

Nova Scotia Visitation Indicators

January to October 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	1,105	53	49	68	67	103	135	216	214	114	87		
% Change from same period 2023	-7	2	-9	-6	-11	3	10	-7	-14	-12	-15		
% Change from same period 2019	-20	-21	-32	-26	-25	-10	-7	-22	-25	-9	-23		
Amherst/Tidnish	948	51	47	65	62**	90**	116**	188**	160	88	80		
% Change from same period 2023	-6	3	-9	-4	-12	8	11	-6	-19	-12	-6		
% Change from same period 2019	-21	-22	-33	-27	-26	-11	-5	-18	-30	-13	-20		
North Sydney	44	2	1	2	3	4	4	9	9	6	4		
% Change from same period 2023	-8	-11	-5	-47	-3	-3	-3	-4	-11	0	-3		
% Change from same period 2019	-5	41	-11	-15	1	16	-23	-9	-22	31	5		
Digby	38	--	1	1	1	2	5	9	10	5	2		
% Change from same period 2023	-5	-39	-3	23	-14	-13	8	-12	4	-1	-35		
% Change from same period 2019	-8	-24	N/A*	35	4	12	7	-24	-16	-4	-1		
Caribou	60					4	6	10	28	11	0 [‡]		
% Change from same period 2023	-16					-43	29	9	10	-26	N/A [‡]		
% Change from same period 2019	-39					-34	-44	-63	-10	-23	N/A [‡]		
Yarmouth	15					--	2	2	6	4	1		
% Change from same period 2023	-10					-8	-41	-54	21	38	53		
% Change from same period 2019 [†]	N/A					N/A	N/A	N/A	N/A	N/A	N/A		
Air Visits by Entry Point ('000s)													
Halifax Stanfield International Airport	703	33	22	29	22	64	94	110	146	95	88		
% Change from same period 2023	6	16	-13	3	-28	22	12	-3	15	0	12		
% Change from same period 2019	3	-12	-26	-11	-43	34	14	4	13	-2	10		
Total Visitors ('000s)	1,808	86	70	97	88	168	229	326	359	209	175		
% Change from same period 2023	-2	7	-10	-3	-16	10	11	-6	-4	-7	-3		
% Change from same period 2019	-12	-18	-30	-22	-30	3	0	-15	-13	-6	-10		

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.

‡ Caribou ferry did not run in October and November 2024.

* 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	1,716	109	116	142	159	169	187	216	251	188	177		
% Change from same period 2023	11	3	6	4	8	19	11	12	16	10	11		
% Change from same period 2019	-5	-12	-11	-12	-9	-8	-2	1	3	-6	-7		
J.A. Douglas McCurdy Sydney Airport	40	3	3 [*]	4	4	3	4	5	6	4	4		
% Change from same period 2023	8	6	-3	15	26	-17	11	16	28	0	-6		
% Change from same period 2019	-48	-40	-50	-31	-38	-56	-41	-54	-57	-50	-49		
Cruise Ship Passenger Visits (000's)													
Halifax (Quarterly)	256						46			210			
% Change from same period 2023	26						1			34			
Cape Breton	213				4	4	13	26	11	98	57		
% Change from same period 2023	28				814	-56	79	175	-36	53	-3		
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	228	2	2	2	3	11	36	60	56	37	19		
% Change from same period 2023	15	13	21	-22	3	3	16	22	19	11	0		
% Change from same period 2019	-22	-35	-23	-36	-9	-7	-3	-15	-29	-30	-36		
Local Information Centre Visitors Counselling	151					3	19	36	35	39	20		
Website Activity (NovaScotia.com) (000's)													
Visits	11,085	697	1,246	1,023	963	1,174	1,275	1,599	1,424	882	802		
% Change from same period 2023	3	27	31	-64	65	35	27	24	19	18	8		
% Change from same period 2019	231	219	504	222	215	225	195	195	199	196	314		

