



2023 Status Report: Short Term Rentals

The South Shore Housing Action Coalition (SSHAC) seeks to build awareness and facilitate action on the need for improved access to healthy, safe and affordable housing options for all, at every stage of life, in Lunenburg and Queens Counties, and across Nova Scotia. Understanding the various factors which impact the availability of healthy, safe, and affordable housing options is necessary to identify solutions, and support action.

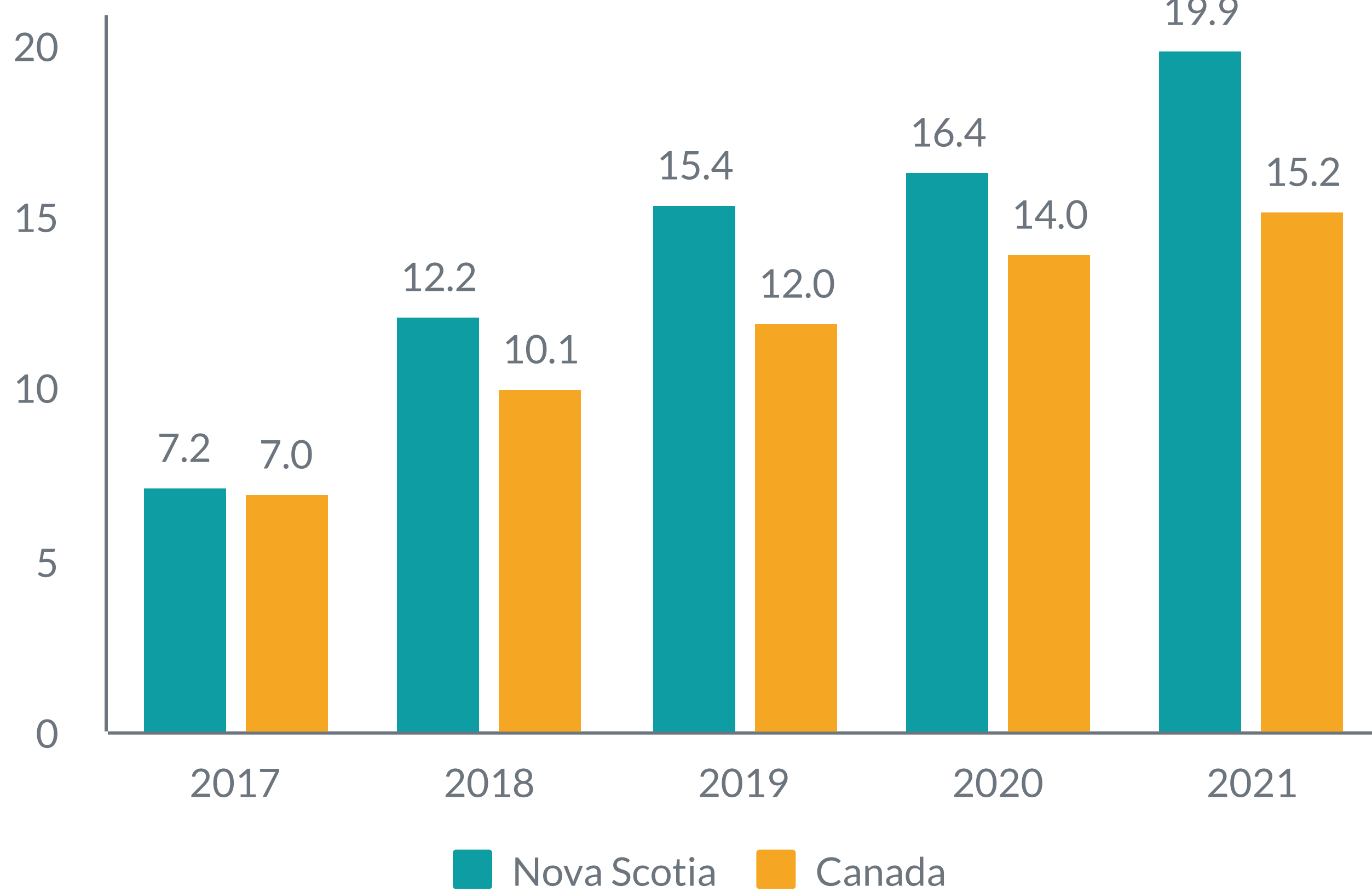
There is a growing and urgent need to improve access to housing across the region. The low vacancy rate (limited availability of housing), rising housing costs, growing demand for rental housing, are some of the factors working together to make it difficult for people to become and remain housed.

The growth of the Short-Term Rental (STR) market (i.e., AirBnBs, vacation rentals) has also been identified by community members, and recently by the Government of Nova Scotia, as a factor contributing to housing concerns facing our communities. In our region, it is not uncommon for properties which provide short-term accommodations during the tourist season to be available for longer-term rent during the off season. This practice results in "seasonal evictions" of longer-term tenants during the tourist season, and may be contributing to the growing use of month-to-month leases in the region, which provides little security of tenure to renters and places additional pressure on our already stretched rental housing market. This practice, and the impact it has on rental housing market, is not well understood nor addressed by current STR regulation and is an area for further investigation.

According to a recent report from [Statistics Canada](#), the revenue share of private STRs in the accommodation services subsector, is growing. In Nova Scotia, STRs had a 7.9% share in the accommodation services subsector, and grew to 19.9% in 2021.

Additionally, research by Canadian research David Wachsmuth indicates that the short-term rental market does have an impact on the long-term rental market by reducing rental housing supply, and increasing rental rates. More information about Wachsmuth's research, which includes a look at short-term rentals in Halifax, is available here: <https://upgo.lab.mcgill.ca>.

Share of revenue of private short-term rentals in the accommodation services subsector 2017 to 2021 for Canada and Nova Scotia



The information shared in this report updates a previous [status report](#) by the South Shore Housing Action Coalition in 2019. The data in these reports is sourced from the [AIRDNA](#) platform, which collects information from all listing on AirBnB and VRBO, which may also include traditional accommodations such as B&Bs, cottages, and hotels that use these platforms to manage bookings. This may be part of the reason the rate of private rooms (i.e., in B&Bs) is higher in Lunenburg and Mahone Bay.

The intent of sharing this information is to help our communities understand how the short-term rental market may be contributing the some of the housing supply and affordability challenges we are facing. It is offered as a conversation starter and a resource for tracking how municipal, provincial, and federal regulations are impacting the short-term rental market over time.

It is important to note that short-term rentals do provide housing and accommodations for visitors to our communities, which supports our local economies. We understand that individual property owners need to make the best decision about how to best utilize their properties and encourage them to consider whether becoming a long-term rental provider is an option for them.



“We are concerned about the impact short-term rentals have on our housing market, and we are prepared to do more if necessary. We want more of these properties used for the long-term housing our communities desperately need.”

– John Lohr
Nova Scotia Minister of Municipal Affairs & Housing,
October 12, 2023

We welcome your comments and the opportunity to discuss the issues and opportunities further.
Get in touch with us at:
sshousingaction@gmail.com.



South Shore Housing Action Coalition

November 2023

Municipality of the District of Chester 2023 Status Report: Short-Term Rentals

Active Listings

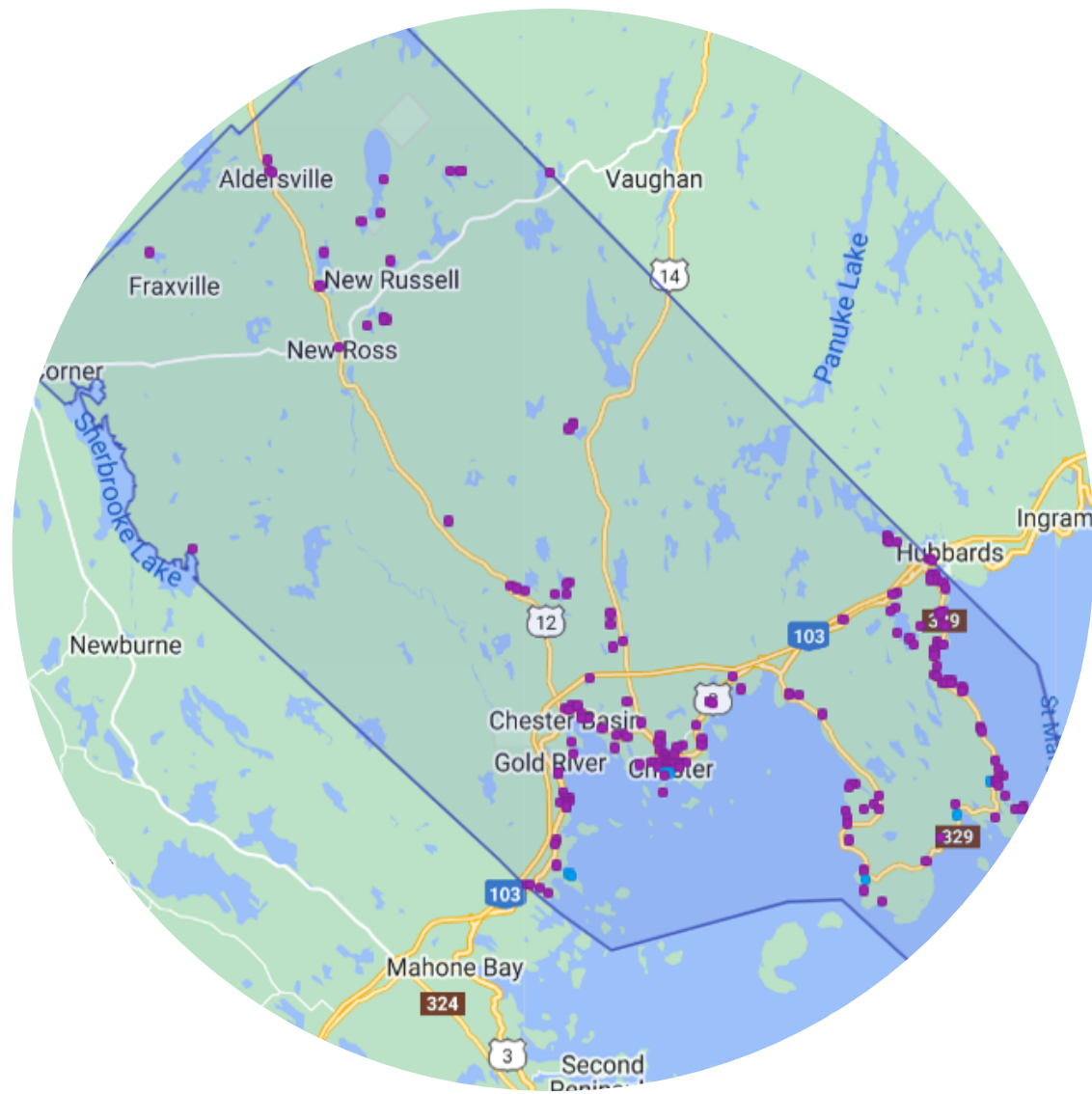
225

+3% from 2019
-1% in past year

Average Revenue

\$4,333/mo

+50% from 2019



Average Daily Rate

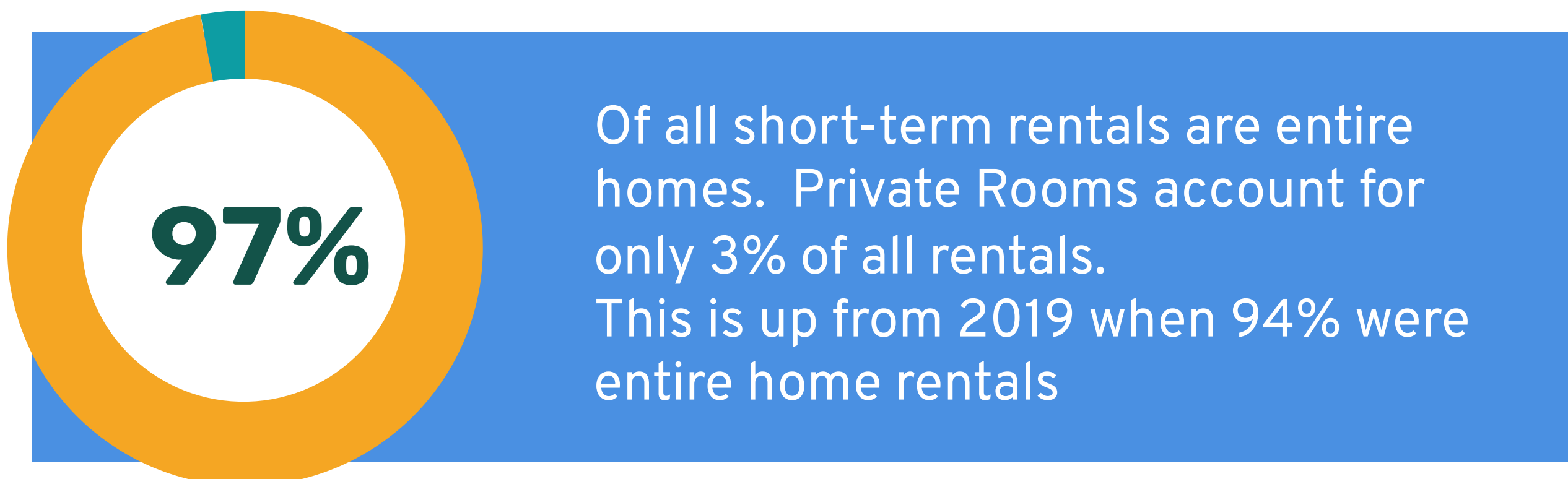
\$335

+\$142 (42%) from 2019
-1% in past year

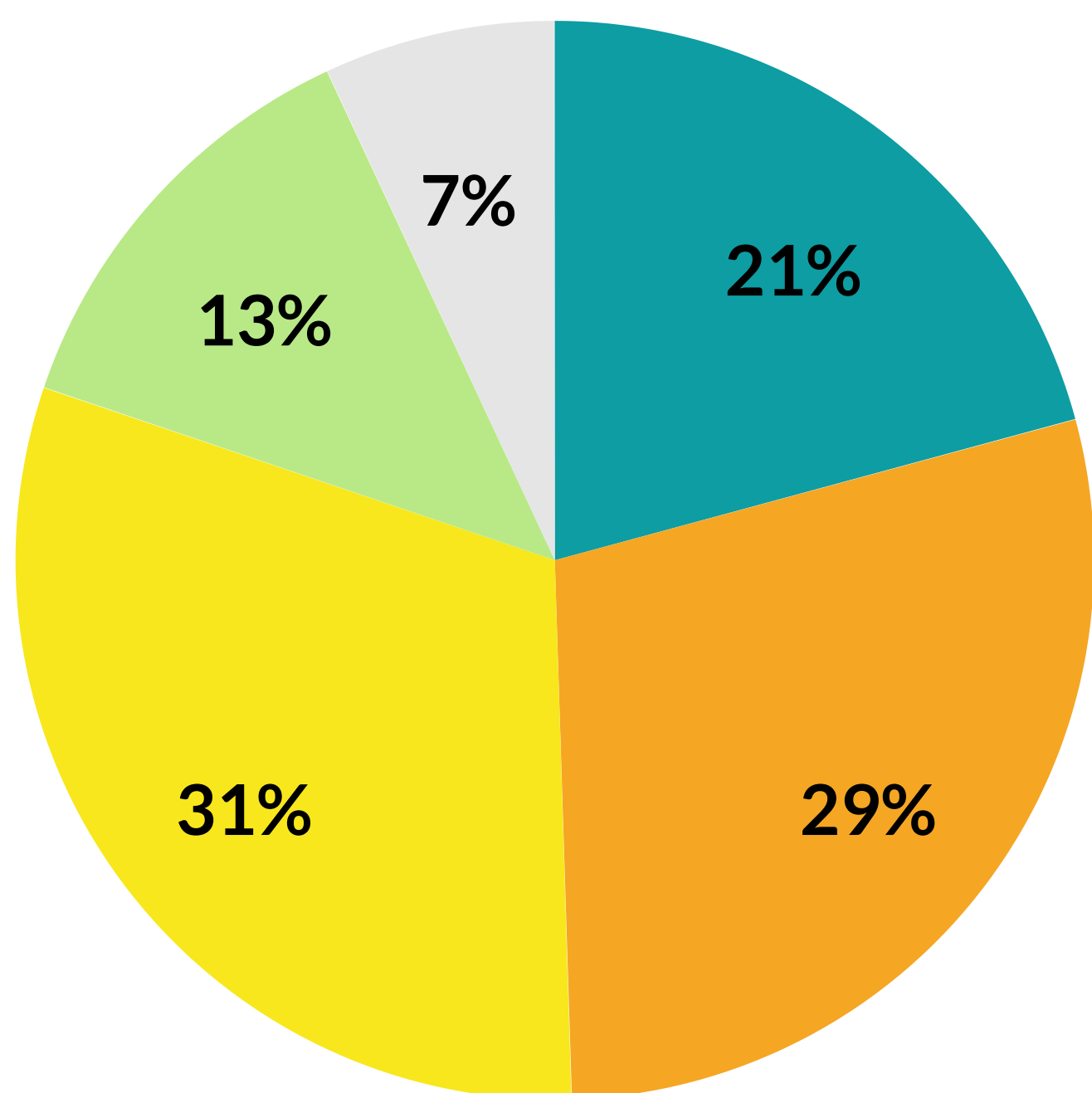
Average Occupancy

56%

+29% since 2019
-9% in past year

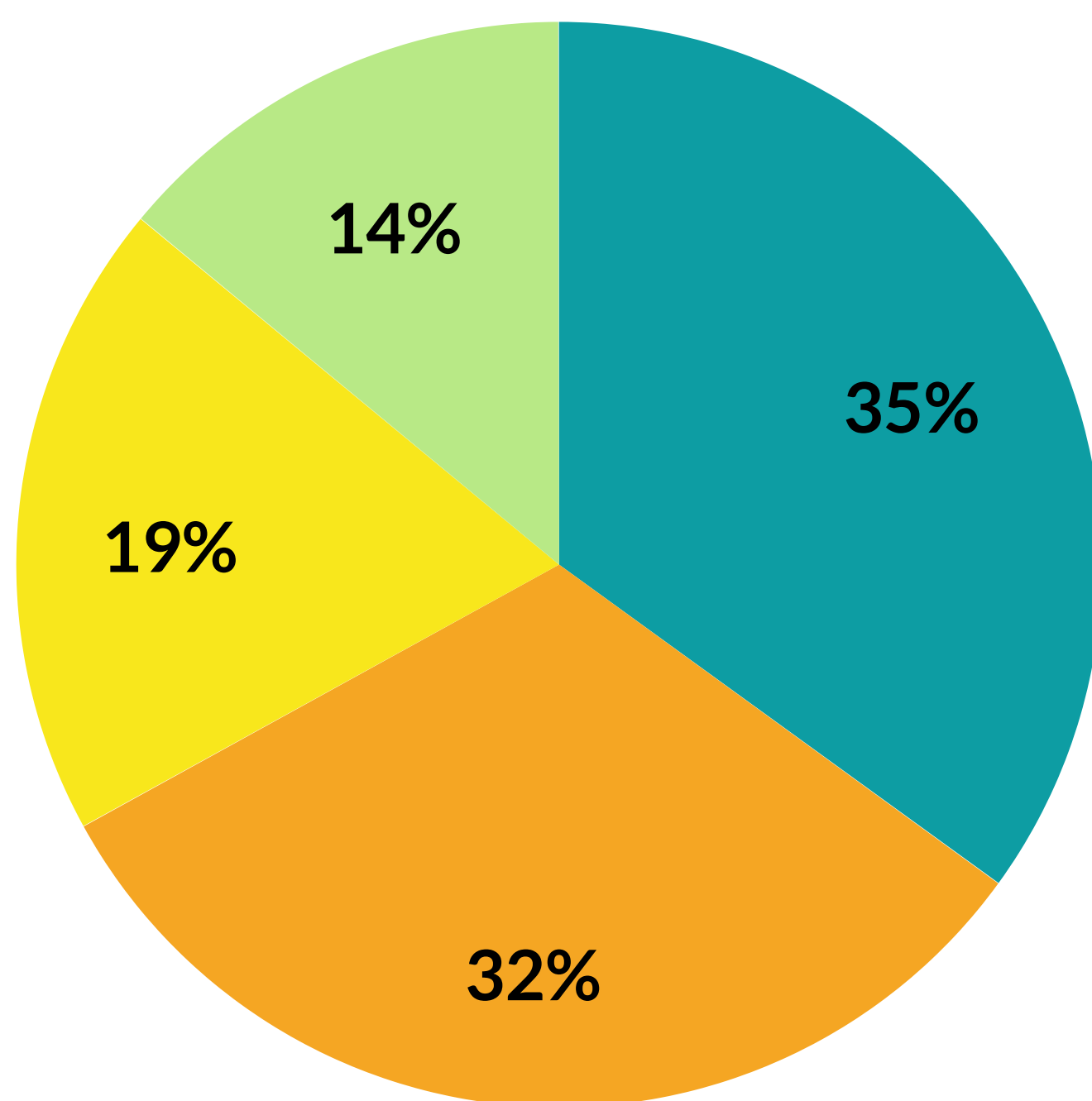


Size of Rental



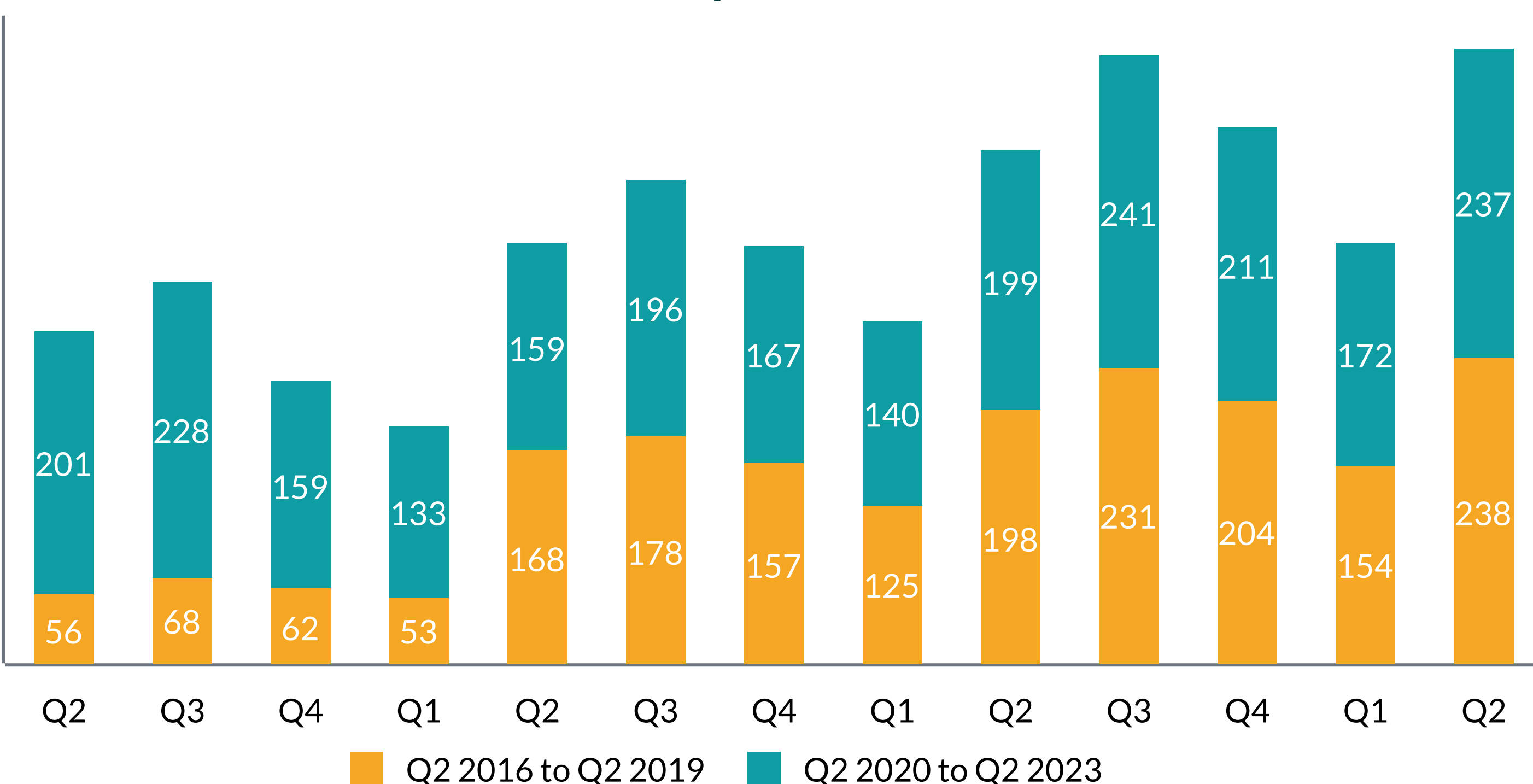
- 1 Bedroom
- 2 Bedroom
- 3 Bedroom
- 4 Bedroom
- 5+ Bedroom

