



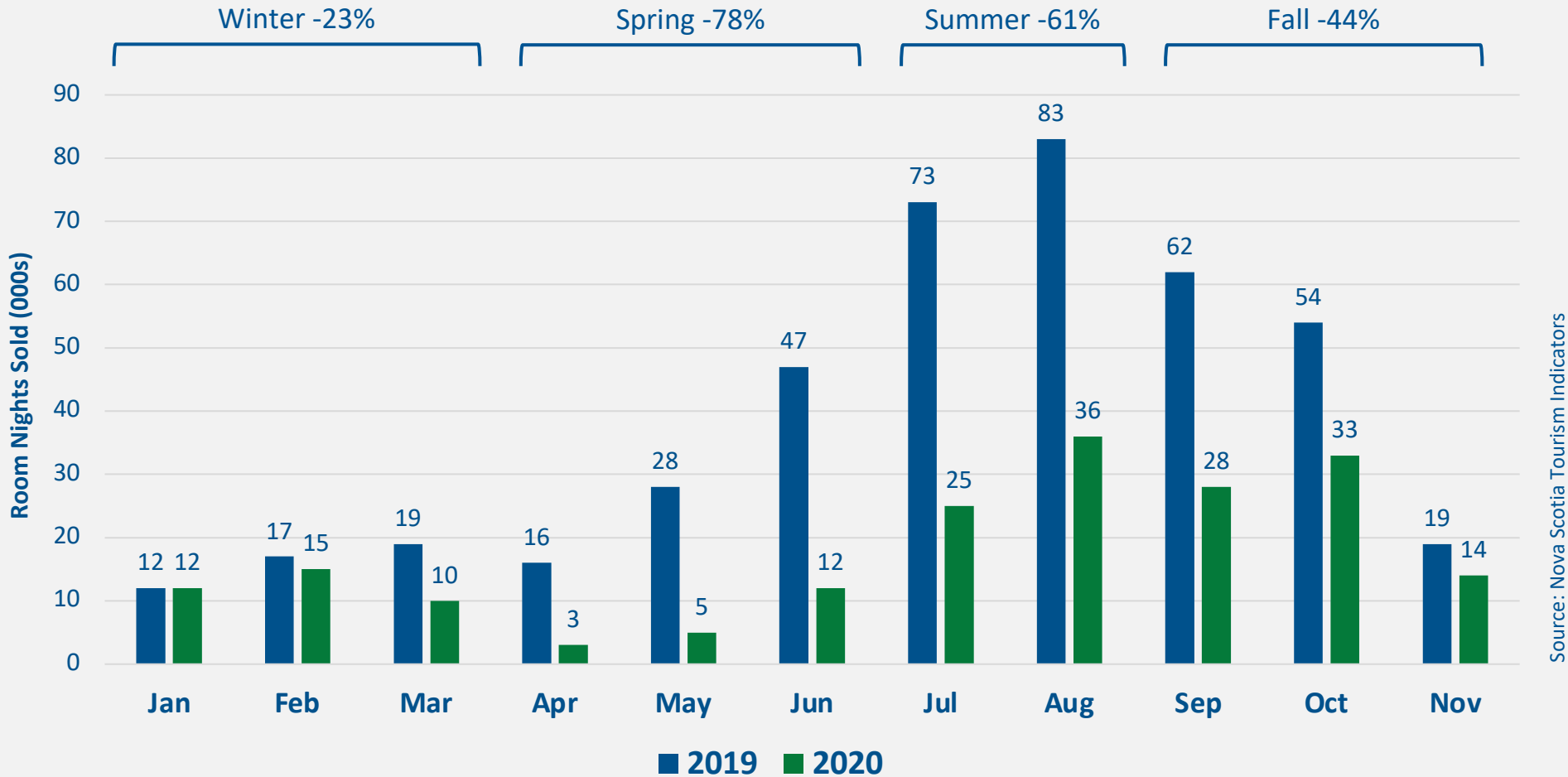
CAPE BRETON ISLAND

Your Heart Will Never Leave

Key Performance Indicators 2020

Registered Room Nights Sold by Month

