

# Nova Scotia Tourism Accommodations

## January to October 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
<b>NS Accommodation Activity</b>													
<b>Fixed Roof Accommodations</b>													
<b>South Shore</b>													
Occupancy Rate (%)	55	27	35	38	38	45	60	74	81	68	58		
% Point Change from same period 2023	0	-2	-4	-4	-2	0	1	2	2	1	4		
Room Nights Sold ('000s)	185	7	9	11	11	16	22	30	32	26	21		
% Change from same period 2023	3	-7	-2	-2	2	4	3	4	3	4	7		
<b>Halifax Metro</b>													
Occupancy Rate (%)	69	46	55	63	65	69	74	70	86	86	75		
% Point Change from same period 2023	-2	-3	-4	-5	3	-1	5	-15	3	0	-3		
Room Nights Sold ('000s)	1,428	85	95	118	124	161	172	179	187	162	146		
% Change from same period 2023	2	-9	-5	-9	11	15	3	-7	10	6	1		
<b>Eastern Shore</b>													
Occupancy Rate (%)	31	9	16	16	14	22	31	37	52	38	31		
% Point Change from same period 2023	-2	2	1	0	-5	-2	-2	-12	0	-3	4		
Room Nights Sold ('000s)	18	--	--	--	--	2	3	3	4	3	2		
% Change from same period 2023	0	58	25	20	-26	-2	2	-16	7	2	13		
<b>Cape Breton</b>													
Occupancy Rate (%)	54	30	35	43	39	41	53	70	76	62	59		
% Point Change from same period 2023	2	-1	2	6	3	1	3	3	3	2	3		
Room Nights Sold ('000s)	422	16	17	23	21	34	52	71	76	60	52		
% Change from same period 2023	2	-6	4	10	3	0	4	2	1	2	3		
<b>Northumberland Shore</b>													
Occupancy Rate (%)	53	39	43	48	49	38	44	56	70	72	64		
% Point Change from same period 2023	-2	3	0	-3	4	-10	-6	0	-1	1	1		
Room Nights Sold ('000s)	185	10	10	12	13	17	21	28	28	24	21		
% Change from same period 2023	0	8	5	-6	16	-5	-7	-2	-2	3	1		
<b>Bay of Fundy &amp; Annapolis Valley</b>													
Occupancy Rate (%)	44	34	41	43	43	28	34	47	53	68	57		
% Point Change from same period 2023	-2	0	-1	-3	-3	-4	-3	-3	3	3	1		
Room Nights Sold ('000s)	310	17	19	19	19	27	35	50	50	41	33		
% Change from same period 2023	-10	-2	-4	-21	-17	-15	-13	-13	-5	-4	-8		
<b>Yarmouth &amp; Acadian Shores</b>													
Occupancy Rate (%)	49	27	32	36	38	42	51	68	77	62	47		
% Point Change from same period 2023	1	-3	0	4	3	-1	-4	0	6	4	8		
Room Nights Sold ('000s)	75	4	4	5	5	7	8	11	13	10	8		
% Change from same period 2023	5	-10	4	14	10	-3	-7	1	11	11	22		
<b>Province</b>													
Occupancy Rate (%)	59	39	46	53	53	51	58	64	75	74	66		
% Point Change from same period 2023	-1	-2	-2	-2	2	-1	2	-6	3	1	1		
Room Nights Sold ('000s)	2,623	139	155	188	194	264	312	371	391	326	282		
% Change from same period 2023	0	-7	-3	-8	6	6	0	-5	5	3	1		
<b>Province outside of Halifax</b>													
Occupancy Rate (%)	50	31	37	42	41	36	45	60	68	65	58		
% Point Change from same period 2023	0	0	-1	0	0	-3	-1	0	3	2	3		
Room Nights Sold ('000s)	1,195	54	60	70	71	103	140	193	204	164	136		
% Change from same period 2023	-1	-3	1	-4	-1	-5	-3	-3	0	1	1		

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
<b>Average Room Rate</b>													
Average Room Rate (\$) Nova Scotia	195	149	154	164	170	193	209	212	236	215	192		
% Change from same period 2023	0	2	4	2	4	6	1	-10	1	-2	0		
Average Room Rate (\$) HRM	209	157	163	173	181	210	228	226	251	232	207		
% Change from same period 2023	-1	1	4	2	4	5	0	-14	-3	-4	-1		
Average Room Rate (\$) Rest of Province	161	133	135	143	142	150	161	180	200	172	157		
% Change from same period 2023	5	5	4	5	6	7	6	3	11	3	5		
<b>Sharing Economy</b>													
Room Nights Booked ('000s)	552	18	21	26	26	47	68	100	113	74	58		
% Change from same period 2023	7	-9	9	11	-8	11	10	3	12	10	9		

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