

December 2012

% Change 2011/2012													
	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic													
Bridge	-0.6%	15.3%	10.5%	3.0%	0.4%	5.9%	4.6%	-5.1%	-1.6%	-5.2%	-4.2%	3.7%	-6.2%
Air	4.3%	8.1%	12.3%	6.2%	12.3%	7.7%	7.0%	2.6%	4.9%	1.0%	5.3%	-3.6%	-10.8%
Ferry	2.0%	~	~	~	~	7.3%	1.5%	-1.1%	6.9%	-1.8%	6.4%	-7.1%	-9.3%
Cruise Ships	10.6%	~	~	~	~	-35.1%	-69.2%	-55.4%	108.0%	56.3%	59.5%	~	~
Motorcoach	-11.8%	-33.3%	-100.0%	**	9.1%	-11.4%	0.4%	-12.0%	-19.8%	-7.8%	-18.2%	200.0%	1100.0%
Visitor Inquiries (English)													
Tourism PEI Website	29.3%	26.9%	40.2%	20.9%	32.8%	36.2%	31.4%	27.7%	35.4%	35.6%	3.4%	13.8%	30.0%
Call Centre	-8.7%	-21.4%	11.8%	-27.6%	-11.1%	0.3%	-5.2%	-15.6%	-8.4%	4.6%	-20.5%	52.4%	-4.5%
Mail Out Kits	-15.6%	-10.2%	-0.2%	-22.6%	-34.4%	-28.7%	-2.8%	-32.3%	-2.7%	9.9%	35.2%	92.9%	115.6%
Visitor Inquiries (French)													
Tourism PEI Website	33.7%	50.0%	42.1%	74.6%	7.0%	5.3%	58.0%	23.7%	70.0%	111.2%	24.9%	8.1%	11.7%
Call Centre	-4.0%	-27.8%	48.4%	5.6%	-14.9%	-2.9%	11.7%	-6.8%	-19.9%	26.7%	-42.0%	0.0%	-73.7%
Mail Out Kits	-31.2%	-35.1%	-40.0%	22.1%	-38.6%	-54.8%	21.9%	-9.8%	2.3%	16.4%	-19.6%	-15.9%	51.9%
Visitor Information Centres													
Airport	5.7%	~	~	~	~	~	-4.8%	-7.2%	12.4%	36.5%	~	~	~
Charlottetown	-42.3%	-100.0%	-100.0%	-100.0%	-88.9%	-27.5%	-54.2%	-45.6%	-40.4%	-35.3%	-18.6%	~	~
Borden-Carleton	-0.8%	31.1%	14.2%	-1.8%	-21.2%	-2.8%	17.3%	-11.1%	11.8%	-7.3%	-11.8%	-29.0%	-44.0%
Wood Islands	1.7%	~	~	~	~	-25.3%	5.2%	10.6%	-0.4%	0.5%	2.8%	~	~
Cavendish	-2.3%	81.8%	-20.0%	-2.5%	20.4%	3.8%	-6.3%	-4.9%	2.1%	-5.9%	-4.6%	272.7%	12.0%
St. Peters	9.1%	~	~	~	~	~	-0.4%	7.3%	-2.8%	43.9%	8.6%	~	~
Summerside	-24.2%	~	~	~	~	~	-20.0%	-36.1%	-10.5%	-30.7%	~	~	~
Souris	-10.9%	~	~	~	~	~	-42.3%	4.4%	-9.0%	-13.7%	~	~	~
West Prince	4.2%	~	~	~	~	~	-27.0%	2.1%	11.4%	23.3%	~	~	~
Total Parties Counseled	-13.6%	-25.2%	-58.1%	-38.5%	-36.0%	-14.3%	-20.1%	-15.3%	-7.2%	-12.1%	-18.1%	-50.9%	-43.3%
Golf PEI													
Non-Member Rounds	3.2%	~	~	~	69.3%	20.1%	6.0%	4.6%	7.4%	-8.6%	-17.1%	55.7%	~
National Parks													
PEI National Park	11.4%	6.7%	22.9%	11.3%	-2.9%	38.2%	18.2%	10.8%	15.4%	-1.9%	-2.8%	N/A	N/A
Province House	-19.6%	-34.1%	-48.1%	-23.2%	-24.4%	21.9%	-8.2%	-24.4%	-20.1%	-34.6%	12.8%	-45.3%	-44.8%
Green Gables	0.2%	180.0%	-61.3%	466.7%	61.4%	0.4%	-19.2%	-7.5%	3.6%	6.5%	32.0%	~	~
Campgrounds	16.1%	~	~	~	~	~	58.9%	8.2%	22.5%	-12.0%	107.3%	~	~
Provincial Parks													
Parks West	5.1%	~	~	~	~	86.1%	8.5%	-1.0%	16.0%	-19.8%	~	~	~
Parks East	6.3%	~	~	~	~	25.8%	20.9%	5.8%	9.7%	-20.0%	~	~	~
Total	5.7%	~	~	~	~	36.7%	13.8%	1.9%	12.9%	-19.9%	~	~	~
Historic Sites													
Orwell	-7.7%	60.2%	12.6%	17.2%	141.3%	44.2%	5.5%	-14.6%	-22.0%	-35.9%	131.7%	52.0%	85.6%
Beaconsfield	-0.6%	-22.1%	-47.9%	-39.4%	20.8%	32.3%	-14.5%	1.9%	-4.4%	-1.7%	41.6%	13.6%	-23.7%
Eptek	-13.3%	29.4%	39.5%	-1.4%	-9.2%	-24.2%	13.4%	-32.6%	-13.8%	-11.4%	-4.8%	-7.0%	-16.3%
Acadian Museum	-4.4%	-43.2%	162.7%	-22.4%	75.8%	-5.0%	16.8%	-10.0%	-10.3%	10.6%	47.0%	41.3%	-91.7%
Elmira	-10.8%	~	~	~	~	-70.5%	23.9%	-18.3%	-21.9%	-4.4%	54.0%	~	~
Basin Head	-10.9%	~	~	~	~	50.8%	15.6%	-8.3%	-15.2%	-27.0%	~	~	~
Green Park	-26.6%	~	~	~	~	-84.6%	7.6%	-15.5%	-30.3%	-70.8%	~	~	~
Total Visitors	-9.8%	2.5%	22.4%	-9.8%	11.8%	-1.2%	7.2%	-15.0%	-16.4%	-17.2%	40.0%	6.6%	-28.7%

