

November 2011

% Change 2010/2011													
~ = Not open / operating N/A = Not available ** = Data not comparable													
	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Traffic</b>													
Bridge	-7.2%	6.7%	-7.1%	-2.1%	12.1%	-8.0%	-12.2%	-14.3%	-13.6%	4.1%	-0.9%	4.5%	
Air	-2.3%	5.7%	-1.0%	-5.1%	0.6%	-1.8%	-14.2%	-4.1%	0.9%	1.1%	-1.2%	0.1%	
Ferry	-5.4%	~	~	~	~	-6.7%	-6.5%	-10.1%	-10.8%	7.2%	8.7%	2.6%	
Cruise Ships	-2.5%	~	~	~	~	538.3%	136.9%	115.8%	-52.5%	-36.1%	-21.0%	~	
Motorcoach	13.8%	**	**	**	-69.4%	-46.5%	3.6%	12.9%	18.3%	19.1%	23.9%	-85.7%	
<b>Visitor Inquiries (English)</b>													
Gentle Island Website	-13.6%	10.3%	-3.3%	-18.1%	-26.7%	-31.1%	-19.2%	-26.7%	4.7%	-4.6%	26.8%	25.7%	
Call Centre	-28.2%	6.6%	-19.7%	-15.7%	-23.2%	-36.2%	-41.7%	-35.8%	-24.6%	-1.1%	-26.0%	-37.9%	
Mail Out Kits	-35.2%	-7.1%	-14.7%	23.6%	-20.1%	-32.5%	-60.5%	-55.1%	-51.5%	-73.9%	-74.8%	-53.3%	
<b>Visitor Inquiries (French)</b>													
Gentle Island Website	-28.5%	-5.4%	-6.5%	-38.2%	-46.5%	-31.8%	-44.1%	-25.2%	9.8%	-19.5%	28.3%	31.8%	
Call Centre	-41.7%	-48.7%	-28.4%	-43.1%	-25.6%	-33.9%	-60.7%	-43.8%	-28.5%	-44.9%	31.6%	-37.2%	
Mail Out Kits	-54.4%	10.6%	-15.6%	-74.7%	50.5%	-59.4%	-86.1%	-71.3%	-63.5%	-49.2%	-44.0%	-11.5%	
<b>Visitor Information Centres</b>													
Airport	9.4%	~	~	~	~	~	-35.1%	38.6%	18.6%	6.9%	~	~	
Charlottetown	-29.4%	-3.8%	28.7%	-4.4%	-47.4%	30.2%	-32.3%	-30.9%	-30.3%	-32.4%	-32.2%	-19.7%	
Borden-Carleton	-14.2%	-3.3%	-22.8%	-36.5%	-7.6%	13.8%	-6.0%	-2.5%	-19.4%	-28.0%	-44.0%	12.1%	
Wood Islands	-19.6%	~	~	~	~	2.3%	-4.4%	-22.4%	-14.0%	-9.4%	-55.9%	~	
Cavendish	-13.7%	-31.3%	-57.1%	6.6%	16.3%	-3.3%	-4.0%	-18.3%	-17.6%	0.5%	-21.3%	-74.4%	
St. Peters	-11.4%	~	~	~	~	~	-29.8%	-8.5%	-15.7%	2.9%	13.8%	~	
Summerside	4.5%	~	~	~	~	~	20.2%	-15.5%	-2.4%	131.6%	~	~	
Souris	-9.8%	~	~	~	~	~	9.5%	20.3%	-13.6%	-21.4%	-83.9%	~	
West Prince	-19.2%	~	~	~	~	~	-41.9%	-7.0%	-26.3%	9.6%	-59.2%	~	
Total Parties Counseled	-17.0%	-5.0%	-0.4%	-23.0%	-37.5%	13.4%	-16.0%	-11.3%	-18.8%	-18.7%	-43.6%	-24.6%	
<b>Golf PEI</b>													
Non-Member Rounds	-1.6%	~	~	~	-37.0%	-17.5%	0.2%	-2.4%	-9.1%	17.5%	9.9%	~	
<b>National Parks</b>													
PEI National Park	-1.0%	41.9%	23.7%	20.3%	26.3%	-21.2%	-2.1%	-2.4%	-6.8%	3.1%	0.4%	N/A	
Province House	6.2%	215.2%	-15.9%	76.9%	-76.4%	59.6%	4.1%	6.8%	13.1%	9.0%	-13.2%	-17.4%	
Green Gables	-1.2%	-72.2%	55.0%	-77.4%	-75.4%	50.3%	10.9%	7.7%	-3.4%	-18.0%	-9.1%	-16.4%	
Campgrounds	-16.7%	~	~	~	~	~	21.0%	-10.9%	-28.8%	23.4%	-59.4%	~	
<b>Provincial Parks</b>													
Parks West	-15.4%	~	~	~	~	-47.1%	-15.1%	-13.1%	-22.4%	20.9%	~	~	
Parks East	-9.7%	~	~	~	~	0.6%	-18.0%	-14.0%	-11.7%	47.4%	~	~	
Total	-12.8%	~	~	~	~	-13.5%	-16.4%	-13.5%	-17.4%	33.8%	~	~	
<b>Historic Sites</b>													
Orwell	-14.0%	-13.4%	-57.5%	-24.3%	-16.0%	-68.5%	-12.6%	12.2%	-19.5%	10.8%	-69.2%	-19.9%	
Beaconsfield	-5.2%	-50.8%	-52.1%	16.0%	-38.8%	-17.0%	17.9%	5.7%	17.3%	2.4%	-20.8%	-38.6%	
Eptek	13.0%	-52.9%	-32.3%	50.9%	32.6%	-9.4%	38.6%	40.5%	6.9%	8.3%	-13.2%	36.4%	
Acadian Museum	-9.5%	30.7%	-30.1%	-25.5%	288.2%	-29.0%	-18.8%	2.0%	-8.1%	-13.3%	-57.6%	-7.5%	
Elmira	6.2%	~	~	~	~	29.6%	54.2%	9.2%	1.9%	64.0%	-42.0%	~	
Basin Head	-2.9%	~	~	~	~	-26.3%	-15.3%	29.2%	-22.2%	21.9%	~	~	
Green Park	-7.7%	~	~	~	~	6.1%	-33.7%	-7.1%	17.7%	-65.1%	~	~	
Total Visitors	-1.6%	-45.3%	-42.6%	15.5%	10.1%	-20.5%	1.0%	18.1%	-6.3%	3.9%	-36.4%	0.0%	

