

% 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) | 13% | 16% | 9% | 24% | 8% | 9% | 12% | 18% | 17% | 0% | | | |
| Bridge (Non-Resident Vehicles) | -12% | -9% | 9% | -1% | -10% | -9% | -1% | -22% | -9% | -22% | | | |
| Ferry (All Vehicles) | -8% | ~ | ~ | ~ | ~ | -6% | -10% | -11% | -5% | -12% | | | |
| Visitor Inquiries | | | | | | | | | | | | | |
| Call Centre Inquiries | 8% | 11% | 12% | 1% | 17% | 4% | 24% | 13% | -36% | n/a | | | |
| Mail Out Kits | 8% | 12% | -13% | -2% | 14% | -9% | 27% | 30% | -24% | 59% | | | |
| Visitor Information Centres | | | | | | | | | | | | | |
| Airport | -1% | ~ | ~ | ~ | ~ | ~ | 121% | 4% | -2% | -40 | | | |
| Charlottetown | -28% | ~ | ~ | 11% | 64% | 33% | -4% | -21% | -21% | -71% | | | |
| Borden-Carleton | -23% | -22% | 63% | -22% | 11% | -25% | -30% | -24% | -21% | -12% | | | |
| Wood Islands | -31% | ~ | ~ | ~ | ~ | 3% | 10% | -18% | -17% | -63% | | | |
| Cavendish | -23% | ~ | ~ | ~ | ~ | 79% | -9% | -23% | -4% | -57% | | | |
| St. Peters | -26% | ~ | ~ | ~ | ~ | ~ | 25% | -31% | -35% | -17% | | | |
| Summerside | -7% | ~ | ~ | ~ | ~ | ~ | -4% | -4% | -28% | -13% | | | |
| Souris | 16% | ~ | ~ | ~ | ~ | ~ | 0% | 28% | 25% | -12% | | | |
| West Prince | -15% | ~ | ~ | ~ | ~ | ~ | 56% | -16% | -25% | -26% | | | |
| Total Parties Counsellor | -21% | -22% | 63% | -13% | 24% | -56% | -7% | -17% | -25% | -48% | | | |
| Provincial Parks | | | | | | | | | | | | | |
| Parks West | -23% | ~ | ~ | ~ | ~ | 129% | -11% | -7% | -35% | -56% | | | |
| Parks East | -11% | ~ | ~ | ~ | ~ | 77% | -3% | -12% | -11% | -23% | | | |
| Total | -18% | ~ | ~ | ~ | ~ | 88% | -7% | -9% | -25% | -41% | | | |
| Golf PEI | | | | | | | | | | | | | |
| Total Rounds Played | -11% | ~ | ~ | ~ | ~ | 3% | -9% | -3% | -14% | -22% | | | |
| Cruise Ships* | | | | | | | | | | | | | |
| Total # of Passengers | 130% | ~ | ~ | ~ | ~ | 52% | 100% | 1890% | 123% | 155% | | | |
| Parks Canada | | | | | | | | | | | | | |
| PEI National Park | -15% | -8% | -23% | -15% | 26% | -29% | -34% | -12% | -22% | n/a | | | |
| Province House | 2% | -42% | 4% | -1% | -37% | -39% | 4% | 1% | 12% | n/a | | | |
| Green Gables | 8% | 26% | -39% | 2% | 14% | 22% | 37% | 2% | 3% | n/a | | | |
| Campgrounds | -19% | ~ | ~ | ~ | ~ | ~ | -28% | -20% | -17% | n/a | | | |
| Historic Sites | | | | | | | | | | | | | |
| Orwell | -3% | -29% | -50% | 18% | -35% | -2% | -2% | 1% | -8% | 12% | | | |
| Beaconsfield | 26% | -40% | -7% | -14% | 122% | -5% | 4% | 24% | 42% | 56% | | | |
| Eptek | -20% | -21% | 77% | -14% | -1% | 60% | -39% | -37% | -21% | -44% | | | |
| Acadian Museum | 20% | -74% | -17% | 26% | 11% | -10% | 49% | 36% | 2% | 49% | | | |
| Elmira | -34% | ~ | ~ | ~ | ~ | 48% | -11% | -38% | -28% | -56% | | | |
| Basin Head | -11% | ~ | ~ | ~ | ~ | 286% | -25% | -1% | -10% | -35% | | | |
| Green Park | -14% | ~ | ~ | ~ | ~ | -90% | 6% | 6% | -19% | -33% | | | |
| Total Visitors | -7% | -32% | 15% | -2% | 22% | 25% | -9% | -6% | -9% | -15% | | | |

* There were no cruise ships in July 2007

September 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 | 97% | 99% | 99% | 97% | 97% | 98% | 95% | 96% | 98% | 98% | | | |
| 2008 Total Operations Open | | 145 | 143 | 143 | 158 | 538 | 996 | 1,084 | 1,082 | 930 | | | |
| 2008 Total Room-nights Available * | 1,179,846 | 69,730 | 66,331 | 68,907 | 69,637 | 156,164 | 177,757 | 200,856 | 201,981 | 168,483 | | | |
| 2007 Current Compliancy Rate | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | |
| 2007 Total Operations Open | | 143 | 143 | 144 | 168 | 539 | 1,008 | 1,094 | 1,093 | 976 | | | |
