

Tourism Indicators

													diy 20	
% Change 2019/2020			1st Quarter			2nd Quarte	er		3rd Quar	ter		4th Quarte		
= Not open / operatingN/A = Not available** = Data not comparable	YTD	res .	1 2 3 3	Ma _r	₽ ^V	Tom	, and a second	3	\$ / §) / &	Ö	*o ₂	000	
Traffic														
Bridge	4.7%	4.5%	4.9%											
Air	8.4%	12.9%	3.9%											
Ferry	~	~	~											
Cruise Ships (Charlottetown)	~	~	~											
Motorcoach	100.0%	-27.3%	173.7%											
Tourism PEI Website Activity														
English Website	24.8%	19.9%	30.2%											
French Website	14.8%	12.0%	17.8%											
Visitor Information Centres / Destination Centres														
Total Parties Counselled	151.5%	60.0%	243.4%											
Golf PEI														
Non-Member Rounds	~	~	~											
Parks Canada														
PEI National Park	N/A	N/A	N/A											
Green Gables	~	~	~											
Provincial Heritage Sites														
Orwell	~	~	~											
Beaconsfield	-39.9%	-65.6%	-4.6%											
Eptek	0.4%	-31.3%	24.2%											
Acadian Museum	46.0%	36.5%	58.0%											
Elmira	~	~	~											
Basin Head	~	~	~											
Green Park	~	~	~											
Total Visitors	-21.6%	-50.7%	10.4%											
Release Date: Friday, May 22, 2020														



Tourism Indicators

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Actuals 2020			1st Quarte	r		2nd Quart	er	3rd	d Quarter		4th	Quarter		
 = Not open / operating N/A = Not available ** = Data not comparable 	YTD	rep.	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Ma,	₽ ^d Q	No.	, in	# /	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	/ g	o* /	/ ************************************	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	
Traffic														
Cruise Ships (Charlottetown)	0	~	~											
Motorcoach	60	8	52											
Tourism PEI Website Activity														
English Website	257,479	130,252	127,227											
French Website	29,682	15,253	14,429											
Visitor Information Centres / Destination Centres														
Total Parties Counselled	1,708	544	1,164											
Golf PEI														
Non-Member Rounds	0	~	~											
Parks Canada														
PEI National Park	N/A	N/A	N/A											
Green Gables	0	~	~											
Provincial Heritage Sites														
Orwell	0	~	~											
Beaconsfield	903	299	604											
Eptek	906	265	641											
Acadian Museum	165	86	79											
Elmira	0	~	~											
Basin Head	0	~	~											
Green Park	0	~	~											
Total Visitors	1,974	650	1,324											



Occupancy - Fixed Roof

% Change 2019/2020			1st Quarte	r		2nd	d Quarte	er				3rd Qu	arter				4th C	Quarte	
Fixed Roof Accommodation	YTD	don don	\ \int_{\qquad \qquad \qqqq \qqqq \qqqq \qqqqq \qqqqqq	Mar	A	t /	Tem 1	/ .	Sage .	/	la _s	/ ,	jo /	, so	/	ŏ		№ 0	တိမိ
Total Operations Open		225	228																
% Change		40.6%	39.0%																
Total Room-nights Available	153,259	78,817	74,442																
% Change	6.4%	4.8%	8.2%																
Total Room-nights Sold (RNS)	38,940	18,295	20,645																
% Change	1.5%	2.3%	0.8%																
Occupancy Rate	25.4%	23.2%	27.7%																
% Point Change	-1.2%	-0.6%	-2.0%																
BY REGION																			
North Cape Coastal Drive																			
Occupancy Rate	28.2%	25.1%	31.5%												_				
% Point Change	4.6%	3.1%	6.0%												_				
Room-nights Sold (RNS)	10,485	4,742	5,743																
% Change	20.5%	14.0%	26.4%																
Summerside Area (1)																			
Occupancy Rate	30.7%	28.1%	33.4%																
% Point Change	5.8%	4.5%	7.0%																
Room-nights Sold (RNS)	8,682	4,026	4,656																
% Change	25.0%	18.7%	31.0%																
Green Gables Shore																			
Occupancy Rate	4.8%	5.4%	4.1%																
% Point Change	3.5%	4.5%	2.4%																
Room-nights Sold (RNS)	220	130	90																
% Change	307.4%	584.2%	157.1%																
Red Sands																			
Occupancy Rate	5.8%	5.1%	6.4%																
% Point Change	1.0%	1.5%	0.6%																
Room-nights Sold (RNS)	228	105	123																
% Change	26.0%	47.9%	11.8%																



Occupancy - Fixed Roof

February 2020

% Change 2019/2020			1st Quarter		2nc	l Quarter			3rd Qu	arter				4th Qua	ırter	
Fixed Roof Accommodation	YTD	res s	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Morto	Å /	We Market	\ \sigma_{\frac{5}{3}}	Į.	, A	36 /	, so	/	o ^č	يخ /	4	o _o o
Charlottetown			,		,	,		,		,			,		,	
Occupancy Rate	27.3%	25.1%	29.6%													
% Point Change	-3.5%	-1.8%	-5.4%													
Room-nights Sold (RNS)	27,584	13,093	14,491													
% Change	-4.2%	-1.3%	-6.8%													
Points East																
Occupancy Rate	6.5%	6.7%	6.3%													
% Point Change	-4.5%	-5.8%	-3.1%													
Room-nights Sold (RNS)	423	225	198													
% Change	-31.2%	-38.5%	-20.5%													

