

% Change 2017/2018

~ = Not open / operating  
 N/A = Not available  
 \*\* = Data not comparable

	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Traffic</b>													
Bridge	0.1%	-3.7%	8.8%	0.7%	-1.8%	1.2%	0.5%	-1.1%					
Air	-0.4%	-5.3%	5.1%	-7.2%	-3.0%	11.2%	-0.5%	-2.6%					
Ferry	3.1%	~	~	~	~	18.2%	-0.4%	1.0%					
Cruise Ships (Charlottetown)	21.1%	~	~	~	~	-0.8%	-16.8%	75.8%					
Motorcoach	-13.8%	111.1%	622.6%	**	3.2%	-10.1%	-0.7%	-24.6%					
<b>Tourism PEI Website Activity</b>													
English Website	-9.0%	-5.5%	-15.9%	-12.9%	-19.6%	-0.8%	-6.6%	-7.4%					
French Website	-13.6%	-2.3%	-2.9%	-7.4%	-42.5%	-3.1%	-15.7%	-8.1%					
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	-1.6%	147.1%	184.2%	80.5%	50.5%	-0.8%	-2.2%	-4.2%					
<b>Golf PEI</b>													
Non-Member Rounds	-3.6%	~	~	~	-70.5%	12.1%	-0.4%	-6.5%					
<b>Parks Canada</b>													
PEI National Park	21.5%	8.6%	31.4%	-21.7%	4.1%	1.5%	36.1%	24.9%					
Green Gables	-22.0%	~	~	~	-67.4%	-16.6%	-17.4%	-24.3%					
<b>Provincial Heritage Sites</b>													
Orwell	40.7%	~	~	~	~	-18.6%	120.8%	8.0%					
Beaconsfield	56.6%	870.6%	91.8%	309.2%	52.3%	58.2%	45.5%	37.9%					
Eptek	-14.2%	14.2%	91.4%	-27.8%	-22.6%	22.4%	-33.6%	-26.8%					
Acadian Museum	-13.6%	-36.1%	-2.4%	-17.1%	-50.5%	65.6%	19.7%	-25.4%					
Elmira	-18.7%	~	~	~	~	17.2%	-25.2%	-19.1%					
Basin Head	-26.0%	~	~	~	~	~	-31.0%	-24.9%					
Green Park	-8.8%	~	~	~	~	~	-13.7%	-7.2%					
<b>Total Visitors</b>	<b>-2.6%</b>	59.5%	85.0%	19.7%	-14.5%	33.6%	12.3%	-13.2%					

Actuals 2018

~ = Not open / operating  
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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>Traffic</b>													
Cruise Ships (Charlottetown)	39144	~	~	~	~	9268	9477	20399					
Motorcoach	10619	76	224	12	65	487	4038	5717					
<b>Tourism PEI Website Activity</b>													
English Website	1,440,787	122,154	111,117	147,092	172,195	246,072	265,716	376,441					
French Website	192,334	11,991	11,977	17,780	20,804	37,067	35,807	56,908					
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	56,764	378	378	482	882	4,149	15,469	35,026					
<b>Golf PEI</b>													
Non-Member Rounds	60,624	~	~	~	370	7,602	22,597	30,055					
<b>Parks Canada</b>													
PEI National Park	417,934	12,772	11,851	9,816	20,937	38,676	102,967	220,915					
Green Gables	86,770	~	~	~	109	7,867	23,421	55,373					
<b>Provincial Heritage Sites</b>													
Orwell	6,768	~	~	~	~	272	3,254	3,242					
Beaconsfield	8,264	330	374	491	370	1,150	1,717	3,832					
Eptek	5,617	548	708	460	606	601	734	1,960					
Acadian Museum	3,198	39	41	102	136	366	771	1,743					
Elmira	2,561	~	~	~	~	143	379	2,039					
Basin Head	10,735	~	~	~	~	~	1,893	8,842					
Green Park	2,212	~	~	~	~	~	525	1,687					
<b>Total Visitors</b>	<b>39,355</b>	917	1,123	1,053	1,112	2,532	9,273	23,345					

