

A man and a woman are standing on the deck of a sailboat, looking out at the ocean during a beautiful sunset. The sun is low on the horizon, creating a bright reflection on the water. The sky is a mix of blue and orange. The sailboat's white sails are visible on the left side of the frame.

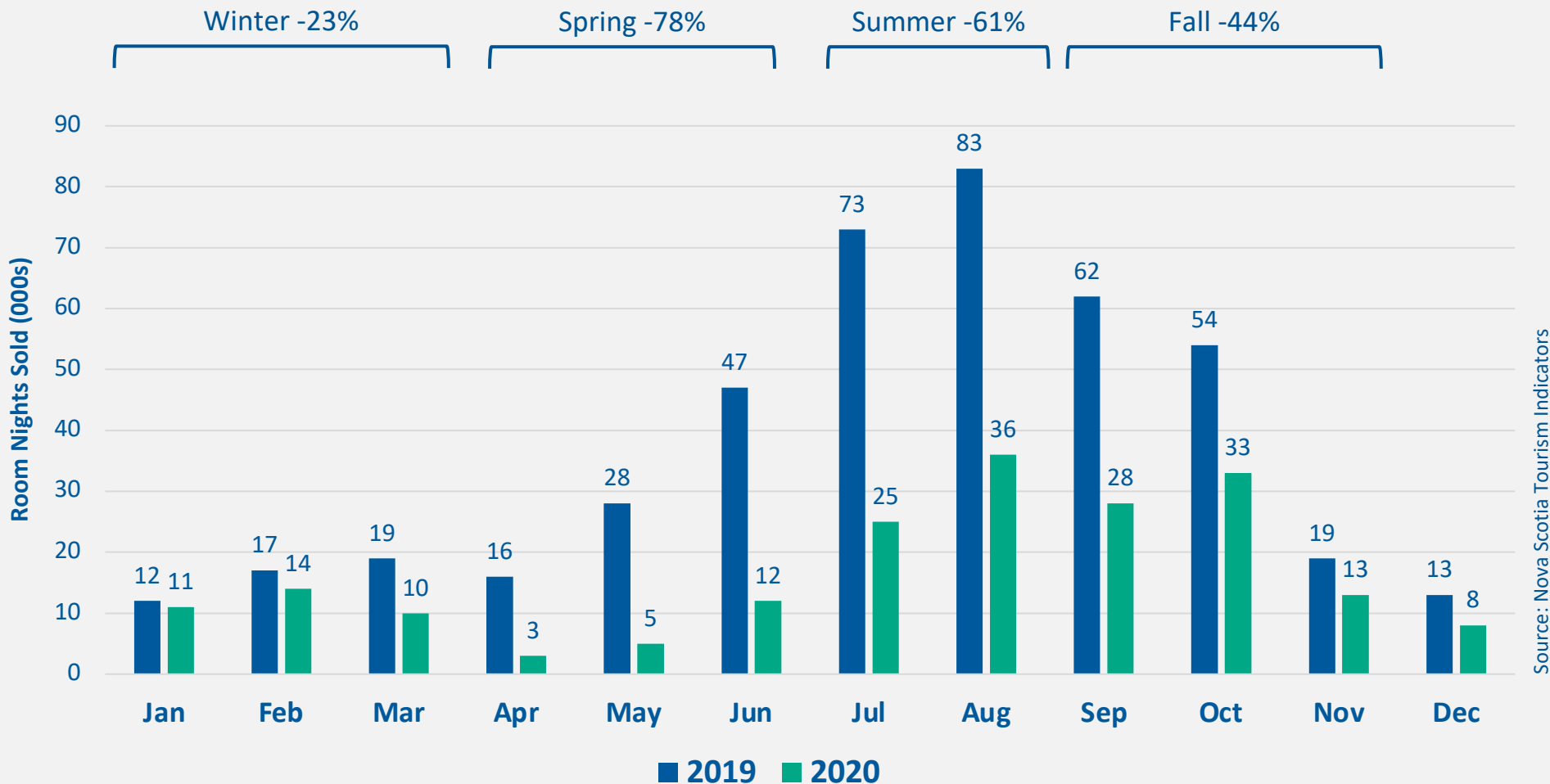
Cape Breton Island

your heart will never leave.

