

% 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
Traffic													
Bridge	0.7%	-3.7%	8.8%	0.7%	-1.8%	1.2%	0.5%						
Air	0.4%	-5.3%	5.1%	-7.2%	-3.0%	11.2%	-0.5%						
Ferry	6.2%	~	~	~	~	18.2%	-0.4%						
Cruise Ships (Charlottetown)	-9.6%	~	~	~	~	-0.8%	-16.8%						
Motorcoach	-0.3%	111.1%	622.6%	**	3.2%	-10.1%	-5.0%						
Tourism PEI Website Activity													
English Website	-9.6%	-5.5%	-15.9%	-12.9%	-19.6%	-0.8%	-6.6%						
French Website	-15.7%	-2.3%	-2.9%	-7.4%	-42.5%	-3.1%	-15.7%						
Visitor Information Centres / Destination Centres													
Total Parties Counselling	2.8%	147.1%	184.2%	80.5%	50.5%	5.7%	-4.0%						
Golf PEI													
Non-Member Rounds	-1.3%	~	~	~	-70.5%	12.1%	-1.5%						
Parks Canada													
PEI National Park	17.8%	8.6%	31.4%	-21.7%	4.1%	1.5%	36.1%						
Green Gables	-17.7%	~	~	~	-67.4%	-16.6%	-17.4%						
Provincial Heritage Sites													
Orwell	95.0%	~	~	~	~	-18.6%	120.8%						
Beaconsfield	77.4%	870.6%	91.8%	309.2%	52.3%	58.2%	45.5%						
Eptek	-5.4%	14.2%	91.4%	-27.8%	-22.6%	22.4%	-33.6%						
Acadian Museum	6.5%	-36.1%	-2.4%	-17.1%	-50.5%	65.6%	19.7%						
Elmira	-17.0%	~	~	~	~	17.2%	-25.2%						
Basin Head	-31.0%	~	~	~	~	~	-31.0%						
Green Park	-13.7%	~	~	~	~	~	-13.7%						
Total Visitors	18.4%	59.5%	85.0%	19.7%	-14.5%	33.6%	12.3%						

Actuals 2018

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1st Quarter

2nd Quarter

3rd Quarter

4th Quarter

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic													
Cruise Ships (Charlottetown)	18745	~	~	~	~	9268	9477						
Motorcoach	4725	76	224	12	65	487	3861						
Tourism PEI Website Activity													
English Website	1,064,346	122,154	111,117	147,092	172,195	246,072	265,716						
French Website	135,426	11,991	11,977	17,780	20,804	37,067	35,807						
Visitor Information Centres / Destination Centres													
Total Parties Counselling	21,738	378	378	482	882	4,421	15,197						
Golf PEI													
Non-Member Rounds	30,569	~	~	~	370	7,602	22,597						
Parks Canada													
PEI National Park	197,019	12,772	11,851	9,816	20,937	38,676	102,967						
Green Gables	31,397	~	~	~	109	7,867	23,421						
Provincial Heritage Sites													
Orwell	3,526	~	~	~	~	272	3,254						
Beaconsfield	4,432	330	374	491	370	1,150	1,717						
Eptek	3,657	548	708	460	606	601	734						
Acadian Museum	1,455	39	41	102	136	366	771						
Elmira	522	~	~	~	~	143	379						
Basin Head	1,893	~	~	~	~	~	1,893						
Green Park	525	~	~	~	~	~	525						
Total Visitors	16,010	917	1,123	1,053	1,112	2,532	9,273						

