

% Change 2016/2017

~ = 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	2.7%	4.6%	-3.9%	2.5%	8.4%	3.6%	2.7%	2.5%	1.6%	0.8%	1.0%	6.3%	5.4%
Air	4.6%	-1.1%	-7.1%	-7.3%	5.0%	5.5%	9.8%	9.9%	11.8%	5.9%	-0.3%	0.3%	2.0%
Ferry	25.2%	~	~	~	~	-16.1%	15.7%	26.9%	35.5%	33.3%	48.6%	-5.0%	31.0%
Cruise Ships (Charlottetown)	34.7%	~	~	~	~	141.3%	60.8%	48.1%	77.7%	-20.9%	87.5%	~	~
Motorcoach	0.0%	**	**	0.0%	-30.0%	-0.9%	-6.1%	7.5%	-8.5%	4.4%	8.4%	-51.6%	-36.2%
<b>Visitor Inquiries (English)</b>													
Tourism PEI Website	3.6%	11.7%	3.7%	15.4%	30.3%	28.3%	-5.3%	-5.7%	-5.0%	-5.0%	8.4%	-12.8%	-13.8%
Call Centre	-11.9%	4.6%	-11.1%	-28.0%	-25.5%	-1.0%	2.8%	-14.5%	-15.0%	-15.3%	3.3%	-12.0%	-12.0%
Mail Out Kits	0.2%	1.1%	26.9%	-13.3%	-21.1%	3.1%	-3.4%	8.7%	-13.2%	-14.7%	1.3%	-6.9%	-16.7%
<b>Visitor Inquiries (French)</b>													
Tourism PEI Website	23.0%	15.9%	8.3%	25.9%	62.4%	59.5%	8.0%	16.6%	18.9%	26.5%	22.6%	-1.4%	-0.4%
Call Centre	-5.3%	38.3%	20.9%	12.7%	-19.2%	4.6%	-2.9%	-10.2%	-25.1%	-8.1%	69.6%	14.3%	40.0%
Mail Out Kits	1.3%	-4.7%	135.7%	75.2%	-60.7%	-4.7%	-14.0%	2.1%	6.2%	36.0%	11.8%	-31.3%	57.5%
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	10.7%	18.6%	-36.1%	19.7%	-8.2%	18.1%	11.9%	11.1%	10.6%	1.5%	17.4%	278.5%	368.3%
<b>Golf PEI</b>													
Non-Member Rounds	-0.1%	~	~	~	-12.6%	-18.2%	2.7%	-4.9%	2.5%	5.8%	0.7%	~	~
<b>Parks Canada</b>													
PEI National Park	N/A	**	**	**	**	**	31.2%	53.8%	44.9%	35.4%	N/A	N/A	N/A
Green Gables	35.5%	~	~	~	275.3%	59.3%	26.2%	37.9%	34.8%	19.3%	72.5%	1125.0%	~
<b>Heritage Sites</b>													
Orwell	13.0%	~	~	~	~	**	42.7%	18.6%	-1.9%	-12.1%	6.6%	**	~
Beaconsfield	36.6%	-92.0%	-29.1%	-43.9%	-38.8%	37.2%	-22.2%	21.0%	20.1%	42.0%	210.3%	2542.2%	1378.6%
Eptek	1.5%	-18.4%	-54.3%	44.8%	18.6%	28.2%	46.0%	-7.2%	2.5%	-3.0%	7.7%	39.8%	-33.8%
Acadian Museum	8.8%	1.7%	-77.2%	13.9%	103.7%	-26.8%	-8.9%	28.3%	2.1%	5.9%	19.4%	-0.8%	63.0%
Elmira	4.2%	~	~	~	~	-25.2%	26.4%	-5.2%	20.9%	-22.4%	~	~	~
Basin Head	11.2%	~	~	~	~	~	62.7%	12.4%	7.5%	-14.6%	~	~	~
Green Park	32.6%	~	~	~	~	~	56.7%	29.8%	36.7%	-62.7%	~	~	~
<b>Total Visitors</b>	<b>13.8%</b>	<b>-46.5%</b>	<b>-52.2%</b>	<b>15.5%</b>	<b>9.1%</b>	<b>37.5%</b>	<b>27.3%</b>	<b>11.8%</b>	<b>10.0%</b>	<b>-1.2%</b>	<b>56.1%</b>	<b>204.4%</b>	<b>77.9%</b>

