

A PROFILE OF VISITORS WHO STAYED OVERNIGHT IN THE GREEN GABLES SHORE REGION: 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 the Green Gables Shore (GGS) region 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 GGS for the day only and not spent the night, those visitors' activities, spending, etc., are not included in this report.**
- This report includes GGS visitor profiles by *tourism season* and *party composition*.

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

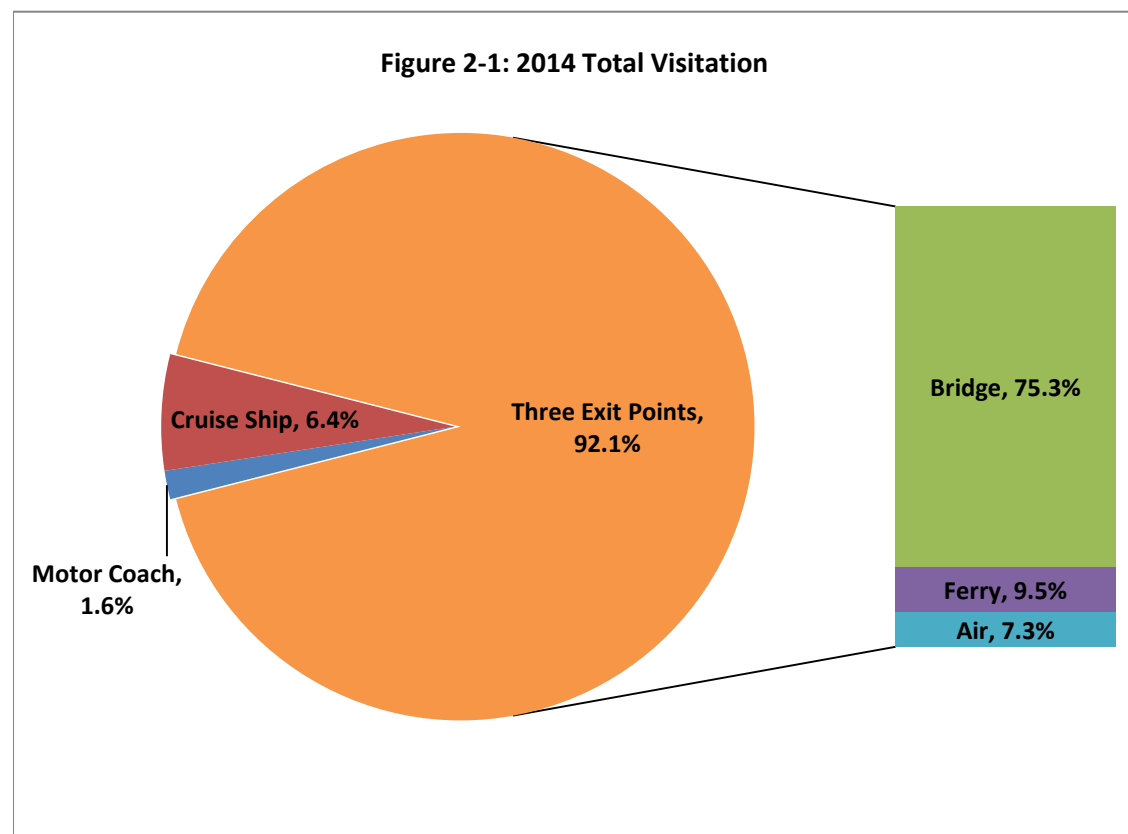


Table 2-1: Estimated Number of Visitors in 2014

	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

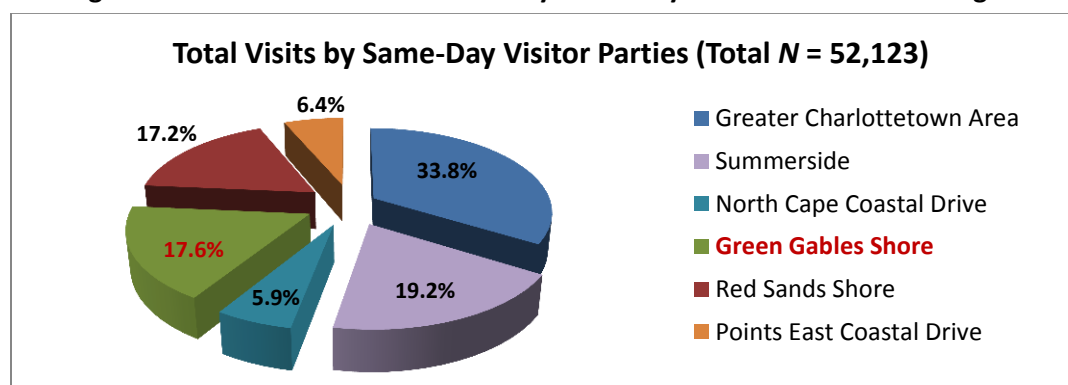
3.1. PEI Regions Visited by All Same-Day Visitor Parties

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).

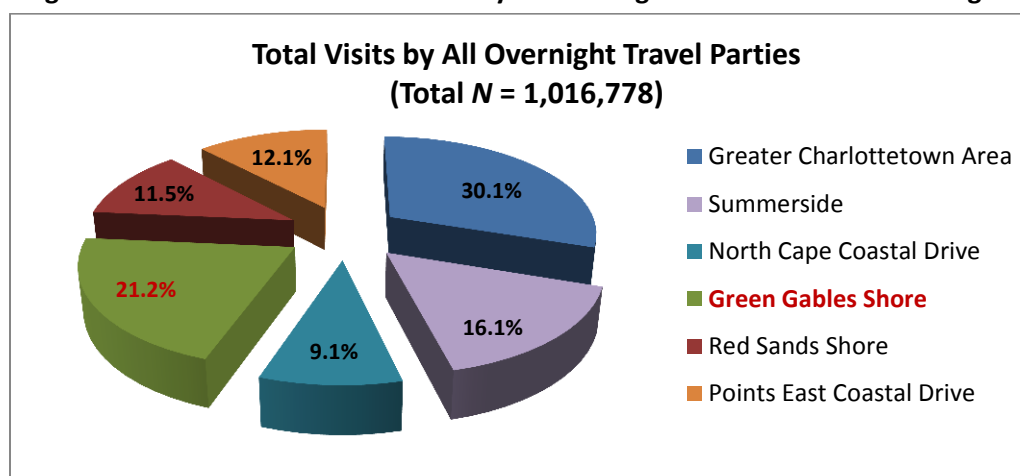
3.2. PEI Regions Visited by All Overnight Visitor Parties

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).

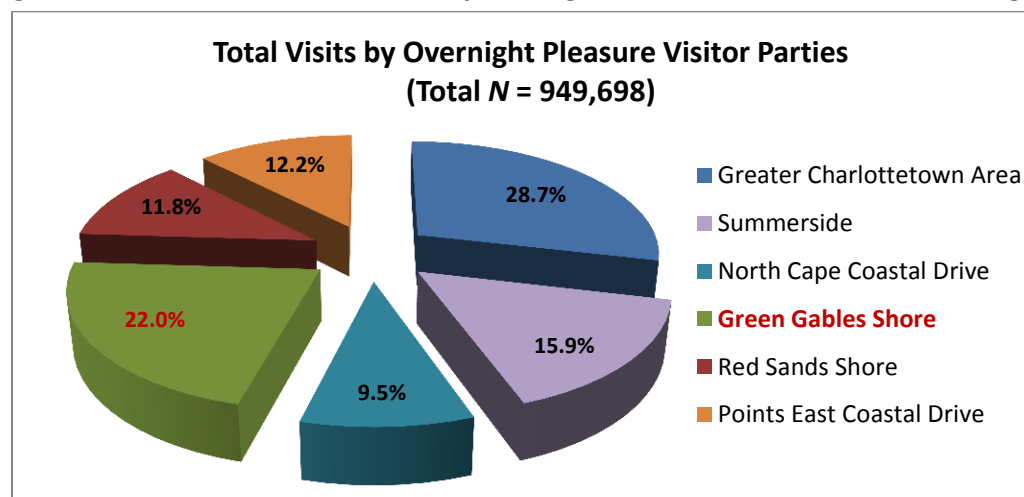
3.3. PEI Regions Visited by Overnight Pleasure Visitor Parties

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).

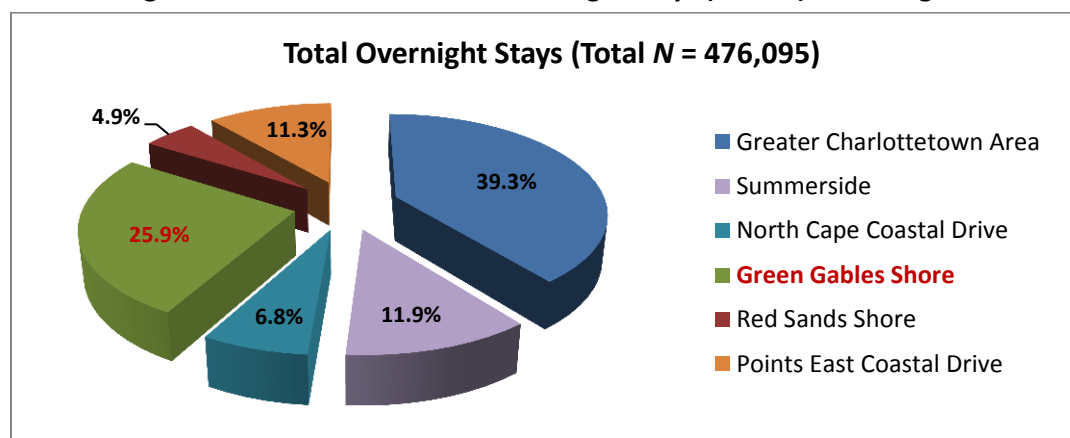
3.4. Overnight Stays (Parties) in PEI Regions by All Overnight Visitor Parties - Total Accumulated Parties Staying at Least One Night in the Specific Region

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).

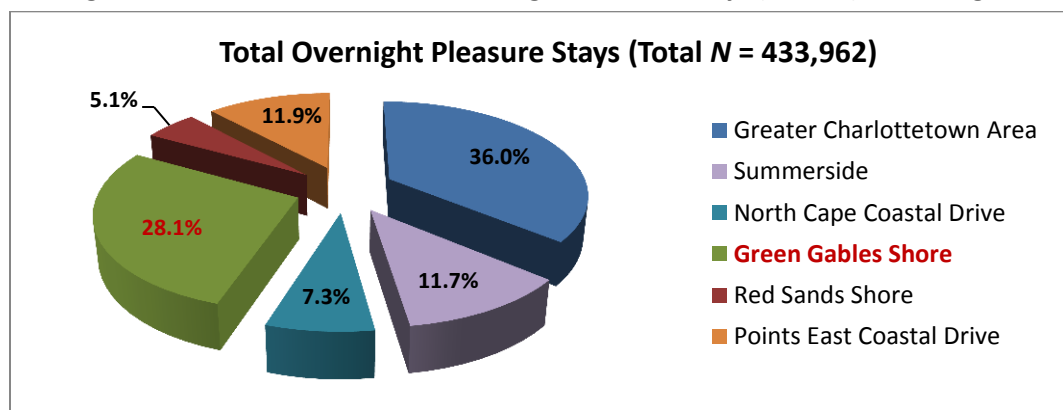
3.5. Overnight Stays (Parties) in PEI Regions by Overnight Pleasure Visitor Parties - Total Accumulated Parties Staying at Least One Night in the Specific Region

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).

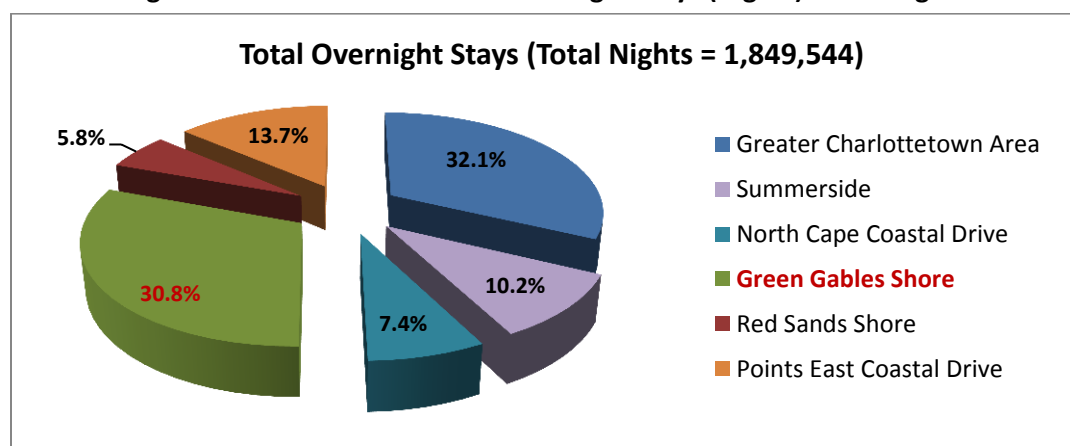
3.6. Overnight Stays (Nights) in PEI Regions by All Overnight Visitor Parties - Total Accumulated Nights Spent by Overnight Parties in the Specific Region

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).