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	61,600			662,700	693,500	883,400	-4	-25
Quebec	1,000	1,100	2,000	1,800	3,200	6,900	19,000	19,700	7,400	5,500			67,600	70,300	76,300	-4	-11
Ontario	5,200	5,400	8,300	10,200	19,800	31,000	71,400	55,100	22,700	11,800			240,800	275,700	271,100	-13	-11
Western Canada	800	800	1,100	2,200	3,100	4,400	6,700	9,500	5,500	2,600			36,600	47,000	36,200	-22	1
CANADA	52,600	48,100	66,600	66,000	97,800	115,700	193,900	187,000	98,400	81,500			1,007,700	1,086,400	1,267,000	-7	-20
UNITED STATES	600	500	1,000	700	5,400	19,300	21,200	25,600	15,200	5,400			94,800	98,200	113,200	-3	-16
OVERSEAS[†]	--	--	--	--	100	200	400	900	600	100			2,400	2,000			
TOTAL ROAD VISITATION	53,200	48,600	67,600	66,700	103,400	135,200	215,500	213,500	114,200	86,900			1,104,900	1,186,700	1,380,200	-7	-20
% change monthly (versus 2023)	2	-9	-6	-11	3	10	-7	-14	-12	-15			-7				
% change monthly (versus 2019)	-21	-32	-26	-25	-10	-7	-22	-25	-9	-23			-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	8,800			59,700	53,400	72,100	12	-17
Quebec	2,700	1,900	2,500	1,200	2,300	4,200	2,100	4,500	3,600	3,500			28,400	28,600	26,600	-1	7
Ontario	15,700	11,000	14,300	9,900	28,300	42,900	43,400	57,000	37,000	34,600			294,200	293,000	259,300	0	13
Western Canada	4,200	2,100	3,000	4,400	18,300	20,900	28,000	40,900	24,600	21,600			168,000	153,500	135,500	9	24
CANADA	27,600	19,400	25,600	19,100	57,100	75,100	78,600	109,600	69,700	68,500			550,300	528,600	493,600	4	11
New England (inc Maine)	100	--	--	100	300	1,000	1,600	1,600	1,100	600			6,300	2,800	13,800	126	-55
Middle Atlantic	100	--	--	--	--	100	600	200	500	300			1,800	2,500	16,600	-29	-89
East North Central	200	300	--	--	400	700	1,400	1,500	1,200	300			6,100	2,600	12,200	134	-50
West North Central	100	100	100	--	100	1,500	1,800	1,400	1,600	1,500			8,200	7,400	6,000	10	36
South Atlantic	900	300	500	400	1,200	2,500	4,300	4,200	3,400	2,900			20,800	16,300	23,800	27	-13
East South Central	100	--	--	--	--	200	300	600	200	100			1,600	--	4,700	78	-66
West South Central	100	100	100	100	700	500	1,100	2,100	1,200	700			6,500	4,000	8,400	63	-23
Mountain	200	100	100	300	500	2,000	2,900	4,400	2,200	2,700			15,400	8,800	7,300	75	112
Pacific	200	--	300	100	100	900	800	1,000	1,400	600			5,300	5,400	14,600	-2	-64
UNITED STATES	2,000	1,000	1,200	1,000	3,300	9,200	14,700	17,000	12,800	9,700			71,900	50,700	107,400	42	-33
United Kingdom	800	400	400	900	1,000	1,300	6,300	7,100	4,100	5,100			27,500	28,400	27,400	-3	0
Germany	300	100	100	200	1,000	2,800	3,500	3,300	3,200	1,900			16,500	15,300	13,500	8	22
Other Europe	300	400	700	300	1,000	2,600	4,600	4,200	3,600	900			18,500	17,100	16,600	8	12
EUROPE TOTAL	1,500	900	1,200	1,400	2,900	6,700	14,400	14,600	10,900	7,900			62,500	60,800	57,500	3	9
Other Overseas	1,600	500	1,200	400	1,000	2,800	2,400	4,500	1,900	2,300			18,600	22,500	23,200	-17	-20
OVERSEAS TOTAL	3,100	1,400	2,400	1,700	4,000	9,500	16,800	19,200	12,800	10,200			81,100	83,200	80,700	-3	0
TOTAL AIR VISITATION	32,700	21,800	29,200	21,800	64,300	93,800	110,100	145,800	95,300	88,500			703,200	662,500	681,600	6	3
% change monthly (versus 2023)	16	-13	3	-28	22	12	-3	15	0	12			6				
% change monthly (versus 2019)	-12	-26	-11	-43	34	14	4	13	-2	10			3				

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	70,500			722,400	746,900	955,500	-3	-24
Quebec	3,700	3,100	4,400	3,000	5,500	11,100	21,100	24,200	11,000	9,000			96,000	98,900	102,900	-3	-7
Ontario	21,000	16,400	22,600	20,100	48,000	73,900	114,800	112,200	59,700	46,400			535,000	568,700	530,300	-6	1
Western Canada	5,100	2,900	4,100	6,600	21,400	25,300	34,600	50,300	30,000	24,100			204,600	200,500	171,800	2	19
CANADA	80,300	67,500	92,200	85,100	154,900	190,800	272,500	296,600	168,100	150,000			1,558,000	1,615,000	1,760,500	-4	-12
UNITED STATES	2,600	1,500	2,200	1,600	8,700	28,600	35,900	42,600	28,000	15,100			166,700	148,900	220,600	12	-24
United Kingdom	800	400	400	900	1,000	1,300	6,300	7,100	4,100	5,100			27,500	28,400	27,400	-3	0
Germany	300	100	100	200	1,000	2,800	3,500	3,300	3,200	1,900			16,500	15,300	13,500	8	22
Other Europe	300	400	700	300	1,000	2,600	4,600	4,200	3,600	900			18,500	17,100	16,600	8	12
Other Overseas	3,100	500	1,200	400	1,000	2,800	2,400	4,500	1,900	2,300			18,600	22,500	23,200	-17	-20
OVERSEAS	4,500	1,400	2,400	1,700	4,100	9,700	17,200	20,100	13,400	10,300			83,400	85,300	80,700	-2	3
TOTAL VISITATION	87,400	70,400	96,800	88,500	167,700	229,000	325,600	359,300	209,500	175,400			1,808,200	1,849,200	2,061,800	-2	-12
% change monthly (versus 2023)	8	-10	-3	-16	10	11	-6	-4	-7	-3			-2				
% change monthly (versus 2019)	-17	-30	-22	-30	3	0	-15	-13	-6	-10			-12				

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