

% 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)	15%	16%	9%	24%	8%	9%	12%	18%	17%				
Bridge (Non-Resident Vehicles)	-11%	-9%	9%	-1%	-10%	-9%	-1%	-22%	-9%				
Ferry (All Vehicles)	-8%	~	~	~	~	-6%	-10%	-11%	-5%				
Visitor Inquiries													
Call Centre Inquiries	8%	11%	12%	1%	17%	4%	24%	13%	-36%				
Mail Out Kits	6%	12%	-13%	-2%	14%	-9%	27%	30%	-24%				
Visitor Information Centres													
Airport	16%	~	~	~	~	~	121%	4%	-2%				
Charlottetown	-31%	~	~	11%	64%	33%	-4%	-21%	-21%				
Borden-Carleton	-24%	-22%	63%	-22%	11%	-25%	-30%	-24%	-21%				
Wood Islands	-12%	~	~	~	~	3%	10%	-18%	-17%				
Cavendish	-12%	~	~	~	~	79%	-9%	-23%	-4%				
St. Peters	-28%	~	~	~	~	~	25%	-31%	-35%				
Summerside	-6%	~	~	~	~	~	-4%	-4%	-28%				
Souris	23%	~	~	~	~	~	0%	28%	25%				
West Prince	-12%	~	~	~	~	~	56%	-16%	-25%				
Total Parties Counsellled	-23%	-22%	63%	-13%	24%	-56%	-7%	-17%	-25%				
Provincial Parks													
Parks West	-20%	~	~	~	~	129%	-11%	-7%	-35%				
Parks East	-10%	~	~	~	~	77%	-3%	-12%	-11%				
Total	-23%	~	~	~	~	88%	-7%	-9%	-25%				
Golf PEI													
Total Rounds Played	-8%	~	~	~	~	3%	-9%	-3%	-14%				
Cruise Ships*													
Total # of Passengers	109%	~	~	~	~	52%	100%	1890%	123%				
Parks Canada													
PEI National Park	-12%	-8%	-23%	-15%	26%	-29%	-34%	-12%	N/A				
Province House	-5%	-42%	4%	-1%	-37%	-39%	4%	1%	N/A				
Green Gables	12%	26%	-39%	2%	14%	22%	37%	2%	N/A				
Campgrounds	-20%	~	~	~	~	~	-28%	-20%	N/A				
Historic Sites													
Orwell	-5%	-29%	-50%	18%	-35%	-2%	-2%	1%	-8%				
Beaconsfield	22%	-40%	-7%	-14%	122%	-5%	4%	24%	42%				
Eptek	-17%	-21%	77%	-14%	-1%	60%	-39%	-37%	-21%				
Acadian Museum	16%	-74%	-17%	26%	11%	-10%	49%	36%	2%				
Elmira	-30%	~	~	~	~	48%	-11%	-38%	-28%				
Basin Head	-7%	~	~	~	~	286%	-25%	-1%	-10%				
Green Park	-11%	~	~	~	~	-90%	6%	6%	-19%				
Total Visitors	-6%	-32%	15%	-2%	22%	25%	-9%	-6%	-9%				

* There were no cruise ships in July 2007

August 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	96%	99%	99%	97%	97%	98%	95%	96%	98%				
2008 Total Operations Open		145	143	143	158	538	996	1,084	1,082				
2008 Total Room-nights Available *	1,011,363	69,730	66,331	68,907	69,637	156,164	177,757	200,856	201,981				
2007 Current Compliancy Rate	100%	100%	100%	100%	100%	100%	100%	100%	100%				
2007 Total Operations Open		143	143	144	168	539	1,008	1,094	1,093				
2007 Total Room-nights Available *	1,035,306	69,438	64,437	72,483	70,630	157,191	185,133	208,024	207,970				
Province Wide													
2008 - Occupancy Rate %	43.9%	22.4%	29.6%	26.3%	25.1%	24.2%	37.0%	60.4%	69.4%				
2007 - Occupancy Rate %	43.4%	20.1%	27.5%	27.7%	25.3%	21.2%	34.9%	62.3%	67.6%				
% Point Change from Previous Year	0.5%	2.3%	2.1%	-1.4%	-0.2%	3.0%	2.1%	-1.9%	1.8%				
