

% 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)	12%	16%	9%										
Bridge (Non-Resident Vehicles)	0%	-9%	9%										
Ferry (All Vehicles)		~	~										
Visitor Inquiries													
Call Centre Inquiries	11%	11%	12%										
Mail Out Kits	-17%	12%	-38%										
Visitor Information Centres													
Airport		~	~										
Charlottetown		~	~										
Borden-Carleton	18%	-22%	63%										
Wood Islands		~	~										
Cavendish		~	~										
St. Peters		~	~										
Summerside		~	~										
Souris		~	~										
West Prince		~	~										
Total Parties Counseled	18%	-22%	63%										
Provincial Parks													
Parks West		~	~										
Parks East		~	~										
Total		~	~										
Golf PEI													
Total Rounds Played		~	~										
Cruise Ships													
Total # of Passengers		~	~										
Parks Canada													
PEI National Park		NA	NA										
Province House		NA	NA										
Green Gables		NA	NA										
Campgrounds		~	~										
Historic Sites													
Orwell	-43%	-29%	-50%										
Beaconsfield	-23%	-40%	-7%										
Eptek	18%	-21%	77%										
Acadian Museum	-35%	-74%	-17%										
Elmira		~	~										
Basin Head		~	~										
Green Park		~	~										
Total Visitors	-8%	-32%	15%										

February Source Data

February 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	99%	99%	99%										
2008 Total Operations Open		145	143										
2008 Total Room-nights Available *	136,061	69,730	66,331										
2007 Current Compliancy Rate	100%	100%	100%										
2007 Total Operations Open		143	143										
2007 Total Room-nights Available *	133,875	69,438	64,437										
Province Wide													
2008 - Occupancy Rate %	22.4%	22.4%	29.6%										
2007 - Occupancy Rate %	20.1%	20.1%	27.5%										
% Point Change from Previous Year	2.3%	2.3%	2.1%										
2008 - Room-nights Sold	35,217	15,616	19,601										
2007 - Room-nights Sold	31,648	13,927	17,721										
Difference in Room-nights Sold	3,569	1,689	1,880										
% Change from Previous Year	11.3%	12.1%	10.6%										
REGION													
North Cape Coastal Drive													
Regional Compliance Rate	100%	100%	100%										
2008 - Occupancy Rate %	27.5%	27.5%	31.4%										
2007 - Occupancy Rate %	21.6%	21.6%	29.9%										
% Point Change from Previous Year	5.9%	5.9%	1.5%										
2008 - Room-nights Sold	11,863	5,585	6,268										
2007 - Room-nights Sold	10,709	4,514	6,195										
Difference in Room-nights Sold	1,154	1,081	73										
% Change from Previous Year	10.8%	23.9%	1.2%										
Anne's Land													
Regional Compliance Rate	100%	100%	100%										
2008 - Occupancy Rate %	2.4%	2.4%	8.8%										
2007 - Occupancy Rate %	4.0%	4.0%	6.0%										
% Point Change from Previous Year	-1.6%	-1.6%	2.8%										
2008 - Room-nights Sold	426	95	331										
2007 - Room-nights Sold	408	181	227										
Difference in Room-nights Sold	18	-86	104										
% Change from Previous Year	4.4%	-47.5%	45.8%										
South Shore													
Regional Compliance Rate	100%	100%	97%										
2008 - Occupancy Rate %	22.6%	22.6%	31.6%										
2007 - Occupancy Rate %	21.6%	21.6%	29.4%										
% Point Change from Previous Year	1.0%	1.0%	2.2%										
2008 - Room-nights Sold	22,406	9,651	12,755										
2007 - Room-nights Sold	20,089	8,969	11,120										
Difference in Room-nights Sold	2,317	682	1,635										
% Change from Previous Year	11.5%	7.6%	14.7%										
Points East													
Regional Compliance Rate	96%	96%	96%										
2008 - Occupancy Rate %	10.5%	10.5%	11.5%										
2007 - Occupancy Rate %	10.1%	10.1%	8.6%										
% Point Change from Previous Year	0.4%	0.4%	2.9%										
2008 - Room-nights Sold	522	275	247										
2007 - Room-nights Sold	442	263	179										
Difference in Room-nights Sold	80	12	68										
% Change from Previous Year	18.1%	4.6%	38.0%										

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

