

% 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	2.7%	-1.5%	5.0%	9.1%	5.8%	2.5%	1.3%	-0.6%	3.5%				
Air	3.9%	2.5%	-1.7%	0.7%	-4.7%	1.8%	3.0%	7.2%	9.9%				
Ferry	-1.7%	~	~	~	~	-4.1%	-2.2%	-0.8%	-1.7%				
Cruise Ships (Charlottetown)	-6.7%	~	~	~	~	8.3%	16.6%	-31.9%	4.5%				
Motorcoach	-15.0%	-85.5%	-91.5%	8.3%	-21.5%	-24.8%	-18.8%	-7.7%	-14.8%				
Tourism PEI Website Activity													
English Website	-18.4%	-11.0%	-12.1%	-8.7%	-22.1%	-27.1%	-24.9%	-19.7%	-11.7%				
French Website	0.0%	13.5%	2.3%	18.2%	16.8%	-9.7%	-10.4%	-0.4%	-2.6%				
Visitor Information Centres / Destination Centres													
Total Parties Counselling	-1.2%	-16.4%	-10.3%	19.3%	-0.8%	-1.2%	5.5%	-3.1%	-2.3%				
Golf PEI													
Non-Member Rounds	6.7%	~	~	~	-100.0%	-9.4%	12.8%	12.0%	2.9%				
Parks Canada													
PEI National Park	19.1%	461.1%	31.9%	147.5%	30.3%	6.3%	33.6%	10.4%	-9.6%				
Green Gables	1.6%	~	~	~	71.6%	1.0%	1.7%	2.1%	1.0%				
Provincial Heritage Sites													
Orwell	11.4%	~	~	~	~	527.6%	-14.8%	5.3%	-0.3%				
Beaconsfield	23.4%	163.6%	69.3%	33.6%	169.7%	14.4%	14.7%	4.1%	17.8%				
Eptek	9.9%	-29.6%	-27.1%	-6.5%	25.4%	-4.2%	17.8%	-2.0%	44.4%				
Acadian Museum	13.4%	61.5%	22.0%	-13.7%	64.7%	-12.0%	1.4%	6.7%	25.0%				
Elmira	6.0%	~	~	~	~	-100.0%	-12.9%	10.0%	12.5%				
Basin Head	9.6%	~	~	~	~	~	-22.8%	10.6%	15.5%				
Green Park	8.0%	~	~	~	~	~	37.5%	-13.0%	12.4%				
Total Visitors	12.5%	43.8%	6.8%	11.5%	78.2%	59.0%	-4.0%	5.7%	16.6%				

August 2019

Actuals 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													
Cruise Ships (Charlottetown)	49,347	~	~	~	~	10,033	11,048	13,888	14,378				
Motorcoach	16,305	11	19	13	51	366	3,937	5,554	6,354				
Tourism PEI Website Activity													
English Website	1,414,400	108,675	97,715	134,271	134,102	179,308	199,628	302,304	258,397				
French Website	230,839	13,613	12,249	21,014	24,298	33,456	32,069	56,661	37,479				
Visitor Information Centres / Destination Centres													
Total Parties Counselling	93,897	316	339	575	875	4,100	16,320	33,944	37,428				
Golf PEI													
Non-Member Rounds	103,739	~	~	~	0	6,890	25,481	33,671	37,697				
Parks Canada													
PEI National Park	677,081	71,668	15,635	24,290	27,284	41,130	101,029	195,263	200,782				
Green Gables	151,376	~	~	~	187	7,946	23,823	56,548	62,872				
Provincial Heritage Sites													
Orwell	10,964	~	~	~	~	1,707	2,773	3,415	3,069				
Beaconsfield	15,303	870	633	656	998	1,316	1,969	3,990	4,871				
Eptek	8,471	386	516	430	760	576	865	1,921	3,017				
Acadian Museum	5,933	63	50	88	224	322	782	1,859	2,545				
Elmira	5,044	~	~	~	~	~	330	2,242	2,472				
Basin Head	21,645	~	~	~	~	~	1,461	9,777	10,407				
Green Park	4,725	~	~	~	~	105	722	1,467	2,431				
Total Visitors	72,085	1,319	1,199	1,174	1,982	4,026	8,902	24,671	28,812				

