

Nova Scotia Visitation Indicators

January to April 2025

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	221	54	41	61	64								
% Change from same period 2024	-6	2	-15	-9	-4								
Amherst/Tidnish	209	52	40	59	59								
% Change from same period 2024	-7	1	-15	-9	-4								
North Sydney	8	2	1	2	3								
% Change from same period 2024	1	8	8	-4	-1								
Digby	4	1	1	1	1								
% Change from same period 2024	-4	59	-16	-23	1								
Caribou	0												
% Change from same period 2024													
Yarmouth	0												
% Change from same period 2024													
Air Visits by Entry Point ('000s)													
Halifax Stanfield International Airport	129	40	23	29	37								
% Change from same period 2024	7	26	10	3	-7								
Total Visitors ('000s)	350	95	65	90	101								
% Change from same period 2024	-2	11	-7	-6	-5								

	YTD	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Visitor Activity													
Airport Activity: Enplanements (000's)													
Halifax Stanfield International Airport	553	118	124	152	159								
% Change from same period 2024	5	8	7	7	0								
J.A. Douglas McCurdy Sydney Airport	13	3	3	3	4								
% Change from same period 2024	-10	-8	4	-17	-12								
Cruise Ship Passenger Visits (000's)													
Halifax (Quarterly)	0												
% Change from same period 2024													
Cape Breton	--				--								
% Change from same period 2024	-96				-96								
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	9	2	2	3	3								
% Change from same period 2024	9	-7	-5	39	5								
Local Information Centre Visitors Counselling	0												
Website Activity (NovaScotia.com) (000's)													
Visits	2,766	349	762	887	769								
% Change from same period 2024	-30	-50	-39	-13	-20								

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 2025	YTD 2024	YTD % Change 2025 - 2024
2025															
Atlantic Canada	48,200	37,200	52,800	51,600									189,800	193,300	-2
Quebec	1,300	600	1,700	2,100									5,700	5,900	-3
Ontario	3,900	3,100	5,300	7,800									20,100	29,100	-31
Western Canada	700	300	800	1,200									3,000	5,000	-41
CANADA	54,000	41,200	60,700	62,700									218,600	233,400	-6
Maine (by road only)	100	100	100	200									400	500	-24
Other New England	100	100	200	400									700	800	-11
Middle Atlantic	--	--	100	200									400	300	60
East North Central	--	--	100	--									100	100	116
West North Central	--	--	--	--									--	--	-42
South Atlantic	--	--	100	200									400	200	75
East South Central	--	--	--	--									--	--	67
West South Central	--	--	100	100									200	100	234
Mountain	--	--	--	100									100	--	602
Pacific	--	--	--	100									100	--	194
UNITED STATES	300	200	800	1,300									2,600	2,700	-5
OVERSEAS	--	--	--	--									--	--	-28
TOTAL ROAD VISITATION	54,400	41,400	61,400	64,000									221,200	236,100	-6
% change monthly (versus 2024)	2	-15	-9	-4									-6		

Totals may not sum due to rounding.
"--" indicates that a number is below 100 but above 0.

Air Visits by Origin

2025	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2025	YTD 2024	YTD % Change 2025 - 2024
Atlantic Canada	4,900	4,400	4,400	4,600									18,300	12,400	48
Quebec	3,100	1,500	2,400	1,800									8,800	9,300	-5
Ontario	17,700	10,200	15,200	18,500									61,600	62,600	-2
Western Canada	5,700	2,700	3,500	7,000									18,900	18,400	2
CANADA	31,400	18,800	25,400	31,900									107,600	102,700	5
New England (inc Maine)	500	500	200	400									1,600	1,500	8
Middle Atlantic	500	400	300	300									1,500	1,500	-3
East North Central	300	200	300	200									1,000	1,100	-6
West North Central	--	--	100	100									200	300	-33
South Atlantic	900	900	300	400									2,500	1,600	57
East South Central	100	100	--	--									200	200	21
West South Central	300	100	--	200									700	800	-16
Mountain	200	100	100	--									400	200	52
Pacific	300	300	100	100									900	1,000	-12
UNITED STATES	3,300	2,400	1,400	1,800									8,900	8,100	9
United Kingdom	2,100	1,000	500	1,100									4,800	3,100	53
Germany	300	100	100	300									800	1,000	-20
Other Europe	1,100	500	400	900									2,800	1,900	47
EUROPE TOTAL	3,500	1,600	1,000	2,400									8,400	6,000	39
Other Overseas	2,100	600	800	600									4,200	4,200	1
OVERSEAS TOTAL	5,600	2,200	1,800	3,000									12,600	10,200	24
TOTAL AIR VISITATION	40,200	23,400	28,600	36,800									129,000	121,000	7
% change monthly (versus 2024)	26	10	3	-7									7		

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Total Visits by Origin

2025	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2025	YTD 2024	YTD % Change 2025 - 2024
Atlantic Canada	53,100	41,600	57,200	56,200									208,100	205,700	1
Quebec	4,400	2,100	4,100	3,900									14,500	15,200	-4
Ontario	21,500	13,300	20,500	26,300									81,700	91,700	-11
Western Canada	6,400	3,000	4,200	8,200									21,800	23,400	-7
CANADA	85,400	60,000	86,100	94,600									326,100	336,100	-3
New England (inc Maine)	700	600	500	900									2,700	2,800	-4
Middle Atlantic	500	400	400	500									1,900	1,800	7
East North Central	300	200	400	300									1,100	1,100	0
West North Central	100	--	100	100									200	400	-34
South Atlantic	1,000	900	400	700									2,900	1,800	60
East South Central	100	100	--	100									300	200	27
West South Central	400	100	100	300									900	900	2
Mountain	200	100	100	100									500	300	84
Pacific	400	300	100	200									1,000	1,000	-4
UNITED STATES	3,600	2,600	2,100	3,200									11,500	10,900	5
United Kingdom	2,100	1,000	500	1,100									4,800	3,100	53
Germany	300	100	100	300									800	1,000	-20
Other Europe	1,100	500	400	900									2,800	1,900	47
Other Overseas	2,100	600	800	600									4,200	4,200	1
OVERSEAS	5,600	2,200	1,800	3,000									12,600	10,200	23
TOTAL VISITATION	94,600	64,800	90,000	100,800									350,200	357,100	-2
% change monthly (versus 2024)	11	-7	-6	-5									-2		

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