

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

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EXECUTIVE SUMMARY

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 information of visitors and information about visitors' trips such as travel party size and composition, purpose of trip, activities participated in, type of accommodation used, expenditures, and more.

In 2014, a visitor exit survey was conducted for Prince Edward Island (PEI). Data was collected via mail-back and online surveys distributed between December 31, 2013 and January 7, 2015. The exit survey was conducted in 2014 for two main purposes: 1) to provide a full range of statistics on the volume of visitors to PEI and detailed characteristics of their trips, and 2) to gather information to evaluate the impacts of special celebrations that took place in PEI in 2014 to celebrate and commemorate the 150th anniversary of the 1864 Charlottetown Conference, where the idea of Canadian Confederation was first discussed (hereafter referred to as "PEI 2014 celebrations").

In total, 5,824 surveys were used in the 2014 PEI exit survey study. In terms of statistical accuracy, a sample of this size has a sampling error of ± 1.28 percent at a 95 percent confidence level.

Including cruise ship and motor coach passengers, it was estimated that 1,332,091 people visited PEI in 2014. About 6.4 percent of visitors were cruise ship passengers, 1.6 percent of visitors were motor coach passengers and the remainder were visitors captured at PEI's three exit points. Three-quarters of visitors exited PEI by way of the Confederation Bridge, 9.5 percent exited via ferry and 7.3 percent departed PEI by airplane at the Charlottetown Airport. Excluding cruise ship and motor coach passengers, the total number of visitors that exited PEI by way of the three exit points was 1,226,235. These visitors are the focus of this report. Profiles of cruise ship and motor coach passengers are provided in separate reports.

It was estimated that 432,832 parties visited PEI in 2014. About 93 percent of these parties (402,756 parties) stayed at least one night in PEI while the remaining 30,076 parties visited PEI for a day trip. The geographic markets that accounted for the greatest proportions of visitor parties were Nova Scotia (31.9% of parties), New Brunswick (31.8%), Ontario (12.0%) and Quebec (9.5%). The main season of July and August was the most popular season of travel with 43.6 percent of parties visiting during this two month period. Eighteen percent of parties visited PEI during the September-October fall shoulder season and

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15.6 percent visited during the May-June spring shoulder season. In total, 22.9 percent of parties visited during the two winter-off seasons of January-April and November-December.

On average, visitor parties were comprised of 2.94 people. They stayed an average of 4.27 nights in PEI. Total direct expenditures in PEI by visitor parties that visited in 2014 were over \$475.3 million. Parties spent an average of \$1,105 per party per visit. Same-day visitor parties spent an average of \$50.03 per person per day while overnight visitor parties spent an average of \$86.54 per person per night.

Impact of PEI 2014 Celebrations

Overall, 68.2 percent of parties who visited PEI in 2014 were aware of the PEI 2014 celebrations before they travelled to PEI. This includes 69.0 percent of overnight parties and 56.6 percent of same-day parties. About 16 percent of parties participated in the PEI 2014 celebrations during their trip to PEI. Those who were aware of, and participated in, the PEI 2014 celebrations indicated that the celebrations accounted for 29.2 percent of their decision to travel to PEI in 2014. The level of influence was higher for same-day parties at 48.4 percent. Considering all parties, regardless of their awareness of or participation in the PEI 2014 celebrations, the overall level of influence of the PEI 2014 celebrations on visitors' decision to visit PEI in 2014 was 4.6 percent. Total expenditures that resulted from the PEI 2014 celebrations were over \$42.8 million, accounting for 9.0 percent of total direct tourism expenditures in PEI in 2014.

Same-Day Visitor Parties

About 65 percent of same-day visitor parties were from New Brunswick while 16.5 percent were from Nova Scotia and about 6 percent were from each of Ontario and Quebec. The majority (72.6%) of same-day parties had visited PEI for pleasure purposes. The main season was the most popular season of travel with 39.5 percent of same-day parties visiting during this season, followed by the fall (20.1%) and spring (16.5%) shoulder seasons.

On average, same-day visitor parties were comprised of 2.95 people. The majority (81.8%) of parties were comprised of only adults and 44.9 percent of all same-day visitors were aged 55 or over. In the main season, one-third of parties were classified as families or adults with children, the highest of all the seasons. The composition of same-day visitor parties was almost an even split of males versus females (50.9% male).

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PEI was the primary destination of the trip for just over one-half of same-day visitor parties (52.8%). On average, same-day visitor parties spent 5.36 nights away from their home, though they did not spend any nights in PEI. Many of the parties stayed overnight elsewhere including in New Brunswick and Nova Scotia. Same-day parties were attracted to PEI by nature-related items such as natural beauty and beaches and coastline, as well as to visit friends/family or for work, business or educational purposes.

About one-third of same-day parties were visiting PEI for the first time. However, none of the parties who visited in the November-December winter off-season were visiting for the first time and only 15.7 percent of those who visited during the January-April winter off-season were first-time visitors. Parties that had previously visited PEI had done so recently with 62.3 percent having last visited earlier in 2014 or in 2013. Repeat visitor parties had visited an average of 4.91 times in the past five years.

Direct expenditures by same-day visitor parties totalled over \$4.4 million. One-half of total expenditures were by parties who visited during the main season of July and August (\$2.2 million or 50.7% of total expenditures). Same-day parties spent an average of \$147.53 per party per visit. Spending on food and beverage, vehicle operation, and shopping accounted for the greatest proportion of expenditures by same-day parties.

Same-day visitor parties were satisfied with various aspects of their visit to PEI and the majority agreed that their trip to PEI was good value for the money spent and a good way to spend their time. Only 8.5 percent of same-day parties indicated they had experienced a problem or had complaint about their trip to PEI. Ninety-two percent of same-day parties indicated they would recommend PEI to others and that they would visit PEI again.

Overnight Visitor Parties

Similar to same-day parties, the majority of overnight parties were from four Canadian provinces: Nova Scotia (33.0%), New Brunswick (29.3%), Ontario (12.5%) and Quebec (9.8%). About 8 percent of overnight parties were from the United States and 2.1 percent were from outside of Canada and the United States. The majority of overnight parties visited PEI for pleasure purposes, with 35.8 percent travelling to PEI for a holiday or vacation and 20.0 percent travelling to PEI to visit friends and/or

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relatives. About 10 percent of overnight parties visited PEI for business purposes. The main season of July and August accounted for 43.9 percent of overnight visitor parties, with the fall shoulder season being the second most popular season of travel (17.8% of overnight parties visited PEI during this season).

The average party size for overnight visitor parties was 2.94 people. Twenty-two percent of overnight parties included children under the age of 18 while the remaining 78 percent of parties were comprised of only adults. Forty percent of individual visitors in overnight parties were aged 55 and over while 28.9 percent were between the ages of 35 and 54, and 13.7 percent were between the ages of 18 and 34. About 17 percent were under the age of 18. There were slightly more female visitors than male (52.9% versus 47.1%).

Sixty-nine percent of overnight parties entered and exited PEI by way of the Confederation Bridge. About 10 percent arrived and departed by air and 4.6 percent used the ferry service in both directions. About 15 percent of overnight parties used a rental vehicle in PEI; one-third of those who used a rental vehicle picked it up in PEI.

On average, overnight parties were away from their home for 7.16 nights and they spent an average of 4.59 nights in PEI. The average length of stay in PEI was more than five nights for those who visited in the main and fall shoulder seasons. Though some parties visited and stayed overnight in other places, PEI was the primary destination of the trip for 87.6 percent of overnight parties. Within PEI, the greatest number of nights was spent in the Greater Charlottetown Area (32.1% of total nights spent in PEI) and the Green Gables Shore region (30.8%). The fewest nights were spent in the North Cape Coastal Drive and Red Sands Shore regions (7.4% and 5.8% of total nights, respectively). Those who stayed in the rural regions of PEI stayed longer in those regions compared to those who stayed in the Greater Charlottetown Area or Summerside.

The majority of overnight parties' total nights in PEI were spent in three accommodation types: hotel/motel/resort (23.2% of total nights spent in PEI), home of friends or relatives (22.9%), and cottage or cabin (20.3%). Those who stayed in their own property such as a second home or cottage had the longest average stays at 12.57 nights while those who stayed at an inn or a hotel/motel/resort had the shortest average stays at 2.63 and 2.79 nights, respectively.

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Eighty-one percent of overnight parties had previously visited PEI. Two-thirds (66.8%) of these parties had last visited PEI earlier in 2014 or in 2013. On average, repeat visitors had visited PEI 5.98 times in the past five years. About 23 percent of overnight parties indicated they were primarily attracted to PEI by the natural beauty and pastoral settings, and 19.0 percent were attracted by beaches and coastline. A large number of parties were attracted by the opportunity to visit friends, relatives or their home province, or work/business purposes.

Overnight parties participated in a variety of activities while in PEI. The activities that the greatest number of parties participated in included sightseeing/taking a driving tour (61.6% of parties), sampling local culinary products (54.0%), shopping for local crafts, souvenirs, antiques (50.1%), going to a beach (46.7%), visiting friends and/or relatives (43.4%), visiting historical and cultural attractions (41.4%), and visiting a national or provincial park (39.1%). In the two winter off-seasons, visiting friends/relatives was the most popular activity with over 70 percent of parties who visited during those seasons engaging in this activity.

Total direct expenditures by overnight visitor parties were more than \$470.9 million. About 59 percent of total direct expenditures were by parties who visited during the main season of July and August. Overall, overnight parties spent an average of \$1,169.21 per party per visit, or \$86.54 per person per night. Per party spending was highest among those who visited in the main season (\$1,558.60) and lowest by those who visited in the January-April winter off-season (\$573.53). Spending on accommodations accounted for 34.3 percent of total direct expenditures, making it the largest spending category. Other top categories of expenditures included food and beverage at restaurants, bars, etc. (17.6%), shopping (11.3%), and vehicle operation (10.1%).

Ninety-six percent of overnight parties indicated they were satisfied with their trip to PEI. The majority of parties gave favourable ratings to aspects of their trip such as the quality of customer service, and accommodation, restaurant and transportation service and quality. Only 8.0 percent of overnight parties indicated they experienced a problem or had a complaint about their trip to PEI. Overall, over 95 percent of overnight parties agreed they would visit PEI again and that they would recommend PEI to others.

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 Chapter 2.

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.
- In addition to the above, the exit survey was conducted in 2014 for another purpose. The year 2014 marked the 150th anniversary of the 1864 Charlottetown Conference, where the idea of Canadian Confederation was first discussed. Many activities and events took place throughout PEI in 2014 to celebrate and commemorate this historical anniversary. It was expected that the celebrations would attract a greater number of visitors to PEI in 2014 so the exit survey was conducted to gather information that could be used to evaluate the impacts of the 2014 celebrations.
- The survey 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).

2. METHODOLOGY

2.1. Sampling Procedure

Target Population

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

Mail-back Questionnaires

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

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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.

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2.2. 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 2.1.
- 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 2-1: 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 2-2, 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.

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

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

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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 2-3.
- In terms of statistical accuracy, the actual margin of error for each market will vary slightly due to minor variations in the sample size.
- Overall, a sample of this size has a sampling error of ± 1.28 percent at a 95 percent confidence level, though the margins of error for the five sub-groups are higher (January-April winter off-season = $\pm 3.69\%$; May-June spring shoulder season = $\pm 3.12\%$; July-August main season = $\pm 1.93\%$; September-October fall shoulder season = $\pm 2.78\%$; November-December winter off-season = $\pm 4.98\%$).
- The sample can also be divided into same-day and overnight visitors. Due to the smaller sample size, the margin of error for the sub-group of same-day visitors is $\pm 5.74\%$.
- The margin of error for overnight visitors is slightly higher than the overall sampling error at $\pm 1.31\%$.
- Note that this is a guideline only. The same caution should be applied when interpreting significance testing throughout this report.

Table 2-3: Sample Size and Margin of Error

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

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

2.3. 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%)

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- 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.

2.4. 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

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

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

3. NON-RESIDENT VISITORS AND TRAVEL PARTIES

Chapter Summary

- 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.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

3.1. Overview of 2014 Total Visitation

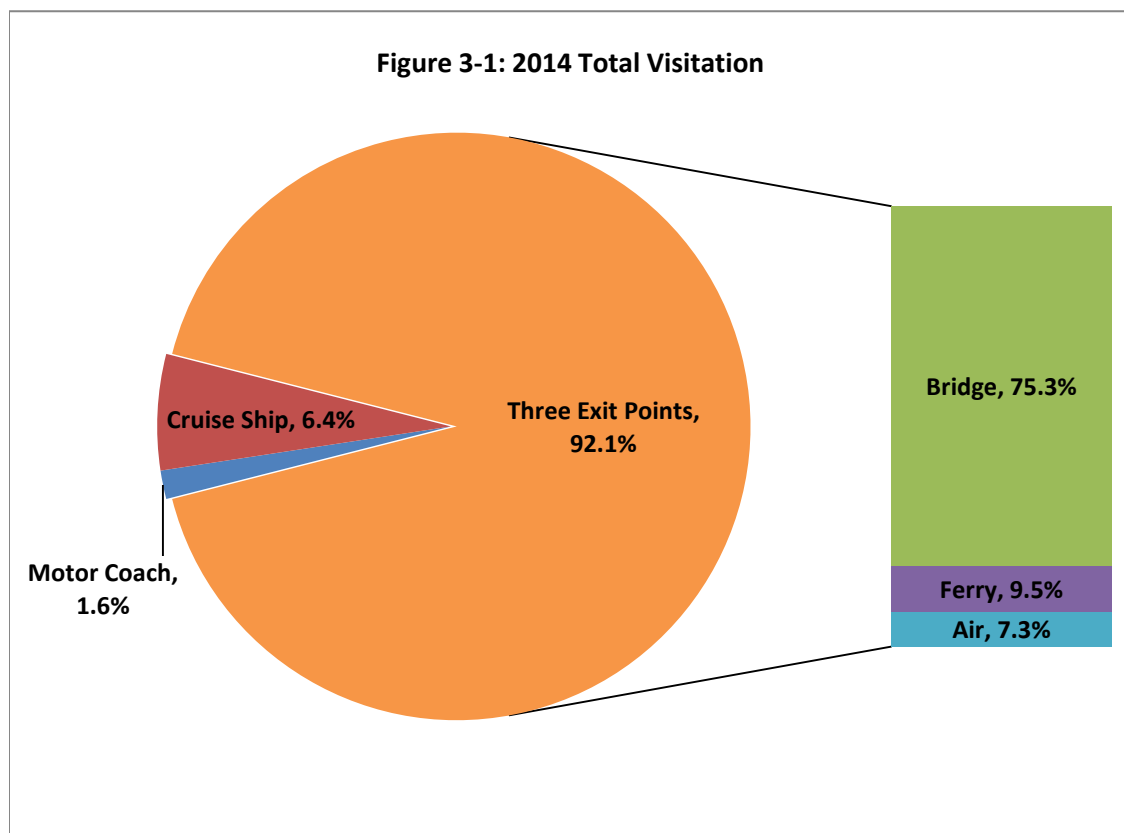


Table 3-1: Estimated Number of Visitors in 2014

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

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

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

3.2. Estimated Number of Visitors

Table 3-2: 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.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

3.3. Estimated Number of Travel Parties

Table 3-3: 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%)

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

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

Table 3-4: 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%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

3.5. Number of Travel Parties by Tourism Season and Origin

Table 3-5: Number of Travel Parties by Tourism Season and Origin

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

4. SUMMARY OF OVERALL RESULTS

Chapter Summary

- In total, 432,832 visitor parties travelled to PEI during 2014; 93.1 percent of these parties stayed at least one night in the province (402,756 parties).
- Parties spent over 1.8 million nights in PEI and the average length of stay in PEI was 4.27 nights.
- Parties from Nova Scotia accounted for 27.9 percent of total nights spent in PEI while those from New Brunswick accounted for 24.4 percent of total nights spent in PEI.
- Total estimated direct spending by visitors to PEI in 2014 was over \$475.3 million. Parties who stayed at least one night in PEI accounted for almost all of this spending at more than \$470.9 million.
- Average spending per party per visit was \$1,105.00, including same-day and overnight visitors. Among overnight visitor parties, average spending per party per visit was \$1,169.21. Parties from Nova Scotia and New Brunswick had the lowest average spending at \$885.26 and \$975.72 per party per visit, respectively. Overnight parties from Ontario and New England had the highest per party per visit spending at \$1,743.86 and \$1,703.48, respectively.
- In total, 62,836 parties visited PEI during the January-April winter off-season. This represents 14.5 percent of all parties that visited PEI during the year. These parties stayed an average of 3.38 nights in PEI and accounted for 11.5 percent of total nights spent in PEI in 2014 (212,159 nights).
 - Forty-three percent of overnight parties who visited during the January-April winter off-season were from Nova Scotia and 36.0 percent were from New Brunswick. Combined, these parties accounted for 73.2 percent of total nights spent in PEI during this season.
 - Total direct expenditures by those who visited during the January-April winter off-season were over \$34.8 million, with spending by overnight parties totalling over \$34.3 million. Though parties from New Brunswick and Nova Scotia accounted for 79.3 percent of overnight parties during this season, they accounted for 66.7 percent of total expenditures, which suggests they had lower expenditures compared to parties from other origins.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

- Overall, parties who visited during the January-April winter off-season spent an average of \$544.51 per party per visit. Spending by same-day parties was \$110.28 per party per visit and spending by overnight parties was \$573.53 per party per visit. Spending by overnight parties from Ontario was significantly higher at \$1,470.94 per party per visit.
- The May-June spring shoulder season accounted for 15.6 percent of total travel parties (67,368 parties). Parties visiting PEI during the spring shoulder season stayed an average of 3.46 nights and 233,125 nights in total (12.6% of total nights spent in PEI in 2014).
 - About 32 percent of overnight parties who visited PEI during May or June were from Nova Scotia, 30.7 percent were from New Brunswick and 12.0 percent were from Ontario.
 - Total estimated direct expenditures by parties who visited during the spring shoulder season were over \$58.3 million. Direct spending by parties who stayed overnight totalled over \$57.5 million.
 - Overall, parties who visited during the spring shoulder season spent \$892.41 per party per visit. Same-day parties spent \$162.49 per party per visit while overnight parties spent \$941.41 per party per visit. Overnight parties from the United States (\$1,185.67), Ontario (\$1,176.09) and western/northern Canada (\$1,133.75) had the highest per party per visit spending.
- The main season of July and August had the highest number of visitor parties (188,569 parties, 43.6% of total parties). About 94 percent of parties who visited during the main season stayed at least one night in PEI. Main season visitors stayed a total of 918,737 nights in PEI (49.7% of total nights spent in PEI) and an average of 4.87 nights per visit.
 - About 29 percent of overnight parties who visited during the main season were from Nova Scotia while 27.8 percent were from New Brunswick, 15.5 percent were from Ontario and 12.8 percent were from Quebec.
 - In total, parties who visited during the main season reported direct expenditures of over \$277.5 million. This represents 58.4 percent of total direct expenditures by all parties in 2014. Overnight parties who visited during the main season spent over \$275.3 million in PEI.
 - Parties who visited in the main season spent an average of \$1,486.59 per party per visit. Same-day parties spent \$189.96 per party per visit and overnight visitor parties spent \$1,558.60 per party per visit. Average spending per party per visit was over \$2,000 for overnight parties from Ontario (\$2,110.19) and New England (\$2,066.23). Overnight parties from western/northern Canada and a country outside of Canada and the United States also reported high per party spending at over \$1,900.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

