

YEAR-END REVIEW

# TOURISM PERFORMANCE 2006



TOURISM  
ADVISORY  
COUNCIL  
PRINCE EDWARD ISLAND

# Tourism Performance 2006

## Year-end Review

### 1) INTRODUCTION

This report summarizes the performance of the tourism industry for 2006. It presents data on a range of indicators, including transportation, inquiries, visitation and occupancy. The indicators report **% change** in 2006 as compared to 2005.

Our appreciation goes out, once again, to the 1100+ operators who continue to cooperate by submitting their occupancy reports in a timely manner. In 2006, we achieved a 99% compliance rate.

For further information or feedback, please contact Chris Jones, Director of Policy, Planning and Research at [ckjones@gov.pe.ca](mailto:ckjones@gov.pe.ca) or telephone (902) 368-6342.

### 2) KEY INDICATORS

#### a) Transportation

The consistently positive transportation story of 2006 was air travel. The Charlottetown Airport Authority reported that, in 2006, a record number of passengers passed through the local airport, surpassing the previous record set in 1989.

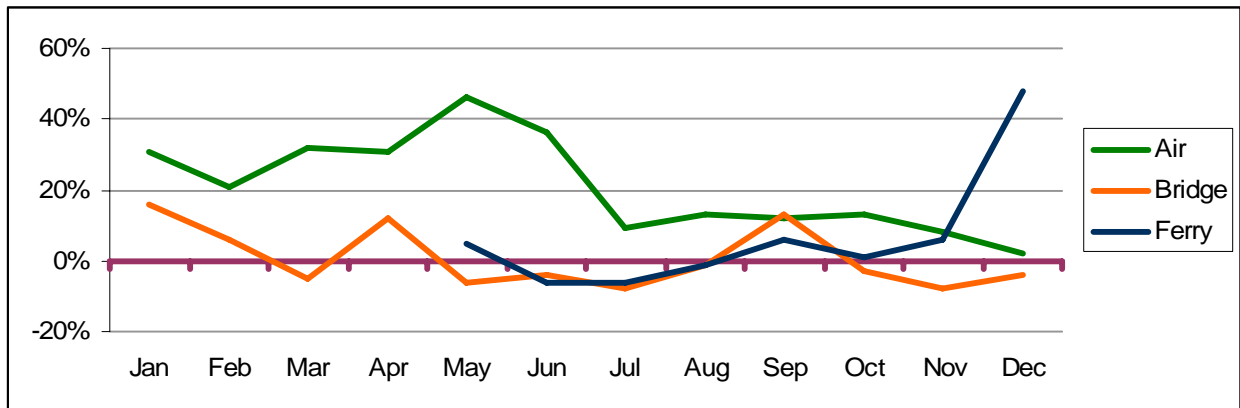
The airport posted a significant increase for the year of 19% over 2005 passenger levels. This increase was the highest of any airport in Atlantic Canada and among the highest in the country.

Non-resident vehicle flow across the Confederation Bridge was especially strong in January, April and September, buffering declines in the other months. Overall, 2006 saw 1% fewer non-resident vehicles leave the Island.

Traffic at Northumberland Ferries was strong in May and September and showed continued growth into November through to closing. Overall, Northumberland Ferries finished 2006 down just 0.5% from 2005.

Figure 1 depicts change in traffic flow throughout 2006 as compared to 2005.

**Figure 1: Transportation Monthly Performance - % change 2006 vs. 2005**



### **b) Visitor Inquiries**

Potential visitors to PEI make inquiries through a number of channels: they visit our website, call our toll-free number, or mail in reader service cards placed in various magazines and newspapers. Most often they are requesting copies of our Visitor Guide. More and more, people are turning to the internet as a means of accessing information to plan vacations, as well as actually booking reservations.

In 2006, visitor inquiries were down across the board. In comparison to 2005, there were 3% fewer website sessions in 2006. Call centre inquiries were down 22%, and 26% fewer visitor information kits were mailed out.

### **c) Visitor Information Centres (VICs)**

Across PEI, Visitor Information Centres and Destination Centres counselled 4% fewer parties in 2006 than in 2005. The Charlottetown Destination Centre, however, had a strong year counseling 22% more parties than in 2005, despite being closed for the month of December.

### **d) Provincial Parks**

The 2006 season was below par for Provincial Parks, which reported an overall 6% reduction in campsites sold as compared to 2005.

### **e) Golf PEI**

Exceptional weather in the shoulder seasons contributed to a strong season for Golf PEI. For the first time, rounds of golf were recorded in April getting the season off to an early start. Also, 1,498 rounds were recorded in November 2006, whereas there were none in November 2005. Overall, there was an increase of 5% in the total number of golf rounds played in 2006 as compared to 2005.

## **f) Cruise Ships**

2006 saw 20% more passengers come to PEI by cruise ship than in 2005. While there were no cruise ships in July, August more than made up for it with more than double the number of passengers arriving. Cruise ships continued to arrive until October.

## **g) Parks Canada**

A new visitor tracking system for the PEI National Park was put in place in June 2006. Therefore, data was only available from June on. For the last half of 2006, visitation was down each month, and the year concluded with an overall 20% reduction in visitation.

Visitation to Province House was down 6% in 2006, while visitation to Green Gables was up 2%.

While Stanhope Campground remained open in October, and had a strong month as compared to 2005, National Park campgrounds saw an overall decline of 3% in site-nights sold.

## **h) Provincial Historic Sites**

Visitation at provincial historic sites was down by 13% in 2006. Only the Acadian Museum held its own, essentially ending the year on par with 2005.

# **3) ACCOMMODATION OCCUPANCY**

The process of analyzing the change in occupancy rates has improved for 2006 due to the availability of baseline data in 2005. The full year of data in 2005 provides accurate data against which 2006 data can be compared. The occupancy data reported here represents the accumulated results provided by individual accommodation operators. Occupancy data is filed each month by each accommodation operator open that month. In 2006, 99% of operators filed their required reports, contributing to the accuracy of the numbers.

## **a) Province-wide Occupancy**

The overall occupancy rate in 2006 was 38.3%, compared to 38.4% in 2005. Overall, room nights sold in 2006 was 558,292, compared to 564,660 in 2005, a change of -1.1% (see Table 1).

**Table 1: 2005 Occupancy Data Summary**

<b>Annual Results</b>	<b>2006</b>	<b>2005</b>	<b>Difference</b>	<b>Change</b>
Occupancy Rate	38.3%	38.4%	-	-0.1% points
Room-nights Sold	558,292	564,660	-6368	-1.1%

February and September were high performance months, which can be attributed to major events being held in those months (see Table 2). During February, the Jack Frost Festival and ECMAs were held, while in September, the Black Eyed Peas concert and meetings and conferences brought extra visitors. An additional 4,390 room-nights were sold in February 2006 and an additional 4,726 room-nights were sold in September. However, these high performance months were not enough to offset the losses incurred in other months, and the year ended with total room-nights sold down 6,568 from 2005.

**Table 2: Monthly Room-Nights Sold, 2006 vs. 2005**

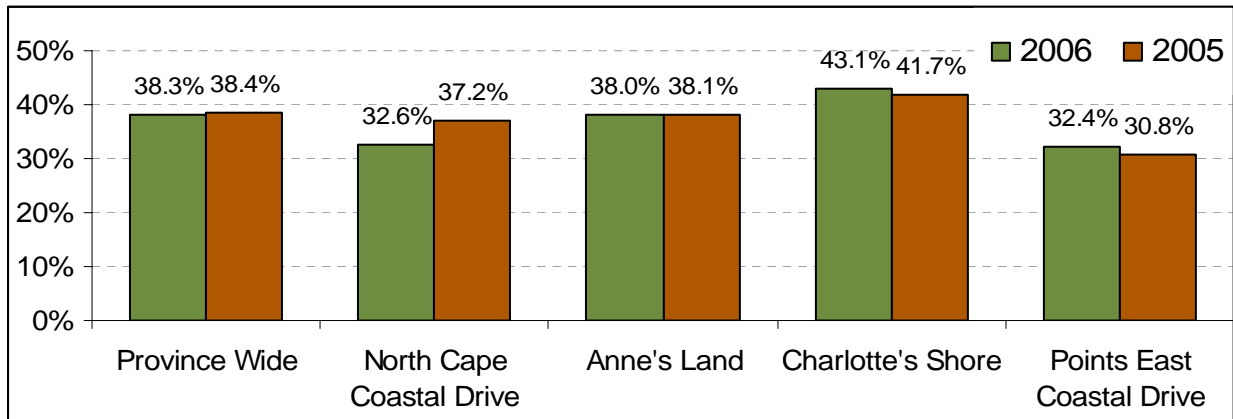
	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>
<b>2006</b>	14,228	20,499	18,191	16,837	31,530	60,357
<b>2005</b>	13,463	16,109	18,683	17,801	30,511	60,612
<b>Difference</b>	765	4390	-492	-964	1019	-255
<b>% change</b>	5.7%	27.3%	-2.6%	-5.4%	3.3%	-0.4%

