

A PROFILE OF VISITORS WHO STAYED OVERNIGHT IN SUMMERSIDE: RESULTS FROM THE 2014 EXIT SURVEY

Prepared for:

**Department of Economic
Development and Tourism**



The Gentle Island

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1. INTRODUCTION

1.1. Background

- A visitor exit survey is a tool used by travel destinations to measure the impact of its visitors and to profile visitors to the destination.
- An exit survey can capture demographic and trip characteristics such as the ages of visitors, travel party size and composition, purpose of trip, regions visited and length of stay, type of accommodation used, activities participated in, expenditures, and trip evaluation.
- Prince Edward Island (PEI) has been conducting exit surveys for many years. The last PEI visitor exit survey was conducted in 2012. In that year, data was captured for a one-year period from January 5, 2012 to January 7, 2013.
- The 2014 PEI visitor exit survey was also conducted for one calendar year. Data collection began on December 31, 2013 and finished on January 7, 2015.
- At the province's three exit points, non-residents were provided with a package containing an introductory letter about the study in English and French, a copy of the questionnaire in both English and French, and a pre-paid, pre-addressed envelope for respondents to use to return the survey.
- The package and the introductory letter included a web address that respondents could use to access the online version of the survey. While the paper questionnaires were available in only English and French, the online survey was available in six languages: English, French, traditional and simplified Chinese, Japanese and German. The package and introductory letter were also printed with a Quick Response (QR) code that individuals could scan to complete the survey on their mobile device.
- More details about the methodology of the 2014 PEI exit survey are provided in the Appendix.

1.2. The Study Purpose

- The main purpose of the 2014 PEI visitor exit survey was to provide a full range of statistics on the volume of visitors to Prince Edward Island and detailed characteristics of their trips such as purpose of trip, travel party size and composition, PEI regions visited and length of stay, type of accommodation used, activities participated in, expenditures, evaluation of trip, and demographic information about the visitors.
- The survey also pursued seven broad objectives:
 - To update existing historical information on visitors to PEI.
 - To collect critical data to measure the overall importance of tourism in PEI.
 - To gather information regarding visitor behaviours.
 - To identify key market segments of visitors to PEI.
 - To determine if visitors were aware of the PEI 2014 celebrations and if so, the level of influence the celebrations had on their decision to visit PEI in 2014.
 - To determine the level of participation in the PEI 2014 celebrations and events by visitors.
 - To enhance our knowledge and understanding of tourism (in general, and for PEI).
- **Note that this report includes results for those who stayed at least one night in Summerside in 2014. Since visitors may have stayed in multiple tourism regions, data presented in this report reflects their entire time in PEI and may include spending, activities, etc., that took place in other regions. Although many visitors would have visited Summerside for the day only and not spent the night, those visitors' activities, spending, etc., are not included in this report.**
- This report includes Summerside visitor profiles by *tourism season*.

2. TOTAL NON-RESIDENT VISITORS AND TRAVEL PARTIES IN PRINCE EDWARD ISLAND

- In total, over 1.33 million people visited PEI in 2014. This includes 84,952 cruise ship passengers (6.4% of total visitors) and 20,904 motor coach passengers (1.6% of total visitors).
- The remaining visitors were captured at PEI's three exit points (Confederation Bridge, Woods Islands ferry and Charlottetown Airport). Total visitors exiting PEI via these exit points was 1,226,235 (92.1% of total visitors). Note, this number excludes motor coach passengers who would have exited via the Confederation Bridge or Wood Islands ferry.
- The majority (81.8%) of visitors captured at PEI's three exit points had exited PEI via the Confederation Bridge while 10.3 percent had exited via the Wood Islands ferry and 7.9 percent had left by airplane at the Charlottetown Airport.
- Excluding motor coach and cruise ship passengers, it was estimated that 432,832 travel parties visited PEI in 2014. These parties are the subject of this report.
- About 7 percent of travel parties did not stay overnight in PEI during their trip (30,076 parties) while the remaining 402,756 parties (93.1%) stayed at least one night in PEI.
- Among same-day travel parties, 39.5 percent visited PEI during the main season of July and August, 20.1 percent visited during September or October, and 16.5 percent visited during May or June. About 13 percent visited between January and April, and 11.0 percent visited in November or December.
- Visitation by overnight travel parties followed a similar pattern. About 44 percent of overnight travel parties visited PEI during the main season, 17.8 percent visited in the fall season (September and October), and 15.5 percent visited in the spring season (May and June). About 15 percent visited between January and April, and 8.2 percent visited in November or December.
- About 32 percent of all parties were from each of Nova Scotia and New Brunswick while 12.0 percent were from Ontario and 9.5 percent were from Quebec. Seven percent were from the United States and 2.0 percent were from a country outside of Canada and the United States.

2.1. Overview of 2014 Total Visitation

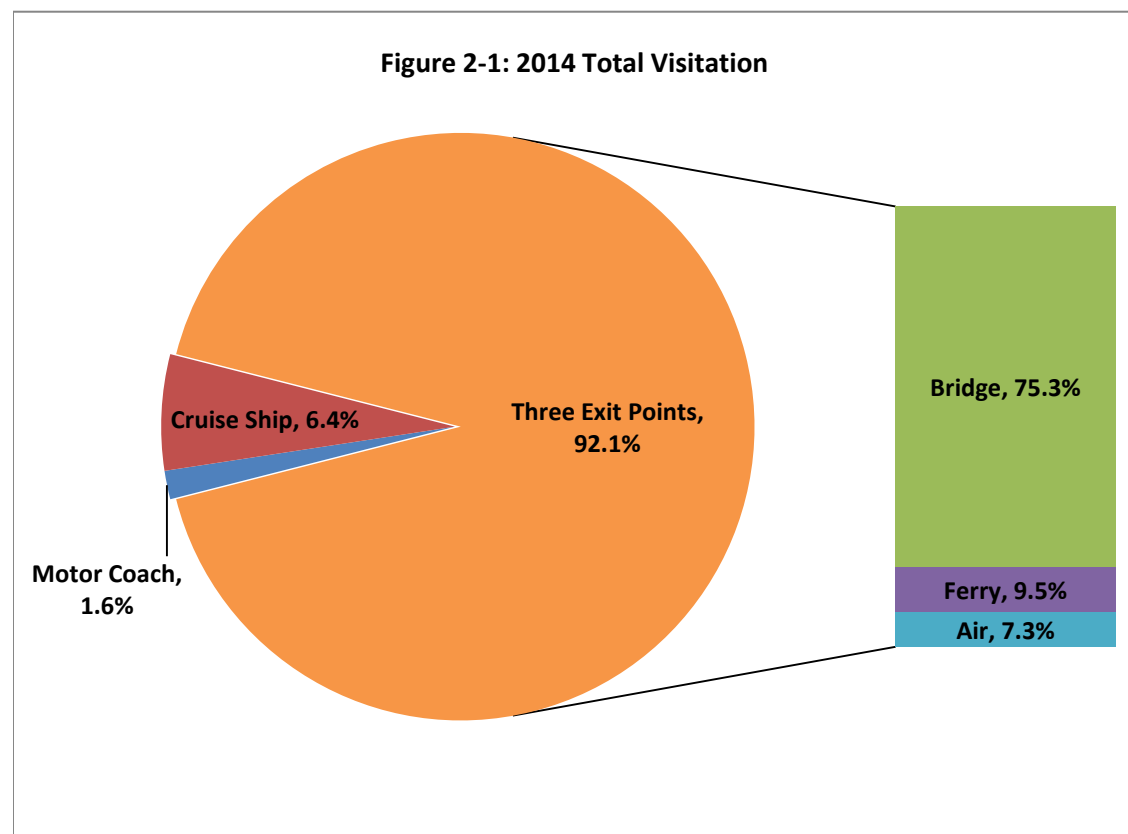


Table 2-1: Estimated Number of Visitors in 2014

	Number of Visitors	Percent of Visitors
Visitors by Exit Point	1,226,235	92.1%
Bridge	1,003,377	75.3%
Ferry	125,986	9.5%
Air	96,872	7.3%
Motor Coach Tourists	20,904	1.6%
Cruise Ship Passengers	84,952	6.4%
Total	1,332,091	100.0%

Source: 2014 PEI Tourism Volume Estimation, Centre for Tourism Research.

2.2. Estimated Number of Visitors

Table 2-2: Estimated Number of Visitors in 2014 by Month and Exit Point

	Air		Bridge				Ferry				Estimated Total Number of Visitors	
	Number of Non-resident Passengers (Visitors)		Number of Non-resident Vehicles (Parties)		Estimated Number of Visitors		Number of Non-resident Vehicles (Parties)		Estimated Number of Visitors			
	N	%	N	%	N	%	N	%	N	%	N	%
January	3,541	3.7%	11,582	3.4%	27,732	2.8%	n/a	n/a	n/a	n/a	31,273	2.6%
February	3,598	3.7%	12,798	3.7%	28,796	2.9%	n/a	n/a	n/a	n/a	32,394	2.6%
March	3,374	3.5%	13,558	4.0%	34,036	3.4%	n/a	n/a	n/a	n/a	37,410	3.1%
April	4,742	4.9%	16,899	4.9%	44,091	4.4%	n/a	n/a	n/a	n/a	48,833	4.0%
May	7,302	7.5%	22,352	6.5%	66,354	6.6%	2,362	5.5%	5,565	4.4%	79,221	6.5%
June	10,491	10.8%	29,175	8.5%	80,618	8.0%	4,758	11.1%	11,620	9.2%	102,729	8.4%
July	17,201	17.8%	65,254	19.1%	226,668	22.6%	11,506	26.8%	34,209	27.2%	278,078	22.7%
August	19,348	20.0%	80,357	23.5%	266,936	26.6%	13,914	32.4%	44,292	35.2%	330,576	27.0%
September	10,165	10.5%	35,950	10.5%	93,882	9.4%	5,910	13.8%	19,066	15.1%	123,113	10.0%
October	7,966	8.2%	24,203	7.1%	57,920	5.8%	2,861	6.7%	8,005	6.4%	73,891	6.0%
November	4,325	4.5%	14,817	4.3%	31,330	3.1%	1,153	2.7%	2,282	1.8%	37,937	3.1%
December	4,819	5.0%	15,243	4.5%	45,014	4.5%	453	1.1%	947	0.8%	50,780	4.1%
Total	96,872	100.0%	342,188	100.0%	1,003,377	100.0%	42,917	100.0%	125,986	100.0%	1,226,235	100.0%
		(7.9%)				(81.8%)				(10.3%)		(100.0%)

Note: 1) This data includes non-resident, non-commercial traffic and excludes autos towing utility trailers, motorcycles, and buses.

2) For the airport, monthly individual travel information from the Charlottetown Airport Authority, Tourism PEI, and the Sabre database was used.

3) For the bridge and ferry, number of vehicles was used and each vehicle is considered a travel party. To convert the number of travel parties on the bridge and ferry to visitors, the average party size at both exit points was used. Data on average party size per month was derived from the 2014 exit survey.

2.3. Estimated Number of Travel Parties

Table 2-3: Estimated Number of Same-Day and Overnight Travel Parties in 2014 by Month and Exit Point

	Air (11.0%)			Bridge (79.1%)			Ferry (9.9%)			Grand Total		
	Same-Day	Overnight	Total	Same-Day	Overnight	Total	Same-Day	Overnight	Total	Same-Day	Overnight	Total
January	19	1,838	1,857	33	11,549	11,582	n/a	n/a	n/a	52	13,387	13,439
February	24	1,829	1,853	98	12,700	12,798	n/a	n/a	n/a	122	14,529	14,651
March	29	1,760	1,789	1,122	12,436	13,558	n/a	n/a	n/a	1,151	14,196	15,347
April	48	2,452	2,500	2,496	14,403	16,899	n/a	n/a	n/a	2,544	16,855	19,399
May	60	3,545	3,605	1,934	20,418	22,352	24	2,338	2,362	2,018	26,301	28,319
June	92	5,024	5,116	2,734	26,441	29,175	128	4,630	4,758	2,954	36,095	39,049
July	119	8,154	8,273	5,014	60,240	65,254	250	11,256	11,506	5,383	79,650	85,033
August	131	9,134	9,265	6,071	74,286	80,357	297	13,617	13,914	6,499	97,037	103,536
September	82	4,877	4,959	3,096	32,854	35,950	147	5,763	5,910	3,325	43,494	46,819
October	44	3,871	3,915	2,587	21,616	24,203	86	2,775	2,861	2,717	28,262	30,979
November	28	2,159	2,187	1,724	13,093	14,817	40	1,113	1,153	1,792	16,365	18,157
December	45	2,363	2,408	1,462	13,781	15,243	12	441	453	1,519	16,585	18,104
Total	721	47,006	47,727	28,371	313,817	342,188	984	41,933	42,917	30,076	402,756	432,832
	(1.5%)	(98.5%)	(100.0%)	(8.3%)	(91.7%)	(100.0%)	(2.3%)	(97.7%)	(100.0%)	(6.9%)	(93.1%)	(100.0%)

2.4. Number of Travel Parties by Tourism Season, Same-Day and Overnight, and Trip Purpose

Table 2-4: Number of Travel Parties in 2014 by Season, Same-Day and Overnight, and Trip Purpose

	Same-Day (6.9%)		Overnight (93.1%)								Grand Total (100.0%)	
			Pleasure (83.4%)		Business (9.9%)		Other (6.7%)		Sub-Total (100.0%)			
	N	%	N	%	N	%	N	%	N	%	N	%
Jan-Apr Winter Off-Season	3,869	12.9%	35,836	10.7%	16,003	40.0%	7,128	26.5%	58,967	14.6%	62,836	14.5%
May-Jun Spring Shoulder	4,972	16.5%	49,127	14.6%	8,172	20.4%	5,097	19.0%	62,396	15.5%	67,368	15.6%
Jul-Aug Main Season	11,882	39.5%	165,225	49.2%	3,067	7.7%	8,395	31.2%	176,687	43.9%	188,569	43.6%
Sep-Oct Fall Shoulder	6,042	20.1%	62,455	18.6%	5,834	14.6%	3,467	12.9%	71,756	17.8%	77,798	18.0%
Nov-Dec Winter Off-Season	3,311	11.0%	23,210	6.9%	6,956	17.4%	2,784	10.4%	32,950	8.2%	36,261	8.4%
Total	30,076	100.0%	335,853	100.0%	40,032	100.0%	26,871	100.0%	402,756	100.0%	432,832	100.0%

