

# A PROFILE OF VISITORS WHO STAYED OVERNIGHT IN THE RED SANDS SHORE REGION: RESULTS FROM THE 2014 EXIT SURVEY

Prepared for:

**Department of Economic  
Development and Tourism**



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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.

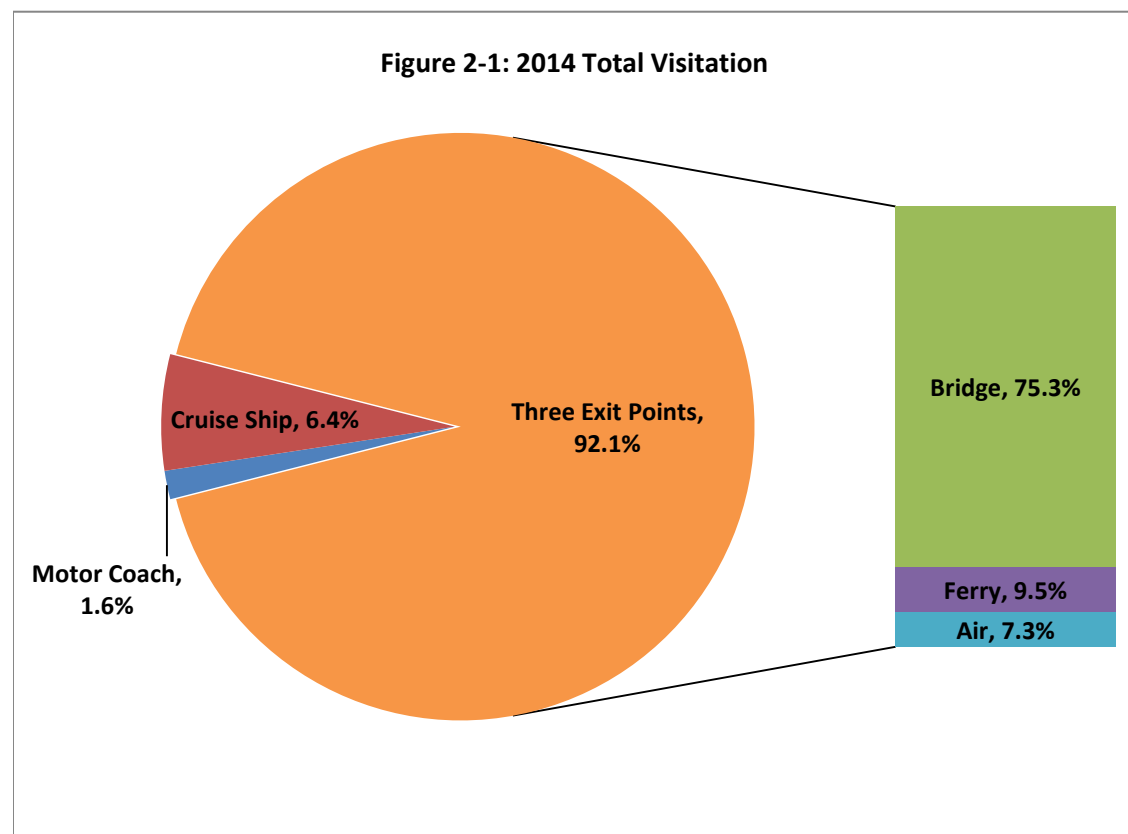
## 1.2. The Study Purpose

- 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 Red Sands Shore (RSS) 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 RSS for the day only and not spent the night, those visitors' activities, spending, etc., are not included in this report.**
- This report includes RSS visitor profiles by *tourism season*.

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

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

## 2.1. Overview of 2014 Total Visitation



**Table 2-1: Estimated Number of Visitors in 2014**

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

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	
<b>Total Parties</b>	<b>62,836</b>	<b>(14.5%)</b>	<b>67,368</b>	<b>(15.6%)</b>	<b>188,569</b>	<b>(43.6%)</b>	<b>77,798</b>	<b>(18.0%)</b>	<b>36,261</b>	<b>(8.4%)</b>	<b>432,832</b>	<b>(100.0%)</b>
<b>Canada</b>	<b>60,229</b>	<b>95.9%</b>	<b>60,385</b>	<b>89.6%</b>	<b>169,921</b>	<b>90.1%</b>	<b>67,092</b>	<b>86.2%</b>	<b>34,608</b>	<b>95.4%</b>	<b>392,235</b>	<b>90.6%</b>
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%
<b>United States</b>	<b>1,487</b>	<b>2.4%</b>	<b>5,027</b>	<b>7.5%</b>	<b>15,571</b>	<b>8.3%</b>	<b>8,527</b>	<b>11.0%</b>	<b>1,156</b>	<b>3.2%</b>	<b>31,768</b>	<b>7.3%</b>
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%
<b>International</b>	<b>1,120</b>	<b>1.8%</b>	<b>1,956</b>	<b>2.9%</b>	<b>3,077</b>	<b>1.6%</b>	<b>2,179</b>	<b>2.8%</b>	<b>497</b>	<b>1.4%</b>	<b>8,829</b>	<b>2.0%</b>

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

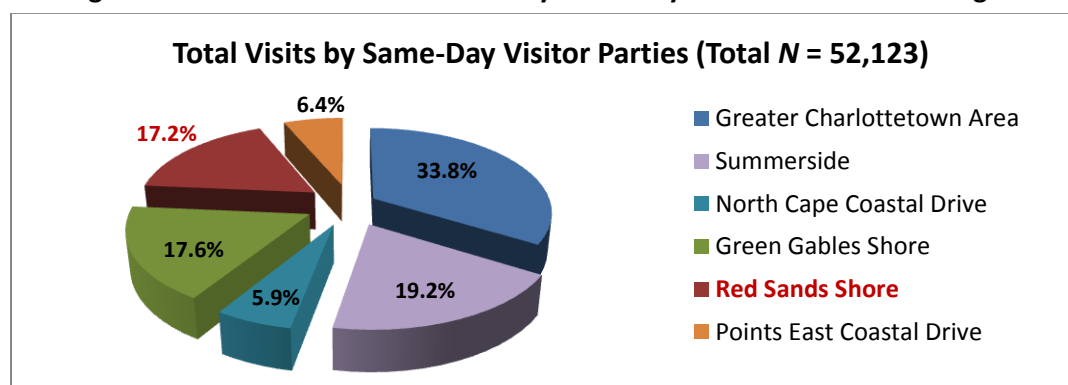
### 3.1. PEI Regions Visited by All Same-Day Visitor Parties

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%
<b>Red Sands Shore</b>	<b>638</b>	<b>16.5%</b>	<b>1,886</b>	<b>37.9%</b>	<b>5,026</b>	<b>42.3%</b>	<b>1,191</b>	<b>19.7%</b>	<b>228</b>	<b>6.9%</b>	<b>8,969</b>	<b>29.8%</b>	<b>17.2%</b>
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%
<b>Total Visits</b>	<b>5,704</b>	<b>(10.9%)</b>	<b>9,677</b>	<b>(18.6%)</b>	<b>23,099</b>	<b>(44.3%)</b>	<b>9,801</b>	<b>(18.8%)</b>	<b>3,842</b>	<b>(7.4%)</b>	<b>52,123</b>	<b>(100.0%)</b>	<b>100.0%</b>

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).

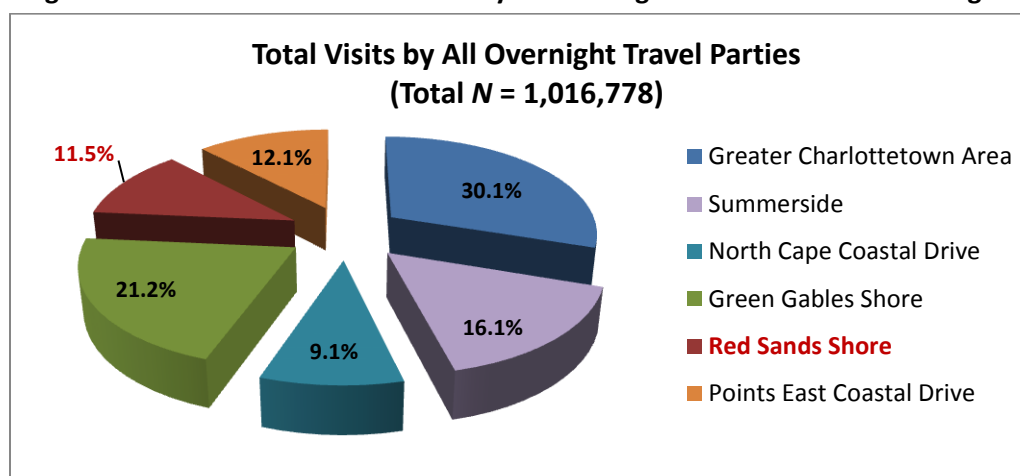
## 3.2. PEI Regions Visited by All Overnight Visitor Parties

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).