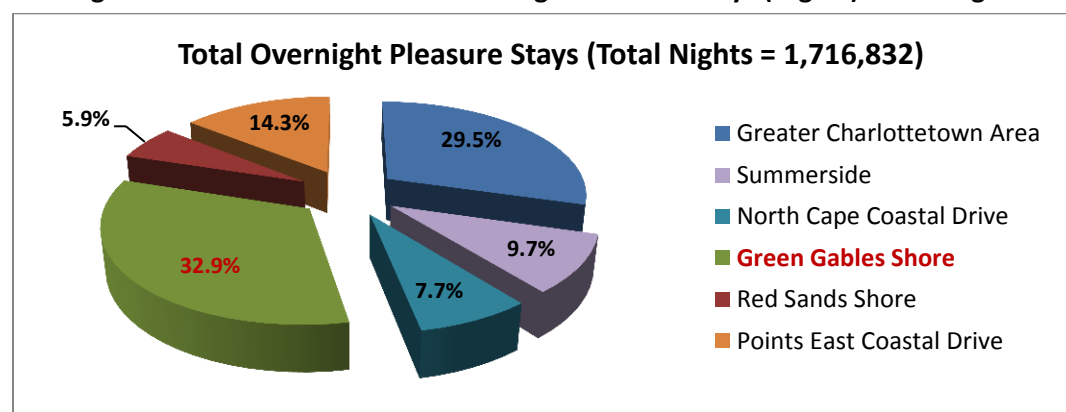
3.7. Overnight Stays (Nights) in PEI Regions by Overnight Pleasure Visitor Parties - Total Accumulated Nights Spent by Overnight Pleasure Parties in the Specific Region

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, 121,759 overnight pleasure travel parties contributed to the spending in the Green Gables Shore region. The categories that accounted for the greatest proportion of expenditures in the Green Gables Shore region were accommodations (\$65.2 million; 36.6%), food and beverage at restaurants, bars, etc. (\$30.7 million; 17.2%), and shopping (\$21.4 million; 12.0%).

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.

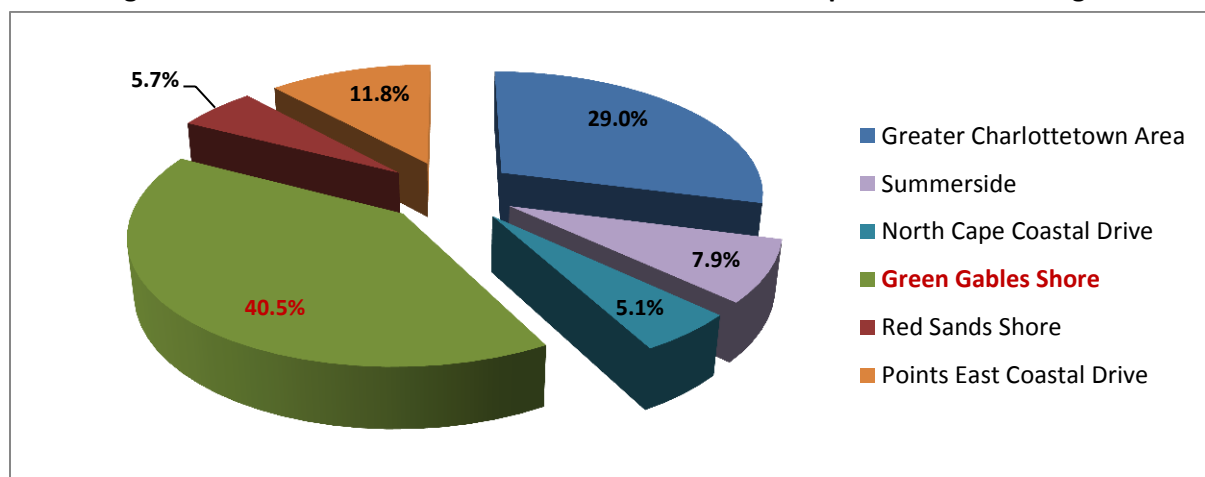
4.2. Regional Distribution of Estimated Total Direct Tourism Expenditures

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

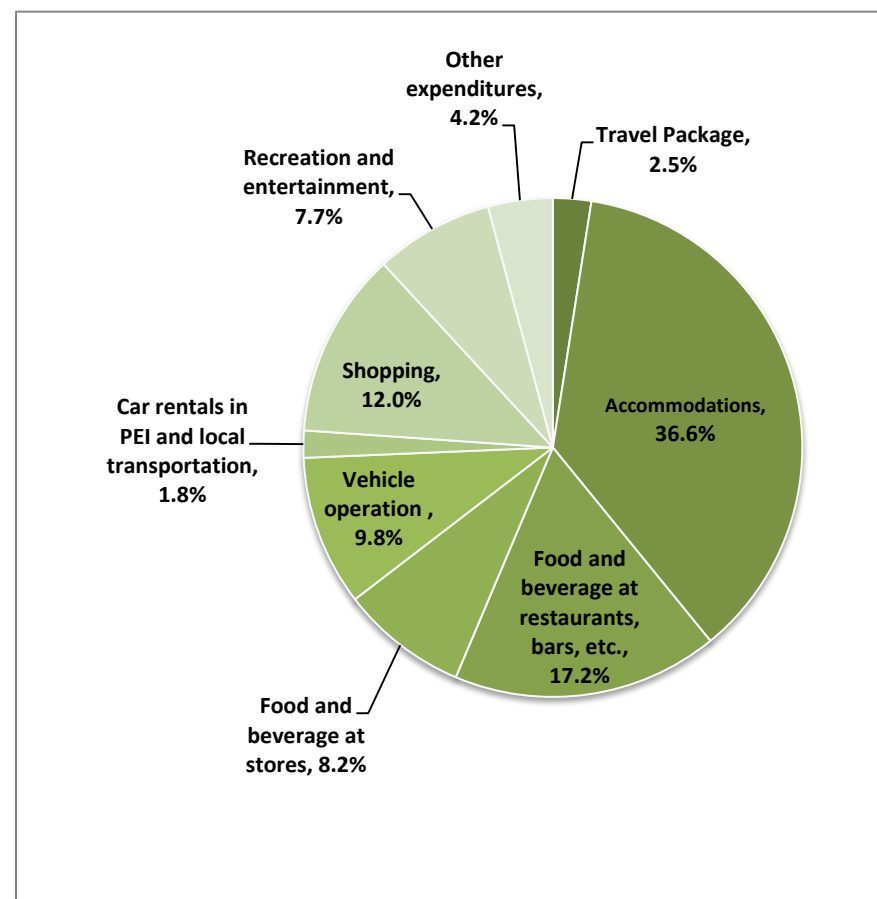


4.3. Green Gables Shore Region: Estimated Total Direct Tourism Expenditures in 2014

Table 4-3: Total Travel Expenditures for Full Year

	Total Full Year	
Total Overnight Pleasure Parties	121,759	
Total Number of Overnight Pleasure Visitors	440,263	
Estimated Total Direct Expenditures	\$177,997,776	100.0%
Travel package	\$4,410,854	2.5%
Accommodations	\$65,223,206	36.6%
Food and beverage at restaurants, bars, etc.	\$30,691,312	17.2%
Food and beverage at stores	\$14,634,694	8.2%
Vehicle operation	\$17,356,713	9.8%
Car rentals in PEI and local transportation	\$3,129,361	1.8%
Shopping	\$21,433,102	12.0%
Recreation and entertainment	\$13,661,419	7.7%
Other expenditures	\$7,457,115	4.2%

Figure 4-: Breakdown of Expenditure Categories (%)



Note: For detailed information on estimated total direct tourism expenditures for the GGS region, see Table 5-16A (by tourism season) and Table 6-16A (by party composition).

5. A PROFILE OF OVERNIGHT PLEASURE VISITOR PARTIES TO THE GGS REGION 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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Canada	2,687	99.3%	15,164	86.1%	70,803	92.8%	18,716	83.7%	2,673	95.2%	110,043	90.4%
New Brunswick	1,373	50.7%	6,335	36.0%	27,212	35.7%	5,229	23.4%	669	23.8%	40,818	33.5%
Nova Scotia	1,138	42.0%	4,698	26.7%	20,187	26.5%	6,878	30.8%	1,708	60.8%	34,609	28.4%
Newfoundland & Labrador	0	0.0%	63	0.4%	750	1.0%	581	2.6%	0	0.0%	1,394	1.1%
Quebec	0	0.0%	1,693	9.6%	10,157	13.3%	1,763	7.9%	102	3.6%	13,715	11.3%
Ontario	98	3.6%	1,684	9.6%	10,139	13.3%	2,810	12.6%	194	6.9%	14,925	12.3%
Rest of Canada	79	2.9%	690	3.9%	2,358	3.1%	1,455	6.5%	0	0.0%	4,582	3.8%
United States	19	0.7%	1,960	11.1%	4,932	6.5%	3,249	14.5%	134	4.8%	10,294	8.5%
New England	0	0.0%	493	2.8%	1,820	2.4%	745	3.3%	78	2.8%	3,136	2.6%
Rest of US	19	0.7%	1,467	8.3%	3,112	4.1%	2,504	11.2%	56	2.0%	7,158	5.9%
International	0	0.0%	482	2.7%	552	0.7%	388	1.7%	0	0.0%	1,422	1.2%

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 Chapter 5 and Chapter 6 were based on only those who stayed at least one night in the Green Gables Shore (GGS) region 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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Holiday, vacation	327	12.1%	12,249	69.6%	48,174	63.1%	10,675	47.8%	333	11.9%	71,758	58.9%
Short getaway	19	0.7%	2,619	14.9%	9,912	13.0%	3,736	16.7%	570	20.3%	16,856	13.8%
Visit friends and/or relatives	1,702	62.9%	617	3.5%	5,788	7.6%	2,173	9.7%	1,156	41.2%	11,436	9.4%
Attend events, festivals, attractions	0	0.0%	663	3.8%	6,180	8.1%	2,065	9.2%	124	4.4%	9,032	7.4%
Visit second home, cottage, condo	469	17.3%	380	2.2%	1,044	1.4%	1,403	6.3%	54	1.9%	3,350	2.8%
Other pleasure	190	7.0%	1,079	6.1%	5,190	6.8%	2,300	10.3%	570	20.3%	9,329	7.7%

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Party Composition												
Adult travelling alone	477	17.6%	513	2.9%	3,308	4.3%	1,615	7.2%	510	18.2%	6,423	5.3%
2 adults	1,364	50.4%	7,833	44.5%	28,649	37.6%	13,113	58.7%	1,607	57.2%	52,566	43.2%
3 or more adults	486	18.0%	4,089	23.2%	10,192	13.4%	5,154	23.1%	279	9.9%	20,200	16.6%
Families	379	14.0%	5,170	29.4%	34,139	44.8%	2,470	11.1%	410	14.6%	42,568	35.0%
1 adult with child(ren)	0	0.0%	215	1.2%	2,813	3.7%	173	0.8%	27	1.0%	3,228	2.7%
2 adults with child(ren)	190	7.0%	3,348	19.0%	19,332	25.3%	1,196	5.4%	97	3.5%	24,163	19.8%
3 or more adults with child(ren)	190	7.0%	1,607	9.1%	11,994	15.7%	1,101	4.9%	287	10.2%	15,179	12.5%
Age Composition												
Millennial (18 to 34) Travellers	608	22.5%	723	4.1%	3,418	4.5%	1,093	4.9%	464	16.5%	6,306	5.2%
Middle Aged (35 to 54) Travellers	79	2.9%	1,552	8.8%	8,611	11.3%	3,499	15.7%	452	16.1%	14,193	11.7%
Senior (55 and over) Travellers	1,124	41.5%	7,348	41.7%	17,768	23.3%	10,301	46.1%	1,012	36.0%	37,553	30.8%
Multi-generation Travellers	517	19.1%	2,812	16.0%	12,352	16.2%	4,990	22.3%	470	16.7%	21,141	17.4%
Families/Adult(s) with child(ren)	379	14.0%	5,170	29.4%	34,139	44.8%	2,470	11.0%	410	14.6%	42,568	35.0%
Party Size												
Average Party Size	2.40		3.65		3.92		2.84		2.39		3.62	
Avg. Number of Male Travellers	0.92		1.69		1.88		1.29		1.06		1.70	
Avg. Number of Female Travellers	1.49		1.95		2.04		1.55		1.33		1.91	
Avg. Number of Children	0.21		0.53		1.03		0.19		0.28		0.76	
Avg. Number of Adult Travellers	2.19		3.12		2.90		2.65		2.11		2.85	

