



May 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
<b>Total Operations Open</b>		134	135	135	152	479							
% Change		-4.3%	-3.6%	-4.3%	-2.6%	-5.0%							
<b>Total Room-nights Available</b>	<b>386,660</b>	71,158	63,568	71,774	66,117	114,043							
% Change	<b>-1.3%</b>	3.8%	-1.2%	-0.4%	-2.4%	-4.3%							
<b>Total Room-nights Sold</b>	<b>105,104</b>	15,508	21,196	20,627	16,667	31,106							
% Change	<b>-7.3%</b>	8.4%	7.6%	7.3%	-22.0%	-19.7%							
<b>Occupancy Rate</b>	<b>27.2%</b>	21.8%	33.3%	28.7%	25.2%	27.3%							
% Point Change	<b>-1.7%</b>	0.9%	2.7%	2.1%	-6.3%	-5.2%							
<b>BY REGION</b>													
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>34.6%</b>	31.7%	42.7%	36.8%	35.0%	28.6%							
% Point Change	<b>2.5%</b>	3.6%	6.5%	3.7%	5.6%	-4.5%							
Room-nights Sold	<b>33,087</b>	5,875	7,459	7,138	6,063	6,552							
% Change	<b>1.6%</b>	14.8%	13.2%	0.0%	9.7%	-20.0%							
<b>Green Gables Shore</b>													
Occupancy Rate	<b>8.4%</b>	1.7%	8.0%	3.8%	5.6%	10.6%							
% Point Change	<b>0.3%</b>	-1.0%	1.9%	2.3%	-0.5%	0.0%							
Room-nights Sold	<b>3,347</b>	59	253	125	243	2,667							
% Change	<b>6.1%</b>	-42.7%	21.1%	160.4%	3.0%	4.2%							
<b>Red Sands</b>													
Occupancy Rate	<b>8.9%</b>	6.3%	9.0%	8.4%	8.9%	10.6%							
% Point Change	<b>-1.7%</b>	1.0%	-1.0%	2.0%	-0.4%	-4.8%							
Room-nights Sold	<b>1,390</b>	187	209	214	229	551							
% Change	<b>-3.2%</b>	74.8%	6.1%	56.2%	9.0%	-29.8%							
<b>Charlottetown</b>													
Occupancy Rate	<b>30.3%</b>	21.3%	34.3%	29.4%	25.3%	40.1%							
% Point Change	<b>-3.7%</b>	0.4%	1.2%	2.1%	-12.7%	-7.3%							
Room-nights Sold	<b>64,345</b>	9,189	12,998	12,765	9,867	19,526							
% Change	<b>-11.2%</b>	6.5%	4.3%	12.1%	-34.3%	-21.9%							
<b>Points East</b>													
Occupancy Rate	<b>12.3%</b>	6.5%	10.1%	12.6%	9.1%	15.0%							
% Point Change	<b>-2.2%</b>	-4.2%	1.9%	-2.8%	-2.3%	-2.8%							
Room-nights Sold	<b>2,935</b>	198	277	385	265	1,810							
% Change	<b>-20.8%</b>	-43.6%	10.4%	-26.1%	-31.9%	-17.6%							
<b>BY TYPE</b>													
<b>Hotels/Motels/Resorts</b>													
Occupancy Rate	<b>31.7%</b>	24.5%	37.8%	32.6%	28.7%	34.5%							
% Point Change	<b>-1.7%</b>	1.1%	3.5%	3.4%	-7.1%	-7.1%							
Room-nights Sold	<b>95,050</b>	14,569	20,010	19,445	15,383	25,643							
% Change	<b>-7.1%</b>	9.7%	8.0%	9.9%	-22.2%	-22.4%							
<b>Inns</b>													
Occupancy Rate	<b>30.0%</b>	23.8%	37.6%	38.3%	29.5%	26.5%							
% Point Change	<b>-1.1%</b>	5.4%	6.9%	2.3%	-2.3%	-12.7%							
Room-nights Sold	<b>3,673</b>	479	693	716	548	1,237							
% Change	<b>-12.7%</b>	-16.8%	-0.4%	-20.8%	-29.8%	-1.1%							
<b>Cabins/Cottages</b>													
Occupancy Rate	<b>10.6%</b>	9.4%	15.4%	9.7%	8.0%	10.7%							
% Point Change	<b>0.3%</b>	-1.7%	6.5%	-4.0%	-0.3%	0.5%							
Room-nights Sold	<b>3,198</b>	169	257	214	215	2,343							
% Change	<b>1.5%</b>	-9.6%	76.0%	-11.6%	2.9%	-1.1%							
<b>Tourist Home/B&amp;B</b>													
Occupancy Rate	<b>7.2%</b>	3.7%	3.3%	3.1%	6.6%	14.2%							
% Point Change	<b>-1.6%</b>	-0.1%	-2.0%	-2.3%	-1.4%	-1.2%							
Room-nights Sold	<b>3,183</b>	291	236	252	521	1,883							
% Change	<b>-13.0%</b>	11.1%	-30.8%	-35.7%	-13.6%	-8.5%							
<b>Other</b>													
Occupancy Rate	~	~	~	~	~	~							
% Point Change	~	~	~	~	~	~							
Room-nights Sold	~	~	~	~	~	~							
% Change	~	~	~	~	~	~							