Occupancy - Fixed Roof

August 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	211	635	1,455	1,683	1,717				
% Change			5.3%	5.8%	9.9%	16.6%	17.2%	16.9%	16.8%	18.1%				
Total Room-nights Available		1,041,607	75,220	68,807	75,371	76,071	131,781	187,473	215,302	211,582				
% Change		4.9%	2.6%	3.2%	0.8%	6.3%	8.2%	3.7%	6.4%	5.1%				
Total Room-nights Sold (RNS)		516,498	17,879	20,482	21,423	27,004	40,416	75,267	149,741	164,286				
% Change		4.3%	-1.0%	6.0%	16.3%	21.7%	-1.6%	0.1%	4.0%	4.7%				
Occupancy Rate		49.6%	23.8%	29.8%	28.4%	35.5%	30.7%	40.1%	69.5%	77.6%				
% Point Change		-0.3%	-0.9%	0.8%	3.8%	4.5%	-3.1%	-1.4%	-1.6%	-0.3%				
BY REGION														
North Cape Coastal Drive														
Occupancy Rate		39.3%	22.0%	25.5%	27.3%	23.0%	22.2%	36.7%	60.4%	69.2%				
% Point Change		0.8%	0.3%	-4.9%	1.6%	-2.4%	-2.1%	5.8%	2.2%	0.4%				
Room-nights Sold (RNS)		73,853	4,161	4,543	5,270	4,423	5,197	10,061	18,982	21,216				
% Change		5.6%	-0.2%	-15.5%	4.1%	2.6%	-8.6%	21.0%	12.0%	5.5%				
Summerside Area ⁽¹⁾														
Occupancy Rate		40.7%	23.6%	26.4%	26.6%	26.7%	25.5%	42.5%	62.4%	70.7%				
% Point Change		-1.2%	-2.9%	-10.5%	-3.3%	-4.5%	-4.3%	9.4%	0.0%	-0.9%				
Room-nights Sold (RNS)		53,850	3,393	3,553	3,825	3,851	4,261	7,592	13,097	14,278				
% Change		2.3%	-11.1%	-25.6%	-11.3%	4.1%	-14.0%	29.4%	11.7%	5.7%				
Green Gables Shore														
Occupancy Rate		52.8%	0.9%	1.7%	1.4%	6.0%	10.7%	29.5%	72.3%	77.7%				
% Point Change		-4.8%	0.4%	0.2%	-2.1%	-0.1%	-3.6%	-4.0%	-3.7%	-3.3%				
Room-nights Sold (RNS)		124,995	19	35	31	187	3,074	17,562	50,482	53,605				
% Change		-2.4%	90.0%	25.0%	-56.9%	41.7%	-2.4%	-9.4%	-0.8%	-1.5%				
Red Sands														
Occupancy Rate		39.0%	3.6%	5.9%	5.8%	4.1%	9.0%	21.8%	60.9%	67.0%				
% Point Change		-1.8%	-0.3%	0.8%	0.4%	-0.6%	1.6%	-1.1%	-7.0%	-4.2%				
Room-nights Sold (RNS)		17,187	71	110	122	91	379	1,987	6,891	7,536				
% Change		3.3%	-6.6%	22.2%	17.3%	-26.6%	24.3%	6.5%	0.6%	4.3%				

Occupancy - Fixed Roof

August 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	53.1%	27.0%	35.0%	32.0%	44.4%	45.9%	55.3%	74.1%	84.6%					
% Point Change	0.3%	-1.9%	3.0%	5.2%	7.6%	-3.9%	-4.6%	-2.5%	0.1%					
Room-nights Sold (RNS)	248,916	13,262	15,545	15,531	21,466	29,083	37,345	55,319	61,365					
% Change	6.7%	-1.9%	14.3%	21.2%	25.8%	-2.6%	-2.2%	6.0%	9.3%					
Points East														
Occupancy Rate	49.5%	12.5%	9.4%	15.0%	26.5%	22.2%	34.7%	64.1%	73.0%					
% Point Change	4.8%	3.1%	1.4%	3.4%	9.5%	5.3%	3.9%	3.3%	5.8%					
Room-nights Sold (RNS)	51,547	366	249	469	837	2,683	8,312	18,067	20,564					
% Change	9.3%	22.4%	7.8%	26.8%	47.9%	27.4%	11.8%	5.7%	8.0%					