| 2007 Total Room-nights Available * | 1,209,211 | 69,438 | 64,437 | 72,483 | 70,630 | 157,191 | 185,133 | 208,024 | 207,970 | 173,905 | | | |
| Province Wide | | | | | | | | | | | | | |
| 2008 - Occupancy Rate % | 43.7% | 22.4% | 29.6% | 26.3% | 25.1% | 24.2% | 37.0% | 60.4% | 69.4% | 42.1% | | | |
| 2007 - Occupancy Rate % | 43.5% | 20.1% | 27.5% | 27.7% | 25.3% | 21.2% | 34.9% | 62.3% | 67.6% | 43.6% | | | |
| % Point Change from Previous Year | 0.2% | 2.3% | 2.1% | -1.4% | -0.2% | 3.0% | 2.1% | -1.9% | 1.8% | -1.5% | | | |
| 2008 - Room-nights Sold | 508,533 | 15,616 | 19,601 | 18,106 | 17,492 | 37,791 | 65,695 | 121,241 | 140,093 | 70,870 | | | |
| 2007 - Room-nights Sold | 514,075 | 13,927 | 17,721 | 20,105 | 18,382 | 33,380 | 64,562 | 129,609 | 140,600 | 75,789 | | | |
| Difference in Room-nights Sold | -5,542 | 1,689 | 1,880 | -1,999 | -890 | 4,411 | 1,133 | -8,368 | -507 | -4,919 | | | |
| % Change from Previous Year | -1.1% | 12.1% | 10.6% | -9.9% | -4.8% | 13.2% | 1.8% | -6.5% | -0.4% | -6.5% | | | |
| REGION | | | | | | | | | | | | | |
| North Cape Coastal Drive | | | | | | | | | | | | | |
| Regional Compliance Rate | 97% | 100% | 100% | 97% | 97% | 99% | 95% | 95% | 100% | 98% | | | |
| 2008 - Occupancy Rate % | 41.2% | 27.5% | 31.4% | 29.4% | 31.2% | 24.8% | 39.6% | 52.7% | 63.7% | 45.9% | | | |
| 2007 - Occupancy Rate % | 38.7% | 21.6% | 29.9% | 32.5% | 26.9% | 23.4% | 29.8% | 56.8% | 62.8% | 40.6% | | | |
| % Point Change from Previous Year | 2.5% | 5.9% | 1.5% | -3.1% | 4.3% | 1.4% | 9.8% | -4.1% | 0.9% | 5.3% | | | |
| 2008 - Room-nights Sold | 94,321 | 5,595 | 6,268 | 6,060 | 5,758 | 8,036 | 11,527 | 16,760 | 20,802 | 13,296 | | | |
| 2007 - Room-nights Sold | 92,298 | 4,514 | 6,195 | 7,378 | 5,454 | 7,152 | 9,053 | 19,206 | 21,100 | 12,246 | | | |
| Difference in Room-nights Sold | 2,023 | 1,081 | 73 | -1,318 | 304 | 884 | 2,474 | -2,446 | -298 | 1,050 | | | |
| % Change from Previous Year | 2.2% | 23.9% | 1.2% | -17.9% | 5.6% | 12.4% | 27.3% | -12.7% | -1.4% | 8.6% | | | |
| Anne's Land | | | | | | | | | | | | | |
| Regional Compliance Rate | 97% | 100% | 100% | 100% | 100% | 99% | 95% | 95% | 98% | 98% | | | |
| 2008 - Occupancy Rate % | 43.4% | 2.4% | 8.8% | 1.4% | 1.2% | 10.0% | 29.2% | 64.4% | 71.5% | 29.7% | | | |
| 2007 - Occupancy Rate % | 43.9% | 4.0% | 6.0% | 1.6% | 2.9% | 7.9% | 25.9% | 66.5% | 72.3% | 32.7% | | | |
| % Point Change from Previous Year | -0.5% | -1.6% | 2.8% | -0.2% | -1.7% | 2.1% | 3.3% | -2.1% | -0.8% | -3.0% | | | |
| 2008 - Room-nights Sold | 127,756 | 95 | 331 | 54 | 66 | 2,820 | 16,945 | 42,569 | 47,380 | 16,156 | | | |
| 2007 - Room-nights Sold | 130,033 | 181 | 227 | 66 | 147 | 2,299 | 15,227 | 45,014 | 48,411 | 18,461 | | | |
| Difference in Room-nights Sold | -2,277 | -86 | 104 | -12 | -81 | 521 | 1,718 | -2,445 | -1,031 | -2,305 | | | |
| % Change from Previous Year | -1.8% | -47.5% | 45.8% | -18.2% | -55.1% | 22.7% | 11.3% | -5.4% | -2.1% | -12.5% | | | |
| South Shore | | | | | | | | | | | | | |
| Regional Compliance Rate | 98% | 100% | 97% | 97% | 97% | 98% | 95% | 99% | 98% | 98% | | | |
| 2008 - Occupancy Rate % | 47.2% | 22.6% | 31.6% | 27.6% | 25.8% | 36.1% | 46.4% | 65.9% | 76.0% | 58.7% | | | |
| 2007 - Occupancy Rate % | 47.2% | 21.6% | 29.4% | 29.1% | 29.6% | 32.9% | 47.6% | 66.3% | 71.5% | 61.1% | | | |
| % Point Change from Previous Year | 0.0% | 1.0% | 2.2% | -1.5% | -3.8% | 3.2% | -1.2% | -0.4% | 4.5% | -2.4% | | | |
