

% Increase / Decrease - 2008/2009

~ = 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)	-1.4%	2.7%	6.1%	8.2%	6.1%	1.1%	-10.2%	-8.2%				
Bridge (Non-Resident Vehicles)	7.4%	2.8%	-4.1%	4.4%	15.5%	16.5%	0.7%	9.7%				
Ferry (All Vehicles)	-13.1%	~	~	~	~	-4.0%	2.0%	-5.6%				
Visitor Inquiries												
Call Centre Inquiries	-0.7%	-16.9%	32.1%	22.2%	-33.3%	12.6%	-14.6%	11.5%				
Mail Out Kits	-12.6%	-23.7%	49.1%	21.2%	-37.7%	0.2%	-30.0%	-25.0%				
Visitor Information Centres												
Airport	15.0%	~	~	~	~	~	60.9%	2.0%				
Ch'town	-14.0%	~	~	25.7%	115.6%	38.7%	3.1%	-27.1%				
Borden-Carleton	-18.1%	50.7%	3.7%	-25.6%	45.7%	-28.6%	-41.6%	-7.8%				
Wood Islands	-12.5%	~	~	~	~	58.6%	-12.9%	-21.2%				
Cavendish	-4.0%	~	~	~	~	84.0%	-7.4%	-6.8%				
St. Peters	-33.1%	~	~	~	~	0.0%	-16.3%	-36.9%				
S'Side	-47.0%	~	~	~	~	0.0%	-2.8%	-58.1%				
Souris	64.8%	~	~	~	~	0.0%	80.8%	59.8%				
West Prince	9.0%	~	~	~	~	0.0%	58.1%	-4.7%				
Total Parties Counseled	-10.4%	50.7%	3.7%	-12.2%	63.0%	11.8%	-6.9%	-14.5%				
Provincial Parks												
Parks West	2.9%	~	~	~	~	-22.9%	18.4%	-0.2%				
Parks East	4.2%	~	~	~	~	15.9%	-14.4%	8.6%				
Total	3.5%	~	~	~	~	5.9%	3.0%	3.5%				
Golf PEI												
Total Rounds Played	-1.4%	~	~	~	~	13.0%	-1.0%	-5.8%				
Cruise Ships*												
Total # of Passengers	26.5%	~	~	~	~	-33.7%	1.7%	297.8%				
Parks Canada												
PEI National Park	-17.4%	-90.8%	-90.0%	-87.4%	-64.4%	17.5%	-0.6%	-5.8%				
Province House	17.8%	12.0%	18.5%	0.4%	35.3%	-21.2%	-7.8%	34.4%				
Green Gables	-6.6%	~	~	-40.8%	4.7%	-18.6%	-12.6%	-2.1%				
Campgrounds	2.3%	~	~	~	~	~	-28.4%	5.8%				
Historic Sites												
Orwell	0.7%	137.1%	125.9%	-19.3%	224.3%	16.4%	-27.3%	-2.8%				
Beaconsfield	6.3%	106.3%	27.8%	2.2%	-33.1%	-27.4%	16.2%	-5.2%				
Eptek	-6.7%	-28.2%	8.9%	10.8%	-8.1%	-39.5%	4.5%	-19.6%				
Acadian Museum	-30.5%	-21.9%	-40.4%	-56.5%	-19.6%	6.1%	-27.9%	-32.0%				
Elmira	15.5%	~	~	~	~	-27.8%	19.1%	16.9%				
Basin Head	-4.4%	~	~	~	~	-41.8%	10.5%	-6.4%				
Green Park	-5.9%	~	~	~	~	900.0%	5.3%	-12.3%				
Total Visitors	-4.7%	16.9%	12.7%	-11.3%	-7.9%	12.2%	-3.4%	-8.8%				