Actuals 2017

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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
<b>Traffic</b>													
Cruise Ships (Charlottetown)	131014	~	~	~	~	9347	11386	11603	20843	34578	43257	~	~
Motorcoach	29827	36	31	0	63	542	4066	7583	7691	7564	2163	44	44
<b>Visitor Inquiries (English)</b>													
Tourism PEI Website	1,468,997	89,325	88,376	120,219	146,398	169,966	183,249	238,528	185,260	90,874	62,302	45,852	48,648
Call Centre	11,433	478	535	683	910	1,251	1,633	2,369	2,030	771	340	220	213
Mail Out Kits	46,818	3,708	12,693	5,246	5,039	5,401	4,393	4,132	2,338	1,136	960	791	981
<b>Visitor Inquiries (French)</b>													
Tourism PEI Website	370,388	13,930	14,805	22,134	39,840	43,530	50,246	79,586	52,928	21,556	12,108	8,332	11,393
Call Centre	1,863	65	81	160	215	250	267	424	245	57	39	32	28
Mail Out Kits	7,115	448	1,388	1,626	858	845	653	637	274	121	95	55	115
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	123,305	153	133	267	586	4,184	15,822	36,548	38,003	20,298	5,715	1,109	487
<b>Golf PEI</b>													
Non-Member Rounds	124,602	~	~	~	901	6,056	21,501	29,139	32,704	27,038	7,263	~	~
<b>Parks Canada</b>													
PEI National Park	N/A	11,766	9,022	12,543	20,116	38,123	75,628	176,843	198,999	89,114	N/A	N/A	N/A
Green Gables	254,306	~	~	~	334	9,432	28,369	73,130	81,641	39,043	22,112	245	0
<b>Heritage Sites</b>													
Orwell	10,520	~	~	~	~	334	1,474	3,002	2,938	1,417	1,210	145	~
Beaconsfield	14,314	34	195	120	243	727	1,180	2,778	3,107	2,162	1,958	1,189	621
Eptek	12,183	480	370	637	783	491	1,105	2,679	2,783	1,033	701	805	316
Acadian Museum	7,187	61	42	123	275	221	644	2,337	2,044	862	308	120	150
Elmira	6,409	~	~	~	~	122	507	2,521	2,756	503	~	~	~
Basin Head	28,164	~	~	~	~	~	2,743	11,767	11,727	1,927	~	~	~
Green Park	5,002	~	~	~	~	~	608	1,817	2,527	50	~	~	~
<b>Total Visitors</b>	<b>83,779</b>	575	607	880	1,301	1,895	8,261	26,901	27,882	7,954	4,177	2,259	1,087

