

Tourism Indicators

March 2021

														IVIC	II CII Z	UL
% Change 2020/2021			1st Quarte	r		2nd Quart	er			3rd Quart	ter			4th Quart	er	
= Not open / operatingN/A = Not available** = Data not comparable	YTD	res.	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Mar.	₽ ^Q	/ non	/ \$	ş	In _S	A B	, / s	2	ŏ	*o ₂	/ 8	,
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 Counselled	-51.7%	-28.5%	-71.1%	-25.4%												
Golf PEI																
Non-Member Rounds	~	~	~	~												
Parks Canada								Т								
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%												
Rolease Date: Tuesday, June 22	2024															

Release Date: Tuesday, June 22, 2021



Tourism Indicators

							IVIAI CIT 202 I
Actuals 2021			1st Quarte	r	2nd Quarter	3rd Quarter	4th Quarter
= Not open / operatingN/A = Not available** = Data not comparable	YTD	res.	\	Mat.		3	5 2 4 8
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 Counselled	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 Quarte	r		2nd Q	uarter				3rd C	uarter				4tl	n Quart	er	
Fixed Roof Accommodation	YTD	rop.	\ \(\sigma_{\pi}^{2} \)	M _s .	₽ ^d	//.	No.	المِيْ	7	Į j		4 ₁₀ /	\ \&	3	oč		₹ 0 ³		တို
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%															
														4					
BY REGION																			
North Cape Coastal Drive				I					-					-					
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⁾				I															
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 - Fixed Roof

% Change 2020/2021		1st Quarter				2	nd Quar	er				3rd Q	uarter				4th Q	uarter		
Fixed Roof Accommodation	YTD	no de	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Mar	/	₽ ^d /	Mod		Į j	/	In s	/ .	A /	/ %	/	ŏ		≠ o³	/ %	ပ္သ
Charlottetown						,					•									
Occupancy Rate	21.7%	23.0%	19.1%	22.8%																
% Point Change	-3.0%	-2.1%	-10.4%	3.2%																
Room-nights Sold (RNS)	32,335	11,745	8,832	11,758																
% Change	-13.8%	-10.6%	-39.1%	18.9%																
Points East																				
Occupancy Rate	7.9%	6.1%	9.5%	8.2%																
% Point Change	1.3%	-0.5%	3.3%	1.3%																
Room-nights Sold (RNS)	716	193	274	249																
% Change	8.6%	-14.2%	38.4%	5.5%																
70 Orlange	0.0 /	- 14.2 /0	30.470	3.370																



Occupancy - Fixed Roof

% Change 2020/2021		1st Quarter				2nd Quart	er		3r	d Quarter				4th Qua	ırter	
Fixed Roof Accommodation	YTD	ros,	8	Ma _r	₽ ^d d	/ Mon	\ \frac{1}{2}	7	10g /	Ango /	, og	/	o ^č	\ \&	3	్ద
BY TYPE																
Hotels/Motels/Resorts																
Occupancy Rate	24.2%	23.1%	24.0%	25.4%												
% Point Change	-1.7%	-2.9%	-7.5%	5.2%												
Room-nights Sold (RNS)	42,852	14,157	13,128	15,567												
% Change	-9.7%	-13.7%	-30.2%	27.1%												
Inns																
Occupancy Rate	18.9%	27.1%	17.4%	12.1%												
% Point Change	-18.3%	-14.2%	-28.2%	-13.1%												
Room-nights Sold (RNS)	1,039	513	297	229												
% Change	-42.1%	-24.4%	-57.6%	-44.8%												
Cabins/Cottages																
Occupancy Rate	21.6%	25.4%	20.4%	19.3%												
% Point Change	10.6%	14.1%	8.6%	9.4%												
Room-nights Sold (RNS)	2,838	1,062	843	933												
% Change	45.2%	58.5%	28.1%	48.8%												
Tourist Home/B&B																
Occupancy Rate	5.2%	6.8%	5.3%	3.5%												
% Point Change	-0.7%	-0.1%	-0.7%	-1.2%												
Room-nights Sold (RNS)	1,007	455	322	230												
% Change	-30.3%	-19.8%	-31.3%	-43.8%												
Trailer Rentals/Hostels																
Occupancy Rate	3.9%	9.5%	0.0%	1.7%												
% Point Change	0.2%	6.7%	-4.7%	**												
Room-nights Sold (RNS)	66	56	0	10												
% Change	112.9%	366.7%	-100.0%	**												



Occupancy - Campground

March 2021

% Change 2020/2021			1st Quarte	er		2nd Quar	ter		3rd Qu	arter		4th Qua	rter	
Campground	YTD	Zes Y	\ \qua	Ma _r	₽ ^Q	Town Town	, the	,	J / 4		2	oğ / ş		7
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

