

% Change 2018/2019

~ = Not open / operating

N/A = Not available

\*\* = Data not comparable

~ = Not open / operating N/A = Not available ** = Data not comparable		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic														
Bridge		1.9%	-1.5%	5.0%	9.1%	5.8%	2.5%	1.3%	-0.6%	3.5%	-5.4%	5.3%		
Air		3.0%	2.5%	-1.7%	0.7%	-4.7%	1.8%	3.0%	7.2%	9.9%	-0.6%	-0.1%		
Ferry		-2.1%	~	~	~	~	-4.1%	-2.2%	-0.8%	-1.7%	-10.1%	11.3%		
Cruise Ships (Charlottetown)		28.2%	~	~	~	~	8.3%	16.6%	-31.9%	4.5%	60.4%	37.8%		
Motorcoach		-9.5%	-85.5%	-91.5%	8.3%	-21.5%	-24.8%	-18.8%	0.6%	-14.8%	5.9%	-25.5%		
Tourism PEI Website Activity														
English Website		-17.7%	-11.0%	-12.1%	-8.7%	-22.1%	-27.1%	-24.9%	-19.7%	-11.7%	-18.5%	-0.6%		
French Website		-1.0%	13.5%	2.3%	18.2%	16.8%	-9.7%	-10.4%	-0.4%	-2.6%	-11.3%	-6.9%		
Visitor Information Centres / Destination Centres														
Total Parties Counselling		0.5%	-16.4%	-10.3%	19.3%	-0.8%	-1.2%	5.5%	-3.1%	-2.3%	1.7%	24.8%		
Golf PEI														
Non-Member Rounds		4.5%	~	~	~	-100.0%	-9.4%	12.8%	12.0%	2.9%	-9.9%	50.5%		
Parks Canada														
PEI National Park		14.1%	461.1%	31.9%	147.5%	30.3%	6.3%	33.6%	10.4%	-9.6%	-10.5%	N/A		
Green Gables		6.3%	~	~	~	71.6%	1.0%	1.7%	2.1%	1.0%	15.6%	28.1%		
Provincial Heritage Sites														
Orwell		9.2%	~	~	~	~	527.6%	-14.8%	5.3%	-0.3%	-24.1%	26.5%		
Beaconsfield		21.9%	163.6%	69.3%	33.6%	169.7%	14.4%	14.7%	4.1%	17.8%	6.9%	32.6%		
Eptek		7.5%	-29.6%	-27.1%	-6.5%	25.4%	-4.2%	17.8%	-2.0%	44.4%	-5.8%	-3.8%		
Acadian Museum		9.0%	61.5%	22.0%	-13.7%	64.7%	-12.0%	1.4%	6.7%	25.0%	-10.6%	-13.7%		
Elmira		6.4%	~	~	~	~	-100.0%	-12.9%	10.0%	12.5%	13.4%	~		
Basin Head		11.4%	~	~	~	~	~	-22.8%	10.6%	15.5%	30.5%	~		
Green Park		3.3%	~	~	~	~	~	37.5%	-13.0%	12.4%	N/A	~		
Total Visitors		11.9%	43.8%	6.8%	11.5%	78.2%	59.0%	-4.0%	5.7%	16.6%	0.9%	22.8%		

