

% 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
<b>Traffic</b>													
Air (All Enplaned)	16%	16%											
Bridge (Non-Resident Vehicles)	-9%	-9%											
Ferry (All Vehicles)		~											
<b>Visitor Inquiries</b>													
Call Centre Inquiries	11%	11%											
Mail Out Kits	12%	12%											
<b>Visitor Information Centres</b>													
Airport		~											
Charlottetown		~											
Borden-Carleton	-22%	-22%											
Wood Islands		~											
Cavendish		~											
St. Peters		~											
Summerside		~											
Souris		~											
West Prince		~											
Total Parties Counseled	-22%	-22%											
<b>Provincial Parks</b>													
Parks West		~											
Parks East		~											
Total		~											
<b>Golf PEI</b>													
Total Rounds Played		~											
<b>Cruise Ships</b>													
Total # of Passengers		~											
<b>Parks Canada</b>													
PEI National Park		~											
Province House		~											
Green Gables		~											
Campgrounds		NA											
<b>Historic Sites</b>													
Orwell	-29%	-29%											
Beaconsfield	-40%	-40%											
Eptek	-21%	-21%											
Acadian Museum	-74%	-74%											
Elmira		~											
Basin Head		~											
Green Park		~											
Total Visitors	-32%	-32%											

January Source Data

## 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
<b>2008 Current Compliancy Rate</b>	<b>99%</b>	99%											
<b>2008 Total Operations Open</b>		145											
<b>2008 Total Room-nights Available *</b>	<b>69,730</b>	69,730											
<b>2007 Current Compliancy Rate</b>	<b>100%</b>	100%											
<b>2007 Total Operations Open</b>		143											
<b>2007 Total Room-nights Available *</b>	<b>69,438</b>	69,438											
<b>Province Wide</b>													
2008 - Occupancy Rate %	<b>22.4%</b>	22.4%											
2007 - Occupancy Rate %	<b>20.1%</b>	20.1%											
% Point Change from Previous Year	<b>2.3%</b>	2.3%											
2008 - Room-nights Sold	<b>15,616</b>	15,616											
2007 - Room-nights Sold	<b>13,927</b>	13,927											
Difference in Room-nights Sold	<b>1,689</b>	1,689											
% Change from Previous Year	<b>12.1%</b>	12.1%											
<b>REGION</b>													
<b>North Cape Coastal Drive</b>													
Regional Compliance Rate	<b>100%</b>	100%											
2008 - Occupancy Rate %	<b>27.5%</b>	27.5%											
2007 - Occupancy Rate %	<b>21.6%</b>	21.6%											
% Point Change from Previous Year	<b>5.9%</b>	5.9%											
2008 - Room-nights Sold	<b>5,595</b>	5,595											
2007 - Room-nights Sold	<b>4,514</b>	4,514											
Difference in Room-nights Sold	<b>1,081</b>	1,081											
% Change from Previous Year	<b>23.9%</b>	23.9%											
<b>Anne's Land</b>													
Regional Compliance Rate	<b>100%</b>	100%											
2008 - Occupancy Rate %	<b>2.4%</b>	2.4%											
2007 - Occupancy Rate %	<b>4.0%</b>	4.0%											
% Point Change from Previous Year	<b>-1.6%</b>	-1.6%											
2008 - Room-nights Sold	<b>95</b>	95											
2007 - Room-nights Sold	<b>181</b>	181											
Difference in Room-nights Sold	<b>-86</b>	-86											
% Change from Previous Year	<b>-47.5%</b>	-47.5%											
<b>South Shore</b>													
Regional Compliance Rate	<b>100%</b>	100%											
2008 - Occupancy Rate %	<b>22.6%</b>	22.6%											
2007 - Occupancy Rate %	<b>21.6%</b>	21.6%											
% Point Change from Previous Year	<b>1.0%</b>	1.0%											
2008 - Room-nights Sold	<b>9,651</b>	9,651											
2007 - Room-nights Sold	<b>8,969</b>	8,969											
Difference in Room-nights Sold	<b>682</b>	682											
% Change from Previous Year	<b>7.6%</b>	7.6%											
<b>Points East</b>													
Regional Compliance Rate	<b>96%</b>	96%											
2008 - Occupancy Rate %	<b>10.5%</b>	10.5%											
2007 - Occupancy Rate %	<b>10.1%</b>	10.1%											
% Point Change from Previous Year	<b>0.4%</b>	0.4%											
2008 - Room-nights Sold	<b>275</b>	275											
2007 - Room-nights Sold	<b>263</b>	263											
Difference in Room-nights Sold	<b>12</b>	12											
% Change from Previous Year	<b>4.6%</b>	4.6%											

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







