

Cape Breton Island

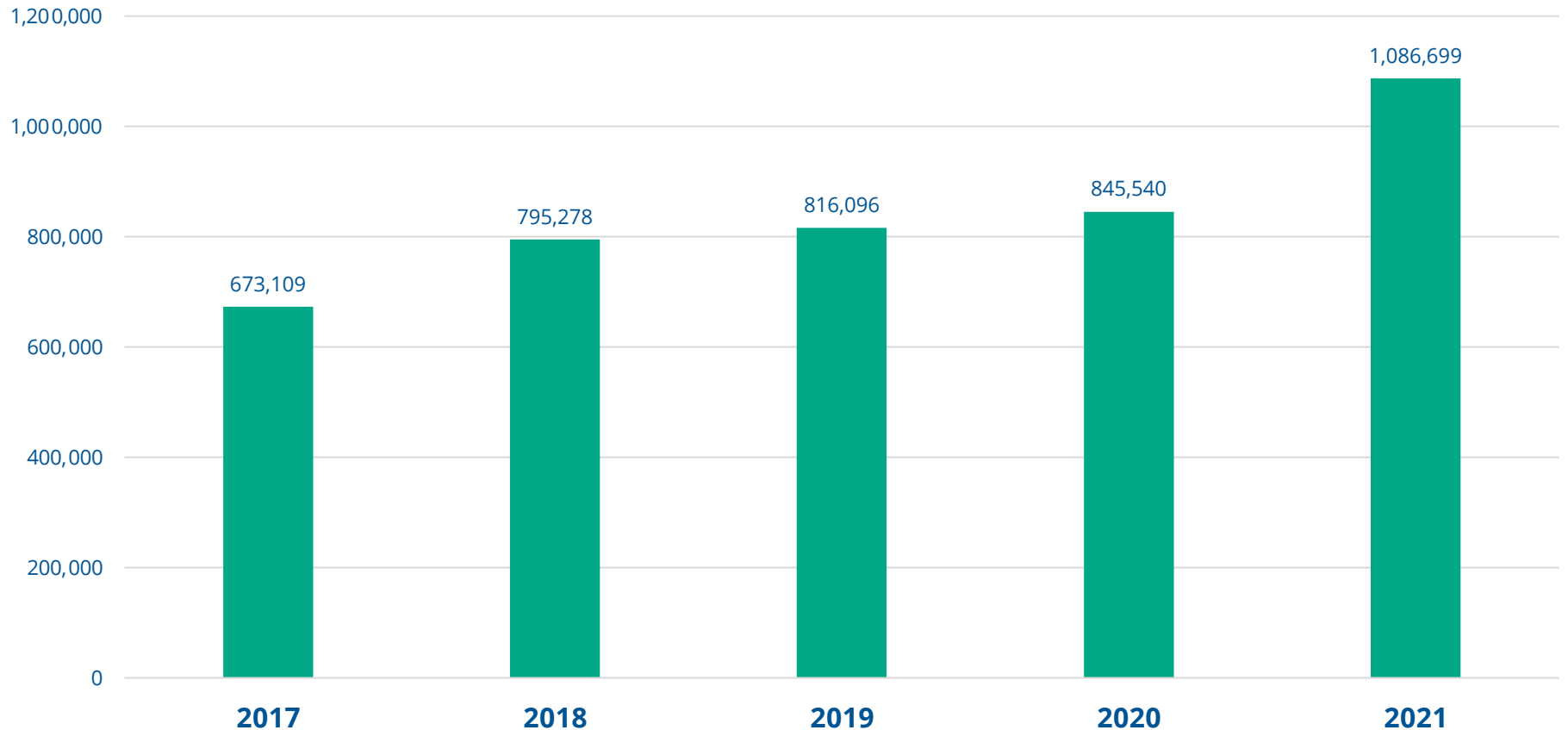
your heart will never leave.



