

% Change 2019/2020

~ = 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	-56.8%	4.5%	4.9%	-41.4%	-92.3%	-90.6%	-90.2%	-60.1%	-49.0%				
Air	-77.2%	12.9%	3.9%	-32.9%	-96.7%	-97.4%	-95.8%	-94.1%	-93.9%				
Ferry	-69.7%	~	~	~	~	-99.6%	-99.4%	-65.6%	-54.6%				
Cruise Ships (Charlottetown)	-100.0%	~	~	~	~	-100.0%	-100.0%	-100.0%	-100.0%				
Motorcoach	-99.3%	-27.3%	173.7%	146.2%	-100.0%	-100.0%	-100.0%	-99.9%	-99.7%				
<b>Tourism PEI Website Activity</b>													
English Website	-28.4%	19.9%	30.2%	-33.7%	-54.9%	-51.5%	-22.3%	-34.9%	-35.6%				
French Website	-25.3%	12.0%	17.8%	-29.5%	-56.0%	-54.4%	43.6%	-33.2%	-51.9%				
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	-83.1%	60.0%	247.5%	-32.3%	-100.0%	-100.0%	-92.0%	-84.6%	-80.6%				
<b>Golf PEI</b>													
Non-Member Rounds	-21.8%	~	~	~	~	38.7%	-51.0%	-27.3%	-8.3%				
<b>Parks Canada</b>													
PEI National Park	**	N/A	N/A	N/A	N/A	N/A	-11.4%	-40.7%	-33.2%				
Green Gables	-95.4%	~	~	~	~	-100.0%	-100.0%	-97.0%	-91.7%				
<b>Provincial Heritage Sites</b>													
Orwell	-59.8%	~	~	~	~	-100.0%	-63.7%	-62.6%	-30.6%				
Beaconsfield	-85.3%	-65.6%	-4.6%	-46.2%	-100.0%	-100.0%	-90.9%	-92.6%	-89.3%				
Eptek	-77.2%	-31.3%	24.2%	-60.5%	-100.0%	-100.0%	-91.7%	-80.7%	-86.3%				
Acadian Museum	-86.1%	36.5%	58.0%	27.3%	-100.0%	-100.0%	-99.2%	-87.0%	-88.2%				
Elmira	-38.6%	~	~	~	~	~	-33.0%	-58.3%	-21.5%				
Basin Head	-86.6%	~	~	~	~	~	-100.0%	-88.6%	-82.8%				
Green Park	-80.3%	~	~	~	~	~	-100.0%	-69.3%	-80.2%				
<b>Total Visitors</b>	<b>-77.3%</b>	<b>-50.7%</b>	<b>10.4%</b>	<b>-45.9%</b>	<b>-100.0%</b>	<b>-100.0%</b>	<b>-83.3%</b>	<b>-81.0%</b>	<b>-73.7%</b>				

### Actuals 2020

~ = Not open / operating  
N/A = Not available  
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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)	~	~	~	~	~	~	~	~	~				
Motorcoach	116	8	52	32	0	0	0	7	17				
<b>Tourism PEI Website Activity</b>													
English Website	1,012,514	130,252	127,227	89,063	60,510	86,949	155,089	196,919	166,505				
French Website	172,356	15,253	14,429	14,806	10,679	15,264	46,036	37,866	18,023				
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	15,919	544	1,178	389	0	0	1,308	5,234	7,266				
<b>Golf PEI</b>													
Non-Member Rounds	79,600	~	~	~	~	9,446	12,271	23,869	34,014				
<b>Parks Canada</b>													
PEI National Park	339,315	N/A	N/A	N/A	N/A	N/A	89,555	115,702	134,058				
Green Gables	6,909	~	~	~	~	~	~	1,691	5,218				
<b>Provincial Heritage Sites</b>													
Orwell	4,411	~	~	~	~	~	1,006	1,276	2,129				
Beaconsfield	2,253	299	604	353	~	~	179	296	522				
Eptek	1,930	265	641	170	~	~	72	370	412				
Acadian Museum	824	86	79	112	~	~	6	241	300				
Elmira	3,098	~	~	~	~	~	221	936	1,941				
Basin Head	2,909	~	~	~	~	~	~	1,114	1,795				
Green Park	932	~	~	~	~	~	~	451	481				
<b>Total Visitors</b>	<b>16,357</b>	650	1,324	635	~	~	1,484	4,684	7,580				

