

% Change 2019/2020

~ = Not open / operating

N/A = Not available

\*\* = Data not comparable

% 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	-52.3%	4.5%	4.9%	-41.4%	-92.3%	-90.6%	-90.2%	-60.1%	-49.0%	-33.6%	-35.7%			
Air	-80.5%	12.9%	3.9%	-32.9%	-96.7%	-97.4%	-95.8%	-94.1%	-93.9%	-92.3%	-92.5%			
Ferry	-63.3%	~	~	~	~	-99.6%	-99.4%	-65.6%	-54.6%	-47.8%	-36.8%			
Cruise Ships (Charlottetown)	-100.0%	~	~	~	~	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%			
Motorcoach	-99.5%	-27.3%	173.7%	146.2%	-100.0%	-100.0%	-100.0%	-99.9%	-99.7%	-99.9%	-100.0%			
Tourism PEI Website Activity														
English Website	-28.5%	19.9%	30.2%	-33.7%	-54.9%	-51.5%	-22.3%	-34.9%	-35.6%	-36.6%	-15.7%			
French Website	-23.1%	12.0%	17.8%	-29.5%	-56.0%	-54.4%	43.6%	-33.2%	-51.9%	-16.3%	17.5%			
Visitor Information Centres / Destination Centres														
Total Parties Counselling	-81.0%	60.0%	247.5%	-32.3%	-100.0%	-100.0%	-92.0%	-84.6%	-80.6%	-74.6%	-72.4%			
Golf PEI														
Non-Member Rounds	-8.5%	~	~	~	~	38.7%	-51.0%	-27.3%	-8.3%	12.7%	93.4%			
Parks Canada														
PEI National Park	-46.8%	N/A	N/A	N/A	N/A	N/A	-11.4%	-40.7%	-33.2%	-27.1%	N/A			
Green Gables	-95.9%	~	~	~	~	-100.0%	-100.0%	-97.0%	-91.7%	-95.3%	-99.6%			
Provincial Heritage Sites														
Orwell	-57.8%	~	~	~	~	-100.0%	-63.7%	-62.6%	-30.6%	-59.4%	-46.2%			
Beaconsfield	-81.2%	-65.6%	-4.6%	-46.2%	-100.0%	-100.0%	-90.9%	-92.6%	-89.3%	-89.0%	-47.8%			
Eptek	-75.5%	-31.3%	24.2%	-60.5%	-100.0%	-100.0%	-91.7%	-80.7%	-86.3%	-75.4%	-50.0%			
Acadian Museum	-83.8%	36.5%	58.0%	27.3%	-100.0%	-100.0%	-99.2%	-87.0%	-88.2%	-74.7%	-53.7%			
Elmira	-29.8%	~	~	~	~	~	-33.0%	-58.3%	-21.5%	124.3%	~			
Basin Head	-85.0%	~	~	~	~	~	-100.0%	-88.6%	-82.8%	-70.1%	~			
Green Park	-80.3%	~	~	~	~	~	-100.0%	-69.3%	-80.2%	~	~			
Total Visitors	-74.7%	-50.7%	10.4%	-45.9%	-100.0%	-100.0%	-83.3%	-81.0%	-73.7%	-69.3%	-47.7%			