Availability, by Number of Nights



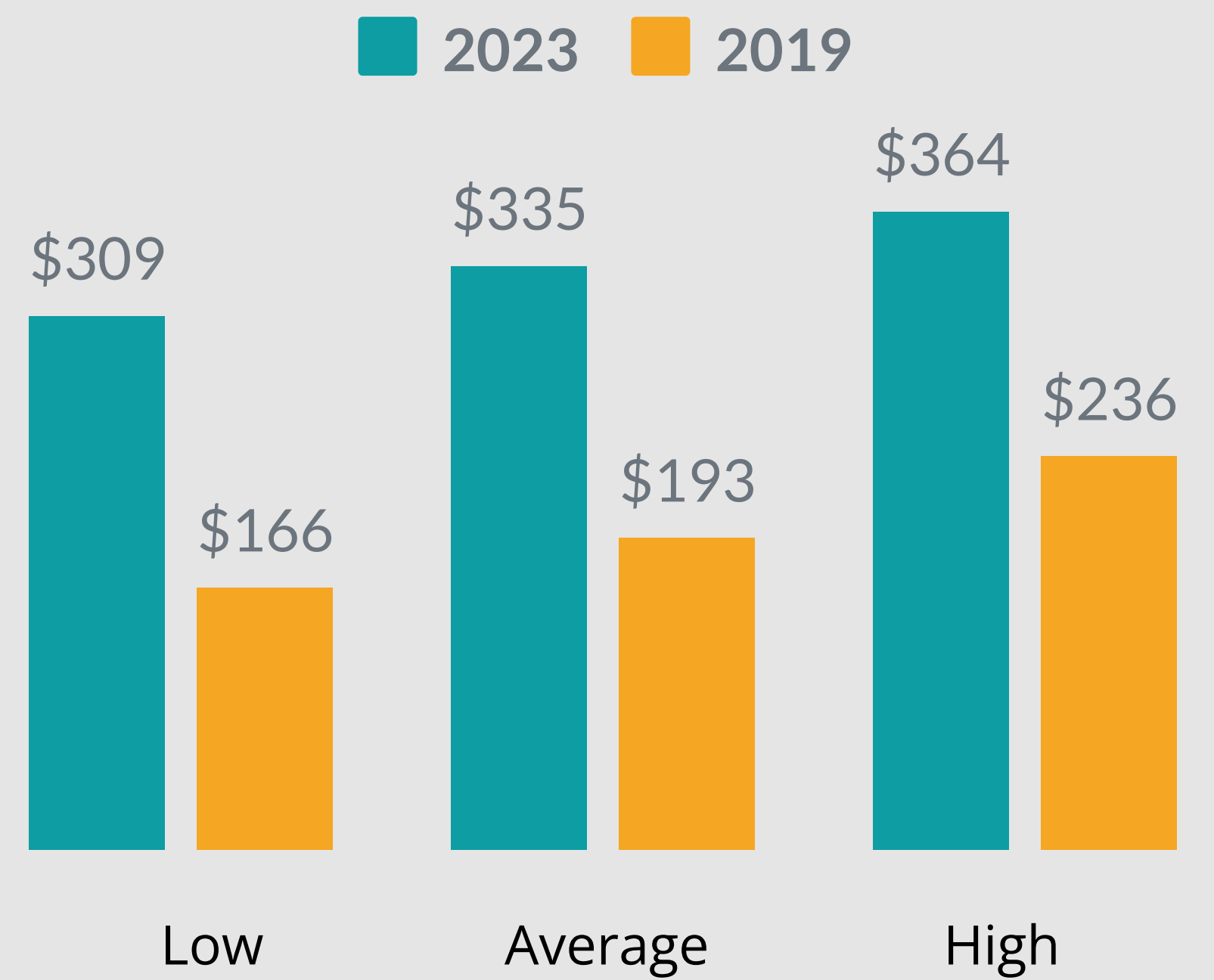
- 1-90 days
- 91-180 days
- 181-270 days
- 271-365 days

Total Short-Term Rentals, by Quarter Q2, 2020 to Q2, 2023



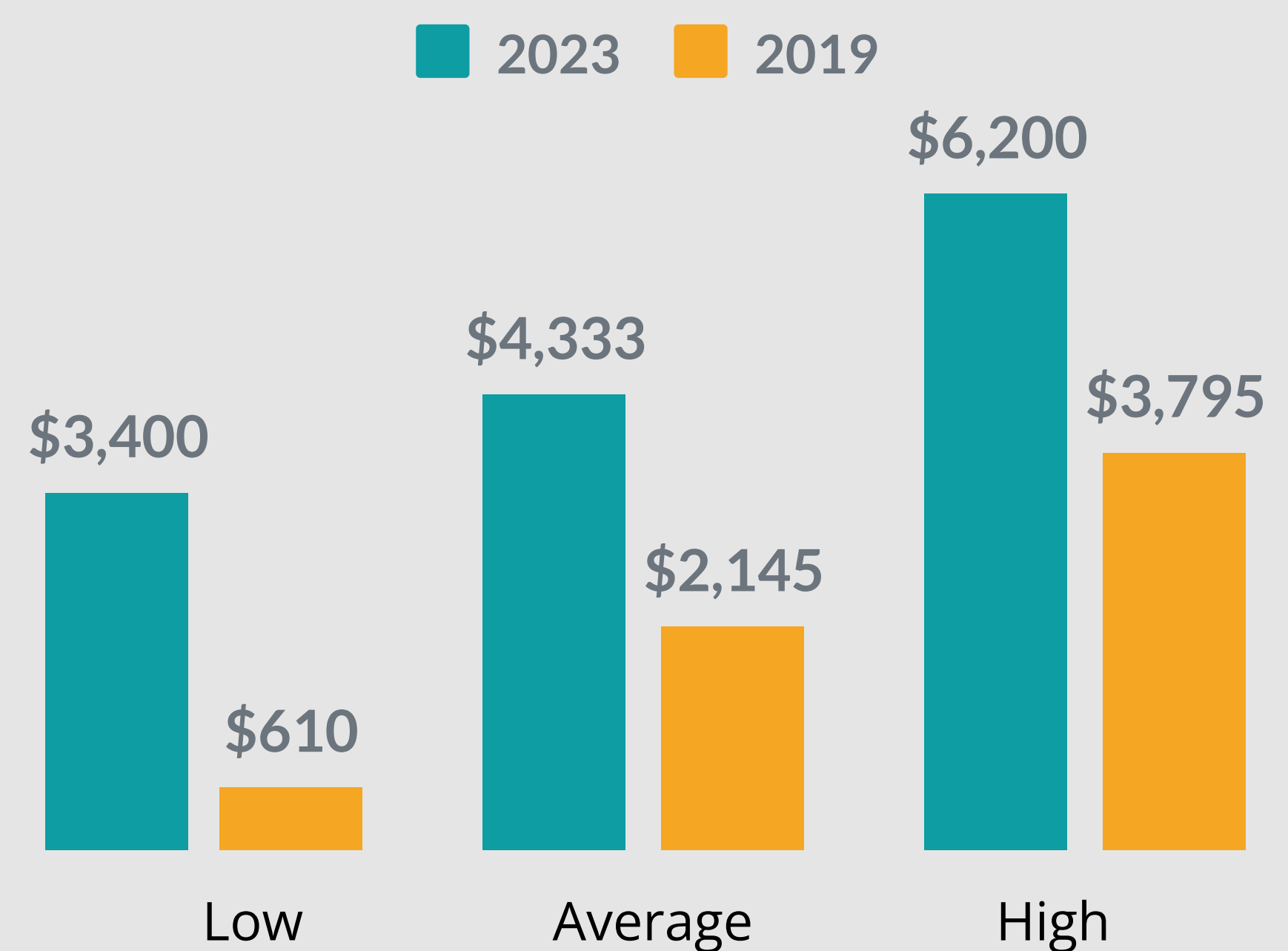
Average Daily Rate (ADR)

Average booked nightly rate plus cleaning fee for all booked days. Lowest monthly ADR and highest monthly ADR also included.



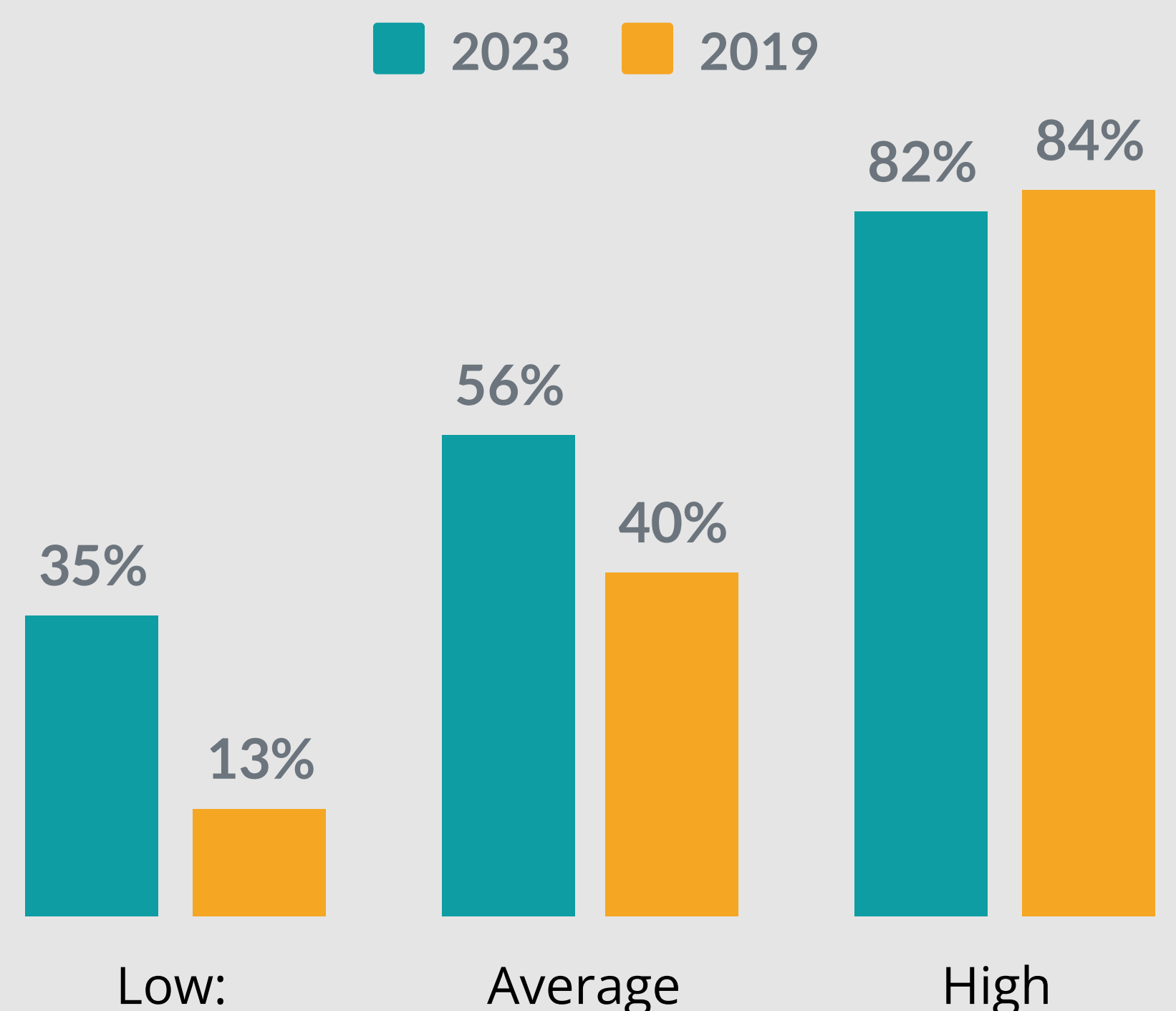
Average Monthly Revenue

The revenue of a short-term rental listing is calculated by multiplying the number of booked days by the average daily rate



Average Occupancy Rate

Number of booked days divided by the total number of days available for rent.



