

% 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
Traffic													
Bridge	2.3%	4.6%	-3.9%	2.5%	8.4%	3.6%	2.7%	2.5%	1.6%	0.8%	1.0%		
Air	5.1%	-1.1%	-7.1%	-7.3%	5.0%	5.5%	9.8%	9.9%	11.8%	5.9%	-0.3%		
Ferry	26.6%	~	~	~	~	-16.1%	15.7%	26.9%	35.5%	33.3%	48.6%		
Cruise Ships (Charlottetown)	34.7%	~	~	~	~	141.3%	60.8%	48.1%	77.7%	-20.9%	87.5%		
Motorcoach	0.2%	**	**	0.0%	-30.0%	-0.9%	-6.1%	7.5%	-8.5%	4.4%	8.4%		
Visitor Inquiries (English)													
Tourism PEI Website	4.8%	11.7%	3.7%	15.0%	28.7%	28.3%	-5.3%	-5.7%	-5.0%	-5.0%	8.4%		
Call Centre	-11.8%	4.6%	-11.1%	-28.0%	-25.5%	-1.0%	2.8%	-14.5%	-15.0%	-15.3%	3.3%		
Mail Out Kits	0.8%	1.1%	26.9%	-13.3%	-21.1%	3.1%	-3.4%	8.7%	-13.2%	-14.7%	1.3%		
Visitor Inquiries (French)													
Tourism PEI Website	24.4%	15.9%	8.2%	26.9%	58.1%	59.5%	8.0%	16.6%	18.9%	26.5%	22.6%		
Call Centre	-6.1%	38.3%	20.9%	12.7%	-19.2%	4.6%	-2.9%	-10.2%	-25.1%	-8.1%	69.6%		
Mail Out Kits	1.1%	-4.7%	135.7%	75.2%	-60.7%	-4.7%	-14.0%	2.1%	6.2%	36.0%	11.8%		
Visitor Information Centres / Destination Centres													
Total Parties Counselling	9.7%	18.6%	-36.1%	19.7%	-8.2%	18.1%	11.9%	11.1%	10.6%	1.5%	17.4%		
Golf PEI													
Non-Member Rounds	-0.1%	~	~	~	-12.6%	-18.2%	2.7%	-4.9%	2.5%	5.8%	0.7%		
Parks Canada													
PEI National Park	35.3%	**	**	**	**	**	31.2%	53.8%	44.9%	35.4%	N/A		
Green Gables	35.4%	~	~	~	275.3%	59.3%	26.2%	37.9%	34.8%	19.3%	72.5%		
Heritage Sites													
Orwell	11.5%	~	~	~	~	**	42.7%	18.6%	-1.9%	-12.1%	6.6%		
Beaconsfield	20.3%	-92.0%	-29.1%	-43.9%	-38.8%	37.2%	-22.2%	21.0%	20.1%	42.0%	210.3%		
Eptek	1.0%	-18.4%	-54.3%	44.8%	18.6%	28.2%	46.0%	-7.2%	2.5%	-3.0%	7.7%		
Acadian Museum	8.2%	1.7%	-77.2%	13.9%	103.7%	-26.8%	-8.9%	28.3%	2.1%	5.9%	19.4%		
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%	~		
Total Visitors	11.3%	-46.5%	-52.2%	15.5%	9.1%	37.5%	27.3%	11.8%	10.0%	-1.2%	56.1%		

