

% 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
<b>Traffic</b>													
Air (All Enplaned)	6%	3%	6%	8%	6%								
Bridge (Non-Resident Vehicles)	5%	3%	-4%	4%	16%								
Ferry (All Vehicles)	~	~	~	~	~								
<b>Visitor Inquiries</b>													
Call Centre Inquiries	6%	-17%	32%	22%	-33%								
Mail Out Kits	-11%	-24%	49%	21%	-38%								
<b>Visitor Information Centres</b>													
Airport	~	~	~	~									
Charlottetown	72%	~	~	26%	116%								
Borden-Carleton	17%	51%	4%	-26%	46%								
Wood Islands	~	~	~	~									
Cavendish	~	~	~	~									
St. Peters	~	~	~	~									
Summerside	~	~	~	~									
Souris	~	~	~	~									
West Prince	~	~	~	~									
Total Parties Counseled	28%	51%	4%	-12%	63%								
<b>Provincial Parks</b>													
Parks West	~	~	~	~	~								
Parks East	~	~	~	~	~								
Total	~	~	~	~	~								
<b>Golf PEI</b>													
Total Rounds Played	~	~	~	~	~								
<b>Cruise Ships*</b>													
Total # of Passengers	~	~	~	~	~								
<b>Parks Canada</b>													
PEI National Park	~	~	~	~	~								
Province House	~	~	~	~	~								
Green Gables	~	~	~	~	~								
Campgrounds	~	~	~	~	~								
<b>Historic Sites</b>													
Orwell	67%	137%	126%	-19%	224%								
Beaconsfield	11%	106%	28%	2%	-33%								
Eptek	-2%	-28%	9%	11%	-8%								
Acadian Museum	-39%	-22%	-40%	-57%	-20%								
Elmira	~	~	~	~									
Basin Head	~	~	~	~									
Green Park	~	~	~	~									
Total Visitors	1%	17%	13%	-11%	-8%								



