

September 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	0.1%	-0.4%	-0.3%	-7.1%	-10.8%	-6.1%	0.6%	8.4%	0.3%	-4.5%				
Air	4.3%	-3.6%	-0.4%	4.0%	1.1%	10.3%	14.2%	6.3%	-4.2%	10.3%				
Ferry	3.6%	~	~	~	~	-2.7%	-0.9%	7.3%	9.9%	-7.4%				
Cruise Ships	18.6%	~	~	~	**	-50.0%	1.0%	-48.2%	**	16.8%				
Motorcoach	6.2%	**	**	**	12.5%	13.6%	13.5%	11.6%	19.4%	-10.9%				
Visitor Inquiries (English)														
Gentle Island Website	18.3%	9.3%	-1.7%	20.6%	-3.7%	-8.3%	29.6%	62.6%	27.2%	9.3%				
Call Centre	9.5%	7.5%	-0.6%	14.9%	-6.9%	-19.3%	10.1%	27.4%	15.4%	39.4%				
Mail Out Kits	51.8%	-30.3%	-52.3%	7.5%	7.7%	97.9%	112.7%	201.3%	24.6%	49.8%				
Visitor Inquiries (French)														
Gentle Island Website	8.4%	3.9%	-7.0%	8.8%	8.3%	-23.8%	17.5%	64.7%	28.6%	27.2%				
Call Centre	-0.5%	75.0%	54.4%	65.8%	11.3%	-37.6%	4.4%	5.9%	4.9%	21.4%				
Mail Out Kits	69.1%	-44.6%	-16.4%	-16.7%	13.3%	128.0%	132.8%	102.8%	56.0%	1.5%				
Visitor Information Centres														
Airport	51.1%	~	~	~	~	**	153.0%	52.4%	25.5%	17.6%				
Charlottetown	21.7%	312.5%	63.4%	35.5%	73.6%	-30.8%	4.4%	26.4%	21.1%	42.4%				
Borden-Carleton	3.6%	-51.0%	11.7%	64.6%	17.7%	-10.8%	-0.3%	11.4%	-4.8%	12.8%				
Wood Islands	-7.8%	~	~	~	~	-20.7%	-10.1%	-5.3%	-13.4%	-14.8%				
Cavendish	-1.2%	**	**	**	**	-4.3%	12.2%	1.8%	-4.1%	-15.8%				
St. Peters	12.1%	~	~	~	~	~	52.6%	16.0%	6.4%	1.0%				
Summerside	14.9%	~	~	~	~	~	58.4%	43.3%	3.7%	-42.1%				
Souris	-4.0%	~	~	~	~	**	-4.8%	-18.3%	0.1%	16.5%				
West Prince	-27.9%	~	~	~	~	**	-30.5%	-29.5%	-14.9%	-49.0%				
Total Parties Counseled	7.4%	-12.5%	44.0%	69.0%	79.1%	-18.3%	8.6%	10.2%	2.9%	11.5%				
Golf PEI														
Non-Member Rounds	-5.5%	~	~	~	373.3%	1.0%	-8.5%	-6.4%	4.3%	-21.4%				
National Parks														
PEI National Park	18.8%	**	**	**	-12.9%	20.0%	12.5%	11.4%	9.7%	N/A				
Province House	-18.1%	-47.0%	-46.8%	-61.0%	86.7%	-17.8%	-13.6%	-15.4%	-6.0%	-41.3%				
Green Gables	-13.4%	**	**	43.2%	73.2%	-10.9%	-8.6%	-20.9%	-14.8%	-4.5%				
Campgrounds	10.2%	~	~	~	~	~	32.6%	6.5%	8.8%	73.4%				
Provincial Parks														
Parks West	10.8%	~	~	~	~	83.8%	-9.5%	18.3%	12.3%	-16.1%				
Parks East	9.7%	~	~	~	~	1.3%	9.6%	10.5%	14.6%	-19.1%				