# Occupancy - Fixed Roof

August 2020

% Change 2019/2020		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>		224	227	236	258	533	899	1,004	972				
% Change		40.0%	38.4%	33.3%	22.3%	-16.1%	-38.3%	-40.5%	-43.5%				
<b>Total Room-nights Available</b>	<b>891,164</b>	79,251	74,993	77,492	84,553	116,261	141,649	157,796	159,169				
% Change	<b>-14.9%</b>	5.4%	9.0%	2.8%	11.1%	-11.8%	-24.6%	-27.1%	-26.2%				
<b>Total Room-nights Sold (RNS)</b>	<b>168,995</b>	18,340	20,666	13,697	4,795	6,367	11,397	34,036	59,697				
% Change	<b>-67.5%</b>	2.6%	0.9%	-36.1%	-82.2%	-84.2%	-84.9%	-77.4%	-64.3%				
<b>Occupancy Rate</b>	<b>19.0%</b>	23.1%	27.6%	17.7%	5.7%	5.5%	8.0%	21.6%	37.5%				
% Point Change	<b>-30.7%</b>	-0.6%	-2.2%	-10.7%	-29.8%	-25.2%	-32.1%	-47.9%	-40.0%				
<b>BY REGION</b>													
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>16.6%</b>	25.0%	31.1%	17.7%	3.4%	4.2%	9.3%	18.1%	24.8%				
% Point Change	<b>-22.6%</b>	3.0%	5.7%	-9.6%	-19.6%	-18.0%	-27.5%	-42.3%	-44.4%				
Room-nights Sold (RNS)	<b>27,640</b>	4,742	5,750	3,393	682	842	2,045	4,324	5,862				
% Change	<b>-62.6%</b>	14.0%	26.6%	-35.6%	-84.6%	-83.8%	-79.7%	-77.2%	-72.4%				
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>16.0%</b>	28.1%	33.2%	17.5%	4.0%	4.1%	9.7%	15.5%	18.6%				
% Point Change	<b>-24.7%</b>	4.5%	6.8%	-9.2%	-22.7%	-21.4%	-32.8%	-46.8%	-52.0%				
Room-nights Sold (RNS)	<b>19,259</b>	4,026	4,663	2,686	614	677	1,476	2,352	2,765				
% Change	<b>-64.3%</b>	18.7%	31.2%	-29.8%	-84.1%	-84.1%	-80.6%	-82.1%	-80.7%				
<b>Green Gables Shore</b>													
Occupancy Rate	<b>20.3%</b>	5.4%	4.0%	3.1%	2.4%	1.9%	4.1%	22.8%	42.6%				
% Point Change	<b>-32.7%</b>	4.5%	2.2%	1.7%	-3.6%	-8.8%	-25.4%	-49.5%	-34.8%				
Room-nights Sold (RNS)	<b>34,596</b>	130	90	77	72	428	1,642	11,342	20,815				
% Change	<b>-72.7%</b>	584.2%	157.1%	148.4%	-61.5%	-86.1%	-90.7%	-77.7%	-62.0%				
<b>Red Sands</b>													
Occupancy Rate	<b>14.0%</b>	5.1%	6.4%	4.8%	3.3%	3.5%	3.8%	20.4%	33.3%				
% Point Change	<b>-25.4%</b>	1.5%	0.6%	-1.0%	-0.9%	-5.4%	-18.0%	-40.7%	-34.0%				
Room-nights Sold (RNS)	<b>5,040</b>	105	123	103	89	155	265	1,668	2,532				
% Change	<b>-71.3%</b>	47.9%	11.8%	-15.6%	-2.2%	-59.1%	-86.7%	-76.1%	-67.6%				

(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 2020

% Change 2019/2020		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>18.6%</b>	25.1%	29.5%	19.6%	4.0%	4.8%	7.8%	19.3%	39.3%				
% Point Change	<b>-34.6%</b>	-1.9%	-5.5%	-12.3%	-40.4%	-41.1%	-47.6%	-54.9%	-45.2%				
Room-nights Sold (RNS)	<b>79,369</b>	13,138	14,505	9,888	2,033	2,753	4,333	10,372	22,347				
% Change	<b>-68.2%</b>	-0.9%	-6.7%	-36.3%	-90.5%	-90.5%	-88.4%	-81.3%	-64.1%				
<b>Points East</b>													
Occupancy Rate	<b>24.3%</b>	6.6%	6.2%	6.9%	24.5%	17.0%	18.3%	28.6%	36.5%				
% Point Change	<b>-25.3%</b>	-5.8%	-3.2%	-8.1%	-1.8%	-5.2%	-16.3%	-35.4%	-36.4%				
Room-nights Sold (RNS)	<b>22,350</b>	225	198	236	1,919	2,189	3,112	6,330	8,141				
% Change	<b>-57.2%</b>	-38.5%	-20.5%	-49.7%	129.3%	-18.4%	-62.6%	-65.4%	-61.3%				

