

2008 Nova Scotia Tourism Indicators

(000s)	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visitor Entries (by mode)													
Automobile Visitors	1,283	60	63	74	81	106	119	174	202	128	115	84	77
% Change	-5	-10	0	-8	-2	0	-9	-12	-3	-7	-1	-1	8
Motorcoach Visitors	68	3	4	4	2	4	7	11	11	11	7	3	2
% Change	7	66	54	-10	7	-18	7	-6	29	13	0	-19	18
Recreational Vehicle Visitors	48	0	0	0	1	2	7	16	13	6	2	0	0
% Change	-22	-24	18	31	25	-9	-19	-24	-24	-30	-14	-20	-47
Air Visitors	682	42	39	45	42	64	65	73	109	74	62	35	32
% Change	2	8	2	15	-8	28	18	-12	10	0	-11	-11	-10
Total Visitors	2,080	105	106	122	126	176	197	273	335	219	186	123	111
% Change	-3	-2	2	-1	-4	8	-2	-13	1	-5	-5	-5	2
Accommodation Activity													
South Shore													
Occupancy Rate (%)	41	20	31	32	25	34	42	62	68	54	38	27	24
% Point Change	0	-1	4	0	0	2	2	-2	0	-3	-1	-6	0
Room Nights Sold	189	6	9	10	10	14	19	30	33	25	16	8	7
% Change	1	2	21	2	21	5	3	-4	0	-4	1	-14	4
Halifax Metro													
Occupancy Rate (%)	62	45	53	59	68	61	67	67	72	82	68	57	41
% Point Change	3	0	-3	-2	7	13	10	4	9	-3	-6	-4	9
Room Nights Sold	1,400	75	83	98	111	139	147	159	160	139	119	97	72
% Change	4	3	1	-2	14	17	8	-2	9	1	-4	-3	3
Eastern Shore													
Occupancy Rate (%)	34	12	6	8	16	23	34	48	57	45	36	17	8
% Point Change	0	5	-1	-1	4	2	5	4	0	-6	2	-2	-9
Room Nights Sold	24	0	0	0	0	2	3	5	5	4	3	1	0
% Change	1	44	-11	-2	21	15	11	5	-3	-12	7	11	-41
Cape Breton													
Occupancy Rate (%)	42	23	26	31	31	28	38	60	65	48	48	30	25
% Point Change	-3	-3	-1	-6	-1	-1	0	-3	-7	-8	1	0	2
Room Nights Sold	398	12	13	17	17	25	41	70	75	53	47	16	12
% Change	-4	-2	13	-4	15	-1	1	-5	-9	-15	5	-1	7
Northumberland Shore													
Occupancy Rate (%)	44	33	36	38	43	33	37	57	53	54	47	45	30
% Point Change	0	0	0	-2	11	-5	2	3	-9	-4	2	6	2
Room Nights Sold	197	8	8	9	10	17	21	33	33	20	16	12	8
% Change	-1	4	10	-3	36	-18	4	-1	-13	-6	4	16	10
Fundy Shore & Annapolis Valley													
Occupancy Rate (%)	35	27	29	32	32	29	34	48	41	47	39	29	20
% Point Change	-3	3	1	-1	2	-3	2	-4	-17	-6	-2	-4	-1
Room Nights Sold	341	15	15	19	18	29	36	54	53	41	31	18	11
% Change	-3	13	3	2	12	-7	6	-7	-10	-8	0	-4	0
Yarmouth & Acadian Shore													
Occupancy Rate (%)	34	24	28	28	35	31	36	41	46	43	31	33	25
% Point Change	2	0	-2	0	-1	0	5	2	4	6	-2	0	2
Room Nights Sold	66	3	4	4	5	5	7	8	9	8	5	5	3
% Change	1	-5	-9	2	-10	3	8	-5	5	12	-1	3	13
Province													
Occupancy Rate (%)	49	35	40	45	49	43	49	60	61	61	52	44	32
% Point Change	0	0	-1	-2	4	4	5	0	-3	-4	-2	-3	4
Room Nights Sold	2,615	120	132	158	172	231	275	358	368	291	238	157	114
% Change	1	3	4	-1	14	7	6	-3	-2	-5	-1	-2	4
Average Room Rate													
Average Room Rate (\$)	123	106	107	109	115	132	132	129	135	137	124	113	107
% Change	3	1	1	2	6	12	3	-2	6	1	0	2	2
Campground Activity													
Short-Term Occupancy Rate (%)													
	12					3	8	19	21	6	5		
% Point Change	-2					1	1	-3	-3	-3	0		
Short-Term Site Nights Sold													
	229					7	30	78	86	21	7		
% Change	-13					42	12	-16	-12	-36	1		

