

Tourism Indicators

													mar or	1 2013
% Change 2018/2019			1st Quarte	r		2nd Quart	er		3rd Quarter			4th	Quarter	
= Not open / operatingN/A = Not available** = Data not comparable	YTD	rie de la companya della companya de	1 2 3 3	Mas.	Ą	Tom Tom	Page	177	A QU	/ gg	,	Š. /	**************************************	o o o o o o o o o o o o o o o o o o o
Traffic														
Bridge	4.6%	-1.5%	5.0%	9.1%										
Air	0.5%	2.5%	-1.7%	0.7%										
Ferry	~	~	~	~										
Cruise Ships (Charlottetown)	~	~	~	~										
Motorcoach	-86.2%	-85.5%	-91.5%	8.3%										
Tourism PEI Website Activity														
English Website	-10.4%	-11.0%	-12.1%	-8.7%										
French Website	12.3%	13.5%	2.3%	18.2%										
Visitor Information Centres / Destination Centres														
Total Parties Counselled	-0.6%	-16.4%	-10.3%	19.3%										
Golf PEI														
Non-Member Rounds	~	~	~	~										
Parks Canada														
PEI National Park	N/A	N/A	N/A	N/A										
Green Gables	~	~	~	~										
Provincial Heritage Sites														
Orwell	~	~	~	~										
Beaconsfield	80.7%	163.6%	69.3%	33.6%										
Eptek	-22.4%	-29.6%	-27.1%	-6.5%										
Acadian Museum	10.4%	61.5%	22.0%	-13.7%										
Elmira	~	~	~	~										
Basin Head	~	~	~	~										
Green Park	~	~	~	~										
Total Visitors	19.4%	43.8%	6.8%	11.5%										
Release Date: Monday, April 29, 20	19													



Tourism Indicators

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Actuals 2019			1st Quarte	er		2nd Quar	ter		3r	d Quarte	r		4th Quarte	er	
 = Not open / operating N/A = Not available ** = Data not comparable 	YTD	res .	8	Ma,	₽ ^Q	W A	, support			A DO	g, g	o ^č	**************************************	8	J.
Traffic															
Cruise Ships (Charlottetown)	~	~	~	~											
Motorcoach	43	11	19	13											
Tourism PEI Website Activity															
English Website	340,661	108,675	97,715	134,271											
French Website	46,876	13,613	12,249	21,014											
Visitor Information Centres / Destination Centres							_								
Total Parties Counselled	1,230	316	339	575											
Golf PEI															
Non-Member Rounds	~	~	~	~											
Parks Canada								Т							
PEI National Park	N/A	N/A	N/A	N/A											
Green Gables	~	~	~	~											
Provincial Heritage Sites															
Orwell	~	~	~	~											
Beaconsfield	2,159	870	633	656											
Eptek	1,332	386	516	430											
Acadian Museum	201	63	50	88											
Elmira	~	~	~	~											
Basin Head	~	~	~	~											
Green Park	~	~	~	~											
Total Visitors	3,692	1,319	1,199	1,174											



Occupancy - Fixed Roof

% Change 2018/2019			1st Quarte	r		2nd Quart	er		3rd (Quarter			4th Quarte	r	
Fixed Roof Accommodation	YTD	res.	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Mar	A _O ,	/ Nom	\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \	3	3	Aug /	/ gg	Š* /	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	\ \ \delta \delt	5
Total Operations Open		157	161	171											
% Change		3.3%	3.9%	6.2%											
Total Room-nights Available	218,523	75,158	68,725	74,640											
% Change	1.7%	2.5%	3.1%	-0.2%											
Total Room-nights Sold (RNS)	59,880	17,988	20,487	21,405											
% Change	7.3%	-0.4%	6.0%	16.2%											
Occupancy Rate	27.4%	23.9%	29.8%	28.7%											
% Point Change	1.4%	-0.7%	0.8%	4.0%											
BY REGION															
North Cape Coastal Drive															
Occupancy Rate	25.3%	22.5%	25.5%	27.8%				_							
% Point Change	-0.5%	0.8%	-4.9%	2.1%											
Room-nights Sold (RNS)	14,174	4,261	4,543	5,370											
% Change	-3.0%	2.2%	-15.5%	6.1%											
Summerside Area ⁽¹⁾	0.070		1 2 1 2 1 2											<u> </u>	
Occupancy Rate	25.5%	23.6%	26.4%	26.6%											
% Point Change	-5.3%	-2.9%	-10.5%	-3.3%											
Room-nights Sold (RNS)	10,771	3,393	3,553	3,825											
% Change	-16.5%	-11.1%	-25.6%	-11.3%											
Green Gables Shore															
Occupancy Rate	2.6%	2.1%	3.0%	2.7%											
% Point Change	0.7%	1.6%	1.5%	-0.8%											
Room-nights Sold (RNS)	169	47	61	61											
% Change	53.6%	370.0%	117.9%	-15.3%											
Red Sands															
Occupancy Rate	5.1%	3.6%	5.9%	5.8%											
% Point Change	0.3%	-0.3%	0.8%	0.4%											
Room-nights Sold (RNS)	303	71	110	122											
% Change	12.2%	-6.6%	22.2%	17.3%											



