

Nova Scotia Tourism Indicators

January 2021

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.

2021 Tourism Visitation

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visitor Entries ('000s)													
<u>Road Visits by Entry Point</u>	12	12											
% Change from same period 2020	-81	-81											
<i>Amherst/Tidnish</i>	11	11											
% Change from same period 2020	-82	-82											
<i>North Sydney</i>	1	1											
% Change from same period 2020	-36	-36											
<i>Digby</i>	--	--											
% Change from same period 2020	-90	-90											
<i>Caribou</i>													
% Change from same period 2020													
<i>Yarmouth</i>													
% Change from same period 2020													
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	4	4											
% Change from same period 2020	-88	-88											
Total Visitors	16	16											
% Change from same period 2020	-83	-83											
Airport Activity ('000s)													
Enplanements	14	14											
% Change from same period 2020	-88	-88											

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 Activity¹	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Fixed Roof Accommodations													
South Shore													
Occupancy Rate (%)	25	25											
% Point Change from same period 2020	5	5											
Room Nights Sold ('000s)	6	6											
% Change from same period 2020	13	13											
Halifax Metro													
Occupancy Rate (%)	22	22											
% Point Change from same period 2020	-25	-25											
Room Nights Sold ('000s)	39	39											
% Change from same period 2020	-55	-55											
Eastern Shore													
Occupancy Rate (%)	23	23											
% Point Change from same period 2020	9	9											
Room Nights Sold ('000s)	--	--											
% Change from same period 2020	-19	-19											
Cape Breton													
Occupancy Rate (%)	24	24											
% Point Change from same period 2020	-3	-3											
Room Nights Sold ('000s)	11	11											
% Change from same period 2020	-2	-2											
Northumberland Shore													
Occupancy Rate (%)	26	26											
% Point Change from same period 2020	-5	-5											
Room Nights Sold ('000s)	6	6											
% Change from same period 2020	-22	-22											
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	18	18											
% Point Change from same period 2020	-7	-7											
Room Nights Sold ('000s)	8	8											
% Change from same period 2020	-29	-29											
Yarmouth & Acadian Shores													
Occupancy Rate (%)	21	21											
% Point Change from same period 2020	-3	-3											
Room Nights Sold ('000s)	2	2											
% Change from same period 2020	-11	-11											
Province													
Occupancy Rate (%)	22	22											
% Point Change from same period 2020	-15	-15											
Room Nights Sold ('000s)	72	72											
% Change from same period 2020	-42	-42											
Province outside of Halifax													
Occupancy Rate (%)	22	22											
% Point Change from same period 2020	-3	-3											
Room Nights Sold ('000s)	34	34											
% Change from same period 2020	-13	-13											

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

Totals may not add due to rounding

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average Room Rate													
Average Room Rate (\$)	91	91											
% Change from same period 2020	-27	-27											
Sharing Economy*													
Room Nights Booked ('000s)	15	15											
% Change from same period 2020	-17	-17											

* AirDNA's 2020 updates 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

Disclaimer

All information contained in this document as well as in CBRE Limited ("CBRE") publications, or otherwise provided by CBRE is designed as a reference and a management tool for the internal use of companies and agencies involved in the travel and tourism industry. Reproduction and quotation in documents and matters relating to provision of third party consulting advice, business planning, solicitation of public funds, debt and equity financing, litigation, property tax or other legal and financial matters is NOT PERMITTED without the written permission of CBRE. Quotation and reproduction of this material is permitted otherwise ONLY if credited to CBRE and referencing our disclaimer as follows: Source: CBRE Limited with reproduction and use of information subject to CBRE Limited Disclaimer / Terms of Use as detailed at www.cbre.ca

Users of this information are advised that CBRE Limited does not represent the information contained herein to be definitive or all-inclusive. CBRE Limited believes the information to be reliable, but is not responsible for errors or omissions.

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*

YTD Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Visitor Activities

Information Enquiries ('000s)

NS Information Centre Visitors Counselling
% Change from same period 2020

-- --
N/A N/A

Local Information Centre Visitors Counselling

Literature Requests
% Change from same period 2020

-- --
-81 -81

Website Activity (NovaScotia.com) ('000s)

Visits
% Change from same period 2020

207 207
14 14

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*