

2012 ESTIMATED VISITATION BY MONTH AND ORIGIN: TOTAL

Markets	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD 2012	YTD 2011	% Change
Canada Total	33,336	29,919	30,369	35,119	57,497	85,047	246,779	267,753	113,114	60,235	39,457	43,325	1,041,950	1,073,328	-2.9%
New Brunswick	14,934	12,980	12,989	13,793	21,886	29,727	79,212	75,741	35,600	21,816	15,561	17,175	351,414	363,114	-3.2%
Nova Scotia	12,295	12,431	11,516	14,122	21,440	29,574	80,423	82,106	40,447	22,483	16,762	18,131	361,730	419,096	-13.7%
Newfoundland & Labrador	627	395	591	510	842	1,458	3,908	3,672	1,223	685	446	509	14,866	8,596	72.9%
Quebec	1,782	1,200	1,802	2,179	3,097	6,758	31,630	45,074	10,854	4,328	2,203	2,330	113,237	118,669	-4.6%
Ontario	2,594	1,923	2,226	3,038	6,610	12,762	42,739	51,805	18,548	7,548	3,173	3,617	156,583	149,234	4.9%
Rest of Canada	1,104	990	1,245	1,477	3,622	4,768	8,867	9,355	6,442	3,375	1,312	1,563	44,120	14,619	201.8%
U.S. Total	868	792	775	1,050	3,530	9,101	21,497	25,137	15,008	5,561	1,225	1,132	85,676	71,100	20.5%
New England	241	296	315	461	1,309	3,287	8,752	10,686	5,358	1,909	541	386	33,541	34,562	-3.0%
Rest of US	627	496	460	589	2,221	5,814	12,745	14,451	9,650	3,652	684	746	52,135	36,538	42.7%
Overseas	575	419	541	533	1,360	2,039	2,353	2,994	2,948	1,580	627	638	16,607	4,477	270.9%
Three Exit Points Total	34,779	31,130	31,685	36,702	62,387	96,187	270,629	295,884	131,070	67,376	41,309	45,095	1,144,233	1,148,905	-0.4%
Motor Coach Tourists	2	0	18	14	200	2,387	3,706	3,636	4,438	1,552	7	14	15,974	18,106	-11.8%
Cruise Ship Passengers	0	0	0	0	5,127	3,898	2,598	2,561	22,321	30,838	0	0	67,343	62,507	7.7%
2012 GRAND TOTAL	34,781	31,130	31,703	36,716	67,714	102,472	276,933	302,081	157,829	99,766	41,316	45,109	1,227,550		-0.2%
2011 GRAND TOTAL	37,608	34,934	37,682	41,706	74,927	106,066	250,755	289,799	157,635	103,498	48,427	46,481		1,229,518	
% change monthly	-7.5%	-10.9%	-15.9%	-12.0%	-9.6%	-3.4%	10.4%	4.2%	0.1%	-3.6%	-14.7%	-3.0%			

Note: Visitors who used a rental car and visited PEI were adjusted based on the 2012 Exit Survey data.