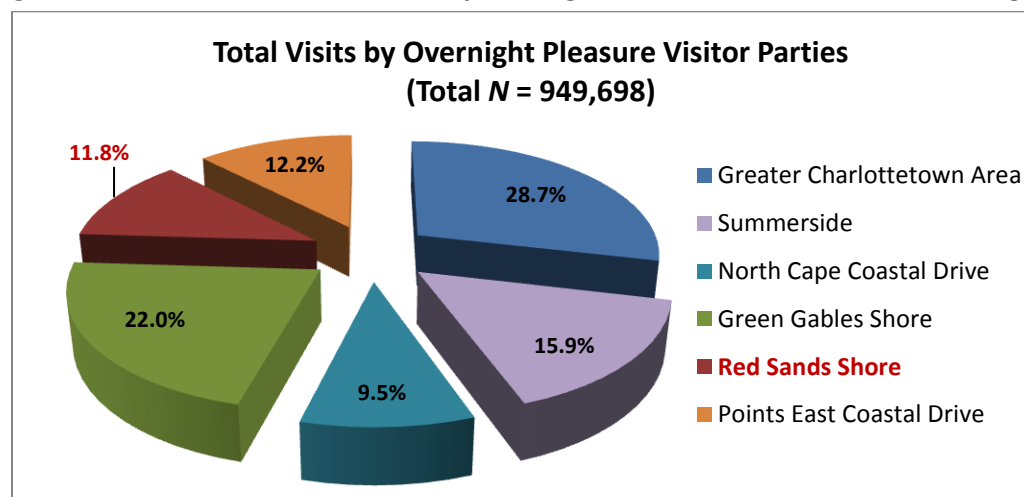
### 3.3. PEI Regions Visited by Overnight Pleasure Visitor Parties

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).

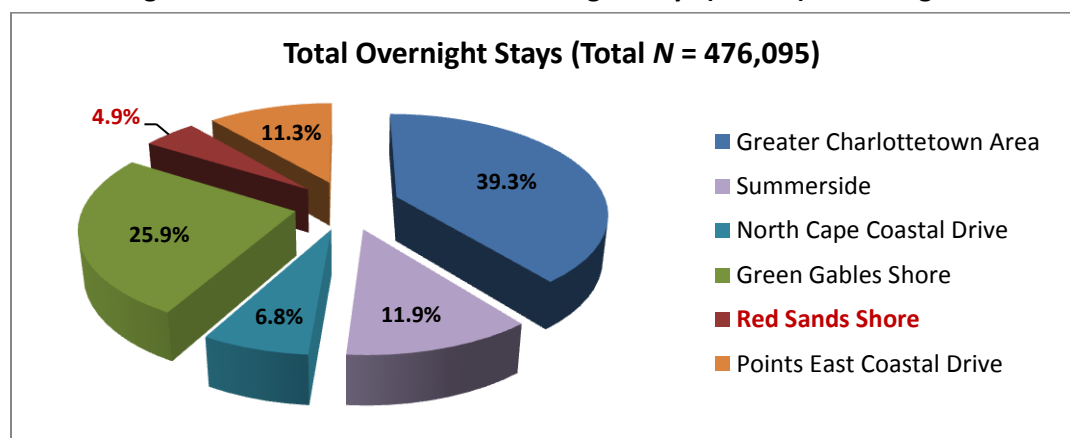
### 3.4. Overnight Stays (Parties) in PEI Regions by All Overnight Visitor Parties - Total Accumulated Parties Staying at Least One Night in the Specific Region

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).

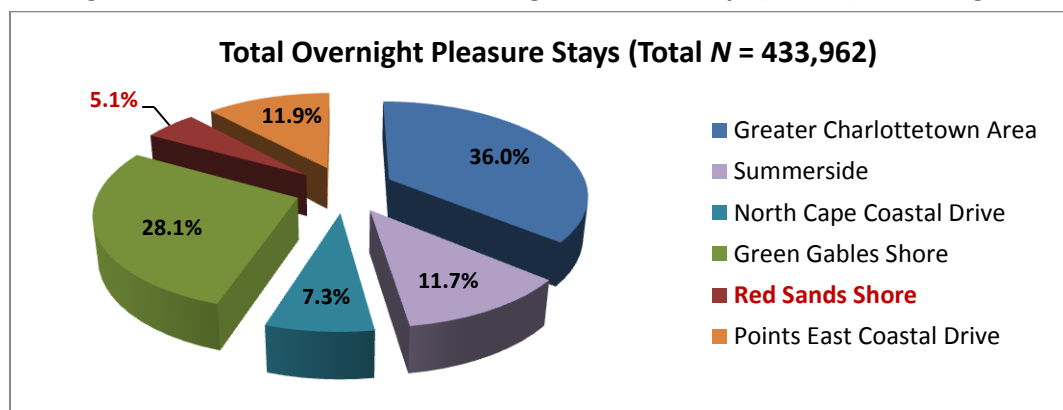
### 3.5. Overnight Stays (Parties) in PEI Regions by Overnight Pleasure Visitor Parties - Total Accumulated Parties Staying at Least One Night in the Specific Region

**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%
<b>Total Overnight Pleasure Stays (Parties)</b>	<b>44,874</b>	<b>(10.3%)</b>	<b>62,664</b>	<b>(14.4%)</b>	<b>215,912</b>	<b>(49.8%)</b>	<b>82,551</b>	<b>(19.0%)</b>	<b>27,961</b>	<b>(6.4%)</b>	<b>433,962</b>	<b>(100.0%)</b>	<b>100.0%</b>

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).



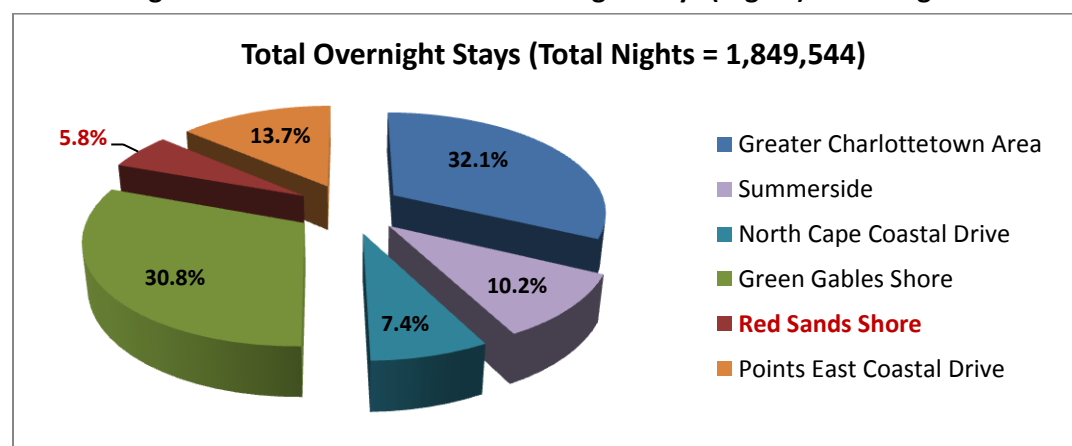
### 3.6. Overnight Stays (Nights) in PEI Regions by All Overnight Visitor Parties - Total Accumulated Nights Spent by Overnight Parties in the Specific Region

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	
<b>Total Overnight Parties</b>	<b>58,967</b>	<b>(14.6%)</b>	<b>62,396</b>	<b>(15.5%)</b>	<b>176,687</b>	<b>(43.9%)</b>	<b>71,756</b>	<b>(17.8%)</b>	<b>32,950</b>	<b>(8.2%)</b>	<b>402,756</b>	<b>(100.0%)</b>
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%
<b>Red Sands Shore</b>	<b>10,947</b>	<b>5.2%</b>	<b>10,180</b>	<b>4.4%</b>	<b>62,227</b>	<b>6.8%</b>	<b>16,824</b>	<b>4.6%</b>	<b>6,497</b>	<b>5.4%</b>	<b>106,675</b>	<b>5.8%</b>
<b>Total Overnight Stays (Nights)</b>	<b>212,105</b>	<b>100.0%</b>	<b>233,191</b>	<b>100.0%</b>	<b>918,559</b>	<b>100.0%</b>	<b>364,918</b>	<b>100.0%</b>	<b>120,771</b>	<b>100.0%</b>	<b>1,849,544</b>	<b>100.0%</b>

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).

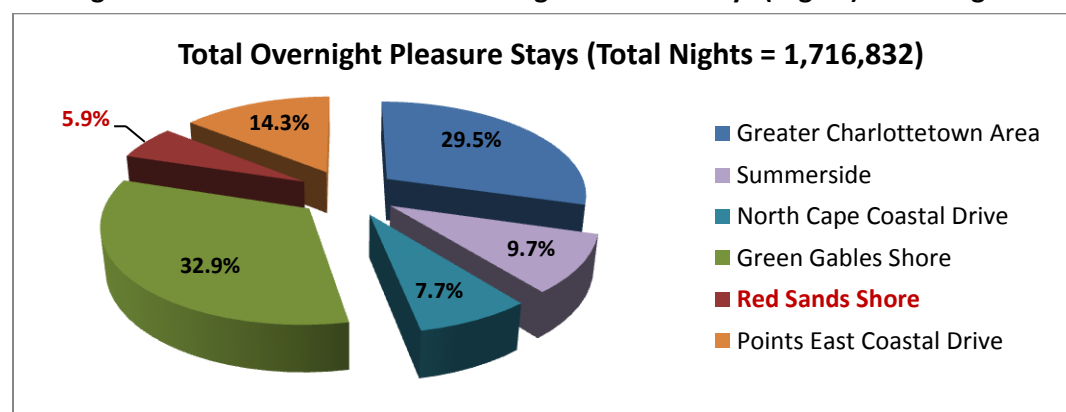
### 3.7. Overnight Stays (Nights) in PEI Regions by Overnight Pleasure Visitor Parties - Total Accumulated Nights Spent by Overnight Pleasure Parties in the Specific Region

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	
<b>Overnight Pleasure Parties</b>	<b>42,964</b>	<b>(11.8%)</b>	<b>54,224</b>	<b>(14.9%)</b>	<b>173,620</b>	<b>(47.9%)</b>	<b>65,922</b>	<b>(18.2%)</b>	<b>25,994</b>	<b>(7.2%)</b>	<b>362,724</b>	<b>(100.0%)</b>
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%
<b>Red Sands Shore</b>	<b>7,507</b>	<b>4.6%</b>	<b>10,107</b>	<b>4.9%</b>	<b>62,122</b>	<b>6.9%</b>	<b>16,005</b>	<b>4.6%</b>	<b>5,252</b>	<b>5.4%</b>	<b>100,993</b>	<b>5.9%</b>
<b>Total Overnight Pleasure Stays (Nights)</b>	<b>161,806</b>	<b>100.0%</b>	<b>206,218</b>	<b>100.0%</b>	<b>902,717</b>	<b>100.0%</b>	<b>349,492</b>	<b>100.0%</b>	<b>96,595</b>	<b>100.0%</b>	<b>1,716,832</b>	<b>100.0%</b>

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, 21,974 overnight pleasure travel parties contributed to the spending in the Red Sands Shore region. The categories that accounted for the greatest proportion of expenditures in in the Red Sands Shore region were accommodations (\$7.8 million; 31.5%), food and beverage at restaurants, bars, etc. (\$4.3 million; 17.3%), and shopping (\$3.6 million; 14.6%).

