

August 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
<b>Traffic</b>														
Bridge	0.7%	-0.4%	-0.3%	-7.1%	-10.8%	-6.1%	0.6%	8.4%	0.3%					
Air	3.5%	-3.6%	-0.4%	4.0%	1.1%	10.3%	14.2%	6.3%	-4.2%					
Ferry	5.9%	~	~	~	~	-2.7%	-0.9%	7.3%	9.9%					
Cruise Ships	21.3%	~	~	~	**	-50.0%	1.0%	-48.2%	**					
Motorcoach	14.9%	**	**	**	12.5%	13.6%	13.5%	11.6%	19.4%					
<b>Visitor Inquiries (English)</b>														
Gentle Island Website	19.0%	9.3%	-1.7%	20.6%	-3.7%	-8.3%	29.6%	62.6%	27.2%					
Call Centre	7.5%	7.5%	-0.6%	14.9%	-6.9%	-19.3%	10.1%	27.4%	15.4%					
Mail Out Kits	52.1%	-30.3%	-52.3%	7.5%	7.7%	98.4%	113.2%	202.0%	24.6%					
<b>Visitor Inquiries (French)</b>														
Gentle Island Website	7.8%	3.9%	-7.0%	8.8%	8.3%	-23.8%	17.5%	64.7%	28.6%					
Call Centre	-1.0%	75.0%	54.4%	65.8%	11.3%	-37.6%	4.4%	5.9%	4.9%					
Mail Out Kits	69.8%	-44.6%	-16.4%	-16.7%	13.3%	128.3%	133.1%	103.4%	56.0%					
<b>Visitor Information Centres</b>														
Airport	59.4%	~	~	~	~	**	153.0%	52.4%	25.5%					
Charlottetown	17.5%	312.5%	63.4%	35.5%	73.6%	-30.8%	4.4%	26.4%	21.1%					
Borden-Carleton	2.0%	-51.0%	11.7%	64.6%	17.7%	-10.8%	-0.3%	11.4%	-4.8%					
Wood Islands	-6.1%	~	~	~	~	-20.7%	-10.1%	-5.3%	-13.4%					
Cavendish	1.4%	**	**	**	**	-4.3%	12.2%	1.8%	-4.1%					
St. Peters	14.5%	~	~	~	~	~	52.6%	16.0%	6.4%					
Summerside	25.1%	~	~	~	~	~	58.4%	43.3%	3.7%					
Souris	-7.9%	~	~	~	~	**	-4.8%	-18.3%	0.1%					
West Prince	-23.6%	~	~	~	~	**	-30.5%	-29.5%	-14.9%					
Total Parties Counselling	6.6%	-12.5%	44.0%	69.0%	79.1%	-18.3%	8.6%	10.2%	2.9%					
<b>Golf PEI</b>														
Non-Member Rounds	-1.0%	~	~	~	373.3%	1.0%	-8.5%	-6.4%	4.3%					
<b>National Parks</b>														
PEI National Park	18.8%	**	**	**	-12.9%	20.0%	12.5%	11.4%	9.7%					
Province House	-10.6%	-47.0%	-46.8%	-61.0%	86.7%	-17.8%	-13.6%	-15.4%	-6.0%					
Green Gables	-15.5%	**	**	43.2%	73.2%	-10.9%	-8.6%	-20.9%	-14.8%					
Campgrounds	8.6%	~	~	~	~	~	32.6%	6.5%	8.8%					
<b>Provincial Parks</b>														
Parks West	12.7%	~	~	~	~	83.8%	-9.5%	18.3%	12.3%					
Parks East	12.2%	~	~	~	~	1.3%	9.6%	10.5%	14.6%					
Total	12.5%	~	~	~	~	16.8%	-2.0%	14.8%	13.4%					
<b>Historic Sites</b>														
Orwell	8.3%	-19.0%	65.6%	43.8%	-67.0%	-29.5%	4.8%	-7.8%	34.7%					
Beaconsfield	32.1%	123.2%	13.8%	29.1%	43.5%	26.2%	16.7%	18.0%	39.3%					
Eptek	44.9%	130.2%	-4.8%	-25.3%	27.3%	-5.1%	8.9%	112.4%	60.4%					
Acadian Museum	4.8%	304.0%	-42.5%	29.7%	-86.4%	52.9%	-6.3%	2.8%	14.5%					
Elmira	10.0%	~	~	~	~	3.8%	-44.5%	27.6%	9.8%					
