

KEY PERFORMANCE INDICATORS September - 2006

% Increase / Decrease - 2005/2006		1:	t Quart	er		nd Quart	er	3	Brd Quar			4th Qua	rter
~ = Not Open / Operating	YTD % Chg	Ž,	/ %	/ w	Ą.	No.	/ §	14	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	/ %	ું	\ \sigma_3	/ 8
Traffic												-/	/
Air (All Enplaned)	22%	31%	21%	32%	31%	46%	36%	9%	13%	12%			
Bridge (Non-Resident Vehicles)	-0.5%	16%	6%	-5%	12%	-6%	-4%	-8%	-1%	13%			
Ferry (All Vehicles)	-1.6%	~	~	~	~	5%	-6%	-6%	-1%	6%			
Visitor Inquiries												*	
Website Sessions (1)	4%	126%	138%	142%	94%	34%	43%	-60%	-62%	-38%			
Call Centre Inquiries	-24%	6%	19%	-2%	-61%	-20%	-5%	-27%	-18%	20%			
Total Inquiries	-6%	119%	127%	128%	7%	14%	38%	-59%	-61%	-36%			
Campaign Inquiries (2)	-32%	~	~	~	-75%	-42%	60%	-79%	-44%	-37%			
Mail Out Kits	-26%	3%	14%	-17%	-61%	-26%	13%	-30%	-18%	53%			
Visitor Information Centres		·											
Charlottetown	23%	-1%	5%	-22%	-47%	-32%	38%	26%	41%	20%			
Borden	-13%	~	~	~	-27%	-40%	-11%	-19%	-11%	8%			
Wood Islands	4%	~	~	~	~	51%	-13%	-21%	40%	-17%			
Cavendish	-22%	~	~	~	~	-36%	-16%	-38%	-4%	-28%			
St. Peters	-23%	~	~	~	~	~	-5%	-3%	2%	-62%			
Summerside	-20%	~	~	~	~	~	15%	-23%	-35%	13%			
Souris	3%	~	~	~	~	~	3%	12%	12%	0%			
West Prince	37%	~	~	~	~	~	32%	28%	42%	53%			
Total Parties Counselled	-4%	-1%	5%	-22%	-40%	-31%	-1%	-10%	4%	-3%			
Provincial Parks		·											
Parks West	-5%	~	~	~	~	19%	2%	-11%	-1%	10%			
Parks East	-8%	~	~	~	~	174%	-6%	-10%	-10%	4%			
Total	-6%	~	~	~	~	135%	-2%	-10%	-5%	7%			
Golf PEI			•			•							•
Total Rounds Played	4%	~	~	~	~	37%	-6%	-6%	-2%	7%			
Cruise Ships													
Total # of Passengers	13%	~	~	~	~	61%	-20%	-100%	107%	14%			
Parks Canada													
PEI National Park	-19%	~	~	~	~	~	-25%	-22%	-15%	-11%			
Province House	-7%	42%	-2%	215%	-51%	25%	-3%	-23%	6%	-9%			
Green Gables	-1%	840%	363%	124%	371%	-7%	-10%	-3%	-1%	11%			
Campgrounds	-3%	~	~	~	~	~	-16%	-2%	-4%	16%			
Historic Sites													
Orwell	-3%	-23%	1%	-10%	78%	-15%	2%	-3%	12%	-28%			
Beaconsfield	-8%	63%	-31%	137%	-35%	12%	9%	-4%	-14%	-37%			
Eptek	-35%	53%	22%	19%	1%	-24%	-9%	-54%	-51%	-35%			
Acadian Museum	9%	-23%	-72%	-25%	-50%	52%	38%	24%	36%	-32%			
Elmira	-2%	~	~	~	~	4%	-47%	3%	-4%	26%			
Basin Head	-15%	~	~	~	~	~	-4%	-16%	-18%	-9%			
Green Park	-13%	~	~	~	~	0%	32%	-18%	-15%	-14%			
Total Visitors	-13%	32%	-8%	12%	-16%	-6%	-2%	-16%	-14%	-18%			

⁽¹⁾ Irregular spike in website activity in July & August 2005. Web sessions in July & August 2006 were comparable to normal monthly averages.

(2) The timing of marketing activity varies from year to year and will therefore result in significant swings in monthly comparison data.