## 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	
<b>Total Overnight Pleasure Parties</b>	<b>42,964</b>	<b>(11.8%)</b>	<b>54,224</b>	<b>(14.9%)</b>	<b>173,620</b>	<b>(47.9%)</b>	<b>65,922</b>	<b>(18.2%)</b>	<b>25,994</b>	<b>(7.2%)</b>	<b>362,724</b>	<b>(100.0%)</b>
<b>Estimated Total Direct Expenditures (\$)</b>	<b>\$24,110,790</b>		<b>\$51,936,391</b>		<b>\$269,952,241</b>		<b>\$78,476,329</b>		<b>\$15,149,033</b>		<b>\$439,624,783</b>	
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	
<b>% of Estimated Total Direct Expenditures</b>	<b>(5.5%)</b>		<b>(11.8%)</b>		<b>(61.4%)</b>		<b>(17.9%)</b>		<b>(3.4%)</b>		<b>(100.0%)</b>	
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	
<b>Total Overnight Pleasure Parties</b>	<b>42,964</b>	<b>(11.8%)</b>	<b>54,224</b>	<b>(14.9%)</b>	<b>173,620</b>	<b>(47.9%)</b>	<b>65,922</b>	<b>(18.2%)</b>	<b>25,994</b>	<b>(7.2%)</b>	<b>362,724</b>	<b>(100.0%)</b>
<b>Average Spending per Party per Visit</b>	<b>\$561.18</b>		<b>\$957.81</b>		<b>\$1,554.84</b>		<b>\$1,190.44</b>		<b>\$582.79</b>		<b>\$1,213.87</b>	
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	
<b>Average Spending per Person per Night</b>	<b>\$59.69</b>		<b>\$83.64</b>		<b>\$87.37</b>		<b>\$81.73</b>		<b>\$59.92</b>		<b>\$83.51</b>	
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	
<b>Average Party Size</b>	<b>2.50</b>		<b>3.01</b>		<b>3.42</b>		<b>2.75</b>		<b>2.62</b>		<b>3.07</b>	
<b>Estimated Number of Overnight Pleasure Visitors</b>	<b>107,244</b>		<b>163,330</b>		<b>594,125</b>		<b>181,092</b>		<b>68,031</b>		<b>1,113,822</b>	
<b>Average Length of Stay in PEI</b>	<b>3.77</b>		<b>3.80</b>		<b>5.20</b>		<b>5.30</b>		<b>3.72</b>		<b>4.73</b>	

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.

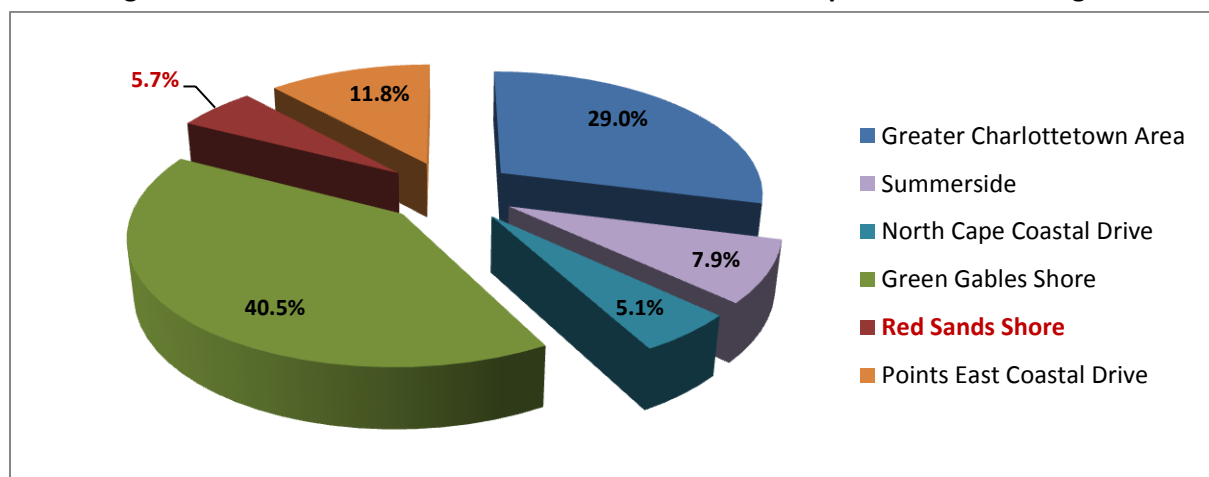
## 4.2. Regional Distribution of Estimated Total Direct Tourism Expenditures

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

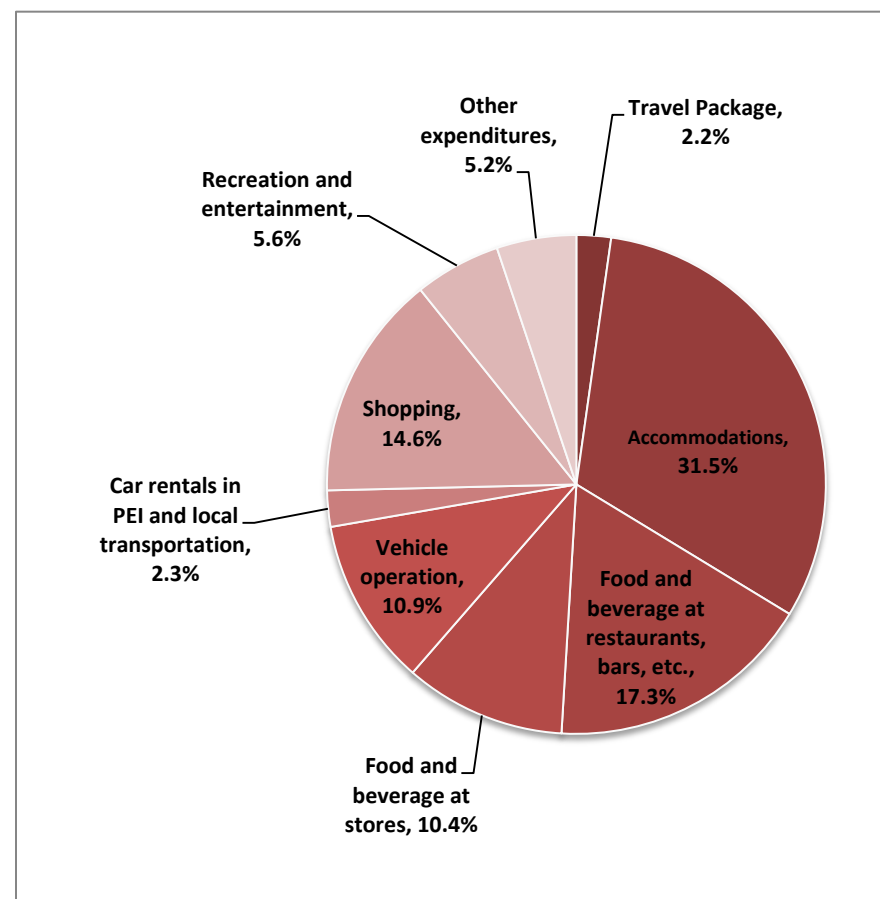


### 4.3. Red Sands Shore Region: Estimated Total Direct Tourism Expenditures in 2014

Table 4-3: Total Travel Expenditures for Full Year

	Total Full Year	
Total Overnight Pleasure Parties	21,974	
Total Number of Overnight Pleasure Visitors	67,983	
Estimated Total Direct Expenditures	\$24,855,971	100.0%
Travel package	\$556,390	2.2%
Accommodations	\$7,818,568	31.5%
Food and beverage at restaurants, bars, etc.	\$4,290,081	17.3%
Food and beverage at stores	\$2,595,869	10.4%
Vehicle operation	\$2,703,083	10.9%
Car rentals in PEI and local transportation	\$583,750	2.3%
Shopping	\$3,636,397	14.6%
Recreation and entertainment	\$1,389,490	5.6%
Other expenditures	\$1,282,344	5.2%

Figure 4-: Breakdown of Expenditure Categories (%)



