

% Change 2020/2021

~ = 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
Traffic													
Bridge	-31.2%	-79.6%	-84.0%	-71.9%	107.4%	18.9%	90.5%	39.9%					
Air	-66.2%	-88.3%	-93.1%	-89.1%	126.5%	92.2%	69.8%	148.7%					
Ferry	45.5%	~	~	~	~	-100.0%	1,928%	31.6%					
Cruise Ships (Charlottetown)	0.0%	~	~	~	~	~	0.0%	0.0%					
Motorcoach	-100.0%	-100.0%	-100.0%	-100.0%	0.0%	0.0%	0.0%	-100.0%					
Tourism PEI Website Activity													
English Website	-0.8%	-29.3%	-30.7%	13.6%	28.7%	0.0%	-10.9%	29.4%					
French Website	6.1%	-10.3%	2.4%	22.8%	26.4%	26.6%	-47.0%	58.1%					
Visitor Information Centres / Destination Centres													
Total Parties Counsellled	32.3%	-28.5%	-71.1%	-25.4%	~	~	58.9%	45.6%					
Golf PEI													
Non-Member Rounds	51.5%	~	~	~	~	~	67.2%	42.7%					
Parks Canada													
PEI National Park	-12.5%	NA	NA	NA	NA	NA	-12.1%	-12.8%					
Green Gables	142.0%	~	~	~	~	~	**	125.3%					
Provincial Heritage Sites													
Orwell	87.3%	~	**	**	~	**	35.2%	-19.0%					
Beaconsfield	204.0%	-3.3%	-32.9%	12.2%	**	**	446.4%	312.8%					
Eptek	-1.8%	-15.5%	-81.6%	-30.0%	**	**	183.3%	40.3%					
Acadian Museum	27.9%	-76.7%	-59.5%	-40.2%	**	**	2,117%	23.2%					
Elmira	-5.0%	~	~	~	~	~	-21.7%	-1.1%					
Basin Head	86.9%	~	~	~	~	~	**	62.9%					
Green Park	193.8%	~	~	~	~	~	**	9.3%					
Total Visitors	84.6%	-18.0%	-26.1%	54.0%	**	**	166.0%	34.6%					

Actuals 2021

~ = 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
Traffic													
Cruise Ships (Charlottetown)	0	~	~	~	~	~	0	0					
Motorcoach	0	0	0	0	0	0	0	0					
Tourism PEI Website Activity													
English Website	839,271	92,127	88,185	101,148	77,906	86,926	138,152	254,827					
French Website	163,735	13,685	14,778	18,186	13,495	19,331	24,378	59,882					
Visitor Information Centres / Destination Centres													
Total Parties Counselling	11,447	389	340	290	278	450	2,078	7,622					
Golf PEI													
Non-Member Rounds	66,881	0	0	0	3,428	10,706	19,776	32,971					
Parks Canada													
PEI National Park	179,630	0	0	0	0	0	78,683	100,947					
Green Gables	4,092	0	0	0	0	0	282	3,810					
Provincial Heritage Sites													
Orwell	4,275	~	423	396	~	1,063	1,360	1,033					
Beaconsfield	5,263	289	405	396	1,019	954	978	1,222					
Eptek	1,490	224	118	119	143	163	204	519					
Acadian Museum	670	20	32	67	81	40	133	297					
Elmira	1,099	~	~	~	~	~	173	926					
Basin Head	2,082	~	~	~	~	~	267	1,815					
Green Park	1,325	~	~	~	~	~	832	493					
Total Visitors	16,204	533	978	978	1,243	2,220	3,947	6,305					

