

August 2011

% Change 2010/2011		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	-9.9%	6.7%	-7.1%	-2.1%	12.1%	-8.0%	-12.2%	-14.3%	-13.6%					
Air	-3.1%	5.7%	-1.0%	-5.1%	0.6%	-1.8%	-14.2%	-4.1%	0.9%					
Ferry	-9.6%	~	~	~	~	-6.7%	-6.5%	-10.1%	-10.8%					
Cruise Ships	75.5%	~	~	~	~	538.3%	136.9%	115.8%	-52.5%					
Motorcoach	10.3%	**	**	**	-69.4%	-46.5%	3.6%	12.9%	18.3%					
Visitor Inquiries (English)														
Gentle Island Website	-17.1%	10.3%	-3.3%	-18.1%	-26.7%	-31.1%	-16.0%	-26.7%	4.7%					
Call Centre	-32.0%	6.6%	-19.7%	-15.7%	-23.2%	-36.2%	-41.7%	-37.8%	-30.4%					
Mail Out Kits	-31.2%	-7.1%	-14.7%	23.6%	-20.1%	-32.5%	-60.5%	-55.1%	-51.5%					
Visitor Inquiries (French)														
Gentle Island Website	-31.1%	-5.4%	-6.5%	-38.2%	-46.5%	-31.8%	-42.6%	-25.2%	9.8%					
Call Centre	-42.2%	-48.7%	-28.4%	-43.1%	-25.6%	-33.9%	-60.7%	-43.8%	-28.5%					
Mail Out Kits	-54.6%	10.6%	-15.6%	-74.7%	50.5%	-59.4%	-86.1%	-71.3%	-63.5%					
Visitor Information Centres														
Airport	10.5%	~	~	~	~	~	-35.1%	38.6%	18.6%					
Charlottetown	-28.5%	-3.8%	28.7%	-4.4%	-47.4%	30.2%	-32.3%	-30.9%	-30.3%					
Borden-Carleton	-9.9%	-3.3%	-22.8%	-36.5%	-7.6%	13.8%	-6.0%	-2.5%	-19.4%					
Wood Islands	-18.4%	~	~	~	~	2.3%	-4.4%	-22.4%	-14.0%					
Cavendish	-15.3%	-31.3%	-57.1%	6.6%	16.3%	-3.3%	-4.0%	-18.3%	-17.6%					
St. Peters	-15.1%	~	~	~	~	~	-29.8%	-8.5%	-15.7%					
Summerside	-6.1%	~	~	~	~	~	20.2%	-15.5%	-2.4%					
Souris	1.8%	~	~	~	~	~	9.5%	20.3%	-13.6%					
West Prince	-21.9%	~	~	~	~	~	-41.9%	-7.0%	-26.3%					
Total Parties Counseled	-14.7%	-5.0%	-0.4%	-23.0%	-37.5%	13.4%	-16.0%	-11.3%	-18.8%					
Golf PEI														
Non-Member Rounds	-6.5%	~	~	~	-37.0%	-17.5%	0.2%	-2.4%	-9.1%					
National Parks														
PEI National Park	-1.7%	41.9%	23.7%	20.3%	26.3%	-21.2%	-2.1%	-2.4%	-6.8%					
Province House	8.1%	215.2%	-15.9%	76.9%	-76.4%	59.6%	4.1%	6.8%	13.1%					
Green Gables	4.6%	-72.2%	55.0%	-77.4%	-75.4%	50.3%	10.9%	7.7%	-3.4%					
Campgrounds	-18.1%	~	~	~	~	~	21.0%	-10.9%	-28.8%					
Provincial Parks														
Parks West	-17.4%	~	~	~	~	-47.1%	-15.1%	-13.1%	-22.4%					
Parks East	-13.1%	~	~	~	~	0.6%	-18.0%	-14.0%	-11.7%					
Total	-15.5%	~	~	~	~	-13.5%	-16.4%	-13.5%	-17.4%					
Historic Sites														
Orwell	-12.1%	-13.4%	-57.5%	-24.3%	-16.0%	-68.5%	-12.6%	12.2%	-19.5%					