December 2012

% Change 2011/2012		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		120	120	120	135	463	927	1,009	1,007	920	499	137	119
% Change		-9.8%	-11.1%	-11.1%	-8.8%	0.0%	-2.7%	-3.0%	-3.5%	-1.6%	7.5%	-2.1%	-4.8%
Total Room-nights Available	1,404,403	72,862	71,143	74,374	80,511	123,540	175,068	189,190	192,499	164,004	115,641	72,863	72,708
% Change	0.6%	8.4%	10.5%	3.2%	10.7%	2.0%	3.3%	-1.8%	-1.5%	-5.4%	-3.5%	-0.1%	-2.5%
Total Room-nights Sold (RNS)	554,328	18,278	21,180	19,299	21,110	34,910	56,106	114,396	133,155	68,071	33,691	20,441	13,691
% Change	-2.0%	1.4%	-9.2%	-3.8%	-10.3%	-3.2%	-1.1%	-3.6%	5.7%	-5.0%	-3.4%	-4.1%	-9.4%
Occupancy Rate	39.5%	25.1%	29.8%	25.9%	26.2%	28.3%	32.0%	60.5%	69.2%	41.5%	29.1%	28.1%	18.8%
% Point Change	-1.0%	-1.7%	-6.4%	-1.9%	-6.1%	-1.5%	-1.4%	-1.2%	4.7%	0.2%	0.0%	-1.2%	-1.4%
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	34.4%	32.4%	30.0%	29.7%	28.9%	27.1%	30.0%	51.4%	58.5%	36.1%	28.5%	28.2%	20.5%
% Point Change	-3.9%	-2.5%	-6.3%	-5.1%	-6.8%	-6.4%	-7.2%	2.8%	2.8%	-6.1%	-4.0%	-6.1%	-1.5%
Room-nights Sold (RNS)	97,263	6,138	6,089	6,217	5,892	6,621	8,035	14,683	16,655	9,651	7,029	5,908	4,345
% Change	-8.0%	-3.3%	-3.4%	-9.5%	-5.2%	-15.2%	-21.6%	1.8%	-0.2%	-18.7%	-10.2%	-7.7%	-8.7%
Green Gables Shore													
Occupancy Rate	40.6%	2.0%	5.4%	2.1%	3.7%	12.4%	25.9%	63.3%	72.1%	32.0%	14.1%	10.3%	3.5%
% Point Change	1.2%	-5.3%	-5.2%	0.6%	-5.2%	2.2%	2.3%	-3.8%	3.1%	1.4%	-0.3%	0.0%	0.5%
Room-nights Sold (RNS)	125,509	66	168	70	172	3,130	14,615	40,444	45,979	16,776	3,525	439	125
% Change	0.5%	-72.2%	-48.8%	42.9%	-64.8%	12.6%	15.1%	-4.7%	5.6%	-4.7%	-16.4%	9.2%	16.8%
Red Sands													
Occupancy Rate	30.1%	14.2%	14.4%	12.1%	11.6%	7.7%	18.0%	56.4%	59.7%	21.6%	8.9%	11.3%	13.2%
% Point Change	4.3%	7.3%	2.9%	-1.8%	-4.9%	-0.6%	3.0%	6.2%	8.0%	2.2%	0.0%	0.1%	0.8%
Room-nights Sold (RNS)	16,504	259	254	214	198	316	1,401	5,461	5,734	1,838	385	219	225
% Change	-2.1%	42.3%	-15.1%	-49.8%	-60.4%	-25.6%	13.7%	1.5%	2.9%	1.2%	-6.3%	-27.7%	-26.7%
Charlottetown													
Occupancy Rate	43.2%	25.2%	33.0%	26.9%	28.3%	40.1%	43.5%	66.5%	77.1%	63.2%	42.1%	31.5%	19.6%
% Point Change	-2.3%	-1.2%	-8.2%	-0.9%	-7.9%	-3.0%	-3.6%	-4.5%	5.9%	0.4%	0.2%	0.5%	-2.4%
