

% 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	2.3%	-1.5%	5.0%	9.1%	5.8%	2.5%	1.3%	-0.6%	3.5%	-5.4%	5.3%	9.1%	
Air	2.7%	2.5%	-1.7%	0.7%	-4.7%	1.8%	3.0%	7.2%	9.9%	-0.6%	-0.1%	-1.7%	
Ferry	-1.6%	~	~	~	~	-4.1%	-2.2%	-0.8%	-1.7%	-10.1%	11.3%	17.5%	
Cruise Ships (Charlottetown)	29.5%	~	~	~	~	8.3%	16.6%	-31.9%	4.5%	60.4%	37.8%	**	
Motorcoach	-9.2%	-85.5%	-91.5%	8.3%	-21.5%	-24.8%	-18.8%	0.6%	-14.8%	5.9%	-24.2%	255.0%	
Tourism PEI Website Activity													
English Website	-17.0%	-11.0%	-12.1%	-8.7%	-22.1%	-27.1%	-24.9%	-19.7%	-11.7%	-18.5%	-0.6%	2.1%	
French Website	-0.6%	13.5%	2.3%	18.2%	16.8%	-9.7%	-10.4%	-0.4%	-2.6%	-11.3%	-6.9%	12.5%	
Visitor Information Centres / Destination Centres													
Total Parties Counselling	0.7%	-16.4%	-10.3%	19.3%	-0.8%	-1.2%	5.5%	-3.1%	-2.3%	1.7%	24.8%	49.7%	
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	3.5%	461.1%	31.9%	147.5%	30.3%	6.3%	33.6%	10.4%	-9.6%	-10.5%	N/A	N/A	
Green Gables	6.4%	~	~	~	71.6%	1.0%	1.7%	2.1%	1.0%	15.6%	28.1%	815.6%	
Provincial Heritage Sites													
Orwell	9.7%	~	~	~	~	527.6%	-14.8%	5.3%	-0.3%	-24.1%	26.5%	45.5%	
Beaconsfield	23.0%	163.6%	69.3%	33.6%	169.7%	14.4%	14.7%	4.1%	17.8%	6.9%	32.6%	44.7%	
Eptek	3.9%	-29.6%	-27.1%	-6.5%	25.4%	-4.2%	17.8%	-2.0%	44.4%	-5.8%	-3.8%	-31.8%	
Acadian Museum	7.8%	61.5%	22.0%	-13.7%	64.7%	-12.0%	1.4%	6.7%	25.0%	-10.6%	-13.7%	-50.0%	
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	11.7%	43.8%	6.8%	11.5%	78.2%	59.0%	-4.0%	5.7%	16.6%	0.9%	22.8%	4.7%	

November 2019

Actuals 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																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