Annual Revenue

\$68,000

-\$688 (1%) in past year



South Shore Housing Action Coalition

November 2023

Town of Mahone Bay 2023 Status Report: Short-Term Rentals

Active Listings

48

+2% from 2019
+17% in past year

Average Revenue

\$3,742/mo

+47% since 2019



Average Daily Rate

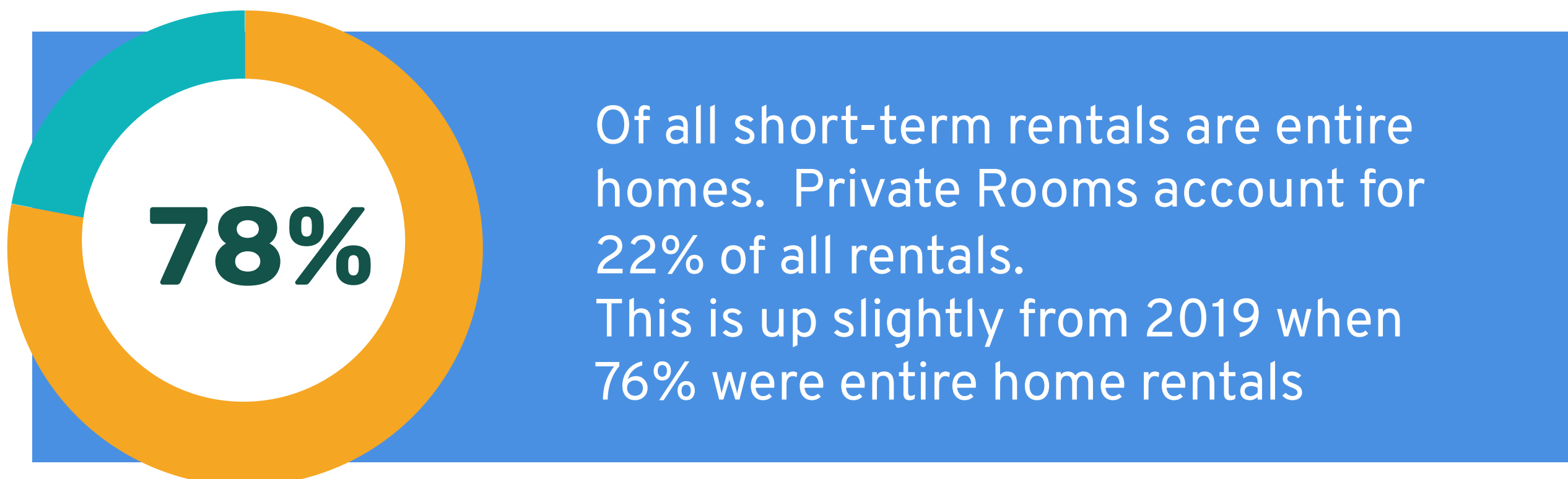
\$263

+\$86 (33%) from 2019
+21% in past year

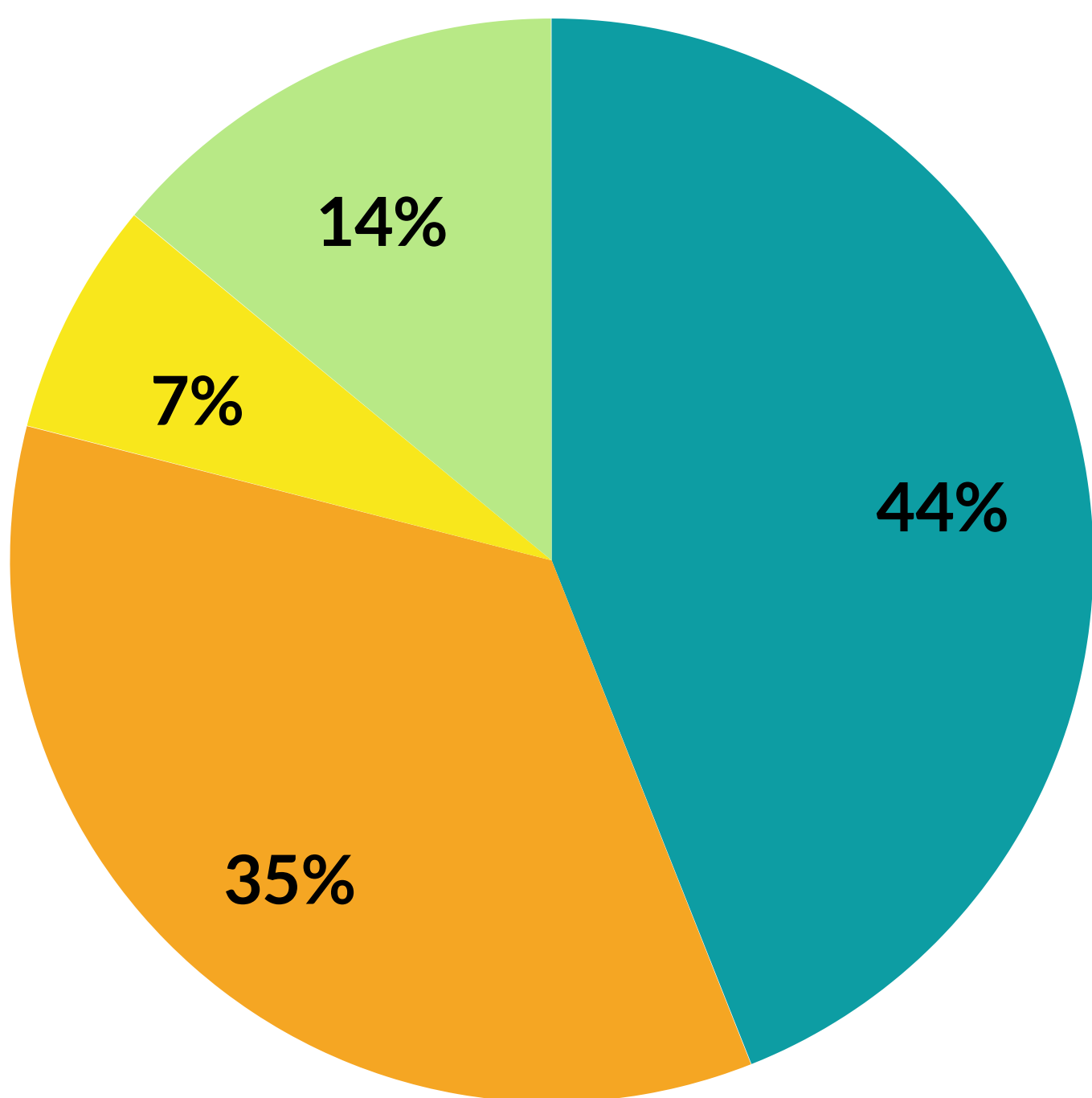
Average Occupancy

61%

+15% since 2019
-12% in past year

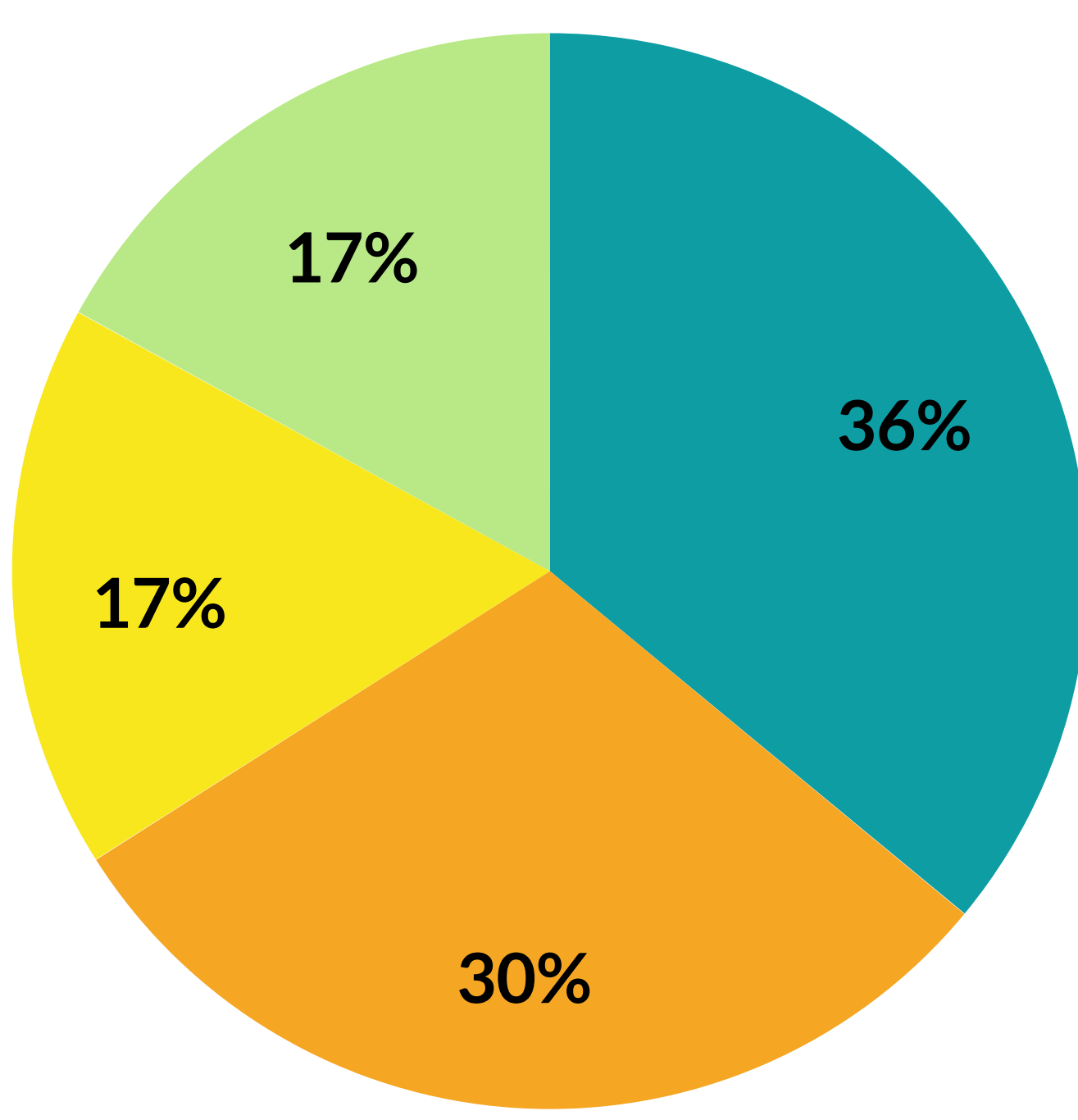


Size of Rental



1 Bedroom 2 Bedroom
3 Bedroom 4 Bedroom

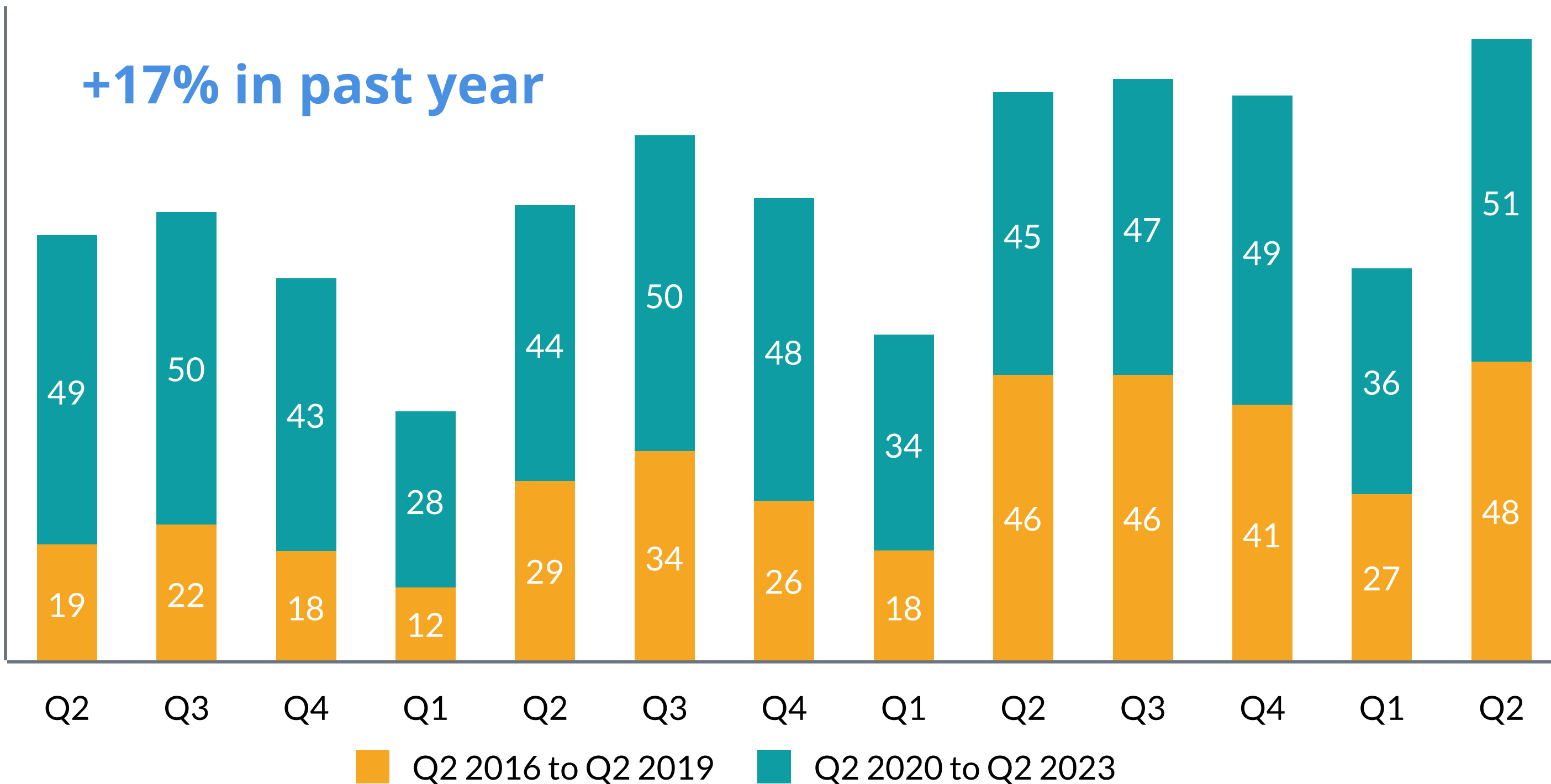
Availability, by Number of Nights



1-90 days 91-180 days
181-270 days 271-365 days

Total Short-Term Rentals, by Quarter Q2, 2020 to Q2, 2023

+17% in past year

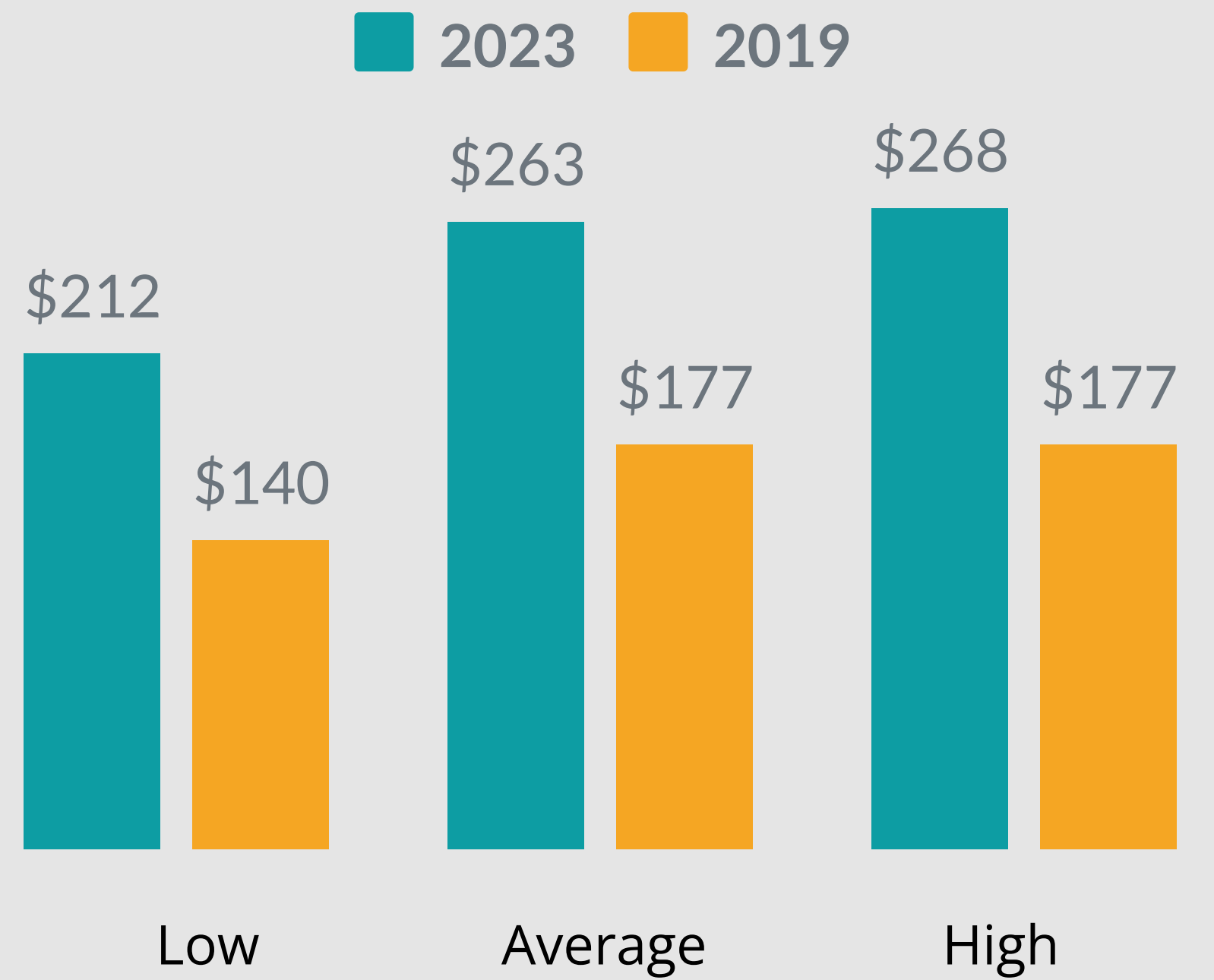


Q2 2016 to Q2 2019 Q2 2020 to Q2 2023

Source: AirDNA (2023). Results for Town of Mahone Bay. Retrieved from <https://app.airdna.co/data/ca/56369>

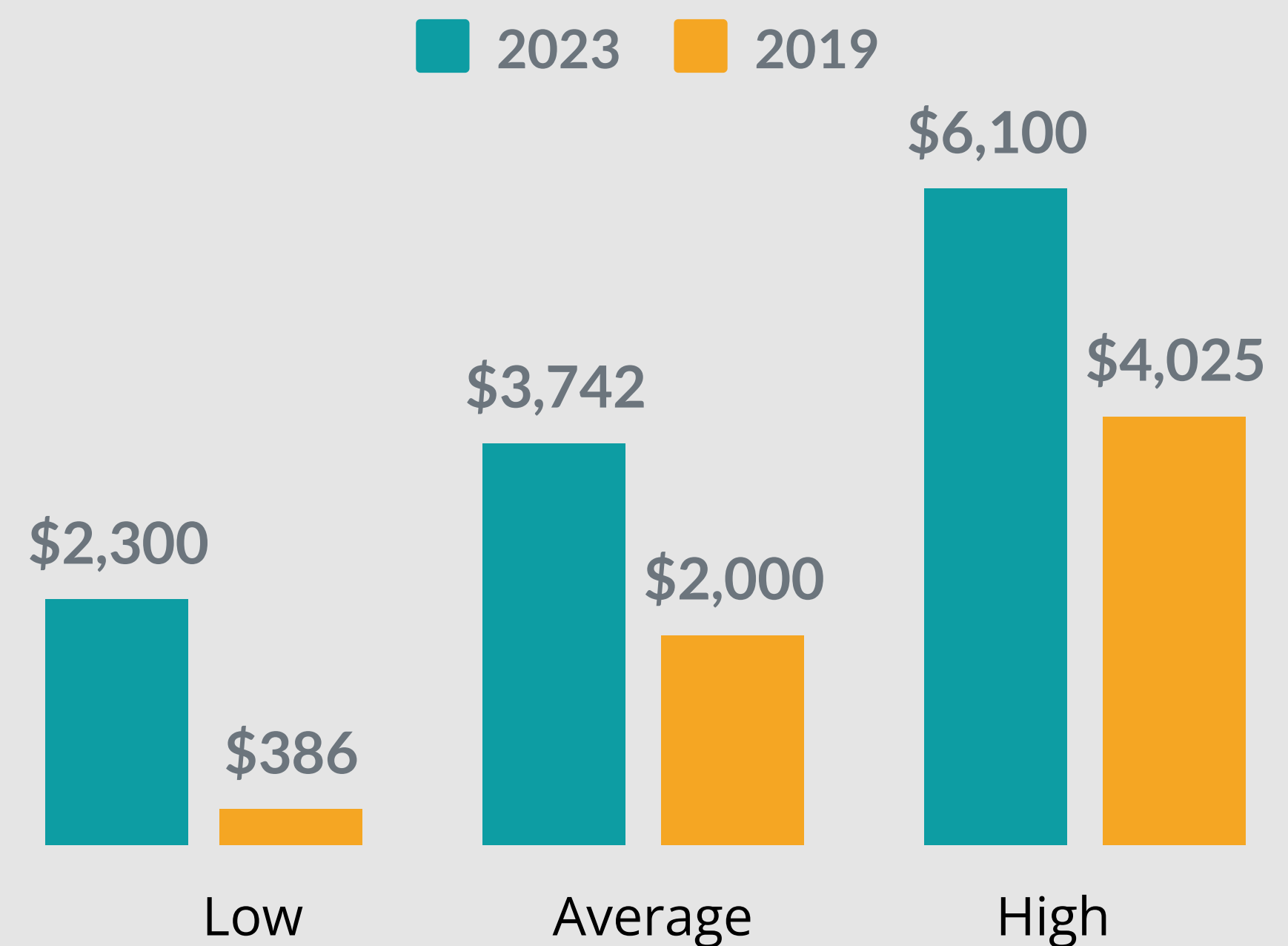
Average Daily Rate (ADR)

Average booked nightly rate plus cleaning fee for all booked days. Lowest monthly ADR and highest monthly ADR also included.



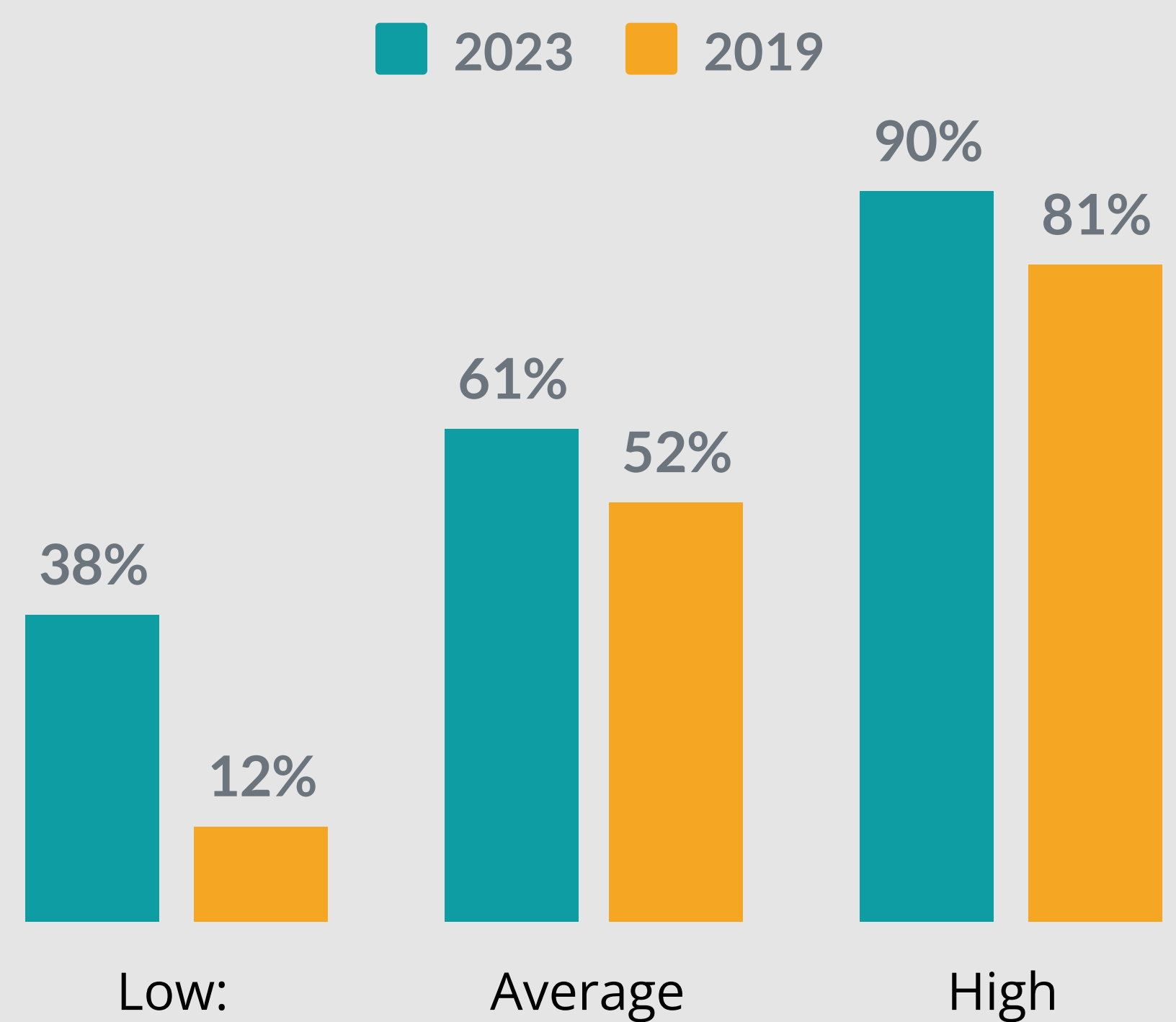
Average Monthly Revenue

The revenue of a short-term rental listing is calculated by multiplying the number of booked days by the average daily rate



Average Occupancy Rate

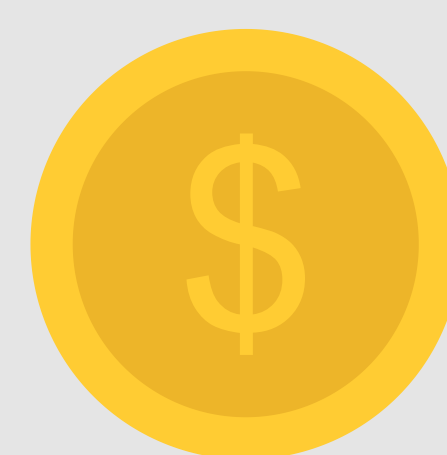
Number of booked days divided by the total number of days available for rent.