Total	10.3%	~	~	~	~	16.8%	-2.0%	14.8%	13.4%	-17.6%				
Historic Sites														
Orwell	6.6%	-19.0%	65.6%	43.8%	-67.0%	-29.5%	4.8%	-7.8%	34.7%	-5.4%				
Beaconsfield	31.4%	123.2%	13.8%	29.1%	43.5%	26.2%	16.7%	18.0%	39.3%	26.7%				
Eptek	40.7%	130.2%	-4.8%	-25.3%	27.3%	-5.1%	8.9%	112.4%	60.4%	10.1%				
Acadian Museum	7.6%	304.0%	-42.5%	29.7%	-86.4%	52.9%	-6.3%	2.8%	14.5%	40.1%				
Elmira	6.2%	~	~	~	~	3.8%	-44.5%	27.6%	9.8%	-27.2%				
Basin Head	37.5%	~	~	~	~	18.8%	12.4%	10.9%	96.7%	-21.9%				
Green Park	-0.2%	~	~	~	~	-18.3%	13.4%	-11.8%	-10.4%	89.6%				
Total Visitors	22.5%	108.5%	5.6%	1.4%	-5.7%	6.0%	2.6%	18.1%	42.6%	4.6%				

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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	1,066	1,069	924			
% Change			-4.3%	-3.6%	-4.3%	-2.6%	-4.6%	-4.9%	-2.1%	-2.1%	-3.8%			
Total Room-nights Available	1,111,632		71,158	63,568	71,774	70,407	114,208	171,036	192,617	193,350	163,514			
% Change	-2.0%		3.8%	-1.2%	-0.4%	3.9%	-4.1%	-5.1%	-3.5%	-0.9%	-2.7%			
Total Room-nights Sold (RNS)	498,219		15,508	21,196	20,627	17,847	31,141	60,459	128,964	132,705	69,772			
% Change	1.2%		8.4%	7.6%	7.3%	-16.5%	-19.6%	2.2%	10.1%	-1.2%	2.2%			
Occupancy Rate	44.8%		21.8%	33.3%	28.7%	25.3%	27.3%	35.3%	67.0%	68.6%	42.7%			
% Point Change	1.4%		0.9%	2.7%	2.1%	-6.2%	-5.2%	2.5%	8.2%	-0.2%	2.1%			
BY REGION														
North Cape Coastal Drive														
Occupancy Rate	42.0%		31.7%	42.7%	36.8%	35.0%	28.6%	31.9%	56.1%	58.6%	45.7%			
% Point Change	0.9%		3.6%	6.5%	3.7%	5.6%	-4.5%	-4.3%	6.5%	-4.6%	-0.5%			
Room-nights Sold (RNS)	86,897		5,875	7,459	7,138	6,063	6,552	8,607	16,153	17,002	12,048			
% Change	-2.3%		14.8%	13.2%	0.0%	9.7%	-20.0%	-15.7%	8.4%	-10.4%	-2.3%			
Green Gables Shore														
Occupancy Rate	45.4%		1.7%	8.0%	3.8%	5.6%	10.6%	25.7%	69.9%	72.5%	32.0%			
% Point Change	1.9%		-1.0%	1.9%	2.3%	-0.5%	0.1%	2.2%	3.6%	2.8%	0.4%			
Room-nights Sold (RNS)	123,903		59	253	125	243	2,690	13,856	43,975	45,670	17,032			
% Change	1.5%		-42.7%	21.1%	160.4%	3.0%	5.1%	3.0%	2.6%	1.1%	-2.4%			
Red Sands														
Occupancy Rate	33.5%		6.3%	9.0%	8.4%	8.9%	10.7%	19.3%	59.4%	57.9%	24.7%			
