

A PROFILE OF VISITORS WHO STAYED OVERNIGHT IN THE GREATER CHARLOTTETOWN AREA: Results from the 2012 Exit Survey

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1. INTRODUCTION

1.1. Background

- The 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.
- The last PEI visitor exit survey was conducted in 2007-2008. Data was captured for a one-year period from July 1, 2007 to June 30, 2008.
- The 2012 PEI visitor exit survey was conducted for one calendar year. Data collection began on January 5th, 2012 and finished on January 7th, 2013.
- Two instruments were used to solicit participation in the 2012 PEI visitor exit survey. At the province's three exit points, non-residents were provided with either a package containing an introductory letter about the study, a copy of the questionnaire and a pre-paid, pre-addressed envelope, or a 4x9 inch panel card that included information about the study and a link to the online version of the survey.
- Both the packages and panel cards were printed with a Quick Response (QR) code that individuals could scan with their mobile device to complete the survey.
- More details about the methodology of the 2012 exit survey are provided in Chapter 2.
- **Note: This report includes results for those who stayed at least one night in the Greater Charlottetown Area (GCA), including Stratford and Winsloe. Although visitors may have stayed in multiple tourism regions, data presented in this report reflects their entire time in PEI and may include spending, activities, etc., that took place in other regions. Although many visitors would have visited GCA for the day only and not spent the night, those visitors' activities, spending, etc., are not included in this report.**

1.2. Objectives of the Study

- The main purpose of the 2012 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 demographics of the visitors.
- The survey also pursued five 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 enhance our knowledge and understanding of tourism (in general, and for PEI).

2. METHODOLOGY

2.1. Sampling Procedure

Target Population

- The mail-back questionnaires and survey invitation panel cards for the online survey were distributed to non-resident visitors to Prince Edward Island in 2012 as they exited PEI via the Charlottetown airport, the Confederation Bridge or the Northumberland Ferries Limited ferry service in Wood Islands, PEI.
- The target population did not include cruise ship passengers and crew, refugees, landed immigrants, and military Canadian residents.

Sampling

- The mail-back questionnaires and survey invitation panel cards for the online survey were distributed at the three exit points during the period from January 5th, 2012 to January 7th, 2013.
- At the Charlottetown airport, a representative of the Tourism Research Centre (TRC) 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 TRC representative explained the research study and asked the individual if he/she would be willing to participate. If they agreed to participate, the individual was provided with either a package containing the mail-back questionnaire, or the survey invitation panel card that included a link to the online survey.
- At the toll booths at the Confederation Bridge in Borden and Northumberland Ferries Limited in Wood Islands, employees of the Confederation Bridge and Northumberland Ferries Limited handed the mail-back questionnaire or survey invitation panel card to drivers of non-PEI vehicles (based on their motor vehicle inspection sticker) as they paid to exit the province. The Tourism Research Centre provided a distribution schedule to staff of the Confederation Bridge and Northumberland Ferries Limited that showed how many questionnaires/panel cards should be handed out on various days of the month.
- Responding to the survey was voluntary.

2.2. Samples

Samples Collected

- In total, 3,465 surveys were collected. Over one-half (51.6%) were mail-back surveys and the remainder were completed online either by computer/tablet or via mobile device.

Table 2-1: Samples Collected

	Number of Surveys Collected	%
Mail-back Survey	1,788	51.6%
Online Survey	1,337	38.6%
iPhone	276	8.0%
Blackberry	64	1.8%
Total	3,465	100.0%

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.
- 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.
 - Nine origins of visitors, including New Brunswick, Nova Scotia, Newfoundland and Labrador, Quebec, Ontario, Rest of Canada, New England, other US regions, 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 Tourism PEI conversion study data.
- The conversion study involves the distribution of a survey to individuals (who were not residents of PEI) who requested a publication from Tourism PEI or who provided their email address to Tourism PEI at a trade show or through a contest. The main objective of the conversion study is to determine the percentage of individuals who requested visitor information from Tourism PEI that actually visited the province. In 2012, the conversion study was distributed as usual but a sample of recipients received a version of the survey that included the exit survey questions. Recipients in the selected sample were asked if they had visited PEI in 2012 for a pleasure trip of one or more nights. If they answered yes, they were asked the exit survey questions in addition to the questions that were part of the conversion study. The responses from this were included in the exit survey study.
- 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.

Samples Used

- As mentioned above, in addition to the direct method of soliciting participation in the exit survey, some recipients of the 2012 conversion survey were asked exit survey questions if they had visited PEI in 2012 for pleasure for one or more nights. This resulted in an additional 2,888 completed surveys.
- In total, 5,955 surveys were used in the 2012 exit survey study. Just over one-half (51.5%) of the completed surveys were from the direct method of solicitation (distribution of mail-back questionnaires and survey invitation panel cards) and 48.5 percent were considered imputation data from the 2012 conversion survey.

Table 2-2: Samples Used

	Number of Surveys Used	%
Mail-back Survey	1,753	29.4%
Online Survey including mobile device	1,314	22.1%
Imputation Data (from conversion study)	2,888	48.5%
Total	5,955	100.0%

Table 2-3: Samples Used by 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	437	(7.3%)	838	(14.1%)	3,101	(52.1%)	1,342	(22.5%)	237	(4.0%)	5,955	(100.0%)
Canada	394	90.2%	647	77.2%	2,548	82.2%	945	70.4%	220	92.8%	4,754	79.8%
New Brunswick	74	16.9%	87	10.4%	283	9.1%	101	7.5%	52	21.9%	597	10.0%
Nova Scotia	93	21.3%	146	17.4%	447	14.4%	182	13.6%	78	32.9%	946	15.9%
Newfoundland and Labrador	11	2.5%	10	1.2%	47	1.5%	14	1.0%	4	1.7%	86	1.4%
Quebec	16	3.7%	63	7.5%	506	16.3%	92	6.9%	12	5.1%	689	11.6%
Ontario	142	32.5%	216	25.8%	889	28.7%	329	24.5%	49	20.7%	1,625	27.3%
Rest of Canada	58	13.3%	125	14.9%	376	12.1%	227	16.9%	25	10.5%	811	13.6%
United States	27	6.2%	150	17.9%	481	15.5%	313	23.3%	15	6.3%	986	16.6%
New England	6	1.4%	45	5.4%	181	5.8%	75	5.6%	7	3.0%	314	5.3%
Rest of US	21	4.8%	105	12.5%	300	9.7%	238	17.7%	8	3.4%	672	11.3%
International	16	3.7%	41	4.9%	72	2.3%	84	6.3%	2	0.8%	215	3.6%

2.3. 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 2-4.
- 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 ± 1.26 percent at a 95 percent confidence level, though the margins of error for the five sub-groups are higher (January-April winter off-season = $\pm 4.67\%$; May-June spring shoulder season = $\pm 3.36\%$; July-August main season = $\pm 1.74\%$; September-October fall shoulder season = $\pm 2.65\%$; November-December winter off-season = $\pm 6.34\%$).
- Note that this is a guideline only. The same caution should be applied when interpreting significance testing throughout this report.