- The September-October fall shoulder season had the second highest number of visitor parties at 77,798 parties, or 18.0 percent of all parties. Ninety-two percent of parties who visited during the fall shoulder season stayed at least one night in PEI. Parties spent an average of 4.69 nights in PEI during this season and 364,954 nights overall (19.7% of total nights spent in PEI).
 - Thirty-two percent of overnight parties who visited during the fall shoulder season were from Nova Scotia, 24.7 percent were from New Brunswick, 12.8 percent were from Ontario, 11.7 percent were from the United States and 8.8 percent were from Quebec.
 - Direct expenditures by parties who visited during September or October totalled over \$84.8 million. Spending by overnight parties was more than \$84.2 million.
 - On average, parties who visited during the fall shoulder season spent \$1,076.16 per party per visit. Same-day parties spent \$108.85 per party per visit while parties who stayed overnight spent an average of \$1,157.19 per party per visit. Overnight parties from a country outside of Canada and the United States reported the highest average spending at \$2,020.01 per party per visit, followed by parties from western/northern Canada (\$1,749.17) and Quebec (\$1,530.47).
- The fewest number of parties visited during the November-December winter off-season (36,261 parties, or 8.4% of all parties). Ninety-one percent of parties who visited during this winter off-season stayed at least one night in PEI. Parties spent an average of 3.33 nights in PEI during this season and 120,808 nights in total (6.5% of total nights spent in PEI)
 - Forty-three percent of overnight parties who visited PEI during November or December were from Nova Scotia while 33.3 percent were from New Brunswick, 7.4 percent were from Ontario and 6.9 percent were from Quebec.
 - Parties who visited PEI during the November-December winter off-season reported direct spending of more than \$19.7 million. Direct expenditures by overnight parties were over \$19.4 million.
 - Those who visited during the November-December winter off-season spent \$547.69 per party per visit. Same-day parties spent an average of \$92.38 per party per visit and overnight parties spent an average of \$594.28 per party per visit. Overnight parties from New England spent considerably more than the average at \$1,152.01 per party per visit. Parties from western/northern Canada and the United States (excluding the New England states) also reported high average spending at \$897.85 and \$893.95, respectively.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

4.1. 2014 Full Year

Table 4-1: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2014 Full Year

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	432,832	100.0%	2.94	4.27	1,849,783	100.0%	\$1,105.00		\$475,390,400	100.0%
Same-Day Total	30,076	6.9%	2.95	0.00	0	0.0%	\$147.53	\$50.03 ^{a)}	\$4,455,182	0.9%
Overnight Total	402,756	93.1%	2.94	4.59	1,849,783	100.0%	\$1,169.21	\$86.54 ^{b)}	\$470,935,218	99.1%
Overnight by Trip Purpose	402,756	100.0%	2.94	4.59	1,849,783	100.0%	\$1,169.21	\$86.54	\$470,935,218	100.0%
Pleasure	335,853	83.4%	3.09	4.79	1,609,978	87.0%	\$1,235.35	\$83.46	\$413,835,651	87.9%
Business	40,032	9.9%	1.77	3.32	132,772	7.2%	\$761.98	\$129.73	\$30,754,281	6.5%
Other Purpose	26,871	6.7%	2.86	3.98	107,033	5.8%	\$953.72	\$83.77	\$26,345,286	5.6%
Overnight by Market	402,756	100.0%	2.94	4.59	1,849,783	100.0%	\$1,169.21	\$86.54	\$470,935,218	100.0%
Canada	363,108	90.2%	2.98	4.44	1,613,063	87.2%	\$1,127.46	\$85.29	\$409,178,156	86.9%
New Brunswick	118,112	29.3%	3.22	3.82	451,775	24.4%	\$975.72	\$79.24	\$115,428,600	24.5%
Nova Scotia	132,976	33.0%	2.89	3.88	515,408	27.9%	\$885.26	\$78.92	\$117,248,698	24.9%
Newfoundland & Labrador	5,796	1.4%	2.55	4.63	26,809	1.4%	\$1,025.71	\$86.81	\$6,142,260	1.3%
Quebec	39,476	9.8%	2.85	5.36	211,570	11.4%	\$1,430.49	\$93.68	\$56,419,130	12.0%
Ontario	50,235	12.5%	2.89	6.16	309,284	16.7%	\$1,743.86	\$97.95	\$87,438,521	18.6%
Rest of Canada	16,513	4.1%	2.59	5.95	98,218	5.3%	\$1,599.03	\$103.66	\$26,500,948	5.6%
United States	31,200	7.7%	2.75	6.01	187,495	10.1%	\$1,583.13	\$95.80	\$49,255,304	10.5%
New England	9,661	2.4%	3.01	6.27	60,609	3.3%	\$1,703.48	\$90.31	\$16,446,536	3.5%
Rest of US	21,539	5.3%	2.63	5.89	126,885	6.9%	\$1,529.08	\$98.52	\$32,808,768	7.0%
International	8,448	2.1%	2.19	5.83	49,226	2.7%	\$1,446.74	\$113.51	\$12,501,758	2.7%

Note: ^{a)} per Person per Day basis; ^{b)} per Person per Night basis

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

4.2. January-April Winter Off-Season

Table 4-2: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2014 January-April Winter Off-Season

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	62,836	100.0%	2.27	3.38	212,159	100.0%	\$544.51		\$34,807,332	100.0%
Same-Day Total	3,869	6.2%	2.13	0.00	0	0.0%	\$110.28	\$51.73 ^{a)}	\$426,679	1.2%
Overnight Total	58,967	93.8%	2.28	3.60	212,159	100.0%	\$573.53	\$69.82 ^{b)}	\$34,380,653	98.8%
Overnight by Trip Purpose	58,967	100.0%	2.28	3.60	212,159	100.0%	\$573.53	\$69.82	\$34,380,653	100.0%
Pleasure	35,836	60.8%	2.52	3.87	138,565	65.3%	\$552.21	\$56.66	\$20,195,816	58.7%
Business	16,003	27.1%	1.71	3.14	50,325	23.7%	\$602.67	\$112.03	\$9,842,811	28.6%
Other Purpose	7,128	12.1%	2.37	3.26	23,269	11.0%	\$596.88	\$77.02	\$4,342,026	12.6%
Overnight by Market	58,967	100.0%	2.28	3.60	212,159	100.0%	\$573.53	\$69.82	\$34,380,653	100.0%
Canada	56,497	95.8%	2.30	3.52	198,676	93.6%	\$559.99	\$69.11	\$32,347,475	94.1%
New Brunswick	21,209	36.0%	2.28	3.25	68,888	32.5%	\$459.13	\$61.97	\$9,737,653	28.3%
Nova Scotia	25,543	43.3%	2.25	3.38	86,339	40.7%	\$516.29	\$67.97	\$13,187,580	38.4%
Newfoundland & Labrador	775	1.3%	2.10	4.14	3,207	1.5%	\$719.25	\$82.92	\$557,415	1.6%
Quebec	3,814	6.5%	2.17	3.02	11,531	5.4%	\$513.20	\$78.16	\$1,957,334	5.7%
Ontario	3,738	6.3%	3.08	5.55	20,746	9.8%	\$1,470.94	\$86.15	\$5,498,381	16.0%
Rest of Canada	1,418	2.4%	2.11	5.62	7,965	3.8%	\$993.73	\$83.93	\$1,409,113	4.1%
United States	1,388	2.4%	2.09	5.30	7,359	3.5%	\$880.45	\$79.36	\$1,250,279	3.6%
New England	501	0.8%	2.68	4.48	2,244	1.1%	\$914.95	\$76.20	\$458,390	1.3%
Rest of US	887	1.5%	1.76	5.77	5,115	2.4%	\$892.77	\$87.95	\$791,889	2.3%
International	1,082	1.8%	1.42	5.66	6,124	2.9%	\$723.57	\$89.72	\$782,899	2.3%

Note: ^{a)} per Person per Day basis; ^{b)} per Person per Night basis

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

4.3. May-June Spring Shoulder Season

Table 4-3: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2014 May-June Spring Shoulder Season

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	67,368	100.0%	2.89	3.46	233,125	100.0%	\$892.41		\$58,344,443	100.0%
Same-Day Total	4,972	7.4%	3.27	0.00	0	0.0%	\$162.49	\$49.69 ^{a)}	\$807,888	1.4%
Overnight Total	62,396	92.6%	2.86	3.74	233,125	100.0%	\$941.41	\$88.04 ^{b)}	\$57,536,555	98.6%
Overnight by Trip Purpose	62,396	100.0%	2.86	3.74	233,125	100.0%	\$941.41	\$88.04	\$57,536,555	100.0%
Pleasure	49,127	78.7%	2.98	3.90	191,376	82.1%	\$1,004.81	\$86.63	\$48,357,127	84.0%
Business	8,172	13.1%	1.87	3.30	26,977	11.6%	\$810.82	\$131.63	\$6,490,943	11.3%
Other Purpose	5,097	8.2%	3.35	2.90	14,772	6.3%	\$538.44	\$55.50	\$2,688,485	4.7%
Overnight by Market	62,396	100.0%	2.86	3.74	233,125	100.0%	\$941.41	\$88.04	\$57,536,555	100.0%
Canada	55,548	89.0%	2.92	3.67	203,895	87.5%	\$925.19	\$86.46	\$50,223,652	87.3%
New Brunswick	19,164	30.7%	3.58	3.03	58,108	24.9%	\$895.27	\$82.50	\$17,156,891	29.8%
Nova Scotia	19,914	31.9%	2.75	3.31	65,948	28.3%	\$757.04	\$83.03	\$15,075,723	26.2%
Newfoundland & Labrador	1,055	1.7%	2.23	4.15	4,378	1.9%	\$799.94	\$86.61	\$843,935	1.5%
Quebec	4,563	7.3%	2.25	4.99	22,748	9.8%	\$992.26	\$88.42	\$4,527,703	7.9%
Ontario	7,462	12.0%	2.37	4.98	37,191	16.0%	\$1,176.09	\$99.61	\$8,775,987	15.3%
Rest of Canada	3,390	5.4%	2.43	4.58	15,522	6.7%	\$1,133.75	\$101.99	\$3,843,413	6.7%
United States	4,952	7.9%	2.60	4.46	22,108	9.5%	\$1,185.67	\$102.32	\$5,864,016	10.2%
New England	1,556	2.5%	2.52	4.91	7,640	3.3%	\$1,243.47	\$100.67	\$1,934,845	3.4%
Rest of US	3,396	5.4%	2.63	4.26	14,468	6.2%	\$1,157.00	\$103.18	\$3,929,171	6.8%
International	1,896	3.0%	2.00	3.76	7,122	3.1%	\$764.18	\$101.83	\$1,448,887	2.5%

Note: ^{a)} per Person per Day basis; ^{b)} per Person per Night basis

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

4.4. July-August Summer Main Season

Table 4-4: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2014 July-August Summer Main Season

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	188,569	100.0%	3.41	4.87	918,737	100.0%	\$1,486.59		\$277,584,586	100.0%
Same-Day Total	11,882	6.3%	3.61	0.00	0	0.0%	\$189.96	\$52.55 ^{a)}	\$2,257,078	0.8%
Overnight Total	176,687	93.7%	3.39	5.20	918,737	100.0%	\$1,558.60	\$88.33 ^{b)}	\$275,327,508	99.2%
Overnight by Trip Purpose	176,687	100.0%	3.39	5.20	918,737	100.0%	\$1,558.60	\$88.33	\$275,327,508	100.0%
Pleasure	165,225	93.5%	3.44	5.20	859,380	93.5%	\$1,551.25	\$86.69	\$256,205,060	93.1%
Business	3,067	1.7%	1.78	5.16	15,835	1.7%	\$1,771.37	\$192.50	\$5,430,662	2.0%
Other Purpose	8,395	4.8%	3.06	5.18	43,521	4.7%	\$1,631.58	\$102.76	\$13,691,786	5.0%
Overnight by Market	176,687	100.0%	3.39	5.20	918,737	100.0%	\$1,558.60	\$88.33	\$275,327,508	100.0%
Canada	158,467	89.7%	3.45	5.03	797,798	86.8%	\$1,522.13	\$87.64	\$241,287,527	87.6%
New Brunswick	49,058	27.8%	3.83	4.50	220,866	24.0%	\$1,387.82	\$80.38	\$68,083,479	24.7%
Nova Scotia	50,420	28.5%	3.41	4.04	203,889	22.2%	\$1,177.86	\$85.31	\$59,387,930	21.6%
Newfoundland & Labrador	2,244	1.3%	3.78	5.39	12,089	1.3%	\$1,756.06	\$86.27	\$3,940,592	1.4%
Quebec	22,532	12.8%	3.03	6.06	136,519	14.9%	\$1,713.59	\$93.31	\$38,610,633	14.0%
Ontario	27,445	15.5%	3.31	6.53	179,159	19.5%	\$2,110.19	\$97.72	\$57,914,034	21.0%
Rest of Canada	6,768	3.8%	2.78	6.69	45,277	4.9%	\$1,972.64	\$106.15	\$13,350,860	4.8%
United States	15,345	8.7%	3.00	6.59	101,187	11.0%	\$1,853.82	\$93.80	\$28,446,754	10.3%
New England	5,044	2.9%	3.36	6.78	34,219	3.7%	\$2,066.23	\$90.61	\$10,422,078	3.8%
Rest of US	10,301	5.8%	2.82	6.50	66,968	7.3%	\$1,749.80	\$95.47	\$18,024,676	6.5%
International	2,875	1.6%	2.42	6.87	19,751	2.1%	\$1,945.47	\$117.26	\$5,593,227	2.0%

Note: ^{a)} per Person per Day basis; ^{b)} per Person per Night basis

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

4.5. September-October Fall Shoulder Season

Table 4-5: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2014 September-October Fall Shoulder Season

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	77,798	100.0%	2.67	4.69	364,954	100.0%	\$1,076.16		\$84,876,639	100.0%
Same-Day Total	6,042	7.8%	2.29	0.00	0	0.0%	\$108.85	\$47.50 ^{a)}	\$657,668	0.8%
Overnight Total	71,756	92.2%	2.70	5.09	364,954	100.0%	\$1,157.19	\$84.36 ^{b)}	\$84,218,971	99.2%
Overnight by Trip Purpose	71,756	100.0%	2.70	5.09	364,954	100.0%	\$1,157.19	\$84.36	\$84,218,971	100.0%
Pleasure	62,455	87.0%	2.71	5.35	334,284	91.6%	\$1,206.87	\$83.09	\$76,301,639	90.6%
Business	5,834	8.1%	2.13	2.64	15,421	4.2%	\$784.69	\$139.18	\$4,634,163	5.5%
Other Purpose	3,467	4.8%	3.35	4.40	15,249	4.2%	\$935.48	\$63.50	\$3,283,169	3.9%
Overnight by Market	71,756	100.0%	2.70	5.09	364,954	100.0%	\$1,157.19	\$84.36	\$84,218,971	100.0%
Canada	61,245	85.4%	2.73	4.89	299,768	82.1%	\$1,088.68	\$81.60	\$67,341,715	80.0%
New Brunswick	17,719	24.7%	2.62	3.79	67,076	18.4%	\$815.37	\$82.30	\$14,447,475	17.2%
Nova Scotia	23,007	32.1%	2.90	4.80	110,466	30.3%	\$953.86	\$68.58	\$21,945,540	26.1%
Newfoundland & Labrador	1,001	1.4%	1.36	4.51	4,511	1.2%	\$521.17	\$84.77	\$521,690	0.6%
Quebec	6,293	8.8%	3.25	5.01	31,525	8.6%	\$1,530.47	\$93.88	\$9,631,266	11.4%
Ontario	9,155	12.8%	2.30	6.66	61,013	16.7%	\$1,493.90	\$97.32	\$13,676,615	16.2%
Rest of Canada	4,070	5.7%	2.70	6.19	25,178	6.9%	\$1,749.17	\$104.65	\$7,119,129	8.5%
United States	8,401	11.7%	2.51	6.20	52,117	14.3%	\$1,505.19	\$96.68	\$12,615,042	15.0%
New England	2,237	3.1%	2.61	6.73	15,059	4.1%	\$1,456.92	\$82.86	\$3,259,123	3.9%
Rest of US	6,164	8.6%	2.47	6.01	37,059	10.2%	\$1,517.83	\$102.11	\$9,355,919	11.1%
International	2,110	2.9%	2.61	6.19	13,069	3.6%	\$2,020.01	\$125.11	\$4,262,214	5.1%

Note: ^{a)} per Person per Day basis; ^{b)} per Person per Night basis

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

4.6. November-December Winter Off-Season

Table 4-6: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2014 November-December Winter Off-Season

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	36,261	100.0%	2.37	3.33	120,808	100.0%	\$547.69		\$19,777,401	100.0%
Same-Day Total	3,311	9.1%	2.23	0.00	0	0.0%	\$92.38	\$41.43 ^{a)}	\$305,869	1.5%
Overnight Total	32,950	90.9%	2.38	3.67	120,808	100.0%	\$594.28	\$68.13 ^{b)}	\$19,471,531	98.5%
Overnight by Trip Purpose	32,950	100.0%	2.38	3.67	120,808	100.0%	\$594.28	\$68.13	\$19,471,531	100.0%
Pleasure	23,210	70.4%	2.69	3.72	86,372	71.5%	\$562.75	\$56.12	\$12,776,009	65.6%
Business	6,956	21.1%	1.49	3.48	24,215	20.0%	\$613.59	\$118.34	\$4,355,703	22.4%
Other Purpose	2,784	8.4%	1.97	3.67	10,222	8.5%	\$723.58	\$99.95	\$2,339,820	12.0%
Overnight by Market	32,950	100.0%	2.38	3.67	120,808	100.0%	\$594.28	\$68.13	\$19,471,531	100.0%
Canada	31,351	95.1%	2.38	3.60	112,926	93.5%	\$577.85	\$67.31	\$17,977,788	92.3%
New Brunswick	10,962	33.3%	2.62	3.36	36,838	30.5%	\$547.63	\$62.10	\$6,003,103	30.8%
Nova Scotia	14,092	42.8%	2.40	3.46	48,765	40.4%	\$543.00	\$65.42	\$7,651,926	39.3%
Newfoundland & Labrador	721	2.2%	1.37	3.64	2,624	2.2%	\$386.45	\$77.49	\$278,627	1.4%
Quebec	2,274	6.9%	2.26	4.07	9,247	7.7%	\$744.15	\$80.84	\$1,692,195	8.7%
Ontario	2,435	7.4%	1.73	4.59	11,176	9.3%	\$646.20	\$81.38	\$1,573,503	8.1%
Rest of Canada	867	2.6%	2.08	4.93	4,276	3.5%	\$897.85	\$87.33	\$778,433	4.0%
United States	1,114	3.4%	2.66	4.24	4,723	3.9%	\$967.49	\$85.75	\$1,079,214	5.5%
New England	323	1.0%	3.08	4.48	1,448	1.2%	\$1,152.01	\$83.50	\$372,100	1.9%
Rest of US	791	2.4%	2.49	4.14	3,275	2.7%	\$893.95	\$86.67	\$707,114	3.6%
International	485	1.5%	1.46	6.51	3,159	2.6%	\$854.70	\$90.15	\$414,530	2.1%