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Total Overnight Pleasure Visitors	6,508	(1.5%)	64,182	(14.6%)	299,316	(68.0%)	63,561	(14.4%)	6,696	(1.5%)	440,263	(100.0%)
Gender												
Male	2,476	38.0%	29,771	46.4%	143,350	47.9%	28,904	45.5%	2,974	44.4%	207,475	47.1%
Female	4,032	62.0%	34,411	53.6%	155,966	52.1%	34,657	54.5%	3,722	55.6%	232,788	52.9%
Age												
Under 8 Years	380	5.8%	4,895	7.6%	32,701	10.9%	2,192	3.4%	78	1.2%	40,246	9.1%
9 – 17 Years	190	2.9%	4,370	6.8%	45,598	15.2%	2,038	3.2%	699	10.4%	52,895	12.0%
18 – 24 Years	676	10.4%	2,192	3.4%	16,509	5.5%	967	1.5%	637	9.5%	20,981	4.8%
25 – 34 Years	1,045	16.1%	5,306	8.3%	27,792	9.3%	4,392	6.9%	704	10.5%	39,239	8.9%
35 – 44 Years	818	12.6%	6,725	10.5%	50,370	16.8%	5,899	9.3%	502	7.5%	64,314	14.6%
45 – 54 Years	1,054	16.2%	7,010	10.9%	44,642	14.9%	13,056	20.5%	1,619	24.2%	67,381	15.3%
55 – 64 Years	1,401	21.5%	13,753	21.4%	42,348	14.1%	15,391	24.2%	1,738	26.0%	74,631	17.0%
65 – 74 Years	876	13.5%	11,259	17.5%	33,657	11.2%	15,446	24.3%	719	10.7%	61,957	14.1%
75 Years and over	68	1.0%	8,672	13.5%	5,699	1.9%	4,180	6.6%	0	0.0%	18,619	4.2%

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Entry Point												
Charlottetown Airport	49	1.8%	1,295	7.4%	4,686	6.1%	2,219	9.9%	39	1.4%	8,288	6.8%
Confederation Bridge	2,658	98.2%	13,956	79.3%	60,143	78.8%	16,639	74.4%	2,569	91.5%	95,965	78.8%
Ferry at Caribou, Nova Scotia	0	0.0%	2,355	13.4%	11,458	15.0%	3,495	15.6%	200	7.1%	17,508	14.4%
Exit Point												
Charlottetown Airport	59	2.2%	1,517	8.6%	5,083	6.7%	2,698	12.1%	0	0.0%	9,357	7.7%
Confederation Bridge	2,648	97.8%	14,893	84.6%	62,161	81.5%	17,479	78.2%	2,699	96.2%	99,880	82.0%
Wood Islands Ferry Terminal	0	0.0%	1,196	6.8%	9,043	11.9%	2,176	9.7%	108	3.8%	12,523	10.3%
Mix of Entry and Exit Points												
Air only	49	1.8%	1,280	7.3%	4,160	5.5%	2,168	9.7%	0	0.0%	7,657	6.3%
Bridge only	2,648	97.9%	12,855	73.0%	54,375	71.3%	14,933	66.8%	2,515	89.6%	87,326	71.7%
Ferry only	0	0.0%	249	1.4%	3,615	4.7%	709	3.2%	54	1.9%	4,627	3.8%
Bridge and Ferry Mix	0	0.0%	2,971	16.9%	12,689	16.6%	3,962	17.7%	200	7.1%	19,822	16.3%
Air and Bridge or Ferry Mix	9	0.3%	252	1.4%	1,448	1.9%	581	2.6%	39	1.4%	2,329	1.9%

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Rental Car Usage												
Yes	297	11.0%	2,095	11.9%	8,971	11.8%	3,601	16.1%	337	12.0%	15,301	12.6%
No	2,410	89.0%	15,511	88.1%	67,316	88.2%	18,751	83.9%	2,470	88.0%	106,458	87.4%
Location of Pick-Up												
Prince Edward Island	30	10.1%	736	35.2%	3,651	40.7%	1,265	35.1%	145	43.0%	5,827	38.1%
New Brunswick	77	25.9%	253	12.1%	1,944	21.7%	514	14.3%	97	28.8%	2,885	18.9%
Nova Scotia	190	64.0%	774	37.0%	1,790	20.0%	1,080	30.0%	56	16.6%	3,890	25.4%
Quebec	0	0.0%	111	5.3%	329	3.7%	66	1.8%	0	0.0%	506	3.3%
Ontario	0	0.0%	59	2.8%	277	3.1%	130	3.6%	39	11.6%	505	3.3%
Other province	0	0.0%	0	0.0%	319	3.6%	62	1.7%	0	0.0%	381	2.5%
New England state	0	0.0%	85	4.1%	614	6.8%	399	11.1%	0	0.0%	1,098	7.2%
Other US state	0	0.0%	75	3.6%	47	0.5%	84	2.3%	0	0.0%	206	1.3%

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Primary Destination of the Trip												
Prince Edward Island	2,629	97.2%	15,854	90.0%	68,723	90.1%	18,916	84.6%	2,608	92.9%	108,730	89.3%
Other Destination	77	2.8%	1,658	9.4%	7,327	9.6%	3,261	14.6%	199	7.1%	12,522	10.3%
Don't Know	0	0.0%	94	0.5%	236	0.3%	175	0.8%	0	0.0%	505	0.4%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	3.97	100.0%	7.61	100.0%	8.34	100.0%	10.38	100.0%	5.55	100.0%	8.45	100.0%
Nights stayed in PEI	3.47	87.5%	4.95	65.0%	5.43	65.2%	6.12	58.9%	3.33	60.0%	5.40	63.9%
(Nights in Paid Accommodation)	(0.60)	(17.2%)	(4.44)	(89.8%)	(4.47)	(82.3%)	(3.98)	(65.0%)	(1.02)	(30.7%)	(4.21)	(78.0%)
Nights stayed in NB	0.06	1.4%	0.52	6.9%	1.00	11.9%	0.93	9.0%	0.73	13.2%	0.89	10.5%
Nights stayed in NS	0.16	4.1%	1.04	13.7%	0.99	11.9%	1.78	17.1%	0.98	17.6%	1.12	13.3%
Nights stayed in NL	0.08	2.0%	0.39	5.1%	0.21	2.5%	0.33	3.2%	0.03	0.5%	0.25	3.0%
Nights stayed in Magdalen Islands	0.00	0.0%	0.03	0.3%	0.12	1.4%	0.05	0.5%	0.00	0.0%	0.09	1.0%
Nights stayed elsewhere	0.20	5.1%	0.68	9.0%	0.59	7.0%	1.18	11.3%	0.48	8.7%	0.70	8.3%

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Overnight Stays (Parties) in Other PEI Regions by Those Who Stayed Overnight in the Green Gables Shore Region ^{a)}												
Greater Charlottetown Area	0	0.0%	2,062	11.7%	9,814	12.9%	4,280	19.1%	279	9.9%	16,435	13.5%
Points East Coastal Drive	0	0.0%	1,200	6.8%	5,336	7.0%	1,977	8.8%	145	5.2%	8,658	7.1%
Summerside	0	0.0%	554	3.1%	4,092	5.4%	2,460	11.0%	145	5.2%	7,251	6.0%
North Cape Coastal Drive	9	0.3%	188	1.1%	3,746	4.9%	1,326	5.9%	0	0.0%	5,269	4.3%
Red Sands Shore	0	0.0%	433	2.5%	2,936	3.8%	612	2.7%	97	3.5%	4,078	3.3%
Total Accumulated Nights Spent by Parties in the Specific Region												
Green Gables Shore	9,375	99.8%	79,679	91.5%	356,084	85.9%	112,836	82.5%	7,502	80.4%	565,476	86.1%
Greater Charlottetown Area	0	0.0%	3,676	4.2%	19,336	4.7%	11,905	8.7%	1,004	10.8%	35,921	5.5%
Points East Coastal Drive	0	0.0%	2,151	2.5%	12,579	3.0%	4,129	3.0%	435	4.7%	19,294	2.9%
Summerside	0	0.0%	704	0.8%	9,226	2.2%	4,270	3.1%	290	3.1%	14,490	2.2%
North Cape Coastal Drive	18	0.2%	294	0.3%	9,470	2.3%	2,081	1.5%	0	0.0%	11,863	1.8%
Red Sands Shore	0	0.0%	608	0.7%	7,873	1.9%	1,522	1.1%	97	1.0%	10,100	1.5%
Total Overnight Stays (Nights)	9,393	100.0%	87,112	100.0%	414,568	100.0%	136,743	100.0%	9,328	100.0%	657,144	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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Average Number of Nights Stayed	3.47		4.95		5.43		6.12		3.33		5.40	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)												
Green Gables Shore	3.47		4.52		4.67		5.05		2.67		4.64	
Greater Charlottetown Area	0.00		0.21		0.25		0.53		0.36		0.30	
Points East Coastal Drive	0.00		0.12		0.16		0.18		0.16		0.16	
Summerside	0.00		0.04		0.12		0.19		0.10		0.12	
North Cape Coastal Drive	0.01		0.02		0.12		0.09		0.00		0.10	
Red Sands Shore	0.00		0.03		0.10		0.07		0.03		0.08	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
Green Gables Shore	3.47		4.52		4.67		5.05		2.67		4.64	
Red Sands Shore	n/a		1.40		2.68		2.49		1.00		2.48	
North Cape Coastal Drive	2.00		1.57		2.53		1.57		n/a		2.25	
Points East Coastal Drive	n/a		1.79		2.36		2.09		3.00		2.23	
Greater Charlottetown Area	n/a		1.78		1.97		2.78		3.60		2.19	
Summerside	n/a		1.27		2.25		1.74		2.00		2.00	