July 2009 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
2009 Current Compliancy Rate	98.9%	99.0%	100.0%	100.0%	100.0%	100.0%	100.0%	97.0%					
2009 Total Operations Open		138	138	140	156	502	1022	1089					
2009 Total Room-nights Available *	767,728	68,483	64,310	72,095	67,762	119,083	180,423	195,572					
2008 Current Compliancy Rate	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%					
2008 Total Operations Open		142	142	145	161	523	1,005	1,084					
2008 Total Room-nights Available *	792,433	69,048	66,194	69,494	72,807	127,980	183,249	203,661					
Province Wide													
2009 - Occupancy Rate %	37.5%	20.9%	30.6%	26.7%	31.5%	32.5%	32.8%	59.0%					
2008 - Occupancy Rate %	36.1%	22.5%	29.6%	26.1%	24.9%	27.2%	37.0%	60.2%					
% Point Change from Previous Year	1.4%	-1.6%	1.0%	0.6%	6.6%	5.3%	-4.2%	-1.2%					
2009 - Room-nights Sold	287,807	14,306	19,707	19,230	21,370	38,726	59,150	115,318					
2008 - Room-nights Sold	296,611	15,629	19,623	18,192	17,635	34,841	67,833	122,858					
Difference in Room-nights Sold	-8,804	-1,323	84	1,038	3,735	3,885	-8,683	-7,540					
% Change from Previous Year	-3.0%	-8.5%	0.4%	5.7%	21.2%	11.2%	-12.8%	-6.1%					
REGION													
North Cape Coastal Drive													
Regional Compliance Rate	99.7%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.0%					
2009 - Occupancy Rate %	36.1%	28.1%	36.2%	33.1%	29.4%	33.1%	36.2%	49.6%					
2008 - Occupancy Rate %	36.4%	27.8%	31.6%	29.3%	31.2%	30.5%	39.1%	52.4%					
% Point Change from Previous Year	-0.3%	0.3%	4.6%	3.8%	-1.8%	2.6%	-2.9%	-2.8%					
2009 - Room-nights Sold	57,663	5,118	6,587	7,135	5,525	8,195	10,209	14,894					
2008 - Room-nights Sold	60,223	5,595	6,268	6,060	5,758	7,931	11,543	17,068					
Difference in Room-nights Sold	-2,560	-477	319	1,075	-233	264	-1,334	-2,174					
% Change from Previous Year	-4.3%	-8.5%	5.1%	17.7%	-4.0%	3.3%	-11.6%	-12.7%					
Green Gables Shore													
Regional Compliance Rate	98.9%	100.0%	100.0%	100.0%	100.0%	99.0%	100.0%	98.0%					
2009 - Occupancy Rate %	36.7%	2.7%	6.1%	1.5%	6.1%	10.5%	23.5%	66.2%					
2008 - Occupancy Rate %	37.0%	2.4%	8.8%	1.4%	1.2%	9.9%	28.7%	64.2%					
% Point Change from Previous Year	-0.3%	0.3%	-2.7%	0.1%	4.9%	0.6%	-5.2%	2.0%					
