

## **Tourism Indicators**

											December 2010				
Transparation	% Change 2009/2010		1st Quarter				2nd Quarte	er		3rd Quarte	r	4th Quarter			
Profess	N/A = Not available	YTD	res.	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Mar	₽ <sup>d</sup>		, un	In <sub>F</sub>	Aug.	, so	ŏ	/ you	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	
Indige	Traffic									/					
Part	1	-0.4%	-0.4%	-0.3%	-7.1%	-10.8%	-6.1%	0.6%	8.4%	0.3%	-4.5%	-1.6%	-6.8%	-0.8%	
Crusic Shippi		4.3%	-3.6%	-0.4%	4.0%	1.1%	10.3%	14.2%	6.3%	-4.2%	10.3%	9.0%	5.9%	-3.5%	
Matericascing   Matericascin	Ferry	2.9%	~	~	~	~	-2.7%	-0.9%	7.3%	9.9%	-7.4%	-12.2%	5.5%	35.7%	
Control Engine   Cont	Cruise Ships	7.2%	~	~	~	**	-50.0%	1.0%	-48.2%	**	16.8%	-3.6%	-100.0%	~	
Centro Listed Website   9.1%	Motorcoach	7.4%	0.0%	-100.0%	100.0%	12.5%	13.6%	13.5%	11.6%	19.4%	-10.9%	20.0%	600.0%	-81.8%	
Call Centre   9.1%   7.5%   4.8%   41.9%   6.9%   7.9%   7.7%	Visitor Inquiries (English)														
Mail Cut Kite	Gentle Island Website	15.8%	9.3%	-1.7%	20.6%	-3.7%	-8.3%	29.6%	62.6%	27.2%	9.3%	3.8%	7.3%	-14.0%	
Validor Inquiridos (Fronch)   Centie Island Website   S-19	Call Centre	9.1%	7.5%	-0.6%	14.9%	-6.9%	-19.3%	10.1%	27.4%	15.4%	39.4%	5.1%	16.6%	-13.9%	
Carl Centro	Mail Out Kits	47.7%	-30.3%	-52.3%	7.5%	7.7%	97.3%	112.1%	200.5%	24.6%	49.8%	-25.4%	23.2%	-71.0%	
Carl Centro	Visitor Inquiries (French)														
Mail Cut Kits   67.8%   -44.8%   -16.4%   -16.7%   13.3%   127.0%   13.27%   10.27%   66.0%   1.5%   6.7%   .2.43%   -40.5%   .2.5%		8.1%	3.9%	-7.0%	8.8%	8.3%	-23.8%	17.5%	64.7%	28.6%	27.2%	-3.1%	10.1%	6.0%	
Mation Information Centres	Call Centre	-0.3%	75.0%	54.4%	65.8%	11.3%	-37.6%	4.4%	5.9%	4.9%	21.4%	-11.6%	43.3%	12.1%	
Aliport	Mail Out Kits	67.6%	-44.6%	-16.4%	-16.7%	13.3%	127.9%	132.7%	102.7%	56.0%	1.5%	8.7%	-24.3%	-69.5%	
Aliport	Visitor Information Centres			•			•						•		
Charlottetown		51.9%	~	~	~	~	**	153.0%	52.4%	25.5%	17.6%	**	~	~	
Barden-Carleton	<u> </u>		312.5%	63.4%	35.5%	73.6%	-30.8%					17.2%	-11.1%	-9.2%	
Mood Islands															
St. Peters   10.6%															
Summerside	Cavendish	-0.8%	**	**	**	**		12.2%	1.8%	-4.1%			**		
National Park   18.8%   18.8	St. Peters	10.6%	~	~	~	~	~	52.6%	16.0%	6.4%	1.0%	-20.0%	~	~	
Veest Prince         -27.7%         ~         ~         ~         ~         ~         ~         ~         ~         ~         4.0         69.0%         79.1%         +18.3%         8.6%         10.2%         2.9%         11.5%         19.5%         5.0%         0.3%           Goff PEI         No.10mal Parks	Summerside	14.9%	~	~	~	~	~	58.4%	43.3%	3.7%	-42.1%	~	~	~	
Total Parties Counselled 7.9%   -12.5%   44.0%   69.0%   79.1%   -18.3%   8.6%   10.2%   2.9%   11.5%   19.5%   5.0%   0.3%	Souris	-0.3%	~	~	~	~	**	-4.8%	-18.3%	0.1%	16.5%	67.2%	~	~	
Non-Member Rounds	West Prince	-27.7%	~	~	~	~	**	-30.5%	-29.5%	-14.9%	-49.0%	-17.4%	~	~	
Non-Member Rounds	Total Parties Counselled	7.9%	-12.5%	44.0%	69.0%	79.1%	-18.3%	8.6%	10.2%	2.9%	11.5%	19.5%	-5.0%	0.3%	
National Parks         18.6%         **         **         **         1-2.9%         20.0%         12.5%         11.4%         9.7%         17.3%         N/A         N/B         N/B         N/B         S.8%         -10.	Golf PEI														
PEI National Park	Non-Member Rounds	-4.5%	~	~	~	373.3%	1.0%	-8.5%	-6.4%	4.3%	-21.4%	16.2%	**	~	
Province House         -16.9%         47.0%         46.8%         -61.0%         86.7%         -17.8%         -13.6%         -6.0%         41.3%         -4.1%         -14.7%         94.6%           Green Gables         -13.4%         ***         ***         43.2%         73.2%         -10.9%         -8.6%         -20.9%         -14.8%         -4.5%         -9.6%         -75.8%         706.7%           Campgrounds         10.4%         ~	National Parks														
Green Gables         1.3.4%         **         43.2%         73.2%         -10.9%         -8.6%         -20.9%         -14.8%         -4.5%         -9.6%         -75.8%         7066.7%           Campgrounds         10.4%         ~	PEI National Park	18.6%	**	**	**	-12.9%	20.0%	12.5%	11.4%	9.7%	17.3%	N/A	N/A	N/A	
Campgrounds   10.4%   Campgrounds   Campgr	Province House	-16.9%	-47.0%	-46.8%	-61.0%	86.7%	-17.8%	-13.6%	-15.4%	-6.0%	-41.3%	-4.1%	-14.7%	94.6%	
Provincial Parks         Parks West         10.8%         ~	Green Gables	-13.4%	**	**	43.2%	73.2%	-10.9%	-8.6%	-20.9%	-14.8%	-4.5%	-9.6%	-75.8%	7066.7%	
Parks West   10.8%   7   7   7   83.8%   -9.5%   18.3%   12.3%   -16.1%   7   7   7   7   7   7   7   7   7	Campgrounds	10.4%	~	~	~	~	~	32.6%	6.5%	8.8%	73.4%	80.4%	~	~	
Parks East         9.7%         ~         ~         ~         ~         ~         ~         1.3%         9.6%         10.5%         14.6%         -19.1%         14.3%         ~         ~           Total         10.3%         ~         ~         ~         ~         ~         ~         16.8%         -2.0%         14.8%         13.4%         -17.6%         14.3%         ~         ~           Historic Sites         Drwell         7.5%         -19.0%         65.6%         43.8%         -67.0%         -29.5%         4.8%         -7.8%         34.7%         -5.4%         -10.6%         75.3%         98.8%           Beaconsfield         30.5%         123.2%         13.8%         29.1%         43.5%         26.2%         16.7%         18.0%         39.3%         26.7%         31.1%         78.9%         -26.8%           Eptek         34.7%         130.2%         -4.8%         -25.3%         27.3%         -5.1%         8.9%         112.4%         60.4%         10.1%         1.2%         0.0%         24.0%           Acadian Museum         11.2%         304.0%         -42.5%         29.7%         -86.4%         52.9%         -6.3%         2.8%         14.5%	Provincial Parks														