Basin Head	48.2%	~	~	~	~	18.8%	12.4%	10.9%	96.7%					
Green Park	-8.5%	~	~	~	~	-18.3%	13.4%	-11.8%	-10.4%					
Total Visitors	24.9%	108.5%	5.6%	1.4%	-5.7%	6.0%	2.6%	18.1%	42.6%					

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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	481	971	1,065	1,068				
% Change		-4.3%	-3.6%	-4.3%	-2.6%	-4.6%	-4.9%	-2.2%	-2.2%				
<b>Total Room-nights Available</b>	<b>938,785</b>	71,158	63,568	71,774	70,407	114,208	171,036	189,858	186,776				
% Change	<b>-2.9%</b>	3.8%	-1.2%	-0.4%	3.9%	-4.1%	-5.1%	-4.8%	-4.2%				
<b>Total Room-nights Sold</b>	<b>424,226</b>	15,508	21,196	20,627	17,847	31,141	60,459	127,915	129,533				
% Change	<b>0.1%</b>	8.4%	7.6%	7.3%	-16.5%	-19.6%	2.2%	9.2%	-3.5%				
<b>Occupancy Rate</b>	<b>45.2%</b>	21.8%	33.3%	28.7%	25.3%	27.3%	35.3%	67.4%	69.4%				
% Point Change	<b>1.3%</b>	0.9%	2.7%	2.1%	-6.2%	-5.2%	2.5%	8.7%	0.5%				
<b>BY REGION</b>													
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>41.5%</b>	31.7%	42.7%	36.8%	35.0%	28.6%	31.9%	58.0%	59.9%				
% Point Change	<b>1.1%</b>	3.6%	6.5%	3.7%	5.6%	-4.5%	-4.3%	8.4%	-3.3%				
Room-nights Sold	<b>72,479</b>	5,875	7,459	7,138	6,063	6,552	8,607	15,158	15,627				
% Change	<b>-5.4%</b>	14.8%	13.2%	0.0%	9.7%	-20.0%	-15.7%	1.7%	-17.7%				
<b>Green Gables Shore</b>													
Occupancy Rate	<b>48.5%</b>	1.7%	8.0%	3.8%	5.6%	10.6%	25.7%	69.9%	72.5%				
% Point Change	<b>2.1%</b>	-1.0%	1.9%	2.3%	-0.5%	0.1%	2.2%	3.6%	2.8%				
Room-nights Sold	<b>105,655</b>	59	253	125	243	2,690	13,856	43,954	44,475				
% Change	<b>1.0%</b>	-42.7%	21.1%	160.4%	3.0%	5.1%	3.0%	2.5%	-1.5%				
<b>Red Sands</b>													
Occupancy Rate	<b>35.5%</b>	6.3%	9.0%	8.4%	8.9%	10.7%	19.3%	59.5%	61.6%				
% Point Change	<b>-1.3%</b>	1.0%	-1.0%	2.0%	-0.4%	-4.7%	0.2%	4.2%	-2.5%				
Room-nights Sold	<b>16,965</b>	187	209	214	229	551	1,820	7,149	6,606				
% Change	<b>-3.4%</b>	74.8%	6.1%	56.2%	9.0%	-29.8%	-9.5%	7.6%	-11.6%				
<b>Charlottetown</b>													
Occupancy Rate	<b>47.9%</b>	21.3%	34.3%	29.4%	25.5%	40.1%	53.5%	77.9%	76.6%				
% Point Change	<b>1.0%</b>	0.4%	1.2%	2.1%	-12.5%	-7.3%	6.3%	16.2%	-1.9%				
Room-nights Sold	<b>187,232</b>	9,189	12,998	12,765	11,047	19,526	30,145	45,964	45,598				
% Change	<b>3.2%</b>	6.5%	4.3%	12.1%	-26.4%	-21.9%	14.1%	21.9%	1.9%				
<b>Points East</b>													
Occupancy Rate	<b>39.0%</b>	6.5%	10.1%	12.6%	9.1%	15.0%	24.6%	52.7%	59.1%				
% Point Change	<b>1.6%</b>	-4.2%	1.9%	-2.8%	-2.3%	-2.8%	-0.5%	5.2%	2.5%				
Room-nights Sold	<b>41,895</b>	198	277	385	265	1,822	6,031	15,690	17,227				