01/12/2006 10:42 AM Performance Indicators - September 2006 Final



SEPTEMBER 2006 OCCUPANCY REPORT FIXED ROOF ACCOMMODATION

OCCUPANCY BY REGION

					DI								
Occupancy Rate = total number of room		15	st Quarte			nd Quar	/			Quarter		4th Quai	/
nights rented divided by total number of room nights available.	YTD	res .	/ %	Mar	₽ [‡]	/ wat	/ 4 m	Į.	\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \	/ &	ં	/ 🗞	/ 🕉
Current Compliancy Rate	99%	100%	100%	100%	100%	100%	98%	98%	96%	96%			
Total Room Nights Available *	494,699	73,366	67,024	73,229	74,909	129,098	183,283	207,788	207,964	174,686			
REGION												•	
Province Wide													
2006 - Occupancy Rate %	41.5%	19.4%	30.6%	24.8%	22.5%	24.4%	32.9%	59.4%	63.8%	44.2%			
2005 - Occupancy Rate %	41.4%	18.6%	23.7%	25.6%	23.6%	22.3%	32.9%	61.7%	66.2%	41.9%			
% Point Change from Previous Year	0.1%	0.8%	6.9%	-0.8%	-1.1%	2.1%	0.0%	-2.3%	-2.4%	2.3%			
2006 - Room Nights Sold	494,699	14,228	20,499	18,191	16,837	31,530	60,264	123,511	132,596	77,184			
2005 - Room Nights Sold	497,137	13,463	16,109	18,683	17,801	30,511	60,612	128,468	138,500	72,992			
% Change from Previous Year	-0.5%	5.7%	27.3%	-2.6%	-5.4%	3.3%	-0.6%	-3.9%	-4.3%	5.7%			
North Cape Coastal Drive													
2006 - Occupancy Rate %	35.0%	24.0%	24.3%	26.6%	19.6%	22.8%	29.9%	49.6%	58.5%	42.6%			
2005 - Occupancy Rate %	39.7%	22.6%	29.7%	31.3%	27.9%	29.9%	34.9%	57.9%	61.7%	39.9%			
% Point Change from Previous Year	-4.7%	5.4%	-5.4%	-4.7%	-8.3%	-7.1%	-5.0%	-8.3%	-3.2%	2.7%			
2006 - Room Nights Sold	86,377	5,190	5,111	6,242	4,511	6,215	9,256	16,715	19,742	13,391			
2005 - Room Nights Sold	96,404	4,245	5,623	6,917	6,013	8,392	11,634	19,958	21,143	12,479			
% Change from Previous Year	-10.4%	22.3%	-9.1%	-9.8%	-25.0%	-25.9%	-20.4%	-16.2%	-6.6%	7.3%			
Anne's Land													
2006 - Occupancy Rate %	41.1%	2.2%	6.1%	2.6%	3.6%	8.3%	22.3%	62.0%	66.5%	32.1%			
2005 - Occupancy Rate %	41.4%	5.4%	5.0%	3.0%	3.0%	6.8%	23.6%	67.5%	71.0%	31.3%			
% Point Change from Previous Year	-0.3%	-3.2%	1.1%	-0.4%	0.6%	1.5%	-1.3%	-5.5%	-4.5%	0.8%			
2006 - Room Nights Sold	117,285	96	251	112	192	2,189	12,452	41,835	43,112	16,633			
2005 - Room Nights Sold	124,252	307	264	168	182	2,345	13,695	43,825	46,324	17,142			
% Change from Previous Year	-5.6%	-68.7%	-4.9%	-33.3%	5.5%	-6.7%	-9.1%	-4.5%	-6.9%	-3.0%			
Charlotte's Shore													
2006 - Occupancy Rate %	46.6%	19.3%	38.2%	27.7%	27.4%	34.9%	46.4%	67.3%	66.9%	61.7%			
2005 - Occupancy Rate %	45.2%	20.0%	25.5%	27.9%	26.1%	31.7%	46.1%	65.3%	68.8%	58.8%			
% Point Change from Previous Year	1.4%	-0.7%	12.7%	-0.2%	1.3%	3.2%	0.3%	2.0%	-1.9%	2.9%			
2006 - Room Nights Sold	229,730	8,382	14,594	11,463	11,625	20,992	30,412	47,463	48,756	36,029			
2005 - Room Nights Sold	216,328	8,228	9,614	10,961	10,754	17,323	28,176	47,608	49,210	34,456			
% Change from Previous Year	6.2%	1.9%	51.8%	4.6%	8.1%	21.2%	7.9%	-0.3%	-0.9%	4.6%			
Points East													
2006 - Occupancy Rate %	36.9%	14.0%	15.0%	9.1%	12.2%	14.1%	26.3%	48.1%	57.9%	33.7%			
2005 - Occupancy Rate %	33.6%	10.2%	10.2%	10.8%	13.0%	12.7%	22.7%	47.8%	57.2%	30.1%			
% Point Change from Previous Year	3.3%	3.8%	4.8%	-1.7%	-0.8%	1.4%	3.6%	0.3%	0.7%	3.6%			
2006 - Room Nights Sold	61,307	560	543	374	509	2,134	8,144	17,498	20,986	10,557			
2005 - Room Nights Sold	60,153	683	608	637	852	2,451	7,107	17,077	21,823	8,915			
% Change from Previous Year	1.9%	-18%	-11%	-41%	-40.3%	-12.9%	14.6%	2.5%	-3.8%	18.4%			