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

## 5. A PROFILE OF OVERNIGHT PLEASURE VISITOR PARTIES TO THE RSS REGION BY TOURISM SEASON <sup>1</sup>

### 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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Canada</b>	<b>1,036</b>	<b>72.5%</b>	<b>2,355</b>	<b>88.5%</b>	<b>11,243</b>	<b>90.2%</b>	<b>3,099</b>	<b>79.8%</b>	<b>1,285</b>	<b>83.9%</b>	<b>19,018</b>	<b>86.6%</b>
New Brunswick	0	0.0%	0	0.0%	1,786	14.3%	1,188	30.6%	268	17.5%	3,242	14.8%
Nova Scotia	759	53.1%	988	37.1%	3,724	29.9%	346	8.9%	463	30.2%	6,280	28.6%
Newfoundland & Labrador	0	0.0%	63	2.4%	69	0.6%	0	0.0%	0	0.0%	132	0.6%
Quebec	50	3.5%	322	12.1%	2,517	20.2%	503	12.9%	102	6.7%	3,494	15.9%
Ontario	205	14.3%	688	25.8%	2,410	19.3%	582	15.0%	303	19.8%	4,188	19.1%
Rest of Canada	22	1.5%	295	11.1%	737	5.9%	480	12.4%	149	9.7%	1,683	7.7%
<b>United States</b>	<b>319</b>	<b>22.3%</b>	<b>244</b>	<b>9.2%</b>	<b>1,016</b>	<b>8.1%</b>	<b>643</b>	<b>16.6%</b>	<b>0</b>	<b>0.0%</b>	<b>2,222</b>	<b>10.1%</b>
New England	281	19.7%	121	4.5%	439	3.5%	172	4.4%	0	0.0%	1,013	4.6%
Rest of US	38	2.7%	124	4.7%	577	4.6%	472	12.1%	0	0.0%	1,211	5.5%
<b>International</b>	<b>74</b>	<b>5.2%</b>	<b>61</b>	<b>2.3%</b>	<b>210</b>	<b>1.7%</b>	<b>142</b>	<b>3.7%</b>	<b>246</b>	<b>16.1%</b>	<b>733</b>	<b>3.3%</b>

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

<sup>1</sup> Note that the results in this Chapter 5 were based on only those who stayed at least one night in the Red Sands Shore (RSS) region while visiting PEI for pleasure purposes (including other purposes but excluding business purposes); The results of the two winter off-seasons and the spring and fall shoulder seasons 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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
Holiday, vacation	100	7.0%	1,246	46.8%	7,083	56.8%	2,275	58.6%	97	6.3%	10,801	49.1%
Visit friends and/or relatives	10	0.7%	496	18.6%	1,019	8.2%	381	9.8%	102	6.7%	2,008	9.1%
Short getaway	902	63.0%	555	20.9%	2,280	18.3%	764	19.7%	980	64.0%	5,481	24.9%
Visit second home, cottage, condo	89	6.2%	67	2.5%	175	1.4%	262	6.7%	73	4.8%	666	3.0%
Attend events, festivals, attractions	190	13.3%	40	1.5%	537	4.3%	18	0.5%	97	6.3%	882	4.0%
Other pleasure	140	9.8%	257	9.7%	1,376	11.0%	184	4.7%	183	11.9%	2,140	9.7%

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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Party Composition</b>												
Adult travelling alone	392	27.4%	274	10.3%	914	7.3%	328	8.4%	255	16.7%	2,163	9.8%
2 adults	569	39.8%	1,470	55.2%	5,837	46.8%	2,149	55.3%	693	45.3%	10,718	48.8%
3 or more adults	210	14.7%	458	17.2%	1,095	8.8%	871	22.4%	49	3.2%	2,683	12.2%
<b>Families</b>	<b>259</b>	<b>18.1%</b>	<b>460</b>	<b>17.3%</b>	<b>4,623</b>	<b>37.1%</b>	<b>536</b>	<b>13.8%</b>	<b>534</b>	<b>34.9%</b>	<b>6,412</b>	<b>29.2%</b>
1 adult with child(ren)	0	0.0%	0	0.0%	490	3.9%	0	0.0%	0	0.0%	490	2.2%
2 adults with child(ren)	259	18.1%	437	16.4%	2,565	20.6%	298	7.7%	462	30.2%	4,021	18.3%
3 or more adults with child(ren)	0	0.0%	22	0.8%	1,569	12.6%	238	6.1%	73	4.8%	1,902	8.7%
<b>Age Composition</b>												
Millennial (18 to 34) Travellers	193	13.5%	210	7.9%	553	4.4%	136	3.5%	164	10.7%	1,256	5.7%
Middle Aged (35 to 54) Travellers	38	2.7%	372	14.0%	1,870	15.0%	262	6.7%	221	14.4%	2,763	12.6%
Senior (55 and over) Travellers	730	51.0%	1,172	44.0%	3,725	29.9%	2,217	57.1%	484	31.6%	8,328	37.9%
Multi-generation Travellers	210	14.7%	448	16.8%	1,698	13.6%	734	18.9%	128	8.4%	3,218	14.6%
Families/Adult(s) with child(ren)	259	18.1%	460	17.3%	4,623	37.1%	536	13.8%	534	34.9%	6,412	29.2%
<b>Party Size</b>												
<b>Average Party Size</b>	<b>2.30</b>		<b>2.46</b>		<b>3.52</b>		<b>2.69</b>		<b>2.52</b>		<b>3.09</b>	
Avg. Number of Male Travellers	1.29		1.21		1.64		1.22		1.22		1.46	
Avg. Number of Female Travellers	1.00		1.25		1.88		1.46		1.29		1.63	
Avg. Number of Children	0.23		0.33		0.89		0.25		0.52		0.64	
Avg. Number of Adult Travellers	2.07		2.13		2.62		2.43		1.99		2.45	

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	1,429	(6.5%)	2,661	(12.1%)	12,469	(56.7%)	3,884	(17.7%)	1,531	(7.0%)	21,974	(100.0%)
Total Overnight Pleasure Visitors	3,285	(4.8%)	6,559	(9.6%)	43,856	(64.5%)	10,431	(15.3%)	3,852	(5.7%)	67,983	(100.0%)
Gender												
Male	1,849	56.3%	3,230	49.2%	20,439	46.6%	4,756	45.6%	1,870	48.5%	32,144	47.3%
Female	1,436	43.7%	3,329	50.8%	23,417	53.4%	5,675	54.4%	1,982	51.5%	35,839	52.7%
Age												
Under 8 Years	190	5.8%	743	11.3%	3,648	8.3%	929	8.9%	377	9.8%	5,887	8.7%
9 – 17 Years	140	4.3%	140	2.1%	7,485	17.1%	53	0.5%	425	11.0%	8,243	12.1%
18 – 24 Years	223	6.8%	144	2.2%	1,750	4.0%	315	3.0%	229	5.9%	2,661	3.9%
25 – 34 Years	559	17.0%	731	11.1%	2,663	6.1%	1,236	11.8%	430	11.2%	5,619	8.3%
35 – 44 Years	0	0.0%	860	13.1%	7,240	16.5%	442	4.2%	829	21.5%	9,371	13.8%
45 – 54 Years	595	18.1%	1,009	15.4%	9,400	21.4%	1,326	12.7%	429	11.1%	12,759	18.8%
55 – 64 Years	531	16.2%	1,186	18.1%	6,320	14.4%	3,788	36.3%	379	9.8%	12,204	18.0%
65 – 74 Years	1,047	31.9%	1,153	17.6%	4,810	11.0%	1,318	12.6%	609	15.8%	8,937	13.1%
75 Years and over	0	0.0%	593	9.0%	540	1.2%	1,024	9.8%	145	3.8%	2,302	3.4%

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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Entry Point</b>												
Charlottetown Airport	301	21.0%	254	9.5%	1,261	10.1%	427	11.0%	101	6.6%	2,344	10.7%
Confederation Bridge	1,129	79.0%	1,855	69.7%	9,366	75.1%	3,161	81.4%	1,301	85.0%	16,812	76.5%
Ferry at Caribou, Nova Scotia	0	0.0%	553	20.8%	1,841	14.8%	296	7.6%	129	8.4%	2,819	12.8%
<b>Exit Point</b>												
Charlottetown Airport	251	17.6%	291	10.9%	1,230	9.9%	427	11.0%	382	25.0%	2,581	11.7%
Confederation Bridge	1,179	82.4%	1,906	71.6%	9,596	77.0%	3,263	84.0%	1,122	73.3%	17,066	77.7%
Wood Islands Ferry Terminal	0	0.0%	464	17.4%	1,643	13.2%	194	5.0%	27	1.8%	2,328	10.6%
<b>Mix of Entry and Exit Points</b>												
Air only	231	16.2%	254	9.5%	1,191	9.6%	427	11.0%	52	3.4%	2,155	9.8%
Bridge only	1,109	77.6%	1,529	57.5%	8,421	67.5%	2,985	76.9%	971	63.4%	15,015	68.3%
Ferry only	0	0.0%	176	6.6%	703	5.6%	18	0.5%	27	1.8%	924	4.2%
Bridge and Ferry Mix	0	0.0%	665	25.0%	2,044	16.4%	454	11.7%	102	6.7%	3,265	14.9%
Air and Bridge or Ferry Mix	89	6.2%	37	1.4%	110	0.9%	0	0.0%	379	24.8%	615	2.8%