Note: ^{a)} per Person per Day basis; ^{b)} per Person per Night basis

5. IMPACT OF THE PEI 2014 CELEBRATIONS ON VISITORS' DIRECT SPENDING IN PEI

Chapter Summary

- The year 2014 marked the 150th anniversary of the 1864 Charlottetown Conference, where the idea of Canadian Confederation was first discussed. To celebrate and commemorate the anniversary of this historic event, many activities and events were held across PEI in 2014 (subsequently referred to as “PEI 2014 celebrations”).
- Overall, 68.2 percent of parties who visited PEI in 2014 were aware of the PEI 2014 celebrations before they travelled to PEI. This includes 69.0 percent of overnight visitor parties and 56.6 percent of same-day visitor parties.
- Sixteen percent of parties participated in the PEI 2014 celebrations during their trip to PEI by attending a PEI 2014-related event. About 17 percent of overnight visitor parties and 3.5 percent of same-day visitor parties participated in the celebrations.
- Those who were aware of, and participated in, the PEI 2014 celebrations indicated that the celebrations accounted for 29.2 percent of their decision to travel to PEI in 2014. The level of influence was higher for same-day visitor parties at 48.4 percent.
- Extending the result to all visitor parties (regardless of their awareness of and participation in the PEI 2014 celebrations), the overall level of influence of the PEI 2014 celebrations on visitors' decision to visit PEI in 2014 was 4.6 percent.
- Total expenditures that resulted from the PEI 2014 celebrations were over \$42.8 million. This is the total contribution of the PEI 2014 celebrations to the PEI tourism value by these visitors in 2014. Expenditures by overnight visitor parties accounted for almost all of this spending (\$42.5 million, or 99.2%).
- The items that accounted for the greatest proportion of PEI 2014-related spending were food and beverage at PEI 2014 events (\$10.6 million, 24.9%), accommodations (\$8.2 million, 19.3%), and shopping at PEI 2014 events (\$7.2 million, 16.9%).
- Overall, it was estimated that the PEI 2014 celebrations accounted for 9.0 percent of total direct tourism expenditures in PEI in 2014.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

5.1. Awareness of the PEI 2014 Celebrations/Event(s) before Travelling to PEI

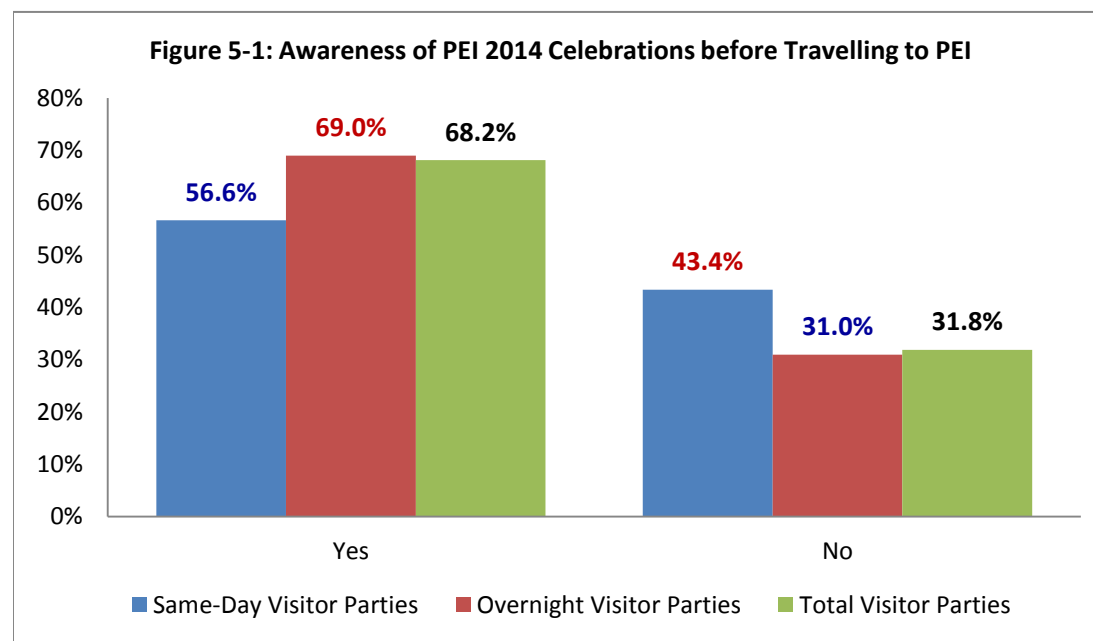


Table 5-1: Awareness of PEI 2014 Celebrations

	Same-day Visitor Parties	Overnight Visitor Parties	Total Visitor Parties
Total	30,076 (6.9%)	402,756 (93.1%)	432,832 (100.0%)
Yes	17,038 56.6%	277,998 69.0%	295,036 68.2%
No	13,038 43.4%	124,758 31.0%	137,796 31.8%

Note: While **red-bold numbers** indicate a result that is *significantly higher than* the other group, **blue-bold numbers** indicate a result that is *significantly lower than* the other group.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

Table 5-2: Awareness of the PEI 2014 Celebrations before Travelling to PEI by Overnight Visitor Parties

	By Trip Purpose			By Geographical Market									
	Pleasure	Business	Other	New Brunswick	Nova Scotia	Newfoundland & Labrador	Quebec	Ontario	Rest of Canada	New England	Rest of US	Other Country	Total
Total	335,853	40,032	26,871	118,112	132,976	5,796	39,476	50,235	16,513	9,661	21,539	8,448	402,756
	(83.4%)	(9.9%)	(6.7%)	(29.3%)	(33.0%)	(1.4%)	(9.8%)	(12.5%)	(4.1%)	(2.4%)	(5.3%)	(2.1%)	(100.0%)
Yes	240,272	19,696	18,029	87,770	93,173	3,528	25,984	34,350	10,177	6,306	12,967	3,744	277,998
	71.5%	49.2%	67.1%	74.3%	70.1%	60.9%	65.8%	68.4%	61.6%	65.3%	60.2%	44.3%	69.0%
No	95,581	20,336	8,842	30,342	39,803	2,268	13,492	15,885	6,336	3,355	8,572	4,704	124,758
	28.5%	50.8%	32.9%	25.7%	29.9%	39.1%	34.2%	31.6%	38.4%	34.7%	39.8%	55.7%	31.0%

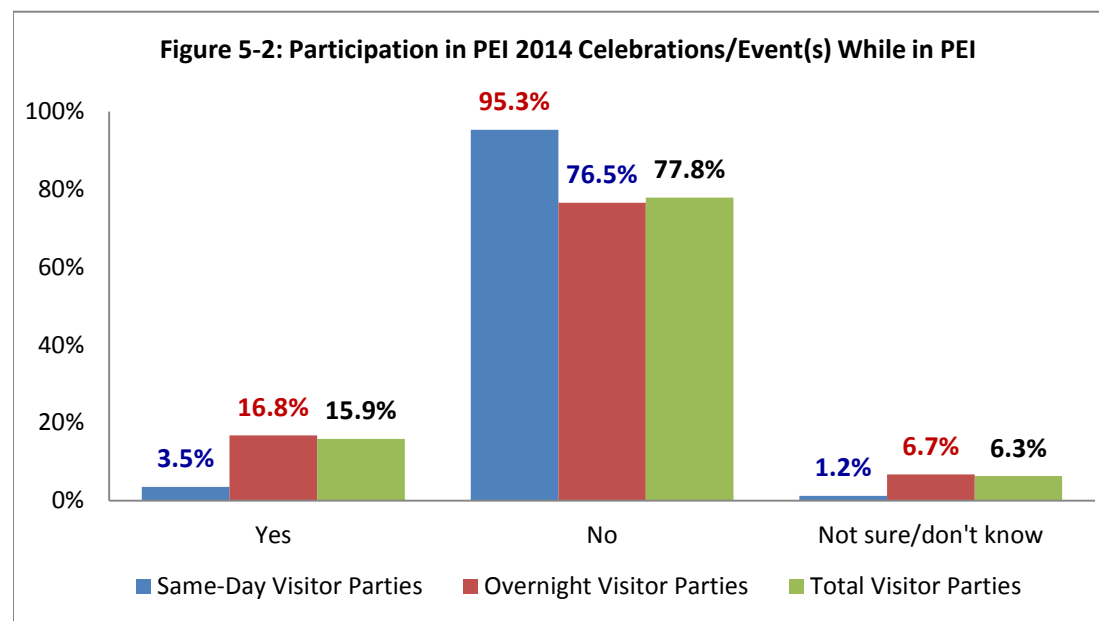
Note: While **red-bold numbers** indicate a result that is *significantly higher than* the other groups, **blue-bold numbers** indicate a result that is *significantly lower than* the other groups.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

5.2. Participation in the PEI 2014 Celebrations/Event(s) While in PEI

Table 5-3: Participation in PEI 2014 Events

	Same-day Visitor Parties	Overnight Visitor Parties	Total Visitor Parties
Total	30,076 (6.9%)	402,756 (93.1%)	432,832 (100.0%)
Yes	1,055 3.5%	67,556 16.8%	68,611 15.9%
No	28,663 95.3%	308,237 76.5%	336,900 77.8%
Not Sure/ Don't Know	358 1.2%	26,963 6.7%	27,321 6.3%



Note: While **red-bold numbers** indicate a result that is *significantly higher than* the other group, **blue-bold numbers** indicate a result that is *significantly lower than* the other group.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

Table 5-4: Participation in the PEI 2014 Celebrations/Event(s) While in PEI by Overnight Visitor Parties

	By Trip Purpose			By Geographical Market									
	Pleasure	Business	Other	New Brunswick	Nova Scotia	Newfoundland & Labrador	Quebec	Ontario	Rest of Canada	New England	Rest of US	Other Country	Total
Total	335,853	40,032	26,871	118,112	132,976	5,796	39,476	50,235	16,513	9,661	21,539	8,448	402,756
	(83.4%)	(9.9%)	(6.7%)	(29.3%)	(33.0%)	(1.4%)	(9.8%)	(12.5%)	(4.1%)	(2.4%)	(5.3%)	(2.1%)	(100.0%)
Yes	62,861	1,871	2,823	17,451	20,678	411	7,667	11,807	2,921	2,006	3,575	1,040	67,556
	18.7%	4.7%	10.5%	14.8%	15.6%	7.1%	19.4%	23.5%	17.7%	20.8%	16.6%	12.3%	16.8%
No	248,034	36,707	23,496	91,781	105,201	5,184	29,806	33,851	12,477	7,005	16,259	6,674	308,238
	73.9%	91.7%	87.4%	77.7%	79.1%	89.4%	75.5%	67.4%	75.6%	72.5%	75.5%	79.0%	76.5%
Not Sure/ Don't Know	24,958	1,454	551	8,880	7,097	201	2,004	4,577	1,116	650	1,705	734	26,964
	7.4%	3.6%	2.1%	7.5%	5.3%	3.5%	5.1%	9.1%	6.8%	6.7%	7.9%	8.7%	6.7%

Note: While **red-bold numbers** indicate a result that is *significantly higher than* the other groups, **blue-bold numbers** indicate a result that is *significantly lower than* the other groups.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

5.3. Influence of the PEI 2014 Celebrations/Event(s) on the Decision to Travel to Prince Edward Island

Table 5-5: Influence of the PEI 2014 Celebrations/Event(s) on the Decision to Travel to PEI

	Those Who Were Aware of the PEI 2014 Celebrations before Travelling to PEI and Attended the Celebrations			All Visitor Parties Regardless of Awareness and Attendance of the PEI 2014 Celebrations/Events		
	Number of Parties	Percent of Parties	Percent of Influence ¹⁾	Number of Parties	Percent of Parties	Percent of Influence ²⁾
Total	68,610	100.0%	29.2%	432,832	100.0%	4.6%
Same-Day Visitor Parties Total	1,055	1.5%	48.4%	30,076	6.9%	1.7%
Overnight Visitor Parties Total	67,556	98.5%	28.9%	402,756	93.1%	4.8%
Overnight By Trip Purpose						
Pleasure	62,861	93.1%	29.7%	335,853	83.4%	5.6%
Business	1,871	2.8%	21.9%	40,032	9.9%	1.0%
Other	2,823	4.2%	15.6%	26,871	6.7%	1.6%
Overnight By Market						
Canada	60,935	90.2%	30.7%	363,108	90.2%	5.2%
New Brunswick	17,451	25.8%	33.0%	118,112	29.3%	4.9%
Nova Scotia	20,678	30.6%	41.5%	132,976	33.0%	6.4%
Newfoundland and Labrador	411	0.6%	30.1%	5,796	1.4%	2.1%
Quebec	7,667	11.3%	20.6%	39,476	9.8%	4.0%
Ontario	11,807	17.5%	18.9%	50,235	12.5%	4.4%
Rest of Canada	2,921	4.3%	15.8%	16,513	4.1%	2.8%
United States	5,581	8.3%	13.3%	31,200	7.7%	2.4%
New England	2,006	3.0%	18.1%	9,661	2.4%	3.8%
Other US	3,575	5.3%	10.6%	21,539	5.3%	1.8%
Other Country	1,040	1.5%	4.4%	8,448	2.1%	0.5%

Note: While ¹⁾ percent of influence of the PEI 2014 celebrations/event(s) on the decision to travel to PEI was based on the number of parties who were aware of the PEI 2014 celebrations/event(s) before travelling to PEI and attended an event, ²⁾ percent of influence was based on all visitor parties regardless of their awareness and attendance of the PEI 2014 celebrations/event(s).

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

5.4. Visitors' Direct Expenditures that Resulted from the PEI 2014 Celebrations/Event(s)

Table 5-7: Estimated Direct Spending by Visitors that Resulted from the PEI 2014 Celebrations/Event(s)

	Estimated Direct Expenditures						Average Spending per Person per Day/Night	
	Same-Day		Overnight		Total		Same-Day	Overnight
Total Number of Individual Visitors	87,087	(7.1%)	1,139,148	(92.9%)	1,226,235	(100.0%)	87,087	1,139,148
Total Number of Travel Parties	30,076	(6.9%)	402,756	(93.1%)	432,832	(100.0%)	30,076	402,756
Average Length of Stay (Day/Night)	1.00 *		4.59		4.27 **		1.00 *	4.59
Average Party Size	2.95		2.94		2.94		2.95	2.94
Total	\$354,254	(0.8%)	\$42,522,898	(99.2%)	\$42,877,152	(100.0%)	\$4.07 ^{a)}	\$8.13 ^{b)}
Food and beverage at PEI 2014 event(s)	\$108,197	30.5%	\$10,556,338	24.8%	\$10,664,535	24.9%	\$1.24	\$2.02
Shopping at PEI 2014 event(s)	\$90,469	25.5%	\$7,151,399	16.8%	\$7,241,868	16.9%	\$1.04	\$1.37
Travel package	\$0	0.0%	\$576,988	1.4%	\$576,988	1.3%	\$0.00	\$0.11
Accommodations	\$0	0.0%	\$8,254,769	19.4%	\$8,254,769	19.3%	\$0.00	\$1.58
Food and beverage at restaurants, bars, etc.	\$97,565	27.5%	\$3,940,350	9.3%	\$4,037,914	9.4%	\$1.12	\$0.75
Food and beverage at stores	\$6,398	1.8%	\$1,755,642	4.1%	\$1,762,040	4.1%	\$0.07	\$0.34
Vehicle operation	\$23,132	6.5%	\$3,033,584	7.1%	\$3,056,716	7.1%	\$0.27	\$0.58
Car rentals in PEI and local transportation	\$0	0.0%	\$483,353	1.1%	\$483,353	1.1%	\$0.00	\$0.09
Shopping	\$12,093	3.4%	\$2,910,623	6.8%	\$2,922,716	6.8%	\$0.14	\$0.56
Recreation and entertainment	\$10,002	2.8%	\$2,942,306	6.9%	\$2,952,309	6.9%	\$0.11	\$0.56
Other expenditures	\$6,398	1.8%	\$917,546	2.2%	\$923,944	2.2%	\$0.07	\$0.18

Note: * This indicates one day; ** Average number of nights stayed in PEI was based on all same-day and overnight visitors.