									Iviai	511 202
% Change 2020/2021		1 st	Quarter		2nd Quarte	er	3rd Quar	ter	4th Quar	ter
Campground	YTD	res /	99	My to My	40 N	ring.	In Sup	o o o o o o o o o o o o o o o o o o o	ري کي کي	، المحمد
Green Gables Shore			•				,		,	
Occupancy Rate	~	~	~ ~							
% Point Change	~	~	~ ~							
Site-nights Sold (SNS)	~	~	~ ~							
% Point change	~	~	~ ~							
Red Sands				т						
Occupancy Rate	~	~	~ ~							
% Point Change	~	~	~ ~							
Site-nights Sold (SNS)	~	~	~ ~							
% Point change	~	~	~ ~							
Charlottetown				T						
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 Quar	ter	;	3rd Quarte	r		4th Qua	rter
	YTD	lan,	99	Mar Mar	₽ ^d Q	To M	1	ş <u>i</u>	₽	/ &	ં	, / v ₀	, , , , , , , , , , , , , , , , , , ,
TOTAL OVERNIGHT STAYS (ONS)	47,802	16,243	14,590	16,969									
% Change	-9.3%	-11.4%	-29.4%	23.9%									
ORIGIN BREAKDOWN	100%		100%										
Canada	94.7%	90.5%	97.4%	96.3%									
United States	1.4%	1.8%	1.3%	1.2%									
International	3.9%	7.6%	1.3%	2.5%									
% Change 2020/2021													
CANADA ONS*	-9.2%	-15.0%	-27.5%	26.2%									
Fixed Roof - RNS*	-9.2%	-15.0%	-27.5%	26.2%									
Campground - SNS*	~	~	~	~									
New Brunswick ONS*	-68.2%	-71.6%	-73.4%	-51.3%									
Fixed Roof - RNS*	-68.2%	-71.6%	-73.4%	-51.3%									
Campground - SNS*	~	~	~	~									
Nova Scotia ONS*	-64.2%	-62.7%	-77.2%	-34.8%									
Fixed Roof - RNS*	-64.2%	-62.7%	-77.2%	-34.8%									
Campground - SNS*	~	~	~	~									
Ontario ONS*	-47.2%	-39.9%	-57.9%	-41.8%									
Fixed Roof - RNS*	-47.2%	-39.9%	-57.9%	-41.8%									
Campground - SNS*	~	~	~	~									
Prince Edward Island ONS*	134.3%	106.7%	108.4%	196.0%									
Fixed Roof - RNS*	134.3%	106.7%	108.4%	196.0%									
Campground - SNS*	~	~	~	~									
Quebec ONS*	-62.1%	-3.6%	-85.4%	-78.4%									
Fixed Roof - RNS*	-62.1%	-3.6%	-85.4%	-78.4%									
Campground - SNS*	~	~	~	~									
All Other Provinces ONS*	-41.7%	-17.7%	-50.9%	-53.1%									
Fixed Roof - RNS*	-41.7%	-17.7%	-50.9%	-53.1%									
Campground - SNS*	~	~	~	~									
			,										



Visitor Origins

					2nd	l Quarte	er			3rd C	Quarter			4th	Quarte	r				
		YTD	res .	/ ½°	No No	₽ ^K		Mode		郭			₽	& Q	oč		≯ o³		مْ	
UNITED STATES	ONS*	-61.6%	-49.3%	-74.8%	-55.8%															
New England	ONS*	-88.3%	-75.8%	-95.9%	-90.5%															
Mid-Atlantic	ONS*	-55.6%	-45.2%	-82.8%	-36.0%															
South	ONS*	-82.4%	-80.5%	-92.1%	-72.1%															
Midwest	ONS*	-74.5%	-51.6%	-77.8%	-97.4%															
West	ONS*	-13.4%	4.1%	-39.7%	17.0%															
KEY INTL MARKETS	ONS*	-36.8%	-38.0%	-34.9%	-36.6%															
China	ONS*	-72.0%	-60.6%	-77.8%	-100.0%															
England	ONS*	-73.2%	-51.6%	-100.0%	-100.0%															
Germany	ONS*	200.0%	176.9%	200.0%	221.4%															
Japan	ONS*	-100.0%	-100.0%	-100.0%	-100.0%															
Taiwan	ONS*	-100.0%	0.0%	-100.0%	0.0%															



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: 99.43%

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

Release Date: Tuesday, June 22, 2021 at 5:44 PM

Compiled by the Department of Economic Development and Tourism / Strategic Initiatives