Key Performance Indicators 2020

Registered Room Nights Sold by Month

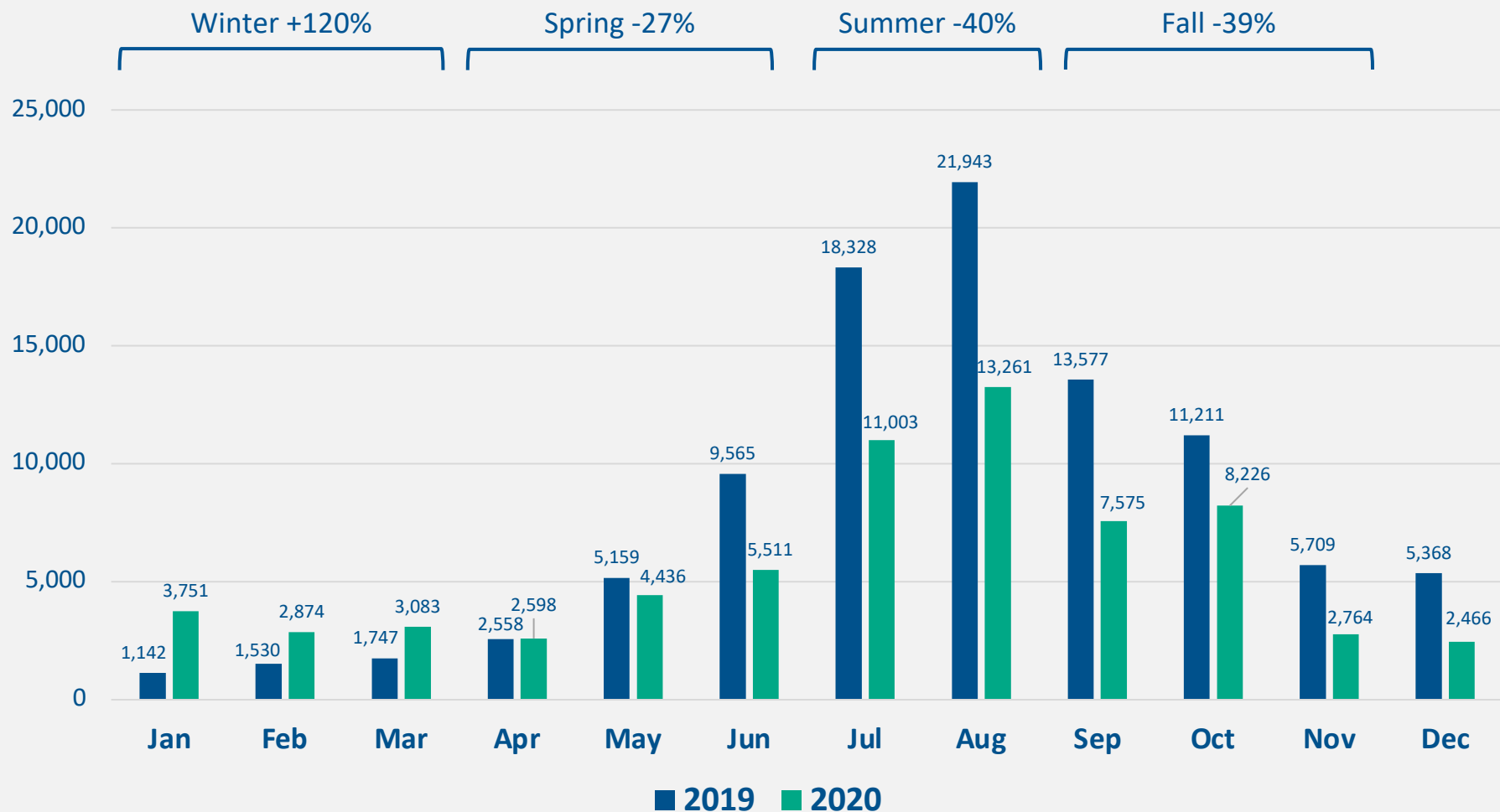
January-December 2019-20



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

