

July 2010

% Change 2009/2010		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	0.9%	-0.4%	-0.3%	-7.1%	-10.8%	-6.1%	0.6%	8.4%						
Air	5.7%	-3.6%	-0.4%	4.0%	1.1%	10.3%	14.2%	6.3%						
Ferry	3.6%	~	~	~	~	-2.7%	-0.9%	7.3%						
Cruise Ships	1.4%	~	~	~	**	-50.0%	1.0%	-48.2%						
Motorcoach	12.4%	**	**	**	12.5%	13.6%	13.5%	11.6%						
Visitor Inquiries (English)														
Gentle Island Website	17.9%	9.3%	-1.7%	20.6%	-3.7%	-8.3%	29.6%	62.6%						
Call Centre	5.9%	7.5%	-0.6%	14.9%	-6.9%	-19.3%	10.1%	27.4%						
Mail Out Kits	57.2%	-30.3%	-52.3%	7.5%	7.7%	111.4%	126.0%	194.3%						
Visitor Inquiries (French)														
Gentle Island Website	6.6%	3.9%	-7.0%	8.8%	8.3%	-23.8%	17.5%	64.7%						
Call Centre	-1.7%	75.0%	54.4%	65.8%	11.3%	-37.6%	4.4%	5.9%						
Mail Out Kits	72.7%	-44.6%	-16.4%	-16.7%	13.3%	136.5%	141.3%	92.9%						
Visitor Information Centres														
Airport	84.9%	~	~	~	~	**	153.0%	52.4%						
Charlottetown	15.6%	312.5%	63.4%	35.5%	73.6%	-30.8%	4.4%	26.4%						
Borden-Carleton	7.2%	-51.0%	11.7%	64.6%	17.7%	-10.8%	-0.3%	11.4%						
Wood Islands	-1.2%	~	~	~	~	-20.7%	-10.1%	-5.3%						
Cavendish	5.5%	**	**	**	**	-4.3%	12.2%	1.8%						
St. Peters	24.4%	~	~	~	~	~	52.6%	16.0%						
Summerside	46.0%	~	~	~	~	~	58.4%	43.3%						
Souris	-14.5%	~	~	~	~	**	-4.8%	-18.3%						
West Prince	-29.5%	~	~	~	~	**	-30.5%	-29.5%						
Total Parties Counselling	9.3%	-12.5%	44.0%	69.0%	79.1%	-18.3%	8.6%	10.2%						
Golf PEI														
Non-Member Rounds	-5.0%	~	~	~	**	-7.4%	-8.5%	-6.4%						
National Parks														
PEI National Park	23.9%	**	**	**	-12.9%	20.0%	12.5%	11.4%						
Province House	**	-47.0%	-46.8%	-61.0%	86.7%	-17.8%	-13.6%	**						
Green Gables	-16.0%	**	**	43.2%	73.2%	-10.9%	-8.6%	-20.9%						
Campgrounds	8.4%	~	~	~	~	~	32.6%	6.5%						
Provincial Parks														
Parks West	13.1%	~	~	~	~	83.8%	-9.5%	18.3%						
Parks East	10.1%	~	~	~	~	1.3%	9.6%	10.5%						
Total	11.8%	~	~	~	~	16.8%	-2.0%	14.8%						
Historic Sites														
Orwell	-5.0%	-19.0%	65.6%	43.8%	-67.0%	-29.5%	4.8%	-7.8%						
Beaconsfield	29.4%	123.2%	13.8%	29.1%	43.5%	26.2%	16.7%	18.0%						
Eptek	38.6%	130.2%	-4.8%	-25.3%	27.3%	-5.1%	8.9%	112.4%						
Acadian Museum	-0.1%	304.0%	-42.5%	29.7%	-86.4%	52.9%	-6.3%	2.8%						
Elmira	10.2%	~	~	~	~	3.8%	-44.5%	27.6%						
Basin Head	11.4%	~	~	~	~	18.8%	12.4%	10.9%						
Green Park	-6.1%	~	~	~	~	-18.3%	13.4%	-11.8%						
Total Visitors	14.4%	108.5%	5.6%	1.4%	-5.7%	6.0%	2.6%	18.1%						

