

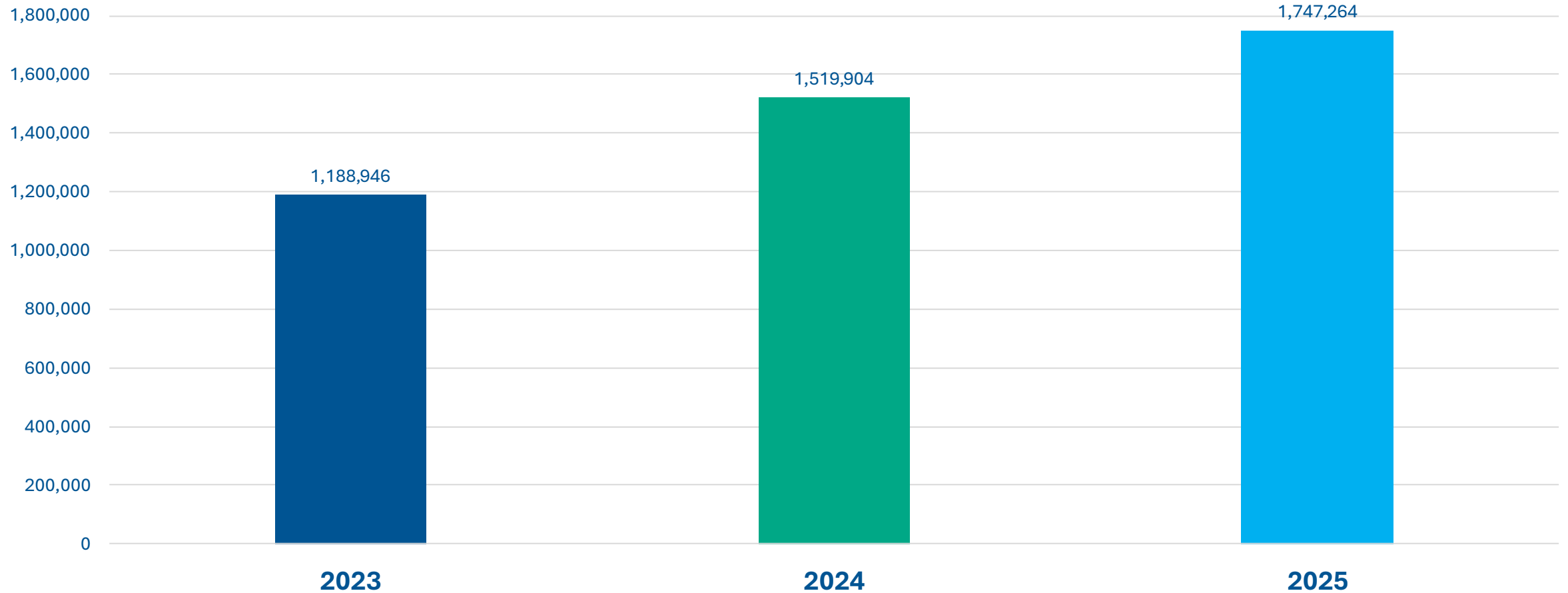
Cape Breton Island



Key Performance Indicators

visitcapebreton.com Sessions

2023-25



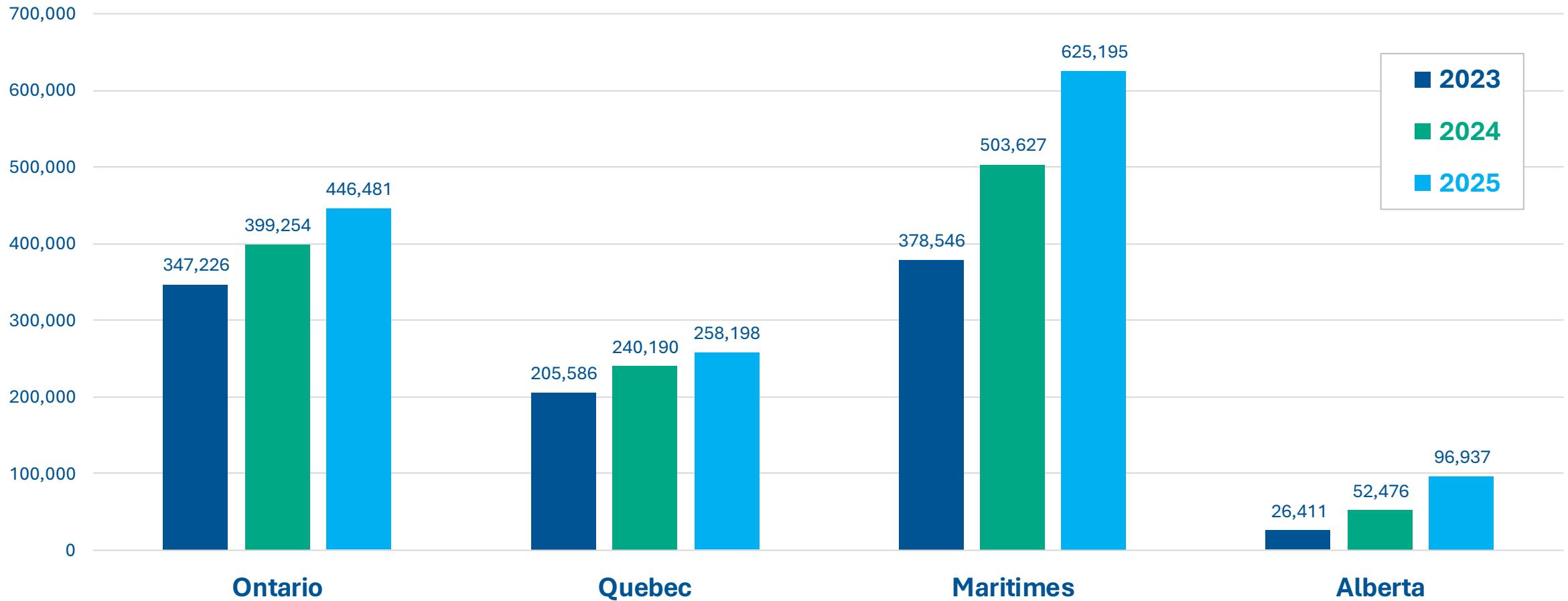
Source: Google Analytics

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 three years. Sessions in 2021 eclipsed 1 million for the first time and started a growth trend that saw sessions reach 1.75 million for 2025.

There was a dip in 2023, due to higher cost per click rates, but a revised strategy and increased advertising budget restarted a growth trend. A focus on increased engagement resulted in clicks from visitcapebreton.com to operator websites reaching 364,243 in 2025; a 19% increase over 2024.

