

June 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	-3.9%	-0.4%	-0.3%	-7.1%	-10.8%	-6.1%	0.6%							
Air	5.6%	-3.6%	-0.4%	4.0%	1.1%	10.3%	14.2%							
Ferry	-1.7%	~	~	~	~	-2.7%	-0.9%							
Cruise Ships	34.6%	~	~	~	**	-50.0%	1.0%							
Motorcoach	13.4%	**	**	**	12.5%	13.6%	13.5%							
Visitor Inquiries (English)														
Gentle Island Website	6.9%	9.3%	-1.7%	20.6%	-3.7%	-8.4%	29.6%							
Call Centre	-2.0%	7.5%	-0.6%	14.9%	-6.9%	-19.3%	10.1%							
Mail Out Kits	37.2%	-30.3%	-52.3%	7.5%	7.7%	111.4%	126.0%							
Visitor Inquiries (French)														
Gentle Island Website	-3.0%	3.8%	-7.1%	9.0%	8.2%	-23.7%	17.6%							
Call Centre	-4.4%	75.0%	54.4%	65.8%	11.3%	-37.6%	4.4%							
Mail Out Kits	70.2%	-44.6%	-16.4%	-16.7%	13.3%	136.5%	141.3%							
Visitor Information Centres														
Airport	157.4%	~	~	~	~	**	153.0%							
Charlottetown	1.8%	312.5%	63.4%	35.5%	73.6%	-30.8%	4.4%							
Borden-Carleton	0.0%	-51.0%	11.7%	64.6%	17.7%	-10.8%	-0.3%							
Wood Islands	4.5%	~	~	~	~	-20.7%	-10.1%							
Cavendish	14.7%	**	**	**	**	-4.3%	12.2%							
St. Peters	52.6%	~	~	~	~	~	52.6%							
Summerside	58.4%	~	~	~	~	~	58.4%							
Souris	-3.9%	~	~	~	~	**	-4.8%							
West Prince	-29.5%	~	~	~	~	**	-30.5%							
Total Parties Counseled	7.5%	-12.5%	44.0%	69.0%	79.1%	-18.3%	8.6%							
Golf PEI														
Non-Member Rounds	-4.6%	~	~	~	**	-7.4%	-8.5%							
National Parks														
PEI National Park	37.1%	**	**	**	-12.9%	20.0%	12.5%							
Province House	-9.1%	-47.0%	-46.8%	-61.0%	86.7%	-17.8%	-13.6%							
Green Gables	-6.5%	**	**	43.2%	73.2%	-10.9%	-8.6%							
Campgrounds	32.6%	~	~	~	~	~	32.6%							
Provincial Parks														
Parks West	-7.7%	~	~	~	~	83.8%	-9.5%							
Parks East	8.6%	~	~	~	~	1.3%	9.6%							
Total	-0.9%	~	~	~	~	16.8%	-2.0%							
Historic Sites														
Orwell	-1.6%	-19.0%	65.6%	43.8%	-67.0%	-29.5%	4.8%							
Beaconsfield	36.8%	123.2%	13.8%	29.1%	43.5%	26.2%	16.7%							
Eptek	10.6%	130.2%	-4.8%	-25.3%	27.3%	-5.1%	8.9%							
Acadian Museum	-3.6%	304.0%	-42.5%	29.7%	-86.4%	52.9%	-6.3%							
Elmira	-39.6%	~	~	~	~	3.8%	-44.5%							
Basin Head	13.0%	~	~	~	~	18.8%	12.4%							
Green Park	9.6%	~	~	~	~	-18.3%	13.4%							
Total Visitors	10.2%	108.5%	5.6%	1.4%	-5.7%	6.0%	2.6%							