Beaconsfield	-2.0%	-50.8%	-52.1%	16.0%	-38.8%	-17.0%	17.9%	5.7%	17.3%					
Eptek	13.6%	-52.9%	-32.3%	50.9%	32.6%	-9.4%	38.6%	40.5%	6.9%					
Acadian Museum	-5.6%	30.7%	-30.1%	-25.5%	288.2%	-29.0%	-18.8%	2.0%	-8.1%					
Elmira	9.2%	~	~	~	~	29.6%	54.2%	9.2%	1.9%					
Basin Head	-5.2%	~	~	~	~	-26.3%	-15.3%	29.2%	-22.2%					
Green Park	3.2%	~	~	~	~	6.1%	-33.7%	-7.1%	17.7%					
Total Visitors	0.1%	-45.3%	-42.6%	15.5%	10.1%	-20.5%	1.0%	18.1%	-6.3%					

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Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		133	135	135	148	463	954	1,043	1,024				
% Change		-0.7%	0.0%	0.0%	-2.6%	-3.7%	-1.9%	-2.2%	-4.3%				
Total Room-nights Available	948,571	67,210	64,408	72,069	72,724	121,176	169,555	191,804	189,625				
% Change	0.0%	-5.5%	1.3%	0.4%	3.3%	6.1%	-0.9%	-0.4%	-2.0%				
Total Room-nights Sold (RNS)	419,931	18,019	23,328	20,055	23,538	36,065	56,722	118,519	123,685				
% Change	-2.0%	16.2%	10.1%	-2.8%	31.9%	15.8%	-6.2%	-8.1%	-6.8%				
Occupancy Rate	44.3%	26.8%	36.2%	27.8%	32.4%	29.8%	33.5%	61.8%	65.2%				
% Point Change	-0.9%	5.0%	2.9%	-0.9%	7.0%	2.5%	-1.9%	-5.2%	-3.4%				
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	40.9%	34.9%	36.3%	34.7%	35.7%	33.5%	37.2%	48.6%	55.9%				
% Point Change	-0.6%	3.2%	-6.5%	-2.0%	0.7%	4.9%	5.3%	-7.5%	-2.5%				
Room-nights Sold (RNS)	74,788	6,349	6,305	6,871	6,216	7,812	10,247	14,419	16,569				
% Change	-0.1%	8.1%	-15.5%	-3.7%	2.5%	19.2%	19.1%	-10.7%	-2.7%				
Green Gables Shore													
Occupancy Rate	46.1%	7.3%	10.6%	1.5%	8.9%	10.2%	23.6%	67.2%	69.6%				
% Point Change	-2.5%	5.6%	2.6%	-2.2%	3.3%	-0.4%	-2.1%	-2.6%	-2.9%				
Room-nights Sold (RNS)	101,717	237	328	49	489	2,779	12,693	42,425	42,717				
% Change	-4.8%	301.7%	29.6%	-60.8%	101.2%	3.3%	-8.4%	-3.5%	-6.5%				
Red Sands													
Occupancy Rate	30.2%	6.9%	11.5%	13.9%	16.5%	8.3%	15.0%	52.2%	53.4%				
% Point Change	-5.1%	0.5%	2.5%	5.6%	7.6%	-2.4%	-4.3%	-7.2%	-4.6%				
Room-nights Sold (RNS)	13,340	182	299	426	500	425	1,232	5,259	5,017				
% Change	-22.5%	-2.7%	43.1%	99.1%	118.3%	-22.9%	-32.3%	-26.5%	-26.8%				
Charlottetown													
Occupancy Rate	48.0%	26.4%	41.2%	27.8%	36.2%	43.2%	47.0%	71.0%	72.3%				
% Point Change	0.2%	5.0%	6.9%	-1.6%	10.7%	3.1%	-6.5%	-6.9%	-4.3%				