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
Traffic													
Cruise Ships (Charlottetown)	131014	~	~	~	~	9347	11386	11603	20843	34578	43257		
Motorcoach	29739	36	31	0	63	542	4066	7583	7691	7564	2163		
Visitor Inquiries (English)													
Tourism PEI Website	1,372,176	89,325	88,401	119,738	144,533	169,966	183,249	238,528	185,260	90,874	62,302		
Call Centre	11,000	478	535	683	910	1,251	1,633	2,369	2,030	771	340		
Mail Out Kits	45,046	3,708	12,693	5,246	5,039	5,401	4,393	4,132	2,338	1,136	960		
Visitor Inquiries (French)													
Tourism PEI Website	349,770	13,930	14,783	22,316	38,787	43,530	50,246	79,586	52,928	21,556	12,108		
Call Centre	1,803	65	81	160	215	250	267	424	245	57	39		
Mail Out Kits	6,945	448	1,388	1,626	858	845	653	637	274	121	95		
Visitor Information Centres / Destination Centres													
Total Parties Counselling	121,709	153	133	267	586	4,184	15,822	36,548	38,003	20,298	5,715		
Golf PEI													
Non-Member Rounds	124,602	~	~	~	901	6,056	21,501	29,139	32,704	27,038	7,263		
Parks Canada													
PEI National Park	632,154	11,766	9,022	12,543	20,116	38,123	75,628	176,843	198,999	89,114	N/A		
Green Gables	254,061	~	~	~	334	9,432	28,369	73,130	81,641	39,043	22,112		
Heritage Sites													
Orwell	10,375	~	~	~	~	334	1,474	3,002	2,938	1,417	1,210		
Beaconsfield	12,504	34	195	120	243	727	1,180	2,778	3,107	2,162	1,958		
Eptek	11,062	480	370	637	783	491	1,105	2,679	2,783	1,033	701		
Acadian Museum	6,917	61	42	123	275	221	644	2,337	2,044	862	308		
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	~		
Total Visitors	80,433	575	607	880	1,301	1,895	8,261	26,901	27,882	7,954	4,177		

% 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
Total Operations Open			128	131	133	153	493	1,122	1,280	1,298	1,187	638		
% Change			12.3%	12.0%	11.8%	11.7%	8.4%	11.6%	10.0%	10.7%	12.3%	13.5%		
Total Room-nights Available	1,253,421		71,121	64,739	72,198	72,635	121,644	173,897	194,698	195,240	172,135	115,114		
% Change	3.7%		6.2%	3.6%	7.3%	8.7%	7.0%	1.1%	1.2%	2.6%	3.4%	4.5%		
Total Room-nights Sold (RNS)	634,442		18,062	19,852	18,232	22,439	37,942	78,030	148,855	159,814	89,915	41,301		
% Change	4.4%		-4.0%	4.2%	-1.5%	1.0%	12.7%	8.7%	2.2%	5.3%	3.1%	6.3%		
Occupancy Rate	50.6%		25.4%	30.7%	25.3%	30.9%	31.2%	44.9%	76.5%	81.9%	52.2%	35.9%		
% Point Change	0.4%		-2.7%	0.2%	-2.3%	-2.3%	1.6%	3.1%	0.7%	2.2%	-0.2%	0.6%		
BY REGION														
North Cape Coastal Drive														
Occupancy Rate	40.3%		23.3%	28.8%	25.3%	23.2%	28.0%	34.9%	66.1%	74.8%	45.3%	28.3%		
% Point Change	-0.9%		-4.2%	-1.8%	2.3%	-3.0%	-0.2%	3.8%	0.9%	2.5%	2.2%	-5.2%		
Room-nights Sold (RNS)	92,127		4,315	4,833	4,733	4,289	6,580	9,154	18,459	20,917	12,053	6,794		
% Change	5.5%		-0.5%	7.6%	31.4%	7.1%	14.8%	14.4%	1.7%	3.8%	7.8%	-11.6%		
Summerside Area ⁽¹⁾														
Occupancy Rate	43.8%		27.7%	30.7%	26.7%	27.4%	34.8%	39.9%	70.0%	77.6%	52.9%	33.8%		
% Point Change	1.0%		-1.7%	-2.3%	1.7%	-0.8%	3.5%	4.8%	0.7%	2.0%	3.6%	-3.0%		
Room-nights Sold (RNS)	70,572		3,910	3,902	3,802	3,880	5,998	7,026	12,853	14,260	9,264	5,677		
% Change	4.5%		-6.5%	-10.0%	7.6%	0.1%	19.9%	18.2%	3.2%	4.7%	9.7%	-7.3%		
Green Gables Shore														
Occupancy Rate	52.3%		7.0%	4.7%	3.4%	2.6%	14.3%	33.3%	80.0%	84.3%	41.4%	16.9%		
% Point Change	1.3%		5.5%	3.6%	-1.5%	-1.0%	2.1%	1.0%	0.0%	2.0%	-0.2%	-1.5%		
Room-nights Sold (RNS)	156,173		229	140	112	104	3,257	18,259	52,094	54,940	23,691	3,347		
% Change	2.2%		324.1%	278.4%	-37.4%	-23.0%	12.5%	1.7%	1.4%	3.7%	1.3%	-11.9%		
Red Sands														
Occupancy Rate	36.9%		2.4%	5.2%	4.0%	4.2%	6.4%	26.6%	68.9%	73.1%	32.6%	9.2%		
% Point Change	1.3%		-0.6%	2.1%	1.8%	1.2%	0.8%	5.6%	-0.1%	1.2%	4.3%	-2.5%		
Room-nights Sold (RNS)	19,568		49	95	85	114	264	1,950	6,460	7,286	2,814	451		
% Change	8.9%		-3.9%	93.9%	97.7%	54.1%	12.8%	15.9%	-0.5%	9.2%	28.4%	-5.3%		
Charlottetown														
Occupancy Rate	57.2%		29.9%	36.0%	28.7%	39.7%	44.1%	67.3%	82.3%	88.0%	74.8%	51.1%		
% Point Change	0.3%		-3.2%	0.3%	-4.8%	-1.9%	2.3%	5.3%	0.7%	2.3%	-2.0%	1.5%		
Room-nights Sold (RNS)	302,980		13,152	14,425	12,795	17,427	26,074	41,609	53,346	56,407	40,525	27,220		
% Change	4.8%		-7.2%	1.4%	-10.9%	-0.8%	15.2%	12.8%	2.4%	7.0%	1.7%	10.7%		
Points East														
Occupancy Rate	44.4%		9.7%	11.6%	14.9%	14.6%	14.6%	29.9%	67.3%	72.3%	42.5%	26.6%		
% Point Change	0.9%		3.1%	3.0%	4.6%	0.6%	-4.4%	-1.6%	2.3%	2.1%	-0.7%	9.0%		
Room-nights Sold (RNS)	63,594		317	359	507	505	1,767	7,058	18,496	20,264	10,832	3,489		
% Change	5.5%		58.5%	45.3%	58.9%	17.4%	-18.3%	-3.2%	5.2%	5.9%	1.7%	53.4%		

