

% Change 2018/2019

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

1st Quarter

2nd Quarter

3rd Quarter

4th Quarter

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Traffic</b>													
Bridge	-1.5%	-1.5%											
Air	2.5%	2.5%											
Ferry	~	~											
Cruise Ships (Charlottetown)	~	~											
Motorcoach	-85.5%	-85.5%											
<b>Tourism PEI Website Activity</b>													
English Website	-11.0%	-11.0%											
French Website	13.5%	13.5%											
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	-16.4%	-16.4%											
<b>Golf PEI</b>													
Non-Member Rounds	~	~											
<b>Parks Canada</b>													
PEI National Park	N/A	N/A											
Green Gables	~	~											
<b>Provincial Heritage Sites</b>													
Orwell	~	~											
Beaconsfield	163.6%	163.6%											
Eptek	-29.6%	-29.6%											
Acadian Museum	61.5%	61.5%											
Elmira	~	~											
Basin Head	~	~											
Green Park	~	~											
<b>Total Visitors</b>	<b>43.8%</b>	<b>43.8%</b>											

Actuals 2019		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Traffic</b>														
Cruise Ships (Charlottetown)	~	~												
Motorcoach	11	11												
<b>Tourism PEI Website Activity</b>														
English Website	108,675	108,675												
French Website	13,613	13,613												
<b>Visitor Information Centres / Destination Centres</b>														
Total Parties Counselling	316	316												
<b>Golf PEI</b>														
Non-Member Rounds	~	~												
<b>Parks Canada</b>														
PEI National Park	N/A	N/A												
Green Gables	~	~												
<b>Provincial Heritage Sites</b>														
Orwell	~	~												
Beaconsfield	870	870												
Eptek	386	386												
Acadian Museum	63	63												
Elmira	~	~												
Basin Head	~	~												
Green Park	~	~												
<b>Total Visitors</b>	<b>1,319</b>	<b>1,319</b>												

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# Occupancy - Fixed Roof

January 2019

% Change 2018/2019		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>27.2%</b>	27.2%											
% Point Change	<b>-1.6%</b>	-1.6%											
Room-nights Sold (RNS)	<b>13,166</b>	13,166											
% Change	<b>-2.6%</b>	-2.6%											
<b>Points East</b>													
Occupancy Rate	<b>12.5%</b>	12.5%											
% Point Change	<b>3.1%</b>	3.1%											
Room-nights Sold (RNS)	<b>366</b>	366											
% Change	<b>22.4%</b>	22.4%											

(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.









# 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 non-member rounds played at all 18-hole and 9-hole courses against the same period of last year.

**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: 96.73%**

**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

Release Date: Tuesday, February 19, 2019 at 3:19 PM

Compiled by the Department of Economic Development and Tourism / Strategic Initiatives