

December 2013

% Change 2012/2013													
	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
~ = Not open / operating N/A = Not available ** = Data not comparable													
<b>Traffic</b>													
Bridge	-3.0%	-2.0%	-13.2%	-23.7%	-20.5%	-4.4%	-5.2%	1.7%	3.8%	-0.5%	2.2%	-4.8%	-10.6%
Air	-0.3%	-6.9%	-6.8%	-0.5%	-4.0%	-5.7%	-0.3%	2.9%	1.3%	2.7%	-1.5%	6.1%	3.4%
Ferry	-2.9%	~	~	~	~	-11.1%	2.4%	-2.3%	0.4%	-3.0%	-1.6%	-7.9%	-44.4%
Cruise Ships	35.7%	~	~	~	~	73.0%	174.8%	264.5%	200.9%	27.1%	-13.1%	~	~
Motorcoach	29.6%	-100.0%	0.0%	25.0%	-100.0%	26.9%	3.4%	38.5%	74.2%	3.8%	1.1%	4283.3%	725.0%
<b>Visitor Inquiries (English)</b>													
Tourism PEI Website	20.8%	-1.4%	-8.4%	3.0%	22.0%	15.0%	22.3%	30.4%	35.3%	13.1%	16.7%	34.8%	48.0%
Call Centre	-9.9%	6.0%	-9.9%	-12.8%	-4.0%	-20.7%	-4.9%	-11.7%	-13.5%	-11.6%	20.4%	-5.1%	-11.2%
Mail Out Kits	-8.4%	11.0%	27.4%	-50.1%	-3.0%	-25.3%	-8.4%	29.4%	28.4%	23.7%	0.7%	-44.5%	-23.2%
<b>Visitor Inquiries (French)</b>													
Tourism PEI Website	2.3%	6.5%	-10.8%	-7.8%	-11.1%	-9.0%	16.4%	-0.6%	0.0%	2.8%	4.7%	17.2%	54.7%
Call Centre	-24.0%	33.3%	-56.1%	-24.2%	-23.7%	-35.8%	-19.2%	-34.7%	8.4%	-9.5%	51.7%	-25.9%	40.0%
Mail Out Kits	-9.8%	46.6%	33.3%	110.0%	-55.6%	-28.0%	-1.3%	-9.5%	39.4%	3.8%	84.4%	51.7%	-2.4%
<b>Visitor Information Centres</b>													
Airport	-25.5%	~	~	~	~	~	-19.9%	-21.7%	-25.4%	-36.2%	~	~	~
Charlottetown	-16.4%	~	~	~	~	-13.9%	-7.2%	22.9%	-34.0%	-30.7%	-51.5%	~	~
Borden-Carleton	-12.7%	-50.0%	-40.9%	-32.0%	-32.6%	-31.8%	1.0%	-6.4%	-18.2%	-14.7%	-4.2%	-14.8%	-13.2%
Wood Islands	13.1%	~	~	~	~	-17.2%	15.0%	12.2%	23.6%	1.8%	34.8%	~	~
Cavendish	-7.3%	0.0%	116.7%	-48.1%	17.0%	5.4%	0.3%	-1.3%	-10.3%	-19.5%	-20.0%	-28.0%	-67.9%
St. Peters	15.6%	~	~	~	~	~	78.8%	28.5%	14.3%	-27.4%	-5.4%	~	~
Summerside	5.1%	~	~	~	~	~	-24.7%	18.6%	-3.2%	-1.4%	**	**	**
Souris	-60.6%	~	~	~	~	~	-44.5%	-65.6%	-62.0%	-52.4%	~	~	~
West Prince	-13.4%	~	~	~	~	~	24.7%	-9.8%	-10.1%	-42.5%	~	~	~
<b>Total Parties Counselling</b>	<b>-16.0%</b>	<b>-45.3%</b>	<b>-31.7%</b>	<b>-35.2%</b>	<b>-28.4%</b>	<b>-13.9%</b>	<b>-3.7%</b>	<b>-9.1%</b>	<b>-21.0%</b>	<b>-25.1%</b>	<b>-25.8%</b>	<b>-9.6%</b>	<b>-14.1%</b>
<b>Golf PEI</b>													
Non-Member Rounds	-6.3%	~	~	~	-11.6%	-23.9%	-4.8%	-7.3%	-5.2%	-8.0%	25.1%	**	~
<b>National Parks</b>													
PEI National Park	-5.4%	-17.1%	-21.7%	-9.1%	11.0%	-2.7%	-3.8%	-4.3%	-5.4%	-10.1%	N/A	N/A	N/A
Province House	-7.9%	73.2%	143.8%	-0.4%	15.2%	-6.9%	-13.2%	0.8%	-4.2%	-17.0%	-38.4%	-12.1%	-7.5%
Green Gables	0.3%	~	~	~	-28.2%	-43.1%	8.2%	5.9%	5.0%	3.5%	-14.8%	**	~
Campgrounds	-9.2%	~	~	~	~	~	-30.3%	-11.4%	3.7%	-59.9%	~	~	~
<b>Provincial Parks</b>													
