

# Nova Scotia Tourism Indicators July 2017

## 2017 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>874</b>	71	62	84	91	123	154	288					
% Change from same period 2016	<b>6</b>	3	-3	11	4	17	8	3					
<i>Amherst/Tidnish</i>	<b>768</b>	69	61	82	86	111	127	233					
% Change from same period 2016	<b>5</b>	2	-3	11	4	20	6	1					
<i>North Sydney</i>	<b>27</b>	2	1	2	3	4	6	10					
% Change from same period 2016	<b>2</b>	16	-4	-10	5	4	-1	4					
<i>Digby</i>	<b>21</b>	1	0	1	1	2	4	11					
% Change from same period 2016	<b>3</b>	-8	-59	-1	30	57	-7	2					
<i>Caribou</i>	<b>48</b>					6	13	30					
% Change from same period 2016	<b>12</b>					-17	15	18					
<i>Yarmouth</i>	<b>9</b>						4	5					
% Change from same period 2016	<b>N/A</b>						N/A	19					
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	<b>376</b>	36	25	37	41	53	74	111					
% Change from same period 2016	<b>14</b>	4	-11	30	3	6	18	27					
<u>Total Visitors</u>	<b>1,250</b>	107	87	122	132	175	228	399					
% Change from same period 2016	<b>8</b>	3	-6	16	4	14	11	9					
<b>Cruise Ship Passenger Visits ('000s)</b>													
Halifax	<b>30</b>						30						
% Change from same period 2016	<b>22</b>						22						
Cape Breton	<b>21</b>					6	7	8					
% Change from same period 2016	<b>13</b>					-8	138	-11					
<b>Airport Activity (thousands, '000s)</b>													
Enplanements	<b>1,153</b>	120	121	169	186	173	177	206					
% Change from same period 2016	<b>5</b>	6	-3	5	10	4	4	6					
<b>Tourism Revenues Estimate (\$ 000)</b>	<b>\$1,373,400</b>	\$113,200	\$98,600	\$130,700	\$177,400	\$197,400	\$255,100	\$401,000					
% Change from same period 2016	<b>6</b>	2	0	6	5	3	8	9					

## 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 Activity<sup>1</sup>**

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Fixed Roof Accommodations</b>													
<b>South Shore</b>													
Occupancy Rate (%)	38	19	29	29	30	33	45	67					
% Point Change from same period 2016	2	-3	4	3	4	6	3	-2					
Room Nights Sold ('000s)	90	5	7	8	9	13	18	29					
% Change from same period 2016	4	-14	14	5	8	16	6	-2					
<b>Halifax Metro</b>													
Occupancy Rate (%)	61	45	56	67	66	61	69	79					
% Point Change from same period 2016	1	0	6	9	-2	5	4	5					
Room Nights Sold ('000s)	819	75	82	109	104	132	145	171					
% Change from same period 2016	-2	-5	1	6	-10	2	-4	-2					
<b>Eastern Shore</b>													
Occupancy Rate (%)	31	15	19	15	13	23	32	54					
% Point Change from same period 2016	3	9	10	1	1	3	-2	5					
Room Nights Sold ('000s)	9	0	0	0	0	1	2	4					
% Change from same period 2016	11	157	92	3	32	9	-6	12					
<b>Cape Breton</b>													
Occupancy Rate (%)	48	28	29	40	36	39	51	78					
% Point Change from same period 2016	3	0	-4	4	-2	6	6	5					
Room Nights Sold ('000s)	232	13	13	19	17	32	52	84					
% Change from same period 2016	10	20	-7	21	-6	22	14	7					
<b>Northumberland Shore</b>													
Occupancy Rate (%)	39	30	35	43	36	35	37	52					
% Point Change from same period 2016	5	-7	-7	2	-5	8	10	11					
Room Nights Sold ('000s)	107	8	8	11	10	18	22	30					
% Change from same period 2016	1	-7	-9	15	-11	11	11	-6					
<b>Bay of Fundy &amp; Annapolis Valley</b>													
Occupancy Rate (%)	36	23	33	38	37	27	31	55					
% Point Change from same period 2016	4	0	4	5	0	6	1	7					
Room Nights Sold ('000s)	189	11	15	18	18	29	35	64					
% Change from same period 2016	11	5	15	18	1	26	3	13					
<b>Yarmouth &amp; Acadian Shores</b>													
Occupancy Rate (%)	42	23	36	32	30	37	58	71					
% Point Change from same period 2016	3	0	3	5	-3	8	8	1					
Room Nights Sold ('000s)	35	3	4	4	3	5	8	10					
% Change from same period 2016	7	5	3	13	-13	23	16	2					
<b>Province</b>													
Occupancy Rate (%)	51	35	44	52	50	45	52	70					
% Point Change from same period 2016	3	-1	3	6	-2	5	4	6					
Room Nights Sold ('000s)	1,481	116	129	170	162	230	282	392					
% Change from same period 2016	2	-2	1	10	-8	9	2	2					
<b>Province outside of Halifax</b>													
Occupancy Rate (%)	41	25	32	37	34	33	41	64					
% Point Change from same period 2016	3	-1	0	4	-1	6	5	7					
Room Nights Sold ('000s)	662	41	47	60	58	97	137	221					
% Change from same period 2016	8	4	3	16	-3	20	9	5					
<b>Totals may not add because of rounding</b>													