Total         10.3%         ~         ~         ~         ~         16.8%         -2.0%         14.8%         13.4%         -17.6%         14.3%         ~         ~           Historic Sites         Orwell         7.5%         -19.0%         65.6%         43.8%         -67.0%         -29.5%         4.8%         -7.8%         34.7%         -5.4%         -10.6%         75.3%         98.8%           Beaconsfield         30.5%         123.2%         13.8%         29.1%         43.5%         26.2%         16.7%         18.0%         39.3%         26.7%         31.1%         78.9%         -26.8%           Eptek         34.7%         130.2%         -4.8%         -25.3%         27.3%         -5.1%         8.9%         112.4%         60.4%         10.1%         1.2%         0.0%         24.0%           Acadian Museum         11.2%         304.0%         -42.5%         29.7%         -86.4%         52.9%         -6.3%         2.8%         14.5%         40.1%         3.8%         82.1%         104.9%           Elmira         7.0%         ~         ~         ~         ~         ~         ~         ~         ~         ~         ~         ~         ~	Parks West	10.8%	~	~	~	~	83.8%	-9.5%	18.3%	12.3%	-16.1%	~	~	~	
Historic Sites   T.5%   -19.0%   65.6%   43.8%   -67.0%   -29.5%   4.8%   -7.8%   34.7%   -5.4%   -10.6%   75.3%   98.8%	Parks East	9.7%	~	~	~	~	1.3%	9.6%	10.5%	14.6%	-19.1%	14.3%	~	~	
Orwell         7.5%         -19.0%         65.6%         43.8%         -67.0%         -29.5%         4.8%         -7.8%         34.7%         -5.4%         -10.6%         75.3%         98.8%           Beaconsfield         30.5%         123.2%         13.8%         29.1%         43.5%         26.2%         16.7%         18.0%         39.3%         26.7%         31.1%         78.9%         -26.8%           Eptek         34.7%         130.2%         -4.8%         -25.3%         27.3%         -5.1%         8.9%         112.4%         60.4%         10.1%         1.2%         0.0%         24.0%           Acadian Museum         11.2%         304.0%         -42.5%         29.7%         -86.4%         52.9%         -6.3%         2.8%         14.5%         40.1%         3.8%         82.1%         104.9%           Elmira         7.0%         ~	Total	10.3%	~	~	~	~	16.8%	-2.0%	14.8%	13.4%	-17.6%	14.3%	~	~	
Beaconsfield         30.5%         123.2%         13.8%         29.1%         43.5%         26.2%         16.7%         18.0%         39.3%         26.7%         31.1%         78.9%         -26.8%           Eptek         34.7%         130.2%         -4.8%         -25.3%         27.3%         -5.1%         8.9%         112.4%         60.4%         10.1%         1.2%         0.0%         24.0%           Acadian Museum         11.2%         304.0%         -42.5%         29.7%         -86.4%         52.9%         -6.3%         2.8%         14.5%         40.1%         3.8%         82.1%         104.9%           Elmira         7.0%         ~         ~         ~         ~         ~         ~         ~         27.6%         9.8%         -27.2%         12.3%         ~         ~           Basin Head         37.6%         ~	Historic Sites														
Eptek         34.7%         130.2%         -4.8%         -25.3%         27.3%         -5.1%         8.9%         112.4%         60.4%         10.1%         1.2%         0.0%         24.0%           Acadian Museum         11.2%         304.0%         -42.5%         29.7%         -86.4%         52.9%         -6.3%         2.8%         14.5%         40.1%         3.8%         82.1%         104.9%           Elmira         7.0%         ~         ~         ~         ~         ~         ~         ~         44.5%         27.6%         9.8%         -27.2%         12.3%         ~         ~           Basin Head         37.6%         ~         ~         ~         ~         ~         ~         ~         ~         18.8%         12.4%         10.9%         96.7%         -21.9%         **         ~         ~           Green Park         -0.2%         ~         ~         ~         ~         ~         ~         -18.3%         13.4%         -11.8%         -10.4%         89.6%         ~         ~         ~         ~	Orwell	7.5%	-19.0%	65.6%	43.8%	-67.0%	-29.5%	4.8%	-7.8%	34.7%	-5.4%	-10.6%	75.3%	98.8%	
Acadian Museum         11.2%         304.0%         -42.5%         29.7%         -86.4%         52.9%         -6.3%         2.8%         14.5%         40.1%         3.8%         82.1%         104.9%           Elmira         7.0%         ~	Beaconsfield	30.5%	123.2%	13.8%	29.1%	43.5%	26.2%	16.7%	18.0%	39.3%	26.7%	31.1%	78.9%	-26.8%	
Elmira       7.0%       ~	Eptek	34.7%	130.2%	-4.8%	-25.3%	27.3%	-5.1%	8.9%	112.4%	60.4%	10.1%	1.2%	0.0%	24.0%	
Basin Head         37.6%         ~         ~         ~         ~         ~         ~         18.8%         12.4%         10.9%         96.7%         -21.9%         **         ~         ~           Green Park         -0.2%         ~ <th< th=""><th>Acadian Museum</th><th>11.2%</th><th>304.0%</th><th>-42.5%</th><th>29.7%</th><th>-86.4%</th><th>52.9%</th><th>-6.3%</th><th>2.8%</th><th>14.5%</th><th>40.1%</th><th>3.8%</th><th>82.1%</th><th>104.9%</th></th<>	Acadian Museum	11.2%	304.0%	-42.5%	29.7%	-86.4%	52.9%	-6.3%	2.8%	14.5%	40.1%	3.8%	82.1%	104.9%	
Green Park         -0.2%         ~			~	~	~	~							~	~	
			~	~	~	~						**	~	~	
Total Visitors 22.0% 108.5% 5.6% 1.4% -5.7% 6.0% 2.6% 18.1% 42.6% 4.6% 9.7% 32.2% 27.1%	<u> </u>														
	Total Visitors	22.0%	108.5%	5.6%	1.4%	-5.7%	6.0%	2.6%	18.1%	42.6%	4.6%	9.7%	32.2%	27.1%	



