

Cape Breton Island

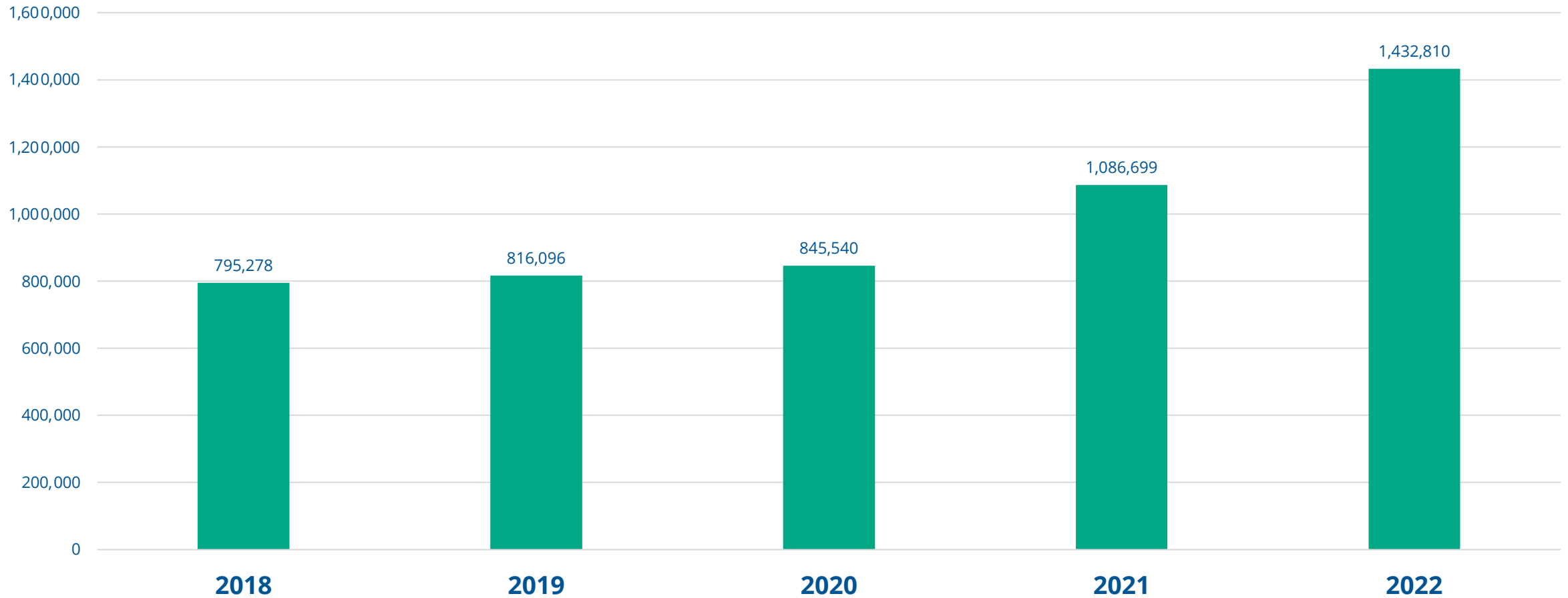
your heart will never leave.