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Total Parties Staying at Least One Night in the Specific Type of Accommodation												
Cottage or Cabin	327	12.1%	8,828	44.9%	26,808	30.8%	10,150	38.1%	478	15.4%	46,591	33.5%
Campground or Trailer (RV) Park	0	0.0%	3,433	17.5%	23,293	26.7%	3,223	12.1%	0	0.0%	29,949	21.5%
Hotel, Motel, or Resort	0	0.0%	4,085	20.8%	19,365	22.2%	5,072	19.0%	347	11.2%	28,869	20.7%
Home of Friends or Relatives	1,892	69.9%	889	4.5%	7,511	8.6%	2,375	8.9%	1,598	51.6%	14,265	10.2%
B&B or Tourist Home	0	0.0%	1,317	6.7%	5,139	5.9%	3,048	11.4%	184	5.9%	9,688	7.0%
Inn	19	0.7%	842	4.3%	3,352	3.8%	1,366	5.1%	0	0.0%	5,579	4.0%
Own Property	469	17.3%	155	0.8%	1,111	1.3%	1,083	4.1%	490	15.8%	3,308	2.4%
Other (e.g., hostel)	0	0.0%	104	0.5%	581	0.7%	320	1.2%	0	0.0%	1,005	0.7%
Total Overnight Stays (Parties)	2,707	100.0%	19,653	100.0%	87,160	100.0%	26,637	100.0%	3,097	100.0%	139,254	100.0%
Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation												
Cottage or Cabin	1,550	16.5%	42,797	49.1%	129,017	31.1%	48,854	35.7%	999	10.7%	223,217	34.0%
Campground or Trailer (RV) Park	0	0.0%	24,121	27.7%	140,414	33.9%	17,374	12.7%	0	0.0%	181,909	27.7%
Hotel, Motel, or Resort	0	0.0%	10,273	11.8%	58,320	14.1%	18,217	13.3%	982	10.5%	87,792	13.4%
Home of Friends or Relatives	6,587	70.1%	2,758	3.2%	37,327	9.0%	11,490	8.4%	5,631	60.4%	63,793	9.7%
Own Property	1,200	12.8%	1,202	1.4%	17,937	4.3%	27,323	20.0%	716	7.7%	48,378	7.4%
B&B or Tourist Home	0	0.0%	3,936	4.5%	18,614	4.5%	8,713	6.4%	998	10.7%	32,261	4.9%
Inn	57	0.6%	1,920	2.2%	10,032	2.4%	3,621	2.6%	0	0.0%	15,630	2.4%
Other (e.g., hostel)	0	0.0%	104	0.1%	2,937	0.7%	1,149	0.8%	0	0.0%	4,190	0.6%
Total Overnight Stays (Nights)	9,394	100.0%	87,111	100.0%	414,598	100.0%	136,741	100.0%	9,326	100.0%	657,170	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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Average Number of Nights Stayed	3.47		4.95		5.43		6.12		3.33		5.40	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Accommodation Used)												
Cottage or Cabin	0.57		2.43		1.69		2.19		0.36		1.83	
Campground or Trailer (RV) Park	0.00		1.37		1.84		0.78		0.00		1.49	
Hotel, Motel, or Resort	0.00		0.58		0.76		0.82		0.35		0.72	
Home of Friends or Relatives	2.43		0.16		0.49		0.51		2.01		0.52	
Own Property	0.44		0.07		0.24		1.22		0.26		0.40	
B&B or Tourist Home	0.00		0.22		0.24		0.39		0.36		0.27	
Inn	0.02		0.11		0.13		0.16		0.00		0.13	
Other (e.g., hostel)	0.00		0.01		0.04		0.05		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	2.56		7.80		16.16		25.25		1.46		14.64	
Campground or Trailer (RV) Park	n/a		7.03		6.03		5.39		n/a		6.07	
Cottage or Cabin	4.76		4.85		4.81		4.81		2.09		4.79	
Home of Friends or Relatives	3.48		3.10		4.97		4.83		3.53		4.47	
Other (e.g., hostel)	n/a		1.00		5.07		3.57		n/a		4.17	
B&B or Tourist Home	n/a		2.99		3.62		2.86		5.42		3.33	
Hotel, Motel, or Resort	n/a		2.51		3.01		3.59		2.84		3.04	
Inn	3.00		2.28		2.99		2.65		n/a		2.80	

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Greater Charlottetown Area	1,252	46.3%	10,867	61.7%	52,376	68.7%	17,744	79.4%	1,593	56.8%	83,832	68.9%
Summerside	1,153	42.6%	9,353	53.1%	32,707	42.9%	11,702	52.4%	1,054	37.5%	55,969	46.0%
Red Sands Shore	556	20.5%	4,183	23.8%	28,107	36.8%	7,732	34.6%	281	10.0%	40,859	33.6%
Points East Coastal Drive	147	5.4%	4,438	25.2%	20,835	27.3%	7,809	34.9%	415	14.8%	33,644	27.6%
North Cape Coastal Drive	428	15.8%	4,329	24.6%	21,080	27.6%	6,882	30.8%	337	12.0%	33,056	27.1%

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Type of Visitation												
First-Time Visitors	87	3.2%	4,811	27.3%	14,227	18.6%	6,323	28.3%	198	7.1%	25,646	21.1%
Repeat Visitors	2,620	96.8%	12,795	72.7%	62,060	81.4%	16,029	71.7%	2,609	92.9%	96,113	78.9%
Last Trip to PEI*												
This year (2014)	1,124	42.9%	2,224	17.4%	9,525	15.3%	4,023	25.1%	2,301	88.2%	19,197	20.0%
One year ago (2013)	1,077	41.1%	5,612	43.9%	25,367	40.9%	4,802	30.0%	27	1.0%	36,885	38.4%
Two years ago (2012)	0	0.0%	1,292	10.1%	8,902	14.3%	858	5.4%	136	5.2%	11,188	11.6%
Three years ago (2011)	0	0.0%	499	3.9%	2,946	4.7%	2,365	14.8%	145	5.6%	5,955	6.2%
Four years ago (2010)	229	8.7%	399	3.1%	1,491	2.4%	144	0.9%	0	0.0%	2,263	2.4%
Five or more years ago (2009 & earlier)	190	7.3%	2,769	21.6%	13,829	22.3%	3,837	23.9%	0	0.0%	20,625	21.5%
Average Number of Previous Visits to PEI in the Past Five Years*												
Mean (Group Median)	10.68 (9.35)		4.65 (3.57)		4.77 (3.59)		5.45 (3.62)		11.20 (9.08)		5.20 (3.81)	

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Natural beauty and pastoral settings	556	20.5%	5,673	32.2%	20,818	27.3%	6,911	30.9%	676	24.1%	34,634	28.4%
Beaches and coast line	439	16.2%	3,667	20.8%	20,621	27.0%	4,866	21.8%	199	7.1%	29,792	24.5%
World of Anne of Green Gables and Lucy Maud Montgomery	209	7.7%	1,843	10.5%	6,651	8.7%	1,653	7.4%	95	3.4%	10,451	8.6%
Festivals and events *	0	0.0%	1,044	5.9%	6,649	8.7%	1,587	7.1%	145	5.2%	9,425	7.7%
Outdoor activities (water-based activities, skiing, Confederation trail, cycling, bird watching, etc.)	0	0.0%	747	4.2%	3,071	4.0%	1,569	7.0%	145	5.2%	5,532	4.5%
Culinary experience (lobster, seafood, wine, farm products, etc.)	190	7.0%	856	4.9%	2,756	3.6%	1,186	5.3%	0	0.0%	4,988	4.1%
Golf	0	0.0%	676	3.8%	1,256	1.6%	671	3.0%	0	0.0%	2,603	2.1%
Birthplace of Confederation attractions	0	0.0%	176	1.0%	380	0.5%	170	0.8%	39	1.4%	765	0.6%
Other features	1,314	48.5%	2,925	16.6%	14,086	18.5%	3,739	16.7%	1,506	53.7%	23,570	19.4%

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Valid Overnight Pleasure Parties	2,478	(2.1%)	17,606	(14.6%)	76,202	(63.1%)	21,768	(18.0%)	2,623	(2.2%)	120,677	(100.0%)
Sightseeing/driving tour	933	37.7%	12,264	69.7%	56,758	74.5%	18,053	82.9%	1,103	42.1%	89,111	73.8%
Going to a beach	1,023	41.3%	10,885	61.8%	56,820	74.6%	13,638	62.6%	308	11.7%	82,674	68.5%
Shopping for local crafts/souvenirs/antiques	637	25.7%	11,135	63.2%	49,556	65.0%	11,989	55.1%	1,035	39.5%	74,352	61.6%
Visiting a national or provincial park	267	10.8%	8,533	48.5%	48,165	63.2%	14,298	65.7%	384	14.6%	71,647	59.4%
Sampling local culinary products (lobster, potatoes, mussels, oysters, wine, beer, etc.) *	984	39.7%	9,450	53.7%	44,696	58.7%	14,362	66.0%	1,064	40.6%	70,556	58.5%
Visiting historical and cultural attractions	385	15.5%	9,380	53.3%	40,372	53.0%	11,551	53.1%	536	20.4%	62,224	51.6%
Visiting Anne of Green Gables attractions	277	11.2%	7,179	40.8%	30,934	40.6%	7,800	35.8%	95	3.6%	46,285	38.4%
Visiting friends and/or relatives	2,162	87.2%	2,745	15.6%	23,498	30.8%	6,657	30.6%	2,253	85.9%	37,315	30.9%
Visiting a theme, fun or amusement park	0	0.0%	4,198	23.8%	25,200	33.1%	1,169	5.4%	184	7.0%	30,751	25.5%
Attending a festival, event, or concert	298	12.0%	3,451	19.6%	19,691	25.8%	6,425	29.5%	694	26.5%	30,559	25.3%
Visiting Birthplace of Confederation attractions (e.g., Founders' Hall, Province House)	68	2.7%	3,308	18.8%	15,697	20.6%	5,496	25.2%	268	10.2%	24,837	20.6%
Using the Confederation Trail (cycling, walking, running) *	190	7.7%	2,945	16.7%	13,020	17.1%	4,521	20.8%	0	0.0%	20,676	17.1%
Attending a performance (live theatre, a play)	298	12.0%	2,284	13.0%	13,879	18.2%	3,889	17.9%	184	7.0%	20,534	17.0%
Playing golf (not miniature)	69	2.8%	1,554	8.8%	7,999	10.5%	2,778	12.8%	39	1.5%	12,439	10.3%
Participating in water activities (kayaking, tuna fishing) *	0	0.0%	282	1.6%	6,320	8.3%	1,083	5.0%	0	0.0%	7,685	6.4%
Taking part in an authentic PEI experience/hands-on learning activity (lobster fishing, clamming digging, pottery, etc.) *	248	10.0%	285	1.6%	3,975	5.2%	790	3.6%	0	0.0%	5,298	4.4%
Attending a sports event or tournament (as a spectator)	229	9.2%	0	0.0%	1,465	1.9%	545	2.5%	145	5.5%	2,384	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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Estimated Total Direct Expenditures (\$)	\$911,702		\$22,460,268		\$127,274,233		\$26,306,695		\$1,044,877		\$177,997,776	
Travel package	\$0		\$957,373		\$2,638,784		\$814,698		\$0		\$4,410,854	
Accommodations	\$159,147		\$7,882,917		\$47,924,705		\$9,035,802		\$220,635		\$65,223,206	
Food and beverage at restaurants, bars, etc.	\$279,572		\$3,965,675		\$21,043,962		\$5,172,368		\$229,734		\$30,691,312	
Food and beverage at stores	\$100,543		\$2,166,063		\$9,844,805		\$2,424,008		\$99,277		\$14,634,694	
Vehicle operation	\$204,373		\$2,404,102		\$11,529,572		\$3,033,120		\$185,547		\$17,356,713	
Car rentals in PEI and local transportation	\$1,808		\$267,396		\$2,246,219		\$613,938		\$0		\$3,129,361	
Shopping	\$78,481		\$2,759,558		\$15,538,933		\$2,839,527		\$216,603		\$21,433,102	
Recreation and entertainment	\$17,778		\$1,588,847		\$10,542,156		\$1,453,473		\$59,166		\$13,661,419	
Other expenditures	\$70,001		\$468,338		\$5,965,098		\$919,762		\$33,916		\$7,457,115	
% of Estimated Total Direct Expenditures	(0.5%)		(12.6%)		(71.5%)		(14.8%)		(0.6%)		(100.0%)	
Travel package	0.0%		4.3%		2.1%		3.1%		0.0%		2.5%	
Accommodations	17.5%		35.1%		37.7%		34.3%		21.1%		36.6%	
Food and beverage at restaurants, bars, etc.	30.7%		17.7%		16.5%		19.7%		22.0%		17.2%	
Food and beverage at stores	11.0%		9.6%		7.7%		9.2%		9.5%		8.2%	
Vehicle operation	22.4%		10.7%		9.1%		11.5%		17.8%		9.8%	
Car rentals in PEI and local transportation	0.2%		1.2%		1.8%		2.3%		0.0%		1.8%	
Shopping	8.6%		12.3%		12.2%		10.8%		20.7%		12.0%	
Recreation and entertainment	1.9%		7.1%		8.3%		5.5%		5.7%		7.7%	
Other expenditures	7.7%		2.1%		4.7%		3.5%		3.2%		4.2%	