(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

August 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	50.5%	26.3%	33.3%	31.7%	39.8%	38.1%	49.5%	71.6%	82.2%				
% Point Change	0.8%	-0.9%	1.0%	4.8%	5.5%	-2.8%	-1.0%	-1.0%	1.8%				
Room-nights Sold (RNS)	315,911	16,386	18,925	19,580	24,295	32,125	46,572	74,671	83,357				
% Change	4.8%	-1.7%	6.3%	17.9%	22.1%	-2.5%	-1.5%	3.6%	6.5%				
Inns													
Occupancy Rate	60.5%	34.4%	52.5%	43.3%	51.8%	35.3%	47.8%	72.8%	85.8%				
% Point Change	2.3%	-6.4%	3.0%	3.0%	11.5%	-2.6%	-0.4%	-4.4%	11.1%				
Room-nights Sold (RNS)	19,491	533	735	671	777	1,494	3,283	5,541	6,457				
% Change	0.6%	-20.4%	0.0%	1.4%	10.8%	-9.6%	-9.0%	-3.9%	15.7%				
Cabins/Cottages													
Occupancy Rate	50.6%	8.8%	9.8%	12.7%	15.8%	15.0%	27.8%	68.8%	73.5%				
% Point Change	-2.7%	-1.6%	-1.8%	-0.9%	0.8%	-0.6%	-0.6%	-2.5%	-3.3%				
Room-nights Sold (RNS)	145,571	401	437	675	1,036	4,465	19,187	57,926	61,444				
% Change	5.2%	1.3%	-5.2%	7.8%	35.8%	17.7%	7.4%	5.6%	2.9%				
Tourist Home/B&B													
Occupancy Rate	37.8%	7.6%	6.1%	7.2%	13.0%	17.5%	37.4%	62.3%	69.9%				
% Point Change	-1.0%	3.1%	1.1%	-0.4%	0.4%	-4.2%	-2.5%	0.1%	-2.4%				
Room-nights Sold (RNS)	34,169	490	353	462	857	2,285	6,154	11,005	12,563				
% Change	1.7%	73.1%	22.1%	-5.5%	7.9%	-13.7%	-0.7%	4.6%	1.4%				
Trailer Rentals/Hostels													
Occupancy Rate	24.9%	18.5%	9.5%	9.4%	10.7%	10.8%	8.3%	37.1%	42.3%				
% Point Change	-10.3%	5.6%	-1.8%	-2.4%	-1.0%	-3.0%	-12.4%	-7.5%	-14.9%				
Room-nights Sold (RNS)	1,356	69	32	35	39	47	71	598	465				
% Change	-38.7%	43.8%	-15.8%	-20.5%	-7.1%	-20.3%	-63.0%	-20.2%	-55.3%				

Occupancy - Campground

August 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	51	52				
% Change		~	~	~	0.0%	4.0%	0.0%	2.0%	2.0%				
Total Site-nights Available	554,362	~	~	~	(2)	29,264	155,530	184,852	184,716				
% Change	-0.8%	~	~	~	(2)	8.4%	-2.2%	-1.1%	-0.6%				
Total Site-nights Sold (SNS)	297,568	~	~	~	(2)	6,679	54,748	117,185	118,956				
% Change	0.3%	~	~	~	(2)	-11.2%	0.0%	-2.5%	4.2%				
Occupancy Rate	53.7%	~	~	~	(2)	22.8%	35.2%	63.4%	64.4%				
% Point Change	0.6%	~	~	~	(2)	-5.0%	0.8%	-0.9%	2.9%				
North Cape Coastal Drive													
Occupancy Rate	35.0%	~	~	~	~	3.6%	16.7%	42.4%	47.3%				
% Point Change	0.5%	~	~	~	~	-4.6%	0.9%	-2.4%	3.5%				
Site-nights Sold (SNS)	23,643	~	~	~	~	117	3,171	9,347	11,008				
% Point change	0.8%	~	~	~	~	-53.2%	3.4%	-8.2%	10.4%				
Summerside Area ⁽¹⁾													
Occupancy Rate	58.5%	~	~	~	~	~	27.3%	67.8%	73.9%				
% Point Change	2.1%	~	~	~	~	~	0.3%	-1.7%	2.1%				
Site-nights Sold (SNS)	5,217	~	~	~	~	~	692	2,164	2,361				
% Change	-2.8%	~	~	~	~	~	-17.1%	-2.4%	2.0%				

