

% 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)	14%	16%	9%	24%	8%	9%	12%	18%					
Bridge (Non-Resident Vehicles)	-12%	-9%	9%	-1%	-10%	-9%	-1%	-22%					
Ferry (All Vehicles)	-10%	~	~	~	~	-6%	-10%	-11%					
Visitor Inquiries													
Call Centre Inquiries	12%	11%	12%	1%	17%	4%	24%	13%					
Mail Out Kits	8%	12%	-13%	-2%	14%	-9%	27%	30%					
Visitor Information Centres													
Airport	30%	~	~	~	~	~	121%	4%					
Charlottetown	-38%	~	~	11%	64%	33%	-4%	-21%					
Borden-Carleton	-26%	-22%	63%	-22%	11%	-25%	-30%	-24%					
Wood Islands	-9%	~	~	~	~	3%	10%	-18%					
Cavendish	-17%	~	~	~	~	79%	-9%	-23%					
St. Peters	-21%	~	~	~	~	~	25%	-31%					
Summerside	-4%	~	~	~	~	~	-4%	-4%					
Souris	21%	~	~	~	~	~	0%	28%					
West Prince	-1%	~	~	~	~	~	56%	-16%					
Total Parties Counsellled	-22%	-22%	63%	-13%	24%	-56%	-7%	-17%					
Provincial Parks													
Parks West	-7%	~	~	~	~	129%	-11%	-7%					
Parks East	-10%	~	~	~	~	77%	-3%	-12%					
Total	-9%	~	~	~	~	88%	-7%	-9%					
Golf PEI													
Total Rounds Played	-5%	~	~	~	~	3%	-9%	-3%					
Cruise Ships*													
Total # of Passengers	102%	~	~	~	~	52%	100%	1890%					
Parks Canada													
PEI National Park	-12%	-8%	-23%	-15%	26%	-29%	-34%	-12%					
Province House	-5%	-42%	4%	-1%	-37%	-39%	4%	1%					
Green Gables	12%	26%	-39%	2%	14%	22%	37%	2%					
Campgrounds	-20%	~	~	~	~	~	-28%	-20%					
Historic Sites													
Orwell	-2%	-29%	-50%	18%	-35%	-2%	-2%	1%					
Beaconsfield	12%	-40%	-7%	-14%	122%	-5%	4%	24%					
Eptek	-16%	-21%	77%	-14%	-1%	60%	-39%	-37%					
Acadian Museum	24%	-74%	-17%	26%	11%	-10%	49%	36%					
Elmira	-31%	~	~	~	~	48%	-11%	-38%					
Basin Head	-4%	~	~	~	~	286%	-25%	-1%					
Green Park	3%	~	~	~	~	-90%	6%	6%					
Total Visitors	-4%	-32%	15%	-2%	22%	25%	-9%	-6%					

