



# CAPE BRETON ISLAND

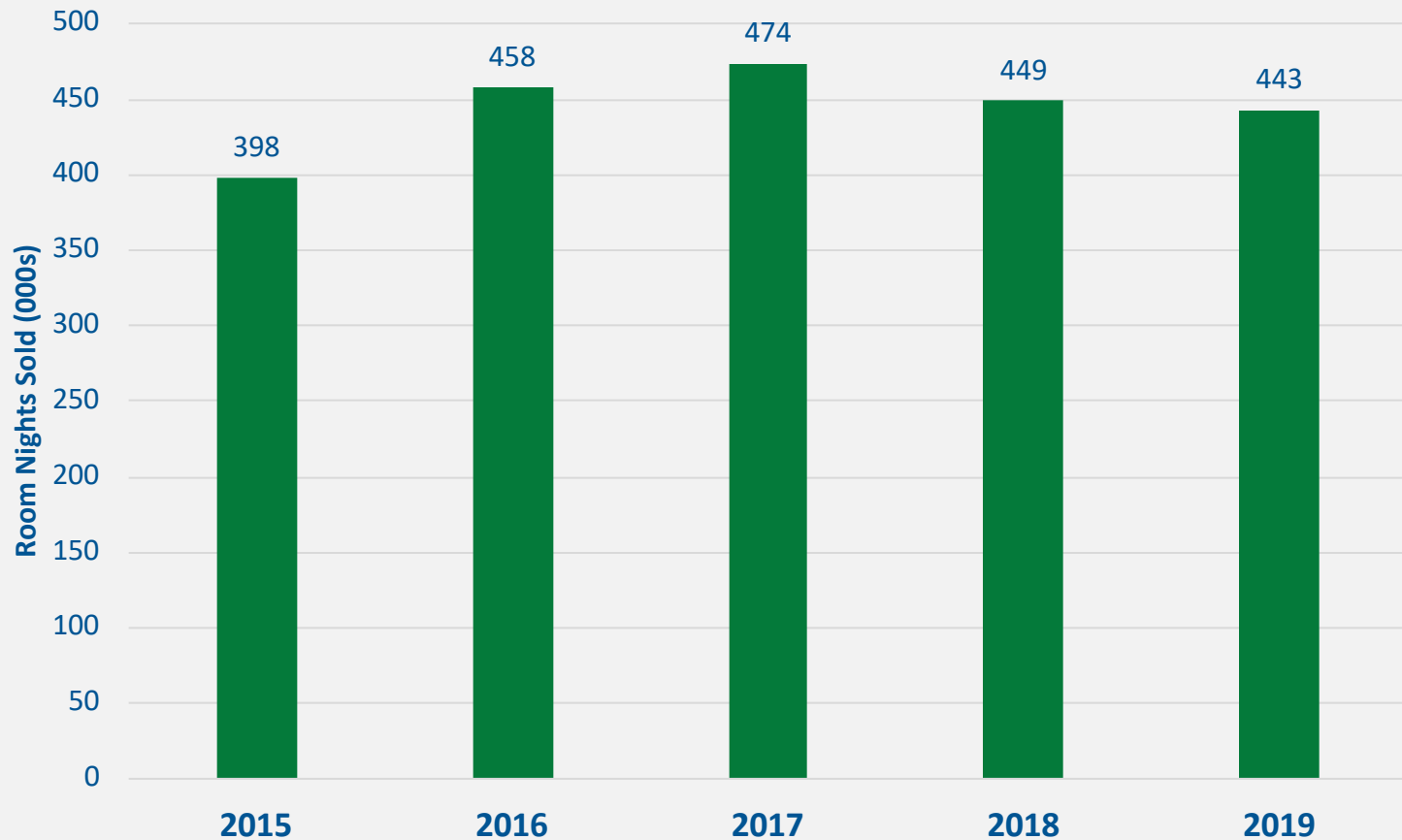
Your Heart Will Never Leave



Key Performance Indicators 2019

