

% Change 2017/2018

~ = 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	-0.1%	-3.7%	8.8%	0.7%	-1.8%	1.2%	0.5%	-1.1%	2.5%	1.2%	-2.8%	-8.8%	
Air	0.3%	-5.3%	5.1%	-7.2%	-3.0%	11.2%	-0.5%	-2.6%	-3.0%	4.1%	6.5%	-1.1%	
Ferry	-0.7%	~	~	~	~	18.2%	-0.4%	1.0%	1.9%	-0.9%	-15.3%	-27.4%	
Cruise Ships (Charlottetown)	8.2%	~	~	~	~	-0.8%	-16.8%	75.8%	-34.0%	27.2%	3.7%	~	
Motorcoach	-6.7%	111.1%	622.6%	**	3.2%	-10.1%	19.2%	-20.6%	-3.0%	-18.8%	13.0%	-54.5%	
Tourism PEI Website Activity													
English Website	-6.3%	-5.5%	-15.9%	-12.9%	-19.6%	-0.8%	-6.6%	-7.4%	-5.2%	17.1%	-6.8%	-0.5%	
French Website	-11.4%	-2.3%	-2.9%	-7.4%	-42.5%	-3.1%	-15.7%	-8.1%	-11.7%	5.3%	-6.5%	9.1%	
Visitor Information Centres / Destination Centres													
Total Parties Counselling	-1.6%	147.1%	184.2%	80.5%	50.5%	-0.8%	-2.2%	-4.2%	0.8%	-5.1%	1.6%	-40.7%	
Golf PEI													
Non-Member Rounds	-1.9%	~	~	~	-70.5%	13.2%	-1.5%	-6.5%	2.4%	6.7%	-35.7%	~	
Parks Canada													
PEI National Park	8.3%	8.6%	31.4%	-21.7%	4.1%	1.5%	0.0%	0.0%	11.6%	30.3%	N/A	N/A	
Green Gables	-21.8%	~	~	~	-67.4%	-16.6%	-17.4%	-24.3%	-23.8%	-18.9%	-17.7%	-81.6%	
Provincial Heritage Sites													
Orwell	24.3%	~	~	~	~	-18.6%	120.8%	8.0%	4.7%	3.0%	32.6%	13.8%	
Beaconsfield	30.2%	870.6%	91.8%	309.2%	52.3%	58.2%	45.5%	37.9%	33.1%	21.2%	-1.5%	-26.3%	
Eptek	-14.6%	14.2%	91.4%	-27.8%	-22.6%	22.4%	-33.6%	-26.8%	-24.9%	-11.3%	-17.5%	16.1%	
Acadian Museum	-7.8%	-36.1%	-2.4%	-17.1%	-50.5%	65.6%	19.7%	-25.4%	-0.4%	-1.0%	-14.6%	16.7%	
Elmira	-21.8%	~	~	~	~	17.2%	-25.2%	-19.1%	-20.3%	-49.5%	~	~	
Basin Head	-23.5%	~	~	~	~	~	-31.0%	-24.9%	-23.2%	-6.6%	~	~	
Green Park	-8.5%	~	~	~	~	~	-13.7%	-7.2%	-14.4%	304.0%	~	~	
Total Visitors	-4.9%	59.5%	85.0%	19.7%	-14.5%	33.6%	12.3%	-13.2%	-11.4%	1.9%	4.7%	-6.3%	

