

Nova Scotia Visitation Indicators

January to August 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	888	54	41	61	64	87	125	211	243				
% Change from same period 2024	-2	2	-15	-9	-4	-15	-7	-2	14				
Amherst/Tidnish	718	52	40	59	59	73	96	160	180				
% Change from same period 2024*	-7	1	-15	-9	-4	-21	-17	-12	12				
North Sydney	34	2	1	2	3	4	5	8	9				
% Change from same period 2024	0	8	8	-4	-1	5	13	-15	5				
Digby	35	1	1	1	1	2	6	10	14				
% Change from same period 2024	15	59	-16	-23	1	-3	9	13	31				
Caribou	87					7	15	29	35				
% Change from same period 2024	81					102	146	185	26				
Yarmouth	13					1	3	5	5				
% Change from same period 2024	-19					-35	-10	-24	-15				
Air Visits by Entry Point ('000s)													
Halifax Stanfield International Airport	533	40	23	29	37	50	82	125	146				
% Change from same period 2024	-1	26	10	3	-7	-22	-13	13	0				
Total Visitors ('000s)	1,421	95	65	90	101	138	208	336	389				
% Change from same period 2024	-1	11	-7	-6	-5	-18	-10	3	8				

Totals may not sum due to rounding.

*Amherst/Tidnish entry points were not enumerated from April 2024 to July 2024. Estimates were developed based on available data.

"--" 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	1,390	118	124	152	159	164	192	230	252				
% Change from same period 2024	3	8	7	7	0	-3	2	6	0				
J.A. Douglas McCurdy Sydney Airport	35	3	3	3	4	4	5	6	7				
% Change from same period 2024	8	-8	4*	-17	-12	25	19	28	22				
Cruise Ship Passenger Visits (000's)													
Halifax (Quarterly)													
% Change from same period 2024													
Cape Breton	23				--	4	19						
% Change from same period 2024	9				-96	-10	50						
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	178	2	2	3	3	13	35	57	64				
% Change from same period 2024	4	-7	-5	39	5	14	-2	-5	14				
Local Information Centre Visitors Counselling	90					2	18	34	36				
Website Activity (NovaScotia.com) (000's)													
Visits	6,857	349	762	887	769	833	959	1,214	1,085				

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	70,200	103,400	125,500					553,000	538,200	3
Quebec	1,300	600	1,700	2,100	3,300	11,300	27,300	28,700					76,400	55,000	39
Ontario	3,900	3,100	5,300	7,800	13,200	25,500	49,800	56,700					165,200	206,600	-20
Western Canada	700	300	800	1,200	2,800	5,600	9,300	9,700					30,400	28,600	6
CANADA	54,000	41,200	60,700	62,700	83,400	112,500	189,900	220,600					825,000	828,400	0
Maine (by road only)	100	100	100	200	400	1,000	1,500	1,800					5,100	N/A*	
Other New England	100	100	200	400	1,100	3,400	6,000	7,100					18,200	N/A*	
Middle Atlantic	--	--	100	200	500	1,700	3,200	3,600					9,400	N/A*	
East North Central	--	--	100	--	200	700	1,400	1,300					3,600	N/A*	
West North Central	--	--	--	--	100	300	700	600					1,700	N/A*	
South Atlantic	--	--	100	200	800	2,300	3,500	3,300					10,400	N/A*	
East South Central	--	--	--	--	100	400	700	500					1,700	N/A*	
West South Central	--	--	100	100	200	700	1,100	900					3,100	N/A*	
Mountain	--	--	--	100	100	800	900	1,200					3,100	N/A*	
Pacific	--	--	--	100	300	800	1,000	800					3,000	N/A*	
UNITED STATES	300	200	800	1,300	3,900	12,100	19,800	21,100					59,400	74,300	-20
OVERSEAS**	--	--	--	--	200	600	1,200	1,300					3,300	1,700	88
TOTAL ROAD VISITATION	54,400	41,400	61,400	64,000	87,500	125,200	210,800	242,900					887,600	904,400	-2
% change monthly (versus 2024)	2	-15	-9	-4	-15	-7	-2	14					-2		

Totals may not sum due to rounding.

* Amherst/Tidnish entry points were not enumerated from April 2024 to July 2024. Estimates were developed based on available data. YTD 2024 estimates of visitor numbers are not available for individual US regions.

