

Nova Scotia Tourism Indicators November 2017



Data as of January 16th, 2017

2017 Tourism Visitation

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visitor Entries ('000s)													
<u>Road Visits by Entry Point*</u>	1,562	71	62	84	91	123	154	288	317	163	116	92	
% Change from same period 2016	7	3	-3	11	4	17	8	3	14	6	4	4	
<i>Amherst/Tidnish</i>	1,339	69	61	82	86	111	127	233	256	130	99	85	
% Change from same period 2016	6	2	-3	11	4	20	6	1	13	4	1	4	
<i>North Sydney</i>	52	2	1	2	3	4	6	10	11	6	4	3	
% Change from same period 2016	5	16	-4	-10	5	4	-1	4	7	19	2	8	
<i>Digby</i>	42	1	0	1	1	2	4	11	11	6	3	1	
% Change from same period 2016	6	-8	-59	-1	30	57	-7	2	10	1	23	-1	
<i>Caribou</i>	113					6	13	30	34	18	10	3	
% Change from same period 2016	20					-17	15	18	30	19	45	3	
<i>Yarmouth</i>	17						4	5	5	3			
% Change from same period 2016	N/A						N/A	19	1	3			
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	735	36	25	37	41	53	74	111	131	98	82	48	
% Change from same period 2016	12	4	-11	30	3	6	18	27	5	14	14	6	
<u>Total Visitors</u>	2,298	107	87	122	132	175	228	399	449	261	198	140	
% Change from same period 2016	9	3	-6	16	4	14	11	9	11	9	8	5	
Cruise Ship Passenger Visits ('000s)													
Halifax	293						30			153		110	
% Change from same period 2016	23						22			24		21	
Cape Breton	118					6	7	8	15	35	47		
% Change from same period 2016	42					-8	138	-11	75	19	78		
Airport Activity (thousands, '000s)													
Enplanements	1,898	120	121	169	186	173	177	207	230	190	180	144	
% Change from same period 2016	5	6	-3	5	10	4	4	7	4	2	4	8	
Tourism Revenues Estimate (\$ 000)													
	\$2,555,000	\$113,200	\$98,600	\$130,700	\$177,400	\$197,400	\$255,100	\$401,000	\$455,200	\$318,600	\$244,500	\$163,300	
% Change from same period 2016	7	2	0	6	5	3	8	9	9	10	5	2	

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*

CRUISE SHIP PASSENGER VISITS

Defined as the number of passenger visits by cruise ships to the ports of Halifax and Sydney. Source: *Halifax Port Authority and Sydney Ports Corporation*

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*.

TOURISM REVENUES ESTIMATE

Estimated revenues from both non-resident and resident spending. Source: *Tourism Nova Scotia*

Totals may not add because of rounding

NS Accommodation Activity¹

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Fixed Roof Accommodations													
South Shore													
Occupancy Rate (%)	46	19	29	29	30	33	45	68	77	64	47	32	
% Point Change from same period 2016	2	-3	4	3	4	6	3	-1	2	0	4	2	
Room Nights Sold ('000s)	177	5	7	8	9	13	18	29	33	27	18	9	
% Change from same period 2016	3	-13	14	5	7	15	6	-2	1	-1	9	6	
Halifax Metro													
Occupancy Rate (%)	69	45	56	67	66	62	70	80	84	89	74	66	
% Point Change from same period 2016	4	0	6	9	-2	5	5	6	2	1	7	3	
Room Nights Sold ('000s)	1,372	75	82	110	105	133	147	173	164	142	130	111	
% Change from same period 2016	-1	-5	1	7	-10	2	-3	-1	-2	-6	9	4	
Eastern Shore													
Occupancy Rate (%)	37	14	19	15	13	24	31	53	63	51	35	19	
% Point Change from same period 2016	4	8	10	1	1	4	-3	4	9	2	3	9	
Room Nights Sold ('000s)	20	0	0	0	0	1	2	4	5	4	2	1	
% Change from same period 2016	12	143	90	2	30	11	-7	10	19	9	1	139	
Cape Breton													
Occupancy Rate (%)	56	28	29	40	36	39	49	77	82	70	59	42	
% Point Change from same period 2016	2	0	-4	4	-2	5	5	4	3	3	2	-5	
Room Nights Sold ('000s)	462	13	13	19	17	32	50	83	90	71	52	21	
% Change from same period 2016	5	20	-7	21	-6	20	11	6	5	3	0	-9	
Northumberland Shore													
Occupancy Rate (%)	45	30	35	42	35	35	37	54	50	65	58	41	
% Point Change from same period 2016	4	-7	-7	1	-5	8	10	12	-1	1	10	3	
Room Nights Sold ('000s)	194	8	8	11	9	17	22	31	31	25	21	11	
% Change from same period 2016	4	-7	-9	14	-13	10	12	-3	4	1	24	4	
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	42	23	33	37	37	26	31	56	54	66	48	41	
% Point Change from same period 2016	4	0	4	4	-1	6	1	8	5	5	4	2	
Room Nights Sold ('000s)	348	11	14	18	18	28	35	65	59	48	31	20	
% Change from same period 2016	10	4	14	17	0	24	4	13	10	4	7	8	
Yarmouth & Acadian Shores													
Occupancy Rate (%)	48	23	36	32	30	36	58	68	75	67	48	39	
% Point Change from same period 2016	2	0	2	5	-3	7	8	-2	-5	-2	9	1	
Room Nights Sold ('000s)	64	3	4	4	3	5	8	9	10	9	6	4	
% Change from same period 2016	3	5	2	13	-13	22	16	-3	-5	-4	22	5	
Province													
Occupancy Rate (%)	57	35	44	52	50	45	52	70	73	75	62	52	
% Point Change from same period 2016	3	-2	3	6	-2	5	4	6	2	2	5	1	
Room Nights Sold ('000s)	2,637	116	129	170	162	229	283	394	392	325	260	177	
% Change from same period 2016	2	-2	1	10	-8	9	2	2	2	-1	8	3	
Province outside of Halifax													
Occupancy Rate (%)	48	25	32	37	34	32	40	64	66	67	53	39	
% Point Change from same period 2016	3	-1	0	4	-1	6	4	7	3	2	4	0	
Room Nights Sold ('000s)	1,265	41	47	60	57	96	136	221	229	183	130	66	
% Change from same period 2016	6	4	3	15	-4	19	8	5	5	2	7	2	
Totals may not add because of rounding													

