

Nova Scotia Tourism Accommodations

January to July 2024

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 (%) | 48 | 27 | 35 | 38 | 38 | 44 | 60 | 75 | | | | | |
| % Point Change from same period 2023 | -2 | -2 | -4 | -4 | -2 | 0 | 2 | 3 | | | | | |
| Room Nights Sold ('000s) | 106 | 7 | 9 | 11 | 11 | 16 | 22 | 30 | | | | | |
| % Change from same period 2023 | 2 | -7 | -2 | -2 | 2 | 3 | 3 | 4 | | | | | |
| Halifax Metro | | | | | | | | | | | | | |
| Occupancy Rate (%) | 64 | 46 | 55 | 63 | 64 | 69 | 73 | 69 | | | | | |
| % Point Change from same period 2023 | -3 | -3 | -4 | -5 | 2 | -1 | 5 | -15 | | | | | |
| Room Nights Sold ('000s) | 927 | 85 | 95 | 117 | 123 | 160 | 170 | 177 | | | | | |
| % Change from same period 2023 | -1 | -9 | -5 | -10 | 10 | 14 | 2 | -7 | | | | | |
| Eastern Shore | | | | | | | | | | | | | |
| Occupancy Rate (%) | 26 | 9 | 16 | 16 | 14 | 22 | 33 | 40 | | | | | |
| % Point Change from same period 2023 | -3 | 2 | 1 | 0 | -5 | -1 | 0 | -9 | | | | | |
| Room Nights Sold ('000s) | 9 | -- | -- | -- | -- | 2 | 3 | 3 | | | | | |
| % Change from same period 2023 | -4 | 58 | 25 | 20 | -26 | -1 | 3 | -13 | | | | | |
| Cape Breton | | | | | | | | | | | | | |
| Occupancy Rate (%) | 48 | 30 | 35 | 43 | 40 | 41 | 53 | 70 | | | | | |
| % Point Change from same period 2023 | 3 | 0 | 2 | 6 | 4 | 1 | 3 | 3 | | | | | |
| Room Nights Sold ('000s) | 236 | 16 | 18 | 23 | 22 | 34 | 52 | 71 | | | | | |
| % Change from same period 2023 | 3 | -5 | 5 | 11 | 4 | 1 | 5 | 2 | | | | | |
| Northumberland Shore | | | | | | | | | | | | | |
| Occupancy Rate (%) | 45 | 40 | 43 | 48 | 50 | 38 | 44 | 54 | | | | | |
| % Point Change from same period 2023 | -4 | 3 | 1 | -3 | 5 | -10 | -6 | -2 | | | | | |
| Room Nights Sold ('000s) | 111 | 10 | 10 | 12 | 13 | 17 | 21 | 27 | | | | | |
| % Change from same period 2023 | -1 | 9 | 6 | -6 | 18 | -4 | -7 | -6 | | | | | |
| Bay of Fundy & Annapolis Valley | | | | | | | | | | | | | |
| Occupancy Rate (%) | 38 | 34 | 41 | 43 | 43 | 28 | 34 | 47 | | | | | |
| % Point Change from same period 2023 | -3 | 0 | -1 | -3 | -3 | -4 | -3 | -4 | | | | | |
| Room Nights Sold ('000s) | 186 | 17 | 19 | 19 | 19 | 27 | 35 | 50 | | | | | |
| % Change from same period 2023 | -13 | -2 | -4 | -21 | -17 | -15 | -13 | -13 | | | | | |
| Yarmouth & Acadian Shores | | | | | | | | | | | | | |
| Occupancy Rate (%) | 43 | 27 | 32 | 37 | 37 | 42 | 51 | 69 | | | | | |
| % Point Change from same period 2023 | -1 | -3 | 0 | 4 | 2 | -2 | -5 | 0 | | | | | |
| Room Nights Sold ('000s) | 45 | 4 | 4 | 5 | 5 | 7 | 8 | 11 | | | | | |
| % Change from same period 2023 | 0 | -10 | 4 | 14 | 7 | -3 | -8 | 0 | | | | | |
| Province | | | | | | | | | | | | | |
| Occupancy Rate (%) | 53 | 39 | 46 | 53 | 53 | 51 | 57 | 64 | | | | | |
| % Point Change from same period 2023 | -2 | -2 | -2 | -2 | 2 | -1 | 1 | -6 | | | | | |
| Room Nights Sold ('000s) | 1,619 | 139 | 155 | 188 | 194 | 263 | 311 | 369 | | | | | |
| % Change from same period 2023 | -2 | -7 | -3 | -8 | 6 | 6 | 0 | -5 | | | | | |
| Province outside of Halifax | | | | | | | | | | | | | |
| Occupancy Rate (%) | 43 | 32 | 37 | 42 | 41 | 36 | 46 | 60 | | | | | |
| % Point Change from same period 2023 | -1 | 0 | 0 | 0 | 1 | -2 | -1 | 0 | | | | | |
| Room Nights Sold ('000s) | 692 | 54 | 60 | 71 | 71 | 103 | 141 | 192 | | | | | |
| % Change from same period 2023 | -3 | -2 | 1 | -4 | -1 | -5 | -3 | -3 | | | | | |

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 | 184 | 149 | 154 | 164 | 170 | 193 | 209 | 212 | | | | | |
| % Change from same period 2023 | 0 | 2 | 4 | 2 | 4 | 6 | 1 | -10 | | | | | |
| Average Room Rate (\$) HRM | 196 | 157 | 163 | 173 | 181 | 210 | 228 | 226 | | | | | |
| % Change from same period 2023 | -1 | 1 | 4 | 2 | 4 | 5 | 0 | -14 | | | | | |
| Average Room Rate (\$) Rest of Province | 152 | 133 | 135 | 143 | 142 | 150 | 161 | 180 | | | | | |
| % Change from same period 2023 | 5 | 5 | 4 | 5 | 6 | 7 | 6 | 3 | | | | | |
| Sharing Economy | | | | | | | | | | | | | |
| Room Nights Booked ('000s) | 309 | 19 | 21 | 26 | 27 | 47 | 68 | 101 | | | | | |
| % Change from same period 2023 | 5 | -9 | 9 | 12 | -8 | 11 | 10 | 3 | | | | | |

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