% Change 2016/2017		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>			128	131	133	153	493	1,122	1,280	1,298	1,187	638	205	177
% Change			12.3%	12.0%	11.8%	11.7%	8.4%	11.6%	10.0%	10.7%	12.3%	13.5%	22.8%	22.9%
<b>Total Room-nights Available</b>	<b>1,406,690</b>		71,121	64,739	72,198	72,635	121,644	173,897	194,698	195,240	172,285	115,227	75,952	77,054
% Change	<b>4.0%</b>		6.2%	3.6%	7.3%	8.7%	7.0%	1.1%	1.2%	2.6%	3.4%	4.6%	6.0%	7.4%
<b>Total Room-nights Sold (RNS)</b>	<b>675,299</b>		18,062	19,852	18,232	22,439	37,942	78,030	148,855	159,814	90,047	41,359	24,279	16,388
% Change	<b>4.1%</b>		-4.0%	4.2%	-1.5%	1.0%	12.7%	8.7%	2.2%	5.3%	3.2%	6.5%	3.0%	-6.7%
<b>Occupancy Rate</b>	<b>48.0%</b>		25.4%	30.7%	25.3%	30.9%	31.2%	44.9%	76.5%	81.9%	52.3%	35.9%	32.0%	21.3%
% Point Change	<b>0.0%</b>		-2.7%	0.2%	-2.3%	-2.3%	1.6%	3.1%	0.7%	2.2%	-0.1%	0.6%	-0.9%	-3.2%
<b>BY REGION</b>														
<b>North Cape Coastal Drive</b>														
Occupancy Rate	<b>38.9%</b>		23.3%	28.8%	25.3%	23.2%	28.0%	34.9%	66.1%	74.8%	45.3%	28.3%	38.1%	23.4%
% Point Change	<b>-0.3%</b>		-4.2%	-1.8%	2.3%	-3.0%	-0.2%	3.8%	0.9%	2.5%	2.2%	-5.2%	3.1%	3.3%
Room-nights Sold (RNS)	<b>104,050</b>		4,315	4,833	4,733	4,289	6,580	9,154	18,459	20,917	12,053	6,794	7,319	4,604
% Change	<b>6.6%</b>		-0.5%	7.6%	31.4%	7.1%	14.8%	14.4%	1.7%	3.8%	7.8%	-11.6%	12.0%	21.9%
<b>Summerside Area <sup>(1)</sup></b>														
Occupancy Rate	<b>42.7%</b>		27.7%	30.7%	26.7%	27.4%	34.8%	39.9%	70.0%	77.6%	52.9%	33.8%	46.0%	26.8%
% Point Change	<b>1.3%</b>		-1.7%	-2.3%	1.7%	-0.8%	3.5%	4.8%	0.7%	2.0%	3.6%	-3.0%	2.8%	2.6%
Room-nights Sold (RNS)	<b>80,894</b>		3,910	3,902	3,802	3,880	5,998	7,026	12,853	14,260	9,264	5,677	6,471	3,851
% Change	<b>4.9%</b>		-6.5%	-10.0%	7.6%	0.1%	19.9%	18.2%	3.2%	4.7%	9.7%	-7.3%	6.3%	11.0%
<b>Green Gables Shore</b>														
Occupancy Rate	<b>50.9%</b>		7.0%	4.7%	3.4%	2.6%	14.3%	33.3%	80.0%	84.3%	41.5%	17.1%	3.5%	1.2%
% Point Change	<b>0.8%</b>		5.5%	3.6%	-1.5%	-1.0%	2.1%	1.0%	0.0%	2.0%	0.0%	-1.3%	-16.5%	-2.2%
Room-nights Sold (RNS)	<b>156,570</b>		229	140	112	104	3,257	18,259	52,094	54,940	23,823	3,405	149	58
% Change	<b>1.9%</b>		324.1%	278.4%	-37.4%	-23.0%	12.5%	1.7%	1.4%	3.7%	1.8%	-10.3%	-80.0%	-54.0%
<b>Red Sands</b>														
Occupancy Rate	<b>34.3%</b>		2.4%	5.2%	4.0%	4.2%	6.4%	26.6%	68.9%	73.1%	32.6%	9.2%	6.4%	3.2%
% Point Change	<b>0.5%</b>		-0.6%	2.1%	1.8%	1.2%	0.8%	5.6%	-0.1%	1.2%	4.3%	-2.5%	-2.8%	-1.8%
Room-nights Sold (RNS)	<b>19,798</b>		49	95	85	114	264	1,950	6,460	7,286	2,814	451	152	78
% Change	<b>8.6%</b>		-3.9%	93.9%	97.7%	54.1%	12.8%	15.9%	-0.5%	9.2%	28.4%	-5.3%	-12.6%	-11.4%
<b>Charlottetown</b>														
Occupancy Rate	<b>53.1%</b>		29.9%	36.0%	28.7%	39.7%	44.1%	67.3%	82.3%	88.0%	74.8%	51.1%	34.9%	24.3%
% Point Change	<b>-0.3%</b>		-3.2%	0.3%	-4.8%	-1.9%	2.3%	5.3%	0.7%	2.3%	-2.0%	1.5%	-1.2%	-5.5%
Room-nights Sold (RNS)	<b>330,418</b>		13,152	14,425	12,795	17,427	26,074	41,609	53,346	56,407	40,525	27,220	16,175	11,263
% Change	<b>4.0%</b>		-7.2%	1.4%	-10.9%	-0.8%	15.2%	12.8%	2.4%	7.0%	1.7%	10.7%	3.3%	-13.5%
<b>Points East</b>														
Occupancy Rate	<b>42.8%</b>		9.7%	11.6%	14.9%	14.6%	14.6%	29.9%	67.3%	72.3%	42.5%	26.6%	12.9%	10.3%
% Point Change	<b>0.9%</b>		3.1%	3.0%	4.6%	0.6%	-4.4%	-1.6%	2.3%	2.1%	-0.7%	9.0%	1.5%	-4.4%
Room-nights Sold (RNS)	<b>64,463</b>		317	359	507	505	1,767	7,058	18,496	20,264	10,832	3,489	484	385
% Change	<b>5.2%</b>		58.5%	45.3%	58.9%	17.4%	-18.3%	-3.2%	5.2%	5.9%	1.7%	53.4%	7.3%	-28.3%