^{a)} per Person per Day basis; ^{b)} per Person per Night basis

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

5.5. Visitors' Total Direct Expenditures for their Entire PEI Trip in 2014

Table 5-8: Estimated Total Direct Spending by Visitors for Their Entire PEI Trip in 2014

	Estimated Direct Expenditures						Average Spending per Person per Day/Night	
	Same-Day		Overnight		Total		Same-Day	Overnight
Total Number of Individual Visitors	87,087	(7.1%)	1,139,148	(92.9%)	1,226,235	(100.0%)	87,087	1,139,148
Total Number of Travel Parties	30,076	(6.9%)	402,756	(93.1%)	432,832	(100.0%)	30,076	402,756
Average Length of Stay (Day/Night)	1.00 *		4.59		4.27 **		1.00 *	4.59
Average Party Size	2.95		2.94		2.94		2.95	2.94
Total	\$4,455,182	(0.9%)	\$470,935,218	(99.1%)	\$475,390,400	(100.0%)	\$50.03 ^{a)}	\$86.54 ^{b)}
Food and beverage at PEI 2014 event(s)	\$108,197	2.4%	\$10,556,338	2.2%	\$10,664,535	2.2%	\$1.24	\$2.02
Shopping at PEI 2014 event(s)	\$90,469	2.0%	\$7,151,399	1.5%	\$7,241,868	1.5%	\$1.04	\$1.37
Travel package	\$4,986	0.1%	\$10,264,187	2.2%	\$10,269,173	2.2%	\$0.06	\$1.88
Accommodations	\$0	0.0%	\$161,895,076	34.4%	\$161,895,076	34.1%	\$0.00	\$29.71
Food and beverage at restaurants, bars, etc.	\$1,416,156	31.8%	\$82,813,277	17.6%	\$84,229,434	17.7%	\$15.89	\$15.19
Food and beverage at stores	\$329,591	7.4%	\$36,384,340	7.7%	\$36,713,931	7.7%	\$3.70	\$6.68
Vehicle operation	\$1,049,414	23.6%	\$47,562,447	10.1%	\$48,611,860	10.2%	\$11.77	\$8.73
Car rentals in PEI and local transportation	\$64,774	1.5%	\$9,974,783	2.1%	\$10,039,557	2.1%	\$0.73	\$1.83
Shopping	\$834,484	18.7%	\$53,489,593	11.4%	\$54,324,077	11.4%	\$9.36	\$9.81
Recreation and entertainment	\$339,470	7.6%	\$30,560,742	6.5%	\$30,900,212	6.5%	\$3.81	\$5.61
Other expenditures	\$217,641	4.9%	\$20,283,037	4.3%	\$20,500,678	4.3%	\$2.44	\$3.72

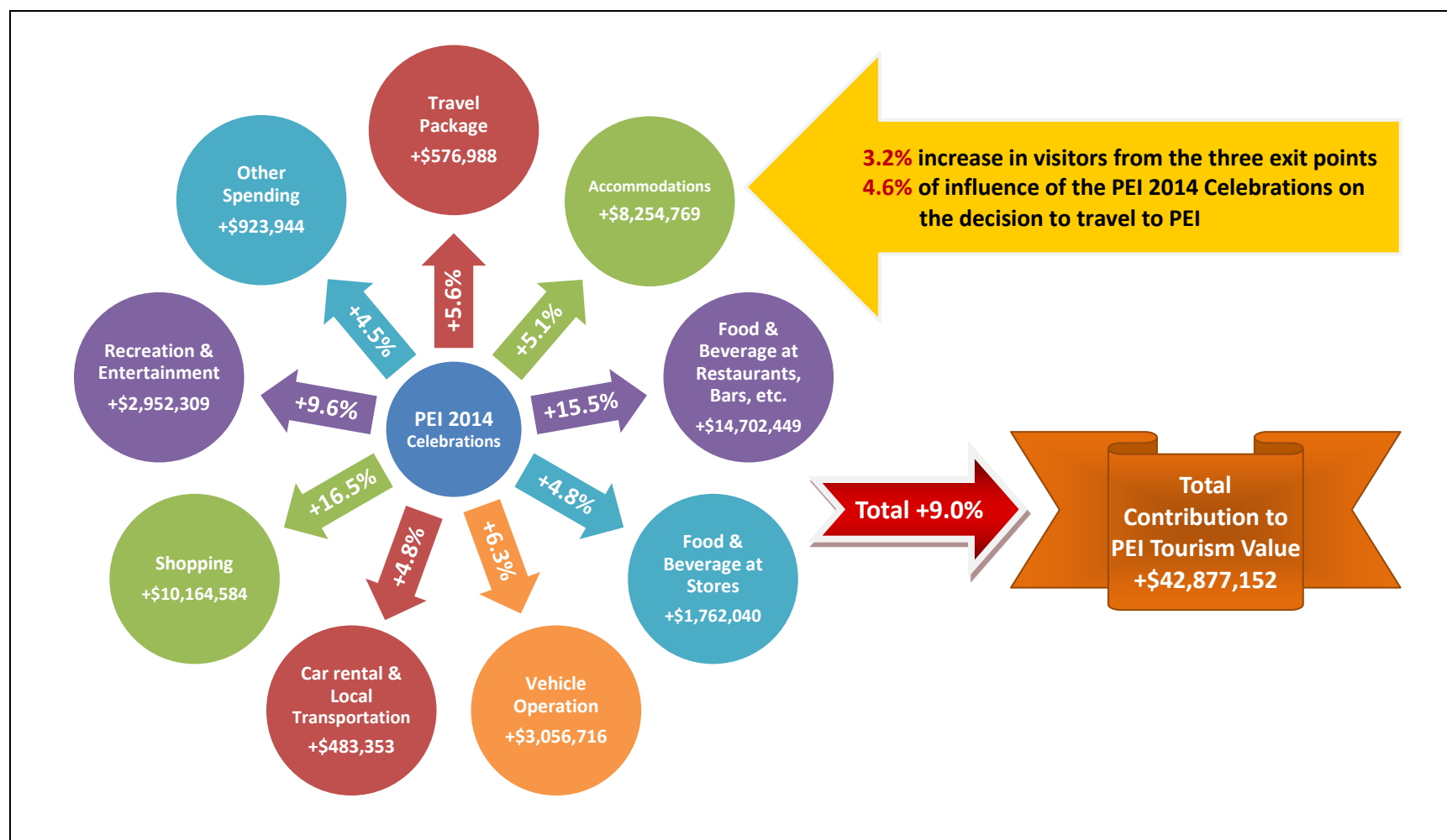
Note: * This indicates one day; ** Average number of nights stayed in PEI was based on all same-day and overnight visitors.

^{a)} per Person per Day basis; ^{b)} per Person per Night basis

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

5.6. Impact of the PEI 2014 Celebrations/Event(s) on Visitors' Direct Expenditures

Figure 5-3: Impact of the PEI 2014 Celebrations/Event(s) on Visitors' Direct Expenditures



Note: These results are based on 1,226,235 visitors from the three exit points and total direct expenditures by these visitors of \$475,390,400.

6. A PROFILE OF SAME-DAY VISITOR PARTIES TO PRINCE EDWARD ISLAND

Chapter Summary

- Nearly all (96.8%) same-day visitor parties were from Canada, 1.9 percent were from the United States and 1.3 percent were from a country outside of Canada and the United States.
- Close to two-thirds (64.7%) of same-day visitor parties were from New Brunswick while 16.5 percent were from Nova Scotia. About 6 percent of same-day parties were from each of Ontario and Quebec and a smaller percentage were from other places.
- About 73 percent of same-day visitor parties had travelled to PEI for pleasure purposes and 17.3 percent travelled to PEI for business purposes. Ten percent visited PEI for other purposes. In the January-April winter off-season, a greater percentage of parties visited for business purposes than pleasure (47.8% versus 39.2%), while pleasure travel was more popular in all other seasons.
- Eighty-two percent of same-day parties were comprised of only adults. All parties travelling in the September-October fall shoulder season were comprised of only adults. In the January-April and November-December winter off-seasons, about 93 percent of same-day parties included only adults.
- About 36 percent of same-day parties were comprised of individuals who were aged 55 and over while 17.7 percent of parties were comprised of travellers who were between the ages of 35 to 54, and 4.2 percent of parties consisted of travellers between the ages of 18 and 34. Twenty-four percent of parties were comprised of adults of varying ages and 18.1 percent of parties were families or adults with children.
- In the main season, one-third of parties were classified as families or adults with children, the highest of all the seasons.
- The September-October fall shoulder season was the season with the greatest percentage of parties consisting of adults aged 55 and over (57.1% of parties).
- Travel parties comprised of millennials (aged 18 to 34) did not visit in the May-June spring shoulder season or during the November-December winter off-season.
- On average, same-day parties were comprised of 2.95 people. Parties were larger in the May-June spring shoulder season (average of 3.27 people) and the July-August main season (average of 3.61 people).

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

- The composition of individuals in same-day visitor parties was almost an even split of males versus females (50.9% male).
- About one-quarter (25.7%) of individual same-day visitors were between the ages of 55 and 64, and 19.2 percent were aged 65 and over. Twenty-seven percent of same-day visitors were between the ages of 35 and 54, 16.8 percent were between the ages of 18 and 34, and 11.1 percent were under the age of 18.
- The majority (87.0%) of same-day visitors used the Confederation Bridge to enter and exit PEI. Nine percent used a combination of Confederation Bridge and ferry service, while 2.2 percent flew in and out of PEI and 1.2 percent used the ferry in both directions.
- Sixteen percent of same-day visitor parties used a rental car for their trip to PEI. About 65 percent of parties who rented a car picked up the rental vehicle in either New Brunswick or Nova Scotia. Sixteen percent of parties rented their car in one of the New England states. Overall, 3.0 percent of those who rented a car picked up the vehicle in PEI. In the January-April winter off-season, 15.7 percent of rental car users picked up the vehicle in PEI.
- PEI was the primary destination of the trip for 52.8 percent of same-day visitor parties. In the main season, PEI was the primary destination of the trip for 30.1 percent of parties. By contrast, PEI was the primary destination of the trip for 95.4 percent of same-day parties who visited PEI during the November-December winter off-season.
- Though they did not stay overnight in PEI, same-day visitor parties stayed overnight elsewhere during their trip that included a visit in PEI. On average, these parties were away from home for 5.36 nights. They spent 2.45 nights in New Brunswick and 1.15 nights in Nova Scotia, on average.
- The region of PEI that was visited by the greatest percentage of same-day visitor parties was the Greater Charlottetown Area (58.5% of same-day parties visited the region). This was followed by Summerside (33.2%), the Green Gables Shore region (30.6%), and the Red Sands Shore region (29.8%). Eleven percent of same-day parties visited the Points East Coastal Drive region and 10.2 percent visited the North Cape Coastal Drive region. Note that 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.
- One-third of same-day visitor parties were visiting PEI for the first time. In the November-December winter off-season, none of the parties were visiting for the first time and only 15.7 percent of parties who visited in the January-April winter off-season were first-time visitors.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

- Those who had visited PEI previously had done so recently. Thirty-seven percent of repeat visitors had last visited PEI earlier in 2014 (prior to the trip in which they were surveyed), 25.1 percent had last visited PEI in 2013 and 10.8 percent had last visited PEI in 2012. Over 85 percent of parties who visited in the two winter off-seasons had last visited PEI in 2014 or 2013.
- Overall, repeat visitor parties had visited PEI an average of 4.91 times in the past five years, suggesting an annual visit for some parties. Parties who visited in the November-December winter off-season had visited an average of 7.01 times in the past five years. Those who visited in the spring shoulder and main seasons had visited PEI the least frequently in the past five years (3.54 and 3.33 times, respectively), compared to those who visited during the other seasons.
- Twenty-one percent of same-day parties indicated that they were attracted to PEI by the natural beauty and pastoral settings. Other primary features that attracted same-day visitor parties included beaches and coastline (19.3%), Anne of Green Gables and Lucy Maud Montgomery attractions (6.4%), outdoor activities (5.4%), and Birthplace of Confederation attractions (4.8%). Overall, 36.0 percent of same-day parties indicated they were attracted by “other” features. Many of the items specified in this category related to visiting friends/family, or work, business, or educational reasons.
- Same-day parties participated in a variety of activities while they were in PEI. The activities that the greatest percentage of parties participated in were sightseeing/taking a driving tour (60.0%), visiting historical and cultural attractions (37.5%), shopping for local crafts, souvenirs or antiques (32.2%), going to a beach (29.7%), sampling local culinary products (27.3%), and visiting Anne of Green Gables attractions (22.0%).
- Total direct expenditures by same-day parties were over \$4.4 million. On average, same-day parties spent \$147.53 per party and \$50.03 per person during their visit to PEI.
- Per party per visit spending was highest among those who visited during the main season (\$189.96) and lowest among those who visited PEI during November or December (\$92.38). The higher expenditures by parties visiting in the main season were largely the result of higher expenditures on food and beverage at restaurants and bars, and recreation and entertainment.
- Same-day visitor parties were satisfied with various aspects of their visit to PEI. Accommodation, restaurant and transportation service and quality were rated favourably on a five-point scale as was the quality of customer service, prices of goods and services, and variety of things to see and do.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

- There was a low instance of complaints among same-day parties with only 8.5 percent indicating they had a problem or complaint. There was a higher instance of complaints among parties visiting in the May-June spring shoulder season (14.1% of parties had a complaint) and the September-October fall shoulder season (12.5%). Some respondents provided details of their complaint or problem. Many of these related to the high cost of crossing the Confederation Bridge and specific attractions being closed. Other one-off complaints included: many attractions do not allow dogs, cottages could not be booked for one night, PEI souvenirs are made in China, and PEI accommodations and food are expensive.
- Eighty-nine percent of same-day parties indicated they were satisfied with their trip to PEI and the same percentage agreed that their trip to PEI was a good way to spend their time. About 85 percent of same-day parties agreed that their trip was good value for the money spent.
- Ninety-two percent of same-day parties indicated they would recommend PEI to others and that they would visit PEI again.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

6.1. Origin of Same-Day Visitor Parties

Table 6-1: Origin of Same-Day Visitor Parties by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total 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%)
Canada	3,732	96.5%	4,837	97.3%	11,454	96.4%	5,847	96.8%	3,257	98.4%	29,127	96.8%
New Brunswick	3,443	89.0%	3,350	67.4%	6,146	51.7%	3,952	65.4%	2,578	77.9%	19,469	64.7%
Nova Scotia	41	1.1%	853	17.2%	2,410	20.3%	1,195	19.8%	456	13.8%	4,955	16.5%
Newfoundland & Labrador	1	0.0%	11	0.2%	43	0.4%	7	0.1%	1	0.0%	63	0.2%
Quebec	44	1.1%	204	4.1%	1,166	9.8%	191	3.2%	66	2.0%	1,671	5.6%
Ontario	99	2.6%	241	4.8%	1,133	9.5%	317	5.2%	123	3.7%	1,913	6.4%
Rest of Canada	104	2.7%	178	3.6%	556	4.7%	185	3.1%	33	1.0%	1,056	3.5%
United States	99	2.6%	75	1.5%	226	1.9%	126	2.1%	42	1.3%	568	1.9%
New England	97	2.5%	65	1.3%	169	1.4%	99	1.6%	41	1.2%	471	1.6%
Rest of US	2	0.1%	10	0.2%	57	0.5%	27	0.4%	1	0.0%	97	0.3%
International	38	1.0%	60	1.2%	202	1.7%	69	1.1%	12	0.4%	381	1.3%

Note: This result was from the 2014 PEI Tourism Volume Estimation by the Centre for Tourism Research, not directly from exit survey data. Same-day visitor party data was weighted by season and exit point only. Geographic market was not used for weighting due to a lack of samples.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

6.2. Primary Reason for Trip

Table 6-2: Primary Reason for Trip to PEI by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total 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%)
Pleasure	1,516	39.2%	3,382	68.0%	11,384	95.8%	3,976	65.8%	1,569	47.4%	21,827	72.6%
Business	1,851	47.8%	619	12.4%	0	0.0%	1,599	26.5%	1,135	34.3%	5,204	17.3%
Other	503	13.0%	972	19.5%	498	4.2%	466	7.7%	607	18.3%	3,046	10.1%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

6.3. Party and Age Composition and Average Party Size

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total 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%)
Party Composition												
Adult travelling alone	1,643	42.5%	335	6.7%	125	1.1%	1,317	21.8%	983	29.7%	4,403	14.6%
2 adults	1,643	42.5%	1,710	34.4%	5,235	44.1%	3,324	55.0%	1,645	49.7%	13,557	45.1%
3 or more adults	319	8.2%	1,905	38.3%	2,577	21.7%	1,401	23.2%	455	13.7%	6,657	22.1%
1 adult with child(ren)	184	4.8%	70	1.4%	249	2.1%	0	0.0%	152	4.6%	655	2.2%
2 adults with child(ren)	80	2.1%	467	9.4%	2,575	21.7%	0	0.0%	76	2.3%	3,198	10.6%
3 or more adults with child(ren)	0	0.0%	486	9.8%	1,121	9.4%	0	0.0%	0	0.0%	1,607	5.3%
Age Composition												
Millennial (18 to 34) Travellers	184	4.8%	0	0.0%	540	4.5%	526	8.7%	0	0.0%	1,250	4.2%
Middle Aged (35 to 54) Travellers	1,244	32.2%	568	11.4%	1,288	10.8%	1,212	20.1%	1,023	30.9%	5,335	17.7%
Senior (55 and over) Travellers	1,117	28.9%	1,476	29.7%	3,657	30.8%	3,450	57.1%	1,226	37.0%	10,926	36.3%
Multi-generation Travellers	1,061	27.4%	1,905	38.3%	2,452	20.6%	854	14.1%	834	25.2%	7,106	23.6%
Families/Adult(s) with child(ren)	263	6.8%	1,022	20.6%	3,945	33.2%	0	0.0%	228	6.9%	5,458	18.1%
Party Size												
Average Party Size	2.13		3.27		3.61		2.29		2.23		2.95	
Avg. Number of Male Travellers	1.22		1.38		1.88		1.14		1.22		1.49	
Avg. Number of Female Travellers	0.91		1.89		1.73		1.15		1.01		1.46	
Avg. Number of Children	0.13		0.35		0.64		0.00		0.11		0.34	
Avg. Number of Adult Travellers	2.00		2.92		2.97		2.29		2.12		2.61	

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

6.4. Gender and Age of Individual Same-Day Visitors

Table 6-4: Gender and Age of Individual Same-Day 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 Same-Day Visitors	9,855	(11.3%)	13,975	(16.0%)	39,792	(45.7%)	15,246	(17.5%)	8,219	(9.4%)	87,087	(100.0%)
Gender												
Male	5,632	57.1%	5,895	42.2%	20,705	52.0%	7,568	49.6%	4,490	54.6%	44,290	50.9%
Female	4,223	42.9%	8,080	57.8%	19,087	48.0%	7,678	50.4%	3,729	45.4%	42,797	49.1%
Age												
Under 8 Years	411	4.2%	461	3.3%	3,192	8.0%	0	0.0%	338	4.1%	4,402	5.1%
9 – 17 Years	191	1.9%	1,036	7.4%	3,884	9.8%	0	0.0%	85	1.0%	5,196	6.0%
18 – 24 Years	1,813	18.4%	1,002	7.2%	1,077	2.7%	370	2.4%	591	7.2%	4,853	5.6%
25 – 34 Years	887	9.0%	2,407	17.2%	4,270	10.7%	1,309	8.6%	845	10.3%	9,718	11.2%
35 – 44 Years	1,544	15.7%	2,050	14.7%	4,577	11.5%	1,723	11.3%	337	4.1%	10,231	11.7%
45 – 54 Years	1,741	17.7%	1,942	13.9%	5,078	12.8%	2,529	16.6%	2,404	29.2%	13,694	15.7%
55 – 64 Years	2,314	23.5%	2,956	21.2%	10,399	26.1%	4,410	28.9%	2,266	27.6%	22,345	25.7%
65 – 74 Years	858	8.7%	1,285	9.2%	6,469	16.3%	4,349	28.5%	930	11.3%	13,891	16.0%
75 Years and over	96	1.0%	836	6.0%	846	2.1%	556	3.6%	423	5.1%	2,757	3.2%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

6.5. Entry and Exit Point

Table 6-5: Entry and Exit Point by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total 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%)
Entry Point												
Charlottetown Airport	176	4.5%	152	3.1%	250	2.1%	117	1.9%	73	2.2%	768	2.6%
Confederation Bridge	3,693	95.5%	4,492	90.3%	10,634	89.5%	4,815	79.7%	3,186	96.2%	26,820	89.2%
Ferry at Caribou, Nova Scotia	0	0.0%	328	6.6%	998	8.4%	1,110	18.4%	52	1.6%	2,488	8.3%
Exit Point												
Charlottetown Airport	120	3.1%	152	3.1%	250	2.1%	126	2.1%	73	2.2%	721	2.4%
Confederation Bridge	3,749	96.9%	4,668	93.9%	11,085	93.3%	5,683	94.1%	3,186	96.2%	28,371	94.3%
Wood Islands Ferry Terminal	0	0.0%	152	3.1%	547	4.6%	233	3.9%	52	1.6%	984	3.3%
Mix of Entry and Exit Points												
Air only	96	2.5%	152	3.1%	250	2.1%	84	1.4%	73	2.2%	655	2.2%
Bridge only	3,669	94.8%	4,435	89.2%	10,213	86.0%	4,673	77.3%	3,186	96.2%	26,176	87.0%
Ferry only	0	0.0%	95	1.9%	126	1.1%	100	1.7%	52	1.6%	373	1.2%
Bridge and Ferry Mix	0	0.0%	290	5.8%	1,293	10.9%	1,110	18.4%	0	0.0%	2,693	9.0%
Air and Bridge or Ferry Mix	104	2.7%	0	0.0%	0	0.0%	75	1.2%	0	0.0%	179	0.6%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

