

### % Change 2022/2023

~ = 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	15%	215%	111%	24%	18%	17%	18%	6%	-2%	-1%	13%		
Air	17%	145%	238%	72%	24%	13%	14%	6%	8%	1%	0%		
Ferry	-7%	~	~	~	~	0%	-63%	-25%	12%	27%	15%		
Cruise (Charlottetown)	81%	~	~	~	225%	353%	7%	378%	14%	62%	113%		
Motorcoach	8%	0%	0%	0%	0%	**	-19%	60%	7%	-14%	282%		
<b>Tourism PEI Website Activity</b>													
English Website	10%	26%	-24%	-24%	10%	33%	9%	3%	3%	54%	32%		
French Website	26%	-14%	15%	25%	23%	31%	33%	23%	26%	43%	51%		
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	12%	**	1,928%	138%	15%	32%	3%	2%	3%	6%	42%		
<b>Golf PEI</b>													
Non-Member Rounds	7%	~	~	~	168%	4%	7%	9%	-6%	12%	30%		
<b>Parks Canada</b>													
PEI National Park	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA		
Green Gables	9%	~	**	**	**	40%	8%	-8%	-3%	30%	84%		
<b>Provincial Heritage Sites</b>													
Orwell	23%	~	~	~	~	~	27%	-9%	5%	93%	**		
Beaconsfield	55%	466%	2,116%	464%	-36%	-11%	-26%	61%	35%	61%	132%		
Eptek	19%	22,600%	27%	108%	275%	-17%	-4%	-11%	28%	45%	57%		
Acadian Museum	13%	~	254%	63%	32%	6%	7%	9%	8%	12%	13%		
Elmira	51%	~	~	~	~	~	**	9%	7%	313%	~		
Basin Head	-5%	~	~	~	~	~	28%	-16%	6%	-19%	~		
Green Park	7%	~	~	~	~	~	5%	-35%	59%	~	~		
<b>Total Visitors</b>	<b>21%</b>	<b>640%</b>	<b>580%</b>	<b>317%</b>	<b>1%</b>	<b>-41%</b>	<b>10%</b>	<b>-2%</b>	<b>16%</b>	<b>31%</b>	<b>223%</b>		

### Actuals 2023

~ = 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 (Charlottetown)	172,007	~	~	~	1,769	10,917	9,536	8,788	14,704	63,319	62,974		
Motorcoach	10,151	0	0	0	0	75	1,539	2,563	3,091	2,532	351		
<b>Tourism PEI Website Activity</b>													
English Website	2,316,615	141,046	114,268	135,288	250,209	293,437	291,602	377,632	369,121	246,768	97,244		
French Website	324,717	10,581	13,545	22,315	47,991	48,009	42,635	49,580	54,484	26,309	9,268		
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	87,442	650	2,576	1,862	1,596	5,240	12,763	21,708	21,382	14,030	5,635		
<b>Golf PEI</b>													
Non-Member Rounds	188,962	~	~	~	3,301	15,061	35,120	43,120	42,894	35,066	14,400		
<b>Parks Canada</b>													
PEI National Park	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA		
Green Gables	163,085	~	235	4	380	8,077	20,428	41,839	47,345	28,591	16,186		
<b>Provincial Heritage Sites</b>													
Orwell	11,378	~	~	~	~	~	2,738	2,403	2,971	1,155	2,111		
Beaconsfield	21,703	984	1,241	1,736	550	1,013	1,806	4,133	4,973	2,787	2,480		
Eptek	8,546	227	171	218	413	429	977	1,956	2,745	885	525		
Acadian Museum	6,327	84	124	150	100	255	1,018	1,571	2,054	654	317		
Elmira	2,859	~	~	~	~	~	530	928	1,009	392	~		
Basin Head	17,686	~	~	~	~	~	1,185	6,623	8,044	1,834	~		
Green Park	2,358	~	~	~	~	~	545	590	1,223	~	~		
<b>Total Visitors</b>	<b>70,857</b>	1,295	1,536	2,104	1,063	1,697	8,799	18,204	23,019	7,707	5,433		