| 2008 - Room-nights Sold | 236,058 | 9,651 | 12,755 | 11,738 | 11,327 | 21,699 | 30,247 | 47,830 | 54,504 | 34,150 | | | |
| 2007 - Room-nights Sold | 233,134 | 8,969 | 11,120 | 12,461 | 12,494 | 19,486 | 32,358 | 48,528 | 52,262 | 35,456 | | | |
| Difference in Room-nights Sold | 2,924 | 682 | 1,635 | -723 | -1,167 | 2,213 | -2,111 | -698 | 2,242 | -1,306 | | | |
| % Change from Previous Year | 1.3% | 7.6% | 14.7% | -5.8% | -9.3% | 11.4% | -6.5% | -1.4% | 4.3% | -3.7% | | | |
| Points East | | | | | | | | | | | | | |
| Regional Compliance Rate | 96% | 96% | 96% | 96% | 90% | 96% | 94% | 94% | 98% | 99% | | | |
| 2008 - Occupancy Rate % | 35.9% | 10.5% | 11.5% | 12.2% | 17.6% | 17.4% | 27.5% | 46.4% | 55.6% | 26.9% | | | |
| 2007 - Occupancy Rate % | 37.9% | 10.1% | 8.6% | 7.6% | 9.2% | 14.2% | 28.4% | 50.6% | 56.4% | 33.1% | | | |
| % Point Change from Previous Year | -2.0% | 0.4% | 2.9% | 4.6% | 8.4% | 3.2% | -0.9% | -4.2% | -0.8% | -6.2% | | | |
| 2008 - Room-nights Sold | 50,398 | 275 | 247 | 254 | 341 | 2,279 | 6,976 | 14,082 | 17,407 | 7,268 | | | |
| 2007 - Room-nights Sold | 56,241 | 263 | 179 | 200 | 287 | 2,074 | 7,924 | 16,861 | 18,827 | 9,626 | | | |
| Difference in Room-nights Sold | -5,843 | 12 | 68 | 54 | 54 | 205 | -948 | -2,779 | -1,420 | -2,358 | | | |
| % Change from Previous Year | -10.4% | 4.6% | 38.0% | 27.0% | 18.8% | 9.9% | -12.0% | -16.5% | -7.5% | -24.5% | | | |

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

September 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 |
| All Fixed Roof | | | | | | | | | | | | | |
| Hotels/Motels/Resorts | | | | | | | | | | | | | |
| Compliance Rate for Type | 96% | 100% | 100% | 100% | 100% | 100% | 94% | 98% | 93% | 96% | | | |
| 2008 - Occupancy Rate % | 46.3% | 24.9% | 32.2% | 28.4% | 27.7% | 34.0% | 44.8% | 61.6% | 73.4% | 53.5% | | | |
| 2007 - Occupancy Rate % | 45.1% | 22.6% | 30.2% | 30.6% | 28.7% | 29.4% | 42.3% | 60.9% | 69.1% | 52.8% | | | |
| % Point Change from Previous Year | 1.2% | 2.3% | 2.0% | -2.2% | -1.0% | 4.6% | 2.5% | 0.7% | 4.3% | 0.7% | | | |
| 2008 - Room-nights Sold | 341,940 | 14,563 | 18,235 | 16,702 | 15,820 | 29,030 | 45,406 | 68,892 | 80,858 | 49,916 | | | |
| 2007 - Room-nights Sold | 338,163 | 12,958 | 16,463 | 18,747 | 16,780 | 25,539 | 44,593 | 72,676 | 79,813 | 50,594 | | | |
| % Change from Previous Year | 1.1% | 12.4% | 10.8% | -10.9% | -5.7% | 13.7% | 1.8% | -5.2% | 1.3% | -1.3% | | | |
| Inns | | | | | | | | | | | | | |
| Compliance Rate for Type | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | |
| 2008 - Occupancy Rate % | 55.3% | 27.2% | 34.0% | 31.4% | 35.1% | 35.9% | 53.0% | 69.7% | 80.8% | 55.4% | | | |
| 2007 - Occupancy Rate % | 53.4% | 21.1% | 30.1% | 28.0% | 31.8% | 33.5% | 50.2% | 67.5% | 77.6% | 60.5% | | | |
| % Point Change from Previous Year | 1.9% | 6.1% | 3.9% | 3.4% | 3.3% | 2.4% | 2.8% | 2.2% | 3.2% | -5.1% | | | |
| 2008 - Room-nights Sold | 29,487 | 797 | 918 | 912 | 1,045 | 1,767 | 4,689 | 6,665 | 7,762 | 4,932 | | | |
| 2007 - Room-nights Sold | 29,474 | 707 | 902 | 889 | 1,009 | 1,638 | 4,334 | 6,820 | 7,869 | 5,306 | | | |
| % Change from Previous Year | 0.0% | 12.7% | 1.8% | 2.6% | 3.6% | 7.9% | 8.2% | -2.3% | -1.4% | -7.0% | | | |
| Cabins/Cottages | | | | | | | | | | | | | |
| Compliance Rate for Type | 96% | 100% | 98% | 98% | 98% | 98% | 94% | 95% | 98% | 98% | | | |
| 2008 - Occupancy Rate % | 39.7% | 5.3% | 13.5% | 16.8% | 7.9% | 9.0% | 21.4% | 61.0% | 65.5% | 20.3% | | | |
| 2007 - Occupancy Rate % | 41.4% | 2.8% | 5.8% | 5.8% | 12.5% | 9.0% | 19.8% | 63.0% | 67.4% | 24.6% | | | |
