

% Change 2020/2021

~ = Not open / operating

N/A = Not available

** = Data not comparable

	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic													
Bridge	-79.2%	-79.6%	-84.0%	-71.9%									
Air	-90.2%	-88.3%	-93.1%	-89.1%									
Ferry	~	~	~	~									
Cruise Ships (Charlottetown)	~	~	~	~									
Motorcoach	-100.0%	-100.0%	-100.0%	-100.0%									
Tourism PEI Website Activity													
English Website	-18.8%	-29.3%	-30.7%	13.6%									
French Website	4.9%	-10.3%	2.4%	22.8%									
Visitor Information Centres / Destination Centres													
Total Parties Counselling	-51.7%	-28.5%	-71.1%	-25.4%									
Golf PEI													
Non-Member Rounds	~	~	~	~									
Parks Canada													
PEI National Park	N/A	N/A	N/A	N/A									
Green Gables	~	~	~	~									
Provincial Heritage Sites													
Orwell	**	~	**	**									
Beaconsfield	-13.2%	-3.3%	-32.9%	12.2%									
Eptek	-57.2%	-15.5%	-81.6%	-30.0%									
Acadian Museum	-57.0%	-76.7%	-59.5%	-40.2%									
Elmira	~	~	~	~									
Basin Head	~	~	~	~									
Green Park	~	~	~	~									
Total Visitors	-4.6%	-18.0%	-26.1%	54.0%									

Actuals 2021

~ = Not open / operating
N/A = Not available
** = Data not comparable

	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic													
Cruise Ships (Charlottetown)	~	~	~	~									
Motorcoach	0	0	0	0									
Tourism PEI Website Activity													
English Website	281,460	92,127	88,185	101,148									
French Website	46,649	13,685	14,778	18,186									
Visitor Information Centres / Destination Centres													
Total Parties Counselling	1,019	389	340	290									
Golf PEI													
Non-Member Rounds	~	~	~	~									
Parks Canada													
PEI National Park	N/A	N/A	N/A	N/A									
Green Gables	~	~	~	~									
Provincial Heritage Sites													
Orwell	819	~	423	396									
Beaconsfield	1,090	289	405	396									
Eptek	461	224	118	119									
Acadian Museum	119	20	32	67									
Elmira	~	~	~	~									
Basin Head	~	~	~	~									
Green Park	~	~	~	~									
Total Visitors	2,489	533	978	978									

Occupancy - Fixed Roof

March 2021

% Change 2020/2021		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		163	168	175									
% Change		-27.2%	-26.0%	-25.8%									
Total Room-nights Available	216,871	74,521	67,104	75,246									
% Change	-6.4%	-6.0%	-10.5%	-2.9%									
Total Room-nights Sold (RNS)	47,802	16,243	14,590	16,969									
% Change	-9.3%	-11.4%	-29.4%	23.9%									
Occupancy Rate	22.0%	21.8%	21.7%	22.6%									
% Point Change	-0.7%	-1.3%	-5.8%	4.9%									
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	29.5%	25.9%	35.6%	27.6%									
% Point Change	5.0%	0.9%	4.5%	9.9%									
Room-nights Sold (RNS)	13,669	4,081	5,133	4,455									
% Change	-1.6%	-13.9%	-10.7%	31.3%									
Summerside Area ⁽¹⁾													
Occupancy Rate	30.4%	28.0%	35.2%	28.5%									
% Point Change	4.4%	-0.1%	2.0%	11.1%									
Room-nights Sold (RNS)	9,802	3,107	3,531	3,164									
% Change	-13.8%	-22.8%	-24.3%	17.8%									
Green Gables Shore													
Occupancy Rate	8.5%	4.8%	9.2%	11.5%									
% Point Change	4.3%	-0.6%	5.2%	8.4%									
Room-nights Sold (RNS)	473	93	159	221									
% Change	59.3%	-28.5%	76.7%	187.0%									
Red Sands													
Occupancy Rate	8.8%	5.2%	10.6%	10.9%									
% Point Change	3.4%	0.1%	4.2%	6.1%									
Room-nights Sold (RNS)	609	131	192	286									
% Change	84.0%	24.8%	56.1%	177.7%									

(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

March 2021

% Change 2020/2021		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		~	~	~									
% 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

March 2021

% Change 2020/2021		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	~	~	~	~									
% 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	~	~	~	~									

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: 99.43%

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