% Point Change	-1.0%		1.0%	-1.0%	2.0%	-0.4%	-4.7%	0.2%	4.1%	-6.1%	1.7%			
Room-nights Sold (RNS)	19,508		187	209	214	229	551	1,820	7,156	6,828	2,314			
% Change	-0.9%		74.8%	6.1%	56.2%	9.0%	-29.8%	-9.5%	7.7%	-8.6%	8.8%			
Charlottetown														
Occupancy Rate	49.6%		21.3%	34.3%	29.4%	25.5%	40.1%	53.5%	77.9%	76.6%	63.4%			
% Point Change	1.5%		0.4%	1.2%	2.1%	-12.5%	-7.3%	6.3%	16.2%	-2.0%	6.0%			
Room-nights Sold (RNS)	218,494		9,189	12,998	12,765	11,047	19,526	30,145	45,964	45,640	31,220			
% Change	4.1%		6.5%	4.3%	12.1%	-26.4%	-21.9%	14.1%	21.9%	2.0%	9.2%			
Points East														
Occupancy Rate	37.0%		6.5%	10.1%	12.6%	9.1%	15.0%	24.6%	52.7%	58.7%	28.3%			
% Point Change	1.3%		-4.2%	1.9%	-2.8%	-2.3%	-2.8%	-0.5%	5.2%	2.0%	-0.4%			
Room-nights Sold (RNS)	49,417		198	277	385	265	1,822	6,031	15,716	17,565	7,158			
% Change	-3.9%		-43.6%	10.4%	-26.1%	-31.9%	-17.0%	-14.6%	4.7%	-1.8%	-7.8%			
BY TYPE														
Hotels/Motels/Resorts														
Occupancy Rate	47.2%		24.5%	37.8%	32.6%	28.6%	34.5%	43.3%	69.9%	70.4%	51.6%			
% Point Change	1.6%		1.1%	3.5%	3.4%	-7.2%	-7.1%	3.4%	12.5%	-1.7%	2.8%			
Room-nights Sold (RNS)	327,677		14,569	20,010	19,445	16,563	25,646	41,110	71,469	72,519	46,346			
% Change	1.8%		9.7%	8.0%	9.9%	-16.3%	-22.4%	4.2%	16.1%	-2.2%	4.2%			
Inns														
Occupancy Rate	51.7%		23.8%	37.6%	38.3%	29.5%	26.5%	47.7%	65.4%	75.7%	53.8%			
% Point Change	5.1%		5.4%	6.9%	2.3%	-2.3%	-12.7%	5.4%	7.5%	11.4%	5.5%			
Room-nights Sold (RNS)	20,751		479	693	716	548	1,237	3,034	4,818	5,615	3,611			
% Change	3.6%		-16.8%	-0.4%	-20.8%	-29.8%	-1.1%	8.7%	5.8%	10.4%	6.7%			
Cabins/Cottages														
Occupancy Rate	44.0%		9.4%	15.4%	9.7%	8.0%	10.8%	20.7%	66.8%	69.4%	27.4%			
% Point Change	1.9%		-1.7%	6.5%	-4.0%	-0.3%	0.6%	0.1%	3.0%	2.4%	0.8%			
Room-nights Sold (RNS)	112,473		169	257	214	215	2,375	10,660	41,789	43,364	13,430			
% Change	0.7%		-9.6%	76.0%	-11.6%	2.9%	0.3%	-7.3%	2.9%	1.7%	-2.5%			
Tourist Home/B&B														
Occupancy Rate	30.8%		3.7%	3.3%	3.1%	6.6%	14.2%	31.1%	53.4%	54.9%	35.5%			
% Point Change	-1.3%		-0.1%	-2.0%	-2.3%	-1.4%	-1.2%	2.3%	3.0%	-5.1%	-0.9%			