| % Point Change from Previous Year | -1.7% | 2.5% | 7.7% | 11.0% | -4.6% | 0.0% | 1.6% | -2.0% | -1.9% | -4.3% | | | |
| 2008 - Room-nights Sold | 102,293 | 83 | 197 | 248 | 234 | 2,119 | 10,725 | 36,230 | 40,391 | 9,850 | | | |
| 2007 - Room-nights Sold | 106,172 | 50 | 82 | 192 | 248 | 2,140 | 10,403 | 39,261 | 41,354 | 12,442 | | | |
| % Change from Previous Year | -3.7% | 66.0% | 140.2% | 29.2% | -5.6% | -1.0% | 3.1% | -7.7% | -2.3% | -20.8% | | | |
| Tourist Home/B&B | | | | | | | | | | | | | |
| Compliance Rate for Type | 98% | 100% | 97% | 97% | 97% | 98% | 98% | 99% | 99% | 98% | | | |
| 2008 - Occupancy Rate % | 30.2% | 2.7% | 4.3% | 4.3% | 6.0% | 13.3% | 27.9% | 47.1% | 54.1% | 34.5% | | | |
| 2007 - Occupancy Rate % | 32.8% | 3.0% | 4.9% | 4.2% | 4.9% | 12.0% | 28.2% | 52.9% | 57.5% | 39.4% | | | |
| % Point Change from Previous Year | -2.6% | -0.3% | -0.6% | 0.1% | 1.1% | 1.3% | -0.3% | -5.8% | -3.4% | -4.9% | | | |
| 2008 - Room-nights Sold | 34,485 | 173 | 226 | 244 | 393 | 1,799 | 4,829 | 9,372 | 10,948 | 6,102 | | | |
| 2007 - Room-nights Sold | 37,684 | 212 | 274 | 277 | 345 | 1,690 | 5,218 | 10,786 | 11,480 | 7,402 | | | |
| % Change from Previous Year | -8.5% | -18.4% | -17.5% | -11.9% | 13.9% | 6.4% | -7.5% | -13.1% | -4.6% | -17.6% | | | |
| Other | | | | | | | | | | | | | |
| Compliance Rate for Type | 100% | ~ | ~ | ~ | ~ | 100% | 100% | 100% | 100% | 100% | | | |
| 2008 - Occupancy Rate % | 45.1% | ~ | ~ | ~ | ~ | 16.4% | 25.6% | 44.1% | 63.4% | 58.3% | | | |
| 2007 - Occupancy Rate % | 53.5% | ~ | ~ | ~ | ~ | 12.5% | 15.6% | 71.0% | 90.3% | 50.0% | | | |
| % Point Change from Previous Year | -8.4% | ~ | ~ | ~ | ~ | 3.9% | 10.0% | -26.9% | -26.9% | 8.3% | | | |
| 2008 - Room-nights Sold | 325 | ~ | ~ | ~ | ~ | 9 | 46 | 82 | 118 | 70 | | | |
| 2007 - Room-nights Sold | 213 | ~ | ~ | ~ | ~ | 4 | 14 | 66 | 84 | 45 | | | |
| % Change from Previous Year | 6.4% | ~ | ~ | ~ | ~ | 6.4% | 228.6% | 24.2% | 40.5% | 55.6% | | | |

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 | |
| GEOGRAPHIC ORIGIN | | | | | | | | | | | | | | |
| Volume | | | | | | | | | | | | | | |
| Canada 2008 | 396,097 | 14,786 | 18,884 | 17,197 | 16,307 | 29,808 | 49,882 | 92,104 | 107,756 | 49,373 | | | | |
| Canada 2007 | 402,595 | 13,270 | 16,792 | 18,621 | 17,037 | 26,702 | 50,684 | 98,133 | 106,220 | 55,136 | | | | |
| % Point Change over 2007 | -1.6% | 11.4% | 12.5% | -7.6% | -4.3% | 11.6% | -1.6% | -6.1% | 1.4% | -10.5% | | | | |
| Alberta 2008 | 18,598 | 279 | 398 | 344 | 427 | 1,029 | 2,112 | 5,170 | 5,499 | 3,340 | | | | |
| Alberta 2007 | 19,568 | 155 | 279 | 285 | 374 | 1,159 | 3,078 | 5,116 | 5,439 | 3,683 | | | | |
| % Point Change over 2007 | -5.0% | 80.0% | 42.7% | 20.7% | 14.2% | -11.2% | -31.4% | 1.1% | 1.1% | -9.3% | | | | |
| British Columbia 2008 | 11,991 | 103 | 218 | 239 | 291 | 1,006 | 1,572 | 2,910 | 3,004 | 2,648 | | | | |
| British Columbia 2007 | 12,342 | 176 | 247 | 178 | 325 | 920 | 1,935 | 2,603 | 3,002 | 2,956 | | | | |
| % Point Change over 2007 | -2.8% | -41.5% | -11.7% | 34.3% | -10.5% | 9.3% | -18.8% | 11.8% | 0.1% | -10.4% | | | | |
| Manitoba 2008 | 4,176 | 86 | 88 | 146 | 134 | 327 | 567 | 970 | 969 | 889 | | | | |
| Manitoba 2007 | 4,681 | 33 | 56 | 107 | 108 | 269 | 817 | 1,039 | 1,103 | 1,149 | | | | |
| % Point Change over 2007 | -10.8% | 160.6% | 57.1% | 36.4% | 24.1% | 21.6% | -30.6% | -6.6% | -12.1% | -22.6% | | | | |
| New Brunswick 2008 | 66,983 | 3,591 | 4,613 | 3,811 | 3,558 | 6,304 | 8,544 | 13,566 | 15,696 | 7,300 | | | | |