Parks West	-0.4%	~	~	~	~	-25.4%	4.5%	-4.4%	3.1%	-1.9%	~	~	~
Parks East	-1.7%	~	~	~	~	-38.5%	-2.5%	-0.6%	-1.0%	-4.1%	~	~	~
<b>Total</b>	<b>-1.0%</b>	<b>~</b>	<b>~</b>	<b>~</b>	<b>~</b>	<b>-35.1%</b>	<b>1.3%</b>	<b>-2.7%</b>	<b>1.1%</b>	<b>-3.1%</b>	<b>~</b>	<b>~</b>	<b>~</b>
<b>Historic Sites</b>													
Orwell	0.2%	-4.8%	-15.8%	-44.9%	-16.4%	94.4%	-14.5%	0.4%	16.0%	17.0%	-66.6%	103.7%	-70.1%
Beaconsfield	22.8%	75.5%	231.5%	-20.5%	54.4%	32.2%	46.2%	20.1%	13.2%	12.6%	-2.8%	32.8%	20.9%
Eptek	17.1%	16.2%	-42.1%	-39.4%	-4.7%	-20.5%	8.0%	29.0%	42.3%	45.8%	69.1%	-20.4%	-16.2%
Acadian Museum	5.5%	97.3%	-56.7%	54.1%	-69.0%	4.5%	12.3%	12.8%	-0.7%	23.4%	10.8%	-61.9%	521.7%
Elmira	-2.0%	~	~	~	~	54.8%	-45.2%	21.9%	32.2%	-34.6%	~	~	~
Basin Head	26.3%	~	~	~	~	-3.3%	24.3%	32.4%	27.9%	-1.6%	~	~	~
Green Park	15.9%	~	~	~	~	275.0%	15.7%	43.6%	1.1%	-22.4%	~	~	~
<b>Total Visitors</b>	<b>15.0%</b>	<b>36.9%</b>	<b>-13.7%</b>	<b>-29.7%</b>	<b>-2.2%</b>	<b>14.9%</b>	<b>9.7%</b>	<b>23.7%</b>	<b>22.7%</b>	<b>11.7%</b>	<b>-20.2%</b>	<b>-0.1%</b>	<b>4.3%</b>

December 2013

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Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Total Operations Open</b>		110	113	113	128	432	931	1,022	1,033	932	478	134	113
% Change		-8.3%	-5.8%	-5.8%	-5.2%	-6.7%	0.4%	1.3%	2.6%	1.3%	-4.2%	-2.2%	-5.0%
<b>Total Room-nights Available</b>	<b>1,344,333</b>	71,083	64,586	72,124	71,497	121,510	169,585	186,187	185,790	159,083	105,077	67,987	69,824
% Change	<b>-4.3%</b>	-2.4%	-9.2%	-3.0%	-11.2%	-1.6%	-3.1%	-1.6%	-3.5%	-3.1%	-9.1%	-6.7%	-4.0%
<b>Total Room-nights Sold (RNS)</b>	<b>554,776</b>	16,318	18,441	16,878	17,962	33,306	60,977	120,381	136,264	67,555	33,616	19,598	13,480
% Change	<b>0.1%</b>	-10.7%	-12.9%	-12.5%	-14.9%	-4.6%	8.7%	5.2%	2.3%	-0.9%	-0.2%	-4.1%	-1.5%
<b>Occupancy Rate</b>	<b>41.3%</b>	23.0%	28.6%	23.4%	25.1%	27.4%	36.0%	64.7%	73.3%	42.5%	32.0%	28.8%	19.3%
% Point Change	<b>1.8%</b>	-2.1%	-1.2%	-2.5%	-1.1%	-0.8%	3.9%	4.2%	4.2%	1.0%	2.9%	0.8%	0.5%
<b>BY REGION</b>													
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>37.6%</b>	28.4%	33.2%	27.2%	23.1%	31.4%	34.3%	56.5%	65.7%	42.4%	33.0%	33.1%	23.1%
% Point Change	<b>3.1%</b>	-4.0%	3.2%	-2.4%	-5.9%	4.3%	4.4%	5.2%	7.2%	6.3%	4.5%	4.9%	2.6%
Room-nights Sold (RNS)	<b>103,048</b>	5,875	6,236	5,824	4,803	7,576	9,214	16,124	18,883	11,013	7,635	5,731	4,134
% Change	<b>5.9%</b>	-4.3%	2.4%	-6.3%	-18.5%	14.4%	14.7%	9.8%	13.4%	14.1%	8.6%	-3.0%	-4.9%
<b>Green Gables Shore</b>													
Occupancy Rate	<b>41.6%</b>	2.2%	3.3%	1.8%	2.1%	10.1%	27.9%	64.9%	74.8%	30.1%	15.8%	6.9%	3.3%
% Point Change	<b>1.0%</b>	0.2%	-2.1%	-0.4%	-1.6%	-2.3%	2.0%	1.5%	2.7%	-1.9%	1.7%	-3.4%	-0.1%