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

Table 6-6: Rental Car Usage and Location of Rental Car Pick-Up by 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 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%)
Rental Car Usage												
Yes	662	17.1%	1,438	28.9%	1,580	13.3%	1,119	18.5%	0	0.0%	4,799	16.0%
No	3,207	82.9%	3,534	71.1%	10,302	86.7%	4,923	81.5%	3,311	100.0%	25,277	84.0%
Location of Pick-Up												
Prince Edward Island	104	15.7%	0	0.0%	0	0.0%	42	3.8%	0	0.0%	146	3.0%
New Brunswick	239	36.0%	719	50.0%	249	15.7%	379	33.9%	0	0.0%	1,586	33.0%
Nova Scotia	80	12.1%	486	33.8%	542	34.3%	412	36.9%	0	0.0%	1,520	31.7%
Quebec	80	12.1%	0	0.0%	0	0.0%	126	11.3%	0	0.0%	206	4.3%
Ontario	80	12.1%	0	0.0%	125	7.9%	0	0.0%	0	0.0%	205	4.3%
Other Province	0	0.0%	0	0.0%	125	7.9%	33	3.0%	0	0.0%	158	3.3%
New England state	0	0.0%	233	16.2%	416	26.3%	126	11.3%	0	0.0%	775	16.1%
Other US States	80	12.1%	0	0.0%	125	7.9%	0	0.0%	0	0.0%	205	4.3%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

6.7. Primary Destination of the Trip and Trip Duration

Table 6-7: Primary Destination and Trip Duration by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total 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%)
Primary Destination of the Trip												
Prince Edward Island	3,047	78.8%	2,833	57.0%	3,572	30.1%	3,269	54.1%	3,159	95.4%	15,880	52.8%
Other Destination	662	17.1%	1,905	38.3%	8,268	69.6%	2,520	41.7%	152	4.6%	13,507	44.9%
Don't Know	160	4.1%	233	4.7%	42	0.4%	253	4.2%	0	0.0%	688	2.3%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	2.46	100.0%	4.60	100.0%	8.38	100.0%	4.73	100.0%	0.23	100.0%	5.36	100.0%
Nights stayed in PEI	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
Nights stayed in NB	0.41	16.7%	2.60	56.4%	3.83	45.6%	2.17	46.0%	0.14	60.0%	2.45	45.6%
Nights stayed in NS	0.69	28.1%	1.29	28.1%	1.76	20.9%	0.78	16.4%	0.00	0.0%	1.15	21.5%
Nights stayed in NL	0.00	0.0%	0.14	3.1%	0.05	0.6%	0.19	3.9%	0.00	0.0%	0.08	1.5%
Nights stayed in Magdalen Islands	0.00	0.0%	0.19	4.1%	1.37	16.3%	0.23	4.8%	0.09	40.0%	0.63	11.7%
Nights stayed elsewhere	1.36	55.2%	0.38	8.3%	1.38	16.5%	1.37	28.9%	0.00	0.0%	1.06	19.7%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

6.8. PEI Regions Visited During the Trip

Table 6-8: PEI Regions Visited During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total 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%
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%
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%
Red Sands Shore	638	16.5%	1,886	37.9%	5,026	42.3%	1,191	19.7%	228	6.9%	8,969	29.8%
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%
North Cape Coastal Drive	239	6.2%	700	14.1%	1,787	15.0%	253	4.2%	76	2.3%	3,055	10.2%

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.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

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

Table 6-9: Type of Visitation and Last Trip to PEI by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total 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%)
Type of Visitation												
First-Time Visitors	606	15.7%	1,830	36.8%	5,070	42.7%	2,403	39.8%	0	0.0%	9,909	32.9%
Repeat Visitors	3,263	84.3%	3,142	63.2%	6,812	57.3%	3,639	60.2%	3,311	100.0%	20,167	67.1%
Last Trip to PEI *												
This year (2014)	1,460	44.7%	934	29.7%	789	11.6%	1,763	48.4%	2,552	77.1%	7,498	37.2%
One year ago (2013)	1,484	45.5%	233	7.4%	2,160	31.7%	812	22.3%	379	11.4%	5,068	25.1%
Two years ago (2012)	239	7.3%	700	22.3%	1,038	15.2%	126	3.5%	76	2.3%	2,179	10.8%
Three years ago (2011)	80	2.5%	233	7.4%	0	0.0%	126	3.5%	76	2.3%	515	2.6%
Four years ago (2010)	0	0.0%	271	8.6%	374	5.5%	160	4.4%	76	2.3%	881	4.4%
Five or more years ago (2009 & earlier)	0	0.0%	770	24.5%	2,451	36.0%	652	17.9%	152	4.6%	4,025	20.0%
Average Number of Times Visited PEI in the Past Five Years *												
Mean (Group Median)	6.18 (4.66)		3.54 (1.96)		3.33 (1.87)		5.98 (3.81)		7.01 (4.89)		4.91 (3.22)	

Note: * Repeat visitors only.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

6.10. Primary Feature That Attracted Same-Day Visitor Parties to PEI

Table 6-10: Primary Feature That Attracted Same-Day Visitor Parties to PEI by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total 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%)
Natural beauty and pastoral settings	319	8.2%	1,672	33.6%	2,908	24.5%	938	15.5%	468	14.1%	6,305	21.0%
Beaches and coastline	447	11.6%	934	18.8%	3,863	32.5%	572	9.5%	0	0.0%	5,816	19.3%
World of Anne of Green Gables and Lucy Maud Montgomery	239	6.2%	271	5.5%	914	7.7%	505	8.4%	0	0.0%	1,929	6.4%
Outdoor activities (water-based activities, skiing, Confederation trail, cycling, bird watching, etc.)	160	4.1%	354	7.1%	873	7.3%	210	3.5%	37	1.1%	1,634	5.4%
Birthplace of Confederation attractions	0	0.0%	252	5.1%	1,040	8.8%	160	2.6%	0	0.0%	1,452	4.8%
Festivals and events *	160	4.1%	19	0.4%	249	2.1%	400	6.6%	76	2.3%	904	3.0%
Culinary experience (lobster, seafood, wine, farm products, etc.)	239	6.2%	0	0.0%	249	2.1%	160	2.6%	76	2.3%	724	2.4%
Golf	80	2.1%	0	0.0%	0	0.0%	253	4.2%	152	4.6%	485	1.6%
Other features	2,226	57.5%	1,470	29.6%	1,786	15.0%	2,845	47.1%	2,503	75.6%	10,830	36.0%

Note: * Item was added in the 2014 Exit Survey.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

6.11. Activities Participated in While in PEI

Table 6-11: Activities Participated in by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total 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%)
Valid Same-Day Parties	1,938	(8.2%)	3,735	(15.7%)	11,383	(48.0%)	4,653	(19.6%)	2,022	(8.5%)	23,731	(100.0%)
Sightseeing/driving tour	718	37.0%	2,461	65.9%	8,103	71.2%	2,647	56.9%	316	15.6%	14,245	60.0%
Visiting historical and cultural attractions	638	32.9%	1,672	44.8%	5,402	47.5%	1,191	25.6%	0	0.0%	8,903	37.5%
Shopping for local crafts/souvenirs/antiques	239	12.3%	1,438	38.5%	4,323	38.0%	1,317	28.3%	316	15.6%	7,633	32.2%
Going to a beach	239	12.3%	1,400	37.5%	4,612	40.5%	791	17.0%	0	0.0%	7,042	29.7%
Sampling local culinary products (lobster, potatoes, mussels, oysters, wine, beer, etc.) *	503	25.9%	1,325	35.5%	3,033	26.6%	1,014	21.8%	604	29.9%	6,479	27.3%
Visiting Anne of Green Gables attractions	479	24.7%	1,419	38.0%	2,575	22.6%	758	16.3%	0	0.0%	5,231	22.0%
Visiting a national or provincial park	479	24.7%	719	19.3%	2,949	25.9%	505	10.9%	0	0.0%	4,652	19.6%
Visiting friends and/or relatives	718	37.0%	252	6.7%	997	8.8%	1,005	21.6%	1,190	58.9%	4,162	17.5%
Visiting Birthplace of Confederation attractions (e.g., Founders' Hall, Province House)	80	4.1%	719	19.3%	2,660	23.4%	400	8.6%	0	0.0%	3,859	16.3%
Using the Confederation Trail (cycling, walking, running) *	239	12.3%	233	6.2%	374	3.3%	67	1.4%	76	3.8%	989	4.2%
Attending a festival, event, or concert	0	0.0%	19	0.5%	500	4.4%	253	5.4%	0	0.0%	772	3.3%
Attending a performance (live theatre, a play)	80	4.1%	0	0.0%	374	3.3%	126	2.7%	76	3.8%	656	2.8%
Participating in water activities (kayaking, tuna fishing) *	0	0.0%	233	6.2%	374	3.3%	0	0.0%	0	0.0%	607	2.6%
Attending a sports event or tournament (as a spectator)	239	12.3%	0	0.0%	0	0.0%	147	3.2%	76	3.8%	462	1.9%
Visiting a theme, fun or amusement park	0	0.0%	0	0.0%	249	2.2%	126	2.7%	52	2.6%	427	1.8%
Taking part in an authentic PEI experience/hands-on learning activity (lobster fishing, clam digging, pottery, etc.) *	0	0.0%	0	0.0%	249	2.2%	0	0.0%	0	0.0%	249	1.0%
Playing golf (not miniature)	0	0.0%	0	0.0%	0	0.0%	147	3.2%	0	0.0%	147	0.6%

Note: Results were based on multiple responses; Valid same-day parties indicate only those who reported the activities they participated in while in PEI; * Item was added in the 2014 Exit Survey.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

6.12. Travel Expenditures

Table 6-12: Travel Expenditures by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total 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%)
Estimated Total Direct Expenditures	\$426,679		\$807,888		\$2,257,078		\$657,668		\$305,869		\$4,455,182	
Average Spending per Party per Visit	\$110.28		\$162.49		\$189.96		\$108.85		\$92.38		\$147.53	
Food and beverage at PEI 2014 event(s)	\$0.00		\$3.61		\$6.14		\$3.75		\$0.00		\$3.66	
Shopping at PEI 2014 event(s)	\$0.00		\$5.25		\$5.33		\$1.24		\$0.00		\$3.06	
Travel package	\$0.00		\$0.00		\$0.00		\$0.00		\$1.29		\$0.16	
Accommodations	\$0.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00	
Food and beverage at restaurants, bars, etc.	\$36.43		\$37.05		\$72.95		\$24.67		\$25.80		\$46.85	
Food and beverage at stores	\$4.18		\$30.48		\$9.99		\$6.09		\$4.16		\$10.90	
Vehicle operation	\$39.15		\$37.75		\$32.94		\$30.62		\$32.70		\$34.71	
Car rentals in PEI and local transportation	\$0.36		\$3.71		\$3.24		\$0.83		\$1.03		\$2.14	
Shopping	\$22.11		\$24.85		\$32.16		\$28.28		\$18.44		\$27.60	
Recreation and entertainment	\$3.21		\$11.36		\$21.20		\$3.82		\$2.32		\$11.23	
Other expenditures	\$4.86		\$8.42		\$6.01		\$9.56		\$6.64		\$7.20	
Average Spending per Person per Day	\$51.73 (100%)		\$49.69 (100%)		\$52.55 (100%)		\$47.50 (100%)		\$41.43 (100%)		\$50.03 (100%)	
Food and beverage at PEI 2014 event(s)	\$0.00 (0.0%)		\$1.10 (2.2%)		\$1.70 (3.2%)		\$1.64 (3.4%)		\$0.00 (0.0%)		\$1.24 (2.5%)	
Shopping at PEI 2014 event(s)	\$0.00 (0.0%)		\$1.61 (3.2%)		\$1.47 (2.8%)		\$0.54 (1.1%)		\$0.00 (0.0%)		\$1.04 (2.1%)	
Travel package	\$0.00 (0.0%)		\$0.00 (0.0%)		\$0.00 (0.0%)		\$0.00 (0.0%)		\$0.58 (1.4%)		\$0.06 (0.1%)	
Accommodations	\$0.00 (0.0%)		\$0.00 (0.0%)		\$0.00 (0.0%)		\$0.00 (0.0%)		\$0.00 (0.0%)		\$0.00 (0.0%)	
Food and beverage at restaurants, bars, etc.	\$17.09 (33.0%)		\$11.33 (22.8%)		\$20.18 (38.4%)		\$10.76 (22.7%)		\$11.57 (27.9%)		\$15.89 (31.8%)	
Food and beverage at stores	\$1.96 (3.8%)		\$9.32 (18.8%)		\$2.76 (5.3%)		\$2.66 (5.6%)		\$1.86 (4.5%)		\$3.70 (7.4%)	
Vehicle operation	\$18.36 (35.5%)		\$11.55 (23.2%)		\$9.11 (17.3%)		\$13.36 (28.1%)		\$14.66 (35.4%)		\$11.77 (23.5%)	
Car rentals in PEI and local transportation	\$0.17 (0.3%)		\$1.13 (2.3%)		\$0.90 (1.7%)		\$0.36 (0.8%)		\$0.46 (1.1%)		\$0.73 (1.5%)	
Shopping	\$10.37 (20.0%)		\$7.60 (15.3%)		\$8.90 (16.9%)		\$12.34 (26.0%)		\$8.27 (20.0%)		\$9.36 (18.7%)	
Recreation and entertainment	\$1.50 (2.9%)		\$3.48 (7.0%)		\$5.87 (11.2%)		\$1.67 (3.5%)		\$1.04 (2.5%)		\$3.81 (7.6%)	
Other expenditures	\$2.28 (4.4%)		\$2.57 (5.2%)		\$1.66 (3.2%)		\$4.17 (8.8%)		\$2.98 (7.2%)		\$2.44 (4.9%)	

Note: Total expenditures in each tourism season were calculated as follows: Number of parties × average spending per party per visit.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

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

Table 6-13: Rating of Travel Services, Instances of Complaints, and Future Behavioural Intentions by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total 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%)
Rating of Travel Services	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Accommodation service and quality	4.51	90.3%	4.34	80.0%	4.57	94.0%	4.48	89.1%	4.68	100.0%	4.52	90.6%
Restaurant service and quality	4.29	93.4%	4.27	87.2%	4.43	93.5%	4.51	89.8%	4.47	96.4%	4.40	92.0%
Transportation service and quality	4.03	79.9%	4.19	87.3%	4.34	91.6%	4.52	94.2%	4.53	94.2%	4.33	90.1%
Quality of customer service	4.35	97.1%	4.70	100.0%	4.60	96.2%	4.63	94.5%	4.58	100.0%	4.59	97.0%
Prices of goods and services	3.89	78.0%	4.12	78.3%	4.14	87.6%	4.17	76.7%	4.28	90.4%	4.13	83.1%
Variety of things to see and do	4.09	80.7%	4.30	82.7%	4.49	91.0%	4.51	91.1%	4.55	100.0%	4.42	88.9%
Complaints												
Yes	239	6.2%	700	14.1%	623	5.2%	758	12.5%	228	6.9%	2,548	8.5%
No	3,630	93.8%	4,272	85.9%	11,259	94.8%	5,284	87.5%	3,083	93.1%	27,528	91.5%
Travel Evaluation and Future Intentions	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Good value for money	4.08	73.5%	4.39	94.2%	4.31	88.2%	4.24	78.9%	4.20	79.3%	4.27	84.5%
Good way to spend time	4.32	82.3%	4.32	84.3%	4.48	92.2%	4.44	87.7%	4.54	94.6%	4.43	89.1%
Overall satisfaction with the trip to PEI	4.45	91.2%	4.07	75.3%	4.53	93.1%	4.46	90.1%	4.53	95.1%	4.43	89.4%
Intention to recommend to others	4.54	91.2%	4.42	90.6%	4.59	93.5%	4.51	91.3%	4.63	92.5%	4.54	92.1%
Intention to revisit PEI	4.63	93.4%	4.52	90.5%	4.61	92.7%	4.55	88.7%	4.68	95.1%	4.59	91.9%

Note: Results (mean values and percent) were based on those who rated each of the items. ^{a)} Mean values (M) were based on a 5-point Likert-type scale; ^{b)} Percentages (%) indicate the percentage of respondents who rated the item 4 or 5.

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6.14. Demographic Characteristics of Respondents

Table 6-14: Demographic Characteristics 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 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%)
Gender												
Male	1,612	41.7%	1,092	22.0%	4,152	34.9%	2,617	43.3%	1,075	32.5%	10,548	35.1%
Female	2,257	58.3%	3,880	78.0%	7,730	65.1%	3,425	56.7%	2,236	67.5%	19,528	64.9%
Age												
18 to 24	160	4.1%	0	0.0%	125	1.1%	0	0.0%	76	2.3%	361	1.2%
25 to 34	343	8.9%	934	18.8%	1,703	14.3%	707	11.7%	0	0.0%	3,687	12.3%
35 to 44	710	18.3%	1,218	24.5%	2,535	21.3%	917	15.2%	76	2.3%	5,456	18.1%
45 to 54	1,037	26.8%	606	12.2%	2,575	21.7%	589	9.8%	1,530	46.2%	6,337	21.1%
55 to 64	1,141	29.5%	1,924	38.7%	2,825	23.8%	2,313	38.3%	1,099	33.2%	9,302	30.9%
65 to 74	479	12.4%	290	5.8%	1,745	14.7%	1,389	23.0%	303	9.1%	4,206	14.0%
75 and over	0	0.0%	0	0.0%	374	3.1%	126	2.1%	228	6.9%	728	2.4%
Living in the Same Country in Which Respondents were Born												
Yes	3,207	82.9%	4,455	89.6%	10,761	90.6%	5,630	93.2%	2,856	86.3%	26,909	89.5%
No	662	17.1%	517	10.4%	1,121	9.4%	412	6.8%	455	13.7%	3,167	10.5%
Mother Tongue												
English	2,784	72.0%	3,288	66.1%	5,735	48.3%	4,313	71.4%	2,856	86.3%	18,976	63.1%
French	1,005	26.0%	1,218	24.5%	5,275	44.4%	1,317	21.8%	455	13.7%	9,270	30.8%
Other	80	2.1%	467	9.4%	872	7.3%	412	6.8%	0	0.0%	1,831	6.1%

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Table 6-14: Demographic Characteristics by Tourism Season (cont'd)

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total 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%)
Marital Status												
Single	1,005	26.0%	1,722	34.6%	1,412	11.9%	1,380	22.8%	531	16.0%	6,050	20.1%
Married/living common law	2,545	65.8%	2,530	50.9%	9,972	83.9%	3,997	66.2%	2,477	74.8%	21,521	71.6%
Other	160	4.1%	719	14.5%	249	2.1%	379	6.3%	152	4.6%	1,659	5.5%
Not Stated	160	4.1%	0	0.0%	249	2.1%	286	4.7%	152	4.6%	847	2.8%
Average Number of Children Living in the Household *												
17 years and younger	949 ^{a)}	24.5% ^{b)}	1,294 ^{a)}	26.0% ^{b)}	3,780 ^{a)}	31.8% ^{b)}	631 ^{a)}	10.4% ^{b)}	355 ^{a)}	10.7% ^{b)}	7,010 ^{a)}	23.3% ^{b)}
	1.66 ^{c)}		1.41 ^{c)}		1.82 ^{c)}		1.60 ^{c)}		1.64 ^{c)}		1.70 ^{c)}	
18 years and older	822 ^{a)}	21.2% ^{b)}	1,741 ^{a)}	35.0% ^{b)}	2,077 ^{a)}	17.5% ^{b)}	526 ^{a)}	8.7% ^{b)}	847 ^{a)}	25.6% ^{b)}	6,013 ^{a)}	20.0% ^{b)}
	1.29 ^{c)}		1.28 ^{c)}		1.48 ^{c)}		1.48 ^{c)}		1.40 ^{c)}		1.38 ^{c)}	
Education												
Some school	239	6.2%	0	0.0%	42	0.4%	253	4.2%	0	0.0%	534	1.8%
High school diploma	479	12.4%	252	5.1%	1,412	11.9%	1,010	16.7%	735	22.2%	3,888	12.9%
Some post-secondary	319	8.2%	738	14.8%	1,495	12.6%	884	14.6%	152	4.6%	3,588	11.9%
Graduated community/technical college	957	24.7%	2,423	48.7%	3,240	27.3%	866	14.3%	759	22.9%	8,245	27.4%
Graduated university (undergraduate degree)	1,005	26.0%	486	9.8%	3,116	26.2%	1,922	31.8%	834	25.2%	7,363	24.5%
Post graduate degree/professional designation	870	22.5%	1,073	21.6%	2,577	21.7%	1,107	18.3%	832	25.1%	6,459	21.5%

Note: * While ^{a)} and ^{b)} indicate the valid number and percent of respondents who reported the number of children living in the household, ^{c)} indicates the average number of children living in the household based on the valid number of respondents.