Occupancy - Fixed Roof

November 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	1,457	1,686	1,719	1,547	851	302	
% Change			5.3%	5.8%	9.9%	16.6%	17.2%	17.0%	17.0%	18.2%	17.3%	18.7%	31.9%	
Total Room-nights Available		1,437,190	75,220	68,807	75,371	76,101	131,843	187,763	216,235	215,424	186,231	124,312	79,883	
% Change		5.2%	2.6%	3.2%	0.8%	6.4%	8.2%	3.9%	6.9%	7.0%	4.9%	3.7%	5.1%	
Total Room-nights Sold (RNS)		674,105	17,879	20,482	21,423	27,004	40,416	75,353	150,294	166,982	88,321	42,683	23,268	
% Change		3.4%	-1.0%	6.0%	16.3%	21.7%	-1.6%	0.3%	4.4%	6.4%	-1.5%	-1.6%	-2.9%	
Occupancy Rate		46.9%	23.8%	29.8%	28.4%	35.5%	30.7%	40.1%	69.5%	77.5%	47.4%	34.3%	29.1%	
% Point Change		-0.8%	-0.9%	0.8%	3.8%	4.5%	-3.1%	-1.5%	-1.7%	-0.4%	-3.1%	-1.9%	-2.4%	
BY REGION														
North Cape Coastal Drive														
Occupancy Rate		38.8%	22.0%	25.5%	27.3%	23.0%	22.2%	36.7%	60.4%	69.2%	46.2%	29.7%	34.7%	
% Point Change		0.4%	0.3%	-4.9%	1.6%	-2.4%	-2.1%	5.8%	2.2%	0.4%	2.4%	-4.2%	-1.7%	
Room-nights Sold (RNS)		99,857	4,161	4,543	5,270	4,423	5,197	10,061	18,998	21,274	12,416	7,027	6,487	
% Change		3.0%	-0.2%	-15.5%	4.1%	2.6%	-8.6%	21.0%	12.1%	5.8%	4.2%	-14.0%	-6.4%	
Summerside Area ⁽¹⁾														
Occupancy Rate		41.3%	23.6%	26.4%	26.6%	26.7%	25.5%	42.5%	62.4%	70.6%	54.7%	34.1%	39.1%	
% Point Change		-1.7%	-2.9%	-10.5%	-3.3%	-4.5%	-4.3%	9.4%	0.0%	-1.0%	4.5%	-7.0%	-6.7%	
Room-nights Sold (RNS)		74,670	3,393	3,553	3,825	3,851	4,261	7,592	13,113	14,305	9,509	5,745	5,523	
% Change		-0.1%	-11.1%	-25.6%	-11.3%	4.1%	-14.0%	29.4%	11.9%	5.9%	7.1%	-16.6%	-13.0%	
Green Gables Shore														
Occupancy Rate		46.2%	0.9%	1.7%	1.4%	6.0%	10.7%	29.5%	72.3%	77.4%	33.0%	17.3%	5.5%	
% Point Change		-4.4%	0.4%	0.2%	-2.1%	-0.1%	-3.6%	-4.0%	-3.8%	-3.5%	-6.5%	1.9%	2.1%	
Room-nights Sold (RNS)		150,590	19	35	31	187	3,074	17,586	50,698	54,560	20,270	3,931	199	
% Change		-2.9%	90.0%	25.0%	-56.9%	41.7%	-2.4%	-9.3%	-0.4%	0.2%	-13.4%	13.1%	95.1%	
Red Sands														
Occupancy Rate		33.3%	3.6%	5.9%	5.8%	4.1%	9.0%	21.8%	61.1%	67.3%	24.7%	10.0%	5.7%	
% Point Change		-2.0%	-0.3%	0.8%	0.4%	-0.6%	1.6%	-1.1%	-6.9%	-3.9%	-7.3%	0.7%	1.3%	
Room-nights Sold (RNS)		20,669	71	110	122	91	379	1,987	6,970	7,809	2,474	525	131	
% Change		3.8%	-6.6%	22.2%	17.3%	-26.6%	24.3%	6.5%	1.7%	8.1%	-9.4%	21.0%	20.2%	

Occupancy - Fixed Roof

November 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	52.8%	27.0%	35.0%	32.0%	44.4%	45.9%	55.3%	74.1%	84.5%	69.3%	51.0%	31.5%	
	% Point Change	-0.5%	-1.9%	3.0%	5.2%	7.6%	-3.9%	-4.6%	-2.5%	0.0%	-3.2%	-3.2%	-2.8%	
	Room-nights Sold (RNS)	337,952	13,262	15,545	15,531	21,466	29,083	37,407	55,353	62,282	42,645	29,310	16,068	
	% Change	5.5%	-1.9%	14.3%	21.2%	25.8%	-2.6%	-2.0%	6.1%	10.9%	3.8%	-0.7%	-1.5%	
Points East														
	Occupancy Rate	42.9%	12.5%	9.4%	15.0%	26.3%	22.2%	34.6%	64.0%	72.9%	39.8%	12.3%	8.9%	
	% Point Change	2.9%	3.1%	1.4%	3.4%	9.2%	5.3%	3.8%	3.2%	5.6%	-0.6%	-0.1%	-3.8%	
	Room-nights Sold (RNS)	65,037	366	249	469	837	2,683	8,312	18,275	21,057	10,516	1,890	383	
	% Change	8.6%	22.4%	7.8%	26.8%	47.9%	27.4%	11.8%	6.9%	10.6%	0.2%	6.9%	-24.5%	