July 2010

% Change 2009/2010		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		134	135	135	152	481	971	1,049					
% Change		-4.3%	-3.6%	-4.3%	-2.6%	-4.6%	-4.9%	-3.7%					
Total Room-nights Available	751,351	71,158	63,568	71,774	70,407	114,208	171,004	189,232					
% Change	-2.6%	3.8%	-1.2%	-0.4%	3.9%	-4.1%	-5.1%	-5.2%					
Total Room-nights Sold	294,342	15,508	21,196	20,627	17,847	31,141	60,458	127,565					
% Change	1.6%	8.4%	7.6%	7.3%	-16.5%	-19.6%	2.2%	8.9%					
Occupancy Rate	39.2%	21.8%	33.3%	28.7%	25.3%	27.3%	35.4%	67.4%					
% Point Change	1.6%	0.9%	2.7%	2.1%	-6.2%	-5.2%	2.5%	8.7%					
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	38.2%	31.7%	42.7%	36.8%	35.0%	28.6%	31.9%	58.0%					
% Point Change	2.1%	3.6%	6.5%	3.7%	5.6%	-4.5%	-4.3%	8.4%					
Room-nights Sold	56,852	5,875	7,459	7,138	6,063	6,552	8,607	15,158					
% Change	-1.4%	14.8%	13.2%	0.0%	9.7%	-20.0%	-15.7%	1.7%					
Green Gables Shore													
Occupancy Rate	39.1%	1.7%	8.0%	3.8%	5.6%	10.6%	25.7%	70.0%					
% Point Change	2.1%	-1.0%	1.9%	2.3%	-0.5%	0.1%	2.2%	3.7%					
Room-nights Sold	61,029	59	253	125	243	2,690	13,855	43,804					
% Change	2.6%	-42.7%	21.1%	160.4%	3.0%	5.1%	3.0%	2.2%					
Red Sands													
Occupancy Rate	28.0%	6.3%	9.0%	8.4%	8.9%	10.7%	19.3%	59.8%					
% Point Change	0.0%	1.0%	-1.0%	2.0%	-0.4%	-4.7%	0.2%	4.4%					
Room-nights Sold	10,326	187	209	214	229	551	1,820	7,116					
% Change	2.3%	74.8%	6.1%	56.2%	9.0%	-29.8%	-9.5%	7.1%					
Charlottetown													
Occupancy Rate	42.7%	21.3%	34.3%	29.4%	25.5%	40.1%	53.5%	77.9%					
% Point Change	1.3%	0.4%	1.2%	2.1%	-12.5%	-7.3%	6.3%	16.2%					
Room-nights Sold	141,634	9,189	12,998	12,765	11,047	19,526	30,145	45,964					
% Change	3.7%	6.5%	4.3%	12.1%	-26.4%	-21.9%	14.1%	21.9%					
Points East													
Occupancy Rate	31.5%	6.5%	10.1%	12.6%	9.1%	15.0%	24.7%	52.6%					
% Point Change	1.2%	-4.2%	1.9%	-2.8%	-2.3%	-2.8%	-0.4%	5.0%					
Room-nights Sold	24,501	198	277	385	265	1,822	6,031	15,523					
% Change	-5.0%	-43.6%	10.4%	-26.1%	-31.9%	-17.0%	-14.6%	3.4%					
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	41.6%	24.5%	37.8%	32.6%	28.6%	34.5%	43.3%	70.7%					
% Point Change	2.0%	1.1%	3.5%	3.4%	-7.2%	-7.1%	3.4%	13.4%					
Room-nights Sold	207,824	14,569	20,010	19,445	16,563	25,646	41,110	70,481					
% Change	2.2%	9.7%	8.0%	9.9%	-16.3%	-22.4%	4.2%	14.5%					
Inns													
Occupancy Rate	44.4%	23.8%	37.6%	38.3%	29.5%	26.5%	47.7%	65.4%					
% Point Change	3.1%	5.4%	6.9%	2.3%	-2.3%	-12.7%	5.4%	7.5%					
Room-nights Sold	11,525	479	693	716	548	1,237	3,034	4,818					
% Change	-0.2%	-16.8%	-0.4%	-20.8%	-29.8%	-1.1%	8.7%	5.8%					
Cabins/Cottages													
Occupancy Rate	38.5%	9.4%	15.4%	9.7%	8.0%	10.8%	20.7%	67.0%					
% Point Change	1.7%	-1.7%	6.5%	-4.0%	-0.3%	0.6%	0.1%	3.1%					
Room-nights Sold	55,267	169	257	214	215	2,375	10,659	41,378					
% Change	0.0%	-9.6%	76.0%	-11.6%	2.9%	0.3%	-7.3%	1.9%					
Tourist Home/B&B													
Occupancy Rate	23.8%	3.7%	3.3%	3.1%	6.6%	14.2%	31.1%	53.4%					
% Point Change	-0.2%	-0.1%	-2.0%	-2.3%	-1.4%	-1.2%	2.3%	3.0%					
Room-nights Sold	19,726	291	236	252	521	1,883	5,655	10,888					
% Change	1.4%	11.1%	-30.8%	-35.7%	-13.6%	-8.5%	4.4%	4.9%					
Other													
Occupancy Rate	**	~	~	~	~	**	**	**					
% Point Change	**	~	~	~	~	**	**	**					
Room-nights Sold	**	~	~	~	~	**	**	**					
% Change	**	~	~	~	~	**	**	**					

