

# Tourism Indicators

May 2020

% Change 2019/2020		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			
~ = 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	-50.4%	4.5%	4.9%	-41.4%	-92.3%	-90.6%								
Air	-52.6%	12.9%	3.9%	-32.9%	-96.7%	-97.4%								
Ferry	-99.6%	~	~	~	~	-99.6%								
Cruise Ships (Charlottetown)	-100.0%	~	~	~	~	-100.0%								
Motorcoach	-80.0%	-27.3%	173.7%	146.2%	-100.0%	-100.0%								
Tourism PEI Website Activity														
English Website	-24.5%	19.9%	30.2%	-33.7%	-54.9%	-51.5%								
French Website	-32.7%	12.0%	17.8%	-29.5%	-56.0%	-54.4%								
Visitor Information Centres / Destination Centres														
Total Parties Counselling	-66.6%	60.0%	243.4%	-35.3%	-100.0%	-100.0%								
Golf PEI														
Non-Member Rounds	38.7%	~	~	~	~	38.7%								
Parks Canada														
PEI National Park	N/A	N/A	N/A	N/A	N/A	N/A								
Green Gables	N/A	N/A	N/A	N/A	N/A	N/A								
Provincial Heritage Sites														
Orwell	~	~	~	~	~	~								
Beaconsfield	-71.9%	-65.6%	-4.6%	-46.2%	-100.0%	-100.0%								
Eptek	-59.7%	-31.3%	24.2%	-60.5%	-100.0%	-100.0%								
Acadian Museum	-62.9%	36.5%	58.0%	27.3%	-100.0%	-100.0%								
Elmira	~	~	~	~	~	~								
Basin Head	~	~	~	~	~	~								
Green Park	~	~	~	~	~	~								
Total Visitors	-73.1%	-50.7%	10.4%	-45.9%	-100.0%	-100.0%								

Release Date: Wednesday, July 22, 2020

# Tourism Indicators

May 2020

## Actuals 2020

~ = 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
<b>Traffic</b>													
Cruise Ships (Charlottetown)	~	~	~	~	~	~							
Motorcoach	92	8	52	32	0	0							
<b>Tourism PEI Website Activity</b>													
English Website	494,001	130,252	127,227	89,063	60,510	86,949							
French Website	70,431	15,253	14,429	14,806	10,679	15,264							
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	2,080	544	1,164	372	0	0							
<b>Golf PEI</b>													
Non-Member Rounds	9,446	~	~	~	~	9,446							
<b>Parks Canada</b>													
PEI National Park	N/A	N/A	N/A	N/A	N/A	N/A							
Green Gables	N/A	N/A	N/A	N/A	N/A	N/A							
<b>Provincial Heritage Sites</b>													
Orwell	~	~	~	~	~	~							
Beaconsfield	1,256	299	604	353	0	0							
Eptek	1,076	265	641	170	0	0							
Acadian Museum	277	86	79	112	0	0							
Elmira	~	~	~	~	~	~							
Basin Head	~	~	~	~	~	~							
Green Park	~	~	~	~	~	~							
<b>Total Visitors</b>	<b>2,609</b>	650	1,324	635	0	0							