* = at time of reporting n/a = insufficient data available at this time



FIXED ROOF ACCOMMODATION

OCCUPANCY BY TYPE OF ACCOMMODATION

	CUPAI		t Quarte			nd Quar				Quarter	4th Quar	ter
Occupancy rate = total number of room nights rented divided by total number of room nights available.	YTD	ries .	\ \%	Ma _r	₽ ^t	/ Nom	Į į	Jiş.	A Qu		\$ /	
All Fixed Roof											/	
Hotels / Motels / Resorts												
2006 - Occupancy Rate %	44.6%	22.0%	34.1%	27.2%	25.4%	31.1%	41.9%	61.7%	67.3%	56.4%		
2005 - Occupancy Rate %	45.2%	21.9%	27.7%	29.5%	27.5%	30.4%	42.5%	65.3%	69.3%	53.2%		
% Point Change from Previous Year	-0.6%	0.1%	6.4%	-2.3%	-2.1%	0.7%	-0.6%	-3.6%	-2.0%	3.2%		
2006 - Room Nights Sold	330,905	13,320	18,807	16,377	15,364	26,243	42,596	70,038	73,990	53,957		
2005 - Room Nights Sold	339,123	12,750	15,219	17,362	16,696	26,353	43,147	74,909	81,284	51,403		
% Change from Previous Year	-2.4%	4.5%	23.6%	-5.7%	-8.0%	-0.4%	-1.3%	-6.5%	-9.0%	5.0%		
Inns												
2006 - Occupancy Rate %	54.9%	21.9%	35.8%	37.5%	28.9%	44.0%	45.9%	68.6%	78.1%	56.1%		
2005 - Occupancy Rate %	52.1%	15.6%	24.0%	27.0%	20.3%	34.9%	44.5%	69.6%	77.7%	60.3%		
% Point Change from Previous Year	2.8%	6.3%	11.8%	10.5%	8.6%	9.1%	1.4%	-1.0%	0.4%	-4.2%		
2006 - Room Nights Sold	30,757	646	1,023	1,174	873	1,980	4,026	6,983	8,764	5,288		
2005 - Room Nights Sold	29,052	490	658	828	621	1,752	4,014	7,205	7,971	5,513		
% Change from Previous Year	5.9%	31.8%	55.5%	41.8%	40.6%	13.0%	0.3%	-3.1%	9.9%	-4.1%		
Cabins / Cottages												
2006 - Occupancy Rate %	36.4%	4.3%	5.3%	3.2%	6.1%	6.4%	16.9%	58.3%	59.1%	22.0%		
2005 - Occupancy Rate %	36.3%	4.1%	3.6%	2.3%	4.6%	3.7%	17.1%	60.6%	64.1%	19.9%		
% Point Change from Previous Year	0.1%	0.2%	1.7%	0.9%	1.5%	2.7%	-0.2%	-2.3%	-5.0%	2.1%		
2006 - Room Nights Sold	97,062	97	111	72	192	1,606	9,057	36,315	38,493	11,097		
2005 - Room Nights Sold	93,177	102	82	58	129	1,082	8,726	35,673	37,466	9,859		
% Change from Previous Year	4.2%	-4.9%	35.4%	24.1%	48.8%	48.4%	3.8%	1.8%	2.7%	12.6%		
Tourist Home / B&B												
2006 - Occupancy Rate %	28.5%	2.1%	8.0%	7.4%	4.9%	11.2%	24.4%	46.6%	53.6%	36.4%		
2005 - Occupancy Rate %	25.7%	1.4%	1.9%	5.0%	4.0%	8.2%	21.3%	44.6%	50.7%	32.7%		
% Point Change from Previous Year	2.8%	0.7%	6.1%	2.4%	0.9%	3.0%	3.1%	2.0%	2.9%	3.7%		
2006 - Room Nights Sold	35,706	165	558	568	408	1,701	4,543	10,088	11,209	6,628		
2005 - Room Nights Sold	35,390	121	150	435	355	1,324	4,669	10,581	11,538	6,217		
% Change from Previous Year	0.9%	36.4%	272.0%	30.6%	14.9%	28.5%	-2.7%	-4.7%	-2.9%	6.6%		
Other (eg. Hostels)												
2006 - Occupancy Rate %	20.4%	0%	0%	0%	0%	0%	10.0%	20.0%	30.1%	0.0%		
2005 - Occupancy Rate %	29.3%	0%	0%	0%	0%	0%	11.7%	22.6%	55.5%	0.0%		
% Point Change from Previous Year	-8.9%	0%	0%	0%	0%	0%	-1.7%	-2.6%	-25.4%	0.0%		
2006 - Room Nights Sold	269	0	0	0	0	0	42	87	140	0		
2005 - Room Nights Sold	395	0	0	0	0	0	56	98	241	0		
% Change from Previous Year	-31.9%	0%	0%	0%	0%	0%	-25%	-11.2%	-41.9%	0.0%		

