



*Tourism, Culture  
and Heritage*

2004  
Tourism  
*Industry Facts*

  
NOVA SCOTIA

Tourism, Culture and Heritage

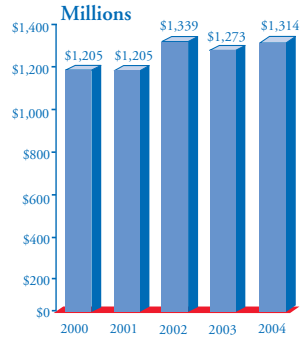
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## How important is tourism?

In 2004, tourism was a \$1.31 billion industry for Nova Scotia. The province's tourism industry revenues increased 3% from 2003. Tens of thousands of Nova Scotian jobs depend on tourism activity. In 2004, the tourism industry in Nova Scotia generated:

- \$1.31 billion in direct revenues with 63% or \$826 million from non-resident visitors to Nova Scotia
- 33,900 direct and indirect jobs
- \$514 million in direct and indirect wages and salaries
- \$122 million in provincial and municipal taxes

**Tourism Revenues  
Nova Scotia 2000–2004**

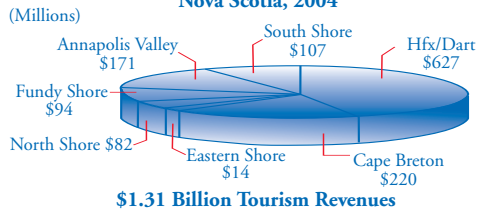


## How are revenues shared among the regions?

Both the urban and rural areas of the province benefit from tourism generated revenues. Breaking out the distribution of revenues by region:

Halifax/Dartmouth receives 48%, Cape Breton 17%, Annapolis Valley 13%, South Shore 8%, Northumberland Shore 6%, Fundy Shore 7% and the Eastern Shore 1%.

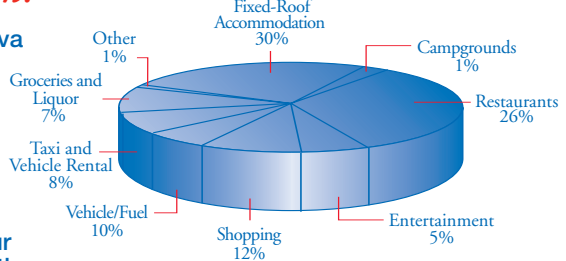
**Tourism Revenues by Region  
Nova Scotia, 2004**



## What businesses benefit from tourism?

Spending by tourists in Nova Scotia benefits almost all sectors of the Nova Scotia economy. Since this spending generates tax revenues for the municipal and provincial governments, it also helps to support and maintain our essential services like health care, education, police services, and snow removal.

**Non-Resident Expenditures by Type  
Nova Scotia, 2004**



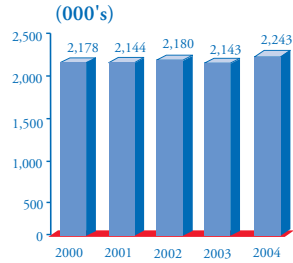
**Average spend = \$947/party**

Source: 2004 Nova Scotia Visitor Exit Survey

## How many people choose Nova Scotia as a travel destination?

For January to the end of December 2004, overnight, non-resident visitation to Nova Scotia totalled 2.24 million people. In addition to visitors from outside the province, Nova Scotians make almost six million trips within the province annually, providing significant benefits for the industry.

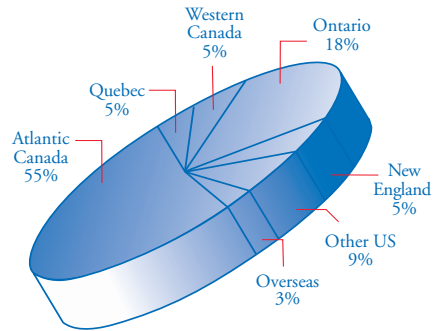
**Total Visitation to Nova Scotia 2000–2004**



## Who visits Nova Scotia?

The majority of non-resident visitors to Nova Scotia come from other areas of Atlantic Canada (55%). Visitors from Ontario comprise another 18% and other parts of Canada 10% (Quebec 5% and Western Canada 5%). The US and overseas visitors also make a significant contribution. In 2004, 14% of our visitors came from the United States, while 3% came from other international markets.