Occupancy - Fixed Roof

July 2021

% Change 2020/2021		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		162	167	176	199	518	973	1,133					
% Change		-27.7%	-26.4%	-25.4%	-23.2%	-2.6%	10.2%	15.7%					
Total Room-nights Available	720,862	74,521	67,104	75,277	74,692	102,851	151,255	175,162					
% Change	-1.5%	-6.0%	-10.5%	-2.9%	-11.7%	-11.4%	6.9%	11.0%					
Total Room-nights Sold (RNS)	162,240	16,243	14,590	16,969	14,639	14,871	17,793	67,135					
% Change	48.5%	-11.4%	-29.4%	23.9%	205.3%	137.0%	56.1%	97.0%					
Occupancy Rate	22.5%	21.8%	21.7%	22.5%	19.6%	14.5%	11.8%	38.3%					
% Point Change	7.6%	-1.3%	-5.8%	4.9%	13.9%	9.1%	3.7%	16.7%					
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	24.2%	25.9%	35.6%	27.6%	13.6%	15.2%	17.2%	33.2%					
% Point Change	9.0%	0.9%	4.5%	9.9%	10.2%	11.4%	8.0%	15.1%					
Room-nights Sold (RNS)	31,038	4,081	5,133	4,455	2,102	2,892	3,643	8,732					
% Change	43.1%	-13.9%	-10.7%	31.3%	208.2%	286.1%	78.1%	101.9%					
Summerside Area ⁽¹⁾													
Occupancy Rate	25.7%	28.0%	35.2%	28.5%	14.4%	16.9%	21.7%	33.6%					
% Point Change	10.2%	-0.1%	2.0%	11.1%	10.4%	13.3%	11.9%	18.1%					
Room-nights Sold (RNS)	21,541	3,107	3,531	3,164	1,552	2,109	2,649	5,429					
% Change	31.3%	-22.8%	-24.3%	17.8%	152.8%	261.1%	79.5%	130.8%					
Green Gables Shore													
Occupancy Rate	19.1%	4.8%	9.2%	11.5%	8.7%	4.6%	5.2%	37.5%					
% Point Change	7.8%	-0.6%	5.2%	8.4%	6.3%	2.7%	1.1%	14.6%					
Room-nights Sold (RNS)	25,863	93	159	221	265	936	2,544	21,645					
% Change	87.1%	-28.5%	76.7%	187.0%	268.1%	118.7%	54.9%	90.1%					
Red Sands													
Occupancy Rate	17.3%	5.2%	10.6%	10.9%	6.8%	8.2%	8.7%	39.1%					
% Point Change	8.5%	0.1%	4.2%	6.1%	3.5%	4.7%	4.9%	18.8%					
Room-nights Sold (RNS)	5,060	131	192	286	175	321	631	3,324					
% Change	101.8%	24.8%	56.1%	177.7%	96.6%	107.1%	138.1%	99.3%					

(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.

Occupancy - Fixed Roof

July 2021

% Change 2020/2021

Fixed Roof Accommodation	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Charlottetown													
Occupancy Rate	23.9%	23.0%	19.1%	22.8%	23.3%	19.2%	15.4%	41.3%					
% Point Change	8.4%	-2.1%	-10.4%	3.2%	19.3%	14.3%	7.6%	22.0%					
Room-nights Sold (RNS)	86,590	11,745	8,832	11,758	11,681	9,566	8,309	24,699					
% Change	51.9%	-10.6%	-39.1%	18.9%	474.6%	247.5%	91.8%	138.1%					
Points East													
Occupancy Rate	21.0%	6.1%	9.5%	8.2%	11.7%	12.0%	13.3%	38.3%					
% Point Change	0.7%	-0.5%	3.3%	1.3%	-12.8%	-5.0%	-5.0%	9.6%					
Room-nights Sold (RNS)	13,689	193	274	249	416	1,156	2,666	8,735					
% Change	-3.7%	-14.2%	38.4%	5.5%	-78.3%	-47.2%	-14.3%	38.0%					

Occupancy - Fixed Roof

July 2021

% Change 2020/2021		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	24.7%	23.1%	24.0%	25.4%	22.5%	19.1%	15.6%	39.1%					
% Point Change	8.0%	-2.9%	-7.5%	5.2%	16.3%	12.8%	5.5%	19.1%					
Room-nights Sold (RNS)	115,142	14,157	13,128	15,567	13,347	12,243	12,152	34,548					
% Change	44.2%	-13.7%	-30.2%	27.1%	222.1%	161.4%	59.3%	117.3%					
Inns													
Occupancy Rate	18.4%	27.1%	17.4%	12.1%	10.5%	4.4%	10.5%	35.5%					
% Point Change	2.2%	-14.2%	-28.2%	-13.1%	10.5%	4.4%	4.3%	8.7%					
Room-nights Sold (RNS)	4,808	513	297	229	201	203	704	2,661					
% Change	26.0%	-24.4%	-57.6%	-44.8%	**	**	97.8%	59.7%					
Cabins/Cottages													
Occupancy Rate	22.6%	25.4%	20.4%	19.2%	13.5%	8.7%	8.2%	40.9%					
% Point Change	8.3%	14.1%	8.6%	9.3%	7.1%	3.0%	1.7%	14.6%					
Room-nights Sold (RNS)	37,432	1,062	843	933	875	2,194	4,525	27,000					
% Change	66.4%	58.5%	28.1%	48.8%	86.6%	47.4%	45.0%	74.7%					
Tourist Home/B&B													
Occupancy Rate	7.1%	6.8%	5.3%	3.5%	3.1%	2.4%	2.9%	20.0%					
% Point Change	2.8%	-0.1%	-0.7%	-1.2%	0.8%	1.4%	0.4%	13.2%					
Room-nights Sold (RNS)	3,946	455	322	230	194	201	303	2,241					
% Change	37.5%	-19.8%	-31.3%	-43.8%	6.6%	97.1%	3.8%	164.0%					
Trailer Rentals/Hostels													
Occupancy Rate	14.7%	9.5%	0.0%	1.7%	3.8%	4.5%	9.4%	32.9%					
% Point Change	7.4%	6.7%	-4.7%	1.7%	3.8%	4.5%	9.4%	9.6%					
Room-nights Sold (RNS)	912	56	0	10	22	30	109	685					
% Change	280.0%	366.7%	-100.0%	**	**	**	**	227.8%					