Shared Economy Unit Nights Sold by Month

2019-20

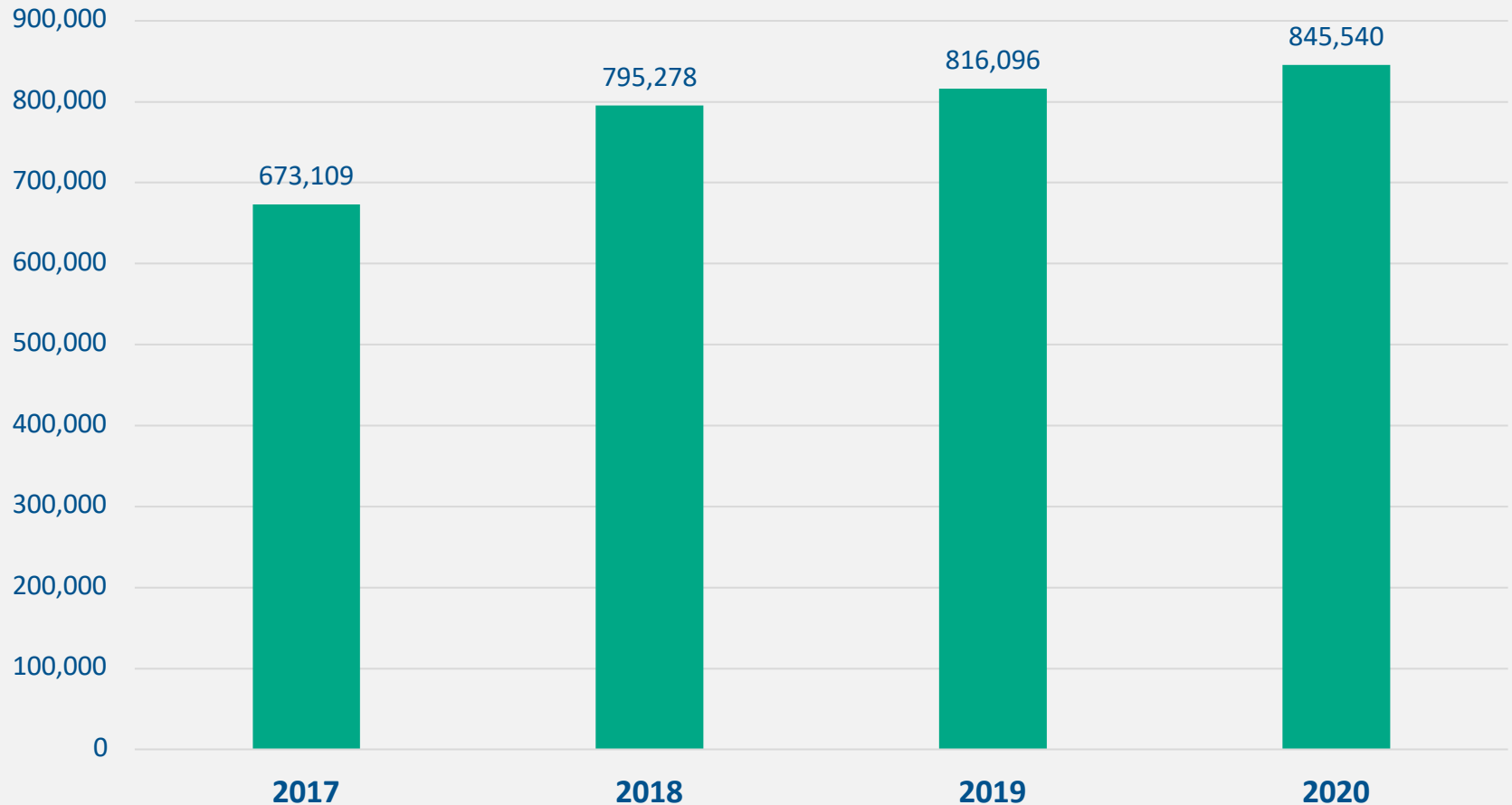


Source: AIRDNA

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