Key
Performance
Indicators 2022



visitcapebreton.com Sessions

Five-year Trend, 2018-22

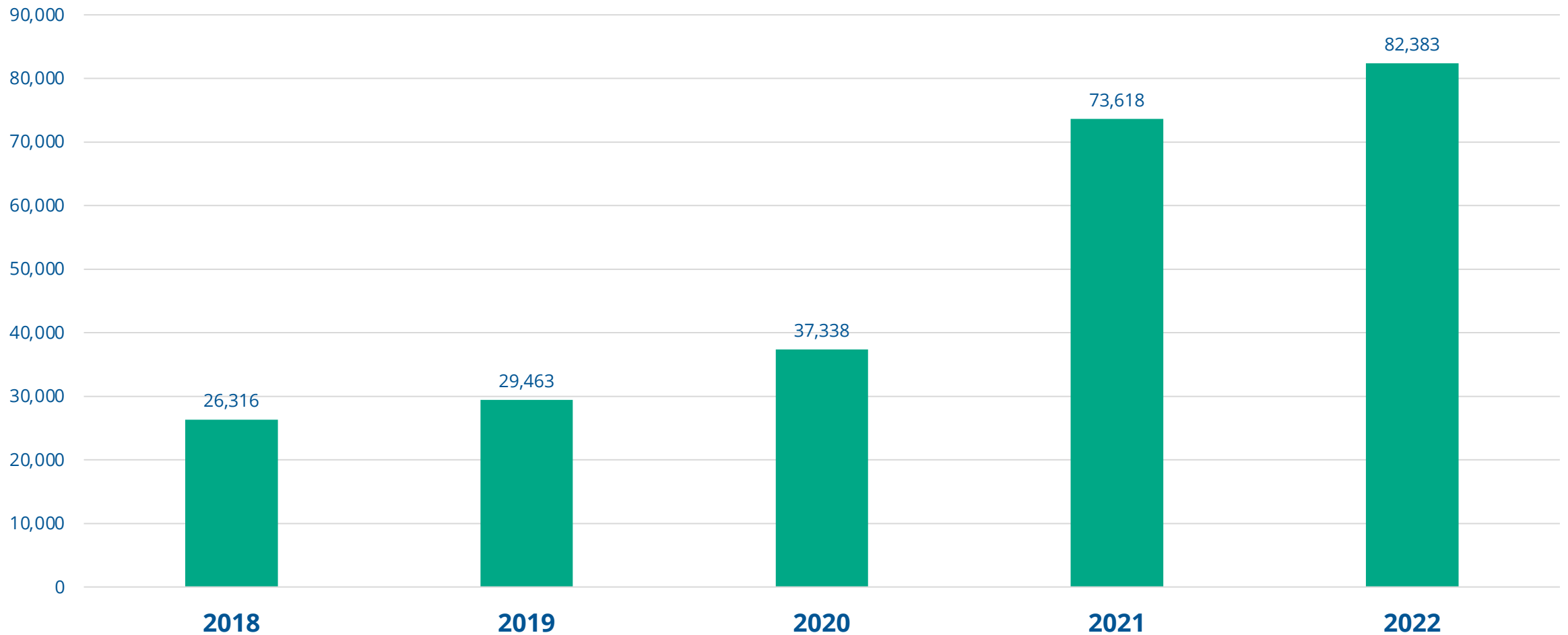


Source: Google Analytics

- Sessions in 2022 were up 32% year over year and reached a record level
- Leads (clicks to operator websites) were up 9%, also a record level