# April 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	Sept	Oct	Nov	Dec
<b>2009 Current Compliancy Rate</b>	<b>99%</b>	99%	99%	99%	100%								
<b>2009 Total Operations Open</b>		137	137	139	154								
<b>2009 Total Room-nights Available *</b>	<b>272,067</b>	68,421	64,226	72,126	67,294								
<b>2008 Current Compliancy Rate</b>	<b>100%</b>	100%	100%	100%	100%								
<b>2008 Total Operations Open</b>		142	142	145	161								
<b>2008 Total Room-nights Available *</b>	<b>277,543</b>	69,048	66,194	69,494	72,807								
<b>Province Wide</b>													
2009 - Occupancy Rate %	<b>27.3%</b>	20.9%	30.7%	26.7%	31.4%								
2008 - Occupancy Rate %	<b>25.6%</b>	22.5%	29.6%	26.1%	24.9%								
% Point Change from Previous Year	<b>1.7%</b>	-1.6%	1.1%	0.6%	6.5%								
2009 - Room-nights Sold	<b>74,360</b>	14,306	19,707	19,230	21,117								
2008 - Room-nights Sold	<b>71,079</b>	15,629	19,623	18,192	17,635								
Difference in Room-nights Sold	<b>3,281</b>	-1,323	84	1,038	3,482								
% Change from Previous Year	<b>4.6%</b>	-8.5%	0.4%	5.7%	19.7%								
<b>REGION</b>													
<b>North Cape Coastal Drive</b>													
Regional Compliance Rate	<b>100%</b>	100%	100%	100%	100%								
2009 - Occupancy Rate %	<b>31.8%</b>	28.1%	36.2%	33.1%	29.4%								
2008 - Occupancy Rate %	<b>30.6%</b>	27.8%	31.6%	29.3%	31.2%								
% Point Change from Previous Year	<b>1.2%</b>	0.3%	4.6%	3.8%	-1.8%								
2009 - Room-nights Sold	<b>24,365</b>	5,118	6,587	7,135	5,525								
2008 - Room-nights Sold	<b>23,681</b>	5,595	6,268	6,060	5,758								
Difference in Room-nights Sold	<b>684</b>	-477	319	1,075	-233								
% Change from Previous Year	<b>2.9%</b>	-8.5%	5.1%	17.7%	-4.0%								
<b>Green Gables Shore</b>													
Regional Compliance Rate	<b>99%</b>	100%	100%	95%	100%								
2009 - Occupancy Rate %	<b>4.1%</b>	2.7%	6.1%	1.5%	6.1%								
2008 - Occupancy Rate %	<b>3.2%</b>	2.4%	8.8%	1.4%	1.2%								
% Point Change from Previous Year	<b>0.9%</b>	0.3%	-2.7%	0.1%	4.9%								
2009 - Room-nights Sold	<b>596</b>	103	209	48	236								
2008 - Room-nights Sold	<b>546</b>	95	331	54	66								
Difference in Room-nights Sold	<b>50</b>	8	-122	-6	170								
% Change from Previous Year	<b>9.2%</b>	8.4%	-36.9%	-11.1%	257.6%								
<b>Red Sands</b>													
Regional Compliance Rate	<b>100%</b>	100%	100%	100%	100%								
2009 - Occupancy Rate %	<b>7.8%</b>	5.4%	10.0%	6.4%	9.2%								
2008 - Occupancy Rate %	<b>7.5%</b>	5.2%	12.4%	7.1%	5.9%								
% Point Change from Previous Year	<b>0.3%</b>	0.2%	-2.4%	-0.7%	3.3%								
2009 - Room-nights Sold	<b>651</b>	107	197	137	210								
2008 - Room-nights Sold	<b>616</b>	97	223	127	169								
Difference in Room-nights Sold	<b>35</b>	10	-26	10	41								
% Change from Previous Year	<b>5.7%</b>	10.3%	-11.7%	7.9%	24.3%								
<b>Charlottetown</b>													
Regional Compliance Rate	<b>100%</b>	98%	100%	100%	100%								
2009 - Occupancy Rate %	<b>29.6%</b>	21.0%	33.1%	27.3%	37.8%								
2008 - Occupancy Rate %	<b>27.7%</b>	23.2%	32.4%	28.2%	26.9%								
% Point Change from Previous Year	<b>1.9%</b>	-2.2%	0.7%	-0.9%	10.9%								
2009 - Room-nights Sold	<b>47,236</b>	8,627	12,463	11,389	14,757								
2008 - Room-nights Sold	<b>45,338</b>	9,631	12,717	11,722	11,268								
Difference in Room-nights Sold	<b>1,898</b>	-1,004	-254	-333	3,489								
% Change from Previous Year	<b>4.2%</b>	-10.4%	-2.0%	-2.8%	31.0%								
<b>Points East</b>													
Regional Compliance Rate	<b>99%</b>	100%	96%	100%	100%								
2009 - Occupancy Rate %	<b>11.5%</b>	10.8%	8.6%	15.3%	11.4%								
2008 - Occupancy Rate %	<b>12.5%</b>	10.5%	11.5%	12.2%	17.6%								
% Point Change from Previous Year	<b>-1.0%</b>	0.3%	-2.9%	3.1%	-6.2%								
2009 - Room-nights Sold	<b>1,512</b>	351	251	521	389								
2008 - Room-nights Sold	<b>1,206</b>	288	269	308	341								
Difference in Room-nights Sold	<b>306</b>	63	-18	213	48								
% Change from Previous Year	<b>25.4%</b>	21.9%	-6.7%	69.2%	14.1%								