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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Rental Car Usage</b>												
Yes	269	18.8%	507	19.1%	2,205	17.7%	998	25.7%	564	36.8%	4,543	20.7%
No	1,161	81.2%	2,154	80.9%	10,263	82.3%	2,886	74.3%	968	63.2%	17,432	79.3%
<b>Location of Pick-Up</b>												
Prince Edward Island	79	29.4%	172	33.9%	787	35.7%	391	39.1%	101	17.9%	1,530	33.7%
New Brunswick	0	0.0%	89	17.6%	405	18.4%	56	5.6%	194	34.3%	744	16.4%
Nova Scotia	190	70.6%	232	45.8%	546	24.8%	195	19.5%	270	47.8%	1,433	31.5%
Quebec	0	0.0%	14	2.8%	183	8.3%	13	1.3%	0	0.0%	210	4.6%
Ontario	0	0.0%	0	0.0%	37	1.7%	0	0.0%	0	0.0%	37	0.8%
Other province	0	0.0%	0	0.0%	0	0.0%	289	28.9%	0	0.0%	289	6.4%
New England state	0	0.0%	0	0.0%	185	8.4%	55	5.5%	0	0.0%	240	5.3%
Other US state	0	0.0%	0	0.0%	62	2.8%	0	0.0%	0	0.0%	62	1.4%

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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Primary Destination of the Trip</b>												
Prince Edward Island	1,418	99.2%	2,104	79.1%	10,668	85.6%	3,226	83.1%	1,381	90.1%	18,797	85.5%
Other Destination	11	0.8%	557	20.9%	1,693	13.6%	593	15.3%	151	9.9%	3,005	13.7%
Don't Know	0	0.0%	0	0.0%	107	0.9%	65	1.7%	0	0.0%	172	0.8%
<b>Average Trip Duration</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>
Total Nights of the Trip	5.77	100.0%	12.63	100.0%	10.76	100.0%	12.09	100.0%	5.22	100.0%	10.51	100.0%
Nights stayed in PEI	5.26	91.2%	5.13	40.6%	6.80	63.2%	6.42	53.1%	3.88	74.2%	6.23	59.2%
<b>(Nights in Paid Accommodation)</b>	<b>(0.90)</b>	<b>(17.1%)</b>	<b>(4.27)</b>	<b>(83.3%)</b>	<b>(4.22)</b>	<b>(62.1%)</b>	<b>(4.86)</b>	<b>(75.6%)</b>	<b>(0.00)</b>	<b>(0.0%)</b>	<b>(3.83)</b>	<b>(61.5%)</b>
Nights stayed in NB	0.15	2.7%	1.76	14.0%	1.08	10.0%	1.12	9.2%	0.29	5.5%	1.05	10.0%
Nights stayed in NS	0.10	1.7%	3.91	30.9%	1.36	12.7%	2.33	19.3%	0.52	9.9%	1.70	16.2%
Nights stayed in NL	0.00	0.0%	0.63	5.0%	0.12	1.1%	0.57	4.7%	0.00	0.0%	0.24	2.3%
Nights stayed in Magdalen Islands	0.00	0.0%	0.07	0.5%	0.24	2.2%	0.01	0.1%	0.00	0.0%	0.15	1.4%
Nights stayed elsewhere	0.26	4.4%	1.13	9.0%	1.16	10.8%	1.64	13.6%	0.54	10.3%	1.14	10.9%

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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Overnight Stays (Parties) in Other PEI Regions by Those Who Stayed Overnight in the Red Sand Shore Region <sup>a)</sup></b>												
Green Gables Shore	0	0.0%	433	16.3%	2,936	23.5%	612	15.8%	97	6.3%	4,078	18.6%
Greater Charlottetown Area	10	0.7%	535	20.1%	2,044	16.4%	939	24.2%	0	0.0%	3,528	16.1%
Points East Coastal Drive	0	0.0%	541	20.3%	2,386	19.1%	414	10.7%	145	9.5%	3,486	15.9%
North Cape Coastal Drive	0	0.0%	381	14.3%	1,715	13.8%	597	15.4%	0	0.0%	2,693	12.3%
Summerside	0	0.0%	145	5.4%	1,130	9.1%	723	18.6%	0	0.0%	1,998	9.1%
<b>Total Accumulated Nights Spent by Parties in the Specific Region</b>												
<b>Red Sands Shore</b>	<b>7,507</b>	<b>99.7%</b>	<b>10,107</b>	<b>74.0%</b>	<b>62,122</b>	<b>73.3%</b>	<b>16,005</b>	<b>64.1%</b>	<b>5,252</b>	<b>88.6%</b>	<b>100,993</b>	<b>73.8%</b>
Green Gables Shore	0	0.0%	892	6.5%	7,917	9.3%	2,134	8.5%	97	1.6%	11,040	8.1%
Points East Coastal Drive	0	0.0%	840	6.1%	5,423	6.4%	1,175	4.7%	580	9.8%	8,018	5.9%
Greater Charlottetown Area	20	0.3%	930	6.8%	3,973	4.7%	1,961	7.9%	0	0.0%	6,884	5.0%
Summerside	0	0.0%	145	1.1%	2,328	2.7%	2,646	10.6%	0	0.0%	5,119	3.7%
North Cape Coastal Drive	0	0.0%	748	5.5%	2,974	3.5%	1,047	4.2%	0	0.0%	4,769	3.5%
<b>Total Overnight Stays (Nights)</b>	<b>7,527</b>	<b>100.0%</b>	<b>13,662</b>	<b>100.0%</b>	<b>84,737</b>	<b>100.0%</b>	<b>24,968</b>	<b>100.0%</b>	<b>5,929</b>	<b>100.0%</b>	<b>136,823</b>	<b>100.0%</b>

Note: <sup>a)</sup> 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	1,429	(6.5%)	2,661	(12.1%)	12,469	(56.7%)	3,884	(17.7%)	1,531	(7.0%)	21,974	(100.0%)
Average Number of Nights Stayed	5.26		5.13		6.80		6.42		3.88		6.23	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)												
Red Sands Shore	5.25		3.79		4.98		4.12		3.43		4.60	
Green Gables Shore	0.00		0.34		0.64		0.55		0.06		0.50	
Points East Coastal Drive	0.00		0.32		0.44		0.30		0.38		0.37	
Greater Charlottetown Area	0.01		0.35		0.32		0.50		0.00		0.31	
Summerside	0.00		0.05		0.19		0.68		0.00		0.23	
North Cape Coastal Drive	0.00		0.28		0.24		0.27		0.00		0.22	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
Red Sands Shore	5.25		3.79		4.98		4.12		3.43		4.60	
Green Gables Shore	n/a		2.06		2.70		3.48		1.00		2.71	
Summerside	n/a		1.00		2.06		3.66		n/a		2.56	
Points East Coastal Drive	n/a		1.55		2.27		2.84		4.00		2.30	
Greater Charlottetown Area	2.00		1.73		1.95		2.09		n/a		1.95	
North Cape Coastal Drive	n/a		1.97		1.74		1.75		n/a		1.77	

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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Total Parties Staying at Least One Night in the Specific Type of Accommodation</b>												
Home of Friends or Relatives	1,062	74.3%	321	10.4%	3,781	24.8%	530	11.4%	1,126	73.5%	6,820	26.3%
Cottage or Cabin	0	0.0%	583	18.8%	3,059	20.0%	1,568	33.7%	134	8.7%	5,344	20.6%
Hotel, Motel, or Resort	190	13.3%	559	18.0%	2,923	19.2%	912	19.6%	0	0.0%	4,584	17.7%
Campground or Trailer (RV) Park	0	0.0%	735	23.7%	3,105	20.4%	626	13.5%	0	0.0%	4,466	17.2%
B&B or Tourist Home	80	5.6%	369	11.9%	1,112	7.3%	271	5.8%	0	0.0%	1,832	7.1%
Inn	0	0.0%	443	14.3%	720	4.7%	352	7.6%	0	0.0%	1,515	5.8%
Own Property	79	5.5%	67	2.2%	407	2.7%	280	6.0%	170	11.1%	1,003	3.9%
Other (e.g., hostel)	19	1.3%	24	0.8%	150	1.0%	107	2.3%	102	6.7%	402	1.5%
<b>Total Overnight Stays (Parties)</b>	<b>1,430</b>	<b>100.0%</b>	<b>3,101</b>	<b>100.0%</b>	<b>15,257</b>	<b>100.0%</b>	<b>4,646</b>	<b>100.0%</b>	<b>1,532</b>	<b>100.0%</b>	<b>25,966</b>	<b>100.0%</b>
<b>Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation</b>												
Home of Friends or Relatives	5,755	76.6%	1,508	11.0%	22,927	27.1%	2,149	8.6%	4,238	71.5%	36,577	26.7%
Cottage or Cabin	0	0.0%	3,714	27.2%	20,456	24.1%	10,940	43.8%	268	4.5%	35,378	25.9%
Campground or Trailer (RV) Park	0	0.0%	2,979	21.8%	19,348	22.8%	3,646	14.6%	0	0.0%	25,973	19.0%
Hotel, Motel, or Resort	570	7.6%	2,399	17.6%	9,628	11.4%	3,007	12.0%	0	0.0%	15,604	11.4%
Own Property	377	5.0%	381	2.8%	6,189	7.3%	1,328	5.3%	1,219	20.6%	9,494	6.9%
B&B or Tourist Home	720	9.6%	825	6.0%	3,926	4.6%	1,465	5.9%	0	0.0%	6,936	5.1%
Inn	0	0.0%	1,789	13.1%	1,508	1.8%	1,596	6.4%	0	0.0%	4,893	3.6%
Other (e.g., hostel)	95	1.3%	72	0.5%	740	0.9%	835	3.3%	204	3.4%	1,946	1.4%
<b>Total Overnight Stays (Nights)</b>	<b>7,517</b>	<b>100.0%</b>	<b>13,667</b>	<b>100.0%</b>	<b>84,722</b>	<b>100.0%</b>	<b>24,966</b>	<b>100.0%</b>	<b>5,929</b>	<b>100.0%</b>	<b>136,801</b>	<b>100.0%</b>

