

April 2011

	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)	83,911	18,017	23,326	20,055	22,513								
% Change	11.6%	16.2%	10.0%	-2.8%	26.1%								
ORIGIN BREAKDOWN	100%	100%			100%			100%			100%		
Canada	94.5%	95.4%	94.9%	94.5%	93.4%								
United States	2.9%	2.1%	2.7%	2.8%	3.7%								
International	2.6%	2.5%	2.4%	2.8%	2.9%								
% Change 2010/2011													
CANADA ONS*	10.6%	16.4%	9.3%	-4.1%	24.1%								
Fixed Roof - RNS*	10.6%	16.4%	9.3%	-4.1%	24.1%								
Campground - SNS*	~	~	~	~	~								
Alberta ONS*	23.3%	-33.7%	180.4%	29.7%	-20.1%								
Fixed Roof - RNS*	23.3%	-33.7%	180.4%	29.7%	-20.1%								
Campground - SNS*	~	~	~	~	~								
British Columbia ONS*	18.4%	70.0%	63.6%	0.8%	-31.3%								
Fixed Roof - RNS*	18.4%	70.0%	63.6%	0.8%	-31.3%								
Campground - SNS*	~	~	~	~	~								
Manitoba ONS*	74.5%	178.4%	145.5%	30.7%	6.7%								
Fixed Roof - RNS*	74.5%	178.4%	145.5%	30.7%	6.7%								
Campground - SNS*	~	~	~	~	~								
New Brunswick ONS*	20.6%	44.1%	18.9%	-0.2%	25.9%								
Fixed Roof - RNS*	20.6%	44.1%	18.9%	-0.2%	25.9%								
Campground - SNS*	~	~	~	~	~								
Newfoundland ONS*	47.3%	21.0%	60.1%	20.4%	114.2%								
Fixed Roof - RNS*	47.3%	21.0%	60.1%	20.4%	114.2%								
Campground - SNS*	~	~	~	~	~								
Nova Scotia ONS*	9.0%	19.7%	-6.6%	-13.3%	50.1%								
Fixed Roof - RNS*	9.0%	19.7%	-6.6%	-13.3%	50.1%								
Campground - SNS*	~	~	~	~	~								
Nunavut ONS*	2760.0%	2000.0%	2266.7%	**	**								
Fixed Roof - RNS*	2760.0%	2000.0%	2266.7%	**	**								
Campground - SNS*	~	~	~	~	~								
Northwest Territories ONS*	-36.8%	-87.0%	33.3%	-100.0%	550.0%								
Fixed Roof - RNS*	-36.8%	-87.0%	33.3%	-100.0%	550.0%								
Campground - SNS*	~	~	~	~	~								
Ontario ONS*	8.7%	-10.7%	41.7%	-5.4%	11.7%								
Fixed Roof - RNS*	8.7%	-10.7%	41.7%	-5.4%	11.7%								
Campground - SNS*	~	~	~	~	~								
Prince Edward Island ONS*	2.0%	1.4%	-6.5%	7.6%	5.1%								
Fixed Roof - RNS*	2.0%	1.4%	-6.5%	7.6%	5.1%								
Campground - SNS*	~	~	~	~	~								
Quebec ONS*	-16.3%	13.0%	0.3%	-43.7%	-9.8%								
Fixed Roof - RNS*	-16.3%	13.0%	0.3%	-43.7%	-9.8%								
Campground - SNS*	~	~	~	~	~								
Saskatchewan ONS*	74.8%	-61.0%	176.7%	164.2%	5.3%								
Fixed Roof - RNS*	74.8%	-61.0%	176.7%	164.2%	5.3%								
Campground - SNS*	~	~	~	~	~								
Yukon ONS*	13.3%	**	**	-86.7%	**								
Fixed Roof - RNS*	13.3%	**	**	-86.7%	**								
Campground - SNS*	~	~	~	~	~								

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 person-visits ⁽¹⁾ 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.

⁽¹⁾ 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

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