

% Increase / Decrease - 2005/2006  
 ~ = 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)	11%	5%	14%	3%	18%	8%	11%	16%					
Bridge (Non-Resident Vehicles)	2%	-4%	-7%	-2%	-5%	1%	-0.3%	8%					
Ferry (All Vehicles)	-2%	~	~	~	~	-9%	-0.3%	-3%					
<b>Visitor Inquiries</b>													
Website Sessions <sup>1</sup>	-14%	~	~	~	~	-9%	-29%	1%					
Call Centre Inquiries	-17%	78%	-22%	-34%	-22%	-26%	-25%	-8%					
Mail Out Kits	-18%	11%	-2%	-30%	-21%	-26%	-25%	2%					
<b>Visitor Information Centres</b>													
Airport	n/a	~	~	~	~	~	407*	1434*					
Charlottetown	-15%	**	**	-80%	-76%	-43%	-18%	3%					
Borden-Carleton	0%	207*	189*	418*	9%	94%	-4%	-9%					
Wood Islands	-9%	~	~	~	~	12%	-8%	-11%					
Cavendish	23%	~	~	~	~	-4%	2%	33%					
St. Peters	7%	~	~	~	~	~	26%	4%					
Summerside	8%	~	~	~	~	~	-3%	11%					
Souris	-8%	~	~	~	~	~	33%	-16%					
West Prince	-7%	~	~	~	~	~	12%	-11%					
Total Parties Counsellled	-3%	-54%	-78%	-25%	-41%	-1%	-5%	0%					
<b>Provincial Parks</b>													
Parks West	5%	~	~	~	~	11%	21%	2%					
Parks East	5%	~	~	~	~	-40%	19%	4%					
Total	5%	~	~	~	~	-33%	20%	3%					
<b>Golf PEI</b>													
Total Rounds Played	-4%	~	~	~	-92%	-24%	8%	6%					
<b>Cruise Ships</b>													
Total # of Passengers	-45%	~	~	~	~	-37%	-51%	0%					
<b>Parks Canada</b>													
PEI National Park	-37%	-54%	-39%	-50%	-58%	-30%	-24%	n/a					
Province House	-5%	29%	-7%	-15%	62%	25%	-19%	-5%					
Green Gables	2%	49%	16%	-41%	-19%	-4%	-13%	10%					
Campgrounds	-1%	~	~	~	~	~	13%	-3%					
<b>Historic Sites</b>													
Orwell	-3%	-24%	9%	0%	-34%	1%	3%	-4%					
Beaconsfield	-4%	7%	23%	-35%	31%	6%	4%	-13%					
Eptek	7%	8%	-42%	-12%	4%	-24%	23%	36%					
Acadian Museum	8%	49%	457%	1%	51%	-5%	-22%	5%					
Elmira	4%	~	~	~	~	-28%	38%	0%					
Basin Head	36%	~	~	~	~	57*	57%	29%					
Green Park	-18%	~	~	~	~	61*	-26%	-19%					
Total Visitors	6%	8%	-2%	-12%	11%	-4%	12%	7%					

<sup>1</sup> Changes in website traffic measurement methodology prevent comparison until May. YTD calculations began in May.