2.5. Number of Travel Parties by Tourism Season and Origin

Table 2-5: Number of Travel Parties by Tourism Season and Origin

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Parties	62,836	(14.5%)	67,368	(15.6%)	188,569	(43.6%)	77,798	(18.0%)	36,261	(8.4%)	432,832	(100.0%)
Canada	60,229	95.9%	60,385	89.6%	169,921	90.1%	67,092	86.2%	34,608	95.4%	392,235	90.6%
New Brunswick	24,652	39.2%	22,514	33.4%	55,204	29.3%	21,671	27.9%	13,540	37.3%	137,581	31.8%
Nova Scotia	25,584	40.7%	20,767	30.8%	52,830	28.0%	24,202	31.1%	14,548	40.1%	137,931	31.9%
Newfoundland & Labrador	776	1.2%	1,066	1.6%	2,287	1.2%	1,008	1.3%	722	2.0%	5,859	1.4%
Quebec	3,858	6.1%	4,767	7.1%	23,698	12.6%	6,484	8.3%	2,340	6.5%	41,147	9.5%
Ontario	3,837	6.1%	7,703	11.4%	28,578	15.2%	9,472	12.2%	2,558	7.1%	52,148	12.0%
Rest of Canada	1,522	2.4%	3,568	5.3%	7,324	3.9%	4,255	5.5%	900	2.5%	17,569	4.1%
United States	1,487	2.4%	5,027	7.5%	15,571	8.3%	8,527	11.0%	1,156	3.2%	31,768	7.3%
New England	598	1.0%	1,621	2.4%	5,213	2.8%	2,336	3.0%	364	1.0%	10,132	2.3%
Rest of US	889	1.4%	3,406	5.1%	10,358	5.5%	6,191	8.0%	792	2.2%	21,636	5.0%
International	1,120	1.8%	1,956	2.9%	3,077	1.6%	2,179	2.8%	497	1.4%	8,829	2.0%

3. SITUATION: PEI REGIONS VISITED AND OVERNIGHT STAYS IN EACH REGION

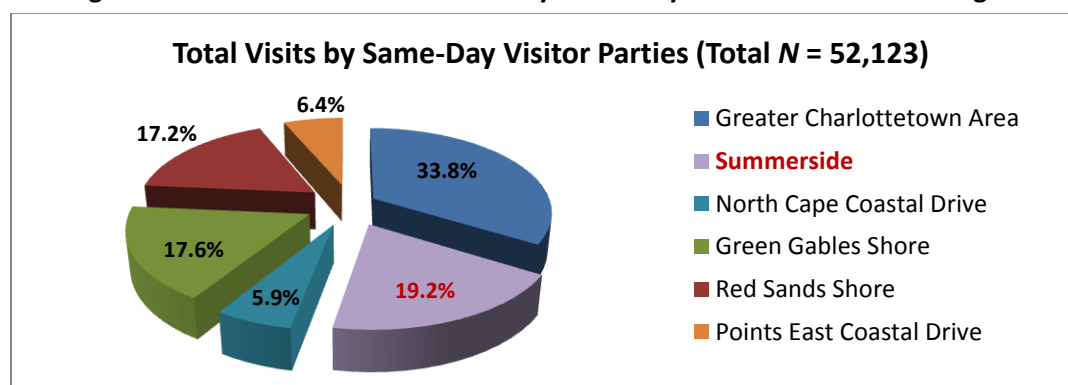
3.1. PEI Regions Visited by All Same-Day Visitor Parties

Table 3-1: Distribution of PEI Regions Visited by All Same-Day Visitor Parties During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year		Total
Total Same-Day Parties	3,869	(12.9%)	4,972	(16.5%)	11,882	(39.5%)	6,042	(20.1%)	3,311	(11.0%)	30,076	(100.0%)	%*
Greater Charlottetown Area	2,673	69.1%	2,600	52.3%	7,105	59.8%	3,203	53.0%	2,021	61.0%	17,602	58.5%	33.8%
Summerside	1,117	28.9%	2,567	51.6%	3,282	27.6%	1,957	32.4%	1,062	32.1%	9,985	33.2%	19.2%
Green Gables Shore	798	20.6%	1,905	38.3%	4,443	37.4%	1,894	31.3%	152	4.6%	9,192	30.6%	17.6%
Red Sands Shore	638	16.5%	1,886	37.9%	5,026	42.3%	1,191	19.7%	228	6.9%	8,969	29.8%	17.2%
Points East Coastal Drive	239	6.2%	19	0.4%	1,456	12.3%	1,303	21.6%	303	9.2%	3,320	11.0%	6.4%
North Cape Coastal Drive	239	6.2%	700	14.1%	1,787	15.0%	253	4.2%	76	2.3%	3,055	10.2%	5.9%
Total Visits	5,704	(10.9%)	9,677	(18.6%)	23,099	(44.3%)	9,801	(18.8%)	3,842	(7.4%)	52,123	(100.0%)	100.0%

Note: Result was based on multiple responses. Percent in each of the regions and seasons was based on total same-day visitor parties regardless of their trip purpose (Total N = 30,076); * % was based on total visits by same-day visitor parties (Total N = 52,123).

Figure 3-1: Breakdown of Total Visits by Same-Day Visitor Parties to PEI Regions



Note: Result was based on total visits by same-day visitor parties to PEI regions (Total N = 52,123).

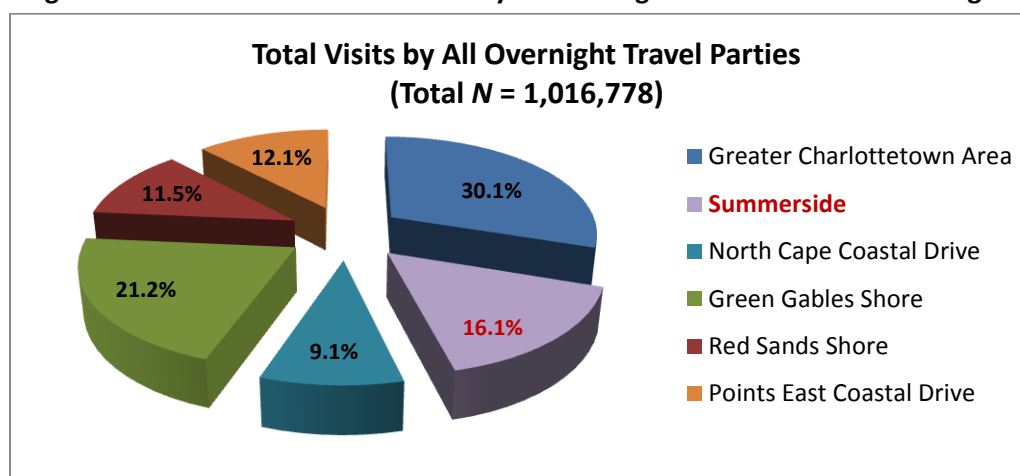
3.2. PEI Regions Visited by All Overnight Visitor Parties

Table 3-2: Distribution of PEI Regions Visited by All Overnight Visitor Parties During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year		Total
Total Overnight Parties	58,967	(14.6%)	62,396	(15.5%)	176,687	(43.9%)	71,756	(17.8%)	32,950	(8.2%)	402,756	(100.0%)	%*
Greater Charlottetown Area	42,598	72.2%	46,984	75.3%	133,718	75.7%	57,362	79.9%	25,442	77.2%	306,104	76.0%	30.1%
Green Gables Shore	6,906	11.7%	34,495	55.3%	126,865	71.8%	41,520	57.9%	5,446	16.5%	215,232	53.4%	21.2%
Summerside	20,985	35.6%	26,921	43.1%	76,638	43.4%	29,893	41.7%	9,003	27.3%	163,440	40.6%	16.1%
Points East Coastal Drive	8,098	13.7%	17,564	28.1%	64,690	36.6%	26,446	36.9%	5,974	18.1%	122,772	30.5%	12.1%
Red Sands Shore	7,000	11.9%	16,159	25.9%	65,609	37.1%	24,062	33.5%	3,929	11.9%	116,759	29.0%	11.5%
North Cape Coastal Drive	8,603	14.6%	13,187	21.1%	49,171	27.8%	18,915	26.4%	2,595	7.9%	92,471	23.0%	9.1%
Total Visits	94,190	(9.3%)	155,310	(15.3%)	516,691	(50.8%)	198,198	(19.5%)	52,389	(5.2%)	1,016,778	(100.0%)	100.0%

Note: Result was based on multiple responses. Percent in each of the regions and seasons was based on total overnight visitor parties regardless of their trip purpose (Total N = 402,756); * % was based on total visits by all overnight visitor parties (Total N = 1,016,778).

Figure 3-2: Breakdown of Total Visits by All Overnight Visitor Parties to PEI Regions



Note: Result was based on total visits by all overnight travel parties to PEI regions (Total N = 1,016,778).

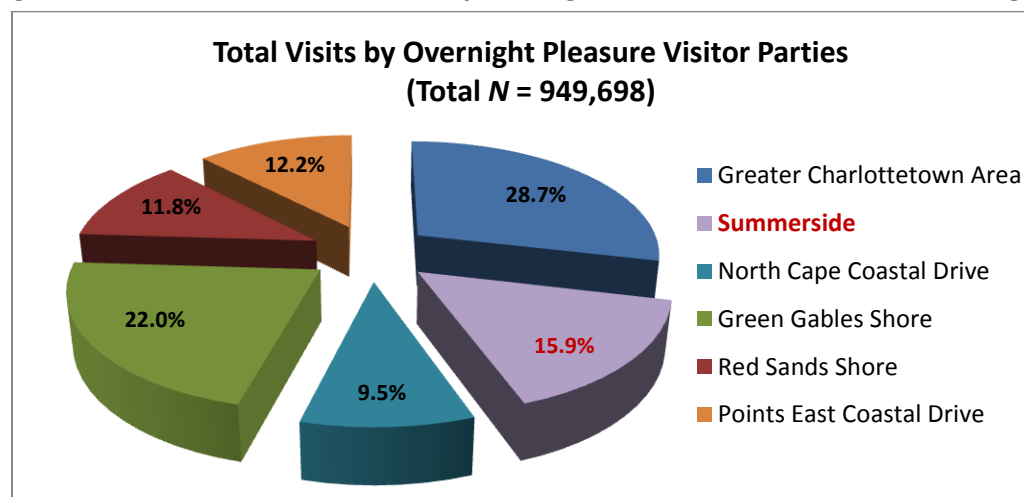
3.3. PEI Regions Visited by Overnight Pleasure Visitor Parties

Table 3-3: Distribution of PEI Regions Visited by Overnight Pleasure Visitor Parties During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year		Total
Overnight Pleasure Parties	42,964	(11.8%)	54,224	(14.9%)	173,620	(47.9%)	65,922	(18.2%)	25,994	(7.2%)	362,724	(100.0%)	%*
Greater Charlottetown Area	28,922	67.3%	40,162	74.1%	131,114	75.5%	52,687	79.9%	19,329	74.4%	272,214	75.0%	28.7%
Green Gables Shore	6,041	14.1%	31,596	58.3%	125,782	72.4%	39,984	60.7%	5,282	20.3%	208,685	57.5%	22.0%
Summerside	15,829	36.8%	24,481	45.1%	75,081	43.2%	28,265	42.9%	7,279	28.0%	150,935	41.6%	15.9%
Points East Coastal Drive	5,776	13.4%	16,151	29.8%	63,815	36.8%	25,236	38.3%	5,261	20.2%	116,239	32.0%	12.2%
Red Sands Shore	5,386	12.5%	15,370	28.3%	64,953	37.4%	22,706	34.4%	3,425	13.2%	111,840	30.8%	11.8%
North Cape Coastal Drive	7,652	17.8%	12,232	22.6%	48,897	28.2%	18,668	28.3%	2,336	9.0%	89,785	24.8%	9.5%
Total Visits	69,606	(7.3%)	139,992	(14.7%)	509,642	(53.7%)	187,546	(19.7%)	42,912	(4.5%)	949,698	(100.0%)	100.0%

Note: Result was based on multiple responses. Percent in each of the regions and seasons was based on total overnight pleasure visitor parties including other purpose trips but excluding business purposes (Total N = 362,724); * % was based on total visits by overnight pleasure visitor parties (Total N = 949,698).

Figure 3-3: Breakdown of Total Visits by Overnight Pleasure Visitor Parties to PEI Regions



Note: Result was based on total visits by overnight pleasure visitor parties to PEI regions (Total N = 949,698).

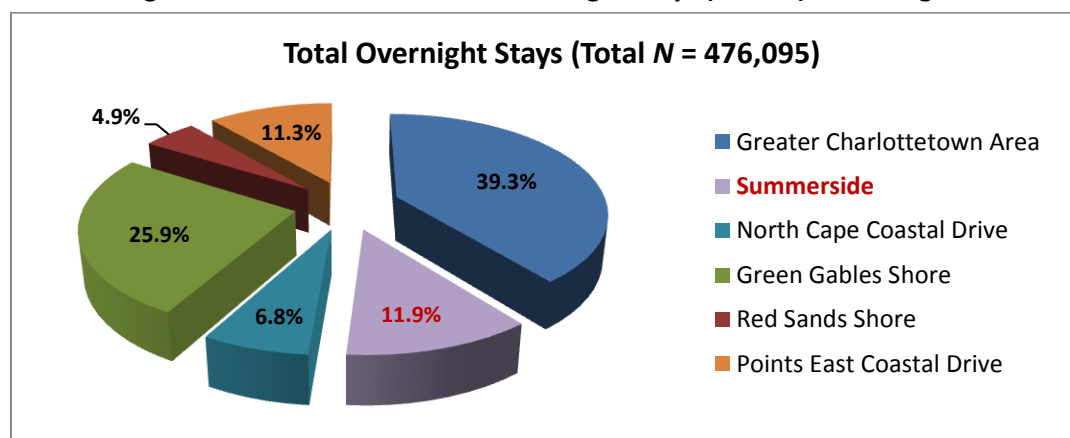
3.4. Overnight Stays (Parties) in PEI Regions by All Overnight Visitor Parties - Total Accumulated Parties Staying at Least One Night in the Specific Region

Table 3-4: Distribution of Overnight Stays (Parties) in PEI Regions by All Overnight Visitor Parties During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year		Total
Total Overnight Parties	58,967	(14.6%)	62,396	(15.5%)	176,687	(43.9%)	71,756	(17.8%)	32,950	(8.2%)	402,756	(100.0%)	%*
Greater Charlottetown Area	36,006	61.1%	31,251	50.1%	64,879	36.7%	34,423	48.0%	20,561	62.4%	187,120	46.5%	39.3%
Green Gables Shore	2,744	4.7%	18,362	29.4%	76,452	43.3%	22,706	31.6%	2,841	8.6%	123,105	30.6%	25.9%
Summerside	12,675	21.5%	8,287	13.3%	21,567	12.2%	9,750	13.6%	4,501	13.7%	56,780	14.1%	11.9%
Points East Coastal Drive	3,265	5.5%	7,773	12.5%	28,175	15.9%	10,820	15.1%	3,564	10.8%	53,597	13.3%	11.3%
North Cape Coastal Drive	4,933	8.4%	3,275	5.2%	15,797	8.9%	6,472	9.0%	1,912	5.8%	32,389	8.0%	6.8%
Red Sands Shore	1,628	2.8%	2,735	4.4%	12,523	7.1%	4,395	6.1%	1,823	5.5%	23,104	5.7%	4.9%
Total Overnight Stays (Parties)	61,251	(12.9%)	71,683	(15.1%)	219,393	(46.1%)	88,566	(18.6%)	35,202	(7.4%)	476,095	(100.0%)	100.0%

Note: Result was based on multiple responses. Percent in each of the regions and seasons was based on total overnight visitor parties regardless of their trip purpose (Total N = 402,756); * % was based on total overnight stays (parties) by all overnight visitor parties (Total N = 476,095).

