

2010 Nova Scotia Tourism Indicators

(000s)	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visitor Entries (by mode)													
Automobile Visitors	430	64	65	86	97	118							
% Change	8	7	10	16	9	3							
Motorcoach Visitors	12	2	2	2	3	3							
% Change	-27	-30	-43	-22	-11	-27							
Recreational Vehicle Visitors	4.8	0.1	0.1	0.3	0.9	3.4							
% Change	38	13	35	117	86	26							
Air Visitors	167	31	27	29	38	42							
% Change	-4	-23	6	9	16	-15							
Total Visitors	614	96	95	118	138	167							
% Change	4	-6	6	13	11	-3							
Accommodation Activity													
South Shore													
Occupancy Rate (%)	27	19	25	29	28	30							
% Point Change	0	-1	-1	2	-1	-1							
Room Nights Sold	44	6	7	9	9	13							
% Change	1	-5	-4	8	1	2							
Halifax Metro													
Occupancy Rate (%)	52	39	51	61	59	52							
% Point Change	0	-2	-1	6	-2	0							
Room Nights Sold	476	68	81	107	102	119							
% Change	1	-3	0	12	-2	-2							
Eastern Shore													
Occupancy Rate (%)	14	7	7	14	16	20							
% Point Change	0	-2	-4	0	5	1							
Room Nights Sold	3	0.2	0.2	0.5	0.6	1.5							
% Change	11	-10	-29	19	89	5							
Cape Breton													
Occupancy Rate (%)	30	25	29	41	27	28							
% Point Change	0	-1	-1	3	-5	1							
Room Nights Sold	81	11	12	19	14	24							
% Change	1	-6	-7	14	-5	4							
Northumberland Shore													
Occupancy Rate (%)	33	29	32	41	42	28							
% Point Change	2	0	-1	-2	8	4							
Room Nights Sold	54	8	8	11	11	16							
% Change	10	9	-2	-4	28	16							
Fundy Shore & Annapolis Valley													
Occupancy Rate (%)	27	22	30	31	30	25							
% Point Change	1	1	2	0	4	-3							
Room Nights Sold	90	13	15	18	18	25							
% Change	1	5	6	-2	14	-10							
Yarmouth & Acadian Shore													
Occupancy Rate (%)	26	24	25	25	31	27							
% Point Change	0	2	-6	-1	6	1							
Room Nights Sold	19	3	3	4	4	5							
% Change	4	14	-18	-2	24	7							
Province													
Occupancy Rate (%)	40	31	40	47	44	37							
% Point Change	0	-1	0	3	0	-1							
Room Nights Sold	766	109	126	168	159	204							
% Change	2	-1	-1	9	2	0							
Average Room Rate													
Average Room Rate (\$)	110	104	108	114	113								
% Change	1	-1	-1	4	0								
Campground Activity													
Short-Term Occupancy Rate (%)	4					4							
% Point Change	1					1							
Short-Term Site Nights Sold	10					10							

2010 Nova Scotia Tourism Indicators

(000s)	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
% Change	31					31							
Total Occupancy Rate (%)	38					38							
% Point Change	5					5							
Total Site Nights Sold	88					88							
% Change	17					17							
Cruise Ship Passenger Visits													
Halifax													
% Change													
Cape Breton													
% Change													
Airport Activity													
Enplanements	686	107	115	153	160	152							
% Change	3	0	1	6	3	4							
Gallery Attendance													
Art Gallery of NS	4	1	1	1	1	n/a							
% Change	-9	1	-12	-15	-7	n/a							
Mary E. Black Gallery (NS Centre for Craft & Design)	0.6	0.1	0.1	0.1	0.2	0.2							
% Change	-58	-70	-84	-58	18	-53							
Provincial Museum Attendance													
Nova Scotia Museum	49	5	5	14	8	18							
% Change	-43	-54	-62	-50	-38	-25							
<i>*Please note that the Museum of Natural History in Halifax was closed for renovations during the period from January through to June 2010.</i>													
National Park/Historic Site Attendance													
Cape Breton Highlands	11					11							
% Change	-8					-8							
Kejimikujik	7	1	1	1	2	3							
% Change	5	11	-14	-11	16	12							
Halifax Citadel	20	1	1	4	6	8							
% Change	20	25	82	125	4	0							
Fortress Louisbourg	2					2							
% Change	-15					-15							
Alexander Graham Bell	4	0.1	0.2	1	1.2	2.1							
% Change*	-40	-9	-94	43	100	-17							
<i>*Please note, there was a significant increase in 2009 visitation to the Bell Museum due to centennial celebrations, which impacts the % change in 2010</i>													
Golf Activity													
Green Fee Rounds	7					7							
% Change	12					12							
Information Enquiries													
Nova Scotia Information Centre													
Visitors Counselling	87	12	10	15	17	33							
% Change	-10	17	-14	-18	-20	-7							
Local Information Centre Visitors													
Counselling													
% Change													
Check In Reservations	2	0.1	0.2	0.3	0.4	0.7							
% Change	-23	-44	-42	-37	-17	-6							
Check In Literature Requests	54	7	8	12	13	14							
% Change	-10	-14	-22	-7	4	-14							
Website Activity (NovaScotia.com)													
Visits	659	104	109	139	140	167							
% Change	25	25	21	29	27	21							

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 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: 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