

# Nova Scotia Visitation Indicators

## January to December 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.

## Tourism Visitation by Entry Point

	YTD	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Visitor Entries ('000s)</b>													
<b>Road Visits by Entry Point</b>	<b>1,288</b>	54	41	61	64	87	125	211	243	137	118	77	68
% Change from same period 2024	<b>3</b>	2	-15	-9	-4	-15	-7	-2	14	20	35	-2	3
Amherst/Tidnish	<b>1,040</b>	52	40	59	59	73	96	160	180	98	93	69	63
% Change from same period 2024 <sup>†</sup>	<b>-4</b>	1	-15	-9	-4	-21	-17	-12	12	11	16	-10	3
North Sydney	<b>50</b>	2	1	2	3	4	5	8	9	6	5	3	2
% Change from same period 2024	<b>2</b>	8	8	-4	-1	5	13	-15	5	5	11	15	-1
Digby	<b>52</b>	1	1	1	1	2	6	10	14	8	5	2	2
% Change from same period 2024	<b>32</b>	59	-16	-23	1	-3	9	13	31	50	145	N/A <sup>†</sup>	25
Caribou	<b>128</b>					7	15	29	35	22	14	4	1
% Change from same period 2024	<b>109</b>					102	146	185	26	94	N/A <sup>^</sup>	N/A <sup>^</sup>	-31
Yarmouth	<b>18</b>					1	3	5	5	3	1		
% Change from same period 2024	<b>-16</b>					-35	-10	-24	-15	-19	40		
<b>Air Visits by Entry Point ('000s)</b>													
Halifax Stanfield International Airport	<b>836</b>	40	23	29	37	50	82	125	146	108	98	53	44
% Change from same period 2024	<b>5</b>	26	10	3	-7	-22	-13	13	0	13	11	33	32
<b>Total Visitors ('000s)</b>	<b>2,124</b>	95	65	90	101	138	208	336	389	245	216	130	112
% Change from same period 2024	<b>4</b>	11	-7	-6	-5	-18	-10	3	8	17	23	9	13

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.

† The Digby ferry did not run for the month of November 2024, due to maintenance.

^ The Caribou ferry did not run for the months of October and November of 2024, due to maintenance.

"--" indicates a number below 1,000 but above 0.

	YTD	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Visitor Activity</b>													
<b>Airport Activity: Enplanements (000's)</b>													
Halifax Stanfield International Airport	2,070	118	124	152	163	164	192	230	252	207	193	135	142
% Change from same period 2024	4	8	7	7	2	-3	2	6	0	10	9	0	3
J.A. Douglas McCurdy Sydney Airport	54	3	3	3	4	4	5	6	7	6	5	5	4
% Change from same period 2024	14	-8	4*	-17	-12	25	19	28	22	38	21	36	5
<b>Cruise Ship Passenger Visits (000's)</b>													
Halifax (Quarterly)	357						39			211			107
% Change from same period 2024	-1						-14			0			3
Cape Breton	201				--	4	19	22	31	72	53		
% Change from same period 2024	-6				-96	-10	50	-15	180	-26	-7		
<b>Information Centre Activity (000's)</b>													
NS Information Centre Visitors Counselling	265	2	2	3	3	13	35	57	64	57	25	3	2
% Change from same period 2024	15	-7	-5	39	5	14	-2	-5	14	56	33	27	23
Local Information Centre Visitors Counselling	154					2	18	37	40	36	22		
<b>Website Activity (NovaScotia.com) (000's)</b>													
Visits	8,893	349	762	887	769	833	959	1,214	1,085	804	768	267	196

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.