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Table 6-14: Demographic Characteristics by Tourism Season (cont'd)

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total 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%)
Employment Status												
Working full time	2,569	66.4%	3,029	60.9%	6,315	53.1%	3,290	54.5%	2,097	63.3%	17,300	57.5%
Working part time or seasonally	479	12.4%	719	14.5%	748	6.3%	126	2.1%	152	4.6%	2,224	7.4%
Unemployed	0	0.0%	0	0.0%	374	3.1%	253	4.2%	0	0.0%	627	2.1%
Retraining or upgrading	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retired	399	10.3%	1,224	24.6%	3,115	26.2%	2,087	34.5%	910	27.5%	7,735	25.7%
Homemaker	160	4.1%	0	0.0%	582	4.9%	0	0.0%	76	2.3%	818	2.7%
Student	104	2.7%	0	0.0%	374	3.1%	0	0.0%	0	0.0%	478	1.6%
Other	160	4.1%	0	0.0%	125	1.1%	286	4.7%	0	0.0%	571	1.9%
Not Stated	0	0.0%	0	0.0%	249	2.1%	0	0.0%	76	2.3%	325	1.1%
Annual Household Income												
Under \$40,000	742	19.2%	1,224	24.6%	1,454	12.2%	1,263	20.9%	152	4.6%	4,835	16.1%
\$40,000 to \$59,999	479	12.4%	700	14.1%	1,868	15.7%	905	15.0%	455	13.7%	4,407	14.7%
\$60,000 to \$79,999	343	8.9%	517	10.4%	2,367	19.9%	1,224	20.3%	507	15.3%	4,958	16.5%
\$80,000 to \$99,999	638	16.5%	0	0.0%	1,454	12.2%	686	11.4%	531	16.0%	3,309	11.0%
\$100,000 to \$124,999	638	16.5%	953	19.2%	1,538	12.9%	1,065	17.6%	455	13.7%	4,649	15.5%
\$125,000 to \$149,999	184	4.8%	284	5.7%	874	7.4%	0	0.0%	112	3.4%	1,454	4.8%
\$150,000 to \$174,999	160	4.1%	19	0.4%	291	2.4%	379	6.3%	152	4.6%	1,001	3.3%
\$175,000 to \$199,999	80	2.1%	233	4.7%	249	2.1%	0	0.0%	152	4.6%	714	2.4%
\$200,000 or more	287	7.4%	70	1.4%	498	4.2%	42	0.7%	188	5.7%	1,085	3.6%
Not Stated	319	8.2%	972	19.5%	1,288	10.8%	479	7.9%	607	18.3%	3,665	12.2%

7. A PROFILE OF OVERNIGHT VISITOR PARTIES TO PRINCE EDWARD ISLAND

Chapter Summary

- In total, 402,756 visitor parties stayed at least one night in PEI during 2014. Ninety percent of these parties were from Canada, 7.7 percent were from the United States and 2.1 percent were from another country.
- The geographic markets that made up the greatest proportion of overnight visitor parties were Nova Scotia (33.0% of parties), New Brunswick (29.3%), Ontario (12.5%), and Quebec (9.8%). In the two winter off-seasons (January-April and November-December), over three-quarters of overnight parties were from New Brunswick or Nova Scotia.
- About 44 percent of overnight parties visited PEI during the July-August main season, 17.8 percent visited in the September-October fall shoulder season and 15.5 percent visited during the May-June spring shoulder season. About 15 percent visited during the January-April winter off-season and 8.2 percent visited in the November-December winter off-season.
- Eighty-three percent of overnight parties primarily visited PEI for pleasure purposes. About 10 percent visited for business purposes and 6.7 percent visited for other purposes. Not surprisingly, business travel was least common in the main season of July and August and was most prevalent in the January-April and November-December winter off-seasons.
- Looking at more specific purposes, 35.8 percent of overnight parties indicated they travelled to PEI for a holiday/vacation and 20.0 percent travelled to PEI primarily to visit friends and/or relatives. These were the most popular reasons for travelling to PEI in all seasons with the exception of the two winter off-seasons. In these seasons, the majority of overnight parties had travelled to PEI to visit friends and/or relatives or for business purposes.
- Over three-quarters (77.9%) of overnight parties were comprised of only adults. In the September-October fall shoulder season, 91.3 percent of overnight parties included only adults. The season with the greatest percentage of families/adults with children was the July-August main season (33.1% of parties who visited during this season).
- About 39 percent of overnight parties were comprised of adults aged 55 and over, 14.5 percent were comprised of adults between the ages of 35 and 54, and 7.2 percent of parties were comprised of millennials (aged 18 to 34). About

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22 percent of overnight parties were families/adults with children and 17.4 percent of overnight parties were comprised of travellers of varying age generations.

- Over one-half (53.5%) of overnight parties that visited in the fall shoulder season were comprised of adults aged 55 and over.
- The average party size for overnight visitor parties was 2.94 people. The average party size was lowest in the January-April winter off-season at 2.28 people and highest in the July-August main season at 3.39 people.
- Overnight visitor parties were comprised of slightly more females than males (52.9% versus 47.1%). This was consistent across seasons with the exception of an even split of males and females during the January-April winter off-season.
- Looking at individual overnight visitors to PEI, 21.0 percent were between the ages of 55 and 64, 19.1 percent were aged 65 and over, and 16.4 percent were between the ages of 45 and 54. Overall, 17.4 percent were under the age of 18, 13.7 percent were between the ages of 18 and 34, and 12.5 percent were between the ages of 35 and 44.
- Sixty-nine percent of overnight parties entered and exited PEI via the Confederation Bridge. About 10 percent flew in and out of PEI, and 4.6 percent used the ferry service between PEI and Nova Scotia to enter and exit the province. About 14 percent used a combination of bridge and ferry, and 2.2 percent used a combination of air and bridge/ferry.
- Fifteen percent of overnight parties used a rental car while in PEI. About 34 percent of those who used a rental car picked up the vehicle in PEI while 30.8 percent picked up the vehicle in Nova Scotia and 18.4 percent picked it up in New Brunswick.
- On average, overnight parties were away from their home for 7.16 nights. PEI was the primary destination of the trip for 87.6 percent of overnight parties. They spent an average of 4.59 nights in PEI. Parties spent some nights in Nova Scotia (average of 0.95 nights) and New Brunswick (0.68 nights), as well as other places.
- In the two winter off-seasons, PEI was the primary destination of the trip for almost all of the parties that visited during those seasons.
- The most popular tourism regions for overnight stays were the Greater Charlottetown Area and the Green Gables Shore region. Thirty-nine percent of overnight parties stayed at least one night in the Greater Charlottetown Area and 32.1 percent of total accumulated nights in PEI were spent in this region. About 26 percent of overnight parties stayed at least one night in the Green Gables Shore region and 30.8 percent of total accumulated nights in PEI were spent in this

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region. About 14 percent of total accumulated nights were spent in the Points East Coastal Drive region and 10.2 percent were spent in Summerside. Less than 8 percent of total nights were spent in each of the Red Sands Shore and North Cape Coastal Drive regions.

- On average, overnight parties spent 4.59 nights in PEI. The average length of stay was more than five nights in the main season (5.20 nights) and the fall shoulder season (5.09) and was less than four nights in the other seasons.
- Those who stayed in the rural regions of PEI stayed longer in those regions compared to those who stayed in the Greater Charlottetown Area or Summerside. The average length of stay in the Greater Charlottetown Area was 3.17 nights while the average length of stay in Summerside was 3.33 nights (among those who stayed overnight in the regions). The average length of stay in the rural regions ranged from 4.22 nights in the North Cape Coastal Drive region to 4.73 nights in the Points East Coastal Drive region.
- Parties stayed in a variety of accommodation types while in PEI with the most popular types being hotel, motel or resort (35.2% of parties stayed at least one night in this accommodation type), home of friends or relatives (22.2%), cottage or cabin (16.5%), and campground or RV park (10.8%). In the winter off-seasons, about 47 percent of parties stayed at least one night at the home of friends or relatives.
- Though many parties stayed overnight in a hotel, motel or resort, the average length of stay in these types of accommodation was relatively short at 2.79 nights. Those who stayed in their own property such as a second home or cottage had the longest average length of stay at 12.57 nights, followed by those who stayed at a campground or RV park (5.75 nights), and cottage or cabin (5.19 nights).
- The Greater Charlottetown Area was the most popular region for visitation among overnight visitor parties (76.0% of parties visited the region), followed by the Green Gables Shore region (53.4%), Summerside (40.6%), the Points East Coastal Drive region (30.5%), the Red Sands Shore region (29.0%) and the North Cape Coastal Drive region (23.0%). Note that 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.
- Eighty-one percent of overnight parties had previously visited PEI. These parties had last visited recently; 31.9 percent had last visited in 2014 (prior to the trip in which they were surveyed) and 34.9 percent had last visited in 2013. On average, repeat visitors had visited PEI 5.98 times in the past five years, suggesting annual visits for some parties.
- Twenty-three percent of overnight parties were attracted to PEI by the natural beauty and pastoral settings. Other parties were attracted by beaches and coastline (19.0%), festivals and events (7.9%), and Anne of Green Gables and

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Lucy Maud Montgomery attractions (5.1%). Nearly one-third of overnight parties indicated they were primarily attracted to PEI by “other” features. The majority of items specified in this category related to visiting friends or relatives, including reunions, funerals, weddings, and former residents visiting their home province. Work/business purposes, including attending a conference or convention, was also a popular response in the “other” category.

- Sightseeing/taking a driving tour was the most popular activity among overnight visitor parties with 61.6 percent of parties participating in this activity during their trip to PEI. This was the most popular activity among parties visiting in all seasons except the two winter off-seasons; in these seasons, visiting friends/relatives was the most popular activity and was engaged in by over 70 percent of parties visiting PEI during those seasons. Over the full year, other popular activities included sampling local culinary products (54.0%), shopping for local crafts, souvenirs or antiques (50.1%), going to a beach (46.7%), visiting friends and/or relatives (43.4%), visiting historical and cultural attractions (41.4%), and visiting a national or provincial park (39.1%).
- Total direct expenditures by overnight visitor parties totalled more than \$470.9 million. The majority (58.5%) of expenditures occurred during the main season of July and August (\$275.3 million). The fall shoulder season of September and October accounted for the second highest expenditures at \$84.2 million (17.9% of total expenditures).
- Overnight parties spent an average of \$1,169.21 per party per visit in PEI. This spending was highest among those who visited in the main season (\$1,558.60) and lowest by those who visited in the January-April winter off-season (\$573.53).
- The items that accounted for the greatest proportion of per party per visit spending were accommodations (\$401.31; 34.3%), food and beverage at restaurants, bars, etc. (\$205.28; 17.6%), shopping (\$132.59; 11.3%), and vehicle operation (\$117.90; 10.1%).
- Overnight visitor parties were pleased with aspects of their trip to PEI including the quality of customer service, and accommodation, restaurant and transportation service and quality. On average, the ratings for these items were greater than 4.0 on a five-point scale from one (very poor) to five (excellent). “Variety of things to see and do” was also rated favourably at an overall average rating of 4.42 on the same scale. “Prices of goods and services” was rated lower at 3.86. The lower rating for this item was consistent across all seasons.
- Only 8 percent of overnight visitor parties indicated they experienced a problem or had a complaint about their trip to PEI. The instance of complaints was similar across the five seasons. Respondents were given the opportunity to provide details of their problem or complaint. Many of the problems/complaints specified related to four main categories:

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attractions, restaurants, accommodations, etc. being closed outside of the main summer season, or not being open later in the evenings; issues with accommodation providers; high price of goods/services and high taxes; and poor condition of roads, poor (or lack of) highway signage, and lack of directions. Other complaints related to the cost of departing PEI via bridge or ferry, poor weather, issues at restaurants, and air travel.

- Despite the complaints regarding prices and taxes, 88.6 percent of overnight parties agreed that their trip to PEI was good value for money spent. Ninety-four percent of parties agreed that their trip to PEI was a good way to spend their time.
- Ninety-six percent of overnight parties indicated they were satisfied with their trip to PEI and 95.3 percent agreed they would visit PEI again. Overall, 96.6 percent of overnight parties indicated they would recommend PEI as a travel destination to others.

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7.1. Origin of Overnight Visitor Parties

Table 7-1: Origin of Overnight Visitor Parties by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Canada	56,497	95.8%	55,548	89.0%	158,467	89.7%	61,245	85.4%	31,351	95.1%	363,108	90.2%
New Brunswick	21,209	36.0%	19,164	30.7%	49,058	27.8%	17,719	24.7%	10,962	33.3%	118,112	29.3%
Nova Scotia	25,543	43.3%	19,914	31.9%	50,420	28.5%	23,007	32.1%	14,092	42.8%	132,976	33.0%
Newfoundland & Labrador	775	1.3%	1,055	1.7%	2,244	1.3%	1,001	1.4%	721	2.2%	5,796	1.4%
Quebec	3,814	6.5%	4,563	7.3%	22,532	12.8%	6,293	8.8%	2,274	6.9%	39,476	9.8%
Ontario	3,738	6.3%	7,462	12.0%	27,445	15.5%	9,155	12.8%	2,435	7.4%	50,235	12.5%
Rest of Canada	1,418	2.4%	3,390	5.4%	6,768	3.8%	4,070	5.7%	867	2.6%	16,513	4.1%
United States	1,388	2.4%	4,952	7.9%	15,345	8.7%	8,401	11.7%	1,114	3.4%	31,200	7.7%
New England	501	0.8%	1,556	2.5%	5,044	2.9%	2,237	3.1%	323	1.0%	9,661	2.4%
Rest of US	887	1.5%	3,396	5.4%	10,301	5.8%	6,164	8.6%	791	2.4%	21,539	5.3%
International	1,082	1.8%	1,896	3.0%	2,875	1.6%	2,110	2.9%	485	1.5%	8,448	2.1%

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7.2. Primary Reason for Trip

Table 7-2: Primary Reason for Trip to PEI by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Pleasure Total	35,836	60.8%	49,127	78.7%	165,225	93.5%	62,455	87.0%	23,210	70.4%	335,853	83.4%
Holiday, vacation	2,485	4.2%	23,959	38.4%	90,357	51.1%	25,438	35.5%	1,833	5.6%	144,072	35.8%
Short getaway	3,273	5.6%	10,710	17.2%	23,274	13.2%	11,383	15.9%	2,020	6.1%	50,660	12.6%
Visit friends and/or relatives	23,298	39.5%	7,199	11.5%	23,211	13.1%	11,575	16.1%	15,079	45.8%	80,362	20.0%
Visit second home, cottage, condo	1,395	2.4%	1,519	2.4%	4,979	2.8%	3,736	5.2%	611	1.9%	12,240	3.0%
Attend events, festivals, attractions	2,482	4.2%	3,309	5.3%	17,099	9.7%	5,603	7.8%	1,601	4.9%	30,094	7.5%
Other pleasure	2,902	4.9%	2,430	3.9%	6,305	3.6%	4,720	6.6%	2,066	6.3%	18,423	4.6%
Business Total	16,003	27.1%	8,172	13.1%	3,067	1.7%	5,834	8.1%	6,956	21.1%	40,032	9.9%
Meetings for business	8,059	13.7%	1,609	2.6%	956	0.5%	1,992	2.8%	3,519	10.7%	16,135	4.0%
Convention, conference, trade/consumer show, seminar	2,245	3.8%	4,109	6.6%	774	0.4%	3,102	4.3%	1,216	3.7%	11,446	2.8%
Other work and business related	5,699	9.7%	2,454	3.9%	1,337	0.8%	740	1.0%	2,221	6.7%	12,451	3.1%
Other Total	7,128	12.1%	5,097	8.2%	8,395	4.8%	3,467	4.8%	2,784	8.4%	26,871	6.7%
Attend a wedding	0	0.0%	243	0.4%	3,495	2.0%	1,175	1.6%	145	0.4%	5,058	1.3%
Attend a family reunion/meeting	468	0.8%	173	0.3%	1,713	1.0%	208	0.3%	615	1.9%	3,177	0.8%
Educational study	440	0.7%	905	1.5%	569	0.3%	542	0.8%	116	0.4%	2,572	0.6%
Other purpose	6,220	10.5%	3,776	6.1%	2,619	1.5%	1,542	2.1%	1,908	5.8%	16,065	4.0%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

7.3. Party and Age Composition and Average Party Size

Table 7-3: Party and Age Composition and Average Party Size by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Party Composition												
Adult travelling alone	20,381	34.6%	7,754	12.4%	11,538	6.5%	8,387	11.7%	8,415	25.5%	56,475	14.0%
2 adults	23,073	39.1%	31,652	50.7%	80,058	45.3%	44,773	62.4%	17,977	54.6%	197,533	49.0%
3 or more adults	6,621	11.2%	11,813	18.9%	26,634	15.1%	12,340	17.2%	2,500	7.6%	59,908	14.9%
1 adult with child(ren)	3,253	5.5%	1,056	1.7%	4,703	2.7%	678	0.9%	924	2.8%	10,614	2.6%
2 adults with child(ren)	3,858	6.5%	5,917	9.5%	33,971	19.2%	3,021	4.2%	1,716	5.2%	48,483	12.0%
3 or more adults with child(ren)	1,781	3.0%	4,204	6.7%	19,782	11.2%	2,557	3.6%	1,418	4.3%	29,742	7.4%
Age Composition												
Millennial (18 to 34) Travellers	6,387	10.8%	3,878	6.2%	11,549	6.5%	4,066	5.7%	3,004	9.1%	28,884	7.2%
Middle Aged (35 to 54) Travellers	13,656	23.2%	9,604	15.4%	19,941	11.3%	9,077	12.6%	6,222	18.9%	58,500	14.5%
Senior (55 and over) Travellers	21,168	35.9%	25,851	41.4%	56,593	32.0%	38,424	53.5%	14,544	44.1%	156,580	38.9%
Multi-generation Travellers	8,864	15.0%	11,887	19.1%	30,149	17.1%	13,933	19.4%	5,122	15.5%	69,955	17.4%
Families/Adult(s) with child(ren)	8,891	15.1%	11,177	17.9%	58,456	33.1%	6,256	8.7%	4,058	12.3%	88,838	22.1%
Party Size												
Average Party Size	2.28		2.86		3.39		2.70		2.38		2.94	
Avg. Number of Male Travellers	1.14		1.35		1.59		1.25		1.10		1.38	
Avg. Number of Female Travellers	1.14		1.51		1.81		1.45		1.28		1.56	
Avg. Number of Children	0.36		0.31		0.75		0.29		0.37		0.51	
Avg. Number of Adult Travellers	1.92		2.55		2.65		2.41		2.01		2.43	