June 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	973						
% Change		-4.3%	-3.6%	-4.3%	-2.6%	-4.6%	-4.7%						
Total Room-nights Available	557,769	71,158	63,568	71,774	66,117	114,208	170,944						
% Change	-2.5%	3.8%	-1.2%	-0.4%	-2.4%	-4.1%	-5.1%						
Total Room-nights Sold	165,588	15,508	21,196	20,627	16,667	31,141	60,449						
% Change	-4.0%	8.4%	7.6%	7.3%	-22.0%	-19.6%	2.2%						
Occupancy Rate	29.7%	21.8%	33.3%	28.7%	25.2%	27.3%	35.4%						
% Point Change	-0.5%	0.9%	2.7%	2.1%	-6.3%	-5.2%	2.5%						
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	34.0%	31.7%	42.7%	36.8%	35.0%	28.6%	31.9%						
% Point Change	1.0%	3.6%	6.5%	3.7%	5.6%	-4.5%	-4.3%						
Room-nights Sold	41,694	5,875	7,459	7,138	6,063	6,552	8,607						
% Change	-2.5%	14.8%	13.2%	0.0%	9.7%	-20.0%	-15.7%						
Green Gables Shore													
Occupancy Rate	18.4%	1.7%	8.0%	3.8%	5.6%	10.6%	25.7%						
% Point Change	1.1%	-1.0%	1.9%	2.3%	-0.5%	0.1%	2.3%						
Room-nights Sold	17,216	59	253	125	243	2,690	13,846						
% Change	3.6%	-42.7%	21.1%	160.4%	3.0%	5.1%	2.9%						
Red Sands													
Occupancy Rate	12.8%	6.3%	9.0%	8.4%	8.9%	10.7%	19.3%						
% Point Change	-1.5%	1.0%	-1.0%	2.0%	-0.4%	-4.7%	0.2%						
Room-nights Sold	3,210	187	209	214	229	551	1,820						
% Change	-6.9%	74.8%	6.1%	56.2%	9.0%	-29.8%	-9.5%						
Charlottetown													
Occupancy Rate	35.2%	21.3%	34.3%	29.4%	25.3%	40.1%	53.5%						
% Point Change	-1.6%	0.4%	1.2%	2.1%	-12.7%	-7.3%	6.3%						
Room-nights Sold	94,490	9,189	12,998	12,765	9,867	19,526	30,145						
% Change	-4.5%	6.5%	4.3%	12.1%	-34.3%	-21.9%	14.1%						
Points East													
Occupancy Rate	18.6%	6.5%	10.1%	12.6%	9.1%	15.0%	24.7%						
% Point Change	-1.5%	-4.2%	1.9%	-2.8%	-2.3%	-2.8%	-0.4%						
Room-nights Sold	8,978	198	277	385	265	1,822	6,031						
% Change	-16.6%	-43.6%	10.4%	-26.1%	-31.9%	-17.0%	-14.6%						
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	34.5%	24.5%	37.8%	32.6%	28.7%	34.5%	43.3%						
% Point Change	-0.5%	1.1%	3.5%	3.4%	-7.1%	-7.1%	3.4%						
Room-nights Sold	136,163	14,569	20,010	19,445	15,383	25,646	41,110						
% Change	-4.0%	9.7%	8.0%	9.9%	-22.2%	-22.4%	4.2%						
Inns													
Occupancy Rate	36.0%	23.8%	37.6%	38.3%	29.5%	26.5%	47.7%						
% Point Change	1.3%	5.4%	6.9%	2.3%	-2.3%	-12.7%	5.4%						
Room-nights Sold	6,707	479	693	716	548	1,237	3,034						
% Change	-4.2%	-16.8%	-0.4%	-20.8%	-29.8%	-1.1%	8.7%						
Cabins/Cottages													
Occupancy Rate	17.0%	9.4%	15.4%	9.7%	8.0%	10.8%	20.7%						
% Point Change	0.1%	-1.7%	6.5%	-4.0%	-0.3%	0.6%	0.1%						
Room-nights Sold	13,880	169	257	214	215	2,375	10,650						
% Change	-5.3%	-9.6%	76.0%	-11.6%	2.9%	0.3%	-7.4%						
Tourist Home/B&B													
Occupancy Rate	14.2%	3.7%	3.3%	3.1%	6.6%	14.2%	31.0%						
% Point Change	-0.9%	-0.1%	-2.0%	-2.3%	-1.4%	-1.2%	2.3%						
Room-nights Sold	8,838	291	236	252	521	1,883	5,655						
% Change	-2.6%	11.1%	-30.8%	-35.7%	-13.6%	-8.5%	4.4%						
Other													
Occupancy Rate	**	~	~	~	~	**	**						
% Point Change	**	~	~	~	~	**	**						
Room-nights Sold	**	~	~	~	~	**	**						
% Change	**	~	~	~	~	**	**						