Room-nights Sold (RNS)	37,318		291	236	252	521	1,883	5,655	10,888	11,207	6,385			
% Change	-2.7%		11.1%	-30.8%	-35.7%	-13.6%	-8.5%	4.4%	4.9%	-8.9%	-3.0%			
Other														
Occupancy Rate	~		~	~	~	~	~	~	~	~	~			
% Point Change	~		~	~	~	~	~	~	~	~	~			
Room-nights Sold (RNS)	~		~	~	~	~	~	~	~	~	~			
% Change	~		~	~	~	~	~	~	~	~	~			

September 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	43	41			
% Change		~	~	~	~	-4.5%	0.0%	0.0%	0.0%	-2.4%			
Total Site-nights Available	592,879	~	~	~	~	29,200	136,770	161,285	160,021	105,603			
% Change	-2.1%	~	~	~	~	-30.1%	1.8%	-1.0%	-2.1%	2.7%			
Total Site-nights Sold (SNS)	229,926	~	~	~	~	3,182	30,676	92,324	85,276	18,468			
% Change	2.7%	~	~	~	~	-24.5%	1.9%	5.8%	3.4%	-6.5%			
Occupancy Rate	38.8%	~	~	~	~	10.9%	22.4%	57.2%	53.3%	17.5%			
% Point Change	1.8%	~	~	~	~	0.8%	0.0%	3.7%	2.8%	-1.7%			
North Cape Coastal Drive													
Occupancy Rate	24.0%	~	~	~	~	1.5%	11.3%	43.2%	38.3%	5.9%			
% Point Change	-0.3%	~	~	~	~	0.6%	-1.0%	3.9%	1.7%	-5.0%			
Site-nights Sold (SNS)	15,765	~	~	~	~	74	1,459	7,107	6,244	881			
% Point change	13.8%	~	~	~	~	76.2%	-13.5%	23.7%	16.5%	-13.6%			
Green Gables Shore													
Occupancy Rate	43.3%	~	~	~	~	12.2%	25.1%	61.9%	56.8%	20.7%			
% Point Change	3.1%	~	~	~	~	0.1%	-1.0%	5.0%	4.5%	1.5%			
Site-nights Sold (SNS)	165,786	~	~	~	~	1,961	23,210	67,386	61,177	12,052			
% Point change	2.2%	~	~	~	~	-32.8%	-0.3%	4.4%	3.3%	-1.9%			
Red Sands													
Occupancy Rate	54.6%	~	~	~	~	41.6%	37.2%	66.6%	65.2%	53.9%			
% Point Change	2.1%	~	~	~	~	13.1%	-3.7%	-13.3%	12.8%	-0.4%			
Site-nights Sold (SNS)	8,344	~	~	~	~	741	1,197	2,414	2,363	1,629			
% Point change	-6.6%	~	~	~	~	-15.1%	-5.5%	-21.3%	17.3%	-4.6%			
Charlottetown													
Occupancy Rate	34.5%	~	~	~	~	14.4%	27.1%	52.3%	44.7%	15.8%			
% Point Change	3.1%	~	~	~	~	0.9%	11.2%	5.7%	-5.6%	2.0%			
Site-nights Sold (SNS)	13,660	~	~	~	~	225	2,367	5,151	4,405	1,512			
% Point Change	12.5%	~	~	~	~	110.3%	74.3%	16.2%	-9.1%	8.2%			
Points East													
Occupancy Rate	29.6%	~	~	~	~	3.7%	12.6%	45.6%	49.1%	12.1%			
% Point Change	-0.3%	~	~	~	~	0.7%	-0.1%	1.6%	-0.5%	-8.4%			
Site-nights Sold (SNS)	26,371	~	~	~	~	181	2,443	10,266	11,087	2,394			