July 2010

% Change 2009/2010		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		~	~	~	~	21	42	43					
% Change		~	~	~	~	-4.5%	0.0%	0.0%					
Total Site-nights Available	327,255	~	~	~	~	29,200	136,770	161,285					
% Change	-3.5%	~	~	~	~	-30.1%	1.8%	-1.0%					
Total Site-nights Sold	126,182	~	~	~	~	3,182	30,676	92,324					
% Change	3.8%	~	~	~	~	-24.5%	1.9%	5.8%					
Occupancy Rate	38.6%	~	~	~	~	10.9%	22.4%	57.2%					
% Point Change	2.7%	~	~	~	~	0.8%	0.0%	3.7%					
North Cape Coastal Drive													
Occupancy Rate	25.2%	~	~	~	~	1.5%	11.3%	43.2%					
% Point Change	2.5%	~	~	~	~	0.6%	-1.0%	3.9%					
Site-nights Sold	8,640	~	~	~	~	74	1,459	7,107					
% Point change	15.6%	~	~	~	~	76.2%	-13.5%	23.7%					
Green Gables Shore													
Occupancy Rate	42.6%	~	~	~	~	12.2%	25.1%	61.9%					
% Point Change	2.6%	~	~	~	~	0.1%	-1.0%	5.0%					
Site-nights Sold	92,557	~	~	~	~	1,961	23,210	67,386					
% Point change	2.0%	~	~	~	~	-32.8%	-0.3%	4.4%					
Red Sands													
Occupancy Rate	50.4%	~	~	~	~	41.6%	37.2%	66.6%					
% Point Change	-1.6%	~	~	~	~	13.1%	-3.7%	-13.3%					
Site-nights Sold	4,352	~	~	~	~	741	1,197	2,414					
% Point change	-16.4%	~	~	~	~	-15.1%	-5.5%	-21.3%					
Charlottetown													
Occupancy Rate	38.4%	~	~	~	~	14.4%	27.1%	52.3%					
% Point Change	7.1%	~	~	~	~	0.9%	11.2%	5.7%					
Site-nights Sold	7,743	~	~	~	~	225	2,367	5,151					
% Point Change	31.3%	~	~	~	~	110.3%	74.3%	16.2%					
Points East													
Occupancy Rate	27.5%	~	~	~	~	3.7%	12.6%	45.6%					
% Point Change	3.2%	~	~	~	~	0.7%	-0.1%	1.6%					
Site-nights Sold	12,890	~	~	~	~	181	2,443	10,266					
% Point change	4.9%	~	~	~	~	-34.9%	-3.1%	8.2%					

