









## 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](http://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.

**Release Date: Wednesday, March 31, 2010**

**Current Operator Compliance Rate: 100.00%**

**Complied by Tourism PEI - Strategy, Evaluation & Industry Investment Division**