

# 2010 Nova Scotia Tourism Indicators

(000s)	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Visitor Entries (by mode)</b>													
<b>Automobile Visitors</b>	1,406	64	65	86	97	118	131	218	212	139	119	86	72
% Change	2	7	10	16	9	3	3	1	1	-4	2	3	-7
<b>Motorcoach Visitors</b>	48	2	2	2	3	3	5	10	7	6	6	2	1
% Change	-10	-30	-43	-22	-11	-27	-8	6	-3	-7	11	-16	-29
<b>Recreational Vehicle Visitors</b>	67.1	0.1	0.1	0.3	0.9	3.4	8.8	23.7	18.6	8.0	2.8	0.4	0.1
% Change	13	13	35	117	86	26	15	15	10	2	15	-22	-23
<b>Air Visitors</b>	602	32	28	29	38	43	57	74	101	70	56	38	37
% Change	-1	-22	7	10	17	-15	7	-11	2	-1	-13	9	34
<b>Total Visitors</b>	2,123	97	95	118	138	167	202	325	339	223	183	126	109
% Change	1	-5	7	13	11	-3	4	-1	2	-3	-3	4	3
<b>Accommodation Activity</b>													
<b>South Shore</b>													
Occupancy Rate (%)	37	19	25	29	28	29	36	57	63	45	34	24	20
% Point Change	-1	-1	-1	2	-1	-1	-3	3	2	-6	-2	0	-1
Room Nights Sold	172	6	7	9	9	13	17	28	32	22	15	8	6
% Change	-1	-6	-4	7	0	0	-5	2	1	-9	-2	5	1
<b>Halifax Metro</b>													
Occupancy Rate (%)	59	39	51	61	58	51	64	68	67	82	67	55	36
% Point Change	1	-2	-1	6	-2	-1	4	1	-1	7	2	0	-1
Room Nights Sold	1,352	68	81	107	101	120	147	161	149	142	118	95	64
% Change	2	-3	0	12	-3	-1	6	0	-3	9	2	0	-3
<b>Eastern Shore</b>													
Occupancy Rate (%)	29	7	7	14	16	18	26	44	49	40	30	24	15
% Point Change	0	-2	-4	0	5	0	-1	0	-1	-3	4	6	5
Room Nights Sold	22	0.2	0.2	0.5	0.5	1.5	2.5	4.3	4.8	3.8	2.5	0.7	0.4
% Change	2	-10	-29	19	75	-1	2	0	-1	-7	15	23	29
<b>Cape Breton</b>													
Occupancy Rate (%)	44	25	29	39	27	28	39	61	66	54	45	34	28
% Point Change	0	-2	-1	2	-5	1	2	0	2	4	-3	-1	1
Room Nights Sold	395	11	12	19	14	24	41	68	75	57	42	18	13
% Change	-1	-6	-8	13	-5	3	5	-3	-1	4	-10	1	1
<b>Northumberland Shore</b>													
Occupancy Rate (%)	41	29	32	40	41	28	30	51	55	59	47	42	29
% Point Change	1	0	-1	-2	7	4	3	-1	5	-3	1	0	-1
Room Nights Sold	190	8	8	11	11	15	17	31	30	22	16	13	9
% Change	1	8	-2	-4	26	14	2	-2	-3	-4	2	6	-6
<b>Fundy Shore &amp; Annapolis Valley</b>													
Occupancy Rate (%)	36	22	30	31	30	25	27	47	48	48	41	38	25
% Point Change	0	1	2	0	4	-2	-3	-3	-4	-2	4	7	2
Room Nights Sold	338	13	15	18	19	26	33	52	52	42	32	22	14
% Change	-1	5	6	-2	19	-7	0	-5	-11	-4	8	20	9
<b>Yarmouth &amp; Acadian Shore</b>													
Occupancy Rate (%)	32	24	25	24	30	27	32	42	38	34	34	42	25
% Point Change	-2	2	-6	-1	5	0	-2	-3	-11	-14	3	6	3
Room Nights Sold	60	3	3	4	4	5	5	8	7	6	6	6	3
% Change	-8	14	-18	-4	20	3	-10	-9	-27	-35	5	15	15
<b>Province</b>													
Occupancy Rate (%)	47	31	40	47	44	37	45	59	61	62	51	45	31
% Point Change	0	-1	-1	3	0	-1	2	0	1	2	1	1	0
Room Nights Sold	2,528	109	126	168	158	204	263	353	351	296	234	162	110
% Change	0	-1	-1	9	1	0	4	-2	-4	2	1	4	0
<b>Average Room Rate</b>													
<b>Average Room Rate (\$)</b>	119	104	108	114	113	121	125	124	124	133	122	110	
% Change	0	-1	-1	4	0	-2	-2	-4	-1	4	0	-2	
<b>Campground Activity</b>													
<b>Short-Term Occupancy Rate (%)</b>	14					5	8	23	23	7	6		
% Point Change	1					1	1	3	2	-3	0		

