



TOURISM  
ADVISORY  
COUNCIL  
PRINCE EDWARD ISLAND

# 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>	8.11%	8.64%	14.53%	23.18%	~	~
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