

% 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)	10%	5%	14%	3%	18%	8%	11%						
Bridge (Non-Resident Vehicles)	-2%	-4%	-7%	-2%	-5%	1%	-0.3%						
Ferry (All Vehicles)	-4%	~	~	~	~	-9%	-0.3%						
<b>Visitor Inquiries</b>													
Website Sessions <sup>1</sup>	-21%	~	~	~	~	-9%	-29%						
Call Centre Inquiries	-18%	78%	-22%	-34%	-22%	-26%	-25%						
Online Campaign Inquiries <sup>2</sup>	83%	~	~	~	1047%	166%	4%						
Mail Out Kits	-20%	11%	-2%	-30%	-21%	-26%	-25%						
<b>Visitor Information Centres</b>													
Airport	n/a	~	~	~	~	~	407*						
Charlottetown	-36%	**	**	-80%	-76%	-43%	-18%						
Borden-Carleton	19%	207*	189*	418*	9%	94%	-4%						
Wood Islands	-4%	~	~	~	~	12%	-8%						
Cavendish	1%	~	~	~	~	-4%	2%						
St. Peters	-26%	~	~	~	~	~	-26%						
Summerside	-3%	~	~	~	~	~	-3%						
Souris	33%	~	~	~	~	~	33%						
West Prince	12%	~	~	~	~	~	12%						
Total Parties Counselling	-8%	-54%	-78%	-25%	-41%	-1%	-5%						
<b>Provincial Parks</b>													
Parks West	20%	~	~	~	~	11%	21%						
Parks East	13%	~	~	~	~	-40%	19%						
Total	17%	~	~	~	~	-33%	20%						
<b>Golf PEI</b>													
Total Rounds Played	-16%	~	~	~	-92%	-24%	0.6%						
<b>Cruise Ships</b>													
Total # of Passengers	-37%	~	~	~	~	-37%	n/a						
<b>Parks Canada</b>													
PEI National Park	-37%	-54%	-39%	-50%	-58%	-30%	-24%						
Province House	-5%	29%	-7%	-15%	62%	25%	-19%						
Green Gables	-11%	49%	16%	-41%	-19%	-4%	-13%						
Campgrounds	n/a	~	~	~	~	~	n/a						
<b>Historic Sites</b>													
Orwell	-1%	-24%	9%	0%	-34%	1%	3%						
Beaconsfield	4%	7%	23%	-35%	31%	6%	4%						
Eptek	-7%	8%	-42%	-12%	4%	-24%	23%						
Acadian Museum	11%	49%	457%	1%	51%	-5%	-22%						
Elmira	26%	~	~	~	~	-28%	38%						
Basin Head	63%	~	~	~	~	57*	57%						
Green Park	-14%	~	~	~	~	61*	-26%						
Total Visitors	5%	8%	-2%	-12%	11%	-4%	12%						

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

<sup>2</sup> Variations in the timing of marketing activities result in significant swings in monthly comparison data.