| New Brunswick 2007 | 70,036 | 3,448 | 4,202 | 4,669 | 3,640 | 6,091 | 9,094 | 15,184 | 15,667 | 8,041 | | | | |
| % Point Change over 2007 | -4.4% | 4.1% | 9.8% | -18.4% | -2.3% | 3.5% | -6.0% | -10.7% | 0.2% | -9.2% | | | | |
| Newfoundland 2008 | 11,462 | 406 | 317 | 311 | 446 | 844 | 1,298 | 3,075 | 3,433 | 1,332 | | | | |
| Newfoundland 2007 | 11,116 | 319 | 288 | 523 | 493 | 519 | 1,347 | 2,823 | 3,080 | 1,724 | | | | |
| % Point Change over 2007 | 3.1% | 27.3% | 10.1% | -40.5% | -9.5% | 62.6% | -3.6% | 8.9% | 11.5% | -22.7% | | | | |
| Nova Scotia 2008 | 90,967 | 4,128 | 6,369 | 3,906 | 4,028 | 7,711 | 11,918 | 18,116 | 24,343 | 10,448 | | | | |
| Nova Scotia 2007 | 92,752 | 3,743 | 5,550 | 5,209 | 4,379 | 6,339 | 11,250 | 20,049 | 23,529 | 12,704 | | | | |
| % Point Change over 2007 | -1.9% | 10.3% | 14.8% | -25.0% | -8.0% | 21.6% | 5.9% | -9.6% | 3.5% | -17.8% | | | | |
| Nunavut 2008 | 217 | 6 | 0 | 1 | 39 | 7 | 15 | 63 | 44 | 42 | | | | |
| Nunavut 2007 | 330 | 0 | 0 | 0 | 10 | 1 | 25 | 113 | 150 | 31 | | | | |
| % Point Change over 2007 | -34.2% | 600.0% | 0.0% | 100.0% | 290.0% | 600.00% | -40.0% | -44.2% | -70.7% | 35.5% | | | | |
| NWT 2008 | 376 | 2 | 10 | 0 | 6 | 19 | 52 | 116 | 85 | 86 | | | | |
| NWT 2007 | 737 | 22 | 2 | 9 | 10 | 29 | 78 | 134 | 292 | 161 | | | | |
| % Point Change over 2007 | -49.0% | -90.9% | 400.0% | -100.0% | -40.0% | -34.48% | -33.3% | -13.4% | -70.9% | -46.6% | | | | |
| Ontario 2008 | 101,263 | 1,741 | 2,040 | 2,819 | 2,558 | 5,468 | 12,540 | 29,722 | 31,964 | 12,411 | | | | |
| Ontario 2007 | 103,101 | 1,667 | 1,915 | 2,684 | 3,301 | 5,277 | 12,268 | 30,261 | 31,888 | 13,840 | | | | |
| % Point Change over 2007 | -1.8% | 4.4% | 6.5% | 5.0% | -22.5% | 3.6% | 2.2% | -1.8% | 0.2% | -10.3% | | | | |
| Prince Edward Island 2008 | 49,254 | 3,815 | 4,318 | 5,047 | 3,771 | 5,133 | 6,687 | 5,697 | 8,376 | 6,410 | | | | |
| Prince Edward Island 2007 | 40,587 | 2,844 | 3,664 | 4,183 | 3,309 | 4,111 | 5,092 | 5,609 | 6,284 | 5,491 | | | | |
| % Point Change over 2007 | 21.4% | 34.1% | 17.8% | 20.7% | 14.0% | 24.9% | 31.3% | 1.6% | 33.3% | 16.7% | | | | |
| Quebec 2008 | 36,615 | 608 | 480 | 531 | 946 | 1,773 | 3,931 | 11,773 | 13,025 | 3,548 | | | | |
| Quebec 2007 | 42,692 | 842 | 554 | 696 | 1,014 | 1,741 | 4,889 | 14,295 | 14,499 | 4,162 | | | | |
| % Point Change over 2007 | -14.2% | -27.8% | -13.4% | -23.7% | -6.7% | 1.8% | -19.6% | -17.6% | -10.2% | -14.8% | | | | |
| Saskatchewan 2008 | 3,876 | 21 | 33 | 38 | 68 | 181 | 611 | 879 | 1,225 | 820 | | | | |
| Saskatchewan 2007 | 4,065 | 21 | 35 | 77 | 74 | 216 | 763 | 782 | 991 | 1,106 | | | | |
| % Point Change over 2007 | -4.6% | 0.0% | -5.7% | -50.6% | -8.1% | -16.20% | -19.9% | 12.4% | 23.6% | -25.9% | | | | |
| Yukon 2008 | 289 | 0 | 0 | 4 | 5 | 6 | 35 | 47 | 93 | 99 | | | | |
| Yukon 2007 | 588 | 0 | 0 | 1 | 0 | 30 | 48 | 125 | 296 | 88 | | | | |
| % Point Change over 2007 | -50.9% | 0.0% | 0.0% | 300.0% | 500.0% | -80.00% | -27.1% | -62.4% | -68.6% | 12.5% | | | | |

September 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 |
| United States 2008 | 49,498 | 579 | 443 | 565 | 617 | 1,862 | 6,510 | 13,807 | 15,991 | 9,124 | | | |
| United States 2007 | 58,843 | 332 | 559 | 1,051 | 793 | 2,108 | 7,103 | 16,804 | 19,645 | 10,448 | | | |
| <i>% Point Change over 2007</i> | -15.9% | 74.4% | -20.8% | -46.2% | -22.2% | -11.7% | -8.3% | -17.8% | -18.6% | -12.7% | | | |
| New England 2008 | 16,789 | 103 | 166 | 155 | 173 | 497 | 1,976 | 5,352 | 6,042 | 2,325 | | | |
| New England 2007 | 22,984 | 99 | 172 | 326 | 221 | 667 | 2,504 | 7,028 | 8,559 | 3,408 | | | |