Table 2-4: Margin of Error

	Sample Size	Margin of Error ^{a)}
Jan-Apr Winter Off-season	437	± 4.67
May-Jun Spring Shoulder Season	838	± 3.36
Jul-Aug Main Season	3,101	± 1.74
Sep-Oct Fall Shoulder Season	1,342	± 2.65
Nov-Dec Winter Off-Season	237	± 6.34
Total Full Year	5,955	± 1.26

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

2.4. Weighting the Sample

- For this report, a weighting method was performed to determine aggregate visitor parties' characteristics. 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 from the Sabre database, Confederation Bridge, and Tourism PEI, and results obtained from the mail-back and online surveys.
- According to the traffic data and exit survey information, it was estimated that 407,065 non-resident parties visited PEI in 2012.
 - By Same-day and Overnight:
Same-day = 33,690 visitor parties (8.3%) and Overnight = 373,375 (91.7%)
 - By Exit Point:
Airport = 33,889 (8.3%); Bridge = 320,623 (78.8%); and Ferry = 52,553 (12.9%)
 - By Tourism Season:
January-April winter off-season = 62,638 (15.4%); May-June spring shoulder season = 61,058 (15.0%);
July-August main season = 169,015 (41.5%); September-October fall shoulder season = 78,338 (19.2%); and
November-December winter off-season = 36,016 (8.8%)
 - By Market:
New Brunswick = 125,396 (30.8%); Nova Scotia = 131,347 (32.3%); Newfoundland and Labrador = 6,055 (1.5%); Quebec = 37,994 (9.3%); Ontario = 51,934 (12.8%); Rest of Canada = 17,374 (4.3%); New England = 10,543 (2.6%); Rest of US = 19,634 (4.8%); and International = 6,788 (1.7%)
- 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.

3. NON-RESIDENT VISITORS AND TRAVEL PARTIES TO PRINCE EDWARD ISLAND

3.1. Number of Visitors Estimated

Table 3-1: Number of Visitors in 2012 by Month and Exit Point

	Air		Bridge				Ferry				Total Number of Visitors (estimated)	
	Non-resident Passengers		Non-resident Vehicles		Estimated Number of Visitors		Non-resident Vehicles		Estimated Number of Visitors			
	N	%	N	%	N	%	N	%	N	%	N	%
January	3,830	4.9%	11,716	3.7%	30,949	3.4%	n/a	n/a	n/a	n/a	34,779	3.0%
February	3,219	4.1%	13,701	4.3%	27,911	3.1%	n/a	n/a	n/a	n/a	31,130	2.7%
March	3,525	4.5%	13,213	4.1%	28,160	3.1%	n/a	n/a	n/a	n/a	31,685	2.7%
April	4,212	5.3%	17,569	5.5%	32,490	3.6%	n/a	n/a	n/a	n/a	36,702	3.2%
May	6,904	8.8%	20,853	6.5%	48,469	5.3%	3,412	6.5%	7,332	4.5%	62,705	5.4%
June	8,095	10.3%	25,088	7.8%	74,088	8.1%	5,137	9.8%	14,711	9.1%	96,894	8.4%
July	12,842	16.3%	58,143	18.1%	210,715	23.1%	14,012	26.7%	49,778	30.7%	273,335	23.7%
August	14,537	18.4%	68,838	21.5%	233,261	25.6%	16,402	31.2%	51,142	31.5%	298,940	25.9%
September	8,347	10.6%	37,148	11.6%	98,499	10.8%	8,017	15.3%	25,668	15.8%	132,514	11.5%
October	6,223	7.9%	23,267	7.3%	53,215	5.8%	3,528	6.7%	8,397	5.2%	67,835	5.9%
November	3,290	4.2%	16,048	5.0%	34,711	3.8%	1,365	2.6%	3,452	2.1%	41,453	3.6%
December	3,840	4.9%	15,039	4.7%	39,632	4.3%	680	1.3%	1,678	1.0%	45,150	3.9%
Total	78,864	100.0%	320,623	100.0%	912,100	100.0%	52,553	100.0%	162,158	100.0%	1,153,122	100.0%
		(6.8%)				(79.1%)				(14.1%)		(100.0%)

Note: This data only includes non-resident, non-commercial traffic and excludes auto towing utility trailers, motorcycles, and buses. For the airport, monthly individual travel information from the Charlottetown Airport Authority, Tourism PEI, and the Sabre database was used. For the bridge and ferry, numbers of vehicles were used and each vehicle is considered a travel party. To convert the number 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 2012 exit survey.

3.2. Estimated Number of Travel Parties

Table 3-2: Estimated Number of Same-Day and Overnight Travel Parties in 2012 by Month and Exit Point

	Air (8.3%)			Bridge (78.8%)			Ferry (12.9%)			Grand Total		
	Same Day	Overnight	Total	Same Day	Overnight	Total	Same-Day	Overnight	Total	Same Day	Overnight	Total
January	56	1,635	1,691	1,169	10,547	11,716	n/a	n/a	n/a	1,225	12,182	13,407
February	41	1,352	1,393	1,259	12,441	13,700	n/a	n/a	n/a	1,300	13,793	15,093
March	61	1,489	1,550	1,585	11,628	13,213	n/a	n/a	n/a	1,646	13,117	14,763
April	74	1,731	1,805	2,143	15,427	17,570	n/a	n/a	n/a	2,217	17,158	19,375
May	111	2,868	2,979	2,339	18,514	20,853	253	3,159	3,412	2,703	24,541	27,244
June	109	3,422	3,531	2,327	22,760	25,087	315	4,822	5,137	2,751	31,004	33,755
July	150	5,314	5,464	4,881	53,263	58,144	776	13,236	14,012	5,807	71,813	77,620
August	136	6,055	6,191	4,593	64,244	68,837	722	15,680	16,402	5,451	85,979	91,430
September	99	3,488	3,587	3,070	34,079	37,149	437	7,580	8,017	3,606	45,147	48,753
October	94	2,550	2,644	2,532	20,735	23,267	253	3,275	3,528	2,879	26,560	29,439
November	61	1,338	1,399	2,135	13,913	16,048	120	1,245	1,365	2,316	16,496	18,812
December	61	1,594	1,655	1,678	13,361	15,039	50	630	680	1,789	15,585	17,374
Total	1,053	32,836	33,889	29,711	290,912	320,623	2,926	49,627	52,553	33,690	373,375	407,065
	(3.1%)	(96.9%)	(100.0%)	(9.3%)	(90.7%)	(100.0%)	(5.6%)	(94.4%)	(100.0%)	(8.3%)	(91.7%)	(100.0%)

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

Table 3-3: Number of Travel Parties by Season, Same-Day and Overnight, and Trip Purpose