2009 - Room-nights Sold	58,516	103	209	48	236	2,559	13,449	41,912					
2008 - Room-nights Sold	63,940	95	331	54	66	2,834	17,252	43,308					
Difference in Room-nights Sold	-5,424	8	-122	-6	170	-275	-3,803	-1,396					
% Change from Previous Year	-8.5%	8.4%	-36.9%	-11.1%	257.6%	-9.7%	-22.0%	-3.2%					
Red Sands													
Regional Compliance Rate	98.2%	100.0%	100.0%	100.0%	100.0%	100.0%	99.0%	96.0%					
2009 - Occupancy Rate %	28.2%	5.4%	10.0%	6.4%	9.2%	15.5%	19.0%	57.8%					
2008 - Occupancy Rate %	27.8%	5.2%	12.4%	7.1%	5.9%	8.5%	22.2%	56.1%					
% Point Change from Previous Year	0.4%	0.2%	-2.4%	-0.7%	3.3%	7.0%	-3.2%	1.7%					
2009 - Room-nights Sold	9,974	107	197	137	210	785	2,011	6,527					
2008 - Room-nights Sold	10,103	97	223	127	169	525	2,177	6,785					
Difference in Room-nights Sold	-129	10	-26	10	41	260	-166	-258					
% Change from Previous Year	-1.3%	10.3%	-11.7%	7.9%	24.3%	49.5%	-7.6%	-3.8%					
Charlottetown													
Regional Compliance Rate	98.8%	98.0%	100.0%	100.0%	100.0%	100.0%	100.0%	95.0%					
2009 - Occupancy Rate %	41.4%	21.0%	33.1%	27.3%	38.0%	47.5%	47.1%	62.2%					
2008 - Occupancy Rate %	40.7%	23.2%	32.4%	28.2%	26.9%	38.4%	50.6%	67.8%					
% Point Change from Previous Year	0.7%	-2.2%	0.7%	-0.9%	11.1%	9.1%	-3.5%	-5.6%					
2009 - Room-nights Sold	136,031	8,627	12,463	11,389	15,010	24,991	26,427	37,124					
2008 - Room-nights Sold	139,384	9,631	12,717	11,722	11,268	21,497	30,138	42,411					
Difference in Room-nights Sold	-3,353	-1,004	-254	-333	3,742	3,494	-3,711	-5,287					
% Change from Previous Year	-2.4%	-10.4%	-2.0%	-2.8%	33.2%	16.3%	-12.3%	-12.5%					
Points East													
Regional Compliance Rate	98.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	97.0%					
2009 - Occupancy Rate %	30.1%	10.6%	8.2%	15.4%	11.4%	17.8%	25.0%	47.5%					
2008 - Occupancy Rate %	31.1%	10.5%	11.5%	12.2%	17.6%	17.4%	27.5%	46.4%					
% Point Change from Previous Year	-1.0%	0.1%	-3.3%	3.2%	-6.2%	0.4%	-2.5%	1.1%					
2009 - Room-nights Sold	25,623	351	251	521	389	2,196	7,054	14,861					
2008 - Room-nights Sold	24,543	288	269	308	341	2,279	6,976	14,082					
Difference in Room-nights Sold	1,080	63	-18	213	48	-83	78	779					
% Change from Previous Year	4.4%	21.9%	-6.7%	69.2%	14.1%	-3.6%	1.1%	5.5%					