Occupancy - Fixed Roof

June 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
Total Operations Open		152	155	161	182	547	1,261						
% Change		18.8%	18.3%	21.1%	19.0%	11.0%	12.4%						
Total Room-nights Available	586,736	73,313	66,671	74,791	71,613	121,876	178,472						
% Change	1.8%	3.1%	3.0%	3.6%	-1.4%	0.2%	2.5%						
Total Room-nights Sold (RNS)	192,039	18,067	19,325	18,426	22,192	41,090	72,939						
% Change	-1.3%	0.0%	-2.7%	1.1%	-1.1%	8.3%	-6.6%						
Occupancy Rate	32.7%	24.6%	29.0%	24.6%	31.0%	33.7%	40.9%						
% Point Change	-1.0%	-0.8%	-1.7%	-0.6%	0.1%	2.5%	-4.0%						
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	26.6%	21.7%	30.4%	25.8%	25.4%	24.3%	31.0%						
% Point Change	-1.1%	-1.6%	1.6%	0.5%	2.2%	-3.6%	-3.9%						
Room-nights Sold (RNS)	32,908	4,169	5,378	5,061	4,310	5,685	8,305						
% Change	-2.9%	-3.4%	11.3%	6.9%	0.5%	-13.6%	-9.3%						
Summerside Area ⁽¹⁾													
Occupancy Rate	31.2%	26.5%	36.8%	29.9%	31.2%	29.8%	33.2%						
% Point Change	-0.5%	-1.2%	6.1%	3.2%	3.8%	-5.0%	-6.7%						
Room-nights Sold (RNS)	27,420	3,815	4,775	4,311	3,700	4,953	5,866						
% Change	-3.9%	-2.4%	22.4%	13.4%	-4.6%	-17.4%	-16.5%						
Green Gables Shore													
Occupancy Rate	24.9%	0.5%	1.5%	3.5%	6.1%	14.3%	32.1%						
% Point Change	0.7%	-6.5%	-3.2%	0.1%	3.5%	0.0%	-1.2%						
Room-nights Sold (RNS)	21,631	10	28	72	132	3,149	18,240						
% Change	-2.1%	-95.6%	-80.0%	-35.7%	26.9%	-3.3%	-0.1%						
Red Sands													
Occupancy Rate	12.1%	3.9%	5.1%	5.4%	4.7%	7.4%	22.4%						
% Point Change	-0.6%	1.5%	-0.1%	1.3%	0.5%	1.0%	-4.3%						
Room-nights Sold (RNS)	2,462	76	90	104	124	305	1,763						
% Change	-3.7%	55.1%	-5.3%	22.4%	8.8%	15.5%	-9.6%						

Occupancy - Fixed Roof

June 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
Charlottetown													
Occupancy Rate	40.6%	28.8%	32.0%	26.7%	36.7%	49.8%	59.9%						
% Point Change	-2.1%	-1.1%	-4.0%	-1.9%	-3.0%	5.7%	-7.3%						
Room-nights Sold (RNS)	124,922	13,513	13,598	12,819	17,060	29,845	38,087						
% Change	-0.5%	2.7%	-5.7%	0.2%	-2.1%	14.5%	-8.7%						
Points East													
Occupancy Rate	20.9%	9.4%	8.0%	11.6%	17.1%	16.9%	28.0%						
% Point Change	-0.6%	-0.3%	-3.5%	-3.3%	2.5%	2.2%	-1.9%						
Room-nights Sold (RNS)	10,116	299	231	370	566	2,106	6,544						
% Change	-3.8%	-5.7%	-35.7%	-27.0%	12.1%	19.2%	-7.3%						

(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

June 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
BY TYPE														
Hotels/Motels/Resorts														
Occupancy Rate	36.5%	27.2%	32.3%	26.9%	34.3%	40.9%	48.8%							
% Point Change	-0.2%	-0.1%	-1.0%	-0.3%	0.7%	5.2%	-5.0%							
Room-nights Sold (RNS)	149,679	16,670	17,802	16,605	19,892	32,935	45,775							
% Change	-1.6%	0.6%	-2.8%	0.0%	-2.0%	10.2%	-9.4%							
Inns														
Occupancy Rate	43.7%	40.8%	49.5%	40.3%	40.3%	37.9%	48.2%							
% Point Change	-2.4%	0.9%	6.0%	-1.6%	-1.2%	-5.6%	-4.0%							
Room-nights Sold (RNS)	8,028	670	735	662	701	1,653	3,607							
% Change	-6.5%	-11.1%	-1.1%	-16.5%	-7.6%	-5.9%	-4.6%							
Cabins/Cottages														
Occupancy Rate	22.6%	10.4%	11.6%	13.6%	15.0%	15.6%	28.3%							
% Point Change	-1.6%	-6.4%	-3.6%	0.2%	1.7%	0.0%	-1.4%							
Room-nights Sold (RNS)	23,188	396	461	626	763	3,794	17,148							
% Change	6.0%	-8.5%	23.3%	64.7%	38.5%	11.6%	2.5%							
Tourist Home/B&B														
Occupancy Rate	20.3%	4.5%	5.0%	7.5%	12.5%	21.6%	39.9%							
% Point Change	-3.0%	-0.6%	-2.0%	0.4%	-1.3%	-2.7%	-4.8%							
Room-nights Sold (RNS)	10,701	283	289	489	794	2,649	6,197							
% Change	-8.5%	-2.7%	-20.8%	13.7%	-2.6%	-7.0%	-10.9%							
Trailer Rentals/Hostels														
Occupancy Rate	15.3%	12.9%	11.3%	11.8%	11.7%	13.8%	20.7%							
% Point Change	5.0%	9.7%	-3.0%	5.4%	4.4%	2.6%	6.8%							
Room-nights Sold (RNS)	443	48	38	44	42	59	212							
% Change	47.7%	300.0%	-20.8%	83.3%	61.5%	-3.3%	64.3%							