Figure 3-4: Breakdown of Total Overnight Stays (Parties) in PEI Regions



Note: Result was based on total overnight stays (parties) in PEI regions (Total N = 476,095).

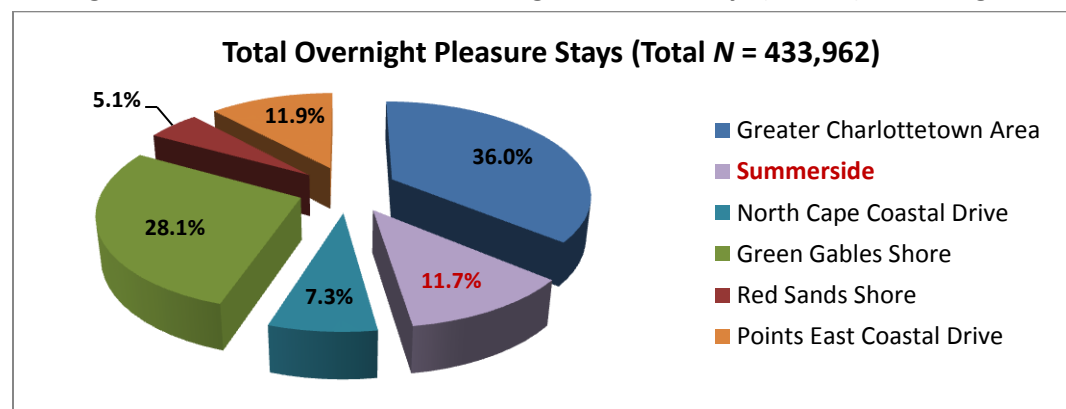
3.5. Overnight Stays (Parties) in PEI Regions by Overnight Pleasure Visitor Parties - Total Accumulated Parties Staying at Least One Night in the Specific Region

Table 3-5: Distribution of Overnight Stays (Parties) in PEI Regions by Overnight Pleasure Visitor Parties During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year		Total
Overnight Pleasure Parties	42,964	(11.8%)	54,224	(14.9%)	173,620	(47.9%)	65,922	(18.2%)	25,994	(7.2%)	362,724	(100.0%)	%*
Greater Charlottetown Area	23,137	53.9%	25,180	46.4%	62,649	36.1%	30,329	46.0%	14,929	57.4%	156,224	43.1%	36.0%
Green Gables Shore	2,707	6.3%	17,606	32.5%	76,287	43.9%	22,352	33.9%	2,807	10.8%	121,759	33.6%	28.1%
Points East Coastal Drive	3,044	7.1%	6,963	12.8%	27,942	16.1%	10,590	16.1%	3,182	12.2%	51,721	14.3%	11.9%
Summerside	9,833	22.9%	7,244	13.4%	20,823	12.0%	8,977	13.6%	3,860	14.8%	50,737	14.0%	11.7%
North Cape Coastal Drive	4,724	11.0%	3,010	5.6%	15,742	9.1%	6,419	9.7%	1,652	6.4%	31,547	8.7%	7.3%
Red Sands Shore	1,429	3.3%	2,661	4.9%	12,469	7.2%	3,884	5.9%	1,531	5.9%	21,974	6.1%	5.1%
Total Overnight Pleasure Stays (Parties)	44,874	(10.3%)	62,664	(14.4%)	215,912	(49.8%)	82,551	(19.0%)	27,961	(6.4%)	433,962	(100.0%)	100.0%

Note: Result was based on multiple responses. Percent in each of the regions and seasons was based on total overnight pleasure visitor parties including other purpose trips but excluding business purposes (Total N = 362,724); * % was based on total overnight stays (parties) by all overnight visitor parties (Total N = 433,962).

Figure 3-5: Breakdown of Total Overnight Pleasure Stays (Parties) in PEI Regions



Note: Result was based on total overnight pleasure stays (parties) in PEI regions (Total N = 433,962).

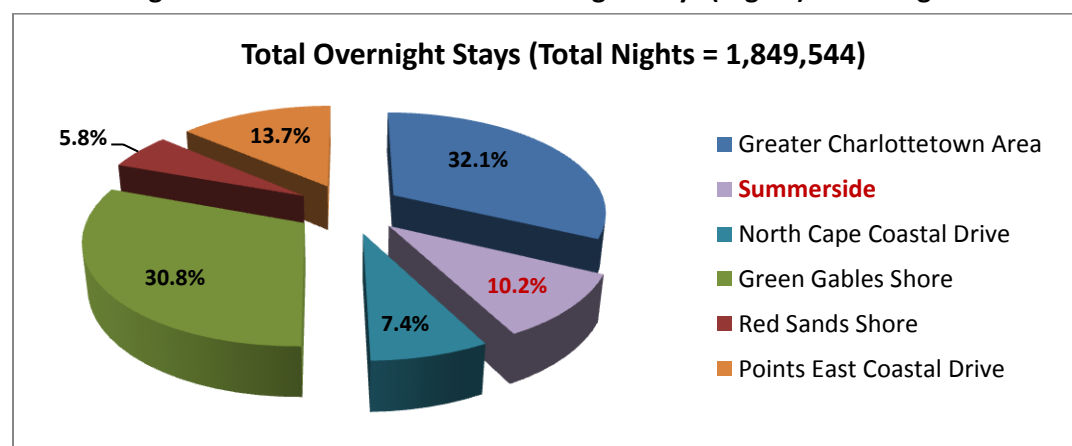
3.6. Overnight Stays (Nights) in PEI Regions by All Overnight Visitor Parties - Total Accumulated Nights Spent by Overnight Parties in the Specific Region

Table 3-6: Distribution of Overnight Stays (Nights) in PEI Regions by All Overnight Visitor Parties During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Parties	58,967	(14.6%)	62,396	(15.5%)	176,687	(43.9%)	71,756	(17.8%)	32,950	(8.2%)	402,756	(100.0%)
Greater Charlottetown Area	117,456	55.4%	84,314	36.2%	228,991	24.9%	102,623	28.1%	60,235	49.9%	593,619	32.1%
Green Gables Shore	9,519	4.5%	80,936	34.7%	356,578	38.8%	115,500	31.7%	7,548	6.2%	570,081	30.8%
Points East Coastal Drive	11,008	5.2%	26,393	11.3%	133,418	14.5%	62,545	17.1%	20,181	16.7%	253,545	13.7%
Summerside	47,284	22.3%	19,900	8.5%	68,206	7.4%	36,928	10.1%	16,552	13.7%	188,870	10.2%
North Cape Coastal Drive	15,891	7.5%	11,468	4.9%	69,139	7.5%	30,498	8.4%	9,758	8.1%	136,754	7.4%
Red Sands Shore	10,947	5.2%	10,180	4.4%	62,227	6.8%	16,824	4.6%	6,497	5.4%	106,675	5.8%
Total Overnight Stays (Nights)	212,105	100.0%	233,191	100.0%	918,559	100.0%	364,918	100.0%	120,771	100.0%	1,849,544	100.0%

Note: Result was based on total accumulated nights spent by overnight parties in the specific region (Total Nights = 1,849,544).

Figure 3-6: Breakdown of Total Overnight Stays (Nights) in PEI Regions



Note: Result was based on total overnight stays (nights) in PEI regions (Total N = 1,849,544).

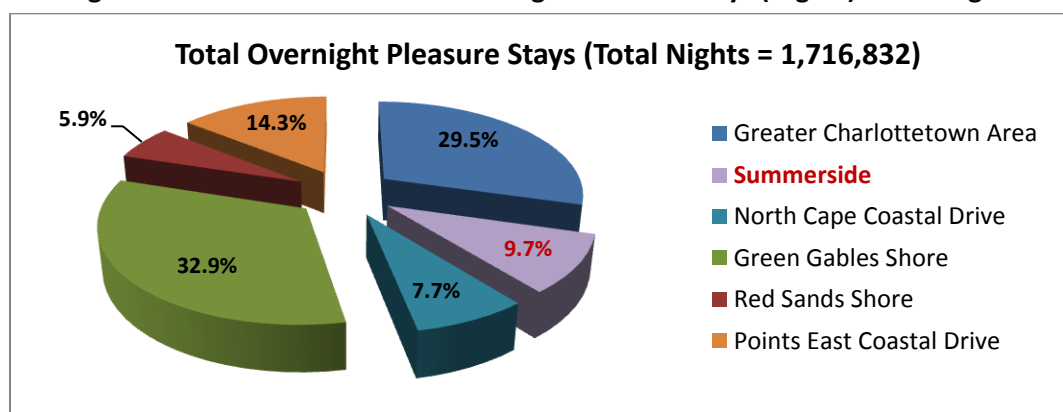
3.7. Overnight Stays (Nights) in PEI Regions by Overnight Pleasure Visitor Parties - Total Accumulated Nights Spent by Overnight Pleasure Parties in the Specific Region

Table 3-7: Distribution of Overnight Stays (Nights) in PEI Regions by Overnight Pleasure Visitor Parties During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Overnight Pleasure Parties	42,964	(11.8%)	54,224	(14.9%)	173,620	(47.9%)	65,922	(18.2%)	25,994	(7.2%)	362,724	(100.0%)
Green Gables Shore	9,375	5.8%	79,679	38.6%	356,084	39.4%	112,836	32.3%	7,502	7.8%	565,477	32.9%
Greater Charlottetown Area	84,756	52.4%	64,965	31.5%	221,921	24.6%	92,341	26.4%	42,507	44.0%	506,491	29.5%
Points East Coastal Drive	10,657	6.6%	23,199	11.2%	129,803	14.4%	62,106	17.8%	19,117	19.8%	244,882	14.3%
Summerside	34,660	21.4%	17,293	8.4%	63,758	7.1%	35,952	10.3%	15,281	15.8%	166,944	9.7%
North Cape Coastal Drive	14,851	9.2%	10,975	5.3%	69,029	7.6%	30,252	8.7%	6,936	7.2%	132,043	7.7%
Red Sands Shore	7,507	4.6%	10,107	4.9%	62,122	6.9%	16,005	4.6%	5,252	5.4%	100,993	5.9%
Total Overnight Pleasure Stays (Nights)	161,806	100.0%	206,218	100.0%	902,717	100.0%	349,492	100.0%	96,595	100.0%	1,716,832	100.0%

Note: Result was based on total accumulated nights spent by overnight pleasure parties in the specific region (Total Nights = 1,716,832).

Figure 3-7: Breakdown of Total Overnight Pleasure Stays (Nights) in PEI Regions



Note: Result was based on total overnight pleasure stays (nights) in PEI regions (Total N = 1,716,832).

4. TOTAL DIRECT TOURISM EXPENDITURES BY OVERNIGHT PLEASURE VISITORS

- Total direct expenditures by overnight pleasure visitors to PEI were over \$439.6 million.
- Those who visited during the main season of July and August accounted for 61.4 percent of total direct expenditures. Those who visited during the fall shoulder season of September and October accounted for 17.9 percent of total direct expenditures and those who visited during the spring shoulder season of May and June accounted for 11.8 percent of total direct expenditures.
- Overall, the categories that accounted for the largest proportion of total direct expenditures were accommodations (\$148.7 million; 33.8%), food and beverage at restaurants, bars, etc. (\$86.3 million; 19.6%), shopping (\$58.1 million; 13.2%), and vehicle operation (\$45.0 million; 10.2%).
- On average, overnight pleasure travellers spent \$1,213.87 per party per visit and \$83.51 per person per night. Average spending was highest by those who visited during the main, fall and spring seasons.
- The survey instrument used for the study did not permit the calculation of actual spending that occurred in each region of PEI. As a result, a regional distribution of total direct tourism expenditures was estimated using the proportion of total nights spent in each tourism region. The calculation was as follows: (number of nights spent in tourism region/total nights spent in PEI by all overnight pleasure visitors) x total direct tourism expenditures.
 - Based on this method, it is estimated that 40.5 percent of total direct tourism expenditures were spent in the Green Gables Shore region (\$178.0 million). This region accounted for the greatest proportion of total expenditures.
 - The regions with the next largest proportion of direct expenditures were the Greater Charlottetown Area (\$127.8 million; 29.0%), Points East Coastal Drive (\$51.9 million; 11.8%) and **Summerside (\$34.7 million; 7.9%)**.
 - Spending in the Red Sands Shore region totalled \$24.9 million (5.7% of total expenditures) and spending in the North Cape Coastal Drive region totalled \$22.5 million (5.1% of total expenditures).
- In total, 50,737 overnight pleasure travel parties contributed to the spending in Summerside. The categories that accounted for the greatest proportion of expenditures in Summerside were accommodations (\$10.6 million; 30.6%), food and beverage at restaurants, bars, etc. (\$7.8 million; 22.4%), and shopping (\$5.3 million; 15.2%).