	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
<b>2006</b>	124,067	132,415	77,718	32,871	17,373	12,206
<b>2005</b>	128,475	138,518	72,992	36,657	18,418	12,421
<b>Difference</b>	-4408	-6103	4726	-3786	-1045	-215
<b>% change</b>	-3.4%	-4.4%	6.5%	-10.3%	-5.7%	-1.7%

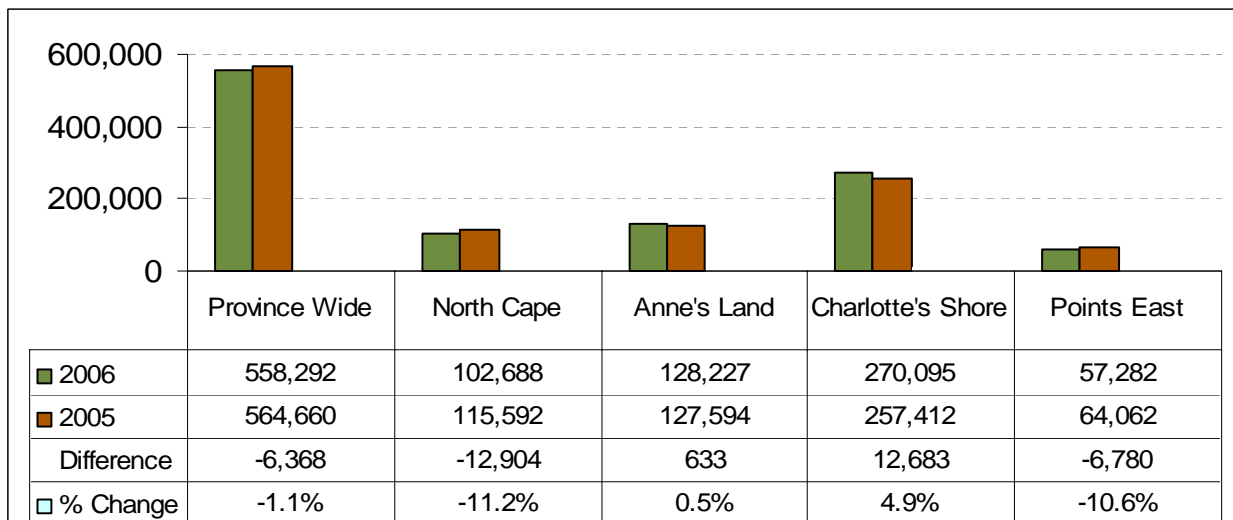
## **b) Occupancy by Region**

While the 2006 province-wide occupancy rate was down slightly, results at the regional level varied. Figure 2 depicts the occupancy rates of each touring region, comparing 2006 to 2005. We see that North Cape Coastal Drive's occupancy rate declined by 4.6 percentage points. Anne's Land finished with a slight decline, while Charlotte's Shore and Points East each out-performed 2005 slightly. In Charlotte's Shore, the largest region in terms of room-nights available, this 1.4% increase in *occupancy rate* translated into more than 12,000 additional *room-nights sold* (see Figure 3).

**Figure 2: Occupancy by Region 2006 vs. 2005**



**Figure 3: Room Nights Sold per Region 2006 vs. 2005**



### c) Occupancy Rate by Type of Accommodation

The monthly occupancy rate of each type of accommodation is captured in Figure 4. Inns retain occupancy rates that are higher than any other type throughout the entire year, followed by Hotels/Motels/Resorts (H/M/R). In the peak season, Cabin/Cottages outperform Bed & Breakfasts/Tourist Homes, while in the shoulder seasons, the reverse is true.

**Figure 4: Occupancy Rates by Accommodation Type, 2006**

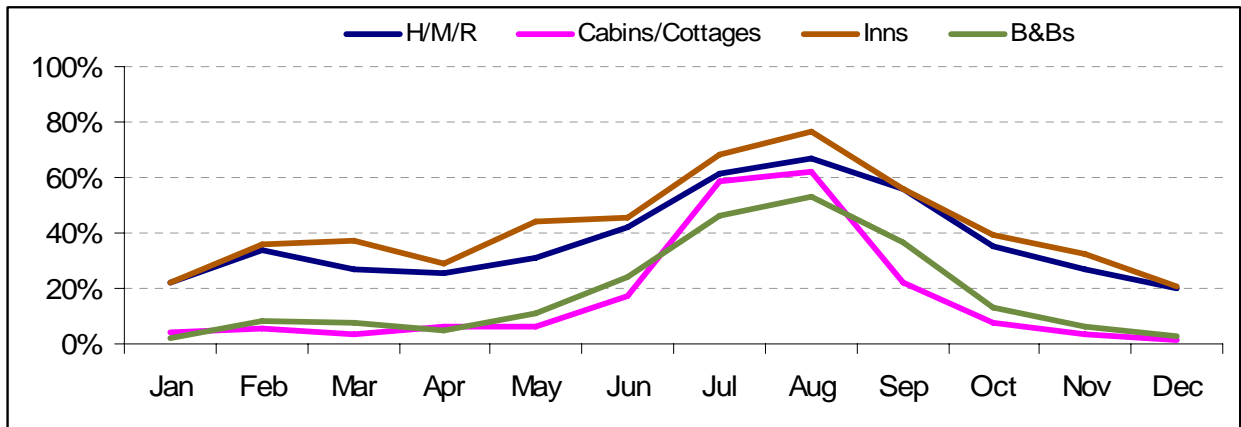
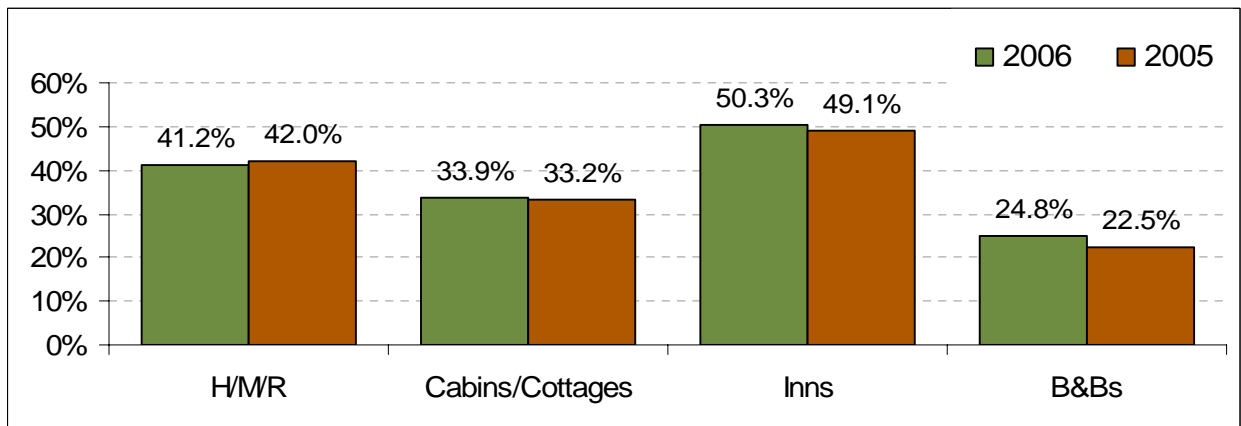


Figure 5 depicts the occupancy rates for each fixed roof accommodation type, and shows that the occupancy rate for each type changed only slightly from 2005.

