

### % 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
<b>Traffic</b>													
Bridge	-8.3%	-79.6%	-84.0%	-71.9%	107.4%	18.9%	90.5%	39.9%	43.3%				
Air	-20.7%	-88.3%	-93.1%	-89.1%	126.5%	92.2%	69.8%	148.7%	668.1%				
Ferry	45.4%	~	~	~	~	-100.0%	1,928%	31.6%	45.3%				
Cruise Ships (Charlottetown)	~	~	~	~	~	~	0.0%	0.0%	0.0%				
Motorcoach	62.1%	-100.0%	-100.0%	-100.0%	0.0%	0.0%	0.0%	-100.0%	1,006%				
<b>Tourism PEI Website Activity</b>													
English Website	10.2%	-29.3%	-30.7%	13.6%	28.7%	0.0%	-10.9%	29.4%	66.0%				
French Website	38.2%	-10.3%	2.4%	22.8%	26.4%	26.6%	-47.0%	58.1%	313.1%				
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	65.6%	-28.5%	-71.1%	-25.4%	~	~	58.9%	45.6%	105.3%				
<b>Golf PEI</b>													
Non-Member Rounds	43.1%	~	~	~	**	16.0%	54.5%	42.7%	36.1%				
<b>Parks Canada</b>													
PEI National Park	10.8%	NA	NA	NA	NA	NA	-12.1%	-12.8%	46.6%				
Green Gables	201.2%	~	~	~	~	~	**	125.3%	220.4%				
<b>Provincial Heritage Sites</b>													
Orwell	42.5%	~	**	**	~	**	35.2%	-19.0%	-5.5%				
Beaconsfield	262.9%	-3.3%	-32.9%	12.2%	**	**	446.4%	312.8%	458.2%				
Eptek	34.0%	-15.5%	-81.6%	-30.0%	**	**	183.3%	40.3%	166.3%				
Acadian Museum	65.2%	-76.7%	-59.5%	-40.2%	**	**	2,117%	23.2%	130.3%				
Elmira	-12.8%	~	~	~	~	~	-21.7%	-1.1%	-17.5%				
Basin Head	110.2%	~	~	~	~	~	**	62.9%	124.6%				
Green Park	128.0%	~	~	~	~	~	**	9.3%	66.3%				
<b>Total Visitors</b>	<b>79.4%</b>	-18.0%	-26.1%	54.0%	**	**	166.0%	34.6%	73.4%				

### 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
<b>Traffic</b>													
Cruise Ships (Charlottetown)	0	~	~	~	~	~	0	0	0				
Motorcoach	188	0	0	0	0	0	0	0	188				
<b>Tourism PEI Website Activity</b>													
English Website	1,115,748	92,127	88,185	101,148	77,906	86,926	138,152	254,827	276,477				
French Website	238,180	13,685	14,778	18,186	13,495	19,331	24,378	59,882	74,445				
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	26,367	389	340	290	278	450	2,078	7,622	14,920				
<b>Golf PEI</b>													
Non-Member Rounds	111,510	~	~	~	3,428	10,706	19,776	32,971	44,629				
<b>Parks Canada</b>													
PEI National Park	376,093	NA	NA	NA	NA	NA	78,683	100,947	196,463				
Green Gables	20,812	~	~	~	~	~	282	3,810	16,720				
<b>Provincial Heritage Sites</b>													
Orwell	6,286	~	423	396	~	1,063	1,360	1,033	2,011				
Beaconsfield	8,177	289	405	396	1,019	954	978	1,222	2,914				
Eptek	2,587	224	118	119	143	163	204	519	1,097				
Acadian Museum	1,361	20	32	67	81	40	133	297	691				
Elmira	2,700	~	~	~	~	~	173	926	1,601				
Basin Head	6,114	~	~	~	~	~	267	1,815	4,032				
Green Park	2,125	~	~	~	~	~	832	493	800				
<b>Total Visitors</b>	<b>29,350</b>	533	978	978	1,243	2,220	3,947	6,305	13,146				

