

Nova Scotia Tourism Accommodations

December 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 (%)	54	23	35	41	38	57	61	78	80	66	53	48	36
% Point Change from same period 2021	9	-4	0	4	8	37	27	22	6	-1	-1	7	7
% Point Change from same period 2019	10	1	0	9	11	25	14	16	6	3	10	16	12
Room Nights Sold ('000s)	208	6	8	11	11	20	23	31	32	25	19	13	10
% Change from same period 2021	35	5	16	26	46	297	114	48	12	5	6	22	26
% Change from same period 2019	19	7	0	23	36	61	22	18	2	1	19	48	61
Halifax Metro													
Occupancy Rate (%)	67	28	39	56	61	67	79	85	89	85	81	68	50
% Point Change from same period 2021	25	5	10	29	34	49	55	38	13	13	25	16	8
% Point Change from same period 2019	0	-15	-12	-6	-3	8	8	5	6	-3	6	4	6
Room Nights Sold ('000s)	1,559	54	67	108	112	135	172	194	187	158	154	124	94
% Change from same period 2021	73	36	48	117	124	298	305	118	31	21	44	32	20
% Change from same period 2019	2	-28	-17	-2	3	-3	10	7	1	2	11	9	16
Eastern Shore													
Occupancy Rate (%)	34	4	12	13	17	24	38	56	68	40	29	18	6
% Point Change from same period 2021	4	-15	2	4	-2	11	21	28	23	0	-11	-4	-12
% Point Change from same period 2019	-29	-8	2	4	4	4	4	9	14	-1	-7	-5	-7
Room Nights Sold ('000s)	18	--	--	--	--	1	2	4	4	3	2	1	--
% Change from same period 2021	68	-39	131	175	92	393	161	117	58	11	4	135	2
% Change from same period 2019	4	-65	7	38	5	13	3	9	15	-5	-9	32	-55
Cape Breton													
Occupancy Rate (%)	53	20	29	38	37	40	51	74	80	61	60	50	34
% Point Change from same period 2021	12	-3	-1	2	7	28	30	33	15	3	4	7	2
% Point Change from same period 2019	1	-7	-13	-2	2	6	5	6	2	0	3	10	5
Room Nights Sold ('000s)	456	10	14	20	18	31	49	77	81	60	54	26	18
% Change from same period 2021	64	-1	22	42	56	428	227	110	43	26	41	44	37
% Change from same period 2019	5	-20	-20	11	14	12	6	6	-1	-1	5	43	44
Northumberland Shore													
Occupancy Rate (%)	54	24	29	44	46	52	51	49	76	70	74	60	41
% Point Change from same period 2021	11	-1	-2	10	18	27	15	-2	7	4	22	13	22
% Point Change from same period 2019	12	-5	-4	5	12	17	22	5	13	10	22	14	9
Room Nights Sold ('000s)	207	5	6	10	10	18	23	28	31	24	24	18	11
% Change from same period 2021	47	-16	-9	21	55	195	111	38	29	16	48	55	139
% Change from same period 2019	10	-32	-24	-4	15	3	21	-6	7	15	37	51	32

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	45	24	36	42	44	36	34	43	58	68	60	51	39
% Point Change from same period 2021	6	5	11	11	18	20	8	-5	-6	10	10	7	8
% Point Change from same period 2019	6	-1	4	6	11	10	2	-2	5	7	12	8	12
Room Nights Sold ('000s)	363	11	15	20	20	29	35	50	52	45	39	26	20
% Change from same period 2021	45	28	45	46	76	275	110	51	16	17	24	31	39
% Change from same period 2019	10	-5	14	17	33	7	2	-1	-6	10	30	29	64
Yarmouth & Acadian Shores													
Occupancy Rate (%)	46	23	24	37	31	35	49	65	76	59	49	43	44
% Point Change from same period 2021	11	2	4	11	9	22	19	21	13	3	6	0	13
% Point Change from same period 2019	7	-5	-10	5	-4	-2	11	15	22	6	12	7	19
Room Nights Sold ('000s)	86	3	3	5	4	6	8	12	14	10	8	6	7
% Change from same period 2021	44	29	18	38	45	217	81	71	39	22	18	6	60
% Change from same period 2019	51	-1	-13	41	9	26	69	68	82	46	58	59	127
Province													
Occupancy Rate (%)	58	26	35	49	51	53	59	69	79	73	69	59	44
% Point Change from same period 2021	17	3	7	19	23	36	34	23	9	8	15	11	8
% Point Change from same period 2019	4	-9	-8	-1	2	10	9	5	6	1	8	6	7
Room Nights Sold ('000s)	2,898	89	113	174	176	240	312	395	400	324	300	215	159
% Change from same period 2021	61	23	36	77	95	294	209	90	30	19	37	33	31
% Change from same period 2019	6	-23	-13	4	10	5	11	7	2	4	15	21	29
Province outside of Halifax													
Occupancy Rate (%)	50	22	31	40	40	42	46	59	72	64	59	50	37
% Point Change from same period 2021	10	0	3	7	12	26	19	13	6	4	7	7	8
% Point Change from same period 2019	6	-4	-4	4	7	11	8	5	7	4	9	10	10
Room Nights Sold ('000s)	1,339	35	46	66	64	106	140	200	214	166	145	90	65
% Change from same period 2021	50	7	22	37	59	290	139	69	28	18	30	35	49
% Change from same period 2019	12	-13	-8	14	23	16	12	6	3	6	19	41	55

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	168	109	119	130	139	152	171	197	208	199	173	154	150
% Change from same period 2021	45	20	22	33	49	74	81	75	64	48	35	26	29
% Change from same period 2019	16	-10	-5	1	5	-2	10	24	27	21	17	17	23
Average Room Rate (\$) HRM	180	110	121	133	145	162	185	212	227	218	188	162	160
% Change from same period 2021	55	24	27	41	65	87	107	96	79	58	43	30	35
% Change from same period 2019	17	-13	-6	0	5	-4	10	26	31	23	19	18	26
Average Room Rate (\$) Rest of Province	141	108	113	121	120	127	134	159	164	151	138	133	127
% Change from same period 2021	21	13	13	18	17	44	31	31	30	19	14	16	15
% Change from same period 2019	13	-1	-3	4	5	6	11	21	18	16	15	16	15
Sharing Economy*													
Room Nights Booked ('000s)	577	20	20	25	30	44	60	92	97	72	57	30	29
% Change from same period 2021	47	30	16	19	35	109	107	70	50	34	24	18	27
% Change from same period 2019	19	44	58	45	34	26	19	11	4	11	31	27	19

* 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