# Occupancy - Fixed Roof

July 2018

% Change 2017/2018		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Total Operations Open</b>		152	155	161	182	547	1,249	1,446					
% Change		18.8%	18.3%	21.1%	19.0%	11.0%	11.3%	13.0%					
<b>Total Room-nights Available</b>	<b>788,880</b>	73,313	66,671	74,791	71,553	121,859	180,748	199,945					
% Change	<b>2.3%</b>	3.1%	3.0%	3.6%	-1.5%	0.2%	3.8%	2.6%					
<b>Total Room-nights Sold (RNS)</b>	<b>335,233</b>	18,067	19,325	18,426	22,192	41,090	74,336	141,797					
% Change	<b>-2.5%</b>	0.0%	-2.7%	1.1%	-1.1%	8.3%	-4.8%	-4.8%					
<b>Occupancy Rate</b>	<b>42.5%</b>	24.6%	29.0%	24.6%	31.0%	33.7%	41.1%	70.9%					
% Point Change	<b>-2.1%</b>	-0.8%	-1.7%	-0.6%	0.1%	2.5%	-3.7%	-5.5%					
<b>BY REGION</b>													
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>32.6%</b>	21.7%	30.4%	25.8%	25.4%	24.4%	30.9%	58.2%					
% Point Change	<b>-2.3%</b>	-1.6%	1.6%	0.5%	2.2%	-3.6%	-4.0%	-7.9%					
Room-nights Sold (RNS)	<b>49,797</b>	4,169	5,378	5,061	4,310	5,685	8,312	16,882					
% Change	<b>-4.9%</b>	-3.4%	11.3%	6.9%	0.5%	-13.6%	-9.2%	-8.5%					
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>36.6%</b>	26.5%	36.8%	29.9%	31.2%	29.8%	33.1%	62.2%					
% Point Change	<b>-1.5%</b>	-1.2%	6.1%	3.2%	3.8%	-5.0%	-6.8%	-7.7%					
Room-nights Sold (RNS)	<b>39,097</b>	3,815	4,775	4,311	3,700	4,953	5,866	11,677					
% Change	<b>-5.5%</b>	-2.4%	22.4%	13.4%	-4.6%	-17.4%	-16.5%	-9.1%					
<b>Green Gables Shore</b>													
Occupancy Rate	<b>46.5%</b>	0.5%	1.5%	3.5%	6.1%	14.3%	32.1%	75.3%					
% Point Change	<b>-1.0%</b>	-6.5%	-3.2%	0.1%	3.5%	0.0%	-1.2%	-4.8%					
Room-nights Sold (RNS)	<b>71,513</b>	10	28	72	132	3,149	18,581	49,541					
% Change	<b>-3.6%</b>	-95.6%	-80.0%	-35.7%	26.9%	-3.3%	1.8%	-4.9%					
<b>Red Sands</b>													
Occupancy Rate	<b>30.2%</b>	3.9%	5.1%	5.4%	4.7%	7.4%	22.7%	67.6%					
% Point Change	<b>-0.4%</b>	1.5%	-0.1%	1.3%	0.5%	1.0%	-4.0%	-1.4%					
Room-nights Sold (RNS)	<b>9,175</b>	76	90	104	124	305	1,842	6,634					
% Change	<b>1.8%</b>	55.1%	-5.3%	22.4%	8.8%	15.5%	-5.5%	2.7%					

# Occupancy - Fixed Roof

July 2018

% Change 2017/2018		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Charlottetown</b>													
Occupancy Rate	<b>47.2%</b>	28.8%	32.0%	26.7%	36.7%	49.8%	59.9%	76.8%					
% Point Change	<b>-2.7%</b>	-1.1%	-4.0%	-1.9%	-2.9%	5.7%	-7.3%	-5.5%					
Room-nights Sold (RNS)	<b>176,978</b>	13,513	13,598	12,819	17,060	29,845	38,166	51,977					
% Change	<b>-1.2%</b>	2.7%	-5.7%	0.2%	-2.1%	14.5%	-8.5%	-2.9%					
<b>Points East</b>													
Occupancy Rate	<b>36.2%</b>	9.4%	8.0%	11.6%	17.1%	16.9%	30.8%	60.8%					
% Point Change	<b>-1.7%</b>	-0.3%	-3.5%	-3.3%	2.5%	2.3%	0.9%	-6.4%					
Room-nights Sold (RNS)	<b>27,770</b>	299	231	370	566	2,106	7,435	16,763					
% Change	<b>-4.3%</b>	-5.7%	-35.7%	-27.0%	12.1%	19.2%	5.3%	-9.4%					

(1) The Summerside Area is the gateway to the North Cape Coastal Drive and the Summerside statistics have been profiled so they can be interpreted as a separate region or part of the North Cape Coastal Drive.