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## 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

2025	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2025	YTD 2024	YTD % Change 2025 - 2024
Atlantic Canada	48,200	37,200	52,800	51,600	64,100	70,200	103,400	125,500	74,500	77,400	59,500	54,800	819,200	787,500	4
Quebec	1,300	600	1,700	2,100	3,300	11,300	27,300	28,700	10,800	6,200	3,200	2,300	98,900	71,700	38
Ontario	3,900	3,100	5,300	7,800	13,200	25,500	49,800	56,700	27,400	19,700	11,500	8,800	232,600	254,200	-8
Western Canada	700	300	800	1,200	2,800	5,600	9,300	9,700	8,300	5,500	1,600	1,100	46,900	38,400	22
<b>CANADA</b>	<b>54,000</b>	<b>41,200</b>	<b>60,700</b>	<b>62,700</b>	<b>83,400</b>	<b>112,500</b>	<b>189,900</b>	<b>220,600</b>	<b>121,100</b>	<b>108,800</b>	<b>75,800</b>	<b>67,000</b>	<b>1,197,600</b>	<b>1,151,800</b>	<b>4</b>
Maine (by road only)	100	100	100	200	400	1,000	1,500	1,800	1,400	1,000	500	300	8,300	N/A*	
Other New England	100	100	200	400	1,100	3,400	6,000	7,100	4,200	2,300	400	300	25,400	N/A*	
Middle Atlantic	--	--	100	200	500	1,700	3,200	3,600	1,900	1,000	200	100	12,700	N/A*	
East North Central	--	--	100	--	200	700	1,400	1,300	1,300	800	100	--	5,800	N/A*	
West North Central	--	--	--	--	100	300	700	600	400	300	--	--	2,400	N/A*	
South Atlantic	--	--	100	200	800	2,300	3,500	3,300	2,400	1,100	100	100	14,100	N/A*	
East South Central	--	--	--	--	100	400	700	500	400	200	--	--	2,400	N/A*	
West South Central	--	--	100	100	200	700	1,100	900	700	400	100	--	4,300	N/A*	
Mountain	--	--	--	100	100	800	900	1,200	1,000	600	100	100	4,900	N/A*	
Pacific	--	--	--	100	300	800	1,000	800	1,000	600	--	--	4,700	N/A*	
<b>UNITED STATES</b>	<b>300</b>	<b>200</b>	<b>800</b>	<b>1,300</b>	<b>3,900</b>	<b>12,100</b>	<b>19,800</b>	<b>21,100</b>	<b>14,900</b>	<b>8,200</b>	<b>1,600</b>	<b>1,000</b>	<b>85,100</b>	<b>96,800</b>	<b>-12</b>
<b>OVERSEAS</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>200</b>	<b>600</b>	<b>1,200</b>	<b>1,300</b>	<b>1,200</b>	<b>500</b>	<b>--</b>	<b>--</b>	<b>5,000</b>	<b>2,400</b>	<b>107</b>
<b>TOTAL ROAD VISITATION</b>	<b>54,400</b>	<b>41,400</b>	<b>61,400</b>	<b>64,000</b>	<b>87,500</b>	<b>125,200</b>	<b>210,800</b>	<b>242,900</b>	<b>137,200</b>	<b>117,500</b>	<b>77,400</b>	<b>68,000</b>	<b>1,287,800</b>	<b>1,251,000</b>	<b>3</b>
% change monthly (versus 2024)	2	-15	-9	-4	-15	-7	-2	14	20	35	-2	3	3		