Actuals 2018

~ = 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)	141755	~	~	~	~	9268	9477	20399	13765	43971	44875	~	
Motorcoach	27793	76	224	12	65	487	4848	6019	7459	6139	2444	20	
Tourism PEI Website Activity													
English Website	2,064,632	122,154	111,117	147,092	172,195	246,072	265,716	376,441	292,758	178,995	84,771	67,321	
French Website	268,241	11,991	11,977	17,780	20,804	37,067	35,807	56,908	38,489	17,616	10,870	8,932	
Visitor Information Centres / Destination Centres													
Total Parties Counselling	120,803	378	378	482	882	4,149	15,469	35,026	38,320	19,257	5,804	658	
Golf PEI													
Non-Member Rounds	134,240	~	~	~	370	7,602	22,597	30,055	36,639	31,614	5,363	~	
Parks Canada													
PEI National Park	684,758	12,772	11,851	9,816	20,937	38,676	75,628	176,843	222,096	116,139	N/A	N/A	
Green Gables	198,892	~	~	~	109	7,867	23,421	55,373	62,229	31,650	18,198	45	
Provincial Heritage Sites													
Orwell	13,073	~	~	~	~	272	3,254	3,242	3,077	1,459	1,604	165	
Beaconsfield	17,824	330	374	491	370	1,150	1,717	3,832	4,135	2,621	1,928	876	
Eptek	10,135	548	708	460	606	601	734	1,960	2,089	916	578	935	
Acadian Museum	6,490	39	41	102	136	366	771	1,743	2,036	853	263	140	
Elmira	5,012	~	~	~	~	143	379	2,039	2,197	254	~	~	
Basin Head	21,546	~	~	~	~	~	1,893	8,842	9,011	1,800	~	~	
Green Park	4,576	~	~	~	~	~	525	1,687	2,162	202	~	~	
Total Visitors	78,656	917	1,123	1,053	1,112	2,532	9,273	23,345	24,707	8,105	4,373	2,116	

Occupancy - Fixed Roof

November 2018

% Change 2017/2018		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		152	155	161	181	542	1,244	1,440	1,453	1,318	715	229	
% Change		18.8%	18.3%	21.1%	18.3%	9.9%	10.9%	12.5%	11.9%	10.9%	11.9%	13.9%	
Total Room-nights Available	1,365,272	73,313	66,671	74,791	71,553	121,842	180,718	201,758	200,871	176,587	119,359	77,809	
% Change	2.6%	3.1%	3.0%	3.6%	-1.5%	0.2%	3.8%	3.5%	2.8%	2.3%	3.4%	3.3%	
Total Room-nights Sold (RNS)	651,265	18,067	19,325	18,426	22,192	41,090	75,159	143,657	156,629	89,410	43,299	24,011	
% Change	-1.3%	0.0%	-2.7%	1.1%	-1.1%	8.3%	-4.0%	-3.6%	-2.1%	-0.9%	4.6%	-1.1%	
Occupancy Rate	47.7%	24.6%	29.0%	24.6%	31.0%	33.7%	41.6%	71.2%	78.0%	50.6%	36.3%	30.9%	
% Point Change	-1.9%	-0.8%	-1.7%	-0.6%	0.1%	2.5%	-3.4%	-5.2%	-3.9%	-1.6%	0.4%	-1.4%	
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	38.5%	21.7%	30.4%	25.8%	25.4%	24.4%	30.9%	58.3%	68.8%	43.8%	33.9%	37.1%	
% Point Change	-1.6%	-1.6%	1.6%	0.5%	2.2%	-3.6%	-4.0%	-7.8%	-6.0%	-1.5%	5.6%	-1.0%	
Room-nights Sold (RNS)	97,037	4,169	5,378	5,061	4,310	5,685	8,312	16,926	20,075	11,912	8,175	7,034	
% Change	-2.4%	-3.4%	11.3%	6.9%	0.5%	-13.6%	-9.2%	-8.3%	-4.0%	-1.2%	20.3%	-3.9%	
Summerside Area ⁽¹⁾													
Occupancy Rate	43.0%	26.5%	36.8%	29.9%	31.2%	29.8%	33.2%	62.4%	71.5%	50.2%	41.1%	46.1%	
% Point Change	-1.0%	-1.2%	6.1%	3.2%	3.8%	-5.0%	-6.7%	-7.6%	-6.0%	-2.7%	7.3%	0.1%	
Room-nights Sold (RNS)	74,711	3,815	4,775	4,311	3,700	4,953	5,866	11,701	13,481	8,878	6,886	6,345	
% Change	-3.0%	-2.4%	22.4%	13.4%	-4.6%	-17.4%	-16.5%	-9.0%	-5.5%	-4.2%	21.3%	-1.9%	
Green Gables Shore													
Occupancy Rate	50.2%	0.5%	1.5%	3.5%	6.1%	14.3%	33.5%	76.1%	81.0%	39.7%	15.4%	2.4%	
% Point Change	-1.4%	-6.5%	-3.2%	0.1%	3.5%	0.0%	0.2%	-4.0%	-3.4%	-1.8%	-1.7%	-1.1%	
Room-nights Sold (RNS)	154,550	10	28	72	132	3,149	19,380	50,708	54,288	23,235	3,416	132	
% Change	-1.3%	-95.6%	-80.0%	-35.7%	26.9%	-3.3%	6.1%	-2.7%	-1.2%	-2.7%	0.3%	-11.4%	
Red Sands													
Occupancy Rate	35.3%	3.9%	5.1%	5.4%	4.7%	7.4%	22.9%	68.0%	71.2%	32.1%	9.3%	4.4%	
% Point Change	-0.4%	1.5%	-0.1%	1.3%	0.5%	1.0%	-3.7%	-1.0%	-1.9%	-0.5%	0.1%	-2.0%	
Room-nights Sold (RNS)	19,913	76	90	104	124	305	1,866	6,853	7,222	2,730	434	109	
% Change	1.0%	55.1%	-5.3%	22.4%	8.8%	15.5%	-4.3%	6.1%	-0.9%	-3.0%	-3.8%	-28.3%	