(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

% Change 2019/2020			1st Quarter			2nd Quart	er		31	rd Quarte	er			4th Qua	rter	
Fixed Roof Accommodation	YTD	ros.	%	Mar	₽ ^N	No.	July Value	/	j /	Ang A	/ &	/	ŏ	/ Xô		oo _Q
BY TYPE				,		,								,	,	
Hotels/Motels/Resorts																
Occupancy Rate	28.7%	26.0%	31.5%													
% Point Change	-1.0%	-0.3%	-1.8%													
Room-nights Sold (RNS)	35,232	16,412	18,820													
% Change	-0.2%	0.2%	-0.6%													
Inns																
Occupancy Rate	43.4%	41.3%	45.5%													
% Point Change	0.4%	6.9%	-7.0%													
Room-nights Sold (RNS)	1,379	679	700													
% Change	8.8%	27.4%	-4.8%													
Cabins/Cottages																
Occupancy Rate	11.4%	11.2%	11.6%													
% Point Change	2.1%	2.4%	1.8%													
Room-nights Sold (RNS)	1,269	625	644													
% Change	51.4%	55.9%	47.4%													
Tourist Home/B&B																
Occupancy Rate	6.7%	7.0%	6.3%													
% Point Change	-0.2%	-0.6%	0.2%													
Room-nights Sold (RNS)	1,048	567	481													
% Change	24.3%	15.7%	36.3%													
Trailer Rentals/Hostels																
Occupancy Rate	3.2%	3.2%	~													
% Point Change	-11.0%	-15.3%	~													
Room-nights Sold (RNS)	12	12	0													
% Change	-88.1%	-82.6%	-100.0%													



Visitor Origins

				1st Quarter			2nd Q	ıarter			3rd Qua	arter				4th C	Quarter		
		YTD	res.	/ § /	Ma _r	₽ ^Q Q	/ 2	igh /	, sur	la _s	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	\$0 /	, so	/	o ^č		≯ o³) %	
TOTAL OVERNIGHT STAYS	(ONS)	38,940	18,295	20,645															
% Change		1.5%	2.3%	0.8%															
ORIGIN BREAKDOWN		100%		100%															
Canada		94.8%	94.4%	95.1%															
United States		3.4%	3.2%	3.6%															
International		1.8%	2.4%	1.4%															
% Change 2019/2020																			
CANADA	ONS*	1.2%	2.2%	0.4%															
Fixed Roof - RNS*		1.2%	2.2%	0.4%															
Campground - SNS*		~	~	~															
New Brunswick	ONS*	10.6%	31.9%	-5.4%															
Fixed Roof - RNS*		10.6%	31.9%	-5.4%															
Campground - SNS*		~	~	~															
Nova Scotia	ONS*	0.2%	5.1%	-3.2%															
Fixed Roof - RNS*		0.2%	5.1%	-3.2%															
Campground - SNS*		~	~	~															
Ontario	ONS*	13.3%	4.4%	22.2%															
Fixed Roof - RNS*		13.3%	4.4%	22.2%															
Campground - SNS*		~	~	~															
Prince Edward Island	ONS*	-15.2%	-21.1%	-9.1%															
Fixed Roof - RNS*		-15.2%	-21.1%	-9.1%															
Campground - SNS*		~	~	~															
Quebec	ONS*	6.9%	-9.8%	21.6%															
Fixed Roof - RNS*		6.9%	-9.8%	21.6%															
Campground - SNS*		~	~	~															
All Other Provinces	ONS*	26.1%	7.8%	49.8%															
Fixed Roof - RNS*		26.1%	7.8%	49.8%															
Campground - SNS*		~	~	~															



Visitor Origins

				1st Quarter			2nd Quart	er		3rd Q	uarter			4th Quar	ter	
		YTD	No.	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Mar	A Aor	No Moon	P	11/5	7	A Q Q	, so so	250	₹0 ³	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	
UNITED STATES	ONS*	2.2%	-1.3%	5.3%												
New England	ONS*	-0.7%	-25.5%	29.3%												
Mid-Atlantic	ONS*	3.8%	-13.1%	33.3%												
South	ONS*	-3.5%	13.2%	-14.5%												
Midwest	ONS*	-2.9%	75.0%	-29.4%												
West	ONS*	13.9%	-8.1%	36.8%												
KEY INTL MARKETS	ONS*	23.2%	100.0%	-24.6%												
China	ONS*	63.5%	100.0%	28.6%												
England	ONS*	-32.7%	121.4%	-85.4%												
Germany	ONS*	-3.6%	30.0%	-22.2%												
Japan	ONS*	0.0%	**	-66.7%												
Taiwan	ONS*	100.0%	0.0%	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 (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 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 ⁽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: 97.81%

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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Compiled by the Department of Economic Growth, Tourism & Culture, Strategic Initiatives Division