** 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 2025	YTD 2024	YTD % Change 2025 - 2024
2025															
Atlantic Canada	4,900	4,400	4,400	4,600	6,100	6,300	8,600	3,800					43,000	36,700	17
Quebec	3,100	1,500	2,400	1,800	2,400	3,600	3,400	2,700					20,900	22,200	-6
Ontario	17,700	10,200	15,200	18,500	23,700	32,100	45,600	63,100					226,200	234,700	-4
Western Canada	5,700	2,700	3,500	7,000	10,400	21,100	32,100	38,200					120,500	125,200	-4
CANADA	31,400	18,800	25,400	31,900	42,500	63,100	89,600	107,800					410,600	418,800	-2
New England (inc Maine)	500	500	200	400	800	1,100	2,200	1,800					7,500	6,100	23
Middle Atlantic	500	400	300	300	900	1,800	3,400	3,300					10,900	12,300	-11
East North Central	300	200	300	200	100	1,200	2,700	1,800					6,800	5,600	22
West North Central	--	--	100	100	--	700	800	500					2,300	2,500	-9
South Atlantic	900	900	300	400	1,000	2,400	6,300	4,500					16,700	14,600	14
East South Central	100	100	--	--	100	500	800	700					2,300	1,200	101
West South Central	300	100	--	200	400	1,000	1,100	1,900					5,000	5,000	0
Mountain	200	100	100	--	600	1,600	1,400	1,400					5,300	4,000	32
Pacific	300	300	100	100	600	1,100	1,800	2,500					7,000	9,500	-26
UNITED STATES	3,300	2,400	1,400	1,800	4,400	11,300	20,700	18,500					63,700	60,600	5
United Kingdom	2,100	1,000	500	1,100	1,500	2,900	4,800	4,600					18,500	18,600	0
Germany	300	100	100	300	400	1,100	1,600	5,300					9,200	10,900	-16
Other Europe	1,100	500	400	900	300	1,700	4,200	6,500					15,600	13,300	17
EUROPE TOTAL	3,500	1,600	1,000	2,400	2,100	5,800	10,600	16,400					43,300	42,800	1
Other Overseas	2,100	600	800	600	1,000	2,200	4,400	3,500					15,300	14,300	7
OVERSEAS TOTAL	5,600	2,200	1,800	3,000	3,100	8,000	15,000	19,900					58,600	57,100	3
TOTAL AIR VISITATION	40,200	23,400	28,600	36,800	50,100	82,300	125,300	146,200					532,900	536,500	-1
% change monthly (versus 2024)	26	10	3	-7	-22	-13	13	0					-1		

Totals may not sum due to rounding.

"--" indicates that a number is below 100 but above 0.

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	76,500	112,000	129,300					596,000	574,900	4
Quebec	4,400	2,100	4,100	3,900	5,700	14,800	30,700	31,500					97,200	77,200	26
Ontario	21,500	13,300	20,500	26,300	36,900	57,600	95,400	119,800					391,400	441,300	-11
Western Canada	6,400	3,000	4,200	8,200	13,200	26,700	41,400	47,800					150,900	153,700	-2
CANADA	85,400	60,000	86,100	94,600	125,900	175,600	279,500	328,400					1,235,600	1,247,100	-1
New England (inc Maine)	700	600	500	900	2,300	5,400	9,600	10,800					30,800	N/A*	
Middle Atlantic	500	400	400	500	1,400	3,500	6,600	6,900					20,300	N/A*	
East North Central	300	200	400	300	300	1,900	4,000	3,100					10,400	N/A*	
West North Central	100	--	100	100	100	1,100	1,500	1,000					4,000	N/A*	
South Atlantic	1,000	900	400	700	1,800	4,700	9,800	7,900					27,100	N/A*	
East South Central	100	100	--	100	200	900	1,500	1,200					4,100	N/A*	
West South Central	400	100	100	300	600	1,700	2,200	2,800					8,100	N/A*	
Mountain	200	100	100	100	700	2,300	2,300	2,600					8,400	N/A*	
Pacific	400	300	100	200	900	1,900	2,900	3,300					10,000	N/A*	
UNITED STATES	3,600	2,600	2,100	3,200	8,300	23,300	40,400	39,600					123,100	134,900	-9
United Kingdom	2,100	1,000	500	1,100	1,500	2,900	4,800	4,600					18,500	18,600	0
Germany	300	100	100	300	400	1,100	1,600	5,300					9,200	10,900	-16
Other Europe	1,100	500	400	900	300	1,700	4,200	6,500					15,600	13,300	17
Other Overseas	2,100	600	800	600	1,000	2,200	4,400	3,500					15,300	14,300	7
OVERSEAS	5,600	2,200	1,800	3,000	3,300	8,600	16,100	21,200					61,800	58,800	5
TOTAL VISITATION	94,600	64,800	90,000	100,800	137,600	207,500	336,100	389,100					1,420,500	1,440,900	-1
% change monthly (versus 2024)	11	-7	-6	-5	-18	-10	3	8					-1		

Totals may not sum due to rounding.

* Amherst/Tidnish entry points were not enumerated from April 2024 to July 2024. Estimates were developed based on available data. YTD 2024 estimates of visitor numbers are not available for individual US regions.

"--" indicates that a number is below 100 but above 0.