Room-nights Sold (RNS)	<b>122,586</b>	74	101	60	88	2,738	15,019	39,775	45,975	15,512	2,858	258	128
% Change	<b>-2.4%</b>	12.1%	-39.9%	-14.3%	-48.8%	-12.5%	2.8%	-1.7%	0.0%	-8.0%	-18.9%	-41.2%	2.4%
<b>Red Sands</b>													
Occupancy Rate	<b>31.7%</b>	14.6%	17.0%	13.2%	11.4%	8.1%	18.3%	59.0%	64.5%	20.6%	6.8%	10.7%	12.0%
% Point Change	<b>1.6%</b>	0.4%	2.6%	1.1%	-0.2%	0.4%	0.3%	2.6%	4.8%	-1.0%	-2.0%	-0.6%	-1.2%
Room-nights Sold (RNS)	<b>16,839</b>	217	228	198	181	388	1,487	5,595	6,322	1,610	292	169	152
% Change	<b>2.0%</b>	-16.2%	-10.2%	-7.5%	-8.6%	22.8%	6.1%	2.5%	10.3%	-12.4%	-24.2%	-22.8%	-32.4%
<b>Charlottetown</b>													
Occupancy Rate	<b>44.3%</b>	22.8%	29.3%	23.4%	29.3%	38.8%	50.3%	74.3%	80.7%	62.6%	42.4%	29.4%	19.5%
% Point Change	<b>1.1%</b>	-2.3%	-3.7%	-3.5%	1.0%	-1.4%	6.8%	7.8%	3.6%	-0.5%	0.3%	-2.1%	-0.1%
Room-nights Sold (RNS)	<b>260,321</b>	9,846	11,507	10,192	12,393	20,545	29,293	44,543	47,665	31,907	20,868	12,763	8,799
% Change	<b>-2.0%</b>	-15.7%	-20.2%	-17.8%	-14.8%	-11.3%	13.2%	10.5%	-0.8%	-1.4%	0.2%	-5.5%	2.9%
<b>Points East</b>													
Occupancy Rate	<b>38.5%</b>	12.5%	17.3%	25.7%	20.0%	16.4%	26.4%	53.3%	65.2%	32.9%	18.9%	34.2%	15.1%
% Point Change	<b>4.0%</b>	6.7%	6.4%	8.1%	7.1%	2.5%	1.2%	2.3%	6.1%	3.1%	3.2%	21.2%	-1.8%
Room-nights Sold (RNS)	<b>51,982</b>	306	369	604	497	2,059	5,964	14,344	17,419	7,513	1,963	677	267
% Change	<b>5.3%</b>	130.1%	51.2%	49.5%	65.1%	22.1%	-3.3%	6.3%	4.1%	0.8%	2.1%	81.5%	-39.7%
<b>BY TYPE</b>													
<b>Hotels/Motels/Resorts</b>													
Occupancy Rate	<b>42.3%</b>	24.9%	30.8%	25.2%	27.3%	34.1%	43.1%	66.5%	76.1%	51.0%	39.1%	31.2%	20.6%
% Point Change	<b>1.2%</b>	-3.5%	-2.0%	-3.0%	-0.9%	-1.0%	4.9%	5.6%	5.4%	0.8%	1.2%	0.0%	0.2%
Room-nights Sold (RNS)	<b>372,202</b>	15,244	17,052	15,427	16,409	27,166	39,944	65,128	73,814	43,732	27,897	18,030	12,359
% Change	<b>-1.4%</b>	-12.9%	-14.3%	-14.2%	-16.0%	-7.0%	7.7%	6.8%	0.8%	0.5%	2.5%	-4.6%	-0.9%
<b>Inns</b>													
Occupancy Rate	<b>53.5%</b>	34.1%	40.7%	35.1%	41.0%	31.1%	47.6%	73.1%	84.3%	58.9%	38.4%	38.6%	21.2%
% Point Change	<b>1.4%</b>	9.2%	-2.6%	-3.2%	2.4%	-7.8%	3.8%	6.0%	4.7%	-1.2%	5.4%	-3.3%	-8.6%
Room-nights Sold (RNS)	<b>25,791</b>	656	706	675	763	1,430	3,301	5,403	6,245	4,002	1,510	718	382
% Change	<b>4.0%</b>	57.3%	4.1%	5.3%	21.9%	11.9%	5.1%	8.3%	7.4%	-4.2%	-9.8%	-7.9%	-33.3%
<b>Cabins/Cottages</b>													
Occupancy Rate	<b>41.3%</b>	9.4%	14.4%	17.4%	12.0%	11.6%	24.2%	64.0%	71.5%	26.6%	10.9%	15.4%	16.4%
% Point Change	<b>2.5%</b>	1.4%	1.4%	-3.6%	-8.4%	1.0%	3.5%	1.2%	2.8%	0.7%	0.2%	7.5%	5.8%
Room-nights Sold (RNS)	<b>118,160</b>	206	298	405	349	2,706	12,974	39,964	44,995	13,310	2,044	488	421
% Change	<b>4.3%</b>	24.1%	21.6%	26.6%	-27.6%	13.5%	17.1%	2.6%	5.5%	-3.6%	-22.9%	73.7%	54.2%