June 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						
% Change		~	~	~	~	-4.5%	0.0%						
Total Site-nights Available	165,970	~	~	~	~	29,200	136,770						
% Change	-5.8%	~	~	~	~	-30.1%	1.8%						
Total Site-nights Sold	33,858	~	~	~	~	3,182	30,676						
% Change	-1.4%	~	~	~	~	-24.5%	1.9%						
Occupancy Rate	20.4%	~	~	~	~	10.9%	22.4%						
% Point Change	0.9%	~	~	~	~	0.8%	0.0%						
North Cape Coastal Drive													
Occupancy Rate	8.6%	~	~	~	~	1.5%	11.3%						
% Point Change	-0.9%	~	~	~	~	0.6%	-1.0%						
Site-nights Sold	1,533	~	~	~	~	74	1,459						
% Point change	-11.3%	~	~	~	~	76.2%	-13.5%						
Green Gables Shore													
Occupancy Rate	23.2%	~	~	~	~	12.2%	25.1%						
% Point Change	0.1%	~	~	~	~	0.1%	-1.0%						
Site-nights Sold	25,171	~	~	~	~	1,961	23,210						
% Point change	-3.9%	~	~	~	~	-32.8%	-0.3%						
Red Sands													
Occupancy Rate	38.7%	~	~	~	~	41.6%	37.2%						
% Point Change	4.0%	~	~	~	~	13.1%	-3.7%						
Site-nights Sold	1,938	~	~	~	~	741	1,197						
% Point change	-9.4%	~	~	~	~	-15.1%	-5.5%						
Charlottetown													
Occupancy Rate	25.2%	~	~	~	~	14.4%	27.1%						
% Point Change	9.5%	~	~	~	~	0.9%	11.2%						
Site-nights Sold	2,592	~	~	~	~	225	2,367						
% Point Change	76.9%	~	~	~	~	110.3%	74.3%						
Points East													
Occupancy Rate	10.8%	~	~	~	~	3.7%	12.6%						
% Point Change	1.2%	~	~	~	~	0.7%	-0.1%						
Site-nights Sold	2,624	~	~	~	~	181	2,443						
% Point change	-6.3%	~	~	~	~	-34.9%	-3.1%						

