

ANNAPOLIS VALLEY

WHAT THE PROVINCE IS SAYING:

Accommodation Activity

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Occupancy Rate (%)	35	25	30	32	32	22	26	42	48	48			
% Point Change	-4	4	4	-1	2	-1	-6	-6	-14	-8			
Rm Nights													
Sold (000s)	231	10	11	13	13	23	29	49	47	35			
% Change	-10	18	9	-6	5	-9	-10	-8	-19	-14			

– N.S. Department of Tourism

Tourism Insights Publication – 2005 Indicators

WHAT TOURISM OPERATORS HAVE TOLD US:

“I’ve been watching colleagues struggle all season, and if the numbers were down only by 10 per cent, they wouldn’t be struggling so much. I think the government is being pretty conservative with that number.”

– Loretta Buchanan, general manager
Slumber Inn, New Minas

“The season was lousy, the numbers were way down. They were down much more than 10 per cent. I don’t know where they get their numbers. **I’ve talked to people who said they were down anywhere from 30 to 60 per cent.**”

– Operator in Annapolis Royal

“We’ve had a much slower year. We were down 25 per cent last year, even with all the hype about the Acadians coming, and then we were down from that this year. So that’s not good. **We’re down 8 per cent from last year.**”

– Operator in Bridgetown

“Numbers here are up slightly, but I think that comes from the conference business sector. I think people who are typically dependent on tourism traffic have seen the biggest decrease, and the closer you get to Yarmouth, they’ve been hugely impacted by the loss of the Scotia Prince.”

– Operator in Wolfville

We are down 25 per cent from last year. Generally I think others are also down if I am down.

– Fay McStravick, King George Inn, Annapolis Royal

We are a small place and we had a lot of repeat business. People booked in advance on our website, but if we had to rely on drive-bys or tourists we would be in trouble. We had a relatively good year, September to October was higher than last year, but again it was repeat business.

– Operator in Kentville

Workers kept us busy. **We were down about 5 per cent in regards to tourists.** There were way less Americans but many people from British Columbia, Alberta and Ontario.

– Operator in Kentville

Over the last three years our numbers were down by 25 per cent, this year we were down 15 per cent. We are a niche market; it is very hard to move forward. I have been in the business for 19 years and this year we lost \$80,000 due to the lack of tourists. And if the whole passport issue comes into effect, then I don't know what tour operators will do.

– Ray Tudor, Brier Island Lodge, Digby Neck

We kept busy from March to August because of workers in the area; there were absolutely no Americans or other tourists. There was no one from August to September.

– Operator in Weymouth

CAPE BRETON

WHAT THE GOVERNMENT IS SAYING:

Accommodation Activity

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Occupancy Rate (%)	47	28	36	34	31	29	39	62	69	53			
% Point Change	-2	1	5	-5	0	-4	-2	-4	-1	-1			
Room Nights													
Sold (000s)	337	12	14	15	14	24	43	74	81	60			
% Change	-3	-1	12	-12	0	-14	-4	-4	0	0			

– N.S. Department of Tourism
Tourism Insights Publication – 2005 Indicators

WHAT TOURISM OPERATORS HAVE TOLD US:

“It was not a good year. **Our numbers were down probably 15 per cent.** And other people I’ve talked to in Cheticamp, they say it’s down too. I would say even that saying it’s down even 10 per cent is being conservative. And we’ve been in the business a long time, so we know what’s going on.”

– Franklin Merry
Cheticamp Motel

“We didn’t have a bad season, but it wasn’t because of tourism. **Our tourism numbers were probably down by about 10 per cent.** We had a drop in the number of American tourists coming through. I’m becoming more and more happy we don’t have to depend on tourism.”

– Operator in Port Hawkesbury

“We’re down a little from last year, last year was down a little from the year before. Since 1999 each year has seen a little bit of a drop. I don’t believe the government’s numbers are true. We were down more at the beginning of the summer, and I think some businesses have been hit harder than we’ve been hit. Five years ago we were asking ourselves how we were going to provide more rooms so we wouldn’t be turning so many people away. We’re not asking that this year, and I don’t think we’ll be asking it in the coming years.”