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

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	6,300	8,600	3,800	6,800	6,800	8,600	6,600	71,900	57,500	25
Quebec	3,100	1,500	2,400	1,800	2,400	3,600	3,400	2,700	2,000	4,100	1,900	500	29,300	33,300	-12
Ontario	17,700	10,200	15,200	18,500	23,700	32,100	45,600	63,100	42,000	38,100	22,200	23,200	351,700	343,300	2
Western Canada	5,700	2,700	3,500	7,000	10,400	21,100	32,100	38,200	30,500	26,700	6,000	5,500	189,300	183,000	3
<b>CANADA</b>	<b>31,400</b>	<b>18,800</b>	<b>25,400</b>	<b>31,900</b>	<b>42,500</b>	<b>63,100</b>	<b>89,600</b>	<b>107,800</b>	<b>81,200</b>	<b>75,700</b>	<b>38,700</b>	<b>35,900</b>	<b>642,200</b>	<b>617,100</b>	<b>4</b>
New England (inc Maine)	500	500	200	400	800	1,100	2,200	1,800	900	600	500	300	9,700	8,900	10
Middle Atlantic	500	400	300	300	900	1,800	3,400	3,300	3,600	1,400	600	900	17,500	18,500	-6
East North Central	300	200	300	200	100	1,200	2,700	1,800	1,600	1,200	100	100	9,700	9,500	2
West North Central	--	--	100	100	--	700	800	500	1,200	700	200	--	4,400	3,600	20
South Atlantic	900	900	300	400	1,000	2,400	6,300	4,500	2,900	1,700	900	700	22,800	21,800	5
East South Central	100	100	--	--	100	500	800	700	400	400	--	200	3,300	2,400	38
West South Central	300	100	--	200	400	1,000	1,100	1,900	800	700	300	600	7,400	7,400	0
Mountain	200	100	100	--	600	1,600	1,400	1,400	1,200	500	200	100	7,300	6,200	19
Pacific	300	300	100	100	600	1,100	1,800	2,500	2,600	1,700	500	100	11,800	14,000	-15
<b>UNITED STATES</b>	<b>3,300</b>	<b>2,400</b>	<b>1,400</b>	<b>1,800</b>	<b>4,400</b>	<b>11,300</b>	<b>20,700</b>	<b>18,500</b>	<b>15,100</b>	<b>8,900</b>	<b>3,200</b>	<b>3,100</b>	<b>94,000</b>	<b>92,300</b>	<b>2</b>
United Kingdom	2,100	1,000	500	1,100	1,500	2,900	4,800	4,600	4,600	4,500	2,900	200	30,700	30,400	1
Germany	300	100	100	300	400	1,100	1,600	5,300	3,000	3,300	400	500	16,300	16,900	-3
Other Europe	1,100	500	400	900	300	1,700	4,200	6,500	2,400	2,400	4,600	100	25,200	18,100	39
<b>EUROPE TOTAL</b>	<b>3,500</b>	<b>1,600</b>	<b>1,000</b>	<b>2,400</b>	<b>2,100</b>	<b>5,800</b>	<b>10,600</b>	<b>16,400</b>	<b>10,000</b>	<b>10,200</b>	<b>7,900</b>	<b>800</b>	<b>72,100</b>	<b>65,400</b>	<b>10</b>
Other Overseas	2,100	600	800	600	1,000	2,200	4,400	3,500	2,000	3,400	2,700	4,400	27,800	19,100	45
<b>OVERSEAS TOTAL</b>	<b>5,600</b>	<b>2,200</b>	<b>1,800</b>	<b>3,000</b>	<b>3,100</b>	<b>8,000</b>	<b>15,000</b>	<b>19,900</b>	<b>12,000</b>	<b>13,600</b>	<b>10,600</b>	<b>5,200</b>	<b>99,900</b>	<b>84,500</b>	<b>18</b>
<b>TOTAL AIR VISITATION</b>	<b>40,200</b>	<b>23,400</b>	<b>28,600</b>	<b>36,800</b>	<b>50,100</b>	<b>82,300</b>	<b>125,300</b>	<b>146,200</b>	<b>108,300</b>	<b>98,300</b>	<b>52,500</b>	<b>44,200</b>	<b>836,100</b>	<b>793,900</b>	<b>5</b>
% change monthly (versus 2024)	26	10	3	-7	-22	-13	13	0	13	11	33	32	5		