**Figure 5: Occupancy Rates by Accommodation Type, December - January 2006 vs. 2005**

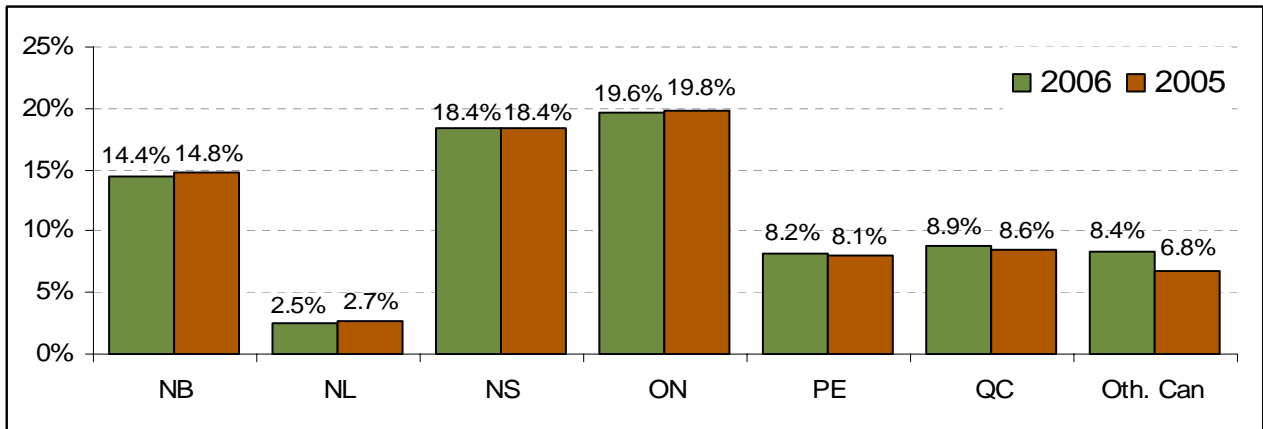


#### **d) Geographic Origin of Visitors (Province-wide)**

The occupancy reporting program requires that accommodation operators report on the origin of their guest – that is, where guests are traveling from. Despite high gas price and other current events, it is interesting to see (in Figure 6) that distribution across origins remains remarkably similar in 2006 as 2005.

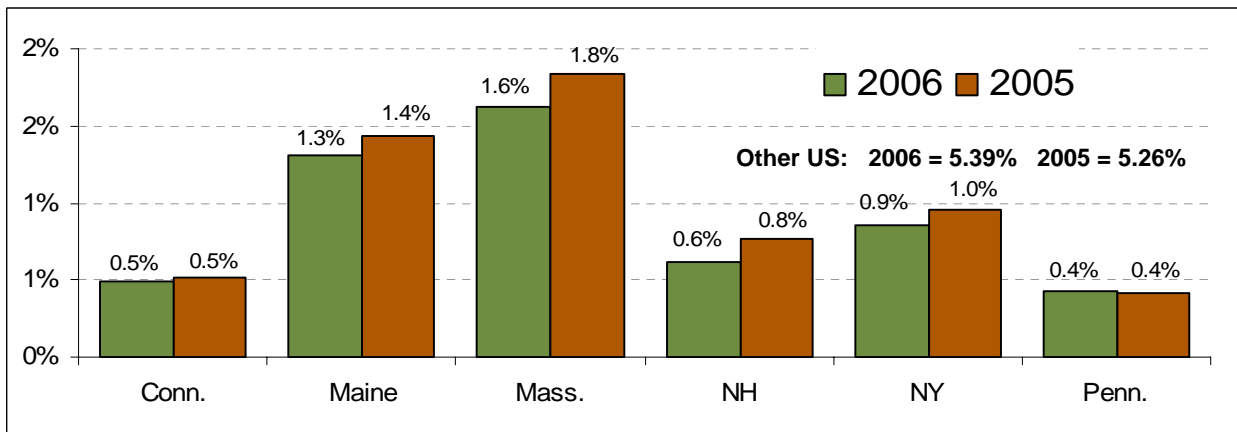
Percentages represent proportion of the total from all markets. For example, 14.4% of all visitors in 2006 were from New Brunswick.

**Figure 6: Geographic Origin of Visitors - Canada 2006 vs. 2005**



Figures 7 and 8 present comparative origin data for United States and other key international markets.

**Figure 7: Geographic Origin of Visitors - United States 2006 vs. 2005**



**Figure 8: Geographic Origin of Visitors – International 2006 vs. 2005**



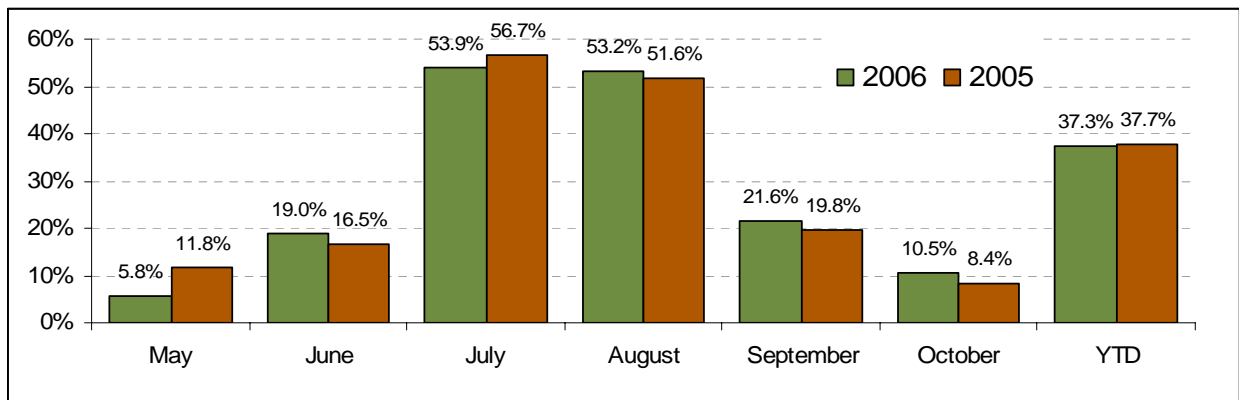


In 2006, 8.4% of room-nights sold were attributed to the origin “Other Canada”. Likewise, 5.4% were attributed to “Other USA”, and 1.3% to “Other” international markets. Given the significance of the “Other” markets, the decision was made to expand the list of jurisdictions to all provinces and territories beginning in January 2007. Operators will be asked to list other countries represented in room-nights sold. This additional information will be used to help identify emerging markets.

### e) Campgrounds – Monthly Occupancy Rates

Figure 9 depicts the comparative occupancy rates for campgrounds for the operating period May to October. In peak season, there are 43 campgrounds operating; by October, just nine. There was some variation in occupancy rates month by month, but overall, the full year occupancy rate was just 0.4 percentage points lower in 2006 than in 2005.

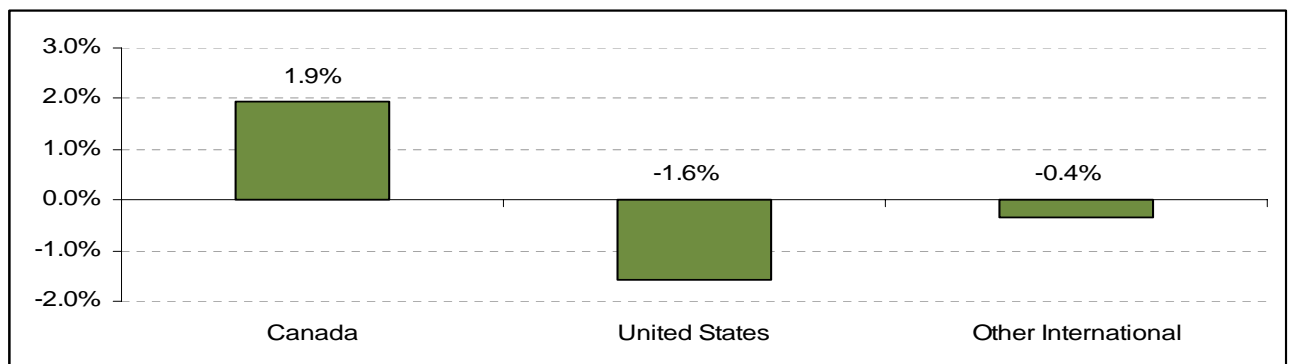
**Figure 9: Campground Occupancy 2006 vs. 2005**