visitcapebreton.com Sessions

January 1 - December 31, 2017-20

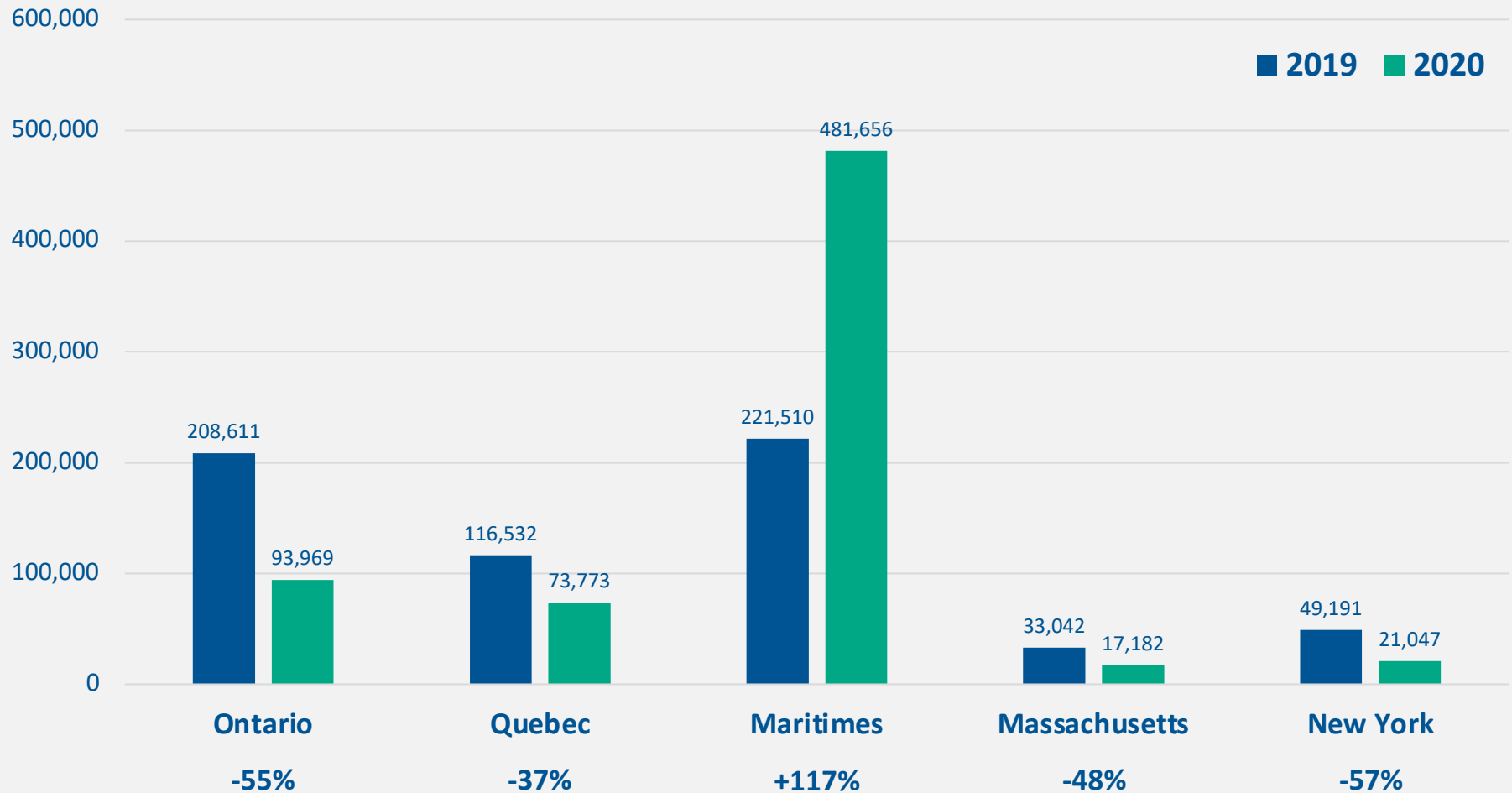


Source: Google Analytics

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