Key Performance Indicators 2021

visitcapebreton.com Sessions

Five-year Trend, 2017-21



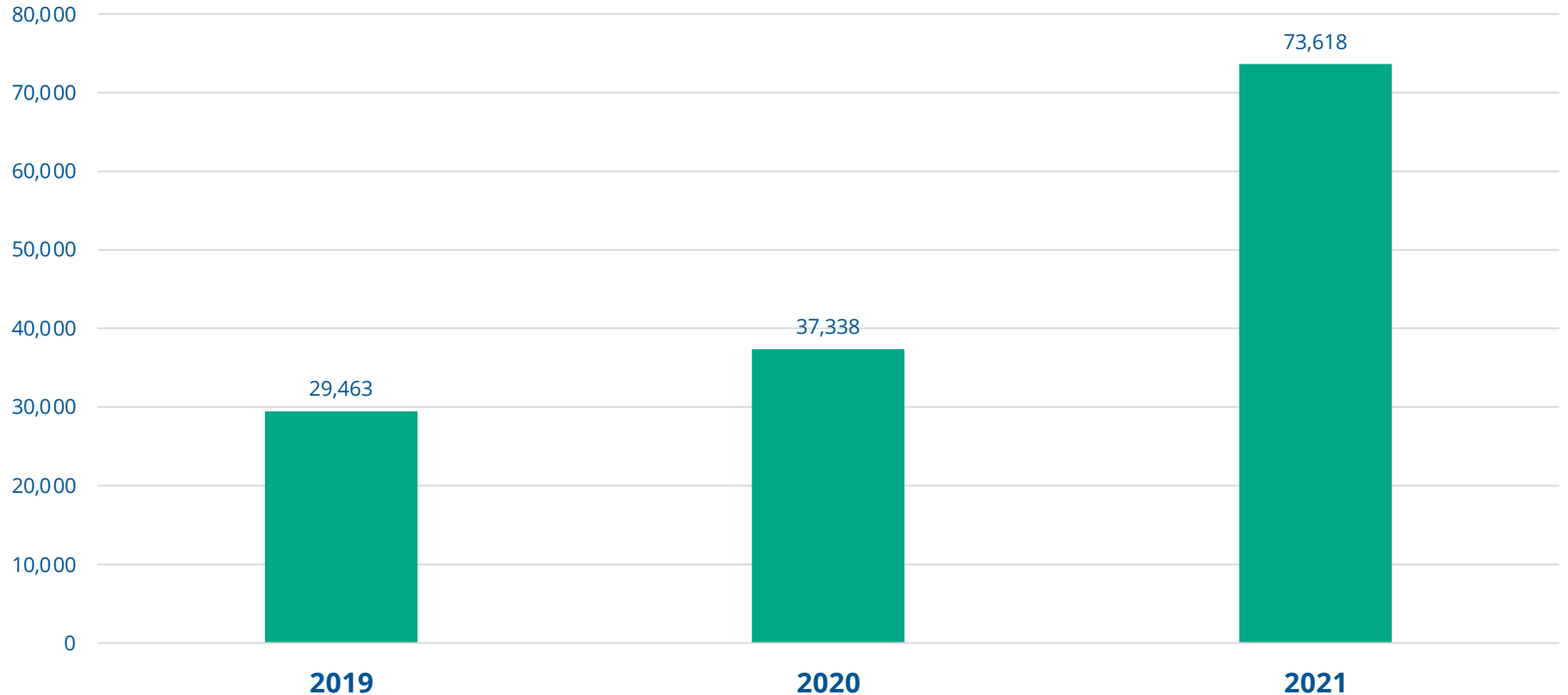
Source: Google Analytics

The vast majority of Destination Cape Breton's marketing efforts are designed to drive traffic to visitcapebreton.com. The chart shows the growth of website traffic over the past five years. Sessions in 2021 were up 29% over 2020 and eclipsed one million for the first time. This was driven by domestic traffic to the site, which saw a 31% increase.

Average session duration was up 10%, while pages per session was down 4%. However, leads (clicks to operator websites), a key indicator for measuring intent to visit, were up 13% and hit a record level of 117,618.