% Point change	-0.9%	~	~	~	~	-34.9%	-3.1%	8.2%	0.9%	-28.3%			

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	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL OVERNIGHT STAYS (ONS)	728,145	15,508	21,196	20,627	17,847	34,323	91,135	221,288	217,981	88,240			
% Change	1.7%	8.4%	7.6%	7.3%	-16.5%	-20.1%	2.1%	8.3%	0.6%	0.3%			
ORIGIN BREAKDOWN	100%	100%			100%			100%					
Canada	87.0%	95.3%	95.4%	95.8%	95.0%	89.7%	86.1%	87.5%	86.2%	80.4%			
United States	8.6%	2.6%	2.7%	2.6%	3.1%	5.7%	9.0%	8.5%	9.5%	12.7%			
International	4.3%	2.1%	1.9%	1.6%	1.9%	4.5%	4.8%	4.0%	4.2%	6.9%			
% Change 2009/2010													
CANADA ONS*	-0.8%	7.7%	6.3%	7.4%	-13.1%	-18.9%	-0.1%	5.4%	-3.4%	-3.0%			
Fixed Roof - RNS*	-2.1%	7.7%	6.3%	7.4%	-13.1%	-17.9%	-0.3%	5.3%	-7.6%	-0.8%			
Campground - SNS*	1.8%	~	~	~	~	-27.7%	0.1%	5.5%	2.8%	-9.7%			
Alberta ONS*	-14.8%	-10.5%	-44.1%	-27.4%	-60.8%	-47.7%	6.2%	-3.4%	-22.3%	-4.4%			
Fixed Roof - RNS*	-17.8%	-10.5%	-44.1%	-27.4%	-60.8%	-49.2%	-0.8%	-4.6%	-25.1%	-5.7%			
Campground - SNS*	4.6%	~	~	~	~	19.4%	60.8%	2.2%	-7.2%	4.3%			
British Columbia ONS*	-6.4%	80.0%	39.8%	-11.8%	-59.0%	-33.9%	16.0%	2.4%	-14.5%	0.3%			
Fixed Roof - RNS*	-13.5%	80.0%	39.8%	-11.8%	-59.0%	-33.7%	18.5%	-11.4%	-25.0%	-2.8%			
Campground - SNS*	25.9%	~	~	~	~	-38.7%	7.5%	47.4%	26.2%	14.5%			
Manitoba ONS*	-39.5%	-61.9%	37.5%	-55.6%	-77.8%	-56.7%	-6.9%	-21.4%	-59.3%	-5.2%			
Fixed Roof - RNS*	-42.5%	-61.9%	37.5%	-55.6%	-77.8%	-57.0%	-5.8%	-27.5%	-63.4%	-6.6%			
Campground - SNS*	-9.7%	~	~	~	~	0.0%	-14.5%	27.0%	-31.4%	10.6%			
New Brunswick ONS*	6.2%	-3.9%	1.5%	11.2%	17.1%	-1.2%	8.6%	15.4%	-0.5%	2.0%			
Fixed Roof - RNS*	8.2%	-3.9%	1.5%	11.2%	17.1%	0.0%	13.3%	16.0%	3.1%	9.0%			
Campground - SNS*	1.3%	~	~	~	~	-27.1%	-4.8%	14.6%	-5.8%	-31.9%			
Newfoundland ONS*	-4.0%	41.8%	9.0%	18.0%	-25.4%	-33.6%	-12.0%	4.7%	-15.6%	25.7%			
Fixed Roof - RNS*	-2.9%	41.8%	9.0%	18.0%	-25.4%	-32.1%	-14.5%	8.3%	-15.5%	28.6%			
Campground - SNS*	-9.7%	~	~	~	~	-87.5%	10.7%	-6.1%	-16.4%	-0.8%			
Nova Scotia ONS*	5.9%	13.8%	10.7%	29.9%	5.9%	-7.9%	5.4%	13.6%	0.9%	-2.7%			
Fixed Roof - RNS*	6.6%	13.8%	10.7%	29.9%	5.9%	-6.9%	7.9%	17.6%	-1.4%	-0.8%			