# Occupancy - Fixed Roof

August 2020

% Change 2019/2020		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	19.5%	26.0%	31.5%	20.2%	6.2%	6.3%	10.1%	20.1%	36.2%				
% Point Change	-31.0%	-0.3%	-1.8%	-11.6%	-33.6%	-31.8%	-39.4%	-51.6%	-46.0%				
Room-nights Sold (RNS)	109,222	16,412	18,820	12,246	4,144	4,684	7,629	15,900	29,387				
% Change	-65.4%	0.2%	-0.6%	-37.5%	-82.9%	-85.4%	-83.6%	-78.7%	-64.8%				
<b>Inns</b>													
Occupancy Rate	21.4%	41.3%	45.5%	25.3%	0.0%	0.0%	6.3%	26.7%	41.3%				
% Point Change	-39.1%	6.9%	-7.0%	-18.0%	-51.8%	-35.3%	-41.6%	-46.0%	-44.5%				
Room-nights Sold (RNS)	6,389	679	700	415	0	0	356	1,666	2,573				
% Change	-67.2%	27.4%	-4.8%	-38.2%	-100.0%	-100.0%	-89.2%	-69.9%	-60.2%				
<b>Cabins/Cottages</b>													
Occupancy Rate	22.3%	11.4%	11.7%	9.9%	6.4%	5.7%	6.5%	26.1%	44.2%				
% Point Change	-28.6%	2.5%	1.9%	-2.7%	-9.3%	-9.2%	-21.3%	-42.6%	-29.3%				
Room-nights Sold (RNS)	48,195	670	658	627	469	1,488	3,120	15,412	25,751				
% Change	-67.6%	67.1%	50.6%	-7.1%	-54.7%	-66.7%	-83.9%	-73.7%	-59.7%				
<b>Tourist Home/B&amp;B</b>													
Occupancy Rate	5.8%	7.0%	6.1%	4.6%	2.3%	1.9%	2.5%	6.8%	13.0%				
% Point Change	-32.1%	-0.6%	0.0%	-2.5%	-10.7%	-15.6%	-34.9%	-55.4%	-57.0%				
Room-nights Sold (RNS)	4,608	567	469	409	182	195	292	849	1,645				
% Change	-86.6%	15.7%	32.9%	-11.5%	-78.8%	-91.5%	-95.3%	-92.4%	-87.1%				
<b>Trailer Rentals/Hostels</b>													
Occupancy Rate	13.8%	2.8%	4.7%	0.0%	0.0%	0.0%	0.0%	23.4%	36.5%				
% Point Change	-12.8%	-15.8%	-4.8%	-9.4%	-10.7%	-10.8%	-8.3%	-13.7%	-6.6%				
Room-nights Sold (RNS)	581	12	19	0	0	0	0	209	341				
% Change	-63.5%	-82.6%	-40.6%	-100.0%	-100.0%	-100.0%	-100.0%	-65.1%	-51.4%				

# Occupancy - Campground

August 2020

% Change 2019/2020		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>		~	~	~	~	20	38	42	42				
% Change		~	~	~	~	-23.1%	-19.1%	-17.6%	-19.2%				
<b>Total Site-nights Available</b>	<b>439,262</b>	~	~	~	~	18,472	125,107	146,803	148,880				
% Change	<b>-20.9%</b>	~	~	~	~	-37.6%	-19.7%	-20.7%	-19.5%				
<b>Total Site-nights Sold (SNS)</b>	<b>170,433</b>	~	~	~	~	123	34,397	64,252	71,661				
% Change	<b>-42.7%</b>	~	~	~	~	-98.2%	-37.2%	-45.2%	-39.8%				
<b>Occupancy Rate</b>	<b>38.8%</b>	~	~	~	~	0.7%	27.5%	43.8%	48.1%				
% Point Change	<b>-14.8%</b>	~	~	~	~	-21.8%	-7.7%	-19.6%	-16.2%				
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>28.4%</b>	~	~	~	~	0.0%	9.6%	36.8%	35.9%				
% Point Change	<b>-6.6%</b>	~	~	~	~	-3.6%	-7.2%	-5.5%	-11.4%				
Site-nights Sold (SNS)	<b>10,153</b>	~	~	~	~	0	917	4,477	4,759				
% Point change	<b>-57.1%</b>	~	~	~	~	-100.0%	-71.1%	-52.1%	-56.8%				
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>67.9%</b>	~	~	~	~	~	6.5%	85.8%	85.1%				
% Point Change	<b>9.4%</b>	~	~	~	~	~	-20.9%	18.0%	11.2%				
Site-nights Sold (SNS)	<b>1,423</b>	~	~	~	~	~	30	628	765				
% Change	<b>-72.7%</b>	~	~	~	~	~	-95.7%	-71.0%	-67.6%				

