

Tourism Performance 2006

3rd Quarter

November 2006

Results on Key Indicators

This report is a commentary on key tourism indicators from January to September 2006.

- In July and August, the peak months, both the bridge and ferry had less traffic than the same period of 2005. In September, both rebounded with traffic exceeding the same period of 2005. Overall, the third quarter finished with non-resident bridge traffic being down by 0.5% year-to-date (YTD) and the ferry being down by 1.6% YTD. Exhibit 1 shows the change in traffic levels in each month in 2006 as compared to the same month in 2005.
- Airport activity remains strong with a YTD increase of 21% over 2005.

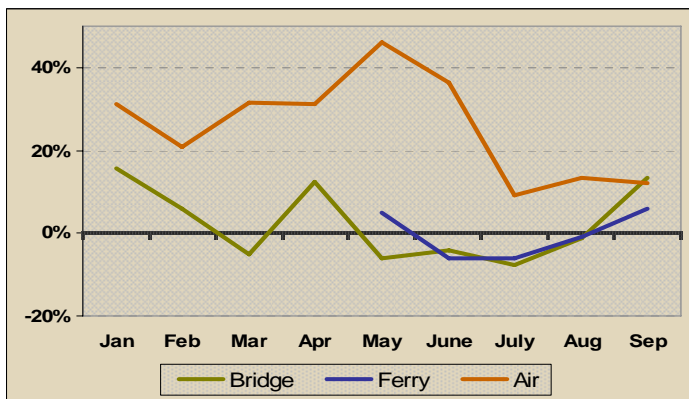


Exhibit 1: Traffic Flow, % Change, YTD to Sept., 2006 vs. 2005

- The Charlottetown Airport outperforms the other airports in the Region.

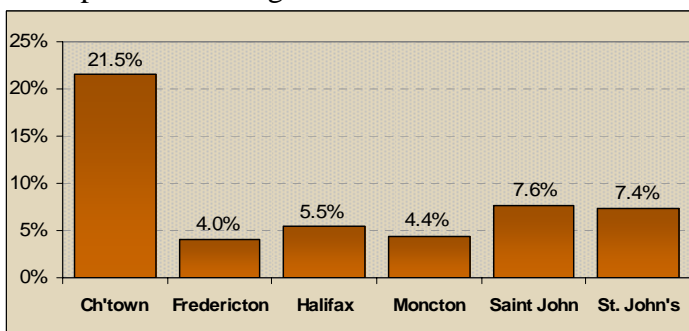


Exhibit 2: Airport Traffic - % change, YTD to Sept., 2006 vs. 2005

- The primary marketing campaign for 2006 was supplemented this year by a Fall Campaign targeted at the Atlantic region. Inquiries sparked by campaigns earlier in the year continued throughout the quarter, but yielded 32% fewer YTD than during the same period in 2005.
- The campaign budget for 2006 was down 27% from 2005, a reduction of \$1.2 million.
- Conversion research, in which contact is made with a sample of those individuals who make inquiries to determine whether or not they actually traveled to PEI, will be available in December.
- Other key indicators show a mix in the level of activity relative to the January to September period in 2005:
 - Provincial parks were down 6% in site nights sold;
 - Golf PEI reports particularly strong shoulder months, with growth in May and September bolstering a decline in numbers for June, July and August. Overall, rounds of golf for the 3rd Quarter were up by 4%;
 - Visitor Information Centres collectively reported a 3% decline in visitors counseled YTD. Numbers for the West Prince VIC and the Charlottetown Destination Centre were strong, with increases of 37% and 23% respectively.
 - Most indicators for Parks Canada sites and PEI Museum and Heritage sites show a decrease in activity YTD. The National Park had 19% fewer visitors, while visitation to PEI Museum and Heritage sites were down 13% overall. The Acadian Museum showed a growth in visitation of 8%, fueled by strong numbers of visitors in June, July and August.

Occupancy Data

- “Occupancy Rate” is the percentage of room-nights available that are rented. The 2006 YTD occupancy data reflects a season on par with 2005. The Occupancy Rate for fixed roof accommodations is up slightly (0.1% points) while the room-nights sold is down slightly (-0.5%). (See Table 1.) Strong results in September which followed declines in the peak travel months of July and August, allowed the 3rd Quarter to end on par.

	2006	2005	Change
Occupancy Rate	41.5%	41.4%	0.1%
Room-nights Sold	494,699	497,137	-0.5%

Table 1: Province-wide YTD Occupancy Data

- North Cape Coastal Drive continued to experience lower occupancy rates early in the 3rd Quarter, but rebounded in September (+2.7%). YTD to the end of the Quarter, the region has maintained a decline of -5%. Charlotte’s Shore and Points East each experienced slight increases in occupancy rates. (See Exhibit 3.)

