

Tourism Indicators

February 2021

~ = Not open / operating N/A = Not available YTD \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	80
Bridge -81.9% -79.6% -84.0% Air -90.6% -88.3% -93.1%	
Air -90.6% -88.3% -93.1%	
Ferry ~ ~	
Cruise Ships (Charlottetown) ~ ~ ~	
Motorcoach -100.0% -100.0% -100.0%	
Tourism PEI Website Activity	
English Website -30.0% -29.3% -30.7%	
French Website -4.1% -10.3% 2.4%	
Visitor Information Centres / Destination Centres	
Total Parties Counselled -57.7% -28.5% -71.1%	
Golf PEI	
Non-Member Rounds ~ ~ ~	
Parks Canada	
PEI National Park N/A N/A N/A	
Green Gables ~ ~ ~	
Provincial Heritage Sites	
Orwell ** ~ **	
Beaconsfield -23.1% -3.3% -32.9%	
Eptek -62.3% -15.5% -81.6%	
Acadian Museum -68.5% -76.7% -59.5%	
Elmira ~ ~ ~	
Basin Head ~ ~ ~	
Green Park ~ ~ ~	
Total Visitors -23.5% -18.0% -26.1%	

Release Date: Monday, April 26, 2021



Tourism Indicators

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Actuals 2021			1st Quarte	r		2nd Quart	er		3rd Quarte	er		4th Quarter		
= Not open / operatingN/A = Not available** = Data not comparable	YTD	ros de n	99	Ma,	₽	Mood	la l	13	And And	y g	ő	**************************************	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	
Traffic														
Cruise Ships (Charlottetown)	~	~	~											
Motorcoach	0	0	0											
Tourism PEI Website Activity														
English Website	180,312	92,127	88,185											
French Website	28,463	13,685	14,778											
Visitor Information Centres / Destination Centres														
Total Parties Counselled	729	389	340											
Golf PEI														
Non-Member Rounds	~	~	~											
Parks Canada														
PEI National Park	N/A	N/A	N/A											
Green Gables	~	~	~											
Provincial Heritage Sites														
Orwell	423	~	423											
Beaconsfield	694	289	405											
Eptek	342	224	118											
Acadian Museum	52	20	32											
Elmira	~	~	~											
Basin Head	~	~	~											
Green Park	~	~	~											
Total Visitors	1,511	533	978											



Occupancy - Fixed Roof

February 2021

% Change 2020/2021			1st Quarte	r		2	nd Quart	er				3rd C	uarter				4	th Quar	er		
Fixed Roof Accommodation	YTD	res de la companya della companya de	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	M _{or}	7	₹ /	Mo J		_p	/	Jag.		A. Q.	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	2	ું હ	, /	₹ ō³		000	
Total Operations Open		163	168																		
% Change		-27.2%	- 26.0%																		
Total Room-nights Available	141,236	74,552	66,684																		
% Change	-8.4%	-5.9%	-11.1%																		
Total Room-nights Sold (RNS)	30,848	16,270	14,578																		
% Change	-20.9%	-11.3%	-29.5%																		
Occupancy Rate	21.8%	21.8%	21.9%																		
% Point Change	-3.4%	-1.3%	-5.7%																		
BY REGION																					
North Cape Coastal Drive												ı									
Occupancy Rate	30.5%	25.9%	35.6%												_						
% Point Change	2.5%	0.9%	4.5%																		
Room-nights Sold (RNS)	9,214	4,081	5,133												_						
% Change	-12.2%	-13.9%	-10.7%												┸						
Summerside Area ⁽¹⁾																					
Occupancy Rate	31.4%	28.0%	35.2%																		
% Point Change	0.8%	-0.1%	2.0%																		
Room-nights Sold (RNS)	6,638	3,107	3,531																		
% Change	-23.6%	-22.8%	-24.3%																		
Green Gables Shore																					
Occupancy Rate	6.9%	4.8%	9.2%																		
% Point Change	2.2%	-0.6%	5.2%																		
Room-nights Sold (RNS)	252	93	159																		
% Change	14.5%	-28.5%	76.7%																		
Red Sands																					
Occupancy Rate	8.8%	6.3%	12.2%																		
% Point Change	3.0%	1.2%	5.8%																		
Room-nights Sold (RNS)	378	158	220																		
% Change	65.8%	50.5%	78.9%																		

(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.