Annual Revenue

\$58,500

+9,954 (17%) in past year





South Shore Housing Action Coalition

November 2023

Town of Lunenburg 2023 Status Report: Short-Term Rentals

Active Listings

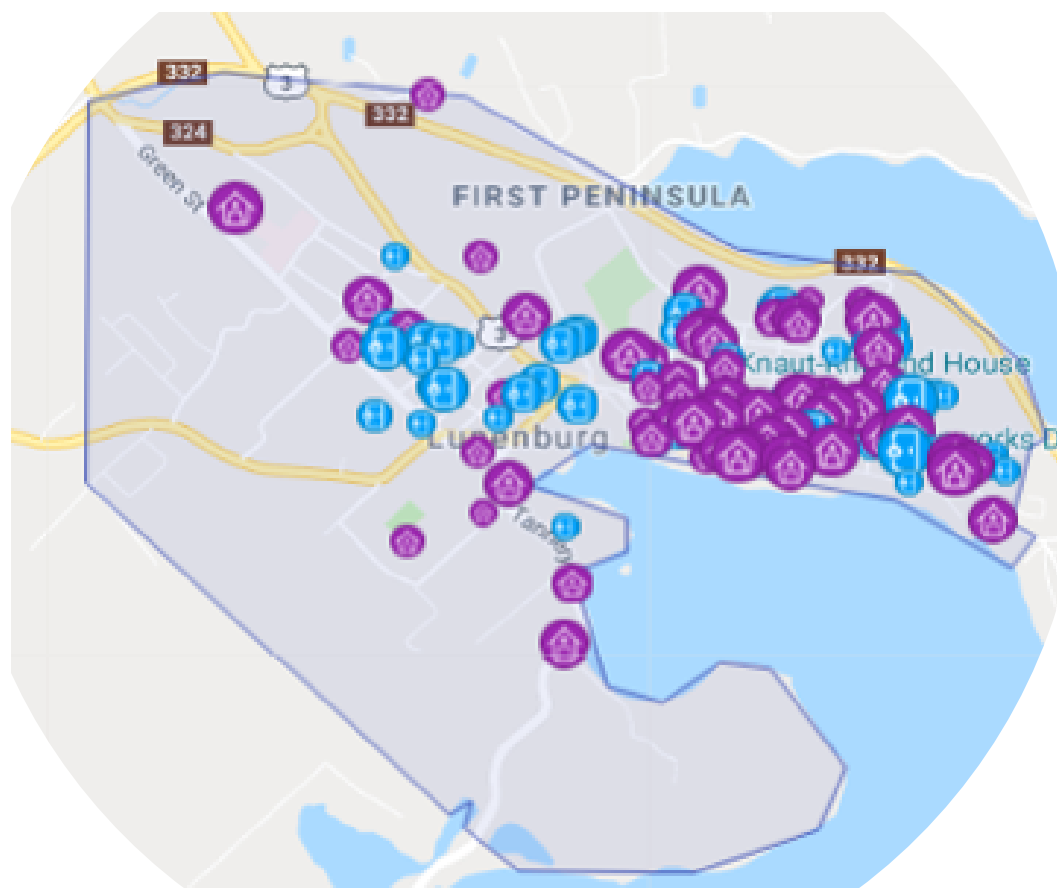
59

-46 (77%) from 2019

Average Revenue

\$2,933/mo

+28% from 2019



Average Daily Rate

\$216

+\$38(18%) from 2019

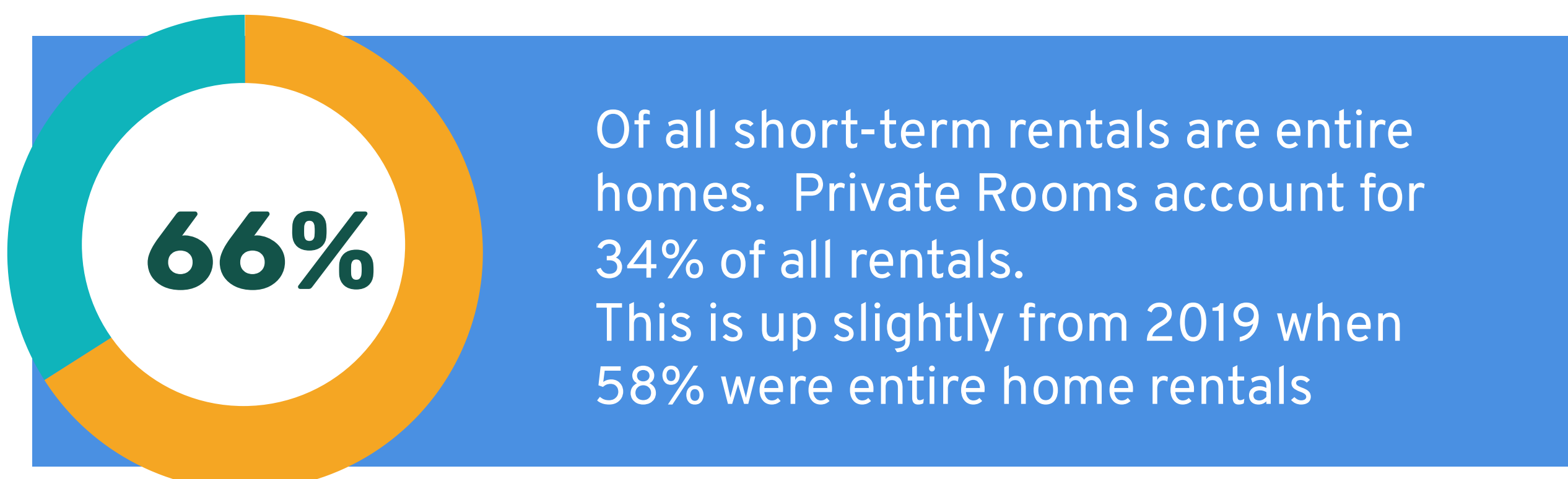
+9% in past year

Average Occupancy

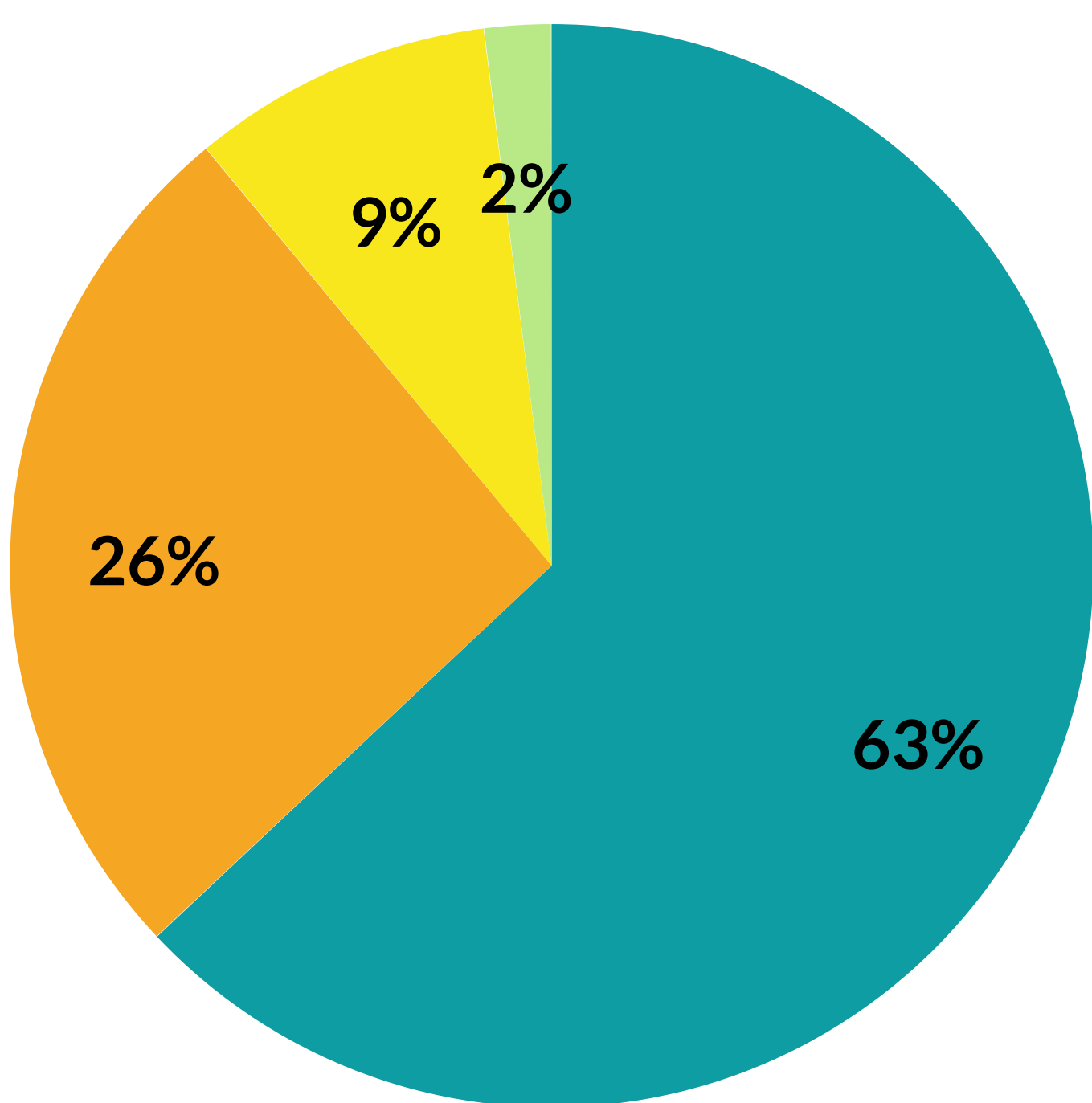
59%

+15% since 2019

-13% in past year

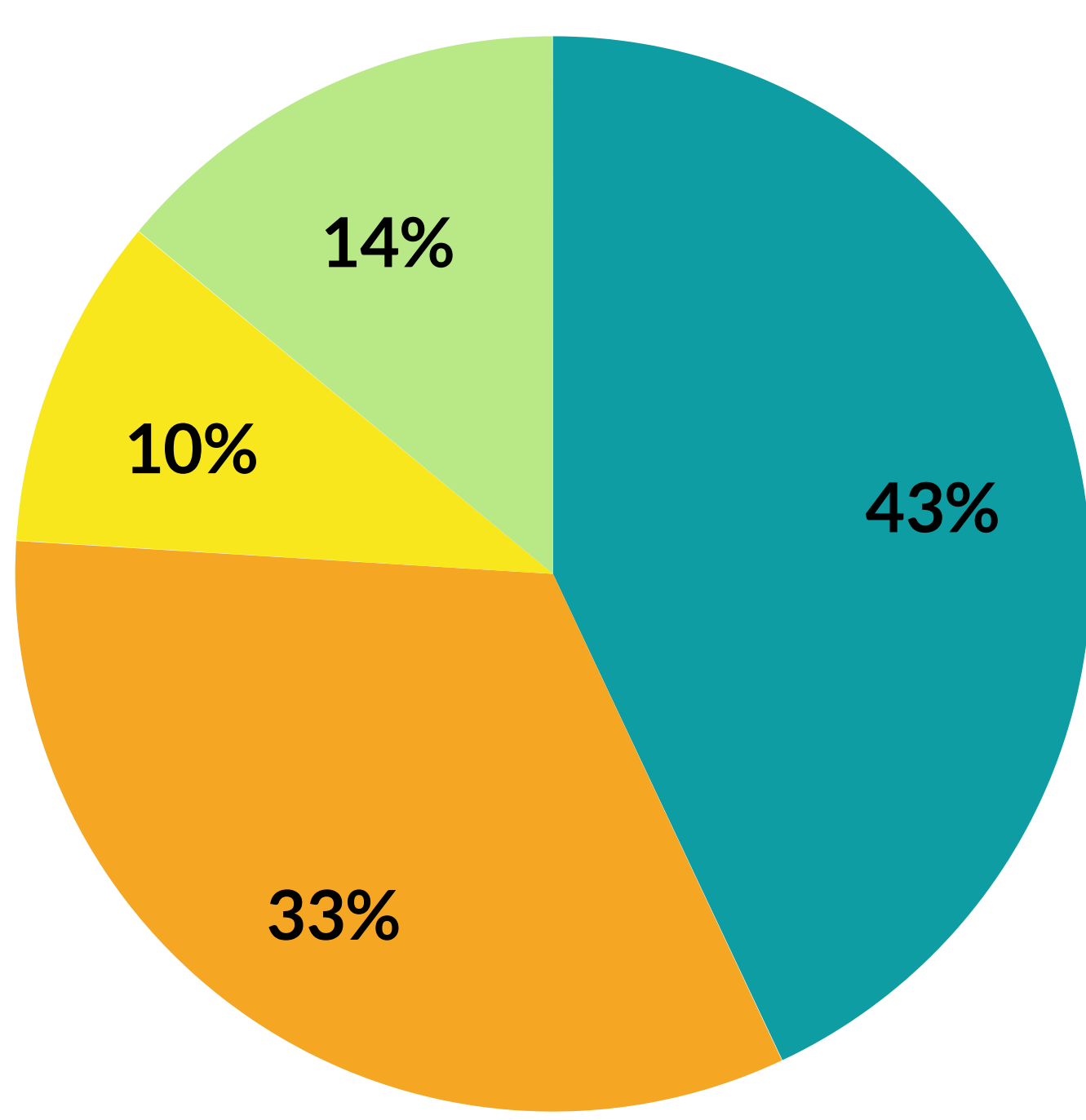


Size of Rental



1 Bedroom 2 Bedroom
3 Bedroom 4 Bedroom

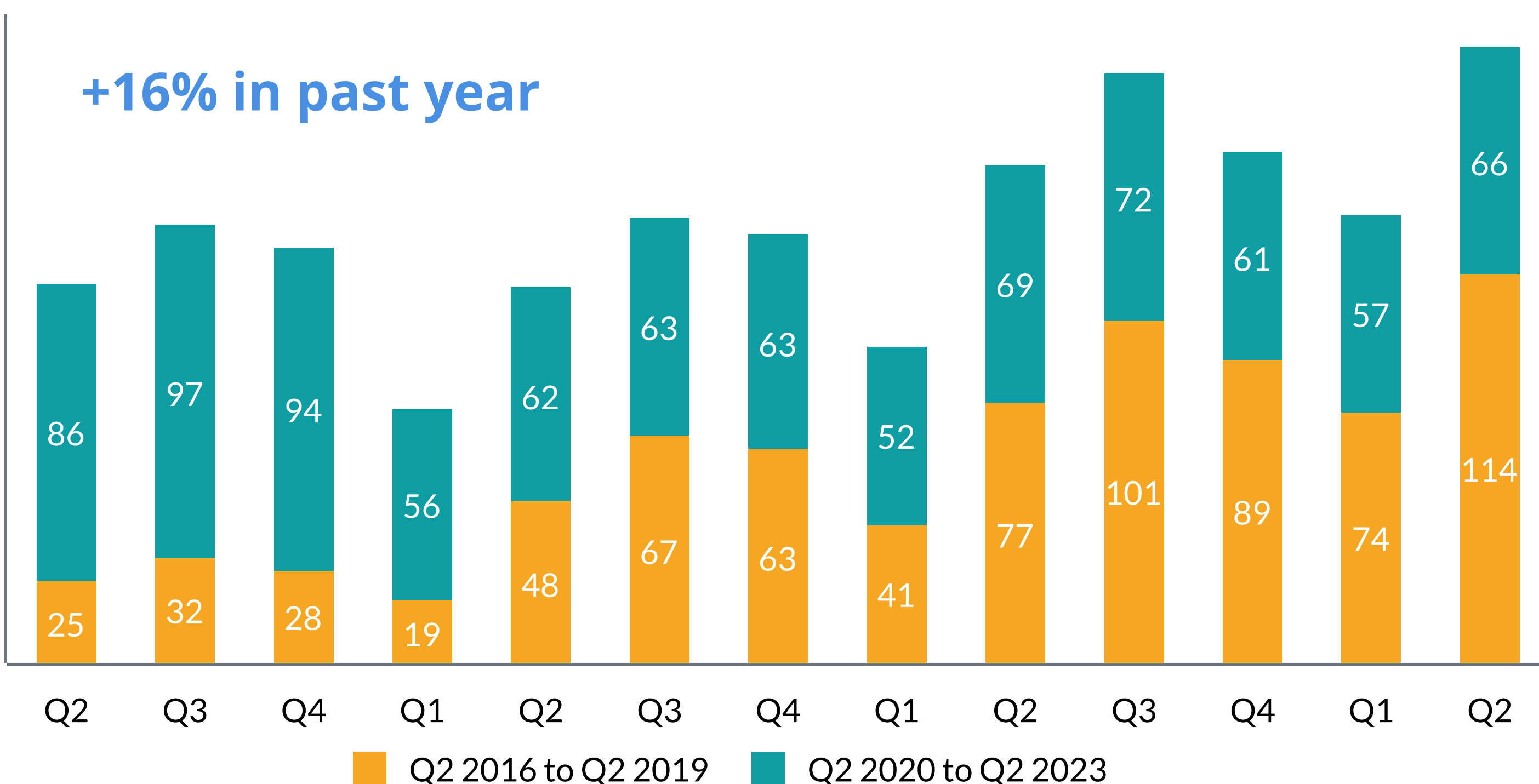
Availability, by Number of Nights



1-90 days 91-180 days
181-270 days 271-365 days

Total Short-Term Rentals, by Quarter Q2, 2020 to Q2, 2023

+16% in past year

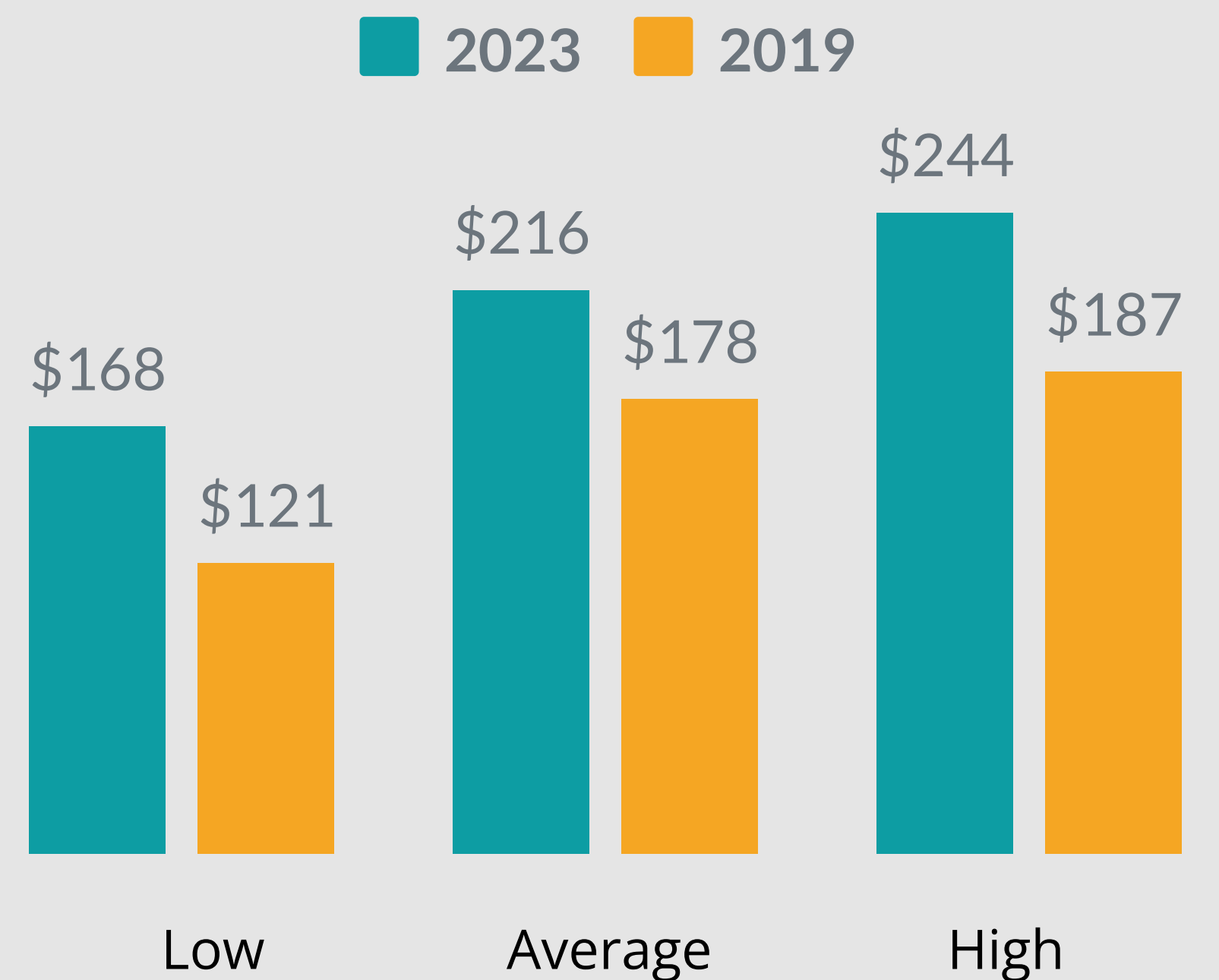


Q2 2016 to Q2 2019 Q2 2020 to Q2 2023

Source: AirDNA (2023). Results for Town of Lunenburg. Retrieved from <https://app.airdna.co/data/ca/56344>

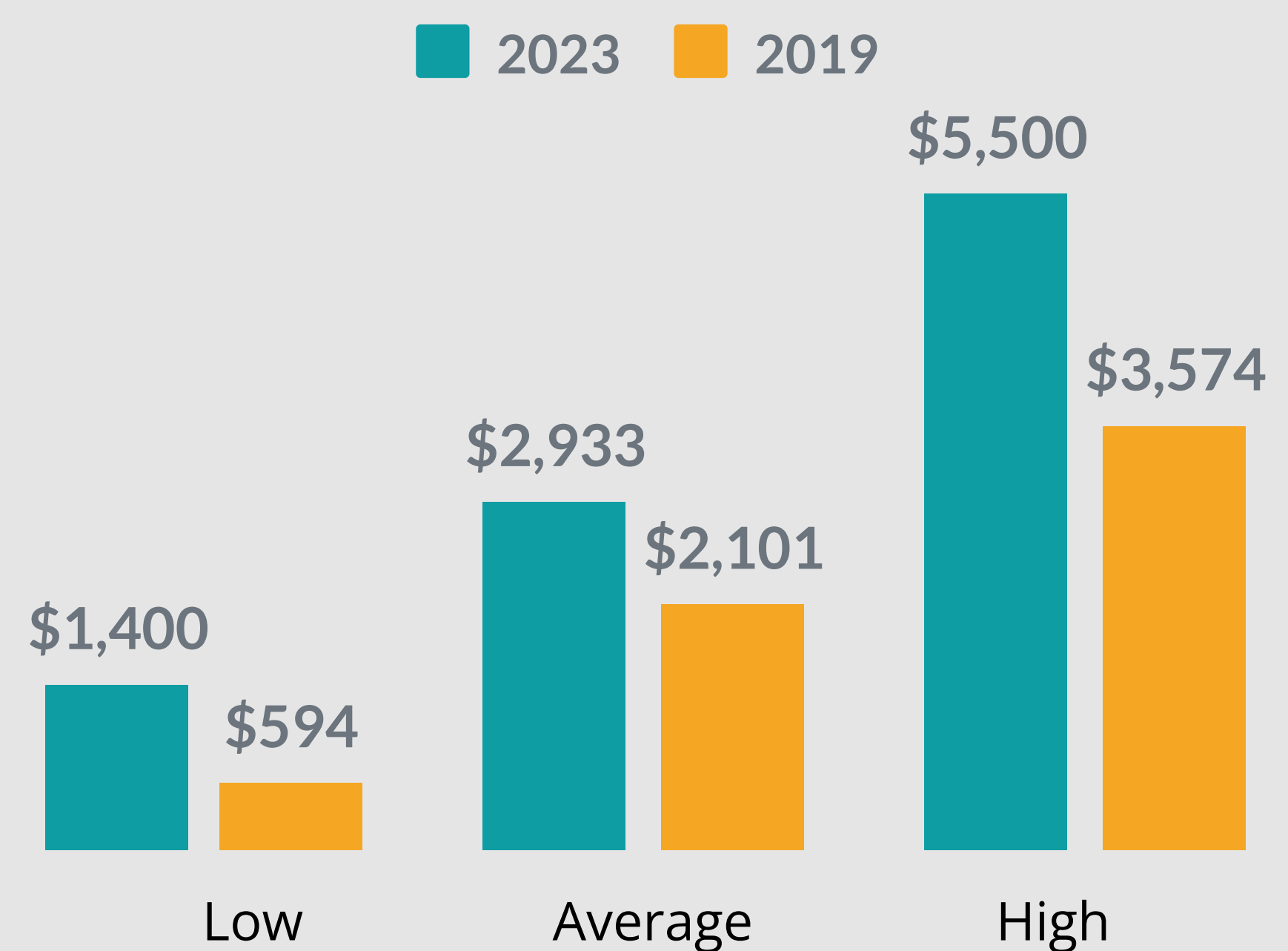
Average Daily Rate (ADR)

Average booked nightly rate plus cleaning fee for all booked days. Lowest monthly ADR and highest monthly ADR also included.