– Operator in Mabou

“We had an excellent season. We’ve got five properties and we’ve had significant

growth at there of them, were about even on one, and the last one was down by maybe .5 per cent.”

– Operator in Baddeck

We had an even better year than last year. **Tourism was up 7 per cent.** The occupancy rate for tourists was 40 per cent and for local workers it was 28 per cent. We had a lot of traffic from Ontario. We usually get more Americans in the fall, but it was down this year.

– James MacDonald, Chisholms of Troy Coastal Cottages – Troy

We were up 8 per cent this year. We are in a small rural area and only have 12 units and they have been all occupied with tourists. The opening of a new pub, Celtic Colors Festival and the filming of a movie helped to achieve full occupancy. There are definitely fewer Americans but more tourists from the West coast as well as Ontario.

– David and Donna Cameron, Mabou River Inn

We were down 30 per cent. 2005 should have been a big year. There are many contributing factors to our bad tourism season. Our 1-800 number was printed incorrectly in the Doers and Dreamers Guide. There needs to be long range planning done and the fact that the airport was shutdown in July, our peak season, didn't help the situation. The CAT Ferry also added to our loss.

– Elizabeth and Keith MacPhee, Tulloch Inn, Lake Ainslie

We are open all year long, **for the overall year we were down 30 per cent.** In the summer, we had 5-10 per cent less tourists and very few Americans.

– Alex and Eleanor Ryan, Gables Mote, Inverness

I think it was about the same. I haven't looked at the exact figures. But I did find it took longer to fill up all four rooms. Last year, usually by noon in the summer we would be full, but this year, sometimes it was 7 p.m.

– David Poirier, Albert's Motel, Cheticamp

EASTERN SHORE

WHAT THE PROVINCE IS SAYING:

N.S. Department of Tourism

Tourism Insights Publication – 2005 Indicators

Accommodation Activity

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Occupancy Rate (%)	34	8	9	11	11	21	29	48	53	44			
% Point Change	-5	-3	-3	-4	-3	2	-4	-1	-8	-12			
Rm Nights													
Sold (000s)	18	0.2	0.2	0.3	0.3	2	3	4	5	4			
% Change	-9	-20	-31	-26	-17	24	-5	-1	-11	-20			

WHAT TOURISM OPERATORS HAVE TOLD US:

“It was not a good season. It was a bad year. **My numbers were down between 40 and 50 per cent.** I can’t imagine you’re going to find too many people whose numbers match up. **I’ve heard of some people whose numbers were down by as much as 60 per cent.**”

– Bruce Fulton, Owner

Bruce Fulton’s Bed & Breakfast, Middle Musquodoboit

“**The season was down, probably over 10 per cent for the entire year. The season was probably down by 25 per cent.** In 2004, we had 345 room nights sold, and in 2005 there have been less than 300. We can only hope next year will be better.”

– Operator in Musquodoboit Harbour

We are down 12-15 per cent, including restaurant and rooms. Last year was flat as well, there are less Americans, and there is a big down turn. It is time for the Department of Tourism to do something, we have had the same tour guide and same advertising, there is no innovation.

– Adrienne Blanchette and Elizabeth Schwarzer, Auberge Salmon River House County Inn, Salmon River Bridge

Occupancy is down 8 per cent from last year. There has been a steady decline of American traffic over the last 5-10 years.

– Robin and Marilyn Webber, Webber’s Lakeside Cottages

We had a bad, bad year, worst than last year. I can't give you any exact percentages, but we had absolutely no Americans and only a few local workers kept us going.

– Wallace Spears, Sheet Harbour Motel

We were down 10 per cent this year and about the same in regards to Americans, about 10 per cent.

– Schupbach Family, St. Mary's River Lodge- Sherbrooke

FUNDY SHORE

WHAT THE PROVINCE IS SAYING:

N.S. Department of Tourism
Tourism Insights Publication – 2005 Indicators
Accommodation Activity

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Occupancy Rate (%)	45	24	36	34	39	40	47	61	64	57			
% Point Change	-5	-6	-4	-16	-1	-1	0	-2	-5	-5			
Room Nights													
Sold (000s)	134	8	10	10	12	14	16	22	23	20			
% Change	-5	-8	-6	-27	2	3	2	-2	-5	-7			

WHAT TOURISM OPERATORS ARE TELLING US:

“We weren’t busy this year. It’s not what it was years ago. I think gas prices had a lot to do with it.”