Occupancy - Fixed Roof

March 2019

		1st Quarte	r		2nd Q	uarter				3rd Qu	arter				4th Q	ıarter		
YTD	res.	\\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\	Mas vo	P _Q		To de la constant de	day.	/	1115	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	\$ /	g	/	o ^č	/ .	Š 0 /	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	
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31.2%	27.0%	35.0%	32.1%															
2.2%	-1.8%	3.0%	5.4%															
44,164	13,243	15,524	15,397															
10.6%	-2.0%	14.2%	20.1%															
12.3%	12.5%	9.4%	14.8%															
2.6%	3.1%	1.4%	3.2%															
1,070	366	249	455															
18.9%	22.4%	7.8%	23.0%															
	31.2% 2.2% 44,164 10.6% 12.3% 2.6% 1,070	31.2% 27.0% 2.2% -1.8% 44,164 13,243 10.6% -2.0% 12.3% 12.5% 2.6% 3.1% 1,070 366	YTD 5 6 31.2% 27.0% 35.0% 2.2% -1.8% 3.0% 44,164 13,243 15,524 10.6% -2.0% 14.2% 12.3% 12.5% 9.4% 2.6% 3.1% 1.4% 1,070 366 249	31.2% 27.0% 35.0% 32.1% 2.2% -1.8% 3.0% 5.4% 44,164 13,243 15,524 15,397 10.6% -2.0% 14.2% 20.1% 12.3% 12.5% 9.4% 14.8% 2.6% 3.1% 1.4% 3.2% 1,070 366 249 455	YTD \$	YTD 5 2 5 2 5 2 5 2 5 2 5 2 5 2 2 2 3 3 3 3 3 3 3 3 3 3 3 3 4	YTD 5 6 6 6 6 6 6 24 6 6 24 6 6 24 6 6 24 6 6 24 6 6 24 45 6 6 6 24 45 6 6 24 45 6 24 25 6 24 25 25 25 25 25 25 25 25 25 25 25 25 25 25 25 25 25 25 25 25 <td>YTD \$</td> <td>YTD \$\overline{\mathbb{F}}\$ \$\overline{\mathbb{F}}\$</td> <td>YTD \$</td> <td>YTD \$</td> <td>YTD \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$</td> <td>YTD \$</td> <td>YTD \$</td> <td>YTD \$</td> <td>YTD \$\overline{\mathbb{F}}\$ \$\overline{\mathbb{F}}\$</td> <td>YTD \$\overline{\chi}\$ \big \$ \$\overline{\chi}\$ \big \$ \$\overline{\chi}\$ \$\overli</td> <td>YTD \$</td>	YTD \$	YTD \$\overline{\mathbb{F}}\$ \$\overline{\mathbb{F}}\$	YTD \$	YTD \$	YTD \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	YTD \$	YTD \$	YTD \$	YTD \$\overline{\mathbb{F}}\$ \$\overline{\mathbb{F}}\$	YTD \$\overline{\chi}\$ \big \$ \$\overline{\chi}\$ \big \$ \$\overline{\chi}\$ \$\overli	YTD \$