(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.

% 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
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	51.9%	27.4%	33.3%	27.2%	33.6%	35.7%	53.8%	78.4%	86.2%	62.2%	44.4%		
% Point Change	-0.4%	-4.5%	-1.0%	-3.4%	-3.6%	-0.5%	3.6%	1.2%	4.0%	-0.3%	1.6%		
Room-nights Sold (RNS)	400,164	16,572	18,322	16,605	20,288	29,877	50,525	77,287	84,030	54,049	32,609		
% Change	3.0%	-8.3%	1.4%	-4.7%	-2.6%	10.6%	8.7%	0.8%	4.9%	0.9%	7.0%		
Inns													
Occupancy Rate	61.4%	39.9%	43.5%	41.9%	41.5%	43.5%	52.2%	76.2%	88.0%	65.9%	42.9%		
% Point Change	4.6%	17.1%	13.9%	13.3%	10.2%	15.5%	4.4%	-8.2%	2.8%	-1.4%	9.7%		
Room-nights Sold (RNS)	27,731	754	743	793	759	1,757	3,782	5,881	6,790	4,852	1,620		
% Change	5.9%	84.4%	49.2%	54.3%	39.5%	43.3%	9.4%	-8.6%	3.2%	-1.0%	0.0%		
Cabins/Cottages													
Occupancy Rate	49.2%	16.8%	15.2%	13.4%	13.3%	15.6%	29.6%	75.6%	77.5%	36.5%	14.6%		
% Point Change	0.4%	9.7%	9.3%	4.4%	-2.0%	0.9%	1.8%	0.4%	-0.4%	0.8%	-1.2%		
Room-nights Sold (RNS)	155,735	433	374	380	551	3,399	16,733	52,863	55,306	22,159	3,537		
% Change	6.6%	192.6%	196.8%	81.0%	37.1%	5.7%	7.9%	4.6%	5.7%	9.7%	4.9%		
Tourist Home/B&B													
Occupancy Rate	42.9%	5.1%	7.0%	7.2%	13.8%	24.4%	44.7%	70.9%	75.5%	53.6%	25.2%		
% Point Change	3.2%	2.3%	1.0%	1.4%	7.2%	6.9%	5.0%	3.0%	4.0%	0.5%	-2.3%		
Room-nights Sold (RNS)	48,194	291	365	430	815	2,848	6,861	12,013	12,821	8,581	3,169		
% Change	7.7%	76.4%	8.6%	29.5%	103.8%	32.3%	11.2%	5.6%	6.6%	1.3%	-4.9%		
Other													
Occupancy Rate	31.7%	3.2%	14.3%	6.5%	7.2%	11.3%	13.9%	55.9%	50.0%	23.3%	36.9%		
% Point Change	5.4%	-2.7%	7.7%	0.3%	-1.9%	4.6%	-3.6%	4.5%	-6.3%	9.5%	26.4%		
Room-nights Sold (RNS)	2,618	12	48	24	26	61	129	811	867	274	366		
% Change	42.1%	-45.5%	108.7%	4.3%	-21.2%	52.5%	-29.9%	24.0%	27.3%	106.0%	646.9%		

Occupancy - Campground

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

Occupancy - Campground

October 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
Green Gables Shore													
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%		
Red Sands													
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%	~		
Charlottetown													
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%		