July 2010

Overnight Stays (ONS) *	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
ORIGIN BREAKDOWN	100%	100%			100%			100%			100%		
Canada	88.8%	95.3%	95.4%	95.8%	95.0%	89.7%	86.1%	87.5%					
United States	7.4%	2.6%	2.7%	2.6%	3.1%	5.7%	9.1%	8.5%					
International	3.8%	2.1%	1.9%	1.6%	1.9%	4.5%	4.8%	4.0%					
% Change 2009/2010													
CANADA ONS Total	0.7%	7.7%	6.3%	7.4%	-13.1%	-18.9%	-0.1%	4.7%					
Fixed Roof	-0.4%	7.7%	6.3%	7.4%	-13.1%	-17.9%	-0.3%	4.1%					
Campground	3.0%	~	~	~	~	-27.7%	0.1%	5.5%					
Alberta ONS Total	-13.6%	-10.5%	-44.1%	-27.4%	-60.8%	-47.7%	6.2%	-4.2%					
Fixed Roof	-17.3%	-10.5%	-44.1%	-27.4%	-60.8%	-49.2%	-0.8%	-5.5%					
Campground	14.3%	~	~	~	~	19.4%	60.8%	2.2%					
British Columbia ONS Total	-4.6%	80.0%	39.8%	-11.8%	-59.0%	-33.9%	16.0%	1.4%					
Fixed Roof	-11.4%	80.0%	39.8%	-11.8%	-59.0%	-33.7%	18.5%	-12.7%					
Campground	29.6%	~	~	~	~	-38.7%	7.5%	47.4%					
Manitoba ONS Total	-34.6%	-61.9%	37.5%	-55.6%	-77.8%	-56.7%	-6.9%	-22.6%					
Fixed Roof	-37.9%	-61.9%	37.5%	-55.6%	-77.8%	-57.0%	-5.8%	-28.8%					
Campground	12.2%	~	~	~	~	0.0%	-14.5%	27.0%					
New Brunswick ONS Total	9.7%	-3.9%	1.5%	11.2%	17.1%	-1.2%	8.6%	14.9%					
Fixed Roof	9.6%	-3.9%	1.5%	11.2%	17.1%	0.0%	13.3%	15.1%					
Campground	10.2%	~	~	~	~	-27.1%	-4.8%	14.6%					
Newfoundland ONS Total	-2.3%	41.8%	9.0%	18.0%	-25.4%	-33.6%	-12.0%	4.6%					
Fixed Roof	-1.7%	41.8%	9.0%	18.0%	-25.4%	-32.1%	-14.5%	8.2%					
Campground	-6.1%	~	~	~	~	-87.5%	10.7%	-6.1%					
Nova Scotia ONS Total	9.8%	13.8%	10.7%	29.9%	5.9%	-7.9%	5.4%	13.1%					
Fixed Roof	11.2%	13.8%	10.7%	29.9%	5.9%	-6.9%	7.9%	16.8%					
Campground	4.7%	~	~	~	~	-30.2%	-4.6%	7.3%					
Nunavut ONS Total	102.7%	-50.0%	-40.0%	-100.0%	0.0%	-56.0%	-60.0%	221.1%					
Fixed Roof	187.6%	-50.0%	-40.0%	-100.0%	0.0%	-56.0%	-57.4%	560.9%					
Campground	-85.7%	~	~	~	~	0.0%	-100.0%	-85.3%					
Northwest Territories ONS Total	-34.9%	-11.5%	200.0%	-88.3%	-90.5%	-71.0%	-3.7%	-5.1%					
Fixed Roof	-40.7%	-11.5%	200.0%	-88.3%	-90.5%	-71.0%	-11.3%	-15.1%					
Campground	105.6%	~	~	~	~	0.0%	600.0%	76.5%					
Ontario ONS Total	-13.6%	-4.4%	-7.7%	-31.9%	-43.6%	-33.9%	-14.4%	-5.8%					
Fixed Roof	-15.2%	-4.4%	-7.7%	-31.9%	-43.6%	-34.2%	-13.7%	-7.1%					
Campground	-5.1%	~	~	~	~	-21.9%	-18.8%	-1.8%					
Prince Edward Island ONS Total	1.3%	13.7%	10.6%	5.7%	2.4%	-19.1%	-1.3%	4.4%					
Fixed Roof	-1.1%	13.7%	10.6%	5.7%	2.4%	-13.2%	-17.0%	0.1%					
Campground	2.7%	~	~	~	~	-28.7%	3.5%	5.2%					
Quebec ONS Total	7.6%	20.1%	21.1%	80.6%	4.8%	9.6%	18.3%	1.8%					
Fixed Roof	13.4%	20.1%	21.1%	80.6%	4.8%	11.2%	28.8%	4.1%					
Campground	-2.4%	~	~	~	~	-16.5%	-18.8%	-0.6%					
Saskatchewan ONS Total	-28.6%	7.9%	122.2%	-61.9%	-84.4%	-61.3%	-20.9%	4.8%					
Fixed Roof	-32.4%	7.9%	122.2%	-61.9%	-84.4%	-65.0%	-26.0%	3.8%					
Campground	32.8%	~	~	~	~	2400.0%	40.7%	12.3%					
Yukon ONS Total	-55.7%	-100.0%	-100.0%	50.0%	-100.0%	-73.6%	-51.1%	-40.7%					
Fixed Roof	-52.8%	-100.0%	-100.0%	50.0%	-100.0%	-73.7%	-45.7%	-29.8%					
Campground	-78.0%	~	~	~	~	-66.7%	-100.0%	-72.4%					

* Total Overnight Stays (ONS) (all origins, including motorcoach figures) is up 7.6% for July of 2010 over last year. Total ONS year-to-date to July is up 2.3%. This is the result of adding the total Room Nights Sold (RNS) and total Site Nights Sold (SNS) and calculating the percentage change from the same period last year.
 ONS on the Visitors Origins pages only, does not include motorcoach figures due to the lack of availability of the data of passenger origin.