2008 - Room-nights Sold	436,668	15,616	19,601	18,106	17,492	37,791	65,695	121,241	140,093				
2007 - Room-nights Sold	438,286	13,927	17,721	20,105	18,382	33,380	64,562	129,609	140,600				
Difference in Room-nights Sold	-1,618	1,689	1,880	-1,999	-890	4,411	1,133	-8,368	-507				
% Change from Previous Year	-0.4%	12.1%	10.6%	-9.9%	-4.8%	13.2%	1.8%	-6.5%	-0.4%				
REGION													
North Cape Coastal Drive													
Regional Compliance Rate	97%	100%	100%	97%	97%	99%	95%	95%	100%				
2008 - Occupancy Rate %	40.5%	27.5%	31.4%	29.4%	31.2%	24.8%	39.6%	52.7%	63.7%				
2007 - Occupancy Rate %	38.4%	21.6%	29.9%	32.5%	26.9%	23.4%	29.8%	56.8%	62.8%				
% Point Change from Previous Year	2.1%	5.9%	1.5%	-3.1%	4.3%	1.4%	9.8%	-4.1%	0.9%				
2008 - Room-nights Sold	81,025	5,595	6,268	6,060	5,758	8,036	11,527	16,760	20,802				
2007 - Room-nights Sold	80,052	4,514	6,195	7,378	5,454	7,152	9,053	19,206	21,100				
Difference in Room-nights Sold	973	1,081	73	-1,318	304	884	2,474	-2,446	-298				
% Change from Previous Year	1.2%	23.9%	1.2%	-17.9%	5.6%	12.4%	27.3%	-12.7%	-1.4%				
Anne's Land													
Regional Compliance Rate	97%	100%	100%	100%	100%	99%	95%	95%	98%				
2008 - Occupancy Rate %	46.5%	2.4%	8.8%	1.4%	1.2%	10.0%	29.2%	64.4%	71.5%				
2007 - Occupancy Rate %	46.6%	4.0%	6.0%	1.6%	2.9%	7.9%	25.9%	66.5%	72.3%				
% Point Change from Previous Year	-0.1%	-1.6%	2.8%	-0.2%	-1.7%	2.1%	3.3%	-2.1%	-0.8%				
2008 - Room-nights Sold	111,278	95	331	54	66	2,820	16,945	42,569	47,380				
2007 - Room-nights Sold	111,572	181	227	66	147	2,299	15,227	45,014	48,411				
Difference in Room-nights Sold	-294	-86	104	-12	-81	521	1,718	-2,445	-1,031				
% Change from Previous Year	-0.3%	-47.5%	45.8%	-18.2%	-55.1%	22.7%	11.3%	-5.4%	-2.1%				
South Shore													
Regional Compliance Rate	98%	100%	97%	97%	97%	98%	95%	99%	98%				
2008 - Occupancy Rate %	45.6%	22.6%	31.6%	27.6%	25.8%	36.1%	46.4%	65.9%	76.0%				
2007 - Occupancy Rate %	45.3%	21.6%	29.4%	29.1%	29.6%	32.9%	47.6%	66.3%	71.5%				
% Point Change from Previous Year	0.3%	1.0%	2.2%	-1.5%	-3.8%	3.2%	-1.2%	-0.4%	4.5%				
2008 - Room-nights Sold	201,454	9,651	12,755	11,738	11,327	21,699	30,247	47,830	54,504				
2007 - Room-nights Sold	197,678	8,969	11,120	12,461	12,494	19,486	32,358	48,528	52,262				
Difference in Room-nights Sold	3,776	682	1,635	-723	-1,167	2,213	-2,111	-698	2,242				
% Change from Previous Year	1.9%	7.6%	14.7%	-5.8%	-9.3%	11.4%	-6.5%	-1.4%	4.3%				
Points East													
Regional Compliance Rate	95%	96%	96%	96%	90%	96%	94%	94%	98%				
2008 - Occupancy Rate %	38.0%	10.5%	11.5%	12.2%	17.6%	17.4%	27.5%	46.4%	55.6%				
2007 - Occupancy Rate %	39.0%	10.1%	8.6%	7.6%	9.2%	14.2%	28.4%	50.6%	56.4%				
% Point Change from Previous Year	-1.0%	0.4%	2.9%	4.6%	8.4%	3.2%	-0.9%	-4.2%	-0.8%				