# Tourism Indicators

October 2020

## Actuals 2020

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	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Traffic</b>													
Cruise Ships (Charlottetown)	~	~	~	~	~	~	~	~	~	~	~		
Motorcoach	121	8	52	32	0	0	0	7	17	5	0		
<b>Tourism PEI Website Activity</b>													
English Website	1,176,035	130,252	127,227	89,063	60,510	86,949	155,089	196,919	166,505	92,483	71,038		
French Website	197,334	15,253	14,429	14,806	10,679	15,264	46,036	37,866	18,023	13,082	11,896		
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counsellled	22,896	544	1,178	389	0	0	1,308	5,234	7,266	4,975	2,002		
<b>Golf PEI</b>													
Non-Member Rounds	125,112	~	~	~	~	9,446	12,271	23,869	34,014	30,640	14,872		
<b>Parks Canada</b>													
PEI National Park	415,113	N/A	N/A	N/A	N/A	N/A	89,555	115,702	134,058	75,798	N/A		
Green Gables	8,713	~	~	~	~	~	~	1,691	5,218	1,702	102		
<b>Provincial Heritage Sites</b>													
Orwell	5,952	~	~	~	~	~	1,006	1,276	2,129	450	1,091		
Beaconsfield	3,894	299	604	353	~	~	179	296	522	307	1,334		
Eptek	2,420	265	641	170	~	~	72	370	412	212	278		
Acadian Museum	1,122	86	79	112	~	~	6	241	300	193	105		
Elmira	3,744	~	~	~	~	~	221	936	1,941	646	~		
Basin Head	3,611	~	~	~	~	~	~	1,114	1,795	702	~		
Green Park	932	~	~	~	~	~	~	451	481	~	~		
<b>Total Visitors</b>	<b>21,675</b>	650	1,324	635	~	~	1,484	4,684	7,580	2,510	2,808		

# Occupancy - Fixed Roof

October 2020

% Change 2019/2020

Fixed Roof Accommodation	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Total Operations Open</b>		224	227	236	259	532	882	977	945	882	535		
% Change		40.0%	38.4%	33.3%	22.7%	-16.2%	-39.5%	-42.1%	-45.0%	-43.0%	-36.8%		
<b>Total Room-nights Available</b>	<b>1,135,875</b>	79,251	74,993	77,492	84,553	116,075	141,559	157,703	159,479	143,050	101,720		
% Change	<b>-16.4%</b>	5.4%	9.0%	2.8%	11.1%	-12.0%	-24.7%	-27.1%	-26.1%	-23.5%	-18.4%		
<b>Total Room-nights Sold (RNS)</b>	<b>224,384</b>	18,340	20,666	13,697	4,795	6,274	11,397	34,057	59,862	35,780	19,516		
% Change	<b>-65.6%</b>	2.6%	0.9%	-36.1%	-82.2%	-84.5%	-84.9%	-77.4%	-64.2%	-59.6%	-54.3%		
<b>Occupancy Rate</b>	<b>19.8%</b>	23.1%	27.6%	17.7%	5.7%	5.4%	8.1%	21.6%	37.5%	25.0%	19.2%		
% Point Change	<b>-28.2%</b>	-0.6%	-2.2%	-10.7%	-29.8%	-25.2%	-32.1%	-47.9%	-40.0%	-22.3%	-15.1%		
<b>BY REGION</b>													
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>18.2%</b>	25.0%	31.1%	17.7%	3.4%	3.8%	9.3%	18.1%	24.9%	24.6%	23.9%		
% Point Change	<b>-20.9%</b>	3.0%	5.7%	-9.6%	-19.6%	-18.4%	-27.4%	-42.3%	-44.3%	-21.6%	-5.8%		
Room-nights Sold (RNS)	<b>38,054</b>	4,742	5,750	3,393	682	749	2,045	4,324	5,883	5,519	4,967		
% Change	<b>-59.2%</b>	14.0%	26.6%	-35.6%	-84.6%	-85.6%	-79.7%	-77.2%	-72.3%	-55.5%	-29.3%		
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>17.9%</b>	28.1%	33.2%	17.5%	4.0%	3.6%	9.7%	15.5%	18.6%	26.3%	26.2%		
% Point Change	<b>-23.6%</b>	4.5%	6.8%	-9.2%	-22.7%	-21.9%	-32.8%	-46.8%	-52.0%	-28.4%	-7.8%		
Room-nights Sold (RNS)	<b>26,824</b>	4,026	4,663	2,686	614	584	1,476	2,352	2,765	3,757	3,901		
% Change	<b>-61.2%</b>	18.7%	31.2%	-29.8%	-84.1%	-86.3%	-80.6%	-82.1%	-80.7%	-60.5%	-32.1%		
<b>Green Gables Shore</b>													
Occupancy Rate	<b>20.0%</b>	5.4%	4.0%	3.1%	2.4%	1.9%	4.1%	22.8%	42.6%	21.4%	12.4%		
% Point Change	<b>-26.6%</b>	4.5%	2.2%	1.7%	-3.6%	-8.8%	-25.4%	-49.4%	-34.8%	-11.7%	-5.0%		
Room-nights Sold (RNS)	<b>45,832</b>	130	90	77	72	428	1,642	11,363	20,947	9,207	1,876		
% Change	<b>-69.7%</b>	584.2%	157.1%	148.4%	-61.5%	-86.1%	-90.7%	-77.6%	-61.8%	-55.0%	-53.1%		
<b>Red Sands</b>													
Occupancy Rate	<b>14.2%</b>	5.1%	6.4%	4.8%	3.3%	3.5%	3.8%	20.4%	33.5%	18.0%	10.1%		
% Point Change	<b>-20.1%</b>	1.5%	0.6%	-1.0%	-0.9%	-5.4%	-18.0%	-40.7%	-33.8%	-6.7%	0.1%		
Room-nights Sold (RNS)	<b>6,516</b>	105	123	103	89	155	265	1,668	2,544	1,087	377		
% Change	<b>-68.3%</b>	47.9%	11.8%	-15.6%	-2.2%	-59.1%	-86.7%	-76.1%	-67.4%	-56.1%	-28.2%		