visitcapebreton.com Winter Campaign Pageviews

2018-22

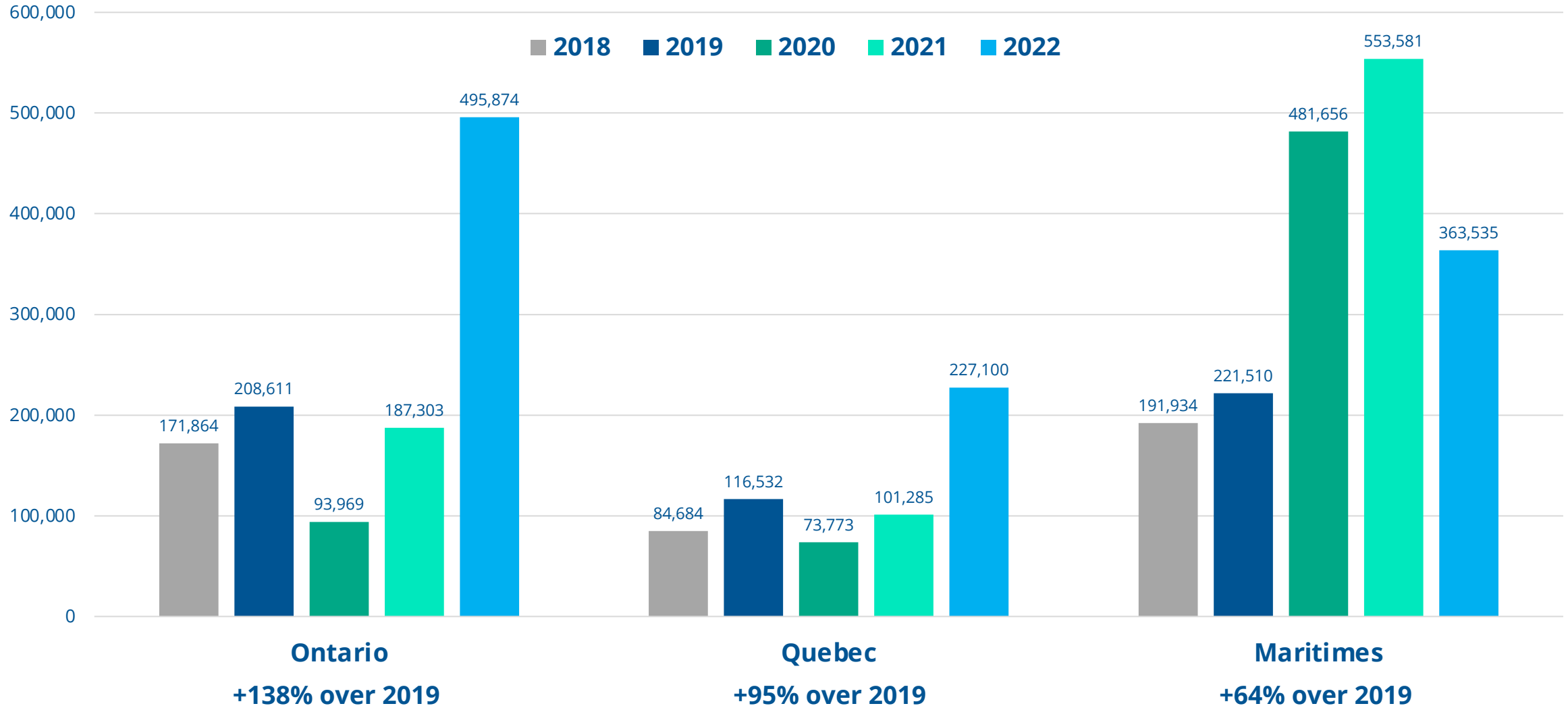


Source: Google Analytics

- There was a 12% increase in winter campaign pageviews year over year

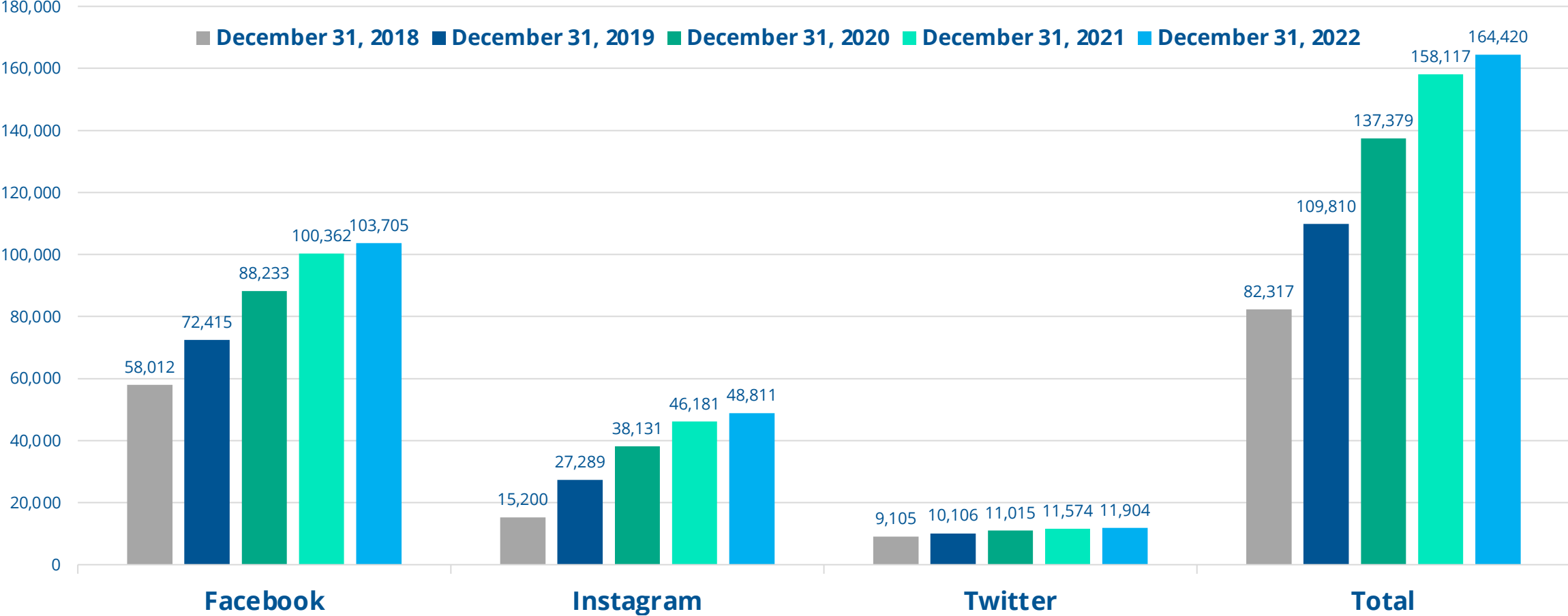