Room-nights Sold (RNS)	265,687	11,682	14,425	12,394	14,547	23,156	25,885	40,311	48,047	32,355	20,830	13,502	8,553
% Change	-0.8%	11.4%	-9.4%	4.6%	-6.9%	-1.1%	-4.7%	-4.7%	9.2%	-1.0%	-0.5%	-2.4%	-12.2%
Points East													
Occupancy Rate	34.5%	5.8%	10.9%	17.6%	12.9%	13.9%	25.2%	51.1%	59.1%	29.8%	15.7%	13.0%	17.0%
% Point Change	1.1%	-16.9%	-7.1%	-8.1%	-6.8%	-0.7%	1.1%	3.1%	4.4%	0.4%	3.4%	0.4%	9.6%
Room-nights Sold (RNS)	49,365	133	244	404	301	1,687	6,170	13,497	16,740	7,451	1,922	373	443
% Change	-1.1%	-82.6%	-49.1%	-52.9%	-57.9%	2.8%	14.7%	-4.5%	3.4%	-2.9%	29.1%	-2.1%	131.9%
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	41.0%	28.4%	32.8%	28.2%	28.2%	35.0%	38.2%	60.9%	70.7%	50.2%	37.9%	31.3%	20.3%
% Point Change	-2.1%	-1.2%	-7.4%	-2.5%	-8.0%	-3.4%	-4.1%	-1.8%	5.4%	-1.8%	1.2%	-1.2%	-1.1%
Room-nights Sold (RNS)	377,511	17,496	19,901	17,970	19,533	29,215	37,096	60,961	73,216	43,536	27,218	18,896	12,473
% Change	-3.9%	4.1%	-9.0%	-4.3%	-11.3%	-5.1%	-6.6%	-5.5%	6.9%	-9.2%	-4.1%	-4.7%	-8.9%
Inns													
Occupancy Rate	52.1%	24.9%	43.3%	38.3%	38.6%	38.9%	43.9%	67.0%	79.6%	60.0%	32.9%	41.9%	29.8%
% Point Change	4.3%	0.2%	3.9%	7.0%	5.6%	10.8%	7.8%	-3.8%	7.4%	10.9%	-6.0%	1.3%	-4.6%
Room-nights Sold (RNS)	24,788	417	678	641	626	1,278	3,141	4,988	5,813	4,179	1,674	780	573
% Change	10.3%	4.3%	13.8%	22.6%	21.6%	-7.6%	25.5%	-1.1%	11.9%	19.9%	5.3%	18.4%	-0.5%
Cabins/Cottages													
Occupancy Rate	38.8%	7.9%	13.0%	21.1%	20.4%	10.6%	20.7%	62.8%	68.6%	25.9%	10.8%	7.8%	10.6%
% Point Change	0.3%	-15.8%	-7.7%	0.0%	8.9%	1.0%	1.5%	-0.1%	2.3%	0.6%	0.9%	-10.2%	-10.1%
Room-nights Sold (RNS)	113,205	166	245	320	482	2,384	11,075	38,949	42,652	13,726	2,652	281	273
% Change	0.5%	-65.2%	-43.5%	-20.2%	55.0%	9.1%	11.4%	-1.7%	1.3%	-2.5%	19.0%	-39.6%	-36.4%
Tourist Home/B&B													
Occupancy Rate	26.8%	2.8%	5.0%	4.9%	6.6%	14.5%	28.0%	48.0%	59.1%	38.8%	15.3%	5.3%	5.2%
% Point Change	1.2%	-2.1%	-1.7%	-0.1%	-2.5%	1.6%	1.1%	-0.6%	7.7%	5.2%	-1.8%	0.3%	-0.8%
Room-nights Sold (RNS)	37,214	199	336	342	451	2,027	4,702	9,028	10,957	6,424	2,064	352	332
% Change	-0.4%	-40.2%	-21.9%	-3.7%	-33.9%	18.2%	2.9%	-5.5%	8.0%	5.1%	-23.0%	-7.1%	-19.0%