(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.

# Occupancy - Fixed Roof

October 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>19.9%</b>	25.1%	29.5%	19.6%	4.0%	4.9%	7.8%	19.3%	39.3%	30.0%	20.8%		
% Point Change	<b>-34.7%</b>	-1.9%	-5.5%	-12.3%	-40.4%	-41.1%	-47.6%	-54.8%	-45.2%	-39.0%	-30.2%		
Room-nights Sold (RNS)	<b>105,323</b>	13,138	14,505	9,888	2,033	2,753	4,333	10,372	22,347	15,267	10,687		
% Change	<b>-67.3%</b>	-0.9%	-6.7%	-36.3%	-90.5%	-90.5%	-88.4%	-81.3%	-64.1%	-64.2%	-63.5%		
<b>Points East</b>													
Occupancy Rate	<b>23.2%</b>	6.6%	6.2%	6.9%	24.5%	17.0%	18.3%	28.6%	36.5%	22.7%	15.1%		
% Point Change	<b>-20.7%</b>	-5.8%	-3.2%	-8.1%	-1.8%	-5.2%	-16.3%	-35.4%	-36.4%	-17.1%	2.8%		
Room-nights Sold (RNS)	<b>28,659</b>	225	198	236	1,919	2,189	3,112	6,330	8,141	4,700	1,609		
% Change	<b>-55.7%</b>	-38.5%	-20.5%	-49.7%	129.3%	-18.4%	-62.6%	-65.4%	-61.3%	-55.3%	-14.9%		

