

# Nova Scotia Tourism Indicators

## January to August 2020

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.

## 2020 Tourism Visitation

|                                    | YTD        | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Visitor Entries ('000s)</b>     |            |     |     |     |     |     |     |     |     |     |     |     |     |
| <u>Road Visits by Entry Point*</u> | <b>229</b> | 63  | 70  | --  | --  | --  | --  | --  | 95  |     |     |     |     |
| % Change from same period 2019     | <b>-80</b> | -7  | -1  | N/A | N/A | N/A | N/A | N/A | -67 |     |     |     |     |
| <i>Amherst/Tidnish</i>             | <b>210</b> | 61  | 69  | --  | --  | --  | --  | --  | 80  |     |     |     |     |
| % Change from same period 2019     | <b>-79</b> | -7  | -2  | N/A | N/A | N/A | N/A | N/A | -65 |     |     |     |     |
| <i>North Sydney</i>                | <b>9</b>   | 1   | 1   | --  | --  | --  | --  | --  | 6   |     |     |     |     |
| % Change from same period 2019     | <b>-76</b> | 22  | 13  | N/A | N/A | N/A | N/A | N/A | -43 |     |     |     |     |
| <i>Digby</i>                       | <b>3</b>   | 1   | 1   | --  | --  | --  | --  | --  | 2   |     |     |     |     |
| % Change from same period 2019     | <b>-91</b> | 12  | N/A | N/A | N/A | N/A | N/A | N/A | -85 |     |     |     |     |
| <i>Caribou</i>                     | <b>7</b>   |     |     |     |     | --  | --  | --  | 7   |     |     |     |     |
| % Change from same period 2019     | <b>-91</b> |     |     |     |     | N/A | N/A | N/A | -79 |     |     |     |     |
| <i>Yarmouth</i>                    |            |     |     |     |     |     |     |     |     |     |     |     |     |
| % Change from same period 2019     |            |     |     |     |     |     |     |     |     |     |     |     |     |

### Air Visits by Entry Point

|  |            |     |     |     |     |     |     |     |     |  |  |  |  |
|--|------------|-----|-----|-----|-----|-----|-----|-----|-----|--|--|--|--|
| <i>Halifax Stanfield International Airport</i> | <b>72</b>  | 35  | 27  | --  | --  | --  | --  | --  | 11  |  |  |  |  |
| % Change from same period 2019                 | <b>-86</b> | -7  | -8  | N/A | N/A | N/A | N/A | N/A | -92 |  |  |  |  |
| <u>Total Visitors</u>                          | <b>301</b> | 98  | 98  | --  | --  | --  | --  | --  | 106 |  |  |  |  |
| % Change from same period 2019                 | <b>-82</b> | -7  | -3  | N/A | N/A | N/A | N/A | N/A | -74 |  |  |  |  |
| <b>Airport Activity ('000s)</b>                |            |     |     |     |     |     |     |     |     |  |  |  |  |
| Enplanements                                   | <b>409</b> | 121 | 133 | 86  | 5   | 6   | 10  | 20  | 29  |  |  |  |  |
| % Change from same period 2019                 | <b>-71</b> | -3  | 2   | -47 | -97 | -97 | -95 | -90 | -88 |  |  |  |  |

## Definitions

### VISITOR ENTRIES

The estimated number of visitors who came to Nova Scotia by road or air and stayed for at least one night (by entry point). Residents of Nova Scotia traveling within the province are not included in this calculation. Source: *Tourism Nova Scotia*

### AIRPORT ACTIVITY

The number of people boarding aircraft at the Halifax Stanfield International Airport. Includes visitors to Nova Scotia, residents of Nova Scotia and travelers transferring to other flights. Source: Halifax International Airport Authority.