visitcapebreton.com Sessions by Market

2018-22



Social Media Follower Growth

2018-22

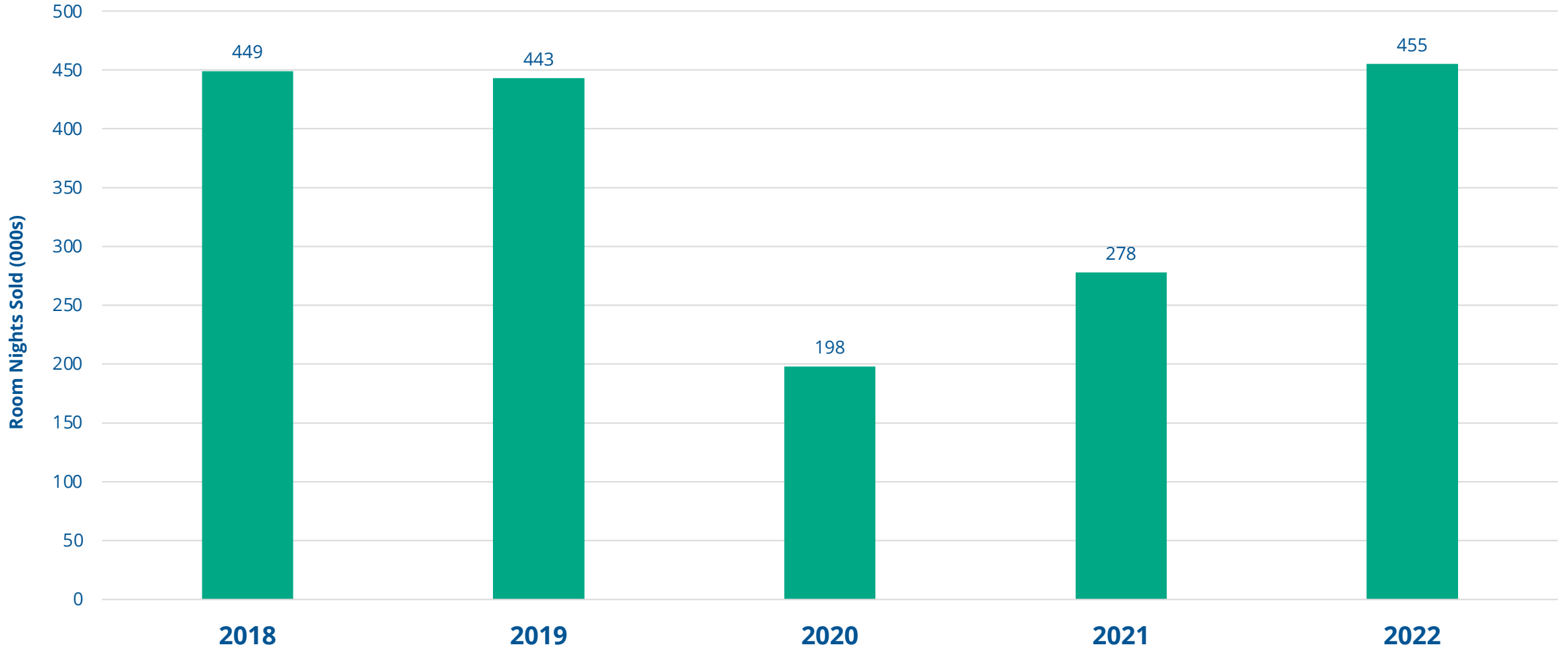


Source: Facebook, Instagram, Twitter Insights

- Social follower growth increased 4% year over year