visitcapebreton.com Winter Campaign Pageviews

2019-21



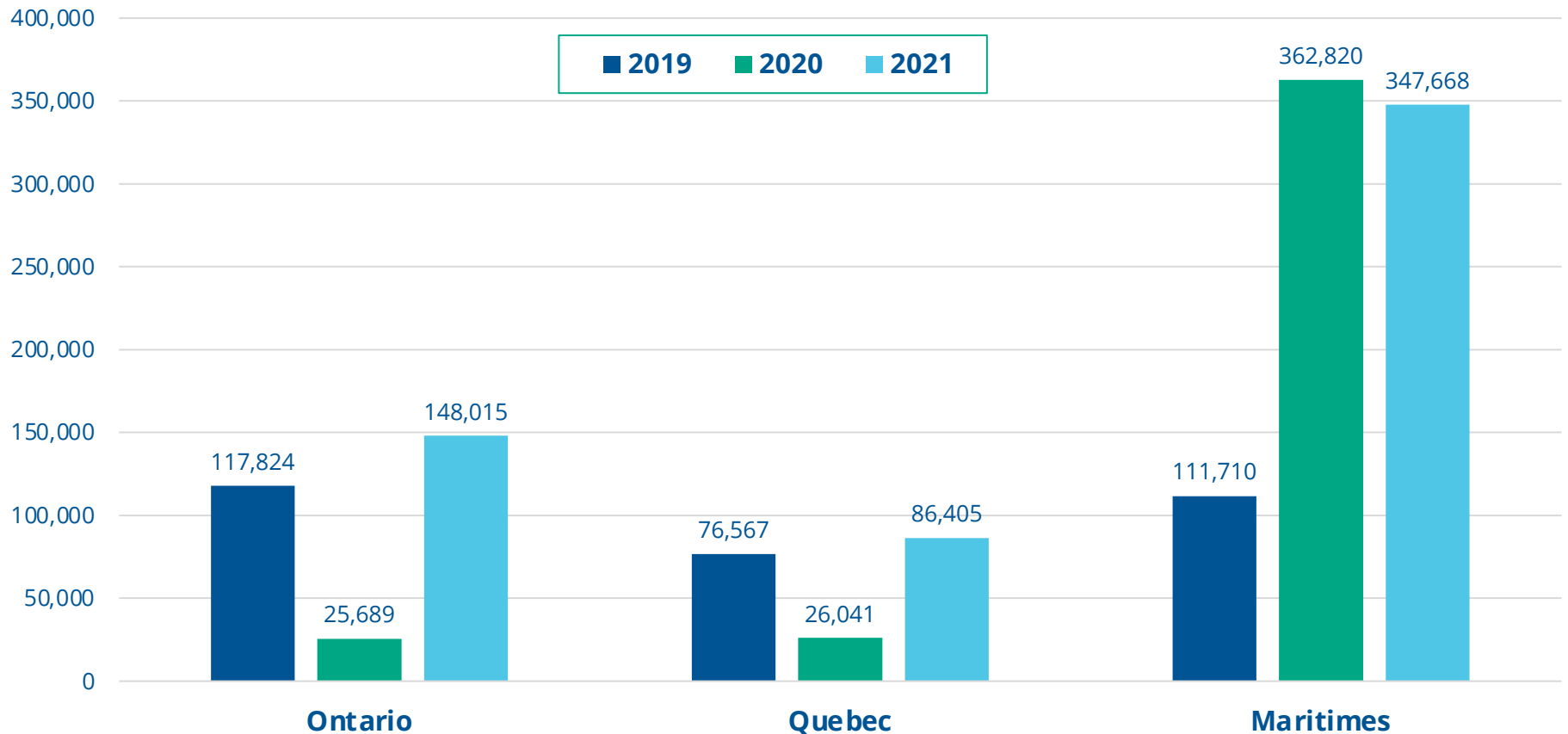
Source: Google Analytics

The winter campaign for 2021 began in December 2020 and continued to the end of March. The 2021 campaign almost doubled 2020 with a 97% increase in pageviews. This increase coincided with a much larger investment due to a partnership with Tourism Nova Scotia in their Digital Content Marketing Partnership.

This campaign focused completely on the Maritime market, which was consistent with previous years. A partnership with the Snowmobile Association of Nova Scotia (SANS) helped drive visitation from Mainland Nova Scotia sledders who had previously only gone to Northern New Brunswick.