November 2011

% Change 2010/2011		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>		133	135	135	148	463	953	1,040	1,043	935	464	140	
% Change		-0.7%	0.0%	0.0%	-2.6%	-3.7%	-2.0%	-2.5%	-2.5%	1.1%	2.4%	-15.2%	
<b>Total Room-nights Available</b>	<b>1,318,850</b>	67,210	64,408	72,069	72,724	121,176	169,525	192,645	195,363	173,280	119,003	71,447	
% Change	<b>1.7%</b>	-5.5%	1.3%	0.4%	3.3%	6.1%	-0.9%	0.0%	0.9%	4.3%	7.6%	-0.8%	
<b>Total Room-nights Sold (RNS)</b>	<b>549,873</b>	18,019	23,328	20,055	23,538	36,065	56,722	118,704	125,997	71,637	34,732	21,076	
% Change	<b>-1.2%</b>	16.2%	10.1%	-2.8%	31.9%	15.8%	-6.2%	-8.0%	-5.1%	1.5%	-2.7%	-3.1%	
<b>Occupancy Rate</b>	<b>41.7%</b>	26.8%	36.2%	27.8%	32.4%	29.8%	33.5%	61.6%	64.5%	41.3%	29.2%	29.5%	
% Point Change	<b>-1.2%</b>	5.0%	2.9%	-0.9%	7.0%	2.5%	-1.9%	-5.3%	-4.1%	-1.2%	-3.1%	-0.7%	
<b>BY REGION</b>													
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>39.7%</b>	34.9%	36.3%	34.7%	35.7%	33.5%	37.2%	48.6%	55.7%	42.2%	32.4%	34.4%	
% Point Change	<b>-1.2%</b>	3.2%	-6.5%	-2.0%	0.7%	4.9%	5.3%	-7.5%	-2.8%	-3.2%	-3.6%	-0.3%	
Room-nights Sold (RNS)	<b>100,990</b>	6,349	6,305	6,871	6,216	7,812	10,247	14,430	16,688	11,866	7,830	6,376	
% Change	<b>-0.6%</b>	8.1%	-15.5%	-3.7%	2.5%	19.2%	19.1%	-10.7%	-2.0%	-1.9%	-8.1%	4.2%	
<b>Green Gables Shore</b>													
Occupancy Rate	<b>39.9%</b>	7.3%	10.6%	1.5%	8.9%	10.2%	23.6%	67.2%	68.9%	30.5%	14.5%	10.1%	
% Point Change	<b>-2.8%</b>	5.6%	2.6%	-2.2%	3.3%	-0.4%	-2.1%	-2.7%	-3.5%	-1.4%	-3.5%	4.4%	
Room-nights Sold (RNS)	<b>124,753</b>	237	328	49	489	2,779	12,693	42,446	43,555	17,601	4,214	362	
% Change	<b>-3.0%</b>	301.7%	29.6%	-60.8%	101.2%	3.3%	-8.4%	-3.5%	-4.6%	1.4%	3.4%	44.2%	
<b>Red Sands</b>													
Occupancy Rate	<b>26.3%</b>	6.9%	11.5%	13.9%	16.5%	8.3%	15.0%	50.2%	51.7%	19.4%	8.9%	11.3%	
% Point Change	<b>-4.4%</b>	0.5%	2.5%	5.6%	7.6%	-2.4%	-4.3%	-9.3%	-6.3%	-5.4%	-2.2%	-0.2%	
Room-nights Sold (RNS)	<b>16,552</b>	182	299	426	500	425	1,232	5,382	5,575	1,817	411	303	
% Change	<b>-19.3%</b>	-2.7%	43.1%	99.1%	118.3%	-22.9%	-32.3%	-24.8%	-18.7%	-22.2%	-29.7%	-19.6%	
<b>Charlottetown</b>													
Occupancy Rate	<b>47.5%</b>	26.4%	41.2%	27.8%	36.2%	43.2%	47.0%	71.0%	71.2%	62.8%	42.4%	31.2%	
% Point Change	<b>-0.1%</b>	5.0%	6.9%	-1.6%	10.7%	3.1%	-6.5%	-6.9%	-5.4%	-0.2%	-0.4%	-2.3%	