4.1. Prince Edward Island: Estimated Total Direct Tourism Expenditures in 2014

Table 4-1A: Estimated Total Direct Tourism Expenditures in Prince Edward Island in 2014 by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	42,964	(11.8%)	54,224	(14.9%)	173,620	(47.9%)	65,922	(18.2%)	25,994	(7.2%)	362,724	(100.0%)
Estimated Total Direct Expenditures (\$)	\$24,110,790		\$51,936,391		\$269,952,241		\$78,476,329		\$15,149,033		\$439,624,783	
Travel package	\$208,433		\$1,502,094		\$5,606,789		\$2,214,590		\$91,787		\$9,623,692	
Accommodations	\$6,042,902		\$17,037,375		\$95,399,944		\$26,213,787		\$3,975,729		\$148,669,738	
Food and beverage at restaurants, bars, etc.	\$5,504,134		\$11,200,545		\$50,442,580		\$16,116,051		\$3,014,037		\$86,277,348	
Food and beverage at stores	\$2,537,183		\$4,108,513		\$19,879,368		\$6,884,705		\$1,205,498		\$34,615,268	
Vehicle operation	\$3,481,386		\$5,662,649		\$25,938,606		\$8,090,097		\$1,851,874		\$45,024,611	
Car rentals in PEI and local transportation	\$400,488		\$841,586		\$5,345,025		\$1,834,312		\$297,005		\$8,718,417	
Shopping	\$3,964,096		\$7,200,777		\$34,422,876		\$9,395,263		\$3,090,209		\$58,073,222	
Recreation and entertainment	\$805,856		\$3,234,280		\$20,574,276		\$4,460,617		\$467,473		\$29,542,502	
Other expenditures	\$1,166,312		\$1,148,571		\$12,342,777		\$3,266,906		\$1,155,420		\$19,079,986	
% of Estimated Total Direct Expenditures	(5.5%)		(11.8%)		(61.4%)		(17.9%)		(3.4%)		(100.0%)	
Travel package	0.9%		2.9%		2.1%		2.8%		0.6%		2.2%	
Accommodations	25.1%		32.8%		35.3%		33.4%		26.2%		33.8%	
Food and beverage at restaurants, bars, etc.	22.8%		21.6%		18.7%		20.5%		19.9%		19.6%	
Food and beverage at stores	10.5%		7.9%		7.4%		8.8%		8.0%		7.9%	
Vehicle operation	14.4%		10.9%		9.6%		10.3%		12.2%		10.2%	
Car rentals in PEI and local transportation	1.7%		1.6%		2.0%		2.3%		2.0%		2.0%	
Shopping	16.4%		13.9%		12.8%		12.0%		20.4%		13.2%	
Recreation and entertainment	3.3%		6.2%		7.6%		5.7%		3.1%		6.7%	
Other expenditures	4.8%		2.2%		4.6%		4.2%		7.6%		4.3%	

Note: Total expenditures in each tourism season were calculated as follows: Number of parties × average spending per party per visit or Number of overnight pleasure visitors × average length of stay × average spending per person per night (see Table 4-1B).

Table 4-1B: Average Spending in Prince Edward Island in 2014 by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	42,964	(11.8%)	54,224	(14.9%)	173,620	(47.9%)	65,922	(18.2%)	25,994	(7.2%)	362,724	(100.0%)
Average Spending per Party per Visit	\$561.18		\$957.81		\$1,554.84		\$1,190.44		\$582.79		\$1,213.87	
Travel package	\$4.85		\$27.70		\$32.29		\$33.59		\$3.53		\$26.52	
Accommodations	\$140.65		\$314.20		\$549.48		\$397.65		\$152.95		\$410.64	
Food and beverage at restaurants, bars, etc.	\$128.11		\$206.56		\$290.53		\$244.47		\$115.95		\$238.05	
Food and beverage at stores	\$59.05		\$75.77		\$114.50		\$104.44		\$46.38		\$95.53	
Vehicle operation	\$81.03		\$104.43		\$149.40		\$122.72		\$71.24		\$124.24	
Car rentals in PEI and local transportation	\$9.32		\$15.52		\$30.79		\$27.83		\$11.43		\$24.09	
Shopping	\$92.27		\$132.80		\$198.27		\$142.52		\$118.88		\$160.32	
Recreation and entertainment	\$18.76		\$59.65		\$118.50		\$67.66		\$17.98		\$81.66	
Other expenditures	\$27.15		\$21.18		\$71.09		\$49.56		\$44.45		\$52.82	
Average Spending per Person per Night	\$59.69		\$83.64		\$87.37		\$81.73		\$59.92		\$83.51	
Travel package	\$0.52		\$2.42		\$1.81		\$2.31		\$0.36		\$1.82	
Accommodations	\$14.96		\$27.44		\$30.88		\$27.30		\$15.73		\$28.25	
Food and beverage at restaurants, bars, etc.	\$13.63		\$18.04		\$16.33		\$16.78		\$11.92		\$16.38	
Food and beverage at stores	\$6.28		\$6.62		\$6.43		\$7.17		\$4.77		\$6.57	
Vehicle operation	\$8.62		\$9.12		\$8.40		\$8.43		\$7.33		\$8.55	
Car rentals in PEI and local transportation	\$0.99		\$1.36		\$1.73		\$1.91		\$1.17		\$1.66	
Shopping	\$9.81		\$11.60		\$11.14		\$9.78		\$12.22		\$11.03	
Recreation and entertainment	\$1.99		\$5.21		\$6.66		\$4.65		\$1.85		\$5.62	
Other expenditure	\$2.89		\$1.85		\$3.99		\$3.40		\$4.57		\$3.63	
Average Party Size	2.50		3.01		3.42		2.75		2.62		3.07	
Estimated Number of Overnight Pleasure Visitors	107,244		163,330		594,125		181,092		68,031		1,113,822	
Average Length of Stay in PEI	3.77		3.80		5.20		5.30		3.72		4.73	

Note: Total expenditures in each tourism season were calculated as follows: Number of parties × average spending per party per visit or Number of overnight pleasure visitors × average length of stay × average spending per person per night.

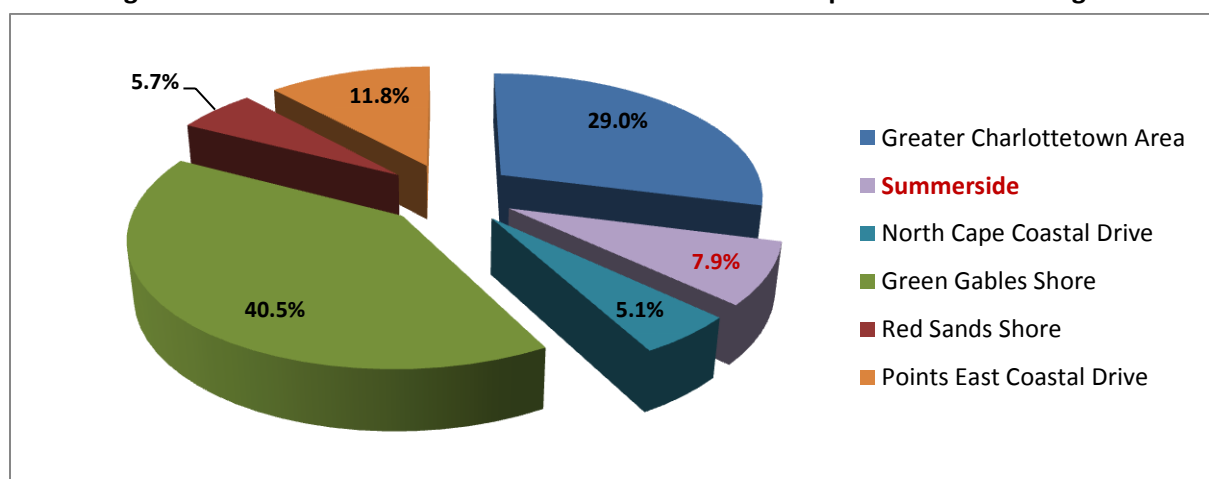
4.2. Regional Distribution of Estimated Total Direct Tourism Expenditures

Table 4-2: Regional Distribution of Estimated Total Direct Tourism Expenditures by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Prince Edward Island Total	\$24,110,790	(5.5%)	\$51,936,391	(11.8%)	\$269,952,241	(61.4%)	\$78,476,329	(17.9%)	\$15,149,033	(3.4%)	\$439,624,783	(100%)
Green Gables Shore	\$911,702	3.8%	\$22,460,268	43.2%	\$127,274,233	47.1%	\$26,306,695	33.5%	\$1,044,877	6.9%	\$177,997,776	40.5%
Greater Charlottetown Area	\$12,538,323	52.0%	\$16,200,859	31.2%	\$60,610,193	22.5%	\$29,163,898	37.2%	\$9,137,584	60.3%	\$127,650,857	29.0%
Points East Coastal Drive	\$1,296,554	5.4%	\$4,582,749	8.8%	\$35,060,312	13.0%	\$9,584,093	12.2%	\$1,375,196	9.1%	\$51,898,903	11.8%
Summerside	\$5,363,385	22.2%	\$5,032,390	9.7%	\$16,741,810	6.2%	\$5,490,394	7.0%	\$2,086,735	13.8%	\$34,714,714	7.9%
Red Sands Shore	\$880,837	3.7%	\$1,986,129	3.8%	\$17,591,029	6.5%	\$3,599,938	4.6%	\$798,038	5.3%	\$24,855,971	5.7%
North Cape Coastal Drive	\$3,119,989	12.9%	\$1,673,996	3.2%	\$12,674,663	4.7%	\$4,331,311	5.5%	\$706,602	4.7%	\$22,506,562	5.1%

Note: Results for PEI regional tourism direct expenditures were based on the portion of total number of nights spent by overnight pleasure parties in the specific region.

Figure 4-2: Breakdown of Estimated Total Direct Tourism Expenditures in PEI Regions

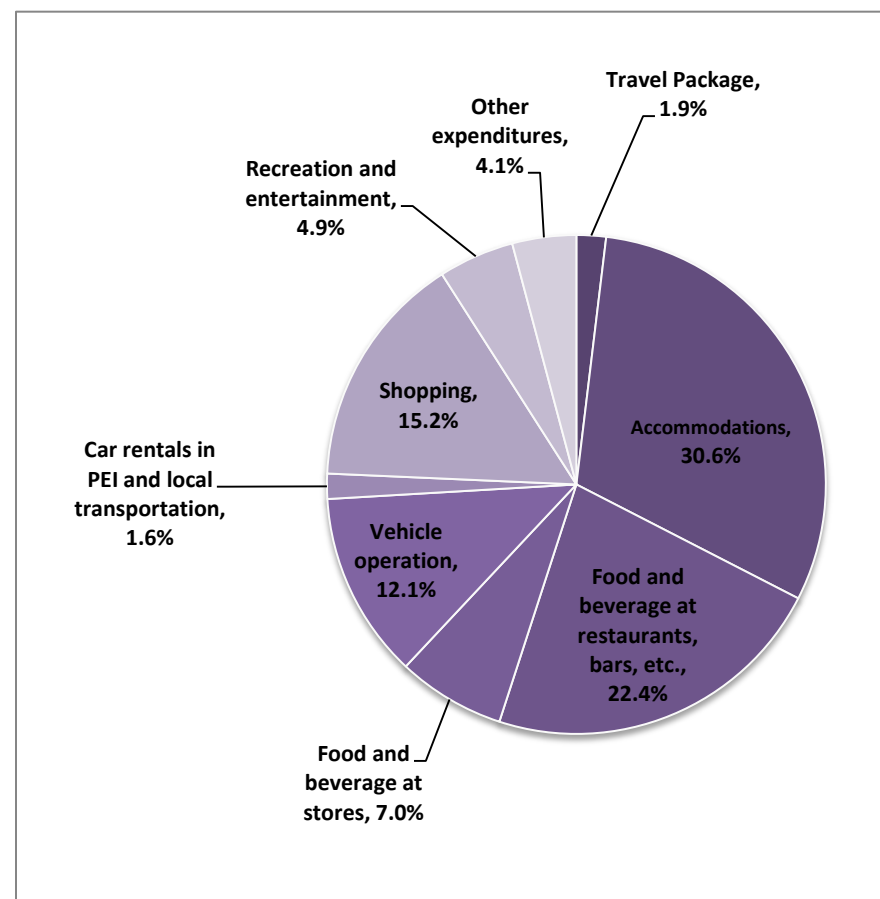


4.3. Summerside: Estimated Total Direct Tourism Expenditures in 2014

Table 4-3: Total Travel Expenditures for Full Year

	Total Full Year	
Total Overnight Pleasure Parties	50,737	
Total Number of Overnight Pleasure Visitors	138,557	
Estimated Total Direct Expenditures	\$34,714,714	100.0%
Travel package	\$663,989	1.9%
Accommodations	\$10,635,944	30.6%
Food and beverage at restaurants, bars, etc.	\$7,792,478	22.4%
Food and beverage at stores	\$2,425,887	7.0%
Vehicle operation	\$4,193,856	12.1%
Car rentals in PEI and local transportation	\$566,133	1.6%
Shopping	\$5,293,195	15.2%
Recreation and entertainment	\$1,704,836	4.9%
Other expenditures	\$1,438,397	4.1%

Figure 4-: Breakdown of Expenditure Categories (%)



Note: For detailed information on estimated total direct tourism expenditures for Summerside, see Table 5-16A and Table 5-16B.

5. A PROFILE OF OVERNIGHT PLEASURE VISITOR PARTIES TO SUMMERSIDE BY TOURISM SEASON ¹

5.1. Origin of Overnight Pleasure Visitor Parties

Table 5-1: Origin of Overnight Pleasure Visitor Parties by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Canada	9,793	99.6%	6,263	86.5%	18,530	89.0%	7,523	83.8%	3,669	95.1%	45,778	90.2%
New Brunswick	4,275	43.5%	2,951	40.7%	2,781	13.4%	1,664	18.5%	1,705	44.2%	13,376	26.4%
Nova Scotia	4,546	46.2%	1,373	19.0%	6,908	33.2%	3,209	35.7%	1,654	42.8%	17,690	34.9%
Newfoundland & Labrador	37	0.4%	0	0.0%	925	4.4%	56	0.6%	0	0.0%	1,018	2.0%
Quebec	201	2.0%	390	5.4%	2,870	13.8%	398	4.4%	0	0.0%	3,859	7.6%
Ontario	591	6.0%	975	13.5%	3,858	18.5%	1,285	14.3%	206	5.3%	6,915	13.6%
Rest of Canada	144	1.5%	574	7.9%	1,189	5.7%	912	10.2%	104	2.7%	2,923	5.8%
United States	19	0.2%	803	11.1%	2,062	9.9%	1,341	14.9%	191	4.9%	4,416	8.7%
New England	0	0.0%	214	3.0%	784	3.8%	354	3.9%	0	0.0%	1,352	2.7%
Rest of US	19	0.2%	589	8.1%	1,278	6.1%	986	11.0%	191	4.9%	3,063	6.0%
International	21	0.2%	178	2.5%	231	1.1%	113	1.3%	0	0.0%	543	1.1%

Note: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

¹ Note that the results in this Chapter 5 were based on only those who stayed at least one night in Summerside while visiting PEI for pleasure purposes (including other purposes but excluding business purposes); The results of the winter off-season should be interpreted **with caution due to the small base sample size**.