* = at time of reporting



July 2009 OCCUPANCY REPORT

OCCUPANCY RATE BY TYPE OF ACCOMMODATION

Occupancy rate = total number of room-nights rented 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
All Fixed Roof													
Hotels/Motels/Resorts													
Compliance Rate for Type	97.6%												
2009 - Occupancy Rate %	39.7%	23.4%	34.3%	29.2%	97.0%	98.0%	100.0%	96.0%					
2008 - Occupancy Rate %	39.4%	24.8%	32.2%	28.2%	27.5%	34.1%	45.3%	61.6%					
% Point Change from Previous Year	0.3%	-1.4%	2.1%	1.0%	8.1%	8.0%	-5.4%	-3.7%					
2009 - Room-nights Sold	199,311	13,281	18,524	17,692	19,524	29,794	39,445	61,051					
2008 - Room-nights Sold	210,444	14,576	18,235	16,702	15,931	29,030	46,919	69,051					
% Change from Previous Year	-5.3%	-8.9%	1.6%	5.9%	22.6%	2.6%	-15.9%	-11.6%					
Inns													
Compliance Rate for Type	97.7%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	92.0%					
2009 - Occupancy Rate %	41.3%	18.3%	30.7%	36.0%	31.7%	39.2%	42.3%	58.6%					
2008 - Occupancy Rate %	48.2%	27.2%	34.0%	31.4%	35.1%	35.9%	53.0%	69.7%					
% Point Change from Previous Year	-6.9%	-8.9%	-3.3%	4.6%	-3.4%	3.3%	-10.7%	-11.1%					
2009 - Room-nights Sold	11,531	576	696	904	781	1,251	2,790	4,533					
2008 - Room-nights Sold	16,793	797	918	912	1,045	1,767	4,689	6,665					
% Change from Previous Year	-31.3%	-27.7%	-24.2%	-0.9%	-25.3%	-29.2%	-40.5%	-32.0%					
Cabins/Cottages													
Compliance Rate for Type	98.4%	97.0%	100.0%	100.0%	98.0%	100.0%	100.0%	97.0%					
2009 - Occupancy Rate %	36.4%	11.1%	8.9%	13.7%	8.3%	10.2%	20.5%	63.8%					
2008 - Occupancy Rate %	35.2%	5.3%	13.8%	16.0%	7.7%	8.9%	21.0%	60.7%					
% Point Change from Previous Year	1.2%	5.8%	-4.9%	-2.3%	0.6%	1.3%	-0.5%	3.1%					
2009 - Room-nights Sold	53,964	187	146	242	209	2,368	11,486	39,326					
2008 - Room-nights Sold	51,724	83	197	248	234	2,148	11,147	37,667					
% Change from Previous Year	4.3%	125.3%	-25.9%	-2.4%	-10.7%	10.2%	3.0%	4.4%					
Tourist Home/B&B													
Compliance Rate for Type	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.0%					
2009 - Occupancy Rate %	24.0%	3.8%	5.3%	5.5%	8.0%	15.5%	28.5%	50.2%					
2008 - Occupancy Rate %	25.1%	2.8%	4.6%	4.7%	6.1%	13.3%	28.4%	47.0%					
% Point Change from Previous Year	-1.1%	1.0%	0.7%	0.8%	1.9%	2.2%	0.1%	3.2%					
2009 - Room-nights Sold	19,456	262	341	392	603	2,059	5,417	10,382					
2008 - Room-nights Sold	17,435	173	251	277	425	1,887	5,029	9,393					
% Change from Previous Year	11.6%	51.4%	35.9%	41.5%	41.9%	9.1%	7.7%	10.5%					
Other													
Compliance Rate for Type	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%					
2009 - Occupancy Rate %	14.1%	0.0%	0.0%	0.0%	0.0%	3.9%	14.4%	28.0%					
2008 - Occupancy Rate %	33.3%	0.0%	0.0%	0.0%	0.0%	16.4%	25.6%	44.1%					
% Point Change from Previous Year	-19.2%	0.0%	0.0%	0.0%	0.0%	-12.5%	-11.2%	-16.1%					
2009 - Room-nights Sold	61	0	0	0	0	22	13	26					
2008 - Room-nights Sold	137	0	0	0	0	9	46	82					
% Change from Previous Year	-55.5%	0.0%	0.0%	0.0%	0.0%	144.4%	-71.7%	-68.3%					

