

Nova Scotia Tourism Accommodations

January to April 2025

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 (%)	34	30	36	37	34								
% Point Change from same period 2024	-1	3	1	-1	-4								
Room Nights Sold ('000s)	38	8	9	11	10								
% Change from same period 2024	1	15	-1	2	-8								
Halifax Metro													
Occupancy Rate (%)	56	43	55	62	64								
% Point Change from same period 2024	-1	-3	0	-1	0								
Room Nights Sold ('000s)	411	82	94	119	116								
% Change from same period 2024	-2	-3	0	1	-6								
Eastern Shore													
Occupancy Rate (%)	13	10	14	13	16								
% Point Change from same period 2024	-1	1	-2	-2	1								
Room Nights Sold ('000s)	2	--	--	--	1								
% Change from same period 2024	6	34	-5	-5	11								
Cape Breton													
Occupancy Rate (%)	34	31	36	34	35								
% Point Change from same period 2024	-3	1	1	-9	-4								
Room Nights Sold ('000s)	72	16	17	19	19								
% Change from same period 2024	-8	2	-2	-19	-10								
Northumberland Shore													
Occupancy Rate (%)	46	43	46	48	46								
% Point Change from same period 2024	1	4	4	1	-3								
Room Nights Sold ('000s)	45	11	10	12	12								
% Change from same period 2024	1	12	3	0	-7								
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	42	38	41	43	46								
% Point Change from same period 2024	2	3	0	-1	3								
Room Nights Sold ('000s)	70	15	16	19	20								
% Change from same period 2024	-4	-10	-14	0	5								
Yarmouth & Acadian Shores													
Occupancy Rate (%)	36	30	35	39	41								
% Point Change from same period 2024	3	3	3	3	4								
Room Nights Sold ('000s)	18	4	4	5	6								
% Change from same period 2024	-4	4	-11	-10	3								
Province													
Occupancy Rate (%)	47	39	47	51	52								
% Point Change from same period 2024	-1	0	1	-2	-1								
Room Nights Sold ('000s)	656	137	151	184	184								
% Change from same period 2024	-3	-1	-2	-2	-5								
Province outside of Halifax													
Occupancy Rate (%)	38	34	38	39	39								
% Point Change from same period 2024	0	2	1	-3	-1								
Room Nights Sold ('000s)	244	55	57	65	68								
% Change from same period 2024	-4	2	-5	-7	-4								

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	167	156	162	169	178								
% Change from same period 2024	4	5	5	3	5								
Average Room Rate (\$) HRM	176	162	169	177	189								
% Change from same period 2024	4	4	3	2	5								
Average Room Rate (\$) Rest of Province	146	142	145	148	147								
% Change from same period 2024	5	7	8	3	4								
Sharing Economy													
Room Nights Booked ('000s)	102	22	23	27	29								
% Change from same period 2024	11	18	11	4	12								

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.

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*