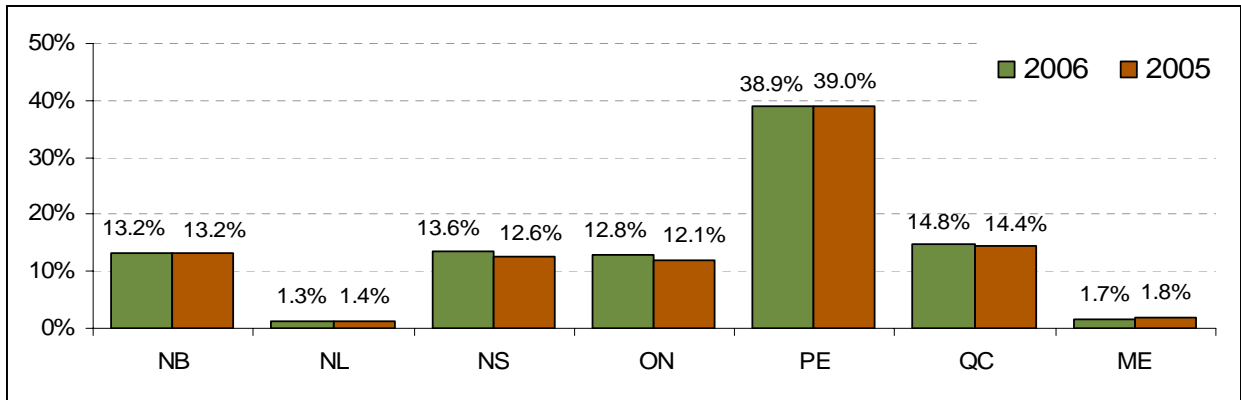
### f) Campgrounds – Geographic Origin of Visitors

In 2006, there were fewer campsites sold to visitors from United States and more sold to Canadians (see Figure 10). Figure 11 presents further detail on campground sales to visitors from key markets in Canada and United States. Ontario, Quebec, Prince Edward Island and Nova Scotia saw slight growth in representation.

**Figure 10: Change in Distribution of Origins 2006 vs. 2005**



**Figure 11: Key Markets for Campgrounds 2006 vs. 2005**

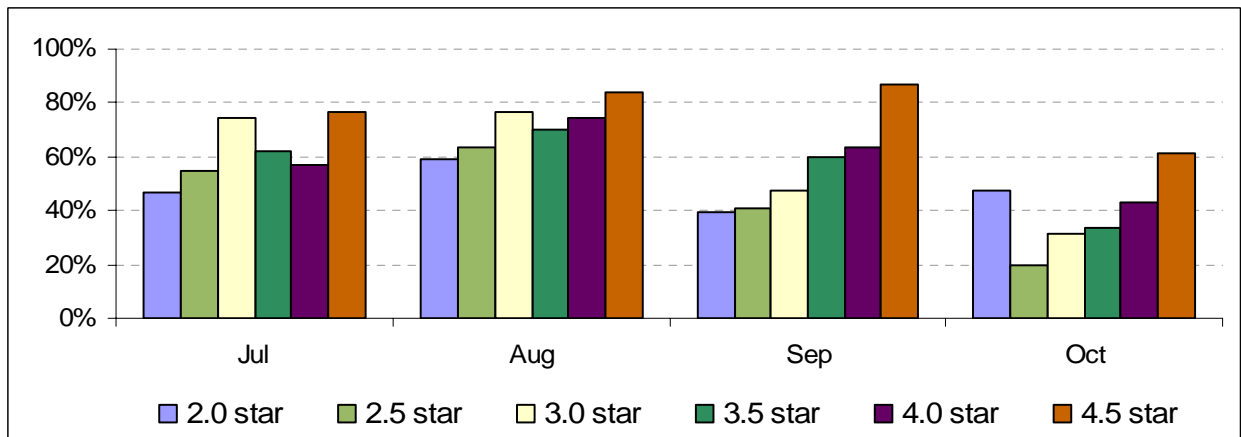


**g) Occupancy by Canada Select Rating**

The occupancy reporting system provides insight into the performance of the accommodation sector by star rating as designated by the Canada Select national rating system. Please note that the analysis excludes any star rating that has too few operations contributing to the data.

Figure 12 depicts the occupancy rates of Hotels/Motels/Resorts during the peak months of July to October, broken down by their star rating. Operations designated 4.5 stars have the highest occupancy rates in each of the peak months.

**Figure 12: Occupancy Rates of Hotels/Motels/Resorts by Canada Select Rating**



A similar occupancy rate pattern can be observed for Bed & Breakfasts (see Figure 13). Each month, the operations with the highest star ratings enjoy the highest occupancy rates.

**Figure 13: Occupancy Rates of Bed & Breakfasts by Canada Select Rating**

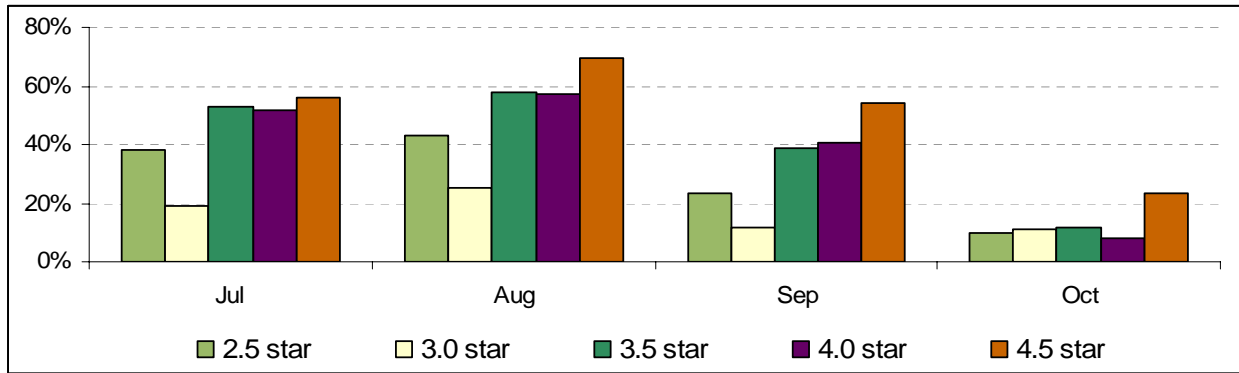
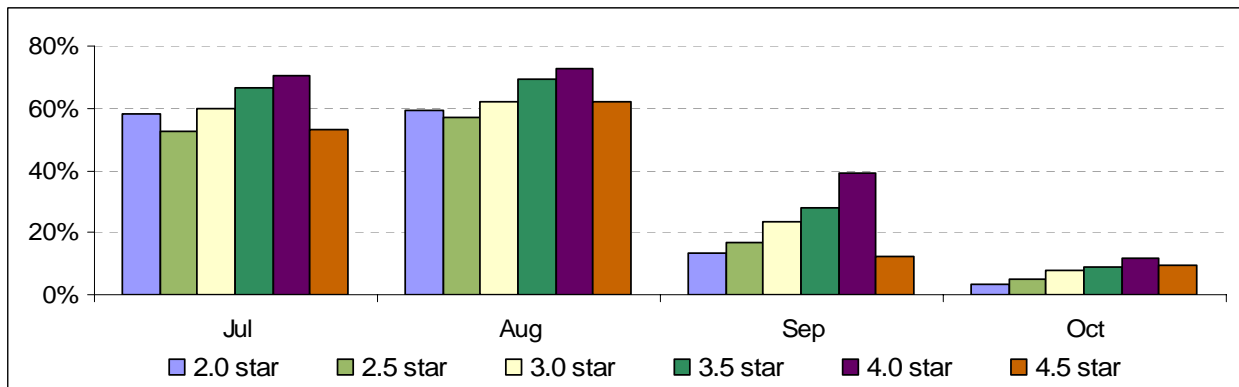


Figure 14 depicts the occupancy rates of Cottages/Cabins by Canada Select Rating. For this accommodation type, 4.0 star operations have the highest occupancy rates.

