

December 2010

% Change 2009/2010		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			
~ = Not open / operating N/A = Not available ** = Data not comparable		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic														
Bridge	-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%	
Air	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%	
Ferry	2.9%	~	~	~	~	-2.7%	-0.9%	7.3%	9.9%	-7.4%	-12.2%	5.5%	35.7%	
Cruise Ships	7.2%	~	~	~	**	-50.0%	1.0%	-48.2%	**	16.8%	-3.6%	-100.0%	~	
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%	
Visitor Inquiries (English)														
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%	
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%	
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%	
Visitor Inquiries (French)														
Gentle Island Website	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%	
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%	
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%	
Visitor Information Centres														
Airport	51.9%	~	~	~	~	**	153.0%	52.4%	25.5%	17.6%	**	~	~	
Charlottetown	21.0%	312.5%	63.4%	35.5%	73.6%	-30.8%	4.4%	26.4%	21.1%	42.4%	17.2%	-11.1%	-9.2%	
Borden-Carleton	5.2%	-51.0%	11.7%	64.6%	17.7%	-10.8%	-0.3%	11.4%	-4.8%	12.8%	38.4%	43.8%	19.0%	
Wood Islands	-11.4%	~	~	~	~	-20.7%	-10.1%	-5.3%	-13.4%	-14.8%	-37.6%	-61.8%	-55.2%	
Cavendish	-0.8%	**	**	**	**	-4.3%	12.2%	1.8%	-4.1%	-15.8%	-1.2%	**	**	
St. Peters	10.6%	~	~	~	~	~	52.6%	16.0%	6.4%	1.0%	-20.0%	~	~	
Summerside	14.9%	~	~	~	~	~	58.4%	43.3%	3.7%	-42.1%	~	~	~	
Souris	-0.3%	~	~	~	~	**	-4.8%	-18.3%	0.1%	16.5%	67.2%	~	~	
West Prince	-27.7%	~	~	~	~	**	-30.5%	-29.5%	-14.9%	-49.0%	-17.4%	~	~	
Total Parties Counselling	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%	
Golf PEI														
Non-Member Rounds	-4.5%	~	~	~	373.3%	1.0%	-8.5%	-6.4%	4.3%	-21.4%	16.2%	**	~	
National Parks														
PEI National Park	18.6%	**	**	**	-12.9%	20.0%	12.5%	11.4%	9.7%	17.3%	N/A	N/A	N/A	
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%	
Green Gables	-13.4%	**	**	43.2%	73.2%	-10.9%	-8.6%	-20.9%	-14.8%	-4.5%	-9.6%	-75.8%	7066.7%	
Campgrounds	10.4%	~	~	~	~	~	32.6%	6.5%	8.8%	73.4%	80.4%	~	~	
Provincial Parks														
Parks West	10.8%	~	~	~	~	83.8%	-9.5%	18.3%	12.3%	-16.1%	~	~	~	
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														
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%	~	~	~	~	3.8%	-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%	~	~	~	
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%	

December 2010

% Change 2009/2010		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		~	~	~	~	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%	~	~

December 2010

	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)	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%	~	~	~	~	-27.1%	-4.8%	14.6%	-5.8%	-31.9%	-82.4%	~	~
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*	3.4%	41.8%	9.0%	18.0%	-25.4%	-32.1%	-14.5%	8.3%	-15.5%	28.7%	27.2%	103.0%	56.3%
Campground - SNS*	-9.5%	~	~	~	~	-87.5%	10.7%	-6.1%	-16.4%	-0.8%	**	~	~
Nova Scotia ONS*	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%	~	~	~	~	-30.2%	-4.6%	7.3%	5.4%	-15.2%	117.2%	~	~
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*	72.6%	-50.0%	-40.0%	-100.0%	0.0%	-56.0%	-57.4%	560.9%	-66.0%	7.1%	533.3%	0.0%	50.0%
Campground - SNS*	-57.8%	~	~	~	~	0.0%	-100.0%	-85.3%	766.7%	**	-100.0%	~	~
Northwest Territories ONS*	-51.1%	-11.5%	200.0%	-88.3%	-90.5%	-71.0%	-3.7%	-4.5%	-77.0%	-13.6%	-47.1%	69.6%	-84.6%
Fixed Roof - RNS*	-53.7%	-11.5%	200.0%	-88.3%	-90.5%	-71.0%	-11.3%	-14.4%	-78.5%	22.5%	-47.1%	69.6%	-84.6%
Campground - SNS*	11.9%	~	~	~	~	0.0%	600.0%	76.5%	60.0%	-89.5%	0.0%	~	~
Ontario ONS*	-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%	~	~	~	~	-21.9%	-18.8%	-1.8%	5.5%	-10.6%	20.0%	~	~
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%	~	~

December 2010

			1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	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	ONS*	6.7%	-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	ONS*	8.7%	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	ONS*	11.3%	-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%	~	~
Midwest	ONS*	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%	~	~
West	ONS*	12.3%	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	ONS*	53.5%	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%	~	~
Australia	ONS*	19.5%	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%	~	~
China	ONS*	27.7%	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%	~	~
England	ONS*	-20.0%	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	ONS*	1.9%	-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%	~	~
Germany	ONS*	-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%	~	~
Ireland	ONS*	-14.4%	-50.0%	**	50.0%	0.0%	-71.4%	24.1%	8.0%	61.9%	-55.8%	-84.1%	-100.0%	57.1%
Fixed Roof - RNS*		-12.1%	-50.0%	**	50.0%	0.0%	-60.0%	50.0%	54.3%	30.0%	-56.3%	-87.3%	-100.0%	57.1%
Campground - SNS*		-33.3%	~	~	~	~	-100.0%	-100.0%	-100.0%	700.0%	-50.0%	**	~	~
Japan	ONS*	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%	~	~
Netherlands	ONS*	-17.0%	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	ONS*	-19.5%	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	ONS*	19.5%	**	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%	~	~
Others	ONS*	142.0%	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%
Campground - SNS*		22.5%	~	~	~	~	1200.0%	9.8%	-19.5%	71.2%	73.3%	-71.4%	~	~

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 site-nights 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

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