# Occupancy - Fixed Roof

July 2018

% Change 2017/2018		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			
Fixed Roof Accommodation		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>BY TYPE</b>														
<b>Hotels/Motels/Resorts</b>														
Occupancy Rate	<b>43.5%</b>	27.2%	32.3%	26.9%	34.3%	40.9%	49.6%	72.1%						
% Point Change	<b>-1.2%</b>	-0.1%	-1.0%	-0.3%	0.7%	5.2%	-4.2%	-6.3%						
Room-nights Sold (RNS)	<b>221,898</b>	16,670	17,802	16,605	19,892	32,935	46,502	71,492						
% Change	<b>-3.3%</b>	0.6%	-2.8%	0.0%	-2.0%	10.2%	-8.0%	-7.5%						
<b>Inns</b>														
Occupancy Rate	<b>53.4%</b>	40.8%	49.5%	40.3%	40.3%	37.9%	48.2%	77.2%						
% Point Change	<b>-1.6%</b>	0.9%	6.0%	-1.6%	-1.2%	-5.6%	-4.0%	1.0%						
Room-nights Sold (RNS)	<b>13,793</b>	670	735	662	701	1,653	3,607	5,765						
% Change	<b>-4.7%</b>	-11.1%	-1.1%	-16.5%	-7.6%	-5.9%	-4.6%	-2.0%						
<b>Cabins/Cottages</b>														
Occupancy Rate	<b>43.0%</b>	10.4%	11.6%	13.6%	15.0%	15.6%	28.3%	71.3%						
% Point Change	<b>-3.6%</b>	-6.4%	-3.6%	0.2%	1.7%	0.0%	-1.3%	-4.2%						
Room-nights Sold (RNS)	<b>77,178</b>	396	461	626	763	3,794	17,838	53,300						
% Change	<b>3.3%</b>	-8.5%	23.3%	64.7%	38.5%	11.6%	6.6%	0.8%						
<b>Tourist Home/B&amp;B</b>														
Occupancy Rate	<b>30.5%</b>	4.5%	5.0%	7.5%	12.6%	21.6%	39.9%	62.2%						
% Point Change	<b>-5.0%</b>	-0.6%	-2.0%	0.4%	-1.2%	-2.7%	-4.8%	-8.8%						
Room-nights Sold (RNS)	<b>21,192</b>	283	289	489	794	2,649	6,197	10,491						
% Change	<b>-11.2%</b>	-2.7%	-20.8%	13.7%	-2.6%	-7.0%	-10.9%	-13.8%						
<b>Trailer Rentals/Hostels</b>														
Occupancy Rate	<b>26.2%</b>	12.9%	11.3%	11.8%	11.7%	13.8%	20.7%	44.6%						
% Point Change	<b>0.7%</b>	9.7%	-3.0%	5.4%	4.4%	2.6%	6.8%	-11.4%						
Room-nights Sold (RNS)	<b>1,172</b>	48	38	44	42	59	192	749						
% Change	<b>5.5%</b>	300.0%	-20.8%	83.3%	61.5%	-3.3%	48.8%	-7.6%						

# Occupancy - Campground

July 2018

% Change 2017/2018		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Total Operations Open</b>		~	~	~	1	25	47	49					
% Change		~	~	~	**	13.6%	2.2%	0.0%					
<b>Total Site-nights Available</b>	<b>372,356</b>	~	~	~	(2)	27,000	158,958	186,398					
% Change	<b>-0.3%</b>	~	~	~	(2)	16.2%	-1.9%	-1.0%					
<b>Total Site-nights Sold (SNS)</b>	<b>182,024</b>	~	~	~	(2)	7,518	54,734	119,772					
% Change	<b>-1.5%</b>	~	~	~	(2)	5.0%	1.9%	-3.4%					
<b>Occupancy Rate</b>	<b>48.9%</b>	~	~	~	(2)	27.8%	34.4%	64.3%					
% Point Change	<b>-0.6%</b>	~	~	~	(2)	-3.0%	1.3%	-1.6%					
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>29.9%</b>	~	~	~	~	8.3%	15.9%	44.8%					
% Point Change	<b>1.5%</b>	~	~	~	~	2.7%	1.9%	5.2%					
Site-nights Sold (SNS)	<b>13,496</b>	~	~	~	~	250	3,068	10,178					
% Point change	<b>25.2%</b>	~	~	~	~	2400.0%	35.2%	19.7%					
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>48.6%</b>	~	~	~	~	~	27.0%	69.4%					
% Point Change	<b>0.5%</b>	~	~	~	~	~	-2.4%	5.0%					
Site-nights Sold (SNS)	<b>3,052</b>	~	~	~	~	~	835	2,217					
% Change	<b>6.1%</b>	~	~	~	~	~	2.0%	7.8%					

