

# Nova Scotia Tourism Accommodations

## October 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 (%)	55	29	39	41	40	45	59	72	79	68	55		
% Point Change from same period 2022	0	7	4	0	1	-12	-3	-6	-1	2	2		
% Point Change from same period 2019	9	8	4	9	13	12	12	10	5	5	11		
Room Nights Sold ('000s)	180	8	9	11	11	16	22	28	31	25	20		
% Change from same period 2022	-3	26	8	-3	2	-22	-5	-8	-1	0	2		
% Change from same period 2019	10	35	8	18	39	23	13	7	-1	-1	18		
<b>Halifax Metro</b>													
Occupancy Rate (%)	71	49	59	68	62	70	69	84	83	86	78		
% Point Change from same period 2022	3	21	20	11	1	3	-10	-1	-6	1	-3		
% Point Change from same period 2019	3	6	8	5	-2	11	-3	4	0	-2	3		
Room Nights Sold ('000s)	1,401	94	100	130	112	140	166	191	170	153	144		
% Change from same period 2022	5	73	49	20	0	4	-3	-2	-9	-3	-6		
% Change from same period 2019	6	25	24	19	3	2	7	5	-8	-1	4		
<b>Eastern Shore</b>													
Occupancy Rate (%)	33	6	15	15	19	23	33	49	52	41	26		
% Point Change from same period 2022	-4	3	3	2	3	-1	-5	-7	-17	1	-3		
% Point Change from same period 2019	-2	-5	5	6	6	3	-1	2	-3	0	-11		
Room Nights Sold ('000s)	18	--	--	--	1	2	2	4	4	3	2		
% Change from same period 2022	6	126	77	40	59	11	8	7	-8	12	-5		
% Change from same period 2019	11	-22	89	93	67	25	11	16	6	6	-14		
<b>Cape Breton</b>													
Occupancy Rate (%)	52	30	33	37	36	40	50	67	73	60	57		
% Point Change from same period 2022	-3	11	4	-1	0	0	0	-7	-7	-1	-3		
% Point Change from same period 2019	-2	4	-10	-3	2	6	5	-1	-5	-1	0		
Room Nights Sold ('000s)	414	17	17	21	21	34	50	70	76	59	51		
% Change from same period 2022	0	79	23	4	13	10	2	-9	-7	-2	-5		
% Change from same period 2019	1	41	-3	14	28	21	7	-5	-9	-5	-4		
<b>Northumberland Shore</b>													
Occupancy Rate (%)	55	36	42	51	45	48	50	56	71	71	63		
% Point Change from same period 2022	1	12	13	7	0	-4	-1	7	-5	1	-11		
% Point Change from same period 2019	13	8	9	13	11	14	21	12	8	11	11		
Room Nights Sold ('000s)	185	9	10	13	11	18	22	28	29	24	21		
% Change from same period 2022	4	79	60	33	10	-1	-1	2	-6	0	-14		
% Change from same period 2019	9	22	21	28	27	1	19	-5	-2	12	15		

	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 (%)	46	34	43	46	46	32	37	51	51	65	56		
% Point Change from same period 2022	1	10	7	5	2	-4	3	8	-8	-3	-4		
% Point Change from same period 2019	6	9	11	10	13	6	5	7	-3	4	8		
Room Nights Sold ('000s)	347	17	20	24	23	32	40	58	53	43	36		
% Change from same period 2022	10	54	30	21	16	11	14	16	1	-4	-6		
% Change from same period 2019	15	44	46	39	52	18	15	13	-7	3	19		
<b>Yarmouth &amp; Acadian Shores</b>													
Occupancy Rate (%)	48	31	32	33	35	43	55	68	71	58	39		
% Point Change from same period 2022	2	8	8	-4	4	9	6	4	-5	-1	-10		
% Point Change from same period 2019	7	3	-2	1	0	7	17	18	17	4	2		
Room Nights Sold ('000s)	72	4	4	5	5	7	9	11	12	9	6		
% Change from same period 2022	-1	41	36	-10	12	18	7	-2	-14	-11	-20		
% Change from same period 2019	44	40	19	27	22	50	82	64	56	30	26		
<b>Province</b>													
Occupancy Rate (%)	60	41	49	55	51	52	56	70	73	72	65		
% Point Change from same period 2022	1	15	13	6	0	-1	-3	0	-7	0	-4		
% Point Change from same period 2019	4	6	5	5	3	8	5	6	0	1	4		
Room Nights Sold ('000s)	2,618	149	160	203	183	249	312	391	375	316	280		
% Change from same period 2022	4	67	41	17	4	4	0	-1	-6	-3	-6		
% Change from same period 2019	7	29	22	21	14	8	10	5	-6	0	6		
<b>Province outside of Halifax</b>													
Occupancy Rate (%)	50	32	38	42	41	38	46	60	65	63	55		
% Point Change from same period 2022	-1	10	6	2	1	-3	1	1	-7	-1	-4		
% Point Change from same period 2019	5	6	2	5	8	8	9	6	0	3	5		
Room Nights Sold ('000s)	1,217	56	60	74	72	108	146	199	204	163	136		
% Change from same period 2022	3	59	29	11	12	3	4	0	-4	-2	-7		
% Change from same period 2019	10	37	17	25	36	18	15	4	-4	1	8		

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	195	146	149	161	164	183	207	235	235	220	192		
% Change from same period 2022	14	34	25	24	18	20	21	20	13	9	9		
% Change from same period 2019	31	20	19	26	24	18	33	49	44	34	30		
Average Room Rate (\$) HRM	212	154	157	170	174	199	228	261	258	242	209		
% Change from same period 2022	15	40	29	28	20	23	24	23	13	8	9		
% Change from same period 2019	34	22	22	28	26	18	36	54	49	37	33		
Average Room Rate (\$) Rest of Province	153	126	129	136	133	141	152	176	182	167	150		
% Change from same period 2022	10	17	14	13	12	11	14	11	11	11	8		
% Change from same period 2019	24	15	10	17	17	19	26	34	31	29	24		
<b>Sharing Economy</b>													
Room Nights Booked ('000s)	573	23	23	30	35	50	69	102	105	74	63		
% Change from same period 2022	11	17	14	18	19	14	15	11	8	2	11		
% Change from same period 2019	31	67	80	71	59	43	36	23	12	13	45		

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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*