Room-nights Sold (RNS)	<b>258,055</b>	10,485	15,917	11,851	15,618	23,408	27,170	42,316	43,992	32,677	20,788	13,833	
% Change	<b>1.6%</b>	14.1%	22.5%	-7.2%	41.4%	19.9%	-9.9%	-7.9%	-3.6%	3.5%	-0.2%	-3.7%	
<b>Points East</b>													
Occupancy Rate	<b>33.9%</b>	22.7%	18.0%	25.7%	19.7%	14.6%	24.1%	48.0%	54.6%	29.4%	12.3%	8.9%	
% Point Change	<b>-1.1%</b>	16.3%	7.9%	13.1%	10.6%	-0.4%	-0.5%	-4.7%	-4.1%	1.3%	-4.0%	-8.1%	
Room-nights Sold (RNS)	<b>49,523</b>	766	479	858	715	1,641	5,380	14,130	16,187	7,676	1,489	202	
% Change	<b>-4.4%</b>	286.9%	72.9%	122.9%	169.8%	-9.9%	-10.8%	-10.1%	-7.9%	6.7%	-11.6%	-68.1%	
<b>BY TYPE</b>													
<b>Hotels/Motels/Resorts</b>													
Occupancy Rate	<b>44.9%</b>	29.6%	40.1%	30.6%	36.1%	38.4%	42.3%	62.7%	65.3%	52.0%	37.0%	32.5%	
% Point Change	<b>-0.8%</b>	5.1%	2.3%	-2.0%	7.6%	3.9%	-0.9%	-7.1%	-5.1%	0.5%	-3.0%	-2.3%	
Room-nights Sold (RNS)	<b>378,941</b>	16,809	21,868	18,776	22,030	30,782	39,707	64,488	68,507	47,964	28,369	19,641	
% Change	<b>0.5%</b>	15.4%	9.3%	-3.4%	33.0%	20.0%	-3.4%	-9.8%	-5.5%	2.9%	-2.1%	-3.3%	
<b>Inns</b>													
Occupancy Rate	<b>48.3%</b>	24.7%	39.4%	31.2%	33.0%	28.1%	36.1%	70.8%	72.3%	49.1%	38.9%	40.7%	
% Point Change	<b>-0.9%</b>	0.9%	1.8%	-7.1%	3.6%	1.6%	-11.6%	5.4%	-3.4%	-4.6%	5.4%	9.4%	
Room-nights Sold (RNS)	<b>21,894</b>	400	596	523	515	1,383	2,502	5,046	5,196	3,485	1,589	659	
% Change	<b>-4.0%</b>	-16.5%	-14.0%	-27.0%	-6.0%	11.8%	-17.5%	4.7%	-7.5%	-3.5%	8.1%	13.2%	
<b>Cabins/Cottages</b>													
Occupancy Rate	<b>38.6%</b>	23.7%	20.7%	21.0%	11.5%	9.6%	19.2%	62.9%	66.4%	25.3%	9.9%	18.6%	
% Point Change	<b>-2.6%</b>	14.2%	5.3%	11.3%	3.5%	-1.2%	-1.5%	-3.9%	-3.0%	-2.1%	-3.9%	7.6%	
Room-nights Sold (RNS)	<b>112,133</b>	477	434	401	311	2,185	9,944	39,616	42,083	14,057	2,228	397	
% Change	<b>-3.4%</b>	182.2%	68.9%	87.4%	44.7%	-8.0%	-6.8%	-5.2%	-3.1%	1.6%	-18.1%	-6.6%	
<b>Tourist Home/B&amp;B</b>													
Occupancy Rate	<b>26.6%</b>	4.9%	6.8%	4.9%	9.1%	12.9%	26.9%	48.7%	51.4%	33.6%	16.4%	5.2%	
% Point Change	<b>-1.6%</b>	1.2%	3.5%	1.8%	2.5%	-1.4%	-4.2%	-4.7%	-3.5%	-2.1%	-1.6%	0.0%	
Room-nights Sold (RNS)	<b>36,818</b>	333	430	355	682	1,715	4,569	9,554	10,141	6,114	2,546	379	
% Change	<b>-8.9%</b>	14.4%	82.2%	40.9%	30.9%	-8.9%	-19.2%	-12.3%	-9.5%	-6.4%	0.9%	-9.1%	