# Occupancy - Fixed Roof

October 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	<b>20.7%</b>	26.0%	31.5%	20.2%	6.2%	6.3%	10.1%	20.1%	36.2%	29.1%	22.2%		
% Point Change	<b>-30.2%</b>	-0.3%	-1.8%	-11.6%	-33.6%	-31.8%	-39.4%	-51.6%	-46.0%	-31.6%	-21.2%		
Room-nights Sold (RNS)	<b>145,399</b>	16,412	18,820	12,246	4,144	4,684	7,629	15,900	29,387	21,422	14,755		
% Change	<b>-63.9%</b>	0.2%	-0.6%	-37.5%	-82.9%	-85.4%	-83.6%	-78.7%	-64.8%	-60.2%	-55.6%		
<b>Inns</b>													
Occupancy Rate	<b>23.7%</b>	41.3%	45.5%	25.3%	0.0%	0.0%	6.3%	26.7%	41.3%	28.9%	35.8%		
% Point Change	<b>-35.3%</b>	6.9%	-7.0%	-18.0%	-51.8%	-35.3%	-41.6%	-46.0%	-44.5%	-31.7%	-8.3%		
Room-nights Sold (RNS)	<b>9,177</b>	679	700	415	0	0	356	1,666	2,573	1,717	1,071		
% Change	<b>-64.1%</b>	27.4%	-4.8%	-38.2%	-100.0%	-100.0%	-89.2%	-69.9%	-60.2%	-60.3%	-39.5%		
<b>Cabins/Cottages</b>													
Occupancy Rate	<b>21.7%</b>	11.4%	11.7%	9.9%	6.4%	5.7%	6.5%	26.2%	44.3%	22.8%	13.2%		
% Point Change	<b>-22.8%</b>	2.5%	1.9%	-2.7%	-9.3%	-9.2%	-21.3%	-42.5%	-29.3%	-7.9%	-2.8%		
Room-nights Sold (RNS)	<b>63,025</b>	670	658	627	469	1,488	3,120	15,433	25,916	11,626	3,018		
% Change	<b>-64.2%</b>	67.1%	50.6%	-7.1%	-54.7%	-66.7%	-83.9%	-73.6%	-59.4%	-48.1%	-38.0%		
<b>Tourist Home/B&amp;B</b>													
Occupancy Rate	<b>6.1%</b>	7.0%	6.1%	4.6%	2.3%	1.0%	2.5%	6.8%	13.0%	8.3%	7.1%		
% Point Change	<b>-31.1%</b>	-0.6%	0.0%	-2.5%	-10.7%	-16.5%	-34.9%	-55.4%	-57.0%	-37.2%	-14.5%		
Room-nights Sold (RNS)	<b>6,125</b>	567	469	409	182	102	292	849	1,645	975	635		
% Change	<b>-86.4%</b>	15.7%	32.9%	-11.5%	-78.8%	-95.5%	-95.3%	-92.4%	-87.1%	-87.5%	-77.4%		
<b>Trailer Rentals/Hostels</b>													
Occupancy Rate	<b>12.3%</b>	2.8%	4.7%	0.0%	0.0%	0.0%	0.0%	23.4%	36.5%	5.7%	8.0%		
% Point Change	<b>-11.3%</b>	-15.8%	-4.8%	-9.4%	-10.7%	-10.8%	-8.3%	-13.7%	-6.6%	-9.5%	0.9%		
Room-nights Sold (RNS)	<b>658</b>	12	19	0	0	0	0	209	341	40	37		
% Change	<b>-63.6%</b>	-82.6%	-40.6%	-100.0%	-100.0%	-100.0%	-100.0%	-65.1%	-51.4%	-77.5%	-2.6%		

# Occupancy - Campground

October 2020

% 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>		~	~	~	~	20	38	42	42	42	17		
% Change		~	~	~	~	-23.1%	-19.1%	-17.6%	-19.2%	-6.7%	-10.5%		
<b>Total Site-nights Available</b>	<b>585,943</b>	~	~	~	~	18,472	125,107	146,803	148,880	128,003	18,678		
% Change	<b>-17.2%</b>	~	~	~	~	-37.6%	-19.7%	-20.7%	-19.5%	0.2%	-23.8%		
<b>Total Site-nights Sold (SNS)</b>	<b>211,111</b>	~	~	~	~	123	34,397	64,252	71,661	39,152	1,526		
% Change	<b>-37.7%</b>	~	~	~	~	-98.2%	-37.2%	-45.2%	-39.8%	-1.1%	-17.8%		
<b>Occupancy Rate</b>	<b>36.0%</b>	~	~	~	~	0.7%	27.5%	43.8%	48.1%	30.6%	8.2%		
% Point Change	<b>-11.9%</b>	~	~	~	~	-21.8%	-7.7%	-19.6%	-16.2%	-0.4%	0.6%		
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>24.1%</b>	~	~	~	~	0.0%	9.6%	36.8%	35.9%	15.4%	9.1%		
% Point Change	<b>-6.6%</b>	~	~	~	~	-3.6%	-7.2%	-5.5%	-11.4%	-1.0%	2.6%		
Site-nights Sold (SNS)	<b>12,523</b>	~	~	~	~	0	917	4,477	4,759	2,168	202		
% Change	<b>-52.8%</b>	~	~	~	~	-100.0%	-71.1%	-52.1%	-56.8%	-19.8%	23.9%		
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>65.1%</b>	~	~	~	~	~	6.5%	85.8%	85.1%	54.6%	~		
% Point Change	<b>12.4%</b>	~	~	~	~	~	-20.9%	18.0%	11.2%	19.5%	~		
Site-nights Sold (SNS)	<b>1,724</b>	~	~	~	~	~	30	628	765	301	~		
% Change	<b>-72.4%</b>	~	~	~	~	~	-95.7%	-71.0%	-67.6%	-70.5%	~		

