

# Nova Scotia Tourism Indicators

## January - December 2020

Tourism Nova Scotia gathers and reports tourism statistics on behalf of the tourism industry. These statistics reflect the combined efforts of tourism businesses, organizations, communities, and governments, and include activities by both Nova Scotians and non-resident visitors. There are many factors that contribute to tourism industry performance including events, weather, gas prices, air capacity, currency fluctuations, geo-political circumstances, and industry initiatives, such as marketing. Tourism Nova Scotia is just one organization among many contributing to tourism growth. We support tourism growth through marketing in key national and international markets, support for experience and business development, and visitor servicing.

## 2020 Tourism Visitation

	YTD	Jan	Feb	Mar*	Apr*	May*	Jun*	Jul*	Aug	Sep	Oct	Nov	Dec
<b>Visitor Entries ('000s)</b>													
<b>Road Visits by Entry Point</b>	--	63	70	--	--	--	--	--	95	58	61	48	16
% Change from same period 2019	N/A	-7	-1	N/A	N/A	N/A	N/A	N/A	-67	-54	-46	-44	-80
<i>Amherst/Tidnish</i>	--	61	69	--	--	--	--	--	80	48	52	43	15
% Change from same period 2019	N/A	-7	-2	N/A	N/A	N/A	N/A	N/A	-65	-52	-48	-46	-80
<i>North Sydney</i>	--	1	1	--	--	--	--	--	6	3	3	2	1
% Change from same period 2019	N/A	22	13	N/A	N/A	N/A	N/A	N/A	-43	-24	-22	-27	-65
<i>Digby</i>	--	1	1	--	--	--	--	--	2	1	1	1	--
% Change from same period 2019	N/A	12	N/A	N/A	N/A	N/A	N/A	N/A	-85	-80	-50	532 <sup>a</sup>	-88
<i>Caribou</i>	--					--	--	--	7	5	5	2	--
% Change from same period 2019	N/A					N/A	N/A	N/A	-79	-66	-43	3	-85
<i>Yarmouth</i>													
% Change from same period 2019													
<b>Air Visits by Entry Point</b>													
<i>Halifax Stanfield International Airport</i>	--	35	27	--	--	--	--	--	11	8	8	7	5
% Change from same period 2019	N/A	-7	-8	N/A	N/A	N/A	N/A	N/A	-92	-92	-91	-84	-86
<b>Total Visitors</b>	--	98	98	--	--	--	--	--	106	66	68	55	21
% Change from same period 2019	N/A	-7	-3	N/A	N/A	N/A	N/A	N/A	-74	-71	-65	-57	-82

\*March-July visitors excludes data due to Covid-19 shutdown.

<sup>a</sup>Digby ferry operated only a few days in November 2019.

## Airport Activity ('000s)

Enplanements	492	121	133	86	5	6	10	20	29	23	22	19	19
% Change from same period 2019	-76	-3	2	-47	-97	-97	-95	-90	-88	-88	-89	-85	-87

## Definitions

### VISITOR ENTRIES

The estimated number of visitors who came to Nova Scotia by road or air and stayed for at least one night (by entry point). Residents of Nova Scotia traveling within the province are not included in this calculation.

Source: *Tourism Nova Scotia*

### AIRPORT ACTIVITY

The number of people boarding aircraft 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*

