

February 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
2009 Current Compliancy Rate	99%	99%	99%										
2009 Total Operations Open		137	137										
2009 Total Room-nights Available *	132,647	68,421	64,226										
2008 Current Compliancy Rate	100%	100%	100%										
2008 Total Operations Open		145	143										
2008 Total Room-nights Available *	135,664	69,420	66,244										
Province Wide													
2009 - Occupancy Rate %	25.6%	20.9%	30.7%										
2008 - Occupancy Rate %	26.0%	22.5%	29.6%										
% Point Change from Previous Year	-0.4%	-1.6%	1.1%										
2009 - Room-nights Sold	34,013	14,306	19,707										
2008 - Room-nights Sold	35,252	15,629	19,623										
Difference in Room-nights Sold	-1,239	-1,323	84										
% Change from Previous Year	-3.5%	-8.5%	0.4%										
REGION													
North Cape Coastal Drive													
Regional Compliance Rate	100%	100%	100%										
2009 - Occupancy Rate %	32.1%	28.1%	36.0%										
2008 - Occupancy Rate %	30.3%	27.8%	31.6%										
% Point Change from Previous Year	1.8%	0.3%	4.4%										
2009 - Room-nights Sold	11,705	5,118	6,587										
2008 - Room-nights Sold	11,863	5,595	6,268										
Difference in Room-nights Sold	-158	-477	319										
% Change from Previous Year	-1.3%	-8.5%	5.1%										
Green Gables Shore													
Regional Compliance Rate	100%	100%	100%										
2009 - Occupancy Rate %	4.3%	2.7%	6.1%										
2008 - Occupancy Rate %	5.5%	2.4%	8.8%										
% Point Change from Previous Year	-1.2%	0.3%	-2.7%										
2009 - Room-nights Sold	312	103	209										
2008 - Room-nights Sold	426	95	331										
Difference in Room-nights Sold	-114	8	-122										
% Change from Previous Year	-26.8%	8.4%	-36.9%										
Red Sands													
Regional Compliance Rate	100%	100%	100%										
2009 - Occupancy Rate %	7.7%	5.4%	10.0%										
2008 - Occupancy Rate %	8.3%	5.2%	12.4%										
% Point Change from Previous Year	-0.6%	0.2%	-2.4%										
2009 - Room-nights Sold	304	107	197										
2008 - Room-nights Sold	320	97	223										
Difference in Room-nights Sold	-16	10	-26										
% Change from Previous Year	-5.0%	10.3%	-11.7%										
Charlottetown													
Regional Compliance Rate	99%	98%	100%										
2009 - Occupancy Rate %	26.8%	21.0%	33.1%										
2008 - Occupancy Rate %	27.7%	23.2%	32.4%										
% Point Change from Previous Year	-0.9%	-2.2%	0.7%										
2009 - Room-nights Sold	21,090	8,627	12,463										
2008 - Room-nights Sold	22,348	9,631	12,717										
Difference in Room-nights Sold	-1,258	-1,004	-254										
% Change from Previous Year	-5.6%	-10.4%	-2.0%										
Points East													
Regional Compliance Rate	98%	100%	96%										
2009 - Occupancy Rate %	10.8%	10.8%	8.6%										
2008 - Occupancy Rate %	10.5%	10.5%	11.5%										
% Point Change from Previous Year	0.3%	0.3%	-2.9%										
2009 - Room-nights Sold	602	351	251										
2008 - Room-nights Sold	522	275	247										
Difference in Room-nights Sold	80	76	4										
% Change from Previous Year	15.3%	27.6%	1.6%										

* = at time of reporting

February 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	99%	97%	100%										
2009 - Occupancy Rate %	28.7%	23.4%	34.3%										
2008 - Occupancy Rate %	28.3%	24.9%	32.2%										
% Point Change from Previous Year	0.4%	-1.5%	2.1%										
2009 - Room-nights Sold	31,805	13,281	18,524										
2009 - Room-nights Sold	32,811	14,576	18,235										
% Change from Previous Year	-3.1%	-8.9%	1.6%										
100													
Inns													
Compliance Rate for Type	100%	100%	100%										
2009 - Occupancy Rate %	23.5%	18.3%	30.7%										
2008 - Occupancy Rate %	30.5%	27.2%	34.0%										
% Point Change from Previous Year	-7.0%	-8.9%	-3.3%										
2009 - Room-nights Sold	1,272	576	696										
2008 - Room-nights Sold	1,715	797	918										
% Change from Previous Year	-25.8%	-27.7%	-24.2%										
Cabins/Cottages													
Compliance Rate for Type	99%	97%	100%										
2009 - Occupancy Rate %	9.9%	10.9%	8.8%										
2008 - Occupancy Rate %	9.3%	5.3%	13.8%										
% Point Change from Previous Year	0.6%	5.6%	-5.0%										
2009 - Room-nights Sold	333	187	146										
2008 - Room-nights Sold	280	83	197										
% Change from Previous Year	18.9%	125.3%	-25.9%										
Tourist Home/B&B													
Compliance Rate for Type	99%	100%	98%										
2009 - Occupancy Rate %	4.6%	3.9%	5.4%										
2008 - Occupancy Rate %	3.7%	2.8%	4.6%										
% Point Change from Previous Year	0.9%	1.1%	0.8%										
2009 - Room-nights Sold	603	262	341										
2008 - Room-nights Sold	424	173	251										
% Change from Previous Year	42.2%	51.4%	35.9%										
Other													
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		-	-	-	-						-	-	

Campground February 2009

OCCUPANCY RATE	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
PROVINCE WIDE													
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													
North Cape Coastal Drive													
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													
Anne's Land													
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													
South Shore													
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													
Points East													
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													
ORIGIN BREAKDOWN													
Canada													
British Columbia													
Alberta													
Prince Edward Island													
Nova Scotia													
New Brunswick													
Ontario													
Quebec													
United States													
Massachusetts													
Maine													
New York													
Florida													
International													
Germany													