December 2012

% Change 2011/2012		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		~	~	~	~	24	42	44	44	44	10	~	~
% Change		~	~	~	~	4.3%	-4.5%	0.0%	0.0%	2.3%	-28.6%	~	~
Total Site-nights Available	624,854	~	~	~	~	33,981	137,993	159,065	157,921	110,979	24,915	~	~
% Change	2.4%	~	~	~	~	15.7%	0.6%	0.8%	-0.8%	-4.3%	128.5%	~	~
Total Site-nights Sold (SNS)	232,030	~	~	~	~	6,033	29,815	87,803	83,665	24,058	656	~	~
% Change	4.4%	~	~	~	~	95.2%	12.1%	-1.9%	7.4%	-3.0%	39.9%	~	~
Occupancy Rate	37.1%	~	~	~	~	17.8%	21.6%	55.2%	53.0%	21.7%	2.6%	~	~
% Point Change	0.7%	~	~	~	~	7.2%	2.2%	-1.5%	4.0%	0.3%	-1.7%	~	~
North Cape Coastal Drive													
Occupancy Rate	24.4%	~	~	~	~	2.2%	9.5%	39.5%	37.4%	8.9%	0.0%	~	~
% Point Change	1.8%	~	~	~	~	1.4%	-1.0%	0.7%	7.5%	-1.3%	-0.1%	~	~
Site-nights Sold (SNS)	14,663	~	~	~	~	67	1,372	6,346	5,925	953	0	~	~
% Point change	7.4%	~	~	~	~	86.1%	14.5%	0.6%	18.1%	-13.1%	-100.0%	~	~
Green Gables Shore													
Occupancy Rate	40.9%	~	~	~	~	17.0%	24.0%	59.9%	56.3%	24.2%	3.5%	~	~
% Point Change	0.7%	~	~	~	~	3.3%	2.3%	-2.9%	2.9%	1.2%	-0.5%	~	~
Site-nights Sold (SNS)	168,178	~	~	~	~	2,414	22,047	64,679	60,519	17,995	524	~	~
% Point change	2.7%	~	~	~	~	26.1%	9.1%	-2.4%	6.6%	-1.6%	54.6%	~	~
Red Sands													
Occupancy Rate	46.1%	~	~	~	~	45.1%	38.8%	50.0%	50.5%	43.9%	**	~	~
% Point Change	-7.6%	~	~	~	~	5.6%	0.9%	-20.6%	-7.8%	-8.3%	**	~	~
Site-nights Sold (SNS)	6,861	~	~	~	~	625	1,169	1,860	1,877	1,330	0	~	~
% Point change	-16.4%	~	~	~	~	-15.9%	3.2%	-27.3%	-11.1%	-16.2%	-100.0%	~	~
Charlottetown													
Occupancy Rate	28.9%	~	~	~	~	28.3%	27.5%	52.3%	51.1%	12.7%	1.1%	~	~
% Point Change	-0.5%	~	~	~	~	23.5%	8.6%	-0.6%	10.3%	-0.9%	-2.2%	~	~
Site-nights Sold (SNS)	15,470	~	~	~	~	2,538	2,344	4,896	4,500	1,085	107	~	~
% Point Change	31.8%	~	~	~	~	1317.9%	37.9%	-1.5%	17.3%	6.4%	224.2%	~	~
Points East													
Occupancy Rate	31.4%	~	~	~	~	6.0%	14.4%	45.5%	49.0%	18.7%	4.8%	~	~
% Point Change	3.0%	~	~	~	~	2.0%	2.9%	4.8%	4.9%	0.4%	1.6%	~	~
Site-nights Sold (SNS)	26,858	~	~	~	~	389	2,883	10,022	10,844	2,695	25	~	~
% Point change	7.8%	~	~	~	~	79.3%	22.8%	6.9%	6.8%	-3.9%	19.0%	~	~

