

Nova Scotia Tourism Indicators

October 2020

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.

2020 Tourism Visitation

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visitor Entries ('000s)													
<u>Road Visits by Entry Point</u>	--	63	70	--	--	--	--	--	95	58	61		
% Change from same period 2019	N/A	-7	-1	N/A	N/A	N/A	N/A	N/A	-67	-54	-46		
<i>Amherst/Tidnish</i>	--	61	69	--	--	--	--	--	80	48	52		
% Change from same period 2019	N/A	-7	-2	N/A	N/A	N/A	N/A	N/A	-65	-52	-48		
<i>North Sydney</i>	--	1	1	--	--	--	--	--	6	3	3		
% Change from same period 2019	N/A	22	13	N/A	N/A	N/A	N/A	N/A	-43	-24	-22		
<i>Digby</i>	--	1	1	--	--	--	--	--	2	1	1		
% Change from same period 2019	N/A	12	N/A	N/A	N/A	N/A	N/A	N/A	-85	-80	-50		
<i>Caribou</i>	--					--	--	--	7	5	5		
% Change from same period 2019	N/A					N/A	N/A	N/A	-79	-66	-43		
<i>Yarmouth</i>													
% Change from same period 2019													
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	--	35	27	--	--	--	--	--	11	8	8		
% Change from same period 2019	N/A	-7	-8	N/A	N/A	N/A	N/A	N/A	-92	-92	-91		
Total Visitors	--	98	98	--	--	--	--	--	106	66	68		
% Change from same period 2019	N/A	-7	-3	N/A	N/A	N/A	N/A	N/A	-74	-71	-65		
Airport Activity ('000s)													
Enplanements	473	121	133	86	5	6	10	20	29	23	22	19	
% Change from same period 2019	-76	-3	2	-47	-97	-97	-95	-90	-88	-88	-89	-85	

Definitions

VISITOR ENTRIES

The estimated number of visitors who came to Nova Scotia by road or air and stayed for at least one night (by entry point). Residents of Nova Scotia traveling within the province are not included in this calculation.
Source: *Tourism Nova Scotia*

AIRPORT ACTIVITY

The number of people boarding aircraft at the Halifax Stanfield International Airport. Includes visitors to Nova Scotia, residents of Nova Scotia and travelers transferring to other flights.
Source: *Halifax International Airport Authority*

2020 Tourism Visitation

NS Accommodation Activity¹

Fixed Roof Accommodations

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
South Shore													
Occupancy Rate (%)	31	17	29	20	18	17	22	36	51	37	34		
% Point Change from same period 2019	-15	-5	-5	-12	-9	-16	-25	-26	-23	-25	-10		
Room Nights Sold ('000s)	85	4	7	4	3	3	6	13	20	14	11		
% Change from same period 2019	-47	-28	-21	-53	-67	-72	-68	-50	-36	-45	-30		
Halifax Metro													
Occupancy Rate (%)	34	46	53	35	21	24	24	28	35	33	32		
% Point Change from same period 2019	-35	3	2	-28	-43	-35	-48	-52	-49	-55	-43		
Room Nights Sold ('000s)	560	86	91	61	29	34	36	48	61	57	58		
% Change from same period 2019	-58	14	13	-44	-73	-75	-77	-74	-67	-63	-59		
Eastern Shore													
Occupancy Rate (%)	28	14	19	11	7	10	21	33	45	33	37		
% Point Change from same period 2019	-6	3	9	2	-6	-10	-13	-14	-9	-9	1		
Room Nights Sold ('000s)	10	--	--	--	--	--	1	2	3	2	2		
% Change from same period 2019	-38	26	70	-12	-62	-78	-61	-38	-31	-33	-26		
Cape Breton													
Occupancy Rate (%)	29	27	35	24	8	12	16	30	38	31	42		
% Point Change from same period 2019	-24	0	-7	-16	-26	-22	-29	-38	-40	-30	-15		
Room Nights Sold ('000s)	179	11	14	10	3	5	12	26	36	29	34		
% Change from same period 2019	-55	-4	-16	-45	-84	-82	-74	-65	-56	-52	-34		
Northumberland Shore													
Occupancy Rate (%)	30	31	35	26	12	12	22	32	41	36	38		
% Point Change from same period 2019	-12	2	2	-13	-23	-23	-8	-12	-22	-23	-14		
Room Nights Sold ('000s)	86	8	8	6	3	3	6	11	15	12	13		
% Change from same period 2019	-49	6	5	-36	-72	-84	-66	-62	-50	-41	-25		
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	28	25	36	21	12	15	19	30	41	37	33		
% Point Change from same period 2019	-12	-1	4	-15	-21	-10	-13	-15	-13	-24	-16		
Room Nights Sold ('000s)	148	12	16	9	4	7	10	20	28	24	19		
% Change from same period 2019	-50	-2	18	-44	-72	-76	-73	-61	-50	-43	-35		
Yarmouth & Acadian Shores													
Occupancy Rate (%)	34	24	37	23	19	22	23	38	48	37	46		
% Point Change from same period 2019	-7	-4	3	-8	-17	-14	-14	-12	-6	-17	9		
Room Nights Sold ('000s)	31	3	4	2	1	1	1	3	4	5	6		
% Change from same period 2019	-38	-14	14	-42	-79	-75	-70	-53	-40	-31	23		
Province													
Occupancy Rate (%)	31	37	45	29	17	19	21	30	39	34	35		
% Point Change from same period 2019	-24	2	1	-21	-31	-24	-30	-34	-34	-37	-26		
Room Nights Sold ('000s)	1,098	124	140	94	42	53	72	122	166	142	143		
% Change from same period 2019	-55	7	7	-44	-74	-77	-74	-67	-58	-55	-45		
Province outside of Halifax													
Occupancy Rate (%)	29	25	34	23	12	14	19	32	42	35	38		
% Point Change from same period 2019	-16	-1	-1	-14	-20	-17	-19	-22	-24	-25	-13		
Room Nights Sold ('000s)	539	38	49	33	13	19	36	75	105	85	85		
% Change from same period 2019	-51	-6	-2	-44	-75	-79	-71	-60	-50	-46	-30		

