

% 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
Traffic													
Bridge	97%	60%	219%	372%	469%	718%	421%	87%	30%	29%	55%		
Air	247%	197%	346%	661%	760%	1,533%	1,332%	607%	117%	88%	113%		
Ferry	38%	~	~	~	~	**	691%	55%	2%	-16%	-11%		
Cruise (Charlottetown)	~	~	~	~	**	**	**	**	**	**	**		
Motorcoach	800%	0%	0%	0%	0%	0%	**	**	1,440%	259%	109%		
Tourism PEI Website Activity													
English Website	57%	22%	70%	76%	193%	153%	93%	43%	29%	7%	-10%		
French Website	-11%	-10%	-20%	-1%	189%	89%	31%	-33%	-42%	-56%	-31%		
Visitor Information Centres / Destination Centres													
Total Parties Counselling	99%	-100%	-63%	170%	398%	785%	494%	179%	39%	44%	11%		
Golf PEI													
Non-Member Rounds	5%	~	~	~	-64%	36%	66%	20%	0%	-22%	-30%		
Parks Canada													
PEI National Park	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA		
Green Gables	359%	~	~	~	~	**	6,632%	1,096%	191%	164%	150%		
Provincial Heritage Sites													
Orwell	14%	~	~	~	~	-7%	58%	156%	41%	-12%	~		
Beaconsfield	29%	-40%	-86%	-22%	-15%	19%	151%	110%	26%	35%	-27%		
Eptek	89%	-100%	14%	-12%	-23%	217%	397%	321%	96%	5%	-47%		
Acadian Museum	194%	-100%	9%	37%	-6%	500%	617%	385%	175%	59%	63%		
Elmira	-39%	~	~	~	~	~	~	-8%	-41%	-75%	~		
Basin Head	205%	~	~	~	~	~	247%	336%	88%	**	~		
Green Park	4%	~	~	~	~	~	-37%	85%	-4%	~	~		
Total Visitors	63%	-67%	-77%	-48%	-15%	30%	103%	194%	51%	78%	-50%		

Actuals 2022

~ = Not open / operating
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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
Traffic													
Cruise (Charlottetown)	95,186	~	~	~	544	2,408	8,904	1,840	12,949	39,015	29,526		
Motorcoach	9,438	0	0	0	0	0	1,911	1,603	2,895	2,937	92		
Tourism PEI Website Activity													
English Website	2,113,373	112,267	150,340	177,642	228,475	220,286	266,851	365,254	358,029	160,426	73,803		
French Website	257,462	12,309	11,784	17,917	38,956	36,564	31,937	40,347	43,135	18,377	6,136		
Visitor Information Centres / Destination Centres													
Total Parties Counselling	77,800	~	127	782	1,385	3,984	12,342	21,279	20,691	13,252	3,958		
Golf PEI													
Non-Member Rounds	175,964	~	~	~	1,233	14,511	32,847	39,526	45,504	31,246	11,097		
Parks Canada													
PEI National Park	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA		
Green Gables	149,843	~	~	~	~	5,767	18,985	45,557	48,697	22,039	8,798		
Provincial Heritage Sites													
Orwell	9,227	~	~	~	~	989	2,155	2,645	2,840	598	~		
Beaconsfield	14,031	174	56	308	866	1,132	2,453	2,568	3,679	1,727	1,068		
Eptek	7,165	1	135	105	110	517	1,014	2,186	2,151	611	335		
Acadian Museum	5,601	~	35	92	76	240	954	1,439	1,900	585	280		
Elmira	1,891	~	~	~	~	~	~	855	941	95	~		
Basin Head	18,670	~	~	~	~	~	927	7,915	7,570	2,258	~		
Green Park	2,200	~	~	~	~	~	521	910	769	~	~		
Total Visitors	58,785	175	226	505	1,052	2,878	8,024	18,518	19,850	5,874	1,683		