# Occupancy - Fixed Roof

October 2023

% Change 2022/2023		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>		222	239	235	290	743	1,434	1,659	1,684	1,566	918		
% Change		26%	30%	19%	23%	13%	6%	7%	6%	4%	11%		
<b>Total Room-nights Available</b>	<b>1,261,670</b>	71,631	64,986	70,759	72,192	122,538	177,102	200,868	199,049	170,192	112,353		
% Change	<b>-2%</b>	-5%	-5%	-9%	-5%	3%	1%	1%	-2%	-4%	-7%		
<b>Total Room-nights Sold (RNS)</b>	<b>636,540</b>	20,026	29,922	28,764	25,102	45,376	80,691	137,674	142,918	82,757	43,310		
% Change	<b>-4%</b>	57%	83%	17%	-4%	16%	-5%	-9%	-9%	-9%	-24%		
<b>Occupancy Rate</b>	<b>50%</b>	28%	46%	41%	35%	37%	46%	69%	72%	49%	39%		
% Point Change	<b>-1%</b>	11%	22%	9%	0%	4%	-3%	-7%	-6%	-3%	-9%		
<b>BY REGION</b>													
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>43%</b>	24%	35%	34%	30%	33%	40%	63%	67%	41%	34%		
% Point Change	<b>-3%</b>	10%	4%	-1%	-6%	1%	-6%	-3%	-5%	-7%	-11%		
Room-nights Sold (RNS)	<b>89,163</b>	4,045	5,446	5,207	4,564	6,375	9,619	17,645	19,066	10,115	7,081		
% Change	<b>-8%</b>	91%	18%	-11%	-21%	-4%	-8%	-7%	-6%	-21%	-29%		
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>46%</b>	29%	42%	34%	38%	40%	46%	65%	67%	46%	39%		
% Point Change	<b>-2%</b>	13%	8%	-2%	-1%	4%	-7%	0%	-3%	-10%	-21%		
Room-nights Sold (RNS)	<b>61,667</b>	3,496	4,388	3,590	3,928	4,927	6,808	10,775	11,427	6,843	5,485		
% Change	<b>-7%</b>	89%	26%	-17%	-14%	-2%	-2%	-4%	-1%	-24%	-35%		
<b>Green Gables Shore</b>													
Occupancy Rate	<b>49%</b>	5%	18%	13%	15%	20%	35%	70%	73%	40%	20%		
% Point Change	<b>-3%</b>	-4%	5%	-1%	0%	1%	-1%	-8%	-5%	0%	2%		
Room-nights Sold (RNS)	<b>140,414</b>	132	446	342	444	4,130	18,346	44,335	47,158	21,595	3,486		
% Change	<b>-8%</b>	-50%	36%	-17%	-9%	8%	-9%	-12%	-9%	-3%	7%		
<b>Red Sands</b>													
Occupancy Rate	<b>41%</b>	4%	18%	6%	7%	14%	35%	69%	69%	29%	17%		
% Point Change	<b>0%</b>	0%	13%	0%	1%	-4%	0%	-5%	-3%	-10%	5%		
Room-nights Sold (RNS)	<b>21,706</b>	76	198	87	113	607	2,849	7,160	7,226	2,597	793		
% Change	<b>-14%</b>	-28%	72%	-45%	-33%	-25%	-8%	-13%	-11%	-31%	2%		

(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

October 2023

% Change 2022/2023		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>56%</b>	33%	55%	47%	40%	47%	57%	71%	76%	67%	51%		
% Point Change	<b>2%</b>	14%	32%	13%	2%	7%	-3%	-7%	-6%	-3%	-15%		
Room-nights Sold (RNS)	<b>310,537</b>	15,215	22,885	22,014	18,926	29,568	38,715	49,404	49,661	36,910	27,239		
% Change	<b>1%</b>	55%	113%	25%	0%	22%	-2%	-8%	-11%	-9%	-27%		
<b>Points East</b>													
Occupancy Rate	<b>47%</b>	13%	23%	25%	22%	30%	45%	64%	67%	43%	29%		
% Point Change	<b>-5%</b>	0%	5%	12%	0%	1%	-6%	-9%	-7%	-2%	-3%		
Room-nights Sold (RNS)	<b>74,720</b>	558	947	1,114	1,055	4,696	11,162	19,130	19,807	11,540	4,711		
% Change	<b>-2%</b>	22%	83%	127%	29%	27%	-3%	-4%	-6%	-3%	-18%		