# Occupancy - Fixed Roof

May 2020

% Change 2019/2020		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Total Operations Open</b>		224	226	235	259	579							
% Change		40.0%	37.8%	32.8%	22.7%	-8.8%							
<b>Total Room-nights Available</b>	<b>426,753</b>	79,251	74,906	77,399	80,521	114,676							
% Change	<b>-0.1%</b>	5.4%	8.9%	2.7%	5.8%	-13.0%							
<b>Total Room-nights Sold (RNS)</b>	<b>60,791</b>	18,340	20,666	13,697	3,219	4,869							
% Change	<b>-52.2%</b>	2.6%	0.9%	-36.1%	-88.1%	-88.0%							
<b>Occupancy Rate</b>	<b>14.2%</b>	23.1%	27.6%	17.7%	4.0%	4.2%							
% Point Change	<b>-15.5%</b>	-0.6%	-2.2%	-10.7%	-31.5%	-26.4%							
<b>BY REGION</b>													
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>16.0%</b>	25.0%	31.3%	17.8%	3.4%	4.2%							
% Point Change	<b>-7.9%</b>	3.0%	5.8%	-9.5%	-19.6%	-18.0%							
Room-nights Sold (RNS)	<b>15,409</b>	4,742	5,750	3,393	682	842							
% Change	<b>-34.7%</b>	14.0%	26.6%	-35.6%	-84.6%	-83.8%							
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>16.8%</b>	28.1%	33.2%	17.5%	4.0%	4.1%							
% Point Change	<b>-9.0%</b>	4.5%	6.8%	-9.2%	-22.7%	-21.4%							
Room-nights Sold (RNS)	<b>12,666</b>	4,026	4,663	2,686	614	677							
% Change	<b>-32.9%</b>	18.7%	31.2%	-29.8%	-84.1%	-84.1%							
<b>Green Gables Shore</b>													
Occupancy Rate	<b>2.6%</b>	5.4%	4.0%	3.1%	2.3%	2.2%							
% Point Change	<b>-6.1%</b>	4.5%	2.2%	1.7%	-3.7%	-8.5%							
Room-nights Sold (RNS)	<b>886</b>	130	90	77	72	517							
% Change	<b>-73.5%</b>	584.2%	157.1%	148.4%	-61.5%	-83.2%							
<b>Red Sands</b>													
Occupancy Rate	<b>4.3%</b>	5.1%	6.4%	4.8%	3.3%	3.5%							
% Point Change	<b>-1.9%</b>	1.5%	0.6%	-1.0%	-0.9%	-5.5%							
Room-nights Sold (RNS)	<b>575</b>	105	123	103	89	155							
% Change	<b>-25.6%</b>	47.9%	11.8%	-15.6%	-2.2%	-59.1%							

(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

May 2020

% Change 2019/2020		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Charlottetown</b>													
Occupancy Rate	<b>16.2%</b>	25.1%	29.5%	19.6%	4.0%	4.8%							
% Point Change	<b>-21.1%</b>	-1.9%	-5.5%	-12.3%	-40.4%	-41.2%							
Room-nights Sold (RNS)	<b>42,313</b>	13,138	14,505	9,888	2,029	2,753							
% Change	<b>-55.4%</b>	-0.9%	-6.7%	-36.3%	-90.5%	-90.5%							
<b>Points East</b>													
Occupancy Rate	<b>7.1%</b>	6.6%	6.2%	6.9%	9.2%	6.7%							
% Point Change	<b>-12.1%</b>	-5.8%	-3.2%	-8.1%	-17.1%	-15.5%							
Room-nights Sold (RNS)	<b>1,608</b>	225	198	236	347	602							
% Change	<b>-65.1%</b>	-38.5%	-20.5%	-49.7%	-58.5%	-77.6%							

# Occupancy - Fixed Roof

May 2020

% Change 2019/2020		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>BY TYPE</b>													
<b>Hotels/Motels/Resorts</b>													
Occupancy Rate	16.8%	26.0%	31.5%	20.2%	4.1%	4.4%							
% Point Change	-17.4%	-0.3%	-1.8%	-11.6%	-35.7%	-33.7%							
Room-nights Sold (RNS)	53,162	16,412	18,820	12,246	2,572	3,112							
% Change	-52.2%	0.2%	-0.6%	-37.5%	-89.4%	-90.3%							
<b>Inns</b>													
Occupancy Rate	15.3%	41.3%	45.5%	25.3%	0.0%	0.0%							
% Point Change	-25.8%	6.9%	-7.0%	-18.0%	-51.8%	-35.3%							
Room-nights Sold (RNS)	1,794	679	700	415	0	0							
% Change	-57.4%	27.4%	-4.8%	-38.2%	-100.0%	-100.0%							
<b>Cabins/Cottages</b>													
Occupancy Rate	7.6%	11.4%	11.7%	9.9%	6.4%	5.7%							
% Point Change	-6.2%	2.5%	1.9%	-2.7%	-9.4%	-9.3%							
Room-nights Sold (RNS)	3,982	670	658	627	465	1,562							
% Change	-43.2%	67.1%	50.6%	-7.1%	-55.1%	-65.0%							
<b>Tourist Home/B&amp;B</b>													
Occupancy Rate	4.1%	7.0%	6.2%	4.7%	2.3%	1.7%							
% Point Change	-7.4%	-0.6%	0.0%	-2.5%	-10.7%	-15.8%							
Room-nights Sold (RNS)	1,822	567	469	409	182	195							
% Change	-59.0%	15.7%	32.9%	-11.5%	-78.8%	-91.5%							
<b>Trailer Rentals/Hostels</b>													
Occupancy Rate	1.8%	2.8%	4.7%	~	0.0%	0.0%							
% Point Change	-10.1%	-15.8%	-4.8%	~	-10.7%	-10.8%							
Room-nights Sold (RNS)	31	12	19	~	0	0							
% Change	-86.0%	-82.6%	~	-100.0%	-100.0%	-100.0%							