Room-nights Sold (RNS)	190,134	10,485	15,917	11,851	15,618	23,408	27,170	42,316	43,369				
% Change	1.5%	14.1%	22.5%	-7.2%	41.4%	19.9%	-9.9%	-7.9%	-5.0%				
Points East													
Occupancy Rate	38.0%	22.7%	18.0%	25.7%	19.7%	14.6%	24.1%	48.1%	54.8%				
% Point Change	-1.1%	16.3%	7.9%	13.1%	10.6%	-0.4%	-0.5%	-4.7%	-3.9%				
Room-nights Sold (RNS)	39,952	766	479	858	715	1,641	5,380	14,100	16,013				
% Change	-5.5%	286.9%	72.9%	122.9%	169.8%	-9.9%	-10.8%	-10.3%	-8.9%				
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	46.1%	29.6%	40.1%	30.6%	36.1%	38.4%	42.3%	63.0%	66.2%				
% Point Change	-0.4%	5.1%	2.3%	-2.0%	7.6%	3.9%	-0.9%	-6.8%	-4.1%				
Room-nights Sold (RNS)	282,035	16,809	21,868	18,776	22,030	30,782	39,707	64,391	67,672				
% Change	0.3%	15.4%	9.3%	-3.4%	33.0%	20.0%	-3.4%	-9.9%	-6.7%				
Inns													
Occupancy Rate	49.7%	24.7%	39.4%	31.2%	33.0%	28.1%	36.1%	70.8%	72.3%				
% Point Change	-1.7%	0.9%	1.8%	-7.1%	3.6%	1.6%	-11.6%	5.4%	-3.4%				
Room-nights Sold (RNS)	16,161	400	596	523	515	1,383	2,502	5,046	5,196				
% Change	-5.7%	-16.5%	-14.0%	-27.0%	-6.0%	11.8%	-17.5%	4.7%	-7.5%				
Cabins/Cottages													
Occupancy Rate	45.5%	23.7%	20.7%	21.0%	11.5%	9.6%	19.2%	63.0%	67.1%				
% Point Change	-2.4%	14.2%	5.3%	11.3%	3.5%	-1.2%	-1.5%	-3.8%	-2.3%				
Room-nights Sold (RNS)	94,098	477	434	401	311	2,185	9,944	39,528	40,818				
% Change	-5.1%	182.2%	68.9%	87.4%	44.7%	-8.0%	-6.8%	-5.4%	-6.0%				
Tourist Home/B&B													
Occupancy Rate	28.4%	4.9%	6.8%	4.9%	9.1%	12.9%	26.9%	48.7%	51.5%				
% Point Change	-1.6%	1.2%	3.5%	1.8%	2.5%	-1.4%	-4.2%	-4.7%	-3.5%				
Room-nights Sold (RNS)	27,567	333	430	355	682	1,715	4,569	9,554	9,929				
% Change	-10.9%	14.4%	82.2%	40.9%	30.9%	-8.9%	-19.2%	-12.3%	-11.4%				
Other													
Occupancy Rate	**	**	**	**	**	**	**	**	**				
% Point Change	**	**	**	**	**	**	**	**	**				
Room-nights Sold (RNS)	**	**	**	**	**	**	**	**	**				
% Change	**	**	**	**	**	**	**	**	**				

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% 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
Total Operations Open		~	~	~	~	23	44	44	44				
% Change		~	~	~	~	9.5%	4.8%	2.3%	2.3%				
Total Site-nights Available	462,458	~	~	~	~	29,379	137,228	157,777	138,074				
% Change	-5.1%	~	~	~	~	0.6%	0.3%	-2.2%	-13.7%				
Total Site-nights Sold (SNS)	188,858	~	~	~	~	3,090	25,995	88,874	70,899				