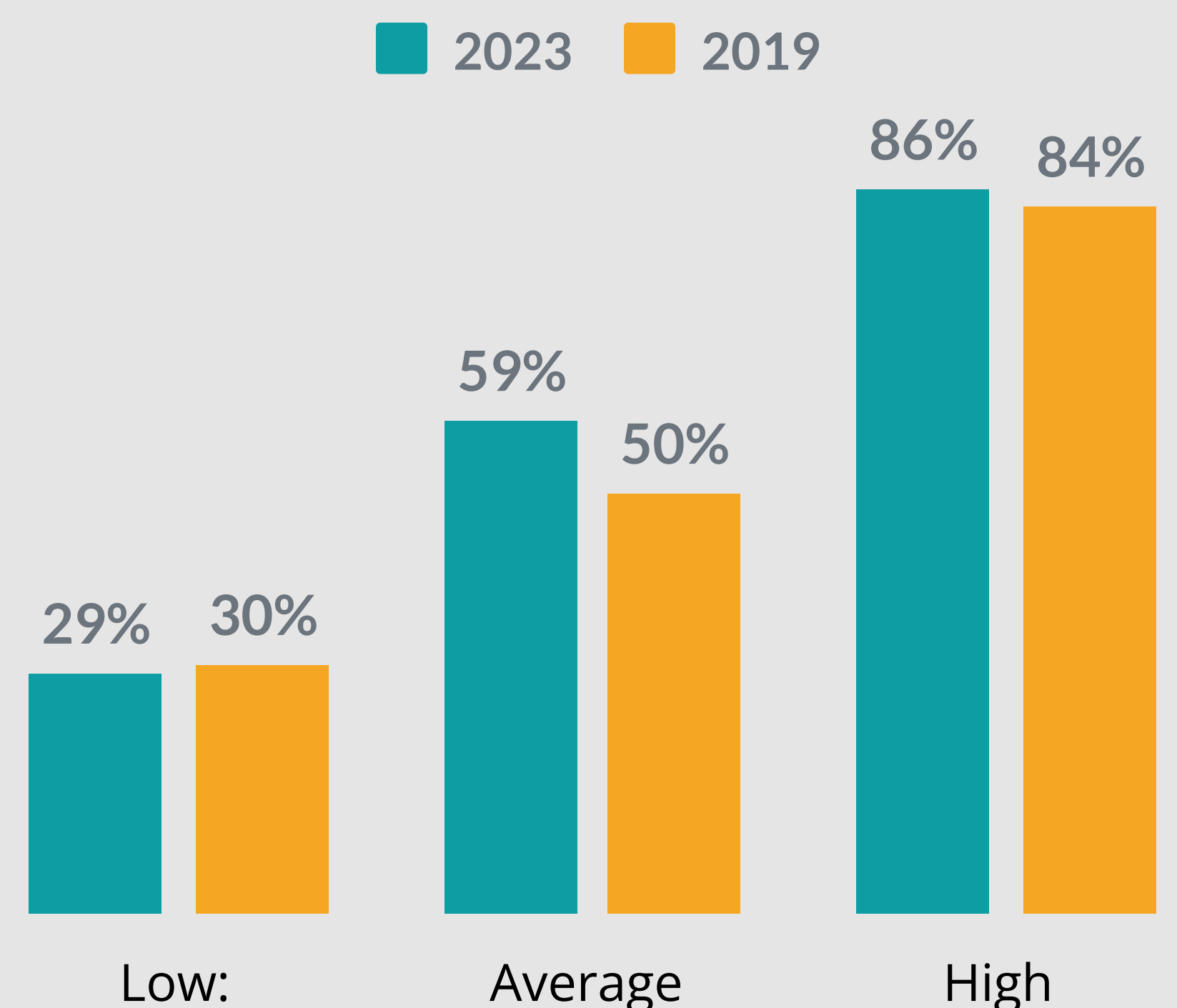
Average Monthly Revenue

The revenue of a short-term rental listing is calculated by multiplying the number of booked days by the average daily rate

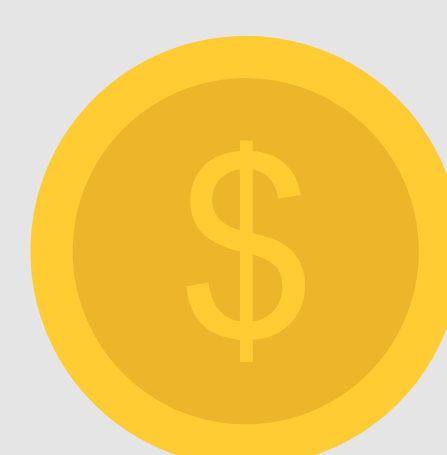


Average Occupancy Rate

Number of booked days divided by the total number of days available for rent.



Annual Revenue



\$46,500

no change in past year



South Shore Housing Action Coalition

November 2023

Town of Bridgewater 2023 Status Report: Short-Term Rentals

Active Listings

18

+28% from 2019
+50% in past year

Average Revenue

\$1,500/mo

-10% from 2019
-31% in past year



Average Daily Rate

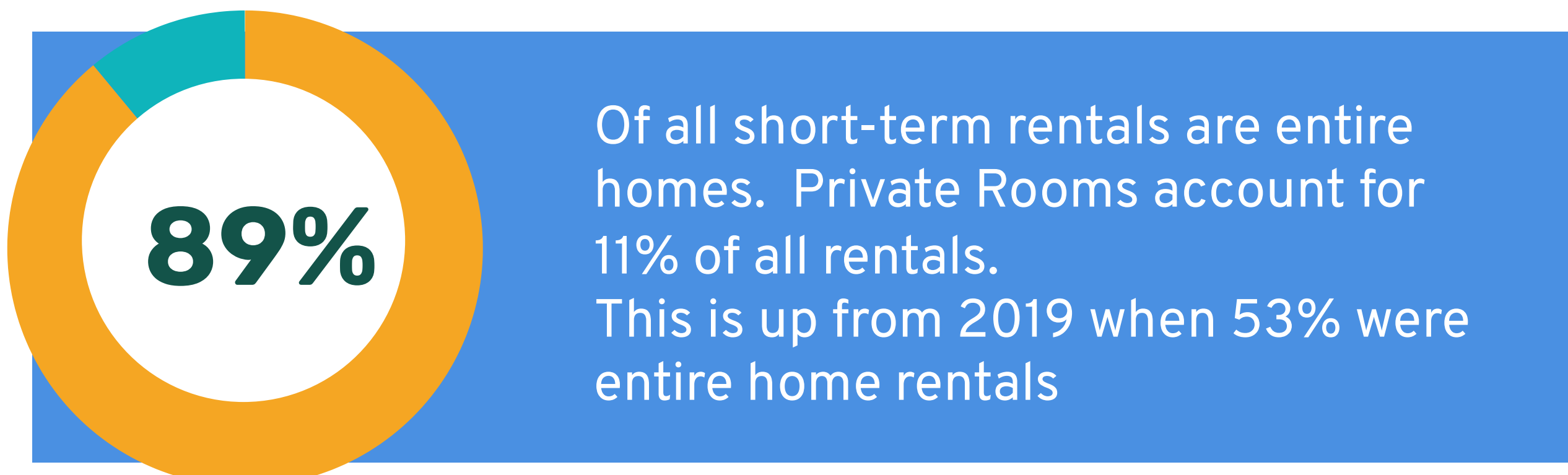
\$135

+\$37 (27%) from 2019
-6% in past year

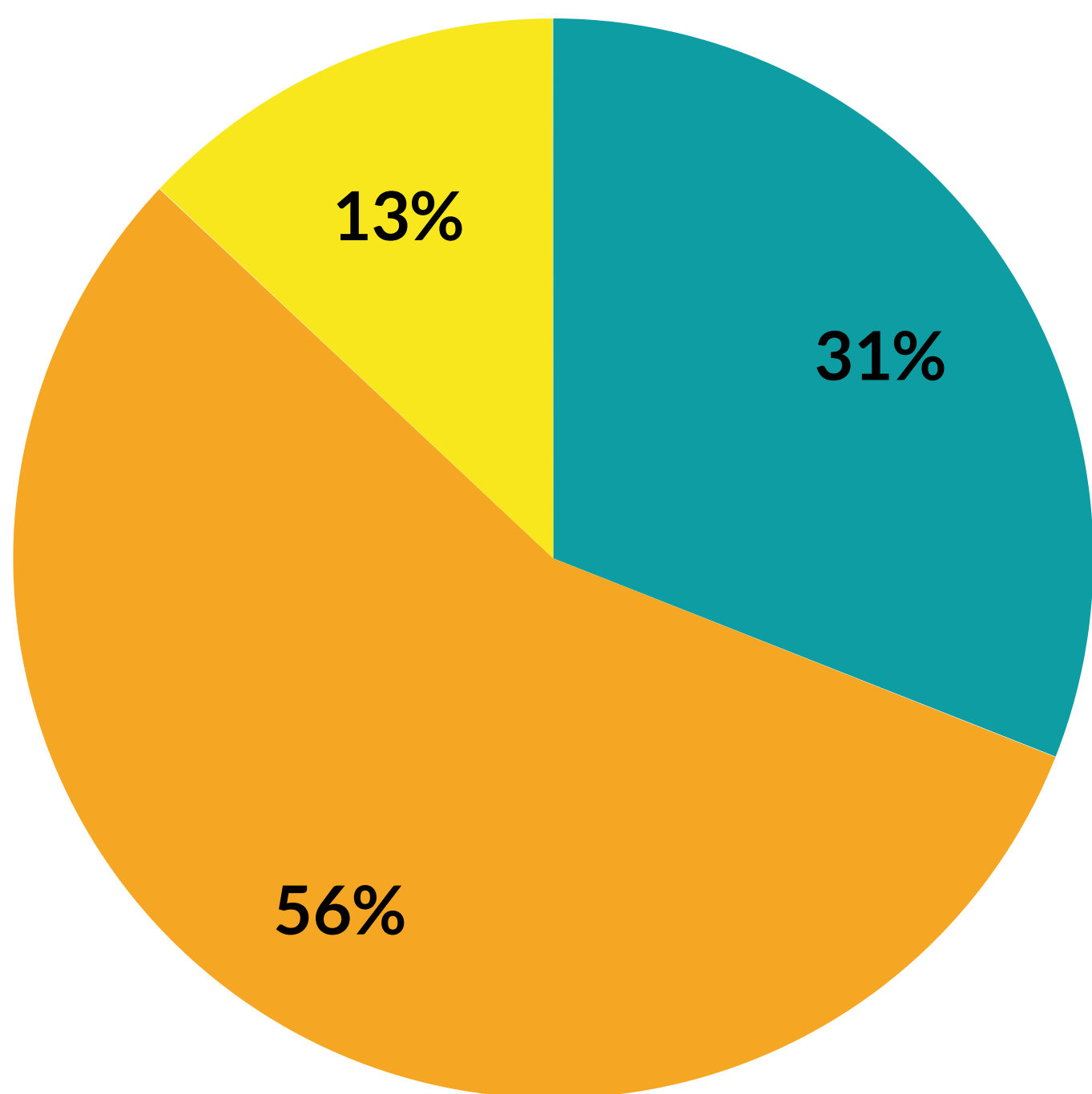
Average Occupancy

60%

-30% from 2019
-22% in past year

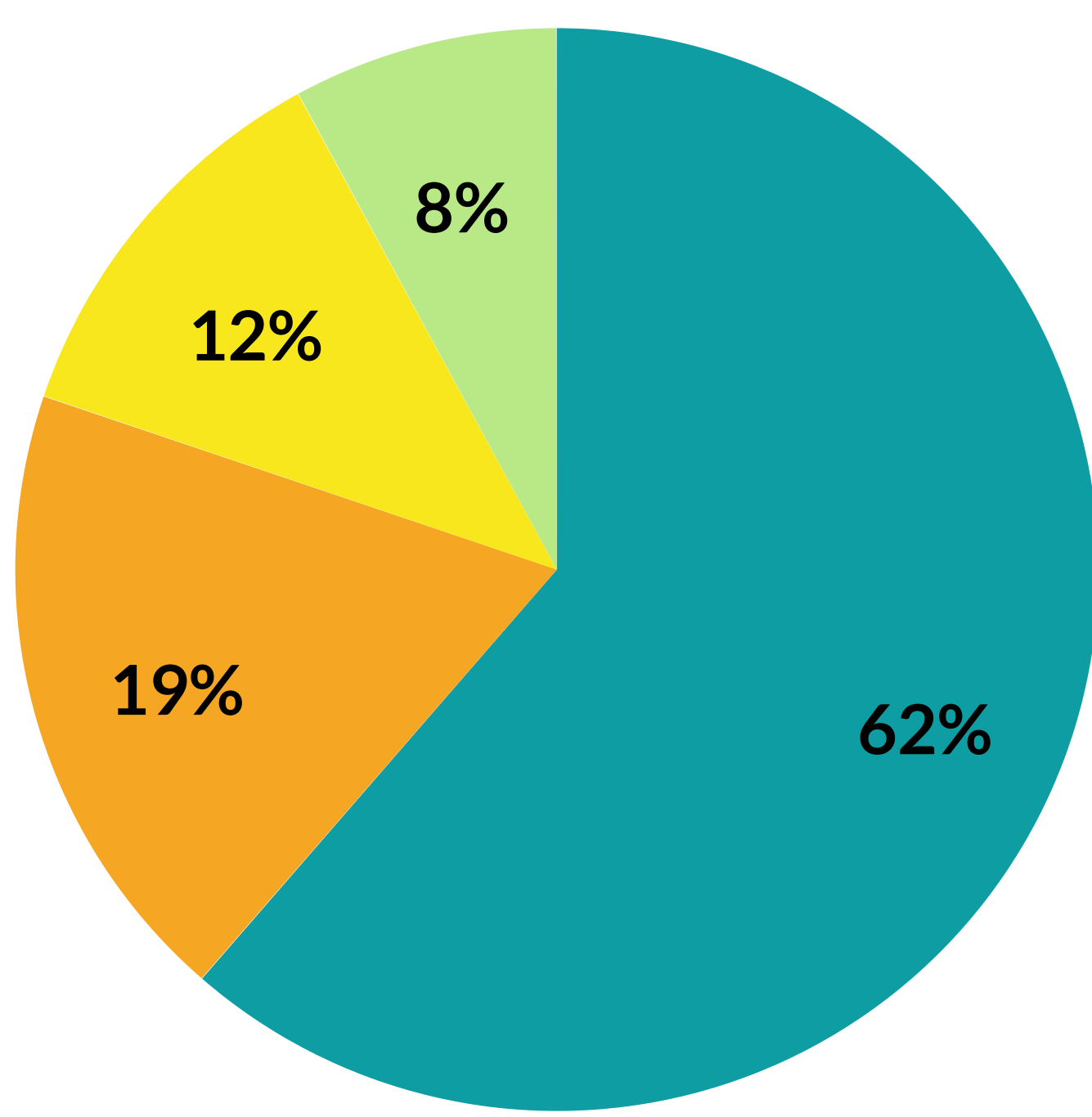


Size of Rental



1 Bedroom 2 Bedroom 3 Bedroom

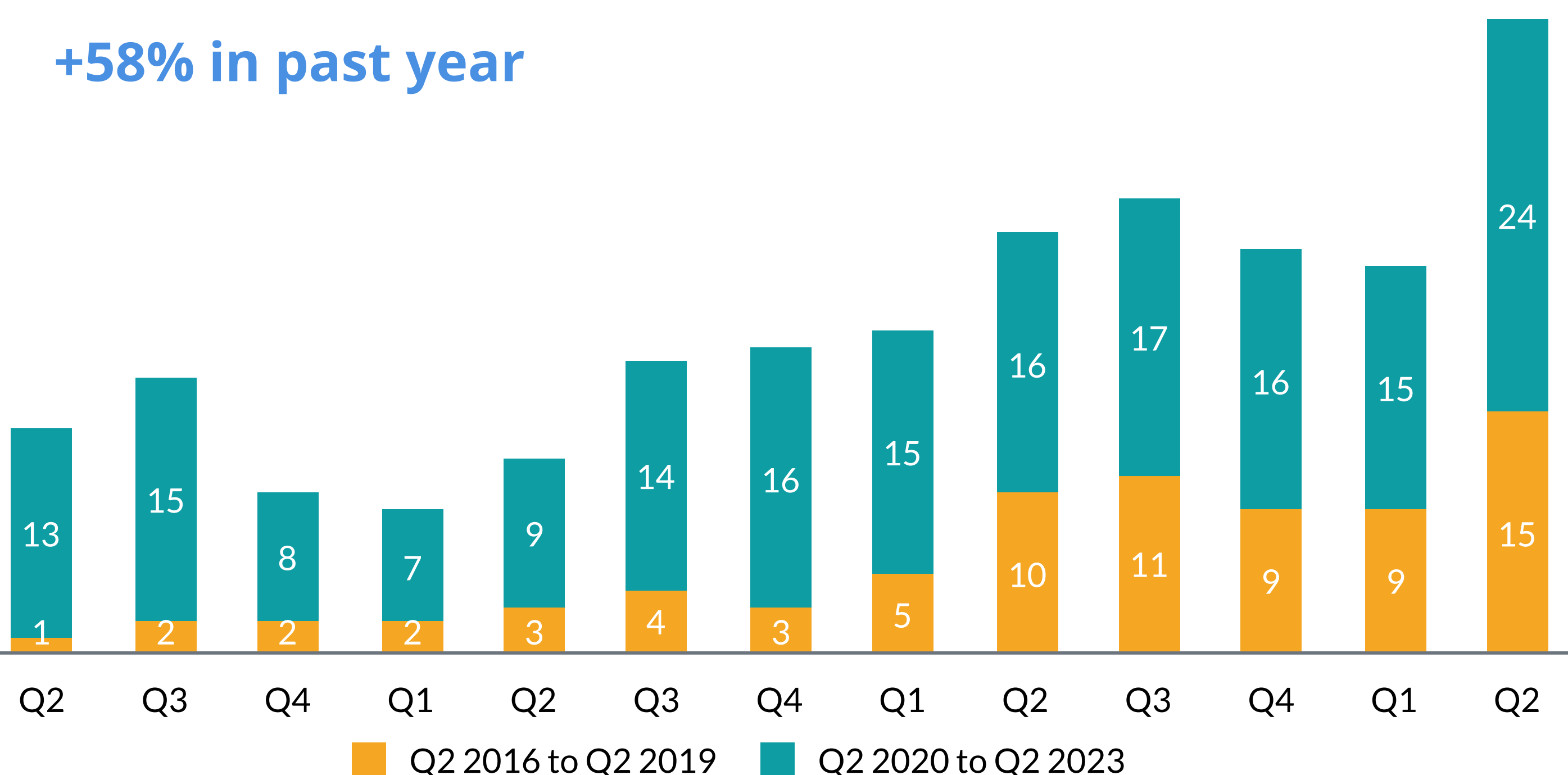
Availability, by Number of Nights



1-90 days 91-180 days 181-270 days 271-365 days

Total Short-Term Rentals, by Quarter Q2, 2020 to Q2, 2023

+58% in past year

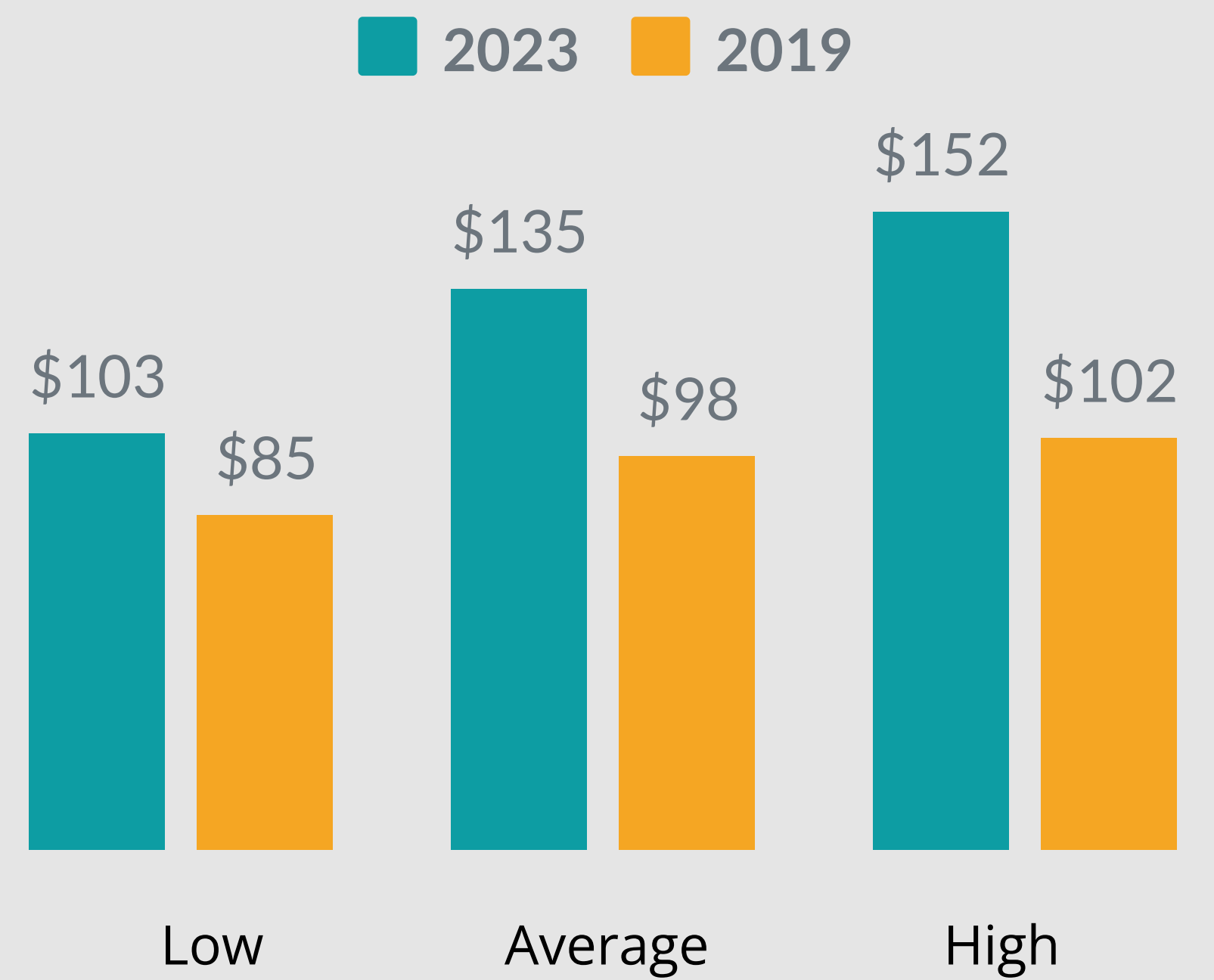


Q2 2016 to Q2 2019 Q2 2020 to Q2 2023

Source: AirDNA (2023). Results for Town of Bridgewater. Retrieved from <https://app.airdna.co/data/ca/87123>