**NS Accommodation Activity<sup>1</sup>****Fixed Roof Accommodations**

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>South Shore</b>													
Occupancy Rate (%)	32	21	29	20	18	17	23	38	51	37	36	34	28
% Point Change from same period 2019	-12	-1	-5	-12	-9	-16	-24	-25	-23	-25	-7	3	4
Room Nights Sold ('000s)	103	5	7	4	3	3	6	14	20	14	12	9	6
% Change from same period 2019	-41	-11	-21	-53	-67	-72	-67	-48	-36	-45	-26	6	4
<b>Halifax Metro</b>													
Occupancy Rate (%)	32	46	53	35	21	23	23	27	34	32	31	29	19
% Point Change from same period 2019	-35	3	2	-28	-43	-37	-49	-53	-50	-56	-45	-34	-25
Room Nights Sold ('000s)	631	86	91	61	29	32	34	46	59	55	55	51	33
% Change from same period 2019	-59	14	13	-44	-73	-77	-78	-74	-68	-65	-61	-55	-60
<b>Eastern Shore</b>													
Occupancy Rate (%)	28	14	19	11	7	10	21	33	45	33	37	29	20
% Point Change from same period 2019	-5	3	9	2	-6	-10	-13	-14	-9	-9	0	6	7
Room Nights Sold ('000s)	11	--	--	--	--	--	1	2	3	2	2	1	--
% Change from same period 2019	-38	26	70	-12	-62	-78	-61	-38	-31	-34	-27	-26	-3
<b>Cape Breton</b>													
Occupancy Rate (%)	28	27	35	24	8	12	16	30	38	31	41	27	19
% Point Change from same period 2019	-23	0	-7	-16	-26	-22	-29	-38	-40	-30	-16	-12	-11
Room Nights Sold ('000s)	199	11	14	10	3	5	12	25	36	28	33	13	8
% Change from same period 2019	-54	-4	-16	-45	-84	-82	-74	-65	-56	-53	-36	-28	-32
<b>Northumberland Shore</b>													
Occupancy Rate (%)	30	31	35	26	12	12	22	32	41	36	38	37	24
% Point Change from same period 2019	-12	2	2	-13	-23	-23	-8	-12	-22	-23	-14	-9	-7
Room Nights Sold ('000s)	99	8	8	6	3	3	6	11	14	12	12	9	6
% Change from same period 2019	-47	6	5	-36	-72	-84	-66	-63	-50	-41	-31	-24	-30
<b>Bay of Fundy &amp; Annapolis Valley</b>													
Occupancy Rate (%)	28	24	36	21	12	15	19	30	41	37	33	30	17
% Point Change from same period 2019	-12	-1	4	-15	-21	-10	-13	-14	-12	-24	-15	-13	-10
Room Nights Sold ('000s)	170	12	16	9	4	7	10	19	28	24	19	14	8
% Change from same period 2019	-48	-2	18	-44	-71	-76	-73	-62	-50	-43	-35	-30	-38
<b>Yarmouth &amp; Acadian Shores</b>													
Occupancy Rate (%)	35	24	37	23	19	22	23	38	48	37	46	56	28
% Point Change from same period 2019	-4	-4	3	-8	-17	-14	-14	-12	-6	-17	9	19	3
Room Nights Sold ('000s)	41	3	4	2	1	1	1	3	4	5	6	7	3
% Change from same period 2019	-29	-14	14	-42	-79	-75	-70	-53	-40	-31	19	66	17
<b>Province</b>													
Occupancy Rate (%)	30	37	45	29	17	18	20	30	39	34	35	31	20
% Point Change from same period 2019	-24	2	1	-21	-31	-25	-30	-34	-34	-38	-26	-21	-17
Room Nights Sold ('000s)	1,253	125	140	94	42	51	71	121	164	139	138	104	64
% Change from same period 2019	-54	8	7	-44	-74	-78	-75	-67	-58	-55	-47	-42	-48
<b>Province outside of Halifax</b>													
Occupancy Rate (%)	29	25	34	23	12	14	19	32	42	35	38	33	21
% Point Change from same period 2019	-15	0	-1	-14	-20	-17	-18	-22	-24	-25	-12	-7	-6
Room Nights Sold ('000s)	622	39	49	33	13	19	37	75	105	84	84	53	32
% Change from same period 2019	-48	-3	-2	-44	-75	-79	-71	-60	-50	-46	-31	-17	-25

<sup>1</sup>Data reported when accommodation reporting rate is 85% - subject to change as reporting rate increases.