Occupancy - Campground

June 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
Total Operations Open		~	~	~	1	25	49						
% Change		~	~	~	**	13.6%	6.5%						
Total Site-nights Available	193,954	~	~	~	(2)	27,000	166,954						
% Change	4.7%	~	~	~	(2)	16.2%	3.0%						
Total Site-nights Sold (SNS)	59,360	~	~	~	(2)	7,518	51,842						
% Change	-2.5%	~	~	~	(2)	5.0%	-3.5%						
Occupancy Rate	30.6%	~	~	~	(2)	27.8%	31.1%						
% Point Change	-2.3%	~	~	~	(2)	-3.0%	-2.1%						
North Cape Coastal Drive													
Occupancy Rate	14.8%	~	~	~	~	8.3%	15.9%						
% Point Change	0.9%	~	~	~	~	2.7%	1.9%						
Site-nights Sold (SNS)	3,318	~	~	~	~	250	3,068						
% Point change	45.6%	~	~	~	~	2400.0%	35.2%						
Summerside Area ⁽¹⁾													
Occupancy Rate	27.0%	~	~	~	~	~	27.0%						
% Point Change	-2.4%	~	~	~	~	~	-2.4%						
Site-nights Sold (SNS)	835	~	~	~	~	~	835						
% Change	2.0%	~	~	~	~	~	2.0%						

Occupancy - Campground

June 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
Green Gables Shore													
Occupancy Rate	33.7%	~	~	~	~	35.0%	33.5%						
% Point Change	-2.8%	~	~	~	~	-0.3%	-3.2%						
Site-nights Sold (SNS)	43,173	~	~	~	~	5,080	38,093						
% Point change	-7.0%	~	~	~	~	0.1%	-7.9%						
Red Sands													
Occupancy Rate	32.2%	~	~	~	~	~	32.2%						
% Point Change	4.9%	~	~	~	~	~	3.6%						
Site-nights Sold (SNS)	991	~	~	~	~	~	991						
% Point change	-14.1%	~	~	~	~	~	14.3%						
Charlottetown													
Occupancy Rate	39.5%	~	~	~	~	30.0%	44.0%						
% Point Change	2.3%	~	~	~	~	6.5%	0.7%						
Site-nights Sold (SNS)	5,372	~	~	~	~	1,318	4,054						
% Point Change	8.4%	~	~	~	~	36.2%	1.7%						
Points East													
Occupancy Rate	24.3%	~	~	~	(2)	17.1%	26.0%						
% Point Change	-0.8%	~	~	~	(2)	-7.2%	0.7%						
Site-nights Sold (SNS)	6,506	~	~	~	(2)	870	5,636						
% Point change	7.2%	~	~	~	(2)	5.6%	7.5%						