# Occupancy - Fixed Roof

August 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
<b>Total Operations Open</b>		162	167	176	201	517	973	1,136	1,146				
% Change		-27.7%	-26.4%	-25.4%	-22.4%	-2.8%	10.2%	16.0%	21.0%				
<b>Total Room-nights Available</b>	<b>900,179</b>	74,521	67,104	75,277	74,692	102,851	151,255	175,224	179,255				
% Change	<b>1.0%</b>	-6.0%	-10.5%	-2.9%	-11.7%	-11.4%	6.9%	11.1%	12.4%				
<b>Total Room-nights Sold (RNS)</b>	<b>274,949</b>	16,243	14,590	16,969	14,639	14,871	17,793	67,220	112,624				
% Change	<b>62.6%</b>	-11.4%	-29.4%	23.9%	205.3%	137.0%	56.1%	97.2%	88.1%				
<b>Occupancy Rate</b>	<b>30.5%</b>	21.8%	21.7%	22.5%	19.6%	14.5%	11.8%	38.4%	62.8%				
% Point Change	<b>11.6%</b>	-1.3%	-5.8%	4.9%	13.9%	9.1%	3.7%	16.8%	25.3%				
<b>BY REGION</b>													
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>29.1%</b>	25.9%	35.6%	27.6%	13.6%	15.2%	17.2%	33.2%	53.0%				
% Point Change	<b>12.5%</b>	0.9%	4.5%	9.9%	10.2%	11.4%	8.0%	15.1%	28.1%				
Room-nights Sold (RNS)	<b>44,976</b>	4,081	5,133	4,455	2,102	2,892	3,643	8,732	13,938				
% Change	<b>63.1%</b>	-13.9%	-10.7%	31.3%	208.2%	286.1%	78.1%	101.9%	136.9%				
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>30.4%</b>	28.0%	35.2%	28.5%	14.4%	16.9%	21.7%	33.6%	54.4%				
% Point Change	<b>14.5%</b>	-0.1%	2.0%	11.1%	10.4%	13.3%	11.9%	18.0%	35.9%				
Room-nights Sold (RNS)	<b>30,377</b>	3,107	3,531	3,164	1,552	2,109	2,649	5,425	8,840				
% Change	<b>58.5%</b>	-22.8%	-24.3%	17.8%	152.8%	261.1%	79.5%	130.7%	219.7%				
<b>Green Gables Shore</b>													
Occupancy Rate	<b>32.7%</b>	4.8%	9.2%	11.5%	8.7%	4.6%	5.2%	37.6%	62.8%				
% Point Change	<b>12.4%</b>	-0.6%	5.2%	8.4%	6.3%	2.7%	1.1%	14.7%	20.2%				
Room-nights Sold (RNS)	<b>64,245</b>	93	159	221	265	936	2,544	21,719	38,308				
% Change	<b>84.6%</b>	-28.5%	76.7%	187.0%	268.1%	118.7%	54.9%	90.7%	82.7%				
<b>Red Sands</b>													
Occupancy Rate	<b>27.4%</b>	5.2%	10.6%	10.9%	6.8%	8.2%	8.7%	39.1%	60.9%				
% Point Change	<b>13.3%</b>	0.1%	4.2%	6.1%	3.5%	4.7%	4.9%	18.8%	27.4%				
Room-nights Sold (RNS)	<b>10,364</b>	131	192	286	175	321	631	3,324	5,304				
% Change	<b>105.1%</b>	24.8%	56.1%	177.7%	96.6%	107.1%	138.1%	99.3%	108.5%				

(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

August 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
<b>Charlottetown</b>													
Occupancy Rate	<b>29.7%</b>	23.0%	19.1%	22.8%	23.3%	19.2%	15.4%	41.4%	65.2%				
% Point Change	<b>11.1%</b>	-2.1%	-10.4%	3.2%	19.3%	14.3%	7.6%	22.1%	25.8%				
Room-nights Sold (RNS)	<b>125,822</b>	11,745	8,832	11,758	11,681	9,566	8,309	24,708	39,223				
% Change	<b>58.5%</b>	-10.6%	-39.1%	18.9%	474.6%	247.5%	91.8%	138.2%	75.5%				
<b>Points East</b>													
Occupancy Rate	<b>33.5%</b>	6.1%	9.5%	8.2%	11.7%	12.0%	13.3%	38.2%	68.7%				
% Point Change	<b>9.2%</b>	-0.5%	3.3%	1.3%	-12.8%	-5.0%	-5.0%	9.6%	32.2%				
Room-nights Sold (RNS)	<b>29,542</b>	193	274	249	416	1,156	2,666	8,737	15,851				
% Change	<b>32.2%</b>	-14.2%	38.4%	5.5%	-78.3%	-47.2%	-14.3%	38.0%	94.7%				

