

Nova Scotia Visitation Indicators

January to September 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	1,018	53	49	68	67	103	135	216	214	114			
% Change from same period 2023	-6	2	-9	-6	-11	3	10	-7	-14	-12			
% Change from same period 2019	-20	-21	-32	-26	-25	-10	-7	-22	-25	-9			
Amherst/Tidnish	868	51	47	65	62**	90**	116**	188**	160	88			
% Change from same period 2023	-6	3	-9	-4	-12	8	11	-6	-19	-12			
% Change from same period 2019	-21	-22	-33	-27	-26	-11	-5	-18	-30	-13			
North Sydney	40	2	1	2	3	4	4	9	9	6			
% Change from same period 2023	-8	-11	-5	-47	-3	-3	-3	-4	-11	0			
% Change from same period 2019	-6	41	-11	-15	1	16	-23	-9	-22	31			
Digby	36	--	1	1	1	2	5	9	10	5			
% Change from same period 2023	-3	-39	-3	23	-14	-13	8	-12	4	-1			
% Change from same period 2019	-9	-24	N/A*	35	4	12	7	-24	-16	-4			
Caribou	60					4	6	10	28	11			
% Change from same period 2023	-3					-43	29	9	10	-26			
% Change from same period 2019	-34					-34	-44	-63	-10	-23			
Yarmouth	14					--	2	2	6	4			
% Change from same period 2023	-12					-8	-41	-54	21	38			
% Change from same period 2019†	N/A					N/A	N/A	N/A	N/A	N/A			
Air Visits by Entry Point ('000s)													
Halifax Stanfield International Airport	615	33	22	29	22	64	94	110	146	95			
% Change from same period 2023	5	16	-13	3	-28	22	12	-3	15	0			
% Change from same period 2019	2	-12	-26	-11	-43	34	14	4	13	-2			
Total Visitors ('000s)	1,633	86	70	97	88	168	229	326	359	209			
% Change from same period 2023	-2	7	-10	-3	-16	10	11	-6	-4	-7			
% Change from same period 2019	-13	-18	-30	-22	-30	3	0	-15	-13	-6			

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	1,534	109	115	141	154	169	192	217	250	188			
% Change from same period 2023	10	3	6	3	4	19	14	12	16	10			
% Change from same period 2019	-5	-12	-12	-12	-12	-8	0	1	3	-6			
J.A. Douglas McCurdy Sydney Airport	36	3	3 [*]	4	4	3	4	5	6	4			
% Change from same period 2023	10	6	-3	15	26	-17	11	16	28	0			
% Change from same period 2019	-48	-40	-50	-31	-38	-56	-41	-54	-57	-50			
Cruise Ship Passenger Visits (000's)													
Halifax (Quarterly)	256						46			210			
% Change from same period 2023	26						1			34			
Cape Breton	156				4	4	13	26	11	98			
% Change from same period 2023	45				814	-56	79	175	-36	53			
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	208	2	2	2	3	11	36	60	56	37			
% Change from same period 2023	16	13	21	-22	3	3	16	22	19	11			
% Change from same period 2019	-20	-35	-23	-36	-9	-7	-3	-15	-29	-30			
Local Information Centre Visitors Counselling	132					3	19	36	35	39			
Website Activity (NovaScotia.com) (000's)													
Visits	10,283	697	1,246	1,023	963	1,174	1,275	1,599	1,424	882			
% Change from same period 2023	2	27	31	-64	65	35	27	24	19	18			
% Change from same period 2019	226	219	504	222	215	225	195	195	199	196			

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.

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

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	102,600	62,800				601,100	626,200	803,100	-4	-25
Quebec	1,000	1,100	2,000	1,800	3,200	6,900	19,000	19,700	7,400				62,100	66,400	72,100	-6	-14
Ontario	5,200	5,400	8,300	10,200	19,800	31,000	71,400	55,100	22,700				229,000	257,100	253,500	-11	-10
Western Canada	800	800	1,100	2,200	3,100	4,400	6,700	9,500	5,500				34,000	42,900	33,200	-21	2
CANADA	52,600	48,100	66,600	66,000	97,800	115,700	193,900	187,000	98,400				926,200	992,600	1,161,900	-7	-20
UNITED STATES	600	500	1,000	700	5,400	19,300	21,200	25,600	15,200				89,500	90,400	104,700	-1	-15
OVERSEAS[†]	--	--	--	--	100	200	400	900	600				2,300	1,800			
TOTAL ROAD VISITATION	53,200	48,600	67,600	66,700	103,400	135,200	215,500	213,500	114,200				1,018,000	1,084,800	1,266,600	-6	-20
% change monthly (versus 2023)	2	-9	-6	-11	3	10	-7	-14	-12				-6				
% change monthly (versus 2019)	-21	-32	-26	-25	-10	-7	-22	-25	-9				-20				