\* Not open in 2006 but open in 2007

\*\* Open in 2006 but not open in 2007

# JULY 2007 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
<b>2007 Current Compliancy Rate</b>	<b>99%</b>	99%	99%	99%	99%	100%	100%	96%					
<b>2007 Total Operations Open</b>		141	141	142	166	542	1,000	1,045					
<b>2007 Total Room-nights Available *</b>	<b>797,299</b>	69,345	64,353	72,390	70,540	130,242	185,280	205,149					
<b>2006 Current Compliancy Rate</b>	<b>100%</b>	100%	100%	100%	100%	100%	99%	99%					
<b>2006 Total Operations Open</b>		155	155	155	176	572	1,021	1,100					
<b>2006 Total Room-nights Available *</b>	<b>810,768</b>	73,366	66,930	73,167	74,847	129,005	184,762	208,691					
<b>Province Wide</b>													
2007 - Occupancy Rate %	<b>36.8%</b>	20.1%	27.5%	27.8%	26.1%	23.8%	34.8%	62.3%					
2006 - Occupancy Rate %	<b>35.2%</b>	19.4%	30.6%	24.9%	22.5%	24.4%	33.0%	58.9%					
% Point Change from Previous Year	<b>1.6%</b>	0.7%	-3.1%	2.9%	3.6%	-0.6%	1.8%	3.4%					
2007 - Room-nights Sold	<b>293,584</b>	13,927	17,721	20,105	18,382	31,011	64,400	128,038					
2006 - Room-nights Sold	<b>285,114</b>	14,228	20,499	18,191	16,837	31,530	60,915	122,914					
Difference in Room-nights Sold	<b>8,470</b>	-301	-2,778	1,914	1,545	-519	3,485	5,124					
% Change from Previous Year	<b>3.0%</b>	-2.1%	-13.6%	10.5%	8.4%	-1.7%	5.7%	4.2%					
<b>REGION</b>													
<b>North Cape Coastal Drive</b>													
Regional Compliance Rate		100%	100%	100%	100%	100%	99%	95%					
2007 - Occupancy Rate %	<b>33.5%</b>	21.6%	29.9%	32.5%	26.9%	26.7%	29.8%	56.9%					
2006 - Occupancy Rate %	<b>29.4%</b>	24.0%	24.3%	26.6%	19.6%	22.7%	29.8%	49.5%					
% Point Change from Previous Year	<b>4.1%</b>	-2.4%	5.6%	5.9%	7.3%	4.0%	0.0%	7.4%					
2007 - Room-nights Sold	<b>58,737</b>	4,514	6,195	7,378	5,454	7,152	9,046	18,998					
2006 - Room-nights Sold	<b>53,241</b>	5,190	5,111	6,242	4,511	6,215	9,256	16,716					
Difference in Room-nights Sold	<b>5,496</b>	-676	1,084	1,136	943	937	-210	2,282					
% Change from Previous Year	<b>5.0%</b>	-13.0%	21.2%	18.2%	17.3%	13.1%	-2.3%	2.6%					
<b>Anne's Land</b>													
Regional Compliance Rate		93%	93%	93%	94%	99%	99%	96%					
2007 - Occupancy Rate %	<b>36.3%</b>	4.0%	6.0%	1.6%	2.9%	7.9%	25.7%	66.5%					
2006 - Occupancy Rate %	<b>34.1%</b>	2.2%	6.1%	2.6%	3.7%	8.6%	22.6%	62.1%					
% Point Change from Previous Year	<b>2.2%</b>	1.8%	-0.1%	-1.0%	-0.8%	-0.7%	-50.9%	0.0%					
2007 - Room-nights Sold	<b>62,411</b>	181	227	66	147	2,299	15,080	44,411					
2006 - Room-nights Sold	<b>59,403</b>	96	251	112	199	2,391	13,256	43,098					
Difference in Room-nights Sold	<b>3,008</b>	85	-24	-46	-52	-92	1,824	1,313					
% Change from Previous Year	<b>5.1%</b>	88.5%	-9.6%	-41.1%	-35.4%	-4.0%	13.8%	3.0%					
<b>Charlotte's Shore</b>													
Regional Compliance Rate		100%	100%	100%	100%	100%	100%	97%					
2007 - Occupancy Rate %	<b>39.8%</b>	21.7%	29.5%	29.1%	29.6%	32.7%	47.3%	66.0%					
2006 - Occupancy Rate %	<b>40.1%</b>	19.3%	38.2%	27.8%	27.4%	34.9%	46.4%	66.4%					
% Point Change from Previous Year	<b>-0.3%</b>	2.4%	-8.7%	1.3%	2.2%	-2.2%	0.9%	-0.4%					
2007 - Room-nights Sold	<b>145,213</b>	8,969	11,120	12,461	12,494	19,486	32,352	48,331					
2006 - Room-nights Sold	<b>145,817</b>	8,382	14,594	11,463	11,625	20,992	30,970	47,791					
Difference in Room-nights Sold	<b>-604</b>	587	-3,474	998	869	-1,506	1,382	540					
% Change from Previous Year	<b>-0.4%</b>	7.0%	-23.8%	8.7%	7.0%	-7.7%	4.5%	1.1%					
<b>Points East</b>													
Regional Compliance Rate		100%	100%	100%	100%	100%	100%	93%					
2007 - Occupancy Rate %	<b>31.8%</b>	10.1%	8.6%	7.6%	9.2%	14.0%	28.3%	50.5%					
2006 - Occupancy Rate %	<b>29.2%</b>	14.1%	15.3%	9.2%	12.2%	14.0%	26.3%	45.6%					
% Point Change from Previous Year	<b>2.6%</b>	-4.0%	-6.7%	-1.6%	-3.0%	0.0%	2.0%	4.9%					
2007 - Room-nights Sold	<b>27,223</b>	263	179	200	287	2,074	7,922	16,298					
2006 - Room-nights Sold	<b>26,653</b>	560	543	374	502	1,932	7,433	15,309					
Difference in Room-nights Sold	<b>570</b>	-297	-364	-174	-215	142	489	989					
% Change from Previous Year	<b>2.1%</b>	-53%	-67%	-47%	-74.9%	6.8%	6.6%	6.5%					