% Change	-10.7%	~	~	~	~	-2.9%	-15.3%	-3.7%	-16.9%				
Occupancy Rate	40.8%	~	~	~	~	10.5%	18.9%	56.3%	51.3%				
% Point Change	-2.6%	~	~	~	~	-0.4%	-3.5%	-0.9%	-1.9%				
North Cape Coastal Drive													
Occupancy Rate	25.6%	~	~	~	~	0.8%	10.5%	38.8%	29.9%				
% Point Change	-3.8%	~	~	~	~	-0.7%	-0.8%	-4.3%	-8.5%				
Site-nights Sold (SNS)	12,560	~	~	~	~	36	1,198	6,309	5,017				
% Point change	-15.6%	~	~	~	~	-51.4%	-17.9%	-11.2%	-19.7%				
Green Gables Shore													
Occupancy Rate	45.9%	~	~	~	~	13.7%	21.0%	62.2%	58.4%				
% Point Change	-1.4%	~	~	~	~	1.6%	-4.1%	0.3%	1.6%				
Site-nights Sold (SNS)	136,977	~	~	~	~	1,915	19,617	65,661	49,784				
% Point change	-10.9%	~	~	~	~	-2.3%	-15.5%	-2.6%	-18.6%				
Red Sands													
Occupancy Rate	54.0%	~	~	~	~	39.5%	37.9%	70.6%	58.2%				
% Point Change	-0.8%	~	~	~	~	-2.1%	0.7%	4.0%	-6.9%				
Site-nights Sold (SNS)	6,548	~	~	~	~	743	1,133	2,560	2,112				
% Point change	-2.5%	~	~	~	~	0.3%	-5.3%	6.0%	-10.6%				
Charlottetown													
Occupancy Rate	33.9%	~	~	~	~	4.8%	18.9%	52.9%	40.8%				
% Point Change	-6.6%	~	~	~	~	-9.6%	-8.2%	0.6%	-3.8%				
Site-nights Sold (SNS)	10,684	~	~	~	~	179	1,700	4,969	3,836				
% Point Change	-12.1%	~	~	~	~	-20.4%	-28.2%	-3.5%	-12.9%				
Points East													
Occupancy Rate	30.8%	~	~	~	~	4.1%	11.6%	40.8%	44.1%				
% Point Change	-3.7%	~	~	~	~	0.4%	-1.0%	-4.8%	-5.0%				
Site-nights Sold (SNS)	22,089	~	~	~	~	217	2,347	9,375	10,150				
% Point change	-7.9%	~	~	~	~	19.9%	-3.9%	-8.7%	-8.5%				

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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)	608,789	18,019	23,328	20,055	23,538	39,155	82,717	207,393	194,584				
% Change	-4.9%	16.2%	10.1%	-2.8%	31.9%	14.1%	-9.2%	-6.3%	-10.8%				
ORIGIN BREAKDOWN	100%	100%			100%			100%					
Canada	88.8%	95.4%	94.9%	94.5%	93.3%	89.6%	86.7%	89.2%	86.5%				
United States	7.6%	2.1%	2.7%	2.8%	3.8%	5.4%	8.8%	7.8%	9.4%				
International	3.6%	2.5%	2.4%	2.8%	2.9%	5.0%	4.5%	3.0%	4.1%				
% Change 2010/2011													
CANADA ONS*	-4.2%	16.4%	9.3%	-4.1%	29.7%	14.8%	-9.0%	-4.9%	-11.1%				
Fixed Roof - RNS*	-1.0%	16.4%	9.3%	-4.1%	29.7%	16.4%	-5.6%	-6.8%	-6.7%				
Campground - SNS*	-10.1%	~	~	~	~	-0.2%	-14.6%	-2.6%	-16.9%				
Alberta ONS*	8.2%	-33.7%	180.4%	29.7%	-8.0%	67.3%	24.1%	-4.5%	1.9%				