November 2011

% Change 2010/2011		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>		~	~	~	~	23	44	44	44	43	14	~	
% Change		~	~	~	~	9.5%	4.8%	2.3%	2.3%	4.9%	16.7%	~	
<b>Total Site-nights Available</b>	<b>610,433</b>	~	~	~	~	29,379	137,228	157,777	159,129	116,017	10,903	~	
% Change	<b>0.5%</b>	~	~	~	~	0.6%	0.3%	-2.2%	-0.6%	6.9%	-7.5%	~	
<b>Total Site-nights Sold (SNS)</b>	<b>219,889</b>	~	~	~	~	3,090	25,995	88,874	77,266	24,195	469	~	
% Change	<b>-4.6%</b>	~	~	~	~	-2.9%	-15.3%	-3.7%	-9.4%	30.9%	-16.4%	~	
<b>Occupancy Rate</b>	<b>36.0%</b>	~	~	~	~	10.5%	18.9%	56.3%	48.6%	20.9%	4.3%	~	
% Point Change	<b>-1.9%</b>	~	~	~	~	-0.4%	-3.5%	-0.9%	-4.7%	3.8%	-0.5%	~	
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>22.6%</b>	~	~	~	~	0.8%	10.5%	38.8%	29.9%	10.2%	0.1%	~	
% Point Change	<b>-1.3%</b>	~	~	~	~	-0.7%	-0.8%	-4.3%	-8.5%	4.4%	-0.1%	~	
Site-nights Sold (SNS)	<b>13,658</b>	~	~	~	~	36	1,198	6,309	5,017	1,097	1	~	
% Point change	<b>-13.4%</b>	~	~	~	~	-51.4%	-17.9%	-11.2%	-19.7%	24.5%	0.0%	~	
<b>Green Gables Shore</b>													
Occupancy Rate	<b>39.6%</b>	~	~	~	~	13.7%	21.0%	62.2%	52.8%	22.3%	4.0%	~	
% Point Change	<b>-2.4%</b>	~	~	~	~	1.6%	-4.1%	0.3%	-4.0%	2.6%	0.1%	~	
Site-nights Sold (SNS)	<b>161,369</b>	~	~	~	~	1,915	19,617	65,661	56,151	17,686	339	~	
% Point change	<b>-2.9%</b>	~	~	~	~	-2.3%	-15.5%	-2.6%	-8.2%	46.6%	-6.1%	~	
<b>Red Sands</b>													
Occupancy Rate	<b>53.8%</b>	~	~	~	~	39.5%	37.9%	70.6%	58.2%	52.2%	75.8%	~	
% Point Change	<b>-0.8%</b>	~	~	~	~	-2.1%	0.7%	4.0%	-6.9%	-1.7%	24.2%	~	
Site-nights Sold (SNS)	<b>8,210</b>	~	~	~	~	743	1,133	2,560	2,112	1,587	75	~	
% Point change	<b>-3.4%</b>	~	~	~	~	0.3%	-5.3%	6.0%	-10.6%	-2.6%	-51.0%	~	
<b>Charlottetown</b>													
Occupancy Rate	<b>29.4%</b>	~	~	~	~	4.8%	18.9%	52.9%	40.8%	13.7%	3.3%	~	
% Point Change	<b>-4.4%</b>	~	~	~	~	-9.6%	-8.2%	0.6%	-3.8%	-2.2%	0.7%	~	
Site-nights Sold (SNS)	<b>11,737</b>	~	~	~	~	179	1,700	4,969	3,836	1,020	33	~	
% Point Change	<b>-14.2%</b>	~	~	~	~	-20.4%	-28.2%	-3.5%	-12.9%	-32.5%	26.9%	~	
<b>Points East</b>													
Occupancy Rate	<b>28.4%</b>	~	~	~	~	4.1%	11.6%	40.8%	44.1%	18.2%	3.3%	~	
% Point Change	<b>-0.9%</b>	~	~	~	~	0.4%	-1.0%	-4.8%	-5.0%	6.1%	1.0%	~	
Site-nights Sold (SNS)	<b>24,915</b>	~	~	~	~	217	2,347	9,375	10,150	2,805	21	~	
% Point change	<b>-5.6%</b>	~	~	~	~	19.9%	-3.9%	-8.7%	-8.5%	17.2%	5.0%	~	