# Occupancy - Campground

May 2019

% Change 2019/2020		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>		~	~	~	~	22							
% Change		~	~	~	~	-15.4%							
<b>Total Site-nights Available</b>	<b>18,472</b>	~	~	~	~	18,472							
% Change	<b>-37.9%</b>	~	~	~	~	-37.6%							
<b>Total Site-nights Sold (SNS)</b>	<b>123</b>	~	~	~	~	123							
% Change	<b>-98.2%</b>	~	~	~	~	-98.2%							
<b>Occupancy Rate</b>	<b>0.7%</b>	~	~	~	~	0.7%							
% Point Change	<b>-21.8%</b>	~	~	~	~	-21.8%							
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>0.0%</b>	~	~	~	~	0.0%							
% Point Change	<b>-3.6%</b>	~	~	~	~	-3.6%							
Site-nights Sold (SNS)	<b>0</b>	~	~	~	~	0							
% Point change	<b>-100.0%</b>	~	~	~	~	-100.0%							
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	~	~	~	~	~	~							
% Point Change	~	~	~	~	~	~							
Site-nights Sold (SNS)	~	~	~	~	~	~							
% Change	~	~	~	~	~	~							

# Occupancy - Campground

May 2019

% Change 2019/2020		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Green Gables Shore</b>													
Occupancy Rate	1.1%	~	~	~	~	1.1%							
% Point Change	-24.7%	~	~	~	~	-24.7%							
Site-nights Sold (SNS)	93	~	~	~	~	93							
% Point change	-97.8%	~	~	~	~	-97.8%							
<b>Red Sands</b>													
Occupancy Rate	~	~	~	~	~	~							
% Point Change	~	~	~	~	~	~							
Site-nights Sold (SNS)	0	~	~	~	~	0							
% Point change	-100.0%	~	~	~	~	-100.0%							
<b>Charlottetown</b>													
Occupancy Rate	0.0%	~	~	~	~	0.0%							
% Point Change	-29.1%	~	~	~	~	-29.1%							
Site-nights Sold (SNS)	0	~	~	~	~	0							
% Point Change	-100.0%	~	~	~	~	-100.0%							
<b>Points East</b>													
Occupancy Rate	0.7%	~	~	~	~	0.7%							
% Point Change	-17.7%	~	~	~	~	-17.6%							
Site-nights Sold (SNS)	30	~	~	~	~	30							
% Point change	-97.0%	~	~	~	~	-96.9%							

(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.