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Average Spending per Party per Visit	\$336.79		\$1,275.72		\$1,668.36		\$1,176.93		\$372.24		\$1,461.89	
Travel package	\$0.00		\$54.38		\$34.59		\$36.45		\$0.00		\$36.23	
Accommodations	\$58.79		\$447.74		\$628.22		\$404.25		\$78.60		\$535.67	
Food and beverage at restaurants, bars, etc.	\$103.28		\$225.25		\$275.85		\$231.41		\$81.84		\$252.07	
Food and beverage at stores	\$37.14		\$123.03		\$129.05		\$108.45		\$35.37		\$120.19	
Vehicle operation	\$75.50		\$136.55		\$151.13		\$135.70		\$66.10		\$142.55	
Car rentals in PEI and local transportation	\$0.67		\$15.19		\$29.44		\$27.47		\$0.00		\$25.70	
Shopping	\$28.99		\$156.74		\$203.69		\$127.04		\$77.17		\$176.03	
Recreation and entertainment	\$6.57		\$90.24		\$138.19		\$65.03		\$21.08		\$112.20	
Other expenditures	\$25.86		\$26.60		\$78.19		\$41.15		\$12.08		\$61.24	
Average Spending per Person per Night	\$40.43		\$77.34		\$91.09		\$81.97		\$58.34		\$87.04	
Travel package	\$0.00		\$3.30		\$1.89		\$2.54		\$0.00		\$2.16	
Accommodations	\$7.06		\$27.14		\$34.30		\$28.15		\$12.32		\$31.90	
Food and beverage at restaurants, bars, etc.	\$12.40		\$13.65		\$15.06		\$16.12		\$12.83		\$15.01	
Food and beverage at stores	\$4.46		\$7.46		\$7.05		\$7.55		\$5.54		\$7.16	
Vehicle operation	\$9.06		\$8.28		\$8.25		\$9.45		\$10.36		\$8.49	
Car rentals in PEI and local transportation	\$0.08		\$0.92		\$1.61		\$1.91		\$0.00		\$1.53	
Shopping	\$3.48		\$9.50		\$11.12		\$8.85		\$12.09		\$10.48	
Recreation and entertainment	\$0.79		\$5.47		\$7.54		\$4.53		\$3.30		\$6.68	
Other expenditure	\$3.10		\$1.61		\$4.27		\$2.87		\$1.89		\$3.65	
Average Party Size	2.40		3.65		3.92		2.84		2.39		3.62	
Estimated Number of Overnight Pleasure Visitors	6,508		64,182		299,316		63,561		6,696		440,263	
Average Length of Stay in the GGS region	3.47		4.52		4.67		5.05		2.67		4.64	

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(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	4.73	100.0%	4.58	93.3%	4.46	92.4%	4.60	93.0%	4.56	87.2%	4.51	92.7%
Restaurant service and quality	4.28	85.9%	4.22	85.6%	4.36	90.6%	4.46	91.0%	4.51	88.2%	4.36	89.9%
Transportation service and quality	4.19	83.2%	4.39	95.2%	4.23	86.4%	4.23	84.0%	4.13	80.0%	4.25	86.8%
Quality of customer service	4.66	100.0%	4.43	93.0%	4.53	93.3%	4.59	91.9%	4.45	90.9%	4.53	93.1%
Prices of goods and services	3.86	67.8%	3.69	62.7%	3.82	68.4%	3.96	71.8%	3.97	64.2%	3.83	68.1%
Variety of things to see and do	4.56	96.7%	4.28	86.1%	4.58	94.9%	4.43	91.0%	4.50	92.9%	4.51	93.0%
Complaints												
Yes	0	0.0%	1,687	9.6%	7,258	9.5%	1,508	6.7%	136	4.8%	10,589	8.7%
No	2,707	100.0%	15,919	90.4%	69,029	90.5%	20,844	93.3%	2,671	95.2%	111,170	91.3%
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	4.63	100.0%	4.31	87.6%	4.35	91.4%	4.42	95.2%	4.32	77.5%	4.37	91.4%
Good way to spend time	4.79	100.0%	4.56	96.4%	4.67	97.7%	4.67	96.8%	4.52	91.6%	4.66	97.3%
Overall satisfaction with the trip to PEI	4.79	100.0%	4.58	95.6%	4.65	97.6%	4.67	94.2%	4.70	98.5%	4.64	96.8%
Intention to recommend to others	4.93	100.0%	4.60	95.1%	4.76	98.0%	4.74	96.1%	4.65	95.2%	4.73	97.2%
Intention to revisit PEI	4.86	100.0%	4.57	92.7%	4.72	96.1%	4.73	94.9%	4.80	98.6%	4.71	95.5%

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Gender												
Male	685	25.3%	5,172	29.4%	26,137	34.3%	8,011	35.8%	603	21.5%	40,608	33.4%
Female	2,021	74.7%	12,434	70.6%	50,150	65.7%	14,341	64.2%	2,204	78.5%	81,150	66.6%
Age												
18 to 24	418	15.4%	142	0.8%	1,235	1.6%	84	0.4%	0	0.0%	1,879	1.5%
25 to 34	608	22.5%	1,729	9.8%	8,083	10.6%	1,971	8.8%	425	15.1%	12,816	10.5%
35 to 44	209	7.7%	3,479	19.8%	17,285	22.7%	2,379	10.6%	318	11.3%	23,670	19.4%
45 to 54	147	5.4%	2,410	13.7%	19,127	25.1%	4,635	20.7%	760	27.1%	27,079	22.2%
55 to 64	677	25.0%	4,688	26.6%	16,572	21.7%	6,258	28.0%	903	32.2%	29,098	23.9%
65 to 74	647	23.9%	3,312	18.8%	13,315	17.5%	5,600	25.1%	401	14.3%	23,275	19.1%
75 and over	0	0.0%	1,846	10.5%	670	0.9%	1,425	6.4%	0	0.0%	3,941	3.2%
Living in the Same Country in Which Respondents were Born												
Yes	2,449	90.5%	15,557	88.4%	71,649	93.9%	20,863	93.3%	2,671	95.2%	113,189	93.0%
No	258	9.5%	2,049	11.6%	4,638	6.1%	1,490	6.7%	136	4.8%	8,571	7.0%
Mother Tongue												
English	2,707	100.0%	14,708	83.5%	60,203	78.9%	19,116	85.5%	2,520	89.8%	99,254	81.5%
French	0	0.0%	2,553	14.5%	14,582	19.1%	2,342	10.5%	248	8.8%	19,725	16.2%
Other	0	0.0%	345	2.0%	1,503	2.0%	894	4.0%	39	1.4%	2,781	2.3%

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Marital Status												
Single	753	27.8%	1,756	10.0%	9,935	13.0%	2,414	10.8%	295	10.5%	15,153	12.4%
Married/living common law	1,953	72.2%	14,791	84.0%	62,568	82.0%	18,091	80.9%	2,456	87.5%	99,859	82.0%
Other	0	0.0%	754	4.3%	3,645	4.8%	1,650	7.4%	56	2.0%	6,105	5.0%
Not Stated	0	0.0%	306	1.7%	138	0.2%	198	0.9%	0	0.0%	642	0.5%
Average Number of Children Living in the Household *												
17 years and younger	190 ^{a)}	7.0% ^{b)}	4,804 ^{a)}	27.3% ^{b)}	30,514 ^{a)}	40.0% ^{b)}	3,363 ^{a)}	15.0% ^{b)}	599 ^{a)}	21.3% ^{b)}	39,469 ^{a)}	32.4% ^{b)}
	2.00 ^{c)}		1.50 ^{c)}		1.78 ^{c)}		1.61 ^{c)}		1.32 ^{c)}		1.73 ^{c)}	
18 years and older	269 ^{a)}	9.9% ^{b)}	2,950 ^{a)}	16.8% ^{b)}	16,077 ^{a)}	21.1% ^{b)}	3,630 ^{a)}	16.2% ^{b)}	690 ^{a)}	24.6% ^{b)}	23,617 ^{a)}	19.4% ^{b)}
	2.00 ^{c)}		1.68 ^{c)}		1.61 ^{c)}		1.39 ^{c)}		1.75 ^{c)}		1.60 ^{c)}	
Education												
Some school	190	7.0%	0	0.0%	895	1.2%	630	2.8%	0	0.0%	1,715	1.4%
High school diploma	190	7.0%	1,839	10.4%	10,333	13.5%	2,168	9.7%	543	19.3%	15,073	12.4%
Some post-secondary	238	8.8%	1,877	10.7%	8,417	11.0%	2,987	13.4%	426	15.2%	13,945	11.5%
Graduated community/technical college	747	27.6%	4,681	26.6%	20,049	26.3%	6,097	27.3%	318	11.3%	31,892	26.2%
Graduated university (undergraduate degree)	1,027	37.9%	4,488	25.5%	20,203	26.5%	5,547	24.8%	1,049	37.4%	32,314	26.5%
Post graduate degree/professional designation	316	11.7%	4,698	26.7%	16,173	21.2%	4,636	20.7%	471	16.8%	26,294	21.6%
Not Stated	0	0.0%	22	0.1%	218	0.3%	287	1.3%	0	0.0%	527	0.4%

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	2,706	(2.2%)	17,606	(14.5%)	76,287	(62.7%)	22,353	(18.4%)	2,807	(2.3%)	121,759	(100.0%)
Employment Status												
Working full time	1,305	48.2%	7,786	44.2%	40,277	52.8%	7,482	33.5%	1,708	60.8%	58,558	48.1%
Working part time or seasonally	147	5.4%	1,740	9.9%	8,472	11.1%	2,132	9.5%	766	27.3%	13,257	10.9%
Unemployed	0	0.0%	15	0.1%	808	1.1%	341	1.5%	0	0.0%	1,164	1.0%
Retraining or upgrading	0	0.0%	0	0.0%	0	0.0%	56	0.3%	0	0.0%	56	0.0%
Retired	837	30.9%	6,779	38.5%	20,515	26.9%	10,391	46.5%	306	10.9%	38,828	31.9%
Homemaker	0	0.0%	432	2.5%	3,604	4.7%	958	4.3%	27	1.0%	5,021	4.1%
Student	229	8.5%	388	2.2%	632	0.8%	262	1.2%	0	0.0%	1,511	1.2%
Other	190	7.0%	407	2.3%	1,669	2.2%	688	3.1%	0	0.0%	2,954	2.4%
Not Stated	0	0.0%	59	0.3%	309	0.4%	42	0.2%	0	0.0%	410	0.3%
Annual Household Income												
Under \$40,000	905	33.4%	2,895	16.4%	9,689	12.7%	3,155	14.1%	403	14.4%	17,047	14.0%
\$40,000 to \$59,999	527	19.5%	2,901	16.5%	11,061	14.5%	3,934	17.6%	145	5.2%	18,568	15.2%
\$60,000 to \$79,999	467	17.3%	1,653	9.4%	14,065	18.4%	4,265	19.1%	413	14.7%	20,863	17.1%
\$80,000 to \$99,999	0	0.0%	1,806	10.3%	9,239	12.1%	2,762	12.4%	314	11.2%	14,121	11.6%
\$100,000 to \$124,999	389	14.4%	2,711	15.4%	8,481	11.1%	2,539	11.4%	463	16.5%	14,583	12.0%
\$125,000 to \$149,999	9	0.3%	1,241	7.0%	6,264	8.2%	1,015	4.5%	291	10.4%	8,820	7.2%
\$150,000 to \$174,999	399	14.7%	470	2.7%	3,758	4.9%	353	1.6%	124	4.4%	5,104	4.2%
\$175,000 to \$199,999	0	0.0%	480	2.7%	2,094	2.7%	484	2.2%	27	1.0%	3,085	2.5%
\$200,000 or more	11	0.4%	672	3.8%	3,520	4.6%	1,046	4.7%	190	6.8%	5,439	4.5%
Not Stated	0	0.0%	2,780	15.8%	8,116	10.6%	2,800	12.5%	436	15.5%	14,132	11.6%

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

6. A PROFILE OF OVERNIGHT PLEASURE VISITOR PARTIES TO THE GGS REGION BY PARTY COMPOSITION

6.1. Origin of Overnight Pleasure Visitor Parties

Table 6-1: Origin of Overnight Pleasure Visitor Parties by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Canada	5,808	90.4%	45,764	87.1%	17,714	87.7%	40,757	95.7%	110,043	90.4%
New Brunswick	2,451	38.2%	15,748	30.0%	6,527	32.3%	16,091	37.8%	40,817	33.5%
Nova Scotia	819	12.8%	14,056	26.7%	5,352	26.5%	14,382	33.8%	34,609	28.4%
Newfoundland & Labrador	525	8.2%	335	0.6%	250	1.2%	284	0.7%	1,394	1.1%
Quebec	993	15.5%	6,208	11.8%	2,502	12.4%	4,012	9.4%	13,715	11.3%
Ontario	916	14.3%	6,940	13.2%	2,249	11.1%	4,821	11.3%	14,926	12.3%
Rest of Canada	104	1.6%	2,477	4.7%	833	4.1%	1,167	2.7%	4,581	3.8%
United States	615	9.6%	6,156	11.7%	1,949	9.6%	1,574	3.7%	10,294	8.5%
New England	217	3.4%	1,675	3.2%	652	3.2%	592	1.4%	3,136	2.6%
Rest of US	398	6.2%	4,481	8.5%	1,298	6.4%	982	2.3%	7,159	5.9%
International	0	0.0%	647	1.2%	538	2.7%	237	0.6%	1,422	1.2%

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.