Points East													
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%		

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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)	985,102	18,062	19,852	18,232	22,439	45,105	131,767	272,788	274,767	138,786	43,304		
% Change	6.9%	-4.0%	4.2%	-1.5%	1.0%	13.7%	3.6%	6.5%	8.3%	10.1%	6.8%		
ORIGIN BREAKDOWN	100%	100%			100%			100%			100%		
Canada	88.8%	95.1%	95.7%	94.5%	93.5%	88.7%	86.8%	89.7%	89.4%	86.0%	82.3%		
United States	8.2%	2.7%	2.4%	2.9%	4.4%	6.0%	7.8%	8.4%	8.3%	10.5%	11.9%		
International	3.1%	2.2%	1.9%	2.6%	2.1%	5.3%	5.4%	1.9%	2.3%	3.6%	5.9%		
% Change 2016/2017													
CANADA ONS*	7.9%	-4.5%	4.1%	-2.1%	0.2%	13.4%	3.3%	7.0%	11.0%	14.3%	3.3%		
Fixed Roof - RNS*	5.5%	-4.5%	4.1%	-2.1%	0.2%	12.3%	9.5%	2.5%	8.8%	6.7%	2.5%		
Campground - SNS*	11.9%	~	~	~	~	18.9%	-2.9%	12.1%	13.7%	27.7%	18.6%		
New Brunswick ONS*	6.4%	-0.8%	7.1%	0.8%	-3.2%	8.5%	7.1%	0.8%	10.2%	14.9%	13.8%		
Fixed Roof - RNS*	7.5%	-0.8%	7.1%	0.8%	-3.2%	9.9%	10.3%	1.2%	12.1%	14.3%	14.5%		
Campground - SNS*	3.6%	~	~	~	~	-18.3%	-0.3%	0.3%	7.2%	16.9%	-16.1%		
Nova Scotia ONS*	3.2%	-9.9%	1.6%	-15.1%	-12.6%	13.9%	14.7%	0.6%	5.5%	7.8%	-1.7%		
Fixed Roof - RNS*	1.3%	-9.9%	1.6%	-15.1%	-12.6%	14.2%	15.5%	-1.8%	1.5%	5.9%	-1.6%		
Campground - SNS*	9.1%	~	~	~	~	6.4%	12.2%	4.2%	13.2%	15.1%	-9.3%		
Ontario ONS*	7.1%	-11.5%	-13.3%	-5.7%	5.3%	12.8%	7.6%	3.5%	11.3%	11.1%	1.4%		
Fixed Roof - RNS*	5.6%	-11.5%	-13.3%	-5.7%	5.3%	11.6%	7.4%	0.9%	10.6%	8.8%	1.2%		
Campground - SNS*	14.1%	~	~	~	~	39.3%	8.8%	12.3%	13.6%	27.7%	20.9%		
Prince Edward Island ONS*	13.6%	3.6%	21.2%	19.6%	9.2%	25.9%	-4.2%	15.7%	16.8%	29.1%	4.9%		
Fixed Roof - RNS*	16.6%	3.6%	21.2%	19.6%	9.2%	29.2%	22.2%	18.1%	18.2%	22.2%	1.2%		
Campground - SNS*	12.7%	~	~	~	~	23.0%	-7.5%	15.3%	16.6%	30.9%	26.3%		
Quebec ONS*	9.3%	18.6%	-1.9%	1.9%	9.6%	-2.5%	8.8%	13.9%	11.6%	-5.8%	-5.7%		
Fixed Roof - RNS*	4.7%	18.6%	-1.9%	1.9%	9.6%	-2.8%	2.7%	8.2%	11.1%	-12.4%	-6.6%		
Campground - SNS*	17.2%	~	~	~	~	5.8%	32.4%	20.5%	12.2%	22.4%	105.9%		
All Other Provinces ONS*	4.3%	-16.6%	-15.0%	-31.1%	22.9%	4.1%	3.5%	8.2%	6.5%	2.6%	1.6%		
Fixed Roof - RNS*	1.7%	-16.6%	-15.0%	-31.1%	22.9%	4.6%	1.7%	2.8%	6.3%	-1.4%	1.4%		
Campground - SNS*	19.4%	~	~	~	~	-3.3%	13.3%	30.6%	7.4%	29.1%	10.7%		