**Figure 14: Occupancy Rates of Cottages / Cabins by Canada Select Rating**





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# KEY PERFORMANCE INDICATORS

## December - 2006

	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)	19%	31%	21%	32%	31%	46%	36%	9%	13%	12%	13%	8%	2%
Bridge (Non-Resident Vehicles)	-1%	16%	6%	-5%	12%	-6%	-4%	-8%	-1%	13%	-3%	-8%	-4%
Ferry (All Vehicles)	-0.5%	~	~	~	~	5%	-6%	-6%	-1%	6%	1%	6%	48%
<b>Visitor Inquiries</b>													
Website Sessions	-3%	126%	138%	142%	94%	34%	43%	-60%	-62%	-38%	-29%	-16%	-21%
Call Centre Inquiries	-22%	6%	19%	-2%	-61%	-20%	-3%	-27%	-18%	20%	108%	47%	1%
Total Inquiries	-8%	119%	127%	128%	7%	14%	38%	-59%	-61%	-36%	-26%	-15%	-21%
Campaign Inquiries	-31%	~	~	~	-75%	-42%	60%	-79%	-44%	-37%	~	~	~
Mail Out Kits	-26%	3%	14%	-17%	-61%	-26%	13%	-30%	-18%	53%	92%	-64%	24%
<b>Visitor Information Centres</b>													
Charlottetown	22%	-1%	5%	-22%	-47%	-32%	38%	26%	41%	20%	34%	-65%	~
Borden	-13%	~	~	~	-27%	-40%	-11%	-19%	-11%	8%	-7%	~	~
Wood Islands	5%	~	~	~	~	51%	-13%	-21%	40%	-17%	71%	~	~
Cavendish	-27%	~	~	~	~	-36%	-16%	-38%	-4%	-28%	-85%	~	~
St. Peters	-23%	~	~	~	~	~	-5%	-3%	2%	-62%	~	~	~
Summerside	-20%	~	~	~	~	~	15%	-23%	-35%	13%	~	~	~
Souris	1%	~	~	~	~	~	3%	12%	-12%	3%	42%	~	~
West Prince	37%	~	~	~	~	~	32%	28%	42%	53%	~	~	~
Total Parties Counseled	-4%	-1%	5%	-22%	-40%	-31%	-1%	-10%	4%	-3%	-19%	~	~
<b>Provincial Parks</b>													
Parks West	-5%	~	~	~	~	19%	2%	-11%	-1%	10%	~	~	~
Parks East	-8%	~	~	~	~	174%	-6%	-10%	-10%	4%	-70%	~	~
Total	-6%	~	~	~	~	135%	-2%	-10%	-5%	7%	-70%	~	~
<b>Golf PEI</b>													
Total Rounds Played	5%	~	~	~	* <sup>1</sup>	37%	-6%	-6%	-2%	7%	15%	* <sup>2</sup>	~
<b>Cruise Ships</b>													
Total # of Passengers	20%	~	~	~	~	61%	-20%	-100%	107%	14%	57%	~	~
<b>Parks Canada</b>													
PEI National Park	-20%	~	~	~	~	~	-25%	-22%	-15%	-11%	-15%	-59%	-44%
Province House	-6%	42%	-2%	215%	-51%	25%	-3%	-23%	6%	-9%	4%	-13%	7%
Green Gables	2%	840%	363%	124%	371%	-7%	-10%	-3%	-1%	11%	32%	22%	61%
Campgrounds	-3%	~	~	~	~	~	-16%	-2%	-4%	16%	78%	~	~
<b>Historic Sites</b>													
Orwell	-4%	-23%	1%	-10%	78%	-15%	2%	-3%	12%	-28%	-19%	-64.2%	19%
Beaconsfield	-7%	63%	-31%	137%	-35%	12%	9%	-4%	-14%	-37%	-37%	-7%	20%
Eptek	-32%	53%	22%	19%	1%	-24%	-9%	-54%	-51%	-35%	-14%	-10%	19%
Acadian Museum	0.2%	-23%	-72%	-25%	-50%	52%	38%	24%	36%	-32%	-32%	186%	-82%
Elmira	-1%	~	~	~	~	4%	-47%	3%	-4%	26%	5%	~	~
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%	-15%	-1%	-16%

\*<sup>1</sup> 9,247 rounds of golf were played in April 2006; none were recorded in April 2005.

\*<sup>2</sup> 1,498 rounds of golf were played in November 2006; none were recorded in November 2005.

# DECEMBER 2006 OCCUPANCY REPORT

## FIXED ROOF ACCOMMODATION

### OCCUPANCY 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>Current Compliancy Rate</b>	<b>99%</b>	100%	100%	100%	100%	100%	99%	99%	98%	99%	98%	99%	96%
<b>Total Room-nights Available *</b>	<b>1,456,328</b>	73,366	67,024	73,229	74,909	129,098	183,772	209,262	205,527	175,989	120,532	74,370	69,250
<b>REGION</b>													
<b>Province Wide</b>													
2006 - Occupancy Rate %	<b>38.3%</b>	19.4%	30.6%	24.8%	22.5%	24.4%	32.8%	59.4%	64.4%	44.2%	27.3%	23.4%	17.7%
2005 - Occupancy Rate %	<b>38.4%</b>	18.6%	23.7%	25.6%	23.6%	22.3%	32.9%	61.7%	66.2%	41.9%	30.1%	24.3%	17%
% Point Change from Previous Year	<b>-0.1%</b>	0.8%	6.9%	-0.8%	-1.1%	2.1%	-0.1%	-2.3%	-1.8%	2.3%	-2.8%	-0.9%	0.7%
2006 - Room-nights Sold	<b>558,292</b>	14,228	20,499	18,191	16,837	31,530	60,357	124,067	132,415	77,718	32,871	17,373	12,206
2005 - Room-nights Sold	<b>564,660</b>	13,463	16,109	18,683	17,801	30,511	60,612	128,475	138,518	72,992	36,657	18,418	12,421
Difference in Room-nights Sold	<b>-6,368</b>	765	4,390	-492	-964	1,019	-255	-4,408	-6,103	4,726	-3,786	-1,045	-215
% Change from Previous Year	<b>-1.1%</b>	5.7%	27.3%	-2.6%	-5.4%	3.3%	-0.4%	-3.4%	-4.4%	6.5%	-10.3%	-5.7%	-1.7%
<b>North Cape Coastal Drive</b>													
2006 - Occupancy Rate %	<b>32.6%</b>	24.0%	24.3%	26.6%	19.6%	22.8%	29.8%	49.5%	58.3%	42.5%	27.4%	23.5%	18.8%
2005 - Occupancy Rate %	<b>37.2%</b>	22.6%	29.7%	31.3%	27.9%	29.9%	34.9%	57.9%	61.7%	39.9%	33.1%	27.0%	22.8%
% Point Change from Previous Year	<b>-4.6%</b>	5.4%	-5.4%	-4.7%	-8.3%	-7.1%	-5.1%	-8.4%	-3.4%	2.6%	-5.7%	-3.5%	-4.0%
2006 - Room-nights Sold	<b>102,688</b>	5,190	5,111	6,242	4,511	6,215	9,256	16,716	19,744	13,392	7,708	5,023	3,580
2005 - Room-nights Sold	<b>115,592</b>	4,245	5,623	6,917	6,013	8,392	11,634	19,958	21,143	12,479	8,974	5,558	4,656
Difference in Room-nights Sold	<b>-12,904</b>	945	-512	-675	-1,502	-2,177	-2,378	-3,242	-1,399	913	-1,266	-535	-1,076
% Change from Previous Year	<b>-11.2%</b>	22.3%	-9.1%	-9.8%	-25.0%	-25.9%	-20.4%	-16.2%	-6.6%	7.3%	-14.1%	-9.6%	-23.1%
<b>Anne's Land</b>													
2006 - Occupancy Rate %	<b>38.0%</b>	2.2%	6.1%	2.6%	3.6%	8.6%	22.6%	62.5%	66.3%	32.9%	11.0%	3.6%	5.2%
2005 - Occupancy Rate %	<b>38.1%</b>	5.4%	5.0%	3.0%	3.0%	6.8%	23.6%	67.5%	71.0%	31.3%	11.4%	6.1%	3.6%
% Point Change from Previous Year	<b>-0.1%</b>	-3.2%	1.1%	-0.4%	0.6%	1.8%	-1.0%	-5.0%	-4.7%	1.6%	-0.4%	-2.5%	1.6%
2006 - Room-nights Sold	<b>128,227</b>	96	251	112	192	2,391	13,256	44,613	45,226	18,801	2,882	197	210
2005 - Room-nights Sold	<b>127,594</b>	307	264	168	182	2,345	13,695	43,825	46,324	17,142	2,848	336	158
Difference in Room-nights Sold	<b>633</b>	-211	-13	-56	10	46	-439	788	-1,098	1,659	34	-139	52
% Change from Previous Year	<b>0.5%</b>	-68.7%	-4.9%	-33.3%	5.5%	2.0%	-3.2%	1.8%	-2.4%	9.7%	1.2%	-41.4%	32.9%
<b>Charlotte's Shore</b>													
2006 - Occupancy Rate %	<b>43.1%</b>	19.3%	38.2%	27.7%	27.4%	34.9%	46.3%	67.2%	69.6%	61.7%	39.6%	27.6%	19.2%
2005 - Occupancy Rate %	<b>41.7%</b>	20.0%	25.5%	27.9%	26.1%	31.7%	46.1%	65.2%	68.8%	58.8%	42.4%	27.2%	16.5%
% Point Change from Previous Year	<b>1.4%</b>	-0.7%	12.7%	-0.2%	1.3%	3.2%	0.2%	2.0%	0.8%	2.9%	-2.8%	0.4%	2.7%
2006 - Room-nights Sold	<b>270,095</b>	8,382	14,594	11,463	11,625	20,992	30,412	47,463	48,770	36,147	20,325	11,801	8,121
2005 - Room-nights Sold	<b>257,412</b>	8,228	9,614	10,961	10,754	17,323	28,176	47,608	49,214	34,456	22,036	11,859	7,183
Difference in Room-nights Sold	<b>12,683</b>	154	4,980	502	871	3,669	2,236	-145	-444	1,691	-1,711	-58	938
% Change from Previous Year	<b>4.9%</b>	1.9%	51.8%	4.6%	8.1%	21.2%	7.9%	-0.3%	-0.9%	4.9%	-7.8%	-0.5%	13.1%
<b>Points East</b>													
2006 - Occupancy Rate %	<b>32.4%</b>	14.0%	15.0%	9.1%	12.2%	13.9%	26.2%	45.6%	55.8%	32.7%	13.2%	7.5%	7.9%
2005 - Occupancy Rate %	<b>30.8%</b>	10.2%	10.2%	10.8%	13.0%	12.7%	22.7%	47.8%	57.2%	30.1%	15.7%	10.6%	8.8%
% Point Change from Previous Year	<b>1.6%</b>	3.8%	4.8%	-1.7%	-0.8%	1.2%	3.5%	-2.2%	-1.4%	2.6%	-2.5%	-3.1%	-0.9%
2006 - Room-nights Sold	<b>57,282</b>	560	543	374	509	1,932	7,433	15,275	18,675	9,378	1,956	352	295
2005 - Room-nights Sold	<b>64,062</b>	683	608	637	852	2,451	7,107	17,084	21,837	8,915	2,799	665	424
Difference in Room-nights Sold	<b>-6,780</b>	-123	-65	-263	-343	-519	326	-1,809	-3,162	463	-843	-313	-129
% Change from Previous Year	<b>-10.6%</b>	-18%	-11%	-41%	-40.3%	-21.2%	4.6%	-10.6%	-14.5%	5.2%	-30%	-47%	-30%

