

Nova Scotia Visitation Indicators

January to September 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	1,025	54	41	61	64	87	125	211	243	137			
% Change from same period 2024	1	2	-15	-9	-4	-15	-7	-2	14	20			
Amherst/Tidnish	816	52	40	59	59	73	96	160	180	98			
% Change from same period 2024*	-5	1	-15	-9	-4	-21	-17	-12	12	11			
North Sydney	40	2	1	2	3	4	5	8	9	6			
% Change from same period 2024	1	8	8	-4	-1	5	13	-15	5	5			
Digby	43	1	1	1	1	2	6	10	14	8			
% Change from same period 2024	20	59	-16	-23	1	-3	9	13	31	50			
Caribou	109					7	15	29	35	22			
% Change from same period 2024	83					102	146	185	26	94			
Yarmouth	16					1	3	5	5	3			
% Change from same period 2024	-19					-35	-10	-24	-15	-19			
Air Visits by Entry Point ('000s)													
Halifax Stanfield International Airport	641	40	23	29	37	50	82	125	146	108			
% Change from same period 2024	1	26	10	3	-7	-22	-13	13	0	13			
Total Visitors ('000s)	1,666	95	65	90	101	138	208	336	389	245			
% Change from same period 2024	1	11	-7	-6	-5	-18	-10	3	8	17			

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	1,597	118	124	152	159	164	192	230	252	207			
% Change from same period 2024	4	8	7	7	0	-3	2	6	0	10			
J.A. Douglas McCurdy Sydney Airport	40	3	3	3	4	4	5	6	7	6			
% Change from same period 2024	11	-8	4*	-17	-12	25	19	28	22	38			
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	235	2	2	3	3	13	35	57	64	57			
% Change from same period 2024	13	-7	-5	39	5	14	-2	-5	14	56			
Local Information Centre Visitors Counselling	133					2	18	37	40	36			
Website Activity (NovaScotia.com) (000's)													
Visits	7,661	349	762	887	769	833	959	1,214	1,085	804			

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	74,500				627,400	601,100	4
Quebec	1,300	600	1,700	2,100	3,300	11,300	27,300	28,700	10,800				87,200	62,300	40
Ontario	3,900	3,100	5,300	7,800	13,200	25,500	49,800	56,700	27,400				192,700	229,300	-16
Western Canada	700	300	800	1,200	2,800	5,600	9,300	9,700	8,300				38,700	34,000	14
CANADA	54,000	41,200	60,700	62,700	83,400	112,500	189,900	220,600	121,100				946,100	926,800	2
Maine (by road only)	100	100	100	200	400	1,000	1,500	1,800	1,400				6,500	N/A*	
Other New England	100	100	200	400	1,100	3,400	6,000	7,100	4,200				22,500	N/A*	
Middle Atlantic	--	--	100	200	500	1,700	3,200	3,600	1,900				11,400	N/A*	
East North Central	--	--	100	--	200	700	1,400	1,300	1,300				4,900	N/A*	
West North Central	--	--	--	--	100	300	700	600	400				2,100	N/A*	
South Atlantic	--	--	100	200	800	2,300	3,500	3,300	2,400				12,900	N/A*	
East South Central	--	--	--	--	100	400	700	500	400				2,100	N/A*	
West South Central	--	--	100	100	200	700	1,100	900	700				3,800	N/A*	
Mountain	--	--	--	100	100	800	900	1,200	1,000				4,100	N/A*	
Pacific	--	--	--	100	300	800	1,000	800	1,000				4,100	N/A*	
UNITED STATES	300	200	800	1,300	3,900	12,100	19,800	21,100	14,900				74,300	89,500	-17
OVERSEAS	--	--	--	--	200	600	1,200	1,300	1,200				4,500	2,400	91
TOTAL ROAD VISITATION	54,400	41,400	61,400	64,000	87,500	125,200	210,800	242,900	137,200				1,024,800	1,018,600	1
% change monthly (versus 2024)	2	-15	-9	-4	-15	-7	-2	14	20				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.