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	7,300	4,500				50,900	47,200	63,100	8	-19
Quebec	2,700	1,900	2,500	1,200	2,300	4,200	2,100	4,500	3,600				24,900	24,300	23,000	3	8
Ontario	15,700	11,000	14,300	9,900	28,300	42,900	43,400	57,000	37,000				259,600	262,400	229,500	-1	13
Western Canada	4,200	2,100	3,000	4,400	18,300	20,900	28,000	40,900	24,600				146,400	131,200	120,900	12	21
CANADA	27,600	19,400	25,600	19,100	57,100	75,100	78,600	109,600	69,700				481,800	465,100	436,500	4	10
New England (inc Maine)	100	--	--	100	300	1,000	1,600	1,600	1,100				5,700	2,500	12,800	131	-56
Middle Atlantic	100	--	--	--	--	100	600	200	500				1,500	2,200	14,700	-31	-90
East North Central	200	300	--	--	400	700	1,400	1,500	1,200				5,700	2,200	10,700	161	-47
West North Central	100	100	100	--	100	1,500	1,800	1,400	1,600				6,700	6,400	5,500	4	22
South Atlantic	900	300	500	400	1,200	2,500	4,300	4,200	3,400				17,900	14,400	21,900	24	-18
East South Central	100	--	--	--	--	200	300	600	200				1,500	--	3,900	128	-61
West South Central	100	100	100	100	700	500	1,100	2,100	1,200				5,800	3,900	7,900	48	-27
Mountain	200	100	100	300	500	2,000	2,900	4,400	2,200				12,700	7,900	6,500	60	96
Pacific	200	--	300	100	100	900	800	1,000	1,400				4,700	4,400	12,400	8	-62
UNITED STATES	2,000	1,000	1,200	1,000	3,300	9,200	14,700	17,000	12,800				62,200	44,500	96,300	40	-35
United Kingdom	800	400	400	900	1,000	1,300	6,300	7,100	4,100				22,400	24,700	24,200	-9	-7
Germany	300	100	100	200	1,000	2,800	3,500	3,300	3,200				14,600	14,400	9,900	1	47
Other Europe	300	400	700	300	1,000	2,600	4,600	4,200	3,600				17,600	14,800	14,400	19	22
EUROPE TOTAL	1,500	900	1,200	1,400	2,900	6,700	14,400	14,600	10,900				54,600	53,900	48,500	1	12
Other Overseas	1,600	500	1,200	400	1,000	2,800	2,400	4,500	1,900				16,300	20,200	19,700	-19	-17
OVERSEAS TOTAL	3,100	1,400	2,400	1,700	4,000	9,500	16,800	19,200	12,800				70,900	74,100	68,200	-4	4
TOTAL AIR VISITATION	32,700	21,800	29,200	21,800	64,300	93,800	110,100	145,800	95,300				614,800	583,700	601,000	5	2
% change monthly (versus 2023)	16	-13	3	-28	22	12	-3	15	0				5				
% change monthly (versus 2019)	-12	-26	-11	-43	34	14	4	13	-2				2				

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	109,900	67,400				652,000	673,300	866,200	-3	-25
Quebec	3,700	3,100	4,400	3,000	5,500	11,100	21,100	24,200	11,000				87,000	90,700	95,100	-4	-9
Ontario	21,000	16,400	22,600	20,100	48,000	73,900	114,800	112,200	59,700				488,600	519,600	483,000	-6	1
Western Canada	5,100	2,900	4,100	6,600	21,400	25,300	34,600	50,300	30,000				180,400	174,100	154,100	4	17
CANADA	80,300	67,500	92,200	85,100	154,900	190,800	272,500	296,600	168,100				1,408,000	1,457,700	1,598,400	-3	-12
UNITED STATES	2,600	1,500	2,200	1,600	8,700	28,600	35,900	42,600	28,000				151,600	134,900	200,900	12	-25
United Kingdom	800	400	400	900	1,000	1,300	6,300	7,100	4,100				22,400	24,700	24,200	-9	-7
Germany	300	100	100	200	1,000	2,800	3,500	3,300	3,200				14,600	14,400	9,900	1	47
Other Europe	300	400	700	300	1,000	2,600	4,600	4,200	3,600				17,600	14,800	14,400	19	22
Other Overseas	3,100	500	1,200	400	1,000	2,800	2,400	4,500	1,900				16,300	20,200	19,700	-19	-17
OVERSEAS	4,500	1,400	2,400	1,700	4,100	9,700	17,200	20,100	13,400				73,100	75,900	68,200	-4	7
TOTAL VISITATION	87,400	70,400	96,800	88,500	167,700	229,000	325,600	359,300	209,500				1,632,800	1,668,500	1,867,600	-2	-13
% change monthly (versus 2023)	8	-10	-3	-16	10	11	-6	-4	-7				-2				
% change monthly (versus 2019)	-17	-30	-22	-30	3	0	-15	-13	-6				-13				

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