

## 2011 Nova Scotia Tourism Indicators

(000s)	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Automobile Visitors</b>	911	57	54	76	97	107	125	202	194				
% Change	-8	-10	-16	-13	-1	-9	-5	-7	-9				
<b>Motorcoach Visitors</b>	41	2	3	2	3	4	7	11	9				
% Change	23	21	48	-10	35	14	38	15	27				
<b>Recreational Vehicle Visitors</b>	47.8	0.1	0.1	0.3	0.7	2.5	8.0	19.9	16.2				
% Change	-14	-24	84	17	-18	-28	-9	-16	-13				
<b>Air Visitors</b>	438	32	31	35	39	51	58	83	109				
% Change	9	1	12	19	3	20	1	12	7				
<b>Total Visitors</b>	1,437	91	89	113	140	164	197	316	327				
% Change	-3	-6	-7	-5	1	-2	-2	-3	-3				
<b>Accommodation Activity</b>													
<b>South Shore</b>													
Occupancy Rate (%)	35	19	24	24	23	27	36	53	60				
% Point Change	-3	0	-1	-5	-5	-2	0	-4	-3				
Room Nights Sold	114	6	7	8	8	12	17	26	30				
% Change	-5	5	4	-10	-13	-5	1	-7	-7				
<b>Halifax Metro</b>													
Occupancy Rate (%)	58	41	60	60	58	50	58	68	70				
% Point Change	0	2	9	-1	0	-1	-7	-1	3				
Room Nights Sold	937	72	97	106	101	115	133	160	153				
% Change	0	7	20	-1	0	-4	-9	-1	2				
<b>Eastern Shore</b>													
Occupancy Rate (%)	28	14	19	24	14	16	23	41	46				
% Point Change	0	7	12	10	-2	-2	-3	-3	-3				
Room Nights Sold	13.7	0.5	0.5	0.8	0.4	1.2	2.1	3.9	4.4				
% Change	-5	99	161	62	-15	-17	-14	-11	-9				
<b>Cape Breton</b>													
Occupancy Rate (%)	42	24	28	33	28	29	36	64	63				
% Point Change	-2	-1	-1	-6	1	1	-3	3	-3				
Room Nights Sold	257	12	13	16	14	24	37	71	71				
% Change	-3	9	4	-18	3	0	-8	3	-6				
<b>Northumberland Shore</b>													
Occupancy Rate (%)	42	30	37	47	38	31	36	57	55				
% Point Change	3	1	5	7	-3	3	6	6	0				
Room Nights Sold	144	8	9	13	10	17	21	35	30				
% Change	10	3	21	20	-6	12	21	12	0				
<b>Fundy Shore &amp; Annapolis Valley</b>													
Occupancy Rate (%)	35	23	34	34	30	29	31	46	45				
% Point Change	1	0	4	3	0	4	4	-2	-3				
Room Nights Sold	224	12	17	19	17	29	32	50	48				
% Change	-2	-3	9	7	-9	13	-1	-5	-8				
<b>Yarmouth &amp; Acadian Shore</b>													
Occupancy Rate (%)	33	20	32	36	32	27	31	38	44				
% Point Change	2	-3	7	12	2	0	-1	-4	6				
Room Nights Sold	36	3	3	4	4	4	5	6	7				
% Change	-8	-16	3	20	-9	-12	-15	-22	1				
<b>Province</b>													
Occupancy Rate (%)	47	32	45	47	43	38	44	59	61				
% Point Change	0	1	5	0	-1	1	-2	0	0				
Room Nights Sold	1,726	114	146	167	155	203	248	352	343				
% Change	0	5	16	0	-2	0	-6	0	-2				
<b>Average Room Rate</b>													
<b>Average Room Rate (\$)</b>	120	106	120	111	112	120	130	125	125				
% Change	2	3	12	-3	-1	0	3	1	1				
<b>Campground Activity</b>													
<b>Short-Term Occupancy Rate (%)</b>	15					4	7	22	21				
% Point Change	-1					-2	-1	-1	-2				
<b>Short-Term Site Nights Sold</b>	214					8	25	92	89				
% Change	-10					-26	-17	-6	-10				
<b>Total Occupancy Rate (%)</b>	46					34	38	52	53				
% Point Change	0					-4	0	0	0				
<b>Total Site Nights Sold</b>	653					76	140	217	219				
% Change	-4					-14	-1	-3	-3				