5.2. Primary Reason for Trip

Table 5-2: Primary Reason for Trip to PEI by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Holiday, vacation	90	0.9%	2,963	40.9%	9,501	45.6%	4,595	51.2%	331	8.6%	17,480	34.5%
Visit friends and/or relatives	5,532	56.3%	1,365	18.8%	4,139	19.9%	1,480	16.5%	2,496	64.7%	15,012	29.6%
Short getaway	937	9.5%	533	7.4%	2,429	11.7%	1,427	15.9%	279	7.2%	5,605	11.0%
Attend events, festivals, attractions	687	7.0%	954	13.2%	2,294	11.0%	81	0.9%	0	0.0%	4,016	7.9%
Visit second home, cottage, condo	0	0.0%	264	3.6%	1,020	4.9%	352	3.9%	165	4.3%	1,801	3.5%
Other pleasure	2,587	26.3%	1,165	16.1%	1,441	6.9%	1,042	11.6%	589	15.3%	6,824	13.4%

Note: Other pleasure includes attending a wedding, attending a family reunion/meeting, etc.; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

5.3. Party and Age Composition and Average Party Size

Table 5-3: Party and Age Composition and Average Party Size by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Party Composition												
Adult travelling alone	2,051	20.9%	296	4.1%	650	3.1%	998	11.1%	820	21.2%	4,815	9.5%
2 adults	5,033	51.2%	4,180	57.7%	10,496	50.4%	5,897	65.7%	1,932	50.1%	27,538	54.3%
3 or more adults	816	8.3%	1,881	26.0%	4,322	20.8%	1,622	18.1%	392	10.2%	9,033	17.8%
Families	1,933	19.7%	887	12.2%	5,355	25.7%	460	5.1%	716	18.5%	9,351	18.4%
1 adult with child(ren)	658	6.7%	59	0.8%	225	1.1%	173	1.9%	145	3.8%	1,260	2.5%
2 adults with child(ren)	510	5.2%	246	3.4%	4,176	20.1%	263	2.9%	425	11.0%	5,620	11.1%
3 or more adults with child(ren)	764	7.8%	581	8.0%	954	4.6%	24	0.3%	145	3.8%	2,468	4.9%
Age Composition												
Millennial (18 to 34) Travellers	599	6.1%	157	2.2%	1,127	5.4%	666	7.4%	350	9.1%	2,899	5.7%
Middle Aged (35 to 54) Travellers	1,733	17.6%	606	8.4%	2,507	12.0%	492	5.5%	639	16.6%	5,977	11.8%
Senior (55 and over) Travellers	3,695	37.6%	3,777	52.1%	7,901	37.9%	5,644	62.9%	1,606	41.6%	22,623	44.6%
Multi-generation Travellers	1,872	19.0%	1,818	25.1%	3,932	18.9%	1,715	19.1%	549	14.2%	9,886	19.5%
Families/Adult(s) with child(ren)	1,933	19.7%	887	12.2%	5,355	25.7%	460	5.1%	716	18.5%	9,351	18.4%
Party Size												
Average Party Size	2.50		3.16		2.95		2.32		2.28		2.73	
Avg. Number of Male Travellers	0.99		1.47		1.42		1.13		1.03		1.26	
Avg. Number of Female Travellers	1.51		1.69		1.53		1.19		1.24		1.47	
Avg. Number of Children	0.49		0.27		0.50		0.07		0.26		0.37	
Avg. Number of Adult Travellers	2.01		2.89		2.46		2.25		2.01		2.36	

Note: Families or family travel parties are defined as one or more adults with one or more children; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

5.4. Gender and Age of Individual Overnight Pleasure Visitors

Table 5-4: Gender and Age of Individual Overnight Pleasure Visitors by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Total Overnight Pleasure Visitors	24,605	(17.8%)	22,890	(16.5%)	61,642	(44.4%)	20,817	(15.0%)	8,783	(6.3%)	138,557	(100.0%)
Gender												
Male	9,717	39.5%	10,669	46.6%	29,641	48.2%	10,144	48.7%	3,980	45.3%	64,151	46.3%
Female	14,888	60.5%	12,221	53.4%	31,821	51.8%	10,673	51.3%	4,803	54.7%	74,406	53.7%
Age												
Under 8 Years	871	3.5%	353	1.5%	3,119	5.1%	269	1.3%	279	3.2%	4,891	3.5%
9 – 17 Years	3,946	16.0%	1,581	6.9%	7,211	11.7%	364	1.7%	726	8.3%	13,827	10.0%
18 – 24 Years	1,275	5.2%	1,405	6.1%	1,338	2.2%	477	2.3%	316	3.6%	4,810	3.5%
25 – 34 Years	1,765	7.2%	700	3.1%	5,984	9.7%	1,712	8.2%	688	7.8%	10,849	7.8%
35 – 44 Years	2,643	10.7%	1,033	4.5%	8,595	14.0%	845	4.1%	957	10.9%	14,073	10.2%
45 – 54 Years	4,022	16.3%	4,573	20.0%	9,159	14.9%	2,422	11.6%	2,034	23.2%	22,210	16.0%
55 – 64 Years	6,134	24.9%	4,816	21.0%	13,786	22.4%	7,574	36.4%	2,282	26.0%	34,593	25.0%
65 – 74 Years	2,665	10.8%	5,383	23.5%	9,524	15.5%	5,815	27.9%	1,341	15.3%	24,728	17.8%
75 Years and over	1,284	5.2%	3,046	13.3%	2,746	4.5%	1,338	6.4%	161	1.8%	8,575	6.2%

Note: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

5.5. Entry and Exit Point

Table 5-5: Entry and Exit Point by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Entry Point												
Charlottetown Airport	454	4.6%	390	5.4%	1,839	8.8%	422	4.7%	427	11.1%	3,532	7.0%
Confederation Bridge	9,379	95.4%	6,143	84.8%	16,405	78.8%	7,285	81.2%	3,260	84.5%	42,472	83.7%
Ferry at Caribou, Nova Scotia	0	0.0%	712	9.8%	2,579	12.4%	1,270	14.1%	173	4.5%	4,734	9.3%
Exit Point												
Charlottetown Airport	644	6.5%	519	7.2%	2,004	9.6%	422	4.7%	524	13.6%	4,113	8.1%
Confederation Bridge	9,189	93.5%	6,016	83.0%	16,154	77.6%	7,735	86.2%	3,282	85.0%	42,376	83.5%
Wood Islands Ferry Terminal	0	0.0%	710	9.8%	2,665	12.8%	820	9.1%	54	1.4%	4,249	8.4%
Mix of Entry and Exit Points												
Air only	264	2.7%	375	5.2%	1,839	8.8%	422	4.7%	370	9.6%	3,270	6.4%
Bridge only	9,000	91.5%	5,425	74.9%	14,204	68.2%	6,507	72.5%	3,080	79.8%	38,216	75.3%
Ferry only	0	0.0%	51	0.7%	628	3.0%	43	0.5%	27	0.7%	749	1.5%
Bridge and Ferry Mix	0	0.0%	1,235	17.0%	3,987	19.1%	2,005	22.3%	173	4.5%	7,400	14.6%
Air and Bridge or Ferry Mix	569	5.8%	158	2.2%	165	0.8%	0	0.0%	210	5.4%	1,102	2.2%

Note: The ferry is closed during January to April; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

5.6. Rental Car Usage and Location of Rental Car Pick-Up

Table 5-6: Rental Car Usage and Location of Rental Car Pick-Up by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Rental Car Usage												
Yes	491	5.0%	1,520	21.0%	2,720	13.1%	1,789	19.9%	109	2.8%	6,629	13.1%
No	9,342	95.0%	5,725	79.0%	18,102	86.9%	7,189	80.1%	3,751	97.2%	44,109	86.9%
Location of Pick-Up												
Prince Edward Island	93	18.9%	183	12.0%	655	24.1%	341	19.1%	52	47.7%	1,324	20.0%
New Brunswick	70	14.3%	282	18.6%	385	14.2%	246	13.8%	0	0.0%	983	14.8%
Nova Scotia	190	38.7%	843	55.5%	797	29.3%	843	47.1%	0	0.0%	2,673	40.3%
Quebec	0	0.0%	38	2.5%	170	6.3%	13	0.7%	57	52.3%	278	4.2%
Ontario	69	14.1%	68	4.5%	269	9.9%	32	1.8%	0	0.0%	438	6.6%
Other province	69	14.1%	0	0.0%	0	0.0%	238	13.3%	0	0.0%	307	4.6%
New England state	0	0.0%	106	7.0%	129	4.7%	60	3.4%	0	0.0%	295	4.5%
Other US state	0	0.0%	0	0.0%	315	11.6%	16	0.9%	0	0.0%	331	5.0%

Note: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

5.7. Primary Destination of the Trip and Trip Duration

Table 5-7: Primary Destination and Trip Duration by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Primary Destination of the Trip												
Prince Edward Island	9,559	97.2%	5,722	79.0%	17,768	85.3%	7,027	78.3%	3,643	94.4%	43,719	86.2%
Other Destination	274	2.8%	1,466	20.2%	2,859	13.7%	1,845	20.6%	217	5.6%	6,661	13.1%
Don't Know	0	0.0%	57	0.8%	196	0.9%	105	1.2%	0	0.0%	358	0.7%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	4.12	100.0%	7.02	100.0%	9.56	100.0%	11.44	100.0%	5.34	100.0%	8.15	100.0%
Nights stayed in PEI	3.72	90.3%	3.09	44.0%	5.14	53.8%	6.56	57.3%	4.58	85.8%	4.78	58.6%
(Nights in Paid Accommodation)	(0.96)	(25.7%)	(2.10)	(67.8%)	(3.58)	(69.7%)	(3.73)	(56.9%)	(1.36)	(29.6%)	(2.72)	(56.8%)
Nights stayed in NB	0.02	0.5%	0.95	13.6%	1.43	15.0%	1.14	10.0%	0.26	4.9%	0.95	11.7%
Nights stayed in NS	0.04	1.0%	1.51	21.5%	1.44	15.0%	1.96	17.1%	0.43	8.1%	1.19	14.6%
Nights stayed in NL	0.00	0.0%	0.46	6.6%	0.35	3.7%	0.21	1.8%	0.00	0.0%	0.25	3.0%
Nights stayed in Magdalen Islands	0.00	0.0%	0.15	2.1%	0.18	1.9%	0.33	2.9%	0.00	0.0%	0.15	1.9%
Nights stayed elsewhere	0.34	8.1%	0.85	12.1%	1.01	10.6%	1.25	10.9%	0.06	1.1%	0.83	10.1%

Note: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments; Percentage of **nights in paid accommodation** in parentheses (bold blue) indicates % of total nights stayed in PEI rather than total nights of the trip.

5.8. Overnight Stays in Other PEI Regions

Table 5-8: Overnight Stays in Other PEI Regions by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Overnight Stays (Parties) in Other PEI Regions by Those Who Stayed Overnight in Summerside ^{a)}												
Greater Charlottetown Area	1,100	11.2%	1,445	19.9%	7,057	33.9%	3,177	35.4%	223	5.8%	13,002	25.6%
Green Gables Shore	0	0.0%	554	7.6%	4,092	19.7%	2,460	27.4%	145	3.8%	7,251	14.3%
Points East Coastal Drive	0	0.0%	817	11.3%	2,784	13.4%	1,216	13.5%	223	5.8%	5,040	9.9%
North Cape Coastal Drive	0	0.0%	95	1.3%	1,948	9.4%	813	9.1%	190	4.9%	3,046	6.0%
Red Sands Shore	0	0.0%	145	2.0%	1,130	5.4%	723	8.1%	0	0.0%	1,998	3.9%
Total Accumulated Nights Spent by Parties in the Specific Region												
Summerside	34,660	94.8%	17,293	77.2%	63,758	59.6%	35,952	61.1%	15,281	86.4%	166,944	68.9%
Greater Charlottetown Area	1,896	5.2%	2,598	11.6%	17,876	16.7%	6,688	11.4%	948	5.4%	30,006	12.4%
Green Gables Shore	0	0.0%	833	3.7%	11,656	10.9%	9,379	15.9%	290	1.6%	22,158	9.1%
Points East Coastal Drive	0	0.0%	1,407	6.3%	6,792	6.4%	2,371	4.0%	981	5.5%	11,551	4.8%
North Cape Coastal Drive	0	0.0%	129	0.6%	4,546	4.3%	1,887	3.2%	190	1.1%	6,752	2.8%
Red Sands Shore	0	0.0%	145	0.6%	2,316	2.2%	2,553	4.3%	0	0.0%	5,014	2.1%
Total Overnight Stays (Nights)	36,556	100.0%	22,405	100.0%	106,944	100.0%	58,830	100.0%	17,690	100.0%	242,425	100.0%

Note: ^{a)} Multiple responses; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

5.9. Average Length of Stay in PEI Regions

Table 5-9: Average Length of Stay in PEI Regions by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Average Number of Nights Stayed	3.72		3.09		5.14		6.56		4.58		4.78	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)												
Summerside	3.53		2.39		3.06		4.01		3.96		3.29	
Greater Charlottetown Area	0.19		0.36		0.86		0.74		0.25		0.59	
Green Gables Shore	0.00		0.12		0.56		1.05		0.08		0.44	
Points East Coastal Drive	0.00		0.19		0.33		0.26		0.25		0.23	
North Cape Coastal Drive	0.00		0.02		0.22		0.21		0.05		0.13	
Red Sands Shore	0.00		0.02		0.11		0.28		0.00		0.10	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
Summerside	3.53		2.39		3.06		4.01		3.96		3.29	
Green Gables Shore	n/a		1.51		2.85		3.82		2.00		3.06	
Red Sands Shore	n/a		1.00		2.05		3.53		n/a		2.51	
Greater Charlottetown Area	1.72		1.80		2.53		2.10		4.26		2.31	
Points East Coastal Drive	n/a		1.72		2.44		1.95		4.39		2.29	
North Cape Coastal Drive	n/a		1.37		2.34		2.32		1.00		2.22	