(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

November 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
BY TYPE														
Hotels/Motels/Resorts														
Occupancy Rate	49.7%	26.3%	33.3%	31.7%	39.8%	38.1%	49.5%	71.6%	82.2%	60.7%	43.4%	34.0%		
% Point Change	0.1%	-0.9%	1.0%	4.8%	5.5%	-2.8%	-1.0%	-1.0%	1.8%	-0.2%	-3.2%	-2.6%		
Room-nights Sold (RNS)	423,857	16,386	18,925	19,580	24,295	32,125	46,572	74,669	83,357	53,781	33,257	20,910		
% Change	3.0%	-1.7%	6.3%	17.9%	22.1%	-2.5%	-1.5%	3.6%	6.5%	1.2%	-5.2%	-4.7%		
Inns														
Occupancy Rate	58.4%	34.4%	52.5%	43.3%	51.8%	35.3%	47.8%	72.8%	85.8%	60.6%	44.1%	44.8%		
% Point Change	1.4%	-6.4%	3.0%	3.0%	11.5%	-2.6%	-0.4%	-4.4%	11.1%	-3.1%	-0.3%	6.8%		
Room-nights Sold (RNS)	26,407	533	735	671	777	1,494	3,283	5,541	6,457	4,326	1,771	819		
% Change	0.0%	-20.4%	0.0%	1.4%	10.8%	-9.6%	-9.0%	-3.9%	15.7%	-4.9%	3.7%	5.7%		
Cabins/Cottages														
Occupancy Rate	43.9%	8.8%	9.8%	12.7%	15.8%	15.0%	27.8%	68.7%	73.5%	30.7%	16.0%	10.7%		
% Point Change	-2.6%	-1.6%	-1.8%	-0.9%	0.8%	-0.6%	-0.6%	-2.5%	-3.3%	-5.4%	1.9%	0.9%		
Room-nights Sold (RNS)	176,259	401	437	675	1,036	4,465	19,273	58,387	63,712	22,268	4,802	803		
% Change	5.9%	1.3%	-5.2%	7.8%	35.8%	17.7%	7.9%	6.5%	6.7%	-5.9%	27.6%	27.3%		
Tourist Home/B&B														
Occupancy Rate	35.4%	7.6%	6.1%	7.2%	13.0%	17.5%	37.4%	62.2%	70.0%	46.3%	21.6%	7.9%		
% Point Change	-1.4%	3.1%	1.1%	-0.4%	0.4%	-4.2%	-2.5%	0.0%	-2.3%	-4.0%	0.2%	-0.8%		
Room-nights Sold (RNS)	45,716	490	353	462	857	2,285	6,154	11,099	12,755	7,768	2,815	678		
% Change	1.2%	73.1%	22.1%	-5.5%	7.9%	-13.7%	-0.7%	5.5%	2.9%	-4.7%	0.6%	11.3%		
Trailer Rentals/Hostels														
Occupancy Rate	23.2%	18.5%	9.5%	9.4%	10.7%	10.8%	8.3%	37.1%	43.1%	15.2%	7.0%	16.1%		
% Point Change	-3.9%	5.6%	-1.8%	-2.4%	-1.0%	-3.0%	-12.4%	-7.5%	-14.1%	3.6%	4.0%	13.8%		
Room-nights Sold (RNS)	1,866	69	32	35	39	47	71	598	701	178	38	58		
% Change	-22.5%	43.8%	-15.8%	-20.5%	-7.1%	-20.3%	-63.0%	-20.2%	-32.6%	8.5%	58.3%	544.4%		