Campground - SNS*	3.8%	~	~	~	~	-30.2%	-4.6%	7.3%	5.4%	-15.6%			
Nunavut ONS*	46.4%	-50.0%	-40.0%	-100.0%	0.0%	-56.0%	-60.0%	221.1%	-52.9%	42.9%			
Fixed Roof - RNS*	72.2%	-50.0%	-40.0%	-100.0%	0.0%	-56.0%	-57.4%	560.9%	-66.0%	7.1%			
Campground - SNS*	-57.4%	~	~	~	~	0.0%	-100.0%	-85.3%	766.7%	**			
Northwest Territories ONS*	-53.2%	-11.5%	200.0%	-88.3%	-90.5%	-71.0%	-3.7%	-4.5%	-77.0%	-13.6%			
Fixed Roof - RNS*	-56.2%	-11.5%	200.0%	-88.3%	-90.5%	-71.0%	-11.3%	-14.4%	-78.5%	22.5%			
Campground - SNS*	11.9%	~	~	~	~	0.0%	600.0%	76.5%	60.0%	-89.5%			
Ontario ONS*	-8.3%	-4.4%	-7.7%	-31.9%	-43.6%	-33.9%	-14.3%	-5.2%	-0.4%	-6.4%			
Fixed Roof - RNS*	-9.9%	-4.4%	-7.7%	-31.9%	-43.6%	-34.2%	-13.7%	-6.3%	-2.2%	-6.0%			
Campground - SNS*	-0.9%	~	~	~	~	-21.9%	-18.8%	-1.8%	5.5%	-10.7%			
Prince Edward Island ONS*	-0.3%	13.7%	10.6%	5.7%	2.4%	-19.1%	-1.3%	5.6%	-3.0%	-4.8%			
Fixed Roof - RNS*	-3.7%	13.7%	10.6%	5.7%	2.4%	-13.2%	-17.0%	7.7%	-20.1%	-2.7%			
Campground - SNS*	1.4%	~	~	~	~	-28.7%	3.5%	5.2%	1.7%	-6.0%			
Quebec ONS*	6.2%	20.1%	21.1%	80.6%	4.8%	9.6%	18.3%	2.4%	6.0%	-5.4%			
Fixed Roof - RNS*	8.2%	20.1%	21.1%	80.6%	4.8%	11.2%	28.8%	5.1%	1.8%	-1.2%			
Campground - SNS*	3.1%	~	~	~	~	-16.5%	-18.8%	-0.6%	11.3%	-25.4%			
Saskatchewan ONS*	-40.3%	7.9%	122.2%	-61.9%	-84.4%	-61.3%	-20.9%	5.9%	-64.5%	-13.1%			
Fixed Roof - RNS*	-44.5%	7.9%	122.2%	-61.9%	-84.4%	-65.0%	-26.0%	5.1%	-68.8%	-19.0%			
Campground - SNS*	19.2%	~	~	~	~	2400.0%	40.7%	12.3%	-6.5%	49.1%			
Yukon ONS*	-68.1%	-100.0%	-100.0%	50.0%	-100.0%	-73.6%	-51.1%	-40.7%	-82.2%	-31.3%			
Fixed Roof - RNS*	-66.2%	-100.0%	-100.0%	50.0%	-100.0%	-73.7%	-45.7%	-29.8%	-81.5%	-29.5%			
Campground - SNS*	-82.0%	~	~	~	~	-66.7%	-100.0%	-72.4%	-87.3%	-50.0%			

September 2010

			1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	10.0%	-1.5%	16.5%	-17.4%	-42.3%	0.4%	5.8%	11.0%	16.2%	9.3%			
Fixed Roof - RNS*		8.0%	-1.5%	16.5%	-17.4%	-42.3%	-3.2%	-1.3%	10.9%	16.9%	6.5%			
Campground - SNS*		17.5%	~	~	~	~	61.7%	40.2%	11.5%	13.9%	22.9%			
New England	ONS*	6.8%	-32.5%	13.5%	-22.8%	-17.0%	-5.3%	-5.0%	11.5%	15.3%	-6.3%			
Fixed Roof - RNS*		6.0%	-32.5%	13.5%	-22.8%	-17.0%	-9.7%	-6.8%	10.3%	16.7%	-5.3%			