* There were no cruise ships in July 2007

July 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	96%	99%	99%	97%	97%	98%	95%	96%					
2008 Total Operations Open		145	143	143	158	538	996	1,084					
2008 Total Room-nights Available *	809,382	69,730	66,331	68,907	69,637	156,164	177,757	200,856					
2007 Current Compliancy Rate	100%	100%	100%	100%	100%	100%	100%	100%					
2007 Total Operations Open		143	143	144	168	539	1,008	1,094					
2007 Total Room-nights Available *	827,336	69,438	64,437	72,483	70,630	157,191	185,133	208,024					
Province Wide													
2008 - Occupancy Rate %	37.4%	22.4%	29.6%	26.3%	25.1%	24.2%	37.0%	60.4%					
2007 - Occupancy Rate %	37.1%	20.1%	27.5%	27.7%	25.3%	21.2%	34.9%	62.3%					
% Point Change from Previous Year	0.3%	2.3%	2.1%	-1.4%	-0.2%	3.0%	2.1%	-1.9%					
2008 - Room-nights Sold	295,542	15,616	19,601	18,106	17,492	37,791	65,695	121,241					
2007 - Room-nights Sold	297,686	13,927	17,721	20,105	18,382	33,380	64,562	129,609					
Difference in Room-nights Sold	-2,144	1,689	1,880	-1,999	-890	4,411	1,133	-8,368					
% Change from Previous Year	-0.7%	12.1%	10.6%	-9.9%	-4.8%	13.2%	1.8%	-6.5%					
REGION													
North Cape Coastal Drive													
Regional Compliance Rate	97%	100%	100%	97%	97%	99%	95%	95%					
2008 - Occupancy Rate %	36.0%	27.5%	31.4%	29.4%	31.2%	24.8%	39.6%	52.7%					
2007 - Occupancy Rate %	33.7%	21.6%	29.9%	32.5%	26.9%	23.4%	29.8%	56.8%					
% Point Change from Previous Year	2.3%	5.9%	1.5%	-3.1%	4.3%	1.4%	9.8%	-4.1%					
2008 - Room-nights Sold	60,004	5,595	6,268	6,060	5,758	8,036	11,527	16,760					
2007 - Room-nights Sold	58,952	4,514	6,195	7,378	5,454	7,152	9,053	19,206					
Difference in Room-nights Sold	1,052	1,081	73	-1,318	304	884	2,474	-2,446					
% Change from Previous Year	1.8%	23.9%	1.2%	-17.9%	5.6%	12.4%	27.3%	-12.7%					
Anne's Land													
Regional Compliance Rate	96%	100%	100%	100%	100%	99%	95%	95%					
2008 - Occupancy Rate %	36.8%	2.4%	8.8%	1.4%	1.2%	10.0%	29.2%	64.4%					
2007 - Occupancy Rate %	36.6%	4.0%	6.0%	1.6%	2.9%	7.9%	25.9%	66.5%					
% Point Change from Previous Year	0.2%	-1.6%	2.8%	-0.2%	-1.7%	2.1%	3.3%	-2.1%					
2008 - Room-nights Sold	62,880	95	331	54	66	2,820	16,945	42,569					
2007 - Room-nights Sold	63,161	181	227	66	147	2,299	15,227	45,014					
Difference in Room-nights Sold	-281	-86	104	-12	-81	521	1,718	-2,445					
% Change from Previous Year	-0.4%	-47.5%	45.8%	-18.2%	-55.1%	22.7%	11.3%	-5.4%					
South Shore													
Regional Compliance Rate	98%	100%	97%	97%	97%	98%	95%	99%					
2008 - Occupancy Rate %	39.7%	22.6%	31.6%	27.6%	25.8%	36.1%	46.4%	65.9%					
2007 - Occupancy Rate %	40.0%	21.6%	29.4%	29.1%	29.6%	32.9%	47.6%	66.3%					
% Point Change from Previous Year	-0.3%	1.0%	2.2%	-1.5%	-3.8%	3.2%	-1.2%	-0.4%					
2008 - Room-nights Sold	145,247	9,651	12,755	11,738	11,327	21,699	30,247	47,830					
2007 - Room-nights Sold	145,416	8,969	11,120	12,461	12,494	19,486	32,358	48,528					
Difference in Room-nights Sold	-169	682	1,635	-723	-1,167	2,213	-2,111	-698					
% Change from Previous Year	-0.1%	7.6%	14.7%	-5.8%	-9.3%	11.4%	-6.5%	-1.4%					
Points East													
Regional Compliance Rate	94%	96%	96%	96%	90%	96%	94%	94%					
2008 - Occupancy Rate %	30.9%	10.5%	11.5%	12.2%	17.6%	17.4%	27.5%	46.4%					
2007 - Occupancy Rate %	32.3%	10.1%	8.6%	7.6%	9.2%	14.2%	28.4%	50.6%					
% Point Change from Previous Year	-1.4%	0.4%	2.9%	4.6%	8.4%	3.2%	-0.9%	-4.2%					
2008 - Room-nights Sold	24,454	275	247	254	341	2,279	6,976	14,082					
2007 - Room-nights Sold	27,788	263	179	200	287	2,074	7,924	16,861					
Difference in Room-nights Sold	-3,334	12	68	54	54	205	-948	-2,779					
% Change from Previous Year	-12.0%	4.6%	38.0%	27.0%	18.8%	9.9%	-12.0%	-16.5%					