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	1,429	(6.5%)	2,661	(12.1%)	12,469	(56.7%)	3,884	(17.7%)	1,531	(7.0%)	21,974	(100.0%)
Average Number of Nights Stayed	5.26		5.13		6.80		6.42		3.88		6.23	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Accommodation Used)												
Home of Friends or Relatives	4.03		0.57		1.84		0.55		2.77		1.66	
Cottage or Cabin	0.00		1.39		1.64		2.82		0.17		1.61	
Campground or Trailer (RV) Park	0.00		1.12		1.55		0.94		0.00		1.18	
Hotel, Motel, or Resort	0.40		0.90		0.77		0.77		0.00		0.71	
Own Property	0.26		0.14		0.50		0.34		0.80		0.43	
B&B or Tourist Home	0.50		0.31		0.32		0.38		0.00		0.32	
Inn	0.00		0.67		0.12		0.41		0.00		0.22	
Other (e.g., hostel)	0.07		0.03		0.06		0.21		0.13		0.09	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)												
Own Property	4.76		5.67		15.27		4.69		7.21		9.48	
Cottage or Cabin	n/a		6.36		6.69		6.98		2.00		6.62	
Campground or Trailer (RV) Park	n/a		4.05		6.23		5.84		n/a		5.82	
Home of Friends or Relatives	5.42		4.70		6.06		4.04		3.77		5.36	
Other (e.g., hostel)	5.00		3.00		4.95		7.81		2.00		4.84	
B&B or Tourist Home	9.04		2.23		3.53		5.41		n/a		3.79	
Hotel, Motel, or Resort	3.00		4.30		3.29		3.30		n/a		3.40	
Inn	n/a		4.04		2.11		4.53		n/a		3.23	

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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
Greater Charlottetown Area	1,149	80.4%	2,256	84.7%	9,352	75.0%	3,093	79.6%	968	63.2%	16,818	76.5%
Green Gables Shore	393	27.5%	1,615	60.7%	9,055	72.6%	2,637	67.9%	418	27.3%	14,118	64.2%
Summerside	720	50.4%	1,577	59.3%	6,940	55.7%	2,321	59.8%	519	33.9%	12,077	55.0%
Points East Coastal Drive	150	10.5%	1,111	41.8%	5,704	45.7%	1,421	36.6%	322	21.0%	8,708	39.6%
North Cape Coastal Drive	141	9.9%	906	34.0%	4,375	35.1%	1,567	40.3%	122	8.0%	7,111	32.4%

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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Type of Visitation</b>												
First-Time Visitors	83	5.8%	909	34.1%	3,100	24.9%	1,139	29.3%	102	6.7%	5,333	24.3%
<b>Repeat Visitors</b>	<b>1,346</b>	<b>94.2%</b>	<b>1,753</b>	<b>65.9%</b>	<b>9,368</b>	<b>75.1%</b>	<b>2,746</b>	<b>70.7%</b>	<b>1,429</b>	<b>93.3%</b>	<b>16,642</b>	<b>75.7%</b>
<b>Last Trip to PEI*</b>												
This year (2014)	260	19.3%	147	8.4%	2,512	26.8%	1,149	41.9%	1,276	89.3%	5,344	32.1%
One year ago (2013)	884	65.7%	580	33.1%	2,645	28.2%	609	22.2%	104	7.3%	4,822	29.0%
Two years ago (2012)	81	6.0%	303	17.3%	1,293	13.8%	78	2.8%	0	0.0%	1,755	10.5%
Three years ago (2011)	0	0.0%	103	5.9%	205	2.2%	35	1.3%	0	0.0%	343	2.1%
Four years ago (2010)	0	0.0%	44	2.5%	569	6.1%	268	9.8%	0	0.0%	881	5.3%
Five or more years ago (2009 & earlier)	121	9.0%	575	32.8%	2,144	22.9%	606	22.1%	49	3.4%	3,495	21.0%
<b>Average Number of Previous Visits to PEI in the Past Five Years*</b>												
<b>Mean (Group Median)</b>	<b>8.47 (5.25)</b>		<b>4.01 (2.69)</b>		<b>4.73 (3.06)</b>		<b>6.19 (4.29)</b>		<b>7.93 (6.61)</b>		<b>5.47 (3.70)</b>	

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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
Natural beauty and pastoral settings	252	17.6%	1,061	39.9%	3,574	28.7%	1,140	29.3%	133	8.7%	6,160	28.0%
Beaches and coast line	270	18.9%	384	14.4%	2,965	23.8%	1,261	32.5%	139	9.1%	5,019	22.8%
Outdoor activities (water-based activities, skiing, Confederation trail, cycling, bird watching, etc.)	0	0.0%	57	2.1%	1,204	9.7%	48	1.2%	0	0.0%	1,309	6.0%
Culinary experience (lobster, seafood, wine, farm products, etc.)	190	13.3%	22	0.8%	204	1.6%	416	10.7%	211	13.8%	1,043	4.7%
World of Anne of Green Gables and Lucy Maud Montgomery	0	0.0%	259	9.7%	504	4.0%	60	1.5%	0	0.0%	823	3.7%
Festivals and events *	0	0.0%	0	0.0%	530	4.3%	18	0.5%	0	0.0%	548	2.5%
Birthplace of Confederation attractions	19	1.3%	166	6.2%	58	0.5%	64	1.6%	0	0.0%	307	1.4%
Golf	9	0.6%	22	0.8%	212	1.7%	0	0.0%	0	0.0%	243	1.1%
Other features	689	48.2%	691	26.0%	3,218	25.8%	878	22.6%	1,049	68.5%	6,525	29.7%

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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Valid Overnight Pleasure Parties</b>	<b>4,496</b>	<b>(14.4%)</b>	<b>3,010</b>	<b>(9.6%)</b>	<b>15,705</b>	<b>(50.2%)</b>	<b>6,419</b>	<b>(20.5%)</b>	<b>1,652</b>	<b>(5.3%)</b>	<b>31,282</b>	<b>(100.0%)</b>
Sightseeing/driving tour	632	46.5%	2,263	86.7%	9,197	73.8%	2,709	69.7%	540	39.0%	15,341	70.7%
Shopping for local crafts/souvenirs/antiques	701	51.5%	1,538	58.9%	8,325	66.8%	2,750	70.8%	608	43.9%	13,922	64.1%
Going to a beach	294	21.6%	1,744	66.8%	9,054	72.6%	2,102	54.1%	272	19.6%	13,466	62.0%
Sampling local culinary products (lobster, potatoes, mussels, oysters, wine, beer, etc.) *	299	22.0%	1,760	67.4%	7,813	62.7%	2,517	64.8%	249	18.0%	12,638	58.2%
Visiting historical and cultural attractions	233	17.1%	1,954	74.9%	7,360	59.0%	2,340	60.2%	122	8.8%	12,009	55.3%
Visiting a national or provincial park	70	5.2%	1,721	65.9%	7,029	56.4%	1,937	49.9%	224	16.2%	10,981	50.6%
Visiting friends and/or relatives	1,090	80.2%	1,000	38.3%	5,657	45.4%	1,403	36.1%	1,284	92.6%	10,434	48.1%
Attending a festival, event, or concert	298	21.9%	544	20.8%	4,452	35.7%	967	24.9%	97	7.0%	6,358	29.3%
Visiting Anne of Green Gables attractions	144	10.6%	896	34.3%	3,652	29.3%	1,418	36.5%	102	7.4%	6,212	28.6%
Visiting Birthplace of Confederation attractions (e.g., Founders' Hall, Province House)	60	4.4%	600	23.0%	2,775	22.3%	1,046	26.9%	175	12.6%	4,656	21.4%
Attending a performance (live theatre, a play)	229	16.8%	104	4.0%	3,015	24.2%	523	13.5%	0	0.0%	3,871	17.8%
Visiting a theme, fun or amusement park	0	0.0%	387	14.8%	3,009	24.1%	135	3.5%	25	1.8%	3,556	16.4%
Using the Confederation Trail (cycling, walking, running) *	81	6.0%	286	11.0%	2,280	18.3%	441	11.4%	221	15.9%	3,309	15.2%
Playing golf (not miniature)	0	0.0%	81	3.1%	1,321	10.6%	316	8.1%	0	0.0%	1,718	7.9%
Taking part in an authentic PEI experience/hands-on learning activity (lobster fishing, clamming digging, pottery, etc.) *	0	0.0%	63	2.4%	1,147	9.2%	390	10.0%	0	0.0%	1,600	7.4%
Participating in water activities (kayaking, tuna fishing) *	74	5.4%	266	10.2%	1,028	8.2%	131	3.4%	0	0.0%	1,499	6.9%
Attending a sports event or tournament (as a spectator)	393	28.9%	0	0.0%	565	4.5%	49	1.3%	182	13.1%	1,189	5.5%