(1) The Summerside Area is the gateway to the North Cape Coastal Drive and the Summerside statistics have been profiled so they can be interpreted as a separate region or part of the North Cape Coastal Drive.

% Change 2016/2017		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>BY TYPE</b>													
<b>Hotels/Motels/Resorts</b>													
Occupancy Rate	<b>48.7%</b>	27.4%	33.3%	27.2%	33.6%	35.7%	53.8%	78.4%	86.2%	62.2%	44.4%	35.2%	23.2%
% Point Change	<b>-0.7%</b>	-4.5%	-1.0%	-3.4%	-3.6%	-0.5%	3.6%	1.2%	4.0%	-0.3%	1.6%	-1.8%	-3.7%
Room-nights Sold (RNS)	<b>436,313</b>	16,572	18,322	16,605	20,288	29,877	50,525	77,287	84,030	54,049	32,609	21,524	14,625
% Change	<b>2.3%</b>	-8.3%	1.4%	-4.7%	-2.6%	10.6%	8.7%	0.8%	4.9%	0.9%	7.0%	-0.7%	-9.0%
<b>Inns</b>													
Occupancy Rate	<b>59.6%</b>	39.9%	43.5%	41.9%	41.5%	43.5%	52.2%	76.2%	88.0%	65.9%	42.9%	51.5%	28.2%
% Point Change	<b>4.8%</b>	17.1%	13.9%	13.3%	10.2%	15.5%	4.4%	-8.2%	2.8%	-1.4%	9.7%	11.8%	2.7%
Room-nights Sold (RNS)	<b>29,376</b>	754	743	793	759	1,757	3,782	5,881	6,790	4,852	1,620	1,051	594
% Change	<b>6.6%</b>	84.4%	49.2%	54.3%	39.5%	43.3%	9.4%	-8.6%	3.2%	-1.0%	0.0%	24.1%	13.6%
<b>Cabins/Cottages</b>													
Occupancy Rate	<b>48.0%</b>	16.8%	15.2%	13.4%	13.3%	15.6%	29.6%	75.6%	77.5%	36.7%	14.8%	13.3%	11.5%
% Point Change	<b>0.1%</b>	9.7%	9.3%	4.4%	-2.0%	0.9%	1.8%	0.4%	-0.4%	1.0%	-1.0%	1.3%	-3.7%
Room-nights Sold (RNS)	<b>157,236</b>	433	374	380	551	3,399	16,733	52,863	55,306	22,291	3,595	730	581
% Change	<b>6.9%</b>	192.6%	196.8%	81.0%	37.1%	5.7%	7.9%	4.6%	5.7%	10.4%	6.6%	44.3%	8.4%
<b>Tourist Home/B&amp;B</b>													
Occupancy Rate	<b>39.4%</b>	5.1%	7.0%	7.2%	13.8%	24.4%	44.7%	70.9%	75.5%	53.6%	25.2%	12.7%	8.3%
% Point Change	<b>3.0%</b>	2.3%	1.0%	1.4%	7.2%	6.9%	5.0%	3.0%	4.0%	0.5%	-2.3%	4.7%	2.2%
Room-nights Sold (RNS)	<b>49,606</b>	291	365	430	815	2,848	6,861	12,013	12,821	8,581	3,169	874	538
% Change	<b>8.7%</b>	76.4%	8.6%	29.5%	103.8%	32.3%	11.2%	5.6%	6.6%	1.3%	-4.9%	70.4%	49.0%
<b>Other</b>													
Occupancy Rate	<b>30.8%</b>	3.2%	14.3%	6.5%	7.2%	11.3%	13.9%	55.9%	50.0%	23.3%	36.9%	27.8%	13.4%
% Point Change	<b>5.8%</b>	-2.7%	7.7%	0.3%	-1.9%	4.6%	-3.6%	4.5%	-6.3%	9.5%	26.4%	17.8%	-2.4%
Room-nights Sold (RNS)	<b>2,768</b>	12	48	24	26	61	129	811	867	274	366	100	50
% Change	<b>42.9%</b>	-45.5%	108.7%	4.3%	-21.2%	52.5%	-29.9%	24.0%	27.3%	106.0%	646.9%	177.8%	-15.3%