Occupancy - Fixed Roof

October 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
Total Operations Open		176	184	197	236	658	1,352	1,550	1,586	1,503	825		
% Change		9%	10%	12%	18%	27%	39%	36%	38%	36%	16%		
Total Room-nights Available	1,292,320	75,632	68,803	77,493	76,102	118,742	176,040	199,767	202,432	177,219	120,090		
% Change	10%	1%	3%	3%	2%	15%	16%	14%	12%	8%	7%		
Total Room-nights Sold (RNS)	659,647	12,777	16,309	24,540	26,189	39,117	84,735	150,908	157,038	91,057	56,977		
% Change	73%	-21%	12%	45%	79%	163%	376%	124%	39%	27%	69%		
Occupancy Rate	51%	17%	24%	32%	34%	33%	48%	76%	78%	51%	47%		
% Point Change	19%	-5%	2%	9%	15%	18%	36%	37%	15%	8%	17%		
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	46%	14%	32%	35%	36%	32%	45%	66%	72%	49%	45%		
% Point Change	16%	-12%	-4%	7%	22%	17%	28%	33%	19%	10%	16%		
Room-nights Sold (RNS)	97,399	2,123	4,611	5,835	5,753	6,650	10,487	18,900	20,285	12,838	9,917		
% Change	60%	-48%	-10%	31%	174%	130%	188%	117%	46%	35%	57%		
Summerside Area ⁽¹⁾													
Occupancy Rate	49%	17%	33%	36%	40%	36%	52%	65%	70%	57%	60%		
% Point Change	17%	-11%	-2%	8%	25%	19%	31%	31%	15%	15%	29%		
Room-nights Sold (RNS)	66,322	1,848	3,475	4,311	4,572	5,011	6,944	11,185	11,508	8,994	8,474		
% Change	59%	-41%	-2%	36%	195%	138%	162%	106%	30%	39%	72%		
Green Gables Shore													
Occupancy Rate	52%	9%	12%	14%	15%	18%	36%	78%	78%	39%	19%		
% Point Change	20%	4%	3%	2%	6%	14%	31%	40%	15%	4%	-2%		
Room-nights Sold (RNS)	153,333	263	328	414	486	3,824	20,196	50,213	52,010	22,330	3,269		
% Change	75%	183%	106%	87%	83%	308%	694%	131%	35%	18%	-14%		
Red Sands													
Occupancy Rate	41%	4%	5%	6%	6%	18%	34%	74%	72%	39%	13%		
% Point Change	12%	-1%	-6%	-5%	0%	9%	26%	35%	11%	0%	-8%		
Room-nights Sold (RNS)	25,307	106	115	157	169	805	3,097	8,249	8,085	3,748	776		
% Change	76%	-19%	-40%	-45%	-3%	151%	391%	148%	52%	24%	-22%		

(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 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
Charlottetown													
Occupancy Rate	53%	19%	23%	34%	38%	40%	60%	79%	82%	70%	66%		
% Point Change	21%	-4%	4%	11%	14%	21%	45%	37%	17%	15%	31%		
Room-nights Sold (RNS)	307,405	9,828	10,738	17,644	18,960	24,139	39,410	53,546	55,564	40,294	37,282		
% Change	76%	-16%	22%	50%	62%	152%	374%	117%	41%	35%	98%		
Points East													
Occupancy Rate	51%	13%	18%	14%	22%	29%	51%	73%	75%	45%	32%		
% Point Change	16%	7%	9%	6%	11%	17%	38%	35%	6%	-1%	3%		
Room-nights Sold (RNS)	76,203	457	517	490	821	3,699	11,545	20,000	21,094	11,847	5,733		
% Change	74%	137%	89%	97%	97%	220%	333%	128%	32%	16%	48%		

Occupancy - Fixed Roof

October 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
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	53%	18%	26%	35%	38%	39%	56%	75%	78%	61%	63%		
% Point Change	19%	-5%	2%	10%	16%	20%	40%	36%	17%	12%	28%		
Room-nights Sold (RNS)	402,678	11,376	14,493	22,302	23,462	29,316	50,390	73,858	77,102	52,984	47,395		
% Change	70%	-20%	10%	43%	76%	139%	315%	114%	37%	31%	93%		
Inns													
Occupancy Rate	57%	19%	33%	33%	28%	30%	52%	82%	84%	61%	44%		
% Point Change	22%	-8%	16%	20%	17%	25%	41%	46%	18%	9%	0%		
Room-nights Sold (RNS)	26,327	372	594	646	528	1,573	3,670	6,309	6,610	4,414	1,611		
% Change	70%	-27%	100%	182%	163%	675%	421%	137%	33%	20%	-21%		
Cabins/Cottages													
Occupancy Rate	50%	13%	17%	18%	17%	21%	39%	77%	77%	39%	19%		
% Point Change	15%	-13%	-4%	-2%	4%	12%	30%	36%	9%	0%	-2%		
Room-nights Sold (RNS)	193,947	813	1,006	1,253	1,407	6,261	25,811	61,037	62,919	27,498	5,942		
% Change	72%	-23%	19%	34%	61%	185%	470%	125%	37%	16%	0%		
Tourist Home/B&B													
Occupancy Rate	41%	4%	5%	7%	17%	24%	43%	73%	78%	52%	21%		
% Point Change	25%	-2%	0%	3%	14%	22%	40%	53%	29%	18%	6%		
Room-nights Sold (RNS)	34,637	216	215	339	792	1,954	4,703	8,790	9,563	6,040	2,025		
% Change	141%	-53%	-33%	47%	308%	872%	1,452%	292%	74%	63%	67%		
Trailer Rentals/Hostels													
Occupancy Rate	26%	0%	0%	0%	0%	3%	14%	49%	47%	9%	1%		
% Point Change	9%	-10%	0%	-2%	-4%	-1%	4%	16%	15%	-1%	-6%		
Room-nights Sold (RNS)	2,058	0	1	0	0	13	161	914	844	121	4		
% Change	16%	-100%	**	-100%	-100%	-57%	48%	33%	29%	-24%	-92%		

