

% 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
Traffic													
Bridge	3.6%	-1.5%	5.0%	9.1%	5.8%	2.5%	1.3%						
Air	0.6%	2.5%	-1.7%	0.7%	-4.7%	1.8%	3.0%						
Ferry	-2.9%	~	~	~	~	-4.1%	-2.2%						
Cruise Ships (Charlottetown)	12.5%	~	~	~	~	8.3%	16.6%						
Motorcoach	-23.0%	-85.5%	-91.5%	8.3%	-21.5%	-24.8%	-18.8%						
Tourism PEI Website Activity													
English Website	-19.8%	-11.0%	-12.1%	-8.7%	-22.1%	-27.1%	-24.9%						
French Website	0.9%	13.5%	2.3%	18.2%	16.8%	-9.7%	-10.4%						
Visitor Information Centres / Destination Centres													
Total Parties Counselling	3.6%	-16.4%	-10.3%	19.3%	-0.8%	-1.2%	5.5%						
Golf PEI													
Non-Member Rounds	5.9%	~	~	~	-100.0%	-9.4%	12.8%						
Parks Canada													
PEI National Park	65.6%	461.1%	31.9%	147.5%	30.3%	6.3%	33.6%						
Green Gables	1.8%	~	~	~	~	1.0%	1.7%						
Provincial Heritage Sites													
Orwell	27.1%	~	~	~	~	527.6%	-14.8%						
Beaconsfield	45.4%	163.6%	69.3%	33.6%	169.7%	14.4%	14.7%						
Eptek	-3.4%	-29.6%	-27.1%	-6.5%	25.4%	-4.2%	17.8%						
Acadian Museum	5.1%	61.5%	22.0%	-13.7%	64.7%	-12.0%	1.4%						
Elmira	-36.8%	~	~	~	~	~	-12.9%						
Basin Head	-22.8%	~	~	~	~	~	-22.8%						
Green Park	57.5%	~	~	~	~	**	37.5%						
Total Visitors	16.2%	43.8%	6.8%	11.5%	78.2%	59.0%	-4.0%						

Actuals 2019

~ = 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													
Cruise Ships (Charlottetown)	21,081	~	~	~	~	10,033	11,048						
Motorcoach	4,397	11	19	13	51	366	3,937						
Tourism PEI Website Activity													
English Website	853,699	108,675	97,715	134,271	134,102	179,308	199,628						
French Website	136,699	13,613	12,249	21,014	24,298	33,456	32,069						
Visitor Information Centres / Destination Centres													
Total Parties Counselling	22,525	316	339	575	875	4,100	16,320						
Golf PEI													
Non-Member Rounds	32,371	~	~	~	~	6,890	25,481						
Parks Canada													
PEI National Park	281,036	71,668	15,635	24,290	27,284	41,130	101,029						
Green Gables	31,956	~	~	~	~	7,946	23,823						
Provincial Heritage Sites													
Orwell	4,480	~	~	~	~	1,707	2,773						
Beaconsfield	6,442	870	633	656	998	1,316	1,969						
Eptek	3,533	386	516	430	760	576	865						
Acadian Museum	1,529	63	50	88	224	322	782						
Elmira	330	~	~	~	~	~	330						
Basin Head	1,461	~	~	~	~	~	1,461						
Green Park	827	~	~	~	~	105	722						
Total Visitors	18,602	1,319	1,199	1,174	1,982	4,026	8,902						