VISITOR ORIGINS

Home Province / State / Country of Guests	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
GEOGRAPHIC ORIGIN													
Volume													
Canada 2009	245,609	13,715	18,408	18,397	19,427	32,264	47,339	96,059					
Canada 2008	238,968	14,786	18,884	17,197	16,307	29,808	49,882	92,104					
% Point Change over 2008	2.8%	-7.2%	-2.5%	7.0%	19.1%	8.2%	-5.1%	4.3%					
Alberta 2009	10,018	209	247	325	737	1,600	2,062	4,838					
Alberta 2008	9,759	279	398	344	427	1,029	2,112	5,170					
% Point Change over 2008	2.7%	-25.1%	-37.9%	-5.5%	72.6%	55.5%	-2.4%	-6.4%					
British Columbia 2009	6,249	115	108	280	646	1,135	1,459	2,506					
British Columbia 2008	6,339	103	218	239	291	1,006	1,572	2,910					
% Point Change over 2008	-1.4%	11.7%	-50.5%	17.2%	122.0%	12.8%	-7.2%	-13.9%					
Manitoba 2009	3,230	97	56	169	400	696	608	1,204					
Manitoba 2008	2,318	86	88	146	134	327	567	970					
% Point Change over 2008	39.3%	12.8%	-36.4%	15.8%	198.5%	112.8%	7.2%	24.1%					
New Brunswick 2009	45,284	3,269	4,963	3,745	3,465	6,476	7,815	15,551					
New Brunswick 2008	43,987	3,591	4,613	3,811	3,558	6,304	8,544	13,566					
% Point Change over 2008	2.9%	-9.0%	7.6%	-1.7%	-2.6%	2.7%	-8.5%	14.6%					
Newfoundland 2009	7,961	457	423	568	581	1,154	1,442	3,336					
Newfoundland 2008	6,697	406	317	311	446	844	1,298	3,075					
% Point Change over 2008	18.9%	12.6%	33.4%	82.6%	30.3%	36.7%	11.1%	8.5%					
Nova Scotia 2009	55,612	3,570	6,285	4,097	4,279	7,398	10,071	19,912					
Nova Scotia 2008	56,176	4,128	6,369	3,906	4,028	7,711	11,918	18,116					
% Point Change over 2008	-1.0%	-13.5%	-1.3%	4.9%	6.2%	-4.1%	-15.5%	9.9%					
Nunavut 2009	173	4	5	1	0	24	47	92					
Nunavut 2008	131	6	0	1	39	7	15	63					
% Point Change over 2008	32.1%	-33.3%	500.0%	0.0%	-100.0%	242.9%	213.3%	46.0%					
NWT 2009	379	26	2	60	21	51	80	139					
NWT 2008	205	2	10	0	6	19	52	116					
% Point Change over 2008	84.9%	1200.0%	-80.0%	6000.0%	250.0%	168.4%	53.8%	19.8%					
Ontario 2009	60,684	1,969	1,976	3,195	4,124	6,580	13,448	29,392					
Ontario 2008	56,888	1,741	2,040	2,819	2,558	5,468	12,540	29,722					
% Point Change over 2008	6.7%	13.1%	-3.1%	13.3%	61.2%	20.3%	7.2%	-1.1%					
Prince Edward Island 2009	32,254	3,312	3,697	4,940	3,527	4,831	5,727	6,220					
Prince Edward Island 2008	34,468	3,815	4,318	5,047	3,771	5,133	6,687	5,697					
% Point Change over 2008	-6.4%	-13.2%	-14.4%	-2.1%	-6.5%	-5.9%	-14.4%	9.2%					
Quebec 2009	20,381	641	617	868	1,148	1,626	3,804	11,677					
Quebec 2008	20,042	608	480	531	946	1,773	3,931	11,773					
% Point Change over 2008	1.7%	5.4%	28.5%	63.5%	21.4%	-8.3%	-3.2%	-0.8%					
Saskatchewan 2009	3,108	38	27	139	486	613	696	1,109					
Saskatchewan 2008	1,831	21	33	38	68	181	611	879					
% Point Change over 2008	69.7%	81.0%	-18.2%	265.8%	614.7%	238.7%	13.9%	26.2%					
Yukon 2009	276	8	2	10	13	80	80	83					
Yukon 2008	97	0	0	4	5	6	35	47					
% Point Change over 2008	184.5%	800.0%	200.0%	150.0%	160.0%	1233.3%	128.6%	76.6%					
United States 2009	22,600	408	476	669	955	1,814	6,175	12,103					
United States 2008	24,383	579	443	565	617	1,862	6,510	13,807					
% Point Change over 2008	-7.3%	-29.5%	7.4%	18.4%	54.8%	-2.6%	-5.1%	-12.3%					
New England 2009	7,671	114	96	197	206	531	1,839	4,688					
New England 2008	8,422	103	166	155	173	497	1,976	5,352					
% Point Change over 2008	-8.9%	10.7%	-42.2%	27.1%	19.1%	6.8%	-6.9%	-12.4%					
Mid-Atlantic 2009	3,021	35	63	59	129	250	707	1,778					
Mid-Atlantic 2008	3,112	99	51	46	80	210	830	1,796					
% Point Change over 2008	-2.9%	-64.6%	23.5%	28.3%	61.3%	19.0%	-14.8%	-1.0%					
South 2009	5,852	167	91	217	285	516	1,668	2,908					
South 2008	6,145	173	112	148	159	535	1,702	3,316					
% Point Change over 2008	-4.8%	-3.5%	-18.8%	46.6%	79.2%	-3.6%	-2.0%	-12.3%					
Midwest 2009	3,037	52	96	126	173	212	943	1,435					
Midwest 2008	3,191	99	60	94	90	264	974	1,610					
% Point Change over 2008	-4.8%	-47.5%	60.0%	34.0%	92.2%	-19.7%	-3.2%	-10.9%					
West 2009	3,019	40	130	70	162	305	1,018	1,294					
West 2008	3,511	103	54	122	115	356	1,028	1,733					
% Point Change over 2008	-14.0%	-61.2%	140.7%	-42.6%	40.9%	-14.3%	-1.0%	-25.3%					