(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
TOTAL OVERNIGHT STAYS (ONS)	251,399	18,067	19,325	18,426	22,202	48,598	124,781						
% Change	-1.6%	0.0%	-2.7%	1.1%	-1.1%	7.7%	-5.4%						
ORIGIN BREAKDOWN	100%	100%			100%								
Canada	90.0%	96.6%	95.8%	94.8%	94.2%	89.5%	86.8%						
United States	5.9%	2.4%	2.6%	3.6%	3.7%	5.2%	8.0%						
International	4.1%	1.1%	1.5%	1.7%	2.1%	5.4%	5.3%						
% Change 2017/2018													
CANADA ONS*	-1.2%	1.3%	-3.5%	1.2%	-0.3%	8.9%	-5.4%						
Fixed Roof - RNS*	-0.6%	1.3%	-3.5%	1.2%	-0.4%	9.8%	-6.6%						
Campground - SNS*	-3.0%	~	~	~	~	4.4%	-4.0%						
New Brunswick ONS*	7.6%	8.0%	7.4%	11.3%	7.2%	11.5%	4.7%						
Fixed Roof - RNS*	6.9%	8.0%	7.4%	11.3%	7.1%	10.9%	1.8%						
Campground - SNS*	13.3%	~	~	~	**	27.3%	12.1%						
Nova Scotia ONS*	0.2%	1.4%	-1.8%	12.1%	9.3%	5.6%	-7.6%						
Fixed Roof - RNS*	-0.3%	1.4%	-1.8%	12.1%	9.3%	4.7%	-10.8%						
Campground - SNS*	4.8%	~	~	~	~	30.8%	3.0%						
Ontario ONS*	-5.3%	12.4%	8.3%	-5.2%	-19.3%	5.9%	-9.8%						
Fixed Roof - RNS*	-4.2%	12.4%	8.3%	-5.2%	-19.3%	6.5%	-8.8%						
Campground - SNS*	-13.3%	~	~	~	~	-5.7%	-14.0%						
Prince Edward Island ONS*	-4.1%	-11.6%	-21.9%	-4.8%	4.4%	3.9%	-4.1%						
Fixed Roof - RNS*	-1.6%	-11.6%	-21.9%	-4.8%	4.3%	5.5%	14.6%						
Campground - SNS*	-5.8%	~	~	~	**	2.5%	-7.1%						
Quebec ONS*	-7.6%	42.0%	-11.3%	2.3%	-23.9%	-1.0%	-12.0%						
Fixed Roof - RNS*	-9.0%	42.0%	-11.3%	2.3%	-23.9%	-0.8%	-16.2%						
Campground - SNS*	0.4%	~	~	~	~	-6.6%	0.7%						
All Other Provinces ONS*	-1.6%	-21.4%	10.1%	-23.3%	-11.0%	36.7%	-9.5%						
Fixed Roof - RNS*	-3.7%	-21.4%	10.1%	-23.3%	-11.0%	38.4%	-15.2%						
Campground - SNS*	16.6%	~	~	~	~	7.4%	17.6%						

			1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	-3.9%	-10.7%	6.3%	25.9%	-16.4%	-7.2%	-3.5%						
New England	ONS*	-6.0%	3.9%	23.8%	16.0%	-31.4%	-3.1%	-5.8%						
Mid-Atlantic	ONS*	-8.8%	-33.3%	-20.0%	90.2%	-20.4%	-12.7%	-9.0%						
South	ONS*	-8.0%	-49.1%	-50.6%	-8.5%	-8.9%	-10.8%	-2.5%						
Midwest	ONS*	-5.2%	-6.6%	5.8%	21.3%	-22.7%	-8.2%	-5.5%						
West	ONS*	10.3%	43.2%	108.3%	37.0%	0.9%	-3.8%	5.9%						
KEY INTL MARKETS	ONS*	-4.5%	-75.0%	29.6%	46.5%	-23.8%	8.6%	-7.5%						
China	ONS*	-42.1%	-61.9%	34.8%	6.1%	-53.8%	-29.4%	-55.7%						
England	ONS*	1.6%	9.1%	12.5%	175.0%	12.2%	16.9%	-9.3%						
Germany	ONS*	-5.6%	-90.0%	-63.4%	125.0%	-51.6%	-8.2%	7.7%						
Japan	ONS*	-5.1%	-100.0%	1266.7%	212.5%	-16.7%	-3.2%	-9.8%						
Taiwan	ONS*	4.7%	0.0%	0.0%	**	**	21.5%	-1.8%						

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 (English) and 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 ⁽¹⁾ 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.

⁽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 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: 93.66%

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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