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

July 2008 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	97%	100%	100%	100%	100%	100%	94%	98%					
2008 - Occupancy Rate %	39.5%	24.9%	32.2%	28.4%	27.7%	34.0%	44.8%	61.6%					
2007 - Occupancy Rate %	38.6%	22.6%	30.2%	30.6%	28.7%	29.4%	42.3%	60.9%					
% Point Change from Previous Year	0.9%	2.3%	2.0%	-2.2%	-1.0%	4.6%	2.5%	0.7%					
2008 - Room-nights Sold	210,359	14,563	18,235	16,702	15,820	29,030	45,406	68,892					
2007 - Room-nights Sold	207,756	12,958	16,463	18,747	16,780	25,539	44,593	72,676					
% Change from Previous Year	1.3%	12.4%	10.8%	-10.9%	-5.7%	13.7%	1.8%	-5.2%					
Inns													
Compliance Rate for Type	100%	100%	100%	100%	100%	100%	100%	100%					
2008 - Occupancy Rate %	48.2%	27.2%	34.0%	31.4%	35.1%	35.9%	53.0%	69.7%					
2007 - Occupancy Rate %	44.9%	21.1%	30.1%	28.0%	31.8%	33.5%	50.2%	67.5%					
% Point Change from Previous Year	3.3%	6.1%	3.9%	3.4%	3.3%	2.4%	2.8%	2.2%					
2008 - Room-nights Sold	16,793	797	918	912	1,045	1,767	4,689	6,665					
2007 - Room-nights Sold	16,299	707	902	889	1,009	1,638	4,334	6,820					
% Change from Previous Year	3.0%	12.7%	1.8%	2.6%	3.6%	7.9%	8.2%	-2.3%					
Cabins/Cottages													
Compliance Rate for Type	95%	100%	98%	98%	98%	98%	94%	95%					
2008 - Occupancy Rate %	34.9%	5.3%	13.5%	16.8%	7.9%	9.0%	21.4%	61.0%					
2007 - Occupancy Rate %	36.2%	2.8%	5.8%	5.8%	12.5%	9.0%	19.8%	63.0%					
% Point Change from Previous Year	-1.3%	2.5%	7.7%	11.0%	-4.6%	0.0%	1.6%	-2.0%					
2008 - Room-nights Sold	49,836	83	197	248	234	2,119	10,725	36,230					
2007 - Room-nights Sold	52,376	50	82	192	248	2,140	10,403	39,261					
% Change from Previous Year	-4.8%	66.0%	140.2%	29.2%	-5.6%	-1.0%	3.1%	-7.7%					
Tourist Home/B&B													
Compliance Rate for Type	98%	100%	97%	97%	97%	98%	98%	99%					
2008 - Occupancy Rate %	22.8%	2.7%	4.3%	4.3%	6.0%	13.3%	27.9%	47.1%					
2007 - Occupancy Rate %	24.4%	3.0%	4.9%	4.2%	4.9%	12.0%	28.2%	52.9%					
% Point Change from Previous Year	-1.6%	-0.3%	-0.6%	0.1%	1.1%	1.3%	-0.3%	-5.8%					
2008 - Room-nights Sold	17,414	173	226	244	393	1,799	4,829	9,372					
2007 - Room-nights Sold	18,802	212	274	277	345	1,690	5,218	10,786					
% Change from Previous Year	-7.4%	-18.4%	-17.5%	-11.9%	13.9%	6.4%	-7.5%	-13.1%					
Other													
Compliance Rate for Type	100%	~	~	~	~	100%	100%	100%					
2008 - Occupancy Rate %	35.5%	~	~	~	~	16.4%	25.6%	44.1%					
2007 - Occupancy Rate %	39.1%	~	~	~	~	12.5%	15.6%	71.0%					
% Point Change from Previous Year	-3.6%	~	~	~	~	3.9%	10.0%	-26.9%					
2008 - Room-nights Sold	9	~	~	~	~	9	46	82					
2007 - Room-nights Sold	4	~	~	~	~	4	14	66					
% Change from Previous Year	6.4%	~	~	~	~	6.4%	228.6%	24.2%					

