

2023 TOURISM PERFORMANCE

Visitation



2.2 Million

Non-resident Visitors

+14% compared with 2022
-6% compared with 2019



813,000

Visitors by Air

+12% compared with 2021
+7% compared with 2019



1.3 Million

Visitors by Road

+15% compared with 2022
-13% compared with 2019

Visitor Origin

952,000

Atlantic Canada

+24% over 2022,
-14% below 2019

626,000

Ontario

+7% over 2022,
+8% over 2019

108,000

Quebec

+6% over 2022,
-3% below 2019

219,000

Western Canada

+6% over 2022,
+19% over 2019

155,000

U.S.A.

+14% over 2022,
-33% below 2019

90,000

Overseas

+5% over 2022,
+5% over 2019

Accommodations



3 Million

Room Nights Sold

+3% compared with 2021
+9% compared with 2019



589,000

Room Nights Booked Sharing Economy Platforms

+5% compared with 2021
+21% compared with 2019



\$191

Average Room Rate

+13% compared with 2021
+31% compared with 2019