

Tourism Indicators

% Change 2018/2019			1st Quarte	r		2nd Quart	er		3rd Quarte	r			Quarter	ary Z	
 = Not open / operating N/A = Not available ** = Data not comparable 	YTD	res.	1 2 2 3 3	Ma _r	Ag,	W No.	, Land	^{Inf}	A Qu	, s	d	<i>i</i> o /	/ ₂₀	ွ လို	
Traffic															
Bridge	-1.5%	-1.5%													
Air	2.5%	2.5%													
Ferry	~	~													
Cruise Ships (Charlottetown)	~	~													
Motorcoach	-85.5%	-85.5%													
Tourism PEI Website Activity															
English Website	-11.0%	-11.0%													
French Website	13.5%	13.5%													
Visitor Information Centres / Destination Centres															
Total Parties Counselled	-16.4%	-16.4%													
Golf PEI															
Non-Member Rounds	~	~													
Parks Canada															
PEI National Park	N/A	N/A													
Green Gables	~	~													
Provincial Heritage Sites															
Orwell	~	~													
Beaconsfield	163.6%	163.6%													
Eptek	-29.6%	-29.6%													
Acadian Museum	61.5%	61.5%													
Elmira	~	~													
Basin Head	~	~													
Green Park	~	~													
Total Visitors	43.8%	43.8%													
Release Date: Tuesday, February 1	9, 2019														



Tourism Indicators

												Janua	.,
Actuals 2019			1st Quarte	er		2nd Quart	er		3rd Quarte	er		4th Quarter	
 = Not open / operating N/A = Not available ** = Data not comparable 	YTD	res.	49	Mor	AQA.	w. T	ng n	In S	Aug	So o	ŏ	**************************************	م م
Traffic													
Cruise Ships (Charlottetown)	~	~											
Motorcoach	11	11											
Tourism PEI Website Activity													
English Website	108,675	108,675											
French Website	13,613	13,613											
Visitor Information Centres / Destination Centres													
Total Parties Counselled	316	316											
Golf PEI													
Non-Member Rounds	~	~											
Parks Canada													
PEI National Park	N/A	N/A											
Green Gables	~	~											
Provincial Heritage Sites													
Orwell	~	~											
Beaconsfield	870	870											
Eptek	386	386											
Acadian Museum	63	63											
Elmira	~	~											
Basin Head	~	~											
Green Park	~	~											
Total Visitors	1,319	1,319											



Occupancy - Fixed Roof

% Change 2018/2019			1st Quarte	er		2nd Quart	er			3rd Quarte	er			4th Qua	rter	
Fixed Roof Accommodation	YTD	res de la companya della companya de	/	Mar	₽ ^t Q	Tem 1	, Land	/	la _s	Aug Aug	\	/	ŏ	\ \ \& ⁱ	· /	Q _o c
Total Operations Open		153														
% Change		0.7%														
Total Room-nights Available	74,244	74,244														
% Change	1.3%	1.3%														
Total Room-nights Sold (RNS)	17,906	17,906														
% Change	-0.9%	-0.9%														
Occupancy Rate	24.1%	24.1%														
% Point Change	-0.5%	-0.5%														
BY REGION																
North Cape Coastal Drive								_								
Occupancy Rate	22.6%	22.6%						_								
% Point Change	0.9%	0.9%														
Room-nights Sold (RNS)	4,261	4,261														
% Change	2.2%	2.2%														
Summerside Area ⁽¹⁾				_												
Occupancy Rate	23.6%	23.6%														
% Point Change	-2.9%	-2.9%														
Room-nights Sold (RNS)	3,393	3,393														
% Change	-11.1%	-11.1%														
Green Gables Shore																
Occupancy Rate	2.1%	2.1%														
% Point Change	1.6%	1.6%														
Room-nights Sold (RNS)	47	47														
% Change	370.0%	370.0%														
Red Sands																
Occupancy Rate	3.7%	3.7%														
% Point Change	-0.2%	-0.2%														
Room-nights Sold (RNS)	66	66														
% Change	-13.2%	-13.2%														



Occupancy - Fixed Roof

January 2019

% Change 2018/2019		1st Quarter			2nd Quarte	r		3rd Qı	uarter			4th Quarte	er	
Fixed Roof Accommodation	YTD	\$ 20 W	lew 1ew	P _t Q	Tem Tem	, Land	Jag.	. / ,		gg.	o ^t	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Joseph Joseph	
Charlottetown		,		<u>' </u>	<i></i>	/								
Occupancy Rate	27.2%	27.2%												
% Point Change	-1.6%	-1.6%												
Room-nights Sold (RNS)	13,166	13,166												
% Change	-2.6%	-2.6%												
Points East														
Occupancy Rate	12.5%	12.5%												
% Point Change	3.1%	3.1%												
Room-nights Sold (RNS)	366	366												
% Change	22.4%	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.