visitcapebreton.com Sessions by Market

2019-20

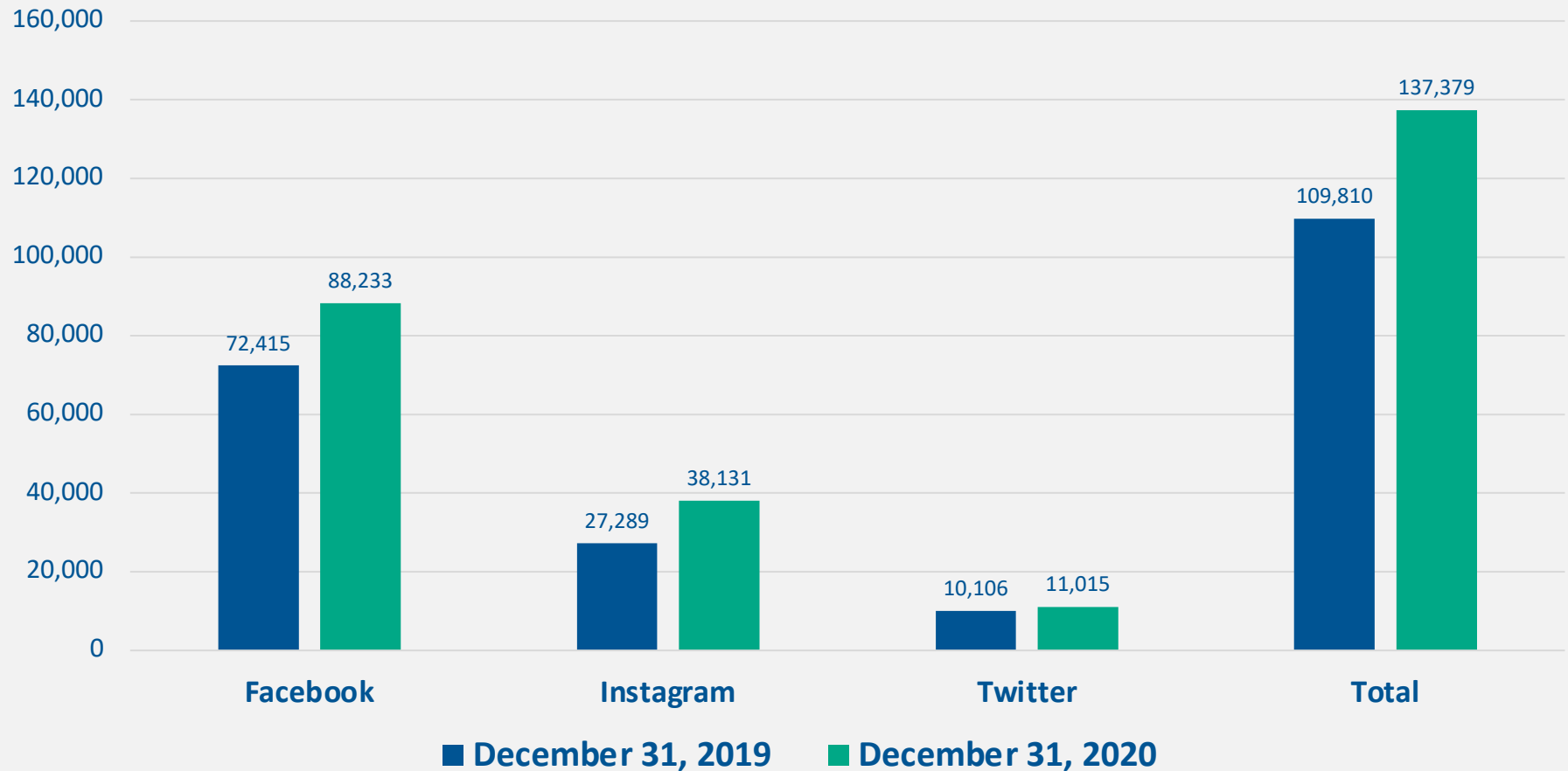


Source: Google Analytics

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