

Nova Scotia Visitation Indicators

January to May 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	309	54	41	61	64	87							
% Change from same period 2024	-9	2	-15	-9	-4	-15							
Amherst/Tidnish	282	52	40	59	59	73							
% Change from same period 2024	-11	1	-15	-9	-4	-21							
North Sydney	12	2	1	2	3	4							
% Change from same period 2024	3	8	8	-4	-1	5							
Digby	6	1	1	1	1	2							
% Change from same period 2024	-4	59	-16	-23	1	-3							
Caribou	7						7						
% Change from same period 2024	102						102						
Yarmouth	1						1						
% Change from same period 2024	-35						-35						
Air Visits by Entry Point ('000s)													
Halifax Stanfield International Airport	179	40	23	29	37	50							
% Change from same period 2024	-3	26	10	3	-7	-22							
Total Visitors ('000s)	488	95	65	90	101	138							
% Change from same period 2024	-7	11	-7	-6	-5	-18							

Totals may not sum due to rounding.
 "...- " 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	717	118	124	152	159	164							
% Change from same period 2024	3	8	7	7	0	-3							
J.A. Douglas McCurdy Sydney Airport	17	3	3	3	4	4							
% Change from same period 2024	-4	-8	4*	-17	-12	25							
Cruise Ship Passenger Visits (000's)													
Halifax (Quarterly)													
% Change from same period 2024													
Cape Breton	4				--	4							
% Change from same period 2024	-54				-96	-10							
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	22	2	2	3	3	13							
% Change from same period 2024	12	-7	-5	39	5	14							
Local Information Centre Visitors Counselling	2					2							
Website Activity (NovaScotia.com) (000's)													
Visits	3,600	349	762	887	769	833							
% Change from same period 2024	-29	-50	-39	-13	-20	-29							

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	64,100								253,800	265,200	-4
Quebec	1,300	600	1,700	2,100	3,300								9,100	9,200	-2
Ontario	3,900	3,100	5,300	7,800	13,200								33,300	48,900	-32
Western Canada	700	300	800	1,200	2,800								5,800	8,100	-28
CANADA	54,000	41,200	60,700	62,700	83,400								302,000	331,300	-9
Maine (by road only)	100	100	100	200	400								800	N/A*	
Other New England	100	100	200	400	1,100								1,800	N/A*	
Middle Atlantic	--	--	100	200	500								900	N/A*	
East North Central	--	--	100	--	200								300	N/A*	
West North Central	--	--	--	--	100								100	N/A*	
South Atlantic	--	--	100	200	800								1,200	N/A*	
East South Central	--	--	--	--	100								200	N/A*	
West South Central	--	--	100	100	200								500	N/A*	
Mountain	--	--	--	100	100								200	N/A*	
Pacific	--	--	--	100	300								400	N/A*	
UNITED STATES	300	200	800	1,300	3,900								6,500	8,200	-21
OVERSEAS	--	--	--	--	200								200	100	59
TOTAL ROAD VISITATION	54,400	41,400	61,400	64,000	87,500								308,600	339,600	-9
% change monthly (versus 2024)	2	-15	-9	-4	-15								-9		

Totals may not sum due to rounding.
* Amherst/Tidnish entry points were not enumerated from April 2024 to July 2024. YTD 2024 estimates of visitor numbers are not available for individual US regions.
"--" 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	6,100								24,400	19,200	27
Quebec	3,100	1,500	2,400	1,800	2,400								11,100	11,600	-4
Ontario	17,700	10,200	15,200	18,500	23,700								85,400	91,600	-7
Western Canada	5,700	2,700	3,500	7,000	10,400								29,200	36,200	-19
CANADA	31,400	18,800	25,400	31,900	42,500								150,100	158,700	-5
New England (inc Maine)	500	500	200	400	800								2,400	1,900	24
Middle Atlantic	500	400	300	300	900								2,300	2,500	-7
East North Central	300	200	300	200	100								1,100	1,300	-11
West North Central	--	--	100	100	--								200	600	-60
South Atlantic	900	900	300	400	1,000								3,500	2,200	59
East South Central	100	100	--	--	100								300	200	43
West South Central	300	100	--	200	400								1,000	1,100	-9
Mountain	200	100	100	--	600								900	400	154
Pacific	300	300	100	100	600								1,500	1,800	-17
UNITED STATES	3,300	2,400	1,400	1,800	4,400								13,300	12,000	11
United Kingdom	2,100	1,000	500	1,100	1,500								6,200	4,100	52
Germany	300	100	100	300	400								1,200	2,000	-41
Other Europe	1,100	500	400	900	300								3,100	3,000	6
EUROPE TOTAL	3,500	1,600	1,000	2,400	2,100								10,500	9,000	17
Other Overseas	2,100	600	800	600	1,000								5,100	5,200	-1
OVERSEAS TOTAL	5,600	2,200	1,800	3,000	3,100								15,700	14,200	10
TOTAL AIR VISITATION	40,200	23,400	28,600	36,800	50,100								179,100	184,900	-3
% change monthly (versus 2024)	26	10	3	-7	-22								-3		

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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	70,100								278,200	284,400	-2
Quebec	4,400	2,100	4,100	3,900	5,700								20,200	20,800	-3
Ontario	21,500	13,300	20,500	26,300	36,900								118,600	140,500	-16
Western Canada	6,400	3,000	4,200	8,200	13,200								35,000	44,300	-21
CANADA	85,400	60,000	86,100	94,600	125,900								452,100	490,000	-8
New England (inc Maine)	700	600	500	900	2,300								5,000	N/A*	
Middle Atlantic	500	400	400	500	1,400								3,300	N/A*	
East North Central	300	200	400	300	300								1,400	N/A*	
West North Central	100	--	100	100	100								400	N/A*	
South Atlantic	1,000	900	400	700	1,800								4,700	N/A*	
East South Central	100	100	--	100	200								500	N/A*	
West South Central	400	100	100	300	600								1,500	N/A*	
Mountain	200	100	100	100	700								1,200	N/A*	
Pacific	400	300	100	200	900								1,900	N/A*	
UNITED STATES	3,600	2,600	2,100	3,200	8,300								19,800	20,200	-2
United Kingdom	2,100	1,000	500	1,100	1,500								6,200	4,100	52
Germany	300	100	100	300	400								1,200	2,000	-41
Other Europe	1,100	500	400	900	300								3,100	3,000	6
Other Overseas	2,100	600	800	600	1,000								5,100	5,200	-1
OVERSEAS	5,600	2,200	1,800	3,000	3,300								15,900	14,400	11
TOTAL VISITATION	94,600	64,800	90,000	100,800	137,600								487,700	524,500	-7
% change monthly (versus 2024)	11	-7	-6	-5	-18								-7		

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