# Licensed Room Nights Sold

2015-19

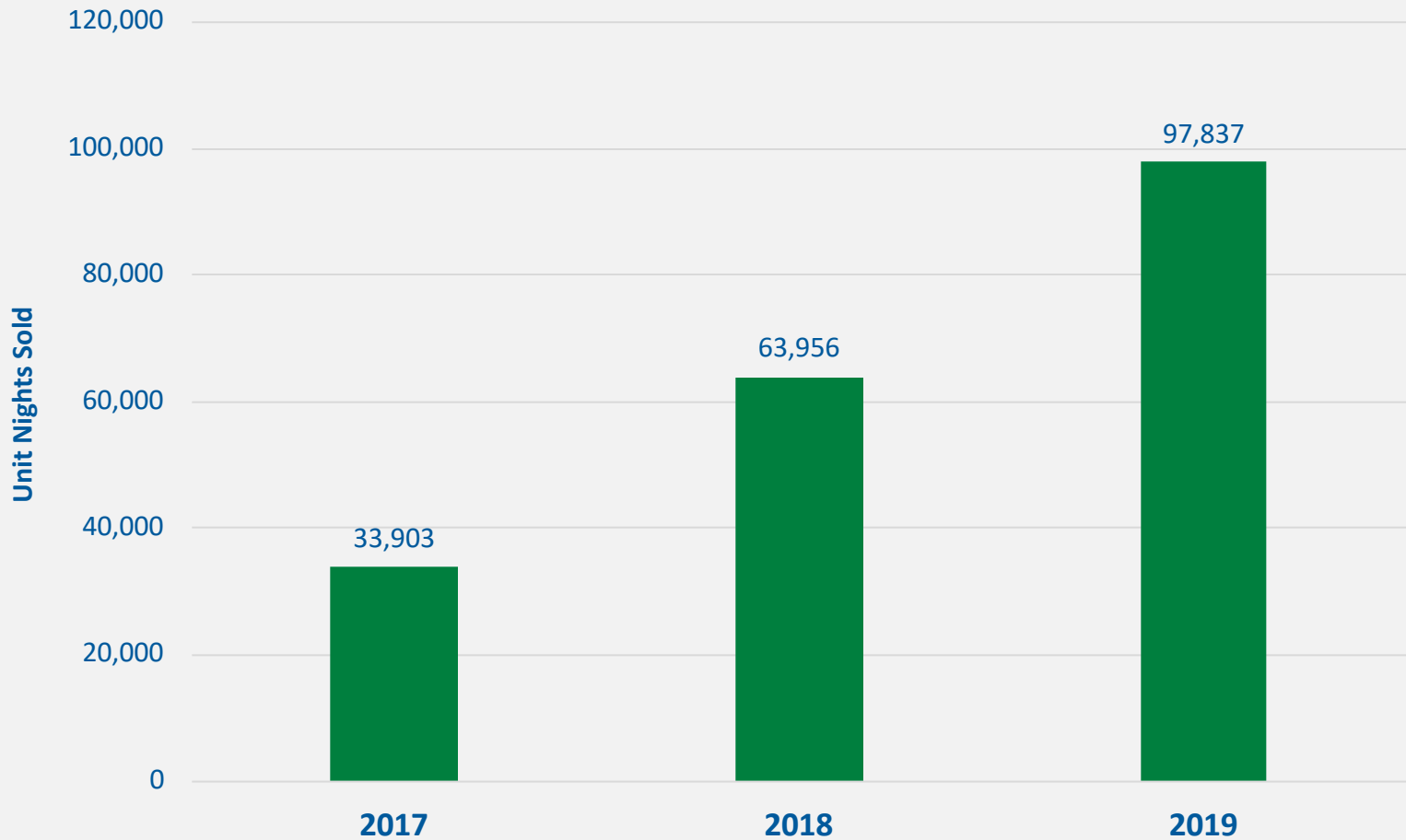


Licensed room nights sold were down 1% for the 2019 year.