6.2. Primary Reason for Trip

Table 6-2: Primary Reason for Trip to PEI by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Holiday, vacation	1,624	25.3%	28,797	54.8%	10,994	54.4%	30,344	71.3%	71,759	58.9%
Short getaway	182	2.8%	8,749	16.6%	3,083	15.3%	4,842	11.4%	16,856	13.8%
Visit friends and/or relatives	2,776	43.2%	5,229	9.9%	1,545	7.6%	1,886	4.4%	11,436	9.4%
Attend events, festivals, attractions	746	11.6%	3,533	6.7%	2,250	11.1%	2,501	5.9%	9,030	7.4%
Visit second home, cottage, condo	229	3.6%	2,149	4.1%	240	1.2%	731	1.7%	3,349	2.8%
Other pleasure	867	13.5%	4,109	7.8%	2,088	10.3%	2,265	5.3%	9,329	7.7%

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.

6.3. Tourism Season, Age Composition and Average Party Size

Table 6-3: Tourism Season, Age Composition and Average Party Size by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Tourism Season										
Jan – Apr Winter Off-Season	477	7.4%	1,364	2.6%	486	2.4%	379	0.9%	2,706	2.2%
May – Jun Spring Shoulder Season	513	8.0%	7,833	14.9%	4,089	20.2%	5,170	12.1%	17,605	14.5%
Jul – Aug Summer Main Season	3,308	51.5%	28,649	54.5%	10,192	50.5%	34,139	80.2%	76,288	62.7%
Sep – Oct Fall Shoulder Season	1,615	25.1%	13,113	24.9%	5,154	25.5%	2,470	5.8%	22,352	18.4%
Nov – Dec Winter Off-Season	510	7.9%	1,607	3.1%	279	1.4%	410	1.0%	2,806	2.3%
Age Composition										
Millennial (18 to 34) Travellers	1,372	21.4%	4,265	8.1%	668	3.3%	0	0.0%	6,305	5.2%
Middle Aged (35 to 54) Travellers	2,726	42.4%	10,763	20.5%	705	3.5%	0	0.0%	14,194	11.7%
Senior (55 and over) Travellers	2,325	36.2%	28,299	53.8%	6,927	34.3%	0	0.0%	37,551	30.8%
Multi-generation Travellers	0	0.0%	9,240	17.6%	11,900	58.9%	0	0.0%	21,140	17.4%
Families/Adult(s) with child(ren)	0	0.0%	0	0.0%	0	0.0%	42,569	100.0%	42,569	35.0%
Party Size										
Average Party Size	1.00		2.00		4.90		5.40		3.62	
Avg. Number of Male Travellers	0.27		0.93		2.27		2.61		1.70	
Avg. Number of Female Travellers	0.73		1.07		2.63		2.79		1.91	
Avg. Number of Children	0.00		0.00		0.00		2.19		0.76	
Avg. Number of Adult Travellers	1.00		2.00		4.90		3.21		2.85	

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

6.4. Gender and Age of Individual Overnight Pleasure Visitors

Table 6-4: Gender and Age of Individual Overnight Pleasure Visitors by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Total Overnight Pleasure Visitors	6,423	(1.5%)	105,134	(23.9%)	98,925	(22.5%)	229,781	(52.2%)	440,263	(100.0%)
Gender										
Male	1,730	26.9%	48,964	46.6%	45,815	46.3%	110,970	48.3%	207,479	47.1%
Female	4,693	73.1%	56,170	53.4%	53,110	53.7%	118,811	51.7%	232,784	52.9%
Age										
Under 8 Years	0	0.0%	0	0.0%	0	0.0%	40,250	17.5%	40,250	9.1%
9 – 17 Years	0	0.0%	0	0.0%	0	0.0%	52,895	23.0%	52,895	12.0%
18 – 24 Years	589	9.2%	1,713	1.6%	8,061	8.1%	10,616	4.6%	20,979	4.8%
25 – 34 Years	783	12.2%	9,754	9.3%	10,022	10.1%	18,685	8.1%	39,244	8.9%
35 – 44 Years	1,298	20.2%	9,823	9.3%	4,894	4.9%	48,294	21.0%	64,309	14.6%
45 – 54 Years	1,428	22.2%	20,014	19.0%	17,739	17.9%	28,197	12.3%	67,378	15.3%
55 – 64 Years	1,422	22.1%	33,446	31.8%	25,625	25.9%	14,139	6.2%	74,632	17.0%
65 – 74 Years	802	12.5%	26,553	25.3%	20,116	20.3%	14,484	6.3%	61,955	14.1%
75 Years and over	101	1.6%	3,831	3.6%	12,468	12.6%	2,221	1.0%	18,621	4.2%

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

6.5. Entry and Exit Point

Table 6-5: Entry and Exit Point by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Entry Point										
Charlottetown Airport	1,581	24.6%	3,112	5.9%	1,291	6.4%	2,303	5.4%	8,287	6.8%
Confederation Bridge	4,575	71.2%	42,640	81.1%	16,175	80.1%	32,574	76.5%	95,964	78.8%
Ferry at Caribou, Nova Scotia	267	4.2%	6,815	13.0%	2,735	13.5%	7,691	18.1%	17,508	14.4%
Exit Point										
Charlottetown Airport	1,818	28.3%	4,123	7.8%	1,271	6.3%	2,144	5.0%	9,356	7.7%
Confederation Bridge	4,320	67.3%	42,867	81.5%	16,283	80.6%	36,410	85.5%	99,880	82.0%
Wood Islands Ferry Terminal	285	4.4%	5,578	10.6%	2,646	13.1%	4,014	9.4%	12,523	10.3%
Mix of Entry and Exit Points										
Air only	1,581	24.6%	2,912	5.5%	1,202	6.0%	1,962	4.6%	7,657	6.3%
Bridge only	4,186	65.2%	38,322	72.9%	14,540	72.0%	30,279	71.1%	87,327	71.7%
Ferry only	133	2.1%	1,752	3.3%	978	4.8%	1,764	4.1%	4,627	3.8%
Bridge and Ferry Mix	287	4.5%	8,171	15.5%	3,322	16.4%	8,040	18.9%	19,820	16.3%
Air and Bridge or Ferry Mix	237	3.7%	1,410	2.7%	157	0.8%	524	1.2%	2,328	1.9%

Note: The ferry is closed during January to April.

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

Table 6-6: Rental Car Usage and Location of Rental Car Pick-Up by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Rental Car Usage										
Yes	466	7.3%	6,585	12.5%	3,125	15.5%	5,125	12.0%	15,301	12.6%
No	5,957	92.7%	45,982	87.5%	17,075	84.5%	37,443	88.0%	106,457	87.4%
Location of Pick-Up										
Prince Edward Island	178	38.3%	2,639	40.1%	1,096	35.1%	1,915	37.4%	5,828	38.1%
New Brunswick	171	36.8%	852	12.9%	658	21.1%	1,205	23.5%	2,886	18.9%
Nova Scotia	0	0.0%	2,058	31.2%	761	24.4%	1,072	20.9%	3,891	25.4%
Quebec	0	0.0%	327	5.0%	35	1.1%	144	2.8%	506	3.3%
Ontario	37	8.0%	72	1.1%	233	7.5%	163	3.2%	505	3.3%
Other province	0	0.0%	62	0.9%	0	0.0%	318	6.2%	380	2.5%
New England state	79	17.0%	456	6.9%	302	9.7%	261	5.1%	1,098	7.2%
Other US state	0	0.0%	120	1.8%	40	1.3%	47	0.9%	207	1.4%

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

6.7. Primary Destination of the Trip and Trip Duration

Table 6-7: Primary Destination and Trip Duration by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Primary Destination of the Trip										
Prince Edward Island	5,920	92.2%	45,837	87.2%	17,155	84.9%	39,818	93.5%	108,730	89.3%
Other Destination	465	7.2%	6,484	12.3%	2,931	14.5%	2,643	6.2%	12,523	10.3%
Don't Know	37	0.6%	246	0.5%	115	0.6%	108	0.3%	506	0.4%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	9.06	100.0%	10.06	100.0%	7.36	100.0%	6.88	100.0%	8.45	100.0%
Nights stayed in PEI	7.16	79.0%	5.84	58.1%	4.42	60.0%	5.05	73.4%	5.40	63.9%
(Nights in Paid Accommodation)	(2.00)	(27.9%)	(4.34)	(74.3%)	(3.86)	(87.4%)	(4.55)	(90.2%)	(4.21)	(78.0%)
Nights stayed in NB	0.52	5.8%	1.24	12.4%	0.80	10.9%	0.55	8.0%	0.89	10.5%
Nights stayed in NS	1.10	12.1%	1.49	14.8%	0.99	13.5%	0.75	10.8%	1.12	13.3%
Nights stayed in NL	0.02	0.2%	0.37	3.6%	0.45	6.2%	0.05	0.7%	0.25	3.0%
Nights stayed in Magdalen Islands	0.11	1.2%	0.12	1.2%	0.06	0.9%	0.06	0.8%	0.09	1.0%
Nights stayed elsewhere	0.15	1.7%	1.00	10.0%	0.63	8.6%	0.43	6.3%	0.70	8.3%

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.

6.8. Overnight Stays in Other PEI Regions

Table 6-8: Overnight Stays in Other PEI Regions by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Overnight Stays (Parties) in Other PEI Regions by Those Who Stayed Overnight in the Green Gables Shore Region ^{a)}										
Greater Charlottetown Area	1,342	20.9%	9,361	17.8%	2,436	12.1%	3,297	7.7%	16,436	13.5%
Points East Coastal Drive	526	8.2%	4,840	9.2%	1,162	5.8%	2,131	5.0%	8,659	7.1%
Summerside	157	2.4%	4,708	9.0%	1,324	6.6%	1,063	2.5%	7,252	6.0%
North Cape Coastal Drive	527	8.2%	3,589	6.8%	429	2.1%	724	1.7%	5,269	4.3%
Red Sands Shore	238	3.7%	2,045	3.9%	422	2.1%	1,373	3.2%	4,078	3.3%
Total Accumulated Nights Spent by Parties in the Specific Region										
Green Gables Shore	36,568	79.6%	255,355	83.1%	79,232	88.8%	194,266	90.4%	565,421	86.0%
Greater Charlottetown Area	5,969	13.0%	19,547	6.4%	4,195	4.7%	6,210	2.9%	35,921	5.5%
Points East Coastal Drive	1,089	2.4%	10,422	3.4%	1,799	2.0%	5,966	2.8%	19,276	2.9%
Summerside	331	0.7%	9,768	3.2%	2,629	2.9%	1,760	0.8%	14,488	2.2%
North Cape Coastal Drive	1,504	3.3%	8,177	2.7%	700	0.8%	1,490	0.7%	11,871	1.8%
Red Sands Shore	477	1.0%	3,840	1.3%	674	0.8%	5,118	2.4%	10,109	1.5%
Total Overnight Stays (Nights)	45,938	100.0%	307,109	100.0%	89,229	100.0%	214,810	100.0%	657,086	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.