Note: '0' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

5.10. Overnight Stays in Type of Accommodation Used

Table 5-10: Overnight Stays in Type of Accommodation Used by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Total Parties Staying at Least One Night in the Specific Type of Accommodation												
Hotel, Motel, or Resort	2,957	28.7%	3,454	42.1%	10,495	39.6%	4,947	41.3%	743	17.7%	22,596	36.9%
Home of Friends or Relatives	6,526	63.2%	1,867	22.8%	4,503	17.0%	1,823	15.2%	3,009	71.5%	17,728	29.0%
Cottage or Cabin	0	0.0%	991	12.1%	2,530	9.5%	1,769	14.8%	52	1.2%	5,342	8.7%
B&B or Tourist Home	428	4.1%	1,040	12.7%	2,293	8.6%	1,361	11.4%	145	3.4%	5,267	8.6%
Campground or Trailer (RV) Park	0	0.0%	470	5.7%	3,674	13.9%	847	7.1%	0	0.0%	4,991	8.2%
Inn	379	3.7%	353	4.3%	1,643	6.2%	669	5.6%	0	0.0%	3,044	5.0%
Own Property	30	0.3%	0	0.0%	1,020	3.8%	476	4.0%	258	6.1%	1,784	2.9%
Other (e.g., hostel)	0	0.0%	20	0.2%	353	1.3%	83	0.7%	0	0.0%	456	0.7%
Total Overnight Stays (Parties)	10,320	100.0%	8,195	100.0%	26,511	100.0%	11,975	100.0%	4,207	100.0%	61,208	100.0%
Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation												
Hotel, Motel, or Resort	26,091	71.4%	6,253	27.9%	18,527	17.3%	11,061	18.8%	10,498	59.4%	72,430	29.9%
Home of Friends or Relatives	8,428	23.1%	8,233	36.7%	33,157	31.0%	13,726	23.3%	4,077	23.1%	67,621	27.9%
Campground or Trailer (RV) Park	0	0.0%	1,231	5.5%	24,165	22.6%	6,355	10.8%	0	0.0%	31,751	13.1%
B&B or Tourist Home	0	0.0%	3,598	16.1%	11,414	10.7%	13,160	22.4%	364	2.1%	28,536	11.8%
Cottage or Cabin	323	0.9%	0	0.0%	7,184	6.7%	8,718	14.8%	2,020	11.4%	18,245	7.5%
Own Property	1,318	3.6%	2,452	10.9%	7,846	7.3%	4,008	6.8%	725	4.1%	16,349	6.7%
Other (e.g., hostel)	379	1.0%	616	2.7%	3,532	3.3%	1,638	2.8%	0	0.0%	6,165	2.5%
Inn	0	0.0%	20	0.1%	1,096	1.0%	153	0.3%	0	0.0%	1,269	0.5%
Total Overnight Stays (Nights)	36,539	100.0%	22,403	100.0%	106,921	100.0%	58,819	100.0%	17,684	100.0%	242,366	100.0%

Note: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

5.11. Average Length of Stay in Accommodation Type

Table 5-11: Average Length of Stay in Accommodation Type by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Average Number of Nights Stayed	3.72		3.09		5.14		6.56		4.58		4.78	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Accommodation Used)												
Home of Friends or Relatives	2.66		0.86		0.89		1.23		2.72		1.43	
Hotel, Motel, or Resort	0.86		1.14		1.59		1.53		1.06		1.33	
Campground or Trailer (RV) Park	0.00		0.17		1.16		0.71		0.00		0.63	
Cottage or Cabin	0.00		0.50		0.55		1.47		0.09		0.56	
Own Property	0.03		0.00		0.35		0.97		0.52		0.36	
B&B or Tourist Home	0.13		0.34		0.38		0.45		0.19		0.32	
Inn	0.04		0.09		0.17		0.18		0.00		0.12	
Other (e.g., hostel)	0.00		0.00		0.05		0.02		0.00		0.03	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)												
Own Property	10.75		n/a		7.06		18.33		7.81		10.24	
Campground or Trailer (RV) Park	n/a		2.62		6.58		7.52		n/a		6.37	
Cottage or Cabin	n/a		3.63		4.51		7.44		7.00		5.34	
Home of Friends or Relatives	4.00		3.35		4.12		6.07		3.49		4.09	
B&B or Tourist Home	3.06		2.36		3.42		2.94		5.00		3.10	
Hotel, Motel, or Resort	2.85		2.39		3.16		2.78		5.49		2.99	
Other (e.g., hostel)	n/a		1.00		3.11		1.84		n/a		2.79	
Inn	1.00		1.75		2.16		2.45		n/a		2.03	

Note: '0' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

5.12. Other PEI Regions Visited During the Trip

Table 5-12: Other PEI Regions Visited During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Greater Charlottetown Area	3,169	32.2%	3,362	46.4%	15,531	74.6%	6,043	67.3%	957	24.8%	29,062	57.3%
Green Gables Shore	909	9.2%	2,870	39.6%	14,182	68.1%	5,870	65.4%	460	11.9%	24,291	47.9%
North Cape Coastal Drive	1,359	13.8%	2,131	29.4%	9,430	45.3%	4,731	52.7%	538	13.9%	18,189	35.9%
Red Sands Shore	460	4.7%	2,215	30.6%	8,754	42.0%	3,481	38.8%	279	7.2%	15,189	29.9%
Points East Coastal Drive	329	3.3%	2,095	28.9%	6,960	33.4%	3,008	33.5%	223	5.8%	12,615	24.9%

Note: Results were based on multiple responses. A "visit" was defined as staying overnight, dining, visiting an attraction, or participating in an activity in the region, and not travelling through the region only.

5.13. Type of Visitation, Last Trip to PEI, and Average Number of Times Visited PEI

Table 5-13: Type of Visitation and Last Trip to PEI by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Type of Visitation												
First-Time Visitors	370	3.8%	2,258	31.2%	5,623	27.0%	2,718	30.3%	0	0.0%	10,969	21.6%
Repeat Visitors	9,463	96.2%	4,986	68.8%	15,200	73.0%	6,260	69.7%	3,860	100.0%	39,769	78.4%
Last Trip to PEI*												
This year (2014)	3,251	34.3%	851	17.1%	4,911	32.3%	2,396	38.3%	2,947	76.3%	14,356	36.1%
One year ago (2013)	4,344	45.9%	1,973	39.6%	4,946	32.5%	1,153	18.4%	578	15.0%	12,994	32.7%
Two years ago (2012)	801	8.5%	1,161	23.3%	1,511	9.9%	454	7.3%	134	3.5%	4,061	10.2%
Three years ago (2011)	201	2.1%	146	2.9%	524	3.4%	441	7.0%	0	0.0%	1,312	3.3%
Four years ago (2010)	190	2.0%	24	0.5%	467	3.1%	126	2.0%	57	1.5%	864	2.2%
Five or more years ago (2009 & earlier)	678	7.2%	832	16.7%	2,841	18.7%	1,690	27.0%	145	3.8%	6,186	15.6%
Average Number of Previous Visits to PEI in the Past Five Years*												
Mean (Group Median)	8.24 (8.15)		6.13 (2.61)		5.77 (3.75)		6.53 (3.36)		9.42 (8.65)		6.88 (4.28)	

Note: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments; * Repeat visitors only.

5.14. Primary Feature That Attracted Overnight Visitor Parties to PEI

Table 5-14: Primary Feature That Attracted Overnight Visitor Parties to PEI by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Natural beauty and pastoral settings	1,564	15.9%	1,823	25.2%	5,060	24.3%	2,681	29.9%	586	15.2%	11,714	23.1%
Beaches and coast line	1,468	14.9%	305	4.2%	4,306	20.7%	1,872	20.9%	777	20.1%	8,728	17.2%
Festivals and events *	259	2.6%	1,062	14.7%	3,129	15.0%	871	9.7%	392	10.2%	5,713	11.3%
World of Anne of Green Gables and Lucy Maud Montgomery	226	2.3%	552	7.6%	1,612	7.7%	689	7.7%	0	0.0%	3,079	6.1%
Outdoor activities (water-based activities, skiing, Confederation trail, cycling, bird watching, etc.)	379	3.9%	367	5.1%	642	3.1%	470	5.2%	134	3.5%	1,992	3.9%
Culinary experience (lobster, seafood, wine, farm products, etc.)	249	2.5%	198	2.7%	892	4.3%	445	5.0%	97	2.5%	1,881	3.7%
Golf	11	0.1%	0	0.0%	1,185	5.7%	56	0.6%	0	0.0%	1,252	2.5%
Birthplace of Confederation attractions	0	0.0%	312	4.3%	260	1.2%	92	1.0%	0	0.0%	664	1.3%
Other features	5,676	57.7%	2,626	36.2%	3,736	17.9%	1,802	20.1%	1,874	48.5%	15,714	31.0%

Note: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments; * Item was added in the 2014 Exit Survey.

5.15. Activities Participated in While in PEI

Table 5-15: Activities Participated in by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Valid Overnight Pleasure Parties	9,116	(18.3%)	7,244	(14.6%)	20,823	(41.9%)	8,791	(17.7%)	3,714	(7.5%)	49,688	(100.0%)
Sightseeing/driving tour	2,284	25.1%	4,595	63.4%	15,991	76.8%	7,033	80.0%	1,262	34.0%	31,165	62.7%
Visiting friends and/or relatives	7,391	81.1%	3,223	44.5%	8,010	38.5%	2,967	33.8%	3,211	86.4%	24,802	49.9%
Shopping for local crafts/souvenirs/antiques	2,593	28.4%	2,792	38.5%	12,880	61.9%	4,760	54.1%	1,276	34.3%	24,301	48.9%
Sampling local culinary products (lobster, potatoes, mussels, oysters, wine, beer, etc.) *	1,397	15.3%	3,434	47.4%	12,801	61.5%	5,715	65.0%	677	18.2%	24,024	48.3%
Visiting historical and cultural attractions	1,376	15.1%	3,131	43.2%	12,427	59.7%	5,384	61.2%	173	4.7%	22,491	45.3%
Going to a beach	471	5.2%	2,171	30.0%	11,689	56.1%	4,391	49.9%	506	13.6%	19,228	38.7%
Visiting a national or provincial park	719	7.9%	1,898	26.2%	9,993	48.0%	4,461	50.7%	326	8.8%	17,397	35.0%
Visiting Anne of Green Gables attractions	379	4.2%	1,431	19.8%	7,198	34.6%	3,007	34.2%	0	0.0%	12,015	24.2%
Attending a festival, event, or concert	847	9.3%	1,639	22.6%	6,865	33.0%	1,814	20.6%	631	17.0%	11,796	23.7%
Visiting Birthplace of Confederation attractions (e.g., Founders' Hall, Province House)	11	0.1%	913	12.6%	5,969	28.7%	2,118	24.1%	145	3.9%	9,156	18.4%
Using the Confederation Trail (cycling, walking, running) *	498	5.5%	838	11.6%	4,503	21.6%	1,741	19.8%	52	1.4%	7,632	15.4%
Attending a performance (live theatre, a play)	142	1.6%	1,083	15.0%	4,554	21.9%	1,410	16.0%	197	5.3%	7,386	14.9%
Visiting a theme, fun or amusement park	229	2.5%	100	1.4%	2,702	13.0%	110	1.3%	202	5.4%	3,343	6.7%
Attending a sports event or tournament (as a spectator)	1,035	11.4%	537	7.4%	753	3.6%	0	0.0%	465	12.5%	2,790	5.6%
Participating in water activities (kayaking, tuna fishing) *	390	4.3%	327	4.5%	1,219	5.9%	345	3.9%	36	1.0%	2,317	4.7%
Taking part in an authentic PEI experience/hands-on learning activity (lobster fishing, clamming digging, pottery, etc.) *	259	2.8%	154	2.1%	1,223	5.9%	226	2.6%	0	0.0%	1,862	3.7%
Playing golf (not miniature)	0	0.0%	20	0.3%	510	2.4%	439	5.0%	0	0.0%	969	2.0%

Note: Results were based on multiple responses; Valid overnight parties indicate only those who reported the activities they participated in while in PEI; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments; * Item was added in the 2014 Exit Survey.

5.16. Travel Expenditures

Table 5-16A: Estimated Total Direct Travel Expenditures by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Estimated Total Direct Expenditures (\$)	\$5,363,385		\$5,032,390		\$16,741,810		\$5,490,394		\$2,086,735		\$34,714,714	
Travel package	\$87,402		\$129,196		\$382,878		\$46,133		\$18,380		\$663,989	
Accommodations	\$1,718,847		\$1,307,424		\$5,493,003		\$1,724,324		\$392,346		\$10,635,944	
Food and beverage at restaurants, bars, etc.	\$1,180,074		\$1,212,248		\$3,990,046		\$1,050,252		\$359,857		\$7,792,478	
Food and beverage at stores	\$362,392		\$329,736		\$1,097,993		\$455,641		\$180,125		\$2,425,887	
Vehicle operation	\$793,163		\$603,855		\$1,826,184		\$711,750		\$258,904		\$4,193,856	
Car rentals in PEI and local transportation	\$126,936		\$53,627		\$215,327		\$148,223		\$22,019		\$566,133	
Shopping	\$850,535		\$1,059,425		\$2,342,466		\$614,354		\$426,415		\$5,293,195	
Recreation and entertainment	\$125,815		\$240,760		\$1,073,022		\$209,609		\$55,630		\$1,704,836	
Other expenditures	\$118,220		\$96,118		\$320,892		\$530,108		\$373,059		\$1,438,397	
% of Estimated Total Direct Expenditures	(15.4%)		(14.5%)		(48.2%)		(15.8%)		(6.0%)		(100.0%)	
Travel package	1.6%		2.6%		2.3%		0.8%		0.9%		1.9%	
Accommodations	32.0%		26.0%		32.8%		31.4%		18.8%		30.6%	
Food and beverage at restaurants, bars, etc.	22.0%		24.1%		23.8%		19.1%		17.2%		22.4%	
Food and beverage at stores	6.8%		6.6%		6.6%		8.3%		8.6%		7.0%	
Vehicle operation	14.8%		12.0%		10.9%		13.0%		12.4%		12.1%	
Car rentals in PEI and local transportation	2.4%		1.1%		1.3%		2.7%		1.1%		1.6%	
Shopping	15.9%		21.1%		14.0%		11.2%		20.4%		15.2%	
Recreation and entertainment	2.3%		4.8%		6.4%		3.8%		2.7%		4.9%	
Other expenditures	2.2%		1.9%		1.9%		9.7%		17.9%		4.1%	

Note: Total expenditures in each tourism season were calculated as follows: Number of parties × average spending per party per visit *or* Number of overnight pleasure visitors × average length of stay × average spending per person per night (see Table 5-16B).