01/12/2006 10.42 AM 3 Performance Indicators - September 2006 Final



FIXED ROOF ACCOMMODATION

PERCENTAGE SHARE BY MARKET ORIGIN

Second Principles Sales Country of Causaba Second Second Principles Second	COUNCIL	RCEN		t Quarte	ANL		nd Quart			3rd	Quarter		4th Quar	ter
CEOGRAPHIC ORIGIN Canadian Provinces (total) 80.0% 95.9% 93.8% 93.2% 22.2% 17.7% 14.1% 11.9% 11.	Home Province / State / Country of Guests	YTD			/ .				Į, j		/ -		/ .	
New Brunswick 14,196 26,096 23,096 23,096 22,296 17,796 11,996 11,996 13,996 19,	GEOGRAPHIC ORIGIN			/ • /			, <u> </u>	, •		<i>,</i> ,	, -		<u>/ </u>	
New Brunshock 14.1% 26.0% 23.0% 23.0% 22.2% 17.7% 14.1% 11.9		80 0%	06 1%	05 0%	03 6%	05 2%	QQ 10/	78 /1%	77 7%	76 15%	73 5%			
Newfoundand														
NewFoundland			20.0%	23.0%	23.0%	22.270								
Nova Scotia			6 20/	1 10/	2 70/	4 20/								
Nova Scotia 18.0% 23.7% 29.7% 25.3% 26.8% 20.6% 17.6% 14.9% 16.1% 17.0%			0.2%	4.470	2.1 70	4.270								
Onlario			00.70/	20.70/	05.00/	00.00/								
Ontario 20.5% 11.0% 11.8% 14.7% 11.0% 18.3% 19.4% 23.8% 24.2% 18.6%			23.1%	29.7%	25.5%	20.0%								
Prince Edward Island 7,39's 18.8% 17.8% 19.3% 15.7% 9.8% 7.7% 3.8% 3.9% 7.0% 9.8% 9.70 17.0% 18.8% 19.3% 15.7% 9.8% 7.7% 3.8% 3.9% 7.0% 9.8% 9.70 17.0% 18.8% 19.3% 15.7% 9.8% 7.7% 3.8% 3.9% 7.0% 9.8% 9.70 17.0% 18.9% 19.9% 9.3% 18.8% 17.8% 19.3% 15.7% 9.8% 7.7% 3.8% 3.9% 7.0% 9.3% 0.1% 19.9% 9.3% 0.1% 19.9% 9.3% 13.0% 13.5% 10.7% 5.5% 9.3% 0.1% 19.9% 9.3% 13.0% 13.5% 10.7% 5.5% 9.8% 19.9% 13.0% 13.0% 13.5% 10.7% 5.5% 9.8% 19.9% 13.0% 13.0% 13.5% 10.7% 5.5% 9.8% 19.9% 10.9% 9.8% 19.9% 10.9% 9.8% 19.9% 10.9% 9.8% 19.9% 10.9% 9.8% 10.9%			44.00/	44.00/	4.4.70/	44.00/								
Prince Edward Island 7.3% 8 Point Change over 2005 Quebec 9.3% 5 2.6% 5 5.1% 4 1.7% 8 7.6% 5 7.7% 9.6% 7.7% 9.6% 7.7% 9.6% 7.7% 9.6% 9.0% 1.5% 9.0% 9.0% 1.5% 9.0% 9.0% 1.5% 9.0% 9.0% 1.5% 9.0% 9.0% 1.5% 9.0% 9.0% 1.5% 9.0% 9.0% 1.5% 9.0% 9.0% 1.5% 9.0% 9.0% 1.5% 9.0% 9.0% 1.5% 9.0% 9.0% 1.5% 9.0% 9.0% 1.5% 9.0% 1.5% 9.0% 9.0% 9.0% 1.5% 9.0%			11.0%	11.6%	14.7%	11.0%								
Section Sect			40.00/	47.00/	40.00/	4 = =0/								
Ouebec 9.3% 5.2% 5.1% 4.1% 7.6% 5.7% 8.9% 13.5% 10.7% 5.5% % Foint Change over 2005 0.7% Other Canada 8.5% 5.3% 4.2% 4.6% 7.9% 13.0% 2.6% 0.8% -1.7% 0.3% White States (total) 11.9% 2.6% 2.7% 4.8% 2.96% 7.4% 12.7% 14.1% 14.9% 12.8% Connecticut 0.5% 0.13% 0.20% 0.10% 0.10% 0.11% 0.46% 0.59% 0.81% 0.28% 0.41% % Foint Change over 2005 0.0% 0.13% 0.28% 0.25% 0.50% 0.83% 1.39% 1.70% 1.72% 1.11% % Foint Change over 2005 0.1% 0.44% 0.32% 0.32% 0.32% 0.34% 0.73% 1.24% 0.40% 0.40% 0.40% Masachusetts 0.6% 0.13% 0.09% 0.15% 0.15% 0.26% 0.09% 0.18% 0.28% 0.48% 0.			18.8%	17.8%	19.3%	15.7%								
% Point Change over 2005 0.7% 8.5% 5.3% 4.2% 4.6% 7.9% 13.0% 2.6% 1.7% 0.3% United States (total) 11.9% 2.6% 2.7% 4.8% 2.96% 7.4% 12.7% 1.9% 1.2% 1.0% Cornecticut 0.5% 0.13% 0.20% 0.10% 0.11% 0.46% 0.59% 0.81% 0.14% We Foint Change over 2005 0.0% 1.3% 0.26% 0.25% 0.50% 0.68% 1.7% 0.44% 0.26%														