# Occupancy - Campground

December 2017

% Change 2016/2017		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>		~	~	~	~	22	46	49	52	45	17	~	~
% Change		~	~	~	~	-4.3%	2.2%	2.1%	6.1%	-2.2%	6.3%	~	~
<b>Total Site-nights Available</b>	<b>719,964</b>	~	~	~	~	23,234	162,019	188,230	189,249	139,199	18,033	~	~
% Change	<b>0.6%</b>	~	~	~	~	-1.8%	1.1%	1.2%	1.8%	-2.6%	5.0%	~	~
<b>Total Site-nights Sold (SNS)</b>	<b>350,660</b>	~	~	~	~	7,163	53,737	123,933	114,953	48,871	2,003	~	~
% Change	<b>11.6%</b>	~	~	~	~	19.0%	-2.9%	12.2%	12.7%	26.0%	18.2%	~	~
<b>Occupancy Rate</b>	<b>48.7%</b>	~	~	~	~	30.8%	33.2%	65.8%	60.7%	35.1%	11.1%	~	~
% Point Change	<b>4.8%</b>	~	~	~	~	5.4%	-1.4%	6.4%	5.9%	8.0%	1.2%	~	~
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>29.1%</b>	~	~	~	~	5.6%	14.0%	39.6%	38.7%	18.9%	14.4%	~	~
% Point Change	<b>1.4%</b>	~	~	~	~	4.5%	-0.4%	1.3%	1.4%	1.5%	7.6%	~	~
Site-nights Sold (SNS)	<b>23,145</b>	~	~	~	~	10	2,269	8,500	8,872	3,306	188	~	~
% Point change	<b>5.6%</b>	~	~	~	~	-58.3%	10.5%	1.1%	6.8%	7.9%	241.8%	~	~
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>50.6%</b>	~	~	~	~	~	29.4%	64.4%	65.9%	36.9%	~	~	~
% Point Change	<b>3.6%</b>	~	~	~	~	~	5.9%	1.6%	-0.3%	6.3%	~	~	~
Site-nights Sold (SNS)	<b>5,879</b>	~	~	~	~	~	819	2,057	2,104	899	~	~	~
% Change	<b>4.9%</b>	~	~	~	~	~	20.3%	2.5%	-0.5%	12.0%	~	~	~