December 2012

	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL OVERNIGHT STAYS (ONS)	786,358	18,278	21,180	19,299	21,110	40,943	85,921	202,199	216,820	92,129	34,347	20,441	13,691
% Change	-0.2%	1.4%	-9.2%	-3.8%	-10.3%	4.6%	3.1%	-2.9%	6.3%	-4.5%	-2.9%	-4.1%	-9.4%
ORIGIN BREAKDOWN	100%	100%			100%			100%			100%		
Canada	88.2%	91.4%	94.2%	94.3%	93.3%	90.3%	86.9%	88.7%	87.5%	82.7%	86.9%	93.8%	93.9%
United States	8.2%	5.5%	3.8%	3.7%	4.1%	6.0%	9.3%	8.7%	8.5%	11.4%	8.3%	3.6%	3.8%
International	3.6%	3.1%	2.1%	1.9%	2.6%	3.7%	3.9%	2.7%	4.0%	5.9%	4.7%	2.6%	2.3%
% Change 2011/2012													
CANADA ONS*	0.2%	-2.8%	-9.8%	-4.0%	-10.3%	5.5%	3.3%	-3.2%	8.0%	-5.2%	1.1%	-2.7%	-6.5%
Fixed Roof - RNS*	-1.6%	-2.8%	-9.8%	-4.0%	-10.3%	-2.7%	-1.5%	-3.9%	8.0%	-6.3%	0.6%	-2.7%	-6.5%
Campground - SNS*	4.3%	~	~	~	~	95.5%	12.0%	-2.5%	8.1%	-2.6%	35.3%	~	~
Alberta ONS*	-2.5%	133.9%	-45.5%	-4.2%	92.1%	-13.4%	-24.1%	-11.0%	9.0%	-1.3%	34.4%	61.7%	-43.2%
Fixed Roof - RNS*	-4.7%	133.9%	-45.5%	-4.2%	92.1%	-27.3%	-30.6%	-12.3%	8.7%	-3.3%	40.7%	61.7%	-43.2%
Campground - SNS*	14.4%	~	~	~	~	761.5%	41.8%	-5.0%	10.7%	16.6%	-80.4%	~	~
British Columbia ONS*	3.1%	-23.3%	-31.6%	-2.4%	20.4%	-6.5%	-14.6%	1.6%	21.7%	-3.2%	27.2%	39.4%	16.0%
Fixed Roof - RNS*	2.0%	-23.3%	-31.6%	-2.4%	20.4%	-8.4%	-15.8%	-0.5%	23.4%	-6.6%	27.6%	39.4%	16.0%
Campground - SNS*	9.1%	~	~	~	~	61.8%	-9.4%	8.0%	16.2%	12.3%	21.3%	~	~
Manitoba ONS*	11.8%	11.7%	-76.2%	26.5%	181.8%	-7.5%	-25.6%	-6.7%	23.7%	42.8%	61.2%	53.3%	71.4%
Fixed Roof - RNS*	14.0%	11.7%	-76.2%	26.5%	181.8%	-8.0%	-25.0%	-0.2%	25.9%	46.3%	56.2%	53.3%	71.4%
Campground - SNS*	-9.3%	~	~	~	~	200.0%	-32.0%	-34.7%	9.2%	16.3%	525.0%	~	~
New Brunswick ONS*	-0.7%	6.3%	-10.2%	-1.8%	-12.9%	12.7%	8.0%	-5.9%	14.0%	-11.7%	-4.1%	-17.5%	-21.4%
Fixed Roof - RNS*	-0.9%	6.3%	-10.2%	-1.8%	-12.9%	11.0%	4.4%	2.0%	10.4%	-9.8%	-4.1%	-17.5%	-21.4%
Campground - SNS*	0.2%	~	~	~	~	65.1%	19.1%	-15.3%	20.1%	-22.3%	-4.3%	~	~
Newfoundland ONS*	-8.9%	-7.8%	-49.3%	-17.3%	-11.8%	5.6%	-10.6%	3.7%	-2.3%	-15.6%	-21.5%	-27.8%	-48.9%
Fixed Roof - RNS*	-10.9%	-7.8%	-49.3%	-17.3%	-11.8%	-4.9%	-20.6%	8.6%	-3.1%	-15.5%	-21.6%	-27.8%	-48.9%
