

2009 Nova Scotia Tourism Indicators

(000s)	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visitor Entries (by mode)													
Automobile Visitors	1,372	59	59	75	89	115	127	216	210	144	117	83	77
% Change	7	-1	-6	1	10	8	7	25	4	12	2	-1	0
Motorcoach Visitors	53	2	4	3	3	5	5	9	7	7	5	3	1
% Change	-21	-26	-6	-21	23	9	-24	-15	-37	-37	-24	-3	-31
Recreational Vehicle Visitors	59	0.1	0.1	0.1	0.5	3	8	21	17	8	2	0.5	0.1
% Change	25	-38	-56	-59	-29	22	10	31	26	39	18	58	50
Air Visitors	608	40	26	27	32	50	54	83	99	71	64	35	27
% Change	-11	-3	-33	-41	-23	-21	-17	14	-9	-4	3	-2	-14
Total Visitors	2,093	102	89	104	125	172	193	329	333	230	188	121	106
% Change	1	-2	-16	-15	-1	-2	-2	20	-1	5	1	-1	-4
Accommodation Activity													
South Shore													
Occupancy Rate (%)	37	21	26	27	24	30	38	55	61	50	36	25	21
% Point Change	-3	0	-5	-5	-2	-4	-3	-7	-8	-4	-2	-2	-3
Room Nights Sold	174	6	7	8	9	13	18	28	32	25	16	7	6
% Change	-8	-8	-24	-18	-6	-11	-5	-7	-5	-3	-5	-12	-15
Halifax Metro													
Occupancy Rate (%)	58	41	52	55	61	52	59	67	68	75	65	55	38
% Point Change	-4	-4	-1	-4	-8	-9	-8	0	-4	-6	-3	-2	-3
Room Nights Sold	1,332	70	81	95	104	121	138	161	155	131	116	95	66
% Change	-5	-7	-3	-4	-6	-13	-7	2	-4	-6	-3	-2	-7
Eastern Shore													
Occupancy Rate (%)	30	9	11	15	10	18	26	44	50	43	26	18	11
% Point Change	-4	-3	5	7	-6	-4	-8	-3	-8	-3	-10	1	3
Room Nights Sold	21	0	0	0	0	1	2	4	5	4	2	1	0
% Change	-10	-14	95	93	-34	-14	-23	-5	-11	-2	-23	-7	26
Cape Breton													
Occupancy Rate (%)	44	26	30	38	32	27	36	61	65	51	48	34	27
% Point Change	2	4	4	7	1	-1	-2	1	0	2	0	4	2
Room Nights Sold	398	12	13	17	14	23	39	71	76	55	47	18	13
% Change	0	0	-1	1	-13	-6	-6	1	1	4	1	12	2
Northumberland Shore													
Occupancy Rate (%)	39	29	33	43	34	25	26	52	50	61	45	42	28
% Point Change	-5	-4	-3	4	-9	-8	-11	-6	-3	7	-2	-3	-3
Room Nights Sold	188	8	8	11	9	14	17	32	31	23	16	12	9
% Change	-5	-6	-4	19	-17	-23	-20	-4	-5	11	-3	-4	9
Fundy Shore & Annapolis Valley													
Occupancy Rate (%)	35	21	27	31	26	27	30	49	45	50	38	31	23
% Point Change	0	-6	-1	-1	-6	-2	-3	1	4	3	-1	2	3
Room Nights Sold	339	12	14	18	16	28	33	55	58	43	30	18	13
% Change	-1	-17	-4	-2	-14	-3	-10	2	11	5	-3	0	11
Yarmouth & Acadian Shore													
Occupancy Rate (%)	35	21	31	25	25	27	33	46	49	48	31	36	21
% Point Change	0	-3	4	-3	-9	-4	-3	4	2	5	1	2	-4
Room Nights Sold	65	3	4	4	3	5	6	8	9	9	6	5	3
% Change	-1	-13	13	-12	-26	-11	-10	7	3	12	5	19	-7
Province													
Occupancy Rate (%)	47	32	40	44	44	38	43	59	59	60	51	44	31
% Point Change	-2	-3	0	-1	-5	-6	-5	-1	-1	-1	-2	0	-1
Room Nights Sold	2,517	111	127	154	156	205	252	359	366	289	232	156	110
% Change	-4	-8	-4	-3	-9	-12	-8	0	-1	-1	-2	-1	-3
Average Room Rate													
Average Room Rate (\$)	120	104	109	109	113	124	128	130	124	128	121	112	0
% Change	-3	-1	2	1	-2	-6	-3	1	-7	-6	-2	0	0