# Occupancy - Campground

December 2017

% Change 2016/2017		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Green Gables Shore</b>													
Occupancy Rate	52.5%	~	~	~	~	35.3%	36.7%	71.0%	63.6%	38.5%	4.7%	~	~
% Point Change	6.0%	~	~	~	~	7.7%	-1.9%	8.3%	7.0%	11.0%	0.6%	~	~
Site-nights Sold (SNS)	253,097	~	~	~	~	5,075	41,370	90,209	81,165	34,795	483	~	~
% Point change	13.4%	~	~	~	~	46.3%	-5.0%	14.6%	14.0%	34.5%	16.7%	~	~
<b>Red Sands</b>													
Occupancy Rate	36.6%	~	~	~	~	24.1%	28.6%	46.3%	46.7%	24.1%	~	~	~
% Point Change	-5.7%	~	~	~	~	-50.3%	-4.9%	-2.6%	-0.7%	-2.6%	~	~	~
Site-nights Sold (SNS)	5,381	~	~	~	~	286	867	1,738	1,799	691	~	~	~
% Point change	-15.5%	~	~	~	~	-67.6%	-17.2%	-4.6%	1.1%	-15.5%	~	~	~
<b>Charlottetown</b>													
Occupancy Rate	52.0%	~	~	~	~	23.5%	43.3%	78.1%	71.3%	36.9%	20.0%	~	~
% Point Change	1.9%	~	~	~	~	-2.1%	-0.1%	1.2%	6.3%	1.3%	2.3%	~	~
Site-nights Sold (SNS)	23,160	~	~	~	~	968	3,987	7,429	6,783	3,401	592	~	~
% Point Change	3.7%	~	~	~	~	-1.8%	-0.2%	1.6%	9.7%	3.7%	3.5%	~	~
<b>Points East</b>													
Occupancy Rate	46.5%	~	~	~	~	24.3%	25.3%	60.8%	64.5%	34.5%	21.6%	~	~
% Point Change	4.5%	~	~	~	~	7.1%	2.8%	4.7%	5.2%	4.5%	-2.2%	~	~
Site-nights Sold (SNS)	45,877	~	~	~	~	824	5,244	16,057	16,334	6,678	740	~	~
% Point change	13.3%	~	~	~	~	25.2%	11.7%	13.2%	12.0%	16.0%	16.4%	~	~

(1) The Summerside Area is the gateway to the North Cape Coastal Drive and the Summerside statistics have been profiled so they can be interpreted as a separate region or part of the North Cape Coastal Drive.