Campground - SNS*	7.6%	~	~	~	~	1183.3%	130.6%	-12.3%	0.7%	-17.2%	100.0%	~	~
Nova Scotia ONS*	1.6%	-11.0%	7.2%	0.2%	-12.8%	-4.6%	9.8%	-0.9%	13.3%	-10.6%	3.4%	3.3%	-18.8%
Fixed Roof - RNS*	-0.2%	-11.0%	7.2%	0.2%	-12.8%	-5.3%	6.0%	-0.2%	10.1%	-10.6%	3.2%	3.3%	-18.8%
Campground - SNS*	8.0%	~	~	~	~	27.6%	26.1%	-2.0%	19.3%	-10.5%	29.8%	~	~
Nunavut ONS*	-60.0%	-42.9%	-77.5%	-81.8%	15.8%	9.1%	66.7%	-78.8%	-35.2%	-22.2%	-93.7%	-57.1%	-100.0%
Fixed Roof - RNS*	-61.2%	-42.9%	-77.5%	-81.8%	15.8%	9.1%	68.4%	-80.3%	-32.2%	-22.2%	-93.7%	-57.1%	-100.0%
Campground - SNS*	-45.2%	~	~	~	~	0.0%	50.0%	-59.1%	-42.1%	0.0%	0.0%	~	~
Northwest Territories ONS*	48.5%	400.0%	-87.5%	**	-30.8%	281.1%	-10.5%	-3.3%	-3.6%	-53.0%	235.0%	75.0%	**
Fixed Roof - RNS*	44.4%	400.0%	-87.5%	**	-30.8%	291.7%	-5.6%	-23.2%	-17.6%	-56.4%	235.0%	75.0%	**
Campground - SNS*	147.6%	~	~	~	~	-100.0%	-100.0%	200.0%	175.0%	500.0%	0.0%	~	~
Ontario ONS*	-2.2%	11.8%	-20.0%	14.5%	-9.2%	1.7%	-1.2%	-8.4%	6.4%	-3.8%	-19.2%	-21.5%	20.9%
Fixed Roof - RNS*	-2.5%	11.8%	-20.0%	14.5%	-9.2%	1.8%	-2.3%	-9.0%	6.7%	-3.4%	-19.6%	-21.5%	20.9%
Campground - SNS*	-0.8%	~	~	~	~	-1.3%	6.3%	-6.6%	5.5%	-7.7%	54.5%	~	~
Prince Edward Island ONS*	0.9%	-18.8%	-14.4%	-15.7%	-22.3%	12.9%	6.4%	0.1%	2.7%	-1.2%	10.6%	14.9%	12.3%
Fixed Roof - RNS*	-6.3%	-18.8%	-14.4%	-15.7%	-22.3%	-26.6%	-0.4%	-7.0%	4.4%	-5.0%	8.4%	14.9%	12.3%
Campground - SNS*	4.8%	~	~	~	~	100.9%	8.3%	1.4%	2.3%	0.2%	60.2%	~	~
Quebec ONS*	3.4%	22.4%	7.2%	9.4%	9.5%	18.2%	10.1%	0.7%	1.5%	2.7%	2.9%	4.5%	5.0%
Fixed Roof - RNS*	2.8%	22.4%	7.2%	9.4%	9.5%	17.0%	8.0%	-2.9%	0.7%	3.6%	2.7%	4.5%	5.0%
Campground - SNS*	4.6%	~	~	~	~	50.0%	19.0%	5.1%	2.6%	-3.9%	40.0%	~	~
Saskatchewan ONS*	9.1%	381.3%	-83.7%	-47.1%	38.3%	0.5%	-17.5%	-16.6%	52.6%	-5.9%	54.6%	115.0%	304.0%
Fixed Roof - RNS*	9.3%	381.3%	-83.7%	-47.1%	38.3%	4.3%	-18.2%	-21.2%	60.2%	-9.5%	53.2%	115.0%	304.0%
Campground - SNS*	8.0%	~	~	~	~	-66.7%	-11.9%	14.0%	4.7%	35.4%	133.3%	~	~
Yukon ONS*	45.9%	600.0%	**	400.0%	-71.4%	17.5%	119.2%	9.4%	52.5%	53.3%	47.6%	-50.0%	**
Fixed Roof - RNS*	26.0%	600.0%	**	400.0%	-71.4%	17.5%	76.9%	-8.2%	26.8%	24.1%	33.3%	-50.0%	**
Campground - SNS*	426.7%	~	~	~	~	0.0%	**	225.0%	255.6%	900.0%	**	~	~