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	81,300	84,200	68,100	61,500	891,100	845,000	5
Quebec	4,400	2,100	4,100	3,900	5,700	14,800	30,700	31,500	12,800	10,200	5,200	2,700	128,200	105,100	22
Ontario	21,500	13,300	20,500	26,300	36,900	57,600	95,400	119,800	69,400	57,800	33,700	32,000	584,300	597,400	-2
Western Canada	6,400	3,000	4,200	8,200	13,200	26,700	41,400	47,800	38,900	32,200	7,600	6,600	236,100	221,400	7
<b>CANADA</b>	<b>85,400</b>	<b>60,000</b>	<b>86,100</b>	<b>94,600</b>	<b>125,900</b>	<b>175,600</b>	<b>279,500</b>	<b>328,400</b>	<b>202,300</b>	<b>184,500</b>	<b>114,500</b>	<b>102,800</b>	<b>1,839,700</b>	<b>1,768,900</b>	<b>4</b>
New England (inc Maine)	700	600	500	900	2,300	5,400	9,600	10,800	6,600	3,800	1,400	900	43,500	N/A*	
Middle Atlantic	500	400	400	500	1,400	3,500	6,600	6,900	5,500	2,500	800	1,100	30,200	N/A*	
East North Central	300	200	400	300	300	1,900	4,000	3,100	2,900	2,000	100	100	15,500	N/A*	
West North Central	100	--	100	100	100	1,100	1,500	1,000	1,600	1,000	200	--	6,800	N/A*	
South Atlantic	1,000	900	400	700	1,800	4,700	9,800	7,900	5,400	2,700	1,000	700	36,900	N/A*	
East South Central	100	100	--	100	200	900	1,500	1,200	800	700	--	300	5,800	N/A*	
West South Central	400	100	100	300	600	1,700	2,200	2,800	1,500	1,100	400	700	11,700	N/A*	
Mountain	200	100	100	100	700	2,300	2,300	2,600	2,300	1,000	300	200	12,200	N/A*	
Pacific	400	300	100	200	900	1,900	2,900	3,300	3,600	2,300	500	100	16,500	N/A*	
<b>UNITED STATES</b>	<b>3,600</b>	<b>2,600</b>	<b>2,100</b>	<b>3,200</b>	<b>8,300</b>	<b>23,300</b>	<b>40,400</b>	<b>39,600</b>	<b>30,000</b>	<b>17,200</b>	<b>4,800</b>	<b>4,100</b>	<b>179,200</b>	<b>189,000</b>	<b>-5</b>
United Kingdom	2,100	1,000	500	1,100	1,500	2,900	4,800	4,600	4,600	4,500	2,900	200	30,700	30,400	1
Germany	300	100	100	300	400	1,100	1,600	5,300	3,000	3,300	400	500	16,300	16,900	-3
Other Europe	1,100	500	400	900	300	1,700	4,200	6,500	2,400	2,400	4,600	100	25,200	18,100	39
Other Overseas	2,100	600	800	600	1,000	2,200	4,400	3,500	2,000	3,400	2,700	4,400	27,800	19,100	45
<b>OVERSEAS</b>	<b>5,600</b>	<b>2,200</b>	<b>1,800</b>	<b>3,000</b>	<b>3,300</b>	<b>8,600</b>	<b>16,100</b>	<b>21,200</b>	<b>13,200</b>	<b>14,100</b>	<b>10,600</b>	<b>5,200</b>	<b>105,000</b>	<b>86,900</b>	<b>21</b>
<b>TOTAL VISITATION</b>	<b>94,600</b>	<b>64,800</b>	<b>90,000</b>	<b>100,800</b>	<b>137,600</b>	<b>207,500</b>	<b>336,100</b>	<b>389,100</b>	<b>245,500</b>	<b>215,800</b>	<b>129,900</b>	<b>112,200</b>	<b>2,123,900</b>	<b>2,044,900</b>	<b>4</b>
% change monthly (versus 2024)	11	-7	-6	-5	-18	-10	3	8	17	23	9	13	4		

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.

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