Occupancy - Campground

August 2019

% Change 2018/2019

Campground		YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Green Gables Shore														
Occupancy Rate		56.9%	~	~	~	~	25.7%	39.6%	66.5%	65.9%				
% Point Change		0.0%	~	~	~	~	-9.3%	0.8%	-1.4%	2.3%				
Site-nights Sold (SNS)		209,388	~	~	~	~	4,321	41,172	82,450	81,445				
% Point change		0.3%	~	~	~	~	-14.9%	0.5%	-1.9%	3.7%				
Red Sands														
Occupancy Rate		42.3%	~	~	~	~	13.9%	27.9%	47.1%	49.8%				
% Point Change		-2.6%	~	~	~	~	**	-4.3%	-2.6%	-0.3%				
Site-nights Sold (SNS)		4,625	~	~	~	~	14	873	1,809	1,929				
% Point change		-4.1%	~	~	~	~	**	-11.9%	-5.2%	0.2%				
Charlottetown														
Occupancy Rate		63.4%	~	~	~	~	29.1%	43.3%	82.0%	80.7%				
% Point Change		3.6%	~	~	~	~	-0.9%	-0.7%	5.2%	8.9%				
Site-nights Sold (SNS)		19,053	~	~	~	~	1,227	3,652	7,141	7,033				
% Point Change		-2.4%	~	~	~	~	-6.9%	-9.9%	-2.3%	2.9%				
Points East														
Occupancy Rate		52.7%	~	~	~	(2)	22.2%	28.0%	62.6%	69.2%				
% Point Change		2.6%	~	~	~	(2)	3.1%	1.9%	1.0%	4.9%				
Site-nights Sold (SNS)		40,859	~	~	~	(2)	1,000	5,880	16,438	17,541				
% Point change		2.0%	~	~	~	(2)	14.9%	4.3%	-1.4%	3.9%				

(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.