# Occupancy - Fixed Roof

Stage   Stag	165 -1.8%	141 -5.4% 70,834 -1.9% 13,766 -2.2% 19.4% -0.1%
Total Operations Open         134         135         135         152         481         972         1,067         1,070         925         453           % Change         -4.3%         -3.6%         -4.3%         -2.6%         -4.6%         -4.8%         -2.0%         -2.0%         -3.6%         -6.6%           Total Room-nights Available         1,367,869         71,158         63,568         71,774         70,407         114,184         171,066         192,648         193,536         166,080         110,624           % Change         -1.5%         3.8%         -1.2%         -0.4%         3.9%         -4.2%         -5.0%         -3.4%         -0.8%         -1.2%         0.8%           Total Room-nights Sold (RNS)         570,313         15,508         21,196         20,627         17,847         31,141         60,467         128,970         132,775         70,573         35,701           % Change         1.0%         8.4%         7.6%         7.3%         -16.5%         -19.6%         2.2%         10.1%         -1.1%         3.4%         1.5%           Occupancy Rate         41.7%         21.8%         33.3%         28.7%         25.3%         27.3%         35.3%         66.9%         68.	165 -1.8% 71,990 -1.0% 21,742 -5.6% 30.2%	141 -5.4% 70,834 -1.9% 13,766 -2.2% 19.4%
% Change         -4.3%         -3.6%         -4.3%         -2.6%         -4.6%         -4.8%         -2.0%         -2.0%         -3.6%         -6.6%           Total Room-nights Available         1,367,869         71,158         63,568         71,774         70,407         114,184         171,066         192,648         193,536         166,080         110,624           % Change         -1.5%         3.8%         -1.2%         -0.4%         3.9%         -4.2%         -5.0%         -3.4%         -0.8%         -1.2%         0.8%           Total Room-nights Sold (RNS)         570,313         15,508         21,196         20,627         17,847         31,141         60,467         128,970         132,775         70,573         35,701           % Change         1.0%         8.4%         7.6%         7.3%         -16.5%         -19.6%         2.2%         10.1%         -1.1%         3.4%         1.5%           Occupancy Rate         41.7%         21.8%         33.3%         28.7%         25.3%         27.3%         35.3%         66.9%         68.6%         42.5%         32.3%           % Point Change         1.1%         0.9%         2.7%         2.1%         -6.2%         -5.2%         2.5% <th< th=""><th>-1.8% 71,990 -1.0% 21,742 -5.6% 30.2%</th><th>-5.4% 70,834 -1.9% 13,766 -2.2% 19.4%</th></th<>	-1.8% 71,990 -1.0% 21,742 -5.6% 30.2%	-5.4% 70,834 -1.9% 13,766 -2.2% 19.4%
Total Room-nights Available         1,367,869         71,158         63,568         71,774         70,407         114,184         171,066         192,648         193,536         166,080         110,624           % Change         -1.5%         3.8%         -1.2%         -0.4%         3.9%         -4.2%         -5.0%         -3.4%         -0.8%         -1.2%         0.8%           Total Room-nights Sold (RNS)         570,313         15,508         21,196         20,627         17,847         31,141         60,467         128,970         132,775         70,573         35,701           % Change         1.0%         8.4%         7.6%         7.3%         -16.5%         -19.6%         2.2%         10.1%         -1.1%         3.4%         1.5%           Occupancy Rate         41.7%         21.8%         33.3%         28.7%         25.3%         27.3%         35.3%         66.9%         68.6%         42.5%         32.3%           % Point Change         1.1%         0.9%         2.7%         2.1%         -6.2%         -5.2%         2.5%         8.2%         -0.2%         1.9%         0.2%	71,990 -1.0% 21,742 -5.6% 30.2%	70,834 -1.9% 13,766 -2.2% 19.4%
% Change         -1.5%         3.8%         -1.2%         -0.4%         3.9%         -4.2%         -5.0%         -3.4%         -0.8%         -1.2%         0.8%           Total Room-nights Sold (RNS)         570,313         15,508         21,196         20,627         17,847         31,141         60,467         128,970         132,775         70,573         35,701           % Change         1.0%         8.4%         7.6%         7.3%         -16.5%         -19.6%         2.2%         10.1%         -1.1%         3.4%         1.5%           Occupancy Rate         41.7%         21.8%         33.3%         28.7%         25.3%         27.3%         35.3%         66.9%         68.6%         42.5%         32.3%           % Point Change         1.1%         0.9%         2.7%         2.1%         -6.2%         -5.2%         2.5%         8.2%         -0.2%         1.9%         0.2%	-1.0% 21,742 -5.6% 30.2%	-1.9% 13,766 -2.2% 19.4%
Total Room-nights Sold (RNS)         570,313         15,508         21,196         20,627         17,847         31,141         60,467         128,970         132,775         70,573         35,701           % Change         1.0%         8.4%         7.6%         7.3%         -16.5%         -19.6%         2.2%         10.1%         -1.1%         3.4%         1.5%           Occupancy Rate         41.7%         21.8%         33.3%         28.7%         25.3%         27.3%         35.3%         66.9%         68.6%         42.5%         32.3%           % Point Change         1.1%         0.9%         2.7%         2.1%         -6.2%         -5.2%         2.5%         8.2%         -0.2%         1.9%         0.2%	21,742 -5.6% 30.2%	13,766 -2.2% 19.4%