# Occupancy - Fixed Roof

October 2023

% Change 2022/2023		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	53%	32%	52%	46%	39%	44%	53%	68%	73%	58%	46%		
% Point Change	1%	14%	26%	11%	0%	5%	-3%	-7%	-5%	-4%	-17%		
Room-nights Sold (RNS)	396,196	18,262	26,202	25,910	22,159	34,976	49,621	68,022	70,184	47,592	33,268		
% Change	-2%	61%	81%	16%	-6%	19%	-2%	-8%	-9%	-10%	-30%		
<b>Inns</b>													
Occupancy Rate	52%	35%	48%	44%	36%	34%	48%	67%	67%	60%	47%		
% Point Change	-4%	16%	15%	12%	9%	4%	-4%	-15%	-17%	-1%	3%		
Room-nights Sold (RNS)	26,666	801	1,059	963	787	2,328	3,659	5,259	5,266	4,268	2,276		
% Change	1%	115%	78%	49%	49%	48%	0%	-17%	-20%	-3%	41%		
<b>Cabins/Cottages</b>													
Occupancy Rate	47%	10%	22%	16%	17%	21%	35%	70%	72%	37%	22%		
% Point Change	-3%	-3%	5%	-1%	0%	0%	-3%	-6%	-5%	-2%	2%		
Room-nights Sold (RNS)	181,163	755	1,546	1,154	1,333	5,781	22,726	56,681	59,340	25,795	6,052		
% Change	-7%	-7%	54%	-8%	-5%	-8%	-12%	-7%	-6%	-7%	-1%		
<b>Tourist Home/B&amp;B</b>													
Occupancy Rate	40%	4%	23%	14%	16%	29%	46%	64%	67%	47%	23%		
% Point Change	-2%	0%	18%	7%	-1%	5%	3%	-9%	-11%	-5%	1%		
Room-nights Sold (RNS)	31,327	189	1,115	737	823	2,274	4,498	7,331	7,795	4,859	1,706		
% Change	-10%	-13%	419%	117%	4%	16%	-4%	-17%	-18%	-20%	-16%		
<b>Trailer Rentals/Hostels</b>													
Occupancy Rate	24%	30%	0%	0%	0%	5%	18%	37%	37%	32%	3%		
% Point Change	-2%	30%	0%	0%	0%	2%	4%	-12%	-10%	23%	1%		
Room-nights Sold (RNS)	1,188	19	0	0	0	17	187	381	333	243	8		
% Change	-42%	**	-100%	0%	0%	31%	16%	-58%	-61%	101%	100%		

# Occupancy - Campground

October 2023

% Change 2022/2023		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>		3	3	3	4	24	45	51	50	45	18		
% Change		200%	200%	200%	33%	0%	7%	0%	-6%	-8%	-14%		
<b>Total Site-nights Available</b>	<b>631,753</b>	472	372	408	440	20,556	133,212	171,836	167,938	120,086	16,433		
% Change	<b>-7%</b>	281%	232%	229%	-44%	-19%	-15%	-3%	-6%	-9%	36%		
<b>Total Site-nights Sold (SNS)</b>	<b>330,915</b>	40	66	36	64	6,796	51,772	114,748	107,316	47,860	2,217		
% Change	<b>-7%</b>	0%	40%	-36%	-10%	-14%	-10%	-7%	-8%	-2%	50%		
<b>Occupancy Rate</b>	<b>52%</b>	8%	18%	9%	15%	33%	39%	67%	64%	40%	13%		
% Point Change	<b>0%</b>	-24%	-24%	-36%	5%	2%	2%	-3%	-1%	3%	1%		
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>30%</b>	~	~	~	~	1%	18%	48%	42%	19%	~		
% Point Change	<b>0%</b>	~	~	~	~	-9%	0%	3%	-2%	-1%	~		
Site-nights Sold (SNS)	<b>20,842</b>	~	~	~	~	50	2,901	7,680	7,623	2,588	~		
% Change	<b>-17%</b>	~	~	~	~	-92%	-17%	-14%	-15%	-18%	~		
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>45%</b>	~	~	~	~	~	24%	62%	66%	27%	~		
% Point Change	<b>-4%</b>	~	~	~	~	~	-4%	-4%	1%	-9%	~		
Site-nights Sold (SNS)	<b>5,081</b>	~	~	~	~	~	646	1,775	1,910	750	~		
% Change	<b>-3%</b>	~	~	~	~	~	-11%	-6%	2%	2%	~		