visitcapebreton.com Sessions by Market

June 14-October 31, 2019-21



Source: Google Analytics

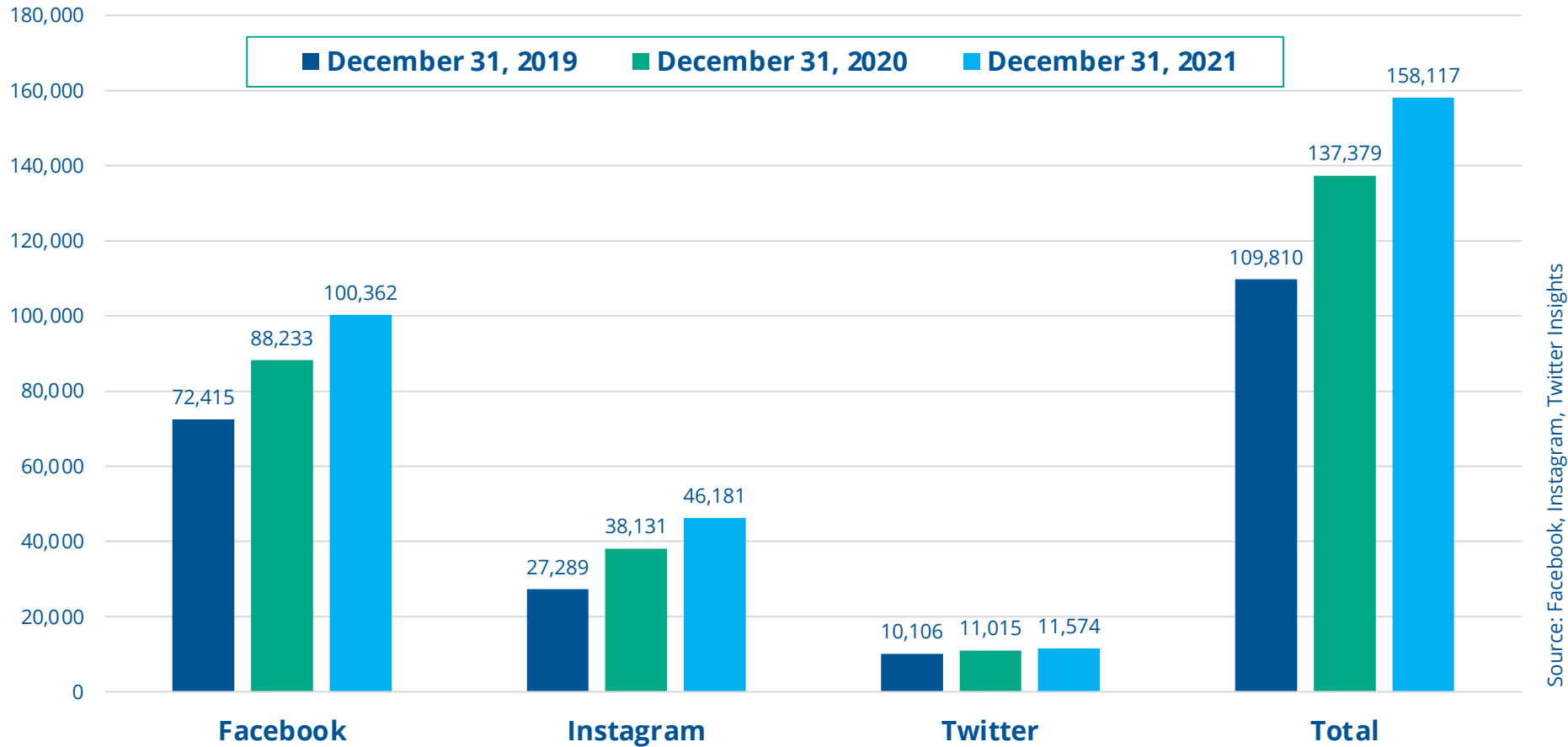
In looking at the campaign for the summer and fall tourism seasons, traffic from domestic markets was up 55% over 2020, with the Maritimes down slightly. The increases in the Maritimes market in 2020 and 2021 coincided with a much larger investment, as it was a foundation for travel demand in an uncertain time. Traffic from Ontario was up 26% over 2019 in

the campaign period, while Quebec was up 13%.

The increase in website traffic, combined with a similar increase in leads (clicks to operator websites), showed that the campaign was effective in driving demand. Much of this traffic was generated through the partnership with Tourism Nova Scotia.