% Change         1.0%         8.4%         7.6%         7.3%         -16.5%         -19.6%         2.2%         10.1%         -1.1%         3.4%         1.5%           Occupancy Rate         41.7%         21.8%         33.3%         28.7%         25.3%         27.3%         35.3%         66.9%         68.6%         42.5%         32.3%           % Point Change         1.1%         0.9%         2.7%         2.1%         -6.2%         -5.2%         2.5%         8.2%         -0.2%         1.9%         0.2%	-5.6% 30.2%	-2.2% 19.4%
Occupancy Rate         41.7%         21.8%         33.3%         28.7%         25.3%         27.3%         35.3%         66.9%         68.6%         42.5%         32.3%           % Point Change         1.1%         0.9%         2.7%         2.1%         -6.2%         -5.2%         2.5%         8.2%         -0.2%         1.9%         0.2%	30.2%	19.4%
% Point Change 1.1% 0.9% 2.7% 2.1% -6.2% -5.2% 2.5% 8.2% -0.2% 1.9% 0.2%		
	-1.5%	-0.1%
BY REGION		
•		
North Cape Coastal Drive		
Occupancy Rate 39.9% 31.7% 42.7% 36.8% 35.0% 28.7% 31.9% 56.1% 58.5% 45.4% 36.0%	34.7%	25.6%
% Point Change <b>0.0%</b> 3.6% 6.5% 3.7% 5.6% -4.5% -4.3% 6.5% -4.8% -0.9% 1.9%	-8.9%	-2.9%
Room-nights Sold (RNS) 106,222 5,875 7,459 7,138 6,063 6,552 8,607 16,153 17,028 12,101 8,519	6,117	4,610
% Change -3.5% 14.8% 13.2% 0.0% 9.7% -20.0% -15.7% 8.4% -10.3% -1.8% 5.3%	-21.5%	-10.6%
Green Gables Shore	'	
Occupancy Rate 42.3% 1.7% 8.0% 3.8% 5.6% 10.6% 25.7% 69.9% 72.5% 32.0% 18.0%	5.6%	5.8%
% Point Change 2.0% -1.0% 1.9% 2.3% -0.5% 0.1% 2.2% 3.6% 2.7% 0.4% 2.6%	-0.6%	0.4%
Room-nights Sold (RNS) 128,776 59 253 125 243 2,690 13,864 43,981 45,679 17,365 4,077	251	189
% Change <b>2.1%</b> -42.7% 21.1% 160.4% 3.0% 5.1% 3.0% 2.6% 1.1% -0.5% 19.4%	-31.4%	-8.7%
Red Sands		
Occupancy Rate <b>29.7%</b> 6.3% 9.0% 8.4% 8.9% 10.7% 19.3% 59.4% 58.0% 24.8% 11.1%	11.5%	6.6%
% Point Change -2.3% 1.0% -1.0% 2.0% -0.4% -4.6% 0.2% 4.1% -6.0% 1.7% -5.6%	-7.2%	-3.7%
Room-nights Sold (RNS) 20,723 187 209 214 229 551 1,820 7,156 6,856 2,335 585	377	204
% Change -1.8% 74.8% 6.1% 56.2% 9.0% -29.8% -9.5% 7.7% -8.2% 9.8% -27.1%	-2.8%	-6.0%
Charlottetown         45.5%         21.3%         34.3%         29.4%         25.5%         40.1%         53.5%         77.9%         76.6%         63.0%         42.8%	33.5%	19.1%
% Point Change 1.1% 0.4% 1.2% 2.1% -12.5% -7.3% 6.3% 16.2% -2.0% 5.6% -2.5% Room-nights Sold (RNS) 262,306 9,189 12,998 12,765 11,047 19,526 30,145 45,964 45,640 31,578 20,835	0.7%	0.5% 8,255
Room-nights Sold (RNS)  262,306 9,189 12,998 12,765 11,047 19,526 30,145 45,964 45,640 31,578 20,835  % Change 3.7% 6.5% 4.3% 12.1% -26.4% -21.9% 14.1% 21.9% 20.9% 10.5% 10.5%	1.4%	0.1%
Points East	1.4 /0	0.170
Occupancy Rate 34.6% 6.5% 10.1% 12.6% 9.1% 15.0% 24.6% 52.7% 58.7% 28.2% 16.4%	17.0%	15.6%
% Point Change 1.7% -4.2% 1.9% -2.8% -2.3% -2.8% -0.5% 5.2% 2.0% -0.5% -0.5%	8.2%	9.1%
Room-nights Sold (RNS) <b>52,286</b> 198 277 385 265 1,822 6,031 15,716 17,572 7,194 1,685	633	508
% Change -3.7% -43.6% 10.4% -26.1% -31.9% -17.0% -14.6% 4.7% -1.8% -7.3% -25.7%		104.0%
BY TYPE		
Hotels/Motels/Resorts		
Occupancy Rate 44.1% 24.5% 37.8% 32.6% 28.6% 34.5% 43.3% 69.9% 70.4% 51.5% 40.0%	34.9%	21.4%
% Point Change 1.1% 1.1% 3.5% 3.4% -7.2% -7.1% 3.4% 12.5% -1.7% 2.7% 0.6%	-2.2%	-0.4%
Room-nights Sold (RNS)  389,900  14,569  20,010  19,445  16,563  25,646  41,110  71,469  72,519  46,592  28,988	-	12,671
% Change 1.4% 9.7% 8.0% 9.9% -16.3% -22.4% 4.2% 16.1% -2.2% 4.7% 2.4%	-4.7%	-2.8%
Inns         47.9%         23.8%         37.6%         38.3%         29.5%         26.5%         47.7%         65.4%         75.7%         53.8%         33.5%	31.3%	18.2%
% Point Change 4.2% 5.4% 6.9% 2.3% -2.3% -12.7% 5.4% 7.5% 11.4% 5.5% -5.3%	4.5%	-5.8%
Room-nights Sold (RNS)  23,153  479  693  716  548  1,237  3,034  4,818  5,615  3,611  1,470	582	350
% Change -0.4% -16.8% -0.4% -20.8% -29.8% -1.1% 8.7% 5.8% 10.4% 6.7% -17.9%		-27.5%
Cabins/Cottages		
Occupancy Rate 41.1% 9.4% 15.4% 9.7% 8.0% 10.8% 20.7% 66.8% 69.3% 27.4% 13.8%	11.0%	20.4%
% Point Change 1.7% -1.7% 6.5% -4.0% -0.3% 0.6% 0.1% 2.9% 2.3% 0.8% 0.0%	3.3%	12.2%
Room-nights Sold (RNS) 116,579 169 257 214 215 2,375 10,668 41,795 43,434 13,841 2,720	425	466
% Change	42.1%	103.5%
Tourist Home/B&B		
Occupancy Rate         26.9%         3.7%         3.3%         3.1%         6.6%         14.2%         31.1%         53.4%         54.9%         35.7%         18.0%	5.2%	3.7%
% Point Change -1.0% -0.1% -2.0% -2.3% -1.4% -1.2% 2.3% 3.0% -5.1% -0.8% 0.7%	-0.7%	-0.7%
Room-nights Sold (RNS) 40,681 291 236 252 521 1,883 5,655 10,888 11,207 6,529 2,523	417	279
% Change -2.1% 11.1% -30.8% -35.7% -13.6% -8.5% 4.4% 4.9% -8.9% -0.8% 5.7%	-9.9%	-17.2%
Other		
Occupancy Rate         ~	~	~
% Point Change ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~	~	~
Room-nights Sold (RNS)         ~	~	~
% Change     ~     <	~	~