Other Canada 8.5% 5.3% 4.2% 4.6% 7.9% 13.0% 8.4% 7.9% 8.0% 11.7% 11.9% 1.0% 11.9% 2.6% 2.7% 4.8% 2.96% 7.4% 12.7% 14.1% 14.19, 14.9% 12.8% 12.9% 1.0% 1.19% 1.0% 1.19% 1.19% 2.6% 2.7% 4.8% 2.96% 7.4% 12.7% 14.1% 14.19, 14.9% 12.8% 1.28% 1.29% 1.29% 1.29% 1.20% 1.20% 1.29% 1.20			5.2%	5.1%	4.1%	7.6%								
## Point Change over 2005 United States (total) 11.9% 2.6% 2.7% 4.8% 2.96% 7.4% 12.7% 14.1% 14.9% 12.8% 0.19% 0.19% 0.19% 0.19% 0.09% 1.3% 0.00% 0.10% 0.00% 0.00% Maine 1.3% 0.58% 0.33% 0.28% 0.05% 0.05% 0.06% 0.05% 0.06%														
United States (total)			5.3%	4.2%	4.6%	7.9%								
Connecticut 0.5% 0.13% 0.20% 0.10% 0.11% 0.41% 0.46% 0.59% 0.81% 0.41%	% Point Change over 2005	1.7%					5.7%	-0.8%	2.1%	1.9%	1.0%			
% Point Change over 2005 0.0% 0.08% 0.38% 0.38% 0.25% 0.50% 0.83% 1.39% 1.70% 1.11% Maine 1.3% 0.58% 0.33% 0.25% 0.50% 0.83% 1.39% 1.70% 1.71% 1.11% % Point Change over 2005 -0.1% 0.44% 0.32% 0.32% 0.34% 0.73% 1.24% 2.08% -0.46% New Hampshire 0.6% 0.13% 0.09% 0.15% 0.34% 0.27% 0.57% 0.82% 0.79% 0.68% % Point Change over 2005 -0.2% 0.09% 0.03% 0.03% 0.09% 0.15% 0.19% 0.19% 0.48% 0.09% 0.18% 0.09% 0.19% 0.00% 0.09% 0.15% 0.19% 0.19% 0.09% 0.19% 0.00% 0.09% 0.19% 0.09% 0.19% 0.09% 0.19% 0.09% 0.19% 0.09% 0.19% 0.09% 0.19% 0.09% 0.19% 0.00% 0.09% 0.19% <t< td=""><td>United States (total)</td><th>11.9%</th><td>2.6%</td><td>2.7%</td><td>4.8%</td><td>2.96%</td><td>7.4%</td><td>12.7%</td><td>14.1%</td><td>14.9%</td><td>12.8%</td><td></td><td></td><td></td></t<>	United States (total)	11.9%	2.6%	2.7%	4.8%	2.96%	7.4%	12.7%	14.1%	14.9%	12.8%			
Maine 1.3% 0.58% 0.33% 0.25% 0.50% 0.83% 1.39% 1.70% 1.72% 1.11% % Point Change over 2005 -0.1% 0.04% 0.32% 0.32% 0.34% 0.73% 1.24% 2.08% 2.66% 1.48% % Point Change over 2005 -0.1% 0.13% 0.09% 0.15% 0.34% 0.73% 1.24% 2.08% 2.66% 1.48% New Hampshire 0.6% 0.13% 0.09% 0.15% 0.34% 0.27% 0.57% 0.68% 0.68% % Point Change over 2005 -0.2% 0.09% 0.03% 0.09% 0.15% 0.19% 0.46% 0.59% 0.35% New York 0.99% 0.19% 0.20% 0.32% 0.21% 0.40% 0.63% 1.10% 1.38% 0.93% Pennsylvania 0.46% 0.03% 0.09% 0.17% 0.11% 0.20% 0.51% 0.06% 0.05% 0.13% Rhode Island 0.15% 0.01% 0.02%	Connecticut	0.5%	0.13%	0.20%	0.10%	0.10%	0.11%	0.46%	0.59%	0.81%	0.41%			
% Point Change over 2005 -0.1% 0.44% 0.32% 0.32% 0.34% 0.73% 1.24% 2.08% 2.66% 1.48% Massachusetts 1.7% 0.44% 0.32% 0.32% 0.34% 0.73% 1.24% 2.08% 2.66% 1.48% Me Point Change over 2005 -0.1% 0.13% 0.09% 0.15% 0.34% 0.27% 0.57% 0.28% 0.00% New Jersey 0.4% 0.09% 0.03% 0.09% 0.15% 0.15% 0.19% 0.46% 0.59% % Point Change over 2005 -0.1% 0.09% 0.03% 0.09% 0.15% 0.19% 0.46% 0.59% 0.33% % Point Change over 2005 -0.1% 0.09% 0.21% 0.40% 0.63% 1.10% 1.36% 0.93% New York 0.99% 0.09% 0.17% 0.11% 0.00% 0.09% 0.13% Pennsylvania 0.46% 0.03% 0.09% 0.17% 0.11% 0.20% 0.06% 0.06% <t< td=""><td>% Point Change over 2005</td><th>0.0%</th><td></td><td></td><td></td><td></td><td>-0.09%</td><td>-0.12%</td><td>-0.02%</td><td>0.18%</td><td>-0.28%</td><td></td><td></td><td></td></t<>	% Point Change over 2005	0.0%					-0.09%	-0.12%	-0.02%	0.18%	-0.28%			