– Operator in Nappan

“It was crappy. It was down a lot to what it was last year, and last year was down too. So 2004 was down, and 2005 was even worse. **I would say it’s down more than five per cent. It’s definitely down more than that here.** There’s just nobody travelling, and if they are, they’re travelling with their giant camper trailer. We had 20 people from the states all year, and it’s usually a lot more than that.”

– Stacy Hill, Berry’s Motel, Truro

“It was not good. Business wasn’t good. There are not so many people coming here. **I would say it was 40 per cent less.** Oh, it wasn’t good. We don’t have reservations, we just sit for days and days. People are saying the same. They’re all having a hard time. We’re all suffering. It will be hard to pay our bills this winter.”

– Fadia Banna, Sunrise Motel, Brookfield

“My inn did well this year. My numbers were up by about 50 per cent from last year. But this was only my third year so it’s a bit of a different situation.”

– Operator in Summerville

We did fine. We were a little bit down from other years, but not by much.

– Operator in Port Greville

We didn't do as well as we did last year. **We were down 15 to 20 per cent.**

– Johannes Hiesberger, Maple Inn, Parrsboro

We're down eight per cent. We were down mostly in June and September. We do most of our business through reservations, we don't usually do drop-ins. But there were fewer reservations this year.

– Charlotte Roberts, Tidal River Ridge Retreat, Moose River

We did a little bit better this year than last year, but not much. It was a very slow start. We're not getting the American traffic that we used to.

– Operator in Economy

We were down, like everyone else. It was one of those years. **We were down by about eight per cent.**

– Anne McDonah, The Belgravia Bed & Breakfast, Truro

HALIFAX/DARTMOUTH

WHAT THE PROVINCE IS SAYING:

N.S. Department of Tourism

Tourism Insights Publication – 2005 Indicators

Accommodation Activity

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Occupancy Rate (%)	63	43	54	56	63	61	63	69	68	85			
% Point Change	-2	0	-5	-7	-2	2	-1	-3	-5	-2			
Rm Nights													
Sold (000s)	1,008	67	76	88	96	121	133	153	141	132			
% Change	-2	2	-9	-9	-2	6	1	-3	-6	-2			

WHAT TOURISM OPERATORS HAVE TOLD US:

This season went poorly. We've been in this business since 1999 and when business is good, the numbers are better than what it seemed, and when it's bad, the numbers aren't as bad. It was pretty rough this year. **Our tourism business was down probably 15 to 20 per cent, maybe more.**

– Seymour Trihopoylos, General Manager
Stardust Motel, Bedford

July and August were softer than usual. **We were down 5 per cent, definitely, on the tourist side.**

– Operator in Halifax

This past summer was a little slower than last year. **I believe it was a little more than 5 per cent down from last year.** There were much fewer American tourists.

– Operator in Dartmouth

Actually, we had a great year. A lot of it is because of our positioning. We're in a niche market.

– Operator in Enfield

We had a pretty good year; we had regular people with a fair number of tourists. I can't give you any data though.

– Gloria Lunn, Travelers Motel – Bedford

We had the best year we have ever had. We are a niche market, a boutique market. We had a lot of repeat clientele. Our occupancy rate in 1998 was 71 per cent and 75 per cent in 1999. For 2004 it was 71.8 per cent.

– Ron and Sue Nelson, Inn on the Lake – Fall River

We are the same as everybody else and are generally down from last year, everybody knows that. We are a small operation and there were less Americans. We don't really keep track of the number of tourists in particular; we just worry about our occupancy rate.

– Heather Brown, La Tribune Bed and Breakfast – Herring Cove

NORTHUMBERLAND SHORE

WHAT THE PROVINCE IS SAYING:

N.S. Department of Tourism
Tourism Insights Publication – 2005 Indicators
Accommodation Activity

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Occupancy Rate (%)	42	29	32	36	38	36	36	49	51	57			
% Point Change		4	5	3	0	1	12	7	1	5	-3		
Room Nights													
Sold (000s)	135	6	6	8	8	14	19	27	28	18			
% Change		6	14	2	-5	11	17	22	0	9	-6		

WHAT TOURISM OPERATORS ARE TELLING US:

“It’s been quite a bad year. The numbers have been way down. **For us, they’re down between 20 and 30 per cent.** There’s just nobody around. Other hotel operators have been saying much the same. The numbers have never matched the government figures, and we’ve been here nine years. They never match the situation as we see it.”