2008 - Room-nights Sold	42,911	275	247	254	341	2,279	6,976	14,082	17,407				
2007 - Room-nights Sold	46,615	263	179	200	287	2,074	7,924	16,861	18,827				
Difference in Room-nights Sold	-3,704	12	68	54	54	205	-948	-2,779	-1,420				
% Change from Previous Year	-7.9%	4.6%	38.0%	27.0%	18.8%	9.9%	-12.0%	-16.5%	-7.5%				

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

August 2008 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	96%	100%	100%	100%	100%	100%	94%	98%	93%				
2008 - Occupancy Rate %	45.3%	24.9%	32.2%	28.4%	27.7%	34.0%	44.8%	61.6%	73.4%				
2007 - Occupancy Rate %	44.0%	22.6%	30.2%	30.6%	28.7%	29.4%	42.3%	60.9%	69.1%				
% Point Change from Previous Year	1.3%	2.3%	2.0%	-2.2%	-1.0%	4.6%	2.5%	0.7%	4.3%				
2008 - Room-nights Sold	291,376	14,563	18,235	16,702	15,820	29,030	45,406	68,892	80,858				
2007 - Room-nights Sold	287,569	12,958	16,463	18,747	16,780	25,539	44,593	72,676	79,813				
% Change from Previous Year	1.3%	12.4%	10.8%	-10.9%	-5.7%	13.7%	1.8%	-5.2%	1.3%				
Inns													
Compliance Rate for Type	100%	100%	100%	100%	100%	100%	100%	100%	100%				
2008 - Occupancy Rate %	55.2%	27.2%	34.0%	31.4%	35.1%	35.9%	53.0%	69.7%	80.8%				
2007 - Occupancy Rate %	52.0%	21.1%	30.1%	28.0%	31.8%	33.5%	50.2%	67.5%	77.6%				
% Point Change from Previous Year	3.2%	6.1%	3.9%	3.4%	3.3%	2.4%	2.8%	2.2%	3.2%				
2008 - Room-nights Sold	24,555	797	918	912	1,045	1,767	4,689	6,665	7,762				
2007 - Room-nights Sold	24,168	707	902	889	1,009	1,638	4,334	6,820	7,869				
% Change from Previous Year	1.6%	12.7%	1.8%	2.6%	3.6%	7.9%	8.2%	-2.3%	-1.4%				
Cabins/Cottages													
Compliance Rate for Type	96%	100%	98%	98%	98%	98%	94%	95%	98%				
2008 - Occupancy Rate %	44.1%	5.3%	13.5%	16.8%	7.9%	9.0%	21.4%	61.0%	65.5%				
2007 - Occupancy Rate %	45.5%	2.8%	5.8%	5.8%	12.5%	9.0%	19.8%	63.0%	67.4%				
% Point Change from Previous Year	-1.4%	2.5%	7.7%	11.0%	-4.6%	0.0%	1.6%	-2.0%	-1.9%				
2008 - Room-nights Sold	92,080	83	197	248	234	2,119	10,725	36,230	40,391				
2007 - Room-nights Sold	93,730	50	82	192	248	2,140	10,403	39,261	41,354				
% Change from Previous Year	-1.8%	66.0%	140.2%	29.2%	-5.6%	-1.0%	3.1%	-7.7%	-2.3%				
Tourist Home/B&B													
Compliance Rate for Type	98%	100%	97%	97%	97%	98%	98%	99%	99%				
2008 - Occupancy Rate %	29.5%	2.7%	4.3%	4.3%	6.0%	13.3%	27.9%	47.1%	54.1%				
2007 - Occupancy Rate %	31.2%	3.0%	4.9%	4.2%	4.9%	12.0%	28.2%	52.9%	57.5%				
% Point Change from Previous Year	-1.7%	-0.3%	-0.6%	0.1%	1.1%	1.3%	-0.3%	-5.8%	-3.4%				
2008 - Room-nights Sold	28,383	173	226	244	393	1,799	4,829	9,372	10,948				
2007 - Room-nights Sold	30,282	212	274	277	345	1,690	5,218	10,786	11,480				
% Change from Previous Year	-6.3%	-18.4%	-17.5%	-11.9%	13.9%	6.4%	-7.5%	-13.1%	-4.6%				
Other													
Compliance Rate for Type	100%	~	~	~	~	100%	100%	100%	100%				
