

Nova Scotia Visitation Indicators

January to March 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
Visitor Activity													
Airport Activity: Enplanements (000's)													
Halifax Stanfield International Airport	394	118	124	152									
% Change from same period 2024	7	8	7	7									
J.A. Douglas McCurdy Sydney Airport	9	3	3	3									
% Change from same period 2024	-9	-8	4*	-17									
Cruise Ship Passenger Visits (000's)													
Halifax (Quarterly)	0												
% Change from same period 2024													
Cape Breton	0												
% Change from same period 2024													
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	6	2	2	3									
% Change from same period 2024	11	-7	-5	39									
Local Information Centre Visitors Counselling	0												
Website Activity (NovaScotia.com) (000's)													
Visits	1,998	349	762	887									
% Change from same period 2024	-33	-50	-39	-13									

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										138,200	141,600	-2
Quebec	1,300	600	1,700										3,700	4,100	-10
Ontario	3,900	3,100	5,300										12,300	18,900	-35
Western Canada	700	300	800										1,700	2,800	-37
CANADA	54,000	41,200	60,700										155,900	167,400	-7
Maine (by road only)	100	100	100										200	500	-55
Other New England	100	100	200										400	800	-55
Middle Atlantic	--	--	100										200	300	-17
East North Central	--	--	100										100	100	30
West North Central	--	--	--										--	--	-78
South Atlantic	--	--	100										200	200	-29
East South Central	--	--	--										--	--	-25
West South Central	--	--	100										100	100	58
Mountain	--	--	--										--	--	170
Pacific	--	--	--										--	--	5
UNITED STATES	300	200	800										1,300	2,100	-39
OVERSEAS	--	--	--										--	--	-75
TOTAL ROAD VISITATION	54,400	41,400	61,400										157,100	169,500	-7
% change monthly (versus 2024)	2	-15	-9										-7		

Totals may not sum due to rounding.
"--" 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 2025	YTD 2024	YTD % Change 2025 - 2024
2025															
Atlantic Canada	4,900	4,400	4,400										13,700	9,100	51
Quebec	3,100	1,500	2,400										7,000	7,100	-2
Ontario	17,700	10,200	15,200										43,100	42,500	1
Western Canada	5,700	2,700	3,500										11,900	9,500	26
CANADA	31,400	18,800	25,400										75,700	68,100	11
New England (inc Maine)	500	500	200										1,200	1,100	4
Middle Atlantic	500	400	300										1,200	1,200	-5
East North Central	300	200	300										800	800	-5
West North Central	--	--	100										100	200	-25
South Atlantic	900	900	300										2,100	1,100	88
East South Central	100	100	--										200	100	61
West South Central	300	100	--										500	400	12
Mountain	200	100	100										300	200	51
Pacific	300	300	100										700	800	-6
UNITED STATES	3,300	2,400	1,400										7,000	6,000	17
United Kingdom	2,100	1,000	500										3,600	1,700	119
Germany	300	100	100										400	600	-29
Other Europe	1,100	500	400										2,000	1,400	37
EUROPE TOTAL	3,500	1,600	1,000										6,000	3,700	63
Other Overseas	2,100	600	800										3,500	3,500	2
OVERSEAS TOTAL	5,600	2,200	1,800										9,600	7,200	33
TOTAL AIR VISITATION	40,200	23,400	28,600										92,300	81,300	14
% change monthly (versus 2024)	26	10	3										14		

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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										151,900	150,700	1
Quebec	4,400	2,100	4,100										10,700	11,200	-5
Ontario	21,500	13,300	20,500										55,400	61,400	-10
Western Canada	6,400	3,000	4,200										13,600	12,200	11
CANADA	85,400	60,000	86,100										231,500	235,500	-2
New England (inc Maine)	700	600	500										1,800	2,500	-28
Middle Atlantic	500	400	400										1,400	1,500	-7
East North Central	300	200	400										900	900	-3
West North Central	100	--	100										100	200	-34
South Atlantic	1,000	900	400										2,200	1,300	68
East South Central	100	100	--										200	100	44
West South Central	400	100	100										600	500	18
Mountain	200	100	100										400	200	58
Pacific	400	300	100										800	800	-5
UNITED STATES	3,600	2,600	2,100										8,300	8,100	3
United Kingdom	2,100	1,000	500										3,600	1,700	119
Germany	300	100	100										400	600	-29
Other Europe	1,100	500	400										2,000	1,400	37
Other Overseas	2,100	600	800										3,500	3,500	2
OVERSEAS	5,600	2,200	1,800										9,600	7,200	33
TOTAL VISITATION	94,600	64,800	90,000										249,400	250,800	-1
% change monthly (versus 2024)	11	-7	-6										-1		

Totals may not sum due to rounding.

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