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

## 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
<b>All Fixed Roof</b>													
<b>Hotels/Motels/Resorts</b>													
Compliance Rate for Type		100%	100%	100%	100%	100%	99%	97%					
2007 - Occupancy Rate %	<b>38.5%</b>	22.6%	30.2%	30.6%	28.7%	29.4%	42.2%	63.0%					
2006 - Occupancy Rate %	<b>37.7%</b>	22.0%	34.3%	27.2%	25.4%	31.1%	42.0%	60.8%					
% Point Change from Previous Year	<b>0.8%</b>	0.6%	-4.1%	3.4%	3.3%	-1.7%	0.2%	2.2%					
2007 - Room-nights Sold	<b>207,588</b>	12,958	16,463	18,747	16,780	25,539	44,593	72,508					
2006 - Room-nights Sold	<b>202,107</b>	13,320	18,805	16,377	15,364	26,243	43,162	68,836					
% Change from Previous Year	<b>2.7%</b>	-2.7%	-12.5%	14.5%	8.4%	-2.8%	3.3%	5.3%					
<b>Inns</b>													
Compliance Rate for Type		100%	100%	100%	100%	100%	100%	100%					
2007 - Occupancy Rate %	<b>44.9%</b>	21.1%	30.1%	28.0%	31.8%	33.5%	50.2%	67.5%					
2006 - Occupancy Rate %	<b>47.2%</b>	21.9%	36.5%	37.5%	28.9%	44.0%	45.6%	68.6%					
% Point Change from Previous Year	<b>-2.3%</b>	-0.8%	-6.4%	-9.5%	2.9%	-10.5%	4.6%	-1.1%					
2007 - Room-nights Sold	<b>16,299</b>	707	902	889	1,009	1,638	4,334	6,820					
2006 - Room-nights Sold	<b>16,743</b>	646	1023	1,174	873	1,980	4,064	6,983					
% Change from Previous Year	<b>-2.7%</b>	9.4%	-11.8%	-24.3%	13.5%	-20.9%	6.6%	-2.3%					
<b>Cabins/Cottages</b>													
Compliance Rate for Type		100%	100%	100%	100%	100%	100%	94%					
2007 - Occupancy Rate %	<b>35.5%</b>	2.8%	5.8%	12.4%	12.5%	8.8%	19.6%	63.1%					
2006 - Occupancy Rate %	<b>31.8%</b>	4.3%	5.3%	3.3%	6.2%	6.4%	16.9%	58.4%					
% Point Change from Previous Year	<b>3.7%</b>	-1.5%	0.5%	9.1%	6.3%	2.4%	2.7%	4.7%					
2007 - Room-nights Sold	<b>50,867</b>	50	82	192	248	2,137	10,237	37,921					
2006 - Room-nights Sold	<b>48,267</b>	97	111	72	192	1,606	9,104	37,085					
% Change from Previous Year	<b>5.4%</b>	-48.5%	-26.1%	166.7%	22.6%	24.8%	12.4%	2.3%					
<b>Tourist Home/B&amp;B</b>													
Compliance Rate for Type		97%	97%	97%	97%	98%	99%	97%					
2007 - Occupancy Rate %	<b>23.8%</b>	3.1%	5.0%	4.3%	5.0%	12.0%	28.0%	52.9%					
2006 - Occupancy Rate %	<b>20.8%</b>	2.1%	7.8%	7.5%	4.9%	11.2%	24.2%	46.5%					
% Point Change from Previous Year	<b>3.0%</b>	1.0%	-2.8%	-3.2%	0.1%	0.8%	3.8%	6.4%					
2007 - Room-nights Sold	<b>18,709</b>	212	274	277	345	1,693	5,223	10,685					
2006 - Room-nights Sold	<b>17,868</b>	165	560	568	408	1,701	4,543	9,923					
% Change from Previous Year	<b>4.7%</b>	28.5%	-51.1%	-51.2%	-18.3%	-0.5%	15.0%	7.7%					
<b>Other</b>													
Compliance Rate for Type		~	~	~	~	100%	100%	0%					
2007 - Occupancy Rate %	<b>18.5%</b>	~	~	~	~	12.5%	21.7%	n/a					
2006 - Occupancy Rate %	<b>15.1%</b>	~	~	~	~	~	10.0%	20.0%					
% Point Change from Previous Year	<b>3.4%</b>	0%	0%	0%	0%	0%	11.7%	n/a					
2007 - Room-nights Sold	<b>17</b>	~	~	~	~	4	13	n/a					
2006 - Room-nights Sold	<b>42</b>	~	~	~	~	~	42	87					
% Change from Previous Year	<b>-59.5%</b>	0.0%	0.0%	0.0%	0.0%	0.0%	-69.0%	n/a					