Source: Nova Scotia Tourism Indicators

# Shared Economy Unit Nights Sold

2015-19

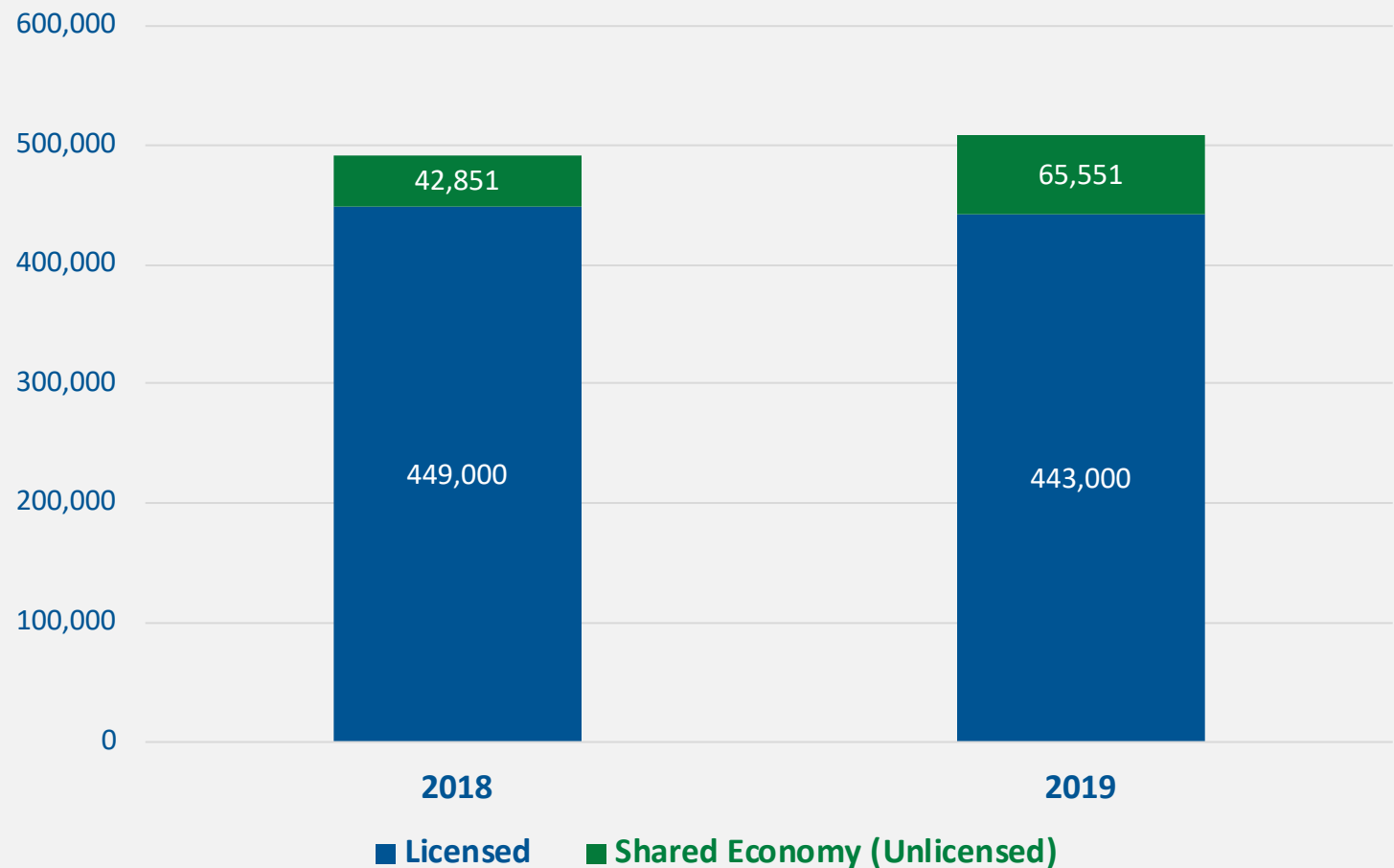


Shared economy unit nights sold increased 53% in 2019.