Campground - SNS*		9.7%	~	~	~	~	46.7%	3.0%	14.7%	11.3%	-12.6%			
Mid-Atlantic	ONS*	11.5%	11.4%	-31.7%	-27.1%	-48.8%	11.4%	1.8%	10.4%	17.5%	17.0%			
Fixed Roof - RNS*		10.0%	11.4%	-31.7%	-27.1%	-48.8%	10.8%	-2.1%	5.8%	19.7%	16.3%			
Campground - SNS*		18.3%	~	~	~	~	18.2%	19.0%	29.2%	8.0%	20.5%			
South	ONS*	11.0%	-79.9%	14.4%	-55.3%	-62.8%	-7.7%	22.3%	10.9%	16.6%	17.1%			
Fixed Roof - RNS*		4.9%	-79.9%	14.4%	-55.3%	-62.8%	-16.9%	1.6%	16.1%	10.2%	11.9%			
Campground - SNS*		31.3%	~	~	~	~	427.3%	121.2%	-0.2%	35.0%	38.5%			
Midwest	ONS*	12.5%	293.9%	140.6%	29.4%	-26.0%	39.7%	3.7%	-3.3%	7.4%	29.0%			
Fixed Roof - RNS*		14.3%	293.9%	140.6%	29.4%	-26.0%	38.7%	5.9%	-7.4%	13.0%	29.1%			
Campground - SNS*		4.9%	~	~	~	~	150.0%	-13.4%	11.6%	-8.6%	28.5%			
West	ONS*	13.2%	55.0%	-47.7%	53.6%	-50.6%	-11.1%	3.1%	26.0%	26.7%	8.1%			
Fixed Roof - RNS*		11.4%	55.0%	-47.7%	53.6%	-50.6%	-9.2%	-2.0%	28.5%	36.2%	-1.8%			
Campground - SNS*		20.9%	~	~	~	~	-33.3%	28.2%	17.8%	3.2%	58.9%			
INTERNATIONAL	ONS*	52.4%	89.1%	117.7%	85.2%	-63.6%	-50.9%	39.1%	125.7%	84.5%	54.0%			
Fixed Roof - RNS*		56.8%	89.1%	117.7%	85.2%	-63.6%	-52.8%	43.3%	147.8%	93.8%	57.6%			
Campground - SNS*		12.0%	~	~	~	~	19.8%	5.2%	7.1%	15.5%	19.7%			
Australia	ONS*	20.9%	7.1%	740.0%	7.7%	45.0%	30.8%	50.6%	3.0%	30.8%	-5.7%			
Fixed Roof - RNS*		19.5%	7.1%	740.0%	7.7%	45.0%	15.6%	44.4%	11.2%	36.7%	-12.4%			
Campground - SNS*		31.6%	~	~	~	~	1200.0%	112.5%	-31.8%	7.9%	113.3%			
China	ONS*	19.1%	116.0%	-28.3%	70.7%	-29.3%	-45.7%	31.8%	78.3%	-19.8%	323.1%			
Fixed Roof - RNS*		18.9%	116.0%	-28.3%	70.7%	-29.3%	-45.7%	31.8%	77.7%	-20.0%	323.1%			
Campground - SNS*		**	~	~	~	~	0.0%	0.0%	0.0%	**	0.0%			
England	ONS*	-18.2%	140.0%	-48.4%	-66.7%	18.2%	-36.4%	3.2%	23.4%	-43.2%	-25.1%			
Fixed Roof - RNS*		-19.4%	140.0%	-48.4%	-66.7%	18.2%	-44.0%	-2.5%	25.4%	-45.3%	-22.4%			
Campground - SNS*		2.2%	~	~	~	~	500.0%	131.3%	-6.9%	-9.4%	-55.3%			
France	ONS*	4.1%	-100.0%	-16.7%	-75.0%	23.1%	153.8%	26.3%	-3.0%	11.8%	-25.0%			
Fixed Roof - RNS*		-5.9%	-100.0%	-16.7%	-75.0%	23.1%	169.6%	50.0%	-31.4%	-9.1%	-22.7%			
Campground - SNS*		50.4%	~	~	~	~	33.3%	-22.6%	162.1%	90.2%	-37.9%			
