

# Nova Scotia Tourism Accommodations January to December 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
<b>NS Accommodation Activity</b>													
<b>Fixed Roof Accommodations</b>													
<b>South Shore</b>													
Occupancy Rate (%)	50	30	36	37	34	43	54	70	82	68	53	38	28
% Point Change from same period 2024	-3	3	1	-1	-4	-2	-6	-4	1	0	-5	-6	-6
Room Nights Sold ('000s)	200	8	9	11	10	16	21	28	33	26	19	12	8
% Change from same period 2024	-4	14	-3	0	-10	-3	-6	-5	2	1	-8	-9	-17
<b>Halifax Metro</b>													
Occupancy Rate (%)	70	43	55	62	65	70	76	80	89	89	79	75	51
% Point Change from same period 2024	3	-3	0	-1	0	1	3	10	3	4	4	9	5
Room Nights Sold ('000s)	1,651	82	94	119	117	158	168	181	185	164	149	137	98
% Change from same period 2024	1	-3	0	1	-6	-2	-2	1	-1	1	3	12	8
<b>Eastern Shore</b>													
Occupancy Rate (%)	33	11	15	15	16	30	34	47	54	47	32	23	12
% Point Change from same period 2024	3	2	-1	0	2	8	3	9	1	8	1	-1	-3
Room Nights Sold ('000s)	22	--	--	1	1	2	3	4	4	4	2	1	--
% Change from same period 2024	9	39	1	7	15	15	11	19	-3	14	14	-6	-12
<b>Cape Breton</b>													
Occupancy Rate (%)	54	31	36	34	35	40	56	73	80	70	61	39	31
% Point Change from same period 2024	2	1	1	-9	-4	-1	3	4	4	8	2	0	3
Room Nights Sold ('000s)	468	16	17	18	19	32	54	73	79	67	55	21	17
% Change from same period 2024	2	-1	-4	-21	-12	-4	4	3	4	12	7	-2	7
<b>Northumberland Shore</b>													
Occupancy Rate (%)	55	42	46	47	45	44	56	54	75	73	67	54	40
% Point Change from same period 2024	4	3	3	0	-4	6	12	-2	5	2	5	7	2
Room Nights Sold ('000s)	220	11	10	12	12	19	25	32	30	24	22	14	10
% Change from same period 2024	8	9	2	-2	-9	10	19	17	9	3	8	7	4
<b>Bay of Fundy &amp; Annapolis Valley</b>													
Occupancy Rate (%)	48	37	41	42	46	35	41	51	65	72	62	47	28
% Point Change from same period 2024	4	3	0	-1	3	7	7	4	12	4	6	-1	-6
Room Nights Sold ('000s)	341	15	16	18	20	28	36	44	50	43	36	21	13
% Change from same period 2024	-1	-10	-14	-1	5	3	3	-13	0	6	12	-2	-13
<b>Yarmouth &amp; Acadian Shores</b>													
Occupancy Rate (%)	51	30	35	39	41	49	49	65	77	68	60	44	33
% Point Change from same period 2024	4	3	3	3	4	7	-1	-4	1	5	14	9	2
Room Nights Sold ('000s)	87	4	4	5	5	8	8	10	13	11	10	6	4
% Change from same period 2024	4	3	-12	-11	1	16	-5	-7	-2	3	29	30	7
<b>Province</b>													
Occupancy Rate (%)	60	39	47	51	52	54	61	69	80	78	68	59	42
% Point Change from same period 2024	3	0	1	-2	-1	3	4	5	5	4	3	5	2
Room Nights Sold ('000s)	2,989	136	150	183	183	262	313	372	394	339	294	213	150
% Change from same period 2024	1	-2	-3	-2	-6	0	0	0	1	4	5	7	4
<b>Province outside of Halifax</b>													
Occupancy Rate (%)	51	34	38	39	39	40	50	62	74	70	60	43	31
% Point Change from same period 2024	2	2	1	-3	-2	4	5	2	6	5	3	0	-1
Room Nights Sold ('000s)	1,337	54	56	64	67	104	146	191	209	175	144	75	52
% Change from same period 2024	1	1	-7	-8	-6	2	4	-1	3	7	7	0	-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
<b>Average Room Rate</b>													
Average Room Rate (\$) Nova Scotia	205	156	162	169	178	202	223	233	253	240	211	192	164
% Change from same period 2024	7	5	5	3	5	4	6	10	7	12	10	12	3
Average Room Rate (\$) HRM	222	162	169	177	189	220	246	252	278	265	232	207	171
% Change from same period 2024	8	4	3	2	5	5	8	12	11	14	12	13	3
Average Room Rate (\$) Rest of Province	167	142	145	148	147	154	168	192	201	184	167	153	146
% Change from same period 2024	5	7	8	3	4	3	4	6	0	7	7	7	4
<b>Sharing Economy</b>													
Room Nights Booked ('000s)	682	22	23	27	29	47	71	110	118	84	71	42	37
% Change from same period 2024	8	18	11	3	12	0	5	10	5	13	24	6	-2

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