# Tourism Indicators

October 2019

## Actuals 2019

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Traffic														
	Cruise Ships (Charlottetown)	181,741	~	~	~	~	10,033	11,048	13,888	14,378	70,544	61,850		
	Motorcoach	25,127	11	19	13	51	366	3,937	6,054	6,354	6,501	1,821		
Tourism PEI Website Activity														
	English Website	1,644,500	108,675	97,715	134,271	134,102	179,308	199,628	302,304	258,397	145,802	84,298		
	French Website	256,587	13,613	12,249	21,014	24,298	33,456	32,069	56,661	37,479	15,625	10,123		
Visitor Information Centres / Destination Centres														
	Total Parties Counselling	120,720	316	339	575	875	4,100	16,320	33,944	37,428	19,577	7,246		
Golf PEI														
	Non-Member Rounds	140,284	~	~	~	~	6,890	25,481	33,671	37,697	28,473	8,072		
Parks Canada														
	PEI National Park	781,020	71,668	15,635	24,290	27,284	41,130	101,029	195,263	200,782	103,939	N/A		
	Green Gables	211,283	~	~	~	187	7,946	23,823	56,548	62,872	36,596	23,311		
Provincial Heritage Sites														
	Orwell	14,101	~	~	~	~	1,707	2,773	3,415	3,069	1,108	2,029		
	Beaconsfield	20,662	870	633	656	998	1,316	1,969	3,990	4,871	2,803	2,556		
	Eptek	9,890	386	516	430	760	576	865	1,921	3,017	863	556		
	Acadian Museum	6,923	63	50	88	224	322	782	1,859	2,545	763	227		
	Elmira	5,332	~	~	~	~	~	330	2,242	2,472	288	~		
	Basin Head	23,994	~	~	~	~	~	1,461	9,777	10,407	2,349	~		
	Green Park	4,725	~	~	~	~	105	722	1,467	2,431	N/A	~		
Total Visitors		85,627	1,319	1,199	1,174	1,982	4,026	8,902	24,671	28,812	8,174	5,368		

# Occupancy - Fixed Roof

October 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	1,544	853		
% Change			5.3%	5.8%	9.9%	16.6%	17.2%	16.9%	16.8%	18.1%	17.1%	19.0%		
Total Room-nights Available		1,354,663	75,220	68,807	75,371	76,101	131,843	187,733	216,042	215,145	186,051	122,350		
% Change		5.0%	2.6%	3.2%	0.8%	6.4%	8.2%	3.9%	6.8%	6.8%	4.8%	2.1%		
Total Room-nights Sold (RNS)		649,822	17,879	20,482	21,423	27,004	40,416	75,353	150,192	166,757	88,262	42,054		
% Change		3.4%	-1.0%	6.0%	16.3%	21.7%	-1.6%	0.3%	4.3%	6.2%	-1.5%	-3.1%		
Occupancy Rate		48.0%	23.8%	29.8%	28.4%	35.5%	30.7%	40.1%	69.5%	77.5%	47.4%	34.4%		
% Point Change		-0.7%	-0.9%	0.8%	3.8%	4.5%	-3.1%	-1.5%	-1.7%	-0.4%	-3.0%	-1.8%		
BY REGION														
North Cape Coastal Drive														
Occupancy Rate		39.1%	22.0%	25.5%	27.3%	23.0%	22.2%	36.7%	60.4%	69.2%	46.2%	29.7%		
% Point Change		0.5%	0.3%	-4.9%	1.6%	-2.4%	-2.1%	5.8%	2.2%	0.4%	2.4%	-4.2%		
Room-nights Sold (RNS)		93,370	4,161	4,543	5,270	4,423	5,197	10,061	18,998	21,274	12,416	7,027		
% Change		3.7%	-0.2%	-15.5%	4.1%	2.6%	-8.6%	21.0%	12.1%	5.8%	4.2%	-14.0%		
Summerside Area <sup>(1)</sup>														
Occupancy Rate		41.5%	23.6%	26.4%	26.6%	26.7%	25.5%	42.5%	62.4%	70.6%	54.7%	34.1%		
% Point Change		-1.3%	-2.9%	-10.5%	-3.3%	-4.5%	-4.3%	9.4%	0.0%	-1.0%	4.5%	-7.0%		
Room-nights Sold (RNS)		69,147	3,393	3,553	3,825	3,851	4,261	7,592	13,113	14,305	9,509	5,745		
% Change		1.1%	-11.1%	-25.6%	-11.3%	4.1%	-14.0%	29.4%	11.9%	5.9%	7.1%	-16.6%		
Green Gables Shore														
Occupancy Rate		46.7%	0.9%	1.7%	1.4%	6.0%	10.7%	29.5%	72.3%	77.4%	33.1%	17.8%		
% Point Change		-4.3%	0.4%	0.2%	-2.1%	-0.1%	-3.6%	-4.0%	-3.7%	-3.6%	-6.5%	2.3%		
Room-nights Sold (RNS)		150,059	19	35	31	187	3,074	17,586	50,596	54,379	20,265	3,887		
% Change		-3.2%	90.0%	25.0%	-56.9%	41.7%	-2.4%	-9.3%	-0.6%	-0.1%	-13.5%	11.8%		
Red Sands														
Occupancy Rate		34.4%	3.6%	5.9%	5.8%	4.1%	9.0%	21.8%	61.1%	67.3%	24.7%	9.9%		
% Point Change		-2.3%	-0.3%	0.8%	0.4%	-0.6%	1.6%	-1.1%	-6.9%	-3.9%	-7.3%	0.6%		
Room-nights Sold (RNS)		20,530	71	110	122	91	379	1,987	6,970	7,809	2,474	517		
% Change		3.7%	-6.6%	22.2%	17.3%	-26.6%	24.3%	6.5%	1.7%	8.1%	-9.4%	19.1%		