Social Media Follower Growth

2019-21

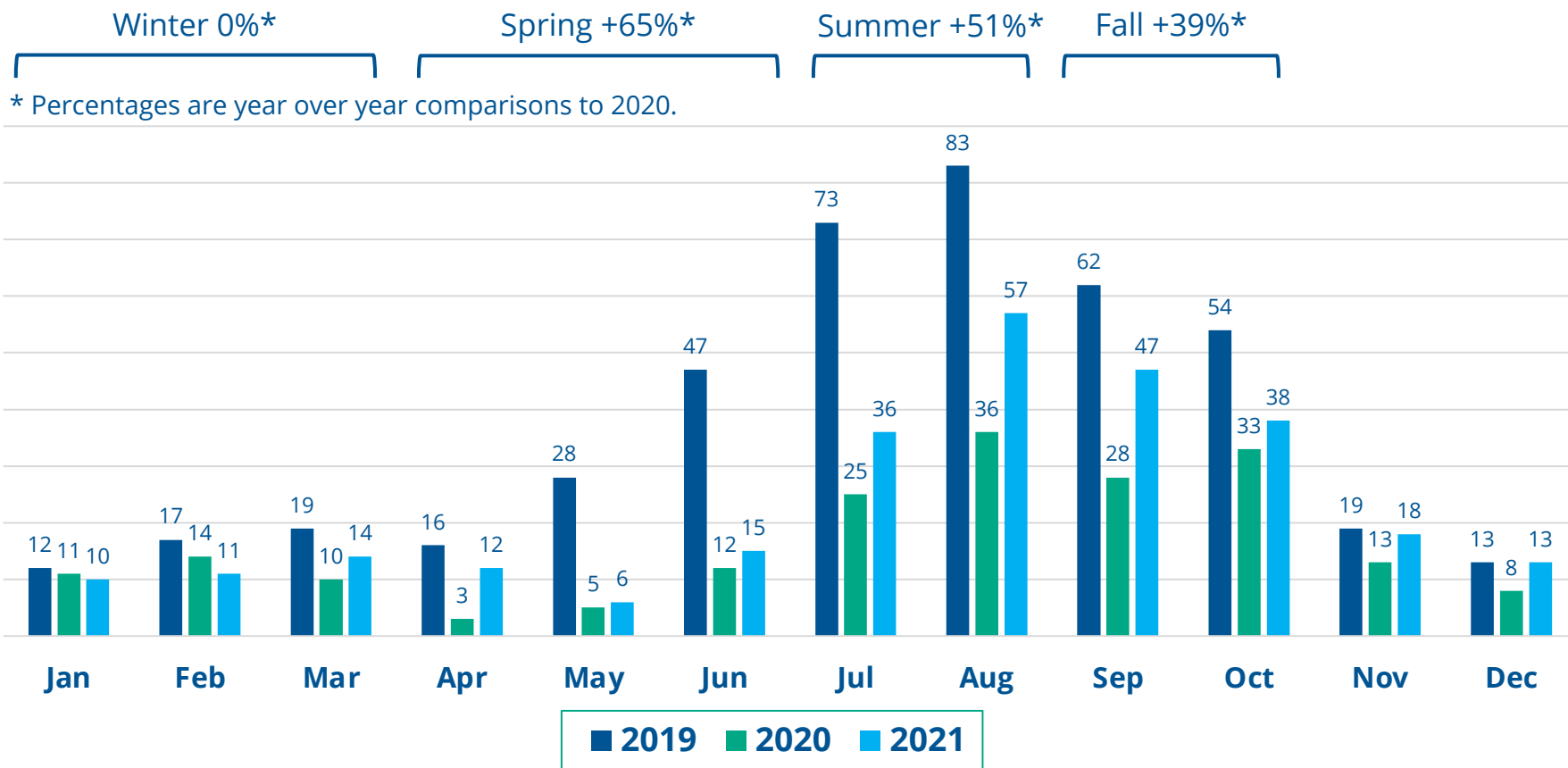


Social media follower growth increased 15% in 2021 to over 158,000. Facebook and Instagram both continued their strong growth trends, increasing at 14% and 21% respectively. Twitter increased modestly by 5%.

In addition to follower growth, video views for the year increased 2% to over 4.3 million. However, the total number of engagements (reactions, comments, shares) declined by 17%, mainly due to changes in the Facebook algorithm.