*(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 - Campground

October 2020

% 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	37.3%	~	~	~	~	1.1%	28.9%	43.2%	49.0%	33.2%	1.0%		
% Point Change	-13.9%	~	~	~	~	-24.7%	-10.7%	-23.3%	-17.0%	-0.9%	-0.1%		
Site-nights Sold (SNS)	149,950	~	~	~	~	93	26,173	44,377	50,181	29,025	101		
% Change	-36.9%	~	~	~	~	-97.8%	-36.4%	-46.2%	-38.4%	3.2%	-33.1%		
<b>Red Sands</b>													
Occupancy Rate	14.7%	~	~	~	~	~	30.1%	13.8%	12.8%	8.8%	~		
% Point Change	-22.9%	~	~	~	~	~	2.2%	-33.3%	-37.0%	7.1%	~		
Site-nights Sold (SNS)	1,950	~	~	~	~	~	624	535	500	291	~		
% Change	-58.1%	~	~	~	~	~	-28.5%	-70.4%	-74.1%	1,064.0%	~		
<b>Charlottetown</b>													
Occupancy Rate	37.2%	~	~	~	~	0.0%	33.1%	58.5%	56.4%	29.0%	15.4%		
% Point Change	-18.4%	~	~	~	~	-29.1%	-11.7%	-26.2%	-27.0%	-8.0%	-6.6%		
Site-nights Sold (SNS)	15,262	~	~	~	~	0	2,698	4,933	4,759	2,369	503		
% Change	-33.4%	~	~	~	~	-100.0%	-26.1%	-30.9%	-32.3%	-21.6%	-40.0%		
<b>Points East</b>													
Occupancy Rate	40.5%	~	~	~	~	0.7%	27.3%	50.5%	55.2%	35.1%	22.3%		
% Point Change	-5.5%	~	~	~	~	-17.6%	-0.1%	-11.0%	-12.8%	5.3%	6.0%		
Site-nights Sold (SNS)	31,426	~	~	~	~	30	3,985	9,930	11,462	5,299	720		
% Change	-33.6%	~	~	~	~	-96.9%	-32.3%	-39.7%	-34.7%	-7.4%	2.1%		