Occupancy - Fixed Roof

% Change 2020/2021			1st Quarter	2	2nd Quart	er			3rd Q	uarter		4th Quarter						
Fixed Roof Accommodation	YTD	res.	\ \partial \ \partial \ \ \partial \ \ \partial \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	7	₽¢ /	To M	/ 3	uş.	la _s		**** /	, w	/	o ^č	/ .	*o* /	ď	
Charlottetown			,		•					•	•					•		
Occupancy Rate	21.2%	22.9%	19.2%															
% Point Change	-6.1%	-2.1%	-10.3%															
Room-nights Sold (RNS)	20,537	11,745	8,792															
% Change	-25.7%	-10.6%	-39.4%															
Points East																		
Occupancy Rate	7.7%	6.1%	9.5%															
% Point Change	1.3%	-0.5%	3.3%															
Room-nights Sold (RNS)	467	193	274															
% Change	10.4%	-14.2%	38.4%															



Occupancy - Fixed Roof

% Change 2020/2021			1st Quarter			2nd Qua	ter		:	3rd Quart	er				4th Quai	rter	
Fixed Roof Accommodation	YTD	rie de la companya della companya de	94	Mar	₽ ^d	nem/	, Land	7	135	₽ ^N O		,g ^Q	,	ر د	N ₀	• /	ర్థో
ВҮ ТҮРЕ			·				•							·			
Hotels/Motels/Resorts																	
Occupancy Rate	23.5%	23.1%	24.0%														
% Point Change	-5.1%	-2.9%	-7.5%														
Room-nights Sold (RNS)	27,285	14,157	13,128														
% Change	-22.6%	-13.7%	-30.2%														
Inns																	
Occupancy Rate	22.5%	27.1%	17.4%														
% Point Change	-20.9%	-14.2%	-28.2%														
Room-nights Sold (RNS)	810	513	297														
% Change	-41.3%	-24.4%	-57.6%														
Cabins/Cottages																	
Occupancy Rate	23.5%	25.2%	21.6%														
% Point Change	12.0%	13.9%	9.9%														
Room-nights Sold (RNS)	1,865	1,062	803														
% Change	40.4%	58.5%	22.0%														
Tourist Home/B&B																	
Occupancy Rate	6.6%	7.2%	5.8%														
% Point Change	0.0%	0.3%	-0.3%														
Room-nights Sold (RNS)	832	482	350														
% Change	-19.7%	-15.0%	-25.4%														
Trailer Rentals/Hostels																	
Occupancy Rate	5.0%	9.5%	0.0%														
% Point Change	1.3%	6.7%	-4.7%														
Room-nights Sold (RNS)	56	56	0														
% Change	80.6%	366.7%	-100.0%							<u> </u>							



Occupancy - Campground

% Change 2020/2021		1st C	Quarter		2nd Quart	er		3rd Quart	er		4th Quarte	er
Campground	YTD	467	29 / 18 18 18 18 18 18 18 18 18 18 18 18 18	₽ [®]	Nom	Par Par	ling.	A Aug	, de la companya de l	č	\\ *\^2	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\
Total Operations Open		~	~									
% Change		~	~									
Total Site-nights Available	~	~	~									
% Change	~	~	~									
Total Site-nights Sold (SNS)	~	~	~									
% Change	~	~	~									
Occupancy Rate	~	~	~									
% Point Change	~	~	~									
North Cape Coastal Drive												
Occupancy Rate	~	~	~									
% Point Change	~	~	~									
Site-nights Sold (SNS)	~	~	~									
% Point change	~	~	~									
Summerside Area ⁽¹⁾												
Occupancy Rate	~	~	~									
% Point Change	~	~	~									
Site-nights Sold (SNS)	~	~	~									
% Change	~	~	~									