# Occupancy - Fixed Roof

August 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
<b>BY TYPE</b>													
<b>Hotels/Motels/Resorts</b>													
Occupancy Rate	<b>30.6%</b>	23.1%	24.0%	25.4%	22.5%	19.1%	15.6%	39.1%	61.0%				
% Point Change	<b>11.2%</b>	-2.9%	-7.5%	5.2%	16.3%	12.8%	5.5%	19.1%	24.7%				
Room-nights Sold (RNS)	<b>171,337</b>	14,157	13,128	15,567	13,347	12,243	12,152	34,548	56,195				
% Change	<b>56.9%</b>	-13.7%	-30.2%	27.1%	222.1%	161.4%	59.3%	117.3%	91.2%				
<b>Inns</b>													
Occupancy Rate	<b>29.0%</b>	27.1%	17.4%	12.1%	10.5%	4.4%	10.5%	35.5%	66.0%				
% Point Change	<b>7.6%</b>	-14.2%	-28.2%	-13.1%	10.5%	4.4%	4.3%	8.7%	24.7%				
Room-nights Sold (RNS)	<b>9,760</b>	513	297	229	201	203	704	2,661	4,952				
% Change	<b>52.8%</b>	-24.4%	-57.6%	-44.8%	**	**	97.8%	59.7%	92.5%				
<b>Cabins/Cottages</b>													
Occupancy Rate	<b>35.6%</b>	25.4%	20.4%	19.2%	13.5%	8.7%	8.2%	40.9%	68.3%				
% Point Change	<b>13.3%</b>	14.1%	8.6%	9.3%	7.1%	3.0%	1.7%	14.6%	24.0%				
Room-nights Sold (RNS)	<b>82,833</b>	1,062	843	933	875	2,194	4,525	27,083	45,318				
% Change	<b>71.0%</b>	58.5%	28.1%	48.8%	86.6%	47.4%	45.0%	75.2%	74.7%				
<b>Tourist Home/B&amp;B</b>													
Occupancy Rate	<b>14.2%</b>	6.8%	5.3%	3.5%	3.1%	2.4%	2.9%	20.3%	49.2%				
% Point Change	<b>8.5%</b>	-0.1%	-0.7%	-1.2%	0.8%	1.4%	0.4%	13.5%	36.2%				
Room-nights Sold (RNS)	<b>9,451</b>	455	322	230	194	201	303	2,243	5,503				
% Change	<b>109.3%</b>	-19.8%	-31.3%	-43.8%	6.6%	97.1%	3.8%	164.2%	234.5%				
<b>Trailer Rentals/Hostels</b>													
Occupancy Rate	<b>19.1%</b>	9.5%	0.0%	1.7%	3.8%	4.5%	9.4%	32.9%	32.6%				
% Point Change	<b>5.3%</b>	6.7%	-4.7%	1.7%	3.8%	4.5%	9.4%	9.6%	-3.9%				
Room-nights Sold (RNS)	<b>1,568</b>	56	0	10	22	30	109	685	656				
% Change	<b>169.9%</b>	366.7%	-100.0%	**	**	**	**	227.8%	92.4%				

# Occupancy - Campground

August 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
<b>Total Operations Open</b>		~	~	~	2	18	39	43	46				
% Change		~	~	~	100.0%	-10.0%	2.6%	2.4%	9.5%				
<b>Total Site-nights Available</b>	<b>523,239</b>	~	~	~	(2)	16,143	153,774	176,223	177,099				
% Change	<b>19.1%</b>	~	~	~	(2)	-13%	22.9%	20.0%	19.0%				
<b>Total Site-nights Sold (SNS)</b>	<b>220,803</b>	~	~	~	(2)	4,935	50,814	78,869	86,185				
% Change	<b>29.6%</b>	~	~	~	(2)	3,912%	47.7%	22.7%	20.3%				
<b>Occupancy Rate</b>	<b>42.2%</b>	~	~	~	(2)	30.6%	33.0%	44.8%	48.7%				
% Point Change	<b>3.4%</b>	~	~	~	(2)	29.9%	5.6%	1.0%	0.5%				
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>27.4%</b>				~	(2)	29.1%	26.4%	28.1%				
% Point Change	<b>-1.0%</b>				~	(2)	19.5%	-10.5%	-7.8%				
Site-nights Sold (SNS)	<b>14,721</b>				~	(2)	4,312	4,922	5,487				
% Change	<b>45.0%</b>				~	(2)	370.2%	9.9%	15.3%				
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>33.8%</b>				~	~	30.1%	31.4%	39.4%				
% Point Change	<b>-34.1%</b>				~	~	23.7%	-54.4%	-45.7%				
Site-nights Sold (SNS)	<b>2,797</b>				~	~	757	905	1,135				
% Change	<b>96.6%</b>				~	~	2423%	44.1%	48.4%				