2008 - Occupancy Rate %	42.5%	~	~	~	~	16.4%	25.6%	44.1%	63.4%				
2007 - Occupancy Rate %	54.5%	~	~	~	~	12.5%	15.6%	71.0%	90.3%				
% Point Change from Previous Year	-12.0%	~	~	~	~	3.9%	10.0%	-26.9%	-26.9%				
2008 - Room-nights Sold	255	~	~	~	~	9	46	82	118				
2007 - Room-nights Sold	168	~	~	~	~	4	14	66	84				
% Change from Previous Year	6.4%	~	~	~	~	6.4%	228.6%	24.2%	40.5%				

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 2008	346,724	14,786	18,884	17,197	16,307	29,808	49,882	92,104	107,756					
Canada 2007	347,459	13,270	16,792	18,621	17,037	26,702	50,684	98,133	106,220					
% Point Change over 2007	-0.2%	11.4%	12.5%	-7.6%	-4.3%	11.6%	-1.6%	-6.1%	1.4%					
Alberta 2008	15,258	279	398	344	427	1,029	2,112	5,170	5,499					
Alberta 2007	15,885	155	279	285	374	1,159	3,078	5,116	5,439					
% Point Change over 2007	-3.9%	80.0%	42.7%	20.7%	14.2%	-11.2%	-31.4%	1.1%	1.1%					
British Columbia 2008	9,343	103	218	239	291	1,006	1,572	2,910	3,004					
British Columbia 2007	9,386	176	247	178	325	920	1,935	2,603	3,002					
% Point Change over 2007	-0.5%	-41.5%	-11.7%	34.3%	-10.5%	9.3%	-18.8%	11.8%	0.1%					
Manitoba 2008	3,287	86	88	146	134	327	567	970	969					
Manitoba 2007	3,532	33	56	107	108	269	817	1,039	1,103					
% Point Change over 2007	-6.9%	160.6%	57.1%	36.4%	24.1%	21.6%	-30.6%	-6.6%	-12.1%					
New Brunswick 2008	59,683	3,591	4,613	3,811	3,558	6,304	8,544	13,566	15,696					
New Brunswick 2007	61,995	3,448	4,202	4,669	3,640	6,091	9,094	15,184	15,667					
% Point Change over 2007	-3.7%	4.1%	9.8%	-18.4%	-2.3%	3.5%	-6.0%	-10.7%	0.2%					
Newfoundland 2008	10,130	406	317	311	446	844	1,298	3,075	3,433					
Newfoundland 2007	9,392	319	288	523	493	519	1,347	2,823	3,080					
% Point Change over 2007	7.9%	27.3%	10.1%	-40.5%	-9.5%	62.6%	-3.6%	8.9%	11.5%					
Nova Scotia 2008	80,519	4,128	6,369	3,906	4,028	7,711	11,918	18,116	24,343					
Nova Scotia 2007	80,048	3,743	5,550	5,209	4,379	6,339	11,250	20,049	23,529					
% Point Change over 2007	0.6%	10.3%	14.8%	-25.0%	-8.0%	21.6%	5.9%	-9.6%	3.5%					
Nunavut 2008	175	6	0	1	39	7	15	63	44					
Nunavut 2007	299	0	0	0	10	1	25	113	150					
% Point Change over 2007	-41.5%	600.0%	0.0%	100.0%	290.0%	600.00%	-40.0%	-44.2%	-70.7%					
NWT 2008	290	2	10	0	6	19	52	116	85					
NWT 2007	576	22	2	9	10	29	78	134	292					
% Point Change over 2007	-49.7%	-90.9%	400.0%	-100.0%	-40.0%	-34.48%	-33.3%	-13.4%	-70.9%					
Ontario 2008	88,852	1,741	2,040	2,819	2,558	5,468	12,540	29,722	31,964					
Ontario 2007	89,261	1,667	1,915	2,684	3,301	5,277	12,268	30,261	31,888					
% Point Change over 2007	-0.5%	4.4%	6.5%	5.0%	-22.5%	3.6%	2.2%	-1.8%	0.2%					
Prince Edward Island 2008	42,844	3,815	4,318	5,047	3,771	5,133	6,687	5,697	8,376					
Prince Edward Island 2007	35,096	2,844	3,664	4,183	3,309	4,111	5,092	5,609	6,284					