**Totals may not add because of rounding**

## 2020 Tourism Visitation

|  | YTD | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>NS Accommodation Activity<sup>1</sup></b> |     |     |     |     |     |     |     |     |     |     |     |     |     |
| <b>Fixed Roof Accommodations</b>             |     |     |     |     |     |     |     |     |     |     |     |     |     |
| <b>South Shore</b>                           |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                           | 28  | 17  | 29  | 20  | 18  | 17  | 22  | 35  | 48  |     |     |     |     |
| % Point Change from same period 2019         | -16 | -5  | -5  | -12 | -9  | -16 | -25 | -28 | -26 |     |     |     |     |
| Room Nights Sold ('000s)                     | 57  | 4   | 7   | 4   | 3   | 3   | 6   | 12  | 18  |     |     |     |     |
| % Change from same period 2019               | -52 | -28 | -21 | -53 | -67 | -73 | -69 | -53 | -42 |     |     |     |     |
| <b>Halifax Metro</b>                         |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                           | 34  | 46  | 53  | 35  | 21  | 24  | 24  | 28  | 35  |     |     |     |     |
| % Point Change from same period 2019         | -31 | 3   | 2   | -28 | -43 | -35 | -48 | -52 | -48 |     |     |     |     |
| Room Nights Sold ('000s)                     | 445 | 86  | 91  | 61  | 29  | 34  | 36  | 48  | 62  |     |     |     |     |
| % Change from same period 2019               | -57 | 14  | 13  | -44 | -74 | -76 | -77 | -74 | -67 |     |     |     |     |
| <b>Eastern Shore</b>                         |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                           | 26  | 14  | 19  | 11  | 7   | 10  | 21  | 33  | 45  |     |     |     |     |
| % Point Change from same period 2019         | -7  | 3   | 9   | 2   | -6  | -10 | -13 | -14 | -10 |     |     |     |     |
| Room Nights Sold ('000s)                     | 7   | --  | --  | --  | --  | --  | 1   | 2   | 3   |     |     |     |     |
| % Change from same period 2019               | -41 | 26  | 70  | -12 | -62 | -78 | -61 | -38 | -27 |     |     |     |     |
| <b>Cape Breton</b>                           |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                           | 26  | 27  | 35  | 24  | 8   | 12  | 17  | 30  | 38  |     |     |     |     |
| % Point Change from same period 2019         | -25 | 0   | -7  | -16 | -26 | -22 | -29 | -38 | -40 |     |     |     |     |
| Room Nights Sold ('000s)                     | 116 | 11  | 14  | 10  | 3   | 5   | 12  | 25  | 36  |     |     |     |     |
| % Change from same period 2019               | -60 | -4  | -16 | -45 | -84 | -82 | -73 | -65 | -56 |     |     |     |     |
| <b>Northumberland Shore</b>                  |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                           | 27  | 31  | 35  | 26  | 12  | 12  | 22  | 33  | 42  |     |     |     |     |
| % Point Change from same period 2019         | -12 | 2   | 2   | -13 | -23 | -23 | -8  | -11 | -21 |     |     |     |     |
| Room Nights Sold ('000s)                     | 61  | 8   | 8   | 6   | 3   | 3   | 6   | 11  | 15  |     |     |     |     |
| % Change from same period 2019               | -53 | 6   | 5   | -36 | -72 | -84 | -66 | -62 | -49 |     |     |     |     |
| <b>Bay of Fundy &amp; Annapolis Valley</b>   |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                           | 26  | 25  | 35  | 21  | 12  | 15  | 18  | 30  | 40  |     |     |     |     |
| % Point Change from same period 2019         | -11 | -1  | 3   | -15 | -21 | -10 | -13 | -15 | -13 |     |     |     |     |
| Room Nights Sold ('000s)                     | 104 | 12  | 15  | 9   | 4   | 7   | 9   | 20  | 27  |     |     |     |     |
| % Change from same period 2019               | -54 | -2  | 16  | -44 | -72 | -76 | -73 | -61 | -51 |     |     |     |     |
| <b>Yarmouth &amp; Acadian Shores</b>         |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                           | 31  | 24  | 37  | 23  | 19  | 22  | 23  | 38  | 46  |     |     |     |     |
| % Point Change from same period 2019         | -9  | -4  | 3   | -8  | -17 | -14 | -14 | -12 | -8  |     |     |     |     |
| Room Nights Sold ('000s)                     | 20  | 3   | 4   | 2   | 1   | 1   | 1   | 3   | 4   |     |     |     |     |
| % Change from same period 2019               | -48 | -14 | 14  | -42 | -79 | -75 | -70 | -51 | -43 |     |     |     |     |
| <b>Province</b>                              |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                           | 30  | 37  | 45  | 29  | 17  | 19  | 21  | 30  | 39  |     |     |     |     |
| % Point Change from same period 2019         | -23 | 2   | 1   | -21 | -31 | -24 | -30 | -34 | -34 |     |     |     |     |
| Room Nights Sold ('000s)                     | 810 | 124 | 140 | 93  | 41  | 53  | 72  | 122 | 165 |     |     |     |     |
| % Change from same period 2019               | -56 | 7   | 7   | -44 | -74 | -77 | -74 | -67 | -58 |     |     |     |     |
| <b>Province outside of Halifax</b>           |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                           | 27  | 25  | 34  | 23  | 12  | 14  | 19  | 31  | 41  |     |     |     |     |
| % Point Change from same period 2019         | -16 | -1  | -1  | -14 | -21 | -17 | -18 | -22 | -25 |     |     |     |     |
| Room Nights Sold ('000s)                     | 365 | 38  | 49  | 33  | 13  | 19  | 36  | 74  | 103 |     |     |     |     |
| % Change from same period 2019               | -55 | -6  | -2  | -44 | -76 | -79 | -71 | -61 | -51 |     |     |     |     |