## Occupancy - Campground

													51 ZO 10		
% Change 2009/2010		1st Quarter				2nd Quarter				3rd Quarter			4th Quarter		
Campground	YTD	Sep.	A9 49	Mar	Ag.	No.	, dun	Tag.	Ang.	So So	***	140 A	Z <sub>Q</sub> <sub>Q</sub>		
Total Operations Open		~	~	~	~	21	42	43	43	41	12	~	~		
% Change		~	~	~	~	-4.5%	0.0%	0.0%	0.0%	-2.4%	20.0%	~	~		
Total Site-nights Available	607,563	~	~	~	~	29,200	136,770	161,285	160,021	108,497	11,790	~	~		
% Change	-1.4%	~	~	~	~	-30.1%	1.8%	-1.0%	-2.1%	5.5%	7.3%	~	~		
Total Site-nights Sold (SNS)	230,499	~	~	~	~	3,182	30,676	92,324	85,276	18,480	561	~	~		
% Change	2.7%	~	~	~	~	-24.5%	1.9%	5.8%	3.4%	-6.4%	-8.2%	~	~		
Occupancy Rate	37.9%	~	~	~	~	10.9%	22.4%	57.2%	53.3%	17.0%	4.8%	~	~		
% Point Change	1.5%	~	~	~	~	0.8%	0.0%	3.7%	2.8%	-2.2%	-0.8%	~	~		
North Cape Coastal Drive															
Occupancy Rate	23.9%	~	~	~	~	1.5%	11.3%	43.2%	38.3%	5.9%	0.3%	~	~		
% Point Change	-0.3%	~	~	~	~	0.6%	-1.0%	3.9%	1.7%	-5.0%	-4.1%	~	~		
Site-nights Sold (SNS)	15,766	~	~	~	~	74	1,459	7,107	6,244	881	1	~	~		
% Point change	13.6%	~	~	~	~	76.2%	-13.5%	23.7%	16.5%	-13.6%	-95.0%	~	~		
Green Gables Shore															
Occupancy Rate	42.0%	~	~	~	~	12.2%	25.1%	61.9%	56.8%	19.7%	3.9%	~	~		
% Point Change	2.6%	~	~	~	~	0.1%	-1.0%	5.0%	4.5%	0.5%	0.3%	~	~		
Site-nights Sold (SNS)	166,159	~	~	~	~	1,961	23,210	67,386	61,177	12,064	361	~	~		
% Point change	2.2%	~	~	~	~	-32.8%	-0.3%	4.4%	3.3%	-1.8%	22.8%	~	~		
Red Sands															
Occupancy Rate	54.5%	~	~	~	~	41.6%	37.2%	66.6%	65.2%	53.9%	51.5%	~	~		
% Point Change	3.4%	~	~	~	~	13.1%	-3.7%	-13.3%	12.8%	-0.4%	25.4%	~	~		
Site-nights Sold (SNS)	8,497	~	~	~	~	741	1,197	2,414	2,363	1,629	153	~	~		
% Point change	-7.3%	~	~	~	~	-15.1%	-5.5%	-21.3%	17.3%	-4.6%	-36.3%	~	~		
Charlottetown															
Occupancy Rate	33.7%	~	~	~	~	14.4%	27.1%	52.3%	44.7%	15.8%	2.6%	~	~		
% Point Change	2.5%	~	~	~	~	0.9%	11.2%	5.7%	-5.6%	2.0%	-7.7%	~	~		
Site-nights Sold (SNS)	13,686	~	~	~	~	225	2,367	5,151	4,405	1,512	26	~	~		
% Point Change	12.4%	~	~	~	~	110.3%	74.3%	16.2%	-9.1%	8.2%	-39.5%	~	~		
Points East															
Occupancy Rate	29.3%	~	~	~	~	3.7%	12.6%	45.6%	49.1%	12.1%	2.3%	~	~		
% Point Change	-0.3%	~	~	~	~	0.7%	-0.1%	1.6%	-0.5%	-8.4%	0.8%	~	~		
Site-nights Sold (SNS)	26,391	~	~	~	~	181	2,443	10,266	11,087	2,394	20	~	~		
% Point change	-0.9%	~	~	~	~	-34.9%	-3.1%	8.2%	0.9%	-28.3%	42.9%	~	~		