VISITOR ORIGINS

Home Province / State / Country of Guests	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
International 2009	7,861	174	181	176	703	880	2,507	3,240					
International 2008	18,227	226	245	324	519	2,355	5,248	9,310					
% Point Change over 2008	-56.9%	-23.0%	-26.1%	-45.7%	35.5%	-62.6%	-52.2%	-65.2%					
Australia 2009	474	14	5	13	20	72	162	188					
Australia 2008	549	15	8	3	16	106	166	235					
% Point Change over 2008	-13.7%	-6.7%	-37.5%	333.3%	25.0%	-32.1%	-2.4%	-20.0%					
China 2009	629	25	60	41	116	127	85	175					
China 2008	1,006	72	84	109	128	114	152	347					
% Point Change over 2008	-37.5%	-65.3%	-28.6%	-62.4%	-9.4%	11.4%	-44.1%	-49.6%					
England 2009	1,052	10	31	33	44	142	365	427					
England 2008	1,333	74	24	12	62	201	485	475					
% Point Change over 2008	-21.1%	-86.5%	29.2%	175.0%	-29.0%	-29.4%	-24.7%	-10.1%					
France 2009	289	5	6	4	26	23	63	162					
France 2008	255	3	18	1	5	23	62	143					
% Point Change over 2008	13.3%	66.7%	-66.7%	300.0%	420.0%	0.0%	1.6%	13.3%					
Germany 2009	913	13	18	25	21	54	353	429					
Germany 2008	1,340	14	3	45	43	171	406	658					
% Point Change over 2008	-31.9%	-7.1%	500.0%	-44.4%	-51.2%	-68.4%	-13.1%	-34.8%					
Ireland 2009	85	6	0	8	2	10	24	35					
Ireland 2008	244	17	4	7	3	29	78	106					
% Point Change over 2008	-65.2%	-64.7%	-100.0%	14.3%	-33.3%	-65.5%	-69.2%	-67.0%					
Japan 2009	1,240	10	11	9	79	142	517	472					
Japan 2008	2,526	5	41	25	89	174	937	1,255					
% Point Change over 2008	-50.9%	100.0%	-73.2%	-64.0%	-11.2%	-18.4%	-44.8%	-62.4%					
Netherlands 2009	296	28	4	11	30	35	74	114					
Netherlands 2008	295	12	4	0	25	15	69	170					
% Point Change over 2008	0.3%	133.3%	0.0%	1100.0%	20.0%	133.3%	7.2%	-32.9%					
Scotland 2009	193	0	3	4	5	42	51	88					
Scotland 2008	241	0	11	0	10	33	66	121					
% Point Change over 2008	-19.9%	0.0%	-72.7%	400.0%	-50.0%	27.3%	-22.7%	-27.3%					
Switzerland 2009	216	0	2	3	0	10	71	130					
Switzerland 2008	278	0	0	12	5	31	55	175					
% Point Change over 2008	200.0%	0.0%	200.0%	-75.0%	-100.0%	-67.7%	29.1%	-25.7%					
Other 2009	2,474	63	41	25	360	223	742	1,020					
Other 2008	10,160	14	48	110	133	1,458	2,772	5,625					
% Point Change over 2008	-75.6%	350.0%	-14.6%	-77.3%	170.7%	-84.7%	-73.2%	-81.9%					
Motorcoach 2009	6,724	0	0	0	0	435	2,371	3,918					
Motorcoach 2008	10,384	0	12	163	49	68	4,053	6,039					
% Point Change over 2008	-35.2%	0.0%	-100.0%	-100.0%	-100.0%	539.7%	-41.5%	-35.1%					
ORIGIN BREAKDOWN													
Canada	89.0%	95.9%	96.6%	95.6%	92.1%	92.3%	84.5%	86.2%					
United States	8.2%	2.9%	2.5%	3.5%	4.5%	5.2%	11.0%	10.9%					
International	2.8%	1.2%	0.9%	0.9%	3.3%	2.5%	4.5%	2.9%					

