

% Increase / Decrease - 2005/2006
 ~ = 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)	12%	5%	14%	3%	18%	8%	11%	16%	15%				
Bridge (Non-Resident Vehicles)	2%	-4%	-7%	-2%	-5%	1%	-0.3%	8%	3%				
Ferry (All Vehicles)	-1%	~	~	~	~	-9%	-0.3%	-1%	-1%				
Visitor Inquiries													
Website Sessions ¹	-14%	~	~	~	~	-9%	-29%	1%	-10%				
Call Centre Inquiries	-16%	78%	-22%	-34%	-22%	-26%	-25%	-8%	7%				
Mail Out Kits	-18%	11%	-2%	-30%	-21%	-26%	-25%	2%	-8%				
Visitor Information Centres													
Airport	n/a	~	~	~	~	~	407*	1434*	1549*				
Charlottetown	-10%	**	**	-80%	-76%	-43%	-18%	3%	-2%				
Borden-Carleton	-6%	207*	189*	418*	9%	94%	-4%	-9%	-14%				
Wood Islands	-34%	~	~	~	~	12%	-8%	-11%	-52%				
Cavendish	-3%	~	~	~	~	-4%	2%	33%	-28%				
St. Peters	12%	~	~	~	~	~	26%	4%	17%				
Summerside	13%	~	~	~	~	~	-3%	11%	22%				
Souris	-10%	~	~	~	~	~	33%	-16%	-12%				
West Prince	-7%	~	~	~	~	~	12%	-11%	-7%				
Total Parties Counsellled	-8%	-54%	-78%	-25%	-41%	-1%	-5%	0%	-14%				
Provincial Parks													
Parks West	5%	~	~	~	~	11%	21%	2%	5%				
Parks East	6%	~	~	~	~	-40%	19%	4%	6%				
Total	5%	~	~	~	~	-33%	20%	3%	5%				
Golf PEI													
Total Rounds Played	-2%	~	~	~	-92%	-24%	8%	6%	2%				
Cruise Ships													
Total # of Passengers	-45%	~	~	~	~	-37%	-51%	0%	n/a				
Parks Canada													
PEI National Park	-37%	-54%	-39%	-50%	-58%	-30%	-24%	n/a	n/a				
Province House	-11%	29%	-7%	-15%	62%	25%	-19%	-5%	-20%				
Green Gables	5%	49%	16%	-41%	-19%	-4%	-13%	10%	9%				
Campgrounds	-1%	~	~	~	~	~	13%	-3%	0%				
Historic Sites													
Orwell	0%	-24%	9%	0%	-34%	1%	3%	-4%	4%				
Beaconsfield	-2%	7%	23%	-35%	31%	6%	4%	-13%	0%				
Eptek	11%	8%	-42%	-12%	4%	-24%	23%	36%	23%				
Acadian Museum	8%	49%	457%	1%	51%	-5%	-22%	5%	8%				
Elmira	6%	~	~	~	~	-28%	38%	0%	7%				
Basin Head	30%	~	~	~	~	57*	57%	29%	23%				
Green Park	-2%	~	~	~	~	61*	-26%	-19%	11%				
Total Visitors	8%	8%	-2%	-12%	11%	-4%	12%	7%	12%				

¹ Changes in website traffic measurement methodology prevent comparison until May. YTD calculations began in May.