6.9. Average Length of Stay in PEI Regions

Table 6-9: Average Length of Stay in PEI Regions by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Average Number of Nights Stayed	7.16		5.84		4.42		5.05		5.40	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)										
Green Gables Shore	5.70		4.86		3.92		4.56		4.64	
Greater Charlottetown Area	0.93		0.37		0.21		0.15		0.30	
Points East Coastal Drive	0.17		0.20		0.09		0.14		0.16	
Summerside	0.05		0.19		0.13		0.04		0.12	
North Cape Coastal Drive	0.23		0.16		0.03		0.04		0.10	
Red Sands Shore	0.07		0.07		0.03		0.12		0.08	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)										
Green Gables Shore	5.70		4.86		3.92		4.56		4.64	
Red Sands Shore	1.99		1.88		1.60		3.73		2.48	
North Cape Coastal Drive	2.85		2.28		1.63		2.06		2.25	
Points East Coastal Drive	2.08		2.16		1.55		2.80		2.23	
Greater Charlottetown Area	4.45		2.09		1.72		1.89		2.19	
Summerside	2.12		2.08		1.99		1.66		2.00	

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

6.10. Overnight Stays in Type of Accommodation Used

Table 6-10: Overnight Stays in Type of Accommodation Used by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Total Parties Staying at Least One Night in the Specific Type of Accommodation										
Cottage or Cabin	1,098	14.1%	15,875	25.4%	10,520	47.6%	19,098	40.8%	46,591	33.5%
Campground or Trailer (RV) Park	942	12.1%	14,900	23.8%	2,383	10.8%	11,724	25.0%	29,949	21.5%
Hotel, Motel, or Resort	1,299	16.7%	12,295	19.6%	5,234	23.7%	10,041	21.4%	28,869	20.7%
Home of Friends or Relatives	3,451	44.4%	6,713	10.7%	1,696	7.7%	2,405	5.1%	14,265	10.2%
B&B or Tourist Home	377	4.9%	6,450	10.3%	1,471	6.7%	1,390	3.0%	9,688	7.0%
Inn	93	1.2%	3,686	5.9%	280	1.3%	1,520	3.2%	5,579	4.0%
Own Property	451	5.8%	2,092	3.3%	290	1.3%	475	1.0%	3,308	2.4%
Other (e.g., hostel)	57	0.7%	566	0.9%	219	1.0%	163	0.3%	1,005	0.7%
Total Overnight Stays (Parties)	7,768	100.0%	62,577	100.0%	22,093	100.0%	46,816	100.0%	139,254	100.0%
Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation										
Cottage or Cabin	4,814	10.5%	83,360	27.1%	50,064	56.1%	84,987	39.6%	223,225	34.0%
Campground or Trailer (RV) Park	3,213	7.0%	99,537	32.4%	12,891	14.5%	66,222	30.8%	181,863	27.7%
Hotel, Motel, or Resort	4,666	10.2%	37,236	12.1%	13,754	15.4%	32,122	15.0%	87,778	13.4%
Home of Friends or Relatives	21,958	47.8%	24,588	8.0%	4,864	5.5%	12,347	5.7%	63,757	9.7%
Own Property	9,432	20.5%	31,963	10.4%	1,160	1.3%	5,791	2.7%	48,346	7.4%
B&B or Tourist Home	1,481	3.2%	19,372	6.3%	4,830	5.4%	6,574	3.1%	32,257	4.9%
Inn	239	0.5%	8,578	2.8%	1,100	1.2%	5,717	2.7%	15,634	2.4%
Other (e.g., hostel)	134	0.3%	2,469	0.8%	541	0.6%	1,045	0.5%	4,189	0.6%
Total Overnight Stays (Nights)	45,937	100.0%	307,103	100.0%	89,204	100.0%	214,805	100.0%	657,049	100.0%

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

6.11. Average Length of Stay in Accommodation Type

Table 6-11: Average Length of Stay in Accommodation Type by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Average Number of Nights Stayed	7.16		5.84		4.42		5.05		5.40	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Accommodation Used)										
Cottage or Cabin	0.75		1.59		2.48		2.00		1.83	
Campground or Trailer (RV) Park	0.50		1.89		0.64		1.56		1.49	
Hotel, Motel, or Resort	0.73		0.71		0.68		0.76		0.72	
Home of Friends or Relatives	3.42		0.47		0.24		0.29		0.52	
Own Property	1.47		0.61		0.06		0.14		0.40	
B&B or Tourist Home	0.23		0.37		0.24		0.15		0.27	
Inn	0.04		0.16		0.05		0.13		0.13	
Other (e.g., hostel)	0.02		0.05		0.03		0.02		0.03	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)										
Own Property	20.95		15.31		4.01		12.22		14.64	
Campground or Trailer (RV) Park	3.42		6.68		5.41		5.65		6.07	
Cottage or Cabin	4.38		5.25		4.76		4.45		4.79	
Home of Friends or Relatives	6.37		3.67		2.87		5.14		4.47	
Other (e.g., hostel)	2.39		4.36		2.47		6.43		4.17	
B&B or Tourist Home	3.93		3.00		3.28		4.74		3.33	
Hotel, Motel, or Resort	3.60		3.03		2.63		3.20		3.04	
Inn	2.60		2.33		3.94		3.75		2.80	

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

6.12. Other PEI Regions Visited During the Trip

Table 6-12: Other PEI Regions Visited During the Trip by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Greater Charlottetown Area	5,519	85.9%	38,140	72.6%	13,789	68.3%	26,383	62.0%	83,831	68.9%
Summerside	3,461	53.9%	27,118	51.6%	9,021	44.7%	16,369	38.5%	55,969	46.0%
Red Sands Shore	2,179	33.9%	18,819	35.8%	6,190	30.6%	13,672	32.1%	40,860	33.6%
Points East Coastal Drive	1,591	24.8%	18,198	34.6%	4,881	24.2%	8,973	21.1%	33,643	27.6%
North Cape Coastal Drive	1,741	27.1%	17,636	33.5%	5,170	25.6%	8,508	20.0%	33,055	27.1%

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.

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

Table 6-13: Type of Visitation and Last Trip to PEI by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Type of Visitation										
First-Time Visitors	802	12.5%	12,342	23.5%	4,451	22.0%	8,051	18.9%	25,646	21.1%
Repeat Visitors	5,621	87.5%	40,225	76.5%	15,749	78.0%	34,517	81.1%	96,112	78.9%
Last Trip to PEI*										
This year (2014)	2,709	48.2%	7,984	19.8%	3,169	20.1%	5,336	15.5%	19,198	20.0%
One year ago (2013)	1,989	35.4%	15,140	37.6%	5,422	34.4%	14,334	41.5%	36,885	38.4%
Two years ago (2012)	431	7.7%	3,836	9.5%	1,512	9.6%	5,409	15.7%	11,188	11.6%
Three years ago (2011)	81	1.4%	2,563	6.4%	1,388	8.8%	1,923	5.6%	5,955	6.2%
Four years ago (2010)	67	1.2%	995	2.5%	374	2.4%	827	2.4%	2,263	2.4%
Five or more years ago (2009 & earlier)	343	6.1%	9,708	24.1%	3,885	24.7%	6,688	19.4%	20,624	21.5%
Average Number of Previous Visits to PEI in the Past Five Years*										
Mean (Group Median)	8.53 (6.64)		5.54 (3.85)		4.54 (3.19)		4.57 (3.53)		5.20 (3.81)	

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

6.14. Primary Feature That Attracted Overnight Visitor Parties to PEI

Table 6-14: Primary Feature That Attracted Overnight Visitor Parties to PEI by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Natural beauty and pastoral settings	789	12.3%	17,545	33.4%	6,410	31.7%	9,891	23.2%	34,635	28.4%
Beaches and coast line	1,396	21.7%	12,437	23.7%	3,148	15.6%	12,811	30.1%	29,792	24.5%
World of Anne of Green Gables and Lucy Maud Montgomery	84	1.3%	2,949	5.6%	2,623	13.0%	4,794	11.3%	10,450	8.6%
Festivals and events *	681	10.6%	4,441	8.4%	2,150	10.6%	2,155	5.1%	9,427	7.7%
Outdoor activities (water-based activities, skiing, Confederation trail, cycling, bird watching, etc.)	169	2.6%	2,529	4.8%	1,274	6.3%	1,559	3.7%	5,531	4.5%
Culinary experience (lobster, seafood, wine, farm products, etc.)	287	4.5%	1,992	3.8%	1,579	7.8%	1,130	2.7%	4,988	4.1%
Golf	0	0.0%	1,130	2.1%	835	4.1%	638	1.5%	2,603	2.1%
Birthplace of Confederation attractions	0	0.0%	559	1.1%	146	0.7%	59	0.1%	764	0.6%
Other features	3,017	47.0%	8,984	17.1%	2,036	10.1%	9,532	22.4%	23,569	19.4%

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.

6.15. Activities Participated in While in PEI

Table 6-15: Activities Participated in by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Valid Overnight Pleasure Parties	6,195	(5.1%)	52,382	(43.4%)	20,145	(16.7%)	41,955	(34.8%)	120,677	(100.0%)
Sightseeing/driving tour	3,669	59.2%	42,577	81.3%	16,285	80.8%	26,580	63.4%	89,111	73.8%
Going to a beach	4,664	75.3%	34,089	65.1%	11,541	57.3%	32,380	77.2%	82,674	68.5%
Shopping for local crafts/souvenirs/antiques	2,648	42.7%	29,931	57.1%	12,942	64.2%	28,830	68.7%	74,351	61.6%
Visiting a national or provincial park	2,202	35.5%	31,137	59.4%	10,486	52.1%	27,823	66.3%	71,648	59.4%
Sampling local culinary products (lobster, potatoes, mussels, oysters, wine, beer, etc.) *	3,348	54.0%	33,945	64.8%	13,949	69.2%	19,314	46.0%	70,556	58.5%
Visiting historical and cultural attractions	2,376	38.4%	26,538	50.7%	11,827	58.7%	21,483	51.2%	62,224	51.6%
Visiting Anne of Green Gables attractions	796	12.8%	17,282	33.0%	8,169	40.6%	20,038	47.8%	46,285	38.4%
Visiting friends and/or relatives	4,376	70.6%	17,131	32.7%	5,216	25.9%	10,592	25.2%	37,315	30.9%
Visiting a theme, fun or amusement park	845	13.6%	4,387	8.4%	2,249	11.2%	23,271	55.5%	30,752	25.5%
Attending a festival, event, or concert	1,888	30.5%	15,383	29.4%	5,519	27.4%	7,770	18.5%	30,560	25.3%
Visiting Birthplace of Confederation attractions (e.g., Founders' Hall, Province House)	752	12.1%	12,466	23.8%	4,422	22.0%	7,197	17.2%	24,837	20.6%
Using the Confederation Trail (cycling, walking, running, etc.) *	873	14.1%	10,417	19.9%	4,586	22.8%	4,800	11.4%	20,676	17.1%
Attending a performance (live theatre, a play)	1,777	28.7%	9,568	18.3%	3,708	18.4%	5,481	13.1%	20,534	17.0%
Playing golf (not miniature)	462	7.5%	4,394	8.4%	2,567	12.7%	5,017	12.0%	12,440	10.3%
Participating in water activities (kayaking, tuna fishing, etc.) *	355	5.7%	2,315	4.4%	1,294	6.4%	3,722	8.9%	7,686	6.4%
Taking part in an authentic PEI experience/hands-on learning activity (lobster fishing, clam digging, pottery, etc.) *	109	1.8%	1,340	2.6%	1,094	5.4%	2,755	6.6%	5,298	4.4%
Attending a sports event or tournament (as a spectator)	572	9.2%	669	1.3%	632	3.1%	510	1.2%	2,383	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; * Item was added in the 2014 Exit Survey.

6.16. Travel Expenditures

Table 6-16A: Estimated Total Direct Travel Expenditures by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Estimated Total Direct Expenditures (\$)	\$2,640,951		\$49,268,513		\$41,926,429		\$84,161,882		\$177,997,776	
Travel package	\$75,295		\$1,022,650		\$623,014		\$2,674,425		\$4,395,385	
Accommodations	\$750,373		\$17,278,819		\$14,329,980		\$33,135,337		\$65,494,508	
Food and beverage at restaurants, bars, etc.	\$610,566		\$9,080,757		\$8,678,552		\$12,159,267		\$30,529,142	
Food and beverage at stores	\$204,794		\$4,219,191		\$3,122,437		\$7,011,512		\$14,557,935	
Vehicle operation	\$305,666		\$5,713,734		\$4,352,369		\$6,742,841		\$17,114,609	
Car rentals in PEI and local transportation	\$39,096		\$947,142		\$626,646		\$1,514,771		\$3,127,654	
Shopping	\$434,824		\$6,129,871		\$5,600,879		\$9,184,647		\$21,350,221	
Recreation and entertainment	\$134,880		\$2,933,426		\$3,021,304		\$7,800,312		\$13,889,922	
Other expenditures	\$85,457		\$1,942,924		\$1,571,248		\$3,938,771		\$7,538,401	
% of Estimated Total Direct Expenditures	(1.5%)		(27.7%)		(23.6%)		(47.3%)		(100.0%)	
Travel package	2.9%		2.1%		1.5%		3.2%		2.5%	
Accommodations	28.4%		35.1%		34.2%		39.4%		36.8%	
Food and beverage at restaurants, bars, etc.	23.1%		18.4%		20.7%		14.4%		17.2%	
Food and beverage at stores	7.8%		8.6%		7.4%		8.3%		8.2%	
Vehicle operation	11.6%		11.6%		10.4%		8.0%		9.6%	
Car rentals in PEI and local transportation	1.5%		1.9%		1.5%		1.8%		1.8%	
Shopping	16.5%		12.4%		13.4%		10.9%		12.0%	
Recreation and entertainment	5.1%		6.0%		7.2%		9.3%		7.8%	
Other expenditures	3.2%		3.9%		3.7%		4.7%		4.2%	

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 6-16B).