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New Hampshire	Massachusetts	1.7%	0.44%	0.32%	0.32%	0.34%	0.73%	1.24%	2.08%	2.66%	1.48%			
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Pennsylvania	New York	0.9%	0.19%	0.20%	0.32%	0.21%	0.40%	0.63%	1.10%	1.36%	0.93%			
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Vermont 0.3% 0.01% 0.01% 0.02% 0.11% 0.18% 0.47% 0.34% 0.36% 0.41% % Point Change over 2005 0.0% 1.01% 1.38% 3.31% 1.36% 4.40% 7.18% 6.38% 5.84% 6.64% % Point Change over 2005 0.3% 1.3% 1.4% 1.6% 1.79% 2.82% 3.31% 2.96% 3.37% 3.91% Germany 0.4% 0.01% 0.07% 0.33% 0.13% 0.28% 0.40% 0.39% 0.37% 0.78% % Point Change over 2005 0.0% 0.07% 0.33% 0.13% 0.28% 0.40% 0.39% 0.37% 0.78% Great Britain 0.5% 0.54% 0.34% 0.24% 0.50% 0.80% 0.52% 0.44% 0.57% 0.63% % Point Change over 2005 0.05% 0.16% 0.17% 0.09% 0.14% 0.04% 0.06% 0.09% 0.11% 0.06% W Point Change over 2005 0.01% <t< td=""><td>% Point Change over 2005</td><th>-0.1%</th><td></td><td></td><td></td><td></td><td>0.01%</td><td>-0.12%</td><td>-0.12%</td><td>-0.16%</td><td>0.06%</td><td></td><td></td><td></td></t<>	% Point Change over 2005	-0.1%					0.01%	-0.12%	-0.12%	-0.16%	0.06%			
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Other Countries (total) 3.0% 1.3% 1.4% 1.6% 1.79% 2.82% 3.31% 2.96% 3.37% 3.91% Germany 0.4% 0.01% 0.07% 0.33% 0.13% 0.28% 0.40% 0.39% 0.37% 0.78% % Point Change over 2005 0.0% 0.54% 0.34% 0.24% 0.50% 0.80% 0.52% 0.44% 0.57% 0.63% % Point Change over 2005 0.05% 0.16% 0.17% 0.09% 0.14% 0.04% 0.06% 0.09% 0.11% -0.06% -0.12% Ireland 0.1% 0.16% 0.17% 0.09% 0.14% 0.06% 0.09% 0.11% 0.06% % Point Change over 2005 0.01% 0.01% 0.09% 0.14% 0.04% 0.06% 0.09% 0.11% 0.06% Japan 0.8% 0.26% 0.13% 0.20% 0.26% 0.72% 1.17% 0.62% 0.91% 0.97%														
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Ireland 0.1% 0.16% 0.17% 0.09% 0.14% 0.06% 0.09% 0.11% 0.06%			0.54%	0.34%	0.24%	0.30%								
% Point Change over 2005 0.01% -0.01% -0.01% -0.02% -0.02% -0.02% -0.02% -0.01% Japan 0.8% 0.26% 0.13% 0.20% 0.26% 0.72% 1.17% 0.62% 0.91% 0.97%			0.160/	0.170/	0.000/	0 1 40/								
Japan 0.8% 0.26% 0.13% 0.20% 0.26% 0.72% 1.17% 0.62% 0.91% 0.97%			0.10%	0.17%	0.09%	0.14%								
			0.0007	0.4007	0.0007	0.000								
% Form Change over 2005 -0.2% 0.01% -0.28% -0.15% 0.15% -0.48%			0.26%	0.13%	0.20%	0.26%								
0.1			0.0=5:	0 = 10	0.700	0 = 22								
Other 1.2% 0.35% 0.74% 0.76% 0.98% 1.16% 1.42% 1.41% 1.47%			0.35%	U./4%	U./6%	U./6%								
% Point Change over 2005 -0.3% -0.01% -2.62% -0.22% 0.09% -0.08%		-0.3%					-0.01%	-2.62%	-0.22%	0.09%	-0.08%			
Motorcoach 5.1% 0.00% 0.01% 0.02% 1.4% 5.6% 5.2% 5.6% 9.9%		5.1%	0.00%	0.01%	0.02%	0.02%	1.4%	5.6%	5.2%	5.6%	9.9%			
% Point Change over 2005 -0.2% -0.73% 0.2% 0.2% -1.3%	% Point Change over 2005	-0.2%				4	-0.79%	-0.73%	0.2%	0.2%	-1.3%	Perform	ance Indicat	ors - Sentember