– Curt Snook, Wentworth Valley Inn – Wentworth

“**Our business is down probably by 20 per cent.** Last spring our bookings were way down, and the summer was just sad. Days went by when there were no bookings. Over the last three years the numbers have been going down. And I have lost total faith in the Department of Tourism doing anything to help us.”

– Operator in Blafron

We didn’t have a bad year, contrary to what’s been going on around us. Of course, we’ve had a lot of work crews staying here this year; tourism was just a minor part of part of our business this year. That’s not a normal trend, it’s just that we have a lot of work contracts in the area this year. And once they’re done that traffic dries up, and we’ll be back to relying on tourism. So I hope it’s a better season next year.

– Operator in New Glasgow

We had a pretty fair season. We had about the same number of tourists and workers staying here.

– Operator in Pugwash

Our total season was about the same as previous years, but our summer season was way down. **I would say it was down by about 15 to 20 per cent.** If we hadn't had good business at the beginning and end of the season from conferences it wouldn't have been a good year. Tourism was down considerably.

– Michael Emmett, Braeside Inn, Pictou

SOUTH SHORE

WHAT THE PROVINCE IS SAYING:

N.S. Department of Tourism
Tourism Insights Publication – 2005 Indicators
Accommodation Activity

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Occupancy Rate(%)	40	16	26	28	28	29	35	60	67	54			
% Point Change	-3	-2	2	1	0	-2	-5	-1	-4	-2			
Rm Nights													
Sold (000s)	158	7	8	9	9	13	18	32	35	27			
% Change	-2	25	3	4	1	-5	-8	-2	-4	-2			

WHAT TOURISM OPERATORS HAVE TOLD US:

Our numbers were down 40 per cent in July, and 25 per cent in August. I don't know how the government is coming up with these figures. I can't believe it. And everyone else I've talked to have been saying the same thing. We've consistently sold between 450 and 500 rooms in July and August since 1991. This year, with less than 400, there's a definite decline.

Motel figures: July 2003: 484 rooms sold

August 2003: 545 rooms sold

2004: 510 rooms sold

2004: 491 rooms sold

2005: 306 rooms sold

2005: 371 rooms sold

– Raymond Davis, Cape Cod Colony Motel in Shelburne

We're down 15 per cent. I feel really rotten. It's going to make the winter extremely difficult. It's a combination of the ferry, the roads, the US dollar and gas prices. We certainly felt it was a huge dip.

– Operator in Liverpool

The season hasn't been as good as TIANS would have us believe. **By the end of the season we're going to be down 20 per cent.** I think everyone I've spoken to is down in numbers. I don't know how the facts and figures are coming out as good as they appear.

– Operator in Mahone Bay

Accommodations were relatively full, but **tourism was down by 10 per cent.**

– Cindy and Rodney Brannen, Old School House Inn, Barrington Passage

We have had a terrible year, I'm laughing because that is how bad it was. **We were down \$120,000 compared to last year.** Other years Americans made up 35 to 40 per cent of our travelers. This year we had less than 2 to 5 per cent of Americans.

– Heather Barber, Bridgewater Motor Inn

Tourism was up by 5 per cent.

– Angela Brown, Wandlyn Inn, Bridgewater

We were on par in June and August and a bit stronger from May to June and October and November were weaker. This is only our second season so it is hard for us to compare. I can only suggest that we need to boost tourism for the fall months, we are missing out big time.

– Andrea Ferguson, Bluenose Lodge, Lunenburg

We had enough money to pay the bills and that is about it, **we were down about 75 per cent**, when the Government tells us that tourism is doing well. Eighty per cent of our business used to be Americans, this year we had three couples.

– Margo and Don McCleary, Gold River Estate Bed and Breakfast, New Ross

We were down 40 per cent this year.

– Arthur and Jane McLoughlin, Sword & Anchor – Chester Basin