% Change	<b>-4.1%</b>	-43.6%	10.4%	-26.1%	-31.9%	-17.0%	-14.6%	4.5%	-3.7%				
<b>BY TYPE</b>													
<b>Hotels/Motels/Resorts</b>													
Occupancy Rate	<b>46.6%</b>	24.5%	37.8%	32.6%	28.6%	34.5%	43.3%	70.7%	71.3%				
% Point Change	<b>1.5%</b>	1.1%	3.5%	3.4%	-7.2%	-7.1%	3.4%	13.4%	-0.8%				
Room-nights Sold	<b>278,994</b>	14,569	20,010	19,445	16,563	25,646	41,110	70,481	71,170				
% Change	<b>0.5%</b>	9.7%	8.0%	9.9%	-16.3%	-22.4%	4.2%	14.5%	-4.1%				
<b>Inns</b>													
Occupancy Rate	<b>51.3%</b>	23.8%	37.6%	38.3%	29.5%	26.5%	47.7%	65.4%	75.7%				
% Point Change	<b>5.0%</b>	5.4%	6.9%	2.3%	-2.3%	-12.7%	5.4%	7.5%	11.4%				
Room-nights Sold	<b>17,140</b>	479	693	716	548	1,237	3,034	4,818	5,615				
% Change	<b>3.0%</b>	-16.8%	-0.4%	-20.8%	-29.8%	-1.1%	8.7%	5.8%	10.4%				
<b>Cabins/Cottages</b>													
Occupancy Rate	<b>47.7%</b>	9.4%	15.4%	9.7%	8.0%	10.8%	20.7%	66.9%	69.8%				
% Point Change	<b>1.9%</b>	-1.7%	6.5%	-4.0%	-0.3%	0.6%	0.1%	3.0%	2.8%				
Room-nights Sold	<b>97,272</b>	169	257	214	215	2,375	10,660	41,728	41,654				
% Change	<b>-0.6%</b>	-9.6%	76.0%	-11.6%	2.9%	0.3%	-7.3%	2.8%	-2.3%				
<b>Tourist Home/B&amp;B</b>													
Occupancy Rate	<b>30.0%</b>	3.7%	3.3%	3.1%	6.6%	14.2%	31.1%	53.4%	55.9%				
% Point Change	<b>-1.3%</b>	-0.1%	-2.0%	-2.3%	-1.4%	-1.2%	2.3%	3.0%	-4.1%				
Room-nights Sold	<b>30,820</b>	291	236	252	521	1,883	5,655	10,888	11,094				
% Change	<b>-3.0%</b>	11.1%	-30.8%	-35.7%	-13.6%	-8.5%	4.4%	4.9%	-9.9%				
<b>Other</b>													
Occupancy Rate	**	~	~	~	~	**	**	**	**				
% Point Change	**	~	~	~	~	**	**	**	**				
Room-nights Sold	**	~	~	~	~	**	**	**	**				
% Change	**	~	~	~	~	**	**	**	**				

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% 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>		~	~	~	~	21	42	43	43				
% Change		~	~	~	~	-4.5%	0.0%	0.0%	0.0%				
<b>Total Site-nights Available</b>	<b>483,608</b>	~	~	~	~	29,200	136,770	161,285	156,353				
% Change	<b>-3.8%</b>	~	~	~	~	-30.1%	1.8%	-1.0%	-4.3%				
<b>Total Site-nights Sold</b>	<b>211,392</b>	~	~	~	~	3,182	30,676	92,324	85,210				
% Change	<b>3.6%</b>	~	~	~	~	-24.5%	1.9%	5.8%	3.4%				
<b>Occupancy Rate</b>	<b>43.7%</b>	~	~	~	~	10.9%	22.4%	57.2%	54.5%				
% Point Change	<b>3.1%</b>	~	~	~	~	0.8%	0.0%	3.7%	4.0%				
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>29.4%</b>	~	~	~	~	1.5%	11.3%	43.2%	38.3%				
% Point Change	<b>2.4%</b>	~	~	~	~	0.6%	-1.0%	3.9%	1.7%				
Site-nights Sold	<b>14,884</b>	~	~	~	~	74	1,459	7,107	6,244				
% Point change	<b>16.0%</b>	~	~	~	~	76.2%	-13.5%	23.7%	16.5%				