\* = at time of reporting



# April 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
<b>All Fixed Roof</b>													
<b>Hotels/Motels/Resorts</b>													
Compliance Rate for Type	99%	97%	100%	100%	97%								
2009 - Occupancy Rate %	30.5%	23.4%	34.3%	29.2%	35.6%								
2008 - Occupancy Rate %	27.9%	24.8%	32.2%	28.2%	27.5%								
% Point Change from Previous Year	2.6%	-1.4%	2.1%	1.0%	8.1%								
2009 - Room-nights Sold	69,021	13,281	18,524	17,692	19,524								
2008 - Room-nights Sold	65,444	14,576	18,235	16,702	15,931								
% Change from Previous Year	5.5%	-8.9%	1.6%	5.9%	22.6%								
<b>100</b>													
<b>Inns</b>													
Compliance Rate for Type	100%	100%	100%	100%	100%								
2009 - Occupancy Rate %	28.5%	18.3%	30.7%	36.0%	31.7%								
2008 - Occupancy Rate %	31.9%	27.2%	34.0%	31.4%	35.1%								
% Point Change from Previous Year	-3.4%	-8.9%	-3.3%	4.6%	-3.4%								
2009 - Room-nights Sold	2,957	576	696	904	781								
2008 - Room-nights Sold	3,672	797	918	912	1,045								
% Change from Previous Year	-19.5%	-27.7%	-24.2%	-0.9%	-25.3%								
<b>Cabins/Cottages</b>													
Compliance Rate for Type	98%	97%	100%	97%	98%								
2009 - Occupancy Rate %	10.4%	10.9%	8.8%	13.4%	8.4%								
2008 - Occupancy Rate %	10.0%	5.3%	13.8%	16.0%	7.7%								
% Point Change from Previous Year	0.4%	5.6%	-5.0%	-2.6%	0.7%								
2009 - Room-nights Sold	784	187	146	242	209								
2008 - Room-nights Sold	762	83	197	248	234								
% Change from Previous Year	2.9%	125.3%	-25.9%	-2.4%	-10.7%								
<b>Tourist Home/B&amp;B</b>													
Compliance Rate for Type	99%	100%	98%	100%	100%								
2009 - Occupancy Rate %	5.7%	3.9%	5.4%	5.5%	8.0%								
2008 - Occupancy Rate %	4.7%	2.8%	4.6%	4.7%	6.1%								
% Point Change from Previous Year	1.0%	1.1%	0.8%	0.8%	1.9%								
2009 - Room-nights Sold	1,598	262	341	392	603								
2008 - Room-nights Sold	1,126	173	251	277	425								
% Change from Previous Year	41.9%	51.4%	35.9%	41.5%	41.9%								
<b>Other</b>													
Compliance Rate for Type	~	~	~	~	~								
2009 - Occupancy Rate %	~	~	~	~	~								
2008 - Occupancy Rate %	~	~	~	~	~								
% Point Change from Previous Year	~	~	~	~	~								
2009 - Room-nights Sold	~	~	~	~	~								
2008 - Room-nights Sold	~	~	~	~	~								
% Change from Previous Year	~	~	~	~	~								