Overnight Stays (ONS)		YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS Total	6.0%	-1.5%	16.5%	-17.4%	-42.3%	0.4%	5.9%	10.3%					
	Fixed Roof	2.8%	-1.5%	16.5%	-17.4%	-42.3%	-3.2%	-1.1%	9.9%					
	Campground	18.8%	~	~	~	~	61.7%	40.2%	11.5%					
New England	ONS Total	4.2%	-32.5%	13.5%	-22.8%	-17.0%	-5.3%	-5.0%	10.3%					
	Fixed Roof	1.6%	-32.5%	13.5%	-22.8%	-17.0%	-9.7%	-6.8%	8.7%					
	Campground	13.0%	~	~	~	~	46.7%	3.0%	14.7%					
Mid-Atlantic	ONS Total	4.9%	11.4%	-31.7%	-27.1%	-48.8%	11.4%	1.8%	10.2%					
	Fixed Roof	0.5%	11.4%	-31.7%	-27.1%	-48.8%	10.8%	-2.1%	5.4%					
	Campground	26.2%	~	~	~	~	18.2%	19.0%	29.2%					
South	ONS Total	6.3%	-79.9%	14.4%	-55.3%	-62.8%	-7.7%	22.9%	11.0%					
	Fixed Roof	0.1%	-79.9%	14.4%	-55.3%	-62.8%	-16.9%	2.4%	16.4%					
	Campground	27.0%	~	~	~	~	427.3%	121.2%	-0.2%					
Midwest	ONS Total	8.7%	293.9%	140.6%	29.4%	-26.0%	39.7%	3.7%	-4.6%					
	Fixed Roof	9.1%	293.9%	140.6%	29.4%	-26.0%	38.7%	5.9%	-9.1%					
	Campground	6.4%	~	~	~	~	150.0%	-13.4%	11.6%					
West	ONS Total	9.1%	55.0%	-47.7%	53.6%	-50.6%	-11.1%	3.1%	25.1%					
	Fixed Roof	7.1%	55.0%	-47.7%	53.6%	-50.6%	-9.2%	-2.0%	27.3%					
	Campground	19.0%	~	~	~	~	-33.3%	28.2%	17.8%					
INTERNATIONAL	ONS Total	38.0%	89.1%	117.7%	85.2%	-63.6%	-50.9%	38.8%	124.8%					
	Fixed Roof	41.0%	89.1%	117.7%	85.2%	-63.6%	-52.8%	43.1%	146.7%					
	Campground	7.5%	~	~	~	~	19.8%	5.2%	7.1%					
Australia	ONS Total	31.3%	7.1%	740.0%	7.7%	45.0%	30.8%	50.6%	3.0%					
	Fixed Roof	31.9%	7.1%	740.0%	7.7%	45.0%	15.6%	44.4%	11.2%					
	Campground	26.2%	~	~	~	~	1200.0%	112.5%	-31.8%					
China	ONS Total	18.0%	116.0%	-28.3%	70.7%	-29.3%	-45.7%	31.8%	78.3%					
	Fixed Roof	17.8%	116.0%	-28.3%	70.7%	-29.3%	-45.7%	31.8%	77.7%					
	Campground	0.0%	~	~	~	~	0.0%	0.0%	0.0%					
England	ONS Total	4.2%	140.0%	-48.4%	-66.7%	18.2%	-36.4%	3.2%	22.1%					
	Fixed Roof	1.6%	140.0%	-48.4%	-66.7%	18.2%	-44.0%	-2.5%	24.0%					
	Campground	61.7%	~	~	~	~	500.0%	131.3%	-6.9%					
France	ONS Total	15.6%	-100.0%	-16.7%	-75.0%	23.1%	153.8%	26.3%	-3.0%					
	Fixed Roof	5.1%	-100.0%	-16.7%	-75.0%	23.1%	169.6%	50.0%	-31.4%					
	Campground	65.1%	~	~	~	~	33.3%	-22.6%	162.1%					
Germany	ONS Total	6.2%	-53.8%	-83.3%	-96.0%	-14.3%	38.6%	-20.2%	30.8%					
	Fixed Roof	3.9%	-53.8%	-83.3%	-96.0%	-14.3%	90.7%	-31.4%	34.1%					
	Campground	12.5%	~	~	~	~	-44.1%	13.6%	22.6%					
Ireland	ONS Total	15.6%	-50.0%	**	50.0%	0.0%	-71.4%	24.1%	8.0%					
	Fixed Roof	48.2%	-50.0%	**	50.0%	0.0%	-60.0%	50.0%	54.3%					
	Campground	-100.0%	~	~	~	~	-100.0%	-100.0%	-100.0%					
Japan	ONS Total	18.1%	-20.0%	300.0%	77.8%	-74.7%	65.4%	16.4%	13.7%					
	Fixed Roof	19.8%	-20.0%	300.0%	77.8%	-74.7%	72.8%	20.3%	12.9%					
	Campground	-4.2%	~	~	~	~	5.9%	-28.9%	24.2%					
Netherlands	ONS Total	-22.7%	32.1%	175.0%	163.6%	-50.0%	-37.2%	-53.2%	-20.3%					
	Fixed Roof	-22.1%	32.1%	175.0%	163.6%	-50.0%	-54.5%	-54.1%	-22.8%					
	Campground	-24.3%	~	~	~	~	20.0%	-51.4%	-16.2%					
Scotland	ONS Total	-11.0%	0.0%	-100.0%	25.0%	80.0%	-28.9%	20.0%	-24.8%					
	Fixed Roof	-3.1%	0.0%	-100.0%	25.0%	80.0%	-23.8%	31.4%	-15.6%					
	Campground	-78.3%	~	~	~	~	-100.0%	-44.4%	-100.0%					
Switzerland	ONS Total	59.5%	**	0.0%	-100.0%	**	56.3%	-31.7%	98.2%					
	Fixed Roof	78.8%	**	0.0%	-100.0%	**	90.0%	-52.7%	146.6%					
	Campground	24.0%	~	~	~	~	0.0%	25.9%	25.0%					
Others	ONS Total	68.1%	184.1%	419.5%	568.0%	-88.8%	-69.0%	110.4%	366.9%					
	Fixed Roof	70.3%	184.1%	419.5%	568.0%	-88.8%	-69.5%	114.7%	409.6%					
	Campground	-3.9%	~	~	~	~	1200.0%	9.8%	-19.5%					