Registered Room Nights Sold by Month

January-December, 2019-21

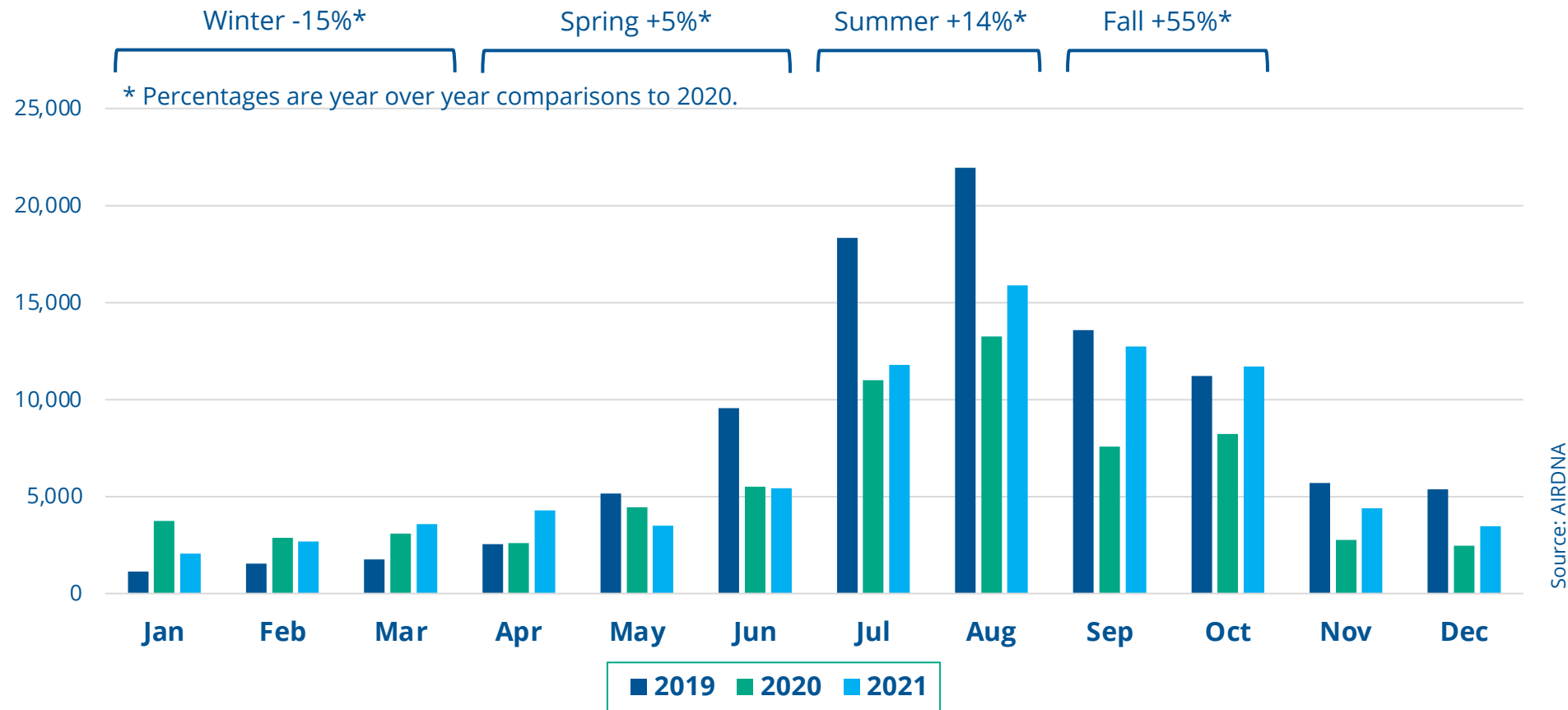


Conversions are measured mainly through room nights sold. Overall, registered room nights sold were up 45% from January to December compared to 2020, slightly better than the provincial average, but down 36% compared to 2019. The occupancy rate for the Island was 40%, compared with 53% in 2019.

Despite a slow start, the winter season was on par with 2020, a pre-pandemic season except for the latter half of March. Unsurprisingly, the spring was up significantly over 2020, as the 2021 shutdown was much shorter. The summer and fall were up significantly over 2020, but still well down from 2019.