- Engagement was down, mainly due to algorithm changes

Registered Room Nights Sold

2018-22

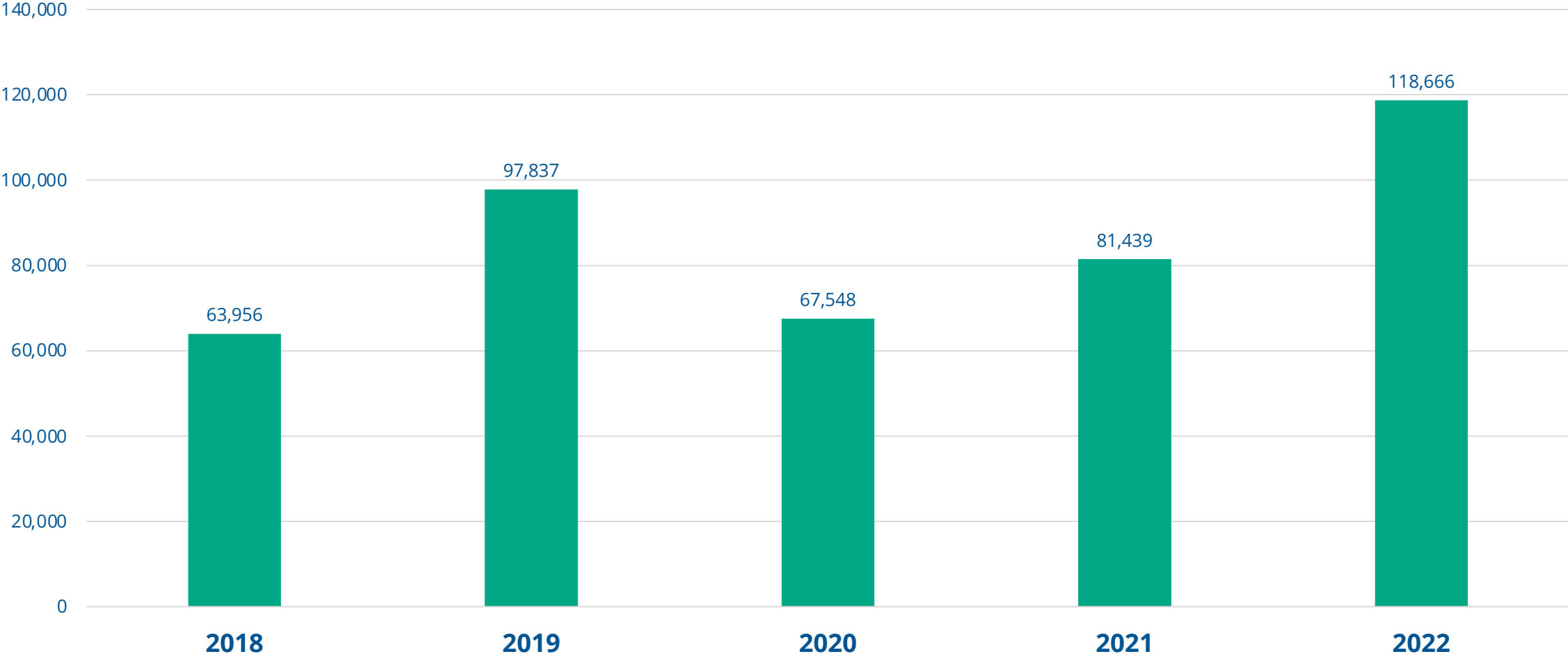


Source: Nova Scotia Tourism Indicators

- Room nights sold were up 5% over 2019

Short-term Rental Unit Nights Sold (Airbnb, VRBO)