| <i>% Point Change over 2007</i> | -27.0% | 4.0% | -3.5% | -52.5% | -21.7% | -25.5% | -21.1% | -23.8% | -29.4% | -31.8% | | | |
| Mid-Atlantic 2008 | 7,169 | 99 | 51 | 46 | 80 | 210 | 830 | 1,796 | 2,897 | 1,160 | | | |
| Mid-Atlantic 2007 | 8,924 | 23 | 111 | 106 | 105 | 316 | 850 | 2,506 | 3,406 | 1,501 | | | |
| <i>% Point Change over 2007</i> | -19.7% | 330.4% | -54.1% | -56.6% | -23.8% | -33.5% | -2.4% | -28.3% | -14.9% | -22.7% | | | |
| South 2008 | 13,003 | 173 | 112 | 148 | 159 | 535 | 1,702 | 3,316 | 3,626 | 3,232 | | | |
| South 2007 | 13,843 | 80 | 121 | 273 | 193 | 556 | 1,907 | 3,744 | 4,087 | 2,882 | | | |
| <i>% Point Change over 2007</i> | -6.1% | 116.3% | -7.4% | -45.8% | -17.6% | -3.78% | -10.7% | -11.4% | -11.3% | 12.1% | | | |
| Midwest 2008 | 5,863 | 99 | 60 | 94 | 90 | 264 | 974 | 1,610 | 1,637 | 1,035 | | | |
| Midwest 2007 | 6,450 | 92 | 80 | 146 | 110 | 274 | 930 | 1,745 | 1,787 | 1,286 | | | |
| <i>% Point Change over 2007</i> | -9.1% | 7.6% | -25.0% | -35.6% | -18.2% | -3.65% | 4.7% | -7.7% | -8.4% | -19.5% | | | |
| West 2008 | 6,644 | 103 | 54 | 122 | 115 | 356 | 1,028 | 1,733 | 1,761 | 1,372 | | | |
| West 2007 | 6,642 | 38 | 75 | 200 | 164 | 295 | 912 | 1,781 | 1,806 | 1,371 | | | |
| <i>% Point Change over 2007</i> | 0.0% | 171.1% | -28.0% | -39.0% | -29.9% | 20.68% | 12.7% | -2.7% | -2.5% | 0.1% | | | |
| Other 2008 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| Other 2007 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| <i>% Point Change over 2007</i> | 0.0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | | | |

September 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 |
| International 2008 | 32,458 | 226 | 245 | 324 | 519 | 2,355 | 5,248 | 9,310 | 10,152 | 4,079 | | | |
| International 2007 | 27,859 | 314 | 370 | 324 | 514 | 1,854 | 4,366 | 8,805 | 8,152 | 3,160 | | | |
| % Point Change over 2007 | 16.5% | -28.0% | -33.8% | 0.0% | 1.0% | 27.0% | 20.2% | 5.7% | 24.5% | 29.1% | | | |
| Australia 2008 | 978 | 15 | 8 | 3 | 16 | 106 | 166 | 235 | 190 | 239 | | | |
| Australia 2007 | 1,120 | 2 | 3 | 11 | 22 | 118 | 190 | 210 | 255 | 309 | | | |
| % Point Change over 2007 | -12.7% | 650.0% | 166.7% | -72.7% | -27.3% | -10.17% | -12.6% | 11.9% | -25.5% | -22.7% | | | |
| China 2008 | 1,687 | 72 | 84 | 109 | 128 | 114 | 152 | 347 | 316 | 365 | | | |
| China 2007 | 2,311 | 183 | 181 | 201 | 193 | 252 | 399 | 381 | 346 | 175 | | | |
| % Point Change over 2007 | -27.0% | -60.7% | -53.6% | -45.8% | -33.7% | -54.76% | -61.9% | -8.9% | -8.7% | 108.6% | | | |
| England 2008 | 2,752 | 74 | 24 | 12 | 62 | 201 | 485 | 475 | 821 | 598 | | | |
| England 2007 | 2,864 | 5 | 49 | 17 | 64 | 194 | 692 | 619 | 735 | 489 | | | |
| % Point Change over 2007 | -3.9% | 1380.0% | -51.0% | -29.4% | -3.1% | 3.6% | -29.9% | -23.3% | 11.7% | 22.3% | | | |
| France 2008 | 536 | 3 | 18 | 1 | 5 | 23 | 62 | 143 | 174 | 107 | | | |
| France 2007 | 549 | 0 | 3 | 3 | 1 | 12 | 32 | 187 | 201 | 110 | | | |
| % Point Change over 2007 | -2.4% | 300.0% | 500.0% | -66.7% | 400.0% | 91.67% | 93.8% | -23.5% | -13.4% | -2.7% | | | |
| Germany 2008 | 2,569 | 14 | 3 | 45 | 43 | 171 | 406 | 658 | 664 | 565 | | | |
| Germany 2007 | 1,966 | 17 | 1 | 14 | 6 | 73 | 346 | 478 | 492 | 539 | | | |
| % Point Change over 2007 | 30.7% | -17.6% | 200.0% | 221.4% | 616.7% | 134.2% | 17.3% | 37.7% | 35.0% | 4.8% | | | |
| Ireland 2008 | 411 | 17 | 4 | 7 | 3 | 29 | 78 | 106 | 73 | 94 | | | |
| Ireland 2007 | 445 | 0 | 12 | 1 | 12 | 26 | 114 | 116 | 108 | 56 | | | |