# Occupancy - Fixed Roof

October 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	54.7%	27.0%	35.0%	32.0%	44.4%	45.9%	55.3%	74.1%	84.5%	69.3%	51.0%			
% Point Change	-0.3%	-1.9%	3.0%	5.2%	7.6%	-3.9%	-4.6%	-2.5%	0.0%	-3.2%	-3.3%			
Room-nights Sold (RNS)	321,242	13,262	15,545	15,531	21,466	29,083	37,407	55,353	62,238	42,591	28,766			
% Change	5.7%	-1.9%	14.3%	21.2%	25.8%	-2.6%	-2.0%	6.1%	10.8%	3.7%	-2.6%			
Points East														
Occupancy Rate	43.9%	12.5%	9.4%	15.0%	26.3%	22.2%	34.6%	64.0%	72.9%	39.8%	12.2%			
% Point Change	3.2%	3.1%	1.4%	3.4%	9.2%	5.3%	3.8%	3.2%	5.6%	-0.6%	-0.3%			
Room-nights Sold (RNS)	64,621	366	249	469	837	2,683	8,312	18,275	21,057	10,516	1,857			
% Change	8.8%	22.4%	7.8%	26.8%	47.9%	27.4%	11.8%	6.9%	10.6%	0.2%	5.0%			

(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

October 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	51.0%	26.3%	33.3%	31.7%	39.8%	38.1%	49.5%	71.6%	82.2%	60.7%	43.7%		
% Point Change	0.3%	-0.9%	1.0%	4.8%	5.5%	-2.8%	-1.0%	-1.0%	1.8%	-0.2%	-2.9%		
Room-nights Sold (RNS)	402,905	16,386	18,925	19,580	24,295	32,125	46,572	74,669	83,357	53,781	33,215		
% Change	3.4%	-1.7%	6.3%	17.9%	22.1%	-2.5%	-1.5%	3.6%	6.5%	1.2%	-5.3%		
Inns													
Occupancy Rate	59.0%	34.4%	52.5%	43.3%	51.8%	35.3%	47.8%	72.8%	85.8%	60.6%	44.1%		
% Point Change	1.1%	-6.4%	3.0%	3.0%	11.5%	-2.6%	-0.4%	-4.4%	11.1%	-3.1%	-0.3%		
Room-nights Sold (RNS)	25,588	533	735	671	777	1,494	3,283	5,541	6,457	4,326	1,771		
% Change	-0.2%	-20.4%	0.0%	1.4%	10.8%	-9.6%	-9.0%	-3.9%	15.7%	-4.9%	3.7%		
Cabins/Cottages													
Occupancy Rate	44.5%	8.8%	9.8%	12.7%	15.8%	15.0%	27.8%	68.8%	73.5%	30.7%	14.7%		
% Point Change	-2.6%	-1.6%	-1.8%	-0.9%	0.8%	-0.6%	-0.6%	-2.5%	-3.3%	-5.4%	0.6%		
Room-nights Sold (RNS)	174,728	401	437	675	1,036	4,465	19,273	58,373	63,644	22,209	4,215		
% Change	5.3%	1.3%	-5.2%	7.8%	35.8%	17.7%	7.9%	6.4%	6.6%	-6.2%	12.0%		
Tourist Home/B&B													
Occupancy Rate	37.2%	7.6%	6.1%	7.2%	13.0%	17.5%	37.4%	62.3%	69.9%	46.3%	21.6%		
% Point Change	-1.2%	3.1%	1.1%	-0.4%	0.4%	-4.2%	-2.5%	0.1%	-2.4%	-4.0%	0.2%		
Room-nights Sold (RNS)	44,793	490	353	462	857	2,285	6,154	11,011	12,598	7,768	2,815		
% Change	0.5%	73.1%	22.1%	-5.5%	7.9%	-13.7%	-0.7%	4.7%	1.7%	-4.7%	0.6%		
Trailer Rentals/Hostels													
Occupancy Rate	23.5%	18.5%	9.5%	9.4%	10.7%	10.8%	8.3%	37.1%	43.1%	15.2%	7.0%		
% Point Change	-4.7%	5.6%	-1.8%	-2.4%	-1.0%	-3.0%	-12.4%	-7.5%	-14.1%	3.6%	4.0%		
Room-nights Sold (RNS)	1,808	69	32	35	39	47	71	598	701	178	38		
% Change	-24.7%	43.8%	-15.8%	-20.5%	-7.1%	-20.3%	-63.0%	-20.2%	-32.6%	8.5%	58.3%		