June 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		90.2%	95.3%	95.4%	95.8%	94.9%	89.7%	86.1%						
United States		6.1%	2.6%	2.7%	2.6%	3.1%	5.7%	9.0%						
International		3.7%	2.1%	1.9%	1.6%	2.0%	4.5%	4.8%						
% Change 2009/2010														
CANADA ONS Total		-4.0%	7.7%	6.3%	7.4%	-19.0%	-18.9%	-0.1%						
Fixed Roof		-4.1%	7.7%	6.3%	7.4%	-19.0%	-17.9%	-0.3%						
Campground		-3.3%	~	~	~	~	-27.7%	0.1%						
Alberta ONS Total		-24.3%	-10.5%	-44.1%	-27.4%	-64.3%	-47.7%	6.2%						
Fixed Roof		-29.0%	-10.5%	-44.1%	-27.4%	-64.3%	-49.2%	-0.8%						
Campground		55.9%	~	~	~	~	19.4%	60.8%						
British Columbia ONS Total		-9.5%	80.0%	39.8%	-11.8%	-61.6%	-33.9%	16.0%						
Fixed Roof		-11.0%	80.0%	39.8%	-11.8%	-61.6%	-33.7%	18.5%						
Campground		1.6%	~	~	~	~	-38.7%	7.5%						
Manitoba ONS Total		-43.9%	-61.9%	37.5%	-55.6%	-87.3%	-56.7%	-6.9%						
Fixed Roof		-45.2%	-61.9%	37.5%	-55.6%	-87.3%	-57.0%	-5.8%						
Campground		-14.0%	~	~	~	~	0.0%	-14.5%						
New Brunswick ONS Total		4.3%	-3.9%	1.5%	11.2%	6.6%	-1.2%	8.6%						
Fixed Roof		5.5%	-3.9%	1.5%	11.2%	6.6%	0.0%	13.3%						
Campground		-7.0%	~	~	~	~	-27.1%	-4.8%						
Newfoundland ONS Total		-9.0%	41.8%	9.0%	18.0%	-27.3%	-33.6%	-12.0%						
Fixed Roof		-9.1%	41.8%	9.0%	18.0%	-27.3%	-32.1%	-14.5%						
Campground		-5.8%	~	~	~	~	-87.5%	10.7%						
Nova Scotia ONS Total		6.4%	13.8%	10.7%	29.9%	0.3%	-7.9%	5.4%						
Fixed Roof		7.4%	13.8%	10.7%	29.9%	0.3%	-6.9%	7.8%						
Campground		-7.4%	~	~	~	~	-30.2%	-4.6%						
Nunavut ONS Total		-56.9%	-50.0%	-40.0%	-100.0%	0.0%	-56.0%	-60.0%						
Fixed Roof		-56.0%	-50.0%	-40.0%	-100.0%	0.0%	-56.0%	-57.4%						
Campground		-100.0%	~	~	~	~	0.0%	-100.0%						
Northwest Territories ONS Total		-51.2%	-11.5%	200.0%	-88.3%	-100.0%	-71.0%	-3.7%						
Fixed Roof		-53.4%	-11.5%	200.0%	-88.3%	-100.0%	-71.0%	-11.3%						
Campground		600.0%	~	~	~	~	0.0%	600.0%						
Ontario ONS Total		-23.0%	-4.4%	-7.7%	-31.9%	-46.6%	-33.9%	-14.4%						
Fixed Roof		-23.3%	-4.4%	-7.7%	-31.9%	-46.6%	-34.2%	-13.7%						
Campground		-19.0%	~	~	~	~	-21.9%	-18.8%						
Prince Edward Island ONS Total		-1.6%	13.7%	10.6%	5.7%	-3.0%	-19.1%	-1.3%						
Fixed Roof		-2.2%	13.7%	10.6%	5.7%	-3.0%	-13.2%	-17.0%						
Campground		-0.9%	~	~	~	~	-28.7%	3.5%						
Quebec ONS Total		19.7%	20.1%	21.1%	80.6%	-5.3%	9.6%	18.3%						
Fixed Roof		24.9%	20.1%	21.1%	80.6%	-5.3%	11.2%	28.8%						
Campground		-18.6%	~	~	~	~	-16.5%	-18.8%						
Saskatchewan ONS Total		-49.2%	7.9%	122.2%	-61.9%	-88.1%	-61.3%	-20.9%						
Fixed Roof		-53.0%	7.9%	122.2%	-61.9%	-88.1%	-65.0%	-26.0%						
Campground		80.0%	~	~	~	~	2400.0%	40.7%						
Yukon ONS Total		-62.7%	-100.0%	-100.0%	50.0%	-100.0%	-73.6%	-51.1%						
Fixed Roof		-61.2%	-100.0%	-100.0%	50.0%	-100.0%	-73.7%	-45.7%						
Campground		-91.7%	~	~	~	~	-66.7%	-100.0%						