Occupancy - Campground

November 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	45	19	1	
% Change		~	~	~	0.0%	4.0%	0.0%	2.0%	2.0%	-4.3%	5.6%	**	
Total Site-nights Available	704,849	~	~	~	(2)	29,264	155,260	184,573	184,437	127,223	24,092	(2)	
% Change	-2.7%	~	~	~	(2)	8.4%	-2.3%	-1.3%	-0.7%	-13.5%	30.1%	**	
Total Site-nights Sold (SNS)	339,031	~	~	~	(2)	6,679	54,748	117,185	118,956	39,606	1,857	(2)	
% Change	-1.8%	~	~	~	(2)	-11.2%	0.0%	-2.5%	4.2%	-15.8%	9.4%	**	
Occupancy Rate	48.1%	~	~	~	(2)	22.8%	35.3%	63.5%	64.5%	31.1%	7.7%	(2)	
% Point Change	0.4%	~	~	~	(2)	-5.0%	0.8%	-0.8%	3.0%	-0.8%	-1.5%	(2)	
North Cape Coastal Drive													
Occupancy Rate	30.7%	~	~	~	~	3.6%	16.7%	42.4%	47.3%	16.4%	6.5%	~	
% Point Change	-0.8%	~	~	~	~	-4.6%	0.9%	-2.4%	3.5%	-4.8%	-0.6%	~	
Site-nights Sold (SNS)	26,510	~	~	~	~	117	3,171	9,347	11,008	2,704	163	~	
% Point change	-1.7%	~	~	~	~	-53.2%	3.4%	-8.2%	10.4%	-19.9%	16.4%	~	
Summerside Area ⁽¹⁾													
Occupancy Rate	52.8%	~	~	~	~	~	27.3%	67.8%	73.9%	35.2%	~	~	
% Point Change	-0.2%	~	~	~	~	~	0.3%	-1.7%	2.1%	-3.5%	~	~	
Site-nights Sold (SNS)	6,238	~	~	~	~	~	692	2,164	2,361	1,021	~	~	
% Change	-0.6%	~	~	~	~	~	-17.1%	-2.4%	2.0%	12.6%	~	~	

Occupancy - Campground

November 2019

% Change 2018/2019

		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground		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)	20.2%	28.0%	62.6%	69.2%	30.6%	18.1%	(2)	
% Point Change	2.3%	~	~	~	(2)	3.1%	1.9%	1.0%	4.9%	-0.8%	2.6%	(2)	
Site-nights Sold (SNS)	47,284	~	~	~	(2)	1,000	5,880	16,438	17,541	5,720	705	(2)	
% Point change	0.0%	~	~	~	(2)	14.9%	4.3%	-1.4%	3.9%	-13.3%	8.6%	(2)	

(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, and November numbers added to October 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)		1,013,136	17,879	20,482	21,423	27,035	47,064	130,101	267,479	285,938	127,927	44,540	23,268	
% Change		1.6%	-1.0%	6.0%	16.3%	21.8%	-3.2%	0.2%	1.3%	5.5%	-6.4%	-1.2%	-2.9%	
ORIGIN BREAKDOWN		100%	100%			100%			100%			100%		
Canada		88.7%	94.6%	95.3%	95.6%	94.1%	83.7%	87.8%	89.3%	88.7%	86.0%	86.5%	92.3%	
United States		8.2%	3.3%	3.4%	2.8%	3.4%	6.2%	8.8%	8.7%	8.5%	10.3%	9.3%	5.9%	
International		3.1%	2.1%	1.3%	1.6%	2.6%	10.1%	3.4%	2.0%	2.8%	3.6%	4.2%	1.8%	
% Change 2018/2019														
CANADA ONS*		1.5%	-2.7%	6.5%	17.3%	21.7%	-9.2%	1.8%	0.6%	5.4%	-5.9%	0.8%	-4.9%	
Fixed Roof - RNS*		3.6%	-2.7%	6.5%	17.3%	21.6%	-8.5%	3.8%	3.9%	6.3%	0.2%	0.5%	-4.9%	
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%	-15.6%	6.3%	-7.5%	
Fixed Roof - RNS*		-5.7%	-22.6%	2.4%	3.8%	-10.9%	-15.7%	-13.3%	-4.2%	3.6%	-11.3%	5.3%	-7.5%	
Campground - SNS*		-3.6%	~	~	~	66.7%	-23.6%	-9.8%	-8.9%	11.8%	-32.4%	115.5%	~	
Nova Scotia ONS*		-0.6%	-23.0%	4.6%	4.4%	-9.4%	2.0%	0.5%	-0.8%	4.8%	-13.0%	7.3%	4.8%	
Fixed Roof - RNS*		-0.9%	-23.0%	4.6%	4.4%	-9.4%	2.2%	-0.3%	-0.8%	4.2%	-11.3%	7.6%	4.8%	
Campground - SNS*		0.3%	~	~	~	~	-2.0%	2.9%	-0.8%	5.7%	-19.5%	-18.4%	~	
Ontario ONS*		1.1%	-10.1%	-17.0%	6.2%	51.4%	-22.8%	8.9%	5.9%	1.1%	-4.4%	-15.7%	-14.1%	
Fixed Roof - RNS*		2.2%	-10.1%	-17.0%	6.2%	51.4%	-23.4%	6.5%	8.4%	3.2%	-0.8%	-15.1%	-14.1%	
Campground - SNS*		-3.7%	~	~	~	~	-10.8%	19.9%	-1.4%	-5.6%	-24.4%	-43.1%	~	
Prince Edward Island ONS*		2.4%	54.0%	35.8%	28.8%	13.6%	-6.0%	3.3%	-3.5%	4.5%	-3.1%	10.9%	-7.7%	
Fixed Roof - RNS*		17.8%	54.0%	35.8%	28.8%	13.2%	2.2%	24.4%	7.8%	17.8%	33.7%	10.2%	-7.7%	
Campground - SNS*		-3.6%	~	~	~	316.7%	-13.8%	-0.5%	-5.7%	2.1%	-11.9%	15.7%	~	
Quebec ONS*		5.2%	-34.9%	8.6%	12.3%	90.4%	-17.0%	8.7%	6.9%	8.9%	-15.1%	-3.3%	-13.7%	
Fixed Roof - RNS*		4.3%	-34.9%	8.6%	12.3%	90.4%	-16.2%	12.2%	6.5%	5.8%	-9.1%	-2.5%	-13.7%	
Campground - SNS*		6.5%	~	~	~	~	-37.6%	-0.6%	7.4%	12.5%	-35.1%	-50.0%	~	
All Other Provinces ONS*		11.1%	52.3%	-21.3%	99.9%	166.6%	-1.0%	3.5%	7.5%	12.1%	9.2%	-8.0%	0.6%	
Fixed Roof - RNS*		12.6%	52.3%	-21.3%	99.9%	166.6%	-2.8%	7.5%	7.0%	13.7%	11.2%	-8.4%	0.6%	
Campground - SNS*		3.2%	~	~	~	~	36.7%	-10.2%	9.2%	5.1%	-2.6%	8.1%	~	