# Occupancy - Campground

October 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
<b>Total Operations Open</b>		~	~	~	1	26	47	51	52	45	19		
% Change		~	~	~	0.0%	4.0%	0.0%	2.0%	2.0%	-4.3%	5.6%		
<b>Total Site-nights Available</b>	<b>704,780</b>	~	~	~	(2)	29,264	155,260	184,573	184,437	127,223	24,023		
% Change	<b>-2.7%</b>	~	~	~	(2)	8.4%	-2.3%	-1.3%	-0.7%	-13.5%	30.1%		
<b>Total Site-nights Sold (SNS)</b>	<b>339,031</b>	~	~	~	(2)	6,679	54,748	117,185	118,956	39,606	1,857		
% Change	<b>-1.8%</b>	~	~	~	(2)	-11.2%	0.0%	-2.5%	4.2%	-15.8%	9.4%		
<b>Occupancy Rate</b>	<b>48.1%</b>	~	~	~	(2)	22.8%	35.3%	63.5%	64.5%	31.1%	7.7%		
% Point Change	<b>0.4%</b>	~	~	~	(2)	-5.0%	0.8%	-0.8%	3.0%	-0.8%	-1.5%		
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>30.7%</b>	~	~	~	~	3.6%	16.7%	42.4%	47.3%	16.4%	6.5%		
% Point Change	<b>-0.8%</b>	~	~	~	~	-4.6%	0.9%	-2.4%	3.5%	-4.8%	-0.6%		
Site-nights Sold (SNS)	<b>26,510</b>	~	~	~	~	117	3,171	9,347	11,008	2,704	163		
% Point change	<b>-1.7%</b>	~	~	~	~	-53.2%	3.4%	-8.2%	10.4%	-19.9%	16.4%		
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>52.8%</b>	~	~	~	~	~	27.3%	67.8%	73.9%	35.2%	~		
% Point Change	<b>-0.2%</b>	~	~	~	~	~	0.3%	-1.7%	2.1%	-3.5%	~		
Site-nights Sold (SNS)	<b>6,238</b>	~	~	~	~	~	692	2,164	2,361	1,021	~		
% Change	<b>-0.6%</b>	~	~	~	~	~	-17.1%	-2.4%	2.0%	12.6%	~		