November 2011

	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>TOTAL OVERNIGHT STAYS (ONS)</b>	<b>769,762</b>	18,019	23,328	20,055	23,538	39,155	82,717	207,578	203,263	95,832	35,201	21,076	
% Change	-2.2%	16.2%	10.1%	-2.8%	31.9%	14.1%	-9.2%	-6.2%	-6.8%	7.6%	-2.9%	-3.1%	
<b>ORIGIN BREAKDOWN</b>	<b>100%</b>	<b>100%</b>			<b>100%</b>			<b>100%</b>			<b>100%</b>		
<b>Canada</b>	<b>88.1%</b>	95.4%	94.9%	94.5%	93.3%	89.6%	86.7%	89.2%	86.7%	83.4%	84.5%	92.3%	
<b>United States</b>	<b>7.9%</b>	2.1%	2.7%	2.8%	3.8%	5.4%	8.8%	7.8%	9.2%	10.8%	8.3%	3.8%	
<b>International</b>	<b>4.1%</b>	2.5%	2.4%	2.8%	2.9%	5.0%	4.5%	3.0%	4.0%	5.9%	7.1%	3.9%	
% Change 2010/2011													
<b>CANADA</b> ONS*	<b>-1.5%</b>	16.4%	9.3%	-4.1%	29.7%	14.8%	-9.0%	-4.8%	-6.8%	11.1%	-5.0%	-2.5%	
Fixed Roof - RNS*	-0.5%	16.4%	9.3%	-4.1%	29.7%	16.4%	-5.6%	-6.6%	-4.9%	2.5%	-5.0%	-2.5%	
Campground - SNS*	-3.6%	~	~	~	~	-0.2%	-14.6%	-2.6%	-9.3%	38.6%	-6.1%	~	
<b>Alberta</b> ONS*	<b>5.2%</b>	-33.7%	180.4%	29.7%	-8.0%	67.3%	24.1%	-4.5%	4.8%	-8.2%	-10.1%	-2.9%	
Fixed Roof - RNS*	9.3%	-33.7%	180.4%	29.7%	-8.0%	72.8%	36.4%	-4.3%	9.6%	-3.7%	-11.5%	-2.9%	
Campground - SNS*	-17.8%	~	~	~	~	-39.5%	-35.0%	-5.5%	-16.3%	-35.4%	27.5%	~	
<b>British Columbia</b> ONS*	<b>-3.0%</b>	70.0%	63.6%	0.8%	-20.4%	56.0%	4.9%	-7.6%	-14.8%	-6.7%	-14.3%	-23.9%	
Fixed Roof - RNS*	3.9%	70.0%	63.6%	0.8%	-20.4%	59.3%	8.4%	5.3%	-5.8%	-4.5%	-15.3%	-23.9%	
Campground - SNS*	-27.0%	~	~	~	~	-10.5%	-8.0%	-33.0%	-35.6%	-15.8%	4.4%	~	
<b>Manitoba</b> ONS*	<b>8.7%</b>	178.4%	145.5%	30.7%	11.2%	38.7%	28.9%	-0.1%	5.0%	-11.6%	16.3%	-52.2%	
Fixed Roof - RNS*	11.3%	178.4%	145.5%	30.7%	11.2%	39.7%	31.7%	-1.1%	16.8%	-13.9%	16.5%	-52.2%	
Campground - SNS*	-10.9%	~	~	~	~	-66.7%	5.6%	4.7%	-37.5%	9.6%	0.0%	~	
<b>New Brunswick</b> ONS*	<b>1.0%</b>	44.1%	18.9%	-0.2%	31.0%	0.9%	-4.7%	-5.3%	-5.7%	9.4%	-3.1%	11.2%	
Fixed Roof - RNS*	1.8%	44.1%	18.9%	-0.2%	31.0%	1.1%	-7.2%	-8.7%	-4.1%	4.7%	-3.4%	11.2%	
Campground - SNS*	-1.1%	~	~	~	~	-4.9%	3.7%	-0.9%	-8.3%	46.2%	283.3%	~	
<b>Newfoundland</b> ONS*	<b>6.2%</b>	21.0%	60.1%	20.4%	116.9%	63.8%	16.4%	-11.1%	0.4%	-15.1%	-0.3%	-2.8%	
Fixed Roof - RNS*	7.9%	21.0%	60.1%	20.4%	116.9%	63.1%	24.3%	-12.4%	-1.3%	-13.6%	0.1%	-2.8%	