¹Data reported when accommodation reporting rate is 85% - subject to change as reporting rate increases.

2020 Tourism Visitation

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average Room Rate													
Average Room Rate (\$)	113	124	124	121	102	95	100	108	109	107	105		
% Change from same period 2019	-24	2	-1	-6	-23	-39	-35	-32	-33	-35	-29		
Campground Activity*													
Short-Term Occupancy Rate (%)	--					--	12	28	32	18	14		
% Point Change from same period 2019	N/A					N/A	-7	-13	-17	1	3		
Short-Term Site Nights Sold ('000s)	--					--	16	55	64	30	8		
% Change from same period 2019	N/A					N/A	-62	-43	-45	-17	-28		
Total Occupancy Rate (%)	--					--	45	53	56	48	45		
% Point Change from same period 2019	N/A					N/A	-4	-10	-12	1	4		
Total Site Nights Sold ('000s)	--					--	105	165	174	131	42		
% Change from same period 2019	N/A					N/A	-40	-31	-32	-17	-30		

*Campgrounds closed during May due to Covid-19 provincial-wide shutdown.

Sharing Economy*

Room Nights Booked ('000s)	310	19	21	20	17	18	26	50	56	35	30	18	
% Change from same period 2019	-33	33	63	16	-24	-48	-48	-40	-42	-46	-32	-23	

* AirDNA's 2019 updates are reflected in the Sharing Economy data.

Definitions

ACCOMMODATION ACTIVITY

Accommodation Activity is available provincially, or broken-down by the seven tourism areas.

Source: Tourism Nova Scotia

Room-Nights Sold: Estimated number of units sold each month; calculated based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, B&Bs, etc.) in 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 licensed 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 all licensed fixed-roof accommodations (i.e. hotels, B&Bs, etc.) in Nova Scotia.

Data includes Nova Scotians and people staying for non-tourism purposes

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 that are occupied (sold) out of all campsites available in the province. This rate is based on reports submitted by all licensed campgrounds in Nova Scotia.

Total Site-Nights Sold: Number of campsites sold each month; calculated based on reports submitted by all licensed campgrounds in Nova Scotia.

Source: Tourism Nova Scotia

2020 Tourism Visitation

Visitor Activities

Information Enquiries ('000s)

NS Information Centre Visitors Counselling
% Change from same period 2019

YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
--	2	2	1	--	--	--	3	4	3	2		
N/A	-16	-16	-71	N/A	N/A	-99	-96	-95	-94	-92		

Local Information Centre Visitors Counselling

					--	1	8	7	4	--		
--	--	--	--	--	----	---	---	---	---	----	--	--

Literature Requests
% Change from same period 2019

13	3	3	2	1	1	1	1	1	1	--		
-61	-25	-9	-60	-87	-87	-77	-67	-69	-51	-52		

Website Activity (NovaScotia.com) ('000s)

Visits
% Change from same period 2019

4,373	182	336	317	161	161	384	712	827	592	450	252	
26	-17	63	0	-47	-56	-11	32	74	98	132	126	

Definitions

INFORMATION ENQUIRIES

Nova Scotia Information Centre Visitors Counselling

Total number of visitors counselled at the NS Visitor Information Centres. Most centres are operated seasonally. VICs do not necessarily open on the same date every year.

Source: *Tourism Nova Scotia*

Local Information Centre Visitors Counselling

Total number of visitors counselled at local Visitor Information Centres. Most centres are operated seasonally and do not always open on the same date every year.

Source: *Regional Tourism Industry Associations*

WEBSITE ACTIVITY

Visits are the number of user sessions to the NovaScotia.com website.

Source: *Tourism Nova Scotia*