

% 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
Traffic													
Bridge	26%	215%	111%	24%	18%	17%	18%	6%					
Air	29%	145%	238%	72%	24%	13%	14%	6%					
Ferry	-32%	~	~	~	~	0%	-63%	-25%					
Cruise (Charlottetown)	126%	~	~	~	225%	353%	7%	378%					
Motorcoach	19%	0%	0%	0%	0%	**	-19%	60%					
Tourism PEI Website Activity													
English Website	5%	26%	-24%	-24%	10%	33%	9%	3%					
French Website	24%	-14%	15%	25%	23%	31%	33%	23%					
Visitor Information Centres / Destination Centres													
Total Parties Counsellled	16%	**	1,928%	138%	15%	32%	3%	2%					
Golf PEI													
Non-Member Rounds	10%	~	~	~	168%	4%	7%	9%					
Parks Canada													
PEI National Park	NA	NA	NA	NA	NA	NA	NA	NA					
Green Gables	9%	~	**	**	**	40%	8%	4%					
Provincial Heritage Sites													
Orwell	-11%	~	~	~	~	~	27%	-9%					
Beaconsfield	52%	466%	2,116%	464%	-36%	-11%	-26%	61%					
Eptek	8%	22,600%	27%	108%	275%	-17%	-4%	-11%					
Acadian Museum	16%	~	254%	63%	32%	6%	7%	9%					
Elmira	71%	~	~	~	~	~	**	9%					
Basin Head	-12%	~	~	~	~	~	28%	-16%					
Green Park	-21%	~	~	~	~	~	5%	-35%					
Total Visitors	11%	640%	580%	317%	1%	-41%	10%	-2%					

Actuals 2023

~ = Not open / operating
N/A = Not available
** = Data not comparable

Actuals 2023		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			
~ = Not open / operating N/A = Not available ** = Data not comparable		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic														
Cruise (Charlottetown)		31,010	~	~	~	1,769	10,917	9,536	8,788					
Motorcoach		4,177	0	0	0	0	75	1,539	2,563					
Tourism PEI Website Activity														
English Website		1,603,482	141,046	114,268	135,288	250,209	293,437	291,602	377,632					
French Website		234,656	10,581	13,545	22,315	47,991	48,009	42,635	49,580					
Visitor Information Centres / Destination Centres														
Total Parties Counselling		46,395	650	2,576	1,862	1,596	5,240	12,763	21,708					
Golf PEI														
Non-Member Rounds		96,602	~	~	~	3,301	15,061	35,120	43,120					
Parks Canada														
PEI National Park		NA	NA	NA	NA	NA	NA	NA	NA					
Green Gables		76,469	~	235	4	380	8,077	20,428	47,345					
Provincial Heritage Sites														
Orwell		5,141	~	~	~	~	~	2,738	2,403					
Beaconsfield		11,463	984	1,241	1,736	550	1,013	1,806	4,133					
Eptek		4,391	227	171	218	413	429	977	1,956					
Acadian Museum		3,302	84	124	150	100	255	1,018	1,571					
Elmira		1,458	~	~	~	~	~	530	928					
Basin Head		7,808	~	~	~	~	~	1,185	6,623					
Green Park		1,135	~	~	~	~	~	545	590					
Total Visitors		34,698	1,295	1,536	2,104	1,063	1,697	8,799	18,204					

Occupancy - Fixed Roof

July 2023

% Change 2022/2023

% 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
Total Operations Open			222	239	235	289	728	1,391	1,582					
% Change			26%	30%	19%	22%	11%	3%	2%					
Total Room-nights Available		775,276	71,631	64,986	70,759	72,192	122,123	175,913	197,672					
% Change		-2%	-5%	-5%	-9%	-5%	3%	0%	-1%					
Total Room-nights Sold (RNS)		365,127	20,026	29,922	28,764	25,102	45,317	80,261	135,735					
% Change		3%	57%	83%	17%	-4%	16%	-5%	-10%					
Occupancy Rate		47%	28%	46%	41%	35%	37%	46%	69%					
% Point Change		2%	11%	22%	9%	0%	4%	-3%	-7%					
BY REGION														
North Cape Coastal Drive														
Occupancy Rate		39%	24%	35%	34%	30%	34%	39%	63%					
% Point Change		-1%	10%	4%	-1%	-6%	2%	-6%	-3%					
Room-nights Sold (RNS)		52,614	4,045	5,446	5,207	4,564	6,371	9,538	17,443					
% Change		-3%	91%	18%	-11%	-21%	-4%	-9%	-8%					
Summerside Area ⁽¹⁾														
Occupancy Rate		44%	29%	42%	34%	38%	40%	46%	65%					
% Point Change		2%	13%	8%	-2%	-1%	4%	-7%	0%					
Room-nights Sold (RNS)		37,823	3,496	4,388	3,590	3,928	4,927	6,774	10,720					
% Change		1%	89%	26%	-17%	-14%	-2%	-2%	-4%					
Green Gables Shore														
Occupancy Rate		46%	5%	18%	13%	15%	20%	35%	70%					
% Point Change		-3%	-4%	5%	-1%	0%	1%	-1%	-7%					
Room-nights Sold (RNS)		67,324	132	446	342	444	4,130	18,219	43,611					
% Change		-11%	-50%	36%	-17%	-9%	8%	-10%	-13%					
Red Sands														
Occupancy Rate		38%	4%	18%	6%	7%	14%	35%	70%					
% Point Change		2%	0%	13%	0%	1%	-4%	0%	-4%					
Room-nights Sold (RNS)		11,006	76	198	87	113	604	2,870	7,058					
% Change		-13%	-28%	72%	-45%	-33%	-25%	-7%	-14%					