Table 5-16B: Estimated Average Spending by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Average Spending per Party per Visit	\$545.45		\$694.70		\$804.01		\$611.61		\$540.60		\$684.21	
Travel package	\$8.89		\$17.83		\$18.39		\$5.14		\$4.76		\$13.09	
Accommodations	\$174.80		\$180.48		\$263.79		\$192.08		\$101.64		\$209.63	
Food and beverage at restaurants, bars, etc.	\$120.01		\$167.35		\$191.62		\$116.99		\$93.23		\$153.59	
Food and beverage at stores	\$36.85		\$45.52		\$52.73		\$50.76		\$46.66		\$47.81	
Vehicle operation	\$80.66		\$83.36		\$87.70		\$79.29		\$67.07		\$82.66	
Car rentals in PEI and local transportation	\$12.91		\$7.40		\$10.34		\$16.51		\$5.70		\$11.16	
Shopping	\$86.50		\$146.25		\$112.49		\$68.44		\$110.47		\$104.33	
Recreation and entertainment	\$12.80		\$33.24		\$51.53		\$23.35		\$14.41		\$33.60	
Other expenditures	\$12.02		\$13.27		\$15.41		\$59.05		\$96.65		\$28.35	
Average Spending per Person per Night	\$61.82		\$92.10		\$88.91		\$65.85		\$60.02		\$76.12	
Travel package	\$1.01		\$2.36		\$2.03		\$0.55		\$0.53		\$1.46	
Accommodations	\$19.81		\$23.93		\$29.17		\$20.68		\$11.29		\$23.32	
Food and beverage at restaurants, bars, etc.	\$13.60		\$22.19		\$21.19		\$12.60		\$10.35		\$17.09	
Food and beverage at stores	\$4.18		\$6.03		\$5.83		\$5.46		\$5.18		\$5.32	
Vehicle operation	\$9.14		\$11.05		\$9.70		\$8.54		\$7.45		\$9.20	
Car rentals in PEI and local transportation	\$1.46		\$0.98		\$1.14		\$1.78		\$0.63		\$1.24	
Shopping	\$9.80		\$19.39		\$12.44		\$7.37		\$12.27		\$11.61	
Recreation and entertainment	\$1.45		\$4.41		\$5.70		\$2.51		\$1.60		\$3.74	
Other expenditure	\$1.36		\$1.76		\$1.70		\$6.36		\$10.73		\$3.15	
Average Party Size	2.50		3.16		2.95		2.32		2.28		2.73	
Estimated Number of Overnight Pleasure Visitors	24,605		22,890		61,462		20,817		8,783		138,557	
Average Length of Stay in Summerside	3.53		2.39		3.06		4.01		3.96		3.29	

Note: Total expenditures in each tourism season were calculated as follows: Number of parties × average spending per party per visit or Number of overnight pleasure visitors × average length of stay × average spending per person per night.

5.17. Rating of Travel Services, Instances of Complaints, and Future Behavioural Intentions

Table 5-17: Rating of Travel Services, Instances of Complaints, and Future Behavioural Intentions by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Rating of Travel Services	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Accommodation service and quality	4.35	94.4%	4.43	85.2%	4.45	89.5%	4.41	90.9%	4.54	96.0%	4.43	90.0%
Restaurant service and quality	4.15	78.2%	4.52	90.1%	4.39	90.7%	4.41	88.4%	4.45	93.5%	4.38	88.2%
Transportation service and quality	3.99	81.9%	4.43	89.6%	4.30	87.6%	4.35	90.1%	4.53	96.0%	4.28	87.8%
Quality of customer service	4.34	95.8%	4.51	94.1%	4.54	94.5%	4.54	92.9%	4.64	98.3%	4.51	94.7%
Prices of goods and services	3.70	60.9%	4.04	78.0%	3.93	73.9%	3.94	77.5%	4.00	73.7%	3.91	72.9%
Variety of things to see and do	4.01	69.9%	4.16	80.8%	4.53	93.2%	4.41	90.4%	4.25	87.5%	4.37	87.4%
Complaints												
Yes	302	3.1%	344	4.7%	1,502	7.2%	1,024	11.4%	317	8.2%	3,489	6.9%
No	9,531	96.9%	6,900	95.3%	19,321	92.8%	7,954	88.6%	3,542	91.8%	47,248	93.1%
Travel Evaluation and Future Intentions	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Good value for money	4.26	83.7%	4.46	91.8%	4.29	85.2%	4.37	92.0%	4.29	82.7%	4.32	86.9%
Good way to spend time	4.48	90.7%	4.74	97.9%	4.65	96.0%	4.56	94.5%	4.26	78.4%	4.59	93.6%
Overall satisfaction with the trip to PEI	4.59	97.9%	4.72	98.3%	4.64	95.4%	4.63	94.4%	4.51	93.4%	4.63	96.0%
Intention to recommend to others	4.72	99.9%	4.81	98.9%	4.69	95.7%	4.70	94.6%	4.64	95.5%	4.71	96.7%
Intention to revisit PEI	4.81	99.9%	4.74	95.6%	4.68	93.7%	4.61	91.1%	4.87	100.0%	4.72	95.2%

Note: Results (mean values and percent) were based on those who rated each of the items. ^{a)} Mean values (M) were based on a 5-point Likert-type scale; ^{b)} Percentages (%) indicate the percentage of respondents who rated the item 4 or 5; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

5.18. Demographic Characteristics of Respondents

Table 5-18: Demographic Characteristics of Respondents by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Gender												
Male	2,814	28.6%	2,638	36.4%	7,797	37.4%	2,956	32.9%	890	23.1%	17,095	33.7%
Female	7,020	71.4%	4,607	63.6%	13,026	62.6%	6,021	67.1%	2,970	76.9%	33,644	66.3%
Age												
18 to 24	11	0.1%	0	0.0%	129	0.6%	240	2.7%	36	0.9%	416	0.8%
25 to 34	1,132	11.5%	172	2.4%	1,900	9.1%	897	10.0%	459	11.9%	4,560	9.0%
35 to 44	1,273	12.9%	194	2.7%	3,202	15.4%	299	3.3%	331	8.6%	5,299	10.4%
45 to 54	2,399	24.4%	2,300	31.8%	4,351	20.9%	1,308	14.6%	1,023	26.5%	11,381	22.4%
55 to 64	3,725	37.9%	1,775	24.5%	5,959	28.6%	3,398	37.9%	1,386	35.9%	16,243	32.0%
65 to 74	886	9.0%	1,870	25.8%	3,746	18.0%	2,364	26.3%	624	16.2%	9,490	18.7%
75 and over	408	4.1%	933	12.9%	1,536	7.4%	471	5.2%	0	0.0%	3,348	6.6%
Living in the Same Country in Which Respondents were Born												
Yes	8,910	90.6%	6,833	94.3%	19,499	93.6%	8,357	93.1%	3,291	85.3%	46,890	92.4%
No	923	9.4%	411	5.7%	1,324	6.4%	620	6.9%	569	14.7%	3,847	7.6%
Mother Tongue												
English	8,249	83.9%	6,215	85.8%	16,901	81.2%	7,680	85.5%	3,425	88.7%	42,470	83.7%
French	1,126	11.5%	617	8.5%	3,243	15.6%	855	9.5%	319	8.3%	6,160	12.1%
Other	458	4.7%	413	5.7%	678	3.3%	443	4.9%	116	3.0%	2,108	4.2%

Note: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

Table 5-18: Demographic Characteristics of Respondents by Tourism Season (cont'd)

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Marital Status												
Single	1,430	14.5%	832	11.5%	2,052	9.9%	1,794	20.0%	468	12.1%	6,576	13.0%
Married/living common law	8,024	81.6%	5,761	79.5%	17,711	85.1%	6,757	75.3%	3,113	80.6%	41,366	81.5%
Other	379	3.9%	387	5.3%	968	4.6%	427	4.8%	279	7.2%	2,440	4.8%
Not Stated	0	0.0%	264	3.6%	92	0.4%	0	0.0%	0	0.0%	356	0.7%
Average Number of Children Living in the Household *												
17 years and younger	2,007 ^{a)}	20.4% ^{b)}	617 ^{a)}	8.5% ^{b)}	4,591 ^{a)}	22.0% ^{b)}	575 ^{a)}	6.4% ^{b)}	552 ^{a)}	14.3% ^{b)}	8,343 ^{a)}	16.4% ^{b)}
	1.82 ^{c)}		1.37 ^{c)}		1.89 ^{c)}		1.46 ^{c)}		1.26 ^{c)}		1.77 ^{c)}	
18 years and older	1,448 ^{a)}	14.7% ^{b)}	1,984 ^{a)}	27.4% ^{b)}	2,379 ^{a)}	11.4% ^{b)}	1,465 ^{a)}	16.3% ^{b)}	787 ^{a)}	20.4% ^{b)}	8,064 ^{a)}	15.9% ^{b)}
	2.15 ^{c)}		1.44 ^{c)}		1.72 ^{c)}		1.41 ^{c)}		2.01 ^{c)}		1.70 ^{c)}	
Education												
Some school	190	1.9%	242	3.3%	501	2.4%	0	0.0%	0	0.0%	933	1.8%
High school diploma	890	9.0%	970	13.4%	1,934	9.3%	2,101	23.4%	572	14.8%	6,467	12.7%
Some post-secondary	1,891	19.2%	761	10.5%	1,834	8.8%	924	10.3%	834	21.6%	6,244	12.3%
Graduated community/technical college	2,740	27.9%	2,415	33.3%	6,453	31.0%	2,186	24.4%	1,200	31.1%	14,994	29.6%
Graduated university (undergraduate degree)	2,578	26.2%	1,631	22.5%	5,626	27.0%	1,435	16.0%	1,030	26.7%	12,300	24.2%
Post graduate degree/professional designation	1,317	13.4%	1,186	16.4%	4,458	21.4%	2,142	23.9%	225	5.8%	9,328	18.4%
Not Stated	229	2.3%	40	0.6%	17	0.1%	189	2.1%	0	0.0%	475	0.9%

Note: * While ^{a)} and ^{b)} indicate the valid number and percent of respondents who reported the number of children living in the household, ^{c)} indicates the average number of children living in the household based on the valid number of respondents: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

Table 5-18: Demographic Characteristics of Respondents by Tourism Season (cont'd)

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	9,833	(19.4%)	7,244	(14.3%)	20,823	(41.0%)	8,977	(17.7%)	3,860	(7.6%)	50,737	(100.0%)
Employment Status												
Working full time	3,235	32.9%	2,248	31.0%	9,065	43.5%	1,929	21.5%	1,852	48.0%	18,329	36.1%
Working part time or seasonally	927	9.4%	829	11.4%	2,962	14.2%	850	9.5%	145	3.8%	5,713	11.3%
Unemployed	400	4.1%	119	1.6%	390	1.9%	59	0.7%	0	0.0%	968	1.9%
Retraining or upgrading	0	0.0%	242	3.3%	0	0.0%	0	0.0%	57	1.5%	299	0.6%
Retired	3,753	38.2%	2,855	39.4%	6,707	32.2%	5,219	58.1%	1,357	35.2%	19,891	39.2%
Homemaker	899	9.1%	324	4.5%	957	4.6%	406	4.5%	134	3.5%	2,720	5.4%
Student	190	1.9%	242	3.3%	330	1.6%	44	0.5%	36	0.9%	842	1.7%
Other	201	2.0%	108	1.5%	199	1.0%	233	2.6%	145	3.8%	886	1.7%
Not Stated	229	2.3%	279	3.9%	212	1.0%	238	2.7%	134	3.5%	1,092	2.2%
Annual Household Income												
Under \$40,000	2,119	21.5%	852	11.8%	2,083	10.0%	1,347	15.0%	899	23.3%	7,300	14.4%
\$40,000 to \$59,999	2,140	21.8%	829	11.4%	3,800	18.2%	1,961	21.8%	752	19.5%	9,482	18.7%
\$60,000 to \$79,999	1,837	18.7%	801	11.1%	4,366	21.0%	1,263	14.1%	475	12.3%	8,742	17.2%
\$80,000 to \$99,999	1,291	13.1%	679	9.4%	2,016	9.7%	1,062	11.8%	452	11.7%	5,500	10.8%
\$100,000 to \$124,999	1,122	11.4%	1,248	17.2%	1,839	8.8%	1,392	15.5%	741	19.2%	6,342	12.5%
\$125,000 to \$149,999	548	5.6%	758	10.5%	1,703	8.2%	309	3.4%	109	2.8%	3,427	6.8%
\$150,000 to \$174,999	229	2.3%	297	4.1%	1,585	7.6%	292	3.3%	0	0.0%	2,403	4.7%
\$175,000 to \$199,999	11	0.1%	359	5.0%	232	1.1%	54	0.6%	97	2.5%	753	1.5%
\$200,000 or more	0	0.0%	343	4.7%	599	2.9%	300	3.3%	0	0.0%	1,242	2.4%
Not Stated	536	5.5%	1,080	14.9%	2,600	12.5%	996	11.1%	336	8.7%	5,548	10.9%

Note: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

APPENDIX: 2014 EXIT SURVEY METHODOLOGY

A.1. Sampling Procedure

Target Population

- Mail-back questionnaires were distributed to non-resident visitors to Prince Edward Island in 2014 as they exited PEI via the Charlottetown Airport, the Confederation Bridge connecting PEI to New Brunswick, or the Northumberland Ferries Limited ferry service between PEI and Nova Scotia.
- The target population did not include cruise ship passengers and crew, motor coach tourists, refugees, landed immigrants, and military Canadian residents.

Mail-back Questionnaires

- The mail-back questionnaires were distributed at the three exit points during the period from December 31st, 2013 to January 7th, 2015.
- At the Charlottetown Airport, a representative of the Centre for Tourism Research (CTR) approached departing travellers and asked them if they had been visiting PEI or if they were a current resident. If they had been visiting PEI, the CTR representative explained the research study and asked the individual if he/she would be willing to participate. If he/she agreed to participate, the individual was provided with a package containing the mail-back questionnaire.
- At the toll booths at the Confederation Bridge in Borden-Carleton and Northumberland Ferries Limited in Wood Islands, employees of Strait Crossing Bridge Limited and Northumberland Ferries Limited handed the mail-back questionnaire package to drivers of non-PEI vehicles (based on their motor vehicle inspection sticker) as they paid to exit the province. The Centre for Tourism Research provided a distribution schedule to staff of Strait Crossing Bridge Limited and Northumberland Ferries Limited that showed the number of questionnaires to distribute on select days of the month.
- Responding to the survey was voluntary.

Online Survey

- The mail-back questionnaire package included a web address for the online version of the survey. Individuals who received the questionnaire packages had the option of completing the hard-copy questionnaire or the online version. The online version of the survey was available in six languages: English, French, traditional and simplified Chinese, Japanese and German while the paper copy was available in English and French only.
- In addition, specific individuals were invited to participate in the online exit survey. An email invitation to complete the online exit survey was distributed to two groups of individuals:
 - Non-residents who had signed up to participate in tourism research at visitor information centres across PEI in 2014. The email addresses collected through this method were provided to the CTR regularly so that the email invitation to the survey could be sent on a timely basis.
 - Non-residents who had provided their email address (and agreed to be contacted) when they requested the official PEI Visitor's Guide or other publications from Tourism PEI, signed up for Tourism PEI's eNewsletter, or entered a contest sponsored by Tourism PEI. The sample included individuals who had made such requests between November 2013 and October 2014. In November 2014, the CTR sent these individuals an email that included a link to a survey that asked about their intention to visit PEI when they requested a publication or entered a contest. They were also asked if they had visited PEI in 2014 for a pleasure trip of one or more nights. If so, they received the questions from the 2014 PEI visitor exit survey.