\* Not open in 2006 but open in 2007

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

# JUNE 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%	99%	97%						
<b>2007 Total Operations Open</b>		143	143	144	168	545	1,005						
<b>2007 Total Room-nights Available *</b>	<b>590,439</b>	69,345	64,381	72,390	70,555	130,287	183,481						
<b>2006 Current Compliancy Rate</b>	<b>100%</b>	100%	100%	100%	100%	100%	99%						
<b>2006 Total Operations Open</b>		155	155	155	176	572	1,021						
<b>2006 Total Room-nights Available *</b>	<b>602,077</b>	73,366	66,930	73,167	74,847	129,005	184,762						
<b>Province Wide</b>													
2007 - Occupancy Rate %	<b>28.0%</b>	20.1%	27.5%	27.8%	26.1%	23.8%	34.9%						
2006 - Occupancy Rate %	<b>26.9%</b>	19.4%	30.6%	24.9%	22.5%	24.4%	33.0%						
% Point Change from Previous Year	<b>1.1%</b>	0.7%	-3.1%	2.9%	3.6%	-0.6%	1.9%						
2007 - Room-nights Sold	<b>165,130</b>	13,927	17,721	20,105	18,382	31,004	63,991						
2006 - Room-nights Sold	<b>162,200</b>	14,228	20,499	18,191	16,837	31,530	60,915						
Difference in Room-nights Sold	<b>2,930</b>	-301	-2,778	1,914	1,545	-526	3,076						
% Change from Previous Year	<b>1.8%</b>	-2.1%	-13.6%	10.5%	8.4%	-1.7%	5.0%						
<b>REGION</b>													
<b>North Cape Coastal Drive</b>													
Regional Compliance Rate		100%	100%	100%	100%	100%	97%						
2007 - Occupancy Rate %	<b>28.1%</b>	21.6%	29.9%	32.5%	26.9%	29.7%	29.9%						
2006 - Occupancy Rate %	<b>24.8%</b>	24.0%	24.3%	26.6%	19.6%	22.7%	29.8%						
% Point Change from Previous Year	<b>3.3%</b>	-2.4%	5.6%	5.9%	7.3%	7.0%	0.1%						
2007 - Room-nights Sold	<b>39,739</b>	4,514	6,195	7,378	5,454	7,152	9,046						
2006 - Room-nights Sold	<b>36,525</b>	5,190	5,111	6,242	4,511	6,215	9,256						
Difference in Room-nights Sold	<b>3,214</b>	-676	1,084	1,136	943	937	-210						
% Change from Previous Year	<b>8.8%</b>	-13.0%	21.2%	18.2%	17.3%	13.1%	-2.3%						
<b>Anne's Land</b>													
Regional Compliance Rate		93%	93%	93%	94%	98%	96%						
2007 - Occupancy Rate %	<b>17.1%</b>	4.0%	6.0%	1.6%	2.9%	7.9%	25.9%						
2006 - Occupancy Rate %	<b>15.6%</b>	2.2%	6.1%	2.6%	3.7%	8.6%	22.6%						
% Point Change from Previous Year	<b>1.5%</b>	1.8%	-0.1%	-1.0%	-0.8%	-0.7%	3.3%						
2007 - Room-nights Sold	<b>17,906</b>	181	227	66	147	2,292	14,993						
2006 - Room-nights Sold	<b>16,305</b>	96	251	112	199	2,391	13,256						
Difference in Room-nights Sold	<b>1,601</b>	85	-24	-46	-52	-99	1,737						
% Change from Previous Year	<b>9.8%</b>	88.5%	-9.6%	-41.1%	-35.4%	-4.3%	13.1%						
<b>Charlotte's Shore</b>													
Regional Compliance Rate		100%	100%	100%	100%	100%	98%						
2007 - Occupancy Rate %	<b>33.2%</b>	21.7%	29.4%	29.1%	29.6%	32.7%	47.6%						
2006 - Occupancy Rate %	<b>33.6%</b>	19.3%	38.2%	27.8%	27.4%	34.9%	46.4%						
% Point Change from Previous Year	<b>-0.4%</b>	2.4%	-8.8%	1.3%	2.2%	-2.2%	1.2%						
2007 - Room-nights Sold	<b>96,744</b>	8,969	11,120	12,461	12,494	19,486	32,214						
2006 - Room-nights Sold	<b>98,026</b>	8,382	14,594	11,463	11,625	20,992	30,970						
Difference in Room-nights Sold	<b>-1,282</b>	587	-3,474	998	869	-1,506	1,244						
% Change from Previous Year	<b>-1.3%</b>	7.0%	-23.8%	8.7%	7.0%	-7.7%	4.0%						
<b>Points East</b>													
Regional Compliance Rate		100%	100%	100%	100%	99%	96%						
2007 - Occupancy Rate %	<b>20.3%</b>	10.1%	8.6%	7.6%	9.2%	14.0%	28.0%						
2006 - Occupancy Rate %	<b>19.6%</b>	14.1%	15.3%	9.2%	12.2%	14.0%	26.3%						
% Point Change from Previous Year	<b>0.7%</b>	-4.0%	-6.7%	-1.6%	-3.0%	0.0%	1.7%						
2007 - Room-nights Sold	<b>10,741</b>	263	179	200	287	2,074	7,738						
2006 - Room-nights Sold	<b>11,344</b>	560	543	374	502	1,932	7,433						
Difference in Room-nights Sold	<b>-603</b>	-297	-364	-174	-215	142	305						
% Change from Previous Year	<b>-5.3%</b>	-53%	-67%	-47%	-74.9%	6.8%	4.1%						

