

Nova Scotia Visitation Indicators

January to December 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	1,251	53	49	68	67	103	135	216	214	114	87	79	66
% Change from same period 2023	-7	2	-9	-6	-11	3	10	-7	-14	-12	-15	-3	-6
Amherst/Tidnish	1,080	51	47	65	62**	92**	116**	182**	160	88	80	77	61
% Change from same period 2023	-6	3	-9	-4	-12	7	9	-8	-19	-12	-6	4	-6
North Sydney	49	2	1	2	3	4	4	9	9	6	4	3	2
% Change from same period 2023	-7	-11	-5	-47	-3	-3	-3	-4	-11	0	-3	-5	16
Digby	40	--	1	1	1	2	5	9	10	5	2	0 ^{††}	2
% Change from same period 2023	-7	-39	-3	23	-14	-13	8	-12	4	-1	-35	N/A ^{††}	7
Caribou	61					4	6	10	28	11	0 [†]	0 [†]	2
% Change from same period 2023	-21					-43	29	9	10	-26	N/A [†]	N/A [†]	-27
Yarmouth	21					1	3	6	6	4	1		
% Change from same period 2023	25					90	30	10	20	37	52		
Air Visits by Entry Point ('000s)													
Halifax Stanfield International Airport	777	33	22	29	22	64	94	110	146	95	88	39	34
% Change from same period 2023	6	16	-13	3	-28	22	12	-3	15	0	12	-6	24
Total Visitors ('000s)	2,028	86	70	97	88	168	229	326	359	209	175	119	100
% Change from same period 2023	-2	7	-10	-3	-16	10	11	-6	-4	-7	-3	-4	2

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 November 2024.

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

"--" 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	1,989	109	116	142	159	169	187	216	251	188	177	135	139
% Change from same period 2023	11	3	6	4	8	19	11	12	16	10	11	19	14
J.A. Douglas McCurdy Sydney Airport	47	3	3*	4	4	3	4	5	6	4	4	4	3
% Change from same period 2023	5	6	-3	15	26	-17	11	16	28	0	-6	-9	-14
Cruise Ship Passenger Visits (000's)													
Halifax (Quarterly)	360						46			210			104
% Change from same period 2023	20						1			34			7
Cape Breton	214				4	4	13	26	11	98	57	1	
% Change from same period 2023	27				814	-56	79	175	-36	53	-3	-53	
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	231	2	2	2	3	11	36	60	56	37	19	2	2
% Change from same period 2023	14	13	21	-22	3	3	16	22	19	11	0	-27	-17
Local Information Centre Visitors Counselling	151					3	19	36	35	39	20		
Website Activity (NovaScotia.com) (000's)													
Visits	11,605	697	1,246	1,023	963	1,174	1,275	1,599	1,424	882	802	320	200
% Change from same period 2023	3	27	31	-64	65	35	27	24	19	18	8	3	-1

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

	Jan	Feb	March	April **	May **	June **	July **	Aug	Sept	Oct	Nov	Dec	YTD 2024	YTD 2023	YTD % Change 2024 - 2023
2024															
Atlantic Canada	45,600	40,800	55,300	51,700	71,800	73,500	96,900	102,600	62,800	61,600	67,200	57,600	787,500	815,800	-3
Quebec	1,000	1,100	2,000	1,800	3,300	6,900	19,100	19,700	7,400	5,500	2,400	1,500	71,700	74,400	-4
Ontario	5,200	5,400	8,300	10,200	19,800	31,000	71,600	55,100	22,700	11,800	7,500	5,500	254,200	295,700	-14
Western Canada	800	800	1,100	2,200	3,100	4,400	6,700	9,500	5,500	2,600	1,100	700	38,400	50,300	-24
CANADA	52,600	48,100	66,600	66,000	97,900	115,800	194,300	187,000	98,400	81,500	78,200	65,400	1,151,800	1,236,200	-7
UNITED STATES	600	500	1,000	700	5,400	19,300	21,200	25,600	15,200	5,400	1,200	700	96,800	100,900	-4
OVERSEAS*	--	--	--	--	100	200	500	900	600	100	--	--	2,400	2,000	19
TOTAL ROAD VISITATION	53,200	48,600	67,600	66,700	103,400	135,300	216,000	213,500	114,200	86,900	79,400	66,100	1,251,000	1,339,100	-7
% change monthly (versus 2023)	2	-9	-6	-11	3	10	-7	-14	-12	-15	-3	-6	-7		