Campground - SNS*	-5.4%	~	~	~	~	200.0%	-38.6%	-6.4%	7.9%	-32.6%	-80.0%	~	
<b>Nova Scotia</b> ONS*	<b>1.2%</b>	19.7%	-6.6%	-13.3%	55.9%	8.9%	-7.0%	-6.8%	-1.0%	22.2%	0.5%	-4.7%	
Fixed Roof - RNS*	2.2%	19.7%	-6.6%	-13.3%	55.9%	9.6%	-5.9%	-8.2%	1.3%	18.0%	0.7%	-4.7%	
Campground - SNS*	-2.6%	~	~	~	~	-16.6%	-11.9%	-4.4%	-5.3%	57.0%	-25.4%	~	
<b>Nunavut</b> ONS*	<b>-1.2%</b>	2000.0%	2266.7%	**	**	18.9%	5.0%	-50.9%	42.2%	35.0%	652.6%	-53.3%	
Fixed Roof - RNS*	-3.3%	2000.0%	2266.7%	**	**	18.9%	-5.0%	-53.3%	40.6%	80.0%	652.6%	-53.3%	
Campground - SNS*	34.8%	~	~	~	~	0.0%	**	46.7%	46.2%	-100.0%	0.0%	~	
<b>Northwest Territories</b> ONS*	<b>3.5%</b>	-87.0%	33.3%	-100.0%	550.0%	138.7%	-51.3%	-39.6%	5.8%	225.5%	11.1%	-89.7%	
Fixed Roof - RNS*	9.5%	-87.0%	33.3%	-100.0%	550.0%	132.3%	-49.3%	-31.1%	6.3%	236.7%	11.1%	-89.7%	
Campground - SNS*	-55.3%	~	~	~	~	**	-71.4%	-73.3%	0.0%	-50.0%	0.0%	~	
<b>Ontario</b> ONS*	<b>-6.1%</b>	-10.7%	41.7%	-5.4%	15.3%	22.1%	-12.9%	-2.2%	-14.6%	-6.8%	-0.5%	3.9%	
Fixed Roof - RNS*	-4.1%	-10.7%	41.7%	-5.4%	15.3%	22.0%	-13.1%	-1.2%	-10.4%	-7.5%	-0.5%	3.9%	
Campground - SNS*	-15.5%	~	~	~	~	25.6%	-11.3%	-5.6%	-27.5%	1.2%	-8.3%	~	
<b>Prince Edward Island</b> ONS*	<b>1.7%</b>	1.4%	-6.5%	7.6%	12.7%	9.5%	-14.8%	1.7%	1.5%	30.5%	-18.5%	-7.7%	
Fixed Roof - RNS*	-1.6%	1.4%	-6.5%	7.6%	12.7%	13.6%	-1.4%	-4.8%	-3.4%	-3.6%	-18.7%	-7.7%	
Campground - SNS*	3.6%	~	~	~	~	1.4%	-18.1%	3.0%	2.6%	50.3%	-13.7%	~	
<b>Quebec</b> ONS*	<b>-14.5%</b>	13.2%	0.5%	-43.7%	-6.2%	14.0%	-18.6%	-12.4%	-19.0%	-3.7%	-17.5%	-13.5%	
Fixed Roof - RNS*	-11.5%	13.2%	0.5%	-43.7%	-6.2%	14.7%	-22.5%	-11.2%	-12.0%	-1.6%	-17.2%	-13.5%	
Campground - SNS*	-19.8%	~	~	~	~	-2.3%	3.1%	-13.9%	-27.0%	-17.0%	-61.5%	~	
<b>Saskatchewan</b> ONS*	<b>7.8%</b>	-61.0%	176.7%	164.2%	6.6%	54.7%	-3.8%	-22.0%	9.9%	46.3%	46.6%	-58.8%	
Fixed Roof - RNS*	11.0%	-61.0%	176.7%	164.2%	6.6%	62.4%	-1.3%	-23.3%	16.3%	57.9%	45.9%	-58.8%	
Campground - SNS*	-16.2%	~	~	~	~	-16.0%	-19.3%	-12.3%	-18.4%	-20.7%	100.0%	~	
<b>Yukon</b> ONS*	<b>-7.1%</b>	**	**	-86.7%	**	25.0%	-40.9%	-20.9%	2.6%	81.8%	0.0%	-85.7%	
Fixed Roof - RNS*	-6.5%	**	**	-86.7%	**	29.0%	-40.9%	-16.9%	0.0%	87.1%	0.0%	-85.7%	
Campground - SNS*	-16.7%	~	~	~	~	-100.0%	0.0%	-50.0%	28.6%	0.0%	0.0%	~	