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

<i>Fixed Roof Accommodations (cont.)</i>	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average Room Rate⁴													
Average Room Rate (\$)	142.33	118.16	118.99	123.82	127.53	140.52	147.85	157.03	161.44	159.06	142.50	131.38	
% Change from same period 2016	8	0	1	4	3	8	8	13	14	11	9	6	
Campground Activity													
Short-Term Occupancy Rate (%)	29					10	16	43	48	23	12		
% Point Change from same period 2016	2					0	1	2	6	1	2		
Short-Term Site Nights Sold ('000s)	352					11	39	113	125	54	10		
% Change from same period 2016	10					1	8	5	15	7	65		
Total Occupancy Rate (%)	53					46	45	64	65	46	37		
% Point Change from same period 2016	1					3	3	3	4	-3	-2		
Total Site Nights Sold ('000s)	1,009					89	171	259	268	178	44		
% Change from same period 2016	5					8	5	5	5	0	27		

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

⁴ Source data is revised the following year by the provider

AVERAGE ROOM RATE

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Source: CBRE Hotels Trends in the Hotel Industry National Market Report

CAMPGROUND ACTIVITY

Occupancy Rate: The percentage of campsites that are occupied (sold) out of all campsites available in the province. This rate is based on reports submitted by all licensed campgrounds in Nova Scotia. *Source: Tourism Nova Scotia*

Total Site-Nights Sold: Number of campsites sold each month; calculated based on reports submitted by all licensed campgrounds in Nova Scotia. *Source: Tourism Nova Scotia*

Visitor Activities

Gallery Attendance ('000s)	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Art Gallery of NS	37	1	1	2	2	3	2	7	7	6	5	2	
% Change from same period 2016	115	2	2	52	47	151	27	175	158	164	181	108	
Mary E. Black Gallery (NS Centre for Craft & Design)	10	-	-	-	-	1	1	1	1	1	3	1	
% Change from same period 2016	-12	-45	8	31	-27	-38	-6	-6	-17	-32	-6	159	
Provincial Museum Attendance ('000s)													
Nova Scotia Museum	550	11	15	26	12	24	66	111	124	90	58	15	
% Change from same period 2016	-1	8	10	7	-16	-5	-8	5	4	-9	2	-24	
National Park/Historic Site Attendance ('000s)*													
Halifax Citadel	283	1	1	1	6	14	34	83	54	43	39	7	
% Change from same period 2016	62	-1	-31	-53	11	65	68	76	97	45	58	3	
Fortress Louisbourg	138					2	12	39	47	23	13	1	
% Change from same period 2016	65					17	50	68	66	46	126	-	
Alexander Graham Bell	111					3	12	27	30	23	15		
% Change from same period 2016	34					13	35	32	36	25	53		
Information Enquiries ('000s)													
NS Information Centre Visitors Counselling	321	3	3	4	5	16	39	75	78	61	34	4	
% Change from same period 2016	-4	-33	-38	-42	-50	-17	1	6	0	-2	2	-36	
Local Information Centre Visitors Counselling	282					-	37	82	93	48	22		
Literature Requests	45	4	4	7	7	6	5	5	3	1	1	1	
% Change from same period 2016	0	-2	-23	-5	13	14	6	10	-5	-18	6	-11	
Website Activity (NovaScotia.com) ('000s)													
Visits	3,770	194	187	283	308	426	532	613	496	335	243	152	
% Change from same period 2016	-2	4	-9	10	-3	4	-12	-14	-6	10	35	7	

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

Definitions

GALLERY ATTENDANCE

Art Gallery of Nova Scotia: the number of paid admissions to the gallery each month. This does not include complimentary admissions, self-directed or other tours and openings or other special events.

Mary E. Black Gallery: the number of people admitted to the gallery each month. Part of the NS Centre for Craft and Design.

Source: AGNS & NSCCD

PROVINCIAL MUSEUM ATTENDANCE

Monthly attendance is reported for the Nova Scotia museum family of sites located throughout the province. Attendance numbers account for all visitors, including those attending for special functions, such as meetings and private events. Please note that some museum sites operate on a seasonal basis.

Source: NS Communities, Culture & Heritage

NATIONAL PARK & HISTORIC SITE ATTENDANCE

Kejimikujik National Park and Historic Site (does not include Seaside adjunct) & Cape Breton Highlands National Park: Visits reported are for the number of person-visits.

Halifax Citadel National Historic Site: reports on monthly attendance. Attendance numbers account for all visitors, including those attending special functions, such as meetings and private events.

Fortress Louisbourg and Alexander Graham Bell Historic Sites: Visits reported include paid admissions.

Source: Parks Canada

* **NOTE:** To celebrate Canada's 150th anniversary Parks Canada is offering free admission to all Parks Canada locations; therefore, 2017 admission numbers reflect all admissions as opposed to paid admission as reported in previous years.

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

Reservations and Enquiries

Total number of reservations and enquiries made through Tourism Nova Scotia's reservation system.

Source: Tourism Nova Scotia

WEBSITE ACTIVITY

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