visitcapebreton.com Sessions by Market

2023-25



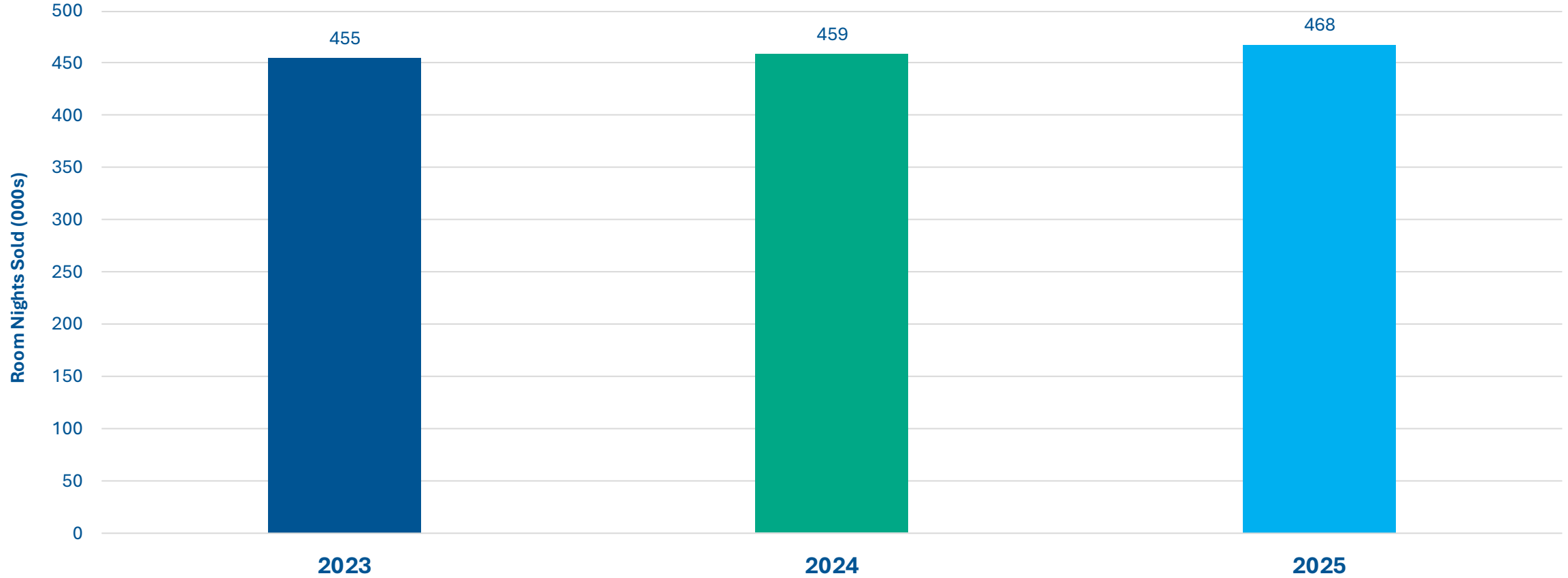
Source: Google Analytics

In looking at the four main geographic markets for Cape Breton Island, Ontario has traditionally been the largest source of sessions, but an increased investment in growing the winter and spring seasons by targeting the Maritimes market has grown sessions from within the region over the past three years.

In 2025 YTD, sessions increased in every market, with Ontario up 12%, Quebec up 8%, the Maritimes up 25% and