	Same Day (8.3%)		Overnight (91.7%)								Grand Total (100.0%)	
			Pleasure (80.4%)		Business (12.8%)		Other (6.8%)		Subtotal (100.0%)			
	N	%	N	%	N	%	N	%	N	%	N	%
Jan-Apr Winter Off-Season	6,388	19.0%	28,379	9.5%	18,648	39.0%	9,223	36.2%	56,250	15.1%	62,638	15.4%
May-Jun Spring Shoulder	5,513	16.4%	43,407	14.5%	9,570	20.0%	2,568	10.1%	55,545	14.9%	61,058	15.0%
Jul-Aug Main Season	11,223	33.3%	145,414	48.5%	4,661	9.8%	7,717	30.3%	157,792	42.3%	169,015	41.5%
Sep-Oct Fall Shoulder	6,631	19.7%	60,301	20.1%	8,288	17.3%	3,118	12.2%	71,707	19.2%	78,338	19.2%
Nov-Dec Winter Off-Season	3,935	11.7%	22,584	7.5%	6,618	13.8%	2,879	11.3%	32,081	8.6%	36,016	8.8%
Total	33,690	100.0%	300,085	100.0%	47,785	100.0%	25,505	100.0%	373,375	100.0%	407,065	100.0%

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

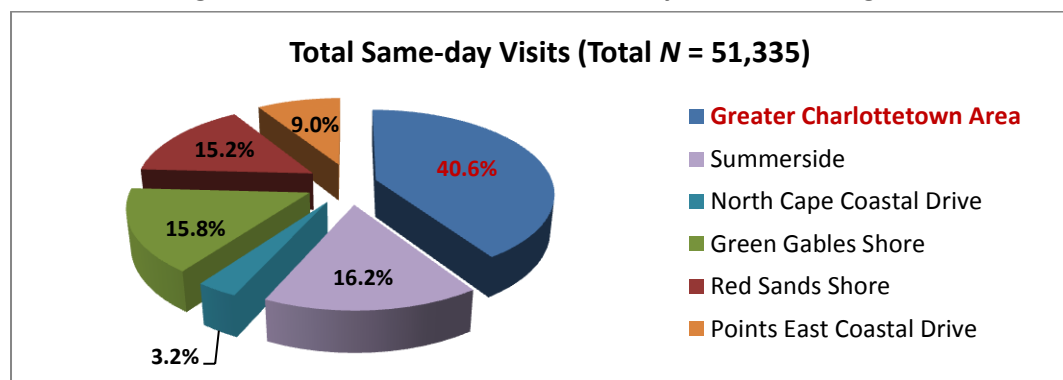
4.1. PEI Regions Visited by All Same-day Visitor Parties

Table 4-1: Distribution of PEI Regions Visited by All Same-day Visitor Parties During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Same-Day Parties	6,388	(19.0%)	5,513	(16.4%)	11,223	(33.3%)	6,631	(19.7%)	3,935	(11.7%)	33,690	(100.0%)
Greater Charlottetown Area	3,969	62.1%	3,046	55.3%	6,152	54.8%	4,762	71.8%	2,916	74.1%	20,845	61.9%
Summerside	1,956	30.6%	1,436	26.0%	1,911	17.0%	2,054	31.0%	971	24.7%	8,328	24.7%
Green Gables Shore	1,160	18.2%	619	11.2%	3,463	30.9%	1,991	30.0%	901	22.9%	8,134	24.1%
Red Sands Shore	1,163	18.2%	1,252	22.7%	3,487	31.1%	1,606	24.2%	286	7.3%	7,794	23.1%
Points East Coastal Drive	530	8.3%	943	17.1%	2,391	21.3%	464	7.0%	286	7.3%	4,614	13.7%
North Cape Coastal Drive	460	7.2%	178	3.2%	386	3.4%	484	7.3%	111	2.8%	1,620	4.8%
Total Same-Day Visits	9,238	(18.0%)	7,474	(14.6%)	17,790	(34.7%)	11,361	(22.1%)	5,471	(10.7%)	51,335	(100.0%)

Note: Result was based on multiple responses and percent in each of regions and seasons was based on total same-day visitor parties regardless of their trip purpose (Total N = 33,690).

Figure 4-1: Breakdown of Total Same-day Visits to PEI Regions



Note: Result was based on total same-day visits to PEI regions (Total N = 51,335).

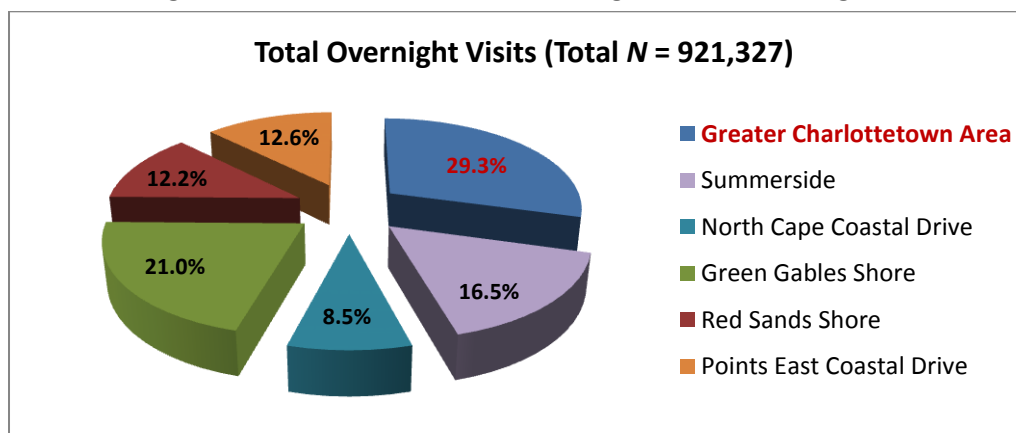
4.2. PEI Regions Visited by All Overnight Visitor Parties

Table 4-2: Distribution of PEI Regions Visited by All Overnight Visitor Parties During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Parties	56,250	(15.1%)	55,545	(14.9%)	157,792	(42.3%)	71,707	(19.2%)	32,081	(8.6%)	373,375	(100.0%)
Greater Charlottetown Area	42,490	75.5%	39,287	70.7%	111,448	70.6%	51,795	72.2%	24,836	77.4%	269,856	72.3%
Green Gables Shore	6,409	11.4%	30,009	54.0%	113,277	71.8%	39,136	54.6%	4,959	15.5%	193,790	51.9%
Summerside	21,406	38.1%	22,866	41.2%	70,602	44.7%	27,752	38.7%	8,935	27.9%	151,561	40.6%
Points East Coastal Drive	6,797	12.1%	18,877	34.0%	57,320	36.3%	25,779	36.0%	7,115	22.2%	115,888	31.0%
Red Sands Shore	6,610	11.8%	17,676	31.8%	60,028	38.0%	24,879	34.7%	3,069	9.6%	112,262	30.1%
North Cape Coastal Drive	7,224	12.8%	11,530	20.8%	40,595	25.7%	16,605	23.2%	2,016	6.3%	77,970	20.9%
Total Overnight Visits	90,936	(9.9%)	140,245	(15.2%)	453,270	(49.2%)	185,946	(20.2%)	50,930	(5.5%)	921,327	(100.0%)

Note: Result was based on multiple responses and percent in each of regions and seasons was based on total overnight visitor parties regardless of their trip purpose (Total N = 373,375).