# Occupancy - Campground

October 2019

% Change 2018/2019

% 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	51.2%	~	~	~	~	25.7%	39.6%		66.5%	65.9%	34.1%	1.1%		
% Point Change	0.2%	~	~	~	~	-9.3%	0.8%		-1.4%	2.3%	0.2%	-2.7%		
Site-nights Sold (SNS)	237,675	~	~	~	~	4,321	41,172		82,450	81,445	28,136	151		
% Point change	-2.0%	~	~	~	~	-14.9%	0.5%		-1.9%	3.7%	-15.7%	-60.9%		
Red Sands														
Occupancy Rate	37.6%	~	~	~	~	13.9%	27.9%		47.1%	49.8%	1.8%	~		
% Point Change	-1.6%	~	~	~	~	**	-4.3%		-2.6%	-0.3%	-18.1%	~		
Site-nights Sold (SNS)	4,650	~	~	~	~	14	873		1,809	1,929	25	~		
% Point change	-14.5%	~	~	~	~	**	-11.9%		-5.2%	0.2%	-95.9%	~		
Charlottetown														
Occupancy Rate	55.6%	~	~	~	~	29.1%	44.8%		84.7%	83.4%	37.0%	22.0%		
% Point Change	2.7%	~	~	~	~	-0.9%	0.7%		7.9%	11.6%	2.3%	-1.8%		
Site-nights Sold (SNS)	22,912	~	~	~	~	1,227	3,652		7,141	7,033	3,021	838		
% Point Change	-0.9%	~	~	~	~	-6.9%	-9.9%		-2.3%	2.9%	-2.1%	60.2%		
Points East														
Occupancy Rate	47.2%	~	~	~	(2)	22.2%	28.0%		62.6%	69.2%	30.6%	18.4%		
% Point Change	2.3%	~	~	~	(2)	3.1%	1.9%		1.0%	4.9%	-0.8%	2.9%		
Site-nights Sold (SNS)	47,284	~	~	~	(2)	1,000	5,880		16,438	17,541	5,720	705		
% Point change	0.0%	~	~	~	(2)	14.9%	4.3%		-1.4%	3.9%	-13.3%	8.6%		

(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)		988,853	17,879	20,482	21,423	27,035	47,064	130,101	267,377	285,713	127,868	43,911		
% Change		1.6%	-1.0%	6.0%	16.3%	21.8%	-3.2%	0.2%	1.2%	5.4%	-6.4%	-2.6%		
ORIGIN BREAKDOWN		100%	100%			100%			100%			100%		
Canada		88.6%	94.6%	95.3%	95.6%	94.1%	83.7%	87.8%	89.3%	88.8%	86.0%	86.4%		
United States		8.3%	3.3%	3.4%	2.8%	3.4%	6.2%	8.8%	8.7%	8.5%	10.3%	9.3%		
International		3.1%	2.1%	1.3%	1.6%	2.6%	10.1%	3.4%	2.0%	2.8%	3.6%	4.2%		
% Change 2018/2019														
CANADA ONS*		1.6%	-2.7%	6.5%	17.3%	21.7%	-9.2%	1.8%	0.6%	5.3%	-6.0%	-0.6%		
Fixed Roof - RNS*		3.8%	-2.7%	6.5%	17.3%	21.6%	-8.5%	3.8%	3.8%	6.1%	0.1%	-1.1%		
Campground - SNS*		-1.9%	~	~	~	233.3%	-12.4%	-0.4%	-2.8%	4.3%	-15.4%	10.0%		
New Brunswick ONS*		-5.1%	-22.6%	2.4%	3.8%	-10.8%	-16.1%	-12.2%	-6.3%	6.8%	-15.7%	4.6%		
Fixed Roof - RNS*		-5.7%	-22.6%	2.4%	3.8%	-10.9%	-15.7%	-13.3%	-4.3%	3.5%	-11.3%	3.6%		
Campground - SNS*		-3.6%	~	~	~	66.7%	-23.6%	-9.8%	-8.9%	11.8%	-32.4%	115.5%		
Nova Scotia ONS*		-0.9%	-23.0%	4.6%	4.4%	-9.4%	2.0%	0.5%	-0.8%	4.7%	-13.1%	5.3%		
Fixed Roof - RNS*		-1.3%	-23.0%	4.6%	4.4%	-9.4%	2.2%	-0.3%	-0.8%	4.2%	-11.4%	5.6%		
Campground - SNS*		0.3%	~	~	~	~	-2.0%	2.9%	-0.8%	5.7%	-19.5%	-18.4%		
Ontario ONS*		1.2%	-10.1%	-17.0%	6.2%	51.4%	-22.8%	8.9%	5.8%	1.0%	-4.6%	-16.8%		
Fixed Roof - RNS*		2.4%	-10.1%	-17.0%	6.2%	51.4%	-23.4%	6.5%	8.3%	3.0%	-1.0%	-16.2%		
Campground - SNS*		-3.7%	~	~	~	~	-10.8%	19.9%	-1.4%	-5.6%	-24.4%	-43.1%		
Prince Edward Island ONS*		2.6%	54.0%	35.8%	28.8%	13.6%	-6.0%	3.3%	-3.5%	4.5%	-3.1%	10.6%		
Fixed Roof - RNS*		20.1%	54.0%	35.8%	28.8%	13.2%	2.2%	24.4%	7.5%	17.7%	33.6%	9.9%		
Campground - SNS*		-3.6%	~	~	~	316.7%	-13.8%	-0.5%	-5.7%	2.1%	-11.9%	15.7%		
Quebec ONS*		5.3%	-34.9%	8.6%	12.3%	90.4%	-17.0%	8.7%	6.9%	8.8%	-15.3%	-6.4%		
Fixed Roof - RNS*		4.5%	-34.9%	8.6%	12.3%	90.4%	-16.2%	12.2%	6.5%	5.7%	-9.3%	-5.6%		
Campground - SNS*		6.5%	~	~	~	~	-37.6%	-0.6%	7.4%	12.5%	-35.1%	-50.0%		
All Other Provinces ONS*		11.2%	52.3%	-21.3%	99.9%	166.6%	-1.0%	3.5%	7.4%	12.0%	9.2%	-10.1%		
Fixed Roof - RNS*		12.7%	52.3%	-21.3%	99.9%	166.6%	-2.8%	7.5%	6.9%	13.5%	11.2%	-10.5%		
Campground - SNS*		3.2%	~	~	~	~	36.7%	-10.2%	9.2%	5.1%	-2.6%	8.1%		



