

Campground Demand by Region, 2010-2019

By Region

| | 2010 | | 2011 | | 2012 | | 2013 | | 2014 | |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | Site-nights Sold | Occupancy Rate % | Site-nights Sold | Occupancy Rate % | Site-nights Sold | Occupancy Rate % | Site-nights Sold | Occupancy Rate % | Site-nights Sold | Occupancy Rate % |
| Annapolis Valley & Fundy Shore including Halifax Metro)* | 433,000 | 45 | 404,000 | 45 | 349,000 | 38 | 423,000 | 48 | 444,000 | 51 |
| South Shore (including Yarmouth & Acadian Shore) | 169,000 | 47 | 149,000 | 44 | 132,000 | 41 | 147,000 | 43 | 151,000 | 44 |
| Eastern Shore | 24,000 | 26 | 25,000 | 27 | 20,000 | 21 | 25,000 | 26 | 27,000 | 27 |
| Cape Breton | 164,000 | 39 | 142,000 | 35 | 131,000 | 34 | 154,000 | 41 | 154,000 | 40 |
| Northumberland Shore | 77,000 | 42 | 77,000 | 46 | 65,000 | 41 | 70,000 | 45 | 75,000 | 43 |

| | 2015 | | 2016 | | 2017 | | 2018 | | 2019 | |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | Site-nights Sold | Occupancy Rate % | Site-nights Sold | Occupancy Rate % | Site-nights Sold | Occupancy Rate % | Site-nights Sold | Occupancy Rate % | Site-nights Sold | Occupancy Rate % |
| Annapolis Valley & Fundy Shore including Halifax Metro)* | 434,000 | 49 | 471,000 | 55 | 494,000 | 57 | 498,000 | 55 | 496,000 | 53 |
| South Shore (including Yarmouth & Acadian Shore) | 153,000 | 44 | 179,000 | 48 | 168,000 | 50 | 186,000 | 46 | 184,000 | 42 |
| Eastern Shore | 29,000 | 29 | 30,000 | 33 | 32,000 | 37 | 35,000 | 26 | 34,000 | 27 |
| Cape Breton | 160,000 | 40 | 190,000 | 51 | 209,000 | 54 | 218,000 | 48 | 216,000 | 47 |
| Northumberland Shore | 79,000 | 48 | 83,000 | 51 | 82,000 | 50 | 94,000 | 49 | 91,000 | 49 |

*Note: As the regions of Halifax Metro and Yarmouth & Acadian Shores each have less than six properties, their site-nights sold are accounted for within those of the Annapolis Valley and the South Shore, respectively.