Occupancy - Fixed Roof

November 2018

% Change 2017/2018		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Charlottetown													
Occupancy Rate	53.4%	28.8%	32.0%	26.7%	36.7%	49.8%	59.9%	76.7%	84.5%	72.6%	54.4%	34.6%	
% Point Change	-2.0%	-1.1%	-4.0%	-1.9%	-2.9%	5.7%	-7.3%	-5.6%	-3.4%	-2.1%	3.5%	-0.8%	
Room-nights Sold (RNS)	320,039	13,513	13,598	12,819	17,060	29,845	38,166	52,134	56,091	41,078	29,506	16,229	
% Change	0.1%	2.7%	-5.7%	0.2%	-2.1%	14.5%	-8.5%	-2.6%	-0.9%	1.0%	8.3%	0.3%	
Points East													
Occupancy Rate	40.0%	9.4%	8.0%	11.6%	17.1%	16.9%	30.8%	60.8%	67.4%	40.6%	12.5%	12.8%	
% Point Change	-3.7%	-0.3%	-3.5%	-3.3%	2.5%	2.3%	0.4%	-6.4%	-4.9%	-1.9%	-14.2%	-0.1%	
Room-nights Sold (RNS)	59,726	299	231	370	566	2,106	7,435	17,036	18,953	10,455	1,768	507	
% Change	-7.0%	-5.7%	-35.7%	-27.0%	12.1%	19.2%	3.4%	-7.9%	-6.5%	-3.5%	-49.6%	4.8%	

(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

November 2018

% Change 2017/2018		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	49.5%	27.2%	32.3%	26.9%	34.3%	40.9%	50.5%	72.6%	80.4%	60.9%	46.6%	35.2%		
% Point Change	-1.2%	-0.1%	-1.0%	-0.3%	0.7%	5.2%	-3.3%	-5.8%	-5.8%	-1.2%	2.2%	-0.4%		
Room-nights Sold (RNS)	411,745	16,670	17,802	16,605	19,892	32,935	47,301	72,080	78,252	53,083	35,087	22,038		
% Change	-2.4%	0.6%	-2.8%	0.0%	-2.0%	10.2%	-6.4%	-6.7%	-6.9%	-1.8%	7.6%	2.4%		
Inns														
Occupancy Rate	57.0%	40.8%	49.5%	40.3%	40.3%	37.9%	48.2%	77.2%	74.7%	63.7%	44.4%	38.0%		
% Point Change	-4.3%	0.9%	6.0%	-1.6%	-1.2%	-5.6%	-5.8%	1.0%	-13.2%	-2.1%	1.1%	-13.5%		
Room-nights Sold (RNS)	26,407	670	735	662	701	1,653	3,607	5,765	5,583	4,548	1,708	775		
% Change	-8.7%	-11.1%	-1.1%	-16.5%	-7.6%	-5.9%	-7.8%	-2.0%	-17.8%	-6.3%	4.4%	-26.3%		
Cabins/Cottages														
Occupancy Rate	46.6%	10.4%	11.6%	13.6%	15.0%	15.6%	28.3%	71.4%	77.0%	36.2%	14.0%	10.1%		
% Point Change	-2.0%	-6.4%	-3.6%	0.2%	1.7%	0.0%	-1.3%	-4.2%	-0.5%	-0.4%	-0.8%	-3.1%		
Room-nights Sold (RNS)	165,550	396	461	626	763	3,794	17,862	54,546	59,361	23,478	3,683	580		
% Change	5.7%	-8.5%	23.3%	64.7%	38.5%	11.6%	6.7%	3.2%	7.3%	5.3%	2.4%	-20.5%		
Tourist Home/B&B														
Occupancy Rate	36.8%	4.5%	5.0%	7.5%	12.6%	21.6%	39.9%	62.2%	72.3%	50.5%	21.4%	8.7%		
% Point Change	-4.5%	-0.6%	-2.0%	0.4%	-1.2%	-2.7%	-4.8%	-8.7%	-3.3%	-3.3%	-3.4%	-4.0%		
Room-nights Sold (RNS)	45,154	283	289	489	794	2,649	6,197	10,517	12,393	8,137	2,797	609		
% Change	-9.1%	-2.7%	-20.8%	13.7%	-2.6%	-7.0%	-10.9%	-13.6%	-4.7%	-6.7%	-12.2%	-30.3%		
Trailer Rentals/Hostels														
Occupancy Rate	27.1%	12.9%	11.3%	11.8%	11.7%	13.8%	20.7%	44.6%	57.2%	11.7%	3.0%	2.3%		
% Point Change	-4.4%	9.7%	-3.0%	5.4%	4.4%	2.6%	6.8%	-11.4%	7.2%	-12.6%	-33.9%	-25.5%		
Room-nights Sold (RNS)	2,409	48	38	44	42	59	192	749	1,040	164	24	9		
% Change	-12.9%	300.0%	-20.8%	83.3%	61.5%	-3.3%	48.8%	-7.6%	20.0%	-49.1%	-93.4%	-91.0%		