**Visitation by Region of Origin Nova Scotia, 2004**

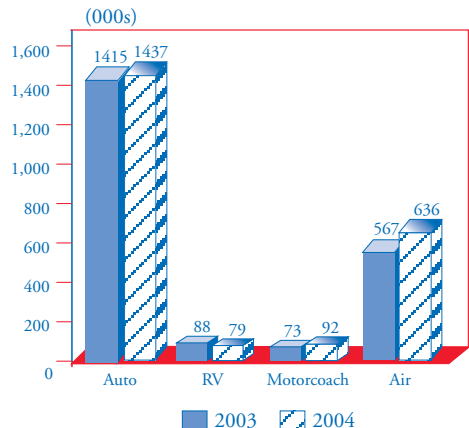


2.24 Million Person Visits

## How do they get here?

Almost three quarters (72%) of Nova Scotia's visitors travel by motor vehicle, via road and ferry. Specifically, 64% arrive by car, 4% by recreational vehicle, and 4% by motor coach. Just over a quarter of all visitors (28%) arrive by air plane.

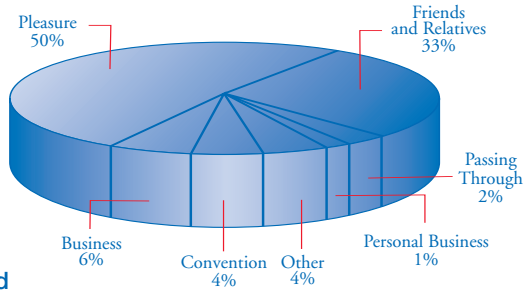
**Visitation by Mode of Travel Nova Scotia, 2003–2004**



## What attracts people to Nova Scotia?

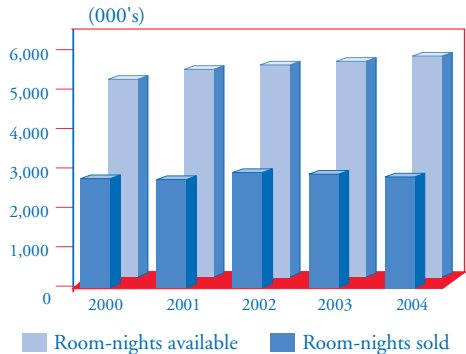
People from outside Atlantic Canada visit Nova Scotia for many reasons: to take a vacation and enjoy the natural beauty that Nova Scotia offers, to visit friends and relatives, to conduct business, attend conventions, and to take care of personal business. General pleasure (50%) was the number one reason given for coming to Nova Scotia, and the second most common purpose was to visit friends and relatives (33%).

### Why People from Outside Atlantic Canada Visit Nova Scotia



Source: 2004 Nova Scotia Visitor Exit Survey

### Nova Scotia Fixed-Roof Accommodation Room-nights available vs Room-nights sold, 2000–2004



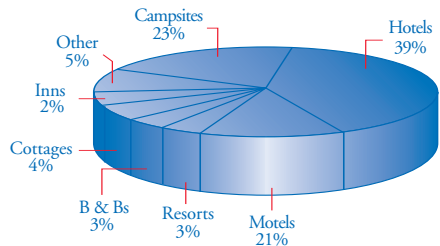
## Accommodation activity

Overall, the number of room-nights sold increased by 1%, while the number of room-nights available in the province grew 13% between 2000 and 2004.

## Where do they stay?

Nova Scotia offers a variety of accommodations to our visitors. Motels, hotels, and campsites represent the most commonly used accommodation types.

### Room/Site-Nights Sold by Type Nova Scotia, 2004



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