

Tourism Indicators

% Change 2018/2019			1st Quarte	er		2nd Quart	er		3rd Quarte	er		4th Quarte	r	
 = Not open / operating N/A = Not available ** = Data not comparable 	YTD	res.	, y	Mar	Ap.	W Too	, ju	ling.	Aug Aug	, w	ŏ	**************************************	, Solo	
Traffic														
Bridge	1.8%	-1.5%	5.0%											
Air	0.3%	2.5%	-1.7%											
Ferry	~	~	~											
Cruise Ships (Charlottetown)	~	~	~											
Motorcoach	-90.0%	-85.5%	-91.5%											
Tourism PEI Website Activity														
English Website	-11.5%	-11.0%	-12.1%											
French Website	7.9%	13.5%	2.3%											
Visitor Information Centres / Destination Centres														
Total Parties Counselled	-13.4%	-16.4%	-10.3%											
Golf PEI														
Non-Member Rounds	~	~	~											
Parks Canada														
PEI National Park	n/a	n/a	n/a											
Green Gables	~	~	~											
Provincial Heritage Sites														
Orwell	~	~	~											
Beaconsfield	113.5%	163.6%	69.3%											
Eptek	-28.2%	-29.6%	-27.1%											
Acadian Museum	41.3%	61.5%	22.0%											
Elmira	~	~	~											
Basin Head	~	~	~											
Green Park	~	~	~											
Total Visitors	23.4%	43.8%	6.8%											
Release Date: Wednesday, April 10	, 2019													



Tourism Indicators

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Actuals 2019			1st Quarte	r		2nd Quart	er		3rd Quart	er		4th Quarter	
 = Not open / operating N/A = Not available ** = Data not comparable 	YTD	rep.	\\ \mathbe{s}_{\mathbe{g}}	Ma.	A.Q	No.	July 1	Tag.	, A	& &	ď	1 2 2 3 3 3 3 3 3 3 3 3 3	္တီတူ
Traffic													
Cruise Ships (Charlottetown)	~	~	~										
Motorcoach	30	11	19										
Tourism PEI Website Activity													
English Website	206,390	108,675	97,715										
French Website	25,862	13,613	12,249										
Visitor Information Centres / Destination Centres													
Total Parties Counselled	655	316	339										
Golf PEI													
Non-Member Rounds	~	~	~										
Parks Canada													
PEI National Park	n/a	n/a	n/a										
Green Gables	~	~	~										
Provincial Heritage Sites													
Orwell	~	~	~										
Beaconsfield	1,503	870	633										
Eptek	902	386	516										
Acadian Museum	113	63	50										
Elmira	~	~	~										
Basin Head	~	~	~										
Green Park	~	~	~										
Total Visitors	2,518	1,319	1,199										



Occupancy - Fixed Roof

% Change 2018/2019			1st Quarte	r		2nd (Quarte	r			3rd Q	ıarter				4th Q	uarter	
Fixed Roof Accommodation	YTD	San,	200	No.	A _{rd}		No.	P		Jag.	/ ,	\$ /	Q Q	/	ŏ		≯ o¹	Ž,
Total Operations Open		157	161															
% Change		3.3%	3.9%															
Total Room-nights Available	143,855	75,158	68,697															
% Change	2.8%	2.5%	3.0%															
Total Room-nights Sold (RNS)	38,475	17,988	20,487															
% Change	2.9%	-0.4%	6.0%															
Occupancy Rate	26.7%	23.9%	29.8%															
% Point Change	0.0%	-0.7%	0.8%															
BY REGION																		
North Cape Coastal Drive																		
Occupancy Rate	23.9%	22.5%	25.5%						_									
% Point Change	-1.9%	0.8%	-4.9%															
Room-nights Sold (RNS)	8,804	4,261	4,543															
% Change	-7.8%	2.2%	-15.5%															
Summerside Area ⁽¹⁾																		
Occupancy Rate	25.0%	23.6%	26.4%															
% Point Change	-6.4%	-2.9%	-10.5%															
Room-nights Sold (RNS)	6,946	3,393	3,553															
% Change	-19.1%	-11.1%	-25.6%															
Green Gables Shore																		
Occupancy Rate	2.6%	2.1%	3.0%															
% Point Change	1.6%	1.6%	1.5%															
Room-nights Sold (RNS)	108	47	61															
% Change	184.2%	370.0%	117.9%															
Red Sands																		
Occupancy Rate	4.7%	3.6%	5.9%															
% Point Change	0.3%	-0.3%	0.8%															
Room-nights Sold (RNS)	181	71	110															
% Change	9.0%	-6.6%	22.2%															



Occupancy - Fixed Roof

February 2019

% Change 2018/2019				2nd	Quarter			3rd Qu	arter		4th Quarter								
Fixed Roof Accommodation	YTD	Zeh.	99	Mar	-	roc /	Wo /	la superior de la sup	/	Jay .	\ \ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\	<i>S</i> /	88	/	o ^č	/ 4	⁴ /	Q	
Charlottetown			/	,			/			<i>'</i>					<i>'</i>				
Occupancy Rate	30.8%	27.0%	35.0%																
% Point Change	0.5%	-1.8%	3.0%																
Room-nights Sold (RNS)	28,767	13,243	15,524																
% Change	6.1%	-2.0%	14.2%																
Points East																			
Occupancy Rate	11.0%	12.5%	9.4%																
% Point Change	2.3%	3.1%	1.4%																
Room-nights Sold (RNS)	615	366	249																
% Change	16.0%	22.4%	7.8%																