May 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
<b>Total Operations Open</b>		~	~	~	~	20							
% Change		~	~	~	~	-9.1%							
<b>Total Site-nights Available</b>	<b>28,700</b>	~	~	~	~	28,700							
% Change	<b>-31.3%</b>	~	~	~	~	-31.3%							
<b>Total Site-nights Sold</b>	<b>3,158</b>	~	~	~	~	3,158							
% Change	<b>-25.1%</b>	~	~	~	~	-25.1%							
<b>Occupancy Rate</b>	<b>11.0%</b>	~	~	~	~	11.0%							
% Point Change	<b>0.9%</b>	~	~	~	~	0.9%							
<b>North Cape Coastal Drive</b>													
Occupancy Rate	1.5%	~	~	~	~	1.5%							
% Point Change	0.6%	~	~	~	~	0.6%							
Site-nights Sold	74	~	~	~	~	74							
% Point change	76.2%	~	~	~	~	76.2%							
<b>Green Gables Shore</b>													
Occupancy Rate	12.4%	~	~	~	~	12.4%							
% Point Change	0.4%	~	~	~	~	0.4%							
Site-nights Sold	1,937	~	~	~	~	1,937							
% Point change	-33.6%	~	~	~	~	-33.6%							
<b>Red Sands</b>													
Occupancy Rate	41.6%	~	~	~	~	41.6%							
% Point Change	13.1%	~	~	~	~	13.1%							
Site-nights Sold	741	~	~	~	~	741							
% Point change	-15.1%	~	~	~	~	-15.1%							
<b>Charlottetown</b>													
Occupancy Rate	14.4%	~	~	~	~	14.4%							
% Point Change	0.9%	~	~	~	~	0.9%							
Site-nights Sold	225	~	~	~	~	225							
% Point Change	110.3%	~	~	~	~	110.3%							
<b>Points East</b>													
Occupancy Rate	3.7%	~	~	~	~	3.7%							
% Point Change	0.7%	~	~	~	~	0.7%							
Site-nights Sold	181	~	~	~	~	181							
% Point change	-34.9%	~	~	~	~	-34.9%							