TOURISM INDICATORS

Bridge Traffic - Source: Strait Crossing Bridge Limited. Data is the percentage change of the counts of non-commercial/non-resident vehicles 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 - Source: Charlottetown Harbour Authority Inc. Data is the percentage change of the total number of passengers and crew on the cruise ships that visit the Historic Charlottetown Seaport 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 of the total number of room-nights sold to motorcoach passengers against the same period of last year.

Gentle Island Website - Source: Tourism PEI. Data is the percentage change of the total number of visitors to www.gentleisland.com against the same period of last year.

Call Centre - Source: Tourism PEI. Data is the percentage change of the total number of call centre inquiries against the same period of last year.

Mail Out Kits - Source: Tourism PEI. Data is the percentage change of the total number of packages/kits mailed out by Tourism PEI against the same period of last year.

Visitor Information Centres - Source: Tourism PEI. Data is the percentage change of the counts of parties counselled at each Visitor Information Centre against the same period of last year.

Golf PEI - Source: Golf PEI. Data is the percentage change of the total rounds played at all 18-hole and 9-hole courses against the same period of last year. Non-member rounds and total rounds are reported.

National Parks - Source: Parks Canada. PEI National Park data is the percentage change of the number of vehicles entering the park via its six entry points (Cavendish Cawnpore Lane, Cavendish Graham's Lane, North Rustico, Stanhope, Brackley, Dalvay). Province House and Green Gables data is the percentage change of the counts of visitors to each site. Campground data is the percentage change of the number of site-nights sold.

Provincial Parks - Source: Tourism PEI. Data is the percentage change of the total number of site-nights sold at all provincial campgrounds against the same period of last year.

Historic Sites - Source: PEI Museum. Data is the percentage change of the total number of visitors to each historic site against the same period of last year.

OCCUPANCY

Room-nights Sold - 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.

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.

Site-nights Sold - The number of site-nights sold in each month. This number is calculated based on reports submitted by all licensed campground operations in PEI.

VISITOR ORIGINS

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.

Current Operator Compliance Rate: 99.00%

All data subject to ongoing revisions from the various sources of data

Release Date: Friday, August 27, 2010

Compiled by Tourism PEI - Strategy, Evaluation & Industry Investment Division