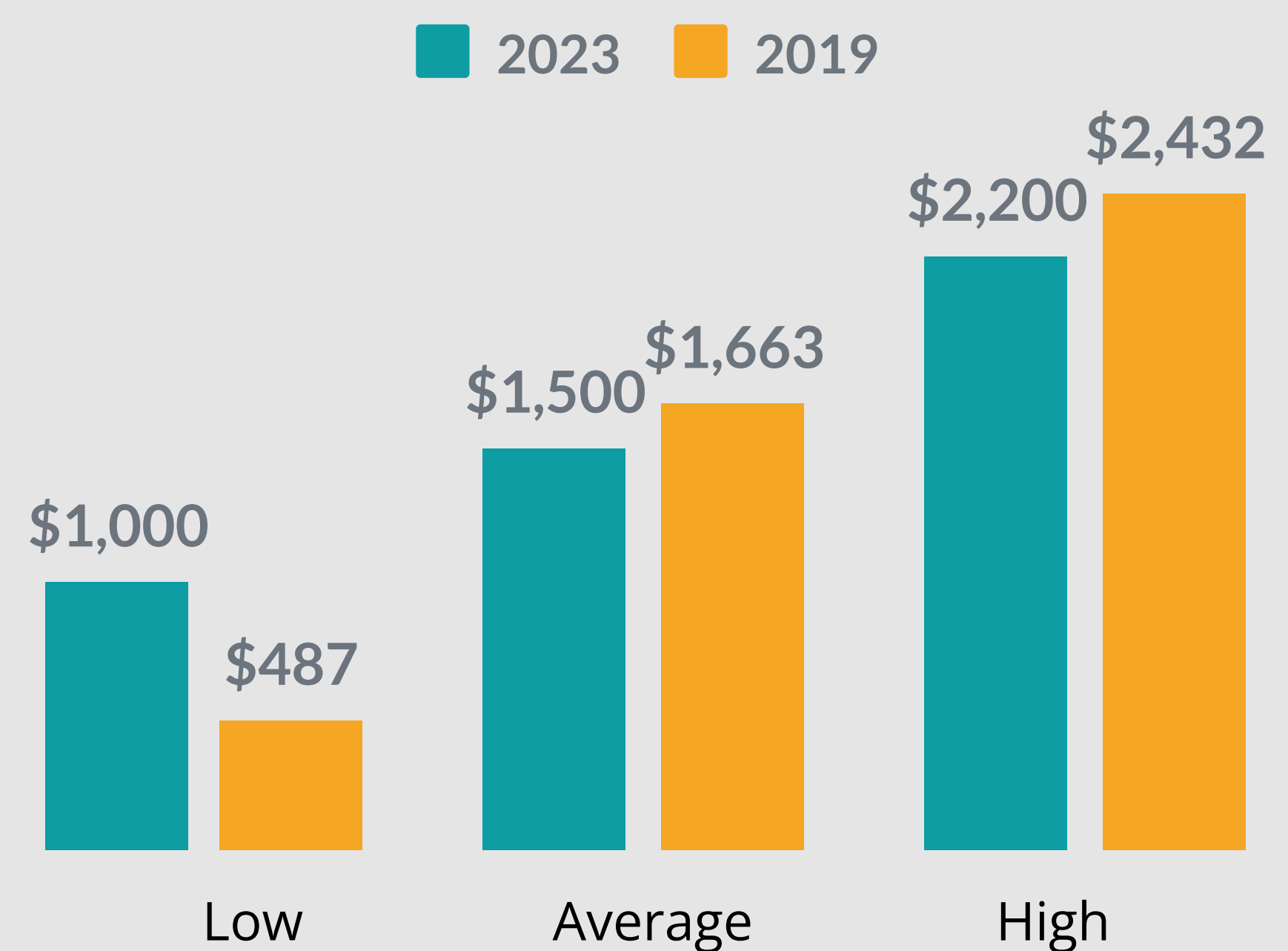
Average Daily Rate (ADR)

Average booked nightly rate plus cleaning fee for all booked days. Lowest monthly ADR and highest monthly ADR also included.



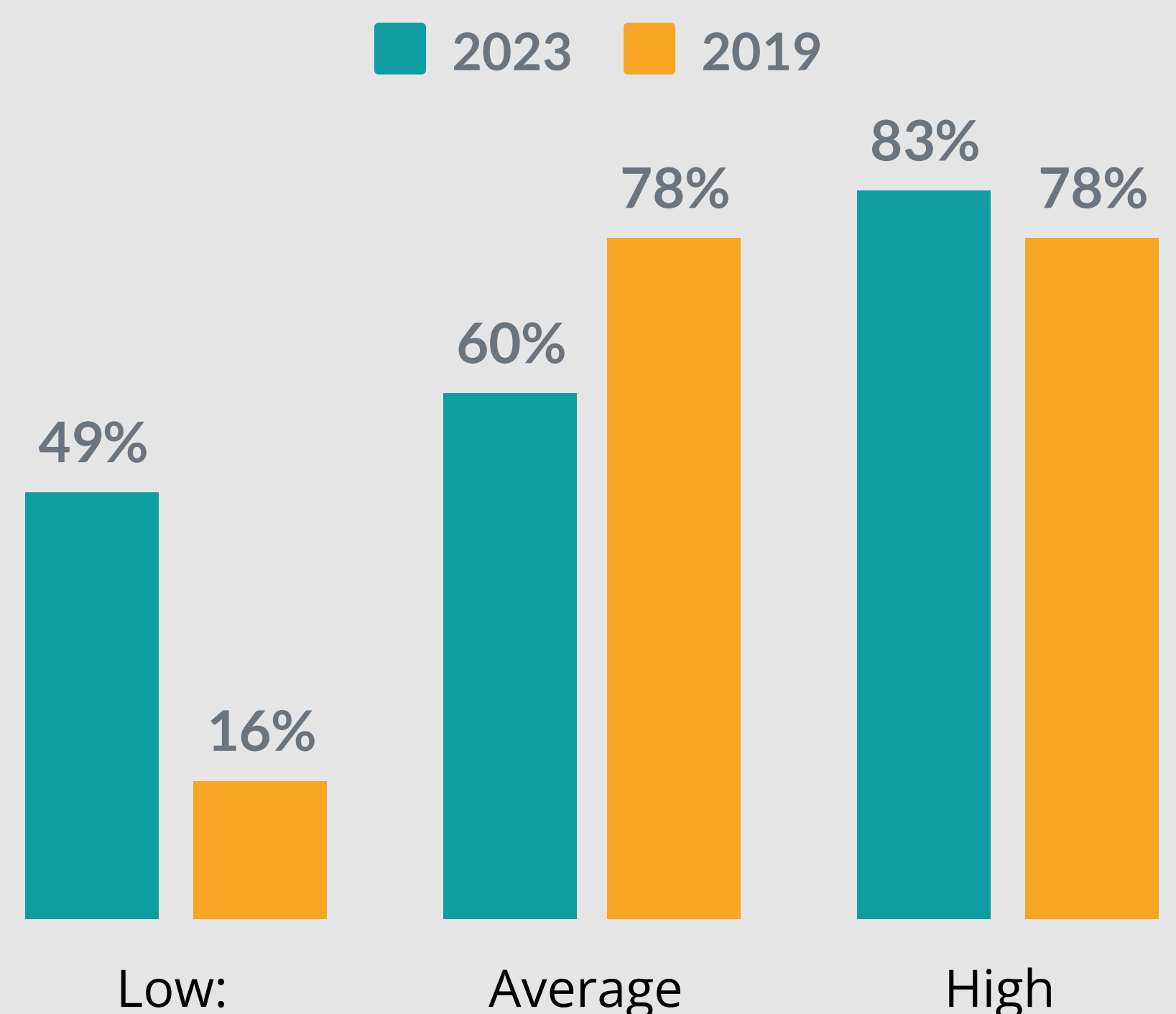
Average Monthly Revenue

The revenue of a short-term rental listing is calculated by multiplying the number of booked days by the average daily rate



Average Occupancy Rate

Number of booked days divided by the total number of days available for rent.



