

Nova Scotia Tourism Accommodations

July 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 (%)	51	22	33	41	39	58	62	79					
% Point Change from same period 2021	16	-5	-1	4	9	37	28	23					
% Point Change from same period 2019	12	0	-1	9	12	25	15	17					
Room Nights Sold ('000s)	111	6	8	11	11	20	23	32					
% Change from same period 2021	70	4	15	26	49	304	117	53					
% Change from same period 2019	27	6	0	23	39	64	24	22					
Halifax Metro													
Occupancy Rate (%)	61	28	39	56	61	67	79	86					
% Point Change from same period 2021	32	5	10	29	34	49	55	38					
% Point Change from same period 2019	-2	-15	-12	-6	-3	8	8	5					
Room Nights Sold ('000s)	839	54	67	108	112	134	172	193					
% Change from same period 2021	140	36	48	117	124	297	305	117					
% Change from same period 2019	-1	-28	-17	-2	3	-3	10	6					
Eastern Shore													
Occupancy Rate (%)	31	3	11	13	16	24	38	56					
% Point Change from same period 2021	8	-15	2	4	-2	11	21	28					
% Point Change from same period 2019	3	-8	1	4	3	4	4	9					
Room Nights Sold ('000s)	9	--	--	--	--	1	2	4					
% Change from same period 2021	153	-46	120	169	97	392	171	125					
% Change from same period 2019	9	-70	2	35	7	13	7	12					
Cape Breton													
Occupancy Rate (%)	47	21	30	39	38	42	52	74					
% Point Change from same period 2021	17	-2	0	3	9	30	31	33					
% Point Change from same period 2019	2	-6	-12	-1	4	8	7	6					
Room Nights Sold ('000s)	218	10	14	20	18	31	49	76					
% Change from same period 2021	110	0	23	42	55	437	229	109					
% Change from same period 2019	5	-20	-19	11	14	14	7	6					
Northumberland Shore													
Occupancy Rate (%)	45	24	29	44	46	52	51	50					
% Point Change from same period 2021	13	-1	-2	10	18	27	15	-1					
% Point Change from same period 2019	10	-5	-4	5	12	17	22	6					
Room Nights Sold ('000s)	100	5	6	10	10	19	22	28					
% Change from same period 2021	55	-16	-9	21	55	199	108	38					
% Change from same period 2019	-1	-32	-24	-4	16	4	19	-7					

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	37	24	36	42	44	36	34	42					
% Point Change from same period 2021	10	5	11	11	18	20	8	-5					
% Point Change from same period 2019	5	-1	4	6	11	10	2	-2					
Room Nights Sold ('000s)	182	11	15	20	21	30	35	50					
% Change from same period 2021	79	29	47	48	79	280	110	51					
% Change from same period 2019	7	-4	15	18	35	9	2	-1					
Yarmouth & Acadian Shores													
Occupancy Rate (%)	38	23	24	37	31	35	49	63					
% Point Change from same period 2021	12	2	4	11	9	22	19	19					
% Point Change from same period 2019	2	-5	-10	5	-4	-2	11	13					
Room Nights Sold ('000s)	41	3	3	5	4	6	8	11					
% Change from same period 2021	64	29	18	39	45	217	82	63					
% Change from same period 2019	33	-1	-13	41	9	26	70	60					
Province													
Occupancy Rate (%)	52	26	35	49	51	53	60	69					
% Point Change from same period 2021	22	3	7	19	24	36	35	23					
% Point Change from same period 2019	2	-9	-8	-1	3	10	9	5					
Room Nights Sold ('000s)	1,500	89	113	174	176	242	312	393					
% Change from same period 2021	110	23	36	78	95	297	209	89					
% Change from same period 2019	3	-23	-13	4	10	6	11	6					
Province outside of Halifax													
Occupancy Rate (%)	43	22	31	40	40	42	46	59					
% Point Change from same period 2021	13	0	3	7	13	26	19	12					
% Point Change from same period 2019	5	-3	-4	4	8	12	9	5					
Room Nights Sold ('000s)	661	35	47	66	65	107	141	200					
% Change from same period 2021	82	7	22	37	60	296	140	69					
% Change from same period 2019	9	-13	-7	14	24	18	12	6					

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

Totals may not sum due to rounding.

"--" 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	152	109	117	128	136	149	167	193					
% Change from same period 2021	49	20	20	32	46	71	76	71					
% Change from same period 2019	1	-10	-7	0	3	-4	7	22					
Average Room Rate (\$) HRM	160	110	118	131	142	158	179	207					
% Change from same period 2021	63	24	23	39	61	82	101	91					
% Change from same period 2019	0	-13	-9	-1	3	-6	7	23					
Average Room Rate (\$) Rest of Province	131	108	113	121	120	127	134	159					
% Change from same period 2021	23	13	13	18	17	44	31	31					
% Change from same period 2019	5	-1	-3	4	5	6	11	21					
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)	292	20	20	25	30	45	61	92					
% Change from same period 2021	62	30	16	19	36	109	107	71					
% Change from same period 2019	25	43	59	46	34	26	19	12					

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

Totals may not sum due to rounding.

"-" 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