(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 Quarte			2nd Quart	er		3	3rd Quart	er			4th Qua	rter	
Fixed Roof Accommodation	YTD	res.	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	l se M	A _t Q	Man	الم	/	J	A JO	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	2	, [†] 20	/ ×	` /	ပိစ္မ
BY TYPE											,			,	,	
Hotels/Motels/Resorts																
Occupancy Rate	30.5%	26.5%	33.3%	31.9%												
% Point Change	1.8%	-0.8%	1.0%	5.0%												
Room-nights Sold (RNS)	55,091	16,486	18,925	19,680												
% Change	7.9%	-1.1%	6.3%	18.5%												
Inns																
Occupancy Rate	43.1%	34.4%	52.5%	43.3%												
% Point Change	-0.2%	-6.4%	3.0%	3.0%												
Room-nights Sold (RNS)	1,939	533	735	671												
% Change	-6.2%	-20.4%	0.0%	1.4%												
Cabins/Cottages																
Occupancy Rate	10.4%	9.1%	10.1%	12.0%												
% Point Change	-1.6%	-1.3%	-1.5%	-1.6%												
Room-nights Sold (RNS)	1,409	410	442	557												
% Change	-5.0%	3.5%	-4.1%	-11.0%												
Tourist Home/B&B																
Occupancy Rate	7.0%	7.6%	6.1%	7.2%												
% Point Change	1.3%	3.1%	1.1%	-0.3%												
Room-nights Sold (RNS)	1,305	490	353	462												
% Change	23.0%	73.1%	22.1%	-5.5%												
Trailer Rentals/Hostels																
Occupancy Rate	12.6%	18.5%	9.5%	9.4%												
% Point Change	0.6%	5.6%	-1.8%	-2.4%												
Room-nights Sold (RNS)	136	69	32	35												
% Change	4.6%	43.8%	-15.8%	-20.5%												



Visitor Origins

				1st Quarter	r		2nd C	uarte	r			3rd (Quarte			4th Quarter				
		YTD	Zeb Zeb	48	, se m	₽₽		No.	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	7	3		469	\ \ \&	2	ŏ		№ 2		တို
TOTAL OVERNIGHT STAY	S (ONS)	59,880	17,988	20,487	21,405				/					/						
% Change		7.3%	-0.4%	6.0%	16.2%										\top					
ORIGIN BREAKDOWN		100%		100%																
Canada		95.2%	94.6%	95.3%	95.6%										\top					
United States		3.2%	3.3%	3.4%	2.8%															
International		1.6%	2.1%	1.3%	1.6%															
% Change 2018/2019																				
CANADA	ONS*	7.2%	-2.1%	6.6%	17.2%															
Fixed Roof - RNS*		7.2%	-2.1%	6.6%	17.2%															
Campground - SNS*		~	~	~	~															
New Brunswick	ONS*	-6.3%	-22.7%	2.2%	3.4%															
Fixed Roof - RNS*		-6.3%	-22.7%	2.2%	3.4%										Т					
Campground - SNS*		~	~	~	~															
Nova Scotia	ONS*	-5.7%	-23.3%	4.6%	3.0%															
Fixed Roof - RNS*		-5.7%	-23.3%	4.6%	3.0%															
Campground - SNS*		~	~	~	~															
Ontario	ONS*	-6.2%	-8.6%	-15.6%	5.2%															
Fixed Roof - RNS*		-6.2%	-8.6%	-15.6%	5.2%															
Campground - SNS*		~	~	~	~															
Prince Edward Island	ONS*	39.5%	56.8%	35.8%	30.6%															
Fixed Roof - RNS*		39.5%	56.8%	35.8%	30.6%															
Campground - SNS*		~	~	~	~															
Quebec	ONS*	-6.1%	-34.9%	8.6%	11.2%															
Fixed Roof - RNS*		-6.1%	-34.9%	8.6%	11.2%										Т					
Campground - SNS*		~	~	~	~															
All Other Provinces	ONS*	35.9%	52.0%	-21.6%	99.8%															
Fixed Roof - RNS*		35.9%	52.0%	-21.6%	99.8%															
Campground - SNS*		~	~	~	~															



Visitor Origins

				1st Quarter	•		2nd Quart	er		3rd Qua	rter		4th Quarter						
		YTD	Les Transition of the Contract	98	Nat Nat	Prop	Tom 1	, un	3	\\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\		og o	ot	/ *	o /	တို့			
UNITED STATES	ONS*	18.8%	39.1%	36.0%	-7.6%														
New England	ONS*	35.9%	103.8%	26.3%	-4.6%														
Mid-Atlantic	ONS*	11.9%	133.3%	-7.7%	-22.7%														
South	ONS*	86.4%	58.1%	152.4%	55.7%														
Midwest	ONS*	10.0%	-8.8%	109.6%	-37.4%														
West	ONS*	-13.7%	-4.7%	-22.5%	-12.6%														
					,			_											
KEY INTL MARKETS	ONS*	-8.0%	108.8%	-10.2%	-37.3%														
China	ONS*	-11.5%	193.8%	-21.0%	-50.0%														
England	ONS*	96.9%	16.7%	355.6%	-27.3%														
Germany	ONS*	23.1%	66.7%	20.0%	11.1%														
Japan	ONS*	-66.7%	0.0%	-85.4%	-36.0%														
Taiwan	ONS*	-100.0%	0.0%	0.0%	-100.0%														



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: 98.83%

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: Monday, April 29, 2019 at 9:05 AM

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