

% Change 2021/2022

~ = 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	210%	60%	219%	372%	469%	718%	421%	87%					
Air	748%	197%	346%	661%	760%	1,533%	1,332%	607%					
Ferry	174%	~	~	~	~	**	691%	55%					
Cruise (Charlottetown)	**	~	~	~	**	**	**	**					
Motorcoach	**	0%	0%	0%	0%	0%	**	**					
<b>Tourism PEI Website Activity</b>													
English Website	81%	22%	70%	76%	193%	153%	93%	43%					
French Website	16%	-10%	-20%	-1%	189%	89%	31%	-33%					
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	237%	-100%	-63%	170%	398%	481%	494%	179%					
<b>Golf PEI</b>													
Non-Member Rounds	32%	~	~	~	-64%	36%	66%	20%					
<b>Parks Canada</b>													
PEI National Park	NA	NA	NA	NA	NA	NA	NA	NA					
Green Gables	1,618%	~	~	~	~	**	6,632%	1,096%					
<b>Provincial Heritage Sites</b>													
Orwell	35%	~	-100%	-100%	~	-7%	58%	156%					
Beaconsfield	44%	-40%	-86%	-22%	-15%	19%	151%	110%					
Eptek	173%	-100%	14%	-12%	-23%	217%	397%	321%					
Acadian Museum	323%	-100%	9%	37%	-6%	500%	617%	385%					
Elmira	-22%	~	~	~	~	~	~	-8%					
Basin Head	325%	~	~	~	~	~	247%	336%					
Green Park	8%	~	~	~	~	~	-37%	85%					
<b>Total Visitors</b>	<b>94%</b>	<b>-67%</b>	<b>-77%</b>	<b>-48%</b>	<b>-15%</b>	<b>30%</b>	<b>103%</b>	<b>194%</b>					

Actuals 2022

~ = Not open / operating  
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\*\* = 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>													
Cruise (Charlottetown)	13,696	~	~	~	544	2,408	8,904	1,840					
Motorcoach	3,514	0	0	0	0	0	1,911	1,603					
<b>Tourism PEI Website Activity</b>													
English Website	1,521,115	112,267	150,340	177,642	228,475	220,286	266,851	365,254					
French Website	189,814	12,309	11,784	17,917	38,956	36,564	31,937	40,347					
<b>Visitor Information Centres / Destination Centres</b>													
Total Parties Counselling	38,529	~	127	782	1,385	2,614	12,342	21,279					
<b>Golf PEI</b>													
Non-Member Rounds	88,117	~	~	~	1,233	14,511	32,847	39,526					
<b>Parks Canada</b>													
PEI National Park	NA	NA	NA	NA	NA	NA	NA	NA					
Green Gables	70,309	~	~	~	~	5,767	18,985	45,557					
<b>Provincial Heritage Sites</b>													
Orwell	5,789	~	~	~	~	989	2,155	2,645					
Beaconsfield	7,557	174	56	308	866	1,132	2,453	2,568					
Eptek	4,068	1	135	105	110	517	1,014	2,186					
Acadian Museum	2,836	~	35	92	76	240	954	1,439					
Elmira	855	~	~	~	~	~	~	855					
Basin Head	8,842	~	~	~	~	~	927	7,915					
Green Park	1,431	~	~	~	~	~	521	910					
<b>Total Visitors</b>	<b>31,378</b>	175	226	505	1,052	2,878	8,024	18,518					