| % Point Change over 2007 | -7.6% | 1700.0% | -66.7% | 600.0% | -75.0% | 11.5% | -31.6% | -8.6% | -32.4% | 67.9% | | | |
| Japan 2008 | 5,296 | 5 | 41 | 25 | 89 | 174 | 937 | 1,255 | 1,597 | 1,173 | | | |
| Japan 2007 | 3,115 | 33 | 41 | 36 | 51 | 199 | 695 | 758 | 775 | 527 | | | |
| % Point Change over 2007 | 70.0% | -84.8% | 0.0% | -30.6% | 74.5% | -12.6% | 34.8% | 65.6% | 106.1% | 122.6% | | | |
| Netherlands 2008 | 501 | 12 | 4 | 0 | 25 | 15 | 69 | 170 | 105 | 101 | | | |
| Netherlands 2007 | 488 | 11 | 1 | 11 | 11 | 25 | 36 | 144 | 133 | 116 | | | |
| % Point Change over 2007 | 2.7% | 9.1% | 300.0% | -100.0% | 127.3% | -40.00% | 91.7% | 18.1% | -21.1% | -12.9% | | | |
| Scotland 2008 | 443 | 0 | 11 | 0 | 10 | 33 | 66 | 121 | 110 | 92 | | | |
| Scotland 2007 | 496 | 0 | 0 | 1 | 13 | 33 | 74 | 156 | 132 | 87 | | | |
| % Point Change over 2007 | -10.7% | 0.0% | 1100.0% | -100.0% | -23.1% | 0.00% | -10.8% | -22.4% | -16.7% | 5.7% | | | |
| Switzerland 2008 | 521 | 0 | 0 | 12 | 5 | 31 | 55 | 175 | 110 | 133 | | | |
| Switzerland 2007 | 437 | 0 | 0 | 3 | 2 | 14 | 60 | 123 | 118 | 117 | | | |
| % Point Change over 2007 | 19.2% | 0.0% | 0.0% | 300.0% | 150.0% | 121.43% | -8.3% | 42.3% | -6.8% | 13.7% | | | |
| Other 2008 | 16,800 | 14 | 48 | 110 | 133 | 1,458 | 2,772 | 5,625 | 6,028 | 612 | | | |
| Other 2007 | 14,068 | 63 | 79 | 26 | 139 | 908 | 1,728 | 5,633 | 4,857 | 635 | | | |
| % Point Change over 2007 | 19.4% | -77.8% | -39.2% | 323.1% | -4.3% | 60.57% | 60.4% | -0.1% | 24.1% | -3.6% | | | |
| Motorcoach 2008 | 24,893 | ~ | 12 | 163 | 49 | 68 | 4,053 | 6,039 | 6,210 | 8,299 | | | |
| Motorcoach 2007 | 22,365 | 11 | 0 | 109 | 37 | 347 | 2,401 | 5,876 | 6,566 | 7,018 | | | |
| % Point Change over 2007 | 11.3% | -1100.0% | 1200.0% | 49.5% | 32.4% | -80% | 68.8% | 2.8% | -5.4% | 18.3% | | | |
| ORIGIN BREAKDOWN | | | | | | | | | | | | | |
| Canada | 82.9% | 94.8% | 96.5% | 95.1% | 93.5% | 87.6% | 80.9% | 79.9% | 80.4% | 78.9% | | | |
| United States | 10.4% | 3.7% | 2.3% | 3.1% | 3.5% | 5.5% | 10.6% | 12.0% | 11.9% | 14.6% | | | |
| International | 6.8% | 1.4% | 1.3% | 1.8% | 3.0% | 6.9% | 8.5% | 8.1% | 7.6% | 6.5% | | | |

Campground September 2008

| OCCUPANCY RATE | YTD | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-----------------------------------|--------------|-----|-----|-----|--------------|--------------|-----|--------------|--------------|--------------|-----|-----|-----|
| PROVINCE WIDE | | | | | | | | | | | | | |
| 2008 - Occupancy Rate % | 31.3% | | | | 10.6% | 17.1% | | 48.5% | 42.2% | 9.9% | | | |
| 2007 - Occupancy Rate % | 37.4% | | | | 8.4% | 17.1% | | 51.9% | 49.8% | 19.0% | | | |
| % Point Change from Previous Year | -6.1% | | | | 2.2% | 0.0% | | -3.4% | -7.6% | -9.1% | | | |
| 2008 - Site-nights Sold | 151,406 | | | | 3,067 | 19,026 | | 74,340 | 54,973 | 8,550 | | | |
| 2007 - Site-nights Sold | 173,002 | | | | 2,369 | 27,374 | | 78,761 | 64,498 | 15,810 | | | |
| Difference in Site-nights Sold | -21,596 | | | | 698 | -8,348 | | -4,421 | -9,525 | -7,260 | | | |
| % Point change from Previous Year | -12.5% | | | | 29.5% | -30.5% | | -5.6% | -14.8% | -45.9% | | | |
| North Cape Coastal Drive | | | | | | | | | | | | | |
| 2008 - Occupancy Rate % | 19.5% | | | | 1.7% | 11.2% | | 36.9% | 31.5% | 5.6% | | | |
| 2007 - Occupancy Rate % | 26.8% | | | | 2.0% | 12.6% | | 41.1% | 40.7% | 12.6% | | | |
| % Point Change from Previous Year | -7.3% | | | | -0.3% | -1.4% | | -4.2% | -9.2% | -7.0% | | | |
| 2008 - Site-nights Sold | 14,249 | | | | 110 | 1,794 | | 7,250 | 4,009 | 1,059 | | | |
