

May 2011

% Change 2010/2011		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			
~ = Not open / operating N/A = Not available ** = Data not comparable		YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic														
Bridge	-0.5%	6.7%	-7.1%	-2.1%	12.1%	-8.0%								
Air	-0.7%	5.7%	-1.0%	-5.1%	0.6%	-1.8%								
Ferry	-6.7%	~	~	~	~	-6.7%								
Cruise Ships	54.9%	~	~	~	~	538.3%								
Motorcoach	-15.6%	**	**	**	-69.4%	N/A								
Visitor Inquiries (English)														
Gentle Island Website	-18.6%	10.3%	-3.3%	-18.1%	-26.7%	-31.1%								
Call Centre	-23.8%	6.6%	-19.7%	-15.7%	-23.2%	-36.2%								
Mail Out Kits	-35.0%	-7.1%	-14.7%	23.6%	-20.1%	-68.7%								
Visitor Inquiries (French)														
Gentle Island Website	-34.3%	-5.4%	-6.5%	-38.2%	-46.5%	-31.8%								
Call Centre	-34.1%	-48.7%	-28.4%	-43.1%	-25.6%	-33.9%								
Mail Out Kits	-44.4%	10.6%	-15.6%	-74.7%	50.5%	-67.3%								
Visitor Information Centres														
Airport	~	~	~	~	~	~								
Charlottetown	7.7%	-3.8%	28.7%	-4.4%	-47.4%	30.2%								
Borden-Carleton	-3.4%	-3.3%	-22.8%	-36.5%	-7.6%	13.8%								
Wood Islands	-38.2%	~	~	~	~	2.3%								
Cavendish	-3.3%	-31.3%	-57.1%	6.6%	16.3%	-3.3%								
St. Peters	~	~	~	~	~	~								
Summerside	~	~	~	~	~	~								
Souris	~	~	~	~	~	~								
West Prince	~	~	~	~	~	~								
Total Parties Counselling	-4.5%	-5.0%	-0.4%	-23.0%	-37.5%	13.4%								
Golf PEI														
Non-Member Rounds	-20.5%	~	~	~	-37.0%	-17.5%								
National Parks														
PEI National Park	7.1%	41.9%	23.7%	20.3%	26.3%	-21.2%								
Province House	-3.9%	215.2%	-15.9%	76.9%	-76.4%	59.6%								
Green Gables	24.0%	-72.2%	55.0%	-77.4%	-75.4%	50.3%								
Campgrounds	~	~	~	~	~	~								
Provincial Parks														
Parks West	-47.1%	~	~	~	~	-47.1%								
Parks East	0.6%	~	~	~	~	0.6%								
Total	-13.5%	~	~	~	~	-13.5%								
Historic Sites														
Orwell	-43.8%	-13.4%	-57.5%	-24.3%	-16.0%	-68.5%								
Beaconsfield	-33.1%	-50.8%	-52.1%	16.0%	-38.8%	-17.0%								
Eptek	-7.9%	-52.9%	-32.3%	50.9%	32.6%	-9.4%								
Acadian Museum	-7.2%	30.7%	-30.1%	-25.5%	288.2%	-29.0%								
Elmira	29.6%	~	~	~	~	29.6%								
Basin Head	-26.3%	~	~	~	~	-26.3%								
Green Park	6.1%	~	~	~	~	6.1%								
Total Visitors	-20.3%	-45.3%	-42.6%	15.5%	10.1%	-20.5%								