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

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2024	YTD 2023	YTD % Change 2024 - 2023
2024															
Atlantic Canada	5,000	4,300	5,800	3,600	8,300	7,000	5,100	7,300	4,500	8,800	7,100	5,700	72,500	64,100	13
Quebec	2,700	1,900	2,500	1,200	2,300	4,200	2,100	4,500	3,600	3,500	1,600	2,300	32,300	33,800	-4
Ontario	15,700	11,000	14,300	9,900	28,300	42,900	43,400	57,000	37,000	34,600	18,100	19,100	331,400	327,500	1
Western Canada	4,200	2,100	3,000	4,400	18,300	20,900	28,000	40,900	24,600	21,600	7,700	4,100	179,800	165,700	9
CANADA	27,600	19,400	25,600	19,100	57,100	75,100	78,600	109,600	69,700	68,500	34,500	31,200	616,000	591,100	4
New England (inc Maine)	100	--	--	100	300	1,000	1,600	1,600	1,100	600	100	--	6,400	2,900	122
Middle Atlantic	100	--	--	--	--	100	600	200	500	300	300	--	2,100	2,700	-20
East North Central	200	300	--	--	400	700	1,400	1,500	1,200	300	100	100	6,300	3,100	100
West North Central	100	100	100	--	100	1,500	1,800	1,400	1,600	1,500	200	100	8,500	7,600	11
South Atlantic	900	300	500	400	1,200	2,500	4,300	4,200	3,400	2,900	500	500	21,800	17,400	25
East South Central	100	--	--	--	--	200	300	600	200	100	--	--	1,700	1,000	69
West South Central	100	100	100	100	700	500	1,100	2,100	1,200	700	100	--	6,700	4,100	62
Mountain	200	100	100	300	500	2,000	2,900	4,400	2,200	2,700	300	100	15,800	9,700	63
Pacific	200	--	300	100	100	900	800	1,000	1,400	600	500	--	5,800	5,700	1
UNITED STATES	2,000	1,000	1,200	1,000	3,300	9,200	14,700	17,000	12,800	9,700	2,200	1,000	75,000	54,300	38
United Kingdom	800	400	400	900	1,000	1,300	6,300	7,100	4,100	5,100	1,500	1,000	29,900	28,800	4
Germany	300	100	100	200	1,000	2,800	3,500	3,300	3,200	1,900	700	200	17,300	15,700	10
Other Europe	300	400	700	300	1,000	2,600	4,600	4,200	3,600	900	200	500	19,200	17,800	8
EUROPE TOTAL	1,500	900	1,200	1,400	2,900	6,700	14,400	14,600	10,900	7,900	2,300	1,700	66,400	62,300	7
Other Overseas	1,600	500	1,200	400	1,000	2,800	2,400	4,500	1,900	2,300	400	400	19,500	24,200	-20
OVERSEAS TOTAL	3,100	1,400	2,400	1,700	4,000	9,500	16,800	19,200	12,800	10,200	2,800	2,100	85,900	86,500	-1
TOTAL AIR VISITATION	32,700	21,800	29,200	21,800	64,300	93,800	110,100	145,800	95,300	88,500	39,400	34,300	776,900	731,900	6
% change monthly (versus 2023)	16	-13	3	-28	22	12	-3	15	0	12	-6	24	6		

Totals may not sum due to rounding.

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Total Visits by Origin

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2024	YTD 2023	YTD % Change 2024 - 2023
2024															
Atlantic Canada	50,500	45,100	61,100	55,300	80,100	80,500	102,000	109,900	67,400	70,500	74,200	63,300	860,000	879,900	-2
Quebec	3,700	3,100	4,400	3,000	5,500	11,100	21,200	24,200	11,000	9,000	4,000	3,800	104,000	108,200	-4
Ontario	21,000	16,400	22,600	20,100	48,000	74,000	115,000	112,200	59,700	46,400	25,600	24,600	585,600	623,200	-6
Western Canada	5,100	2,900	4,100	6,600	21,400	25,300	34,600	50,300	30,000	24,100	8,800	4,800	218,200	216,000	1
CANADA	80,300	67,500	92,200	85,100	155,000	190,900	272,900	296,600	168,100	150,000	112,600	96,600	1,767,800	1,827,300	-3
UNITED STATES	2,600	1,500	2,200	1,600	8,700	28,600	35,900	42,600	28,000	15,100	3,400	1,700	171,800	155,200	11
United Kingdom	800	400	400	900	1,000	1,300	6,300	7,100	4,100	5,100	1,500	1,000	29,900	28,800	4
Germany	300	100	100	200	1,000	2,800	3,500	3,300	3,200	1,900	700	200	17,300	15,700	10
Other Europe	300	400	700	300	1,000	2,600	4,600	4,200	3,600	900	200	500	19,200	17,800	8
Other Overseas	1,600	500	1,200	400	1,000	2,800	2,400	4,500	1,900	2,300	400	400	19,500	24,200	-20
OVERSEAS	3,100	1,400	2,400	1,700	4,100	9,700	17,300	20,100	13,400	10,300	2,800	2,100	88,400	88,500	0
TOTAL VISITATION	85,900	70,400	96,800	88,500	167,800	229,200	326,000	359,300	209,500	175,400	118,800	100,400	2,027,900	2,071,000	-2
% change monthly (versus 2023)	7	-10	-3	-16	10	11	-6	-4	-7	-3	-4	2	-2		

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