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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Estimated Total Direct Expenditures (\$)</b>	<b>\$880,837</b>		<b>\$1,986,129</b>		<b>\$17,591,029</b>		<b>\$3,599,938</b>		<b>\$798,038</b>		<b>\$24,855,971</b>	
Travel package	\$0		\$0		\$440,838		\$98,977		\$16,575		\$556,390	
Accommodations	\$194,599		\$621,694		\$5,725,693		\$1,249,281		\$27,300		\$7,818,568	
Food and beverage at restaurants, bars, etc.	\$174,080		\$381,310		\$2,994,198		\$542,328		\$198,166		\$4,290,081	
Food and beverage at stores	\$114,096		\$258,096		\$1,638,695		\$487,569		\$97,413		\$2,595,869	
Vehicle operation	\$178,399		\$244,766		\$1,835,723		\$335,090		\$109,106		\$2,703,083	
Car rentals in PEI and local transportation	\$2,350		\$79,951		\$292,413		\$113,248		\$95,788		\$583,750	
Shopping	\$162,981		\$306,899		\$2,484,121		\$510,024		\$172,371		\$3,636,397	
Recreation and entertainment	\$21,633		\$42,707		\$1,155,186		\$149,909		\$20,055		\$1,389,490	
Other expenditures	\$32,700		\$50,706		\$1,024,163		\$113,511		\$61,263		\$1,282,344	
<b>% of Estimated Total Direct Expenditures</b>	<b>(3.5%)</b>		<b>(8.0%)</b>		<b>(70.8%)</b>		<b>(14.5%)</b>		<b>(3.2%)</b>		<b>(100.0%)</b>	
Travel package	0.0%		0.0%		2.5%		2.7%		2.1%		2.2%	
Accommodations	22.1%		31.3%		32.5%		34.7%		3.4%		31.5%	
Food and beverage at restaurants, bars, etc.	19.8%		19.2%		17.0%		15.1%		24.8%		17.3%	
Food and beverage at stores	13.0%		13.0%		9.3%		13.5%		12.2%		10.4%	
Vehicle operation	20.3%		12.3%		10.4%		9.3%		13.7%		10.9%	
Car rentals in PEI and local transportation	0.3%		4.0%		1.7%		3.1%		12.0%		2.3%	
Shopping	18.5%		15.5%		14.1%		14.2%		21.6%		14.6%	
Recreation and entertainment	2.5%		2.2%		6.6%		4.2%		2.5%		5.6%	
Other expenditures	3.7%		2.6%		5.8%		3.2%		7.7%		5.2%	

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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Average Spending per Party per Visit</b>	<b>\$616.40</b>		<b>\$746.38</b>		<b>\$1,410.78</b>		<b>\$926.86</b>		<b>\$521.25</b>		<b>\$1,131.15</b>	
Travel package	\$0.00		\$0.00		\$35.35		\$25.48		\$10.83		\$25.32	
Accommodations	\$136.18		\$233.63		\$459.19		\$321.65		\$17.83		\$355.81	
Food and beverage at restaurants, bars, etc.	\$121.82		\$143.30		\$240.13		\$139.63		\$129.44		\$195.23	
Food and beverage at stores	\$79.84		\$96.99		\$131.42		\$125.53		\$63.63		\$118.13	
Vehicle operation	\$124.84		\$91.98		\$147.22		\$86.27		\$71.26		\$123.01	
Car rentals in PEI and local transportation	\$1.64		\$30.05		\$23.45		\$29.16		\$62.57		\$26.57	
Shopping	\$114.05		\$115.33		\$199.22		\$131.31		\$112.59		\$165.49	
Recreation and entertainment	\$15.14		\$16.05		\$92.64		\$38.60		\$13.10		\$63.23	
Other expenditures	\$22.88		\$19.06		\$82.14		\$29.23		\$40.02		\$58.36	
<b>Average Spending per Person per Night</b>	<b>\$51.10</b>		<b>\$79.81</b>		<b>\$80.50</b>		<b>\$83.77</b>		<b>\$60.37</b>		<b>\$79.57</b>	
Travel package	\$0.00		\$0.00		\$2.02		\$2.30		\$1.25		\$1.78	
Accommodations	\$11.29		\$24.98		\$26.20		\$29.07		\$2.07		\$25.03	
Food and beverage at restaurants, bars, etc.	\$10.10		\$15.32		\$13.70		\$12.62		\$14.99		\$13.73	
Food and beverage at stores	\$6.62		\$10.37		\$7.50		\$11.35		\$7.37		\$8.31	
Vehicle operation	\$10.35		\$9.84		\$8.40		\$7.80		\$8.25		\$8.65	
Car rentals in PEI and local transportation	\$0.14		\$3.21		\$1.34		\$2.64		\$7.25		\$1.87	
Shopping	\$9.46		\$12.33		\$11.37		\$11.87		\$13.04		\$11.64	
Recreation and entertainment	\$1.26		\$1.72		\$5.29		\$3.49		\$1.52		\$4.45	
Other expenditure	\$1.90		\$2.04		\$4.69		\$2.64		\$4.63		\$4.10	
<b>Average Party Size</b>	<b>2.30</b>		<b>2.46</b>		<b>3.52</b>		<b>2.69</b>		<b>2.52</b>		<b>3.09</b>	
<b>Estimated Number of Overnight Pleasure Visitors</b>	<b>3,285</b>		<b>6,559</b>		<b>43,856</b>		<b>10,431</b>		<b>3,852</b>		<b>67,983</b>	
<b>Average Length of Stay in the NCCD region</b>	<b>5.25</b>		<b>3.79</b>		<b>4.98</b>		<b>4.12</b>		<b>3.43</b>		<b>4.60</b>	

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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Rating of Travel Services</b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>
Accommodation service and quality	3.76	47.9%	4.66	99.0%	4.58	96.3%	4.69	96.8%	4.68	100.0%	4.59	95.6%
Restaurant service and quality	4.32	86.8%	4.26	87.2%	4.36	89.4%	4.31	94.2%	4.75	100.0%	4.36	90.5%
Transportation service and quality	3.83	80.4%	3.83	76.5%	4.36	95.4%	4.25	89.8%	4.38	94.9%	4.24	91.1%
Quality of customer service	4.14	91.3%	4.46	86.1%	4.58	93.0%	4.34	83.3%	4.66	97.3%	4.50	90.6%
Prices of goods and services	3.55	50.6%	3.68	72.8%	3.85	68.6%	3.76	70.7%	4.17	86.3%	3.81	69.5%
Variety of things to see and do	4.33	97.0%	4.44	91.0%	4.62	96.8%	4.37	94.6%	4.41	88.5%	4.53	95.2%
<b>Complaints</b>												
<b>Yes</b>	<b>29</b>	<b>2.0%</b>	<b>455</b>	<b>17.1%</b>	<b>1,379</b>	<b>11.1%</b>	<b>234</b>	<b>6.0%</b>	<b>145</b>	<b>9.5%</b>	<b>2,242</b>	<b>10.2%</b>
No	1,401	98.0%	2,207	82.9%	11,089	88.9%	3,651	94.0%	1,386	90.5%	19,734	89.8%
<b>Travel Evaluation and Future Intentions</b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>
Good value for money	4.15	89.0%	4.33	92.7%	4.49	96.6%	4.41	95.4%	4.31	86.4%	4.43	94.8%
Good way to spend time	4.58	87.6%	4.63	94.8%	4.69	97.7%	4.78	97.8%	4.45	96.3%	4.68	96.6%
Overall satisfaction with the trip to PEI	4.61	92.4%	4.51	95.3%	4.69	98.4%	4.69	97.0%	4.52	100.0%	4.65	97.5%
Intention to recommend to others	4.52	92.4%	4.61	95.1%	4.77	99.2%	4.75	97.3%	4.74	100.0%	4.73	98.0%
Intention to revisit PEI	4.85	93.8%	4.41	90.9%	4.78	97.5%	4.68	90.5%	4.90	100.0%	4.73	95.5%

Note: Results (mean values and percent) were based on those who rated each of the items. <sup>a)</sup> Mean values (M) were based on a 5-point Likert-type scale; <sup>b)</sup> 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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Gender</b>												
Male	862	60.3%	995	37.4%	4,133	33.1%	1,102	28.4%	52	3.4%	7,144	32.5%
Female	568	39.7%	1,667	62.6%	8,336	66.9%	2,782	71.6%	1,480	96.6%	14,833	67.5%
<b>Age</b>												
18 to 24	83	5.8%	26	1.0%	315	2.5%	35	0.9%	164	10.7%	623	2.8%
25 to 34	299	20.9%	525	19.7%	835	6.7%	201	5.2%	170	11.1%	2,030	9.2%
35 to 44	0	0.0%	370	13.9%	2,472	19.8%	198	5.1%	415	27.1%	3,455	15.7%
45 to 54	247	17.3%	451	16.9%	4,294	34.4%	640	16.5%	49	3.2%	5,681	25.9%
55 to 64	271	19.0%	749	28.1%	2,499	20.0%	1,629	42.0%	327	21.4%	5,475	24.9%
65 to 74	529	37.0%	423	15.9%	1,956	15.7%	689	17.7%	406	26.5%	4,003	18.2%
75 and over	0	0.0%	118	4.4%	99	0.8%	491	12.6%	0	0.0%	708	3.2%
<b>Living in the Same Country in Which Respondents were Born</b>												
Yes	1,360	95.2%	2,129	80.0%	11,467	92.0%	3,584	92.3%	1,289	84.2%	19,829	90.2%
No	69	4.8%	532	20.0%	1,001	8.0%	300	7.7%	242	15.8%	2,144	9.8%
<b>Mother Tongue</b>												
English	1,227	85.8%	1,991	74.8%	9,677	77.6%	3,308	85.1%	1,208	78.9%	17,411	79.2%
French	50	3.5%	322	12.1%	2,203	17.7%	516	13.3%	102	6.7%	3,193	14.5%
Other	153	10.7%	348	13.1%	589	4.7%	61	1.6%	221	14.4%	1,372	6.2%