% Point Change over 2007	22.1%	34.1%	17.8%	20.7%	14.0%	24.9%	31.3%	1.6%	33.3%					
Quebec 2008	33,067	608	480	531	946	1,773	3,931	11,773	13,025					
Quebec 2007	38,530	842	554	696	1,014	1,741	4,889	14,295	14,499					
% Point Change over 2007	-14.2%	-27.8%	-13.4%	-23.7%	-6.7%	1.8%	-19.6%	-17.6%	-10.2%					
Saskatchewan 2008	3,056	21	33	38	68	181	611	879	1,225					
Saskatchewan 2007	2,959	21	35	77	74	216	763	782	991					
% Point Change over 2007	3.3%	0.0%	-5.7%	-50.6%	-8.1%	-16.20%	-19.9%	12.4%	23.6%					
Yukon 2008	190	0	0	4	5	6	35	47	93					
Yukon 2007	500	0	0	1	0	30	48	125	296					
% Point Change over 2007	-62.0%	0.0%	0.0%	300.0%	500.0%	-80.00%	-27.1%	-62.4%	-68.6%					
								0						

August 2008

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
United States 2008	40,374	579	443	565	617	1,862	6,510	13,807	15,991				
United States 2007	48,395	332	559	1,051	793	2,108	7,103	16,804	19,645				
<i>% Point Change over 2007</i>	-16.6%	74.4%	-20.8%	-46.2%	-22.2%	-11.7%	-8.3%	-17.8%	-18.6%				
New England 2008	14,464	103	166	155	173	497	1,976	5,352	6,042				
New England 2007	19,576	99	172	326	221	667	2,504	7,028	8,559				
<i>% Point Change over 2007</i>	-26.1%	4.0%	-3.5%	-52.5%	-21.7%	-25.5%	-21.1%	-23.8%	-29.4%				
Mid-Atlantic 2008	6,009	99	51	46	80	210	830	1,796	2,897				
Mid-Atlantic 2007	7,423	23	111	106	105	316	850	2,506	3,406				
<i>% Point Change over 2007</i>	-19.0%	330.4%	-54.1%	-56.6%	-23.8%	-33.5%	-2.4%	-28.3%	-14.9%				
South 2008	9,771	173	112	148	159	535	1,702	3,316	3,626				
South 2007	10,961	80	121	273	193	556	1,907	3,744	4,087				
<i>% Point Change over 2007</i>	-10.9%	116.3%	-7.4%	-45.8%	-17.6%	-3.78%	-10.7%	-11.4%	-11.3%				
Midwest 2008	4,828	99	60	94	90	264	974	1,610	1,637				
Midwest 2007	5,164	92	80	146	110	274	930	1,745	1,787				
<i>% Point Change over 2007</i>	-6.5%	7.6%	-25.0%	-35.6%	-18.2%	-3.65%	4.7%	-7.7%	-8.4%				
West 2008	5,272	103	54	122	115	356	1,028	1,733	1,761				
West 2007	5,271	38	75	200	164	295	912	1,781	1,806				
<i>% Point Change over 2007</i>	0.0%	171.1%	-28.0%	-39.0%	-29.9%	20.68%	12.7%	-2.7%	-2.5%				
Other 2008	0	0	0	0	0	0	0	0	0				
Other 2007	0	0	0	0	0	0	0	0	0				
<i>% Point Change over 2007</i>	0.0%	0%	0%	0%	0%	0%	0%	0%	0%				

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 2008	28,379	226	245	324	519	2,355	5,248	9,310	10,152				
International 2007	24,699	314	370	324	514	1,854	4,366	8,805	8,152				
% Point Change over 2007	14.9%	-28.0%	-33.8%	0.0%	1.0%	27.0%	20.2%	5.7%	24.5%				
Australia 2008	739	15	8	3	16	106	166	235	190				
Australia 2007	811	2	3	11	22	118	190	210	255				
% Point Change over 2007	-8.9%	650.0%	166.7%	-72.7%	-27.3%	-10.17%	-12.6%	11.9%	-25.5%				
China 2008	1,322	72	84	109	128	114	152	347	316				
