

# Nova Scotia Tourism Accommodations

## October 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
<b>NS Accommodation Activity</b>													
<b>Fixed Roof Accommodations</b>													
<b>South Shore</b>													
Occupancy Rate (%)	56	22	33	41	39	57	61	77	79	66	53		
% Point Change from same period 2021	10	-5	-1	4	9	37	27	21	4	0	-2		
% Point Change from same period 2019	9	0	-1	9	12	25	14	14	4	4	9		
Room Nights Sold ('000s)	187	6	8	11	11	20	23	31	32	26	19		
% Change from same period 2021	38	4	15	26	48	302	115	48	12	7	7		
% Change from same period 2019	17	6	0	22	39	63	23	18	3	3	20		
<b>Halifax Metro</b>													
Occupancy Rate (%)	68	28	39	56	61	67	79	86	89	85	81		
% Point Change from same period 2021	28	5	10	29	34	49	55	39	13	14	24		
% Point Change from same period 2019	0	-15	-12	-6	-3	8	8	6	6	-3	6		
Room Nights Sold ('000s)	1,335	54	67	108	112	134	172	194	185	156	153		
% Change from same period 2021	83	36	48	117	124	297	305	118	30	19	43		
% Change from same period 2019	1	-28	-17	-2	3	-3	10	7	0	1	10		
<b>Eastern Shore</b>													
Occupancy Rate (%)	37	3	11	13	16	24	38	56	69	41	30		
% Point Change from same period 2021	6	-15	2	4	-3	11	21	28	23	0	-11		
% Point Change from same period 2019	3	-8	1	4	2	4	4	9	14	-1	-6		
Room Nights Sold ('000s)	18	--	--	--	--	1	2	4	5	3	2		
% Change from same period 2021	68	-46	120	169	86	392	161	117	62	15	9		
% Change from same period 2019	6	-70	2	35	2	13	3	8	18	-2	-4		
<b>Cape Breton</b>													
Occupancy Rate (%)	55	21	30	39	38	42	52	74	79	61	60		
% Point Change from same period 2021	15	-2	0	3	9	30	31	33	14	3	4		
% Point Change from same period 2019	1	-6	-12	-1	3	8	7	6	1	0	3		
Room Nights Sold ('000s)	413	10	14	20	18	31	49	76	80	60	54		
% Change from same period 2021	67	0	23	42	56	436	228	108	41	27	41		
% Change from same period 2019	3	-20	-19	11	14	14	7	5	-2	0	5		
<b>Northumberland Shore</b>													
Occupancy Rate (%)	54	24	29	44	46	52	51	49	76	70	74		
% Point Change from same period 2021	10	-1	-2	10	18	27	15	-2	7	4	22		
% Point Change from same period 2019	12	-5	-4	5	12	17	22	5	14	10	22		
Room Nights Sold ('000s)	177	5	6	10	10	19	22	27	30	23	24		
% Change from same period 2021	42	-16	-9	21	55	199	107	36	27	15	46		
% Change from same period 2019	6	-32	-24	-4	16	4	18	-8	5	14	36		

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Bay of Fundy &amp; Annapolis Valley</b>													
Occupancy Rate (%)	45	24	36	42	44	36	34	43	59	69	60		
% Point Change from same period 2021	6	5	11	11	18	20	8	-5	-5	10	11		
% Point Change from same period 2019	5	-1	4	6	11	10	2	-2	5	7	12		
Room Nights Sold ('000s)	317	11	15	20	20	30	35	50	52	45	39		
% Change from same period 2021	47	28	45	46	76	281	110	51	17	17	24		
% Change from same period 2019	7	-5	14	17	33	9	2	-1	-6	10	30		
<b>Yarmouth &amp; Acadian Shores</b>													
Occupancy Rate (%)	45	23	24	37	31	35	49	63	76	58	43		
% Point Change from same period 2021	11	2	4	11	9	22	19	20	12	2	0		
% Point Change from same period 2019	5	-5	-10	5	-4	-2	11	13	22	5	6		
Room Nights Sold ('000s)	70	3	3	5	4	6	8	11	13	10	6		
% Change from same period 2021	41	29	18	38	45	217	81	64	34	16	-2		
% Change from same period 2019	40	-1	-13	41	9	26	69	61	76	39	31		
<b>Province</b>													
Occupancy Rate (%)	59	26	35	49	51	53	60	70	79	73	68		
% Point Change from same period 2021	18	3	7	19	24	36	35	23	9	8	14		
% Point Change from same period 2019	3	-9	-8	-1	3	10	9	5	6	2	7		
Room Nights Sold ('000s)	2,517	89	113	174	176	242	312	392	397	324	297		
% Change from same period 2021	66	23	36	77	95	297	209	89	29	19	36		
% Change from same period 2019	4	-23	-13	4	10	5	11	6	1	4	14		
<b>Province outside of Halifax</b>													
Occupancy Rate (%)	51	22	31	40	40	42	46	59	72	64	59		
% Point Change from same period 2021	10	0	3	7	13	26	19	12	6	4	7		
% Point Change from same period 2019	6	-3	-4	4	8	12	9	5	6	4	8		
Room Nights Sold ('000s)	1,182	35	46	66	64	107	140	199	212	167	144		
% Change from same period 2021	51	7	22	37	60	296	139	67	28	19	29		
% Change from same period 2019	8	-13	-8	14	23	18	12	5	2	7	18		

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
<b>Average Room Rate</b>													
Average Room Rate (\$) Nova Scotia	168	109	117	128	136	149	167	193	204	199	173		
% Change from same period 2021	46	20	20	32	46	71	76	71	61	48	35		
% Change from same period 2019	13	-10	-7	0	3	-4	7	22	25	21	17		
Average Room Rate (\$) HRM	179	110	118	131	142	158	179	207	222	218	188		
% Change from same period 2021	56	24	23	39	61	82	101	91	75	58	43		
% Change from same period 2019	13	-13	-9	-1	3	-6	7	23	28	23	19		
Average Room Rate (\$) Rest of Province	139	108	113	121	120	127	134	159	164	151	138		
% Change from same period 2021	22	13	13	18	17	44	31	31	30	19	14		
% Change from same period 2019	13	-1	-3	4	5	6	11	21	18	16	15		
<b>Campground Activity</b>													
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												
<b>Sharing Economy*</b>													
Room Nights Booked ('000s)	526	20	20	25	30	45	61	92	99	75	60		
% Change from same period 2021	53	30	16	19	36	109	107	71	52	39	31		
% Change from same period 2019	20	43	59	46	34	26	19	12	3	15	37		

\* 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

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### 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*