

Nova Scotia Tourism Accommodations

March 2022

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.

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
NS Accommodation Activity													
Fixed Roof Accommodations													
South Shore													
Occupancy Rate (%)	32	22	32	42									
% Point Change from same period 2021	5	-5	-2	4									
% Point Change from same period 2019	10	0	-3	9									
Room Nights Sold ('000s)	24	6	8	11									
% Change from same period 2021	12	0	7	23									
% Change from same period 2019	6	3	-7	19									
Halifax Metro													
Occupancy Rate (%)	40	27	38	54									
% Point Change from same period 2021	17	4	9	27									
% Point Change from same period 2019	-3	-16	-13	-8									
Room Nights Sold ('000s)	221	52	66	104									
% Change from same period 2021	64	30	46	109									
% Change from same period 2019	-16	-31	-18	-5									
Eastern Shore													
Occupancy Rate (%)	9	3	11	13									
% Point Change from same period 2021	-9	-15	2	4									
% Point Change from same period 2019	-2	-8	1	4									
Room Nights Sold ('000s)	1	--	--	--									
% Change from same period 2021	74	-46	120	178									
% Change from same period 2019	-11	-70	2	40									
Cape Breton													
Occupancy Rate (%)	31	21	30	40									
% Point Change from same period 2021	8	-2	0	4									
% Point Change from same period 2019	4	-6	-12	0									
Room Nights Sold ('000s)	44	10	14	21									
% Change from same period 2021	24	-1	22	44									
% Change from same period 2019	-7	-20	-20	13									
Northumberland Shore													
Occupancy Rate (%)	33	24	29	44									
% Point Change from same period 2021	7	-1	-2	10									
% Point Change from same period 2019	4	-5	-4	6									
Room Nights Sold ('000s)	21	5	6	10									
% Change from same period 2021	1	-16	-9	22									
% Change from same period 2019	-18	-32	-24	-3									

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	33	24	35	41									
% Point Change from same period 2021	14	5	10	11									
% Point Change from same period 2019	8	-1	3	5									
Room Nights Sold ('000s)	46	11	15	20									
% Change from same period 2021	41	30	44	47									
% Change from same period 2019	10	-4	13	17									
Yarmouth & Acadian Shores													
Occupancy Rate (%)	29	23	24	39									
% Point Change from same period 2021	8	2	4	14									
% Point Change from same period 2019	1	-5	-10	8									
Room Nights Sold ('000s)	12	3	3	6									
% Change from same period 2021	37	33	22	49									
% Change from same period 2019	16	3	-10	52									
Province													
Occupancy Rate (%)	36	25	35	48									
% Point Change from same period 2021	13	2	6	18									
% Point Change from same period 2019	1	-10	-9	-2									
Room Nights Sold ('000s)	369	87	112	170									
% Change from same period 2021	45	20	34	74									
% Change from same period 2019	-11	-25	-15	2									
Province outside of Halifax													
Occupancy Rate (%)	32	22	31	41									
% Point Change from same period 2021	9	0	3	8									
% Point Change from same period 2019	6	-3	-4	5									
Room Nights Sold ('000s)	148	35	46	67									
% Change from same period 2021	24	7	20	38									
% Change from same period 2019	-1	-13	-9	15									

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

"-" indicates a number below 1,000 but above 0.

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average Room Rate													
Average Room Rate (\$) Nova Scotia	120	109	117	128									
% Change from same period 2021	26	20	20	32									
% Change from same period 2019	-4	-10	-7	0									
Average Room Rate (\$) HRM	122	110	118	131									
% Change from same period 2021	31	24	23	39									
% Change from same period 2019	-6	-13	-9	-1									
Average Room Rate (\$) Rest of Province	116	108	113	121									
% Change from same period 2021	16	13	13	18									
% Change from same period 2019	0	-1	-3	4									
Campground Activity													
Short-Term Occupancy Rate (%)	N/A												
% Point Change from same period 2021	N/A												
% Point Change from same period 2019	N/A												
Short-Term Site Nights Sold ('000s)	N/A												
% Change from same period 2021	N/A												
% Change from same period 2019	N/A												
Total Occupancy Rate (%)	N/A												
% Point Change from same period 2021	N/A												
% Point Change from same period 2019	N/A												
Total Site Nights Sold ('000s)	N/A												
% Change from same period 2021	N/A												
% Change from same period 2019	N/A												
Sharing Economy*													
Room Nights Booked ('000s)	65	20	20	25									
% Change from same period 2021	21	30	16	19									
% Change from same period 2019	49	43	59	46									

* AirDNA's 2021 updates reflected in the Sharing Economy data.

"--" indicates a number below 1,000 but above 0.

Definitions

ACCOMMODATION ACTIVITY

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

Room-Nights Sold: Estimated number of units sold each month based on reports submitted by registered fixed-roof accommodations participating in programs offered by Tourism 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 registered fixed-roof accommodations participating in programs offered by Tourism Nova Scotia.

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

Source: Tourism Nova Scotia

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 occupied (sold) out of those available in the province. The rate is based on reports submitted by campgrounds reporting to Tourism Nova Scotia.

Total Site-Nights Sold: Estimated number of campsites sold each month based on reports submitted by campgrounds reporting to Tourism Nova Scotia.

Source: Tourism Nova Scotia