Annual Revenue

\$29,400

-31% in past year





South Shore Housing Action Coalition

November 2023

Municipality of the District of Lunenburg 2023 Status Report: Short-Term Rentals

Active Listings

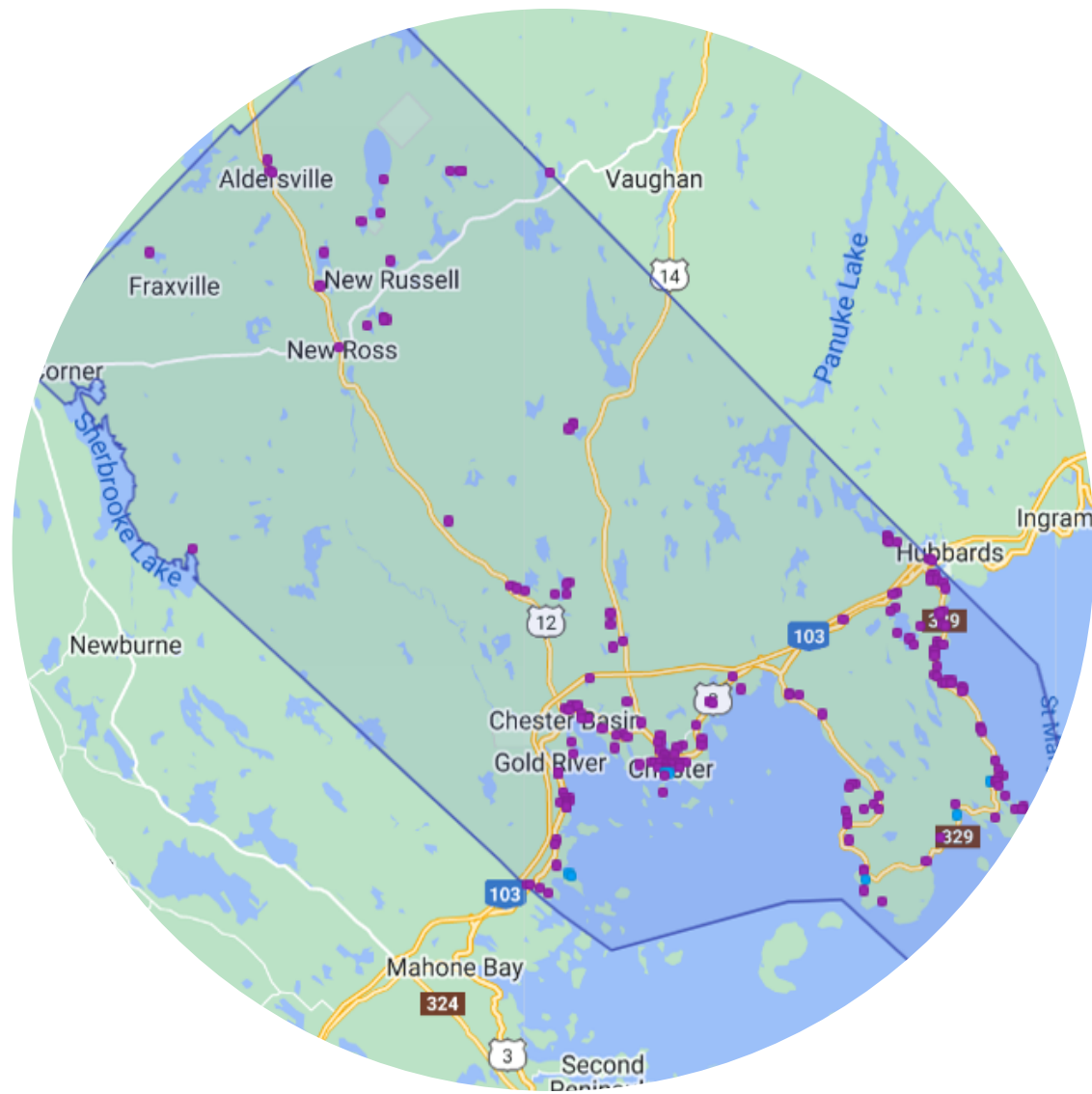
402

+31% from 2019
+21% in past year

Average Revenue

\$3,917/mo

+ 56% from 2019



Average Daily Rate

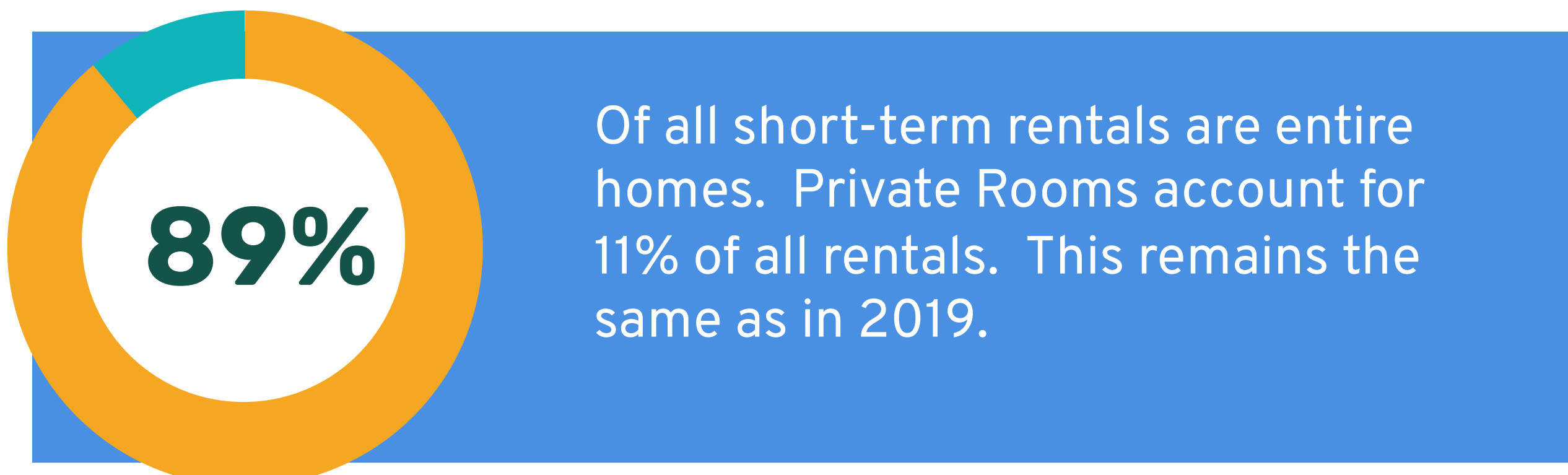
\$295

+\$115 (39%) from 2019
-2% in past year

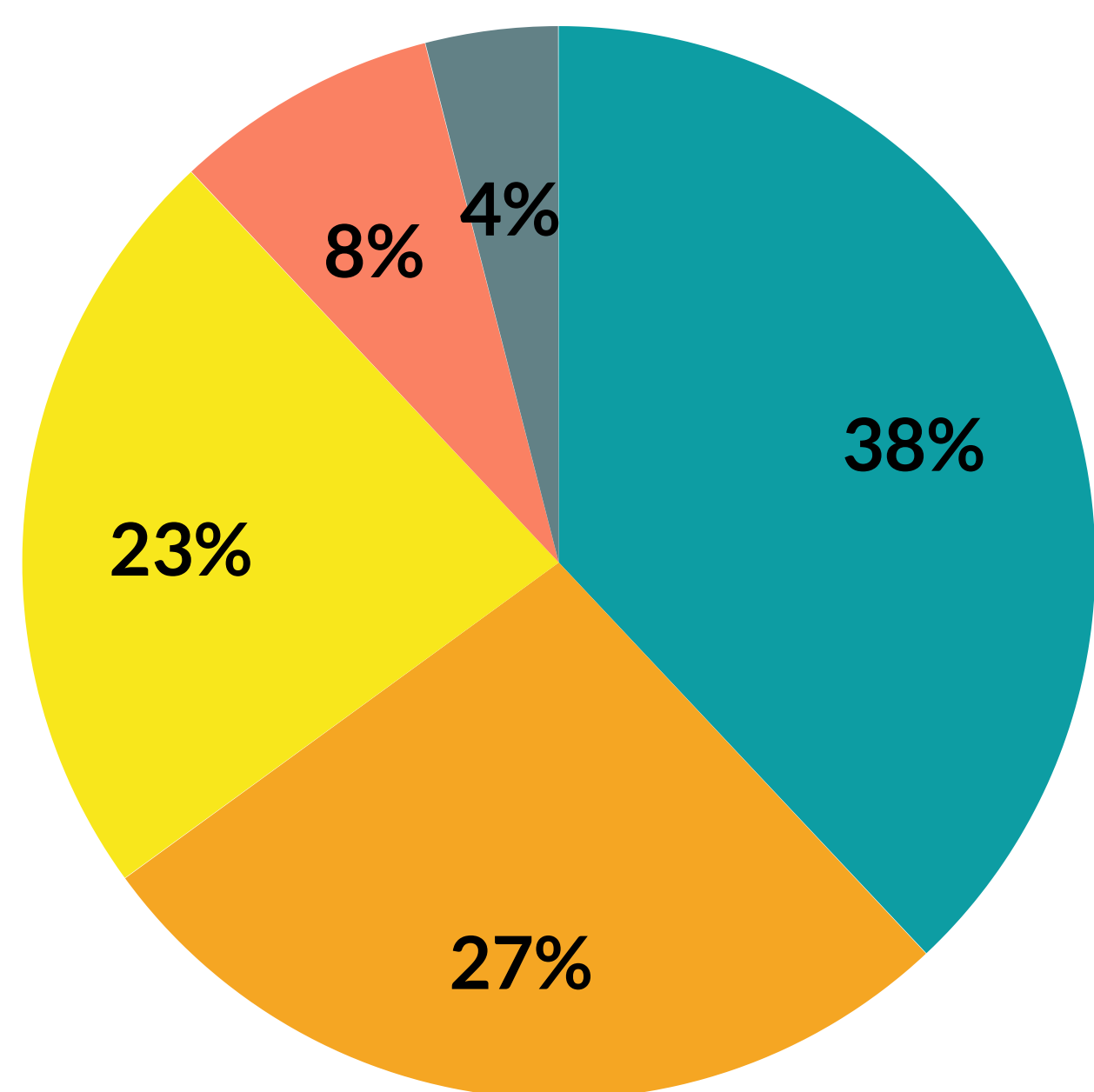
Average Occupancy

59%

+20% since 2019
-19% in past year

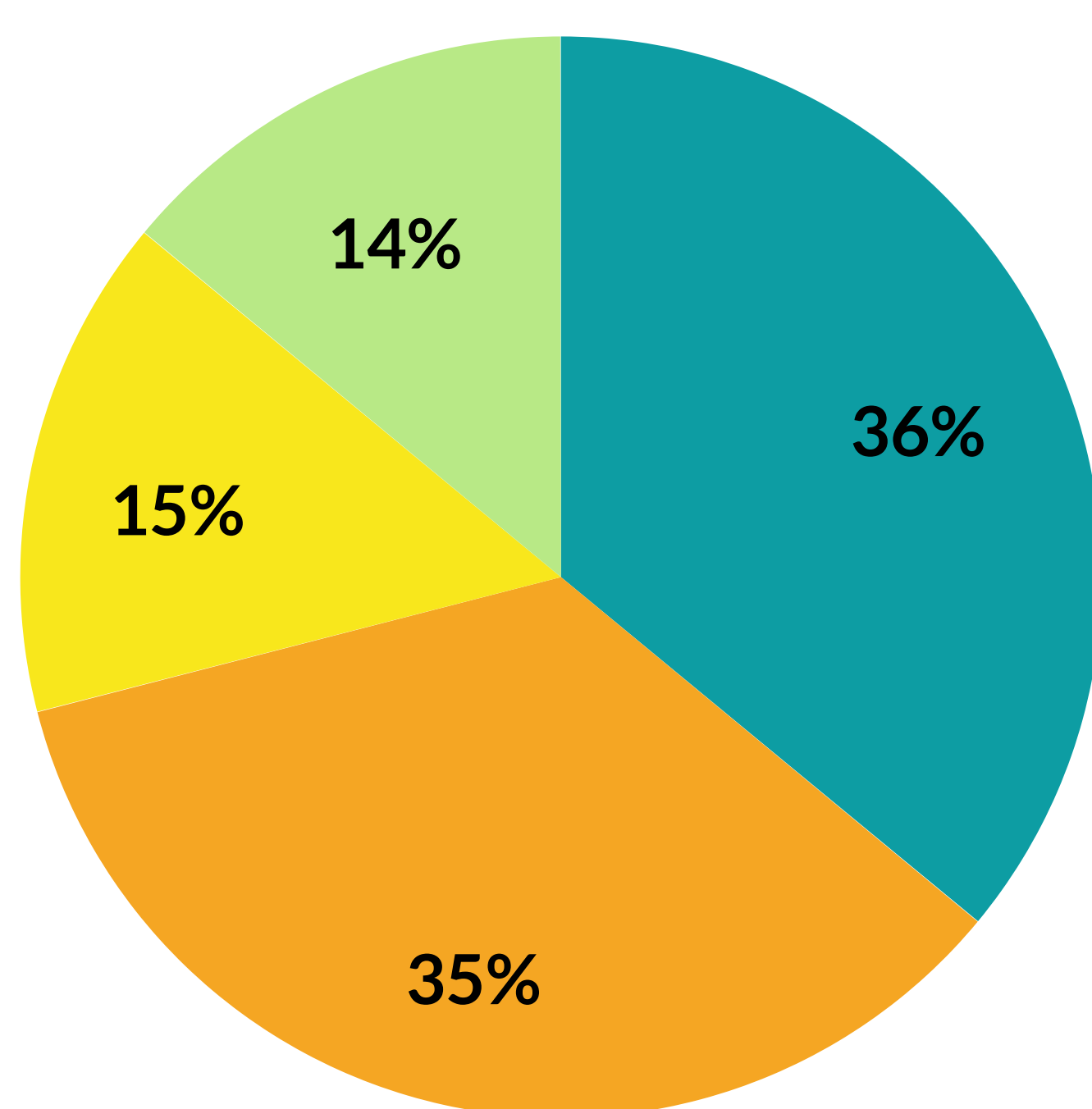


Size of Rental



- 1 Bedroom
- 2 Bedroom
- 3 Bedroom
- 4 Bedroom
- 5+ Bedroom

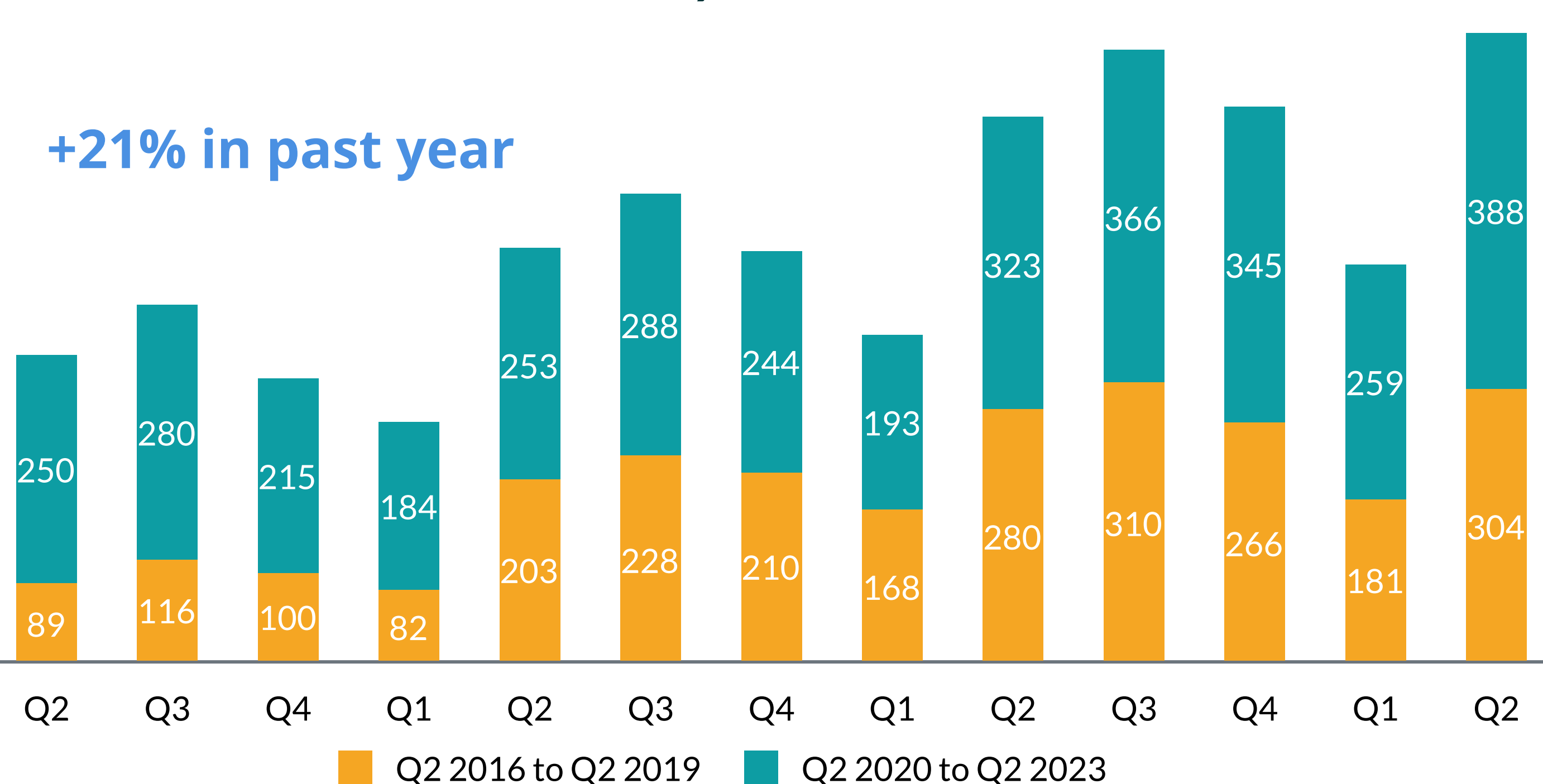
Availability, by Number of Nights



- 1-90 days
- 91-180 days
- 181-270 days
- 271-365 days

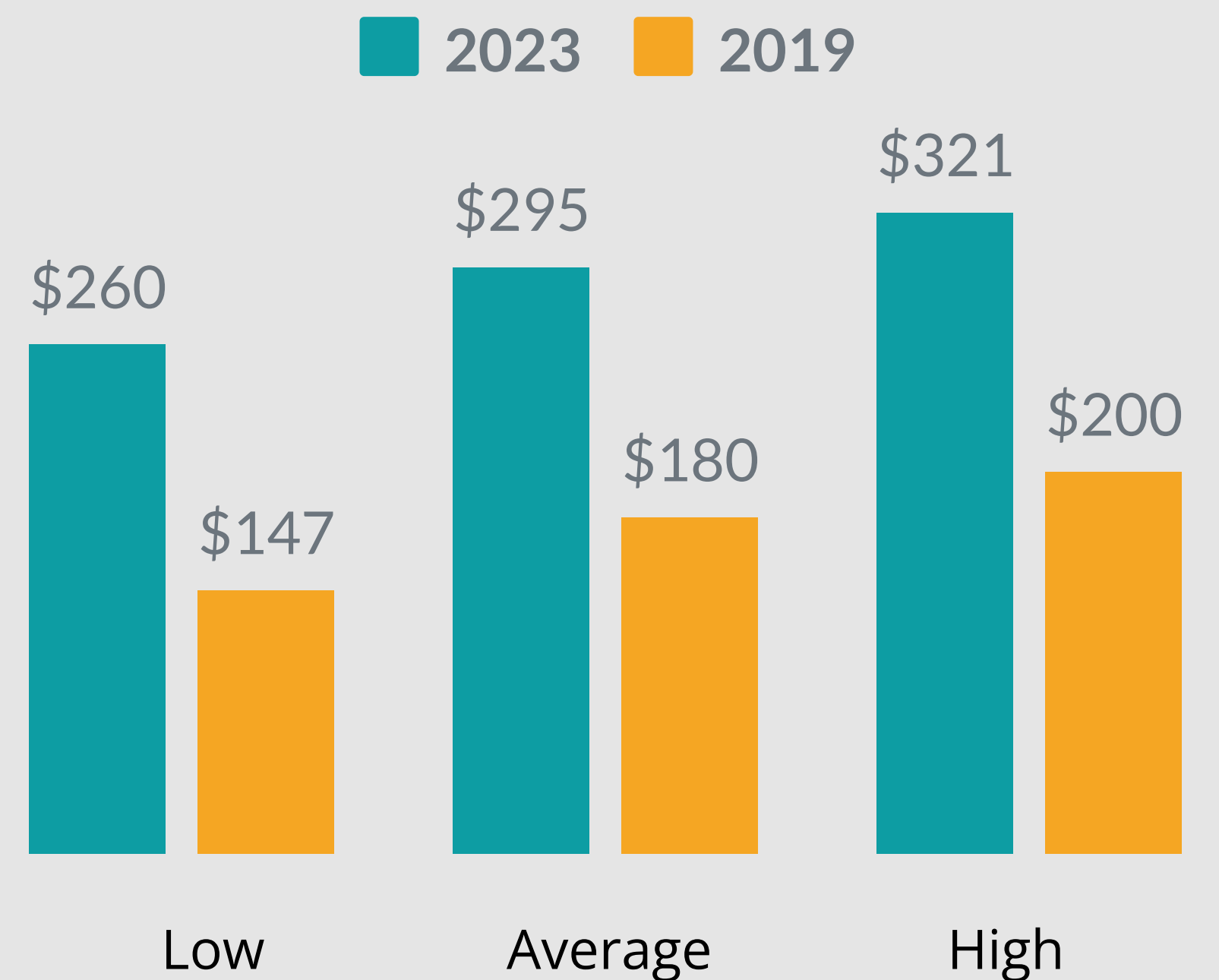
Total Short-Term Rentals, by Quarter Q2, 2020 to Q2, 2023

+21% in past year



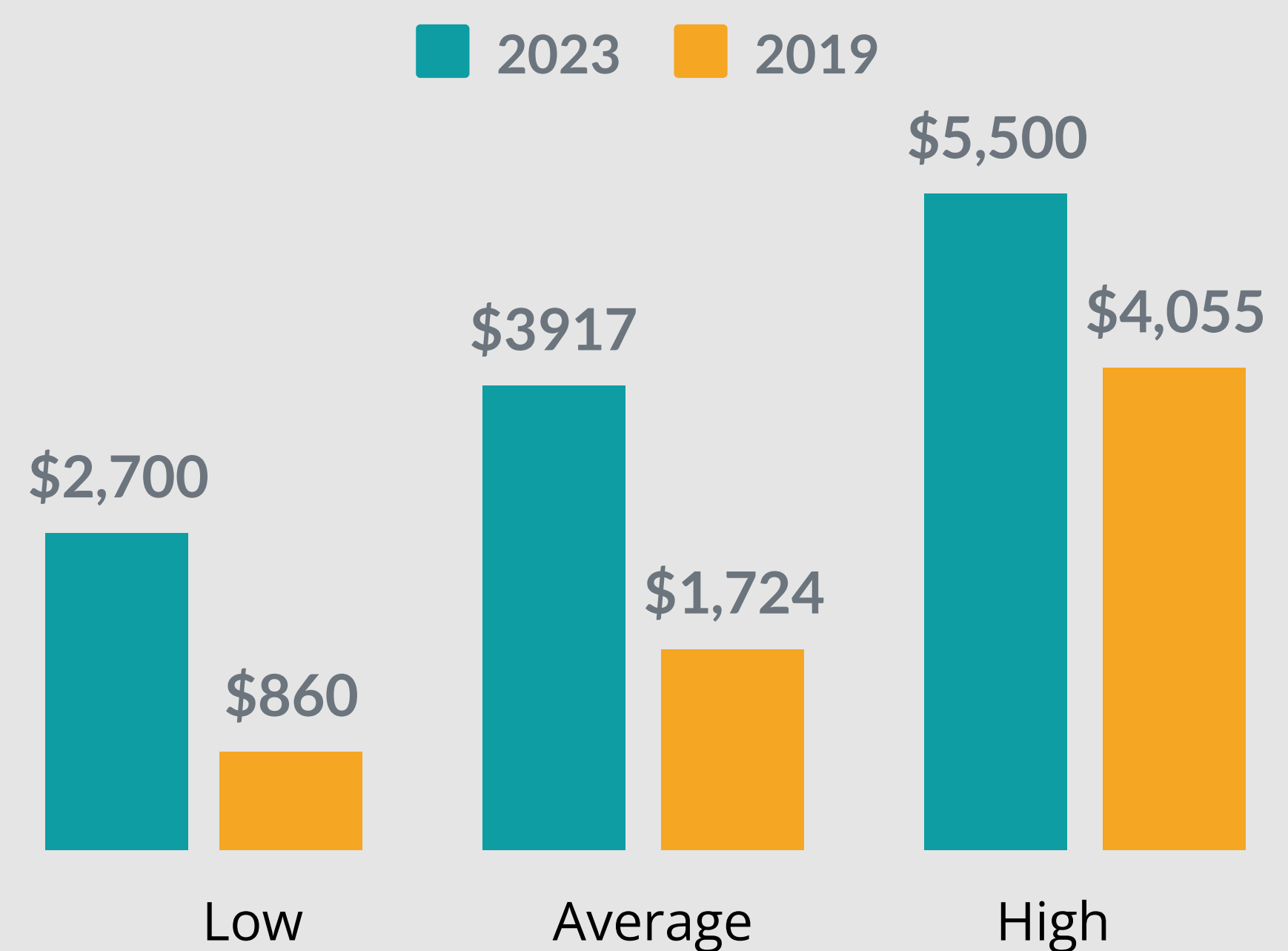
Average Daily Rate (ADR)

Average booked nightly rate plus cleaning fee for all booked days. Lowest monthly ADR and highest monthly ADR also included.



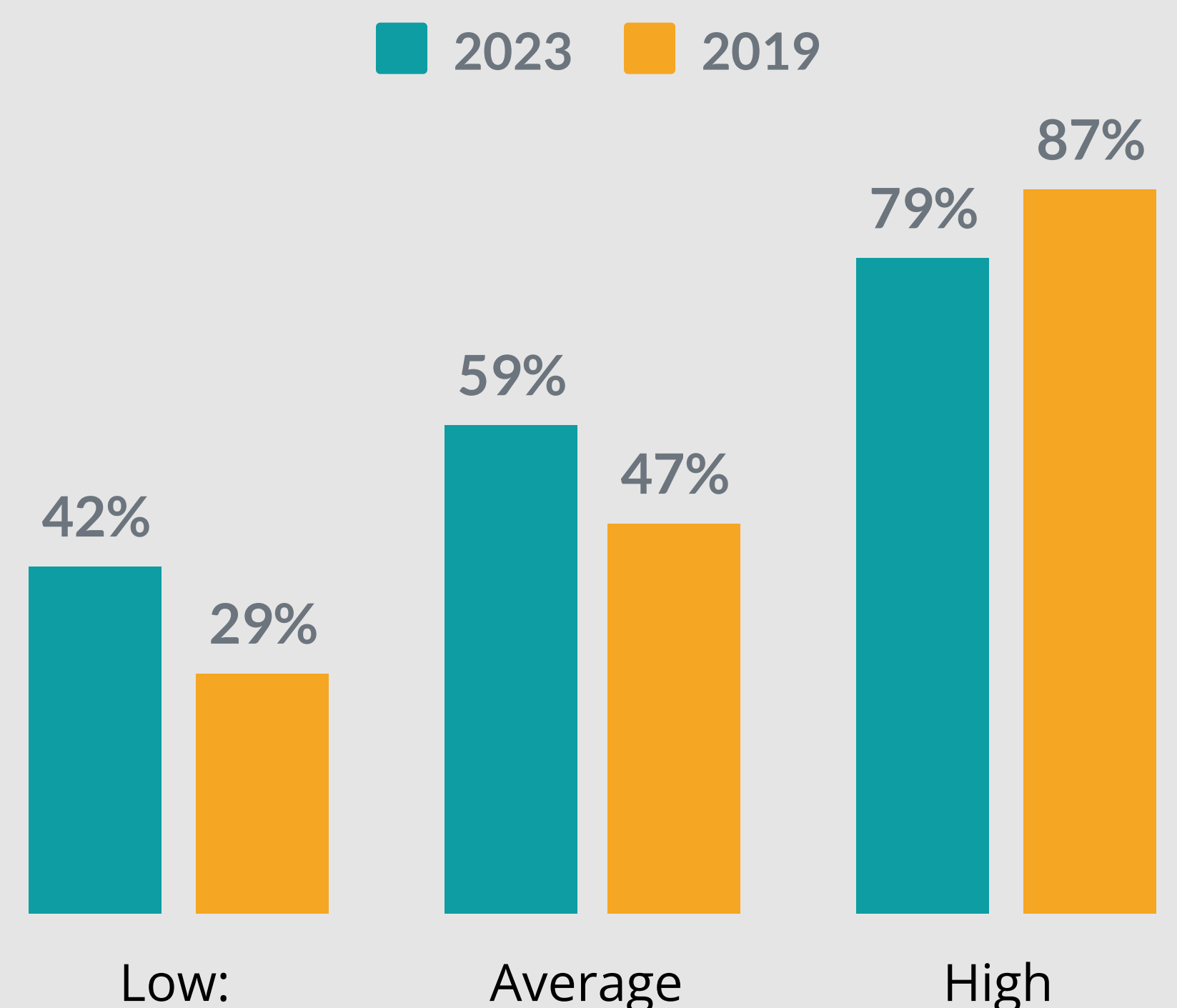
Average Monthly Revenue

The revenue of a short-term rental listing is calculated by multiplying the number of booked days by the average daily rate



Average Occupancy Rate

Number of booked days divided by the total number of days available for rent.