November 2011

			1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>UNITED STATES</b>	ONS*	<b>-9.6%</b>	-5.2%	10.7%	2.6%	61.3%	8.4%	-12.5%	-14.4%	-10.2%	-9.1%	-0.2%	-10.2%	
Fixed Roof - RNS*		<b>-7.5%</b>	-5.2%	10.7%	2.6%	61.3%	12.6%	-9.5%	-12.1%	-10.6%	-6.5%	2.5%	-10.2%	
Campground - SNS*		<b>-17.3%</b>	~	~	~	~	-34.1%	-22.8%	-20.8%	-9.1%	-20.4%	-59.3%	~	
<b>New England</b>	ONS*	<b>-13.2%</b>	41.6%	75.2%	-8.6%	43.9%	-13.8%	-10.0%	-20.6%	-9.6%	-11.6%	-21.6%	-45.7%	
Fixed Roof - RNS*		<b>-11.9%</b>	41.6%	75.2%	-8.6%	43.9%	-8.9%	-6.2%	-19.4%	-7.7%	-15.0%	-20.6%	-45.7%	
Campground - SNS*		<b>-18.0%</b>	~	~	~	~	-50.0%	-25.0%	-23.6%	-15.3%	11.0%	-71.4%	~	
<b>Mid-Atlantic</b>	ONS*	<b>-2.5%</b>	56.4%	27.9%	9.3%	89.4%	-17.2%	-1.0%	-0.7%	-8.1%	1.7%	-2.3%	1.6%	
Fixed Roof - RNS*		<b>0.7%</b>	56.4%	27.9%	9.3%	89.4%	-19.2%	12.3%	7.9%	-11.5%	6.0%	0.3%	1.6%	
Campground - SNS*		<b>-16.9%</b>	~	~	~	~	3.8%	-49.0%	-29.0%	8.1%	-20.6%	-50.0%	~	
<b>South</b>	ONS*	<b>-12.5%</b>	151.4%	-28.3%	15.5%	100.9%	34.8%	-18.4%	-16.3%	-15.7%	-13.6%	-4.0%	-2.3%	
Fixed Roof - RNS*		<b>-8.4%</b>	151.4%	-28.3%	15.5%	100.9%	49.7%	-15.5%	-15.0%	-15.3%	-4.4%	-0.3%	-2.3%	
Campground - SNS*		<b>-24.4%</b>	~	~	~	~	-75.9%	-24.8%	-19.5%	-16.7%	-44.4%	-66.0%	~	
<b>Midwest</b>	ONS*	<b>-13.1%</b>	-71.5%	-82.3%	-64.4%	-4.7%	-20.7%	-13.8%	-7.9%	0.9%	-18.6%	7.6%	-2.4%	
Fixed Roof - RNS*		<b>-14.9%</b>	-71.5%	-82.3%	-64.4%	-4.7%	-21.1%	-19.1%	-1.0%	-5.2%	-19.4%	10.7%	-2.4%	
Campground - SNS*		<b>-3.6%</b>	~	~	~	~	0.0%	37.9%	-28.4%	22.8%	-15.2%	-64.7%	~	
<b>West</b>	ONS*	<b>2.3%</b>	16.1%	285.3%	131.4%	128.8%	61.7%	-12.2%	-10.7%	-14.0%	3.2%	34.6%	16.3%	
Fixed Roof - RNS*		<b>4.7%</b>	16.1%	285.3%	131.4%	128.8%	59.6%	-10.8%	-15.1%	-15.7%	9.7%	40.0%	16.3%	
Campground - SNS*		<b>-7.5%</b>	~	~	~	~	94.4%	-17.4%	5.5%	-8.1%	-17.3%	-44.8%	~	
<b>INTERNATIONAL</b>	ONS*	<b>-10.9%</b>	35.3%	40.9%	70.9%	103.6%	25.8%	-15.5%	-29.3%	-11.3%	-10.8%	-0.3%	-8.1%	
Fixed Roof - RNS*		<b>-9.9%</b>	35.3%	40.9%	70.9%	103.6%	29.3%	-14.4%	-29.5%	-10.0%	-10.1%	-0.6%	-8.1%	
Campground - SNS*		<b>-24.9%</b>	~	~	~	~	-26.8%	-28.1%	-26.8%	-26.5%	-19.4%	19.4%	~	
<b>Australia</b>	ONS*	<b>-11.2%</b>	6.7%	-97.6%	-21.4%	134.5%	-10.8%	-55.6%	-4.6%	1.7%	7.5%	-3.2%	0.0%	
Fixed Roof - RNS*		<b>-10.1%</b>	6.7%	-97.6%	-21.4%	134.5%	-3.4%	-56.8%	-4.3%	-1.0%	14.5%	-5.8%	0.0%	
Campground - SNS*		<b>-19.9%</b>	~	~	~	~	-61.5%	-47.1%	-6.7%	14.6%	-43.8%	400.0%	~	
<b>China</b>	ONS*	<b>-28.9%</b>	-24.1%	14.0%	82.9%	19.5%	165.2%	0.9%	-34.0%	-48.3%	-66.5%	-63.3%	-86.8%	
Fixed Roof - RNS*		<b>-28.9%</b>	-24.1%	14.0%	82.9%	19.5%	165.2%	0.9%	-34.4%	-48.2%	-66.9%	-63.3%	-86.8%	
Campground - SNS*		<b>50.0%</b>	~	~	~	~	0.0%	0.0%	100.0%	-100.0%	**	0.0%	~	
<b>England</b>	ONS*	<b>3.4%</b>	387.5%	362.5%	690.9%	46.2%	-8.8%	-22.7%	-28.7%	6.2%	22.2%	3.1%	-55.0%	
Fixed Roof - RNS*		<b>5.4%</b>	387.5%	362.5%	690.9%	46.2%	2.5%	-17.1%	-32.3%	8.9%	24.2%	1.0%	-55.0%	
Campground - SNS*		<b>-25.5%</b>	~	~	~	~	-83.3%	-75.7%	44.4%	-18.8%	-17.6%	**	~	
<b>France</b>	ONS*	<b>-0.5%</b>	**	-20.0%	1200.0%	-40.6%	-25.8%	55.8%	-10.4%	-9.2%	-24.3%	82.4%	140.0%	
Fixed Roof - RNS*		<b>18.5%</b>	**	-20.0%	1200.0%	-40.6%	-21.0%	86.5%	18.1%	15.0%	-17.5%	82.4%	140.0%	
Campground - SNS*		<b>-57.5%</b>	~	~	~	~	-100.0%	-66.7%	-53.9%	-52.6%	-72.2%	0.0%	~	
