

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

# May 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
<b>2008 Current Compliancy Rate</b>	<b>98%</b>	99%	99%	97%	97%	98%							
<b>2008 Total Operations Open</b>		145	143	143	158	538							
<b>2008 Total Room-nights Available *</b>	<b>430,769</b>	69,730	66,331	68,907	69,637	156,164							
<b>2007 Current Compliancy Rate</b>	<b>100%</b>	100%	100%	100%	100%	100%							
<b>2007 Total Operations Open</b>		143	143	144	168	539							
<b>2007 Total Room-nights Available *</b>	<b>434,179</b>	69,438	64,437	72,483	70,630	157,191							
<b>Province Wide</b>													
2008 - Occupancy Rate %	<b>25.8%</b>	22.4%	29.6%	26.3%	25.1%	24.2%							
2007 - Occupancy Rate %	<b>23.9%</b>	20.1%	27.5%	27.7%	25.3%	21.2%							
% Point Change from Previous Year	<b>1.9%</b>	2.3%	2.1%	-1.4%	-0.2%	3.0%							
2008 - Room-nights Sold	<b>108,606</b>	15,616	19,601	18,106	17,492	37,791							
2007 - Room-nights Sold	<b>103,515</b>	13,927	17,721	20,105	18,382	33,380							
Difference in Room-nights Sold	<b>5,091</b>	1,689	1,880	-1,999	-890	4,411							
% Change from Previous Year	<b>4.9%</b>	12.1%	10.6%	-9.9%	-4.8%	13.2%							
<b>REGION</b>													
<b>North Cape Coastal Drive</b>													
Regional Compliance Rate	<b>98%</b>	100%	100%	97%	97%	99%							
2008 - Occupancy Rate %	<b>28.4%</b>	27.5%	31.4%	29.4%	31.2%	24.8%							
2007 - Occupancy Rate %	<b>26.8%</b>	21.6%	29.9%	32.5%	26.9%	23.4%							
% Point Change from Previous Year	<b>1.6%</b>	5.9%	1.5%	-3.1%	4.3%	1.4%							
2008 - Room-nights Sold	<b>31,717</b>	5,595	6,268	6,060	5,758	8,036							
2007 - Room-nights Sold	<b>30,693</b>	4,514	6,195	7,378	5,454	7,152							
Difference in Room-nights Sold	<b>1,024</b>	1,081	73	-1,318	304	884							
% Change from Previous Year	<b>3.3%</b>	23.9%	1.2%	-17.9%	5.6%	12.4%							
<b>Anne's Land</b>													
Regional Compliance Rate	<b>100%</b>	100%	100%	100%	100%	99%							
2008 - Occupancy Rate %	<b>7.5%</b>	2.4%	8.8%	1.4%	1.2%	10.0%							
2007 - Occupancy Rate %	<b>6.3%</b>	4.0%	6.0%	1.6%	2.9%	7.9%							
% Point Change from Previous Year	<b>1.2%</b>	-1.6%	2.8%	-0.2%	-1.7%	2.3%							
2008 - Room-nights Sold	<b>3,366</b>	95	331	54	66	2,820							
2007 - Room-nights Sold	<b>2,920</b>	181	227	66	147	2,299							
Difference in Room-nights Sold	<b>446</b>	-86	104	-12	-81	521							
% Change from Previous Year	<b>15.3%</b>	-47.5%	45.8%	-18.2%	-55.1%	22.7%							
<b>South Shore</b>													
Regional Compliance Rate	<b>98%</b>	100%	97%	97%	97%	98%							
2008 - Occupancy Rate %	<b>29.3%</b>	22.6%	31.6%	27.6%	25.8%	36.1%							
2007 - Occupancy Rate %	<b>28.9%</b>	21.6%	29.4%	29.1%	29.6%	32.9%							
% Point Change from Previous Year	<b>0.4%</b>	1.0%	2.2%	-1.5%	-3.8%	3.2%							
2008 - Room-nights Sold	<b>67,170</b>	9,651	12,755	11,738	11,327	21,699							
2007 - Room-nights Sold	<b>64,530</b>	8,969	11,120	12,461	12,494	19,486							
Difference in Room-nights Sold	<b>2,640</b>	682	1,635	-723	-1,167	2,213							
% Change from Previous Year	<b>4.1%</b>	7.6%	14.7%	-5.8%	-9.3%	11.4%							
<b>Points East</b>													
Regional Compliance Rate	<b>95%</b>	96%	96%	96%	90%	96%							
2008 - Occupancy Rate %	<b>15.0%</b>	10.5%	11.5%	12.2%	17.6%	17.4%							
2007 - Occupancy Rate %	<b>12.0%</b>	10.1%	8.6%	7.6%	9.2%	14.2%							
% Point Change from Previous Year	<b>3.0%</b>	0.4%	2.9%	4.6%	8.4%	3.2%							
2008 - Room-nights Sold	<b>3,396</b>	275	247	254	341	2,279							
2007 - Room-nights Sold	<b>3,003</b>	263	179	200	287	2,074							
Difference in Room-nights Sold	<b>393</b>	12	68	54	54	205							
% Change from Previous Year	<b>13.1%</b>	4.6%	38.0%	27.0%	18.8%	9.9%							