Annual Revenue

\$63,600

-18% in past year



South Shore Housing Action Coalition

November 2023

Region of Queens Municipality 2023 Status Report: Short-Term Rentals

Active Listings

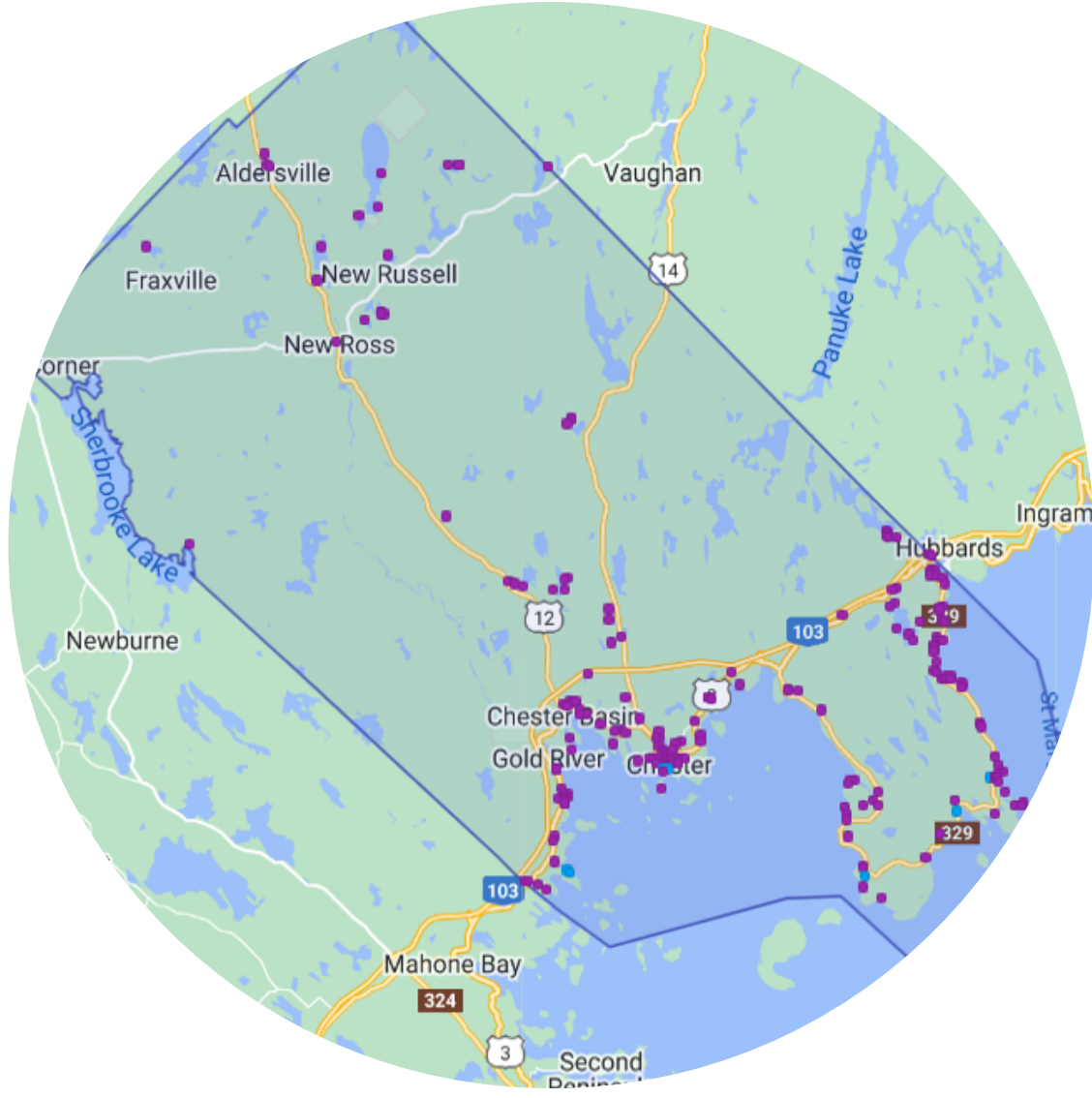
163

-20% from 2019
-13% in past year

Average Revenue

\$3,558/mo

+ 56% from 2019



Average Daily Rate

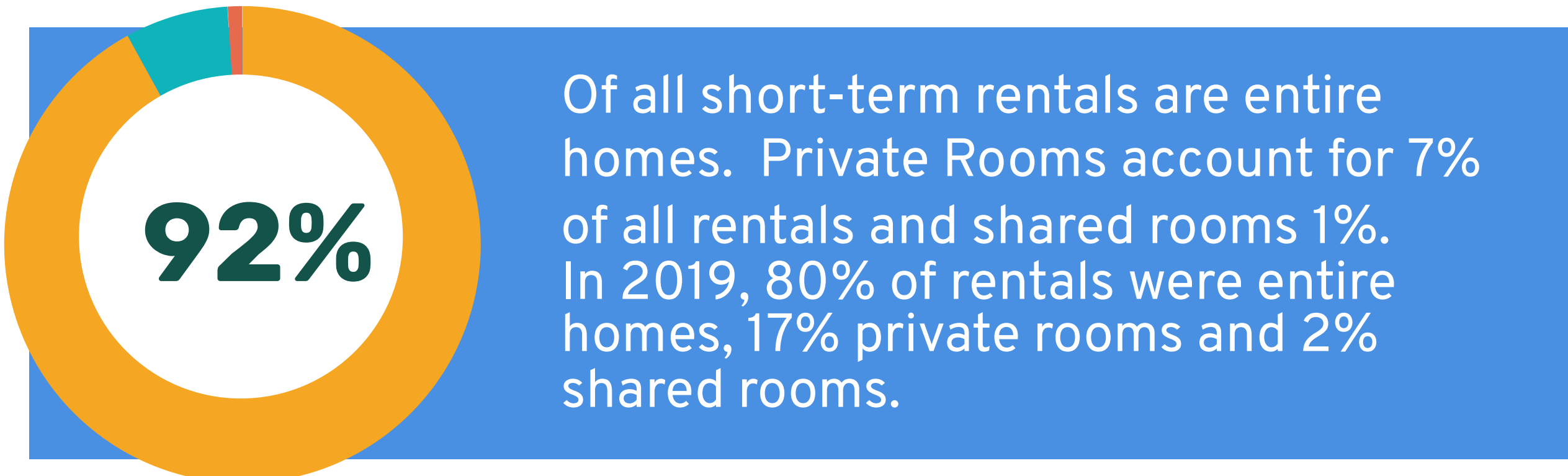
\$292

+\$133 (46%) from 2019
+2% in past year

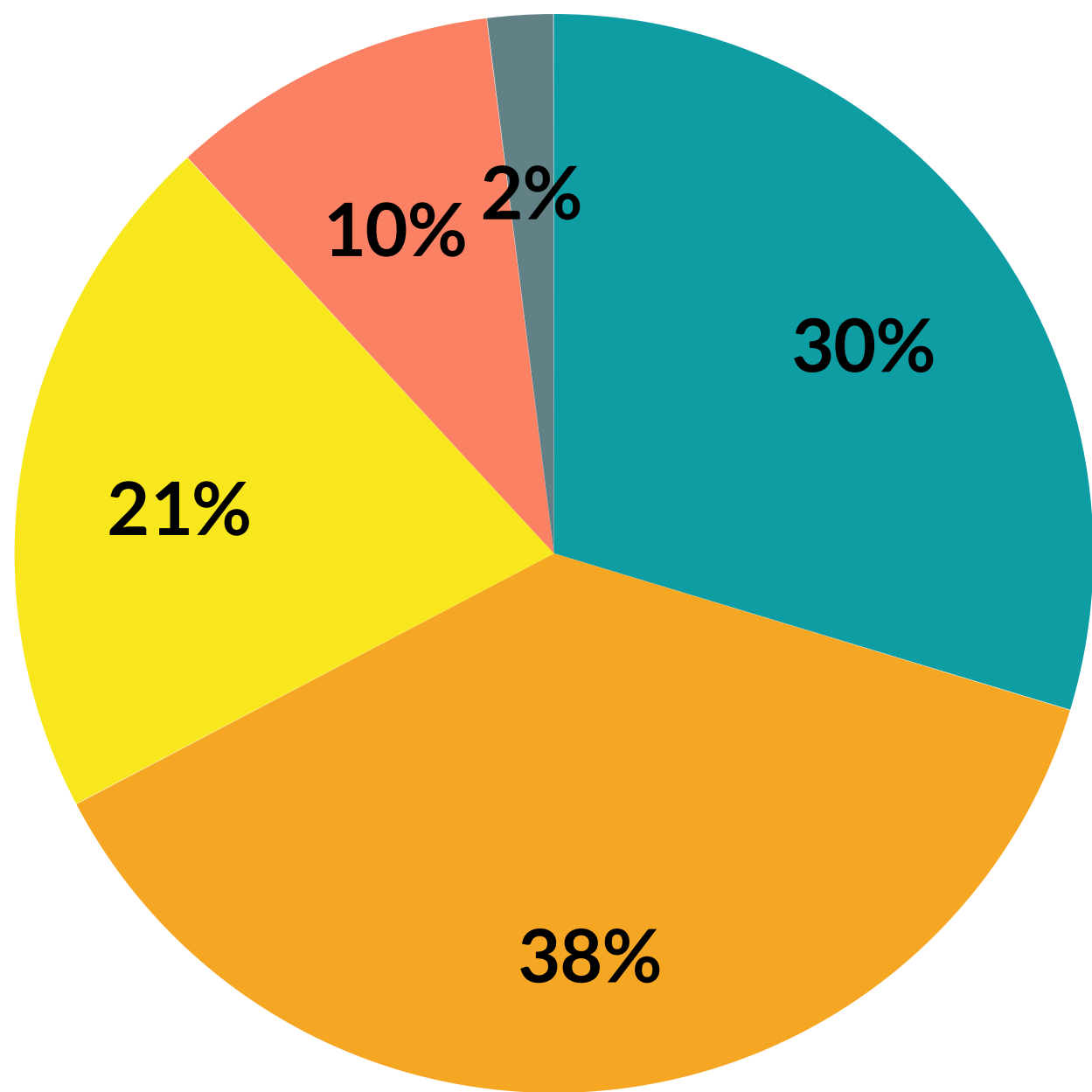
Average Occupancy

53%

+19% since 2019
-10% in past year

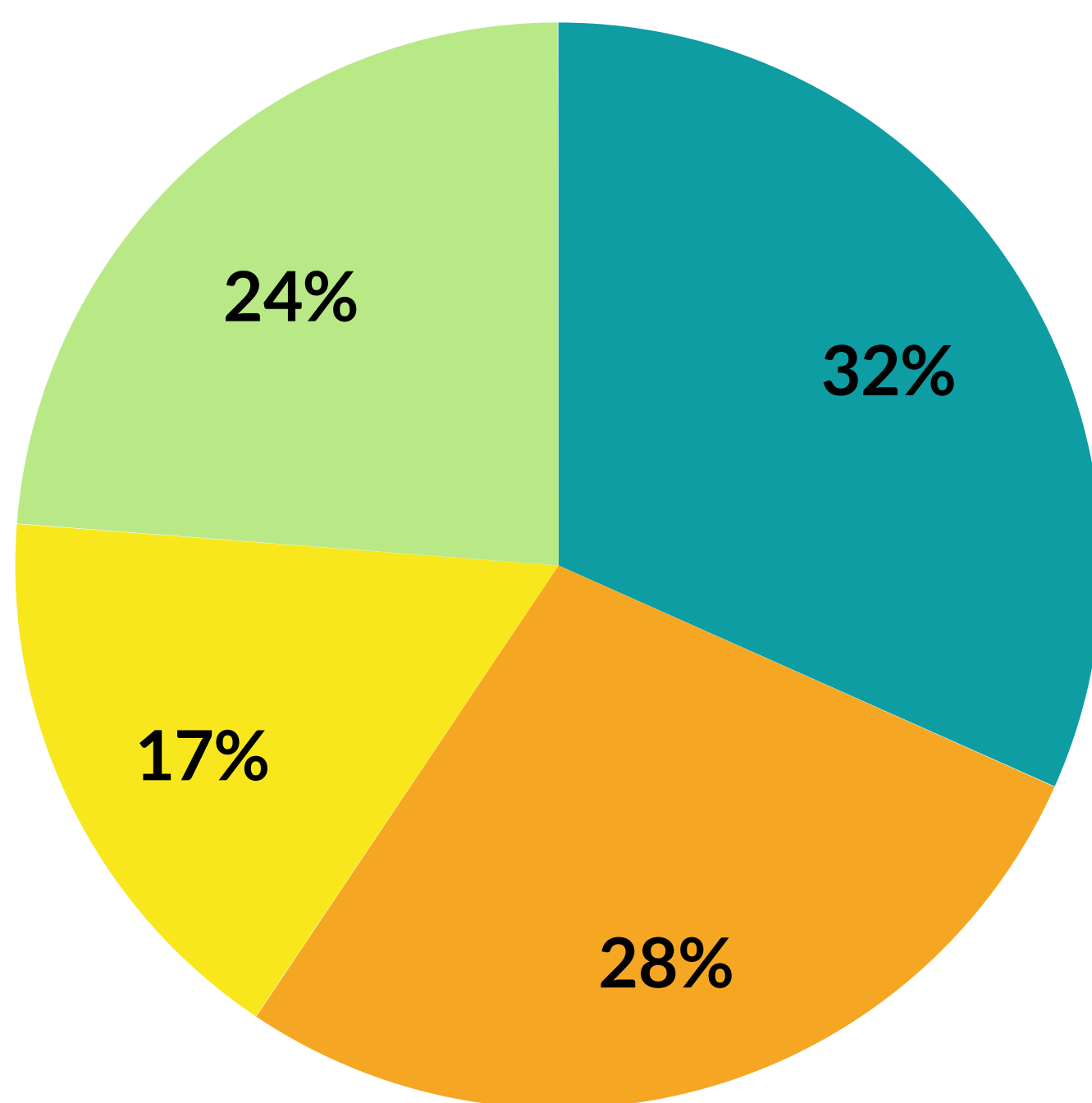


Size of Rental



- 1 Bedroom
- 2 Bedroom
- 3 Bedroom
- 4 Bedroom
- 5+ Bedroom

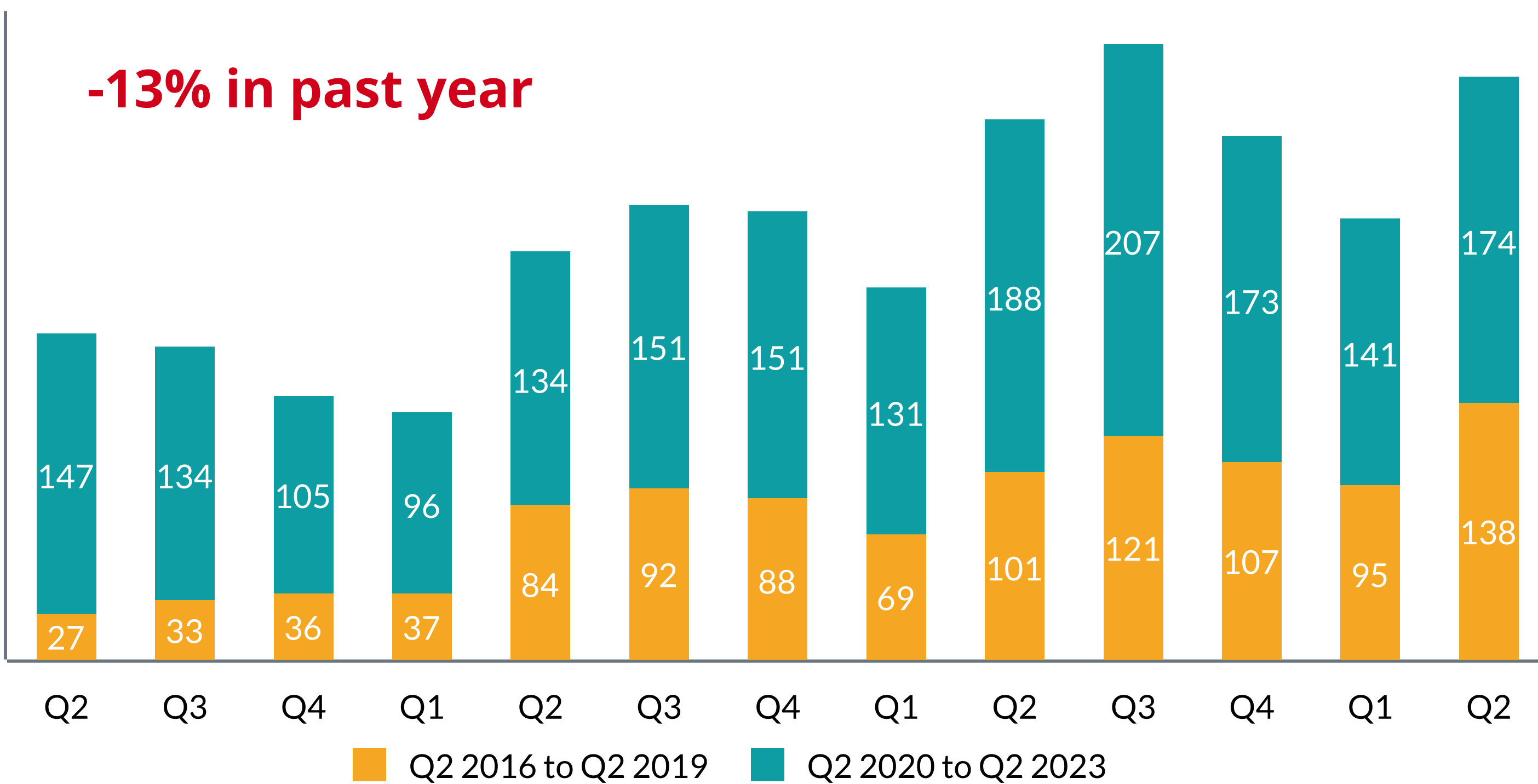
Availability, by Number of Nights



- 1-90 days
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- 271-365 days

Total Short-Term Rentals, by Quarter Q2, 2020 to Q2, 2023

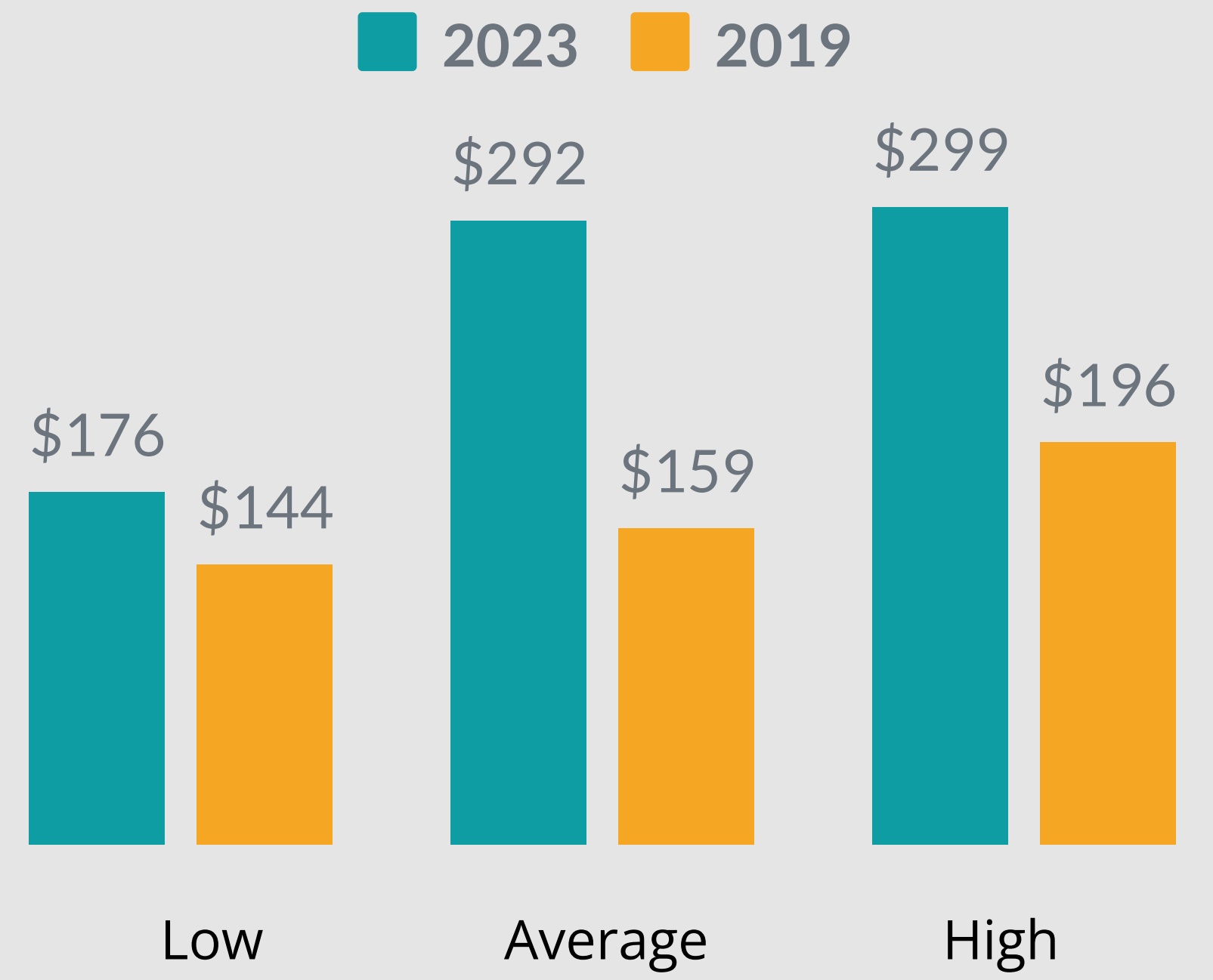
-13% in past year



Source: AirDNA (2023). Results for Region of Queens. Retrieved from <https://app.airdna.co/data/ca/56342>

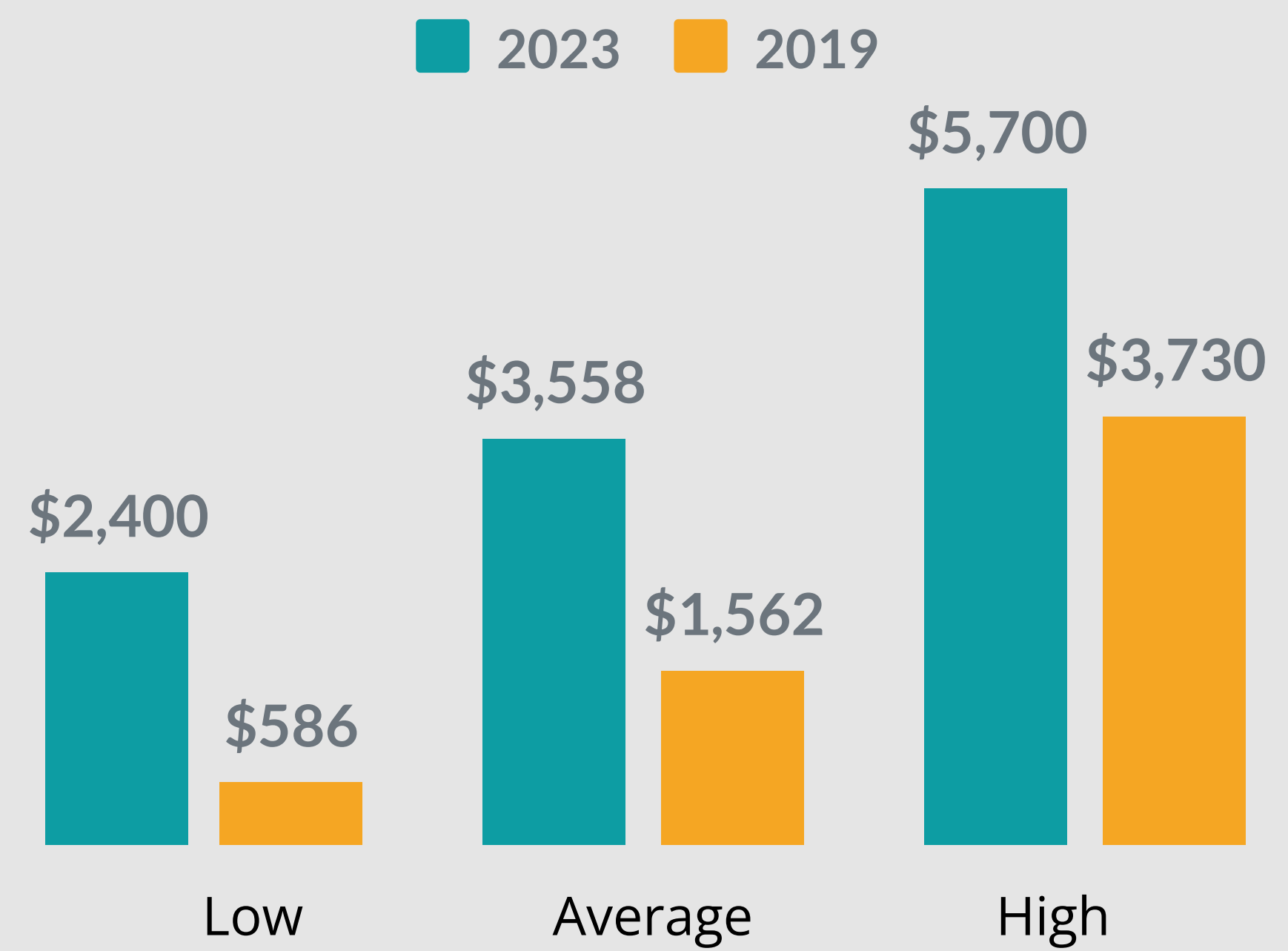
Average Daily Rate (ADR)

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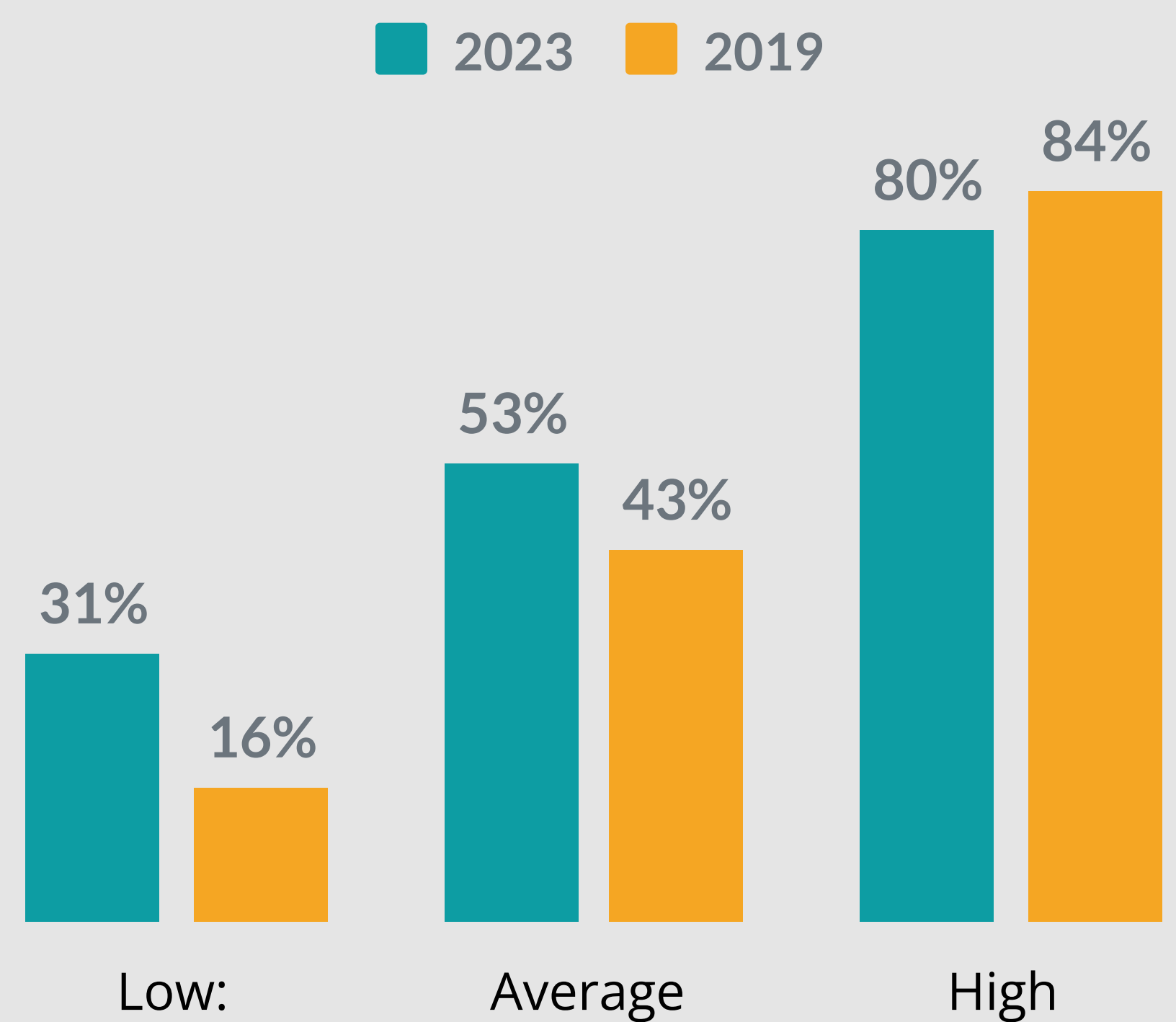
Average Monthly Revenue

The revenue of a short-term rental listing is calculated by multiplying the number of booked days by the average daily rate



Average Occupancy Rate

Number of booked days divided by the total number of days available for rent.



Annual Revenue



\$56,100

-8% in past year