			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%	47.5%	11.5%	-2.3%	17.3%	-7.2%	4.6%	15.0%	-0.2%	-0.1%	26.5%		
New England	ONS*	7.9%	35.7%	2.6%	6.8%	91.7%	-7.1%	-1.3%	18.9%	6.8%	-3.8%	13.9%		
Mid-Atlantic	ONS*	-5.6%	184.2%	22.6%	-5.6%	6.9%	-29.2%	19.5%	2.0%	-13.9%	-7.0%	-24.7%		
South	ONS*	5.7%	62.5%	56.6%	-14.5%	19.6%	-7.7%	4.9%	18.8%	2.2%	-0.6%	-18.2%		
Midwest	ONS*	14.4%	35.6%	25.5%	9.1%	-30.4%	-2.1%	11.5%	10.0%	2.8%	4.9%	139.0%		
West	ONS*	7.7%	18.0%	-28.9%	-3.6%	4.9%	10.1%	-1.2%	14.7%	-9.9%	9.9%	66.2%		
KEY INTL MARKETS	ONS*	21.5%	67.9%	-34.7%	-54.5%	12.7%	100.5%	28.8%	36.7%	8.8%	-12.4%	55.9%		
China	ONS*	8.4%	2.4%	15.0%	20.0%	80.8%	-30.2%	-41.6%	160.6%	15.4%	-23.9%	327.1%		
England	ONS*	4.2%	175.0%	-82.6%	-85.2%	95.2%	-18.6%	-11.1%	20.8%	-6.2%	37.0%	6.2%		
Germany	ONS*	-8.1%	100.0%	-25.5%	-89.5%	-69.6%	-17.2%	-4.3%	20.8%	-2.7%	-12.7%	-47.6%		
Japan	ONS*	6.9%	**	-66.7%	-74.2%	111.8%	-7.9%	7.0%	7.2%	33.4%	-23.4%	24.9%		
Taiwan	ONS*	172.6%	-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 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 ⁽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.

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: 98.47%

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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