Germany	ONS*	-2.4%	-53.8%	-83.3%	-96.0%	-14.3%	38.6%	-20.2%	32.9%	-1.4%	-19.7%			
Fixed Roof - RNS*		-8.3%	-53.8%	-83.3%	-96.0%	-14.3%	90.7%	-31.4%	37.1%	-3.7%	-33.2%			
Campground - SNS*		14.1%	~	~	~	~	-44.1%	13.6%	22.6%	3.6%	33.6%			
Ireland	ONS*	6.9%	-50.0%	**	50.0%	0.0%	-71.4%	24.1%	8.0%	61.9%	-55.8%			
Fixed Roof - RNS*		15.0%	-50.0%	**	50.0%	0.0%	-60.0%	50.0%	54.3%	30.0%	-56.3%			
Campground - SNS*		-40.0%	~	~	~	~	-100.0%	-100.0%	-100.0%	700.0%	-50.0%			
Japan	ONS*	9.9%	-20.0%	300.0%	77.8%	-74.7%	65.4%	16.4%	13.7%	4.7%	-7.1%			
Fixed Roof - RNS*		10.5%	-20.0%	300.0%	77.8%	-74.7%	72.8%	20.3%	12.9%	6.4%	-9.5%			
Campground - SNS*		0.0%	~	~	~	~	5.9%	-28.9%	24.2%	-18.4%	**			
Netherlands	ONS*	-17.7%	32.1%	175.0%	163.6%	-50.0%	-37.2%	-53.2%	-20.3%	28.9%	-41.2%			
Fixed Roof - RNS*		-7.9%	32.1%	175.0%	163.6%	-50.0%	-54.5%	-54.1%	-22.8%	98.4%	-33.7%			
Campground - SNS*		-37.3%	~	~	~	~	20.0%	-51.4%	-16.2%	-46.6%	-54.5%			
Scotland	ONS*	-10.4%	0.0%	-100.0%	25.0%	80.0%	-28.9%	31.7%	-24.8%	-4.8%	-30.8%			
Fixed Roof - RNS*		-6.9%	0.0%	-100.0%	25.0%	80.0%	-23.8%	45.1%	-15.6%	-19.0%	-30.8%			
Campground - SNS*		-52.2%	~	~	~	~	-100.0%	-44.4%	-100.0%	**	0.0%			
Switzerland	ONS*	22.9%	**	0.0%	-100.0%	**	56.3%	-31.7%	98.2%	-28.4%	22.2%			
Fixed Roof - RNS*		17.9%	**	0.0%	-100.0%	**	90.0%	-52.7%	146.6%	-45.1%	1.6%			
Campground - SNS*		34.9%	~	~	~	~	0.0%	25.9%	25.0%	21.3%	94.4%			
Others	ONS*	132.6%	184.1%	419.5%	568.0%	-88.8%	-69.0%	110.4%	368.2%	319.7%	195.1%			
Fixed Roof - RNS*		136.2%	184.1%	419.5%	568.0%	-88.8%	-69.5%	114.7%	411.0%	331.8%	198.4%			
Campground - SNS*		25.1%	~	~	~	~	1200.0%	9.8%	-19.5%	71.2%	73.3%			

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. *Note: Motorcoach data is not available by origin.*

Gentle Island Website - Source: Tourism PEI. Data is the percentage change of the total number of visits 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 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 (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.

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: 97.00%

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

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