

# 2025 Tourism Performance

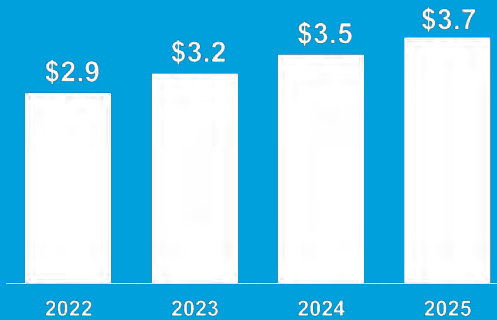
## Tourism Revenues



**\$3.7 billion**

+8% in tourism revenues compared to 2024.

Billions



Tourism spending in Nova Scotia contributed **\$2.6 billion in GDP**

## How many people visited?

**2.1 million**



Non-resident overnight visitors came to Nova Scotia in 2025

This is an increase of 4% (79,000 more visitors) compared to 2024.

## Accommodations



Room nights sold include purchases by Nova Scotians travelling within the province and non-resident visitors.

Room nights booked through a sharing economy platform include both traditional accommodations and short-term rentals.

Room Nights Sold

**3 million**  
Room nights sold

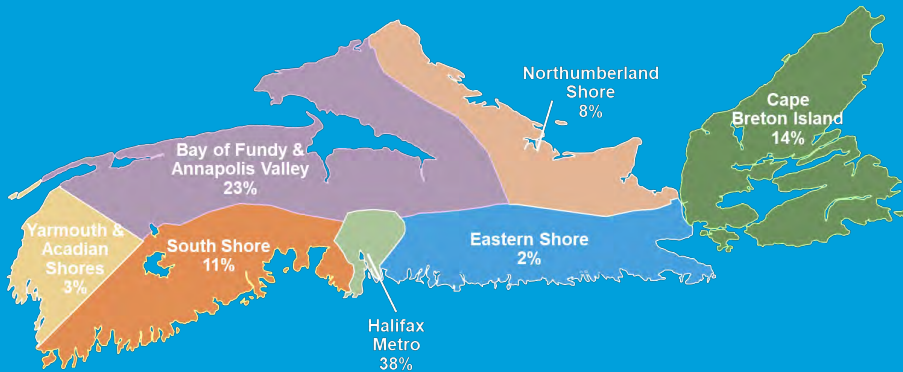
+1% compared to 2024

Sharing Economy Bookings

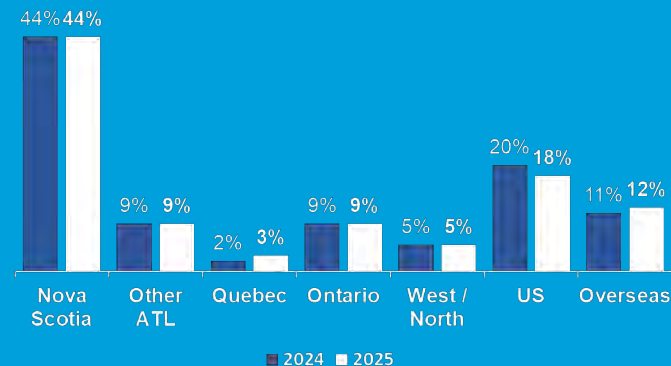
**682,000**  
Room nights sold

+8% compared to 2024

## Revenues by Region



## Revenues by Market



## Employment

**55,000+** jobs across the province

