



January 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%											
2009 Total Operations Open		137											
2009 Total Room-nights Available *	68,421	68,421											
2008 Current Compliancy Rate	100%	100%											
2008 Total Operations Open		145											
2008 Total Room-nights Available *	69,420	69,420											
Province Wide													
2009 - Occupancy Rate %	20.9%	20.9%											
2008 - Occupancy Rate %	22.5%	22.5%											
% Point Change from Previous Year	-1.6%	-1.6%											
2009 - Room-nights Sold	14,306	14,306											
2008 - Room-nights Sold	15,629	15,629											
Difference in Room-nights Sold	-1,323	-1,323											
% Change from Previous Year	-8.5%	-8.5%											
REGION													
North Cape Coastal Drive													
Regional Compliance Rate	100%	100%											
2009 - Occupancy Rate %	28.1%	28.1%											
2008 - Occupancy Rate %	27.8%	27.8%											
% Point Change from Previous Year	0.3%	0.3%											
2009 - Room-nights Sold	5,118	5,118											
2008 - Room-nights Sold	5,595	5,595											
Difference in Room-nights Sold	-477	-477											
% Change from Previous Year	-8.5%	-8.5%											
Green Gables Shore													
Regional Compliance Rate	100%	100%											
2009 - Occupancy Rate %	2.7%	2.7%											
2008 - Occupancy Rate %	2.4%	2.4%											
% Point Change from Previous Year	0.3%	0.3%											
2009 - Room-nights Sold	103	103											
2008 - Room-nights Sold	95	95											
Difference in Room-nights Sold	8	8											
% Change from Previous Year	8.4%	8.4%											
Red Sands													
Regional Compliance Rate	100%	100%											
2009 - Occupancy Rate %	5.4%	5.4%											
2008 - Occupancy Rate %	5.2%	5.2%											
% Point Change from Previous Year	0.2%	0.2%											
2009 - Room-nights Sold	107	107											
2008 - Room-nights Sold	97	97											
Difference in Room-nights Sold	10	10											
% Change from Previous Year	10.3%	10.3%											
Charlottetown													
Regional Compliance Rate	98%	98%											
2009 - Occupancy Rate %	21.0%	21.0%											
2008 - Occupancy Rate %	23.2%	23.2%											
% Point Change from Previous Year	-2.2%	-2.2%											
2009 - Room-nights Sold	8,627	8,627											
2008 - Room-nights Sold	9,631	9,631											
Difference in Room-nights Sold	-1,004	-1,004											
% Change from Previous Year	-10.4%	-10.4%											
Points East													
Regional Compliance Rate	100%	100%											
2009 - Occupancy Rate %	10.8%	10.8%											
2008 - Occupancy Rate %	10.5%	10.5%											
% Point Change from Previous Year	0.3%	0.3%											
2009 - Room-nights Sold	351	351											
2008 - Room-nights Sold	275	275											
Difference in Room-nights Sold	76	76											
% Change from Previous Year	27.6%	27.6%											

* = at time of reporting