	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>1,025,959</b>	18,062	19,852	18,232	22,439	45,105	131,767	272,788	274,767	138,918	43,362	24,279	16,388
% Change	6.5%	-4.0%	4.2%	-1.5%	1.0%	13.7%	3.6%	6.5%	8.3%	10.2%	7.0%	3.0%	-6.7%
<b>ORIGIN BREAKDOWN</b>	<b>100%</b>	<b>100%</b>			<b>100%</b>			<b>100%</b>			<b>100%</b>		
<b>Canada</b>	<b>88.9%</b>	95.1%	95.7%	94.5%	93.5%	88.7%	86.8%	89.7%	89.4%	86.0%	82.3%	92.6%	91.9%
<b>United States</b>	<b>8.1%</b>	2.7%	2.4%	2.9%	4.4%	6.0%	7.8%	8.4%	8.3%	10.5%	11.9%	5.8%	5.8%
<b>International</b>	<b>3.0%</b>	2.2%	1.9%	2.6%	2.1%	5.3%	5.4%	1.9%	2.3%	3.6%	5.9%	1.6%	2.3%
<b>% Change 2016/2017</b>													
<b>CANADA</b> ONS*	<b>7.5%</b>	-4.5%	4.1%	-2.1%	0.2%	13.4%	3.3%	7.0%	11.0%	14.4%	3.4%	2.7%	-7.6%
Fixed Roof - RNS*	<b>5.0%</b>	-4.5%	4.1%	-2.1%	0.2%	12.3%	9.5%	2.5%	8.8%	6.9%	2.7%	2.7%	-7.6%
Campground - SNS*	<b>11.9%</b>	~	~	~	~	18.9%	-2.9%	12.1%	13.7%	27.7%	18.6%	~	~
<b>New Brunswick</b> ONS*	<b>6.2%</b>	-0.8%	7.1%	0.8%	-3.2%	8.5%	7.1%	0.8%	10.2%	15.0%	14.0%	13.8%	-9.0%
Fixed Roof - RNS*	<b>7.2%</b>	-0.8%	7.1%	0.8%	-3.2%	9.9%	10.3%	1.2%	12.1%	14.5%	14.7%	13.8%	-9.0%
Campground - SNS*	<b>3.6%</b>	~	~	~	~	-18.3%	-0.3%	0.3%	7.2%	16.9%	-16.1%	~	~
<b>Nova Scotia</b> ONS*	<b>2.6%</b>	-9.9%	1.6%	-15.1%	-12.6%	13.9%	14.7%	0.6%	5.5%	8.0%	-1.6%	-5.8%	-9.0%
Fixed Roof - RNS*	<b>0.6%</b>	-9.9%	1.6%	-15.1%	-12.6%	14.2%	15.5%	-1.8%	1.5%	6.1%	-1.4%	-5.8%	-9.0%
Campground - SNS*	<b>9.1%</b>	~	~	~	~	6.4%	12.2%	4.2%	13.2%	15.1%	-9.3%	~	~
<b>Ontario</b> ONS*	<b>7.4%</b>	-11.5%	-13.3%	-5.7%	5.3%	12.8%	7.6%	3.5%	11.3%	11.4%	1.6%	26.1%	0.2%
Fixed Roof - RNS*	<b>6.0%</b>	-11.5%	-13.3%	-5.7%	5.3%	11.6%	7.4%	0.9%	10.6%	9.0%	1.3%	26.1%	0.2%
Campground - SNS*	<b>14.1%</b>	~	~	~	~	39.3%	8.8%	12.3%	13.6%	27.7%	20.9%	~	~
<b>Prince Edward Island</b> ONS*	<b>12.8%</b>	3.6%	21.2%	19.6%	9.2%	25.9%	-4.2%	15.7%	16.8%	29.1%	4.9%	-10.4%	-3.0%
Fixed Roof - RNS*	<b>13.0%</b>	3.6%	21.2%	19.6%	9.2%	29.2%	22.2%	18.1%	18.2%	22.2%	1.2%	-10.4%	-3.0%
Campground - SNS*	<b>12.7%</b>	~	~	~	~	23.0%	-7.5%	15.3%	16.6%	30.9%	26.3%	~	~
<b>Quebec</b> ONS*	<b>7.9%</b>	18.6%	-1.9%	1.9%	9.6%	-2.5%	8.8%	13.9%	11.6%	-5.7%	-5.7%	-25.4%	-32.4%
Fixed Roof - RNS*	<b>2.9%</b>	18.6%	-1.9%	1.9%	9.6%	-2.8%	2.7%	8.2%	11.1%	-12.3%	-6.6%	-25.4%	-32.4%
Campground - SNS*	<b>17.2%</b>	~	~	~	~	5.8%	32.4%	20.5%	12.2%	22.4%	105.9%	~	~
<b>All Other Provinces</b> ONS*	<b>4.6%</b>	-16.6%	-15.0%	-31.1%	22.9%	4.1%	3.5%	8.2%	6.5%	2.7%	1.8%	22.3%	-5.4%
Fixed Roof - RNS*	<b>2.2%</b>	-16.6%	-15.0%	-31.1%	22.9%	4.6%	1.7%	2.8%	6.3%	-1.2%	1.6%	22.3%	-5.4%
Campground - SNS*	<b>19.4%</b>	~	~	~	~	-3.3%	13.3%	30.6%	7.4%	29.1%	10.7%	~	~