⁽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

% Change 2020/2021			1st Quarte	r		2nd Quar	ter		3rd Quar	ter		4th Quart	er
Campground	YTD	ros l	48	Mar	A _Q	No.	, Lington	In S	Au _o		, zo	\\ \mathbe{A}_{Q_q}	000
Green Gables Shore			<u> </u>										
Occupancy Rate	~	~	~										
% Point Change	~	~	~										
Site-nights Sold (SNS)	~	~	~										
% Point change	~	~	~										
Red Sands													
Occupancy Rate	~	~	~										
% Point Change	~	~	~										
Site-nights Sold (SNS)	~	~	~										
% Point change	~	~	~										
Charlottetown													
Occupancy Rate	~	~	~										
% Point Change	~	~	~										
Site-nights Sold (SNS)	~	~	~										
% Point Change	~	~	~										
Points East													
Occupancy Rate	~	~	~										
% Point Change	~	~	~										
Site-nights Sold (SNS)	~	~	~										
% Point change	~	~	~										



Visitor Origins

			1st Quarter			2nd Quart	er		3rd Quarte	er		4th Quarte	er	
	YTD	lan,	\ 48	Mar	₽ ^t Q	Non	- Spe	Į, j	Ang.	, og	ď	No.	000	
TOTAL OVERNIGHT STAYS (ONS	30,848	16,270	14,578											Ī
% Change	-20.9%	-11.3%	-29.5%											٦
ORIGIN BREAKDOWN	100%		100%			•				•				
Canada	93.8%	90.6%	97.4%											٦
United States	1.6%	1.8%	1.3%											٦
International	4.6%	7.6%	1.3%											٦
% Change 2020/2021														
CANADA ONS*	-21.6%	-14.9%	-27.5%											
Fixed Roof - RNS*	-21.6%	-14.9%	-27.5%											
Campground - SNS*	~	~	~											
New Brunswick ONS*	-72.6%	-71.6%	-73.6%											
Fixed Roof - RNS*	-72.6%	-71.6%	-73.6%											Π
Campground - SNS*	~	~	~											
Nova Scotia ONS*	-71.1%	-62.7%	-77.5%											
Fixed Roof - RNS*	-71.1%	-62.7%	-77.5%											
Campground - SNS*	~	~	~											
Ontario ONS*	-48.1%	-38.4%	-56.6%											
Fixed Roof - RNS*	-48.1%	-38.4%	-56.6%											
Campground - SNS*	~	~	~											
Prince Edward Island ONS*	107.6%	106.7%	108.4%											
Fixed Roof - RNS*	107.6%	106.7%	108.4%											
Campground - SNS*	~	~	~											
Quebec ONS*	-53.1%	-3.6%	-85.4%											
Fixed Roof - RNS*	-53.1%	-3.6%	-85.4%											
Campground - SNS*	~	~	~											
All Other Provinces ONS*	-35.3%	-17.7%	-51.8%											
Fixed Roof - RNS*	-35.3%	-17.7%	-51.8%											
Campground - SNS*	~	~	~											



Visitor Origins

				1st Quarter			2nd Quarte	er		3rd Quarter		4th Quarter			
		YTD	The state of the s	%	Mar	40°	No.	, in	In _Z	₩	/ %	30	*03	2%	
UNITED STATES	ONS*	-63.5%	-49.3%	-74.8%											
New England	ONS*	-87.7%	-75.8%	-95.9%											
Mid-Atlantic	ONS*	-62.8%	-45.2%	-82.8%											
South	ONS*	-86.7%	-80.5%	-92.1%											
Midwest	ONS*	-65.8%	-51.6%	-77.8%											
West	ONS*	-21.8%	4.1%	-39.7%											
KEY INTL MARKETS	ONS*	-36.8%	-38.0%	-34.9%											
China	ONS*	-67.5%	-60.6%	-77.8%											
England	ONS*	-59.5%	-51.6%	-100.0%											
Germany	ONS*	188.9%	176.9%	200.0%											
Japan	ONS*	-100.0%	-100.0%	-100.0%											
Taiwan	ONS*	-100.0%	0.0%	-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 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: 99.40%

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