| 2007 - Site-nights Sold | 19,215 | | | | 87 | 1,988 | | 7,725 | 7,631 | 1,784 | | | |
| Difference in Site-nights Sold | -4,966 | | | | 23 | -194 | | -475 | -3,622 | -725 | | | |
| % Point change from Previous Year | -25.8% | | | | 26.4% | -9.8% | | -6.1% | -47.5% | -40.6% | | | |
| Anne's Land | | | | | | | | | | | | | |
| 2008 - Occupancy Rate % | 34.9% | | | | 12.6% | 18.9% | | 52.8% | 42.8% | 6.8% | | | |
| 2007 - Occupancy Rate % | 41.4% | | | | 11.4% | 18.6% | | 55.3% | 54.4% | 17.3% | | | |
| % Point Change from Previous Year | -6.5% | | | | 1.2% | 0.3% | | -2.5% | -11.6% | -10.5% | | | |
| 2008 - Site-nights Sold | 101,905 | | | | 1719 | 11,854 | | 51,180 | 34,596 | 2,556 | | | |
| 2007 - Site-nights Sold | 121,246 | | | | 1,836 | 20,289 | | 52,660 | 39,617 | 6,844 | | | |
| Difference in Site-nights Sold | -19,341 | | | | -117 | -8,435 | | -1,480 | -5,021 | -4,288 | | | |
| % Point change from Previous Year | -16.0% | | | | -6.4% | -41.6% | | -2.8% | -12.7% | -62.7% | | | |
| South Shore | | | | | | | | | | | | | |
| 2008 - Occupancy Rate % | 29.1% | | | | 21.4% | 18.6% | | 41.0% | 43.9% | 17.9% | | | |
| 2007 - Occupancy Rate % | 32.9% | | | | 8.6% | 17.3% | | 45.8% | 46.8% | 24.4% | | | |
| % Point Change from Previous Year | -3.8% | | | | 12.8% | 1.3% | | -4.8% | -2.9% | -6.5% | | | |
| 2008 - Site-nights Sold | 17,907 | | | | 1,090 | 2,433 | | 5,818 | 6,231 | 2,331 | | | |
| 2007 - Site-nights Sold | 20,220 | | | | 345 | 2,274 | | 7,060 | 7,253 | 3,288 | | | |
| Difference in Site-nights Sold | -2,313 | | | | 745 | 159 | | -1,242 | -1,022 | -957 | | | |
| % Point change from Previous Year | -11.4% | | | | 215.9% | 7.0% | | -17.6% | -14.1% | -29.1% | | | |
| Points East | | | | | | | | | | | | | |
| 2008 - Occupancy Rate % | 30.9% | | | | 4.1% | 15.2% | | 45.2% | 45.2% | 15.1% | | | |
| 2007 - Occupancy Rate % | 33.9% | | | | 2.8% | 14.7% | | 50.9% | 44.8% | 24.9% | | | |
| % Point Change from Previous Year | -3.0% | | | | 1.3% | 0.5% | | -5.7% | 0.4% | -9.8% | | | |
| 2008 - Site-nights Sold | 25,926 | | | | 148 | 2,945 | | 10,092 | 10,137 | 2,604 | | | |
| 2007 - Site-nights Sold | 28,131 | | | | 101 | 2,823 | | 11,316 | 9,997 | 3,894 | | | |
| Difference in Site-nights Sold | -2,205 | | | | 47 | 122 | | -1,224 | 140 | -1,290 | | | |
| % Point change from Previous Year | -7.8% | | | | 46.5% | 4.3% | | -10.8% | 1.4% | -33.1% | | | |
| ORIGIN BREAKDOWN | | | | | | | | | | | | | |
| Canada | 93.3% | | | | 94.0% | 92.9% | | 93.9% | 93.6% | 83.0% | | | |
| British Columbia | 1.5% | | | | 2.6% | 1.4% | | 1.4% | 1.2% | 4.3% | | | |
| Alberta | 1.5% | | | | 1.2% | 1.7% | | 1.4% | 1.2% | 4.0% | | | |
| Prince Edward Island | 36.8% | | | | 68.4% | 42.1% | | 41.6% | 32.4% | 44.0% | | | |
| Nova Scotia | 14.0% | | | | 7.9% | 13.2% | | 12.9% | 16.9% | 6.4% | | | |
| New Brunswick | 13.5% | | | | 8.4% | 16.0% | | 13.5% | 14.4% | 6.7% | | | |
| Ontario | 11.2% | | | | 3.3% | 11.8% | | 10.2% | 12.9% | 11.0% | | | |
| Quebec | 11.1% | | | | 1.7% | 5.4% | | 10.8% | 12.8% | 4.8% | | | |
| United States | 5.8% | | | | 2.9% | 6.0% | | 5.3% | 5.4% | 14.0% | | | |
| Massachusetts | 0.5% | | | | 0.0% | 0.4% | | 0.4% | 0.6% | 0.9% | | | |
| Maine | 0.9% | | | | 0.9% | 0.7% | | 0.9% | 0.9% | 0.9% | | | |
| New York | 0.4% | | | | 0.7% | 0.5% | | 0.4% | 0.4% | 0.8% | | | |
| Florida | 0.5% | | | | 0.1% | 0.7% | | 0.5% | 0.5% | 1.5% | | | |
| International | 1.0% | | | | 3.0% | 1.1% | | 0.8% | 1.0% | 3.0% | | | |
| Germany | 0.4% | | | | 1.4% | 0.5% | | 0.3% | 0.4% | 1.5% | | | |