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(000s)	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Short-Term Site Nights Sold</b>	273					11	31	98	98	27	9		
% Change	7					28	17	14	9	-24	1		
<b>Total Occupancy Rate (%)</b>	43					38	38	52	53	35	28		
% Point Change	1					5	1	4	3	-6	-8		
<b>Total Site Nights Sold</b>	850					89	142	224	226	128	40		
% Change	1					14	1	8	6	-14	-23		
<b>Cruise Ship Passenger Visits</b>													
<b>Halifax</b>	261				2	4	15	30	37	90	84		
% Change	16				n/a	14	-1	24	57	14	5		
<b>Cape Breton</b>	69				4	3	5	3	1	24			
% Change	11				n/a	32	-20	-41	96	15			
<b>Airport Activity</b>													
<b>Enplanements</b>	1,760	108	116	154	161	153	149	173	195	154	152	115	132
% Change	3	2	2	6	4	4	1	5	-1	0	1	4	7
<b>Gallery Attendance</b>													
<b>Art Gallery of NS</b>	16	1	1	1	1	1	1	2	2	2	2	1	1
% Change	-19	1	-12	-15	-7	-13	-31	-32	-27	-37	-16	13	12
<b>Mary E. Black Gallery (NS Centre for Craft &amp; Design)</b>	4.8	0.1	0.1	0.1	0.2	0.2	0.6	0.5	1.1	0.6	1.0	0.3	0.1
% Change	-23	-70	-84	-58	18	-53	8	-29	110	-32	-46	24	15
<b>Provincial Museum Attendance</b>													
<b>Nova Scotia Museum</b>	479	5	5	14	8	18	75	101	108	80	48	11	8
% Change	-11	-54	-62	-50	-38	-25	14	-12	-1	-8	-5	-39	7
<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>													
<b>National Park/Historic Site Attendance</b>													
<b>Cape Breton Highlands</b>	No data being reported due to the closure of the East Gate and construction in the CBHNP												
% Change													
<b>Kejimikujik</b>	40	1	1	1	2	3	4	9	10	4	3	1	1
% Change	4	11	-14	-11	16	12	4	7	10	-13	4	9	-2
<b>Halifax Citadel</b>	154	1	1	4	6	8	18	32	25	31	21	5	2
% Change	-2	25	82	125	4	0	-6	-3	-23	10	-1	-5	20
<b>Fortress Louisbourg</b>	87					2	10	27	29	13	7		
% Change	-1					-15	2	-2	1	-7	-2		
<b>Alexander Graham Bell</b>	67	0.1	0.2	1	1.2	2.1	7.1	16.6	17.1	13.8	8.1	0.1	0.2
% Change*	-13	-9	-94	43	100	-17	-28	-8	-5	-2	-13	-84	-63
<i>*There was a significant increase in 2009 visitation to the Bell Museum due to centennial celebrations, which impacts the % change in 2010</i>													
<b>Golf Activity</b>													
<b>Green Fee Rounds</b>	80					8	13	18	19	15	7		
% Change	-2					16	4	-2	-3	-15	12		
<b>Information Enquiries</b>													
<b>Nova Scotia Information Centre</b>													
<b>Visitors Counselling</b>	528	12	10	15	17	33	62	111	121	76	44	13	13
% Change	-6	17	-14	-18	-20	-7	5	-8	-6	-8	-8	-8	-2
<b>Local Information Centre Visitors</b>													
<b>Counselled</b>	378					9	43	119	110	69	28		
% Change	-7					-20	-9	4	-8	-18	-10		
<b>Check In Reservations</b>	16	0.1	0.2	0.3	0.4	0.7	1.7	4.5	4.7	2.5	1.0	0.1	0.1
% Change	-16	-44	-42	-37	-17	-6	-13	-8	-11	-27	-28	-1	-4
<b>Check In Literature Requests</b>	95	7	8	12	13	14	13	9	6	6	3	3	2
% Change	-13	-14	-22	-7	4	-14	-29	-25	-12	48	-26	10	-18
<b>Website Activity (NovaScotia.com)</b>													
<b>Visits</b>	1,618	104	109	139	140	167	188	225	179	121	101	81	64
% Change	7	25	21	29	27	21	6	14	-8	-32	3	6	-1

Shaded areas indicate off season months

January 18, 2011

## 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: 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