

# Nova Scotia Tourism Accommodations

## July 2023

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 <sup>†</sup>	Jun <sup>†</sup>	Jul <sup>†</sup>	Aug	Sep	Oct	Nov	Dec
<b>NS Accommodation Activity</b>													
<b>Fixed Roof Accommodations</b>													
<b>South Shore</b>													
Occupancy Rate (%)	49	29	39	41	40	45	59	72					
% Point Change from same period 2022	-2	7	4	0	1	-12	-3	-6					
% Point Change from same period 2019	10	8	4	9	13	12	12	10					
Room Nights Sold ('000s)	104	8	9	11	11	16	22	28					
% Change from same period 2022	-5	26	8	-3	2	-22	-5	-8					
% Change from same period 2019	18	35	9	19	40	25	16	9					
<b>Halifax Metro</b>													
Occupancy Rate (%)	67	49	59	67	62	72	69	85					
% Point Change from same period 2022	6	21	20	11	1	5	-9	0					
% Point Change from same period 2019	4	6	8	5	-2	13	-2	5					
Room Nights Sold ('000s)	933	94	101	129	112	141	166	191					
% Change from same period 2022	11	74	50	20	0	5	-4	-2					
% Change from same period 2019	10	26	25	18	3	2	6	5					
<b>Eastern Shore</b>													
Occupancy Rate (%)	29	6	15	15	20	24	33	49					
% Point Change from same period 2022	-2	3	3	2	3	0	-5	-7					
% Point Change from same period 2019	1	-5	5	6	6	3	-1	2					
Room Nights Sold ('000s)	10	--	--	--	1	2	3	4					
% Change from same period 2022	15	126	77	40	58	12	8	7					
% Change from same period 2019	22	-22	89	93	66	27	11	16					
<b>Cape Breton</b>													
Occupancy Rate (%)	45	30	33	37	37	40	50	67					
% Point Change from same period 2022	-1	11	4	-1	0	0	0	-7					
% Point Change from same period 2019	0	4	-10	-3	2	6	5	-1					
Room Nights Sold ('000s)	230	17	17	21	21	34	50	70					
% Change from same period 2022	6	79	23	4	14	10	2	-8					
% Change from same period 2019	10	43	-1	16	30	23	9	-2					
<b>Northumberland Shore</b>													
Occupancy Rate (%)	49	36	42	51	46	48	50	56					
% Point Change from same period 2022	4	12	13	7	0	-3	-1	7					
% Point Change from same period 2019	14	8	9	13	12	14	21	12					
Room Nights Sold ('000s)	112	9	10	13	11	18	23	28					
% Change from same period 2022	12	79	60	33	11	-1	-1	2					
% Change from same period 2019	11	22	22	28	28	2	20	-4					

	YTD	Jan	Feb	Mar	Apr	May <sup>‡</sup>	Jun <sup>‡</sup>	Jul <sup>‡</sup>	Aug	Sep	Oct	Nov	Dec
<b>Bay of Fundy &amp; Annapolis Valley</b>													
Occupancy Rate (%)	41	35	43	46	46	32	37	50					
% Point Change from same period 2022	3	10	7	4	2	-4	3	7					
% Point Change from same period 2019	8	9	11	10	13	6	5	6					
Room Nights Sold ('000s)	213	17	20	24	23	32	40	56					
% Change from same period 2022	18	55	31	21	15	9	13	13					
% Change from same period 2019	25	47	48	41	53	17	15	12					
<b>Yarmouth &amp; Acadian Shores</b>													
Occupancy Rate (%)	44	31	32	33	35	45	57	70					
% Point Change from same period 2022	5	8	8	-4	5	10	8	5					
% Point Change from same period 2019	7	3	-2	1	0	8	20	20					
Room Nights Sold ('000s)	46	4	4	5	5	7	9	12					
% Change from same period 2022	12	42	37	-9	12	23	12	0					
% Change from same period 2019	50	41	19	28	22	56	90	67					
<b>Province</b>													
Occupancy Rate (%)	55	41	49	55	51	52	56	70					
% Point Change from same period 2022	3	15	13	6	1	-1	-3	1					
% Point Change from same period 2019	6	6	5	5	3	9	6	6					
Room Nights Sold ('000s)	1,647	150	160	203	184	250	311	390					
% Change from same period 2022	10	68	42	17	4	4	0	-1					
% Change from same period 2019	13	30	23	21	14	9	11	5					
<b>Province outside of Halifax</b>													
Occupancy Rate (%)	44	32	38	42	41	38	46	60					
% Point Change from same period 2022	1	10	6	2	1	-3	1	1					
% Point Change from same period 2019	6	6	2	5	8	8	9	6					
Room Nights Sold ('000s)	714	56	60	74	72	108	146	199					
% Change from same period 2022	9	59	29	11	12	3	4	-1					
% Change from same period 2019	18	39	19	27	38	19	16	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.

‡ Nova Scotia experienced significant wildfires, in multiple locations, in late May and early June. Heavy rainfall and flooding in several areas also prompted a state of emergency in the province in late July. These events impacted residents, tourism businesses, and may have impacted accommodation availability in the province.

	YTD	Jan	Feb	Mar	Apr	May <sup>‡</sup>	Jun <sup>‡</sup>	Jul <sup>‡</sup>	Aug	Sep	Oct	Nov	Dec
<b>Average Room Rate</b>													
Average Room Rate (\$) Nova Scotia	184	146	149	161	164	183	207	235					
% Change from same period 2022	19	34	25	24	18	20	21	20					
% Change from same period 2019	29	20	19	26	24	18	33	49					
Average Room Rate (\$) HRM	198	154	157	170	174	199	228	261					
% Change from same period 2022	21	40	29	28	20	23	24	23					
% Change from same period 2019	31	22	22	28	26	18	36	54					
Average Room Rate (\$) Rest of Province	146	126	129	136	133	141	152	176					
% Change from same period 2022	11	17	14	13	12	11	14	11					
% Change from same period 2019	22	15	10	17	17	19	26	34					
<b>Sharing Economy</b>													
Room Nights Booked ('000s)	334	23	23	30	35	51	70	102					
% Change from same period 2022	15	17	15	19	19	14	15	11					
% Change from same period 2019	42	69	81	72	60	44	37	23					

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## 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*