(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 2023

% Change 2022/2023

		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
YTD													
Charlottetown													
Occupancy Rate	52%	33%	55%	47%	40%	48%	57%	71%					
% Point Change	7%	14%	32%	13%	2%	7%	-3%	-7%					
Room-nights Sold (RNS)	196,122	15,215	22,885	22,014	18,926	29,518	38,490	49,074					
% Change	13%	55%	113%	25%	0%	22%	-2%	-8%					
Points East													
Occupancy Rate	44%	13%	23%	25%	22%	30%	46%	64%					
% Point Change	-5%	0%	5%	12%	0%	1%	-5%	-9%					
Room-nights Sold (RNS)	38,061	558	947	1,114	1,055	4,694	11,144	18,549					
% Change	1%	22%	83%	127%	29%	27%	-3%	-7%					

Occupancy - Fixed Roof

July 2023

% Change 2022/2023

% 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
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	50%	32%	52%	46%	39%	44%	53%	68%					
% Point Change	5%	14%	26%	11%	0%	5%	-3%	-7%					
Room-nights Sold (RNS)	245,069	18,262	26,202	25,910	22,159	34,976	49,610	67,950					
% Change	9%	61%	81%	16%	-6%	19%	-2%	-8%					
Inns													
Occupancy Rate	48%	35%	48%	44%	36%	34%	48%	67%					
% Point Change	-2%	16%	15%	12%	9%	4%	-4%	-15%					
Room-nights Sold (RNS)	14,887	801	1,059	963	787	2,328	3,659	5,290					
% Change	9%	115%	78%	49%	49%	48%	0%	-16%					
Cabins/Cottages													
Occupancy Rate	44%	10%	22%	16%	17%	21%	35%	70%					
% Point Change	-3%	-3%	5%	-1%	0%	0%	-3%	-6%					
Room-nights Sold (RNS)	87,771	755	1,546	1,154	1,333	5,722	22,315	54,946					
% Change	-10%	-7%	54%	-8%	-5%	-9%	-14%	-10%					
Tourist Home/B&B													
Occupancy Rate	35%	4%	23%	14%	16%	29%	46%	64%					
% Point Change	0%	0%	18%	7%	-1%	5%	3%	-9%					
Room-nights Sold (RNS)	16,796	189	1,115	737	823	2,274	4,490	7,168					
% Change	-1%	-13%	419%	117%	4%	16%	-5%	-18%					
Trailer Rentals/Hostels													
Occupancy Rate	20%	30%	0%	0%	0%	5%	18%	37%					
% Point Change	-4%	30%	0%	0%	0%	2%	4%	-12%					
Room-nights Sold (RNS)	604	19	0	0	0	17	187	381					
% Change	-45%	**	-100%	0%	0%	31%	16%	-58%					

Occupancy - Campground

July 2023

% Change 2022/2023

Campground	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		3	3	3	4	23	43	49					
% Change		200%	200%	200%	33%	-4%	2%	-4%					
Total Site-nights Available	327,124	472	372	408	440	20,508	133,212	171,712					
% Change	-9%	281%	232%	229%	-44%	-20%	-15%	-3%					
Total Site-nights Sold (SNS)	172,426	40	66	36	64	6,795	51,772	113,653					
% Change	-9%	0%	40%	-36%	-10%	-14%	-10%	-8%					
Occupancy Rate	53%	8%	18%	9%	15%	33%	39%	66%					
% Point Change	0%	-24%	-24%	-36%	5%	2%	2%	-4%					
North Cape Coastal Drive													
Occupancy Rate	27%	~	~	~	~	1%	18%	42%					
% Point Change	-2%	~	~	~	~	-9%	0%	-4%					
Site-nights Sold (SNS)	9,574	~	~	~	~	50	2,901	6,623					
% Change	-27%	~	~	~	~	-92%	-17%	-26%					
Summerside Area ⁽¹⁾													
Occupancy Rate	43%	~	~	~	~	~	24%	62%					
% Point Change	-4%	~	~	~	~	~	-4%	-4%					
Site-nights Sold (SNS)	2,421	~	~	~	~	~	646	1,775					
% Change	-8%	~	~	~	~	~	-11%	-6%					