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

# May 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
<b>All Fixed Roof</b>													
<b>Hotels/Motels/Resorts</b>													
Compliance Rate for Type	100%	100%	100%	100%	100%	100%							
2008 - Occupancy Rate %	29.7%	24.9%	32.2%	28.4%	27.7%	34.0%							
2007 - Occupancy Rate %	28.5%	22.6%	30.2%	30.6%	28.7%	29.4%							
% Point Change from Previous Year	1.2%	2.3%	2.0%	-2.2%	-1.0%	4.6%							
2008 - Room-nights Sold	94,350	14,563	18,235	16,702	15,820	29,030							
2007 - Room-nights Sold	90,487	12,958	16,463	18,747	16,780	25,539							
% Change from Previous Year	4.3%	12.4%	10.8%	-10.9%	-5.7%	13.7%							
<b>Inns</b>													
Compliance Rate for Type	100%	100%	100%	100%	100%	100%							
2008 - Occupancy Rate %	33.1%	27.2%	34.0%	31.4%	35.1%	35.9%							
2007 - Occupancy Rate %	29.3%	21.1%	30.1%	28.0%	31.8%	33.5%							
% Point Change from Previous Year	3.8%	6.1%	3.9%	3.4%	3.3%	2.4%							
2008 - Room-nights Sold	5,439	797	918	912	1,045	1,767							
2007 - Room-nights Sold	5,145	707	902	889	1,009	1,638							
% Change from Previous Year	5.7%	12.7%	1.8%	2.6%	3.6%	7.9%							
<b>Cabins/Cottages</b>													
Compliance Rate for Type	98%	100%	98%	98%	98%	98%							
2008 - Occupancy Rate %	9.3%	5.3%	13.5%	16.8%	7.9%	9.0%							
2007 - Occupancy Rate %	8.9%	2.8%	5.8%	5.8%	12.5%	9.0%							
% Point Change from Previous Year	0.4%	2.5%	7.7%	11.0%	-4.6%	0.0%							
2008 - Room-nights Sold	2,881	83	197	248	234	2,119							
2007 - Room-nights Sold	2,712	50	82	192	248	2,140							
% Change from Previous Year	6.2%	66.0%	140.2%	29.2%	-5.6%	-1.0%							
<b>Tourist Home/B&amp;B</b>													
Compliance Rate for Type	98%	100%	97%	97%	97%	98%							
2008 - Occupancy Rate %	7.7%	2.7%	4.3%	4.3%	6.0%	13.3%							
2007 - Occupancy Rate %	7.1%	3.0%	4.9%	4.2%	4.9%	12.0%							
% Point Change from Previous Year	0.6%	-0.3%	-0.6%	0.1%	1.1%	1.3%							
2008 - Room-nights Sold	2,835	173	226	244	393	1,799							
2007 - Room-nights Sold	2,798	212	274	277	345	1,690							
% Change from Previous Year	1.3%	-18.4%	-17.5%	-11.9%	13.9%	6.4%							
<b>Other</b>													
Compliance Rate for Type	100%	~	~	~	~	100%							
2008 - Occupancy Rate %	16.0%	~	~	~	~	16%							
2007 - Occupancy Rate %	13.0%	~	~	~	~	13%							
% Point Change from Previous Year	1.3%	~	~	~	~	1.3%							
2008 - Room-nights Sold	9	~	~	~	~	9							
2007 - Room-nights Sold	4	~	~	~	~	4							
% Change from Previous Year	6.4%	~	~	~	~	6.4%							



