

% Increase / Decrease - 2007/2008
 ~ = Not Open / Operating
 n/a = not available

	YTD % Chg	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic													
Air (All Enplaned)	14%	16%	9%	24%	8%								
Bridge (Non-Resident Vehicles)	-4%	-9%	9%	-1%	-10%								
Ferry (All Vehicles)		~	~	~	~								
Visitor Inquiries													
Call Centre Inquiries	11%	11%	12%	1%	17%								
Mail Out Kits	4%	12%	-13%	-2%	14%								
Visitor Information Centres													
Airport		~	~	~	~								
Charlottetown	38%	~	~	11%	64%								
Borden-Carleton	3%	-22%	63%	-22%	11%								
Wood Islands		~	~	~	~								
Cavendish		~	~	~	~								
St. Peters		~	~	~	~								
Summerside		~	~	~	~								
Souris		~	~	~	~								
West Prince		~	~	~	~								
Total Parties Counseled	10%	-22%	63%	-13%	24%								
Provincial Parks													
Parks West		~	~	~	~								
Parks East		~	~	~	~								
Total		~	~	~	~								
Golf PEI													
Total Rounds Played		~	~	~	~								
Cruise Ships													
Total # of Passengers		~	~	~	~								
Parks Canada													
PEI National Park	-40%	-8%	-23%	-15%	~								
Province House	-25%	-42%	4%	-1%	~								
Green Gables	-36%	26%	-39%	2%	~								
Campgrounds		~	~	~	~								
Historic Sites													
Orwell	-20%	-29%	-50%	18%	-35%								
Beaconsfield	7%	-40%	-7%	-14%	122%								
Eptek	4%	-21%	77%	-14%	-1%								
Acadian Museum	-3%	-74%	-17%	26%	11%								
Elmira	~	~	~	~	~								
Basin Head	~	~	~	~	~								
Green Park	~	~	~	~	~								
Total Visitors	1%	-32%	15%	-2%	22%								

April 2008 OCCUPANCY REPORT

OCCUPANCY RATE BY REGION

Occupancy Rate = total number of room-nights sold divided by total number of room-nights available.	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2008 Current Compliancy Rate	98%	99%	99%	97%	97%								
2008 Total Operations Open		145	143	143	158								
2008 Total Room-nights Available *	274,605	69,730	66,331	68,907	69,637								
2007 Current Compliancy Rate	100%	100%	100%	100%	100%								
2007 Total Operations Open		143	143	144	168								
2007 Total Room-nights Available *	276,988	69,438	64,437	72,483	70,630								
Province Wide													
2008 - Occupancy Rate %	25.8%	22.4%	29.6%	26.3%	25.1%								
2007 - Occupancy Rate %	25.4%	20.1%	27.5%	27.7%	25.3%								
% Point Change from Previous Year	0.4%	2.3%	2.1%	-1.4%	-0.2%								
2008 - Room-nights Sold	70,815	15,616	19,601	18,106	17,492								
2007 - Room-nights Sold	70,135	13,927	17,721	20,105	18,382								
Difference in Room-nights Sold	680	1,689	1,880	-1,999	-890								
% Change from Previous Year	1.0%	12.1%	10.6%	-9.9%	-4.8%								
REGION													
North Cape Coastal Drive													
Regional Compliance Rate	99%	100%	100%	97%	97%								
2008 - Occupancy Rate %	29.9%	27.5%	31.4%	29.4%	31.2%								
2007 - Occupancy Rate %	28.0%	21.6%	29.9%	32.5%	26.9%								
% Point Change from Previous Year	1.9%	5.9%	1.5%	-3.1%	4.3%								
2008 - Room-nights Sold	23,681	5,585	6,268	6,060	5,758								
2007 - Room-nights Sold	23,541	4,514	6,195	7,378	5,454								
Difference in Room-nights Sold	140	1,081	73	-1,318	304								
% Change from Previous Year	0.6%	23.9%	1.2%	-17.9%	5.6%								
Anne's Land													
Regional Compliance Rate	100%	100%	100%	100%	100%								
2008 - Occupancy Rate %	3.2%	2.4%	8.8%	1.4%	1.2%								
2007 - Occupancy Rate %	3.6%	4.0%	6.0%	1.6%	2.9%								
% Point Change from Previous Year	-0.4%	-1.6%	2.8%	-0.2%	-1.7%								
2008 - Room-nights Sold	546	95	331	54	66								
2007 - Room-nights Sold	621	181	227	66	147								
Difference in Room-nights Sold	-75	-86	104	-12	-81								
% Change from Previous Year	-12.1%	-47.5%	45.8%	-18.2%	-55.1%								
South Shore													
Regional Compliance Rate	98%	100%	97%	97%	97%								
2008 - Occupancy Rate %	26.9%	22.6%	31.6%	27.6%	25.8%								
2007 - Occupancy Rate %	27.5%	21.6%	29.4%	29.1%	29.6%								
% Point Change from Previous Year	-0.6%	1.0%	2.2%	-1.5%	-3.8%								
2008 - Room-nights Sold	45,471	9,651	12,755	11,738	11,327								
2007 - Room-nights Sold	45,044	8,969	11,120	12,461	12,494								
Difference in Room-nights Sold	427	682	1,635	-723	-1,167								
% Change from Previous Year	0.9%	7.6%	14.7%	-5.8%	-9.3%								
Points East													
Regional Compliance Rate	95%	96%	96%	96%	90%								
2008 - Occupancy Rate %	12.2%	10.5%	11.5%	12.2%	17.6%								
2007 - Occupancy Rate %	8.9%	10.1%	8.6%	7.6%	9.2%								
% Point Change from Previous Year	3.3%	0.4%	2.9%	4.6%	8.4%								
2008 - Room-nights Sold	1,117	275	247	254	341								
2007 - Room-nights Sold	929	263	179	200	287								
Difference in Room-nights Sold	188	12	68	54	54								
% Change from Previous Year	20.2%	4.6%	38.0%	27.0%	18.8%								

* = at time of reporting
n/a = insufficient data available at this time
- = not open

Campground April 2008

OCCUPANCY RATE

YTD

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

PROVINCE WIDE

2008 - Occupancy Rate %

2007 - Occupancy Rate %

% Point Change from Previous Year

2008 - Site-nights Sold

2007 - Site-nights Sold

Difference in Site-nights Sold

% Point change from Previous Year

North Cape Coastal Drive

2008 - Occupancy Rate %

2007 - Occupancy Rate %

% Point Change from Previous Year

2008 - Site-nights Sold

2007 - Site-nights Sold

Difference in Site-nights Sold

% Point change from Previous Year

Anne's Land

2008 - Occupancy Rate %

2007 - Occupancy Rate %

% Point Change from Previous Year

2008 - Site-nights Sold

2007 - Site-nights Sold

Difference in Site-nights Sold

% Point change from Previous Year

Charlotte's Shore

2008 - Occupancy Rate %

2007 - Occupancy Rate %

% Point Change from Previous Year

2008 - Site-nights Sold

2007 - Site-nights Sold

Difference in Site-nights Sold

% Point change from Previous Year

Points East

2008 - Occupancy Rate %

2007 - Occupancy Rate %

% Point Change from Previous Year

2008 - Site-nights Sold

2007 - Site-nights Sold

Difference in Site-nights Sold

% Point change from Previous Year

ORIGIN BREAKDOWN

Canada

Alberta

Prince Edward Island

Nova Scotia

New Brunswick

Ontario

Quebec

United States

Massachusetts

Maine

New York

Florida

International

Germany