<sup>1</sup>Data 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
<b>Average Room Rate<sup>4</sup></b>													
Average Room Rate (\$)	<b>136.63</b>	118.16	118.99	123.82	127.53	140.52	147.85	157.03					
% Change from same period 2016	<b>6.5</b>	0.3	1.4	4.4	2.8	7.7	7.7	13.1					
<b>Campground Activity</b>													
Short-Term Occupancy Rate (%)													
% Point Change from same period 2016													
Short-Term Site Nights Sold ('000s)													
% Change from same period 2016													
Total Occupancy Rate (%)													
% Point Change from same period 2016													
Total Site Nights Sold ('000s)													
% Change from same period 2016													

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

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

<b>Gallery Attendance ('000s)</b>	<b>YTD</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
Art Gallery of NS	17	1	1	2	2	3	2	7					
% Change from same period 2016	79	2	2	52	47	151	27	175					
Mary E. Black Gallery (NS Centre for Craft & Design)	4	-	-	-	-	1	1	1					
% Change from same period 2016	-18	-45	8	31	-27	-38	-6	-6					
<b>Provincial Museum Attendance ('000s)</b>													
Nova Scotia Museum	264	11	15	26	12	24	66	111					
% Change from same period 2016	0	8	10	7	-16	-5	-8	5					
<b>National Park/Historic Site Attendance ('000s)*</b>													
Halifax Citadel	140	1	1	1	6	14	34	83					
% Change from same period 2016	62	-1	-31	-53	11	65	68	76					
Fortress Louisbourg	53					2	12	39					
% Change from same period 2016	61					17	50	68					
Alexander Graham Bell	42					3	12	27					
% Change from same period 2016	31					13	35	32					
<b>Information Enquiries ('000s)</b>													
NS Information Centre Visitors Counselling	145	3	3	4	5	16	39	75					
% Change from same period 2016	-6	-33	-38	-42	-50	-17	1	6					
Local Information Centre Visitors Counselling	119					-	37	82					
Literature Requests	39	4	4	7	7	6	5	5					
% Change from same period 2016	2	-2	-23	-5	13	14	6	10					
<b>Website Activity (NovaScotia.com) ('000s)</b>													
Visits	2,543	194	187	283	308	426	532	613					
% Change from same period 2016	-6	4	-9	10	-3	4	-12	-14					

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

Definitions

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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 counselling 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 counselling 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