Table 6-16B: Estimated Average Spending by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Average Spending per Party per Visit	\$411.17		\$937.25		\$2,075.42		\$1,977.14		\$1,461.89	
Travel package	\$11.72		\$19.45		\$30.84		\$62.83		\$36.10	
Accommodations	\$116.83		\$328.70		\$709.35		\$778.42		\$537.90	
Food and beverage at restaurants, bars, etc.	\$95.06		\$172.75		\$429.60		\$285.65		\$250.73	
Food and beverage at stores	\$31.88		\$80.26		\$154.57		\$164.72		\$119.56	
Vehicle operation	\$47.59		\$108.69		\$215.45		\$158.40		\$140.56	
Car rentals in PEI and local transportation	\$6.09		\$18.02		\$31.02		\$35.59		\$25.69	
Shopping	\$67.70		\$116.61		\$277.25		\$215.77		\$175.35	
Recreation and entertainment	\$21.00		\$55.80		\$149.56		\$183.25		\$114.08	
Other expenditures	\$13.30		\$36.96		\$77.78		\$92.53		\$61.91	
Average Spending per Person per Night	\$72.14		\$96.45		\$108.08		\$80.25		\$87.04	
Travel package	\$2.06		\$2.00		\$1.61		\$2.55		\$2.15	
Accommodations	\$20.50		\$33.82		\$36.94		\$31.59		\$32.03	
Food and beverage at restaurants, bars, etc.	\$16.68		\$17.78		\$22.37		\$11.59		\$14.93	
Food and beverage at stores	\$5.59		\$8.26		\$8.05		\$6.69		\$7.12	
Vehicle operation	\$8.35		\$11.18		\$11.22		\$6.43		\$8.37	
Car rentals in PEI and local transportation	\$1.07		\$1.85		\$1.62		\$1.44		\$1.53	
Shopping	\$11.88		\$12.00		\$14.44		\$8.76		\$10.44	
Recreation and entertainment	\$3.68		\$5.74		\$7.79		\$7.44		\$6.79	
Other expenditure	\$2.33		\$3.80		\$4.05		\$3.76		\$3.69	
Average Party Size	1.00		2.00		4.90		5.40		3.62	
Estimated Number of Overnight Pleasure Visitors	6,423		105,134		98,925		229,781		440,263	
Average Length of Stay in the GGS region	5.70		4.86		3.92		4.56		4.64	

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.

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

Table 6-17: Rating of Travel Services, Instances of Complaints, and Future Behavioural Intentions by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Rating of Travel Services	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Accommodation service and quality	4.17	84.9%	4.54	93.8%	4.53	90.4%	4.50	93.2%	4.51	92.7%
Restaurant service and quality	4.59	97.7%	4.39	89.6%	4.31	88.6%	4.31	89.7%	4.36	89.9%
Transportation service and quality	4.41	92.9%	4.15	82.5%	4.21	90.4%	4.35	89.2%	4.25	86.8%
Quality of customer service	4.45	88.2%	4.53	91.7%	4.49	95.3%	4.56	94.4%	4.53	93.1%
Prices of goods and services	3.90	70.3%	3.85	68.0%	3.90	76.4%	3.77	64.1%	3.83	68.1%
Variety of things to see and do	4.65	98.0%	4.50	92.7%	4.42	88.5%	4.54	94.7%	4.51	93.0%
Complaints										
Yes	336	5.2%	4,808	9.1%	1,340	6.6%	4,106	9.6%	10,590	8.7%
No	6,088	94.8%	47,759	90.9%	18,861	93.4%	38,463	90.4%	111,171	91.3%
Travel Evaluation and Future Intentions	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Good value for money	4.42	90.3%	4.36	92.1%	4.30	86.5%	4.39	93.1%	4.37	91.4%
Good way to spend time	4.80	98.2%	4.61	96.3%	4.69	96.9%	4.68	98.6%	4.66	97.3%
Overall satisfaction with the trip to PEI	4.56	90.0%	4.61	96.8%	4.65	95.3%	4.69	98.4%	4.64	96.8%
Intention to recommend to others	4.81	98.7%	4.73	97.0%	4.66	95.4%	4.77	98.2%	4.73	97.2%
Intention to revisit PEI	4.78	96.9%	4.68	94.5%	4.64	94.1%	4.76	97.2%	4.71	95.5%

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.

6.18. Demographic Characteristics of Respondents

Table 6-18: Demographic Characteristics of Respondents by Party Composition

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Gender										
Male	1,649	25.7%	20,837	39.6%	7,070	35.0%	11,054	26.0%	40,610	33.4%
Female	4,774	74.3%	31,730	60.4%	13,131	65.0%	31,515	74.0%	81,150	66.6%
Age										
18 to 24	589	9.2%	566	1.1%	436	2.2%	288	0.7%	1,879	1.5%
25 to 34	783	12.2%	5,182	9.9%	1,713	8.5%	5,139	12.1%	12,817	10.5%
35 to 44	1,298	20.2%	4,366	8.3%	495	2.5%	17,510	41.1%	23,669	19.4%
45 to 54	1,370	21.3%	10,495	20.0%	4,134	20.5%	11,080	26.0%	27,079	22.2%
55 to 64	1,307	20.3%	16,536	31.5%	7,241	35.9%	4,014	9.4%	29,098	23.9%
65 to 74	975	15.2%	13,431	25.5%	4,352	21.5%	4,516	10.6%	23,274	19.1%
75 and over	101	1.6%	1,992	3.8%	1,827	9.0%	21	0.0%	3,941	3.2%
Living in the Same Country in Which Respondents were Born										
Yes	5,806	90.4%	48,310	91.9%	18,485	91.5%	40,589	95.4%	113,190	93.0%
No	618	9.6%	4,257	8.1%	1,716	8.5%	1,979	4.6%	8,570	7.0%
Mother Tongue										
English	5,218	81.2%	43,616	83.0%	15,853	78.5%	34,567	81.2%	99,254	81.5%
French	940	14.6%	8,007	15.2%	3,530	17.5%	7,249	17.0%	19,726	16.2%
Other	265	4.1%	944	1.8%	818	4.0%	752	1.8%	2,779	2.3%

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

Table 6-18: Demographic Characteristics of Respondents by Party Composition (cont'd)

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Marital Status										
Single	4,027	62.7%	4,075	7.8%	3,136	15.5%	3,916	9.2%	15,154	12.4%
Married/living common law	1,356	21.1%	46,173	87.8%	16,399	81.2%	35,932	84.4%	99,860	82.0%
Other	868	13.5%	2,117	4.0%	641	3.2%	2,479	5.8%	6,105	5.0%
Not Stated	173	2.7%	202	0.4%	25	0.1%	242	0.6%	642	0.5%
Average Number of Children Living in the Household *										
17 years and younger	442 ^{a)}	6.9% ^{b)}	3,233 ^{a)}	6.1% ^{b)}	1,011 ^{a)}	5.0% ^{b)}	34,783 ^{a)}	81.7% ^{b)}	39,469 ^{a)}	32.4% ^{b)}
	1.00 ^{c)}		1.80 ^{c)}		1.88 ^{c)}		1.73 ^{c)}		1.73 ^{c)}	
18 years and older	972 ^{a)}	15.1% ^{b)}	9,765 ^{a)}	18.6% ^{b)}	5,082 ^{a)}	25.2% ^{b)}	7,798 ^{a)}	18.3% ^{b)}	23,617 ^{a)}	19.4% ^{b)}
	1.54 ^{c)}		1.61 ^{c)}		1.70 ^{c)}		1.51 ^{c)}		1.60 ^{c)}	
Education										
Some school	46	0.7%	1,144	2.2%	30	0.1%	494	1.2%	1,714	1.4%
High school diploma	611	9.5%	6,265	11.9%	3,231	16.0%	4,965	11.7%	15,072	12.4%
Some post-secondary	531	8.3%	5,719	10.9%	2,510	12.4%	5,186	12.2%	13,946	11.5%
Graduated community/technical college	1,233	19.2%	13,608	25.9%	4,814	23.8%	12,236	28.7%	31,891	26.2%
Graduated university (undergraduate degree)	2,567	40.0%	14,074	26.8%	4,699	23.3%	10,973	25.8%	32,313	26.5%
Post graduate degree/professional designation	1,412	22.0%	11,308	21.5%	4,893	24.2%	8,681	20.4%	26,294	21.6%
Not Stated	22	0.3%	448	0.9%	25	0.1%	33	0.1%	528	0.4%

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 6-18: Demographic Characteristics of Respondents by Party Composition (cont'd)

	Adult travelling alone		2 adults		3 or more adults		Families		Total	
Total Overnight Pleasure Parties	6,423	(5.3%)	52,567	(43.2%)	20,201	(16.6%)	42,568	(35.0%)	121,759	(100.0%)
Employment Status										
Working full time	3,410	53.1%	19,590	37.3%	7,794	38.6%	27,764	65.2%	58,558	48.1%
Working part time or seasonally	1,488	23.2%	5,217	9.9%	2,350	11.6%	4,202	9.9%	13,257	10.9%
Unemployed	0	0.0%	294	0.6%	112	0.6%	758	1.8%	1,164	1.0%
Retraining or upgrading	0	0.0%	56	0.1%	0	0.0%	0	0.0%	56	0.0%
Retired	1,061	16.5%	23,383	44.5%	9,039	44.7%	5,345	12.6%	38,828	31.9%
Homemaker	0	0.0%	1,252	2.4%	195	1.0%	3,575	8.4%	5,022	4.1%
Student	465	7.2%	660	1.3%	137	0.7%	250	0.6%	1,512	1.2%
Other	0	0.0%	1,914	3.6%	463	2.3%	577	1.4%	2,954	2.4%
Not Stated	0	0.0%	203	0.4%	111	0.5%	97	0.2%	411	0.3%
Annual Household Income										
Under \$40,000	2,821	43.9%	5,664	10.8%	3,504	17.3%	5,058	11.9%	17,047	14.0%
\$40,000 to \$59,999	937	14.6%	10,037	19.1%	2,647	13.1%	4,948	11.6%	18,569	15.3%
\$60,000 to \$79,999	1,325	20.6%	8,195	15.6%	4,311	21.3%	7,032	16.5%	20,863	17.1%
\$80,000 to \$99,999	170	2.6%	5,101	9.7%	2,447	12.1%	6,402	15.0%	14,120	11.6%
\$100,000 to \$124,999	651	10.1%	6,601	12.6%	2,215	11.0%	5,116	12.0%	14,583	12.0%
\$125,000 to \$149,999	219	3.4%	4,474	8.5%	1,044	5.2%	3,084	7.2%	8,821	7.2%
\$150,000 to \$174,999	30	0.5%	1,849	3.5%	416	2.1%	2,808	6.6%	5,103	4.2%
\$175,000 to \$199,999	88	1.4%	843	1.6%	717	3.5%	1,437	3.4%	3,085	2.5%
\$200,000 or more	15	0.2%	2,243	4.3%	990	4.9%	2,191	5.1%	5,439	4.5%
Not Stated	167	2.6%	7,560	14.4%	1,911	9.5%	4,494	10.6%	14,132	11.6%

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 the GGS Regional Visitor Profiles

- As shown in Table A-4, 43.7 percent of the surveys used for this report were completed by non-residents who had visited PEI and stayed overnight in the Green Gables Shore (GGS) region during the main season of July and August. About 24 percent were completed by non-residents who had visited PEI and stayed overnight in the GGS region during the fall shoulder season of September and October, and 15 percent were completed by those who had visited PEI and stayed overnight in the GGS region during the spring shoulder season of May and June. The remainder (2.8%) was completed by those who had visited PEI and stayed overnight in the GGS region during the winter off-seasons of January to April and November to December.
- Surveys completed by two adults of composition of travel parties accounted for the largest proportion of the sample at 48.8 percent, followed by families (27.8%), three or more adults (18.4%) and adult travelling alone (4.8%).
- Overall, a sample of this size has a sampling error of ± 2.44 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 N	%	Margin of Error	Party Composition	Sample Size N	%	Margin of Error
Jan-Apr Winter Off-Season	19	1.2%	± 22.41	Adult Travelling Alone	77	4.8%	± 11.10
May-Jun Spring Shoulder Season	237	14.8%	± 6.32	Two Adults	781	48.8%	± 3.48
Jul-Aug Main Season	939	58.8%	± 3.18	Three or More Adults	294	18.4%	± 5.67
Sep-Oct Fall Shoulder Season	375	23.5%	± 5.02	Families	444	27.8%	± 4.63
Nov-Dec Winter Off-Season	26	1.6%	± 19.13				
Total	1,596	100.0%	± 2.44	Total	1,596	100.0%	± 2.44

Note: Number of samples used for this report includes only those who stayed at least one night in the Green Gables Shore (GGS) region but excludes those who visited GGS 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)