Occupancy - Campground

July 2021

% Change 2020/2021		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		~	~	~	2	18	39	43					
% Change		~	~	~	100.0%	-10.0%	2.6%	2.4%					
Total Site-nights Available	346,140	~	~	~	(2)	16,143	153,774	176,223					
% Change	19.2%	~	~	~	(2)	-13%	22.9%	20.0%					
Total Site-nights Sold (SNS)	134,618	~	~	~	(2)	4,935	50,814	78,869					
% Change	36.3%	~	~	~	(2)	3,912%	47.7%	22.7%					
Occupancy Rate	38.9%	~	~	~	(2)	30.6%	33.0%	44.8%					
% Point Change	4.9%	~	~	~	(2)	29.9%	5.6%	1.0%					
North Cape Coastal Drive													
Occupancy Rate	27.0%	~	~	~	~	(2)	29.1%	26.4%					
% Point Change	3.0%	~	~	~	~	(2)	19.5%	-10.5%					
Site-nights Sold (SNS)	9,234	~	~	~	~	(2)	4,312	4,922					
% Change	71.2%	~	~	~	~	(2)	370.2%	9.9%					
Summerside Area ⁽¹⁾													
Occupancy Rate	30.8%	~	~	~	~	~	30.1%	31.4%					
% Point Change	-24.2%	~	~	~	~	~	23.7%	-54.4%					
Site-nights Sold (SNS)	1,662	~	~	~	~	~	757	905					
% Change	152.6%	~	~	~	~	~	44%	44.1%					

(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. (2) Values added to the following month to protect confidentiality of operators.

Occupancy - Campground

July 2021

% Change 2020/2021		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Green Gables Shore													
Occupancy Rate	40.4%	~	~	~	(2)	36.4%	33.3%	47.0%					
% Point Change	5.5%	~	~	~	(2)	35.4%	4.4%	3.7%					
Site-nights Sold (SNS)	95,586	~	~	~	(2)	3,134	35,533	56,919					
% Change	35.3%	~	~	~	(2)	3,270%	35.8%	28.3%					
Red Sands													
Occupancy Rate	15.0%	~	~	~	~	~	9.6%	18.8%					
% Point Change	-4.5%	~	~	~	~	~	-20.5%	5.0%					
Site-nights Sold (SNS)	1,064	~	~	~	~	~	286	778					
% Change	-8.2%	~	~	~	~	~	-54.2%	45.4%					
Charlottetown													
Occupancy Rate	41.3%	~	~	~	~	19.9%	36.7%	53.4%					
% Point Change	5.4%	~	~	~	~	19.9%	3.7%	-5.1%					
Site-nights Sold (SNS)	8,095	~	~	~	~	595	2,998	4,502					
% Change	6.1%	~	~	~	~	**	11.1%	-8.7%					
Points East													
Occupancy Rate	42.5%	~	~	~	(2)	31.8%	36.6%	49.4%					
% Point Change	6.3%	~	~	~	(2)	31.1%	9.3%	-1.1%					
Site-nights Sold (SNS)	20,639	~	~	~	(2)	1,206	7,685	11,748					
% Change	48.0%	~	~	~	(2)	3,920%	93%	18.3%					