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

# Occupancy - Campground

August 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
<b>Green Gables Shore</b>													
Occupancy Rate	43.9%				(2)	36.4%	33.3%	47.0%	50.9%				
% Point Change	4.3%				(2)	35.4%	4.4%	3.7%	1.9%				
Site-nights Sold (SNS)	157,114				(2)	3,134	35,533	56,919	61,528				
% Change	30.0%				(2)	3,270%	35.8%	28.3%	22.6%				
<b>Red Sands</b>													
Occupancy Rate	19.5%				~	~	9.6%	18.8%	27.0%				
% Point Change	2.7%				~	~	-20.5%	5.0%	14.2%				
Site-nights Sold (SNS)	2,218				~	~	286	778	1,154				
% Change	33.7%				~	~	-54.2%	45.4%	130.8%				
<b>Charlottetown</b>													
Occupancy Rate	46.2%				~	19.9%	36.7%	53.4%	57.5%				
% Point Change	4.4%				~	19.9%	3.7%	-5.1%	1.1%				
Site-nights Sold (SNS)	12,946				~	595	2,998	4,502	4,851				
% Change	4.5%				~	**	11.1%	-8.7%	1.9%				
<b>Points East</b>													
Occupancy Rate	46.6%				(2)	31.8%	36.6%	49.4%	55.0%				
% Point Change	3.8%				(2)	31.1%	9.3%	-1.1%	-0.2%				
Site-nights Sold (SNS)	33,804				(2)	1,206	7,685	11,748	13,165				
% Change	33.0%				(2)	3,920%	93%	18.3%	14.9%				