Occupancy - Fixed Roof

June 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
Total Operations Open			160	164	177	213	639	1,461						
	% Change		5.3%	5.8%	9.9%	17.7%	17.9%	17.3%						
Total Room-nights Available		613,325	75,220	68,807	75,371	76,076	131,838	186,013						
	% Change	4.1%	2.6%	3.2%	0.8%	6.3%	8.2%	2.9%						
Total Room-nights Sold (RNS)		201,997	17,879	20,482	21,423	27,004	40,378	74,831						
	% Change	4.0%	-1.0%	6.0%	16.3%	21.7%	-1.7%	-0.4%						
Occupancy Rate		32.9%	23.8%	29.8%	28.4%	35.5%	30.6%	40.2%						
	% Point Change	-0.1%	-0.9%	0.8%	3.8%	4.5%	-3.1%	-1.4%						
BY REGION														
North Cape Coastal Drive														
	Occupancy Rate	26.7%	22.0%	25.5%	27.3%	23.0%	22.2%	37.0%						
	% Point Change	0.1%	0.3%	-4.9%	1.6%	-2.4%	-2.2%	6.1%						
	Room-nights Sold (RNS)	33,578	4,161	4,543	5,270	4,423	5,192	9,989						
	% Change	2.0%	-0.2%	-15.5%	4.1%	2.6%	-8.7%	20.2%						
Summerside Area ⁽¹⁾														
	Occupancy Rate	29.0%	23.6%	26.4%	26.6%	26.7%	25.5%	42.6%						
	% Point Change	-2.2%	-2.9%	-10.5%	-3.3%	-4.5%	-4.4%	9.4%						
	Room-nights Sold (RNS)	26,443	3,393	3,553	3,825	3,851	4,261	7,560						
	% Change	-3.6%	-11.1%	-25.6%	-11.3%	4.1%	-14.0%	28.9%						
Green Gables Shore														
	Occupancy Rate	21.3%	0.9%	1.7%	1.4%	6.0%	10.7%	29.4%						
	% Point Change	-4.6%	0.4%	0.2%	-2.1%	-0.1%	-3.6%	-4.1%						
	Room-nights Sold (RNS)	20,754	19	35	31	187	3,067	17,415						
	% Change	-8.9%	90.0%	25.0%	-56.9%	41.7%	-2.6%	-10.1%						
Red Sands														
	Occupancy Rate	12.8%	3.6%	5.9%	5.8%	4.1%	8.9%	21.9%						
	% Point Change	0.3%	-0.3%	0.8%	0.4%	-0.6%	1.5%	-1.0%						
	Room-nights Sold (RNS)	2,742	71	110	122	91	379	1,969						
	% Change	6.9%	-6.6%	22.2%	17.3%	-26.6%	24.3%	5.5%						

Occupancy - Fixed Roof

June 2019

% Change 2018/2019

% 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
Charlottetown														
Occupancy Rate	41.1%	27.0%	35.0%	32.0%	44.4%	45.9%	55.4%							
% Point Change	0.5%	-1.9%	3.0%	5.2%	7.6%	-4.0%	-4.5%							
Room-nights Sold (RNS)	132,015	13,262	15,545	15,531	21,466	29,057	37,154							
% Change	5.6%	-1.9%	14.3%	21.2%	25.8%	-2.6%	-2.7%							
Points East														
Occupancy Rate	27.0%	12.5%	9.4%	15.0%	26.5%	22.2%	34.9%							
% Point Change	4.6%	3.1%	1.4%	3.4%	9.5%	5.3%	4.0%							
Room-nights Sold (RNS)	12,908	366	249	469	837	2,683	8,304							
% Change	17.3%	22.4%	7.8%	26.8%	47.9%	27.4%	11.7%							

(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 2019

% Change 2018/2019

		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	37.6%	26.3%	33.3%	31.7%	39.8%	38.1%	49.5%						
% Point Change	0.7%	-0.9%	1.0%	4.8%	5.5%	-2.8%	-1.0%						
Room-nights Sold (RNS)	157,883	16,386	18,925	19,580	24,295	32,125	46,572						
% Change	4.4%	-1.7%	6.3%	17.9%	22.1%	-2.5%	-1.5%						
Inns													
Occupancy Rate	43.8%	34.4%	52.5%	43.3%	51.8%	35.3%	47.8%						
% Point Change	0.1%	-6.4%	3.0%	3.0%	11.5%	-2.6%	-0.4%						
Room-nights Sold (RNS)	7,493	533	735	671	777	1,494	3,283						
% Change	-6.7%	-20.4%	0.0%	1.4%	10.8%	-9.6%	-9.0%						
Cabins/Cottages													
Occupancy Rate	21.8%	8.8%	9.8%	12.7%	15.8%	14.9%	27.7%						
% Point Change	-1.0%	-1.6%	-1.8%	-0.9%	0.8%	-0.7%	-0.6%						
Room-nights Sold (RNS)	25,826	401	437	675	1,036	4,453	18,824						
% Change	8.0%	1.3%	-5.2%	7.8%	35.8%	17.4%	5.4%						
Tourist Home/B&B													
Occupancy Rate	19.2%	7.6%	6.1%	7.2%	13.0%	17.3%	37.4%						
% Point Change	-1.1%	3.1%	1.1%	-0.4%	0.4%	-4.3%	-2.5%						
Room-nights Sold (RNS)	10,502	490	353	462	857	2,259	6,081						
% Change	-1.9%	73.1%	22.1%	-5.5%	7.9%	-14.7%	-1.9%						
Trailer Rentals/Hostels													
Occupancy Rate	10.7%	18.5%	9.5%	9.4%	10.7%	10.8%	8.3%						
% Point Change	-4.4%	5.6%	-1.8%	-2.4%	-1.0%	-3.0%	-12.4%						
Room-nights Sold (RNS)	293	69	32	35	39	47	71						
% Change	-30.7%	43.8%	-15.8%	-20.5%	-7.1%	-20.3%	-63.0%						

