

% Change 2015/2016		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
~ = Not open / operating N/A = Not available ** = Data not comparable	YTD												
Traffic													
Bridge	16.0%	9.8%	29.5%	23.8%	6.0%								
Air	23.1%	19.1%	25.0%	26.8%	21.2%								
Ferry	~	~	~	~	~								
Cruise Ships	~	~	~	~	~								
Motorcoach	16.9%	0.0%	-100.0%	0.0%	40.6%								
Visitor Inquiries (English)													
Tourism PEI Website	-30.0%	-34.6%	-34.1%	-34.6%	-16.5%								
Call Centre	-34.8%	-61.0%	-50.5%	-26.5%	-3.8%								
Mail Out Kits	21.5%	7.7%	28.7%	15.1%	26.1%								
Visitor Inquiries (French)													
Tourism PEI Website	-10.5%	-2.2%	-0.5%	-13.3%	-16.7%								
Call Centre	26.1%	42.4%	-22.1%	23.5%	47.8%								
Mail Out Kits	20.5%	5.6%	10.3%	-3.1%	43.3%								
Visitor Information Centres / Destination Centres													
Total Parties Counselling	68.3%	10.3%	188.9%	66.4%	64.0%								
Golf PEI													
Non-Member Rounds	**	~	~	~	**								
Parks Canada													
PEI National Park	19.0%	5.8%	39.5%	30.1%	10.5%								
Green Gables	-27.6%	~	~	~	-27.6%								
Heritage Sites													
Orwell	~	~	~	~	~								
Beaconsfield	27.2%	-0.2%	57.1%	23.7%	42.5%								
Eptek	1.3%	18.3%	118.3%	-21.3%	-49.1%								
Acadian Museum	61.3%	130.8%	441.2%	-6.1%	6.3%								
Elmira	~	~	~	~	~								
Basin Head	~	~	~	~	~								
Green Park	~	~	~	~	~								
Total Visitors	14.7%	13.1%	118.8%	-10.0%	-13.0%								

Actuals 2016

~ = 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	~	~	~	~	~								
Motorcoach	90	0	0	0	90								
Visitor Inquiries (English)													
Tourism PEI Website	381,677	79,941	85,260	104,131	112,345								
Call Centre	3,229	457	602	948	1,222								
Mail Out Kits	26,109	3,669	10,005	6,052	6,383								
Visitor Inquiries (French)													
Tourism PEI Website	67,809	12,021	13,668	17,586	24,534								
Call Centre	522	47	67	142	266								
Mail Out Kits	4,168	470	589	928	2,181								
Visitor Information Centres / Destination Centres													
Total Parties Counselling	1,198	129	208	223	638								
Golf PEI													
Non-Member Rounds	1,031	~	~	~	1,031								
Parks Canada													
PEI National Park	63,579	12,448	12,588	16,322	22,221								
Green Gables	89	~	~	~	89								
Heritage Sites													
Orwell	~	~	~	~	~								
Beaconsfield	1,575	426	275	214	660								
Eptek	2,235	588	810	440	397								
Acadian Museum	487	60	184	108	135								
Elmira	~	~	~	~	~								
Basin Head	~	~	~	~	~								
Green Park	~	~	~	~	~								
Total Visitors	4,297	1,074	1,269	762	1,192								