* Not open in 2006 but open in 2007

** Open in 2006 but not open in 2007

AUGUST 2007 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
2007 Current Compliancy Rate	99%	99%	99%	99%	99%	100%	100%	99%	97%				
2007 Total Operations Open		143	143	144	168	539	1,006	1,092	1,090				
2007 Total Room-nights Available *	797,299	69,345	64,353	72,390	70,540	129,495	184,953	207,364	202,982				
2006 Current Compliancy Rate	100%	100%	100%	100%	100%	100%	99%	99%	99%				
2006 Total Operations Open		155	155	155	176	572	1,021	1,100	1,111				
2006 Total Room-nights Available *	1,018,604	73,366	66,930	73,167	74,847	129,005	184,762	208,691	207,836				
Province Wide													
2007 - Occupancy Rate %	43.2%	20.1%	27.5%	27.8%	26.1%	23.9%	34.9%	62.4%	67.9%				
2006 - Occupancy Rate %	41.1%	19.4%	30.6%	24.9%	22.5%	24.4%	33.0%	58.9%	64.3%				
% Point Change from Previous Year	2.1%	0.7%	-3.1%	2.9%	3.6%	-0.5%	1.9%	3.5%	3.6%				
2007 - Room-nights Sold	432,908	13,927	17,721	20,105	18,382	31,011	64,531	129,337	137,894				
2006 - Room-nights Sold	418,711	14,228	20,499	18,191	16,837	31,530	60,915	122,914	133,597				
Difference in Room-nights Sold	14,197	-301	-2,778	1,914	1,545	-519	3,616	6,423	4,297				
% Change from Previous Year	3.4%	-2.1%	-13.6%	10.5%	8.4%	-1.7%	5.9%	5.2%	3.2%				
REGION													
North Cape Coastal Drive													
Regional Compliance Rate		100%	100%	100%	100%	100%	100%	100%	98%				
2007 - Occupancy Rate %	38.2%	21.6%	29.9%	32.5%	26.9%	26.7%	29.8%	56.8%	62.6%				
2006 - Occupancy Rate %	33.9%	24.0%	24.3%	26.6%	19.6%	22.7%	29.8%	49.5%	58.3%				
% Point Change from Previous Year	4.3%	-2.4%	5.6%	5.9%	7.3%	4.0%	0.0%	7.3%	4.3%				
2007 - Room-nights Sold	79,925	4,514	6,195	7,378	5,454	7,152	9,053	19,206	20,973				
2006 - Room-nights Sold	73,072	5,190	5,111	6,242	4,511	6,215	9,256	16,716	19,831				
Difference in Room-nights Sold	6,853	-676	1,084	1,136	943	937	-203	2,490	1,142				
% Change from Previous Year	5.0%	-13.0%	21.2%	18.2%	17.3%	13.1%	-2.2%	2.6%	5.8%				
Anne's Land													
Regional Compliance Rate		93%	93%	93%	94%	99%	99%	98%	95%				
2007 - Occupancy Rate %	46.4%	4.0%	6.0%	1.6%	2.9%	7.9%	25.9%	66.6%	72.7%				
2006 - Occupancy Rate %	43.2%	2.2%	6.1%	2.6%	3.7%	8.6%	22.6%	62.1%	66.0%				
% Point Change from Previous Year	3.2%	1.8%	-0.1%	-1.0%	-0.8%	-0.7%	-50.9%	0.0%	6.7%				
2007 - Room-nights Sold	110,208	181	227	66	147	2,299	15,202	44,738	47,348				
2006 - Room-nights Sold	104,781	96	251	112	199	2,391	13,256	43,098	45,378				
Difference in Room-nights Sold	5,427	85	-24	-46	-52	-92	1,946	1,640	1,970				
% Change from Previous Year	5.2%	88.5%	-9.6%	-41.1%	-35.4%	-4.0%	14.7%	3.8%	4.3%				
Charlotte's Shore													
Regional Compliance Rate		98%	98%	98%	99%	99%	100%	99%	97%				
2007 - Occupancy Rate %	45.1%	21.7%	29.5%	29.1%	29.6%	32.9%	47.6%	66.4%	71.6%				
2006 - Occupancy Rate %	44.9%	19.3%	38.2%	27.8%	27.4%	34.9%	46.4%	66.4%	69.5%				
% Point Change from Previous Year	0.2%	2.4%	-8.7%	1.3%	2.2%	-2.0%	1.2%	0.0%	2.1%				
2007 - Room-nights Sold	196,431	8,969	11,120	12,461	12,494	19,486	32,352	48,545	51,004				
2006 - Room-nights Sold	195,394	8,382	14,594	11,463	11,625	20,992	30,970	47,791	49,577				
Difference in Room-nights Sold	1,037	587	-3,474	998	869	-1,506	1,382	754	1,427				
% Change from Previous Year	0.5%	7.0%	-23.8%	8.7%	7.0%	-7.7%	4.5%	1.6%	2.9%				
Points East													
Regional Compliance Rate		100%	100%	100%	100%	100%	100%	100%	98%				
2007 - Occupancy Rate %	38.8%	10.1%	8.6%	7.6%	9.2%	14.2%	28.4%	50.6%	56.1%				
2006 - Occupancy Rate %	36.3%	14.1%	15.3%	9.2%	12.2%	14.0%	26.3%	45.6%	55.7%				
% Point Change from Previous Year	2.5%	-4.0%	-6.7%	-1.6%	-3.0%	0.2%	2.1%	5.0%	0.4%				
2007 - Room-nights Sold	46,344	263	179	200	287	2,074	7,924	16,848	18,569				
2006 - Room-nights Sold	45,464	560	543	374	502	1,932	7,433	15,309	18,811				
Difference in Room-nights Sold	880	-297	-364	-174	-215	142	491	1,539	-242				
% Change from Previous Year	1.9%	-53%	-67%	-47%	-74.9%	6.8%	6.6%	10.1%	-1.3%				