VISITOR ORIGINS

Home Province / State / Country of Guests	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
GEOGRAPHIC ORIGIN													
Volume													
Canada 2008	238,968	14,786	18,884	17,197	16,307	29,808	49,882	92,104					
Canada 2007	241,239	13,270	16,792	18,621	17,037	26,702	50,684	98,133					
<i>% Point Change over 2007</i>	<i>-0.9%</i>	11.4%	12.5%	-7.6%	-4.3%	11.6%	-1.6%	-6.1%					
Alberta 2008	9,759	279	398	344	427	1,029	2,112	5,170					
Alberta 2007	10,446	155	279	285	374	1,159	3,078	5,116					
<i>% Point Change over 2007</i>	<i>-6.6%</i>	80.0%	42.7%	20.7%	14.2%	-11.2%	-31.4%	1.1%					
British Columbia 2008	6,339	103	218	239	291	1,006	1,572	2,910					
British Columbia 2007	6,384	176	247	178	325	920	1,935	2,603					
<i>% Point Change over 2007</i>	<i>-0.7%</i>	-41.5%	-11.7%	34.3%	-10.5%	9.3%	-18.8%	11.8%					
Manitoba 2008	2,318	86	88	146	134	327	567	970					
Manitoba 2007	2,429	33	56	107	108	269	817	1,039					
<i>% Point Change over 2007</i>	<i>-4.6%</i>	160.6%	57.1%	36.4%	24.1%	21.6%	-30.6%	-6.6%					
New Brunswick 2008	43,987	3,591	4,613	3,811	3,558	6,304	8,544	13,566					
New Brunswick 2007	46,328	3,448	4,202	4,669	3,640	6,091	9,094	15,184					
<i>% Point Change over 2007</i>	<i>-5.1%</i>	4.1%	9.8%	-18.4%	-2.3%	3.5%	-6.0%	-10.7%					
Newfoundland 2008	6,697	406	317	311	446	844	1,298	3,075					
Newfoundland 2007	6,312	319	288	523	493	519	1,347	2,823					
<i>% Point Change over 2007</i>	<i>6.1%</i>	27.3%	10.1%	-40.5%	-9.5%	62.6%	-3.6%	8.9%					
Nova Scotia 2008	56,176	4,128	6,369	3,906	4,028	7,711	11,918	18,116					
Nova Scotia 2007	56,519	3,743	5,550	5,209	4,379	6,339	11,250	20,049					
<i>% Point Change over 2007</i>	<i>-0.6%</i>	10.3%	14.8%	-25.0%	-8.0%	21.6%	5.9%	-9.6%					
Nunavut 2008	131	6	0	1	39	7	15	63					
Nunavut 2007	149	0	0	0	10	1	25	113					
<i>% Point Change over 2007</i>	<i>-12.1%</i>	600.0%	0.0%	100.0%	290.0%	600.00%	-40.0%	-44.2%					
NWT 2008	205	2	10	0	6	19	52	116					
NWT 2007	284	22	2	9	10	29	78	134					
<i>% Point Change over 2007</i>	<i>-27.8%</i>	-90.9%	400.0%	-100.0%	-40.0%	-34.48%	-33.3%	-13.4%					
Ontario 2008	56,888	1,741	2,040	2,819	2,558	5,468	12,540	29,722					
Ontario 2007	57,373	1,667	1,915	2,684	3,301	5,277	12,268	30,261					
<i>% Point Change over 2007</i>	<i>-0.8%</i>	4.4%	6.5%	5.0%	-22.5%	3.6%	2.2%	-1.8%					
Prince Edward Island 2008	34,468	3,815	4,318	5,047	3,771	5,133	6,687	5,697					
Prince Edward Island 2007	28,812	2,844	3,664	4,183	3,309	4,111	5,092	5,609					
<i>% Point Change over 2007</i>	<i>19.6%</i>	34.1%	17.8%	20.7%	14.0%	24.9%	31.3%	1.6%					
Quebec 2008	20,042	608	480	531	946	1,773	3,931	11,773					
Quebec 2007	24,031	842	554	696	1,014	1,741	4,889	14,295					
<i>% Point Change over 2007</i>	<i>-16.6%</i>	-27.8%	-13.4%	-23.7%	-6.7%	1.8%	-19.6%	-17.6%					
Saskatchewan 2008	1,831	21	33	38	68	181	611	879					
Saskatchewan 2007	1,968	21	35	77	74	216	763	782					
<i>% Point Change over 2007</i>	<i>-7.0%</i>	0.0%	-5.7%	-50.6%	-8.1%	-16.20%	-19.9%	12.4%					
Yukon 2008	97	0	0	4	5	6	35	47					
Yukon 2007	204	0	0	1	0	30	48	125					
<i>% Point Change over 2007</i>	<i>-52.5%</i>	0.0%	0.0%	300.0%	500.0%	-80.00%	-27.1%	-62.4%					
								0					