# Visitor Origins

October 2019

			1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>UNITED STATES</b>	ONS*	<b>6.9%</b>	39.1%	37.5%	-7.6%	11.2%	15.8%	13.8%	9.9%	10.9%	-10.5%	1.7%		
New England	ONS*	<b>6.5%</b>	103.8%	34.3%	-4.6%	-13.2%	-17.2%	20.7%	-1.4%	18.0%	-8.2%	8.0%		
Mid-Atlantic	ONS*	<b>4.8%</b>	133.3%	-7.7%	-22.7%	17.4%	17.5%	21.0%	16.1%	-0.3%	-8.3%	-19.9%		
South	ONS*	<b>9.5%</b>	58.1%	152.4%	55.7%	24.6%	33.2%	13.8%	14.9%	9.8%	-14.9%	21.5%		
Midwest	ONS*	<b>7.5%</b>	-8.8%	109.6%	-37.4%	97.8%	24.0%	16.9%	26.7%	2.2%	-18.4%	4.6%		
West	ONS*	<b>4.6%</b>	-4.7%	-22.5%	-12.6%	-14.8%	26.8%	-5.9%	15.7%	12.5%	-2.6%	-11.3%		
<b>KEY INTL MARKETS</b>	ONS*	<b>-3.9%</b>	108.8%	-10.2%	-37.3%	97.8%	111.8%	-48.8%	-3.1%	11.6%	-31.1%	0.9%		
China	ONS*	<b>-25.9%</b>	193.8%	-21.0%	-50.0%	339.3%	36.2%	-7.2%	22.7%	-1.9%	-77.9%	-59.5%		
England	ONS*	<b>0.4%</b>	16.7%	355.6%	-27.3%	-78.3%	24.7%	22.5%	-20.5%	6.6%	-11.9%	57.4%		
Germany	ONS*	<b>7.3%</b>	66.7%	20.0%	11.1%	86.7%	-14.3%	-18.8%	22.9%	13.6%	0.8%	39.1%		
Japan	ONS*	<b>0.2%</b>	0.0%	-85.4%	-36.0%	53.3%	16.6%	-16.7%	-0.8%	-0.7%	-8.7%	72.6%		
Taiwan	ONS*	<b>-2.0%</b>	0.0%	0.0%	-100.0%	-67.7%	158.9%	-70.3%	-94.5%	27.6%	255.6%	-76.9%		

# 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](http://www.tourismpei.com) (English) and [www.tourismpei.com/fr](http://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 <sup>(1)</sup> 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.

<sup>(1)</sup> 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: 95.64%**

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