Alberta up 85%. Alberta, with a focus on Calgary, has been added as a market with the addition of a seasonal direct flight from Calgary to Sydney.

Room Nights Sold

2023-25



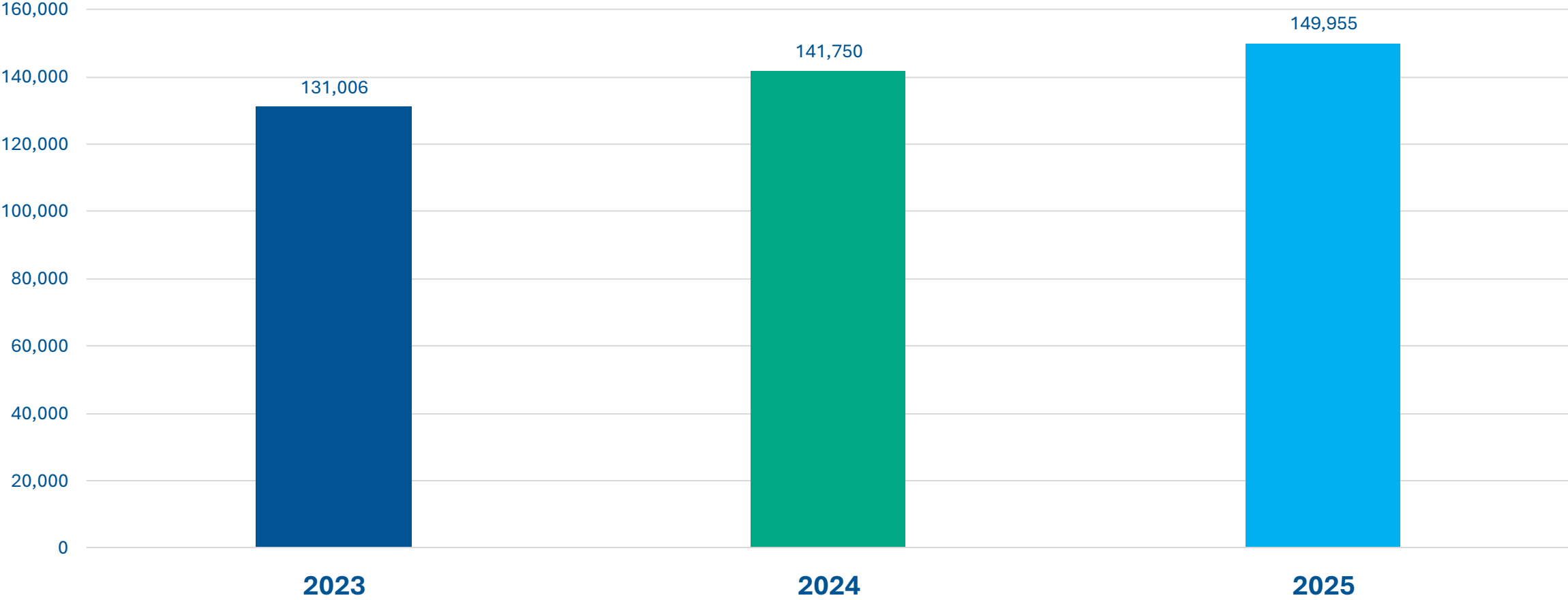
Source: Nova Scotia Tourism Indicators

Conversions are measured mainly through room nights sold. Overall, room nights sold declined slightly in 2023, following a very strong rebound year after the pandemic in 2022. In 2024, room nights sold hit their second-best year on record, only behind the Canada 150 year in 2017.