Figure 4-2: Breakdown of Total Overnight Visits to PEI Regions



Note: Result was based on total overnight visits to PEI regions (Total N = 921,327).

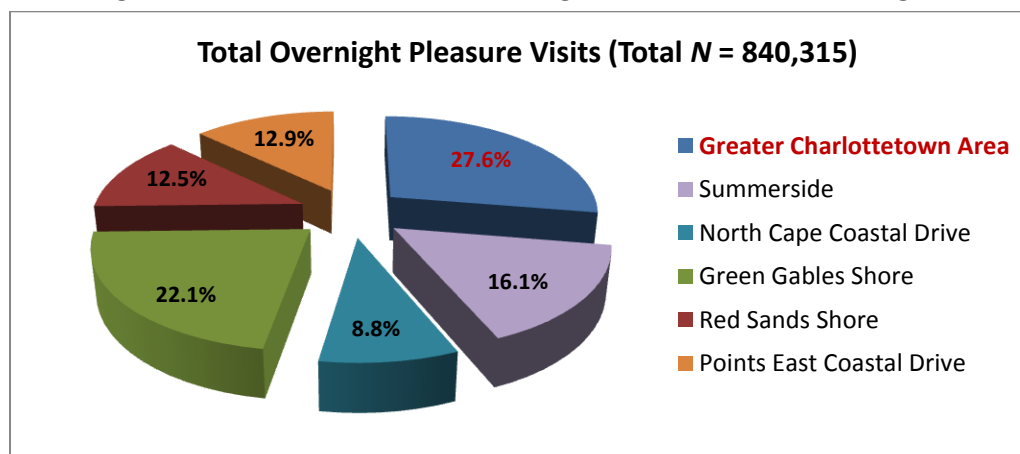
4.3. PEI Regions Visited by Overnight Pleasure Visitor Parties

Table 4-3: Distribution of PEI Regions Visited by Overnight Pleasure Visitor Parties During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Overnight Pleasure Parties	37,602	(11.5%)	45,975	(14.1%)	153,131	(47.0%)	63,419	(19.5%)	25,463	(7.8%)	325,590	(100.0%)
Greater Charlottetown Area	27,075	72.0%	31,717	69.0%	107,372	70.1%	45,475	71.7%	20,172	79.2%	231,811	71.2%
Green Gables Shore	4,765	12.7%	26,878	58.5%	111,733	73.0%	37,717	59.5%	4,627	18.2%	185,720	57.0%
Summerside	14,225	37.8%	20,467	44.5%	69,211	45.2%	25,497	40.2%	5,974	23.5%	135,374	41.6%
Points East Coastal Drive	3,877	10.3%	17,202	37.4%	55,966	36.5%	24,247	38.2%	6,706	26.3%	107,998	33.2%
Red Sands Shore	4,769	12.7%	15,550	33.8%	59,064	38.6%	23,525	37.1%	2,522	9.9%	105,430	32.4%
North Cape Coastal Drive	5,942	15.8%	9,987	21.7%	39,759	26.0%	16,380	25.8%	1,914	7.5%	73,982	22.7%
Total Overnight Pleasure Visits	60,653	(7.2%)	121,801	(14.5%)	443,105	(52.7%)	172,841	(20.6%)	41,915	(5.0%)	840,315	(100.0%)

Note: Result was based on multiple responses and percent in each of regions and seasons was based on total overnight pleasure visitor parties including other purpose trips but excluding business purposes (Total N = 325,590).

Figure 4-3: Breakdown of Total Overnight Pleasure Visits to PEI Regions



Note: Result was based on total overnight pleasure visits to PEI regions (Total N = 840,315).

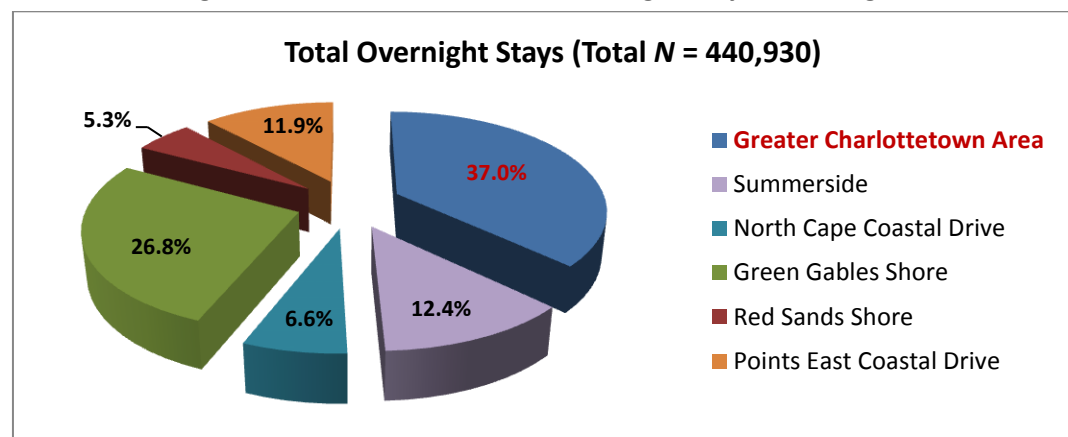
4.4. Overnight Stays in PEI Regions by All Overnight Visitor Parties

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Parties	56,250	(15.1%)	55,545	(14.9%)	157,792	(42.3%)	71,707	(19.2%)	32,081	(8.6%)	373,375	(100.0%)
Greater Charlottetown Area	37,001	65.8%	24,308	43.8%	48,463	30.7%	32,184	44.9%	21,348	66.5%	163,304	43.7%
Green Gables Shore	2,230	4.0%	17,173	30.9%	75,204	47.7%	21,868	30.5%	1,763	5.5%	118,238	31.7%
Summerside	11,109	19.7%	9,484	17.1%	20,337	12.9%	8,745	12.2%	4,935	15.4%	54,610	14.6%
Points East Coastal Drive	2,342	4.2%	8,306	15.0%	25,859	16.4%	11,890	16.6%	3,896	12.1%	52,293	14.0%
North Cape Coastal Drive	5,302	9.4%	2,589	4.7%	13,801	8.7%	6,176	8.6%	1,239	3.9%	29,107	7.8%
Red Sands Shore	1,048	1.9%	3,518	6.3%	12,251	7.8%	5,422	7.6%	1,139	3.6%	23,378	6.3%
Total Overnight Stays	59,032	(13.4%)	65,378	(14.8%)	195,915	(44.4%)	86,285	(19.6%)	34,320	(7.8%)	440,930	(100.0%)

Note: Result was based on multiple responses and percent in each of regions and seasons was based on total overnight visitor parties regardless of their trip purpose (Total N = 373,375).

Figure 4-4: Breakdown of Total Overnight Stays in PEI Regions



Note: Result was based on total overnight stays in PEI regions (Total N = 440,930).

