

Gallery Attendance

Art Gallery of NS	1	1
% Change	-28	-28
Mary E. Black Gallery (NS Centre for Craft & Design)	0.4	0.4
% Change	391	391

Provincial Museum Attendance

Nova Scotia Museum	22	22
% Change	378	378

**Please note that the Museum of Natural History in Halifax was closed for renovations during the period from January through to June 2010.*

National Park/Historic Site Attendance

Cape Breton Highlands		
% Change		
Kejimikujik	1	1
% Change	-8	-8
Halifax Citadel	1	1
% Change	-22	-22
Fortress Louisbourg		
% Change		
Alexander Graham Bell	0.2	0.2
% Change*	13	13

Golf Activity

Green Fee Rounds		
% Change		

Information Enquiries

Nova Scotia Information Centre		
Visitors Counselling	11	11
% Change	-10	-10
Local Information Centre Visitors Counselling		
% Change		
Check In Reservations	0.2	0.2
% Change	41	41
Check In Literature Requests	6	6
% Change	-11	-11

Website Activity (NovaScotia.com)

Visits	95	95
% Change	-8	-8

Shaded areas indicate off season months

March 22, 2011

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