,600	91,400	1	9
CANADA	80,300	67,500	92,200	85,100	154,900	190,800	272,500						943,300	954,200	1,083,000	-1	-13
UNITED STATES	2,600	1,500	2,200	1,600	8,700	28,600	35,900						81,000	73,700	109,300	10	-26
United Kingdom	800	400	400	900	1,000	1,300	6,300						11,100	15,500	12,500	-28	-11
Germany	300	100	100	200	1,000	2,800	3,500						8,000	5,200	4,900	54	65
Other Europe	300	400	700	300	1,000	2,600	4,600						9,900	9,600	7,700	4	29
Other Overseas	3,100	500	1,200	400	1,000	2,800	2,400						9,900	10,700	13,000	-8	-24
OVERSEAS	4,500	1,400	2,400	1,700	4,100	9,700	17,200						39,600	41,600	38,100	-5	4
TOTAL VISITATION	87,400	70,400	96,800	88,500	167,700	229,000	325,600						1,064,000	1,069,600	1,230,300	-1	-14
% change monthly (versus 2023)	8	-10	-3	-16	10	11	-6						-1				
% change monthly (versus 2019)	-17	-30	-22	-30	3	0	-15						-14				

Totals may not sum due to rounding.

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