2009 Nova Scotia Tourism Indicators

(000s)	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Campground Activity													
Short-Term Occupancy Rate (%)	13					4	7	20	21	10	6		
% Point Change	0					0	-2	-1	-2	4	1		
Short-Term Site Nights Sold	255					8	27	86	90	36	9		
% Change	1					10	-18	-2	-7	62	27		
Total Occupancy Rate (%)	43					32	38	48	50	41	36		
% Point Change	1					-3	0	0	-1	6	6		
Total Site Nights Sold	842					79	141	208	213	150	52		
% Change	4					-1	2	1	0	20	17		
Cruise Ship Passenger Visits													
Halifax	228					4	15	24	23	79	80	3	
% Change	0					-41	7	-15	-19	-9	27	415	
Cape Breton	62					3	7	5	1	21	27		
% Change	-18					-33	26	81	-93	-33	12		
Airport Activity													
Enplanements	1,715	106	114	145	155	147	147	166	197	154	151	111	123
% Change	-5	-8	-11	-15	-4	-9	-7	-4	-3	1	-2	2	4
Gallery Attendance													
Art Gallery of NS	19	1	1	1	1	1	2	3	3	3	2	1	1
% Change	-20	-57	-63	-35	-37	-48	-19	8	5	37	31	-7	-14
Mary E. Black Gallery (NS Centre for Craft & Design)	6	0.3	0.4	0.3	0.1	0.3	0.5	0.7	0.5	1	2	0.2	0.1
% Change	32	6	123	112	-59	18	35	-20	0	72	165	-29	-52
Provincial Museum Attendance													
Nova Scotia Museum	538	10	13	27	13	24	66	114	108	87	50	18	8
% Change	2	-13	-1	0	-3	-9	-2	6	-6	18	-3	43	-11
National Park/Historic Site Attendance													
Cape Breton Highlands	193					12	30	52	49	36	14		
% Change	n/a					n/a	n/a	n/a	n/a	n/a	n/a		
*due to methodological revisions, 2009 and 2008 data are not comparable													
Kejimikujik	38	1	1	1	1	2	4	8	9	5	3	1	1
% Change	-7	-1	-6	6	-16	-7	-13	2	-12	18	-27	1	-1
Halifax Citadel	152	1	1	2	5	8	19	33	32	25	19	5	2
% Change	-1	-46	-66	-28	9	-18	8	2	4	-12	10	-2	2
Fortress Louisbourg	88					2	10	28	28	14	7		
% Change	-5					7	-2	-15	2	-4	-1		
Alexander Graham Bell	77	0.2	3	0.4	1	2	10	18	18	14	9	1	0
% Change	8	-25	1167	-5	56	9	18	10	-4	-8	8	296	23
Golf Activity													
Green Fee Rounds	81					7	12	18	20	17	6		
% Change	-1					9	-20	2	10	14	-30		
Information Enquiries													
Nova Scotia Information Centre													
Visitors Counsellor	563	10	12	18	21	36	59	121	129	81	48	14	13
% Change	0	-29	-15	18	5	-8	-6	13	-1	-5	5	5	-6
Local Information Centre													
Visitors Counsellor	408					11	47	114	119	85	32		
% Change	-4					-15	-8	-2	-10	4	-1		
Check In Reservations	19	0.2	0.3	0.4	0.4	1	2	5	5	3	1	0.1	0.1
% Change	-10	-68	-54	-18	-35	-30	-4	7	-7	-1	-16	-58	-46
Check In Literature Requests	110	8	10	13	13	16	18	12	6	4	4	3	2
% Change	-30	-36	-21	-26	-39	-53	24	-41	-13	-35	-13	-23	-17
Website Activity (NovaScotia.com)													
Visits	1,514	83	90	108	110	138	177	198	195	177	98	76	65
% Change	-4	-25	-18	-13	-16	-17	-10	-5	22	42	-18	7	22

Shaded areas indicate off season months

Definitions

VISITOR ENTRIES

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

ACCOMMODATION ACTIVITY

Accommodation Activity is available provincially, or broken-down by the seven tourism areas.

Room-Nights Sold: Number of rooms sold each month. This number is calculated based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, motels, B&B's, etc.) in Nova Scotia.

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

Source: *Tourism, Culture & Heritage*

AVERAGE ROOM RATE

Average cost for selected hotels in Nova Scotia, as published monthly. Source: Pannell Kerr Forster Trends

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, Culture & Heritage

Total Site-Nights Sold: Number of campsites sold each month. This number is calculated based on reports submitted by all licensed campgrounds in Nova Scotia. Source: Tourism, Culture & Heritage

CRUISE SHIP PASSENGER VISITS

Defined as the number of passenger visits by cruise ships to the ports of Halifax, Sydney, Louisbourg and Baddeck. Source: Destination Cape Breton, Halifax Port Authority

AIRPORT ACTIVITY

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

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: Tourism, Culture & Heritage.

NATIONAL PARK & HISTORIC SITE ATTENDANCE

Kejimikujik National Park and Historic Site & 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

GOLF ACTIVITY

Public green fee rounds at specific golf courses around the province. Source: Golf NS Member Courses

INFORMATION ENQUIRIES

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: NS Tourism, Culture & Heritage

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: Regional Tourism Industry Associations

CHECK IN RESERVATIONS AND ENQUIRIES

Total number of reservations and enquiries made through Check In, Nova Scotia's toll-free reservation system. Source: Blue Ocean Contact Centres

Website Activity

VISITS are the number of user sessions to the NovaScotia.com website. Source: Tourism, Culture & Heritage