**Totals may not add because of rounding**

<sup>1</sup>Data reported when accommodation reporting rate is 85% - subject to change as reporting rate increases.

## 2020 Tourism Visitation

|                                | YTD | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|--------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Sharing Economy*</b>        |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Room Nights Booked ('000s)     | 227 | 19  | 21  | 20  | 17  | 18  | 27  | 50  | 56  |     |     |     |     |
| % Change from same period 2019 | -32 | 33  | 63  | 16  | -24 | -49 | -48 | -40 | -42 |     |     |     |     |

\* AirDNA's 2019 updates are reflected in the Sharing Economy data.

## Definitions

### ACCOMMODATION ACTIVITY

Accommodation Activity is available provincially, or broken-down by the seven tourism areas. *Source: Tourism Nova Scotia*

**Room-Nights Sold:** Estimated number of units sold each month; calculated based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, B&Bs, etc.) in Nova Scotia. A unit is normally one room. However, a cottage or suite containing two bedrooms or more is considered one rentable unit. At least 85% of licensed units available in each region must report before releasing the estimated room-nights sold. Estimates use the occupancy rate of the reporting properties to project room-nights sold for all available units.

**Occupancy Rate:** The percentage of estimated units that are occupied (sold) out of those available in the province. This rate is based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, B&Bs, etc.) in Nova Scotia.

**Data includes Nova Scotians and people staying for non-tourism purposes**

**Totals may not add because of rounding**

<sup>4</sup> Source data is revised the following year by the provider

### SHARING ECONOMY

An estimate of room nights sold through two leading sharing economy platforms.

Source: AirDNA

## 2020 Tourism Visitation

### Visitor Activities

#### Information Enquiries ('000s)

|  | YTD | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| NS Information Centre Visitors Counselling * | 12  | 2   | 2   | 1   | --  | --  | --  | 3   | 4   |     |     |     |     |
| % Change from same period 2019               | -94 | -16 | -16 | -71 | N/A | N/A | -99 | -96 | -95 |     |     |     |     |

#### Local Information Centre Visitors Counselling

|                                |     |     |    |     |     |     |     |     |     |  |  |  |  |
|--------------------------------|-----|-----|----|-----|-----|-----|-----|-----|-----|--|--|--|--|
| Literature Requests            | 12  | 3   | 3  | 2   | 1   | 1   | 1   | 1   | 1   |  |  |  |  |
| % Change from same period 2019 | -62 | -25 | -9 | -60 | -87 | -87 | -77 | -67 | -69 |  |  |  |  |

#### Website Activity (NovaScotia.com) ('000s)

|                                |       |     |     |     |     |     |     |     |     |  |  |  |  |
|--------------------------------|-------|-----|-----|-----|-----|-----|-----|-----|-----|--|--|--|--|
| Visits                         | 3,079 | 182 | 336 | 317 | 161 | 161 | 384 | 712 | 827 |  |  |  |  |
| % Change from same period 2019 | 8     | -17 | 63  | 0   | -47 | -56 | -11 | 32  | 74  |  |  |  |  |

Totals may not add because of rounding. Definitions on following page.

### Definitions

#### INFORMATION ENQUIRIES

##### Nova Scotia Information Centre Visitors Counselling

Total number of visitors counselled at the NS Visitor Information Centres. Most centres are operated seasonally. VICs do not necessarily open on the same date every year.

Source: Tourism Nova Scotia

##### Local Information Centre Visitors Counselling

Total number of visitors counselled at local Visitor Information Centres. Most centres are operated seasonally and do not always open on the same date every year. Source: Regional Tourism Industry Associations

#### WEBSITE ACTIVITY

Visits are the number of user sessions to the NovaScotia.com website. Source: Tourism Nova Scotia