*(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 - Campground

August 2020

% Change 2019/2020		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	39.7%	~	~	~	~	1.1%	28.9%	43.2%	49.0%				
% Point Change	-17.2%	~	~	~	~	-24.7%	-10.7%	-23.3%	-17.0%				
Site-nights Sold (SNS)	120,824	~	~	~	~	93	26,173	44,377	50,181				
% Point change	-42.3%	~	~	~	~	-97.8%	-36.4%	-46.2%	-38.4%				
<b>Red Sands</b>													
Occupancy Rate	16.8%	~	~	~	~	~	30.1%	13.8%	12.8%				
% Point Change	-25.4%	~	~	~	~	~	2.2%	-33.3%	-37.0%				
Site-nights Sold (SNS)	1,659	~	~	~	~	~	624	535	500				
% Point change	-64.1%	~	~	~	~	~	-28.5%	-70.4%	-74.1%				
<b>Charlottetown</b>													
Occupancy Rate	41.8%	~	~	~	~	0.0%	33.1%	58.5%	56.4%				
% Point Change	-23.4%	~	~	~	~	-29.1%	-11.7%	-26.2%	-27.0%				
Site-nights Sold (SNS)	12,390	~	~	~	~	0	2,698	4,933	4,759				
% Point Change	-35.0%	~	~	~	~	-100.0%	-26.1%	-30.9%	-32.3%				
<b>Points East</b>													
Occupancy Rate	42.8%	~	~	~	~	0.7%	27.3%	50.5%	55.2%				
% Point Change	-8.6%	~	~	~	~	-17.6%	-0.1%	-11.0%	-12.8%				
Site-nights Sold (SNS)	25,407	~	~	~	~	30	3,985	9,930	11,462				
% Point change	-37.9%	~	~	~	~	-96.9%	-32.3%	-39.7%	-34.7%				