CAMPGROUND OCCUPANCY

OURISM DOVISORY COUNCIL	VED		st Quart		_	2nd Quart				Quarter	7	4th Quar	
~ = Not Open / Operating	YTD	, to	\ \var_{\psi}^{\psi}	Mor	₹ ^d	10.077	100,101	33	430 010	/ 🚀	ઁ	/ ½ ³	/ %
Total # of Monthly Site Nights Available	480,255	~	~	~	~	40,677	106,191	135,106	132,813	65,468			
OCCUPANCY RATE (%) BY REGION	0.4.40/					= 00/	45.404	40 =0/		40 =0/			
Province Wide	34.1%	~	~	~	~	5.8%	15.1%	49.7%	49.3%	19.7%			
North Cape Coastal Drive	25.5%	~	~	~	~	3.0%	11.6%	41.6%	36.8%	11.1%			
Anne's Land Charlotte's Shore	35.8% 33.3%	~	~	~	~	5.0% 13.6%	16.4% 11.7%	52.5% 45.0%	52.7% 45.1%	18.6% 26.0%			
Points East	36.0%	~	~	~		5.6%	15.9%	51.6%	49.8%	24.4%			
OCCUPANCY BY ORIGIN	30.070					3.070	10.070	31.070	43.070	24.470			_
Canadian Provinces	89.5%					92.1%	89.5%	91.0%	90.57%	83.13%			
New Brunswick	12.4%	~	~	~	~	7.9%	11.5%	12.69%	13.61%	7.05%			
% Point Change over 2005	0.3%					4.09%	1.31%	-1.45%	1.54%	1.12%			
Newfoundland	1.3%	~	~	~	~	0.2%	1.3%	1.20%	1.36%	0.49%			
% Point Change over 2005	0.0%					0.12%	0.58%	-0.38%	0.25%	-0.85%			
Nova Scotia	13.2%	~	~	~	~	6.7%	11.5%	12.84%	15.43%	9.51%			
% Point Change over 2005	1.7%					-1.39%	3.49%	0.58%	2.62%	2.27%			
Ontario	13.6%	~	~	~	~	5.2%	8.4%	14.59%	14.54%	9.21%			
% Point Change over 2005	2.4%					1.74%	1.13%	2.61%	1.95%	3.19%			
Prince Edward Island	29.6%	~	~	~	~	67.1%	44.8%	28.80%	24.55%	42.75%			
% Point Change over 2005	-6.2%					-4.32%	-9.01%	-1.80%	-6.21%	-15.1%			
Quebec	15.2%	~	~	~	~	2.0%	6.8%	17.59%	17.68%	4.14%			
% Point Change over 2005	1.9%					-0.09%	0.91%	2.16%	2.09%	1.43%			
Other Canada	4.3%	~	~	~	~	3.0%	5.2%	3.32%	3.40%	9.98%			
% Point Change over 2005	0.9%					-0.63%	1.61%	0.21%	0.16%	5.57%			
United States	10.3%					6.53%	8.87%	8.11%	8.64%	14.53%			
Connecticut	0.4%	~	~	~	~	0.09%	0.23%	0.17%	0.28%	0.26%			
% Point Change over 2005	-0.2%					0.09%	-0.26%	-0.23%	-0.21%	-0.05%			