In 2025, room nights sold were up 2% over 2024, surpassing it as the second-best year. It should be noted that a ban on activities in the woods through most of August due to a severe drought resulted in some cancellations.

Short-term Rental Unit Nights Sold

2023-25



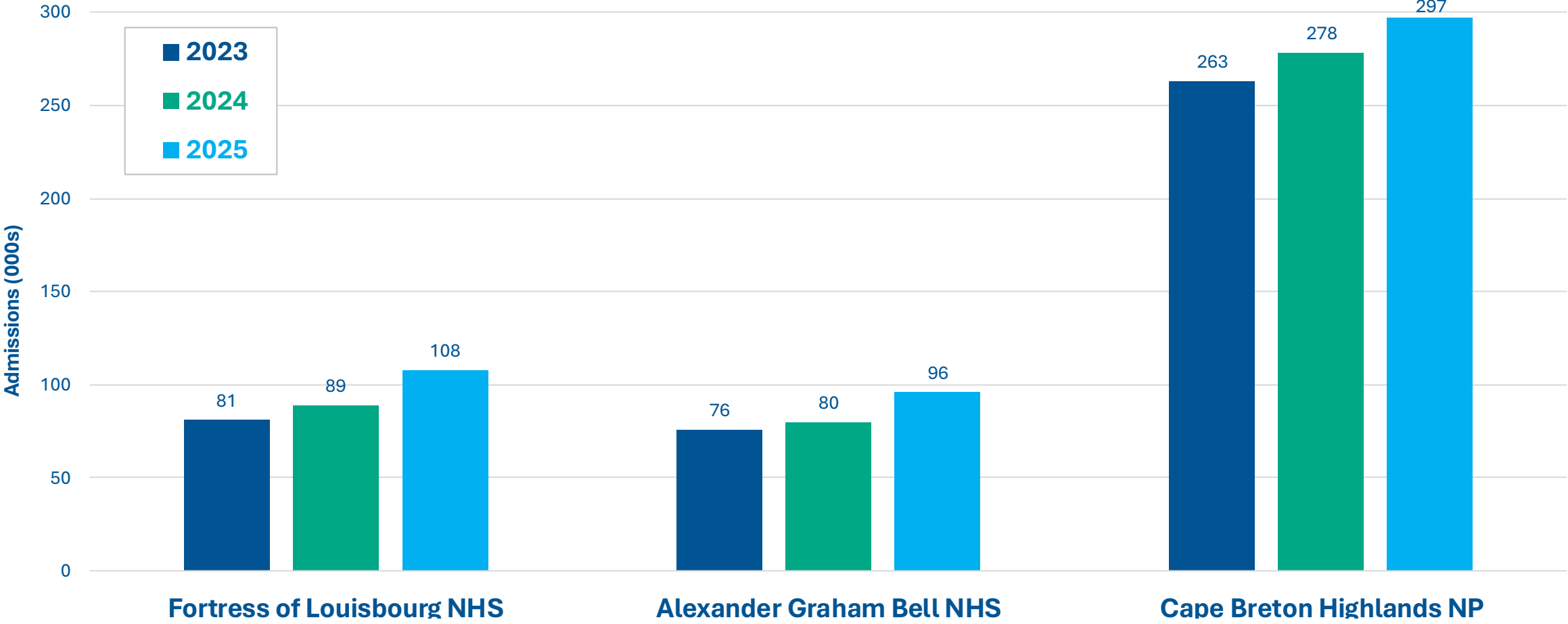
Source: AIRDNA

Short-term rental unit nights sold (mainly through Airbnb) declined by 6% in 2023, following a strong recovery year in 2022. In 2024, units sold increased by 8% to reach a new record of 141,750.

In 2025, short-term rental unit nights sold were up 6% over 2024 levels, establishing a new full-year record that was just shy of 150,000 unit nights sold. In particular, the October to December period saw strong growth which provides a solid indicator for those months in terms of traditional room nights sold.