Shared Economy Unit Nights Sold by Month

January-December, 2019-21

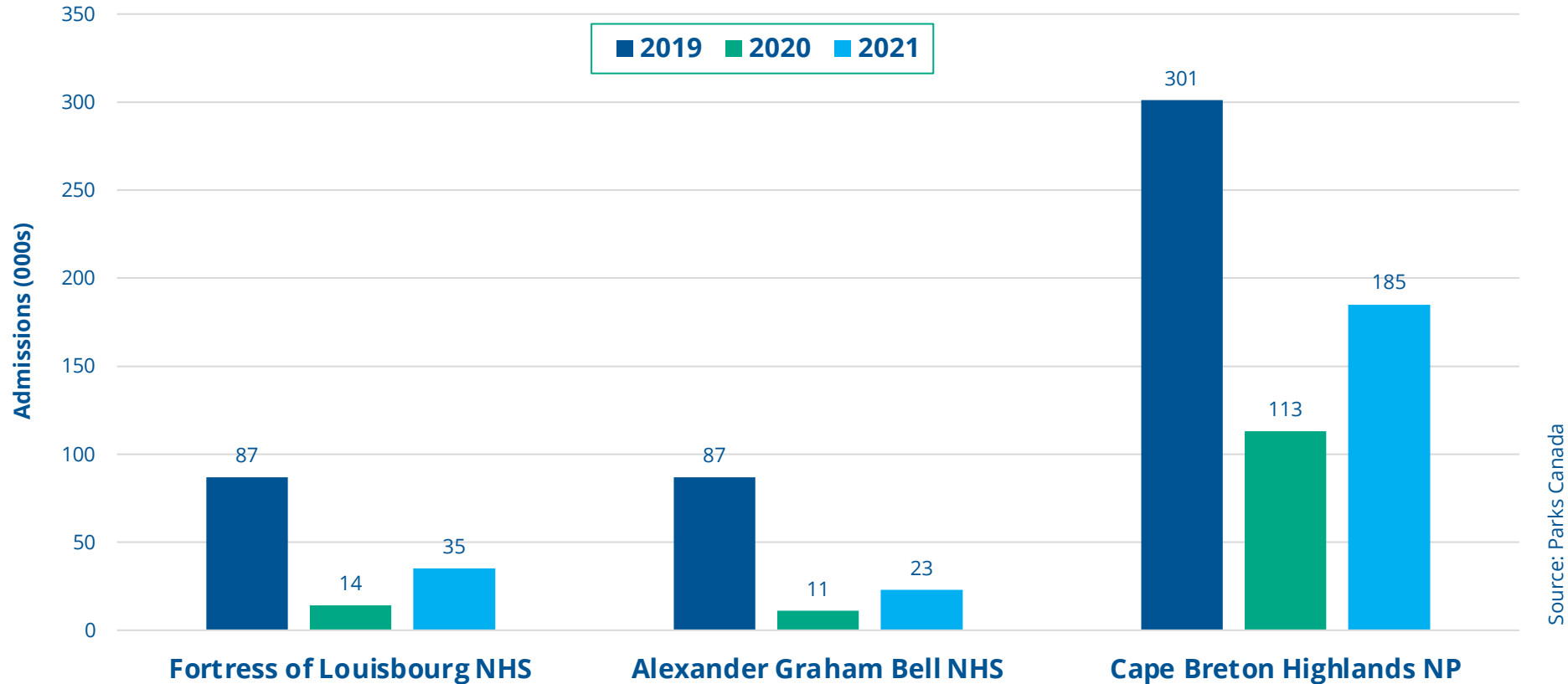


Shared economy unit nights sold (mainly through Airbnb) were up 21% compared to 2020, but down 17% compared to 2019. Nova Scotia overall, was up 22% over 2020 from January to October, but down 19% over 2019 for the same period, so the Island has fared similarly.

The winter season was down compared to the mainly pre-pandemic 2020 winter season, but only by 15%. The spring was up 5% with a shorter shutdown period than 2020. The summer was up 14% over 2020, but down 31% from 2019. The fall was up significantly over 2020 at 55% and was almost on par with 2019.

Visitation to Parks Canada Sites

2019-21



Visits to Parks Canada sites were up significantly over 2020 at 76%, but down 49% from 2019. Visitation to the Cape Breton Highlands National Park was strongest as many visitors engaged in outdoor activities, as they have been deemed to be relatively safe during the pandemic. Visitation to the National Park in October was particularly high, with almost 4,000 more visitors than 2019.

The Fortress of Louisbourg and Alexander Graham Bell National Historic Sites were both up at 150% and 109% respectively over 2020. However, a return to 2019 levels is not expected until the return of cruise traffic, as this a significant portion of the overall visitation to both sites.



For more information, visit:
destinationcapebreton.com