\* = at time of reporting

n/a = insufficient data available at this time

# FIXED ROOF ACCOMMODATION

## OCCUPANCY 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>													
2006 - Occupancy Rate %	41.2%	22.0%	34.1%	27.2%	25.4%	31.1%	41.8%	61.5%	67.1%	55.9%	35.5%	26.6%	19.9%
2005 - Occupancy Rate %	42.0%	21.9%	27.7%	29.5%	27.5%	30.4%	42.5%	65.3%	69.3%	53.2%	39.2%	27.9%	19.4%
% Point Change from Previous Year	-0.8%	0.1%	6.4%	-2.3%	-2.1%	0.7%	-0.7%	-3.8%	-2.2%	2.7%	-3.7%	-1.3%	0.5%
2006 - Room-nights Sold	385,434	13,320	18,807	16,377	15,364	26,243	42,644	70,048	74,038	54,237	27,271	15,754	11,331
2005 - Room-nights Sold	398,315	12,750	15,219	17,362	16,696	26,353	43,147	74,909	81,284	51,403	30,618	16,969	11,605
% Change from Previous Year	-3.2%	4.5%	23.6%	-5.7%	-8.0%	-0.4%	-1.2%	-6.5%	-8.9%	5.5%	-10.9%	-7.2%	-2.4%
<b>Inns</b>													
2006 - Occupancy Rate %	50.3%	21.9%	35.8%	37.5%	28.9%	44.0%	45.6%	68.6%	76.8%	56.1%	39.1%	32.5%	20.4%
2005 - Occupancy Rate %	49.1%	15.6%	24.0%	27.0%	20.3%	34.9%	44.5%	69.6%	77.7%	60.3%	48.1%	28.0%	18.0%
% Point Change from Previous Year	1.2%	6.3%	11.8%	10.5%	8.6%	9.1%	1.1%	-1.0%	-0.9%	-4.2%	-9.0%	4.5%	2.4%
2006 - Room-nights Sold	33,372	646	1,023	1,174	873	1,980	4,064	6,983	7,807	5,288	1,839	1,024	671
2005 - Room-nights Sold	32,690	490	658	828	621	1,752	4,014	7,205	7,971	5,513	2,221	858	559
% Change from Previous Year	2.1%	31.8%	55.5%	41.8%	40.6%	13.0%	1.2%	-3.1%	-2.1%	-4.1%	-17.2%	19.3%	20.0%
<b>Cabins/Cottages</b>													
2006 - Occupancy Rate %	33.9%	4.3%	5.3%	3.2%	6.1%	6.4%	16.9%	58.4%	61.9%	22.4%	7.6%	3.3%	1.5%
2005 - Occupancy Rate %	33.2%	4.1%	3.6%	2.3%	4.6%	3.7%	17.1%	60.6%	64.1%	19.9%	7.0%	6.3%	5.0%
% Point Change from Previous Year	0.7%	0.2%	1.7%	0.9%	1.5%	2.7%	-0.2%	-2.2%	-2.2%	2.5%	0.6%	-3.0%	-3.5%
2006 - Room-nights Sold	100,845	97	111	72	192	1,606	9,064	37,026	39,219	11,446	1,834	145	33
2005 - Room-nights Sold	95,244	102	82	58	129	1,082	8,726	35,682	37,484	9,859	1,690	239	111
% Change from Previous Year	5.9%	-4.9%	35.4%	24.1%	48.8%	48.4%	3.9%	3.8%	4.6%	16.1%	8.5%	-39.3%	-70.3%
<b>Tourist Home/B&amp;B</b>													
2006 - Occupancy Rate %	24.8%	2.1%	8.0%	7.4%	4.9%	11.2%	24.2%	46.5%	53.0%	36.5%	13.1%	6.0%	2.5%
2005 - Occupancy Rate %	22.5%	1.4%	1.9%	5.0%	4.0%	8.2%	21.3%	44.6%	50.7%	32.7%	14.1%	4.3%	1.8%
% Point Change from Previous Year	2.3%	0.7%	6.1%	2.4%	0.9%	3.0%	2.9%	1.9%	2.3%	3.8%	-1.0%	1.7%	0.7%
2006 - Room-nights Sold	38,372	165	558	568	408	1,701	4,543	9,923	11,211	6,747	1,927	450	171
2005 - Room-nights Sold	38,016	121	150	435	355	1,324	4,669	10,581	11,538	6,217	2,128	352	146
% Change from Previous Year	0.9%	36.4%	272.0%	30.6%	14.9%	28.5%	-2.7%	-6.2%	-2.8%	8.5%	-9.4%	27.8%	17.1%
<b>Other (eg. Hostels)</b>													
2006 - Occupancy Rate %	20.4%	0%	0%	0%	0%	0%	10.0%	20.0%	30.1%	0.0%	0.0%	0.0%	0.0%
2005 - Occupancy Rate %	29.3%	0%	0%	0%	0%	0%	11.7%	22.6%	55.5%	0.0%	0.0%	0.0%	0.0%
% Point Change from Previous Year	-8.9%	0%	0%	0%	0%	0%	-1.7%	-2.6%	-25.4%	0.0%	0.0%	0.0%	0.0%
2006 - Room-nights Sold	269	0	0	0	0	0	42	87	140	0	0	0	0
2005 - Room-nights Sold	395	0	0	0	0	0	56	98	241	0	0	0	0
% Change from Previous Year	-31.9%	0%	0%	0%	0%	0%	-25%	-11.2%	-41.9%	0.0%	0.0%	0.0%	0.0%