<b>Green Gables Shore</b>													
Occupancy Rate	<b>47.8%</b>	~	~	~	~	12.2%	25.1%	61.9%	58.8%				
% Point Change	<b>3.7%</b>	~	~	~	~	0.1%	-1.0%	5.0%	6.4%				
Site-nights Sold	<b>153,668</b>	~	~	~	~	1,961	23,210	67,386	61,111				
% Point change	<b>2.5%</b>	~	~	~	~	-32.8%	-0.3%	4.4%	3.2%				
<b>Red Sands</b>													
Occupancy Rate	<b>54.8%</b>	~	~	~	~	41.6%	37.2%	66.6%	65.2%				
% Point Change	<b>2.7%</b>	~	~	~	~	13.1%	-3.7%	-13.3%	12.8%				
Site-nights Sold	<b>6,715</b>	~	~	~	~	741	1,197	2,414	2,363				
% Point change	<b>-7.0%</b>	~	~	~	~	-15.1%	-5.5%	-21.3%	17.3%				
<b>Charlottetown</b>													
Occupancy Rate	<b>40.5%</b>	~	~	~	~	14.4%	27.1%	52.3%	44.7%				
% Point Change	<b>2.8%</b>	~	~	~	~	0.9%	11.2%	5.7%	-5.6%				
Site-nights Sold	<b>12,148</b>	~	~	~	~	225	2,367	5,151	4,405				
% Point Change	<b>13.1%</b>	~	~	~	~	110.3%	74.3%	16.2%	-9.1%				
<b>Points East</b>													
Occupancy Rate	<b>34.5%</b>	~	~	~	~	3.7%	12.6%	45.6%	49.1%				
% Point Change	<b>2.6%</b>	~	~	~	~	0.7%	-0.1%	1.6%	-0.5%				
Site-nights Sold	<b>23,977</b>	~	~	~	~	181	2,443	10,266	11,087				
% Point change	<b>3.0%</b>	~	~	~	~	-34.9%	-3.1%	8.2%	0.9%				

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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	87.9%	95.3%	95.4%	95.8%	95.0%	89.7%	86.1%	87.5%	86.2%				
United States	8.1%	2.6%	2.7%	2.6%	3.1%	5.7%	9.0%	8.5%	9.5%				
International	4.0%	2.1%	1.9%	1.6%	1.9%	4.5%	4.8%	4.0%	4.3%				
% Change 2009/2010													
<b>CANADA</b> ONS Total	<b>-1.2%</b>	7.7%	6.3%	7.4%	-13.1%	-18.9%	-0.1%	4.9%	-4.9%				
Fixed Roof	-3.3%	7.7%	6.3%	7.4%	-13.1%	-17.9%	-0.3%	4.4%	-10.1%				
Campground	2.9%	~	~	~	~	-27.7%	0.1%	5.5%	2.7%				
<b>Alberta</b> ONS Total	<b>-17.5%</b>	-10.5%	-44.1%	-27.4%	-60.8%	-47.7%	6.2%	-4.1%	-23.9%				
Fixed Roof	-20.8%	-10.5%	-44.1%	-27.4%	-60.8%	-49.2%	-0.8%	-5.4%	-27.0%				
Campground	4.6%	~	~	~	~	19.4%	60.8%	2.2%	-7.2%				
<b>British Columbia</b> ONS Total	<b>-8.6%</b>	80.0%	39.8%	-11.8%	-59.0%	-33.9%	16.0%	2.0%	-16.3%				
Fixed Roof	-16.7%	80.0%	39.8%	-11.8%	-59.0%	-33.7%	18.5%	-11.9%	-27.2%				
Campground	28.0%	~	~	~	~	-38.7%	7.5%	47.4%	25.6%				
<b>Manitoba</b> ONS Total	<b>-44.7%</b>	-61.9%	37.5%	-55.6%	-77.8%	-56.7%	-6.9%	-22.1%	-60.1%				
Fixed Roof	-48.0%	-61.9%	37.5%	-55.6%	-77.8%	-57.0%	-5.8%	-28.2%	-64.4%				
Campground	-12.2%	~	~	~	~	0.0%	-14.5%	27.0%	-31.4%				
<b>New Brunswick</b> ONS Total	<b>6.1%</b>	-3.9%	1.5%	11.2%	17.1%	-1.2%	8.6%	15.0%	-2.2%				
Fixed Roof	7.2%	-3.9%	1.5%	11.2%	17.1%	0.0%	13.3%	15.4%	0.5%				