Occupancy - Campground

October 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
Total Operations Open		(2)	(2)	(2)	3	24	42	51	53	49	21		
% Change		(2)	(2)	(2)	50%	33%	8%	19%	15%	11%	24%		
Total Site-nights Available	682,452	(2)	(2)	(2)	1,140	25,500	155,939	177,166	178,184	132,431	12,092		
% Change	0%	(2)	(2)	(2)	84%	64%	1%	1%	1%	-4%	-33%		
Total Site-nights Sold (SNS)	355,752	(2)	(2)	(2)	214	7,905	57,245	123,577	116,348	48,981	1,482		
% Change	33%	(2)	(2)	(2)	693%	61%	13%	57%	35%	11%	-30%		
Occupancy Rate	52%	(2)	(2)	(2)	19%	31%	37%	70%	65%	37%	12%		
% Point Change	13%	(2)	(2)	(2)	14%	-1%	4%	25%	17%	5%	1%		
North Cape Coastal Drive													
Occupancy Rate	30%	~	~	~	~	11%	18%	45%	43%	20%	1%		
% Point Change	7%	~	~	~	~	**	-11%	19%	15%	8%	0%		
Site-nights Sold (SNS)	25,232	~	~	~	~	629	3,511	8,908	8,982	3,169	33		
% Change	53%	~	~	~	~	**	-19%	81%	64%	82%	3%		
Summerside Area ⁽¹⁾													
Occupancy Rate	49%	~	~	~	~	~	28%	66%	65%	36%	~		
% Point Change	18%	~	~	~	~	~	-2%	34%	26%	12%	~		
Site-nights Sold (SNS)	5,232	~	~	~	~	~	728	1,892	1,880	732	~		
% Change	56%	~	~	~	~	~	-4%	109%	66%	34%	~		

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Occupancy - Campground

October 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
Green Gables Shore													
Occupancy Rate	56.2%	~	~	~	(2)	44%	40%	74%	68%	40%	16%		
% Point Change	14.8%	~	~	~	(2)	7%	6%	27%	17%	5%	10%		
Site-nights Sold (SNS)	250,929	~	~	~	(2)	4,661	41,099	87,686	81,609	35,180	694		
% Change	31.4%	~	~	~	(2)	49%	16%	54%	33%	6%	44%		
Red Sands													
Occupancy Rate	36.4%	~	~	~	~	34%	32%	45%	48%	21%	8%		
% Point Change	16.8%	~	~	~	~	**	22%	26%	21%	2%	-21%		
Site-nights Sold (SNS)	6,277	~	~	~	~	413	1,076	1,889	2,086	779	34		
% Change	115.3%	~	~	~	~	**	276%	143%	81%	24%	-51%		
Charlottetown													
Occupancy Rate	65.0%	~	~	~	~	36%	51%	95%	77%	44%	~		
% Point Change	25.4%	~	~	~	~	17%	14%	42%	19%	16%	~		
Site-nights Sold (SNS)	22,816	~	~	~	~	1,191	4,142	8,024	6,488	2,971	~		
% Change	47.1%	~	~	~	~	100%	38%	78%	34%	34%	~		
Points East													
Occupancy Rate	51.2%	~	~	~	(2)	22%	34%	66%	68%	40%	21%		
% Point Change	7.4%	~	~	~	(2)	-12%	-2%	17%	13%	5%	-7%		
Site-nights Sold (SNS)	50,498	~	~	~	(2)	1,011	7,417	17,070	17,183	6,882	721		
% Change	23.1%	~	~	~	(2)	-14%	-3%	45%	31%	14%	-39%		