Source: AIRDNA

# Licensed Room/Shared Economy Unit Nights Sold

2018-19

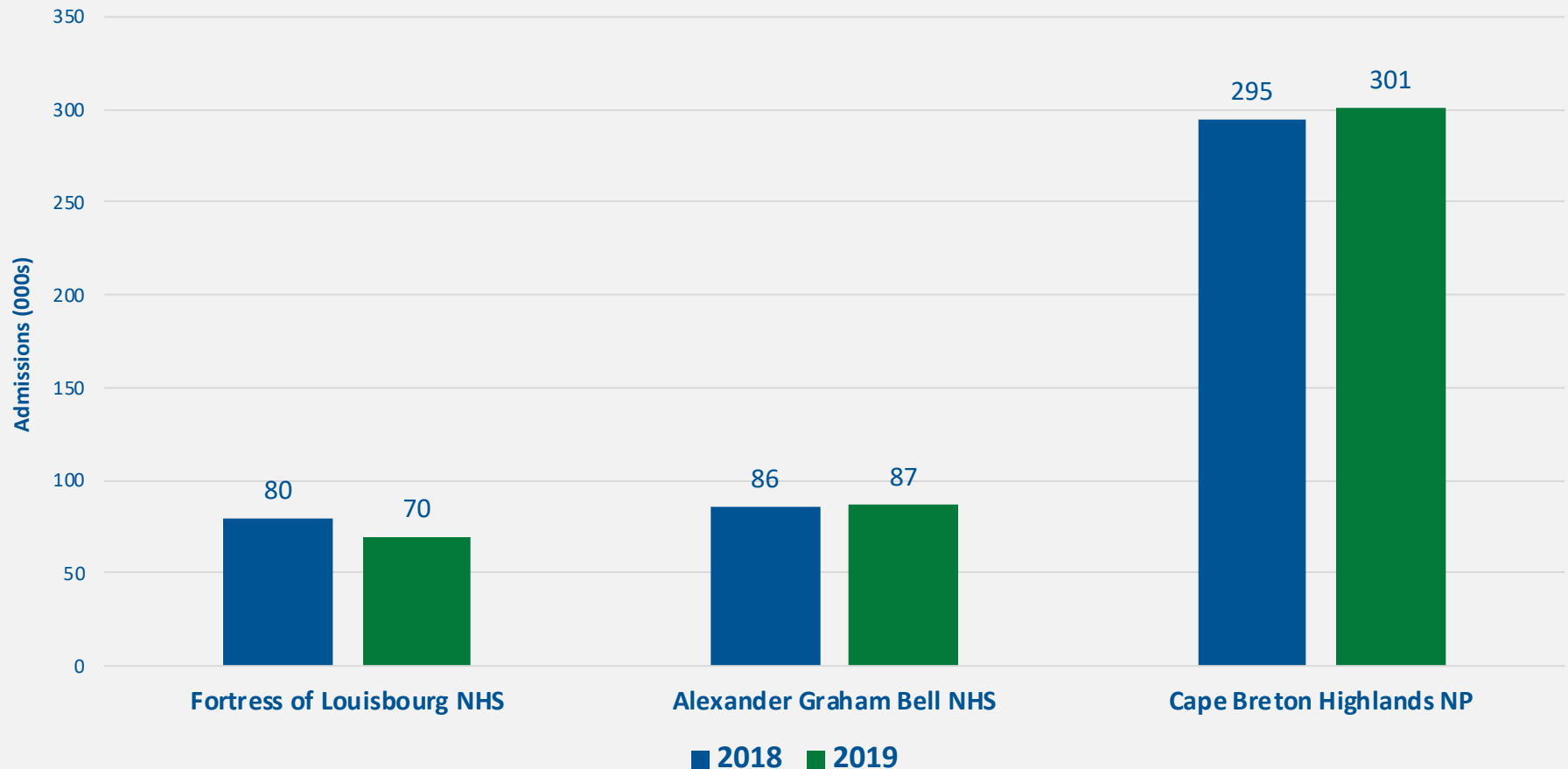


Source: Nova Scotia Tourism Indicators and AIRDNA

Combined licensed room nights and shared economy (unlicensed) unit nights sold were up 3.4% for the 2019 year.