Campground	3.4%	~	~	~	~	-27.1%	-4.8%	14.6%	-6.2%				
<b>Newfoundland</b> ONS Total	<b>-6.9%</b>	41.8%	9.0%	18.0%	-25.4%	-33.6%	-12.0%	4.6%	-16.1%				
Fixed Roof	-6.3%	41.8%	9.0%	18.0%	-25.4%	-32.1%	-14.5%	8.2%	-16.0%				
Campground	-10.2%	~	~	~	~	-87.5%	10.7%	-6.1%	-16.4%				
<b>Nova Scotia</b> ONS Total	<b>6.5%</b>	13.8%	10.7%	29.9%	5.9%	-7.9%	5.4%	13.2%	-0.6%				
Fixed Roof	7.0%	13.8%	10.7%	29.9%	5.9%	-6.9%	7.9%	17.0%	-3.6%				
Campground	5.0%	~	~	~	~	-30.2%	-4.6%	7.3%	5.4%				
<b>Nunavut</b> ONS Total	<b>46.5%</b>	-50.0%	-40.0%	-100.0%	0.0%	-56.0%	-60.0%	221.1%	-52.9%				
Fixed Roof	74.3%	-50.0%	-40.0%	-100.0%	0.0%	-56.0%	-57.4%	560.9%	-66.0%				
Campground	-62.0%	~	~	~	~	0.0%	-100.0%	-85.3%	766.7%				
<b>Northwest Territories</b> ONS Total	<b>-55.9%</b>	-11.5%	200.0%	-88.3%	-90.5%	-71.0%	-3.7%	-5.1%	-77.0%				
Fixed Roof	-59.9%	-11.5%	200.0%	-88.3%	-90.5%	-71.0%	-11.3%	-15.1%	-78.5%				
Campground	95.7%	~	~	~	~	0.0%	600.0%	76.5%	60.0%				
<b>Ontario</b> ONS Total	<b>-9.3%</b>	-4.4%	-7.7%	-31.9%	-43.6%	-33.9%	-14.3%	-5.5%	-2.3%				
Fixed Roof	-11.4%	-4.4%	-7.7%	-31.9%	-43.6%	-34.2%	-13.7%	-6.6%	-4.6%				
Campground	-0.3%	~	~	~	~	-21.9%	-18.8%	-1.8%	5.4%				
<b>Prince Edward Island</b> ONS Total	<b>-0.5%</b>	13.7%	10.6%	5.7%	2.4%	-19.1%	-1.3%	4.4%	-4.4%				
Fixed Roof	-6.3%	13.7%	10.6%	5.7%	2.4%	-13.2%	-17.0%	0.3%	-26.7%				
Campground	2.3%	~	~	~	~	-28.7%	3.5%	5.2%	1.6%				
<b>Quebec</b> ONS Total	<b>6.4%</b>	20.1%	21.1%	80.6%	4.8%	9.6%	18.3%	2.0%	4.7%				
Fixed Roof	8.0%	20.1%	21.1%	80.6%	4.8%	11.2%	28.8%	4.3%	-0.4%				
Campground	4.1%	~	~	~	~	-16.5%	-18.8%	-0.6%	11.3%				
<b>Saskatchewan</b> ONS Total	<b>-43.5%</b>	7.9%	122.2%	-61.9%	-84.4%	-61.3%	-20.9%	5.9%	-64.8%				
Fixed Roof	-47.4%	7.9%	122.2%	-61.9%	-84.4%	-65.0%	-26.0%	5.1%	-69.2%				
Campground	14.7%	~	~	~	~	2400.0%	40.7%	12.3%	-6.5%				
<b>Yukon</b> ONS Total	<b>-70.6%</b>	-100.0%	-100.0%	50.0%	-100.0%	-73.6%	-51.1%	-40.7%	-82.6%				
Fixed Roof	-68.8%	-100.0%	-100.0%	50.0%	-100.0%	-73.7%	-45.7%	-29.8%	-82.0%				
Campground	-83.3%	~	~	~	~	-66.7%	-100.0%	-72.4%	-87.3%				

\* Total Overnight Stays (ONS) (all origins, including motorcoach figures) is down 0.9% for August of 2010 over last year. Total ONS year-to-date to August is up 1.2%. This is the result of adding the total Room Nights Sold (RNS) and total Site Nights Sold (SNS) and calculating the percentage change from the same period last year. ONS on the Visitors Origins pages only, does not include motorcoach figures due to the lack of availability of the data of passenger origin.