# FIXED ROOF ACCOMMODATION

## PERCENTAGE SHARE BY MARKET ORIGIN

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>GEOGRAPHIC ORIGIN</b>													
<b>Canadian Provinces (total)</b>	<b>80.4%</b>	<b>96.1%</b>	<b>95.9%</b>	<b>93.6%</b>	<b>95.2%</b>	<b>88.4%</b>	<b>78.4%</b>	<b>77.7%</b>	<b>76.15%</b>	<b>73.5%</b>	<b>78.3%</b>	<b>93.6%</b>	<b>95.2%</b>
New Brunswick	14.4%	26.0%	23.0%	23.0%	22.2%	17.7%	14.1%	11.9%	11.3%	11.8%	16.7%	20.6%	20.6%
% Point Change over 2005 *	-0.4%					-2.4%	-0.4%	-0.8%	0.0%	0.8%	1.5%	-0.5%	-0.2%
Newfoundland	2.5%	6.2%	4.4%	2.7%	4.2%	3.5%	2.2%	2.0%	2.0%	1.9%	2.8%	2.9%	1.7%
% Point Change over 2005 *	-0.2%					0.14%	-0.1%	-0.4%	-0.5%	-0.5%	-1.0%	-2.6%	-4.3%
Nova Scotia	18.4%	23.7%	29.7%	25.3%	26.8%	20.6%	17.6%	14.9%	16.1%	17.0%	20.5%	24.8%	24.5%
% Point Change over 2005 *	0.0%					-1.3%	-0.8%	-0.9%	-0.3%	0.9%	1.5%	0.1%	6.0%
Ontario	19.6%	11.0%	11.6%	14.7%	11.0%	18.3%	19.4%	23.8%	24.2%	18.6%	12.4%	12.8%	11.1%
% Point Change over 2005 *	-0.2%					0.05%	1.1%	0.1%	0.7%	-0.8%	-2.5%	-1.6%	-1.7%
Prince Edward Island	8.2%	18.8%	17.8%	19.3%	15.7%	9.6%	7.7%	3.6%	3.9%	7.0%	12.7%	17.7%	26.8%
% Point Change over 2005 *	0.2%					-3.1%	2.0%	-0.3%	0.1%	1.9%	2.4%	1.4%	1.2%
Quebec	8.9%	5.2%	5.1%	4.1%	7.6%	5.7%	8.9%	13.5%	10.7%	5.5%	5.0%	6.1%	5.6%
% Point Change over 2005 *	0.3%					1.3%	2.6%	0.8%	-1.7%	0.3%	0.2%	1.1%	-0.3%
Other Canada	8.4%	5.3%	4.2%	4.6%	7.9%	13.0%	8.4%	7.9%	8.0%	11.7%	8.3%	8.8%	5.0%
% Point Change over 2005 *	1.6%					5.7%	-0.8%	2.1%	1.9%	1.0%	-0.7%	2.4%	-0.4%
<b>United States (total)</b>	<b>11.6%</b>	<b>2.6%</b>	<b>2.7%</b>	<b>4.8%</b>	<b>2.96%</b>	<b>7.4%</b>	<b>12.7%</b>	<b>14.1%</b>	<b>14.9%</b>	<b>12.8%</b>	<b>8.9%</b>	<b>4.1%</b>	<b>3.6%</b>
Connecticut	0.5%	0.13%	0.20%	0.10%	0.10%	0.11%	0.46%	0.59%	0.81%	0.41%	0.30%	0.12%	0.11%
% Point Change over 2005 *	0.0%					-0.09%	-0.12%	-0.02%	0.18%	-0.28%	-0.08%	-0.43%	-0.08%
Maine	1.3%	0.58%	0.33%	0.25%	0.50%	0.83%	1.39%	1.70%	1.72%	1.11%	0.86%	0.71%	0.38%
% Point Change over 2005 *	-0.1%					0.05%	-0.26%	-0.06%	-0.19%	-0.46%	-0.31%	-0.19%	-0.15%
Massachusetts	1.6%	0.44%	0.32%	0.32%	0.34%	0.73%	1.24%	2.08%	2.66%	1.48%	0.92%	0.42%	0.34%
% Point Change over 2005 *	-0.2%					-0.12%	-0.24%	-0.40%	-0.40%	0.00%	0.09%	-0.15%	-0.06%
New Hampshire	0.6%	0.13%	0.09%	0.15%	0.34%	0.27%	0.57%	0.82%	0.79%	0.68%	0.34%	0.19%	0.18%
% Point Change over 2005 *	-0.2%					-0.16%	-0.13%	-0.19%	-0.32%	-0.13%	-0.16%	-0.15%	0.02%
New Jersey	0.4%	0.09%	0.03%	0.03%	0.09%	0.15%	0.19%	0.46%	0.59%	0.35%	0.18%	0.13%	0.14%
% Point Change over 2005 *	-0.1%					-0.07%	-0.06%	0.00%	-0.09%	-0.18%	-0.09%	-0.07%	0.10%
New York	0.9%	0.19%	0.20%	0.32%	0.21%	0.40%	0.63%	1.10%	1.36%	0.93%	0.55%	0.18%	0.21%
% Point Change over 2005 *	-0.1%					0.03%	-0.35%	0.06%	-0.08%	-0.13%	-0.03%	-0.23%	0.02%
Pennsylvania	0.43%	0.03%	0.09%	0.17%	0.11%	0.20%	0.51%	0.50%	0.60%	0.57%	0.20%	0.12%	0.04%
% Point Change over 2005 *	0.0%					0.08%	-0.10%	0.01%	0.06%	-0.01%	-0.17%	0.06%	0.02%
Rhode Island	0.15%	0.01%	0.02%	0.08%	0.01%	0.10%	0.09%	0.16%	0.20%	0.20%	0.14%	0.08%	0.05%
% Point Change over 2005 *	-0.1%					0.01%	-0.12%	-0.12%	-0.16%	0.06%	0.02%	0.03%	0.05%
Vermont	0.3%	0.01%	0.01%	0.02%	0.11%	0.18%	0.47%	0.34%	0.36%	0.41%	0.18%	0.06%	0.03%
% Point Change over 2005 *	0.0%					0.11%	0.17%	-0.13%	-0.06%	0.00%	-0.06%	-0.03%	0.00%
Other USA	5.4%	1.01%	1.38%	3.31%	1.36%	4.40%	7.18%	6.38%	5.84%	6.64%	5.20%	2.12%	2.16%
% Point Change over 2005 *	0.1%					0.37%	-0.05%	0.38%	0.41%	-0.66%	-0.55%	0.34%	1.03%
<b>Other Countries (total)</b>	<b>3.1%</b>	<b>1.3%</b>	<b>1.4%</b>	<b>1.6%</b>	<b>1.79%</b>	<b>2.82%</b>	<b>3.31%</b>	<b>2.96%</b>	<b>3.37%</b>	<b>3.91%</b>	<b>4.79%</b>	<b>2.28%</b>	<b>1.15%</b>
Germany	0.5%	0.01%	0.07%	0.33%	0.13%	0.28%	0.40%	0.39%	0.37%	0.78%	1.22%	0.61%	0.21%
% Point Change over 2005 *	0.1%					0.05%	-0.21%	0.01%	-0.03%	0.15%	0.91%	0.57%	0.16%
Great Britain	0.5%	0.54%	0.34%	0.24%	0.50%	0.80%	0.52%	0.44%	0.57%	0.63%	0.57%	0.22%	0.11%
% Point Change over 2005 *	0.03%					0.43%	-0.12%	0.11%	-0.06%	-0.12%	0.10%	-0.22%	-0.28%
Ireland	0.1%	0.16%	0.17%	0.09%	0.14%	0.04%	0.06%	0.09%	0.11%	0.06%	0.06%	0.06%	0.00%
% Point Change over 2005 *	0.00%					-0.01%	-0.02%	-0.02%	0.02%	-0.01%	-0.02%	0.03%	-0.25%
Japan	0.8%	0.26%	0.13%	0.20%	0.26%	0.72%	1.17%	0.62%	0.91%	0.97%	1.60%	0.36%	0.26%
% Point Change over 2005 *	-0.2%					0.01%	-0.28%	-0.15%	0.15%	-0.48%	-0.56%	-0.14%	-0.64%
Other	1.3%	0.35%	0.74%	0.76%	0.76%	0.98%	1.16%	1.42%	1.41%	1.47%	1.34%	1.03%	0.57%
% Point Change over 2005 *	-0.3%					-0.01%	-2.62%	-0.22%	0.09%	-0.08%	0.28%	0.24%	-0.36%
<b>Motorcoach</b>	<b>3.6%</b>	<b>0.00%</b>	<b>0.01%</b>	<b>0.02%</b>	<b>0.02%</b>	<b>1.3%</b>	<b>4.0%</b>	<b>3.1%</b>	<b>3.4%</b>	<b>8.3%</b>	<b>7.8%</b>	<b>0.0%</b>	<b>0.0%</b>
% Point Change over 2005 *	-0.2%					-0.73%	-0.65%	-0.1%	-0.1%	-0.7%	-0.5%	-0.1%	0.0%