January-November 2019-20

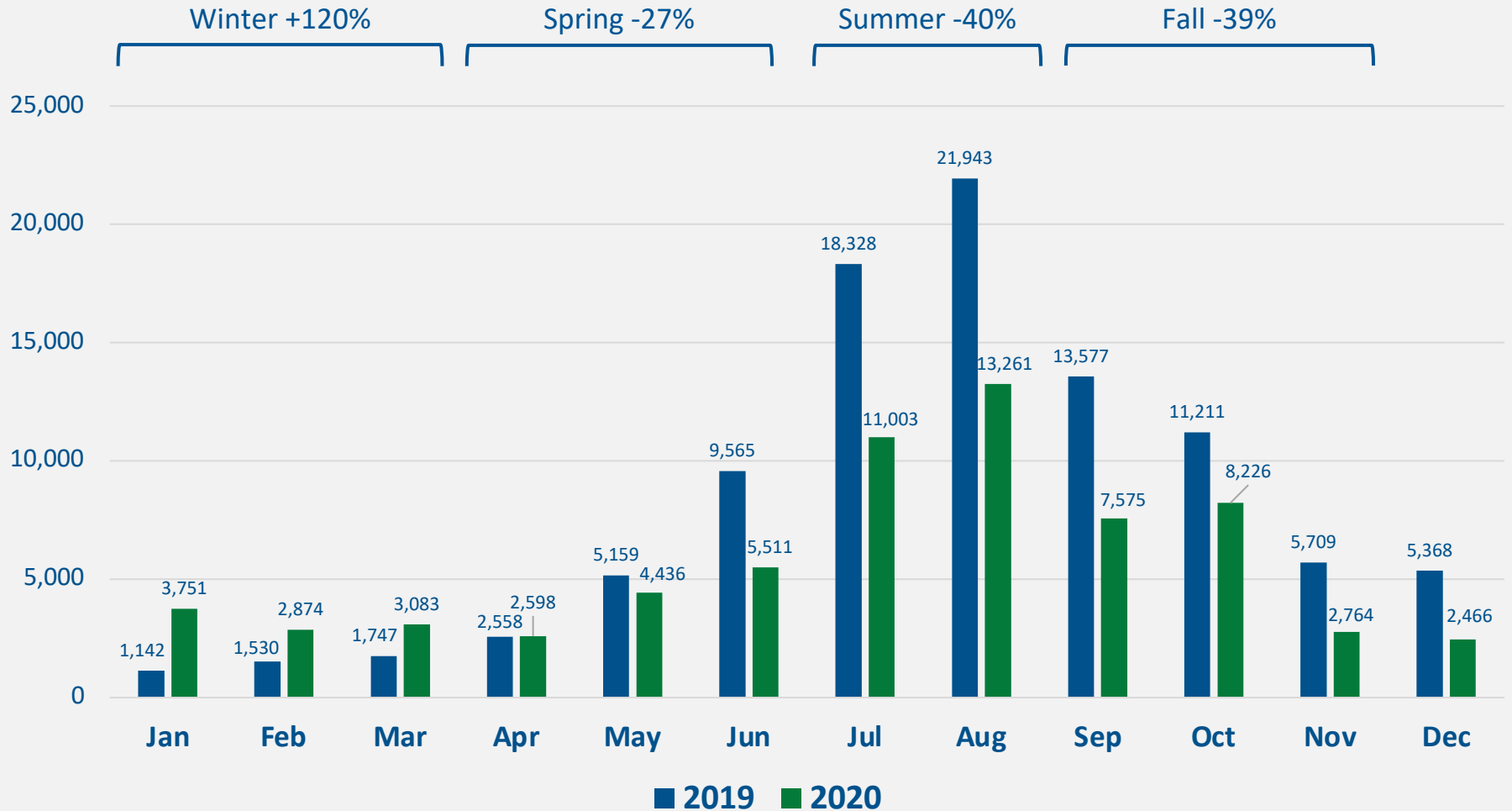


Source: Nova Scotia Tourism Indicators

Registered room nights sold were down 55% year over year.