<b>Tourist Home/B&amp;B</b>													
Occupancy Rate	<b>29.9%</b>	2.7%	4.9%	4.7%	5.9%	14.3%	29.4%	53.7%	62.0%	40.7%	19.5%	6.4%	5.1%
% Point Change	<b>3.1%</b>	-0.1%	-0.2%	-0.2%	-0.7%	-0.2%	1.4%	5.6%	2.9%	1.9%	4.2%	1.1%	-0.1%
Room-nights Sold (RNS)	<b>36,759</b>	147	243	289	365	1,906	4,574	9,398	10,802	6,399	2,078	309	249
% Change	<b>-1.2%</b>	-26.1%	-27.7%	-15.5%	-19.1%	-6.0%	-2.7%	4.1%	-1.4%	-0.4%	0.7%	-12.2%	-25.0%

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Campground	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Total Operations Open</b>		0	0	0	1	28	44	44	44	43	9	1	0
% Change		~	~	~	**	16.7%	4.8%	0.0%	0.0%	-2.3%	-10.0%	**	~
<b>Total Site-nights Available</b>	<b>618,141</b>	~	~	~	**	37,827	139,692	163,391	162,218	106,949	6,762	42	~
% Change	<b>-1.2%</b>	~	~	~	**	11.3%	1.2%	2.7%	2.7%	-4.2%	-72.9%	**	~
<b>Total Site-nights Sold (SNS)</b>	<b>245,679</b>	~	~	~	**	8,632	40,487	89,896	82,568	23,087	1,008	1	~
% Change	<b>6.1%</b>	~	~	~	**	43.0%	36.0%	2.7%	-1.2%	-4.0%	53.7%	**	~
<b>Occupancy Rate</b>	<b>39.7%</b>	~	~	~	**	22.8%	29.0%	55.0%	50.9%	21.6%	14.9%	2.4%	~
% Point Change	<b>2.7%</b>	~	~	~	**	5.1%	7.4%	0.0%	-2.0%	0.0%	12.3%	**	~
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>24.5%</b>	~	~	~	**	2.1%	11.0%	35.4%	35.8%	10.3%	71.4%	~	~
% Point Change	<b>0.5%</b>	~	~	~	**	-0.3%	1.7%	-3.3%	-1.3%	1.5%	**	~	~
Site-nights Sold (SNS)	<b>16,715</b>	~	~	~	**	53	1,607	6,754	6,842	1,304	155	~	~
% Point change	<b>15.6%</b>	~	~	~	**	-25.4%	20.0%	8.7%	16.3%	36.8%	**	~	~
<b>Green Gables Shore</b>													
Occupancy Rate	<b>46.0%</b>	~	~	~	**	28.1%	35.1%	62.4%	55.1%	26.6%	23.2%	2.4%	~
% Point Change	<b>5.1%</b>	~	~	~	**	11.0%	11.1%	2.4%	-1.2%	2.4%	19.7%	**	~
Site-nights Sold (SNS)	<b>183,370</b>	~	~	~	**	5,072	33,014	67,799	59,313	17,574	597	1	~
% Point change	<b>9.0%</b>	~	~	~	**	110.1%	49.8%	4.8%	-2.0%	-2.3%	13.9%	**	~
<b>Red Sands</b>													
Occupancy Rate	<b>21.9%</b>	~	~	~	**	29.7%	26.8%	28.3%	23.4%	11.9%	2.6%	~	~
% Point Change	<b>-24.2%</b>	~	~	~	**	-15.4%	-12.0%	-21.7%	-27.0%	-31.9%	**	~	~
Site-nights Sold (SNS)	<b>3,569</b>	~	~	~	**	470	797	1,051	872	343	36	~	~
% Point change	<b>-48.0%</b>	~	~	~	**	-24.8%	-31.8%	-43.5%	-53.5%	-74.2%	**	~	~
<b>Charlottetown</b>													
Occupancy Rate	<b>32.9%</b>	~	~	~	**	30.4%	26.2%	49.3%	51.8%	12.2%	8.5%	~	~
% Point Change	<b>4.0%</b>	~	~	~	**	2.1%	-1.3%	-3.0%	0.7%	-0.5%	7.4%	~	~
Site-nights Sold (SNS)	<b>15,986</b>	~	~	~	**	2,768	2,385	4,633	4,869	1,111	220	~	~
% Point Change	<b>3.3%</b>	~	~	~	**	9.1%	1.7%	-5.4%	8.2%	2.4%	105.6%	~	~
<b>Points East</b>													
Occupancy Rate	<b>30.2%</b>	~	~	~	**	4.1%	14.2%	43.0%	47.5%	17.1%	~	~	~