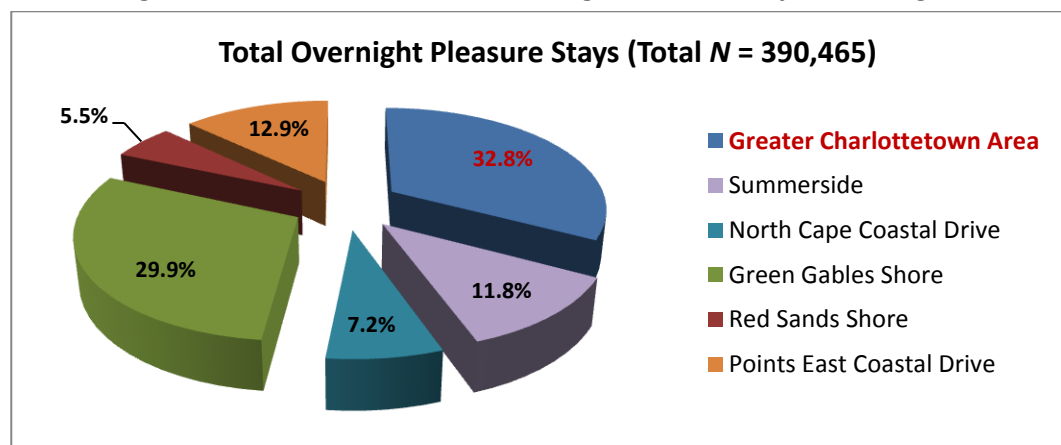
4.5. Overnight Stays in PEI Regions by Overnight Pleasure Visitor Parties

Table 4-5: Distribution of Overnight Stays in PEI Regions by Overnight Pleasure Visitor Parties During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Overnight Pleasure Parties	37,602	(11.5%)	45,975	(14.1%)	153,131	(47.0%)	63,419	(19.5%)	25,463	(7.8%)	325,590	(100.0%)
Greater Charlottetown Area	22,244	59.2%	17,860	38.8%	45,061	29.4%	26,036	41.1%	16,755	65.8%	127,956	39.3%
Green Gables Shore	2,123	5.6%	16,432	35.7%	74,811	48.9%	21,428	33.8%	1,763	6.9%	116,557	35.8%
Points East Coastal Drive	2,325	6.2%	7,585	16.5%	25,383	16.6%	11,402	18.0%	3,794	14.9%	50,489	15.5%
Summerside	7,526	20.0%	7,889	17.2%	19,910	13.0%	7,599	12.0%	3,013	11.8%	45,937	14.1%
North Cape Coastal Drive	4,993	13.3%	2,146	4.7%	13,436	8.8%	6,176	9.7%	1,239	4.9%	27,990	8.6%
Red Sands Shore	757	2.0%	3,189	6.9%	12,086	7.9%	4,672	7.4%	832	3.3%	21,536	6.6%
Total Overnight Pleasure Stays	39,968	(10.2%)	55,101	(14.1%)	190,687	(48.8%)	77,313	(19.8%)	27,396	(7.0%)	390,465	(100.0%)

Note: Result was based on multiple responses and percent in each of regions and seasons was based on total overnight pleasure visitor parties including other purpose trips but excluding business purposes (Total N = 325,590).

Figure 4-5: Breakdown of Total Overnight Pleasure Stays in PEI Regions



Note: Result was based on total overnight pleasure stays in PEI regions (Total N = 390,465).

5. DATA USED AND SUMMARY OF OVERALL RESULTS FOR THE GREATER CHARLOTTETOWN AREA

5.1. Samples Used for This Report

Table 5-1: Total Samples and Samples used for This Report

	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 Samples (2012 Exit Survey)	437	7.3%	838	14.1%	3,101	52.1%	1,342	22.5%	237	4.0%	5,955	100.0%
Total Overnight Samples	258	4.9%	681	13.0%	2,919	55.9%	1,198	23.0%	163	3.1%	5,219	100.0%
Samples for This Report (GCA Profile)	162	37.1%	302	36.0%	1,006	32.4%	564	42.0%	97	40.9%	2,131	35.8%

Note: Number of samples used for this report includes only those who stayed at least one night in the Greater Charlottetown Area (GCA), including Stratford and Winsloe but excludes those who visited GCA for business purpose trips. Thus, samples in this report include those who stayed overnight in other PEI regions; **Number in red indicate 'caution' due to small base sample size.**

5.2. Summary of Overall Results for the Greater Charlottetown Area

Table 5-2: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2012 Full Year for the Greater Charlottetown Area

	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed in GCA	Total Nights Stayed in GCA	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Total Estimated Direct Spending	% of Direct Spending
Total	184,151	100.0%	2.442	3.51	645,783	100.0%	\$816.64		\$149,826,197	100.0%
Same-Day Total	20,846	11.3%	2.616	0.00	0	0.0%	\$111.95	\$42.80 ^{a)}	\$2,333,724	1.6%
Overnight Total	163,305	88.7%	2.419	3.95	645,783	100.0%	\$903.17	\$94.40 ^{b)}	\$147,492,473	98.4%
Overnight by Trip Purpose	163,305	100.0%	2.419	3.95	645,783	100.0%	\$903.17	\$94.40	\$147,492,473	100.0%
Pleasure ^{c)}	127,955	78.4%	2.606	4.33	553,648	85.7%	\$980.42	\$86.94	\$125,405,452	85.0%
Business	35,350	21.6%	1.744	2.61	92,135	14.3%	\$625.03	\$137.51	\$22,087,021	15.0%
Overnight Pleasure by Market ^{c)}	127,955	100.0%	2.606	4.33	553,649	100.0%	\$980.42	\$86.94	\$125,405,452	100.0%
Canada	114,193	89.2%	2.636	4.20	480,009	86.7%	\$931.19	\$84.03	\$106,627,406	85.0%
New Brunswick	32,887	25.7%	2.465	3.46	113,829	20.6%	\$720.30	\$84.42	\$23,651,569	18.9%
Nova Scotia	42,640	33.3%	2.680	3.82	162,947	29.4%	\$769.20	\$75.10	\$32,747,666	26.1%
Newfoundland & Labrador	1,682	1.3%	2.210	5.38	9,056	1.6%	\$861.03	\$72.35	\$1,445,996	1.2%
Quebec	11,058	8.6%	2.810	5.40	59,668	10.8%	\$1,289.24	\$85.01	\$14,234,179	11.4%
Ontario	17,594	13.8%	2.884	5.12	90,140	16.3%	\$1,325.12	\$89.67	\$23,277,719	18.6%
Rest of Canada	8,332	6.5%	2.416	5.33	44,369	8.0%	\$1,354.76	\$105.31	\$11,270,277	9.0%
United States	10,211	8.0%	2.442	5.20	53,122	9.6%	\$1,375.82	\$108.30	\$13,988,695	11.2%
New England	2,633	2.1%	2.504	6.45	16,974	3.1%	\$1,599.57	\$99.08	\$4,205,100	3.4%
Rest of US	7,578	5.9%	2.420	4.77	36,148	6.5%	\$1,293.07	\$112.01	\$9,783,595	7.8%
International	3,551	2.8%	2.113	5.78	20,519	3.7%	\$1,350.84	\$110.64	\$4,789,351	3.8%