# May 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	Sep	Oct	Nov	Dec
<b>United States 2008</b>	<b>4,066</b>	<b>579</b>	<b>443</b>	<b>565</b>	<b>617</b>	<b>1,862</b>							
<b>United States 2007</b>	<b>4,843</b>	<b>332</b>	<b>559</b>	<b>1,051</b>	<b>793</b>	<b>2,108</b>							
<i>% Point Change over 2007</i>	<b>-16.0%</b>	74.4%	-20.8%	-46.2%	-22.2%	-11.7%							
New England 2008	<b>1,094</b>	103	166	155	173	497							
New England 2007	<b>1,485</b>	99	172	326	221	667							
<i>% Point Change over 2007</i>	<b>-26.3%</b>	4.0%	-3.5%	-52.5%	-21.7%	-25.5%							
Mid-Atlantic 2008	<b>486</b>	99	51	46	80	210							
Mid-Atlantic 2007	<b>661</b>	23	111	106	105	316							
<i>% Point Change over 2007</i>	<b>-26.5%</b>	330.4%	-54.1%	-56.6%	-23.8%	-33.5%							
South 2008	<b>1,127</b>	173	112	148	159	535							
South 2007	<b>1,223</b>	80	121	273	193	556							
<i>% Point Change over 2007</i>	<b>-7.8%</b>	116.3%	-7.4%	-45.8%	-17.6%	-3.78%							
Midwest 2008	<b>607</b>	99	60	94	90	264							
Midwest 2007	<b>702</b>	92	80	146	110	274							
<i>% Point Change over 2007</i>	<b>-13.5%</b>	7.6%	-25.0%	-35.6%	-18.2%	-3.65%							
West 2008	<b>750</b>	103	54	122	115	356							
West 2007	<b>772</b>	38	75	200	164	295							
<i>% Point Change over 2007</i>	<b>-2.8%</b>	171.1%	-28.0%	-39.0%	-29.9%	20.68%							
Other 2008	<b>2</b>	2	0	0	0	0							
Other 2007	<b>0</b>	0	0	0	0	0							
<i>% Point Change over 2007</i>	<b>200.0%</b>	200.0%	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
<b>International 2008</b>	<b>3,669</b>	<b>226</b>	<b>245</b>	<b>324</b>	<b>519</b>	<b>2,355</b>							
<b>International 2007</b>	<b>3,376</b>	<b>314</b>	<b>370</b>	<b>324</b>	<b>514</b>	<b>1,854</b>							
% Point Change over 2007	<b>8.7%</b>	-28.0%	-33.8%	0.0%	1.0%	27.0%							
Australia 2008	148	15	8	3	16	106							
Australia 2007	156	2	3	11	22	118							
% Point Change over 2007	-5.1%	650.0%	166.7%	-72.7%	-27.3%	-10.17%							
China 2008	507	72	84	109	128	114							
China 2007	1,010	183	181	201	193	252							
% Point Change over 2007	-49.8%	-60.7%	-53.6%	-45.8%	-33.7%	-54.76%							
England 2008	373	74	24	12	62	201							
England 2007	329	5	49	17	64	194							
% Point Change over 2007	13.4%	1380.0%	-51.0%	-29.4%	-3.1%	3.6%							
France 2008	50	3	18	1	5	23							
France 2007	19	0	3	3	1	12							
% Point Change over 2007	163.2%	300.0%	500.0%	-66.7%	400.0%	91.67%							
Germany 2008	276	14	3	45	43	171							
Germany 2007	111	17	1	14	6	73							
% Point Change over 2007	148.6%	-17.6%	200.0%	221.4%	616.7%	134.2%							
Ireland 2008	60	17	4	7	3	29							
Ireland 2007	51	0	12	1	12	26							
% Point Change over 2007	17.6%	1700.0%	-66.7%	600.0%	-75.0%	11.5%							
Japan 2008	334	5	41	25	89	174							
Japan 2007	360	33	41	36	51	199							
% Point Change over 2007	-7.2%	-84.8%	0.0%	-30.6%	74.5%	-12.6%							
Netherlands 2008	56	12	4	0	25	15							
Netherlands 2007	59	11	1	11	11	25							
% Point Change over 2007	-5.1%	9.1%	300.0%	-100.0%	127.3%	-40.00%							
Scotland 2008	54	0	11	0	10	33							
Scotland 2007	47	0	0	1	13	33							
% Point Change over 2007	1100.0%	0.0%	1100.0%	-100.0%	-23.1%	0.00%							
Switzerland 2008	48	0	0	12	5	31							
Switzerland 2007	19	0	0	3	2	14							
% Point Change over 2007	0.0%	0.0%	0.0%	300.0%	150.0%	121.43%							
Other 2008	1,763	14	48	110	133	1,458							
Other 2007	1,215	63	79	26	139	908							
% Point Change over 2007	45.1%	-77.8%	-39.2%	323.1%	-4.3%	60.57%							
<b>Motorcoach 2008</b>	<b>292</b>	~	12	163	49	68							
<b>Motorcoach 2007</b>	<b>504</b>	11	0	109	37	347							
% Point Change over 2007	-42.1%	-1100.0%	1200.0%	49.5%	32.4%	-80%							
<b>ORIGIN BREAKDOWN</b>													
<b>Canada</b>	<b>92.6%</b>	94.8%	96.5%	95.1%	93.5%	87.6%							
<b>United States</b>	<b>3.9%</b>	3.7%	2.3%	3.1%	3.5%	5.5%							
<b>International</b>	<b>3.5%</b>	1.4%	1.3%	1.8%	3.0%	6.9%							