## 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
<b>GEOGRAPHIC ORIGIN</b>													
<b>Volume</b>													
Canada 2009	69,947	13,715	18,408	18,397	19,427								
Canada 2008	67,174	14,786	18,884	17,197	16,307								
% Point Change over 2008	4.1%	-7.2%	-2.5%	7.0%	19.1%								
Alberta 2009	1,518	209	247	325	737								
Alberta 2008	1,448	279	398	344	427								
% Point Change over 2008	4.8%	-25.1%	-37.9%	-5.5%	72.6%								
British Columbia 2009	1,149	115	108	280	646								
British Columbia 2008	851	103	218	239	291								
% Point Change over 2008	35.0%	11.7%	-50.5%	17.2%	122.0%								
Manitoba 2009	722	97	56	169	400								
Manitoba 2008	454	86	88	146	134								
% Point Change over 2008	59.0%	12.8%	-36.4%	15.8%	198.5%								
New Brunswick 2009	15,442	3,269	4,963	3,745	3,465								
New Brunswick 2008	15,573	3,591	4,613	3,811	3,558								
% Point Change over 2008	-0.8%	-9.0%	7.6%	-1.7%	-2.6%								
Newfoundland 2009	2,029	457	423	568	581								
Newfoundland 2008	1,480	406	317	311	446								
% Point Change over 2008	37.1%	12.6%	33.4%	82.6%	30.3%								
Nova Scotia 2009	18,231	3,570	6,285	4,097	4,279								
Nova Scotia 2008	18,431	4,128	6,369	3,906	4,028								
% Point Change over 2008	-1.1%	-13.5%	-1.3%	4.9%	6.2%								
Nunavut 2009	10	4	5	1	0								
Nunavut 2008	46	6	0	1	39								
% Point Change over 2008	-78.3%	-33.3%	500.0%	0.0%	-100.0%								
NWT 2009	109	26	2	60	21								
NWT 2008	18	2	10	0	6								
% Point Change over 2008	505.6%	1200.0%	-80.0%	6000.0%	250.0%								
Ontario 2009	11,264	1,969	1,976	3,195	4,124								
Ontario 2008	9,158	1,741	2,040	2,819	2,558								
% Point Change over 2008	23.0%	13.1%	-3.1%	13.3%	61.2%								
Prince Edward Island 2009	15,476	3,312	3,697	4,940	3,527								
Prince Edward Island 2008	16,951	3,815	4,318	5,047	3,771								
% Point Change over 2008	-8.7%	-13.2%	-14.4%	-2.1%	-6.5%								
Quebec 2009	3,274	641	617	868	1,148								
Quebec 2008	2,565	608	480	531	946								
% Point Change over 2008	27.6%	5.4%	28.5%	63.5%	21.4%								
Saskatchewan 2009	690	38	27	139	486								
Saskatchewan 2008	160	21	33	38	68								
% Point Change over 2008	331.3%	81.0%	-18.2%	265.8%	614.7%								
Yukon 2009	33	8	2	10	13								
Yukon 2008	9	0	0	4	5								
% Point Change over 2008	266.7%	800.0%	200.0%	150.0%	160.0%								





# Campground March 2009

OCCUPANCY RATE	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>PROVINCE WIDE</b>													
2009 - Occupancy Rate %													
2008 - Occupancy Rate %													
% Point Change from Previous Year													
2009 - Site-nights Sold													
2008 - Site-nights Sold													
Difference in Site-nights Sold													
% Point change from Previous Year													
<b>North Cape Coastal Drive</b>													
2009 - Occupancy Rate %													
2008 - Occupancy Rate %													
% Point Change from Previous Year													
2009 - Site-nights Sold													
2008 - Site-nights Sold													
Difference in Site-nights Sold													
% Point change from Previous Year													
<b>Anne's Land</b>													
2009 - Occupancy Rate %													
2008 - Occupancy Rate %													
% Point Change from Previous Year													
2009 - Site-nights Sold													
2008 - Site-nights Sold													
Difference in Site-nights Sold													
% Point change from Previous Year													
<b>South Shore</b>													
2009 - Occupancy Rate %													
2008 - Occupancy Rate %													
% Point Change from Previous Year													
2009 - Site-nights Sold													
2008 - Site-nights Sold													
Difference in Site-nights Sold													
% Point change from Previous Year													
<b>Points East</b>													
2009 - Occupancy Rate %													
2008 - Occupancy Rate %													
% Point Change from Previous Year													
2009 - Site-nights Sold													
2008 - Site-nights Sold													
Difference in Site-nights Sold													
% Point change from Previous Year													
<b>ORIGIN BREAKDOWN</b>													
Canada													
<b>British Columbia</b>													
Alberta													
Prince Edward Island													
<b>Nova Scotia</b>													
<b>New Brunswick</b>													
<b>Ontario</b>													
<b>Quebec</b>													
<b>United States</b>													
<b>Massachusetts</b>													
<b>Maine</b>													
<b>New York</b>													
<b>Florida</b>													
<b>International</b>													
<b>Germany</b>													