(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) Values hidden to protect operator confidentiality.

# Occupancy - Campground

October 2023

% Change 2022/2023		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	55%	~	~	~	~	35%	40%	68%	66%	44%	6%		
% Point Change	-1%	~	~	~	~	-10%	1%	-5%	-2%	4%	-10%		
Site-nights Sold (SNS)	225,815	~	~	~	~	3,494	35,083	80,108	73,701	32,915	514		
% Change	-10%	~	~	~	~	-25%	-15%	-9%	-10%	-6%	-26%		
<b>Red Sands</b>													
Occupancy Rate	46%	(2)	(2)	(2)	(2)	62%	50%	55%	51%	24%	34%		
% Point Change	10%	(2)	(2)	(2)	(2)	28%	19%	10%	2%	3%	26%		
Site-nights Sold (SNS)	8,269	(2)	(2)	(2)	(2)	1,018	1,497	2,424	2,276	866	167		
% Change	32%	(2)	(2)	(2)	(2)	146%	39%	28%	9%	11%	391%		
<b>Charlottetown</b>													
Occupancy Rate	63%	~	~	~	~	~	68%	75%	66%	44%	~		
% Point Change	-2%	~	~	~	~	~	18%	-20%	-11%	0%	~		
Site-nights Sold (SNS)	18,764	~	~	~	~	~	3,303	6,350	5,553	3,558	~		
% Change	-18%	~	~	~	~	~	-20%	-21%	-14%	20%	~		
<b>Points East</b>													
Occupancy Rate	54%	(2)	(2)	(2)	15%	41%	39%	70%	72%	40%	32%		
% Point Change	3%	(2)	(2)	(2)	0%	20%	5%	4%	4%	0%	11%		
Site-nights Sold (SNS)	57,225	(2)	(2)	(2)	64	2,234	8,988	18,186	18,163	7,933	1,536		
% Change	13%	(2)	(2)	(2)	-10%	121%	21%	7%	6%	15%	113%		