(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

July 2023

% Change 2022/2023

% 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
Green Gables Shore													
Occupancy Rate	55%	~	~	~	~	35%	40%	68%					
% Point Change	-2%	~	~	~	~	-10%	1%	-5%					
Site-nights Sold (SNS)	118,669	~	~	~	~	3,493	35,083	80,093					
% Change	-11%	~	~	~	~	-25%	-15%	-9%					
Red Sands													
Occupancy Rate	54%	(2)	(2)	(2)	(2)	62%	50%	55%					
% Point Change	15%	(2)	(2)	(2)	(2)	28%	19%	10%					
Site-nights Sold (SNS)	4,960	(2)	(2)	(2)	(2)	1,018	1,497	2,424					
% Change	47%	(2)	(2)	(2)	(2)	146%	39%	28%					
Charlottetown													
Occupancy Rate	73%	~	~	~	~	~	68%	75%					
% Point Change	6%	~	~	~	~	~	18%	-20%					
Site-nights Sold (SNS)	9,653	~	~	~	~	~	3,303	6,350					
% Change	-28%	~	~	~	~	~	-20%	-21%					
Points East													
Occupancy Rate	53%	(2)	(2)	(2)	15%	41%	39%	70%					
% Point Change	4%	(2)	(2)	(2)	0%	20%	5%	4%					
Site-nights Sold (SNS)	29,570	(2)	(2)	(2)	64	2,234	8,988	18,163					
% Change	15%	(2)	(2)	(2)	-10%	121%	21%	6%					

	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)	537,553	20,066	29,988	28,800	25,166	52,112	132,033	249,388					
% Change	-1%	57%	83%	17%	-4%	11%	-7%	-9%					
ORIGIN BREAKDOWN	100%	100%			100%			100%					
Canada	92%	96%	98%	97%	96%	91%	90%	91%					
United States	6%	2%	2%	2%	2%	6%	8%	8%					
International	2%	1%	0%	1%	1%	3%	2%	1%					
% Change 2022/2023													
CANADA ONS*	-3%	59%	87%	17%	-3%	8%	-9%	-12%					
Fixed Roof - RNS*	1%	59%	87%	17%	-3%	13%	-8%	-14%					
Campground - SNS*	-10%	-5%	36%	-36%	-10%	-16%	-11%	-9%					
New Brunswick ONS*	10%	169%	142%	33%	10%	17%	-8%	-2%					
Fixed Roof - RNS*	17%	169%	143%	33%	10%	19%	-3%	-1%					
Campground - SNS*	-8%	**	-100%	-100%	-82%	-26%	-24%	-3%					
Nova Scotia ONS*	9%	148%	183%	41%	15%	15%	-7%	-4%					
Fixed Roof - RNS*	12%	148%	184%	41%	15%	16%	-8%	-6%					
Campground - SNS*	-1%	**	0%	-100%	-33%	2%	-3%	-1%					
Ontario ONS*	-11%	184%	255%	19%	8%	14%	-14%	-22%					
Fixed Roof - RNS*	-8%	184%	255%	19%	9%	17%	-13%	-22%					
Campground - SNS*	-22%	~	~	**	-56%	-21%	-18%	-23%					
Prince Edward Island ONS*	-13%	-13%	-20%	-11%	-20%	-11%	-10%	-13%					
Fixed Roof - RNS*	-15%	-13%	-21%	-11%	-20%	-6%	-14%	-17%					
Campground - SNS*	-11%	-28%	54%	-20%	13%	-17%	-9%	-12%					
Quebec ONS*	-5%	278%	434%	48%	5%	15%	-16%	-11%					
Fixed Roof - RNS*	-2%	278%	434%	48%	4%	15%	-14%	-15%					
Campground - SNS*	-9%	~	~	**	**	26%	-23%	-6%					
All Other Provinces ONS*	11%	157%	407%	58%	-26%	30%	4%	-16%					
Fixed Roof - RNS*	15%	157%	407%	58%	-26%	32%	8%	-17%					
Campground - SNS*	-13%	~	~	~	~	-10%	-17%	-10%					

Visitor Origins

July 2023

			1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	27%	94%	35%	-5%	-27%	39%	32%	26%					
New England	ONS*	24%	5%	-6%	29%	-6%	42%	25%	24%					
Mid-Atlantic	ONS*	36%	-8%	41%	-61%	-16%	33%	32%	45%					
South	ONS*	32%	386%	52%	57%	-50%	53%	45%	25%					
Midwest	ONS*	33%	514%	**	233%	13%	15%	30%	30%					
West	ONS*	16%	99%	14%	-61%	-37%	33%	25%	18%					
KEY INTL MARKETS	ONS*	26%	0%	-7%	110%	-40%	122%	40%	-6%					
China	ONS*	-11%	256%	350%	-88%	-90%	-30%	17%	70%					
England	ONS*	103%	-86%	-39%	633%	-13%	1%	249%	93%					
Germany	ONS*	-2%	-79%	-64%	325%	103%	19%	-23%	2%					
Japan	ONS*	-30%	0%	**	**	100%	242%	234%	-70%					
Taiwan	ONS*	4,923%	0%	0%	0%	0%	**	-78%	**					

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: 97.95%

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: Tuesday, October 03, 2023 at 3:07 PM

Compiled by the Department of Fisheries, Tourism, Sport and Culture / Strategic Initiatives