# **Visitor Origins**

								December 20						
			1st Quarte	r	2nd Quarter				3rd Quarter	,				
	YTD	do d	99	Mar	₽ ZQ	/ n	- Page -	J.	N N N N N N N N N N N N N N N N N N N	/ so	o <sup>t</sup>	<b>*</b> 0 <sup>4</sup>	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	
TOTAL OVERNIGHT STAYS (ONS)	800,812	15,508	21,196	20,627	17,847	34,323	91,143	221,294	218,051	89,053	36,262	21,742	13,766	
% Change	1.5%	8.4%	7.6%	7.3%	-16.5%	-20.1%	2.1%	8.3%	0.6%	1.2%	1.4%	-5.6%	-2.2%	
ORIGIN BREAKDOWN	100%		100%			100%			100%			100%		
Canada	87.2%	95.3%	95.4%	95.8%	95.0%	89.7%	86.1%	87.5%	86.2%	80.3%	85.2%	91.8%	95.0%	
United States	8.4%	2.6%	2.7%	2.6%	3.1%	5.7%	9.0%	8.5%	9.5%	12.7%	8.0%	4.1%	3.4%	
International	4.4%	2.1%	1.9%	1.6%	1.9%	4.5%	4.8%	4.0%	4.2%	7.0%	6.9%	4.2%	1.6%	
% Change 2009/2010														
CANADA ONS*	-1.0%	7.7%	6.3%	7.4%	-13.1%	-18.9%	-0.1%	5.4%	-3.3%	-2.2%	-0.8%	-8.8%	-2.6%	
Fixed Roof - RNS*	-2.2%	7.7%	6.3%	7.4%	-13.1%	-17.9%	-0.3%	5.3%	-7.5%	0.3%	-0.7%	-8.8%	-2.6%	
Campground - SNS*	1.8%	~	~	~	~	-27.7%	0.1%	5.5%	2.8%	-9.6%	-8.7%	~	~	
Alberta ONS*	-15.3%	-10.5%	-44.1%	-27.4%	-60.8%	-47.7%	6.2%	-3.4%	-22.1%	-3.7%	-14.0%	-35.6%	-35.5%	
Fixed Roof - RNS*	-18.0%	-10.5%	-44.1%	-27.4%	-60.8%	-49.2%	-0.8%	-4.6%	-24.8%	-5.0%	-13.8%	-35.6%	-35.5%	
Campground - SNS*	4.2%	~	~	~	~	19.4%	60.8%	2.2%	-7.2%	4.6%	-20.0%	~	~	
British Columbia ONS*	-5.9%	80.0%	39.8%	-11.8%	-59.0%	-33.9%	16.0%	2.4%	-14.5%	1.9%	6.9%	-27.4%	25.3%	
Fixed Roof - RNS*	-12.1%	80.0%	39.8%	-11.8%	-59.0%	-33.7%	18.5%	-11.4%	-25.0%	-0.8%	7.7%	-27.4%	25.3%	
Campground - SNS*	25.3%	~	~	~	~	-38.7%	7.5%	47.4%	26.2%	14.5%	-6.3%	~	~	
Manitoba ONS*	-36.0%	-61.9%	37.5%	-55.6%	-77.8%	-56.7%	-6.9%	-21.4%	-59.3%	-4.9%	0.6%	-10.2%	40.4%	
Fixed Roof - RNS*	-38.4%	-61.9%	37.5%	-55.6%	-77.8%	-57.0%	-5.8%	-27.5%	-63.4%	-6.3%	2.3%	-10.2%	40.4%	
Campground - SNS*	-10.4%	~	~	~	~	0.0%	-14.5%	27.0%	-31.4%	10.6%	-55.6%	~	~	
New Brunswick ONS*	6.7%	-3.9%	1.5%	11.2%	17.1%	-1.2%	8.6%	15.4%	-0.5%	3.2%	0.3%	24.4%	7.1%	
Fixed Roof - RNS*	8.6%	-3.9%	1.5%	11.2%	17.1%	0.0%	13.3%	16.0%	3.1%	10.5%	0.8%	24.4%	7.1%	
Campground - SNS*	1.2%	~	~	40.00/	~	-27.1%	-4.8%	14.6%	-5.8%	-31.9%	-82.4%	400.00/	~	
Newfoundland ONS*	1.6%	41.8%	9.0%	18.0%	-25.4%	-33.6%	-12.0%	4.7%	-15.6%	25.8%	27.8%	103.0%	56.3%	
Fixed Roof - RNS*  Campground - SNS*	3.4% -9.5%	41.8%	9.0%	18.0% ~	-25.4% ~	-32.1% -87.5%	-14.5% 10.7%	8.3% -6.1%	-15.5% -16.4%	28.7% -0.8%	27.2%	103.0%	56.3% ~	
Nova Scotia ONS*	-9.5% 5.4%	13.8%	10.7%	29.9%	5.9%	-7.9%	5.4%	13.6%	0.9%	-1.6%	2.5%	1.4%	-6.9%	
Fixed Roof - RNS*	5.8%	13.8%	10.7%	29.9%	5.9%	-6.9%	7.9%	17.6%	-1.3%	0.4%	2.1%	1.4%	-6.9%	
Campground - SNS*	4.0%	~	~	29.970	3.9 7 <sub>0</sub>	-30.2%	-4.6%	7.3%	5.4%	-15.2%	117.2%	7.470	-0.970	
Nunavut ONS*	47.5%	-50.0%	-40.0%	-100.0%	0.0%	-56.0%	-60.0%	221.1%	-52.9%	42.9%	375.0%	0.0%	50.0%	
Fixed Roof - RNS*										7.1%				
Campground - SNS*	72.6% -57.8%	-50.0% ~	-40.0%	-100.0% ~	0.0%	-56.0% 0.0%	-57.4% -100.0%	560.9% -85.3%	-66.0% 766.7%	7 . I 70 **	533.3%	0.0%	50.0%	
Northwest Territories ONS*	-51.1%		200.00/			-71.0%				12 60/	-47.1%		-84.6%	
Fixed Roof - RNS*		-11.5%	200.0%	-88.3% -88.3%	-90.5%	-71.0%	-3.7%	-4.5%	-77.0% -78.5%	-13.6%	-47.1% -47.1%	69.6%	-84.6%	
	-53.7%	-11.5%	200.0%		-90.5%		-11.3%	-14.4% 76.5%		22.5%		69.6%		
Campground - SNS*  Ontario ONS*	11.9%	~ 1 10/	7 70/	21 00/	~ 12 60/	0.0%	600.0%	76.5%	60.0%	-89.5%	0.0%	22 10/	20 00/	
	-9.3%	-4.4%	-7.7%	-31.9%	-43.6%	-33.9%	-14.3%	-5.2%	-0.4%	-5.2%	-11.4%	-33.1%	-38.8%	
Fixed Roof - RNS*	-10.9%	-4.4%	-7.7%	-31.9%	-43.6%	-34.2%	-13.7%	-6.3%	-2.1%	-4.7%	-11.5%	-33.1%	-38.8%	
Campground - SNS*	-0.9%	42.70/	10.60/	~ E 70/	2 40/	-21.9%	-18.8%	-1.8%	5.5%	-10.6%	20.0%	24 50/	4 90/	
Prince Edward Island ONS*	-1.6%	13.7%	10.6%	5.7%	2.4%	-19.1%	-1.3%	5.6%	-3.0%	-4.7%	-5.8%	-31.5%	-4.8%	
Fixed Roof - RNS*	-6.4%	13.7%	10.6%	5.7%	2.4%	-13.2%	-17.0%	7.7%	-20.1%	-2.4%	-5.4%	-31.5%	-4.8%	
Campground - SNS*	1.4%	~	~	~	~	-28.7%	3.5%	5.2%	1.7%	-5.9%	-14.6%	~	~	
Quebec ONS*	7.1%	20.1%	21.1%	80.6%	4.8%	9.6%	18.3%	2.4%	6.0%	-4.5%	27.8%	-6.5%	61.2%	
Fixed Roof - RNS*	9.3%	20.1%	21.1%	80.6%	4.8%	11.2%	28.8%	5.1%	1.8%	-0.1%	27.8%	-6.5%	61.2%	
Campground - SNS*	3.1%	~	~	~	~	-16.5%	-18.8%	-0.6%	11.3%	-25.4%	30.0%	~	~	
Saskatchewan ONS*	-38.4%	7.9%	122.2%	-61.9%	-84.4%	-61.3%	-20.9%	5.9%	-64.5%	-12.6%	-32.8%	6.0%	16.7%	
Fixed Roof - RNS*	-42.2%	7.9%	122.2%	-61.9%	-84.4%	-65.0%	-26.0%	5.1%	-68.8%	-18.4%	-32.4%	6.0%	16.7%	
Campground - SNS*	18.2%	~	~	~	~	2400.0%	40.7%	12.3%	-6.5%	49.1%	-50.0%	~	~	
Yukon ONS*	-63.4%	-100.0%	-100.0%	50.0%	-100.0%	-73.6%	-51.1%	-40.7%	-82.2%	-31.3%	-51.2%	1650.0%	0.0%	
Fixed Roof - RNS*	-61.0%	-100.0%	-100.0%	50.0%	-100.0%	-73.7%	-45.7%	-29.8%	-81.5%	-29.5%	-51.2%	1650.0%	0.0%	
Campground - SNS*	-82.0%	~	~	~	~	-66.7%	-100.0%	-72.4%	-87.3%	-50.0%	0.0%	~	~	