\* = 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%	95%						
2007 - Occupancy Rate %	<b>31.9%</b>	22.6%	30.2%	30.6%	28.7%	29.4%	42.4%						
2006 - Occupancy Rate %	<b>31.5%</b>	22.0%	34.3%	27.2%	25.4%	31.1%	42.0%						
% Point Change from Previous Year	<b>0.4%</b>	0.6%	-4.1%	3.4%	3.3%	-1.7%	0.4%						
2007 - Room-nights Sold	<b>134,906</b>	12,958	16,463	18,747	16,780	25,539	44,419						
2006 - Room-nights Sold	<b>133,271</b>	13,320	18,805	16,377	15,364	26,243	43,162						
% Change from Previous Year	<b>1.2%</b>	-2.7%	-12.5%	14.5%	8.4%	-2.8%	2.9%						
<b>Inns</b>													
Compliance Rate for Type	<b>100%</b>	100%	100%	100%	100%	100%	100%						
2007 - Occupancy Rate %	<b>36.1%</b>	21.1%	29.8%	28.0%	31.8%	33.5%	50.2%						
2006 - Occupancy Rate %	<b>38.6%</b>	21.9%	36.5%	37.5%	28.9%	44.0%	45.6%						
% Point Change from Previous Year	<b>-2.5%</b>	-0.8%	-6.7%	-9.5%	2.9%	-10.5%	4.6%						
2007 - Room-nights Sold	<b>9,479</b>	707	902	889	1,009	1,638	4,334						
2006 - Room-nights Sold	<b>9,760</b>	646	1023	1,174	873	1,980	4,064						
% Change from Previous Year	<b>-2.9%</b>	9.4%	-11.8%	-24.3%	13.5%	-20.9%	6.6%						
<b>Cabins/Cottages</b>													
Compliance Rate for Type		97%	97%	97%	98%	99%	96%						
2007 - Occupancy Rate %	<b>15.5%</b>	2.8%	5.8%	12.4%	12.6%	8.7%	19.6%						
2006 - Occupancy Rate %	<b>12.6%</b>	4.3%	5.3%	3.3%	6.2%	6.4%	16.9%						
% Point Change from Previous Year	<b>2.9%</b>	-1.5%	0.5%	9.1%	6.4%	2.3%	2.7%						
2007 - Room-nights Sold	<b>12,822</b>	50	82	192	248	2,134	10,116						
2006 - Room-nights Sold	<b>11,182</b>	97	111	72	192	1,606	9,104						
% Change from Previous Year	<b>14.7%</b>	-48.5%	-26.1%	166.7%	22.6%	24.7%	11.1%						
<b>Tourist Home/B&amp;B</b>													
Compliance Rate for Type		98%	98%	98%	99%	98%	97%						
2007 - Occupancy Rate %	<b>13.6%</b>	3.1%	5.0%	4.3%	5.0%	12.0%	27.8%						
2006 - Occupancy Rate %	<b>12.3%</b>	2.1%	7.8%	7.5%	4.9%	11.2%	24.2%						
% Point Change from Previous Year	<b>1.3%</b>	1.0%	-2.8%	-3.2%	0.1%	0.8%	3.6%						
2007 - Room-nights Sold	<b>7,923</b>	212	274	277	345	1,693	5,122						
2006 - Room-nights Sold	<b>7,945</b>	165	560	568	408	1,701	4,543						
% Change from Previous Year	<b>-0.3%</b>	28.5%	-51.1%	-51.2%	-18.3%	-0.5%	12.7%						
<b>Other (eg. Hostels)</b>													
Compliance Rate for Type	<b>0%</b>	~	~	~	~	~	0%						
2007 - Occupancy Rate %	<b>n/a</b>	0%	0%	0%	0%	0%	n/a						
2006 - Occupancy Rate %	<b>10.0%</b>	0%	0%	0%	0%	0%	10.0%						
% Point Change from Previous Year	<b>~</b>	0%	0%	0%	0%	0%	~						
2007 - Room-nights Sold	<b>n/a</b>	0	0	0	0	0	n/a						
2006 - Room-nights Sold	<b>0</b>	0	0	0	0	0	42						
% Change from Previous Year	<b>n/a</b>	0%	0%	0%	0%	0%	n/a						