Campground July 2009

OCCUPANCY RATE	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
PROVINCE WIDE													
2009 - Occupancy Rate %	35.9%	~	~	~	~	10.10%	22.4%	53.6%					
2008 - Occupancy Rate %	32.9%	~	~	~	~	10.6%	19.7%	48.5%					
% Point Change from Previous Year	3.0%	~	~	~	~	-0.5%	2.7%	5.1%					
2009 - Site-nights Sold	121,588	~	~	~	~	4,217	30,111	87,260					
2008 - Site-nights Sold	102,767	~	~	~	~	3,067	25,360	74,340					
Difference in Site-nights Sold	18,821	~	~	~	~	1,150	4,751	12,920					
% Point change from Previous Year	18.3%	~	~	~	~	37.5%	18.7%	17.4%					
North Cape Coastal Drive													
2009 - Occupancy Rate %	22.8%	~	~	~	~	1.0%	11.1%	39.3%					
2008 - Occupancy Rate %	24.5%	~	~	~	~	1.7%	11.2%	36.9%					
% Point Change from Previous Year	-1.7%	~	~	~	~	-0.7%	-0.1%	2.4%					
2009 - Site-nights Sold	7,474	~	~	~	~	42	1,687	5,745					
2008 - Site-nights Sold	9,154	~	~	~	~	110	1,794	7,250					
Difference in Site-nights Sold	-1,680	~	~	~	~	-68	-107	-1,505					
% Point change from Previous Year	-18.4%	~	~	~	~	-61.8%	-6.0%	-20.8%					
Green Gables Shore													
2009 - Occupancy Rate %	40.0%	~	~	~	~	12.0%	26.1%	56.9%					
2008 - Occupancy Rate %	35.7%	~	~	~	~	12.6%	21.7%	52.8%					
% Point Change from Previous Year	4.3%	~	~	~	~	-0.6%	4.4%	4.1%					
2009 - Site-nights Sold	90,721	~	~	~	~	2,917	23,278	64,526					
2008 - Site-nights Sold	71,455	~	~	~	~	1,719	18,556	51,180					
Difference in Site-nights Sold	19,266	~	~	~	~	1,198	4,722	13,346					
% Point change from Previous Year	27.0%	~	~	~	~	69.7%	25.4%	26.1%					
Red Sands													
2009 - Occupancy Rate %	52.0%	~	~	~	~	28.4%	40.9%	79.8%					
2008 - Occupancy Rate %	34.3%	~	~	~	~	21.4%	18.6%	41.0%					
% Point Change from Previous Year	17.7%	~	~	~	~	7.0%	22.3%	38.8%					
2009 - Site-nights Sold	5,208	~	~	~	~	873	1,266	3,069					
2008 - Site-nights Sold	9,341	~	~	~	~	1,090	2,433	5,818					
Difference in Site-nights Sold	-4,133	~	~	~	~	-217	-1,167	-2,749					
% Point change from Previous Year	-44.2%	~	~	~	~	-19.9%	-48.0%	-47.2%					
Points East													
2009 - Occupancy Rate %	24.2%	~	~	~	~	3.0%	12.7%	44.0%					
2008 - Occupancy Rate %	29.8%	~	~	~	~	4.1%	15.2%	45.2%					
% Point Change from Previous Year	-5.6%	~	~	~	~	-1.1%	-2.5%	-1.2%					
2009 - Site-nights Sold	12,288	~	~	~	~	278	2,522	9,488					
2008 - Site-nights Sold	13,185	~	~	~	~	148	2,945	10,092					
Difference in Site-nights Sold	-897	~	~	~	~	130	-423	-604					
% Point change from Previous Year	-6.8%	~	~	~	~	87.8%	-14.4%	-6.0%					
Charlottetown													
2009 - Occupancy Rate %	31.3%	~	~	~	~	13.5%	15.9%	46.6%					
2008 - Occupancy Rate %	24.3%	~	~	~	~	4.1%	15.2%	45.2%					
% Point Change from Previous Year	7.0%	~	~	~	~	9.4%	0.7%	1.4%					
2009 - Site-nights Sold	12,288	~	~	~	~	278	2,522	9,488					
2008 - Site-nights Sold	13,185	~	~	~	~	148	2,945	10,092					
Difference in Site-nights Sold	-897	~	~	~	~	130	-423	-604					
% Point change from Previous Year	-6.8%	~	~	~	~	87.8%	-14.4%	-6.0%					
ORIGIN BREAKDOWN													
Canada	94.4%	~	~	~	~	95.6%	94.6%	94.3%					
British Columbia	1.4%	~	~	~	~	1.3%	1.4%	0.9%					
Alberta	1.5%	~	~	~	~	0.8%	0.9%	1.2%					
Prince Edward Island	63.4%	~	~	~	~	72.3%	63.2%	38.2%					
Nova Scotia	18.1%	~	~	~	~	7.5%	8.3%	14.9%					
New Brunswick	17.6%	~	~	~	~	7.3%	9.3%	14.0%					
Ontario	13.1%	~	~	~	~	3.1%	6.9%	10.6%					
Quebec	14.0%	~	~	~	~	2.4%	3.6%	12.6%					
United States	4.8%	~	~	~	~	2.6%	4.3%	5.0%					
Massachusetts	0.8%	~	~	~	~	0.5%	0.5%	0.6%					
Maine	1.1%	~	~	~	~	0.4%	0.5%	0.9%					
New York	0.3%	~	~	~	~	0.5%	0.3%	0.2%					
Florida	0.6%	~	~	~	~	0.2%	0.3%	0.5%					
International	0.8%	~	~	~	~	1.8%	1.1%	0.7%					
Germany	0.4%	~	~	~	~	0.7%	0.4%	0.2%					