	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>339,428</b>	18,340	20,666	13,697	4,795	6,490	45,794	98,288	131,358				
% Change	<b>-58.5%</b>	2.6%	0.9%	-36.1%	-82.3%	-86.2%	-64.8%	-63.3%	-54.1%				
<b>ORIGIN BREAKDOWN</b>	<b>100%</b>	<b>100%</b>			<b>100%</b>								
<b>Canada</b>	<b>96.4%</b>	94.4%	95.1%	94.7%	64.1%	73.5%	94.9%	97.6%	98.9%				
<b>United States</b>	<b>0.7%</b>	3.2%	3.6%	3.3%	1.0%	0.5%	0.2%	0.2%	0.2%				
<b>International</b>	<b>2.9%</b>	2.4%	1.4%	2.0%	34.9%	26.0%	4.8%	2.2%	1.0%				
% Change 2019/2020													
<b>CANADA</b> ONS*	<b>-54.2%</b>	2.4%	0.5%	-36.8%	-87.9%	-87.8%	-60.8%	-59.0%	-47.7%				
Fixed Roof - RNS*	<b>-63.7%</b>	2.4%	0.5%	-36.8%	-87.9%	-85.8%	-84.5%	-74.1%	-57.1%				
Campground - SNS*	<b>-39.6%</b>	~	~	~	-100.0%	-98.0%	-34.1%	-42.2%	-36.3%				
<b>New Brunswick</b> ONS*	<b>-43.2%</b>	32.1%	-5.3%	-41.2%	-86.1%	-86.6%	-88.7%	-43.2%	-22.4%				
Fixed Roof - RNS*	<b>-41.5%</b>	32.1%	-5.3%	-41.2%	-86.0%	-86.0%	-83.5%	-44.5%	-14.0%				
Campground - SNS*	<b>-46.9%</b>	~	~	~	-100.0%	-100.0%	-99.9%	-41.4%	-34.3%				
<b>Nova Scotia</b> ONS*	<b>-48.4%</b>	5.6%	-3.1%	-46.5%	-93.5%	-91.7%	-91.3%	-56.9%	-22.7%				
Fixed Roof - RNS*	<b>-48.0%</b>	5.6%	-3.1%	-46.5%	-93.5%	-91.3%	-88.2%	-58.4%	-18.1%				
Campground - SNS*	<b>-49.5%</b>	~	~	~	~	-100.0%	-99.9%	-54.8%	-30.3%				
<b>Ontario</b> ONS*	<b>-90.9%</b>	4.9%	22.4%	-21.4%	-88.8%	-92.3%	-97.6%	-97.5%	-92.5%				
Fixed Roof - RNS*	<b>-89.1%</b>	4.9%	22.4%	-21.4%	-88.8%	-91.8%	-97.0%	-97.3%	-91.1%				
Campground - SNS*	<b>-98.0%</b>	~	~	~	~	-100.0%	-99.9%	-98.1%	-97.3%				
<b>Prince Edward Island</b> ONS*	<b>-12.5%</b>	-21.0%	-9.1%	-42.2%	-70.1%	-77.5%	-9.6%	-6.0%	-1.1%				
Fixed Roof - RNS*	<b>-28.0%</b>	-21.0%	-9.1%	-42.2%	-70.0%	-59.7%	-34.3%	-20.4%	0.0%				
Campground - SNS*	<b>-6.0%</b>	~	~	~	-100.0%	-97.5%	-4.1%	-2.8%	-1.3%				
<b>Quebec</b> ONS*	<b>-96.1%</b>	-9.5%	21.8%	-32.7%	-98.8%	-92.9%	-98.9%	-99.5%	-98.8%				
Fixed Roof - RNS*	<b>-93.5%</b>	-9.5%	21.8%	-32.7%	-98.8%	-92.7%	-98.6%	-99.0%	-97.8%				
Campground - SNS*	<b>-99.9%</b>	~	~	~	~	-100.0%	-100.0%	-99.9%	-99.8%				
<b>All Other Provinces</b> ONS*	<b>-85.8%</b>	8.0%	50.1%	-4.6%	-96.8%	-98.4%	-96.8%	-93.9%	-85.9%				
Fixed Roof - RNS*	<b>-84.4%</b>	8.0%	50.1%	-4.6%	-96.8%	-98.3%	-96.3%	-94.1%	-85.1%				
Campground - SNS*	<b>-93.0%</b>	~	~	~	~	-100.0%	-98.6%	-93.1%	-89.4%				



		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>-96.2%</b>	-1.3%	5.6%	-26.4%	-94.6%	-99.0%	-99.1%	-99.1%	-99.0%				
New England	ONS*	<b>-97.1%</b>	-25.5%	29.3%	-19.2%	-94.9%	-100.0%	-99.3%	-98.3%	-98.9%				
Mid-Atlantic	ONS*	<b>-97.3%</b>	-13.1%	33.3%	-33.3%	-99.0%	-98.4%	-100.0%	-100.0%	-99.1%				
South	ONS*	<b>-96.2%</b>	13.2%	-14.5%	-9.9%	-99.6%	-99.4%	-98.2%	-99.2%	-99.1%				
Midwest	ONS*	<b>-95.8%</b>	75.0%	-29.4%	-7.3%	-100.0%	-100.0%	-99.9%	-99.6%	-99.5%				
West	ONS*	<b>-93.8%</b>	-8.1%	38.1%	-48.5%	-81.2%	-97.5%	-98.9%	-99.6%	-99.1%				
<b>KEY INTL MARKETS</b>	ONS*	<b>-95.7%</b>	100.0%	-24.6%	-10.1%	-100.0%	-100.0%	-93.8%	-94.4%	-99.8%				
China	ONS*	<b>-76.1%</b>	100.0%	28.6%	-28.6%	-100.0%	-100.0%	-33.9%	-76.0%	-99.5%				
England	ONS*	<b>-95.4%</b>	121.4%	-85.4%	137.5%	-100.0%	-100.0%	-100.0%	-100.0%	-98.7%				
Germany	ONS*	<b>-98.6%</b>	30.0%	-22.2%	-30.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%				
Japan	ONS*	<b>-99.1%</b>	**	-66.7%	-18.8%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%				
Taiwan	ONS*	<b>-100.0%</b>	0.0%	**	0.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%				

# 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: 96.5%**

**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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