Total Occupancy Rate (%)	41					36	38	48	49	36	30		
% Point Change	2					7	4	-1	0	3	6		
Total Site Nights Sold	784					79	136	195	201	127	45		
% Change	4					26	9	-4	-1	4	33		

Cruise Ship Passenger Visits

Halifax	228					0	6	14	28	29	87	63	1
% Change	29					-7	60	6	41	34	45	9	n/a
Cape Breton	76					0	4	5	3	9	31	24	1
% Change	107					0	4	36	n/a	205	151	70	n/a

Airport Activity

Enplanements	1,802	115	129	170	162	161	158	172	204	153	154	109	118
% Change	4	3	11	18	10	13	7	-3	3	-3	0	-9	-5

Gallery Attendance

Art Gallery of NS	24	2	3	2	1	2	2	2	3	2	1	1	1
% Change	-23	5	15	-35	-23	-8	-18	-29	-28	-27	-47	-44	-25
Mary E. Black Gallery (NS Centre for Craft & Design)	5	0	0	0	0	0	0	1	1	0	1	0	0
% Change	17	-39	1	-29	14	-23	-13	69	27	2	98	9	185

Provincial Museum Attendance

Nova Scotia Museum	529	11	13	27	14	26	67	108	116	74	52	12	9
% Change	-1	12	2	-26	2	2	14	-7	5	-1	4	-21	3

National Park/Historic Site Attendance

Cape Breton Highlands	118						7	30	42	40	0	0	0	0
% Change	n/a					n/a	n/a	n/a	n/a	n/a	0	0	0	0
Kejimikujik	41	1	1	1	2	3	4	8	11	4	5	1	1	
% Change	-8	-5	-5	-10	9	-3	24	-15	-11	-28	-1	25	-10	
Halifax Citadel	152	2	2	2	5	10	17	33	25	29	21	5	2	
% Change	5	-28	10	-10	-14	19	13	8	-2	15	11	-29	-25	
Fortress Louisbourg	93						2	10	32	28	14	7	0	
% Change	-5						68	-19	9	-14	-9	12	0	
Alexander Graham Bell	71	0	0	0	0	2	8	16	19	15	9	0	0	
% Change	-3	-17	75	48	-23	16	9	-10	-3	-5	-1	-29	34	

Golf Activity

Green Fee Rounds	81						6	15	18	18	15	9	0	0
% Change	-9						-4	-3	-2	-15	-21	5	0	0

Information Enquiries

Nova Scotia Information Cent	563	14	14	16	20	39	63	108	131	85	46	13	14
% Change	-1	164	105	50	48	20	-2	-15	-8	-6	-4	-13	-3
Local Information Centre													
Visitors Counselling	427						13	51	117	132	82	32	0
% Change	-7						-4	-12	-11	-4	-7	5	0
Check In Reservations	21	1	1	1	1	1	2	5	6	3	1	0	0
% Change	-26	-5	-3	-35	-29	-36	-37	-33	-18	-26	-17	-21	-45
Check In Literature Requests	157	13	13	18	21	33	15	20	7	6	5	3	3
% Change	-17	-17	-21	3	-4	46	-42	-36	-47	-29	-29	-33	-14

Website Activity (NovaScotia.com)

Visits	1,577	112	110	124	131	166	197	209	160	125	120	71	53
% Change	-10	7	12	3	-15	-11	-8	-11	-21	-22	-3	-17	-24

Shaded areas indicate off season months

11/10/09