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Average Room Rate</b>													
Average Room Rate (\$)	111	124	124	121	102	95	100	108	109	107	105	99	93
% Change from same period 2019	-24	2	-1	-6	-23	-39	-35	-32	-33	-35	-29	-25	-24
<b>Campground Activity*</b>													
Short-Term Occupancy Rate (%)	--					--	12	28	32	18	14		
% Point Change from same period 2019	N/A					N/A	-7	-13	-17	1	3		
Short-Term Site Nights Sold ('000s)	--					--	16	55	64	30	8		
% Change from same period 2019	N/A					N/A	-62	-43	-45	-17	-28		
Total Occupancy Rate (%)	--					--	45	53	56	48	45		
% Point Change from same period 2019	N/A					N/A	-4	-10	-12	1	4		
Total Site Nights Sold ('000s)	--					--	105	165	174	131	42		
% Change from same period 2019	N/A					N/A	-40	-31	-32	-17	-30		
*Campgrounds closed during May due to Covid-19 provincial-wide shutdown.													
<b>Sharing Economy*</b>													
Room Nights Booked ('000s)	327	19	21	20	17	18	27	50	56	35	30	18	17
% Change from same period 2019	-33	33	63	16	-24	-48	-48	-40	-42	-46	-32	-23	-32
* AirDNA's 2019 updates are reflected in the Sharing Economy data.													

## Definitions

### ACCOMMODATION ACTIVITY

Accommodation Activity is available provincially, or broken-down by the seven tourism areas.

Source: Tourism Nova Scotia

**Room-Nights Sold:** Estimated number of units sold each month; calculated based on reports submitted by all registered fixed-roof accommodations (i.e. hotels, B&Bs, etc.) in Nova Scotia. A unit is normally one room. However, a cottage or suite containing two bedrooms or more is considered one rentable unit. At least 85% of registered units available in each region must report before releasing the estimated room-nights sold. Estimates use the occupancy rate of the reporting properties to project room-nights sold for all available units.

**Occupancy Rate:** The percentage of estimated units that are occupied (sold) out of those available in the province. This rate is based on reports submitted by all registered fixed-roof accommodations (i.e. hotels, B&Bs, etc.) in Nova Scotia.

**Data includes Nova Scotians and people staying for non-tourism purposes**

### AVERAGE ROOM RATE

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Source: CBRE Hotels Trends in the Hotel Industry National Market Report

### SHARING ECONOMY

An estimate of room nights sold through two leading sharing economy platforms.

Source: AirDNA

### 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 campgrounds in Nova Scotia.

**Total Site-Nights Sold:** Number of campsites sold each month; calculated based on reports submitted by campgrounds in Nova Scotia.

Source: Tourism Nova Scotia

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Visitor Activities</b>													
<b>Information Enquiries ('000s)</b>													
NS Information Centre Visitors Counselling	--	2	2	1	--	--	--	3	4	3	2	--	
% Change from same period 2019	N/A	-16	-16	-71	N/A	N/A	-99	-96	-95	-94	-92	N/A	
Local Information Centre Visitors Counselling						--	1	8	7	4	--		
Literature Requests	13	3	3	2	1	1	1	1	1	1	--	--	--
% Change from same period 2019	-61	-25	-9	-60	-87	-87	-77	-67	-69	-51	-52	-44	-76
<b>Website Activity (NovaScotia.com) ('000s)</b>													
Visits	4,525	182	336	317	161	161	384	712	827	592	450	252	153
% Change from same period 2019	26	-17	63	0	-47	-56	-11	32	74	98	132	126	32

## Definitions

### INFORMATION ENQUIRIES

#### Nova Scotia Information Centre Visitors Counselling

Total number of visitors counselling at the NS Visitor Information Centres. Most centres are operated seasonally. VICs do not necessarily open on the same date every year.

Source: *Tourism Nova Scotia*

#### Local Information Centre Visitors Counselling

Total number of visitors counselling at local Visitor Information Centres. Most centres are operated seasonally and do not always open on the same date every year.

Source: *Regional Tourism Industry Associations*

### WEBSITE ACTIVITY

Visits are the number of user sessions to the NovaScotia.com website.

Source: *Tourism Nova Scotia*