Note: ^{a)} Per person per day basis; ^{b)} Per person per night basis; ^{c)} including other purpose trips

6. A PROFILE OF OVERNIGHT VISITOR PARTIES TO THE GREATER CHARLOTTETOWN AREA ¹

6.1. Origin of Overnight Visitor Parties

Table 6-1: 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 Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Canada	21,677	97.5%	15,592	87.3%	39,268	87.1%	21,528	82.7%	16,128	96.3%	114,193	89.2%
New Brunswick	8,023	36.1%	5,023	28.1%	8,722	19.4%	5,480	21.0%	5,639	33.7%	32,887	25.7%
Nova Scotia	10,515	47.3%	4,926	27.6%	11,651	25.9%	7,674	29.5%	7,875	47.0%	42,641	33.3%
Newfoundland & Labrador	242	1.1%	345	1.9%	682	1.5%	117	0.4%	297	1.8%	1,683	1.3%
Quebec	46	0.2%	1,191	6.7%	6,571	14.6%	2,504	9.6%	747	4.5%	11,059	8.6%
Ontario	1,632	7.3%	2,447	13.7%	8,822	19.6%	3,726	14.3%	967	5.8%	17,594	13.7%
Rest of Canada	1,219	5.5%	1,662	9.3%	2,820	6.3%	2,028	7.8%	603	3.6%	8,332	6.5%
United States	68	0.3%	1,560	8.7%	4,806	10.7%	3,288	12.6%	489	2.9%	10,211	8.0%
New England	0	0.0%	305	1.7%	1,654	3.7%	629	2.4%	45	0.3%	2,633	2.1%
Rest of US	68	0.3%	1,255	7.0%	3,152	7.0%	2,659	10.2%	444	2.6%	7,578	5.9%
International	498	2.2%	707	4.0%	987	2.2%	1,220	4.7%	138	0.8%	3,550	2.8%

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

¹ Note that results were based on only those who stayed overnight at least one night in the Greater Charlottetown Area (GCA) and visited PEI and/or GCA for pleasure purposes (including other purposes but excluding business purposes); Interpretations of the results for winter off-season should be taken with caution due to small base sample size.

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 Overnight Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Holiday, vacation	754	3.4%	6,216	34.8%	24,876	55.2%	9,871	37.9%	1,384	8.3%	43,101	33.7%
Short getaway	1,821	8.2%	2,696	15.1%	5,975	13.3%	3,065	11.8%	607	3.6%	14,164	11.1%
Visit friends and/or relatives	9,628	43.3%	4,079	22.8%	6,168	13.7%	5,297	20.3%	9,182	54.8%	34,354	26.8%
Visit second home, cottage, condo	456	2.0%	556	3.1%	544	1.2%	329	1.3%	174	1.0%	2,059	1.6%
Attend events, festivals, attractions	921	4.1%	1,265	7.1%	3,518	7.8%	3,669	14.1%	1,689	10.1%	11,062	8.6%
Other pleasure	8,665	39.0%	3,047	17.1%	3,979	8.8%	3,805	14.6%	3,719	22.2%	23,215	18.1%

6.3. Party Composition and Average Travel Party Size

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Party Composition												
Adult travelling alone	7,203	32.4%	2,473	13.8%	3,616	8.0%	3,747	14.4%	3,012	18.0%	20,051	15.7%
2 adults	9,744	43.8%	9,431	52.8%	21,180	47.0%	15,624	60.0%	7,903	47.2%	63,882	49.9%
3 or more adults	991	4.5%	3,115	17.4%	6,269	13.9%	4,791	18.4%	1,678	10.0%	16,844	13.2%
1 adult with child(ren)	757	3.4%	815	4.6%	3,052	6.8%	1,067	4.1%	925	5.5%	6,616	5.2%
2 adults with child(ren)	2,802	12.6%	1,152	6.5%	7,461	16.6%	408	1.6%	2,270	13.5%	14,093	11.0%
3 or more adults with child(ren)	747	3.4%	873	4.9%	3,483	7.7%	399	1.5%	967	5.8%	6,469	5.1%
Party Size												
Average Travel Party Size	2.20		2.66		2.89		2.33		2.75		2.61	
Avg. Number of Adult Travellers	1.90		2.31		2.29		2.19		2.16		2.19	
Avg. Number of Children	0.30		0.35		0.60		0.14		0.59		0.42	
Avg. Number of Male Adults	1.06		1.07		1.35		1.06		1.18		1.18	
Avg. Number of Female Adults	1.14		1.59		1.54		1.27		1.57		1.43	

6.4. Gender and Age of Individual Overnight Pleasure Travellers

Table 6-4: Gender and Age of Individual Overnight Pleasure Travellers by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Visitors	49,023	(14.7%)	47,576	(14.3%)	130,096	(39.0%)	60,634	(18.2%)	46,152	(13.8%)	333,481	(100.0%)
Gender												
Male	23,588	48.1%	19,178	40.3%	60,856	46.8%	27,605	45.5%	19,765	42.8%	150,992	45.3%
Female	25,435	51.9%	28,398	59.7%	69,240	53.2%	33,029	54.5%	26,387	57.2%	182,489	54.7%
Age												
Under 8 Years	2,981	6.1%	2,254	4.7%	12,381	9.5%	2,747	4.5%	2,649	5.7%	23,012	6.9%
9 – 17 Years	3,772	7.7%	4,068	8.6%	14,490	11.1%	910	1.5%	7,319	15.9%	30,559	9.2%
18 – 24 Years	2,974	6.1%	2,402	5.0%	4,187	3.2%	2,045	3.4%	1,895	4.1%	13,503	4.0%
25 – 34 Years	7,720	15.7%	6,334	13.3%	11,813	9.1%	4,885	8.1%	3,434	7.4%	34,186	10.3%
35 – 44 Years	8,237	16.8%	6,180	13.0%	17,203	13.2%	3,340	5.5%	4,736	10.3%	39,696	11.9%
45 – 54 Years	7,037	14.4%	7,710	16.2%	23,655	18.2%	7,087	11.7%	10,289	22.3%	55,779	16.7%
55 – 64 Years	9,568	19.5%	10,936	23.0%	25,352	19.5%	20,398	33.6%	8,430	18.3%	74,685	22.4%
65 – 74 Years	6,120	12.5%	6,571	13.8%	17,508	13.5%	15,460	25.5%	4,850	10.5%	50,510	15.1%
75 Years and over	614	1.3%	1,121	2.4%	3,507	2.7%	3,762	6.2%	2,550	5.5%	11,554	3.5%