% Point Change	<b>-0.9%</b>	~	~	~	**	-1.9%	-0.1%	-1.9%	-1.2%	-1.3%	~	~	~
Site-nights Sold (SNS)	<b>26,039</b>	~	~	~	**	269	2,684	9,659	10,672	2,755	~	~	~
% Point change	<b>-2.4%</b>	~	~	~	**	-30.8%	-6.6%	-2.4%	-1.2%	2.3%	~	~	~

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	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>TOTAL OVERNIGHT STAYS (ONS)</b>	<b>800,455</b>	16,318	18,441	16,878	17,962	41,938	101,464	210,277	218,832	90,642	34,624	19,599	13,480
% Change	1.8%	-10.7%	-12.9%	-12.5%	-14.9%	2.4%	18.2%	4.1%	1.0%	-1.7%	0.8%	-4.1%	-1.5%
<b>ORIGIN BREAKDOWN</b>	<b>100%</b>	<b>100%</b>			<b>100%</b>			<b>100%</b>			<b>100%</b>		
<b>Canada</b>	<b>88.3%</b>	94.9%	95.0%	95.2%	93.5%	89.3%	88.8%	88.3%	87.7%	82.7%	86.3%	92.9%	95.1%
<b>United States</b>	<b>8.1%</b>	3.2%	3.2%	2.3%	4.3%	6.7%	8.0%	8.6%	8.6%	12.2%	9.0%	3.2%	3.1%
<b>International</b>	<b>3.5%</b>	1.9%	1.8%	2.5%	2.2%	4.0%	3.2%	3.1%	3.8%	5.1%	4.7%	3.9%	1.9%
% Change 2012/2013													
<b>CANADA</b> ONS*	<b>1.3%</b>	-7.3%	-12.1%	-11.8%	-14.7%	1.1%	21.2%	3.0%	-0.4%	-2.0%	0.1%	-6.3%	-1.0%
Fixed Roof - RNS*	<b>-0.9%</b>	-7.3%	-12.1%	-11.8%	-14.7%	-7.0%	10.4%	3.1%	0.7%	0.3%	-1.2%	-6.3%	-1.0%
Campground - SNS*	<b>6.0%</b>	~	~	~	**	45.8%	38.4%	2.9%	-1.8%	-7.2%	68.3%	~	~
<b>Alberta</b> ONS*	<b>8.7%</b>	-41.0%	15.6%	-43.3%	-45.6%	38.8%	16.7%	26.4%	-0.1%	13.9%	-9.7%	-30.5%	0.3%
Fixed Roof - RNS*	<b>5.6%</b>	-41.0%	15.6%	-43.3%	-45.6%	57.7%	12.2%	25.9%	-5.6%	8.8%	-12.3%	-30.5%	0.3%
Campground - SNS*	<b>29.3%</b>	~	~	~	**	-50.9%	39.4%	28.8%	33.8%	51.6%	320.0%	~	~
<b>British Columbia</b> ONS*	<b>-7.6%</b>	-57.8%	-3.6%	-22.6%	-5.5%	-20.8%	-8.3%	4.1%	-8.3%	-6.3%	-9.5%	4.7%	-42.9%
Fixed Roof - RNS*	<b>-6.5%</b>	-57.8%	-3.6%	-22.6%	-5.5%	-21.9%	-5.4%	4.7%	-5.9%	-0.5%	-9.3%	4.7%	-42.9%
Campground - SNS*	<b>-13.1%</b>	~	~	~	**	1.8%	-20.3%	2.4%	-17.0%	-28.7%	-14.0%	~	~
<b>Manitoba</b> ONS*	<b>-5.2%</b>	-53.0%	397.8%	29.0%	-64.9%	-35.3%	23.6%	17.4%	5.4%	-4.3%	-62.0%	-49.7%	-2.1%
Fixed Roof - RNS*	<b>-8.7%</b>	-53.0%	397.8%	29.0%	-64.9%	-38.8%	25.8%	12.8%	-1.1%	-7.0%	-62.8%	-49.7%	-2.1%
Campground - SNS*	<b>36.4%</b>	~	~	~	**	433.3%	-2.0%	47.7%	56.0%	20.4%	-44.0%	~	~
<b>New Brunswick</b> ONS*	<b>0.6%</b>	-7.4%	-21.5%	-14.9%	-13.7%	-10.3%	19.8%	2.6%	4.7%	-2.7%	5.0%	-5.8%	4.2%
Fixed Roof - RNS*	<b>-1.1%</b>	-7.4%	-21.5%	-14.9%	-13.7%	-12.0%	17.9%	3.4%	4.4%	-3.6%	3.7%	-5.8%	4.2%
Campground - SNS*	<b>6.4%</b>	~	~	~	**	26.2%	24.7%	1.4%	5.3%	3.6%	318.2%	~	~
<b>Newfoundland</b> ONS*	<b>-1.7%</b>	-42.0%	28.1%	-43.3%	-22.6%	-53.5%	28.0%	8.5%	5.9%	4.8%	-3.5%	15.4%	16.5%
Fixed Roof - RNS*	<b>-5.8%</b>	-42.0%	28.1%	-43.3%	-22.6%	-49.3%	11.4%	7.0%	6.6%	-5.4%	-21.1%	15.4%	16.5%