Occupancy - Campground

June 2019

% Change 2018/2019

		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	26	47						
% Change		~	~	~	0.0%	4.0%	0.0%						
Total Site-nights Available	184,794	~	~	~	(2)	29,264	155,530						
% Change	-0.6%	~	~	~	(2)	8.4%	-2.2%						
Total Site-nights Sold (SNS)	61,427	~	~	~	(2)	6,679	54,748						
% Change	-1.3%	~	~	~	(2)	-11.2%	0.0%						
Occupancy Rate	33.2%	~	~	~	(2)	22.8%	35.2%						
% Point Change	-0.2%	~	~	~	(2)	-5.0%	0.8%						
North Cape Coastal Drive													
Occupancy Rate	14.8%	~	~	~	~	3.6%	16.7%						
% Point Change	0.0%	~	~	~	~	-4.6%	0.9%						
Site-nights Sold (SNS)	3,288	~	~	~	~	117	3,171						
% Point change	-0.9%	~	~	~	~	-53.2%	3.4%						
Summerside Area ⁽¹⁾													
Occupancy Rate	27.3%	~	~	~	~	~	27.3%						
% Point Change	0.3%	~	~	~	~	~	0.3%						
Site-nights Sold (SNS)	692	~	~	~	~	~	692						
% Change	-17.1%	~	~	~	~	~	-17.1%						

Occupancy - Campground

June 2019

% Change 2018/2019

		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	37.7%	~	~	~	~	25.7%	39.6%						
% Point Change	-0.7%	~	~	~	~	-9.3%	0.8%						
Site-nights Sold (SNS)	45,493	~	~	~	~	4,321	41,172						
% Point change	-1.2%	~	~	~	~	-14.9%	0.5%						
Red Sands													
Occupancy Rate	27.5%	~	~	~	~	13.9%	27.9%						
% Point Change	-4.7%	~	~	~	~	**	-4.3%						
Site-nights Sold (SNS)	887	~	~	~	~	14	873						
% Point change	-10.5%	~	~	~	~	**	-11.9%						
Charlottetown													
Occupancy Rate	38.6%	~	~	~	~	29.1%	43.3%						
% Point Change	-0.9%	~	~	~	~	-0.9%	-0.7%						
Site-nights Sold (SNS)	4,879	~	~	~	~	1,227	3,652						
% Point Change	-9.2%	~	~	~	~	-6.9%	-9.9%						
Points East													
Occupancy Rate	26.5%	~	~	~	(2)	20.2%	28.0%						
% Point Change	2.1%	~	~	~	(2)	3.1%	1.9%						
Site-nights Sold (SNS)	6,880	~	~	~	(2)	1,000	5,880						
% Point change	5.7%	~	~	~	(2)	14.9%	4.3%						