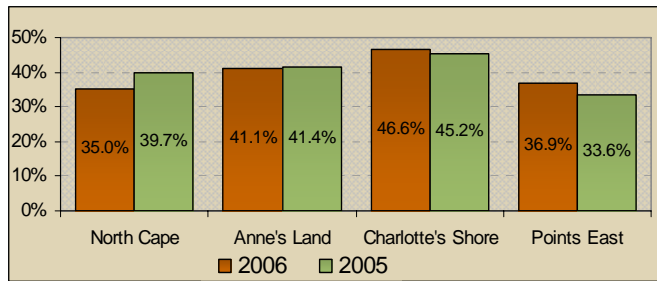


Exhibit 3: YTD Occupancy Rates by Region

- Considering room-nights sold, North Cape sold 10.4% fewer, and Anne’s Land, 5.6% fewer. Points East sold 1.9% more and Charlotte’s Shore, 6.2% more, fuelled by particularly strong months in May and September, the prime months for meetings and conventions. (See Exhibit 4.)

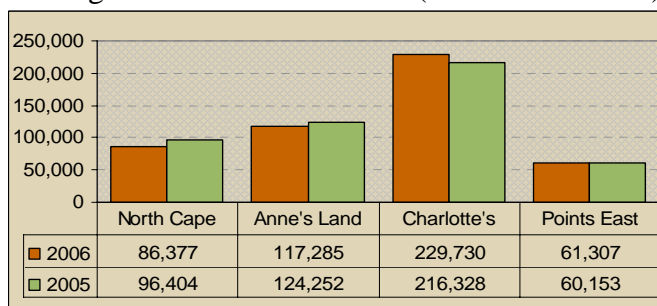


Exhibit 4: YTD Room-nights Sold by Region

- By the end of the 3rd Quarter, occupancy rates for Hotels/Motels/Resorts (H/M/R) and Cabins/Cottages were on par with 2005, while Inns and Tourist Homes / B&Bs saw slight increases. (See Exhibit 5.)

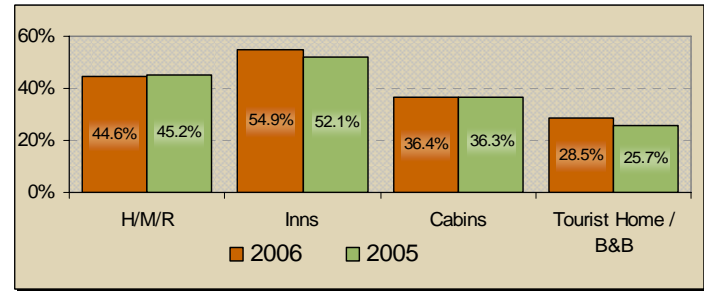


Exhibit 5: YTD Occupancy Rates by Type

- In terms of room-nights sold, H/M/Rs have experienced a 2.4% decrease; Inns, a 5.9% increase; Cabins / Cottages, a 4.2% increase, and Tourist Homes / B&Bs, on par.

Origin Data

- YTD Origin Data indicates Canadians were a larger share of the accommodation market than in 2005. Market share for all other major markets declined slightly. (See Exhibit 6.)

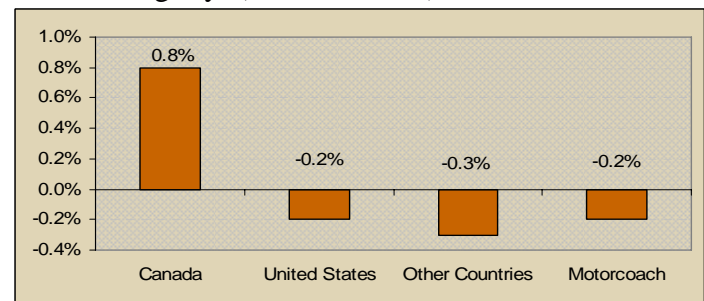


Exhibit 6: % Change in Share of Market by Geographic Origin, YTD to Sept., 2006 vs. 2005

News from the Policy, Planning & Research Division

- Monthly and quarterly reports have been adjusted to reflect the new “Points East Coastal Drive” touring region, replacing the Bays & Dunes and Hills & Harbours regions.
- Beginning in January 2006, operators will be required to report origins from all provinces, territories and states on their Monthly Occupancy Return. Revised forms will be distributed.



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KEY PERFORMANCE INDICATORS

September - 2006

% Increase / Decrease - 2005/2006 ~ = Not Open / Operating	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)	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 Counseled	-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.



SEPTEMBER 2006 OCCUPANCY REPORT

FIXED ROOF ACCOMMODATION

OCCUPANCY BY REGION

	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Occupancy Rate = total number of room nights rented divided by total number of room nights available.													
Current Compliency 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

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													
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%			