		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL OVERNIGHT STAYS (ONS)		814,066	17,879	20,482	21,423	27,035	47,064	130,015	266,926	283,242				
% Change		2.8%	-1.0%	6.0%	16.3%	21.8%	-3.2%	0.1%	1.1%	4.5%				
ORIGIN BREAKDOWN		100%	100%			100%			100%					
Canada		89.2%	94.6%	95.3%	95.6%	94.1%	83.7%	87.8%	89.3%	88.8%				
United States		7.9%	3.3%	3.4%	2.8%	3.4%	6.2%	8.8%	8.7%	8.4%				
International		2.9%	2.1%	1.3%	1.6%	2.6%	10.1%	3.3%	2.0%	2.7%				
% Change 2018/2019														
CANADA ONS*		2.6%	-2.7%	6.5%	17.3%	21.7%	-9.2%	1.7%	0.6%	4.4%				
Fixed Roof - RNS*		4.3%	-2.7%	6.5%	17.3%	21.6%	-8.5%	3.7%	3.9%	4.5%				
Campground - SNS*		0.1%	~	~	~	233.3%	-12.4%	-0.4%	-2.8%	4.3%				
New Brunswick ONS*		-4.4%	-22.6%	2.4%	3.8%	-10.8%	-16.1%	-12.3%	-5.7%	5.9%				
Fixed Roof - RNS*		-5.8%	-22.6%	2.4%	3.8%	-10.9%	-15.7%	-13.4%	-3.2%	2.0%				
Campground - SNS*		-1.2%	~	~	~	66.7%	-23.6%	-9.8%	-8.9%	11.8%				
Nova Scotia ONS*		0.3%	-23.0%	4.6%	4.4%	-9.4%	2.0%	0.5%	-0.4%	3.9%				
Fixed Roof - RNS*		-0.5%	-23.0%	4.6%	4.4%	-9.4%	2.2%	-0.4%	-0.1%	2.8%				
Campground - SNS*		2.3%	~	~	~	~	-2.0%	2.9%	-0.8%	5.7%				
Ontario ONS*		2.2%	-10.1%	-17.0%	6.2%	51.4%	-22.8%	8.7%	5.2%	-0.7%				
Fixed Roof - RNS*		3.0%	-10.1%	-17.0%	6.2%	51.4%	-23.4%	6.3%	7.4%	0.9%				
Campground - SNS*		-1.1%	~	~	~	~	-10.8%	19.9%	-1.4%	-5.6%				
Prince Edward Island ONS*		3.4%	54.0%	35.8%	28.8%	13.6%	-6.0%	3.3%	-3.5%	4.5%				
Fixed Roof - RNS*		19.5%	54.0%	35.8%	28.8%	13.2%	2.2%	24.4%	7.7%	17.3%				
Campground - SNS*		-2.0%	~	~	~	316.7%	-13.8%	-0.5%	-5.7%	2.1%				
Quebec ONS*		7.5%	-34.9%	8.6%	12.3%	90.4%	-17.0%	8.6%	6.8%	7.9%				
Fixed Roof - RNS*		6.3%	-34.9%	8.6%	12.3%	90.4%	-16.2%	12.0%	6.3%	4.1%				
Campground - SNS*		9.1%	~	~	~	~	-37.6%	-0.6%	7.4%	12.5%				
All Other Provinces ONS*		13.1%	52.3%	-21.3%	99.9%	166.6%	-1.0%	3.3%	7.3%	10.7%				
Fixed Roof - RNS*		15.0%	52.3%	-21.3%	99.9%	166.6%	-2.8%	7.3%	6.7%	11.9%				
Campground - SNS*		4.1%	~	~	~	~	36.7%	-10.2%	9.2%	5.1%				

Visitor Origins

August 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*	10.9%	39.1%	37.5%	-7.6%	11.2%	15.8%	13.7%	9.7%	9.5%				
New England	ONS*	8.7%	103.8%	34.3%	-4.6%	-13.2%	-17.2%	20.1%	-1.6%	16.6%				
Mid-Atlantic	ONS*	8.7%	133.3%	-7.7%	-22.7%	17.4%	17.5%	21.0%	15.7%	-2.7%				
South	ONS*	14.4%	58.1%	152.4%	55.7%	24.6%	33.2%	13.8%	14.4%	8.5%				
Midwest	ONS*	15.8%	-8.8%	109.6%	-37.4%	97.8%	24.0%	16.9%	26.4%	1.2%				
West	ONS*	8.2%	-4.7%	-22.5%	-12.6%	-14.8%	26.8%	-5.9%	15.9%	11.3%				
KEY INTL MARKETS	ONS*	0.9%	108.8%	-10.2%	-37.3%	97.8%	111.8%	-48.9%	-3.3%	9.1%				
China	ONS*	19.4%	193.8%	-21.0%	-50.0%	339.3%	36.2%	-8.8%	22.7%	-1.9%				
England	ONS*	-0.5%	16.7%	355.6%	-27.3%	-78.3%	24.7%	22.5%	-20.5%	6.6%				
Germany	ONS*	5.9%	66.7%	20.0%	11.1%	86.7%	-14.3%	-18.8%	22.9%	10.7%				
Japan	ONS*	-7.2%	0.0%	-85.4%	-36.0%	53.3%	16.6%	-16.7%	-1.5%	-6.1%				
Taiwan	ONS*	-3.3%	0.0%	0.0%	-100.0%	-67.7%	158.9%	-70.3%	-94.5%	25.3%				

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: 94.12%

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

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