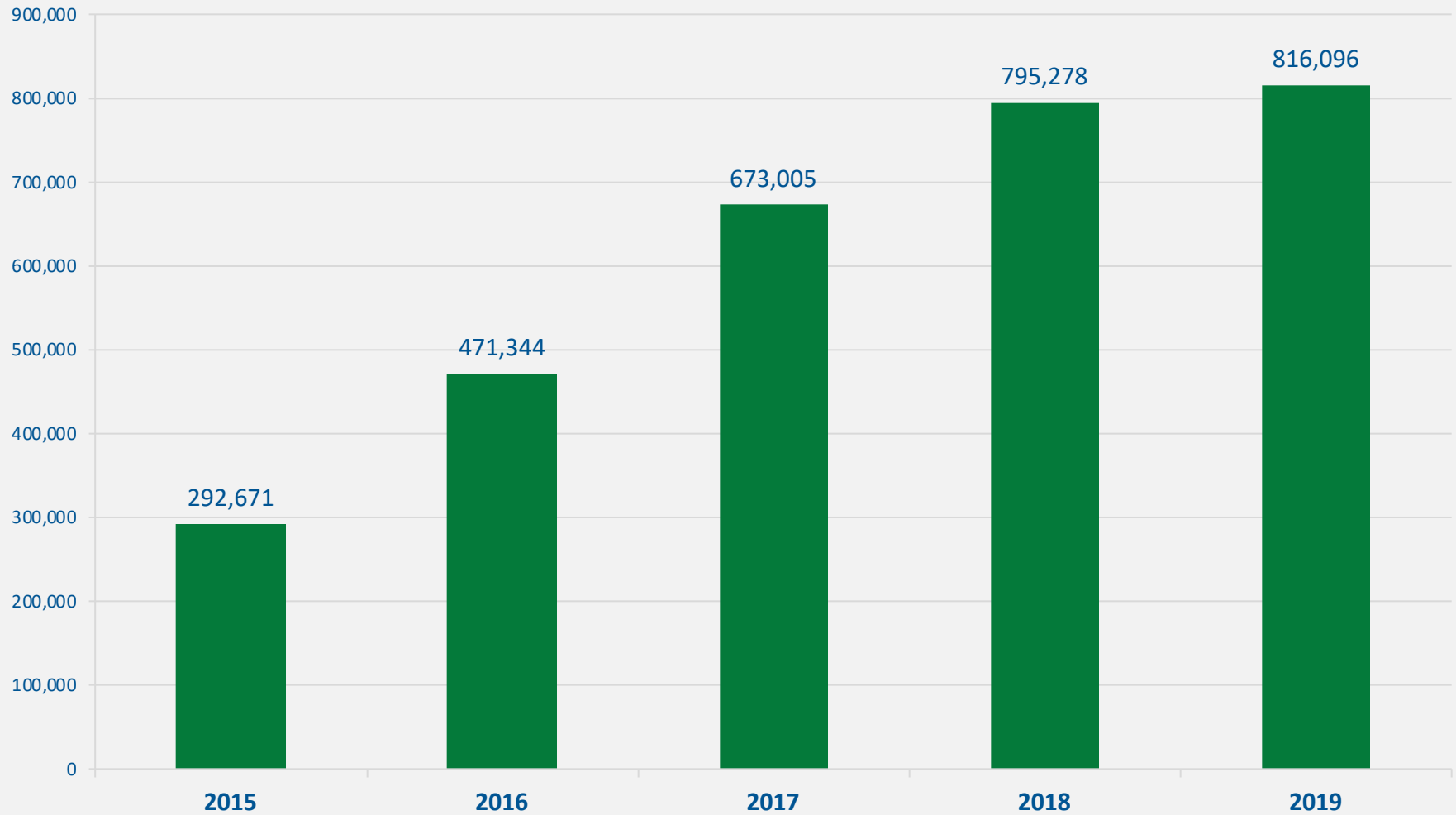
# Visitation to Parks Canada Sites 2018-19