<b>Germany</b>	ONS*	<b>-7.0%</b>	33.3%	-100.0%	-100.0%	5.6%	-4.9%	-13.6%	-30.4%	11.0%	2.5%	-6.7%	288.9%	
Fixed Roof - RNS*		<b>-2.9%</b>	33.3%	-100.0%	-100.0%	5.6%	-20.4%	-10.7%	-30.1%	25.7%	8.0%	-9.6%	288.9%	
Campground - SNS*		<b>-16.8%</b>	~	~	~	~	78.9%	-18.7%	-31.3%	-18.9%	-9.0%	12.5%	~	
<b>Ireland</b>	ONS*	<b>19.4%</b>	-100.0%	-66.7%	-41.7%	350.0%	275.0%	58.3%	1.9%	-27.9%	39.1%	270.0%	**	
Fixed Roof - RNS*		<b>25.6%</b>	-100.0%	-66.7%	-41.7%	350.0%	275.0%	58.3%	-5.6%	-5.8%	19.0%	362.5%	**	
Campground - SNS*		<b>-45.0%</b>	~	~	~	~	0.0%	0.0%	**	-100.0%	250.0%	-100.0%	~	
<b>Japan</b>	ONS*	<b>8.3%</b>	-100.0%	-88.6%	56.3%	75.0%	-45.8%	-1.7%	-27.9%	41.9%	17.0%	22.3%	350.0%	
Fixed Roof - RNS*		<b>9.3%</b>	-100.0%	-88.6%	56.3%	75.0%	-49.8%	-1.4%	-28.5%	44.2%	20.0%	22.3%	350.0%	
Campground - SNS*		<b>-15.0%</b>	~	~	~	~	5.6%	-6.3%	-19.5%	0.0%	-100.0%	0.0%	~	
<b>Netherlands</b>	ONS*	<b>-26.5%</b>	-86.5%	-36.4%	-48.3%	60.0%	-70.4%	90.4%	-25.5%	-49.4%	-21.4%	100.0%	-88.6%	
Fixed Roof - RNS*		<b>-21.4%</b>	-86.5%	-36.4%	-48.3%	60.0%	-46.7%	144.1%	-11.4%	-52.8%	-15.1%	107.1%	-88.6%	
Campground - SNS*		<b>-43.1%</b>	~	~	~	~	-100.0%	-11.1%	-47.4%	-35.5%	-40.0%	0.0%	~	
<b>Scotland</b>	ONS*	<b>22.4%</b>	0.0%	**	-100.0%	-66.7%	103.1%	-59.5%	-9.2%	-15.0%	251.9%	2800.0%	-100.0%	
Fixed Roof - RNS*		<b>23.0%</b>	0.0%	**	-100.0%	-66.7%	93.8%	-59.5%	-15.8%	0.0%	244.4%	2800.0%	-100.0%	
Campground - SNS*		<b>9.1%</b>	~	~	~	~	0.0%	-60.0%	**	-100.0%	**	0.0%	~	
<b>Switzerland</b>	ONS*	<b>-16.0%</b>	-66.7%	300.0%	**	20.0%	12.0%	59.4%	-63.0%	15.5%	24.2%	-33.3%	225.0%	
Fixed Roof - RNS*		<b>-21.1%</b>	-66.7%	300.0%	**	20.0%	5.3%	82.9%	-73.8%	29.0%	30.5%	-37.5%	225.0%	
Campground - SNS*		<b>-4.6%</b>	~	~	~	~	33.3%	35.3%	-30.9%	-2.7%	12.9%	-11.1%	~	
<b>Others</b>	ONS*	<b>-14.7%</b>	39.7%	88.3%	59.9%	392.2%	55.5%	-23.3%	-28.7%	-18.4%	-20.2%	-2.9%	-20.3%	
Fixed Roof - RNS*		<b>-14.2%</b>	39.7%	88.3%	59.9%	392.2%	58.2%	-22.8%	-28.9%	-17.9%	-19.6%	-2.9%	-20.3%	
Campground - SNS*		<b>-42.7%</b>	~	~	~	~	-100.0%	-48.9%	-17.6%	-47.8%	-59.6%	50.0%	~	

## 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. *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](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 are reported.

**National Parks** - Source: Parks Canada. PEI National Park data is the percentage change of the number of person-visits <sup>(1)</sup> made to the national park. Province House and Green Gables data is the percentage change of the number of visitors to each historic site. PEI National Park campground data is the percentage change of the number of site-nights sold.

<sup>(1)</sup> Person-visits: Each time a person enters the land or marine part of a reporting unit (i.e. national park or national historic site) for recreational, educational or cultural purposes during business hours. Through, local and commercial traffic are excluded. Same day re-entries and re-entries by visitors staying overnight in the reporting unit do not constitute new person-visits.

**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: 95.00%**

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

Release Date: Thursday, December 15, 2011

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