% Change 2015/2016		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		114	117	119	135								
% Change		2.7%	2.6%	3.5%	3.8%								
Total Room-nights Available	263,617	66,980	62,517	67,312	66,808								
% Change	-2.2%	-3.2%	0.0%	-2.5%	-3.0%								
Total Room-nights Sold (RNS)	78,581	18,811	19,053	18,508	22,209								
% Change	16.7%	9.9%	26.8%	14.7%	16.6%								
Occupancy Rate	29.8%	28.1%	30.5%	27.5%	33.2%								
% Point Change	4.8%	3.3%	6.4%	4.1%	5.6%								
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	26.8%	27.5%	30.6%	22.9%	26.2%								
% Point Change	-2.7%	-2.8%	1.3%	-7.6%	-1.5%								
Room-nights Sold (RNS)	16,436	4,336	4,493	3,603	4,004								
% Change	-15.6%	-15.9%	-0.1%	-30.3%	-13.7%								
Summerside Area ⁽¹⁾													
Occupancy Rate	28.9%	29.4%	33.0%	25.1%	28.2%								
% Point Change	-2.2%	-2.1%	2.0%	-6.6%	-1.7%								
Room-nights Sold (RNS)	15,926	4,180	4,334	3,534	3,878								
% Change	-13.4%	-14.0%	0.8%	-26.5%	-12.5%								
Green Gables Shore													
Occupancy Rate	2.8%	1.5%	1.1%	4.9%	3.6%								
% Point Change	0.5%	-4.9%	0.0%	4.4%	2.4%								
Room-nights Sold (RNS)	405	54	37	179	135								
% Change	13.1%	-78.5%	0.0%	894.4%	159.6%								
Red Sands													
Occupancy Rate	2.8%	3.0%	3.1%	2.2%	3.0%								
% Point Change	1.4%	2.1%	1.7%	0.3%	1.6%								
Room-nights Sold (RNS)	217	51	49	43	74								
% Change	123.7%	218.8%	133.3%	26.5%	184.6%								
Charlottetown													
Occupancy Rate	35.9%	33.1%	35.7%	33.5%	41.6%								
% Point Change	8.9%	6.8%	10.4%	9.4%	9.3%								
Room-nights Sold (RNS)	60,336	14,170	14,227	14,364	17,575								
% Change	31.8%	23.4%	42.5%	37.3%	26.9%								
Points East													
Occupancy Rate	9.8%	6.5%	8.5%	10.3%	13.8%								
% Point Change	-4.2%	-0.7%	-9.9%	-4.7%	-1.8%								
Room-nights Sold (RNS)	1,187	200	247	319	421								
% Change	-27.3%	-5.2%	-49.7%	-29.0%	-12.7%								

(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.

	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)	78,581	18,811	19,053	18,508	22,209								
% Change	16.7%	9.9%	26.8%	14.7%	16.6%								
ORIGIN BREAKDOWN	100%	100%			100%								
Canada	95.1%	95.4%	95.6%	95.1%	94.4%								
United States	2.7%	1.7%	2.2%	2.9%	3.7%								
International	2.2%	2.9%	2.2%	2.0%	1.8%								
% Change 2015/2016													
CANADA	ONS*	17.3%	9.7%	26.4%	15.4%	18.3%							
Fixed Roof - RNS*		17.3%	9.7%	26.4%	15.4%	18.3%							
Campground - SNS*		~	~	~	~	~							
New Brunswick	ONS*	8.3%	-6.3%	16.5%	5.8%	19.4%							
Fixed Roof - RNS*		8.3%	-6.3%	16.5%	5.8%	19.4%							
Campground - SNS*		~	~	~	~	~							
Nova Scotia	ONS*	14.7%	14.0%	24.1%	12.6%	9.3%							
Fixed Roof - RNS*		14.7%	14.0%	24.1%	12.6%	9.3%							
Campground - SNS*		~	~	~	~	~							
Ontario	ONS*	31.8%	7.0%	61.1%	18.1%	48.4%							
Fixed Roof - RNS*		31.8%	7.0%	61.1%	18.1%	48.4%							
Campground - SNS*		~	~	~	~	~							
Prince Edward Island	ONS*	13.8%	25.7%	15.7%	2.8%	15.5%							
Fixed Roof - RNS*		13.8%	25.7%	15.7%	2.8%	15.5%							
Campground - SNS*		~	~	~	~	~							
Quebec	ONS*	26.4%	-12.8%	20.4%	51.8%	39.8%							
Fixed Roof - RNS*		26.4%	-12.8%	20.4%	51.8%	39.8%							
Campground - SNS*		~	~	~	~	~							
All Other Provinces	ONS*	46.0%	37.8%	83.0%	96.8%	4.3%							
Fixed Roof - RNS*		46.0%	37.8%	83.0%	96.8%	4.3%							
Campground - SNS*		~	~	~	~	~							

Definitions

TOURISM INDICATORS

Bridge Traffic - Source: Strait Crossing Bridge Limited. Data is the percentage change of the counts of private recreational vehicles (cars, pick up trucks, RVs, buses, 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 - Source: Charlottetown Harbour Authority Inc. 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 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 (Google Universal Analytics). Data is the percentage change (and actuals) of the total number of sessions 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. A change from Google Analytics to Google Universal Analytics on Oct. 20, 2015 means that 2016 figures are not entirely comparable to 2015 figures. Until 2017, lower figures are expected as a result of this change.

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 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: 98.54%

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: Thursday, May 26, 2016 at 2:56 PM

Compiled by Tourism PEI - Strategy, Evaluation & Industry Investment Division