	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)	1,015,399	12,817	16,356	24,596	26,260	47,022	141,980	274,485	273,386	140,038	58,459		
% Change	57%	-21%	12%	45%	79%	138%	107%	88%	37%	21%	63%		
ORIGIN BREAKDOWN	100%	100%			100%			100%			100%		
Canada	93%	95%	96%	97%	95%	93%	93%	94%	92%	91%	95%		
United States	6%	2%	2%	2%	3%	4%	6%	5%	6%	7%	4%		
International	1%	3%	2%	1%	1%	2%	1%	1%	1%	2%	1%		
% Change 2021/2022													
CANADA ONS*	48%	-17%	11%	45%	77%	124%	91%	76%	28%	13%	63%		
Fixed Roof - RNS*	62%	-17%	10%	45%	77%	146%	327%	104%	26%	16%	68%		
Campground - SNS*	29%	**	**	**	163%	59%	9%	51%	30%	8%	-29%		
New Brunswick ONS*	46%	16%	75%	275%	366%	402%	281%	27%	7%	9%	53%		
Fixed Roof - RNS*	43%	16%	74%	274%	365%	412%	380%	13%	-7%	1%	53%		
Campground - SNS*	54%	~	**	**	**	282%	134%	52%	39%	49%	45%		
Nova Scotia ONS*	35%	2%	68%	156%	258%	502%	301%	30%	1%	2%	20%		
Fixed Roof - RNS*	34%	2%	67%	155%	258%	559%	505%	18%	-8%	-1%	19%		
Campground - SNS*	37%	~	**	**	**	137%	79%	54%	21%	11%	33%		
Ontario ONS*	144%	-30%	12%	128%	220%	373%	924%	523%	83%	15%	70%		
Fixed Roof - RNS*	140%	-30%	12%	128%	218%	452%	922%	519%	77%	19%	75%		
Campground - SNS*	161%	~	~	~	**	50%	934%	541%	112%	-6%	-38%		
Prince Edward Island ONS*	1%	-18%	-10%	-15%	-8%	0%	-10%	7%	-1%	11%	67%		
Fixed Roof - RNS*	0%	-18%	-10%	-15%	-8%	-17%	16%	1%	-27%	26%	85%		
Campground - SNS*	2%	**	**	**	67%	41%	-15%	8%	6%	6%	-32%		
Quebec ONS*	159%	-52%	155%	567%	883%	1,498%	2,507%	446%	86%	6%	45%		
Fixed Roof - RNS*	135%	-52%	155%	567%	883%	1,424%	2,005%	400%	63%	5%	50%		
Campground - SNS*	215%	~	~	~	~	**	7,141%	515%	129%	10%	-80%		
All Other Provinces ONS*	177%	-53%	52%	159%	316%	617%	745%	444%	117%	57%	142%		
Fixed Roof - RNS*	175%	-53%	52%	159%	316%	574%	1,085%	462%	112%	59%	144%		
Campground - SNS*	192%	~	~	~	~	13,000%	274%	385%	140%	43%	-20%		

	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES ONS*	498%	-24%	92%	192%	900%	4,137%	5,086%	2,273%	491%	187%	66%		
New England ONS*	442%	197%	1,743%	1,700%	**	10,117%	237,700%	1,256%	415%	144%	65%		
Mid-Atlantic ONS*	444%	-8%	164%	141%	110%	9,433%	3,704%	3,519%	344%	232%	27%		
South ONS*	593%	-7%	479%	216%	7,175%	2,725%	3,042%	3,867%	457%	264%	59%		
Midwest ONS*	740%	-84%	-100%	800%	**	4,133%	3,627%	34,275%	1,102%	241%	131%		
West ONS*	454%	-55%	-10%	85%	311%	2,457%	4,256%	2,785%	844%	156%	75%		
KEY INTL MARKETS ONS*	530%	-57%	4%	36%	82%	464%	1,423%	2,688%	1,203%	319%	101%		
China ONS*	245%	-76%	-57%	**	12,300%	857%	514%	428%	165%	60%	73%		
England ONS*	844%	-7%	**	**	**	**	**	8,500%	1,283%	500%	154%		
Germany ONS*	458%	-61%	-40%	-56%	-29%	167%	3,943%	**	1,098%	346%	47%		
Japan ONS*	1,127%	**	0%	0%	-89%	36%	139%	2,179%	24,600%	2,600%	-100%		
Taiwan ONS*	150%	0%	-100%	**	0%	0%	**	**	-100%	-100%	200%		

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: 96.34%

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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