Shared Economy Unit Nights Sold by Month

2019-20

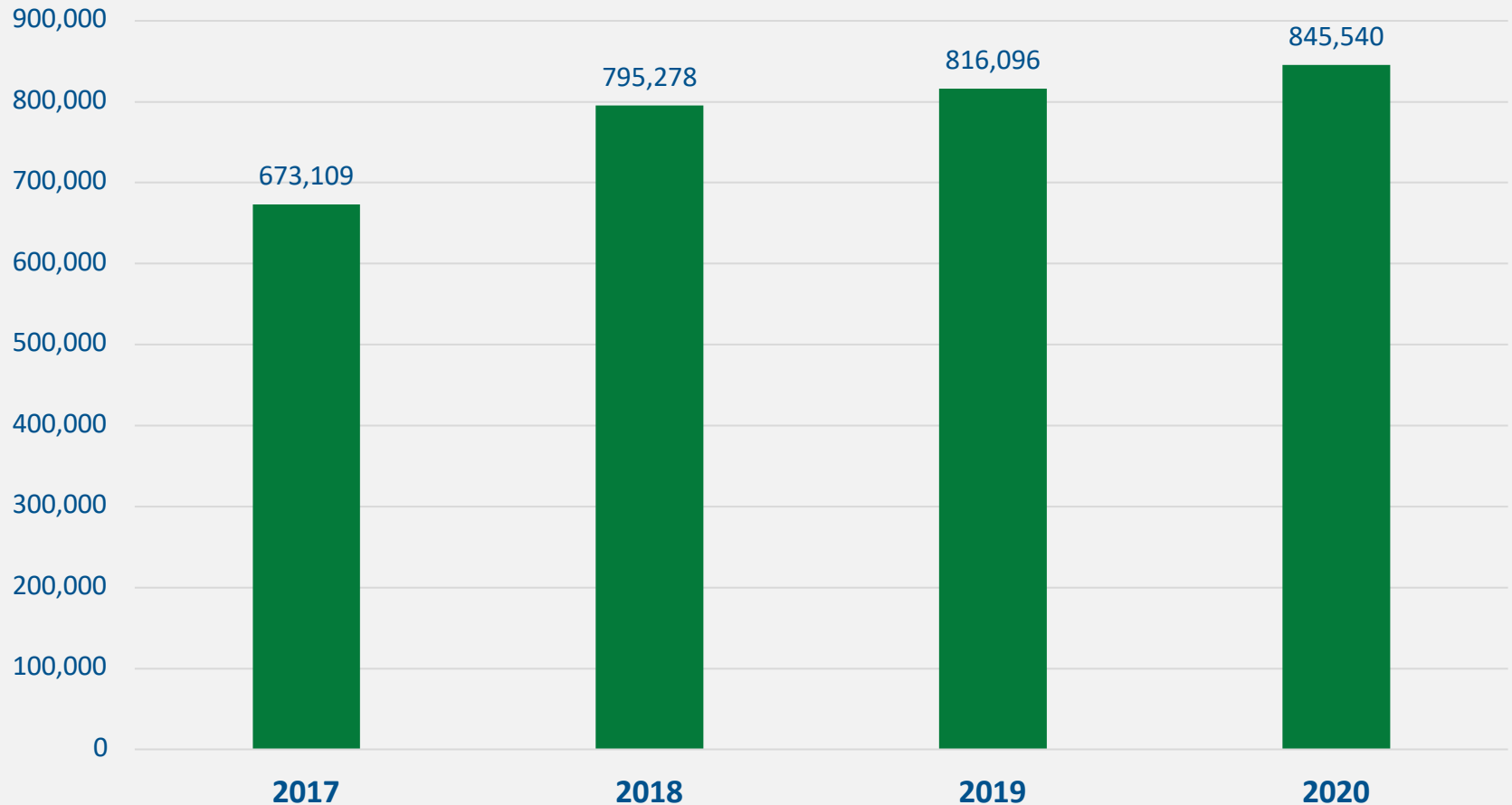


Source: AIRDNA

Shared economy units sold were down 31% year over year.