Parks Canada Site Visitation

2023-25

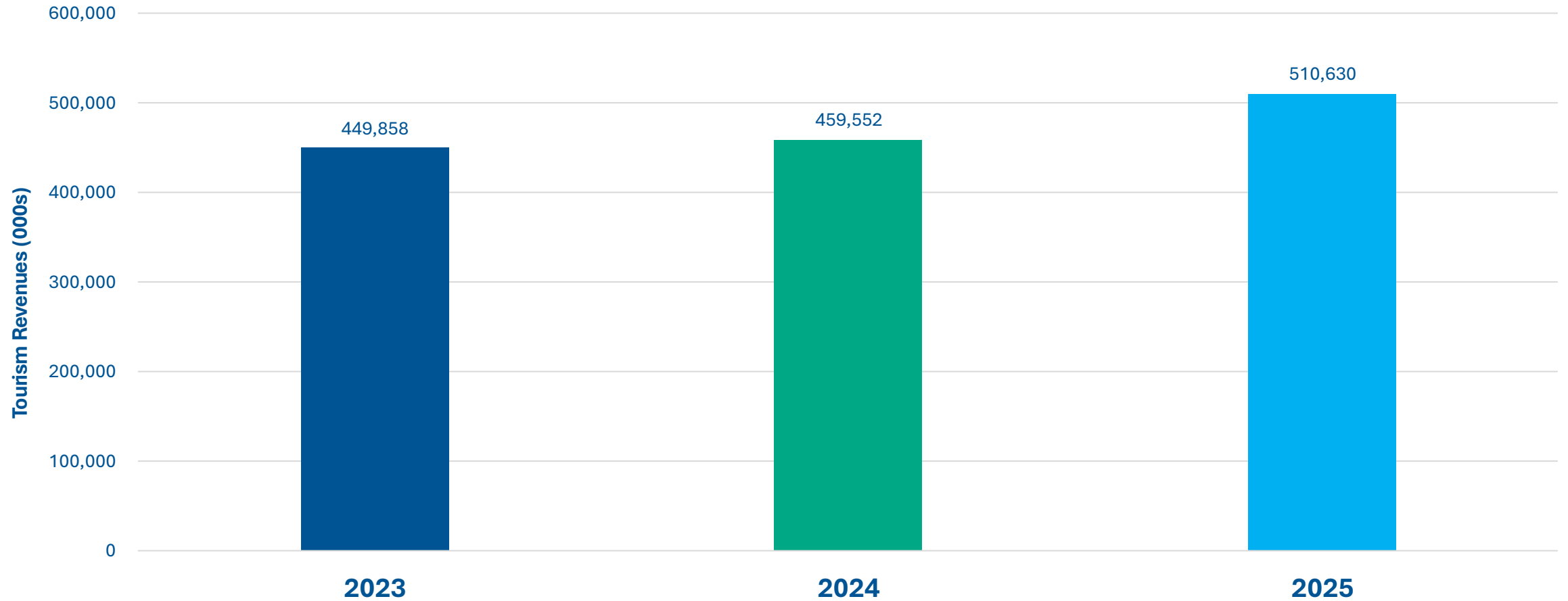


Visits to Parks Canada sites on Cape Breton Island-Unama'ki has increased in each of the past three years. In 2025, buoyed by the Canada Strong Pass which provided free admission during the summer and more Canadians travelling within Canada, the sites eclipsed pre-pandemic levels.

The Fortress of Louisbourg National Historic Site was up 22% over 2024, the Alexander Graham Bell National Historic Site was up 20% and the Cape Breton Highlands National Park was up 7%. The National Park was directly impacted by the woods ban in August.

Tourism Revenues

2023-25



Source: Canadian Tourism Data Collective

Through the Canadian Tourism Data Collective, estimates for tourism revenues in Cape Breton Island – Unama’ki can now be provided. It should be noted that these figures are only one input into the economic impact of the sector, but they do provide comparative data on visitor spending from year to year.

Coming out of the pandemic, there has been a strong growth trend in tourism revenues. In 2024, tourism revenues were up 30% over 2019, after adjusting for inflation. In 2025, tourism revenues were up a further 8% over 2024, after adjusting for inflation, clearly demonstrating that visitor spending is continuing a strong, upward trend.