# Occupancy - Fixed Roof

July 2022

% Change 2021/2022

Fixed Roof Accommodation	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Total Operations Open</b>		176	184	197	236	654	1,346	1,544					
% Change		9%	10%	12%	18%	26%	38%	35%					
<b>Total Room-nights Available</b>	<b>791,241</b>	75,632	68,803	77,493	76,102	118,649	175,892	198,670					
% Change	<b>10%</b>	1%	3%	3%	2%	15%	16%	13%					
<b>Total Room-nights Sold (RNS)</b>	<b>353,552</b>	12,777	16,309	24,540	26,189	39,104	84,565	150,068					
% Change	<b>118%</b>	-21%	12%	45%	79%	163%	375%	123%					
<b>Occupancy Rate</b>	<b>45%</b>	17%	24%	32%	34%	33%	48%	76%					
% Point Change	<b>22%</b>	-5%	2%	9%	15%	19%	36%	37%					
<b>BY REGION</b>													
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>40%</b>	14%	32%	35%	36%	32%	45%	66%					
% Point Change	<b>16%</b>	-12%	-4%	7%	22%	17%	28%	33%					
Room-nights Sold (RNS)	<b>54,321</b>	2,123	4,611	5,835	5,753	6,650	10,480	18,869					
% Change	<b>75%</b>	-48%	-10%	31%	174%	130%	188%	117%					
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>42%</b>	17%	33%	36%	40%	36%	52%	65%					
% Point Change	<b>16%</b>	-11%	-2%	8%	25%	19%	31%	31%					
Room-nights Sold (RNS)	<b>37,346</b>	1,848	3,475	4,311	4,572	5,011	6,944	11,185					
% Change	<b>73%</b>	-41%	-2%	36%	195%	138%	162%	106%					
<b>Green Gables Shore</b>													
Occupancy Rate	<b>49%</b>	9%	12%	14%	15%	18%	36%	77%					
% Point Change	<b>30%</b>	4%	3%	2%	6%	14%	31%	40%					
Room-nights Sold (RNS)	<b>75,218</b>	263	328	414	486	3,824	20,122	49,781					
% Change	<b>189%</b>	183%	106%	87%	83%	308%	691%	129%					
<b>Red Sands</b>													
Occupancy Rate	<b>37%</b>	4%	5%	6%	6%	18%	34%	74%					
% Point Change	<b>19%</b>	-1%	-6%	-5%	0%	9%	26%	35%					
Room-nights Sold (RNS)	<b>12,646</b>	106	115	157	169	805	3,097	8,197					
% Change	<b>150%</b>	-19%	-40%	-45%	-3%	151%	391%	147%					

(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

July 2022

% Change 2021/2022		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>44%</b>	19%	23%	34%	38%	40%	60%	79%					
% Point Change	<b>20%</b>	-4%	4%	11%	14%	21%	45%	37%					
Room-nights Sold (RNS)	<b>174,079</b>	9,828	10,738	17,644	18,960	24,139	39,361	53,409					
% Change	<b>101%</b>	-16%	22%	50%	62%	152%	374%	116%					
<b>Points East</b>													
Occupancy Rate	<b>49%</b>	13%	18%	14%	22%	29%	51%	74%					
% Point Change	<b>28%</b>	7%	9%	6%	11%	17%	38%	35%					
Room-nights Sold (RNS)	<b>37,288</b>	457	517	490	821	3,686	11,505	19,812					
% Change	<b>172%</b>	137%	89%	97%	97%	219%	332%	126%					

# Occupancy - Fixed Roof

July 2022

% Change 2021/2022		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	44%	18%	26%	35%	38%	39%	56%	75%					
% Point Change	20%	-5%	2%	10%	16%	20%	40%	36%					
Room-nights Sold (RNS)	225,197	11,376	14,493	22,302	23,462	29,316	50,390	73,858					
% Change	96%	-20%	10%	43%	76%	139%	315%	114%					
<b>Inns</b>													
Occupancy Rate	49%	19%	33%	33%	28%	30%	52%	82%					
% Point Change	31%	-8%	16%	20%	17%	25%	41%	46%					
Room-nights Sold (RNS)	13,692	372	594	646	528	1,573	3,670	6,309					
% Change	185%	-27%	100%	182%	163%	675%	421%	137%					
<b>Cabins/Cottages</b>													
Occupancy Rate	48%	13%	17%	18%	17%	21%	39%	77%					
% Point Change	25%	-13%	-4%	-2%	4%	12%	30%	36%					
Room-nights Sold (RNS)	96,565	813	1,006	1,253	1,407	6,248	25,641	60,197					
% Change	157%	-23%	19%	34%	61%	185%	467%	122%					
<b>Tourist Home/B&amp;B</b>													
Occupancy Rate	34%	4%	5%	7%	17%	24%	43%	73%					
% Point Change	27%	-2%	0%	3%	14%	22%	40%	53%					
Room-nights Sold (RNS)	17,009	216	215	339	792	1,954	4,703	8,790					
% Change	331%	-53%	-33%	47%	308%	872%	1,452%	292%					
<b>Trailer Rentals/Hostels</b>													
Occupancy Rate	24%	0%	0%	0%	0%	3%	14%	50%					
% Point Change	9%	-10%	0%	-2%	-4%	-1%	4%	17%					
Room-nights Sold (RNS)	1,089	0	1	0	0	13	161	914					
% Change	19%	-100%	**	-100%	-100%	-57%	48%	33%					

