

% 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)	16%	16%	9%	24%									
Bridge (Non-Resident Vehicles)	-1%	-9%	9%	-1%									
Ferry (All Vehicles)		~	~	~									
Visitor Inquiries													
Call Centre Inquiries	8%	11%	12%	1%									
Mail Out Kits	-3%	12%	-13%	-2%									
Visitor Information Centres													
Airport		~	~	~									
Charlottetown	11%	~	~	11%									
Borden-Carleton	-2%	-22%	63%	-22%									
Wood Islands		~	~	~									
Cavendish		~	~	~									
St. Peters		~	~	~									
Summerside		~	~	~									
Souris		~	~	~									
West Prince		~	~	~									
Total Parties Counseled	0%	-22%	63%	-13%									
Provincial Parks													
Parks West		~	~	~									
Parks East		~	~	~									
Total		~	~	~									
Golf PEI													
Total Rounds Played		~	~	~									
Cruise Ships													
Total # of Passengers		~	~	~									
Parks Canada													
PEI National Park	-40%	-8%	-23%	-15%									
Province House	-25%	-42%	4%	-1%									
Green Gables	-36%	26%	-39%	2%									
Campgrounds		~	~	~									
Historic Sites													
Orwell	-16%	-29%	-50%	18%									
Beaconsfield	-20%	-40%	-7%	-14%									
Eptek	5%	-21%	77%	-14%									
Acadian Museum	-10%	-74%	-17%	26%									
Elmira		~	~	~									
Basin Head		~	~	~									
Green Park		~	~	~									
Total Visitors	-6%	-32%	15%	-2%									

March 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	99%	99%	99%	97%									
2008 Total Operations Open		145	143	143									
2008 Total Room-nights Available *	204,968	69,730	66,331	68,907									
2007 Current Compliancy Rate	100%	100%	100%	100%									
2007 Total Operations Open		143	143	144									
2007 Total Room-nights Available *	206,358	69,438	64,437	72,483									
Province Wide													
2008 - Occupancy Rate %	26.1%	22.4%	29.6%	26.3%									
2007 - Occupancy Rate %	25.2%	20.1%	27.5%	27.7%									
% Point Change from Previous Year	0.9%	2.3%	2.1%	-1.4%									
2008 - Room-nights Sold	53,323	15,616	19,601	18,106									
2007 - Room-nights Sold	51,753	13,927	17,721	20,105									
Difference in Room-nights Sold	1,570	1,689	1,880	-1,999									
% Change from Previous Year	3.0%	12.1%	10.6%	-9.9%									
REGION													
North Cape Coastal Drive													
Regional Compliance Rate	99%	100%	100%	97%									
2008 - Occupancy Rate %	29.6%	27.5%	31.4%	29.4%									
2007 - Occupancy Rate %	28.3%	21.6%	29.9%	32.5%									
% Point Change from Previous Year	1.3%	5.9%	1.5%	-3.1%									
2008 - Room-nights Sold	17,923	5,585	6,268	6,060									
2007 - Room-nights Sold	18,087	4,514	6,195	7,378									
Difference in Room-nights Sold	-164	1,081	73	-1,318									
% Change from Previous Year	-0.9%	23.9%	1.2%	-17.9%									
Anne's Land													
Regional Compliance Rate	100%	100%	100%	100%									
2008 - Occupancy Rate %	4.2%	2.4%	8.8%	1.4%									
2007 - Occupancy Rate %	3.8%	4.0%	6.0%	1.6%									
% Point Change from Previous Year	0.4%	-1.6%	2.8%	-0.2%									
2008 - Room-nights Sold	480	95	331	54									
2007 - Room-nights Sold	474	181	227	66									
Difference in Room-nights Sold	6	-86	104	-12									
% Change from Previous Year	1.3%	-47.5%	45.8%	-18.2%									
South Shore													
Regional Compliance Rate	98%	100%	97%	97%									
2008 - Occupancy Rate %	27.2%	22.6%	31.6%	27.6%									
2007 - Occupancy Rate %	26.7%	21.6%	29.4%	29.1%									
% Point Change from Previous Year	0.5%	1.0%	2.2%	-1.5%									
2008 - Room-nights Sold	34,144	9,651	12,755	11,738									
2007 - Room-nights Sold	32,550	8,969	11,120	12,461									
Difference in Room-nights Sold	1,594	682	1,635	-723									
% Change from Previous Year	4.9%	7.6%	14.7%	-5.8%									
Points East													
Regional Compliance Rate	96%	96%	96%	96%									
2008 - Occupancy Rate %	11.1%	10.5%	11.5%	12.2%									
2007 - Occupancy Rate %	8.7%	10.1%	8.6%	7.6%									
% Point Change from Previous Year	2.4%	0.4%	2.9%	4.6%									
2008 - Room-nights Sold	776	275	247	254									
2007 - Room-nights Sold	642	263	179	200									
Difference in Room-nights Sold	134	12	68	54									
% Change from Previous Year	20.9%	4.6%	38.0%	27.0%									

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

Campground January 2008

OCCUPANCY RATE

YTD

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

PROVINCE WIDE

2008 - Occupancy Rate %

2007 - Occupancy Rate %

% Point Change from Previous Year

2008 - Site-nights Sold

2007 - Site-nights Sold

Difference in Site-nights Sold

% Point change from Previous Year

North Cape Coastal Drive

2008 - Occupancy Rate %

2007 - Occupancy Rate %

% Point Change from Previous Year

2008 - Site-nights Sold

2007 - Site-nights Sold

Difference in Site-nights Sold

% Point change from Previous Year

Anne's Land

2008 - Occupancy Rate %

2007 - Occupancy Rate %

% Point Change from Previous Year

2008 - Site-nights Sold

2007 - Site-nights Sold

Difference in Site-nights Sold

% Point change from Previous Year

Charlotte's Shore

2008 - Occupancy Rate %

2007 - Occupancy Rate %

% Point Change from Previous Year

2008 - Site-nights Sold

2007 - Site-nights Sold

Difference in Site-nights Sold

% Point change from Previous Year

Points East

2008 - Occupancy Rate %

2007 - Occupancy Rate %

% Point Change from Previous Year

2008 - Site-nights Sold

2007 - Site-nights Sold

Difference in Site-nights Sold

% Point change from Previous Year

ORIGIN BREAKDOWN

Canada

Alberta

Prince Edward Island

Nova Scotia

New Brunswick

Ontario

Quebec

United States

Massachusetts

Maine

New York

Florida

International

Germany