China 2007	2,136	183	181	201	193	252	399	381	346				
% Point Change over 2007	-38.1%	-60.7%	-53.6%	-45.8%	-33.7%	-54.76%	-61.9%	-8.9%	-8.7%				
England 2008	2,154	74	24	12	62	201	485	475	821				
England 2007	2,375	5	49	17	64	194	692	619	735				
% Point Change over 2007	-9.3%	1380.0%	-51.0%	-29.4%	-3.1%	3.6%	-29.9%	-23.3%	11.7%				
France 2008	429	3	18	1	5	23	62	143	174				
France 2007	439	0	3	3	1	12	32	187	201				
% Point Change over 2007	-2.3%	300.0%	500.0%	-66.7%	400.0%	91.67%	93.8%	-23.5%	-13.4%				
Germany 2008	2,004	14	3	45	43	171	406	658	664				
Germany 2007	1,427	17	1	14	6	73	346	478	492				
% Point Change over 2007	40.4%	-17.6%	200.0%	221.4%	616.7%	134.2%	17.3%	37.7%	35.0%				
Ireland 2008	317	17	4	7	3	29	78	106	73				
Ireland 2007	389	0	12	1	12	26	114	116	108				
% Point Change over 2007	-18.5%	1700.0%	-66.7%	600.0%	-75.0%	11.5%	-31.6%	-8.6%	-32.4%				
Japan 2008	4,123	5	41	25	89	174	937	1,255	1,597				
Japan 2007	2,588	33	41	36	51	199	695	758	775				
% Point Change over 2007	59.3%	-84.8%	0.0%	-30.6%	74.5%	-12.6%	34.8%	65.6%	106.1%				
Netherlands 2008	400	12	4	0	25	15	69	170	105				
Netherlands 2007	372	11	1	11	11	25	36	144	133				
% Point Change over 2007	7.5%	9.1%	300.0%	-100.0%	127.3%	-40.00%	91.7%	18.1%	-21.1%				
Scotland 2008	351	0	11	0	10	33	66	121	110				
Scotland 2007	409	0	0	1	13	33	74	156	132				
% Point Change over 2007	-14.2%	0.0%	1100.0%	-100.0%	-23.1%	0.00%	-10.8%	-22.4%	-16.7%				
Switzerland 2008	388	0	0	12	5	31	55	175	110				
Switzerland 2007	320	0	0	3	2	14	60	123	118				
% Point Change over 2007	21.3%	0.0%	0.0%	300.0%	150.0%	121.43%	-8.3%	42.3%	-6.8%				
Other 2008	16,188	14	48	110	133	1,458	2,772	5,625	6,028				
Other 2007	13,433	63	79	26	139	908	1,728	5,633	4,857				
% Point Change over 2007	20.5%	-77.8%	-39.2%	323.1%	-4.3%	60.57%	60.4%	-0.1%	24.1%				
Motorcoach 2008	16,594	~	12	163	49	68	4,053	6,039	6,210				
Motorcoach 2007	15,347	11	0	109	37	347	2,401	5,876	6,566				
% Point Change over 2007	8.1%	-1100.0%	1200.0%	49.5%	32.4%	-80%	68.8%	2.8%	-5.4%				
ORIGIN BREAKDOWN													
Canada	83.5%	94.8%	96.5%	95.1%	93.5%	87.6%	80.9%	79.9%	80.4%				
United States	9.7%	3.7%	2.3%	3.1%	3.5%	5.5%	10.6%	12.0%	11.9%				
International	6.8%	1.4%	1.3%	1.8%	3.0%	6.9%	8.5%	8.1%	7.6%				

Campground August 2008

OCCUPANCY RATE		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
PROVINCE WIDE														
2008 - Occupancy Rate %	35.6%					10.6%	17.1%	48.5%	42.2%					
2007 - Occupancy Rate %	38.8%					8.4%	17.1%	51.9%	49.8%					
% Point Change from Previous Year	-3.2%					2.2%	0.0%	-3.4%	-7.6%					
2008 - Site-nights Sold	151,406					3,067	19,026	74,340	54,973					
2007 - Site-nights Sold	173,002					2,369	27,374	78,761	64,498					
Difference in Site-nights Sold	-21,596					698	-8,348	-4,421	-9,525					