Occupancy - Fixed Roof

% Change 2018/2019		1st Quarter		2nd Qua	rter		3rd Quarte	r		4th Quarte	er
Fixed Roof Accommodation	YTD	\$ 2° /	rem	A POP		l _m	A QUA	88	Ö	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	, , , , , , , , , , , , , , , , , , ,
BY TYPE				,				,			
Hotels/Motels/Resorts											
Occupancy Rate	26.5%	26.5%									
% Point Change	-0.7%	-0.7%									
Room-nights Sold (RNS)	16,481	16,481									
% Change	-1.1%	-1.1%									
Inns											
Occupancy Rate	34.4%	34.4%									
% Point Change	-6.4%	-6.4%									
Room-nights Sold (RNS)	533	533									
% Change	-20.4%	-20.4%									
Cabins/Cottages											
Occupancy Rate	9.0%	9.0%									
% Point Change	-1.3%	-1.3%									
Room-nights Sold (RNS)	375	375									
% Change	-5.3%	-5.3%									
Tourist Home/B&B											
Occupancy Rate	7.4%	7.4%									
% Point Change	2.9%	2.9%									
Room-nights Sold (RNS)	448	448									
% Change	58.3%	58.3%									
Trailer Rentals/Hostels											
Occupancy Rate	18.5%	18.5%									
% Point Change	5.6%	5.6%									
Room-nights Sold (RNS)	69	69									
% Change	43.8%	43.8%									



Visitor Origins

			1st Quarte	r		2nd Quart	er		3rd Quarte	3rd Quarter				
	YTD	rob Log	Feb	Mar	₽	/ non	Zan Zan	Į j	Aug	/ so	050	40	J S S S S S S S S S S S S S S S S S S S	
TOTAL OVERNIGHT STAYS (ONS	17,906	17,906												
% Change	-0.9%	-0.9%												
ORIGIN BREAKDOWN	100%		100%											
Canada	94.8%	94.8%												
United States	3.2%	3.2%												
International	2.1%	2.1%												
% Change 2018/2019														
CANADA ONS*	-2.4%	-2.4%												
Fixed Roof - RNS*	-2.4%	-2.4%												
Campground - SNS*	~	~												
New Brunswick ONS*	-22.7%	-22.7%												
Fixed Roof - RNS*	-22.7%	-22.7%												
Campground - SNS*	~	~												
Nova Scotia ONS*	-23.4%	-23.4%												
Fixed Roof - RNS*	-23.4%	-23.4%												
Campground - SNS*	~	~												
Ontario ONS*	-8.7%	-8.7%												
Fixed Roof - RNS*	-8.7%	-8.7%												
Campground - SNS*	~	~												
Prince Edward Island ONS*	56.1%	56.1%												
Fixed Roof - RNS*	56.1%	56.1%												
Campground - SNS*	~	~												
Quebec ONS*	-36.7%	-36.7%												
Fixed Roof - RNS*	-36.7%	-36.7%												
Campground - SNS*	~	~												
All Other Provinces ONS*	51.7%	51.7%												
Fixed Roof - RNS*	51.7%	51.7%												
Campground - SNS*	~	~												



Visitor Origins

				1st Quarte	er		2nd Quart	er		3rd Quarte	r		4th Quarte	•
		YTD	Les Sur Land	98	, to M	A Aor	No.	Yan Yan	In S	A QUA	, as	250	* 03	200
UNITED STATES	ONS*	33.3%	33.3%											
New England	ONS*	100.0%	100.0%											
Mid-Atlantic	ONS*	72.2%	72.2%											
South	ONS*	58.1%	58.1%											
Midwest	ONS*	-8.8%	-8.8%											
West	ONS*	-4.7%	-4.7%											
								1						
KEY INTL MARKETS	ONS*	97.1%	97.1%											
China	ONS*	168.8%	168.8%											
England	ONS*	16.7%	16.7%											
Germany	ONS*	66.7%	66.7%											
Japan	ONS*	0.0%	0.0%											
Taiwan	ONS*	0.0%	0.0%											
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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 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 ⁽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: 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