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	-0.2%	-1.5%	16.5%	-17.4%	-45.4%	0.4%	5.8%						
	Fixed Roof	-5.7%	-1.5%	16.5%	-17.4%	-45.4%	-3.2%	-1.2%						
	Campground	41.9%	~	~	~	~	61.7%	40.2%						
New England	ONS Total	-7.5%	-32.5%	13.5%	-22.8%	-23.8%	-5.3%	-5.0%						
	Fixed Roof	-9.8%	-32.5%	13.5%	-22.8%	-23.8%	-9.7%	-6.8%						
	Campground	7.0%	~	~	~	~	46.7%	3.0%						
Mid-Atlantic	ONS Total	-3.6%	11.4%	-31.7%	-27.1%	-51.9%	11.4%	1.8%						
	Fixed Roof	-7.0%	11.4%	-31.7%	-27.1%	-51.9%	10.8%	-2.1%						
	Campground	18.9%	~	~	~	~	18.2%	19.0%						
South	ONS Total	0.1%	-79.9%	14.4%	-55.3%	-62.1%	-7.7%	22.6%						
	Fixed Roof	-15.8%	-79.9%	14.4%	-55.3%	-62.1%	-16.9%	2.0%						
	Campground	130.4%	~	~	~	~	427.3%	121.2%						
Midwest	ONS Total	22.2%	293.9%	140.6%	29.4%	-32.4%	39.7%	3.7%						
	Fixed Roof	24.7%	293.9%	140.6%	29.4%	-32.4%	38.7%	5.9%						
	Campground	-10.7%	~	~	~	~	150.0%	-13.4%						
West	ONS Total	-4.8%	55.0%	-47.7%	53.6%	-52.5%	-11.1%	3.1%						
	Fixed Roof	-8.3%	55.0%	-47.7%	53.6%	-52.5%	-9.2%	-2.0%						
	Campground	21.0%	~	~	~	~	-33.3%	28.2%						
INTERNATIONAL	ONS Total	-6.0%	89.1%	117.7%	85.2%	-63.6%	-50.9%	38.8%						
	Fixed Roof	-6.8%	89.1%	117.7%	85.2%	-63.6%	-52.8%	43.1%						
	Campground	8.0%	~	~	~	~	19.8%	5.2%						
Australia	ONS Total	52.6%	7.1%	740.0%	7.7%	45.0%	30.8%	50.6%						
	Fixed Roof	45.4%	7.1%	740.0%	7.7%	45.0%	15.6%	44.4%						
	Campground	176.5%	~	~	~	~	1200.0%	112.5%						
China	ONS Total	-5.3%	116.0%	-28.3%	70.7%	-29.3%	-45.7%	31.8%						
	Fixed Roof	-5.3%	116.0%	-28.3%	70.7%	-29.3%	-45.7%	31.8%						
	Campground	0.0%	~	~	~	~	0.0%	0.0%						
England	ONS Total	-8.7%	140.0%	-48.4%	-66.7%	18.2%	-36.4%	3.2%						
	Fixed Roof	-14.0%	140.0%	-48.4%	-66.7%	18.2%	-44.0%	-2.5%						
	Campground	172.2%	~	~	~	~	500.0%	131.3%						
France	ONS Total	38.3%	-100.0%	-16.7%	-75.0%	23.1%	153.8%	26.3%						
	Fixed Roof	53.1%	-100.0%	-16.7%	-75.0%	23.1%	169.6%	50.0%						
	Campground	-17.6%	~	~	~	~	33.3%	-22.6%						
Germany	ONS Total	-17.3%	-53.8%	-83.3%	-96.0%	-14.3%	38.6%	-20.2%						
	Fixed Roof	-22.9%	-53.8%	-83.3%	-96.0%	-14.3%	90.7%	-31.4%						
	Campground	0.7%	~	~	~	~	-44.1%	13.6%						
Ireland	ONS Total	22.0%	-50.0%	**	50.0%	0.0%	-71.4%	24.1%						
	Fixed Roof	44.0%	-50.0%	**	50.0%	0.0%	-60.0%	50.0%						
	Campground	-100.0%	~	~	~	~	-100.0%	-100.0%						
Japan	ONS Total	20.8%	-20.0%	300.0%	77.8%	-74.7%	65.4%	16.4%						
	Fixed Roof	24.0%	-20.0%	300.0%	77.8%	-74.7%	72.8%	20.3%						
	Campground	-19.4%	~	~	~	~	5.9%	-28.9%						
Netherlands	ONS Total	-24.7%	32.1%	175.0%	163.6%	-50.0%	-37.2%	-53.2%						
	Fixed Roof	-21.7%	32.1%	175.0%	163.6%	-50.0%	-54.5%	-54.1%						
	Campground	-36.2%	~	~	~	~	20.0%	-51.4%						
Scotland	ONS Total	0.9%	0.0%	-100.0%	25.0%	80.0%	-28.9%	20.0%						
	Fixed Roof	7.6%	0.0%	-100.0%	25.0%	80.0%	-23.8%	31.4%						
	Campground	-58.3%	~	~	~	~	-100.0%	-44.4%						
Switzerland	ONS Total	-10.7%	**	0.0%	-100.0%	**	56.3%	-31.7%						
	Fixed Roof	-22.5%	**	0.0%	-100.0%	**	90.0%	-52.7%						
	Campground	21.2%	~	~	~	~	0.0%	25.9%						
Others	ONS Total	-14.9%	184.1%	419.5%	568.0%	-88.8%	-69.0%	110.4%						
	Fixed Roof	-15.4%	184.1%	419.5%	568.0%	-88.8%	-69.5%	114.7%						
	Campground	38.1%	~	~	~	~	1200.0%	9.8%						

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: 100.00%

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

Release Date: Wednesday, August 11, 2010

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