	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)	296,858	16,243	14,590	16,969	14,666	19,779	68,607	146,004					
% Change	42.7%	-11.4%	-29.4%	23.9%	205.9%	209.2%	49.8%	48.5%					
ORIGIN BREAKDOWN	100%	100%			100%			100%					
Canada	98.6%	90.5%	97.4%	96.3%	96.4%	99.0%	99.6%	99.5%					
United States	0.5%	1.8%	1.3%	1.2%	0.6%	0.2%	0.2%	0.4%					
International	0.9%	7.6%	1.3%	2.5%	3.0%	0.8%	0.2%	0.1%					
% Change 2020/2021													
CANADA	ONS*	48.5%	-15.0%	-27.5%	26.2%	360.3%	318.4%	57.1%	51.4%				
Fixed Roof - RNS*		60.6%	-15.0%	-27.5%	26.2%	359.4%	222.4%	92.3%	108.9%				
Campground - SNS*		36.4%	~	~	~	~	3,876%	47.8%	22.9%				
New Brunswick	ONS*	12.5%	-71.6%	-73.4%	-51.3%	49.2%	43.7%	151.6%	49.8%				
Fixed Roof - RNS*		2.8%	-71.6%	-73.4%	-51.3%	49.2%	32.4%	51.4%	71.3%				
Campground - SNS*		43.4%	~	~	~	~	~	32,740%	21.7%				
Nova Scotia	ONS*	37.8%	-62.7%	-77.2%	-34.8%	327.7%	93.8%	213.4%	86.5%				
Fixed Roof - RNS*		25.3%	-62.7%	-77.2%	-34.8%	327.7%	67.5%	64.2%	114.6%				
Campground - SNS*		78.2%	~	~	~	~	~	40,960%	49.4%				
Ontario	ONS*	99.6%	-39.9%	-57.9%	-41.8%	84.0%	296.9%	413.2%	629.1%				
Fixed Roof - RNS*		74.5%	-39.9%	-57.9%	-41.8%	84.0%	218.5%	343.1%	602.2%				
Campground - SNS*		1,029%	~	~	~	~	~	6,700%	755.8%				
Prince Edward Island	ONS*	56.3%	106.7%	108.4%	196.0%	606.0%	518.5%	40.9%	15.8%				
Fixed Roof - RNS*		138.9%	106.7%	108.4%	196.0%	604.2%	359.4%	82.5%	48.2%				
Campground - SNS*		25.2%	~	~	~	~	3,401%	34.5%	9.8%				
Quebec	ONS*	186.0%	-3.6%	-85.4%	-78.4%	388.0%	23.2%	442.2%	3,439%				
Fixed Roof - RNS*		95.6%	-3.6%	-85.4%	-78.4%	388.0%	23.2%	389.2%	2,241%				
Campground - SNS*		15,713%	~	~	~	~	~	**	15,420%				
All Other Provinces	ONS*	36.8%	-17.7%	-50.9%	-53.1%	201.3%	626.3%	301.2%	187.4%				
Fixed Roof - RNS*		21.1%	-17.7%	-50.9%	-53.1%	201.3%	623.8%	155.1%	195.0%				
Campground - SNS*		303.1%	~	~	~	~	~	1,820%	164.5%				

			1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	-26.2%	-49.3%	-74.8%	-55.8%	75.5%	63.3%	51.5%	203.4%					
New England	ONS*	-19.7%	-75.8%	-95.9%	-90.5%	-100.0%	**	-95.5%	189.4%					
Mid-Atlantic	ONS*	-3.1%	-45.2%	-82.8%	-36.0%	2,800%	-50.0%	**	4,600%					
South	ONS*	-54.0%	-80.5%	-92.1%	-72.1%	300.0%	300.0%	6.7%	102.1%					
Midwest	ONS*	-62.8%	-51.6%	-77.8%	-97.4%	0.0%	0.0%	2,500%	-55.6%					
West	ONS*	7.5%	4.1%	-39.7%	17.0%	39.5%	-26.3%	100.0%	513.3%					
KEY INTL MARKETS	ONS*	-17.0%	-38.0%	-34.9%	-36.6%	**	**	-63.6%	-60.0%					
China	ONS*	-74.6%	-60.6%	-77.8%	-100.0%	**	**	-90.9%	-82.1%					
England	ONS*	-67.9%	-51.6%	-100.0%	-100.0%	0.0%	0.0%	0.0%	**					
Germany	ONS*	453.7%	176.9%	200.0%	221.4%	**	**	**	0.0%					
Japan	ONS*	563.2%	-100.0%	-100.0%	-100.0%	**	**	**	**					
Taiwan	ONS*	-100.0%	0.0%	-100.0%	0.0%	0.0%	0.0%	0.0%	0.0%					

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 Activity - Source: Tourism PEI. Data is the percentage change (and actual) of the total number of visits to www.tourismpei.com (English) and www.tourismpei.com/fr (French) against the same period last year. This includes desktop, tablet and mobile direct access to our website and excludes access on mobile using an app.

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 non-member rounds played at all 18-hole and 9-hole courses against the same period of last year.

National Parks - Source: Parks Canada. PEI National Park data is the percentage change (and actuals) of the number of person-visits ⁽¹⁾ 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.

⁽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 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), and **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: ~

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

Release Date: Wednesday, September 15, 2021 at 11:47 AM

Compiled by the Department of Economic Development and Tourism / Strategic Initiatives