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	6,800				49,800	40,900	22
Quebec	3,100	1,500	2,400	1,800	2,400	3,600	3,400	2,700	2,000				22,800	25,800	-12
Ontario	17,700	10,200	15,200	18,500	23,700	32,100	45,600	63,100	42,000				268,100	271,400	-1
Western Canada	5,700	2,700	3,500	7,000	10,400	21,100	32,100	38,200	30,500				151,000	149,400	1
CANADA	31,400	18,800	25,400	31,900	42,500	63,100	89,600	107,800	81,200				491,800	487,600	1
New England (inc Maine)	500	500	200	400	800	1,100	2,200	1,800	900				8,400	7,400	13
Middle Atlantic	500	400	300	300	900	1,800	3,400	3,300	3,600				14,500	15,000	-4
East North Central	300	200	300	200	100	1,200	2,700	1,800	1,600				8,300	7,400	12
West North Central	--	--	100	100	--	700	800	500	1,200				3,400	3,200	7
South Atlantic	900	900	300	400	1,000	2,400	6,300	4,500	2,900				19,600	17,600	11
East South Central	100	100	--	--	100	500	800	700	400				2,700	1,500	79
West South Central	300	100	--	200	400	1,000	1,100	1,900	800				5,800	5,900	-3
Mountain	200	100	100	--	600	1,600	1,400	1,400	1,200				6,600	5,300	24
Pacific	300	300	100	100	600	1,100	1,800	2,500	2,600				9,500	11,500	-17
UNITED STATES	3,300	2,400	1,400	1,800	4,400	11,300	20,700	18,500	15,100				78,800	75,000	5
United Kingdom	2,100	1,000	500	1,100	1,500	2,900	4,800	4,600	4,600				23,100	22,700	2
Germany	300	100	100	300	400	1,100	1,600	5,300	3,000				12,100	14,100	-14
Other Europe	1,100	500	400	900	300	1,700	4,200	6,500	2,400				18,000	16,700	8
EUROPE TOTAL	3,500	1,600	1,000	2,400	2,100	5,800	10,600	16,400	10,000				53,200	53,500	0
Other Overseas	2,100	600	800	600	1,000	2,200	4,400	3,500	2,000				17,300	16,100	7
OVERSEAS TOTAL	5,600	2,200	1,800	3,000	3,100	8,000	15,000	19,900	12,000				70,500	69,600	1
TOTAL AIR VISITATION	40,200	23,400	28,600	36,800	50,100	82,300	125,300	146,200	108,300				641,100	632,200	1
% change monthly (versus 2024)	26	10	3	-7	-22	-13	13	0	13				1		

Totals may not sum due to rounding.

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

Total 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	53,100	41,600	57,200	56,200	70,100	76,500	112,000	129,300	81,300				677,300	642,000	5
Quebec	4,400	2,100	4,100	3,900	5,700	14,800	30,700	31,500	12,800				110,000	88,200	25
Ontario	21,500	13,300	20,500	26,300	36,900	57,600	95,400	119,800	69,400				460,800	500,800	-8
Western Canada	6,400	3,000	4,200	8,200	13,200	26,700	41,400	47,800	38,900				189,800	183,400	3
CANADA	85,400	60,000	86,100	94,600	125,900	175,600	279,500	328,400	202,300				1,437,900	1,414,300	2
New England (inc Maine)	700	600	500	900	2,300	5,400	9,600	10,800	6,600				37,400	N/A*	
Middle Atlantic	500	400	400	500	1,400	3,500	6,600	6,900	5,500				25,800	N/A*	
East North Central	300	200	400	300	300	1,900	4,000	3,100	2,900				13,300	N/A*	
West North Central	100	--	100	100	100	1,100	1,500	1,000	1,600				5,500	N/A*	
South Atlantic	1,000	900	400	700	1,800	4,700	9,800	7,900	5,400				32,500	N/A*	
East South Central	100	100	--	100	200	900	1,500	1,200	800				4,800	N/A*	
West South Central	400	100	100	300	600	1,700	2,200	2,800	1,500				9,600	N/A*	
Mountain	200	100	100	100	700	2,300	2,300	2,600	2,300				10,700	N/A*	
Pacific	400	300	100	200	900	1,900	2,900	3,300	3,600				13,600	N/A*	
UNITED STATES	3,600	2,600	2,100	3,200	8,300	23,300	40,400	39,600	30,000				153,100	164,500	-7
United Kingdom	2,100	1,000	500	1,100	1,500	2,900	4,800	4,600	4,600				23,100	22,700	2
Germany	300	100	100	300	400	1,100	1,600	5,300	3,000				12,100	14,100	-14
Other Europe	1,100	500	400	900	300	1,700	4,200	6,500	2,400				18,000	16,700	8
Other Overseas	2,100	600	800	600	1,000	2,200	4,400	3,500	2,000				17,300	16,100	7
OVERSEAS	5,600	2,200	1,800	3,000	3,300	8,600	16,100	21,200	13,200				75,000	71,900	4
TOTAL VISITATION	94,600	64,800	90,000	100,800	137,600	207,500	336,100	389,100	245,500				1,666,000	1,650,800	1
% change monthly (versus 2024)	11	-7	-6	-5	-18	-10	3	8	17				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.