visitcapebreton.com Sessions

January 1 - December 31, 2017-20

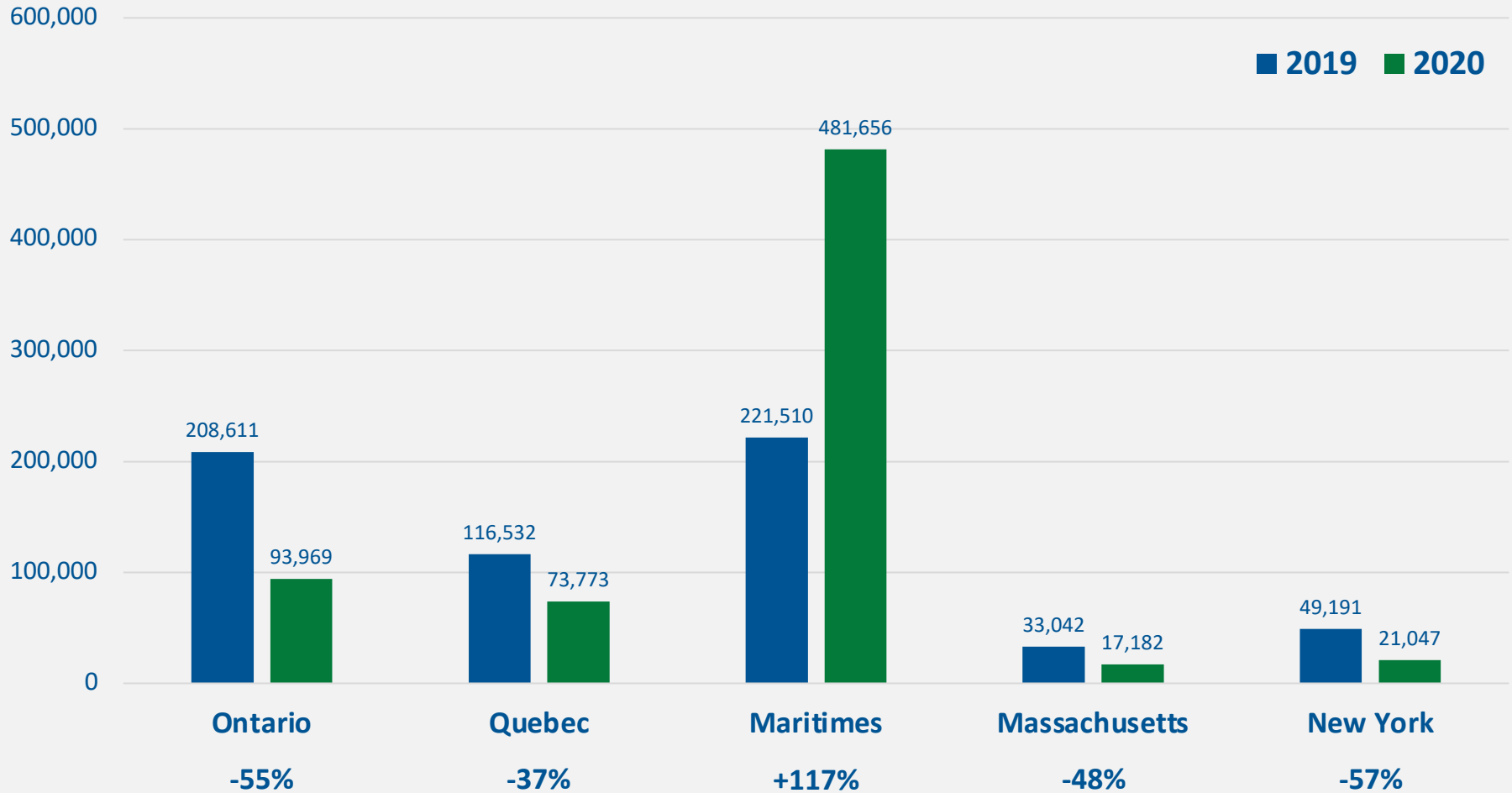


Source: Google Analytics

Website traffic was up 3.6% year over year.
Clicks to operator websites were up 12%.