(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. (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)		263,424	17,879	20,482	21,423	27,035	47,026	129,579						
% Change		2.7%	-1.0%	6.0%	16.3%	21.8%	-3.2%	-0.2%						
ORIGIN BREAKDOWN		100%	100%			100%								
Canada		89.5%	94.6%	95.3%	95.6%	94.1%	83.7%	87.9%						
United States		6.4%	3.3%	3.4%	2.8%	3.4%	6.1%	8.8%						
International		4.1%	2.1%	1.3%	1.6%	2.6%	10.1%	3.3%						
% Change 2018/2019														
CANADA ONS*		2.6%	-2.7%	6.5%	17.3%	21.7%	-9.2%	1.5%						
Fixed Roof - RNS*		4.2%	-2.7%	6.5%	17.3%	21.6%	-8.6%	3.2%						
Campground - SNS*		-1.8%	~	~	~	233.3%	-12.4%	-0.4%						
New Brunswick ONS*		-11.1%	-22.6%	2.4%	3.8%	-10.8%	-16.1%	-12.5%						
Fixed Roof - RNS*		-11.1%	-22.6%	2.4%	3.8%	-10.9%	-15.7%	-13.7%						
Campground - SNS*		-10.8%	~	~	~	66.7%	-23.6%	-9.8%						
Nova Scotia ONS*		-2.5%	-23.0%	4.6%	4.4%	-9.4%	2.0%	0.1%						
Fixed Roof - RNS*		-3.1%	-23.0%	4.6%	4.4%	-9.4%	2.2%	-0.9%						
Campground - SNS*		2.5%	~	~	~	~	-2.0%	2.9%						
Ontario ONS*		2.2%	-10.1%	-17.0%	6.2%	51.4%	-22.9%	8.1%						
Fixed Roof - RNS*		0.5%	-10.1%	-17.0%	6.2%	51.4%	-23.5%	5.6%						
Campground - SNS*		17.0%	~	~	~	~	-10.8%	19.9%						
Prince Edward Island ONS*		8.7%	54.0%	35.8%	28.8%	13.6%	-6.0%	3.3%						
Fixed Roof - RNS*		24.4%	54.0%	35.8%	28.8%	13.2%	2.2%	24.1%						
Campground - SNS*		-2.3%	~	~	~	316.7%	-13.8%	-0.5%						
Quebec ONS*		7.2%	-34.9%	8.6%	12.3%	90.4%	-18.1%	8.0%						
Fixed Roof - RNS*		8.9%	-34.9%	8.6%	12.3%	90.4%	-17.3%	11.2%						
Campground - SNS*		-2.1%	~	~	~	~	-37.6%	-0.6%						
All Other Provinces ONS*		21.4%	52.3%	-21.3%	99.9%	166.6%	-1.0%	3.2%						
Fixed Roof - RNS*		25.5%	52.3%	-21.3%	99.9%	166.6%	-2.8%	7.2%						
Campground - SNS*		-6.2%	~	~	~	~	36.7%	-10.2%						

Visitor Origins

June 2019

			1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	13.6%	39.1%	37.5%	-7.6%	11.2%	15.6%	12.3%						
New England	ONS*	11.5%	103.8%	34.3%	-4.6%	-13.2%	-18.0%	17.2%						
Mid-Atlantic	ONS*	18.2%	133.3%	-7.7%	-22.7%	17.4%	17.5%	19.3%						
South	ONS*	21.8%	58.1%	152.4%	55.7%	24.6%	33.2%	13.1%						
Midwest	ONS*	20.5%	-8.8%	109.6%	-37.4%	97.8%	24.0%	16.3%						
West	ONS*	-1.7%	-4.7%	-22.5%	-12.6%	-14.8%	26.8%	-6.1%						
KEY INTL MARKETS	ONS*	-2.1%	108.8%	-10.2%	-37.3%	97.8%	111.8%	-49.1%						
China	ONS*	35.3%	193.8%	-21.0%	-50.0%	339.3%	36.2%	-11.6%						
England	ONS*	17.3%	16.7%	355.6%	-27.3%	-78.3%	24.7%	22.5%						
Germany	ONS*	-14.3%	66.7%	20.0%	11.1%	86.7%	-14.3%	-18.8%						
Japan	ONS*	-11.5%	0.0%	-85.4%	-36.0%	53.3%	16.6%	-16.8%						
Taiwan	ONS*	-4.7%	0.0%	0.0%	-100.0%	-67.7%	158.9%	-70.3%						

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: 96.49%

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: Thursday, August 15, 2019 at 3:06 PM

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