(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 Quart	er			3rd Quar	ter			4th Qua	rter	
Fixed Roof Accommodation	YTD	res,	, seb	Mar	AQ.	Tem Tem	Zun Zun	7	la _s	A PO	, / S	g.	[*] 0	₩	` /	δ ^ο
BY TYPE									·		,				,	
Hotels/Motels/Resorts																
Occupancy Rate	29.7%	26.5%	33.3%													
% Point Change	0.1%	-0.8%	1.0%													
Room-nights Sold (RNS)	35,411	16,486	18,925													
% Change	2.7%	-1.1%	6.3%													
Inns																
Occupancy Rate	43.0%	34.4%	52.5%													
% Point Change	-1.9%	-6.4%	3.0%													
Room-nights Sold (RNS)	1,268	533	735													
% Change	-9.8%	-20.4%	0.0%													
Cabins/Cottages																
Occupancy Rate	9.7%	9.1%	10.2%													
% Point Change	-1.4%	-1.3%	-1.4%													
Room-nights Sold (RNS)	852	410	442													
% Change	-0.6%	3.5%	-4.1%													
Tourist Home/B&B																
Occupancy Rate	6.9%	7.6%	6.1%													
% Point Change	2.1%	3.1%	1.1%													
Room-nights Sold (RNS)	843	490	353													
% Change	47.4%	73.1%	22.1%													
Trailer Rentals/Hostels																
Occupancy Rate	14.3%	18.5%	9.5%													
% Point Change	2.1%	5.6%	-1.8%													
Room-nights Sold (RNS)	101	69	32													
% Change	17.4%	43.8%	-15.8%													



Visitor Origins

				1st Quarter	•		2nd Qเ	arter				3rd Q	uarter				4th	Quarter		
		YTD	San Ash	98	Mar	₽	1	\$ /	Par	<u> </u>	ji j		Aug A	, so	7	o ^č		≯ o₂	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	٥
TOTAL OVERNIGHT STAY	S (ONS)	38,475	17,988	20,487															/	
% Change		2.9%	-0.4%	6.0%											Т					
ORIGIN BREAKDOWN		100%		100%																
Canada		95.0%	94.6%	95.3%																
United States		3.3%	3.3%	3.4%																
International		1.7%	2.1%	1.3%																
% Change 2018/2019																				
CANADA	ONS*	2.4%	-2.1%	6.6%																
Fixed Roof - RNS*		2.4%	-2.1%	6.6%																
Campground - SNS*		~	~	~																
New Brunswick	ONS*	-10.2%	-22.7%	2.2%																
Fixed Roof - RNS*		-10.2%	-22.7%	2.2%											Г					П
Campground - SNS*		~	~	~																
Nova Scotia	ONS*	-8.9%	-23.3%	4.6%																
Fixed Roof - RNS*		-8.9%	-23.3%	4.6%																
Campground - SNS*		~	~	~																
Ontario	ONS*	-12.2%	-8.6%	-15.6%																
Fixed Roof - RNS*		-12.2%	-8.6%	-15.6%																
Campground - SNS*		~	~	~																
Prince Edward Island	ONS*	45.8%	56.8%	35.8%																
Fixed Roof - RNS*		45.8%	56.8%	35.8%																\Box
Campground - SNS*		~	~	~																
Quebec	ONS*	-17.2%	-34.9%	8.6%																
Fixed Roof - RNS*		-17.2%	-34.9%	8.6%																
Campground - SNS*		~	~	~																
All Other Provinces	ONS*	8.0%	52.0%	-21.6%																
Fixed Roof - RNS*		8.0%	52.0%	-21.6%																
Campground - SNS*		~	~	~																



Visitor Origins

				1st Quarter			2nd Quart	er		3rd Quarte	r		4th Quarte	r	
		YTD	Zo Zo	98	, to M	P TOY	No Month	July 1	ş li	Aug	So S	200	**************************************	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	
UNITED STATES	ONS*	37.4%	39.1%	36.0%											
New England	ONS*	60.7%	103.8%	26.3%											
Mid-Atlantic	ONS*	50.0%	133.3%	-7.7%											
South	ONS*	104.2%	58.1%	152.4%											
Midwest	ONS*	57.7%	-8.8%	109.6%											
West	ONS*	-14.4%	-4.7%	-22.5%											
											1			1	
KEY INTL MARKETS	ONS*	14.9%	108.8%	-10.2%											
China	ONS*	23.1%	193.8%	-21.0%											
England	ONS*	161.9%	16.7%	355.6%											
Germany	ONS*	33.3%	66.7%	20.0%											
Japan	ONS*	-85.4%	#DIV/0!	-85.4%											
Taiwan	ONS*	0.0%	0.0%	0.0%											



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 (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: 99.38%

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: Wednesday, April 10, 2019 at 4:06 PM

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