May 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
<b>ORIGIN BREAKDOWN</b>	<b>100%</b>	<b>100%</b>			<b>100%</b>			<b>100%</b>			<b>100%</b>		
Canada	93.6%	95.3%	95.4%	95.8%	94.9%	89.7%							
United States	3.7%	2.6%	2.7%	2.6%	3.1%	5.7%							
International	2.7%	2.1%	1.9%	1.6%	2.0%	4.5%							
% Change 2009/2010													
<b>CANADA</b> ONS Total	<b>-6.7%</b>	7.7%	6.3%	7.4%	-19.0%	-19.1%							
Fixed Roof	-5.9%	7.7%	6.3%	7.4%	-19.0%	-18.0%							
Campground	-28.3%	~	~	~	~	-28.3%							
<b>Alberta</b> ONS Total	<b>-46.9%</b>	-10.5%	-44.1%	-27.4%	-64.3%	-47.9%							
Fixed Roof	-47.5%	-10.5%	-44.1%	-27.4%	-64.3%	-49.2%							
Campground	11.1%	~	~	~	~	11.1%							
<b>British Columbia</b> ONS Total	<b>-30.2%</b>	80.0%	39.8%	-11.8%	-61.6%	-34.4%							
Fixed Roof	-29.7%	80.0%	39.8%	-11.8%	-61.6%	-33.7%							
Campground	-48.4%	~	~	~	~	-48.4%							
<b>Manitoba</b> ONS Total	<b>-61.7%</b>	-61.9%	37.5%	-55.6%	-87.3%	-56.7%							
Fixed Roof	-61.8%	-61.9%	37.5%	-55.6%	-87.3%	-57.0%							
Campground	0.0%	~	~	~	~	0.0%							
<b>New Brunswick</b> ONS Total	<b>2.2%</b>	-3.9%	1.5%	11.2%	6.6%	-1.4%							
Fixed Roof	2.6%	-3.9%	1.5%	11.2%	6.6%	-0.2%							
Campground	-27.1%	~	~	~	~	-27.1%							
<b>Newfoundland</b> ONS Total	<b>-7.5%</b>	41.8%	9.0%	18.0%	-27.3%	-33.6%							
Fixed Roof	-6.7%	41.8%	9.0%	18.0%	-27.3%	-32.1%							
Campground	-87.5%	~	~	~	~	-87.5%							
<b>Nova Scotia</b> ONS Total	<b>6.8%</b>	13.8%	10.7%	29.9%	0.3%	-7.9%							
Fixed Roof	7.3%	13.8%	10.7%	29.9%	0.3%	-6.9%							
Campground	-31.5%	~	~	~	~	-31.5%							
<b>Nunavut</b> ONS Total	<b>-55.3%</b>	-50.0%	-40.0%	-100.0%	0.0%	-56.0%							
Fixed Roof	-55.3%	-50.0%	-40.0%	-100.0%	0.0%	-56.0%							
Campground	#DIV/0!	~	~	~	~	0.0%							
<b>Northwest Territories</b> ONS Total	<b>-69.0%</b>	-11.5%	200.0%	-88.3%	-100.0%	-71.0%							
Fixed Roof	-69.0%	-11.5%	200.0%	-88.3%	-100.0%	-71.0%							
Campground	#DIV/0!	~	~	~	~	0.0%							
<b>Ontario</b> ONS Total	<b>-30.5%</b>	-4.4%	-7.7%	-31.9%	-46.6%	-34.2%							
Fixed Roof	-30.6%	-4.4%	-7.7%	-31.9%	-46.6%	-34.5%							
Campground	-23.2%	~	~	~	~	-23.2%							
<b>Prince Edward Island</b> ONS Total	<b>-1.9%</b>	13.7%	10.6%	5.7%	-3.0%	-19.2%							
Fixed Roof	2.0%	13.7%	10.6%	5.7%	-3.0%	-13.2%							
Campground	-28.8%	~	~	~	~	-28.8%							
<b>Quebec</b> ONS Total	<b>21.1%</b>	20.1%	21.1%	80.6%	-5.3%	9.4%							
Fixed Roof	21.9%	20.1%	21.1%	80.6%	-5.3%	11.2%							
Campground	-20.4%	~	~	~	~	-20.4%							
<b>Saskatchewan</b> ONS Total	<b>-65.4%</b>	7.9%	122.2%	-61.9%	-88.1%	-61.3%							
Fixed Roof	-67.2%	7.9%	122.2%	-61.9%	-88.1%	-65.0%							
Campground	2400.0%	~	~	~	~	2400.0%							
<b>Yukon</b> ONS Total	<b>-69.5%</b>	-100.0%	-100.0%	50.0%	-100.0%	-73.6%							
Fixed Roof	-69.5%	-100.0%	-100.0%	50.0%	-100.0%	-73.7%							
Campground	-66.7%	~	~	~	~	-66.7%							