# **Visitor Origins**

			4at Overto	<u>.</u>		On al Occarito	_		2nd Overster			acemil	
			1st Quarte			2nd Quarte			3rd Quarter			4th Quarte	
	YTD	Les Les	489	New Year	₽Q	No.	, in the second	بتا	Ang A	∕ so o	o <sup>č</sup>	<b>₹</b> 0 <sup>3</sup>	\ \Q_{\oldsymbol{o}_{0}}^{\oldsymbol{o}_{0}}
UNITED STATES OF	9.2%	-1.5%	16.5%	-17.4%	-42.3%	0.4%	5.9%	11.1%	16.2%	10.2%	-11.5%	18.8%	15.1%
Fixed Roof - RNS*	7.2%	-1.5%	16.5%	-17.4%	-42.3%	-3.2%	-1.1%	10.9%	17.0%	7.7%	-11.4%	18.8%	15.1%
Campground - SNS*	17.2%	~	~	~	~	61.7%	40.2%	11.5%	13.9%	22.9%	-12.8%	~	~
New England O	<b>6.7%</b>	-32.5%	13.5%	-22.8%	-17.0%	-5.3%	-4.6%	11.6%	15.5%	-5.6%	-3.7%	17.2%	1.8%
Fixed Roof - RNS*	6.0%	-32.5%	13.5%	-22.8%	-17.0%	-9.7%	-6.4%	10.5%	16.9%	-4.4%	-2.2%	17.2%	1.8%
Campground - SNS*	9.4%	~	~	~	~	46.7%	3.0%	14.7%	11.3%	-12.6%	-46.2%	~	~
Mid-Atlantic O	<b>8.7%</b>	11.4%	-31.7%	-27.1%	-48.8%	11.4%	1.8%	10.4%	17.5%	18.3%	-40.7%	71.8%	-29.5%
Fixed Roof - RNS*	6.8%	11.4%	-31.7%	-27.1%	-48.8%	10.8%	-2.1%	5.8%	19.7%	17.9%	-42.2%	71.8%	-29.5%
Campground - SNS*	18.3%	~	~	~	~	18.2%	19.0%	29.2%	8.0%	20.5%	14.3%	~	~
South O	IS* <b>11.3%</b>	-79.9%	14.4%	-55.3%	-62.8%	-7.7%	22.3%	10.9%	16.6%	18.6%	5.2%	24.9%	42.4%
Fixed Roof - RNS*	5.7%	-79.9%	14.4%	-55.3%	-62.8%	-16.9%	1.6%	16.1%	10.2%	13.8%	2.5%	24.9%	42.4%
Campground - SNS*	31.7%	~	~	~	~	427.3%	121.2%	-0.2%	35.0%	38.5%	88.0%	~	~
<b>Midwest</b> OI	9.6%	293.9%	140.6%	29.4%	-26.0%	39.7%	3.7%	-3.3%	7.4%	29.6%	-18.9%	-30.2%	31.2%
Fixed Roof - RNS*	10.9%	293.9%	140.6%	29.4%	-26.0%	38.7%	5.9%	-7.4%	13.0%	29.8%	-16.0%	-30.2%	31.2%
Campground - SNS*	3.1%	~	~	~	~	150.0%	-13.4%	11.6%	-8.6%	28.5%	-55.3%	~	~
<b>West</b> OI	IS* <b>12.3%</b>	55.0%	-47.7%	53.6%	-50.6%	-11.1%	3.1%	26.0%	26.7%	8.7%	-11.5%	69.9%	21.9%
Fixed Roof - RNS*	10.6%	55.0%	-47.7%	53.6%	-50.6%	-9.2%	-2.0%	28.5%	36.2%	-1.2%	-10.5%	69.9%	21.9%
Campground - SNS*	19.6%	~	~	~	~	-33.3%	28.2%	17.8%	3.2%	58.9%	-23.7%	~	~
INTERNATIONAL O	<b>53.5%</b>	89.1%	117.7%	85.2%	-63.6%	-50.9%	39.1%	125.7%	84.5%	57.8%	50.9%	113.2%	-9.2%
Fixed Roof - RNS*	57.5%	89.1%	117.7%	85.2%	-63.6%	-52.8%	43.3%	147.8%	93.8%	61.7%	51.2%	113.2%	-9.2%
Campground - SNS*	12.3%	~	~	~	~	19.8%	5.2%	7.1%	15.5%	19.9%	29.2%	~	~
<b>Australia</b> Ol	<b>19.5%</b>	7.1%	740.0%	7.7%	45.0%	30.8%	50.6%	3.0%	30.8%	-5.7%	14.6%	4.8%	-5.9%
Fixed Roof - RNS*	18.5%	7.1%	740.0%	7.7%	45.0%	15.6%	44.4%	11.2%	36.7%	-12.4%	17.3%	4.8%	-5.9%
Campground - SNS*	28.0%	~	~	~	~	1200.0%	112.5%	-31.8%	7.9%	113.3%	-75.0%	~	~
<b>China</b> OI	<b>27.7%</b>	116.0%	-28.3%	70.7%	-29.3%	-45.7%	31.8%	78.3%	-19.8%	323.1%	137.1%	102.2%	9.5%
Fixed Roof - RNS*	27.6%	116.0%	-28.3%	70.7%	-29.3%	-45.7%	31.8%	77.7%	-20.0%	323.1%	137.1%	102.2%	9.5%
Campground - SNS*	**	~	~	~	~	0.0%	0.0%	0.0%	**	0.0%	0.0%	~	~
<b>England</b> OI	- <b>20.0%</b>	140.0%	-48.4%	-66.7%	18.2%	-36.4%	3.2%	23.4%	-43.2%	-24.0%	-54.7%	53.8%	-27.3%
Fixed Roof - RNS*	-21.1%	140.0%	-48.4%	-66.7%	18.2%	-44.0%	-2.5%	25.4%	-45.3%	-21.2%	-54.2%	53.8%	-27.3%
Campground - SNS*	0.7%	~	~	~	~	500.0%	131.3%	-6.9%	-9.4%	-55.3%	-100.0%	~	~
France OI	IS* <b>1.9%</b>	-100.0%	-16.7%	-75.0%	23.1%	153.8%	26.3%	-3.0%	11.8%	-25.0%	-54.1%	**	-100.0%
Fixed Roof - RNS*	-8.0%	-100.0%	-16.7%	-75.0%	23.1%	169.6%	50.0%	-31.4%	-9.1%	-22.7%	-54.1%	**	-100.0%
Campground - SNS*	50.4%	~	~	~	~	33.3%	-22.6%	162.1%	90.2%	-37.9%	0.0%	~	~
	IS* -9.3%	-53.8%	-83.3%	-96.0%	-14.3%	38.6%	-20.2%	32.9%	-1.4%	-17.3%	-61.3%	-79.1%	-65.0%
Fixed Roof - RNS*	-16.8%	-53.8%	-83.3%	-96.0%	-14.3%	90.7%	-31.4%	37.1%	-3.7%	-30.3%	-65.9%	-79.1%	-65.0%
Campground - SNS*	15.7%	~	~	~	~	-44.1%	13.6%	22.6%	3.6%	34.2%	220.0%	~	~
		-	**			-71.4%		8.0%					
		-50.0% -50.0%	**	50.0%	0.0%		24.1%		61.9%	-55.8% 56.3%	-84.1% 87.3%	-100.0%	57.1% 57.1%
Fixed Roof - RNS*  Campground - SNS*	-12.1% -33.3%	-50.0%		50.0%	0.0%	-60.0%	50.0%	54.3%	30.0%	-56.3%	-87.3% **	-100.0% ~	57.1%
	-33.3%	20.0%	200.00/	77 90/	74 70/	-100.0%	-100.0%	-100.0%	700.0%	-50.0%		121 60/	0.00/
1	11.4%	-20.0%	300.0%	77.8%	-74.7%	65.4%	16.4%	13.7%	4.7%	-7.1%	15.6%	131.6%	0.0%
Fixed Roof - RNS*	12.0%	-20.0%	300.0%	77.8%	-74.7%	72.8%	20.3%	12.9%	6.4%	-9.5%	15.6%	131.6%	0.0%
Campground - SNS*	0.0%	~	~	~	~	5.9%	-28.9%	24.2%	-18.4%	**	0.0%	~	~
	- <b>17.0%</b>	32.1%	175.0%	163.6%	-50.0%	-37.2%	-53.2%	-20.3%	28.9%	-35.9%	-66.7%	250.0%	-100.0%
Fixed Roof - RNS*	-8.3%	32.1%	175.0%	163.6%	-50.0%	-54.5%	-54.1%	-22.8%	98.4%	-25.5%	-68.9%	250.0%	-100.0%
Campground - SNS*	-36.8%	~	~	~	~	20.0%	-51.4%	-16.2%	-46.6%	-54.5%	**	~	~
Scotland Ol	- <b>19.5%</b>	0.0%	-100.0%	25.0%	80.0%	-28.9%	31.7%	-24.8%	-4.8%	-30.8%	-97.0%	200.0%	-100.0%
Fixed Roof - RNS*	-17.1%	0.0%	-100.0%	25.0%	80.0%	-23.8%	45.1%	-15.6%	-19.0%	-30.8%	-97.0%	200.0%	-100.0%
Campground - SNS*	-52.2%	~	~	~	~	-100.0%	-44.4%	-100.0%	**	0.0%	0.0%	~	~
Switzerland O	<b>19.5%</b>	**	0.0%	-100.0%	**	56.3%	-31.7%	98.2%	-28.4%	22.2%	54.1%	-86.2%	-100.0%
Fixed Roof - RNS*	13.6%	**	0.0%	-100.0%	**	90.0%	-52.7%	146.6%	-45.1%	1.6%	54.8%	-86.2%	-100.0%
Campground - SNS*	35.3%	~	~	~	~	0.0%	25.9%	25.0%	21.3%	94.4%	50.0%	~	~
<b>Others</b> O	14 <b>2.0</b> %	184.1%	419.5%	568.0%	-88.8%	-69.0%	110.4%	368.2%	319.7%	204.8%	345.6%	198.1%	14.7%
Fixed Roof - RNS*	145.8%	184.1%	419.5%	568.0%	-88.8%	-69.5%	114.7%	411.0%	331.8%	208.3%	355.4%	198.1%	14.7%