July 2008

VISITOR ORIGINS

Home Province / State / Country of Guests	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
United States 2008	24,383	579	443	565	617	1,862	6,510	13,807					
United States 2007	28,750	332	559	1,051	793	2,108	7,103	16,804					
<i>% Point Change over 2007</i>	-15.2%	74.4%	-20.8%	-46.2%	-22.2%	-11.7%	-8.3%	-17.8%					
New England 2008	8,422	103	166	155	173	497	1,976	5,352					
New England 2007	11,017	99	172	326	221	667	2,504	7,028					
<i>% Point Change over 2007</i>	-23.6%	4.0%	-3.5%	-52.5%	-21.7%	-25.5%	-21.1%	-23.8%					
Mid-Atlantic 2008	3,112	99	51	46	80	210	830	1,796					
Mid-Atlantic 2007	4,017	23	111	106	105	316	850	2,506					
<i>% Point Change over 2007</i>	-22.5%	330.4%	-54.1%	-56.6%	-23.8%	-33.5%	-2.4%	-28.3%					
South 2008	6,145	173	112	148	159	535	1,702	3,316					
South 2007	6,874	80	121	273	193	556	1,907	3,744					
<i>% Point Change over 2007</i>	-10.6%	116.3%	-7.4%	-45.8%	-17.6%	-3.78%	-10.7%	-11.4%					
Midwest 2008	3,191	99	60	94	90	264	974	1,610					
Midwest 2007	3,377	92	80	146	110	274	930	1,745					
<i>% Point Change over 2007</i>	-5.5%	7.6%	-25.0%	-35.6%	-18.2%	-3.65%	4.7%	-7.7%					
West 2008	3,511	103	54	122	115	356	1,028	1,733					
West 2007	3,465	38	75	200	164	295	912	1,781					
<i>% Point Change over 2007</i>	1.3%	171.1%	-28.0%	-39.0%	-29.9%	20.68%	12.7%	-2.7%					
Other 2008	0	0	0	0	0	0	0	0					
Other 2007	0	0	0	0	0	0	0	0					
<i>% Point Change over 2007</i>	0.0%	0%	0%	0%	0%	0%	0%	0%					

