

Nova Scotia Tourism Accommodations

January to December 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*	Jun*	Jul*	Aug	Sep	Oct	Nov	Dec
NS Accommodation Activity													
Fixed Roof Accommodations													
South Shore													
Occupancy Rate (%)	53	29	39	41	40	45	58	72	79	67	54	46	38
% Point Change from same period 2022	-1	7	4	0	2	-13	-3	-6	-1	1	1	-2	3
% Point Change from same period 2019	9	8	4	9	13	12	12	10	5	5	10	14	15
Room Nights Sold ('000s)	202	8	9	11	11	15	22	28	31	25	19	13	10
% Change from same period 2022	-3	26	8	-3	3	-23	-5	-8	-1	0	1	-4	5
% Change from same period 2019	14	36	8	18	40	22	14	7	-1	-1	17	41	67
Halifax Metro													
Occupancy Rate (%)	69	49	59	68	62	70	68	84	83	86	78	71	50
% Point Change from same period 2022	3	21	20	11	1	3	-10	-1	-6	1	-3	4	0
% Point Change from same period 2019	3	6	8	5	-2	11	-3	4	0	-2	3	7	6
Room Nights Sold ('000s)	1,619	94	100	130	112	140	166	191	170	153	144	127	92
% Change from same period 2022	4	73	49	20	0	4	-3	-2	-9	-3	-6	2	-2
% Change from same period 2019	6	25	24	19	3	2	7	5	-8	-1	4	11	13
Eastern Shore													
Occupancy Rate (%)	31	6	15	15	19	23	33	49	51	41	27	19	17
% Point Change from same period 2022	-3	3	3	2	3	-1	-5	-7	-17	1	-2	1	11
% Point Change from same period 2019	-1	-5	5	6	6	3	-1	2	-3	0	-9	-4	3
Room Nights Sold ('000s)	20	--	--	--	1	2	2	4	4	3	2	1	--
% Change from same period 2022	6	113	74	39	58	10	6	5	-9	10	-4	-12	227
% Change from same period 2019	10	-26	86	91	65	25	9	14	5	4	-13	21	37
Cape Breton													
Occupancy Rate (%)	50	30	33	37	36	40	50	67	73	60	57	40	32
% Point Change from same period 2022	-3	11	4	-1	-1	0	0	-7	-7	-1	-4	-10	-2
% Point Change from same period 2019	-2	3	-10	-3	2	6	5	-1	-5	-1	-1	0	2
Room Nights Sold ('000s)	453	17	17	21	21	34	50	70	76	59	51	22	17
% Change from same period 2022	-1	78	23	3	13	10	2	-9	-7	-2	-6	-14	-4
% Change from same period 2019	3	41	-3	13	28	21	7	-5	-9	-6	-5	18	32
Northumberland Shore													
Occupancy Rate (%)	54	36	42	51	45	48	50	56	71	70	62	58	42
% Point Change from same period 2022	1	12	13	7	0	-4	-1	7	-5	0	-12	-1	1
% Point Change from same period 2019	13	8	9	13	11	14	21	12	8	11	11	12	11
Room Nights Sold ('000s)	213	9	10	13	11	18	22	28	29	24	20	16	11
% Change from same period 2022	3	79	60	33	10	-1	-1	2	-7	0	-14	-6	5
% Change from same period 2019	12	22	21	28	27	1	19	-5	-3	12	14	38	35

	YTD	Jan	Feb	Mar	Apr	May*	Jun*	Jul*	Aug	Sep	Oct	Nov	Dec
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	45	34	43	46	46	32	37	51	51	65	56	48	40
% Point Change from same period 2022	1	10	7	4	2	-4	3	8	-8	-3	-4	-3	1
% Point Change from same period 2019	6	9	11	10	13	6	5	6	-3	4	8	4	14
Room Nights Sold ('000s)	389	17	20	24	23	32	40	57	52	43	36	24	20
% Change from same period 2022	7	53	29	20	14	10	14	15	1	-5	-7	-9	0
% Change from same period 2019	16	43	45	38	51	17	15	12	-7	2	18	14	63
Yarmouth & Acadian Shores													
Occupancy Rate (%)	46	31	32	33	35	43	55	68	71	58	39	43	32
% Point Change from same period 2022	0	8	8	-4	4	9	6	4	-5	-1	-10	-1	-13
% Point Change from same period 2019	7	3	-2	1	0	7	17	18	17	4	2	6	5
Room Nights Sold ('000s)	82	4	4	5	5	7	9	11	12	9	6	6	4
% Change from same period 2022	-5	41	36	-10	12	17	6	-3	-15	-12	-21	-10	-33
% Change from same period 2019	43	40	19	27	22	48	80	63	55	28	25	43	50
Province													
Occupancy Rate (%)	58	41	49	55	51	51	56	70	72	72	65	58	43
% Point Change from same period 2022	1	15	13	6	0	-2	-3	0	-7	-1	-4	0	0
% Point Change from same period 2019	4	6	5	5	3	8	5	6	-1	1	4	6	7
Room Nights Sold ('000s)	2,978	149	159	203	183	248	312	390	374	315	279	209	155
% Change from same period 2022	3	67	41	17	4	3	0	-1	-7	-3	-7	-2	-3
% Change from same period 2019	9	29	21	21	14	8	10	5	-6	0	5	16	25
Province outside of Halifax													
Occupancy Rate (%)	49	32	38	42	40	38	46	60	65	63	55	46	36
% Point Change from same period 2022	-1	10	6	2	1	-4	1	1	-7	-1	-5	-4	-1
% Point Change from same period 2019	5	6	2	5	8	8	9	6	0	3	4	6	9
Room Nights Sold ('000s)	1,358	56	59	73	72	108	145	199	204	162	134	82	64
% Change from same period 2022	1	58	28	11	12	2	4	-1	-5	-3	-7	-9	-3
% Change from same period 2019	11	37	17	25	36	18	15	4	-4	1	7	25	48

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 [‡]	Jun [‡]	Jul [‡]	Aug	Sep	Oct	Nov	Dec
Average Room Rate													
Average Room Rate (\$) Nova Scotia	191	146	149	161	164	183	207	235	235	220	192	170	157
% Change from same period 2022	13	34	25	24	18	20	21	20	13	9	9	9	4
% Change from same period 2019	31	20	19	26	24	18	33	49	44	34	30	30	28
Average Room Rate (\$) HRM	206	154	157	170	174	199	228	261	258	242	209	182	167
% Change from same period 2022	14	40	29	28	20	23	24	23	13	8	9	10	4
% Change from same period 2019	34	22	22	28	26	18	36	54	49	37	33	33	31
Average Room Rate (\$) Rest of Province	151	126	129	136	133	141	152	176	182	167	150	141	134
% Change from same period 2022	9	17	14	13	12	11	14	11	11	11	8	6	5
% Change from same period 2019	24	15	10	17	17	19	26	34	31	29	24	23	21
Sharing Economy													
Room Nights Booked ('000s)	589	22	20	25	30	44	63	99	103	69	56	30	27
% Change from same period 2022	5	15	2	3	6	5	10	10	6	-1	2	3	-4
% Change from same period 2019	21	57	57	42	36	25	24	19	9	7	28	26	8

Totals may not sum due to rounding.

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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