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

7.4. Gender and Age of Individual Overnight Visitors

Table 7-4: Gender and Age of Individual Overnight 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 Visitors	140,055	(12.3%)	167,975	(14.7%)	568,862	(49.9%)	181,758	(16.0%)	80,498	(7.1%)	1,139,148	(100.0%)
Gender												
Male	70,010	50.0%	79,258	47.2%	265,710	46.7%	84,205	46.3%	37,301	46.3%	536,484	47.1%
Female	70,045	50.0%	88,717	52.8%	303,152	53.3%	97,553	53.7%	43,197	53.7%	602,664	52.9%
Age												
Under 8 Years	9,632	6.9%	7,247	4.3%	50,586	8.9%	4,528	2.5%	1,792	2.2%	73,785	6.5%
9 – 17 Years	12,743	9.1%	11,009	6.6%	74,353	13.1%	14,703	8.1%	10,809	13.4%	123,617	10.9%
18 – 24 Years	8,422	6.0%	8,666	5.2%	30,327	5.3%	4,350	2.4%	2,861	3.6%	54,626	4.8%
25 – 34 Years	17,116	12.2%	13,625	8.1%	53,075	9.3%	11,938	6.6%	6,161	7.7%	101,915	8.9%
35 – 44 Years	16,721	11.9%	19,822	11.8%	80,729	14.2%	16,215	8.9%	8,858	11.0%	142,345	12.5%
45 – 54 Years	26,622	19.0%	26,236	15.6%	87,957	15.5%	29,398	16.2%	16,178	20.1%	186,391	16.4%
55 – 64 Years	30,235	21.6%	38,673	23.0%	101,746	17.9%	48,419	26.6%	20,307	25.2%	239,380	21.0%
65 – 74 Years	15,443	11.0%	25,849	15.4%	74,654	13.1%	42,305	23.3%	11,258	14.0%	169,509	14.9%
75 Years and over	3,121	2.2%	16,848	10.0%	15,435	2.7%	9,902	5.4%	2,274	2.8%	47,580	4.2%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

7.5. Entry and Exit Point

Table 7-5: Entry and Exit Point by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Entry Point												
Charlottetown Airport	8,027	13.6%	7,912	12.7%	16,239	9.2%	8,080	11.3%	3,920	11.9%	44,178	11.0%
Confederation Bridge	50,940	86.4%	45,755	73.3%	130,831	74.0%	51,624	71.9%	26,296	79.8%	305,446	75.8%
Ferry at Caribou, Nova Scotia	0	0.0%	8,729	14.0%	29,617	16.8%	12,053	16.8%	2,735	8.3%	53,134	13.2%
Exit Point												
Charlottetown Airport	7,879	13.4%	8,569	13.7%	17,288	9.8%	8,748	12.2%	4,522	13.7%	47,006	11.7%
Confederation Bridge	51,088	86.6%	46,859	75.1%	134,526	76.1%	54,470	75.9%	26,874	81.6%	313,817	77.9%
Wood Islands Ferry Terminal	0	0.0%	6,968	11.2%	24,873	14.1%	8,538	11.9%	1,554	4.7%	41,933	10.4%
Mix of Entry and Exit Points												
Air only	7,112	12.1%	7,619	12.2%	15,116	8.6%	7,845	10.9%	3,496	10.6%	41,188	10.2%
Bridge only	50,173	85.1%	41,018	65.7%	116,001	65.7%	46,423	64.7%	24,679	74.9%	278,294	69.1%
Ferry only	0	0.0%	2,977	4.8%	10,949	6.2%	3,744	5.2%	963	2.9%	18,633	4.6%
Bridge and Ferry Mix	0	0.0%	9,539	15.3%	31,326	17.7%	12,606	17.6%	2,363	7.2%	55,834	13.9%
Air and Bridge or Ferry Mix	1,683	2.9%	1,243	2.0%	3,295	1.9%	1,138	1.6%	1,449	4.4%	8,808	2.2%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

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

Table 7-6: Rental Car Usage and Location of Rental Car Pick-Up by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Rental Car Usage												
Yes	6,606	11.2%	10,796	17.3%	26,474	15.0%	13,552	18.9%	3,414	10.4%	60,842	15.1%
No	52,361	88.8%	51,600	82.7%	150,213	85.0%	58,204	81.1%	29,536	89.6%	341,914	84.9%
Location of Pick-Up												
Prince Edward Island	2,168	32.8%	3,452	32.0%	9,425	35.6%	4,614	34.1%	911	26.7%	20,570	33.8%
New Brunswick	1,836	27.8%	1,620	15.0%	5,176	19.6%	1,651	12.2%	912	26.7%	11,195	18.4%
Nova Scotia	1,936	29.3%	4,609	42.7%	6,565	24.8%	4,362	32.2%	1,294	37.9%	18,766	30.8%
Quebec	269	4.1%	278	2.6%	1,036	3.9%	506	3.7%	57	1.7%	2,146	3.5%
Ontario	137	2.1%	265	2.5%	1,222	4.6%	294	2.2%	39	1.1%	1,957	3.2%
Other province	69	1.0%	93	0.9%	705	2.7%	646	4.8%	0	0.0%	1,513	2.5%
New England state	0	0.0%	368	3.4%	1,734	6.5%	1,255	9.3%	56	1.6%	3,413	5.6%
Other US state	190	2.9%	111	1.0%	611	2.3%	222	1.6%	145	4.2%	1,279	2.1%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

7.7. Primary Destination of the Trip and Trip Duration

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Primary Destination of the Trip												
Prince Edward Island	55,144	93.5%	54,488	87.3%	152,713	86.4%	59,498	82.9%	31,164	94.6%	353,007	87.6%
Other Destination	3,823	6.5%	7,403	11.9%	22,812	12.9%	11,415	15.9%	1,620	4.9%	47,073	11.7%
Don't Know	0	0.0%	505	0.8%	1,161	0.7%	843	1.2%	166	0.5%	2,675	0.7%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	4.42	100.0%	6.40	100.0%	8.28	100.0%	8.50	100.0%	4.59	100.0%	7.16	100.0%
Nights stayed in PEI	3.60	81.3%	3.74	58.4%	5.20	62.8%	5.09	59.8%	3.67	80.0%	4.59	64.1%
(Nights in Paid Accommodation)	1.38	(38.3%)	2.88	(77.0%)	3.64	(70.1%)	2.99	(58.8%)	1.45	(39.4%)	2.90	(63.1%)
Nights stayed in NB	0.19	4.2%	0.55	8.6%	0.94	11.3%	0.76	8.9%	0.25	5.5%	0.68	9.5%
Nights stayed in NS	0.34	7.6%	1.02	15.9%	1.11	13.4%	1.28	15.0%	0.30	6.6%	0.95	13.2%
Nights stayed in NL	0.01	0.2%	0.21	3.3%	0.18	2.1%	0.21	2.5%	0.06	1.3%	0.16	2.2%
Nights stayed in Magdalen Islands	0.06	1.3%	0.21	3.4%	0.16	2.0%	0.15	1.8%	0.11	2.3%	0.15	2.1%
Nights stayed elsewhere	0.24	5.3%	0.66	10.4%	0.70	8.4%	1.02	12.0%	0.20	4.3%	0.64	9.0%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

7.8. Overnight Stays in PEI Regions

Table 7-8: Overnight Stays 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 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%)
Total Accumulated Parties Staying at Least One Night in the Specified Region												
Greater Charlottetown Area	36,006	58.8%	31,251	43.6%	64,879	29.6%	34,423	38.9%	20,561	58.4%	187,120	39.3%
Summerside	12,675	20.7%	8,287	11.6%	21,567	9.8%	9,750	11.0%	4,501	12.8%	56,780	11.9%
North Cape Coastal Drive	4,933	8.1%	3,275	4.6%	15,797	7.2%	6,472	7.3%	1,912	5.4%	32,389	6.8%
Green Gables Shore	2,744	4.5%	18,362	25.6%	76,452	34.8%	22,706	25.6%	2,841	8.1%	123,105	25.9%
Red Sands Shore	1,628	2.7%	2,735	3.8%	12,523	5.7%	4,395	5.0%	1,823	5.2%	23,104	4.9%
Points East Coastal Drive	3,265	5.3%	7,773	10.8%	28,175	12.8%	10,820	12.2%	3,564	10.1%	53,597	11.3%
Total Overnight Stays (Parties)	61,251	100.0%	71,683	100.0%	219,393	100.0%	88,566	100.0%	35,202	100.0%	476,095	100.0%
Total Accumulated Nights Spent by Parties in the Specific Region												
Greater Charlottetown Area	117,486	55.4%	84,290	36.2%	229,035	24.9%	102,633	28.1%	60,254	49.9%	593,698	32.1%
Summerside	47,296	22.3%	19,894	8.5%	68,219	7.4%	36,932	10.1%	16,557	13.7%	188,898	10.2%
North Cape Coastal Drive	15,895	7.5%	11,465	4.9%	69,153	7.5%	30,501	8.4%	9,761	8.1%	136,775	7.4%
Green Gables Shore	9,521	4.5%	80,913	34.7%	356,647	38.8%	115,511	31.7%	7,550	6.2%	570,142	30.8%
Red Sands Shore	10,950	5.2%	10,177	4.4%	62,239	6.8%	16,826	4.6%	6,499	5.4%	106,691	5.8%
Points East Coastal Drive	11,011	5.2%	26,386	11.3%	133,444	14.5%	62,551	17.1%	20,187	16.7%	253,579	13.7%
Total Overnight Stays (Nights)	212,159	100.0%	233,125	100.0%	918,737	100.0%	364,954	100.0%	120,808	100.0%	1,849,783	100.0%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

7.9. Average Length of Stay in PEI Regions

Table 7-9: 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 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%)
Average Number of Nights Stayed	3.60		3.74		5.20		5.09		3.67		4.59	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)												
Greater Charlottetown Area	1.99		1.35		1.30		1.43		1.83		1.47	
Summerside	0.80		0.32		0.39		0.51		0.50		0.47	
North Cape Coastal Drive	0.27		0.18		0.39		0.42		0.30		0.34	
Green Gables Shore	0.16		1.30		2.02		1.61		0.23		1.42	
Red Sands Shore	0.19		0.16		0.35		0.23		0.20		0.26	
Points East Coastal Drive	0.19		0.42		0.76		0.87		0.61		0.63	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
Greater Charlottetown Area	3.26		2.70		3.53		2.98		2.93		3.17	
Summerside	3.73		2.40		3.16		3.79		3.68		3.33	
North Cape Coastal Drive	3.22		3.50		4.38		4.71		5.10		4.22	
Green Gables Shore	3.47		4.41		4.66		5.09		2.66		4.63	
Red Sands Shore	6.71		3.72		4.97		3.83		3.57		4.62	
Points East Coastal Drive	3.37		3.39		4.74		5.78		5.66		4.73	

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

7.10. Overnight Stays in Type of Accommodation Used

Table 7-10: Overnight Stays in Type of Accommodation Used by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation												
Hotel, Motel, or Resort	25,535	42.8%	26,248	39.3%	59,693	30.1%	28,413	36.0%	14,029	41.2%	153,918	35.2%
Inn	1,286	2.2%	4,084	6.1%	7,580	3.8%	3,851	4.9%	793	2.3%	17,594	4.0%
Cottage or Cabin	583	1.0%	13,578	20.3%	40,997	20.7%	15,949	20.2%	1,169	3.4%	72,276	16.5%
B&B or Tourist Home	1,922	3.2%	4,172	6.2%	14,031	7.1%	7,092	9.0%	262	0.8%	27,479	6.3%
Campground or Trailer (RV) Park	0	0.0%	5,718	8.6%	35,942	18.1%	5,601	7.1%	0	0.0%	47,261	10.8%
Home of Friends or Relatives	27,954	46.8%	10,412	15.6%	30,378	15.3%	12,468	15.8%	15,953	46.9%	97,165	22.2%
Own Property	1,812	3.0%	1,281	1.9%	6,227	3.1%	3,500	4.4%	1,713	5.0%	14,533	3.3%
Other (e.g., hostel)	632	1.1%	1,358	2.0%	3,427	1.7%	2,029	2.6%	102	0.3%	7,548	1.7%
Total Overnight Stays (Parties)	59,724	100.0%	66,851	100.0%	198,275	100.0%	78,903	100.0%	34,021	100.0%	437,774	100.0%
Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation												
Hotel, Motel, or Resort	72,536	34.2%	64,462	27.7%	173,575	18.9%	83,881	23.0%	35,278	29.2%	429,732	23.2%
Inn	3,033	1.4%	9,455	4.1%	18,901	2.1%	10,970	3.0%	3,905	3.2%	46,264	2.5%
Cottage or Cabin	2,708	1.3%	65,362	28.0%	213,242	23.2%	88,931	24.4%	4,639	3.8%	374,882	20.3%
B&B or Tourist Home	6,415	3.0%	11,184	4.8%	46,482	5.1%	20,033	5.5%	1,357	1.1%	85,471	4.6%
Campground or Trailer (RV) Park	0	0.0%	33,591	14.4%	208,813	22.7%	29,483	8.1%	0	0.0%	271,887	14.7%
Home of Friends or Relatives	106,274	50.1%	35,234	15.1%	166,987	18.2%	54,313	14.9%	59,974	49.6%	422,782	22.9%
Own Property	13,314	6.3%	8,884	3.8%	75,811	8.3%	69,150	18.9%	15,451	12.8%	182,610	9.9%
Other (e.g., hostel)	7,879	3.7%	4,953	2.1%	14,926	1.6%	8,193	2.2%	204	0.2%	36,155	2.0%
Total Overnight Stays (Nights)	212,159	100.0%	233,125	100.0%	918,737	100.0%	364,954	100.0%	120,808	100.0%	1,849,783	100.0%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

7.11. Average Length of Stay in Accommodation Type

Table 7-11: 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 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%)
Average Number of Nights Stayed	3.60		3.74		5.20		5.09		3.67		4.59	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)												
Hotel, Motel, or Resort	1.23		1.03		0.98		1.17		1.07		1.07	
Inn	0.05		0.15		0.11		0.15		0.12		0.11	
Cottage or Cabin	0.05		1.05		1.21		1.24		0.14		0.93	
B&B or Tourist Home	0.11		0.18		0.26		0.28		0.04		0.21	
Campground or Trailer (RV) Park	n/a		0.54		1.18		0.41		n/a		0.68	
Home of Friends or Relatives	1.80		0.56		0.95		0.76		1.82		1.05	
Own Property	0.23		0.14		0.43		0.96		0.47		0.45	
Other (e.g., hostel)	0.13		0.08		0.08		0.11		0.01		0.09	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)												
Hotel, Motel, or Resort	2.84		2.46		2.91		2.95		2.51		2.79	
Inn	2.36		2.32		2.49		2.85		4.93		2.63	
Cottage or Cabin	4.66		4.81		5.20		5.58		3.97		5.19	
B&B or Tourist Home	3.34		2.68		3.31		2.82		5.17		3.11	
Campground or Trailer (RV) Park	n/a		5.87		5.81		5.27		n/a		5.75	
Home of Friends or Relatives	3.80		3.38		5.50		4.35		3.76		4.35	
Own Property	7.34		6.90		12.18		19.77		9.02		12.57	
Other (e.g., hostel)	12.46		3.65		4.35		4.03		2.00		4.79	

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

7.12. PEI Regions Visited During the Trip

Table 7-12: PEI Regions Visited During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%
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%
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%
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%
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%
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%

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.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

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

Table 7-13: Type of Visitation and Last Trip to PEI by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Type of Visitation												
First-Time Visitors	2,967	5.0%	14,855	23.8%	37,327	21.1%	18,587	25.9%	1,309	4.0%	75,045	18.6%
Repeat Visitors	56,000	95.0%	47,541	76.2%	139,360	78.9%	53,169	74.1%	31,641	96.0%	327,711	81.4%
Last Trip to PEI*												
This year (2014)	17,018	30.4%	12,827	27.0%	28,177	20.2%	21,654	40.7%	24,862	78.6%	104,538	31.9%
One year ago (2013)	29,060	51.9%	16,943	35.6%	51,844	37.2%	13,451	25.3%	3,170	10.0%	114,468	34.9%
Two years ago (2012)	3,313	5.9%	5,670	11.9%	18,080	13.0%	2,852	5.4%	1,127	3.6%	31,042	9.5%
Three years ago (2011)	592	1.1%	2,029	4.3%	6,087	4.4%	3,132	5.9%	452	1.4%	12,292	3.8%
Four years ago (2010)	1,691	3.0%	1,419	3.0%	6,135	4.4%	1,583	3.0%	578	1.8%	11,406	3.5%
Five or more years ago (2009 & earlier)	4,325	7.7%	8,653	18.2%	29,038	20.8%	10,495	19.7%	1,453	4.6%	53,964	16.5%
Average Number of Times Visited PEI in the Past Five Years*												
Mean (Group Median)	7.39 (5.76)		5.45 (3.60)		4.90 (3.51)		6.37 (4.13)		8.39 (8.11)		5.98 (4.16)	

Note: * Repeat visitors only.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

7.14. Primary Feature That Attracted Overnight Visitor Parties to PEI

Table 7-14: Primary Feature That Attracted Overnight Visitor Parties to PEI by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Natural beauty and pastoral settings	7,594	12.9%	17,223	27.6%	44,821	25.4%	19,407	27.0%	4,194	12.7%	93,239	23.2%
Beaches and coastline	6,808	11.5%	9,186	14.7%	43,591	24.7%	13,196	18.4%	3,886	11.8%	76,667	19.0%
Festivals and events *	2,523	4.3%	4,929	7.9%	17,418	9.9%	5,217	7.3%	1,588	4.8%	31,675	7.9%
World of Anne of Green Gables and Lucy Maud Montgomery	557	0.9%	4,330	6.9%	11,830	6.7%	3,536	4.9%	356	1.1%	20,609	5.1%
Outdoor activities (water-based activities, skiing, Confederation trail, cycling, bird watching, etc.)	1,948	3.3%	1,935	3.1%	9,081	5.1%	3,870	5.4%	593	1.8%	17,427	4.3%
Culinary experience (lobster, seafood, wine, farm products, etc.)	1,636	2.8%	3,136	5.0%	6,708	3.8%	3,210	4.5%	879	2.7%	15,569	3.9%
Golf	21	0.0%	2,439	3.9%	4,677	2.6%	2,776	3.9%	279	0.8%	10,192	2.5%
Birthplace of Confederation attractions	438	0.7%	1,841	3.0%	2,927	1.7%	1,345	1.9%	541	1.6%	7,092	1.8%
Other features	37,442	63.5%	17,378	27.9%	35,633	20.2%	19,200	26.8%	20,634	62.6%	130,287	32.3%