Campground - SNS*	<b>26.0%</b>	~	~	~	**	-88.3%	109.2%	14.6%	3.2%	163.9%	7650.0%	~	~
<b>Nova Scotia</b> ONS*	<b>-0.4%</b>	-2.5%	-21.8%	-16.8%	-22.3%	-0.8%	16.1%	3.4%	1.4%	-6.1%	-6.2%	2.2%	19.3%
Fixed Roof - RNS*	<b>-0.9%</b>	-2.5%	-21.8%	-16.8%	-22.3%	-3.3%	15.2%	2.1%	4.5%	-2.6%	-7.2%	2.2%	19.3%
Campground - SNS*	<b>1.2%</b>	~	~	~	**	80.5%	19.0%	5.5%	-4.2%	-25.6%	131.1%	~	~
<b>Nunavut</b> ONS*	<b>-14.7%</b>	-12.5%	-100.0%	200.0%	-100.0%	-81.3%	82.9%	-11.1%	-27.3%	-19.0%	155.6%	400.0%	**
Fixed Roof - RNS*	<b>-10.5%</b>	-12.5%	-100.0%	200.0%	-100.0%	-81.3%	100.0%	-10.7%	-14.8%	-19.0%	155.6%	400.0%	**
Campground - SNS*	<b>-61.5%</b>	~	~	~	**	0.0%	-100.0%	-14.3%	-75.0%	0.0%	0.0%	~	~
<b>Northwest Territories</b> ONS*	<b>-45.2%</b>	-40.0%	2000.0%	-33.3%	-66.7%	-92.9%	-2.9%	35.6%	30.8%	-55.1%	-56.7%	71.4%	-96.4%
Fixed Roof - RNS*	<b>-46.5%</b>	-40.0%	2000.0%	-33.3%	-66.7%	-92.9%	-2.9%	36.5%	56.0%	-51.4%	-56.7%	71.4%	-96.4%
Campground - SNS*	<b>-26.0%</b>	~	~	~	**	0.0%	0.0%	33.3%	-75.0%	-100.0%	0.0%	~	~
<b>Ontario</b> ONS*	<b>2.5%</b>	-3.9%	-13.6%	5.8%	-9.7%	-8.0%	14.3%	0.5%	0.7%	4.9%	20.8%	16.8%	1.1%
Fixed Roof - RNS*	<b>3.2%</b>	-3.9%	-13.6%	5.8%	-9.7%	-8.3%	13.1%	3.1%	0.6%	5.5%	21.5%	16.8%	1.1%
Campground - SNS*	<b>-1.0%</b>	~	~	~	**	5.3%	22.1%	-7.7%	1.2%	-0.8%	-55.9%	~	~
<b>Prince Edward Island</b> ONS*	<b>5.3%</b>	9.0%	8.4%	-9.9%	1.0%	40.1%	35.3%	3.7%	-5.3%	-5.0%	10.4%	-25.5%	-13.2%
Fixed Roof - RNS*	<b>-3.5%</b>	9.0%	8.4%	-9.9%	1.0%	17.6%	-10.6%	-9.1%	-8.6%	2.1%	9.7%	-25.5%	-13.2%
Campground - SNS*	<b>9.6%</b>	~	~	~	**	58.3%	47.5%	5.7%	-4.6%	-7.5%	20.6%	~	~
<b>Quebec</b> ONS*	<b>-3.5%</b>	-27.2%	-8.7%	-2.5%	0.1%	-10.9%	2.2%	-3.0%	-3.2%	1.0%	-7.2%	-14.6%	-8.2%
Fixed Roof - RNS*	<b>-3.3%</b>	-27.2%	-8.7%	-2.5%	0.1%	-10.2%	-0.5%	-0.4%	-2.7%	1.3%	-8.0%	-14.6%	-8.2%
Campground - SNS*	<b>-4.0%</b>	~	~	~	**	-24.6%	12.6%	-6.0%	-3.7%	-1.7%	200.0%	~	~
<b>Saskatchewan</b> ONS*	<b>-5.9%</b>	-20.8%	203.7%	44.6%	-33.0%	-41.3%	37.6%	19.3%	-7.1%	-2.6%	-40.3%	-63.4%	-68.3%
Fixed Roof - RNS*	<b>-11.7%</b>	-20.8%	203.7%	44.6%	-33.0%	-49.0%	28.9%	12.7%	-15.9%	-0.3%	-38.9%	-63.4%	-68.3%
Campground - SNS*	<b>52.0%</b>	~	~	~	**	385.7%	100.0%	49.7%	78.5%	-20.5%	-92.9%	~	~
<b>Yukon</b> ONS*	<b>-34.2%</b>	-85.7%	25.0%	40.0%	50.0%	-72.3%	36.4%	-21.1%	-33.6%	-67.4%	-61.3%	100.0%	-85.7%
Fixed Roof - RNS*	<b>-32.5%</b>	-85.7%	25.0%	40.0%	50.0%	-72.3%	41.3%	-20.0%	-34.4%	-62.5%	-57.1%	100.0%	-85.7%
Campground - SNS*	<b>-42.1%</b>	~	~	~	**	0.0%	11.1%	-25.0%	-31.3%	-85.0%	-100.0%	~	~

		YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>UNITED STATES</b>	ONS*	<b>0.6%</b>	-48.1%	-26.5%	-45.6%	-10.4%	13.2%	2.6%	2.5%	0.2%	4.7%	8.8%	-16.3%	-20.1%
Fixed Roof - RNS*		<b>0.6%</b>	-48.1%	-26.5%	-45.6%	-10.4%	13.9%	4.4%	3.8%	-0.3%	4.5%	9.0%	-16.3%	-20.1%