Fixed Roof - RNS*	13.6%	-33.7%	180.4%	29.7%	-8.0%	72.8%	36.4%	-4.3%	8.4%				
Campground - SNS*	-19.4%	~	~	~	~	-39.5%	-35.0%	-5.5%	-26.6%				
British Columbia ONS*	-2.0%	70.0%	63.6%	0.8%	-20.4%	56.0%	4.9%	-7.6%	-19.6%				
Fixed Roof - RNS*	8.6%	70.0%	63.6%	0.8%	-20.4%	59.3%	8.4%	5.3%	-8.4%				
Campground - SNS*	-33.4%	~	~	~	~	-10.5%	-8.0%	-33.0%	-45.2%				
Manitoba ONS*	16.5%	178.4%	145.5%	30.7%	11.2%	38.7%	28.9%	-0.1%	2.2%				
Fixed Roof - RNS*	22.2%	178.4%	145.5%	30.7%	11.2%	39.7%	31.7%	-1.1%	15.2%				
Campground - SNS*	-17.3%	~	~	~	~	-66.7%	5.6%	4.7%	-44.7%				
New Brunswick ONS*	-2.0%	44.1%	18.9%	-0.2%	31.0%	0.9%	-4.7%	-5.4%	-12.0%				
Fixed Roof - RNS*	0.6%	44.1%	18.9%	-0.2%	31.0%	1.1%	-7.2%	-8.9%	-5.8%				
Campground - SNS*	-8.6%	~	~	~	~	-4.9%	3.7%	-0.9%	-22.3%				
Newfoundland ONS*	8.4%	21.0%	60.1%	20.4%	116.9%	63.8%	16.4%	-11.1%	-4.6%				
Fixed Roof - RNS*	12.0%	21.0%	60.1%	20.4%	116.9%	63.1%	24.3%	-12.4%	-2.3%				
Campground - SNS*	-11.9%	~	~	~	~	200.0%	-38.6%	-6.4%	-14.5%				
Nova Scotia ONS*	-2.5%	19.7%	-6.6%	-13.3%	55.9%	8.9%	-7.0%	-6.9%	-6.1%				
Fixed Roof - RNS*	0.2%	19.7%	-6.6%	-13.3%	55.9%	9.6%	-5.9%	-8.4%	-0.3%				
Campground - SNS*	-10.4%	~	~	~	~	-16.6%	-11.9%	-4.4%	-16.8%				
Nunavut ONS*	-17.2%	2000.0%	2266.7%	**	**	18.9%	5.0%	-50.9%	42.2%				
Fixed Roof - RNS*	-21.0%	2000.0%	2266.7%	**	**	18.9%	-5.0%	-53.3%	40.6%				
Campground - SNS*	51.2%	~	~	~	~	0.0%	**	46.7%	46.2%				
Northwest Territories ONS*	-16.0%	-87.0%	33.3%	-100.0%	550.0%	138.7%	-51.3%	-39.6%	5.8%				
Fixed Roof - RNS*	-11.0%	-87.0%	33.3%	-100.0%	550.0%	132.3%	-49.3%	-31.1%	6.3%				
Campground - SNS*	-55.6%	~	~	~	~	**	-71.4%	-73.3%	0.0%				
Ontario ONS*	-7.7%	-10.7%	41.7%	-5.4%	15.3%	22.1%	-12.9%	-2.4%	-17.4%				
Fixed Roof - RNS*	-4.9%	-10.7%	41.7%	-5.4%	15.3%	22.0%	-13.1%	-1.4%	-12.5%				
Campground - SNS*	-19.1%	~	~	~	~	25.6%	-11.3%	-5.6%	-33.0%				
Prince Edward Island ONS*	-1.9%	1.4%	-6.5%	7.6%	12.7%	9.5%	-14.8%	1.7%	-2.1%				
Fixed Roof - RNS*	1.3%	1.4%	-6.5%	7.6%	12.7%	13.6%	-1.4%	-4.8%	-4.5%				
Campground - SNS*	-3.4%	~	~	~	~	1.4%	-18.1%	3.0%	-1.6%				
Quebec ONS*	-17.1%	13.2%	0.5%	-43.7%	-6.2%	14.0%	-18.6%	-12.6%	-23.5%				
Fixed Roof - RNS*	-12.9%	13.2%	0.5%	-43.7%	-6.2%	14.7%	-22.5%	-11.5%	-13.8%				
Campground - SNS*	-23.7%	~	~	~	~	-2.3%	3.1%	-13.9%	-34.7%				