Occupancy - Campground

November 2018

% Change 2017/2018		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		~	~	~	1	25	47	50	51	47	18	~	
% Change		~	~	~	**	13.6%	2.2%	2.0%	-1.9%	4.4%	5.9%	~	
Total Site-nights Available	723,564	~	~	~	(2)	27,000	158,958	186,923	185,790	146,430	18,463	~	
% Change	0.5%	~	~	~	(2)	16.2%	-1.9%	-0.7%	-1.8%	5.2%	2.4%	~	
Total Site-nights Sold (SNS)	345,187	~	~	~	(2)	7,518	54,734	120,144	114,173	46,920	1,698	~	
% Change	-1.6%	~	~	~	(2)	5.0%	1.9%	-3.1%	-0.7%	-4.0%	-15.2%	~	
Occupancy Rate	47.7%	~	~	~	(2)	27.8%	34.4%	64.3%	61.5%	32.0%	9.2%	~	
% Point Change	-1.0%	~	~	~	(2)	-3.0%	1.3%	-1.6%	0.7%	-3.1%	-1.9%	~	
North Cape Coastal Drive													
Occupancy Rate	31.6%	~	~	~	~	8.3%	15.9%	44.8%	43.8%	21.4%	7.1%	~	
% Point Change	2.5%	~	~	~	~	2.7%	1.9%	5.2%	5.1%	2.5%	-7.3%	~	
Site-nights Sold (SNS)	26,868	~	~	~	~	250	3,068	10,178	9,969	3,263	140	~	
% Point change	16.1%	~	~	~	~	2400.0%	35.2%	19.7%	12.4%	-1.3%	-25.5%	~	
Summerside Area ⁽¹⁾													
Occupancy Rate	52.9%	~	~	~	~	~	27.0%	69.4%	71.8%	38.7%	~	~	
% Point Change	2.3%	~	~	~	~	~	-2.4%	5.0%	5.9%	1.8%	~	~	
Site-nights Sold (SNS)	6,273	~	~	~	~	~	835	2,217	2,314	907	~	~	
% Change	6.7%	~	~	~	~	~	2.0%	7.8%	10.0%	0.9%	~	~	