VISITOR ORIGINS

Home Province / State / Country of Guests	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
International 2008	18,227	226	245	324	519	2,355	5,248	9,310					
International 2007	16,547	314	370	324	514	1,854	4,366	8,805					
<i>% Point Change over 2007</i>	10.2%	-28.0%	-33.8%	0.0%	1.0%	27.0%	20.2%	5.7%					
Australia 2008	549	15	8	3	16	106	166	235					
Australia 2007	556	2	3	11	22	118	190	210					
<i>% Point Change over 2007</i>	-1.3%	650.0%	166.7%	-72.7%	-27.3%	-10.17%	-12.6%	11.9%					
China 2008	1,006	72	84	109	128	114	152	347					
China 2007	1,790	183	181	201	193	252	399	381					
<i>% Point Change over 2007</i>	-43.8%	-60.7%	-53.6%	-45.8%	-33.7%	-54.76%	-61.9%	-8.9%					
England 2008	1,333	74	24	12	62	201	485	475					
England 2007	1,640	5	49	17	64	194	692	619					
<i>% Point Change over 2007</i>	-18.7%	1380.0%	-51.0%	-29.4%	-3.1%	3.6%	-29.9%	-23.3%					
France 2008	255	3	18	1	5	23	62	143					
France 2007	238	0	3	3	1	12	32	187					
<i>% Point Change over 2007</i>	7.1%	300.0%	500.0%	-66.7%	400.0%	91.67%	93.8%	-23.5%					
Germany 2008	1,340	14	3	45	43	171	406	658					
Germany 2007	935	17	1	14	6	73	346	478					
<i>% Point Change over 2007</i>	43.3%	-17.6%	200.0%	221.4%	616.7%	134.2%	17.3%	37.7%					
Ireland 2008	244	17	4	7	3	29	78	106					
Ireland 2007	281	0	12	1	12	26	114	116					
<i>% Point Change over 2007</i>	-13.2%	1700.0%	-66.7%	600.0%	-75.0%	11.5%	-31.6%	-8.6%					
Japan 2008	2,526	5	41	25	89	174	937	1,255					
Japan 2007	1,813	33	41	36	51	199	695	758					
<i>% Point Change over 2007</i>	39.3%	-84.8%	0.0%	-30.6%	74.5%	-12.6%	34.8%	65.6%					
Netherlands 2008	295	12	4	0	25	15	69	170					
Netherlands 2007	239	11	1	11	11	25	36	144					
<i>% Point Change over 2007</i>	23.4%	9.1%	300.0%	-100.0%	127.3%	-40.00%	91.7%	18.1%					
Scotland 2008	241	0	11	0	10	33	66	121					
Scotland 2007	277	0	0	1	13	33	74	156					
<i>% Point Change over 2007</i>	-13.0%	0.0%	1100.0%	-100.0%	-23.1%	0.00%	-10.8%	-22.4%					
Switzerland 2008	278	0	0	12	5	31	55	175					
Switzerland 2007	202	0	0	3	2	14	60	123					
<i>% Point Change over 2007</i>	37.6%	0.0%	0.0%	300.0%	150.0%	121.43%	-8.3%	42.3%					
Other 2008	10,160	14	48	110	133	1,458	2,772	5,625					
Other 2007	8,576	63	79	26	139	908	1,728	5,633					
<i>% Point Change over 2007</i>	18.5%	-77.8%	-39.2%	323.1%	-4.3%	60.57%	60.4%	-0.1%					
Motorcoach 2008	10,384	~	12	163	49	68	4,053	6,039					
Motorcoach 2007	8,781	11	0	109	37	347	2,401	5,876					
<i>% Point Change over 2007</i>	18.3%	-1100.0%	1200.0%	49.5%	32.4%	-80%	68.8%	2.8%					
ORIGIN BREAKDOWN													
Canada	84.9%	94.8%	96.5%	95.1%	93.5%	87.6%	80.9%	79.9%					
United States	8.7%	3.7%	2.3%	3.1%	3.5%	5.5%	10.6%	12.0%					
International	6.5%	1.4%	1.3%	1.8%	3.0%	6.9%	8.5%	8.1%					