December 2012

			1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	5.1%	161.6%	24.2%	29.5%	-2.7%	16.9%	10.0%	8.5%	-1.2%	2.4%	-2.5%	-6.2%	-24.8%
Fixed Roof - RNS*		6.7%	161.6%	24.2%	29.5%	-2.7%	9.5%	9.3%	10.2%	2.4%	4.6%	-4.4%	-6.2%	-24.8%
Campground - SNS*		-1.6%	~	~	~	~	145.6%	12.6%	3.1%	-12.2%	-9.2%	98.0%	~	~
New England	ONS*	2.1%	-35.8%	-22.0%	-15.1%	-15.0%	17.5%	13.0%	6.6%	-4.3%	3.7%	-1.2%	49.2%	1.0%
Fixed Roof - RNS*		4.4%	-35.8%	-22.0%	-15.1%	-15.0%	17.2%	12.5%	10.5%	-3.1%	11.3%	-4.2%	49.2%	1.0%
Campground - SNS*		-6.9%	~	~	~	~	21.2%	15.6%	-4.0%	-8.1%	-35.2%	425.0%	~	~
Mid-Atlantic	ONS*	9.8%	-19.7%	61.8%	104.3%	-23.2%	62.4%	16.5%	7.0%	5.5%	8.5%	24.7%	-8.1%	-6.5%
Fixed Roof - RNS*		10.5%	-19.7%	61.8%	104.3%	-23.2%	72.6%	2.8%	5.8%	12.3%	7.0%	26.0%	-8.1%	-6.5%
Campground - SNS*		5.8%	~	~	~	~	-22.2%	125.3%	12.9%	-20.9%	18.9%	-25.0%	~	~
South	ONS*	-0.9%	308.0%	34.1%	101.8%	-29.6%	-23.4%	-6.6%	7.5%	-1.1%	-2.4%	-19.4%	-40.8%	-56.3%
Fixed Roof - RNS*		-1.0%	308.0%	34.1%	101.8%	-29.6%	-28.5%	-1.3%	4.9%	3.0%	-4.8%	-20.8%	-40.8%	-56.3%
Campground - SNS*		-0.3%	~	~	~	~	214.3%	-19.7%	14.3%	-10.8%	11.4%	50.0%	~	~
Midwest	ONS*	13.8%	118.2%	236.6%	131.0%	40.2%	39.2%	25.7%	14.3%	0.6%	9.7%	7.9%	11.3%	-43.2%
Fixed Roof - RNS*		16.7%	118.2%	236.6%	131.0%	40.2%	34.1%	18.9%	14.7%	11.9%	12.5%	3.8%	11.3%	-43.2%
Campground - SNS*		0.2%	~	~	~	~	280.0%	64.8%	12.9%	-30.5%	-2.0%	316.7%	~	~
West	ONS*	10.4%	468.1%	13.4%	-27.1%	30.6%	37.3%	16.2%	13.0%	-1.6%	-4.4%	-3.0%	-6.7%	19.0%
Fixed Roof - RNS*		12.1%	468.1%	13.4%	-27.1%	30.6%	12.9%	17.7%	22.4%	-3.1%	-1.1%	-4.2%	-6.7%	19.0%
Campground - SNS*		2.3%	~	~	~	~	345.7%	10.1%	-14.5%	2.9%	-18.7%	43.8%	~	~
INTERNATIONAL	ONS*	-10.5%	26.1%	-20.0%	-32.7%	-19.6%	-22.9%	-11.0%	-14.4%	5.3%	-2.9%	-35.5%	-37.5%	-53.3%
Fixed Roof - RNS*		-14.0%	26.1%	-20.0%	-32.7%	-19.6%	-23.9%	-13.7%	-21.1%	-0.3%	-3.3%	-36.2%	-37.5%	-53.3%
Campground - SNS*		50.0%	~	~	~	~	4.2%	23.0%	66.8%	90.1%	3.8%	8.1%	~	~
Australia	ONS*	11.7%	131.3%	100.0%	-63.6%	-77.9%	47.3%	33.6%	-25.0%	43.1%	40.6%	-40.9%	-7.1%	25.0%
Fixed Roof - RNS*		14.0%	131.3%	100.0%	-63.6%	-77.9%	45.3%	37.6%	-23.0%	60.8%	39.6%	-40.9%	-7.1%	25.0%
Campground - SNS*		-9.9%	~	~	~	~	80.0%	11.1%	-39.3%	-31.9%	55.6%	-40.0%	~	~
China	ONS*	-24.5%	-63.4%	-18.4%	-89.8%	-41.8%	-10.9%	-50.4%	-39.8%	-38.9%	78.3%	86.9%	58.3%	4.5%
Fixed Roof - RNS*		-26.4%	-63.4%	-18.4%	-89.8%	-41.8%	-10.9%	-50.4%	-44.6%	-45.8%	80.2%	86.9%	58.3%	4.5%
Campground - SNS*		733.3%	~	~	~	~	0.0%	0.0%	450.0%	**	-100.0%	0.0%	~	~
England	ONS*	-35.2%	-94.9%	-74.3%	-81.6%	-50.0%	9.6%	-15.2%	-24.1%	-39.9%	-32.8%	-16.8%	-22.2%	-34.8%
Fixed Roof - RNS*		-35.3%	-94.9%	-74.3%	-81.6%	-50.0%	9.9%	-19.9%	-20.1%	-38.8%	-32.9%	-19.0%	-22.2%	-34.8%
Campground - SNS*		-33.3%	~	~	~	~	0.0%	133.3%	-61.5%	-53.8%	-28.6%	100.0%	~	~
France	ONS*	-10.0%	-100.0%	75.0%	-61.5%	-73.7%	-34.7%	-63.6%	-14.5%	51.0%	-12.8%	51.6%	-83.3%	300.0%
Fixed Roof - RNS*		-11.8%	-100.0%	75.0%	-61.5%	-73.7%	-40.8%	-66.5%	-7.3%	53.4%	-14.4%	51.6%	-83.3%	300.0%
Campground - SNS*		4.7%	~	~	~	~	**	0.0%	-42.9%	40.5%	20.0%	0.0%	~	~