Occupancy - Campground

November 2018

% Change 2017/2018		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	51.0%	~	~	~	~	35.0%	38.8%	67.9%	63.7%	34.0%	3.8%	~	
% Point Change	-1.5%	~	~	~	~	-0.3%	2.1%	-3.1%	0.1%	-4.6%	-0.8%	~	
Site-nights Sold (SNS)	242,449	~	~	~	~	5,080	40,985	84,082	78,556	33,360	386	~	
% Point change	-4.2%	~	~	~	~	0.1%	-0.9%	-6.8%	-3.2%	-4.1%	-20.1%	~	
Red Sands													
Occupancy Rate	39.3%	~	~	~	~	~	32.2%	49.7%	50.1%	19.8%	~	~	
% Point Change	2.6%	~	~	~	~	~	3.6%	3.3%	3.4%	-4.2%	~	~	
Site-nights Sold (SNS)	5,437	~	~	~	~	~	991	1,909	1,925	612	~	~	
% Point change	1.0%	~	~	~	~	~	14.3%	9.8%	7.0%	-11.4%	~	~	
Charlottetown													
Occupancy Rate	52.9%	~	~	~	~	30.0%	44.0%	76.8%	71.8%	34.7%	23.8%	~	
% Point Change	0.9%	~	~	~	~	6.5%	0.7%	-1.3%	0.6%	-2.2%	3.7%	~	
Site-nights Sold (SNS)	23,126	~	~	~	~	1,318	4,054	7,307	6,837	3,087	523	~	
% Point Change	-0.1%	~	~	~	~	36.2%	1.7%	-1.6%	0.8%	-9.2%	-11.7%	~	
Points East													
Occupancy Rate	44.9%	~	~	~	(2)	17.1%	26.0%	61.6%	64.3%	31.4%	15.5%	~	
% Point Change	-1.6%	~	~	~	(2)	-7.2%	0.7%	0.8%	-0.3%	-3.2%	-6.1%	~	
Site-nights Sold (SNS)	47,307	~	~	~	(2)	870	5,636	16,668	16,886	6,598	649	~	
% Point change	3.1%	~	~	~	(2)	5.6%	7.5%	3.8%	3.4%	-1.2%	-12.3%	~	

(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. (2) April numbers added to May to protect the confidentiality of a campground operator.

	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)	996,452	18,067	19,325	18,426	22,202	48,598	129,893	263,801	270,802	136,330	44,997	24,011	
% Change	-1.4%	0.0%	-2.7%	1.1%	-1.1%	7.7%	-1.6%	-3.4%	-1.5%	-2.0%	3.7%	-1.1%	
ORIGIN BREAKDOWN	100%	100%			100%			100%			100%		
Canada	89.1%	96.6%	95.8%	94.8%	94.2%	89.5%	87.0%	90.0%	89.3%	85.1%	85.9%	94.1%	
United States	7.8%	2.4%	2.6%	3.6%	3.7%	5.2%	7.8%	8.0%	8.1%	10.7%	9.0%	3.7%	
International	3.1%	1.1%	1.5%	1.7%	2.1%	5.4%	5.1%	2.0%	2.6%	4.2%	5.1%	2.2%	
% Change 2017/2018													
CANADA ONS*	-0.9%	1.3%	-3.5%	1.2%	-0.3%	8.9%	-2.0%	-2.5%	-1.5%	-1.9%	7.9%	0.6%	
Fixed Roof - RNS*	-0.4%	1.3%	-3.5%	1.2%	-0.4%	9.9%	-5.1%	-1.9%	-2.1%	-0.2%	9.2%	0.6%	
Campground - SNS*	-1.7%	~	~	~	~	4.4%	1.6%	-3.1%	-0.9%	-4.4%	-15.0%	~	
New Brunswick ONS*	-0.3%	8.0%	7.4%	11.3%	7.2%	11.4%	7.5%	-4.1%	-3.0%	-4.7%	-7.9%	-5.7%	
Fixed Roof - RNS*	-0.4%	8.0%	7.4%	11.3%	7.1%	10.7%	3.3%	-3.1%	-6.7%	-2.7%	-7.1%	-5.7%	
Campground - SNS*	-0.1%	~	~	~	~	27.3%	18.1%	-5.3%	3.4%	-11.8%	-53.6%	~	
Nova Scotia ONS*	0.2%	1.4%	-1.8%	12.1%	9.3%	5.4%	-6.6%	-2.4%	3.7%	-2.2%	4.7%	-7.3%	
Fixed Roof - RNS*	-0.4%	1.4%	-1.8%	12.1%	9.3%	4.5%	-9.9%	-3.3%	2.7%	-1.6%	5.0%	-7.3%	
Campground - SNS*	1.6%	~	~	~	~	30.8%	4.4%	-1.1%	5.2%	-4.4%	-11.2%	~	
Ontario ONS*	-5.4%	12.4%	8.3%	-5.2%	-19.3%	5.5%	-7.7%	-8.2%	-4.2%	-3.5%	6.3%	-25.7%	
Fixed Roof - RNS*	-5.9%	12.4%	8.3%	-5.2%	-19.3%	6.2%	-6.7%	-9.1%	-5.5%	-4.8%	5.6%	-25.7%	
Campground - SNS*	-2.9%	~	~	~	~	-5.7%	-12.2%	-5.6%	0.2%	4.3%	60.5%	~	
Prince Edward Island ONS*	1.2%	-11.6%	-21.9%	-4.8%	4.4%	4.6%	1.3%	2.3%	0.9%	-3.8%	15.1%	49.9%	
Fixed Roof - RNS*	11.4%	-11.6%	-21.9%	-4.8%	4.3%	6.9%	12.7%	35.6%	20.2%	0.2%	22.5%	49.9%	
Campground - SNS*	-2.3%	~	~	~	~	2.5%	-0.5%	-2.5%	-2.0%	-4.8%	-18.2%	~	
Quebec ONS*	-0.8%	42.0%	-11.3%	2.3%	-23.9%	-1.0%	-7.2%	1.9%	-5.7%	16.8%	10.4%	-3.4%	
Fixed Roof - RNS*	0.4%	42.0%	-11.3%	2.3%	-23.9%	-0.8%	-10.2%	2.9%	-3.4%	18.6%	10.3%	-3.4%	
Campground - SNS*	-2.7%	~	~	~	~	-6.6%	1.9%	0.9%	-8.2%	11.4%	14.3%	~	
All Other Provinces ONS*	-1.3%	-21.4%	10.1%	-23.3%	-11.0%	36.4%	-7.3%	-6.6%	-3.5%	0.8%	28.0%	-7.2%	
Fixed Roof - RNS*	-0.9%	-21.4%	10.1%	-23.3%	-11.0%	38.1%	-13.7%	-4.5%	-4.4%	3.2%	29.2%	-7.2%	
Campground - SNS*	-3.3%	~	~	~	~	7.4%	23.5%	-13.3%	0.7%	-11.3%	-6.2%	~	