# Occupancy - Campground

July 2022

% Change 2021/2022		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>		(2)	(2)	(2)	3	24	42	51					
% Change		(2)	(2)	(2)	50%	33%	8%	19%					
<b>Total Site-nights Available</b>	<b>359,745</b>	(2)	(2)	(2)	1,140	25,500	155,939	177,166					
% Change	<b>4%</b>	(2)	(2)	(2)	84%	64%	1%	1%					
<b>Total Site-nights Sold (SNS)</b>	<b>188,941</b>	(2)	(2)	(2)	214	7,905	57,245	123,577					
% Change	<b>40%</b>	(2)	(2)	(2)	693%	61%	13%	57%					
<b>Occupancy Rate</b>	<b>53%</b>	(2)	(2)	(2)	19%	31%	37%	70%					
% Point Change	<b>14%</b>	(2)	(2)	(2)	14%	-1%	4%	25%					
<b>North Cape Coastal Drive</b>													
Occupancy Rate	<b>29%</b>	~	~	~	~	11%	18%	45%					
% Point Change	<b>2%</b>	~	~	~	~	**	-11%	19%					
Site-nights Sold (SNS)	<b>13,048</b>	~	~	~	~	629	3,511	8,908					
% Change	<b>41%</b>	~	~	~	~	**	-19%	81%					
<b>Summerside Area <sup>(1)</sup></b>													
Occupancy Rate	<b>48%</b>	~	~	~	~	~	28%	66%					
% Point Change	<b>17%</b>	~	~	~	~	~	-2%	34%					
Site-nights Sold (SNS)	<b>2,620</b>	~	~	~	~	~	728	1,892					
% Change	<b>58%</b>	~	~	~	~	~	-4%	109%					

*(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

July 2022

% Change 2021/2022		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	57%	~	~	~	(2)	44%	40%	74%					
% Point Change	17%	~	~	~	(2)	7%	6%	27%					
Site-nights Sold (SNS)	133,446	~	~	~	(2)	4,661	41,099	87,686					
% Change	40%	~	~	~	(2)	49%	16%	54%					
<b>Red Sands</b>													
Occupancy Rate	38%	~	~	~	~	34%	32%	45%					
% Point Change	24%	~	~	~	~	**	22%	26%					
Site-nights Sold (SNS)	3,378	~	~	~	~	413	1,076	1,889					
% Change	217%	~	~	~	~	**	276%	143%					
<b>Charlottetown</b>													
Occupancy Rate	67%	~	~	~	~	36%	51%	95%					
% Point Change	26%	~	~	~	~	17%	14%	42%					
Site-nights Sold (SNS)	13,357	~	~	~	~	1,191	4,142	8,024					
% Change	65%	~	~	~	~	100%	38%	78%					
<b>Points East</b>													
Occupancy Rate	48%	~	~	~	(2)	22%	34%	66%					
% Point Change	6%	~	~	~	(2)	-12%	-2%	17%					
Site-nights Sold (SNS)	25,712	~	~	~	(2)	1,011	7,417	17,070					
% Change	25%	~	~	~	(2)	-14%	-3%	45%					