Source: Parks Canada

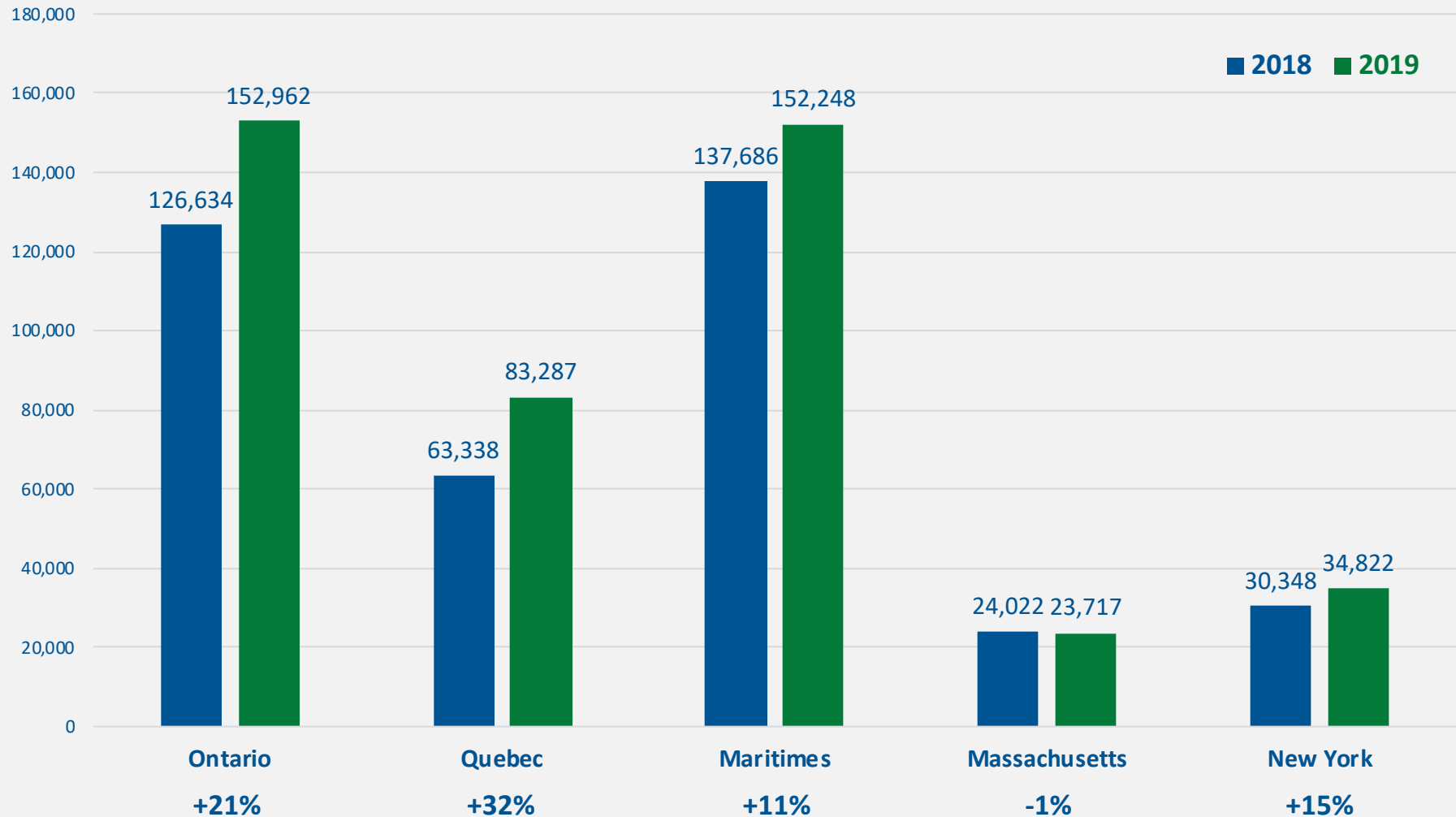
Cape Breton Highlands National Park increased 2%.  
Fortress of Louisbourg NHS was down 13%.  
Alexander Graham Bell NHS increased 1%.