			1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	-6.0%	-10.7%	6.3%	25.9%	-16.4%	-7.8%	-2.0%	-8.4%	-4.2%	0.5%	-22.1%	-36.4%	
New England	ONS*	-5.0%	3.9%	23.8%	16.0%	-31.4%	-4.4%	-3.7%	-2.2%	-10.2%	0.8%	-9.2%	10.0%	
Mid-Atlantic	ONS*	-4.5%	-33.3%	-20.0%	90.2%	-20.4%	-12.7%	-6.5%	-13.9%	1.0%	-6.0%	31.7%	29.8%	
South	ONS*	-7.2%	-49.1%	-50.6%	-8.5%	-8.9%	-11.5%	-1.8%	-17.6%	-1.6%	7.8%	-11.8%	-44.2%	
Midwest	ONS*	-14.8%	-6.6%	5.8%	21.3%	-22.7%	-9.0%	-4.3%	-13.7%	-0.9%	2.5%	-56.0%	-75.8%	
West	ONS*	0.0%	43.2%	108.3%	37.0%	0.9%	-3.8%	7.1%	4.3%	1.9%	-6.1%	-22.2%	-6.3%	
KEY INTL MARKETS	ONS*	1.2%	-75.0%	29.6%	46.5%	-23.8%	8.6%	-7.2%	-4.2%	22.4%	12.6%	-29.8%	20.8%	
China	ONS*	-4.4%	-61.9%	34.8%	6.1%	-53.8%	-29.4%	-52.7%	-30.7%	-2.7%	75.3%	-7.3%	65.3%	
England	ONS*	13.6%	9.1%	12.5%	175.0%	12.2%	16.9%	-7.6%	21.5%	5.1%	26.3%	16.2%	-15.8%	
Germany	ONS*	-11.0%	-90.0%	-63.4%	125.0%	-51.6%	-8.2%	7.7%	-17.7%	-8.8%	-14.9%	-4.8%	33.3%	
Japan	ONS*	-19.0%	-100.0%	1266.7%	212.5%	-16.7%	-3.2%	-9.8%	-11.4%	-27.0%	-12.7%	-48.9%	-21.4%	
Taiwan	ONS*	28.5%	0.0%	0.0%	**	**	21.5%	-1.8%	750.0%	36100.0%	-60.9%	-87.7%	-71.4%	

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 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 ⁽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: 96.94%

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: Friday, December 21, 2018 at 11:54 AM

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