### **Definitions**

#### TOURISM INDICATORS

**Bridge Traffic** - Source: Strait Crossing Bridge Limited. Data is the percentage change of the counts of non-commercial/non-resident vehicles leaving PEI at Confederation Bridge against the same period of last year.

Air Traffic - Source: Charlottetown Airport Authority. Data is the percentage change of the number of air passengers enplaning and deplaning at the Charlottetown Airport against the same period of last year.

Ferry Traffic - Source: Northumberland Ferries Limited. Data is the percentage change of the counts of vehicles leaving PEI via the Wood Island Ferry against the same period of last year.

Cruise Ships - Source: Charlottetown Harbour Authority Inc. Data is the percentage change of the total number of passengers and crew on the cruise ships that visit the Historic Charlottetown Seaport against the same period of last year.

**Motorcoach** - Source: Tourism PEI. Motorcoach is the short form of "motorcoach tour", which is defined as group tours that are transported via large and well-powered bus to their destinations, itinerary activities, and back. Data is the percentage change of the total number of room-nights sold to motorcoach passengers against the same period of last year. *Note: Motorcoach data is not available by origin.* 

Gentle Island Website - Source: Tourism PEI. Data is the percentage change of the total number of visits to www.gentleisland.com against the same period of last year.

Call Centre - Source: Tourism PEI. Data is the percentage change of the total number of call centre inquiries against the same period of last year.

Mail Out Kits - Source: Tourism PEI. Data is the percentage change of the total number of packages/kits mailed out by Tourism PEI against the same period of last year.

Visitor Information Centres - Source: Tourism PEI. Data is the percentage change of the counts of parties counselled at each Visitor Information Centre against the same period of last year.

Golf PEI - Source: Golf PEI. Data is the percentage change of the total rounds played at all 18-hole and 9-hole courses against the same period of last year. Non-member rounds are reported.

National Parks - Source: Parks Canada. PEI National Park data is the percentage change of the number of vehicles entering the park via its six entry points (Cavendish Cawnpore Lane, Cavendish Graham's Lane, North Rustico, Stanhope, Brackley, Dalvay). Province House and Green Gables data is the percentage change of the counts of visitors to each site. Campground data is the percentage change of the number of sitenights sold.

**Provincial Parks** - Source: Tourism PEI. Data is the percentage change of the total number of site-nights sold at all provincial campgrounds against the same period of last year.

**Historic Sites** - Source: PEI Museum. Data is the percentage change of the total number of visitors to each historic site against the same period of last year.

#### **OCCUPANCY**

Room-nights Sold (RNS) - The number of room-nights sold in each month. This number is calculated based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, cottages, B&Bs, etc.) in PEI and includes motorcoach figures. All RNS breakdown by province, state or country in the visitor origin section does not include motorcoach figures and is indicated by an asterick (RNS\*).

Site-nights Sold (SNS) - The number of site-nights sold in each month. This number is calculated based on reports submitted by all licensed campground operations in PEI and includes motorcoach figures. All SNS breakdown by province, state or country in the visitor origin section does not include motorcoach figures and is indicated by an asterick (SNS\*).

Occupancy Rate - The percentage of room-nights that are occupied (sold) out of all room-nights available in the province. This rate is based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, cottages, B&Bs, etc.) in PEI and includes motorcoach figures.

#### **VISITOR ORIGINS**

Overnight Stays (ONS) - The number of room-nights and site-nights sold (combined) in each month. This number is calculated based on reports submitted by all licensed fixed-roof and campground operations in PEI and includes motorcoach figures. All ONS breakdown by province, state or country does not include motorcoach figures and is indicated by an asterick (ONS\*).

Visitor Origins - The percentage change of the number of overnight stays at either fixed-roof accommodation or campground by visitors from each region against the same period of last year. The breakdown of fixed-roof accommodation and campground are also reported.

Origin Breakdown - These percentages do not include motorcoach figures.

**Current Operator Compliance Rate: 100.00%** 

All data subject to ongoing revisions from the various sources of data Release Date: Friday, January 21, 2011