% Point change from Previous Year	-12.5%					29.5%	-30.5%	-5.6%	-14.8%					
North Cape Coastal Drive														
2008 - Occupancy Rate %	23.9%					1.7%	11.2%	36.9%	31.5%					
2007 - Occupancy Rate %	30.3%					2.0%	12.6%	41.1%	40.7%					
% Point Change from Previous Year	-6.4%					-0.3%	-1.4%	-4.2%	-9.2%					
2008 - Site-nights Sold	13,163					110	1,794	7,250	4,009					
2007 - Site-nights Sold	17,431					87	1,988	7,725	7,631					
Difference in Site-nights Sold	-4,268					23	-194	-475	-3,622					
% Point change from Previous Year	-24.5%					26.4%	-9.8%	-6.1%	-47.5%					
Anne's Land														
2008 - Occupancy Rate %	38.7%					12.6%	18.9%	52.8%	42.8%					
2007 - Occupancy Rate %	41.9%					11.4%	18.6%	55.3%	54.4%					
% Point Change from Previous Year	-3.2%					1.2%	0.3%	-2.5%	-11.6%					
2008 - Site-nights Sold	99,349					1719	11,854	51,180	34,596					
2007 - Site-nights Sold	114,402					1,836	20,289	52,660	39,617					
Difference in Site-nights Sold	-15,053					-117	-8,435	-1,480	-5,021					
% Point change from Previous Year	-13.2%					-6.4%	-41.6%	-2.8%	-12.7%					
South Shore														
2008 - Occupancy Rate %	32.1%					21.4%	18.6%	41.0%	43.9%					
2007 - Occupancy Rate %	35.2%					8.6%	17.3%	45.8%	46.8%					
% Point Change from Previous Year	-3.1%					12.8%	1.3%	-4.8%	-2.9%					
2008 - Site-nights Sold	15,576					1,090	2,433	5,818	6,231					
2007 - Site-nights Sold	16,932					345	2,274	7,060	7,253					
Difference in Site-nights Sold	-1,356					745	159	-1,242	-1,022					
% Point change from Previous Year	-8.0%					215.9%	7.0%	-17.6%	-14.1%					
Points East														
2008 - Occupancy Rate %	35.0%					4.1%	15.2%	45.2%	45.2%					
2007 - Occupancy Rate %	36.0%					2.8%	14.7%	50.9%	44.8%					
% Point Change from Previous Year	-1.0%					1.3%	0.5%	-5.7%	0.4%					
2008 - Site-nights Sold	23,322					148	2,945	10,092	10,137					
2007 - Site-nights Sold	24,237					101	2,823	11,316	9,997					
Difference in Site-nights Sold	-915					47	122	-1,224	140					
% Point change from Previous Year	-3.8%					46.5%	4.3%	-10.8%	1.4%					
ORIGIN BREAKDOWN														
Canada	93.0%					94.0%	92.9%	93.9%	93.6%					
British Columbia	1.6%					2.6%	1.4%	1.4%	1.2%					
Alberta	1.7%					1.2%	1.7%	1.4%	1.2%					
Prince Edward Island	45.7%					68.4%	42.1%	41.6%	32.4%					
Nova Scotia	12.5%					7.9%	13.2%	12.9%	16.9%					
New Brunswick	15.0%					8.4%	16.0%	13.5%	14.4%					
Ontario	11.0%					3.3%	11.8%	10.2%	12.9%					
Quebec	5.0%					1.7%	5.4%	10.8%	12.8%					
United States	5.6%					2.9%	6.0%	5.3%	5.4%					
Massachusetts	0.3%					0.0%	0.4%	0.4%	0.6%					
Maine	0.7%					0.9%	0.7%	0.9%	0.9%					
New York	0.5%					0.7%	0.5%	0.4%	0.4%					
Florida	0.7%					0.1%	0.7%	0.5%	0.5%					
International	1.4%					3.0%	1.1%	0.8%	1.0%					
Germany	0.6%					1.4%	0.5%	0.3%	0.4%					