Campground July 2008

OCCUPANCY RATE		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
PROVINCE WIDE														
2008 - Occupancy Rate %	32.9%					10.6%	17.1%	48.5%						
2007 - Occupancy Rate %	34.3%					8.4%	17.1%	51.9%						
% Point Change from Previous Year	-1.4%					2.2%	0.0%	-3.4%						
2008 - Site-nights Sold	102,815					3,067	19,026	74,340						
2007 - Site-nights Sold	108,504					2,369	27,374	78,761						
Difference in Site-nights Sold	-5,689					698	-8,348	-4,421						
% Point change from Previous Year	-5.2%					29.5%	-30.5%	-5.6%						
North Cape Coastal Drive														
2008 - Occupancy Rate %	21.7%					1.7%	11.2%	36.9%						
2007 - Occupancy Rate %	25.2%					2.0%	12.6%	41.1%						
% Point Change from Previous Year	-3.5%					-0.3%	-1.4%	-4.2%						
2008 - Site-nights Sold	9,154					110	1,794	7,250						
2007 - Site-nights Sold	9,800					87	1,988	7,725						
Difference in Site-nights Sold	-646					23	-194	-475						
% Point change from Previous Year	-6.6%					26.4%	-9.8%	-6.1%						
Anne's Land														
2008 - Occupancy Rate %	37.1%					12.6%	18.9%	52.8%						
2007 - Occupancy Rate %	37.5%					11.4%	18.6%	55.3%						
% Point Change from Previous Year	-0.4%					1.2%	0.3%	-2.5%						
2008 - Site-nights Sold	71,131					1719	11,854	51,180						
2007 - Site-nights Sold	74,785					1,836	20,289	52,660						
Difference in Site-nights Sold	-3,654					-117	-8,435	-1,480						
% Point change from Previous Year	-4.9%					-6.4%	-41.6%	-2.8%						
South Shore														
2008 - Occupancy Rate %	27.2%					21.4%	18.6%	41.0%						
2007 - Occupancy Rate %	29.7%					8.6%	17.3%	45.8%						
% Point Change from Previous Year	-2.5%					12.8%	1.3%	-4.8%						
2008 - Site-nights Sold	9,341					1,090	2,433	5,818						
2007 - Site-nights Sold	9,679					345	2,274	7,060						
Difference in Site-nights Sold	-338					745	159	-1,242						
% Point change from Previous Year	-3.5%					215.9%	7.0%	-17.6%						
Points East														
2008 - Occupancy Rate %	29.8%					4.1%	15.2%	45.2%						
2007 - Occupancy Rate %	31.6%					2.8%	14.7%	50.9%						
% Point Change from Previous Year	-1.8%					1.3%	0.5%	-5.7%						
2008 - Site-nights Sold	13,185					148	2,945	10,092						
2007 - Site-nights Sold	14,240					101	2,823	11,316						
Difference in Site-nights Sold	-1,055					47	122	-1,224						
% Point change from Previous Year	-7.4%					46.5%	4.3%	-10.8%						
ORIGIN BREAKDOWN														
Canada	93.0%					94.0%	92.9%	93.9%						
British Columbia	1.6%					2.6%	1.4%	1.4%						
Alberta	1.7%					1.2%	1.7%	1.4%						
Prince Edward Island	45.7%					68.4%	42.1%	41.6%						
Nova Scotia	12.5%					7.9%	13.2%	12.9%						
New Brunswick	15.0%					8.4%	16.0%	13.5%						
Ontario	11.0%					3.3%	11.8%	10.2%						
Quebec	5.0%					1.7%	5.4%	10.8%						
United States	5.6%					2.9%	6.0%	5.3%						
Massachusetts	0.3%					0.0%	0.4%	0.4%						
Maine	0.7%					0.9%	0.7%	0.9%						
New York	0.5%					0.7%	0.5%	0.4%						
Florida	0.7%					0.1%	0.7%	0.5%						
International	1.4%					3.0%	1.1%	0.8%						
Germany	0.6%					1.4%	0.5%	0.3%						