	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>542,493</b>	12,817	16,356	24,596	26,260	47,009	141,810	273,645					
% Change	<b>83%</b>	-21%	12%	45%	79%	138%	107%	87%					
<b>ORIGIN BREAKDOWN</b>	<b>100%</b>	<b>100%</b>			<b>100%</b>			<b>100%</b>					
<b>Canada</b>	<b>94%</b>	95%	96%	97%	95%	93%	93%	94%					
<b>United States</b>	<b>5%</b>	2%	2%	2%	3%	4%	6%	5%					
<b>International</b>	<b>1%</b>	3%	2%	1%	1%	2%	1%	1%					
% Change 2021/2022													
<b>CANADA</b>	ONS*	<b>73%</b>	-17%	11%	45%	77%	124%	90%	75%				
Fixed Roof - RNS*		<b>104%</b>	-17%	10%	45%	77%	146%	326%	103%				
Campground - SNS*		<b>36%</b>	**	**	**	163%	59%	9%	51%				
<b>New Brunswick</b>	ONS*	<b>86%</b>	16%	75%	275%	366%	402%	281%	26%				
Fixed Roof - RNS*		<b>95%</b>	16%	74%	274%	365%	412%	379%	13%				
Campground - SNS*		<b>66%</b>	~	**	**	**	282%	134%	52%				
<b>Nova Scotia</b>	ONS*	<b>82%</b>	2%	68%	156%	258%	502%	300%	30%				
Fixed Roof - RNS*		<b>92%</b>	2%	67%	155%	258%	559%	503%	17%				
Campground - SNS*		<b>59%</b>	~	**	**	**	137%	79%	54%				
<b>Ontario</b>	ONS*	<b>461%</b>	-30%	12%	128%	220%	372%	920%	519%				
Fixed Roof - RNS*		<b>447%</b>	-30%	12%	128%	218%	451%	918%	513%				
Campground - SNS*		<b>540%</b>	~	~	~	**	50%	934%	541%				
<b>Prince Edward Island</b>	ONS*	<b>-3%</b>	-18%	-10%	-15%	-8%	0%	-10%	7%				
Fixed Roof - RNS*		<b>-7%</b>	-18%	-10%	-15%	-8%	-17%	16%	1%				
Campground - SNS*		<b>-1%</b>	**	**	**	67%	41%	-15%	8%				
<b>Quebec</b>	ONS*	<b>564%</b>	-52%	155%	567%	883%	1,498%	2,505%	444%				
Fixed Roof - RNS*		<b>526%</b>	-52%	155%	567%	883%	1,424%	2,003%	398%				
Campground - SNS*		<b>644%</b>	~	~	~	~	**	7,141%	515%				
<b>All Other Provinces</b>	ONS*	<b>372%</b>	-53%	52%	159%	316%	617%	744%	441%				
Fixed Roof - RNS*		<b>375%</b>	-53%	52%	159%	316%	574%	1,084%	458%				
Campground - SNS*		<b>358%</b>	~	~	~	~	13,000%	274%	385%				



		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>1,574%</b>	-24%	92%	192%	900%	4,137%	5,086%	2,259%					
<b>New England</b>	ONS*	<b>1,908%</b>	197%	1,743%	1,700%	**	10,117%	237,700%	1,247%					
<b>Mid-Atlantic</b>	ONS*	<b>1,599%</b>	-8%	164%	141%	110%	9,433%	3,704%	3,506%					
<b>South</b>	ONS*	<b>2,496%</b>	-7%	479%	216%	7,175%	2,725%	3,042%	3,855%					
<b>Midwest</b>	ONS*	<b>2,462%</b>	-84%	-100%	800%	**	4,133%	3,627%	34,275%					
<b>West</b>	ONS*	<b>745%</b>	-55%	-10%	85%	311%	2,457%	4,256%	2,747%					
<b>KEY INTL MARKETS</b>	ONS*	<b>561%</b>	-57%	4%	36%	82%	464%	1,423%	2,684%					
<b>China</b>	ONS*	<b>460%</b>	-76%	-57%	**	12,300%	857%	514%	428%					
<b>England</b>	ONS*	<b>2,833%</b>	-7%	**	**	**	**	**	8,500%					
<b>Germany</b>	ONS*	<b>477%</b>	-61%	-40%	-56%	-29%	167%	3,943%	**					
<b>Japan</b>	ONS*	<b>479%</b>	**	0%	0%	-89%	36%	139%	2,171%					
<b>Taiwan</b>	ONS*	<b>1,200%</b>	0%	-100%	**	0%	0%	**	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: 96.43%**

**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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