visitcapebreton.com Sessions by Market

2019-20

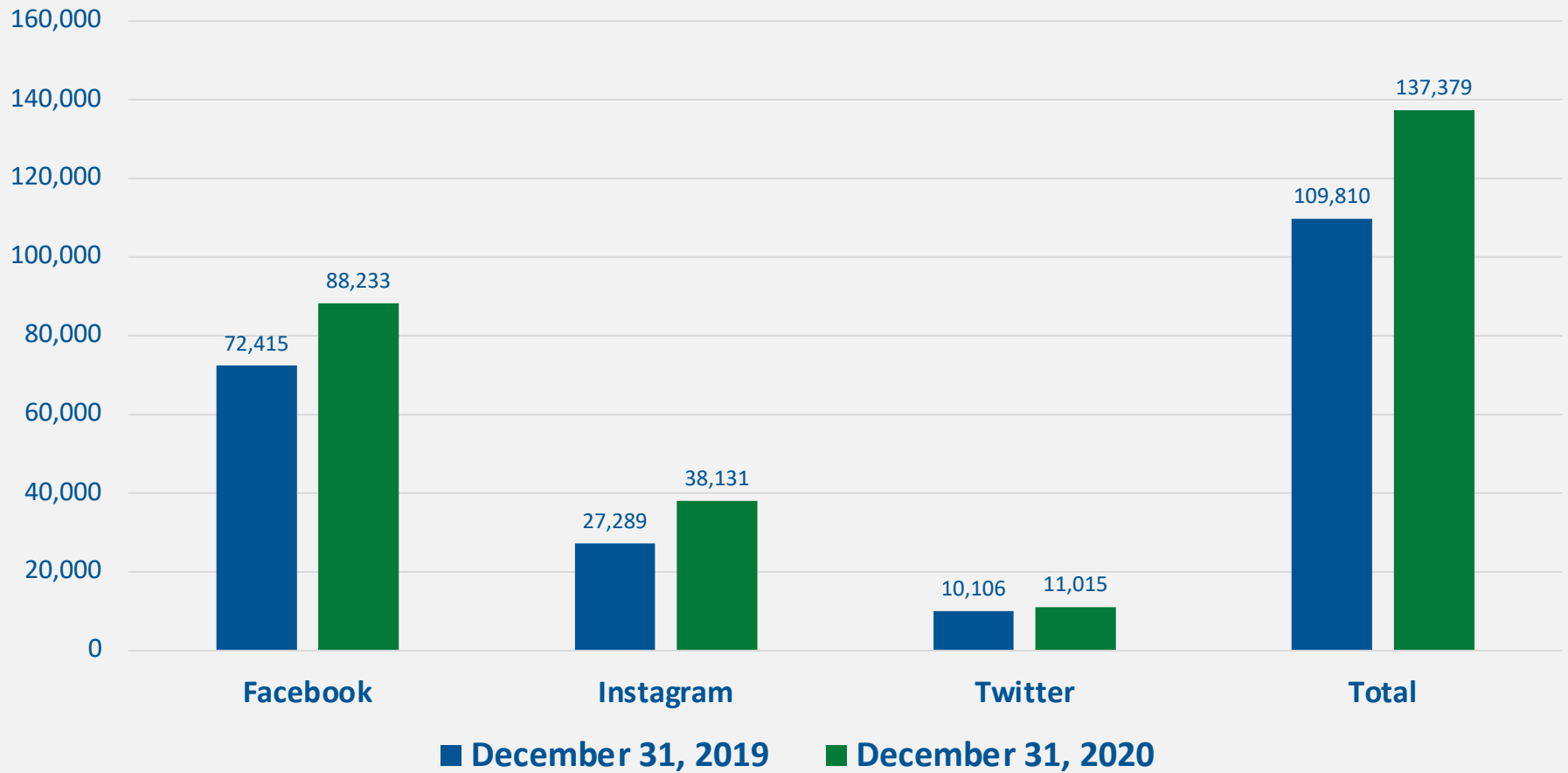


Source: Google Analytics

Website traffic from the Maritimes was up 117% year over year and tripled from mid-June to the end of October.

Social Media Follower Growth

2019-20



Source: Facebook, Instagram, Twitter Insights

- Total follower growth was up 25%
- Engagement was up 11%
- Video views for the year increased 6% to over 4.2 million