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

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		100%	100%	100%	100%	100%	99%	99%	93%				
2007 - Occupancy Rate %	43.9%	22.6%	30.2%	30.6%	28.7%	29.4%	42.3%	63.2%	69.6%				
2006 - Occupancy Rate %	42.7%	22.0%	34.3%	27.2%	25.4%	31.1%	42.0%	60.8%	66.8%				
% Point Change from Previous Year	1.2%	0.6%	-4.1%	3.4%	3.3%	-1.7%	0.3%	2.4%	2.8%				
2007 - Room-nights Sold	286,244	12,958	16,463	18,747	16,780	25,539	44,593	72,676	78,488				
2006 - Room-nights Sold	277,132	13,320	18,805	16,377	15,364	26,243	43,162	68,836	75,025				
% Change from Previous Year	3.3%	-2.7%	-12.5%	14.5%	8.4%	-2.8%	3.3%	5.6%	4.6%				
Inns													
Compliance Rate for Type		100%	100%	100%	100%	100%	100%	100%	100%				
2007 - Occupancy Rate %	52.0%	21.1%	30.1%	28.0%	31.8%	33.5%	50.2%	67.5%	77.6%				
2006 - Occupancy Rate %	53.8%	21.9%	36.5%	37.5%	28.9%	44.0%	45.6%	68.6%	76.8%				
% Point Change from Previous Year	-1.8%	-0.8%	-6.4%	-9.5%	2.9%	-10.5%	4.6%	-1.1%	0.8%				
2007 - Room-nights Sold	24,168	707	902	889	1,009	1,638	4,334	6,820	7,869				
2006 - Room-nights Sold	24,550	646	1023	1,174	873	1,980	4,064	6,983	7,807				
% Change from Previous Year	-1.6%	9.4%	-11.8%	-24.3%	13.5%	-20.9%	6.6%	-2.3%	0.8%				
Cabins/Cottages													
Compliance Rate for Type		100%	100%	100%	100%	100%	100%	99%	97%				
2007 - Occupancy Rate %	45.1%	2.8%	5.8%	12.4%	12.5%	9.0%	19.8%	63.1%	67.2%				
2006 - Occupancy Rate %	40.7%	4.3%	5.3%	3.3%	6.2%	6.4%	16.9%	58.4%	61.9%				
% Point Change from Previous Year	4.4%	-1.5%	0.5%	9.1%	6.3%	2.6%	2.9%	4.7%	5.3%				
2007 - Room-nights Sold	91,811	50	82	192	248	2,137	10,367	38,844	39,891				
2006 - Room-nights Sold	87,679	97	111	72	192	1,606	9,104	37,085	39,412				
% Change from Previous Year	4.7%	-48.5%	-26.1%	166.7%	22.6%	24.8%	13.9%	4.7%	1.2%				
Tourist Home/B&B													
Compliance Rate for Type		97%	97%	97%	97%	98%	99%	100%	99%				
2007 - Occupancy Rate %	30.7%	3.1%	5.0%	4.3%	5.0%	12.0%	28.3%	53.2%	56.0%				
2006 - Occupancy Rate %	27.1%	2.1%	7.8%	7.5%	4.9%	11.2%	24.2%	46.5%	53.0%				
% Point Change from Previous Year	3.6%	1.0%	-2.8%	-3.2%	0.1%	0.8%	4.1%	6.7%	3.0%				
2007 - Room-nights Sold	30,517	212	274	277	345	1,693	5,223	10,931	11,562				
2006 - Room-nights Sold	29,081	165	560	568	408	1,701	4,543	9,923	11,213				
% Change from Previous Year	4.9%	28.5%	-51.1%	-51.2%	-18.3%	-0.5%	15.0%	10.2%	3.1%				
Other													
Compliance Rate for Type		~	~	~	~	100%	100%	100%	100%				
2007 - Occupancy Rate %	54.5%	~	~	~	~	12.5%	15.6%	71.0%	90.3%				
2006 - Occupancy Rate %	20.4%	~	~	~	~	~	10.0%	20.0%	30.1%				
% Point Change from Previous Year	34.1%	0%	0%	0%	0%	0%	5.6%	n/a	60.2%				
2007 - Room-nights Sold	168	~	~	~	~	4	14	66	84				
2006 - Room-nights Sold	269	~	~	~	~	~	42	87	140				
% Change from Previous Year	-37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	-66.7%	-24.1%	-40.0%				