	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>967,455</b>	20,066	29,988	28,800	25,166	52,172	132,463	252,422	250,234	130,617	45,527		
% Change	-5%	57%	83%	17%	-4%	11%	-7%	-8%	-9%	-7%	-22%		
<b>ORIGIN BREAKDOWN</b>	<b>100%</b>	<b>100%</b>			<b>100%</b>			<b>100%</b>			<b>100%</b>		
Canada	91%	96%	98%	97%	96%	91%	90%	91%	91%	87%	88%		
United States	7%	2%	2%	2%	2%	6%	8%	8%	7%	10%	9%		
International	2%	1%	0%	1%	1%	3%	2%	1%	1%	3%	4%		
% Change 2022/2023													
<b>CANADA</b>	ONS*	-7%	59%	87%	17%	-3%	8%	-9%	-11%	-10%	-11%	-29%	
Fixed Roof - RNS*		-6%	59%	87%	17%	-3%	13%	-8%	-13%	-11%	-16%	-31%	
Campground - SNS*		-8%	-5%	36%	-36%	-10%	-16%	-11%	-9%	-9%	-3%	46%	
<b>New Brunswick</b>	ONS*	6%	169%	142%	33%	10%	17%	-7%	-1%	2%	-1%	-5%	
Fixed Roof - RNS*		11%	169%	143%	33%	10%	19%	-2%	0%	3%	3%	-5%	
Campground - SNS*		-6%	**	-100%	-100%	-82%	-26%	-24%	-3%	-1%	-17%	68%	
<b>Nova Scotia</b>	ONS*	4%	148%	183%	41%	15%	15%	-7%	-3%	-7%	6%	0%	
Fixed Roof - RNS*		6%	148%	184%	41%	15%	16%	-7%	-5%	-8%	4%	0%	
Campground - SNS*		-2%	**	0%	-100%	-33%	2%	-3%	-1%	-5%	12%	-19%	
<b>Ontario</b>	ONS*	-15%	184%	255%	19%	8%	15%	-14%	-21%	-16%	-24%	-30%	
Fixed Roof - RNS*		-14%	184%	255%	19%	9%	17%	-13%	-20%	-16%	-24%	-32%	
Campground - SNS*		-20%	~	~	**	-56%	-21%	-18%	-23%	-17%	-26%	64%	
<b>Prince Edward Island</b>	ONS*	-12%	-13%	-20%	-11%	-20%	-11%	-10%	-12%	-9%	-7%	-44%	
Fixed Roof - RNS*		-20%	-13%	-21%	-11%	-20%	-6%	-14%	-17%	-6%	-28%	-50%	
Campground - SNS*		-8%	-28%	54%	-20%	13%	-17%	-9%	-10%	-9%	1%	45%	
<b>Quebec</b>	ONS*	-10%	278%	434%	48%	5%	15%	-16%	-10%	-14%	-22%	-17%	
Fixed Roof - RNS*		-10%	278%	434%	48%	4%	15%	-13%	-14%	-19%	-21%	-19%	
Campground - SNS*		-9%	~	~	**	**	26%	-23%	-6%	-7%	-26%	361%	
<b>All Other Provinces</b>	ONS*	-7%	157%	407%	58%	-26%	30%	4%	-15%	-15%	-23%	-51%	
Fixed Roof - RNS*		-6%	157%	407%	58%	-26%	33%	9%	-16%	-14%	-22%	-51%	
Campground - SNS*		-16%	~	~	~	~	-10%	-17%	-10%	-21%	-25%	65%	



		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>24%</b>	94%	35%	-5%	-27%	39%	32%	29%	9%	25%	68%		
<b>New England</b>	ONS*	<b>20%</b>	5%	-6%	29%	-6%	43%	25%	27%	18%	3%	56%		
<b>Mid-Atlantic</b>	ONS*	<b>26%</b>	-8%	41%	-61%	-16%	35%	34%	48%	6%	16%	107%		
<b>South</b>	ONS*	<b>30%</b>	386%	52%	57%	-50%	53%	46%	28%	18%	36%	48%		
<b>Midwest</b>	ONS*	<b>28%</b>	514%	**	233%	13%	15%	30%	31%	-1%	45%	69%		
<b>West</b>	ONS*	<b>17%</b>	99%	14%	-61%	-37%	33%	25%	19%	-13%	52%	92%		
<b>KEY INTL MARKETS</b>	ONS*	<b>41%</b>	0%	-7%	110%	-40%	122%	40%	-4%	-17%	150%	199%		
<b>China</b>	ONS*	<b>99%</b>	256%	350%	-88%	-90%	-30%	17%	71%	7%	631%	360%		
<b>England</b>	ONS*	<b>57%</b>	-86%	-39%	633%	-13%	1%	249%	99%	-1%	54%	39%		
<b>Germany</b>	ONS*	<b>-3%</b>	-79%	-64%	325%	103%	19%	-23%	4%	-16%	12%	10%		
<b>Japan</b>	ONS*	<b>-18%</b>	0%	**	**	100%	242%	234%	-70%	-34%	62%	309%		
<b>Taiwan</b>	ONS*	<b>5,612%</b>	0%	0%	0%	0%	**	-78%	**	**	**	2,908%		

# 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: 95.60%**

**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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