Germany	ONS*	-7.5%	162.5%	**	**	63.2%	72.4%	-3.1%	2.3%	-30.0%	-20.7%	45.6%	-65.7%	-63.6%
Fixed Roof - RNS*		-6.7%	162.5%	**	**	63.2%	103.7%	-9.7%	-4.1%	-31.1%	-16.9%	55.2%	-65.7%	-63.6%
Campground - SNS*		-9.7%	~	~	~	~	-2.9%	10.1%	20.1%	-26.5%	-30.2%	-5.6%	~	~
Ireland	ONS*	-27.0%	0.0%	-100.0%	28.6%	-55.6%	-60.0%	-56.1%	20.0%	36.7%	-78.1%	-54.1%	-60.0%	-100.0%
Fixed Roof - RNS*		-25.8%	0.0%	-100.0%	28.6%	-55.6%	-60.0%	-56.1%	25.5%	30.6%	-72.0%	-54.1%	-60.0%	-100.0%
Campground - SNS*		-54.5%	~	~	~	~	0.0%	0.0%	-50.0%	**	-100.0%	0.0%	~	~
Japan	ONS*	22.7%	**	480.0%	440.0%	140.0%	94.9%	-4.7%	17.9%	47.6%	66.4%	-27.8%	-78.8%	-85.1%
Fixed Roof - RNS*		26.6%	**	480.0%	440.0%	140.0%	126.3%	-1.1%	27.3%	52.9%	66.4%	-27.8%	-78.8%	-85.1%
Campground - SNS*		-89.4%	~	~	~	~	-100.0%	-76.7%	-90.9%	-93.5%	0.0%	0.0%	~	~
Netherlands	ONS*	-13.5%	-100.0%	-100.0%	-66.7%	-83.3%	162.5%	-52.5%	-4.6%	32.9%	-13.0%	3.3%	-50.0%	300.0%
Fixed Roof - RNS*		-24.1%	-100.0%	-100.0%	-66.7%	-83.3%	125.0%	-62.7%	-28.2%	39.0%	-21.0%	-6.9%	-50.0%	300.0%
Campground - SNS*		35.4%	~	~	~	~	**	0.0%	56.7%	15.0%	20.0%	300.0%	~	~
Scotland	ONS*	-39.3%	-100.0%	-100.0%	**	600.0%	-100.0%	-37.5%	-36.2%	20.6%	-32.6%	-72.4%	0.0%	**
Fixed Roof - RNS*		-37.1%	-100.0%	-100.0%	**	600.0%	-100.0%	-33.3%	-31.3%	20.6%	-31.2%	-72.4%	0.0%	**
Campground - SNS*		-100.0%	~	~	~	~	-100.0%	-100.0%	-100.0%	0.0%	-100.0%	0.0%	~	~
Switzerland	ONS*	-4.0%	600.0%	-100.0%	50.0%	41.7%	7.1%	8.2%	39.5%	-17.4%	-28.5%	18.4%	-76.9%	-100.0%
Fixed Roof - RNS*		-3.3%	600.0%	-100.0%	50.0%	41.7%	-10.0%	0.0%	46.5%	-8.5%	-23.4%	13.3%	-76.9%	-100.0%
Campground - SNS*		-5.2%	~	~	~	~	50.0%	19.6%	31.6%	-33.3%	-39.2%	37.5%	~	~
Others	ONS*	-14.2%	82.0%	-14.7%	-44.6%	-14.6%	-53.0%	-5.5%	-19.9%	6.7%	-9.1%	-54.6%	-21.6%	-54.9%
Fixed Roof - RNS*		-20.2%	82.0%	-14.7%	-44.6%	-14.6%	-54.0%	-8.8%	-29.1%	-4.7%	-12.7%	-54.5%	-21.6%	-54.9%
Campground - SNS*		571.3%	~	~	~	~	**	221.7%	433.3%	930.5%	471.4%	-66.7%	~	~

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.*

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

Call Centre - Source: Tourism PEI. Data is the percentage change of the total number of Tourism PEI call centre inquiries during business hours 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 person-visits ⁽¹⁾ made to the national park. Province House and Green Gables data is the percentage change of the number of visitors to each historic site. PEI National Park campground data is the percentage change of the number of site-nights sold.

⁽¹⁾ Person-visits: Each time a person enters the land or marine part of a reporting unit (i.e. national park or national historic site) for recreational, educational or cultural purposes during business hours. Through, local and commercial traffic are excluded. Same day re-entries and re-entries by visitors staying overnight in the reporting unit do not constitute new person-visits.

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

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Compiled by Tourism PEI - Strategy, Evaluation & Industry Investment Division