Saskatchewan ONS*	2.0%	-61.0%	176.7%	164.2%	6.6%	54.7%	-3.8%	-22.0%	8.0%				
Fixed Roof - RNS*	5.0%	-61.0%	176.7%	164.2%	6.6%	62.4%	-1.3%	-23.3%	15.3%				
Campground - SNS*	-18.3%	~	~	~	~	-16.0%	-19.3%	-12.3%	-24.1%				
Yukon ONS*	-9.7%	**	**	-86.7%	**	25.0%	-40.9%	-20.9%	-1.3%				
Fixed Roof - RNS*	-9.1%	**	**	-86.7%	**	29.0%	-40.9%	-16.9%	-4.2%				
Campground - SNS*	-18.8%	~	~	~	~	-100.0%	0.0%	-50.0%	28.6%				

August 2011

		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	-11.3%	-5.2%	10.7%	2.6%	61.3%	8.4%	-12.5%	-14.6%	-12.8%				
Fixed Roof - RNS*		-9.1%	-5.2%	10.7%	2.6%	61.3%	12.6%	-9.5%	-12.3%	-12.4%				
Campground - SNS*		-18.5%	~	~	~	~	-34.1%	-22.8%	-20.8%	-14.0%				
New England	ONS*	-14.1%	41.6%	75.2%	-8.6%	43.9%	-13.8%	-10.0%	-20.8%	-12.4%				
Fixed Roof - RNS*		-11.6%	41.6%	75.2%	-8.6%	43.9%	-8.9%	-6.2%	-19.8%	-10.2%				
Campground - SNS*		-22.2%	~	~	~	~	-50.0%	-25.0%	-23.6%	-19.3%				
Mid-Atlantic	ONS*	-4.6%	56.4%	27.9%	9.3%	89.4%	-17.2%	-1.0%	-0.8%	-10.6%				
Fixed Roof - RNS*		-1.7%	56.4%	27.9%	9.3%	89.4%	-19.2%	12.3%	7.8%	-14.0%				
Campground - SNS*		-16.9%	~	~	~	~	3.8%	-49.0%	-29.0%	5.5%				
South	ONS*	-13.8%	151.4%	-28.3%	15.5%	100.9%	34.8%	-18.4%	-16.3%	-17.7%				
Fixed Roof - RNS*		-10.4%	151.4%	-28.3%	15.5%	100.9%	49.7%	-15.5%	-15.1%	-16.0%				
Campground - SNS*		-22.3%	~	~	~	~	-75.9%	-24.8%	-19.5%	-21.6%				
Midwest	ONS*	-13.8%	-71.5%	-82.3%	-64.4%	-4.7%	-20.7%	-13.8%	-7.9%	-0.7%				
Fixed Roof - RNS*		-16.6%	-71.5%	-82.3%	-64.4%	-4.7%	-21.1%	-19.1%	-1.0%	-6.6%				
Campground - SNS*		-0.1%	~	~	~	~	0.0%	37.9%	-28.4%	20.2%				
West	ONS*	-2.2%	16.1%	285.3%	131.4%	128.8%	61.7%	-12.2%	-10.7%	-18.0%				
Fixed Roof - RNS*		-0.5%	16.1%	285.3%	131.4%	128.8%	59.6%	-10.8%	-15.2%	-16.6%				
Campground - SNS*		-9.0%	~	~	~	~	94.4%	-17.4%	5.5%	-22.7%				
INTERNATIONAL	ONS*	-13.0%	35.3%	40.9%	70.9%	103.6%	25.8%	-15.5%	-29.4%	-14.0%				
Fixed Roof - RNS*		-11.8%	35.3%	40.9%	70.9%	103.6%	29.3%	-14.4%	-29.6%	-12.5%				
Campground - SNS*		-29.0%	~	~	~	~	-26.8%	-28.1%	-26.8%	-31.8%				
Australia	ONS*	-19.1%	6.7%	-97.6%	-21.4%	134.5%	-10.8%	-55.6%	-4.6%	-2.9%				
Fixed Roof - RNS*		-18.4%	6.7%	-97.6%	-21.4%	134.5%	-3.4%	-56.8%	-4.3%	-2.0%				
Campground - SNS*		-24.6%	~	~	~	~	-61.5%	-47.1%	-6.7%	-7.3%				
China	ONS*	-10.7%	-24.1%	14.0%	82.9%	19.5%	165.2%	0.9%	-34.0%	-50.1%				