Note: * Item was added in the 2014 Exit Survey.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

7.15. Activities Participated in While in PEI

Table 7-15: Activities Participated in by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Valid Overnight Parties	49,635	(12.9%)	60,970	(15.8%)	175,973	(45.7%)	68,566	(17.8%)	30,259	(7.9%)	385,403	(100.0%)
Sightseeing/driving tour	13,279	26.8%	38,294	62.8%	130,437	74.1%	46,908	68.4%	8,575	28.3%	237,493	61.6%
Sampling local culinary products (lobster, potatoes, mussels, oysters, wine, beer, etc.) *	15,789	31.8%	34,117	56.0%	107,558	61.1%	39,206	57.2%	11,537	38.1%	208,207	54.0%
Shopping for local crafts/souvenirs/antiques	12,612	25.4%	29,764	48.8%	105,215	59.8%	33,895	49.4%	11,677	38.6%	193,163	50.1%
Going to a beach	4,481	9.0%	27,105	44.5%	115,071	65.4%	30,488	44.5%	2,821	9.3%	179,966	46.7%
Visiting friends and/or relatives	35,444	71.4%	20,154	33.1%	63,161	35.9%	26,331	38.4%	22,267	73.6%	167,357	43.4%
Visiting historical and cultural attractions	5,309	10.7%	27,663	45.4%	93,442	53.1%	29,544	43.1%	3,724	12.3%	159,682	41.4%
Visiting a national or provincial park	3,358	6.8%	22,567	37.0%	91,585	52.0%	30,984	45.2%	2,153	7.1%	150,647	39.1%
Visiting Anne of Green Gables attractions	1,719	3.5%	16,439	27.0%	56,601	32.2%	16,759	24.4%	868	2.9%	92,386	24.0%
Attending a festival, event, or concert	4,694	9.5%	11,074	18.2%	51,923	29.5%	15,957	23.3%	3,333	11.0%	86,981	22.6%
Visiting Birthplace of Confederation attractions (e.g., Founders' Hall, Province House)	1,902	3.8%	12,133	19.9%	39,816	22.6%	14,707	21.4%	1,515	5.0%	70,073	18.2%
Attending a performance (live theatre, a play)	2,370	4.8%	7,506	12.3%	40,564	23.1%	10,275	15.0%	1,871	6.2%	62,586	16.2%
Using the Confederation Trail (cycling, walking, running) *	3,317	6.7%	7,410	12.2%	27,036	15.4%	10,161	14.8%	1,957	6.5%	49,881	12.9%
Visiting a theme, fun or amusement park	709	1.4%	6,080	10.0%	37,858	21.5%	2,128	3.1%	411	1.4%	47,186	12.2%
Playing golf (not miniature)	309	0.6%	4,566	7.5%	16,838	9.6%	7,405	10.8%	163	0.5%	29,281	7.6%
Participating in water activities (kayaking, tuna fishing) *	1,615	3.3%	1,873	3.1%	12,722	7.2%	3,308	4.8%	675	2.2%	20,193	5.2%
Attending a sports event or tournament (as a spectator)	3,625	7.3%	1,213	2.0%	6,790	3.9%	3,540	5.2%	2,198	7.3%	17,366	4.5%
Taking part in an authentic PEI experience/hands-on learning activity (lobster fishing, clam digging, pottery, etc.) *	853	1.7%	1,452	2.4%	11,992	6.8%	2,326	3.4%	134	0.4%	16,757	4.3%

Note: Results were based on multiple responses; Valid overnight parties indicate only those who reported the activities they participated in while in PEI; * Item was added in the 2014 Exit Survey.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

7.16. Travel Expenditures

Table 7-16: Travel Expenditures by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Estimated Total Direct Expenditures	\$34,380,653		\$57,536,555		\$275,327,508		\$84,218,971		\$19,471,531		\$470,935,218	
Average Spending per Party per Visit	\$573.53		\$941.41		\$1,558.60		\$1,157.19		\$594.28		\$1,169.21	
Food and beverage at PEI 2014 event(s)	\$2.00		\$24.36		\$41.91		\$24.04		\$6.20		\$27.26	
Shopping at PEI 2014 event(s)	\$1.03		\$11.05		\$30.63		\$15.80		\$3.76		\$18.47	
Travel package	\$12.02		\$24.39		\$31.94		\$31.98		\$2.75		\$25.44	
Accommodations	\$169.02		\$322.10		\$552.19		\$390.58		\$177.53		\$401.31	
Food and beverage at restaurants, bars, etc.	\$134.17		\$183.80		\$249.25		\$215.26		\$115.53		\$205.28	
Food and beverage at stores	\$49.54		\$70.86		\$115.57		\$98.14		\$45.58		\$90.19	
Vehicle operation	\$74.99		\$97.04		\$148.48		\$117.63		\$70.03		\$117.90	
Car rentals in PEI and local transportation	\$13.02		\$18.85		\$32.68		\$26.35		\$10.41		\$24.73	
Shopping	\$77.06		\$114.36		\$166.35		\$122.99		\$105.14		\$132.59	
Recreation and entertainment	\$16.64		\$55.65		\$117.66		\$65.01		\$17.07		\$75.76	
Other expenditures	\$24.05		\$18.95		\$71.95		\$49.39		\$40.16		\$50.28	
Average Spending per Person per Day	\$69.82 (100%)		\$88.04 (100%)		\$88.33 (100%)		\$84.36 (100%)		\$68.13 (100%)		\$86.54 (100%)	
Food and beverage at PEI 2014 event(s)	\$0.24 (0.3%)		\$2.28 (2.6%)		\$2.37 (2.7%)		\$1.75 (2.1%)		\$0.71 (1.0%)		\$2.02 (2.3%)	
Shopping at PEI 2014 event(s)	\$0.13 (0.2%)		\$1.03 (1.2%)		\$1.74 (2.0%)		\$1.15 (1.4%)		\$0.43 (0.6%)		\$1.37 (1.6%)	
Travel package	\$1.46 (2.1%)		\$2.28 (2.6%)		\$1.81 (2.0%)		\$2.33 (2.8%)		\$0.32 (0.5%)		\$1.88 (2.2%)	
Accommodations	\$20.58 (29.5%)		\$30.12 (34.2%)		\$31.29 (35.4%)		\$28.47 (33.8%)		\$20.35 (29.9%)		\$29.71 (34.3%)	
Food and beverage at restaurants, bars, etc.	\$16.33 (23.4%)		\$17.19 (19.5%)		\$14.13 (16.0%)		\$15.69 (18.6%)		\$13.27 (19.5%)		\$15.19 (17.6%)	
Food and beverage at stores	\$6.03 (8.6%)		\$6.63 (7.5%)		\$6.55 (7.4%)		\$7.15 (8.5%)		\$5.21 (7.7%)		\$6.68 (7.7%)	
Vehicle operation	\$9.13 (13.1%)		\$9.07 (10.3%)		\$8.41 (9.5%)		\$8.58 (10.2%)		\$8.03 (11.8%)		\$8.73 (10.1%)	
Car rentals in PEI and local transportation	\$1.58 (2.3%)		\$1.76 (2.0%)		\$1.85 (2.1%)		\$1.92 (2.3%)		\$1.19 (1.8%)		\$1.83 (2.1%)	
Shopping	\$9.38 (13.4%)		\$10.69 (12.1%)		\$9.43 (10.7%)		\$8.97 (10.6%)		\$12.05 (17.7%)		\$9.81 (11.3%)	
Recreation and entertainment	\$2.03 (2.9%)		\$5.20 (5.9%)		\$6.67 (7.5%)		\$4.74 (5.6%)		\$1.96 (2.9%)		\$5.61 (6.5%)	
Other expenditure	\$2.93 (4.2%)		\$1.77 (2.0%)		\$4.08 (4.6%)		\$3.60 (4.3%)		\$4.60 (6.8%)		\$3.72 (4.3%)	

Note: Total expenditures in each tourism season were calculated as follows: Number of parties × average spending per party per visit.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

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

Table 7-17: Rating of Travel Services, Instances of Complaints, and Future Behavioural Intentions by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Rating of Travel Services	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Accommodation service and quality	4.41	89.4%	4.48	90.9%	4.44	89.2%	4.50	90.2%	4.53	90.6%	4.46	89.8%
Restaurant service and quality	4.32	88.0%	4.37	89.7%	4.40	90.6%	4.41	89.8%	4.44	90.0%	4.39	89.9%
Transportation service and quality	4.09	82.7%	4.26	88.1%	4.28	87.2%	4.27	87.6%	4.27	84.2%	4.25	86.6%
Quality of customer service	4.43	93.6%	4.50	93.2%	4.54	94.2%	4.52	92.5%	4.43	90.1%	4.51	93.3%
Prices of goods and services	3.83	65.8%	3.85	69.5%	3.86	70.8%	3.88	69.5%	3.90	69.1%	3.86	69.5%
Variety of things to see and do	4.12	79.6%	4.35	88.1%	4.54	93.7%	4.38	89.0%	4.34	91.5%	4.42	90.3%
Complaints												
Yes	4,090	6.9%	5,486	8.8%	14,978	8.5%	5,321	7.4%	2,437	7.4%	32,312	8.0%
No	54,877	93.1%	56,910	91.2%	161,709	91.5%	66,435	92.6%	30,513	92.6%	370,444	92.0%
Travel Evaluation and Future Intentions	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Good value for money	4.18	81.4%	4.30	87.9%	4.36	90.3%	4.37	92.0%	4.28	86.2%	4.32	88.6%
Good way to spend time	4.41	90.7%	4.50	92.5%	4.64	96.3%	4.62	95.6%	4.45	90.9%	4.57	94.4%
Overall satisfaction with the trip to PEI	4.48	95.3%	4.56	95.4%	4.63	96.6%	4.63	95.6%	4.56	98.1%	4.59	96.2%
Intention to recommend to others	4.63	96.2%	4.62	96.0%	4.72	96.8%	4.72	96.4%	4.67	98.1%	4.69	96.6%
Intention to revisit PEI	4.75	98.3%	4.60	93.9%	4.69	94.5%	4.70	94.3%	4.81	99.3%	4.70	95.3%

Note: Results (mean values and percent) were based on those who rated each of the items. ^{a)} Mean values (M) were based on a 5-point Likert-type scale; ^{b)} Percentages (%) indicate the percentage of respondents who rated the item 4 or 5.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

7.18. Demographic Characteristics of Respondents

Table 7-18: Demographic Characteristics by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Parties	58,967	(14.6%)	62,396	(15.5%)	176,687	(43.9%)	71,756	(17.8%)	32,950	(8.2%)	402,756	(100.0%)
Gender												
Male	19,755	33.5%	23,464	37.6%	60,487	34.2%	25,973	36.2%	10,461	31.7%	140,140	34.8%
Female	39,212	66.5%	38,932	62.4%	116,200	65.8%	45,783	63.8%	22,489	68.3%	262,616	65.2%
Age												
18 to 24	2,269	3.8%	1,579	2.5%	4,894	2.8%	1,331	1.9%	581	1.8%	10,654	2.6%
25 to 34	7,634	12.9%	5,496	8.8%	18,666	10.6%	5,106	7.1%	3,758	11.4%	40,660	10.1%
35 to 44	7,871	13.3%	9,062	14.5%	30,832	17.4%	7,001	9.8%	3,522	10.7%	58,288	14.5%
45 to 54	14,456	24.5%	13,194	21.1%	41,414	23.4%	12,648	17.6%	7,339	22.3%	89,051	22.1%
55 to 64	18,169	30.8%	18,141	29.1%	42,588	24.1%	23,309	32.5%	11,272	34.2%	113,479	28.2%
65 to 74	7,683	13.0%	10,309	16.5%	32,868	18.6%	18,475	25.7%	5,894	17.9%	75,229	18.7%
75 and over	884	1.5%	4,615	7.4%	5,426	3.1%	3,886	5.4%	584	1.8%	15,395	3.8%
Living in the Same Country in Which Respondents were Born												
Yes	49,367	83.7%	55,901	89.6%	164,085	92.9%	65,908	91.9%	29,605	89.8%	364,866	90.6%
No	9,600	16.3%	6,495	10.4%	12,602	7.1%	5,848	8.1%	3,345	10.2%	37,890	9.4%
Mother Tongue												
English	47,509	80.6%	52,490	84.1%	140,816	79.7%	60,048	83.7%	27,240	82.7%	328,103	81.5%
French	8,166	13.8%	7,146	11.5%	30,210	17.1%	9,317	13.0%	4,544	13.8%	59,383	14.7%
Other	3,292	5.6%	2,759	4.4%	5,661	3.2%	2,391	3.3%	1,166	3.5%	15,269	3.8%

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

Table 7-18: Demographic Characteristics by Tourism Season (cont'd)

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Marital Status												
Single	10,920	18.5%	7,180	11.5%	26,431	15.0%	12,585	17.5%	5,594	17.0%	62,710	15.6%
Married/living common law	44,871	76.1%	50,753	81.3%	140,716	79.6%	54,782	76.3%	25,056	76.0%	316,178	78.5%
Other	2,938	5.0%	3,271	5.2%	8,602	4.9%	3,664	5.1%	1,929	5.9%	20,404	5.1%
Not Stated	238	0.4%	1,192	1.9%	937	0.5%	725	1.0%	372	1.1%	3,464	0.9%
Average Number of Children Living in the Household *												
17 years and younger	15,011 ^{a)}	25.5% ^{b)}	13,440 ^{a)}	21.5% ^{b)}	52,818 ^{a)}	29.9% ^{b)}	9,216 ^{a)}	12.8% ^{b)}	6,172 ^{a)}	18.7% ^{b)}	96,657 ^{a)}	24.0% ^{b)}
	1.69 ^{c)}		1.48 ^{c)}		1.79 ^{c)}		1.71 ^{c)}		1.48 ^{c)}		1.71 ^{c)}	
18 years and older	10,521 ^{a)}	17.8% ^{b)}	11,218 ^{a)}	18.0% ^{b)}	33,782 ^{a)}	19.1% ^{b)}	11,030 ^{a)}	15.4% ^{b)}	7,204 ^{a)}	21.9% ^{b)}	73,756 ^{a)}	18.3% ^{b)}
	1.74 ^{c)}		1.51 ^{c)}		1.62 ^{c)}		1.64 ^{c)}		1.67 ^{c)}		1.63 ^{c)}	
Education												
Some school	872	1.5%	383	0.6%	2,704	1.5%	1,412	2.0%	533	1.6%	5,904	1.5%
High school diploma	5,999	10.2%	8,092	13.0%	24,743	14.0%	8,474	11.8%	4,953	15.0%	52,261	13.0%
Some post-secondary	6,719	11.4%	7,052	11.3%	19,127	10.8%	8,996	12.5%	3,773	11.5%	45,667	11.3%
Graduated community/technical college	13,496	22.9%	14,748	23.6%	44,474	25.2%	18,728	26.1%	7,341	22.3%	98,787	24.5%
Graduated university (undergraduate degree)	18,213	30.9%	15,671	25.1%	45,912	26.0%	16,930	23.6%	9,127	27.7%	105,853	26.3%
Post graduate degree/professional designation	13,438	22.8%	15,739	25.2%	39,369	22.3%	16,020	22.3%	7,223	21.9%	91,789	22.8%
Not Stated	229	0.4%	711	1.1%	358	0.2%	1,197	1.7%	0	0.0%	2,495	0.6%

Note: * While ^{a)} and ^{b)} indicate the valid number and percent of respondents who reported the number of children living in the household, ^{c)} indicates the average number of children living in the household based on the valid number of respondents.

OVERALL RESULTS OF THE 2014 PEI EXIT SURVEY

Table 7-18: Demographic Characteristics by Tourism Season (cont'd)

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight 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%)
Employment Status												
Working full time	32,350	54.9%	28,258	45.3%	86,272	48.8%	26,014	36.3%	18,426	55.9%	191,320	47.5%
Working part time or seasonally	5,108	8.7%	6,002	9.6%	18,534	10.5%	6,008	8.4%	2,808	8.5%	38,460	9.5%
Unemployed	660	1.1%	1,045	1.7%	1,799	1.0%	678	0.9%	27	0.1%	4,209	1.0%
Retraining or upgrading	229	0.4%	242	0.4%	165	0.1%	149	0.2%	57	0.2%	842	0.2%
Retired	14,791	25.1%	20,763	33.3%	54,483	30.8%	33,067	46.1%	9,166	27.8%	132,270	32.8%
Homemaker	2,477	4.2%	2,441	3.9%	7,003	4.0%	2,342	3.3%	835	2.5%	15,098	3.7%
Student	1,149	1.9%	1,763	2.8%	3,670	2.1%	957	1.3%	874	2.7%	8,413	2.1%
Other	1,544	2.6%	1,077	1.7%	3,827	2.2%	1,423	2.0%	463	1.4%	8,334	2.1%
Not Stated	659	1.1%	806	1.3%	933	0.5%	1,118	1.6%	295	0.9%	3,811	0.9%
Annual Household Income												
Under \$40,000	7,927	13.4%	7,870	12.6%	22,371	12.7%	8,356	11.6%	3,947	12.0%	50,471	12.5%
\$40,000 to \$59,999	10,578	17.9%	8,009	12.8%	26,995	15.3%	12,523	17.5%	5,809	17.6%	63,914	15.9%
\$60,000 to \$79,999	7,905	13.4%	9,284	14.9%	30,152	17.1%	12,825	17.9%	4,097	12.4%	64,263	16.0%
\$80,000 to \$99,999	9,225	15.6%	5,690	9.1%	21,251	12.0%	8,594	12.0%	3,847	11.7%	48,607	12.1%
\$100,000 to \$124,999	8,287	14.1%	8,069	12.9%	20,455	11.6%	7,612	10.6%	3,253	9.9%	47,676	11.8%
\$125,000 to \$149,999	3,821	6.5%	4,529	7.3%	12,548	7.1%	3,790	5.3%	2,616	7.9%	27,304	6.8%
\$150,000 to \$174,999	3,372	5.7%	2,893	4.6%	8,028	4.5%	2,394	3.3%	1,898	5.8%	18,585	4.6%
\$175,000 to \$199,999	1,170	2.0%	1,300	2.1%	4,784	2.7%	1,492	2.1%	1,107	3.4%	9,853	2.4%
\$200,000 or more	2,643	4.5%	3,670	5.9%	8,570	4.9%	3,163	4.4%	2,255	6.8%	20,301	5.0%
Not Stated	4,038	6.8%	11,082	17.8%	21,532	12.2%	11,007	15.3%	4,120	12.5%	51,779	12.9%