		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*	<b>6.9%</b>	47.5%	11.5%	-2.3%	17.3%	-7.2%	4.6%	15.0%	-0.2%	0.0%	26.7%	37.7%	49.9%
<b>New England</b>	ONS*	<b>7.3%</b>	35.7%	2.6%	6.8%	91.7%	-7.1%	-1.3%	18.9%	6.8%	-3.8%	14.3%	-22.3%	-25.8%
<b>Mid-Atlantic</b>	ONS*	<b>-6.3%</b>	184.2%	22.6%	-5.6%	6.9%	-29.2%	19.5%	2.0%	-13.9%	-7.0%	-24.7%	-50.8%	-2.2%
<b>South</b>	ONS*	<b>5.1%</b>	62.5%	56.6%	-14.5%	19.6%	-7.7%	4.9%	18.8%	2.2%	-0.1%	-18.2%	-15.3%	-31.8%
<b>Midwest</b>	ONS*	<b>24.4%</b>	35.6%	25.5%	9.1%	-30.4%	-2.1%	11.5%	10.0%	2.8%	4.9%	139.0%	552.3%	683.1%
<b>West</b>	ONS*	<b>8.7%</b>	18.0%	-28.9%	-3.6%	4.9%	10.1%	-1.2%	14.7%	-9.9%	10.0%	67.1%	82.1%	6.3%
<b>KEY INTL MARKETS</b>	ONS*	<b>19.1%</b>	67.9%	-34.7%	-54.5%	12.7%	100.5%	28.8%	36.7%	8.8%	-12.4%	55.9%	-50.8%	-50.9%
<b>China</b>	ONS*	<b>8.6%</b>	2.4%	15.0%	20.0%	80.8%	-30.2%	-41.6%	160.6%	15.4%	-23.9%	327.1%	104.2%	-27.7%
<b>England</b>	ONS*	<b>3.3%</b>	175.0%	-82.6%	-85.2%	95.2%	-18.6%	-11.1%	20.8%	-6.2%	37.0%	6.2%	-53.7%	50.0%
<b>Germany</b>	ONS*	<b>-12.9%</b>	100.0%	-25.5%	-89.5%	-69.6%	-17.2%	-4.3%	20.8%	-2.7%	-12.7%	-47.6%	-83.6%	-81.6%
<b>Japan</b>	ONS*	<b>6.8%</b>	**	-66.7%	-74.2%	111.8%	-7.9%	7.0%	7.2%	33.4%	-23.4%	24.9%	-17.6%	28.6%
<b>Taiwan</b>	ONS*	<b>173.1%</b>	-100.0%	0.0%	0.0%	0.0%	103500.0%	97.6%	700.0%	-90.6%	666.7%	6933.3%	**	**



# Definitions

## TOURISM INDICATORS

**Bridge Traffic** - Source: Strait Crossing Bridge Limited. Data is the percentage change of the counts of vehicles with 2 axles and motorcycles 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** - Sources: Charlottetown Harbour Authority Inc / Summerside Port Corp. Data is the percentage change (and actuals) of the total number of passengers and crew on the cruise ships that visit the Historic Charlottetown Seaport / Port of Summerside 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 (and actuals) 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.*

**Tourism PEI Website** - Source: Tourism PEI. Data is the percentage change (and actuals) of the total number of visits to [www.tourismpei.com](http://www.tourismpei.com) against the same period of last year. This includes desktop, tablet and mobile direct access to our website and excludes access on mobile using an app.

**Call Centre** - Source: Tourism PEI. Data is the percentage change (and actuals) of the total number of Tourism PEI call centre inquiries against the same period of last year.

**Mail Out Kits** - Source: Tourism PEI. Data is the percentage change (and actuals) of the total number of packages/kits mailed out by Tourism PEI against the same period of last year.

**Visitor Information Centres / Destination Centres** - Source: Tourism PEI. Data is the percentage change (and actuals) of the counts of parties counselled at all Visitor Information Centres / Destination Centres against the same period of last year.

**Golf PEI** - Source: Golf PEI. Data is the percentage change (and actuals) 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 (and actuals) of the number of person-visits <sup>(1)</sup> made to the national park. Province House and Green Gables data is the percentage change (and actuals) of the number of visitors to each historic site.

<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.

**Heritage Sites** - Source: PEI Museum. Data is the percentage change (and actuals) of the total number of visitors to each heritage site against the same period of last year.

# Definitions

## 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.

**Accommodation Types** - The accommodation types are grouped under the following categories: **Hotels/Motels/Resorts, Inns, Cabins/Cottages** (includes Cabins, Cottage, Vacation Home, Apartment, Condo), **Tourist Home/B&B** (includes Bed and Breakfast, Tourist Home, Hospitality Home), and **Other** (includes Trailer Rentals, Hostels).

## 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: 99.85%**

**Note: Monthly indicator reports are not released until 95% of the operators have submitted their occupancy data**

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

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