		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>TOTAL OVERNIGHT STAYS (ONS)</b>	<b>60,914</b>	18,340	20,666	13,697	3,219	4,992							
% Change	<b>-54.5%</b>	2.6%	0.9%	-36.1%	-88.1%	-89.4%							
<b>ORIGIN BREAKDOWN</b>	<b>100%</b>	<b>100%</b>											
Canada	<b>95.0%</b>	94.4%	95.1%	94.7%	95.5%	97.1%							
United States	<b>3.0%</b>	3.2%	3.6%	3.3%	1.5%	0.6%							
International	<b>2.0%</b>	2.4%	1.4%	2.0%	3.0%	2.3%							
% Change 2019/2020													
<b>CANADA</b> ONS*	<b>-52.4%</b>	2.4%	0.5%	-36.8%	-87.9%	-87.6%							
Fixed Roof - RNS*	<b>-49.9%</b>	2.4%	0.5%	-36.8%	-87.9%	-85.6%							
Campground - SNS*	<b>-98.1%</b>	~	~	~	~	-98.0%							
<b>New Brunswick</b> ONS*	<b>-45.9%</b>	32.1%	-5.3%	-41.2%	-86.1%	-86.6%							
Fixed Roof - RNS*	<b>-45.2%</b>	32.1%	-5.3%	-41.2%	-86.0%	-86.0%							
Campground - SNS*	<b>-100.0%</b>	~	~	~	~	-100.0%							
<b>Nova Scotia</b> ONS*	<b>-52.8%</b>	5.6%	-3.1%	-46.5%	-93.5%	-91.7%							
Fixed Roof - RNS*	<b>-52.2%</b>	5.6%	-3.1%	-46.5%	-93.5%	-91.3%							
Campground - SNS*	<b>-100.0%</b>	~	~	~	~	-100.0%							
<b>Ontario</b> ONS*	<b>-54.9%</b>	4.9%	22.4%	-21.4%	-88.8%	-92.3%							
Fixed Roof - RNS*	<b>-54.0%</b>	4.9%	22.4%	-21.4%	-88.8%	-91.8%							
Campground - SNS*	<b>-100.0%</b>	~	~	~	~	-100.0%							
<b>Prince Edward Island</b> ONS*	<b>-48.7%</b>	-21.0%	-9.1%	-42.2%	-70.1%	-76.8%							
Fixed Roof - RNS*	<b>-39.9%</b>	-21.0%	-9.1%	-42.2%	-70.0%	-58.4%							
Campground - SNS*	<b>-97.6%</b>	~	~	~	~	-97.5%							
<b>Quebec</b> ONS*	<b>-63.9%</b>	-9.5%	21.8%	-32.7%	-98.8%	-92.9%							
Fixed Roof - RNS*	<b>-63.6%</b>	-9.5%	21.8%	-32.7%	-98.8%	-92.7%							
Campground - SNS*	<b>-100.0%</b>	~	~	~	~	-100.0%							
<b>All Other Provinces</b> ONS*	<b>-64.6%</b>	8.0%	50.1%	-4.6%	-96.8%	-98.4%							
Fixed Roof - RNS*	<b>-63.9%</b>	8.0%	50.1%	-4.6%	-96.8%	-98.3%							
Campground - SNS*	<b>-100.0%</b>	~	~	~	~	-100.0%							



# Visitor Origins

May 2020

			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>-67.5%</b>	-1.3%	5.6%	-26.4%	-94.6%	-99.0%							
New England	ONS*	<b>-64.7%</b>	-25.5%	29.3%	-19.2%	-94.9%	-100.0%							
Mid-Atlantic	ONS*	<b>-71.4%</b>	-13.1%	33.3%	-33.3%	-99.0%	-98.4%							
South	ONS*	<b>-70.0%</b>	13.2%	-14.5%	-9.9%	-99.6%	-99.4%							
Midwest	ONS*	<b>-67.5%</b>	75.0%	-29.4%	-7.3%	-100.0%	-100.0%							
West	ONS*	<b>-65.0%</b>	-8.1%	38.1%	-48.5%	-81.2%	-97.5%							
<b>KEY INTL MARKETS</b>	ONS*	<b>-93.5%</b>	100.0%	-24.6%	-10.1%	-100.0%	-100.0%							
China	ONS*	<b>-70.7%</b>	100.0%	28.6%	-28.6%	-100.0%	-100.0%							
England	ONS*	<b>-71.1%</b>	121.4%	-85.4%	137.5%	-100.0%	-100.0%							
Germany	ONS*	<b>-81.4%</b>	30.0%	-22.2%	-30.0%	-100.0%	-100.0%							
Japan	ONS*	<b>-93.2%</b>	~	-66.7%	-18.8%	-100.0%	-100.0%							
Taiwan	ONS*	<b>-100.0%</b>	0.0%	100.0%	0.0%	-100.0%	-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 private recreational 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: 97.67%**

**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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