	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>495,752</b>	16,243	14,590	16,969	14,666	19,779	68,607	146,089	198,809				
% Change	<b>46.0%</b>	-11.4%	-29.4%	23.9%	205.9%	209.2%	49.8%	48.6%	51.1%				
<b>ORIGIN BREAKDOWN</b>	<b>100%</b>	<b>100%</b>			<b>100%</b>			<b>100%</b>					
Canada	<b>98.4%</b>	90.5%	97.4%	96.3%	96.4%	99.0%	99.6%	99.5%	98.2%				
United States	<b>0.9%</b>	1.8%	1.3%	1.2%	0.6%	0.2%	0.2%	0.4%	1.4%				
International	<b>0.7%</b>	7.6%	1.3%	2.5%	3.0%	0.8%	0.2%	0.1%	0.4%				
% Change 2020/2021													
<b>CANADA</b>	ONS*	<b>49.1%</b>	-15.0%	-27.5%	26.2%	360.3%	318.4%	57.1%	51.5%	50.0%			
Fixed Roof - RNS*		<b>70.5%</b>	-15.0%	-27.5%	26.2%	359.4%	222.4%	92.3%	109.2%	87.1%			
Campground - SNS*		<b>29.3%</b>	~	~	~	~	3,876%	47.8%	22.9%	19.6%			
<b>New Brunswick</b>	ONS*	<b>10.2%</b>	-71.6%	-73.4%	-51.3%	49.2%	43.7%	151.6%	49.9%	7.3%			
Fixed Roof - RNS*		<b>7.9%</b>	-71.6%	-73.4%	-51.3%	49.2%	32.4%	51.4%	71.7%	15.1%			
Campground - SNS*		<b>16.0%</b>	~	~	~	~	~	32,740%	21.7%	-7.4%			
<b>Nova Scotia</b>	ONS*	<b>30.8%</b>	-62.7%	-77.2%	-34.8%	327.7%	93.8%	213.4%	86.6%	24.2%			
Fixed Roof - RNS*		<b>27.2%</b>	-62.7%	-77.2%	-34.8%	327.7%	67.5%	64.2%	114.8%	29.2%			
Campground - SNS*		<b>39.8%</b>	~	~	~	~	~	40,960%	49.4%	14.5%			
<b>Ontario</b>	ONS*	<b>290.2%</b>	-39.9%	-57.9%	-41.8%	84.0%	296.9%	413.2%	629.1%	687.6%			
Fixed Roof - RNS*		<b>240.0%</b>	-39.9%	-57.9%	-41.8%	84.0%	218.5%	343.1%	602.2%	605.3%			
Campground - SNS*		<b>1,383%</b>	~	~	~	~	~	6,700%	755.8%	1,623%			
<b>Prince Edward Island</b>	ONS*	<b>38.9%</b>	106.7%	108.4%	196.0%	606.0%	518.5%	40.9%	15.9%	6.3%			
Fixed Roof - RNS*		<b>111.0%</b>	106.7%	108.4%	196.0%	604.2%	359.4%	82.5%	48.3%	31.2%			
Campground - SNS*		<b>16.0%</b>	~	~	~	~	3,401%	34.5%	9.8%	0.9%			
<b>Quebec</b>	ONS*	<b>753.3%</b>	-3.6%	-85.4%	-78.4%	388.0%	23.2%	442.2%	3,443%	4,399%			
Fixed Roof - RNS*		<b>468.8%</b>	-3.6%	-85.4%	-78.4%	388.0%	23.2%	389.2%	2,245%	3,058%			
Campground - SNS*		<b>18,589%</b>	~	~	~	~	~	**	15,420%	19,938%			
<b>All Other Provinces</b>	ONS*	<b>90.8%</b>	-17.7%	-50.9%	-53.1%	201.3%	626.3%	301.2%	187.9%	195.3%			
Fixed Roof - RNS*		<b>73.7%</b>	-17.7%	-50.9%	-53.1%	201.3%	623.8%	155.1%	195.7%	183.7%			
Campground - SNS*		<b>287.5%</b>	~	~	~	~	~	1,820%	164.5%	274.4%			



		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>87.4%</b>	-49.3%	-74.8%	-55.8%	75.5%	63.3%	51.5%	203.4%	1,168%				
<b>New England</b>	ONS*	<b>148.9%</b>	-75.8%	-95.9%	-90.5%	-100.0%	**	-95.5%	189.4%	1,014%				
<b>Mid-Atlantic</b>	ONS*	<b>227.7%</b>	-45.2%	-82.8%	-36.0%	2,800%	-50.0%	**	4,600%	1,779%				
<b>South</b>	ONS*	<b>52.4%</b>	-80.5%	-92.1%	-72.1%	300.0%	300.0%	6.7%	102.1%	1,198%				
<b>Midwest</b>	ONS*	<b>-20.3%</b>	-51.6%	-77.8%	-97.4%	0.0%	0.0%	2,500%	-55.6%	1,082%				
<b>West</b>	ONS*	<b>57.9%</b>	4.1%	-39.7%	17.0%	39.5%	-26.3%	100.0%	513.3%	1,085%				
<b>KEY INTL MARKETS</b>	ONS*	<b>8.3%</b>	-38.0%	-34.9%	-36.6%	**	**	-63.6%	-60.0%	1,678%				
<b>China</b>	ONS*	<b>-61.8%</b>	-60.6%	-77.8%	-100.0%	**	**	-90.9%	-82.1%	1,967%				
<b>England</b>	ONS*	<b>-24.2%</b>	-51.6%	-100.0%	-100.0%	0.0%	0.0%	0.0%	**	383.3%				
<b>Germany</b>	ONS*	<b>612.2%</b>	176.9%	200.0%	221.4%	**	**	**	0.0%	**				
<b>Japan</b>	ONS*	<b>578.9%</b>	-100.0%	-100.0%	-100.0%	**	**	**	**	**				
<b>Taiwan</b>	ONS*	<b>0.0%</b>	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](http://www.tourismpei.com) (English) and [www.tourismpei.com/fr](http://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 <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.

**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: 98.57%**

**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, October 20, 2021 at 4:40 PM

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