

2024 Tourism Performance

Tourism Revenues

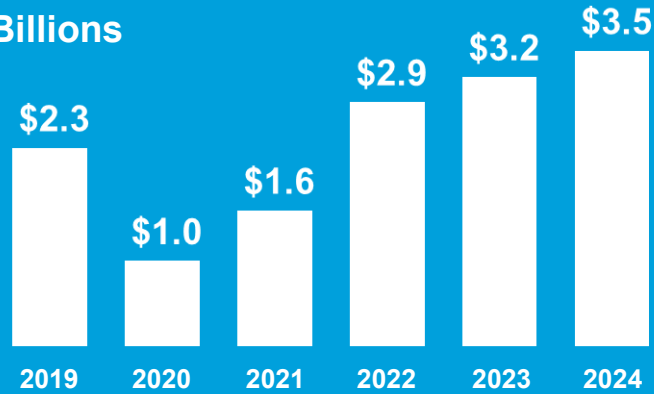


\$3.5 billion

+10% in tourism revenues compared to 2023.

Revenues include spending by Nova Scotians and non-resident visitors who travel to and within the province.

Billions



How many people visited?

2 million

Non-resident overnight visitors came to Nova Scotia in 2024



This is a decline of 2% (43,000 fewer visitors) compared to 2023.

Accommodations

Room nights sold include purchases by Nova Scotians travelling within the province and non-resident visitors.

Room nights booked through a sharing economy platform include both traditional accommodations and short-term rentals.

Room Nights Sold

3 million
Room nights sold

-1% compared to 2023

Sharing Economy Bookings

607,000
Room nights sold

+3% compared to 2023



How did our visitors get here?



VISITATION BY AIR

777,000

+6% increase over 2023



VISITATION BY ROAD

1,300,000

-7% decrease from 2023

Where did our visitors come from?