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 Overnight Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Entry Point												
Charlottetown Airport	2,767	12.4%	2,114	11.8%	4,516	10.0%	2,803	10.8%	734	4.4%	12,934	10.1%
Confederation Bridge	19,477	87.6%	12,075	67.6%	32,673	72.5%	18,911	72.6%	14,223	84.9%	97,359	76.1%
Ferry at Caribou, Nova Scotia	0	0.0%	3,672	20.6%	7,872	17.5%	4,321	16.6%	1,798	10.7%	17,663	13.8%
Exit Point												
Charlottetown Airport	2,148	9.7%	2,332	13.1%	4,884	10.8%	3,014	11.6%	936	5.6%	13,314	10.4%
Confederation Bridge	20,096	90.3%	12,151	68.0%	30,256	67.1%	18,735	72.0%	14,407	86.0%	95,645	74.7%
Wood Islands Ferry Terminal	0	0.0%	3,377	18.9%	9,921	22.0%	4,287	16.5%	1,412	8.4%	18,997	14.8%
Mix of Entry and Exit Points												
Air only	2,054	9.2%	2,114	11.8%	4,175	9.3%	2,716	10.4%	689	4.1%	11,748	9.2%
Bridge only	19,383	87.1%	9,908	55.5%	25,158	55.8%	15,423	59.2%	13,395	79.9%	83,267	65.1%
Ferry only	0	0.0%	1,402	7.8%	2,736	6.1%	1,000	3.8%	831	5.0%	5,969	4.7%
Bridge and Ferry Mix	0	0.0%	4,218	23.6%	11,942	26.5%	6,511	25.0%	1,547	9.2%	24,218	18.9%
Air and Bridge or Ferry Mix	806	3.6%	219	1.2%	1,050	2.3%	386	1.5%	293	1.7%	2,754	2.2%

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

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 Overnight Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Rental Car Usage												
Yes	1,995	9.0%	4,168	23.3%	8,359	18.6%	5,018	19.3%	1,335	8.0%	20,875	16.3%
No	20,249	91.0%	13,692	76.7%	36,702	81.4%	21,017	80.7%	15,419	92.0%	107,079	83.7%
Location of Pick-Up												
Prince Edward Island	476	23.9%	991	23.8%	2,792	33.4%	1,741	34.7%	242	18.1%	6,242	29.9%
New Brunswick	587	29.4%	752	18.0%	1,145	13.7%	356	7.1%	332	24.9%	3,172	15.2%
Nova Scotia	441	22.1%	1,786	42.8%	3,582	42.9%	1,904	37.9%	609	45.6%	8,322	39.9%
Quebec	199	10.0%	137	3.3%	94	1.1%	174	3.5%	0	0.0%	604	2.9%
Ontario	0	0.0%	183	4.4%	262	3.1%	162	3.2%	0	0.0%	607	2.9%
Other province	0	0.0%	0	0.0%	68	0.8%	47	0.9%	0	0.0%	115	0.6%
New England state	0	0.0%	163	3.9%	369	4.4%	412	8.2%	152	11.4%	1,096	5.3%
Other US state	291	14.6%	157	3.8%	46	0.6%	223	4.4%	0	0.0%	717	3.4%

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

6.7. Primary Destination of the Trip and Trip Duration

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	22,243	(17.4%)	13,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Primary Destination of the Trip												
Prince Edward Island	20,933	94.1%	13,823	77.4%	35,631	79.1%	20,438	78.5%	15,926	95.1%	106,751	83.4%
Other Destination	1,310	5.9%	3,957	22.2%	8,883	19.7%	5,383	20.7%	667	4.0%	20,200	15.8%
Don't Know	0	0.0%	81	0.5%	547	1.2%	214	0.8%	162	1.0%	1,004	0.8%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	4.898	100.0%	7.458	100.0%	8.798	100.0%	8.911	100.0%	5.011	100.0%	7.460	100.0%
Nights stayed in PEI	3.827	78.1%	3.721	49.9%	4.749	54.0%	4.965	55.7%	3.511	70.1%	4.327	58.0%
(Nights in Paid Accommodation)	(1.679)	(43.9%)	(1.621)	(43.6%)	(1.656)	(34.9%)	(1.520)	(30.6%)	(1.682)	(47.9%)	(1.631)	(37.7%)
Nights stayed in NB	0.336	6.9%	0.797	10.7%	1.230	14.0%	0.820	9.2%	0.501	10.0%	0.835	11.2%
Nights stayed in NS	0.589	12.0%	1.492	20.0%	1.447	16.4%	1.748	19.6%	0.360	7.2%	1.223	16.4%
Nights stayed in NFLD	0.000	0.0%	0.209	2.8%	0.372	4.2%	0.225	2.5%	0.213	4.3%	0.234	3.1%
Nights stayed in Magdalen Islands	0.000	0.0%	0.088	1.2%	0.178	2.0%	0.112	1.3%	0.301	6.0%	0.137	1.8%
Nights stayed in elsewhere	0.146	3.0%	1.152	15.4%	0.822	9.3%	1.042	11.7%	0.125	2.5%	0.704	9.4%

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

6.8. Overnight Stays in Other PEI Regions

Table 6-8: Overnight Stays in Other PEI Regions by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Overnight Stays in Other PEI Regions by Those Who Stayed Overnight in the Greater Charlottetown Area ^{a)}												
Green Gables Shore	17	0.1%	2,824	15.8%	7,797	17.3%	3,082	11.8%	152	0.9%	13,872	10.8%
Summerside	1,494	6.7%	1,593	8.9%	5,939	13.2%	1,784	6.9%	685	4.1%	11,495	9.0%
Points East Coastal Drive	73	0.3%	1,165	6.5%	5,021	11.1%	2,410	9.3%	757	4.5%	9,426	7.4%
North Cape Coastal Drive	730	3.3%	591	3.3%	3,772	8.4%	1,381	5.3%	32	0.2%	6,506	5.1%
Red Sands Shore	34	0.2%	593	3.3%	2,222	4.9%	1,129	4.3%	0	0.0%	3,978	3.1%
Total Accumulated Nights Spent by Parties in the Specific Region												
Greater Charlottetown Area	81,718	96.0%	53,782	80.9%	152,280	71.1%	97,688	75.6%	53,241	90.5%	438,709	79.2%
Green Gables Shore	170	0.2%	6,599	9.9%	25,118	11.7%	7,412	5.7%	152	0.3%	39,451	7.1%
Points East Coastal Drive	73	0.1%	1,813	2.7%	13,501	6.3%	5,579	4.3%	3,636	6.2%	24,602	4.4%
Summerside	1,959	2.3%	2,229	3.4%	10,669	5.0%	3,458	2.7%	1,710	2.9%	20,025	3.6%
Red Sands Shore	187	0.2%	678	1.0%	4,753	2.2%	12,807	9.9%	0	0.0%	18,425	3.3%
North Cape Coastal Drive	1,038	1.2%	1,362	2.0%	7,714	3.6%	2,320	1.8%	96	0.2%	12,530	2.3%
Total Overnight Stays (Nights)	85,145	100.0%	66,463	100.0%	214,035	100.0%	129,264	100.0%	58,835	100.0%	553,742	100.0%