# visitcapebreton.com Sessions 2015-19

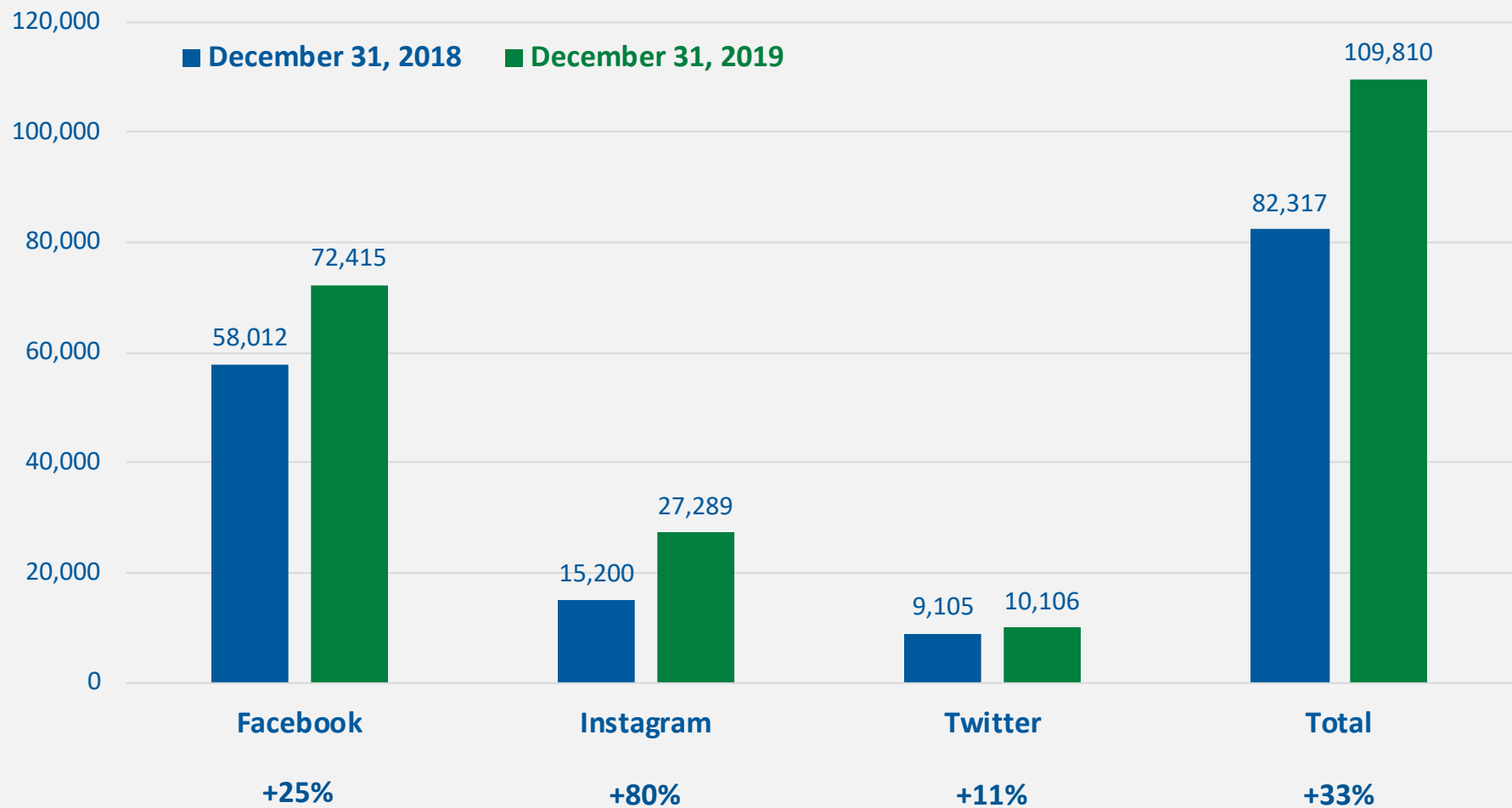


Sessions in 2019 were up 3% over 2018.

# visitcapebreton.com Sessions by Market 2018-19



# Social Media Followers 2018-19



Source: Facebook, Instagram, Twitter Insights

Engagements increased 57% to over 900,000.  
Video views were just shy of 4 million, on par with 2018.  
#visitcapebreton was used 21,579 times.