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Marital Status</b>												
Single	293	20.5%	152	5.7%	1,461	11.7%	598	15.4%	297	19.4%	2,801	12.7%
Married/living common law	1,087	76.0%	2,413	90.7%	10,025	80.4%	2,824	72.7%	1,089	71.1%	17,438	79.4%
Other	50	3.5%	96	3.6%	881	7.1%	400	10.3%	0	0.0%	1,427	6.5%
Not Stated	0	0.0%	0	0.0%	101	0.8%	63	1.6%	145	9.5%	309	1.4%
<b>Average Number of Children Living in the Household *</b>												
17 years and younger	329 <sup>a)</sup>	23.0% <sup>b)</sup>	977 <sup>a)</sup>	36.7% <sup>b)</sup>	4,951 <sup>a)</sup>	39.7% <sup>b)</sup>	333 <sup>a)</sup>	8.6% <sup>b)</sup>	498 <sup>a)</sup>	32.5% <sup>b)</sup>	7,088 <sup>a)</sup>	32.3% <sup>b)</sup>
	<b>1.12 <sup>c)</sup></b>		<b>1.50 <sup>c)</sup></b>		<b>1.72 <sup>c)</sup></b>		<b>1.73 <sup>c)</sup></b>		<b>1.46 <sup>c)</sup></b>		<b>1.65 <sup>c)</sup></b>	
18 years and older	420 <sup>a)</sup>	29.4% <sup>b)</sup>	557 <sup>a)</sup>	20.9% <sup>b)</sup>	3,331 <sup>a)</sup>	26.7% <sup>b)</sup>	540 <sup>a)</sup>	13.9% <sup>b)</sup>	440 <sup>a)</sup>	28.7% <sup>b)</sup>	5,288 <sup>a)</sup>	24.1% <sup>b)</sup>
	<b>1.83 <sup>c)</sup></b>		<b>1.30 <sup>c)</sup></b>		<b>1.66 <sup>c)</sup></b>		<b>1.56 <sup>c)</sup></b>		<b>1.58 <sup>c)</sup></b>		<b>1.62 <sup>c)</sup></b>	
<b>Education</b>												
Some school	19	1.3%	0	0.0%	103	0.8%	0	0.0%	0	0.0%	122	0.6%
High school diploma	282	19.7%	81	3.0%	1,672	13.4%	506	13.0%	36	2.4%	2,577	11.7%
Some post-secondary	140	9.8%	299	11.2%	978	7.8%	431	11.1%	345	22.5%	2,193	10.0%
Graduated community/technical college	50	3.5%	1,335	50.2%	3,788	30.4%	1,334	34.4%	380	24.8%	6,887	31.3%
Graduated university (undergraduate degree)	659	46.1%	329	12.4%	3,169	25.4%	566	14.6%	195	12.7%	4,918	22.4%
Post graduate degree/professional designation	279	19.5%	618	23.2%	2,758	22.1%	1,028	26.5%	575	37.6%	5,258	23.9%
Not Stated	0	0.0%	0	0.0%	0	0.0%	18	0.5%	0	0.0%	18	0.1%

Note: \* While <sup>a)</sup> and <sup>b)</sup> indicate the valid number and percent of respondents who reported the number of children living in the household, <sup>c)</sup> 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	
<b>Total Overnight Pleasure Parties</b>	<b>1,429</b>	<b>(6.5%)</b>	<b>2,661</b>	<b>(12.1%)</b>	<b>12,469</b>	<b>(56.7%)</b>	<b>3,884</b>	<b>(17.7%)</b>	<b>1,531</b>	<b>(7.0%)</b>	<b>21,974</b>	<b>(100.0%)</b>
<b>Employment Status</b>												
Working full time	546	38.2%	1,222	45.9%	7,090	56.9%	1,442	37.1%	962	62.8%	11,262	51.3%
Working part time or seasonally	460	32.2%	388	14.6%	501	4.0%	244	6.3%	164	10.7%	1,757	8.0%
Unemployed	0	0.0%	59	2.2%	0	0.0%	35	0.9%	0	0.0%	94	0.4%
Retraining or upgrading	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retired	330	23.1%	895	33.6%	3,325	26.7%	2,009	51.7%	406	26.5%	6,965	31.7%
Homemaker	0	0.0%	35	1.3%	1,009	8.1%	74	1.9%	0	0.0%	1,118	5.1%
Student	83	5.8%	26	1.0%	175	1.4%	26	0.7%	0	0.0%	310	1.4%
Other	9	0.6%	35	1.3%	282	2.3%	18	0.5%	0	0.0%	344	1.6%
Not Stated	0	0.0%	0	0.0%	86	0.7%	36	0.9%	0	0.0%	122	0.6%
<b>Annual Household Income</b>												
Under \$40,000	344	24.1%	207	7.8%	1,347	10.8%	185	4.8%	224	14.6%	2,307	10.5%
\$40,000 to \$59,999	79	5.5%	404	15.2%	1,146	9.2%	300	7.7%	145	9.5%	2,074	9.4%
\$60,000 to \$79,999	547	38.3%	559	21.0%	2,267	18.2%	800	20.6%	261	17.0%	4,434	20.2%
\$80,000 to \$99,999	30	2.1%	184	6.9%	1,440	11.5%	477	12.3%	134	8.7%	2,265	10.3%
\$100,000 to \$124,999	0	0.0%	347	13.0%	1,752	14.1%	898	23.1%	0	0.0%	2,997	13.6%
\$125,000 to \$149,999	49	3.4%	367	13.8%	915	7.3%	402	10.4%	355	23.2%	2,088	9.5%
\$150,000 to \$174,999	190	13.3%	83	3.1%	453	3.6%	45	1.2%	85	5.5%	856	3.9%
\$175,000 to \$199,999	0	0.0%	0	0.0%	509	4.1%	145	3.7%	49	3.2%	703	3.2%
\$200,000 or more	70	4.9%	174	6.5%	694	5.6%	134	3.5%	0	0.0%	1,072	4.9%
Not Stated	120	8.4%	336	12.6%	1,945	15.6%	498	12.8%	279	18.2%	3,178	14.5%

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 31<sup>st</sup>, 2013 to January 7<sup>th</sup>, 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	
<b>Total Sample</b>	<b>696</b>	<b>(12.0%)</b>	<b>973</b>	<b>(16.7%)</b>	<b>2,546</b>	<b>(43.7%)</b>	<b>1,226</b>	<b>(21.1%)</b>	<b>383</b>	<b>(6.6%)</b>	<b>5,824</b>	<b>(100.0%)</b>
<b>Exit Point</b>												
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%
<b>Origin</b>												
<b>Canada</b>	<b>634</b>	<b>91.1%</b>	<b>746</b>	<b>76.7%</b>	<b>2,044</b>	<b>80.3%</b>	<b>830</b>	<b>67.7%</b>	<b>357</b>	<b>93.2%</b>	<b>4,611</b>	<b>79.2%</b>
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%
<b>United States</b>	<b>42</b>	<b>6.0%</b>	<b>166</b>	<b>17.1%</b>	<b>421</b>	<b>16.5%</b>	<b>322</b>	<b>26.3%</b>	<b>22</b>	<b>5.7%</b>	<b>973</b>	<b>16.7%</b>
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%
<b>International</b>	<b>20</b>	<b>2.9%</b>	<b>61</b>	<b>6.3%</b>	<b>81</b>	<b>3.2%</b>	<b>74</b>	<b>6.0%</b>	<b>4</b>	<b>1.0%</b>	<b>240</b>	<b>4.1%</b>



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

Note: <sup>a)</sup> Margin of error indicates % of total number of parties used in each sub-group at the 95% confidence level.

## Sample Size for the RSS Regional Visitor Profiles

- As shown in Table A-4, 53.6 percent of the surveys used for this report were completed by non-residents who had visited PEI and stayed overnight in the Red Sands Shore (RSS) region during the main season of July and August. About 20.8 percent were completed by non-residents who had visited PEI and stayed overnight in the RSS region during the fall shoulder season of September and October, and 15.1 percent were completed by those who had visited PEI and stayed overnight in the RSS region during the spring shoulder season of May and June. The remainder (10.4%) was completed by those who had visited PEI and stayed overnight in the RSS region during the winter off-seasons of January to April and November to December.
- Overall, a sample of this size has a sampling error of  $\pm 4.96$  percent at a 95 percent confidence level.
- Note that numbers in red in Table A-4 indicate 'caution' due to small base sample size and this is a guideline only. The same caution should be applied when interpreting significance testing throughout this report.

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

Tourism Season	Sample Size <i>N</i>	%	Margin of Error
Jan-Apr Winter Off-Season	23	6.0%	$\pm 20.28$
May-Jun Spring Shoulder Season	58	15.1%	$\pm 12.73$
Jul-Aug Main Season	206	53.6%	$\pm 6.77$
Sep-Oct Fall Shoulder Season	80	20.8%	$\pm 10.84$
Nov-Dec Winter Off-Season	17	4.4%	$\pm 23.64$
<b>Total</b>	<b>384</b>	<b>100.0%</b>	<b><math>\pm 4.96</math></b>

Note: Number of samples used for this report includes only those who stayed at least one night in the Red Sands Shore (RSS) region but excludes those who visited RSS 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;** <sup>a)</sup> 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 150<sup>th</sup> 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)