2018-22

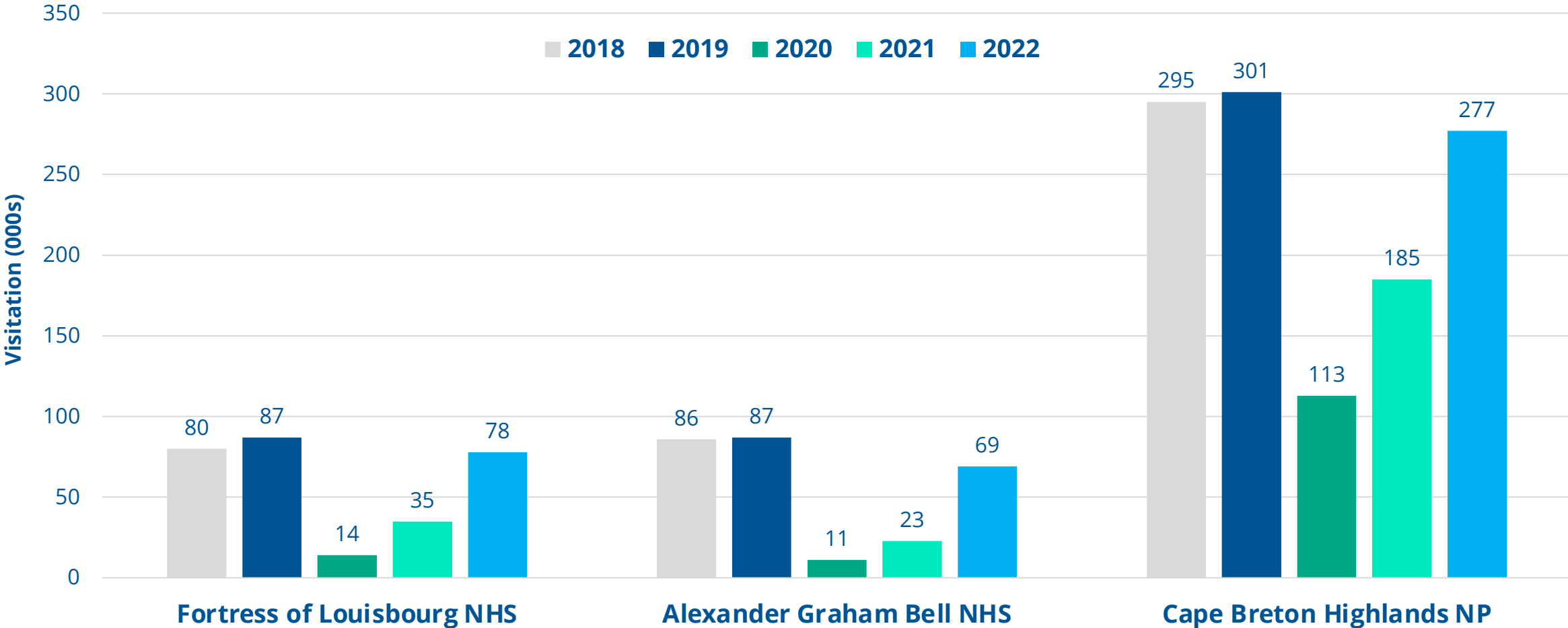


Source: AIRDNA

- Short-term rental unit nights sold were up 21% over 2019

Parks Canada Site Visitation

2018-22



Source: Parks Canada

- Visitation to Parks Canada site were up 75% over 2021, but down 22% from 2019
- Hurricane Fiona had a significant impact at all three sites