

Nova Scotia Tourism Accommodations

January to July 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 (%)	46	30	36	37	34	43	55	70					
% Point Change from same period 2024	-2	3	1	-1	-4	-2	-5	-4					
Room Nights Sold ('000s)	103	8	9	11	10	16	21	29					
% Change from same period 2024	-3	15	-3	0	-10	-3	-4	-3					
Halifax Metro													
Occupancy Rate (%)	65	43	55	62	65	70	77	80					
% Point Change from same period 2024	2	-3	0	-1	0	1	3	11					
Room Nights Sold ('000s)	918	82	94	119	117	158	168	181					
% Change from same period 2024	-2	-3	0	1	-6	-2	-2	1					
Eastern Shore													
Occupancy Rate (%)	29	11	15	15	16	30	34	47					
% Point Change from same period 2024	3	2	-1	0	2	8	3	9					
Room Nights Sold ('000s)	10	--	--	1	1	2	3	4					
% Change from same period 2024	14	39	1	7	15	15	11	17					
Cape Breton													
Occupancy Rate (%)	48	31	36	34	35	40	56	74					
% Point Change from same period 2024	0	1	1	-9	-4	-1	3	4					
Room Nights Sold ('000s)	229	16	17	18	19	32	54	73					
% Change from same period 2024	-2	-1	-4	-21	-12	-4	4	4					
Northumberland Shore													
Occupancy Rate (%)	49	42	46	47	45	44	56	53					
% Point Change from same period 2024	3	3	3	0	-4	6	12	-2					
Room Nights Sold ('000s)	119	11	10	12	12	19	25	32					
% Change from same period 2024	9	9	2	-2	-9	10	19	17					
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	42	38	41	42	46	34	40	50					
% Point Change from same period 2024	4	3	0	-1	3	7	6	3					
Room Nights Sold ('000s)	176	15	16	18	20	28	35	43					
% Change from same period 2024	-6	-10	-14	-1	4	1	1	-14					
Yarmouth & Acadian Shores													
Occupancy Rate (%)	45	30	35	39	41	49	49	64					
% Point Change from same period 2024	3	3	3	3	4	8	-1	-4					
Room Nights Sold ('000s)	44	4	4	5	5	8	8	11					
% Change from same period 2024	-1	4	-12	-10	3	18	-4	-6					
Province													
Occupancy Rate (%)	55	39	47	51	52	54	61	69					
% Point Change from same period 2024	2	0	1	-2	-1	3	4	5					
Room Nights Sold ('000s)	1,600	136	150	183	183	262	313	372					
% Change from same period 2024	-1	-2	-3	-2	-5	-1	0	0					
Province outside of Halifax													
Occupancy Rate (%)	45	34	38	39	39	40	50	62					
% Point Change from same period 2024	2	2	1	-3	-2	4	5	2					
Room Nights Sold ('000s)	682	54	56	64	67	104	146	191					
% Change from same period 2024	-1	1	-7	-8	-5	2	4	-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
Average Room Rate													
Average Room Rate (\$) Nova Scotia	195	156	162	169	178	202	223	233					
% Change from same period 2024	6	5	5	3	5	4	6	10					
Average Room Rate (\$) HRM	209	162	169	177	189	220	246	252					
% Change from same period 2024	7	4	3	2	5	5	8	12					
Average Room Rate (\$) Rest of Province	160	142	145	148	147	154	168	192					
% Change from same period 2024	6	7	8	3	4	3	4	6					
Sharing Economy													
Room Nights Booked ('000s)	327	22	23	27	29	47	71	106					
% Change from same period 2024	6	18	11	3	12	0	5	6					

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

Disclaimer
All information contained in this document as well as in CBRE Limited ("CBRE") publications, or otherwise provided by CBRE is designed as a reference and a management tool for the internal use of companies and agencies involved in the travel and tourism industry. Reproduction and quotation in documents and matters relating to provision of third party consulting advice, business planning, solicitation of public funds, debt and equity financing, litigation, property tax or other legal and financial matters is NOT PERMITTED without the written permission of CBRE. Quotation and reproduction of this material is permitted otherwise ONLY if credited to CBRE and referencing our disclaimer as follows: Source: CBRE Limited with reproduction and use of information subject to CBRE Limited Disclaimer / Terms of Use as detailed at www.cbre.ca

Users of this information are advised that CBRE Limited does not represent the information contained herein to be definitive or all-inclusive. CBRE Limited believes the information to be reliable, but is not responsible for errors or omissions.

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