Fixed Roof - RNS*		-10.7%	-24.1%	14.0%	82.9%	19.5%	165.2%	0.9%	-34.4%	-50.0%				
Campground - SNS*		0.0%	~	~	~	~	0.0%	0.0%	100.0%	-100.0%				
England	ONS*	0.7%	387.5%	362.5%	690.9%	46.2%	-8.8%	-22.7%	-31.2%	6.2%				
Fixed Roof - RNS*		3.0%	387.5%	362.5%	690.9%	46.2%	2.5%	-17.1%	-34.9%	8.9%				
Campground - SNS*		-28.2%	~	~	~	~	-83.3%	-75.7%	44.4%	-18.8%				
France	ONS*	1.3%	**	-20.0%	1200.0%	-40.6%	-25.8%	55.8%	-10.4%	-10.1%				
Fixed Roof - RNS*		24.3%	**	-20.0%	1200.0%	-40.6%	-21.0%	86.5%	18.1%	13.6%				
Campground - SNS*		-56.0%	~	~	~	~	-100.0%	-66.7%	-53.9%	-52.6%				
Germany	ONS*	-12.5%	33.3%	-100.0%	-100.0%	5.6%	-4.9%	-13.6%	-30.4%	7.1%				
Fixed Roof - RNS*		-8.5%	33.3%	-100.0%	-100.0%	5.6%	-20.4%	-10.7%	-30.1%	22.1%				
Campground - SNS*		-21.9%	~	~	~	~	78.9%	-18.7%	-31.3%	-23.2%				
Ireland	ONS*	1.5%	-100.0%	-66.7%	-41.7%	350.0%	275.0%	58.3%	1.9%	-27.9%				
Fixed Roof - RNS*		8.4%	-100.0%	-66.7%	-41.7%	350.0%	275.0%	58.3%	-5.6%	-5.8%				
Campground - SNS*		-75.0%	~	~	~	~	0.0%	0.0%	**	-100.0%				
Japan	ONS*	-2.8%	-100.0%	-88.6%	56.3%	75.0%	-45.8%	-1.7%	-27.9%	41.7%				
Fixed Roof - RNS*		-2.5%	-100.0%	-88.6%	56.3%	75.0%	-49.8%	-1.4%	-28.5%	44.0%				
Campground - SNS*		-7.4%	~	~	~	~	5.6%	-6.3%	-19.5%	0.0%				
Netherlands	ONS*	-26.9%	-86.5%	-36.4%	-48.3%	60.0%	-70.4%	90.4%	-25.5%	-49.4%				
Fixed Roof - RNS*		-21.2%	-86.5%	-36.4%	-48.3%	60.0%	-46.7%	144.1%	-11.4%	-52.8%				
Campground - SNS*		-44.1%	~	~	~	~	-100.0%	-11.1%	-47.4%	-35.5%				
Scotland	ONS*	-13.3%	0.0%	**	-100.0%	-66.7%	103.1%	-59.5%	-9.2%	-15.0%				
Fixed Roof - RNS*		-13.5%	0.0%	**	-100.0%	-66.7%	93.8%	-59.5%	-15.8%	0.0%				
Campground - SNS*		-9.1%	~	~	~	~	0.0%	-60.0%	**	-100.0%				
Switzerland	ONS*	-28.8%	-66.7%	300.0%	**	20.0%	12.0%	59.4%	-63.0%	8.0%				
Fixed Roof - RNS*		-34.8%	-66.7%	300.0%	**	20.0%	5.3%	82.9%	-73.8%	29.0%				
Campground - SNS*		-15.6%	~	~	~	~	33.3%	35.3%	-30.9%	-20.3%				
Others	ONS*	-15.5%	39.7%	88.3%	59.9%	392.2%	55.5%	-23.3%	-28.7%	-21.5%				
Fixed Roof - RNS*		-15.0%	39.7%	88.3%	59.9%	392.2%	58.2%	-22.8%	-28.9%	-20.9%				
Campground - SNS*		-41.6%	~	~	~	~	-100.0%	-48.9%	-17.6%	-51.3%				

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 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: 96.00%

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