Visitor Origins

November 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*	7.5%	39.1%	37.5%	-7.6%	11.2%	15.8%	13.8%	9.9%	11.1%	-10.5%	2.7%	53.9%	
New England	ONS*	7.1%	103.8%	34.3%	-4.6%	-13.2%	-17.2%	20.7%	-1.4%	18.3%	-8.1%	9.0%	51.5%	
Mid-Atlantic	ONS*	5.4%	133.3%	-7.7%	-22.7%	17.4%	17.5%	21.0%	16.1%	-0.3%	-8.2%	-18.8%	42.6%	
South	ONS*	10.1%	58.1%	152.4%	55.7%	24.6%	33.2%	13.8%	14.9%	9.8%	-14.9%	22.8%	82.7%	
Midwest	ONS*	8.3%	-8.8%	109.6%	-37.4%	97.8%	24.0%	16.9%	26.7%	2.2%	-18.4%	5.8%	55.9%	
West	ONS*	5.5%	-4.7%	-22.5%	-12.6%	-14.8%	26.8%	-5.9%	15.7%	12.9%	-2.4%	-10.9%	42.9%	
KEY INTL MARKETS	ONS*	-3.5%	108.8%	-10.2%	-37.3%	97.8%	111.8%	-48.8%	-3.1%	12.0%	-31.1%	2.4%	24.6%	
China	ONS*	-25.1%	193.8%	-21.0%	-50.0%	339.3%	36.2%	-7.2%	22.7%	-0.9%	-77.9%	-59.3%	-3.3%	
England	ONS*	0.4%	16.7%	355.6%	-27.3%	-78.3%	24.7%	22.5%	-20.5%	7.7%	-11.9%	57.4%	-25.0%	
Germany	ONS*	8.8%	66.7%	20.0%	11.1%	86.7%	-14.3%	-18.8%	22.9%	14.0%	0.8%	47.5%	108.3%	
Japan	ONS*	0.5%	0.0%	-85.4%	-36.0%	53.3%	16.6%	-16.7%	-0.8%	-0.7%	-8.7%	72.6%	50.0%	
Taiwan	ONS*	-2.0%	0.0%	0.0%	-100.0%	-67.7%	158.9%	-70.3%	-94.5%	27.6%	255.6%	-76.9%	-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: 96.70%

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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