August 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>UNITED STATES</b>	ONS Total	<b>9.3%</b>	-1.5%	16.5%	-17.4%	-42.3%	0.4%	5.8%	10.5%	14.6%				
	Fixed Roof	<b>7.3%</b>	-1.5%	16.5%	-17.4%	-42.3%	-3.2%	-1.3%	10.2%	14.8%				
	Campground	<b>16.6%</b>	~	~	~	~	61.7%	40.2%	11.5%	13.7%				
<b>New England</b>	ONS Total	<b>8.1%</b>	-32.5%	13.5%	-22.8%	-17.0%	-5.3%	-5.0%	10.9%	12.9%				
	Fixed Roof	<b>6.8%</b>	-32.5%	13.5%	-22.8%	-17.0%	-9.7%	-6.8%	9.5%	13.5%				
	Campground	<b>12.3%</b>	~	~	~	~	46.7%	3.0%	14.7%	11.3%				
<b>Mid-Atlantic</b>	ONS Total	<b>9.8%</b>	11.4%	-31.7%	-27.1%	-48.8%	11.4%	1.8%	10.2%	16.2%				
	Fixed Roof	<b>8.1%</b>	11.4%	-31.7%	-27.1%	-48.8%	10.8%	-2.1%	5.4%	18.4%				
	Campground	<b>17.5%</b>	~	~	~	~	18.2%	19.0%	29.2%	7.1%				
<b>South</b>	ONS Total	<b>9.1%</b>	-79.9%	14.4%	-55.3%	-62.8%	-7.7%	22.3%	10.3%	15.3%				
	Fixed Roof	<b>2.5%</b>	-79.9%	14.4%	-55.3%	-62.8%	-16.9%	1.6%	15.4%	8.5%				
	Campground	<b>30.1%</b>	~	~	~	~	427.3%	121.2%	-0.2%	35.0%				
<b>Midwest</b>	ONS Total	<b>8.2%</b>	293.9%	140.6%	29.4%	-26.0%	39.7%	3.7%	-4.2%	6.8%				
	Fixed Roof	<b>10.2%</b>	293.9%	140.6%	29.4%	-26.0%	38.7%	5.9%	-8.6%	12.1%				
	Campground	<b>-0.7%</b>	~	~	~	~	150.0%	-13.4%	11.6%	-8.6%				
<b>West</b>	ONS Total	<b>14.5%</b>	55.0%	-47.7%	53.6%	-50.6%	-11.1%	3.1%	25.8%	26.5%				
	Fixed Roof	<b>15.1%</b>	55.0%	-47.7%	53.6%	-50.6%	-9.2%	-2.0%	28.2%	35.9%				
	Campground	<b>12.4%</b>	~	~	~	~	-33.3%	28.2%	17.8%	3.2%				
<b>INTERNATIONAL</b>	ONS Total	<b>51.5%</b>	89.1%	117.7%	85.2%	-63.6%	-50.9%	39.1%	125.0%	83.0%				
	Fixed Roof	<b>56.0%</b>	89.1%	117.7%	85.2%	-63.6%	-52.8%	43.3%	147.0%	92.2%				
	Campground	<b>10.3%</b>	~	~	~	~	19.8%	5.2%	7.1%	15.5%				
<b>Australia</b>	ONS Total	<b>31.2%</b>	7.1%	740.0%	7.7%	45.0%	30.8%	50.6%	3.0%	30.8%				
	Fixed Roof	<b>33.1%</b>	7.1%	740.0%	7.7%	45.0%	15.6%	44.4%	11.2%	36.7%				
	Campground	<b>19.2%</b>	~	~	~	~	1200.0%	112.5%	-31.8%	7.9%				
<b>China</b>	ONS Total	<b>1.4%</b>	116.0%	-28.3%	70.7%	-29.3%	-45.7%	31.8%	78.3%	-19.8%				
	Fixed Roof	<b>1.3%</b>	116.0%	-28.3%	70.7%	-29.3%	-45.7%	31.8%	77.7%	-20.0%				
	Campground	<b>**</b>	~	~	~	~	0.0%	0.0%	0.0%	**				
<b>England</b>	ONS Total	<b>-17.7%</b>	140.0%	-48.4%	-66.7%	18.2%	-36.4%	3.2%	22.1%	-44.9%				
	Fixed Roof	<b>-19.9%</b>	140.0%	-48.4%	-66.7%	18.2%	-44.0%	-2.5%	24.0%	-47.1%				