**Cruise Ship Passenger Visits**

<b>Halifax</b>	93				2	8	25	27	31
% Change	6				-31	98	67	-10	-14
<b>Cape Breton</b>	23.2				0.2	8.5	7.2	7.2	0
% Change	40				-94	157	36	164	-100

**Airport Activity**

<b>Enplanements</b>	1,234	112	130	156	165	152	148	175	196
% Change	2	4	12	1	3	0	-1	1	1

**Gallery Attendance**

<b>Art Gallery of NS</b>	10	1	1	1	1	1	1	2	2
% Change	-3	-28	8	-37	-18	9	4	1	16
<b>Mary E. Black Gallery (NS Centre for Craft &amp; Design)</b>	3.3	0.4	0.2	0.3	0.4	0.7	0.5	0.4	0.4
% Change	29	391	264	122	154	337	39	-12	-62

**Provincial Museum Attendance**

<b>Nova Scotia Museum</b>	389	20	34	38	26	30	59	87	95
% Change	17	345	601	181	205	65	-22	-14	-11

\*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**

<b>Cape Breton Highlands</b>	140					11	21	60	48
% Change	n/a					n/a	n/a	n/a	n/a
No data was reported in 2010 due to the closure of the East Gate and construction in the CBHNP									
<b>Kejimikujik</b>	29	1	1	1	1	3	4	9	9
% Change	-4	-8	24	21	-11	-5	-5	2	-12
<b>Halifax Citadel</b>	115	1	2	2	4	7	15	56	27
% Change	19	-22	73	-44	-34	-7	-14	70	7
<b>Fortress Louisbourg</b>	61					2	9	26	25
% Change	-10					2	-15	-5	-13
<b>Alexander Graham Bell</b>	43.8	0.2	0.2	0.2	0.5	2.1	7.1	17.4	16.2
% Change	-2	13	-23	-55	-57	1	0	5	-5

**Golf Activity**

<b>Green Fee Rounds</b>	59					6	14	20	20
% Change	-10					-34	-8	1	-11

**Information Enquiries**

<b>Nova Scotia Information Centre</b>									
<b>Visitors Counselling</b>	330	11	12	14	16	31	54	95	98
% Change	-14	-10	13	-10	-7	-6	-14	-14	-19
<b>Local Information Centre Visitors</b>									
<b>Counselling</b>	221					8	37	88	88
% Change	-21					-5	-13	-26	-20
<b>Check In Reservations</b>	8.8	0.2	0.1	0.2	0.2	0.5	1.2	3.3	3.0
% Change	-30	41	-26	-25	-30	-30	-26	-26	-37
<b>Check In Literature Requests</b>	61	6	6	9	9	11	7	7	5
% Change	-25	-11	-19	-22	-31	-18	-44	-25	-10

**Website Activity (NovaScotia.com)**

<b>Visits</b>	1,231	102	107	125	127	156	200	222	193
% Change	-2	-2	-3	-9	-10	-7	6	-1	8

Shaded areas indicate months in which statistics are unavailable

## Definitions

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### 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: NS Economic & Rural Development & Tourism.

### 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: NS Economic & Rural Development & Tourism

### 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: NS Economic & Rural Development & Tourism

**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: NS Economic & Rural Development & Tourism

### 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 boarding planes 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.

### 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 Economic & Rural Development & Tourism.

### 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 Economic & Rural Development & Tourism

#### 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: NS Economic & Rural Development & Tourism