# Occupancy - Campground

July 2018

% Change 2017/2018		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Green Gables Shore</b>													
Occupancy Rate	53.3%	~	~	~	~	35.0%	38.8%	67.9%					
% Point Change	-0.4%	~	~	~	~	-0.3%	2.1%	-3.1%					
Site-nights Sold (SNS)	130,147	~	~	~	~	5,080	40,985	84,082					
% Point change	-4.8%	~	~	~	~	0.1%	-0.9%	-6.8%					
<b>Red Sands</b>													
Occupancy Rate	41.9%	~	~	~	~	~	32.2%	49.7%					
% Point Change	5.6%	~	~	~	~	~	3.6%	3.3%					
Site-nights Sold (SNS)	2,900	~	~	~	~	~	991	1,909					
% Point change	0.3%	~	~	~	~	~	14.3%	9.8%					
<b>Charlottetown</b>													
Occupancy Rate	54.8%	~	~	~	~	30.0%	44.0%	76.8%					
% Point Change	0.6%	~	~	~	~	6.5%	0.7%	-1.3%					
Site-nights Sold (SNS)	12,679	~	~	~	~	1,318	4,054	7,307					
% Point Change	2.4%	~	~	~	~	36.2%	1.7%	-1.6%					
<b>Points East</b>													
Occupancy Rate	42.8%	~	~	~	(2)	17.1%	26.0%	61.4%					
% Point Change	-1.0%	~	~	~	(2)	-7.2%	0.7%	0.6%					
Site-nights Sold (SNS)	22,802	~	~	~	(2)	870	5,636	16,296					
% Point change	3.1%	~	~	~	(2)	5.6%	7.5%	1.5%					

(1) The Summerside Area is the gateway to the North Cape Coastal Drive and the Summerside statistics have been profiled so they can be interpreted as a separate region or part of the North Cape Coastal Drive. (2) April numbers added to May to protect the confidentiality of a campground operator.

	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>517,257</b>	18,067	19,325	18,426	22,202	48,598	129,070	261,569					
% Change	-2.1%	0.0%	-2.7%	1.1%	-1.1%	7.7%	-2.1%	-4.2%					
<b>ORIGIN BREAKDOWN</b>	<b>100%</b>	<b>100%</b>			<b>100%</b>			<b>100%</b>					
Canada	89.9%	96.6%	95.8%	94.8%	94.2%	89.5%	87.0%	89.8%					
United States	7.0%	2.4%	2.6%	3.6%	3.7%	5.2%	7.8%	8.1%					
International	3.1%	1.1%	1.5%	1.7%	2.1%	5.4%	5.1%	2.1%					
% Change 2017/2018													
<b>CANADA</b> ONS*	<b>-1.5%</b>	1.3%	-3.5%	1.2%	-0.3%	8.9%	-1.9%	-3.4%					
Fixed Roof - RNS*	-1.4%	1.3%	-3.5%	1.2%	-0.4%	9.8%	-4.9%	-3.4%					
Campground - SNS*	-1.6%	~	~	~	~	4.4%	1.6%	-3.3%					
<b>New Brunswick</b> ONS*	<b>2.5%</b>	8.0%	7.4%	11.3%	7.2%	11.5%	7.8%	-4.7%					
Fixed Roof - RNS*	3.3%	8.0%	7.4%	11.3%	7.1%	10.9%	3.8%	-4.2%					
Campground - SNS*	0.0%	~	~	~	**	27.3%	18.1%	-5.3%					
<b>Nova Scotia</b> ONS*	<b>-0.7%</b>	1.4%	-1.8%	12.1%	9.3%	5.6%	-6.4%	-2.2%					
Fixed Roof - RNS*	-1.0%	1.4%	-1.8%	12.1%	9.3%	4.7%	-9.7%	-2.8%					
Campground - SNS*	0.1%	~	~	~	~	30.8%	4.4%	-1.3%					
<b>Ontario</b> ONS*	<b>-7.1%</b>	12.4%	8.3%	-5.2%	-19.3%	5.9%	-8.1%	-9.1%					
Fixed Roof - RNS*	-7.1%	12.4%	8.3%	-5.2%	-19.3%	6.5%	-7.1%	-10.2%					
Campground - SNS*	-7.3%	~	~	~	~	-5.7%	-12.2%	-5.9%					
<b>Prince Edward Island</b> ONS*	<b>-0.2%</b>	-11.6%	-21.9%	-4.8%	4.4%	3.9%	2.0%	0.2%					
Fixed Roof - RNS*	3.6%	-11.6%	-21.9%	-4.8%	4.3%	5.5%	17.5%	20.9%					
Campground - SNS*	-1.7%	~	~	~	**	2.5%	-0.5%	-3.0%					
<b>Quebec</b> ONS*	<b>-2.4%</b>	42.0%	-11.3%	2.3%	-23.9%	-1.0%	-10.8%	-0.2%					
Fixed Roof - RNS*	-4.4%	42.0%	-11.3%	2.3%	-23.9%	-0.8%	-15.0%	-1.1%					
Campground - SNS*	0.9%	~	~	~	~	-6.6%	1.9%	0.8%					
<b>All Other Provinces</b> ONS*	<b>-2.9%</b>	-21.4%	10.1%	-23.3%	-11.0%	36.7%	-7.0%	-5.4%					
Fixed Roof - RNS*	-2.8%	-21.4%	10.1%	-23.3%	-11.0%	38.4%	-13.3%	-2.9%					
Campground - SNS*	-3.2%	~	~	~	~	7.4%	23.5%	-13.6%					