Overnight Stays (ONS)		YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>UNITED STATES</b>	ONS Total	-10.5%	-1.5%	16.5%	-17.4%	-45.4%	0.3%							
	Fixed Roof	-12.2%	-1.5%	16.5%	-17.4%	-45.4%	-3.2%							
	Campground	60.7%	~	~	~	~	60.7%							
<b>New England</b>	ONS Total	-12.5%	-32.5%	13.5%	-22.8%	-23.8%	-5.3%							
	Fixed Roof	-14.8%	-32.5%	13.5%	-22.8%	-23.8%	-9.7%							
	Campground	46.7%	~	~	~	~	46.7%							
<b>Mid-Atlantic</b>	ONS Total	-12.2%	11.4%	-31.7%	-27.1%	-51.9%	11.4%							
	Fixed Roof	-13.5%	11.4%	-31.7%	-27.1%	-51.9%	10.8%							
	Campground	18.2%	~	~	~	~	18.2%							
<b>South</b>	ONS Total	-35.0%	-79.9%	14.4%	-55.3%	-62.1%	-7.7%							
	Fixed Roof	-38.8%	-79.9%	14.4%	-55.3%	-62.1%	-16.9%							
	Campground	427.3%	~	~	~	~	427.3%							
<b>Midwest</b>	ONS Total	52.4%	293.9%	140.6%	29.4%	-32.4%	39.7%							
	Fixed Roof	52.1%	293.9%	140.6%	29.4%	-32.4%	38.7%							
	Campground	150.0%	~	~	~	~	150.0%							
<b>West</b>	ONS Total	-18.5%	55.0%	-47.7%	53.6%	-52.5%	-11.4%							
	Fixed Roof	-17.7%	55.0%	-47.7%	53.6%	-52.5%	-9.2%							
	Campground	-37.0%	~	~	~	~	-37.0%							
<b>INTERNATIONAL</b>	ONS Total	-36.2%	89.1%	117.7%	85.2%	-63.6%	-51.0%							
	Fixed Roof	-37.2%	89.1%	117.7%	85.2%	-63.6%	-52.8%							
	Campground	19.8%	~	~	~	~	19.8%							
<b>Australia</b>	ONS Total	55.4%	7.1%	740.0%	7.7%	45.0%	30.8%							
	Fixed Roof	46.5%	7.1%	740.0%	7.7%	45.0%	15.6%							
	Campground	1200.0%	~	~	~	~	1200.0%							
<b>China</b>	ONS Total	-13.8%	116.0%	-28.3%	70.7%	-29.3%	-45.7%							
	Fixed Roof	-13.8%	116.0%	-28.3%	70.7%	-29.3%	-45.7%							
	Campground	0.0%	~	~	~	~	0.0%							
<b>England</b>	ONS Total	-25.7%	140.0%	-48.4%	-66.7%	18.2%	-36.4%							
	Fixed Roof	-29.7%	140.0%	-48.4%	-66.7%	18.2%	-44.0%							
	Campground	500.0%	~	~	~	~	500.0%							
<b>France</b>	ONS Total	55.2%	-100.0%	-16.7%	-75.0%	23.1%	153.8%							
	Fixed Roof	56.3%	-100.0%	-16.7%	-75.0%	23.1%	169.6%							
	Campground	33.3%	~	~	~	~	33.3%							
<b>Germany</b>	ONS Total	-10.3%	-53.8%	-83.3%	-96.0%	-14.3%	36.4%							
	Fixed Roof	-1.5%	-53.8%	-83.3%	-96.0%	-14.3%	87.0%							
	Campground	-44.1%	~	~	~	~	-44.1%							
<b>Ireland</b>	ONS Total	20.0%	-50.0%	**	50.0%	0.0%	-71.4%							
	Fixed Roof	38.5%	-50.0%	**	50.0%	0.0%	-60.0%							
	Campground	-100.0%	~	~	~	~	-100.0%							
<b>Japan</b>	ONS Total	30.2%	-20.0%	300.0%	77.8%	-74.7%	65.4%							
	Fixed Roof	31.8%	-20.0%	300.0%	77.8%	-74.7%	72.8%							
	Campground	5.9%	~	~	~	~	5.9%							
<b>Netherlands</b>	ONS Total	2.6%	32.1%	175.0%	163.6%	-50.0%	-37.2%							
	Fixed Roof	0.9%	32.1%	175.0%	163.6%	-50.0%	-54.5%							
	Campground	20.0%	~	~	~	~	20.0%							
<b>Scotland</b>	ONS Total	-19.3%	0.0%	-100.0%	25.0%	80.0%	-28.9%							
	Fixed Roof	-14.8%	0.0%	-100.0%	25.0%	80.0%	-23.8%							
	Campground	-100.0%	~	~	~	~	-100.0%							
<b>Switzerland</b>	ONS Total	90.5%	**	0.0%	-100.0%	**	56.3%							
	Fixed Roof	126.7%	**	0.0%	-100.0%	**	90.0%							
	Campground	0.0%	~	~	~	~	0.0%							
<b>Others</b>	ONS Total	-55.8%	184.1%	419.5%	568.0%	-88.8%	-69.0%							
	Fixed Roof	-56.2%	184.1%	419.5%	568.0%	-88.8%	-69.5%							
	Campground	1200.0%	~	~	~	~	1200.0%							

## 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: 99.80%**

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

Release Date: Friday, June 25, 2010

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