	Campground	<b>24.0%</b>	~	~	~	~	500.0%	131.3%	-6.9%	-9.4%				
<b>France</b>	ONS Total	<b>13.2%</b>	-100.0%	-16.7%	-75.0%	23.1%	153.8%	26.3%	-3.0%	8.7%				
	Fixed Roof	<b>-1.1%</b>	-100.0%	-16.7%	-75.0%	23.1%	169.6%	50.0%	-31.4%	-13.0%				
	Campground	<b>75.0%</b>	~	~	~	~	33.3%	-22.6%	162.1%	90.2%				
<b>Germany</b>	ONS Total	<b>3.2%</b>	-53.8%	-83.3%	-96.0%	-14.3%	38.6%	-20.2%	32.2%	-3.4%				
	Fixed Roof	<b>0.9%</b>	-53.8%	-83.3%	-96.0%	-14.3%	90.7%	-31.4%	36.2%	-6.6%				
	Campground	<b>8.8%</b>	~	~	~	~	-44.1%	13.6%	22.6%	3.6%				
<b>Ireland</b>	ONS Total	<b>28.5%</b>	-50.0%	**	50.0%	0.0%	-71.4%	24.1%	8.0%	61.9%				
	Fixed Roof	<b>42.4%</b>	-50.0%	**	50.0%	0.0%	-60.0%	50.0%	54.3%	30.0%				
	Campground	<b>-38.5%</b>	~	~	~	~	-100.0%	-100.0%	-100.0%	700.0%				
<b>Japan</b>	ONS Total	<b>14.0%</b>	-20.0%	300.0%	77.8%	-74.7%	65.4%	16.4%	13.7%	4.6%				
	Fixed Roof	<b>15.7%</b>	-20.0%	300.0%	77.8%	-74.7%	72.8%	20.3%	12.9%	6.2%				
	Campground	<b>-8.3%</b>	~	~	~	~	5.9%	-28.9%	24.2%	-18.4%				
<b>Netherlands</b>	ONS Total	<b>-10.9%</b>	32.1%	175.0%	163.6%	-50.0%	-37.2%	-53.2%	-20.3%	28.9%				
	Fixed Roof	<b>-0.8%</b>	32.1%	175.0%	163.6%	-50.0%	-54.5%	-54.1%	-22.8%	98.4%				
	Campground	<b>-31.8%</b>	~	~	~	~	20.0%	-51.4%	-16.2%	-46.6%				
<b>Scotland</b>	ONS Total	<b>-7.3%</b>	0.0%	-100.0%	25.0%	80.0%	-28.9%	31.7%	-24.8%	-4.8%				
	Fixed Roof	<b>-3.0%</b>	0.0%	-100.0%	25.0%	80.0%	-23.8%	45.1%	-15.6%	-19.0%				
	Campground	<b>-52.2%</b>	~	~	~	~	-100.0%	-44.4%	-100.0%	**				
<b>Switzerland</b>	ONS Total	<b>22.7%</b>	**	0.0%	-100.0%	**	56.3%	-31.7%	98.2%	-29.2%				
	Fixed Roof	<b>22.5%</b>	**	0.0%	-100.0%	**	90.0%	-52.7%	146.6%	-46.2%				
	Campground	<b>23.1%</b>	~	~	~	~	0.0%	25.9%	25.0%	21.3%				
<b>Others</b>	ONS Total	<b>121.1%</b>	184.1%	419.5%	568.0%	-88.8%	-69.0%	110.4%	366.9%	317.3%				
	Fixed Roof	<b>124.6%</b>	184.1%	419.5%	568.0%	-88.8%	-69.5%	114.7%	409.6%	329.4%				
	Campground	<b>18.6%</b>	~	~	~	~	1200.0%	9.8%	-19.5%	71.2%				

## 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](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 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: 95.00%**

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

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