

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	794	32	21	28	40	64	94	111	147	96	89	39	34
% Change from same period 2023	8	17	-10	-1	32	21	8	-3	16	0	14	-4	22
Total Visitors ('000s)	2,045	85	70	95	106	168	230	327	360	210	176	119	100
% Change from same period 2023	-1	7	-10	-4	1	10	9	-6	-4	-7	-2	-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	2,900	2,600	3,500	3,300	6,800	6,500	4,600	6,300	4,200	7,300	5,600	3,700	57,500	52,500	10
Quebec	2,800	2,000	2,300	2,200	2,300	4,200	2,100	4,300	3,600	3,500	1,600	2,400	33,300	33,000	1
Ontario	16,400	11,400	14,700	20,100	28,800	42,900	43,300	56,900	36,700	34,400	18,300	19,100	343,100	328,300	5
Western Canada	4,400	2,200	2,900	8,900	18,600	20,600	28,000	40,300	24,200	21,700	7,700	4,100	183,800	167,500	10
CANADA	26,500	18,200	23,400	34,600	56,500	74,300	78,100	107,800	68,800	67,000	33,200	29,300	617,700	581,200	6
New England (inc Maine)	500	200	400	300	500	1,200	1,400	1,700	1,300	600	300	500	8,900	8,500	4
Middle Atlantic	500	300	400	300	1,000	2,100	2,900	4,800	2,700	2,900	500	200	18,500	10,900	71
East North Central	300	100	400	200	200	800	1,500	2,000	1,900	1,400	600	100	9,500	9,400	1
West North Central	--	--	200	100	300	400	800	700	700	300	100	--	3,600	4,000	-10
South Atlantic	300	500	300	500	600	3,600	4,700	4,100	3,100	2,900	600	600	21,800	12,800	71
East South Central	100	--	--	100	--	100	400	400	300	500	300	--	2,400	2,500	-2
West South Central	200	100	100	400	300	500	1,700	1,600	1,000	1,100	200	100	7,400	4,800	55
Mountain	100	--	100	--	100	600	1,200	1,900	1,300	700	200	--	6,200	3,700	67
Pacific	300	400	100	200	800	1,800	2,900	3,000	2,100	1,300	500	600	14,000	10,200	37
UNITED STATES	2,400	1,700	1,900	2,200	3,800	11,100	17,400	20,200	14,400	11,800	3,300	2,100	92,300	66,700	38
United Kingdom	900	400	400	1,500	1,000	1,200	6,300	6,900	4,100	5,100	1,500	1,000	30,400	27,000	13
Germany	300	100	100	400	1,000	2,600	2,900	3,400	3,200	1,900	600	200	16,900	14,500	16
Other Europe	300	400	700	500	1,000	2,600	3,800	4,000	3,400	800	200	500	18,100	16,700	9
EUROPE TOTAL	1,500	900	1,200	2,300	3,000	6,500	13,000	14,300	10,700	7,800	2,400	1,700	65,300	58,200	12
Other Overseas	1,600	600	1,300	700	1,000	2,600	2,300	4,300	1,800	2,100	400	500	19,100	27,300	-30
OVERSEAS TOTAL	3,200	1,500	2,500	3,000	4,000	9,100	15,200	18,500	12,500	9,900	2,800	2,200	84,400	85,500	-1
TOTAL AIR VISITATION	32,100	21,400	27,800	39,700	64,300	94,400	110,700	146,500	95,700	88,800	39,400	33,600	794,400	733,400	8
% change monthly (versus 2023)	17	-10	-1	32	21	8	-3	16	0	14	-4	22	8		

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	48,500	43,400	58,800	55,000	78,600	80,100	101,500	108,900	67,000	68,900	72,800	61,300	845,000	868,300	-3
Quebec	3,800	3,100	4,300	4,000	5,600	11,100	21,200	24,000	11,000	9,000	4,000	3,900	105,000	107,400	-2
Ontario	21,600	16,800	23,000	30,400	48,500	73,900	114,900	112,000	59,500	46,300	25,800	24,600	597,200	624,000	-4
Western Canada	5,200	3,000	4,000	11,200	21,700	25,000	34,700	49,800	29,700	24,300	8,800	4,900	222,200	217,800	2
CANADA	79,100	66,300	90,000	100,600	154,400	190,100	272,400	294,700	167,200	148,500	111,400	94,600	1,769,400	1,817,400	-3
UNITED STATES	3,000	2,200	2,900	2,800	9,300	30,400	38,600	45,800	29,600	17,200	4,500	2,800	189,000	167,600	13
United Kingdom	900	400	400	1,500	1,000	1,200	6,300	6,900	4,100	5,100	1,500	1,000	30,400	27,000	13
Germany	300	100	100	400	1,000	2,600	2,900	3,400	3,200	1,900	600	200	16,900	14,500	16
Other Europe	300	400	700	500	1,000	2,600	3,800	4,000	3,400	800	200	500	18,100	16,700	9
Other Overseas	1,600	600	1,300	700	1,000	2,600	2,300	4,300	1,800	2,100	400	500	19,100	27,300	-30
OVERSEAS	3,200	1,500	2,500	3,000	4,100	9,300	15,700	19,500	13,100	10,000	2,800	2,200	86,900	87,500	-1
TOTAL VISITATION	85,300	70,000	95,400	106,400	167,800	229,800	326,700	360,000	209,800	175,700	118,700	99,600	2,045,300	2,072,500	-1
% change monthly (versus 2023)	7	-10	-4	1	10	9	-6	-4	-7	-2	-4	2	-1		

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