A.2. Samples

Samples Collected and Used

- In total, 7,451 surveys were collected. About 32 percent were mail-back surveys and the remainder was online surveys. The online survey includes those who received the questionnaire package and chose to complete the survey online, and those who were specifically invited to participate in the online survey as described in Section A.1.
- As previously mentioned, in addition to the direct method of soliciting participation in the exit survey, those who had contacted Tourism PEI to request a publication or eNewsletter or had participated in a contest sponsored by Tourism PEI were invited to participate in the exit survey if they had visited PEI in 2014 for a pleasure trip of one or more nights. A total of 4,791 surveys were collected from this method.
- In total, 5,824 surveys were used in the 2014 PEI exit survey study. About 40 percent of the used surveys were mail-back surveys and 59.6 percent were online surveys.

Table A-1: Samples Collected and Used

	Surveys Collected		Surveys Used		Use Rate
	N	%	N	%	%
Mail-back Survey	2,374	31.9%	2,353	40.4%	99.1%
Online Survey	5,077	68.1%	3,471	59.6%	68.4%
Total	7,451	100.0%	5,824	100.0%	78.2%

- As shown in Table A-2, 43.7 percent of the surveys used in the study were completed by non-residents who had visited PEI during the main season of July and August. About 21 percent were completed by non-residents who had visited PEI during the fall shoulder season of September and October, and 16.7 percent were completed by those who had visited PEI during the spring shoulder season of May and June. The remainder (18.6%) was completed by those who had visited PEI during the winter off-seasons of January to April and November to December.

- The majority of surveys were completed by non-residents who exited PEI via the Confederation Bridge (58.2%). The proportion of samples from the other two exit points was similar at about 21 percent each.
- Surveys completed by residents of Ontario accounted for the largest proportion of the sample at 26.2 percent, followed by residents of Nova Scotia (16.9%), Quebec (11.2%) and New Brunswick (10.1%). About 17 percent of the surveys were completed by residents of the United States and 4.1 percent of the surveys were completed by residents of a country other than Canada or the United States.

Table A-2: Samples Used by Exit Point, Origin, and Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Sample	696	(12.0%)	973	(16.7%)	2,546	(43.7%)	1,226	(21.1%)	383	(6.6%)	5,824	(100.0%)
Exit Point												
Charlottetown Airport	363	52.2%	262	26.9%	402	15.8%	143	11.7%	62	16.2%	1,232	21.2%
Confederation Bridge	333	47.8%	448	46.0%	1,572	61.7%	779	63.5%	259	67.6%	3,391	58.2%
Wood Islands Ferry	0	0.0%	263	27.0%	572	22.5%	304	24.8%	62	16.2%	1,201	20.6%
Origin												
Canada	634	91.1%	746	76.7%	2,044	80.3%	830	67.7%	357	93.2%	4,611	79.2%
New Brunswick	120	17.2%	89	9.1%	184	7.2%	91	7.4%	106	27.7%	590	10.1%
Nova Scotia	147	21.1%	143	14.7%	338	13.3%	203	16.6%	155	40.5%	986	16.9%
Newfoundland and Labrador	17	2.4%	11	1.1%	35	1.4%	9	0.7%	6	1.6%	78	1.3%
Quebec	38	5.5%	83	8.5%	433	17.0%	79	6.4%	22	5.7%	655	11.2%
Ontario	222	31.9%	259	26.6%	748	29.4%	247	20.1%	49	12.8%	1,525	26.2%
Rest of Canada	90	12.9%	161	16.5%	306	12.0%	201	16.4%	19	5.0%	777	13.3%
United States	42	6.0%	166	17.1%	421	16.5%	322	26.3%	22	5.7%	973	16.7%
New England	8	1.1%	45	4.6%	149	5.9%	92	7.5%	9	2.3%	303	5.2%
Rest of US	34	4.9%	121	12.4%	272	10.7%	230	18.8%	13	3.4%	670	11.5%
International	20	2.9%	61	6.3%	81	3.2%	74	6.0%	4	1.0%	240	4.1%

Sample Size and Margin of Error

- The approximate margin of error associated with the total sample and specific sub-groups (tourism season) used in this report is shown in Table A-3.
- In terms of statistical accuracy, the actual margin of error for each market will vary slightly due to minor variations in the sample size.
- Overall, a sample of this size has a sampling error of ± 1.28 percent at a 95 percent confidence level, though the margins of error for the five sub-groups are higher (January-April winter off-season = $\pm 3.69\%$; May-June spring shoulder season = $\pm 3.12\%$; July-August main season = $\pm 1.93\%$; September-October fall shoulder season = $\pm 2.78\%$; November-December winter off-season = $\pm 4.98\%$).
- The sample can also be divided into same-day and overnight visitors. Due to the smaller sample size, the margin of error for the sub-group of same-day visitors is $\pm 5.74\%$.
- The margin of error for overnight visitors is slightly higher than the overall sampling error at $\pm 1.31\%$.
- Note that this is a guideline only. The same caution should be applied when interpreting significance testing throughout this report.

Table A-3: Sample Size and Margin of Error

	Same-Day		Overnight		Total	
	Sample Size	Margin of Error ^{a)}	Sample Size	Margin of Error ^{a)}	Sample Size	Margin of Error ^{a)}
Jan-Apr Winter Off-Season	52	± 13.50	644	± 3.84	696	± 3.69
May-Jun Spring Shoulder Season	31	± 17.55	942	± 3.17	973	± 3.12
Jul-Aug Main Season	103	± 9.61	2,443	± 1.97	2,546	± 1.93
Sep-Oct Fall Shoulder Season	58	± 12.81	1,168	± 2.84	1,226	± 2.78
Nov-Dec Winter Off-Season	45	± 14.51	338	± 5.30	383	± 4.98
Total Full Year	289	± 5.74	5,535	± 1.31	5,824	± 1.28

Note: ^{a)} Margin of error indicates % of total number of parties used in each sub-group at the 95% confidence level.

Sample Size for Summerside Regional Visitor Profiles

- As shown in Table A-4, 45.0 percent of the surveys used for this report were completed by non-residents who had visited PEI and stayed overnight in Summerside during the main season of July and August. About 24.0 percent were completed by non-residents who had visited PEI and stayed overnight in Summerside during the fall shoulder season of September and October, and 15.4 percent were completed by those who had visited PEI and stayed overnight in Summerside during the spring shoulder season of May and June. The remainder (15.6%) was completed by those who had visited PEI and stayed overnight in Summerside during the winter off-seasons of January to April and November to December.
- Overall, a sample of this size has a sampling error of ± 3.62 percent at a 95 percent confidence level.
- Note that numbers in red in Table A-4 indicate 'caution' due to small base sample size and this is a guideline only. The same caution should be applied when interpreting significance testing throughout this report.

Table A-4: Samples used for This Report and Margin of Error

Tourism Season	Sample Size <i>N</i>	%	Margin of Error
Jan-Apr Winter Off-Season	78	10.8%	± 11.05
May-Jun Spring Shoulder Season	111	15.4%	± 9.23
Jul-Aug Main Season	325	45.0%	± 5.39
Sep-Oct Fall Shoulder Season	173	24.0%	± 7.38
Nov-Dec Winter Off-Season	35	4.8%	± 16.49
Total	722	100.0%	± 3.62

Note: Number of samples used for this report includes only those who stayed at least one night in Summerside but excludes those who visited Summerside for business purpose trips. Thus, samples in this report include those who stayed overnight in other PEI regions; **Number in red indicate 'caution' due to small base sample size;** ^{a)} Margin of error indicates % of total number of parties used in each sub-group at the 95% confidence level.

A.3. Data Processing and Weighting

Data Processing and Error Detection

- The PEI exit survey study involved many steps of data processing.
- All mail-back questionnaires were manually reviewed to determine if they were complete and coherent.
- Data were then captured, coded and verified, and then merged with online survey data.
- Electronic verifications were also made to identify any outliers and to correct them.
- Statistical reliability and validity tests, and consistency controls were also conducted during this process.

Data Imputation

- In the PEI exit survey, some data were imputed. For example, missing travel party size, total nights stayed in PEI (length of stay), and/or total trip spending were imputed if the remainder of the fields on the questionnaire was valid.
- The target populations were partitioned into: same-day and overnight visitor parties; three exit points; 12 months (based on departure date) and five tourism seasons (January-April winter off-season, May-June spring shoulder season, July-August summer main season, September-October fall shoulder season, and November-December winter off-season); and nine origins of visitors, including New Brunswick, Nova Scotia, Newfoundland and Labrador, Quebec, Ontario, Rest of Canada, New England, Rest of US, and International visitors.
- Total imputation was carried out for all the factors above and for strata that were outside the scope of the questionnaire distribution.
- For these out-of-scope factors, the characteristics of visitors were estimated using the 2012 PEI exit survey and 2014 Tourism PEI conversion study data.
- Total imputation was also performed for any in-scope factors that received an insufficient number of surveys for some specific segments (i.e., same-day visitors) to meet minimum requirements (combination of minimum number of questionnaires and maximum weight) based on the exit point traffic counts.

Bias Adjustment and Weighting the Sample

- For estimation purposes, the responses obtained through the questionnaires must be treated as a simple random sample from the total traffic in each stratum (three exit points by same-day and overnight visitors, by origin and by month).
- The data may be subject to some degree of “*distribution bias*” due to the fact that not all categories of visitors are represented in the distribution or to a “*non-response bias*” due to the fact that the individuals replying may not be representative of the visitor population.
- Weighting techniques used in the estimation process attempt to reduce the effect of biases and were also performed to determine aggregate visitor parties’ characteristics. Therefore, using the calculated weights, estimates can be obtained for a variety of trip and visitor characteristics. These estimates take the form of totals, averages and percentages, and can be obtained at different levels.
- For this report, the final survey sample was weighted by same-day and overnight visitor parties, three exit points, five tourism seasons, and origin of visitor parties to align it with the total PEI visitor parties in each market based on traffic data collected through the three exit points.
- Weighting values were calculated by using a mix of traffic data provided by the Charlottetown Airport Authority, Strait Crossing Bridge Limited, Northumberland Ferries Limited, and the PEI Department of Economic Development and Tourism, and results obtained from the mail-back and online surveys.
- According to the traffic data and exit survey information, it was estimated that 432,832 non-resident parties visited PEI in 2014.
 - By Same-day and Overnight:
Same-day = 30,076 visitor parties (6.9%) and Overnight = 402,756 (93.1%)
 - By Exit Point:
Airport = 47,727 (11.0%); Bridge = 342,188 (79.1%); and Ferry = 42,917 (9.9%)
 - By Tourism Season:
January-April winter off-season = 62,836 (14.5%); May-June spring shoulder season = 67,368 (15.6%);
July-August main season = 188,569 (43.6%); September-October fall shoulder season = 77,798 (18.0%); and
November-December winter off-season = 36,261 (8.4%)

- By Market:
New Brunswick = 137,581 (31.8%); Nova Scotia = 137,931 (31.9%); Newfoundland and Labrador = 5,859 (1.4%); Quebec = 41,147 (9.5%); Ontario = 52,148 (12.0%); Rest of Canada = 17,569 (4.1%); New England = 10,132 (2.3%); Rest of US = 21,636 (5.0%); and International = 8,829 (2.0%)
- These figures were used to weight the survey data and adjust the survey results. Therefore, results in this report are based on the weighting values rather than on the raw scores of the sample.
- However, note that results may not reflect all actual responses of each party or individuals in the party because the application of the weighting scheme was based only on the number of parties by same-day and overnight visitation, three exit points, five tourism seasons, and nine origins of visitors, not based on all survey questions.

A.4. Survey Instrument

- The PEI exit survey questionnaire gathers information on the travel habits of visitors travelling to Prince Edward Island. Below is a list of information available from the questionnaire:
 - Usual place of residence (country, province/state, city, postal code/zip code)
 - Date of entry and exit (day, month, year)
 - Entry and exit point
 - Rental car usage and location of rental car pick-up
 - Party size and party composition
 - Primary reason for trip
 - Activities participated in
 - Primary destination of the trip and trip duration
 - Overnight stays in PEI regions and type of accommodation used
 - PEI regions visited during the trip
 - Type of visitation, last trip to PEI, and number of times visited PEI
 - Primary features that attracted visitors to PEI
 - Travel expenditures
 - Ratings of travel services, instance of complaints, and future behavioural intentions
 - Demographic information
- For consistency, the 2014 PEI visitor exit survey was the same as the 2012 exit survey with the following exceptions.
 - The following questions were added in 2014:
 - Do you currently live in the same country in which you were born? Yes, No – if no, where were you born?
 - What is your mother tongue? English, French, Other (please specify)
 - The 2012 and 2014 exit surveys included a question that listed travel activities and asked the respondent to indicate which activities they or members of their travel party had participated in while in PEI. The list of travel activities was modified in 2014. Specifically, three activities were removed from the 2014 survey:
 - Going to a lobster dinner
 - Going to a bar/pub/nightclub

- Participating in other sports and/or outdoor activities
- Four activities were added:
- Sampling local culinary products (lobster, potatoes, mussels, oysters, wine, beer, etc.)
 - Taking part in an authentic PEI experience/hands-on learning activity (lobster fishing, clam digging, pottery, etc.)
 - Participating in water activities (kayaking, tuna fishing, etc.)
 - Using the Confederation Trail (cycling, walking, running, etc.)
- The 2012 and 2014 exit surveys included a question that asked respondents to select the primary feature that attracted them to PEI. One feature was added to the list in 2014:
 - Festivals and events
 - As noted previously, the 2014 exit survey included questions related to the celebrations that took place in PEI in 2014 to celebrate and commemorate the 150th anniversary of the 1864 Charlottetown Conference. The new questions included:
 - Did you hear about the PEI 2014 celebrations/events before travelling to PEI?
 - Did you partake in any PEI 2014 celebrations/events while in PEI?
 - If yes, which PEI 2014 event(s) did you partake in? (Please specify)
 - If yes, to what extent did attending PEI 2014 event(s) influence your decision to travel to PEI? That is, did it account for 0% of your decision, 100% of your decision, or some percentage in between?
 - The survey question that asked about travel party expenditures in PEI also included two items specifically related to the PEI 2014 celebrations:
 - Spending on food and beverage at PEI 2014 events (if attended PEI 2014 event)
 - Shopping expenditures at PEI 2014 events (if attended PEI 2014 event)