Campground - SNS*		<b>0.5%</b>	~	~	~	**	7.5%	-4.5%	-1.8%	2.2%	5.7%	5.1%	~	~
<b>New England</b>	ONS*	<b>1.7%</b>	58.6%	-30.9%	-9.3%	2.4%	8.4%	6.5%	3.7%	-0.9%	-0.9%	17.7%	-33.0%	-2.1%
Fixed Roof - RNS*		<b>2.8%</b>	58.6%	-30.9%	-9.3%	2.4%	11.6%	11.5%	9.2%	-2.1%	-5.6%	18.2%	-33.0%	-2.1%
Campground - SNS*		<b>-3.0%</b>	~	~	~	**	-32.5%	-17.6%	-13.5%	3.4%	39.7%	4.8%	~	~
<b>Mid-Atlantic</b>	ONS*	<b>-1.7%</b>	36.7%	23.6%	-5.2%	-12.5%	-22.2%	2.3%	-7.0%	4.4%	1.0%	-15.1%	-38.6%	19.0%
Fixed Roof - RNS*		<b>-1.2%</b>	36.7%	23.6%	-5.2%	-12.5%	-23.9%	10.4%	-6.2%	1.9%	3.9%	-15.1%	-38.6%	19.0%
Campground - SNS*		<b>-4.3%</b>	~	~	~	**	9.5%	-26.9%	-11.2%	18.4%	-17.2%	-16.7%	~	~
<b>South</b>	ONS*	<b>7.0%</b>	-71.6%	42.6%	-51.8%	18.0%	77.5%	1.7%	10.8%	-0.6%	13.7%	33.7%	-29.1%	-22.0%
Fixed Roof - RNS*		<b>4.8%</b>	-71.6%	42.6%	-51.8%	18.0%	49.5%	-7.3%	8.6%	0.8%	15.2%	32.9%	-29.1%	-22.0%
Campground - SNS*		<b>15.1%</b>	~	~	~	**	372.7%	29.2%	16.1%	-4.4%	6.2%	54.2%	~	~
<b>Midwest</b>	ONS*	<b>0.7%</b>	-33.3%	-52.2%	-64.9%	-38.0%	63.6%	4.3%	3.4%	-6.1%	6.4%	7.1%	6.5%	-26.1%
Fixed Roof - RNS*		<b>1.3%</b>	-33.3%	-52.2%	-64.9%	-38.0%	66.9%	11.6%	3.6%	-9.8%	9.1%	9.2%	6.5%	-26.1%
Campground - SNS*		<b>-3.0%</b>	~	~	~	**	10.5%	-26.1%	2.8%	10.2%	-6.8%	-32.0%	~	~
<b>West</b>	ONS*	<b>-10.0%</b>	-60.1%	-55.9%	-74.5%	-18.8%	-36.0%	-4.2%	-6.5%	6.8%	3.5%	-9.3%	13.1%	-38.9%
Fixed Roof - RNS*		<b>-9.0%</b>	-60.1%	-55.9%	-74.5%	-18.8%	-20.4%	-3.3%	-6.3%	12.9%	4.4%	-9.6%	13.1%	-38.9%
Campground - SNS*		<b>-15.3%</b>	~	~	~	**	-85.9%	-7.9%	-7.5%	-10.5%	-1.2%	0.0%	~	~
<b>INTERNATIONAL</b>	ONS*	<b>-0.9%</b>	-45.1%	-24.5%	11.7%	-28.3%	12.5%	-0.7%	19.9%	-4.6%	-15.0%	-0.2%	44.1%	-21.5%
Fixed Roof - RNS*		<b>-3.2%</b>	-45.1%	-24.5%	11.7%	-28.3%	15.2%	-3.8%	21.9%	-9.3%	-18.8%	0.2%	44.1%	-21.5%
Campground - SNS*		<b>23.2%</b>	~	~	~	**	-39.2%	27.5%	8.9%	36.7%	35.8%	-15.0%	~	~
<b>Australia</b>	ONS*	<b>2.2%</b>	-100.0%	100.0%	175.0%	86.7%	-33.6%	42.8%	46.2%	-26.4%	-2.2%	42.9%	-50.0%	400.0%
Fixed Roof - RNS*		<b>-0.5%</b>	-100.0%	100.0%	175.0%	86.7%	-28.8%	55.4%	28.6%	-28.1%	-7.5%	39.8%	-50.0%	400.0%
Campground - SNS*		<b>33.9%</b>	~	~	~	**	-100.0%	-45.0%	205.9%	-9.4%	67.9%	133.3%	~	~
<b>China</b>	ONS*	<b>35.9%</b>	40.0%	-47.5%	-53.8%	21.1%	-14.1%	269.6%	93.5%	52.4%	16.5%	-3.5%	36.8%	-17.4%
Fixed Roof - RNS*		<b>39.3%</b>	40.0%	-47.5%	-53.8%	21.1%	-14.1%	267.9%	111.5%	70.9%	16.5%	-3.5%	36.8%	-17.4%
Campground - SNS*		<b>-88.0%</b>	~	~	~	**	0.0%	**	-90.9%	-92.9%	0.0%	0.0%	~	~
<b>England</b>	ONS*	<b>-11.0%</b>	133.3%	-10.5%	18.8%	-65.8%	-50.5%	0.4%	-12.4%	11.3%	-17.0%	-23.6%	-57.1%	-100.0%
Fixed Roof - RNS*		<b>-13.1%</b>	133.3%	-10.5%	18.8%	-65.8%	-51.7%	0.0%	-11.0%	4.7%	-20.8%	-20.0%	-57.1%	-100.0%