\* Comparative data added to report beginning in May

# CAMPGROUND OCCUPANCY

	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
~ = Not Open / Operating													
<b>Total # of Monthly Site Nights Available</b>	548,965	~	~	~	~	40,841	125,028	154,946	146,453	76,504	5,193	~	~
<b>OCCUPANCY RATE (%) BY REGION</b>													
<b>Province Wide</b>	<b>37.3%</b>	~	~	~	~	5.8%	19.0%	53.9%	53.2%	21.6%	10.5%	~	~
North Cape Coastal Drive	26.2%	~	~	~	~	3.0%	12.5%	42.4%	37.4%	12.2%	~	~	~
Anne's Land	40.6%	~	~	~	~	5.0%	21.1%	58.9%	58.3%	21.9%	10.8%	~	~
Charlotte's Shore	33.0%	~	~	~	~	13.6%	11.7%	45.0%	45.1%	26.0%	18.5%	~	~
Points East	37.1%	~	~	~	~	5.6%	19.6%	52.1%	50.8%	26.4%	3.7%	~	~
<b>OCCUPANCY BY ORIGIN</b>													
<b>Canadian Provinces</b>	<b>90.2%</b>					<b>92.1%</b>	<b>89.5%</b>	<b>91.0%</b>	<b>90.57%</b>	<b>83.13%</b>	<b>68.21%</b>	~	~
New Brunswick	12.15%	~	~	~	~	7.9%	11.5%	12.69%	13.61%	7.05%	10.09%	~	~
% Point Change over 2005 *	0.02%					4.09%	1.31%	-1.45%	1.54%	1.12%	7.12%	~	~
Newfoundland	1.19%	~	~	~	~	0.2%	1.3%	1.20%	1.36%	0.49%	4.67%	~	~
% Point Change over 2005 *	-0.09%					0.12%	0.58%	-0.38%	0.25%	-0.85%	4.67%	~	~
Nova Scotia	12.48%	~	~	~	~	6.7%	11.5%	12.84%	15.43%	9.51%	3.46%	~	~
% Point Change over 2005 *	0.93%					-1.39%	3.49%	0.58%	2.62%	2.27%	-1.95%	~	~
Ontario	11.87%	~	~	~	~	5.2%	8.4%	14.59%	14.54%	9.21%	10.69%	~	~
% Point Change over 2005 *	0.75%					1.74%	1.13%	2.61%	1.95%	3.19%	0.04%	~	~
Prince Edward Island	35.44%	~	~	~	~	67.1%	44.8%	28.80%	24.55%	42.75%	22.29%	~	~
% Point Change over 2005 *	-0.38%					-4.32%	-9.01%	-1.80%	-6.21%	-15.1%	-20.29%	~	~
Quebec	13.50%	~	~	~	~	2.0%	6.8%	17.59%	17.68%	4.14%	1.05%	~	~
% Point Change over 2005 *	0.25%					-0.09%	0.91%	2.16%	2.09%	1.43%	-0.52%	~	~
Other Canada	3.59%	~	~	~	~	3.0%	5.2%	3.32%	3.40%	9.98%	15.96%	~	~
% Point Change over 2005 *	0.24%					-0.63%	1.61%	0.21%	0.16%	5.57%	2.52%	~	~
<b>United States</b>	<b>8.9%</b>					<b>6.53%</b>	<b>8.87%</b>	<b>8.11%</b>	<b>8.64%</b>	<b>14.53%</b>	<b>23.18%</b>	~	~
Connecticut	0.21%	~	~	~	~	0.09%	0.23%	0.17%	0.28%	0.26%	0.00%	~	~
% Point Change over 2005 *	-0.22%					0.09%	-0.26%	-0.23%	-0.21%	-0.05%	-0.17%	~	~
Maine	1.51%	~	~	~	~	0.21%	1.11%	1.13%	1.13%	1.16%	3.01%	~	~
% Point Change over 2005 *	-0.16%					0.07%	-0.46%	-0.34%	-0.89%	-0.30%	1.79%	~	~
Massachusetts	0.73%	~	~	~	~	1.07%	0.66%	0.62%	0.97%	0.49%	1.20%	~	~
% Point Change over 2005 *	-0.16%					0.97%	-0.36%	-0.23%	0.00%	-0.21%	1.03%	~	~
New Hampshire	0.59%	~	~	~	~	0.43%	0.52%	0.68%	0.53%	0.67%	0.30%	~	~
% Point Change over 2005 *	-0.09%					0.43%	-0.02%	-0.06%	-0.22%	0.37%	0.30%	~	~
New Jersey	0.14%	~	~	~	~	0.21%	0.11%	0.06%	0.29%	0.05%	0.00%	~	~
% Point Change over 2005 *	-0.16%					0.21%	-0.03%	-0.26%	-0.07%	-0.09%	-0.70%	~	~
New York	0.36%	~	~	~	~	0.09%	0.16%	0.23%	0.44%	0.56%	0.00%	~	~
% Point Change over 2005 *	-0.14%					0.04%	-0.03%	-0.29%	-0.15%	0.04%	-0.17%	~	~
Pennsylvania	0.26%	~	~	~	~	0.00%	0.16%	0.26%	0.19%	0.25%	0.00%	~	~
% Point Change over 2005 *	-0.12%					-0.14%	-0.09%	-0.15%	-0.22%	-0.08%	0.35%	~	~
Rhode Island	0.06%	~	~	~	~	0.00%	0.04%	0.05%	0.09%	0.14%	0.03%	~	~
% Point Change over 2005 *	-0.15%					0.00%	0.00%	-0.21%	-0.16%	0.07%	0.30%	~	~
Vermont	0.19%	~	~	~	~	0.00%	0.10%	0.16%	0.20%	0.50%	1.20%	~	~
% Point Change over 2005 *	-0.25%					0.00%	-0.64%	-0.23%	-0.24%	0.13%	1.20%	~	~
Other USA	4.80%	~	~	~	~	4.43%	5.78%	4.75%	4.52%	10.45%	17.17%	~	~
% Point Change over 2005 *	0.05%					-0.56%	1.69%	0.29%	0.19%	1.96%	0.42%	~	~
<b>Other Countries</b>	<b>0.9%</b>					<b>1.36%</b>	<b>1.59%</b>	<b>0.87%</b>	<b>0.08%</b>	<b>2.34%</b>	<b>8.58%</b>	~	~
Germany	0.40%	~	~	~	~	0.38%	0.88%	0.42%	0.30%	0.99%	6.17%	~	~
% Point Change over 2005 *	-0.08%					-0.90%	0.26%	0.08%	-0.15%	-0.02%	6.00%	~	~
Great Britain	0.13%	~	~	~	~	0.34%	0.18%	0.10%	0.13%	0.25%	0.45%	~	~
% Point Change over 2005 *	-0.05%					0.20%	0.08%	-0.08%	-0.07%	0.04%	-0.07%	~	~
Ireland	0.05%	~	~	~	~	0.04%	0.09%	0.03%	0.07%	0.19%	0.00%	~	~
% Point Change over 2005 *	-0.11%					0.04%	-0.04%	-0.13%	-0.07%	-0.03%	-0.35%	~	~
Japan	0.03%	~	~	~	~	0.00%	0.04%	0.02%	0.05%	0.02%	0.00%	~	~
% Point Change over 2005 *	-0.09%					0.00%	0.04%	-0.13%	-0.10%	-0.02%	-0.17%	~	~
Other	0.31%	~	~	~	~	0.60%	0.40%	0.30%	0.25%	0.89%	1.96%	~	~
% Point Change over 2005 *	0.00%					0.03%	-0.17%	0.06%	-0.04%	0.60%	-0.66%	~	~

\* Comparative data added to report beginning in May