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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
GEOGRAPHIC ORIGIN													
Canadian Provinces (total)	80.0%	96.1%	95.9%	93.6%	95.2%	88.4%	78.4%	77.7%	76.15%	73.5%			
New Brunswick	14.1%	26.0%	23.0%	23.0%	22.2%	17.7%	14.1%	11.9%	11.3%	11.8%			
% Point Change over 2005	-0.8%					-2.4%	-0.4%	-0.8%	0.0%	0.8%			
Newfoundland	2.4%	6.2%	4.4%	2.7%	4.2%	3.5%	2.2%	2.0%	2.0%	1.9%			
% Point Change over 2005	-0.3%					0.14%	-0.1%	-0.4%	-0.5%	-0.5%			
Nova Scotia	18.0%	23.7%	29.7%	25.3%	26.8%	20.6%	17.6%	14.9%	16.1%	17.0%			
% Point Change over 2005	-0.4%					-1.3%	-0.8%	-0.9%	-0.3%	0.9%			
Ontario	20.5%	11.0%	11.6%	14.7%	11.0%	18.3%	19.4%	23.8%	24.2%	18.6%			
% Point Change over 2005	0.6%					0.05%	1.1%	0.1%	0.7%	-0.8%			
Prince Edward Island	7.3%	18.8%	17.8%	19.3%	15.7%	9.6%	7.7%	3.6%	3.9%	7.0%			
% Point Change over 2005	-0.8%					-3.1%	2.0%	-0.3%	0.1%	1.9%			
Quebec	9.3%	5.2%	5.1%	4.1%	7.6%	5.7%	8.9%	13.5%	10.7%	5.5%			
% Point Change over 2005	0.7%					1.3%	2.6%	0.8%	-1.7%	0.3%			
Other Canada	8.5%	5.3%	4.2%	4.6%	7.9%	13.0%	8.4%	7.9%	8.0%	11.7%			
% Point Change over 2005	1.7%					5.7%	-0.8%	2.1%	1.9%	1.0%			
United 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%	0.41%			
% Point Change over 2005	0.0%					-0.09%	-0.12%	-0.02%	0.18%	-0.28%			
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%					0.05%	-0.26%	-0.06%	-0.19%	-0.46%			
Massachusetts	1.7%	0.44%	0.32%	0.32%	0.34%	0.73%	1.24%	2.08%	2.66%	1.48%			
% Point Change over 2005	-0.1%					-0.12%	-0.24%	-0.40%	-0.40%	0.00%			
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%					-0.16%	-0.13%	-0.19%	-0.32%	-0.13%			
New Jersey	0.4%	0.09%	0.03%	0.03%	0.09%	0.15%	0.19%	0.46%	0.59%	0.35%			
% Point Change over 2005	-0.1%					-0.07%	-0.06%	0.00%	-0.09%	-0.18%			
New York	0.9%	0.19%	0.20%	0.32%	0.21%	0.40%	0.63%	1.10%	1.36%	0.93%			
% Point Change over 2005	0.0%					0.03%	-0.35%	0.06%	-0.08%	-0.13%			
Pennsylvania	0.46%	0.03%	0.09%	0.17%	0.11%	0.20%	0.51%	0.50%	0.60%	0.57%			
% Point Change over 2005	0.0%					0.08%	-0.10%	0.01%	0.06%	-0.01%			
Rhode Island	0.15%	0.01%	0.02%	0.08%	0.01%	0.10%	0.09%	0.16%	0.20%	0.20%			
% Point Change over 2005	-0.1%					0.01%	-0.12%	-0.12%	-0.16%	0.06%			
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%					0.11%	0.17%	-0.13%	-0.06%	0.00%			
Other USA	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%					0.37%	-0.05%	0.38%	0.41%	-0.66%			
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%					0.05%	-0.21%	0.01%	-0.03%	0.15%			
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%					0.43%	-0.12%	0.11%	-0.06%	-0.12%			
Ireland	0.1%	0.16%	0.17%	0.09%	0.14%	0.04%	0.06%	0.09%	0.11%	0.06%			
% Point Change over 2005	0.01%					-0.01%	-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%			
% Point Change over 2005	-0.2%					0.01%	-0.28%	-0.15%	0.15%	-0.48%			
Other	1.2%	0.35%	0.74%	0.76%	0.76%	0.98%	1.16%	1.42%	1.41%	1.47%			
% Point Change over 2005	-0.3%					-0.01%	-2.62%	-0.22%	0.09%	-0.08%			
Motorcoach	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%					-0.79%	-0.73%	0.2%	0.2%	-1.3%			



CAMPGROUND OCCUPANCY

	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total # of Monthly Site Nights Available	480,255	~	~	~	~	40,677	106,191	135,106	132,813	65,488			
OCCUPANCY RATE (%) BY REGION													
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	35.8%	~	~	~	~	5.0%	16.4%	52.5%	52.7%	18.6%			
Charlotte's Shore	33.3%	~	~	~	~	13.6%	11.7%	45.0%	45.1%	26.0%			
Points East	36.0%	~	~	~	~	5.6%	15.9%	51.6%	49.8%	24.4%			
OCCUPANCY BY ORIGIN													
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%					0.04%	-0.03%	-0.29%	-0.15%	0.04%			
Pennsylvania	0.4%	~	~	~	~	0.00%	0.16%	0.26%	0.19%	0.25%			
% Point Change over 2005	-0.2%					-0.14%	-0.09%	-0.15%	-0.22%	-0.08%			
Rhode Island	0.21%	~	~	~	~	0.00%	0.04%	0.05%	0.09%	0.14%			
% Point Change over 2005	-0.1%					0.00%	0.00%	-0.21%	-0.16%	0.07%			
Vermont	0.4%	~	~	~	~	0.00%	0.10%	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%			