		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>435,495</b>	18,340	20,666	13,697	4,795	6,397	45,794	98,309	131,523	74,932	21,042		
% Change	<b>-56.0%</b>	2.6%	0.9%	-36.1%	-82.3%	-86.4%	-64.8%	-63.3%	-54.0%	-41.5%	-52.8%		
<b>ORIGIN BREAKDOWN</b>	<b>100%</b>	<b>100%</b>			<b>100%</b>			<b>100%</b>					
Canada	<b>96.6%</b>	94.4%	95.1%	94.7%	64.1%	73.1%	94.9%	97.6%	98.9%	97.9%	96.8%		
United States	<b>0.6%</b>	3.2%	3.6%	3.3%	1.0%	0.5%	0.2%	0.2%	0.2%	0.2%	0.4%		
International	<b>2.8%</b>	2.4%	1.4%	2.0%	34.9%	26.4%	4.8%	2.2%	1.0%	2.0%	2.9%		
% Change 2019/2020													
<b>CANADA</b> ONS*	<b>-50.8%</b>	2.4%	0.5%	-36.8%	-87.9%	-88.0%	-60.8%	-58.9%	-47.6%	-29.9%	-45.0%		
Fixed Roof - RNS*	<b>-60.8%</b>	2.4%	0.5%	-36.8%	-87.9%	-86.1%	-84.5%	-74.1%	-57.0%	-49.4%	-46.7%		
Campground - SNS*	<b>-34.2%</b>	~	~	~	~	-98.0%	-34.1%	-42.2%	-36.3%	5.6%	-6.8%		
<b>New Brunswick</b> ONS*	<b>-38.3%</b>	32.1%	-5.3%	-41.2%	-86.1%	-86.6%	-88.7%	-43.2%	-22.1%	0.9%	-31.7%		
Fixed Roof - RNS*	<b>-36.5%</b>	32.1%	-5.3%	-41.2%	-86.0%	-86.0%	-83.5%	-44.5%	-13.6%	-3.3%	-31.5%		
Campground - SNS*	<b>-43.0%</b>	~	~	~	~	-100.0%	-99.9%	-41.4%	-34.3%	21.6%	-43.2%		
<b>Nova Scotia</b> ONS*	<b>-42.7%</b>	5.6%	-3.1%	-46.5%	-93.5%	-92.0%	-91.3%	-56.9%	-22.5%	-2.7%	-30.3%		
Fixed Roof - RNS*	<b>-41.9%</b>	5.6%	-3.1%	-46.5%	-93.5%	-91.7%	-88.2%	-58.3%	-17.8%	-5.8%	-30.9%		
Campground - SNS*	<b>-44.9%</b>	~	~	~	~	-100.0%	-99.9%	-54.8%	-30.3%	10.2%	38.0%		
<b>Ontario</b> ONS*	<b>-90.0%</b>	4.9%	22.4%	-21.4%	-88.8%	-92.9%	-97.6%	-97.5%	-92.5%	-86.1%	-82.2%		
Fixed Roof - RNS*	<b>-88.3%</b>	4.9%	22.4%	-21.4%	-88.8%	-92.5%	-97.0%	-97.3%	-91.1%	-85.1%	-82.0%		
Campground - SNS*	<b>-97.7%</b>	~	~	~	~	-100.0%	-99.9%	-98.1%	-97.3%	-93.6%	-95.9%		
<b>Prince Edward Island</b> ONS*	<b>-9.1%</b>	-21.0%	-9.1%	-42.2%	-70.1%	-77.8%	-9.6%	-6.0%	-1.1%	11.4%	-17.9%		
Fixed Roof - RNS*	<b>-26.8%</b>	-21.0%	-9.1%	-42.2%	-70.0%	-60.2%	-34.3%	-20.4%	0.0%	-22.0%	-22.7%		
Campground - SNS*	<b>-1.2%</b>	~	~	~	~	-97.5%	-4.1%	-2.8%	-1.3%	23.5%	12.8%		
<b>Quebec</b> ONS*	<b>-96.0%</b>	-9.5%	21.8%	-32.7%	-98.8%	-92.9%	-98.9%	-99.5%	-98.8%	-95.4%	-94.6%		
Fixed Roof - RNS*	<b>-93.6%</b>	-9.5%	21.8%	-32.7%	-98.8%	-92.7%	-98.6%	-99.0%	-97.8%	-94.5%	-94.6%		
Campground - SNS*	<b>-99.8%</b>	~	~	~	~	-100.0%	-100.0%	-99.9%	-99.8%	-99.2%	-100.0%		
<b>All Other Provinces</b> ONS*	<b>-84.7%</b>	8.0%	50.1%	-4.6%	-96.8%	-98.4%	-96.8%	-93.9%	-85.8%	-84.4%	-71.4%		
Fixed Roof - RNS*	<b>-83.4%</b>	8.0%	50.1%	-4.6%	-96.8%	-98.3%	-96.3%	-94.1%	-85.1%	-84.2%	-70.6%		
Campground - SNS*	<b>-92.0%</b>	~	~	~	~	-100.0%	-98.6%	-93.1%	-89.4%	-85.7%	-98.0%		



## October 2020

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# 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: 99.46%**

**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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