Maine	1.7%	~	~	~	~	0.21%	1.11%	1.13%	1.13%	1.16%			
% Point Change over 2005	-0.5%					0.07%	-0.46%	-0.34%	-0.89%	-0.30%			
Massachusetts	0.9%	~	~	~	~	1.07%	0.66%	0.62%	0.97%	0.49%			
% Point Change over 2005	-0.1%					0.97%	-0.36%	-0.23%	0.00%	-0.21%			
New Hampshire	0.7%	~	~	~	~	0.43%	0.52%	0.68%	0.53%	0.67%			
% Point Change over 2005	-0.1%					0.43%	-0.02%	-0.06%	-0.22%	0.37%			
New Jersey	0.3%	~	~	~	~	0.21%	0.11%	0.06%	0.29%	0.05%			
% Point Change over 2005	-0.1%					0.21%	-0.03%	-0.26%	-0.07%	-0.09%			
New York	0.5%	~	~	~	~	0.09%	0.16%	0.23%	0.44%	0.56%			
% Point Change over 2005	-0.2%						-0.03%	-0.29%	-0.15%	0.04%			
Pennsylvania % Point Change over 2005	0.4%	~	~	~	~	0.00%	0.16%	0.26%	0.19%	0.25%			
	<i>-0.2%</i>				~	-0.14% 0.00%	0.04%	-0.15% 0.05%	-0.22% 0.09%	-0.08% 0.14%			
Rhode Island % Point Change over 2005	-0.1%	~	~	~		0.00%	0.04%	-0.21%	-0.16%	0.14%			
Vermont	0.4%	~	~	~	~	0.00%	0.00%	0.16%	0.20%	0.50%			
% Point Change over 2005	-0.2%		-	-		0.00%	-0.64%	-0.23%	-0.24%	0.13%			
Other USA	4.8%	~	~	~	~	4.43%	5.78%	4.75%	4.52%	10.45%			
% Point Change over 2005	1.0%					-0.56%	1.69%	0.29%	0.19%	1.96%			
Other Countries	1.3%					1.36%	1.59%	0.87%	0.08%	2.34%			
Germany	0.5%	~	~	~	~	0.38%	0.88%	0.42%	0.30%	0.99%			
% Point Change over 2005	0.0%					-0.90%	0.26%	0.08%	-0.15%	-0.02%			
Great Britain	0.2%	~	~	~	~	0.34%	0.18%	0.10%	0.13%	0.25%			
% Point Change over 2005	-0.1%					0.20%	0.08%	-0.08%	-0.07%	0.04%			
Ireland	0.2%	~	~	~	~	0.04%	0.09%	0.03%	0.07%	0.19%			
% Point Change over 2005	-0.1%					0.04%	-0.04%	-0.13%	-0.07%	-0.03%			
Japan	0.12%	~	~	~	~	0.00%	0.04%	0.02%	0.05%	0.02%			
% Point Change over 2005	-0.1%					0.00%	0.04%	-0.13%	-0.10%	-0.02%			
Other	0.3%	~	~	~	~	0.60%	0.40%	0.30%	0.25%	0.89%			
% Point Change over 2005	0.1%					0.03%	-0.17%	0.06%	-0.04%	0.60%			

07/12/2006 10:42 AM 5 Performance indicators - September 2006 Fin.