			1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>UNITED STATES</b>	ONS*	<b>-6.0%</b>	-10.7%	6.3%	25.9%	-16.4%	-7.2%	-1.8%	-8.2%					
New England	ONS*	<b>-3.4%</b>	3.9%	23.8%	16.0%	-31.4%	-3.1%	-3.4%	-3.0%					
Mid-Atlantic	ONS*	<b>-11.2%</b>	-33.3%	-20.0%	90.2%	-20.4%	-12.7%	-6.5%	-14.1%					
South	ONS*	<b>-12.1%</b>	-49.1%	-50.6%	-8.5%	-8.9%	-10.8%	-1.7%	-15.3%					
Midwest	ONS*	<b>-9.3%</b>	-6.6%	5.8%	21.3%	-22.7%	-8.2%	-3.8%	-13.8%					
West	ONS*	<b>7.3%</b>	43.2%	108.3%	37.0%	0.9%	-3.8%	6.8%	3.8%					
<b>KEY INTL MARKETS</b>	ONS*	<b>-2.5%</b>	-75.0%	29.6%	46.5%	-23.8%	8.6%	-7.2%	2.3%					
China	ONS*	<b>-37.5%</b>	-61.9%	34.8%	6.1%	-53.8%	-29.4%	-52.7%	-32.8%					
England	ONS*	<b>10.6%</b>	9.1%	12.5%	175.0%	12.2%	16.9%	-7.6%	18.0%					
Germany	ONS*	<b>-1.0%</b>	-90.0%	-63.4%	125.0%	-51.6%	-8.2%	7.7%	3.6%					
Japan	ONS*	<b>-7.5%</b>	-100.0%	1266.7%	212.5%	-16.7%	-3.2%	-9.8%	-11.4%					
Taiwan	ONS*	<b>10.4%</b>	0.0%	0.0%	**	**	21.5%	-1.8%	750.0%					

# Definitions

## TOURISM INDICATORS

**Bridge Traffic** - Source: Strait Crossing Bridge Limited. Data is the percentage change of the counts of vehicles with 2 axles and motorcycles 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** - Sources: Charlottetown Harbour Authority Inc / Summerside Port Corp. Data is the percentage change (and actuals) of the total number of passengers and crew on the cruise ships that visit the Historic Charlottetown Seaport / Port of Summerside 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 (and actuals) 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 Activity** - Source: Tourism PEI. Data is the percentage change (and actual) of the total number of visits to [www.tourismpei.com](http://www.tourismpei.com) (English) and [www.tourismpei.com/fr](http://www.tourismpei.com/fr) (French) against the same period last year. This includes desktop, tablet and mobile direct access to our website and excludes access on mobile using an app.

**Visitor Information Centres / Destination Centres** - Source: Tourism PEI. Data is the percentage change (and actuals) of the counts of parties counselled at all Visitor Information Centres / Destination Centres against the same period of last year.

**Golf PEI** - Source: Golf PEI. Data is the percentage change (and actuals) 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 (and actuals) of the number of person-visits <sup>(1)</sup> made to the national park. Province House and Green Gables data is the percentage change (and actuals) of the number of visitors to each historic site.

<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 Heritage Sites** - Source: PEI Museum. Data is the percentage change (and actuals) of the total number of visitors to each heritage site against the same period of last year.

# Definitions

## 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.

**Accommodation Types** - The accommodation types are grouped under the following categories: **Hotels/Motels/Resorts, Inns, Cabins/Cottages** (includes Cabins, Cottage, Vacation Home, Apartment, Condo), **Tourist Home/B&B** (includes Bed and Breakfast, Tourist Home), and **Trailer Rentals/Hostels**.

## 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: 95.32%**

**Note: Monthly indicator reports are not released until 95% of the operators have submitted their occupancy data**

All data subject to ongoing revisions from the various sources of data

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