Campground - SNS*		<b>31.4%</b>	~	~	~	**	0.0%	4.8%	-40.0%	122.2%	90.0%	-100.0%	~	~
<b>France</b>	ONS*	<b>-11.7%</b>	**	-100.0%	100.0%	-40.0%	78.1%	-5.9%	12.2%	-27.4%	-14.7%	-29.8%	50.0%	-100.0%
Fixed Roof - RNS*		<b>-15.6%</b>	**	-100.0%	100.0%	-40.0%	72.4%	-1.7%	3.9%	-34.0%	-13.5%	-29.8%	50.0%	-100.0%
Campground - SNS*		<b>15.7%</b>	~	~	~	**	133.3%	-37.5%	65.0%	3.8%	-33.3%	0.0%	~	~
<b>Germany</b>	ONS*	<b>27.2%</b>	61.9%	640.0%	64.5%	-9.7%	-32.5%	49.8%	27.7%	41.4%	4.8%	-30.1%	641.7%	1600.0%
Fixed Roof - RNS*		<b>38.3%</b>	61.9%	640.0%	64.5%	-9.7%	-26.9%	94.9%	45.2%	42.3%	10.3%	-31.5%	641.7%	1600.0%
Campground - SNS*		<b>-5.0%</b>	~	~	~	**	-60.6%	-23.3%	-11.2%	38.8%	-11.0%	-17.6%	~	~
<b>Ireland</b>	ONS*	<b>4.4%</b>	**	**	-22.2%	-100.0%	133.3%	80.0%	24.2%	-76.1%	214.3%	-17.6%	-100.0%	0.0%
Fixed Roof - RNS*		<b>4.0%</b>	**	**	-22.2%	-100.0%	133.3%	68.0%	23.4%	-75.0%	214.3%	-17.6%	-100.0%	0.0%
Campground - SNS*		<b>20.0%</b>	~	~	~	**	0.0%	**	50.0%	-100.0%	0.0%	0.0%	~	~
<b>Japan</b>	ONS*	<b>-13.5%</b>	-75.0%	-79.3%	-42.2%	-61.9%	56.6%	-7.0%	10.7%	-29.1%	-33.0%	16.4%	-66.7%	369.2%
Fixed Roof - RNS*		<b>-13.4%</b>	-75.0%	-79.3%	-42.2%	-61.9%	56.6%	-5.9%	11.3%	-29.2%	-33.3%	16.4%	-66.7%	369.2%
Campground - SNS*		<b>-58.3%</b>	~	~	~	**	0.0%	-100.0%	-100.0%	0.0%	**	0.0%	~	~
<b>Netherlands</b>	ONS*	<b>5.3%</b>	**	0.0%	-80.0%	200.0%	109.5%	8.5%	22.3%	-4.8%	-23.9%	-35.5%	100.0%	-83.3%
Fixed Roof - RNS*		<b>11.5%</b>	**	0.0%	-80.0%	200.0%	133.3%	-19.4%	76.8%	-19.5%	-16.3%	-25.9%	100.0%	-83.3%
Campground - SNS*		<b>-10.8%</b>	~	~	~	**	-33.3%	62.5%	-42.6%	47.8%	-44.4%	-100.0%	~	~
<b>Scotland</b>	ONS*	<b>-9.4%</b>	0.0%	**	-100.0%	-95.2%	**	55.0%	47.7%	-14.6%	-56.3%	87.5%	0.0%	-100.0%
Fixed Roof - RNS*		<b>-10.9%</b>	0.0%	**	-100.0%	-95.2%	**	50.0%	43.2%	-14.6%	-56.3%	87.5%	0.0%	-100.0%
Campground - SNS*		<b>**</b>	~	~	~	**	0.0%	**	**	0.0%	0.0%	0.0%	~	~
<b>Switzerland</b>	ONS*	<b>8.3%</b>	-85.7%	0.0%	-50.0%	-52.9%	6.7%	-26.9%	39.4%	3.0%	-11.9%	84.4%	33.3%	~
Fixed Roof - RNS*		<b>3.8%</b>	-85.7%	0.0%	-50.0%	-52.9%	38.9%	-31.3%	35.7%	-15.3%	-15.6%	120.6%	33.3%	~
Campground - SNS*		<b>16.8%</b>	~	~	~	**	-41.7%	-21.8%	44.0%	47.9%	-2.1%	-27.3%	~	~
<b>Others</b>	ONS*	<b>-3.6%</b>	-52.3%	-28.9%	57.4%	-26.8%	27.7%	-23.3%	17.1%	-2.2%	-16.4%	-6.1%	50.1%	-69.3%
Fixed Roof - RNS*		<b>-7.5%</b>	-52.3%	-28.9%	57.4%	-26.8%	27.9%	-33.3%	18.3%	-7.4%	-22.1%	-6.8%	50.1%	-69.3%
Campground - SNS*		<b>45.9%</b>	~	~	~	**	16.7%	188.4%	8.7%	42.2%	104.3%	400.0%	~	~

## 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 <sup>(1)</sup> 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.

<sup>(1)</sup> 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