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

6.9. Average Length of Stay in PEI Regions

Table 6-9: Average Length of Stay in PEI Regions by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Average Number of Nights Stayed	3.83		3.72		4.75		4.96		3.51		4.33	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)												
Greater Charlottetown Area	3.67		3.01		3.38		3.75		3.18		3.43	
Green Gables Shore	0.01		0.37		0.56		0.28		0.01		0.31	
Points East Coastal Drive	0.00		0.10		0.30		0.21		0.22		0.19	
Summerside	0.09		0.12		0.24		0.13		0.10		0.16	
Red Sands Shore	0.01		0.04		0.11		0.49		0.00		0.14	
North Cape Coastal Drive	0.05		0.08		0.17		0.09		0.01		0.10	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
Red Sands Shore	5.50		1.14		2.14		11.38		n/a		4.64	
Greater Charlottetown Area	3.67		3.01		3.38		3.75		3.18		3.43	
Green Gables Shore	10.00		2.34		3.22		2.41		1.00		2.84	
Points East Coastal Drive	1.00		1.56		2.69		2.31		4.81		2.61	
North Cape Coastal Drive	1.42		2.31		2.04		1.68		3.00		1.92	
Summerside	1.31		1.40		1.80		1.94		2.50		1.74	

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

6.10. Overnight Stays in Type of Accommodation Used

Table 6-10: Overnight Stays in Type of Accommodation Used by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Total Parties Staying at Least One Night in the Specific Type of Accommodation												
Hotel, Motel, or Resort	8,316	36.1%	9,471	45.8%	24,189	45.3%	15,325	50.4%	6,999	40.2%	64,300	44.4%
Home of Friends or Relatives	13,283	57.7%	5,138	24.8%	9,067	17.0%	6,425	21.1%	9,396	53.9%	43,309	29.9%
B&B or Tourist Home	23	0.1%	1,425	6.9%	5,328	10.0%	3,392	11.1%	81	0.5%	10,249	7.1%
Cottage or Cabin	0	0.0%	1,276	6.2%	4,854	9.1%	1,945	6.4%	410	2.4%	8,485	5.9%
Campground or Trailer (RV) Park	0	0.0%	1,343	6.5%	5,036	9.4%	1,354	4.5%	0	0.0%	7,733	5.3%
Inn	362	1.6%	1,020	4.9%	2,326	4.4%	1,379	4.5%	0	0.0%	5,087	3.5%
Other (e.g., hostel)	593	2.6%	275	1.3%	1,631	3.1%	292	1.0%	512	2.9%	3,303	2.3%
Own Property	439	1.9%	752	3.6%	913	1.7%	313	1.0%	32	0.2%	2,449	1.7%
Total Overnight Stays (Parties)	23,016	100.0%	20,700	100.0%	53,344	100.0%	30,425	100.0%	17,430	100.0%	144,915	100.0%
Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation												
Hotel, Motel, or Resort	29,550	34.7%	24,379	36.7%	73,065	34.1%	39,275	30.4%	13,283	22.6%	179,552	32.4%
Home of Friends or Relatives	46,755	54.9%	16,344	24.6%	46,943	21.9%	27,549	21.3%	40,072	68.1%	177,663	32.1%
Cottage or Cabin	0	0.0%	5,734	8.6%	26,788	12.5%	24,158	18.7%	3,075	5.2%	59,755	10.8%
Campground or Trailer (RV) Park	0	0.0%	7,390	11.1%	29,794	13.9%	8,464	6.5%	0	0.0%	45,648	8.2%
B&B or Tourist Home	253	0.3%	6,151	9.3%	16,215	7.6%	11,447	8.9%	243	0.4%	34,309	6.2%
Own Property	3,866	4.5%	3,023	4.6%	7,982	3.7%	13,942	10.8%	128	0.2%	28,941	5.2%
Inn	585	0.7%	2,213	3.3%	8,303	3.9%	3,704	2.9%	0	0.0%	14,805	2.7%
Other (e.g., hostel)	4,142	4.9%	1,202	1.8%	4,949	2.3%	721	0.6%	2,049	3.5%	13,063	2.4%
Total Overnight Stays (Nights)	85,151	100.0%	66,436	100.0%	214,039	100.0%	129,260	100.0%	58,850	100.0%	553,736	100.0%

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

6.11. Average Length of Stay for Each Type Accommodation

Table 6-11: Average Length of Stay for Each Type of Accommodation by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Average Number of Nights Stayed	3.83		3.72		4.75		4.96		3.51		4.33	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Accommodations Used)												
Hotel, Motel, or Resort	1.33		1.37		1.62		1.51		0.79		1.40	
Home of Friends or Relatives	2.10		0.92		1.04		1.06		2.39		1.39	
Cottage or Cabin	0.00		0.32		0.59		0.93		0.18		0.47	
Campground or Trailer (RV) Park	0.00		0.41		0.66		0.33		0.00		0.36	
B&B or Tourist Home	0.01		0.34		0.36		0.44		0.01		0.27	
Own Property	0.17		0.17		0.18		0.54		0.01		0.23	
Inn	0.03		0.12		0.18		0.14		0.00		0.12	
Other (e.g., hostel)	0.19		0.07		0.11		0.03		0.12		0.10	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)												
Own Property	8.81		4.00		8.72		44.68		4.00		11.82	
Cottage or Cabin	n/a		4.49		5.52		12.40		7.50		7.04	
Campground or Trailer (RV) Park	n/a		5.50		5.91		6.27		n/a		5.91	
Home of Friends or Relatives	3.52		3.18		5.18		4.29		4.26		4.10	
Other (e.g., hostel)	6.98		4.39		3.03		2.48		4.00		3.95	
B&B or Tourist Home	11.00		4.32		3.04		3.37		3.00		3.35	
Inn	1.61		2.17		3.57		2.68		n/a		2.91	
Hotel, Motel, or Resort	3.55		2.58		3.02		2.56		1.90		2.79	

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

6.12. Other PEI Regions Visited During the Trip

Table 6-12: Other PEI Regions Visited During the Trip by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Green Gables Shore	2,591	11.6%	10,257	57.4%	28,851	64.0%	14,065	54.0%	2,552	15.2%	58,316	45.6%
Summerside	4,993	22.4%	6,675	37.4%	18,069	40.1%	9,295	35.7%	1,656	9.9%	40,688	31.8%
Red Sands Shore	3,229	14.5%	6,517	36.5%	19,779	43.9%	9,679	37.2%	1,316	7.9%	40,520	31.7%
Points East Coastal Drive	1,819	8.2%	6,517	36.5%	18,161	40.3%	9,139	35.1%	3,553	21.2%	39,189	30.6%
North Cape Coastal Drive	1,472	6.6%	3,892	21.8%	10,431	23.1%	5,798	22.3%	210	1.3%	21,803	17.0%

Note: Multiple responses

6.13. Type of Visitation, Last Trip to PEI, and Average Number of Previous Visits to PEI

Table 6-13: Type of Visitation and Last Trip to PEI by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Type of Visitation												
First-Time Visitors	1,206	5.4%	6,142	34.4%	14,142	31.4%	8,241	31.7%	517	3.1%	30,248	23.6%
Repeat Visitors	21,038	94.6%	11,718	65.6%	30,919	68.6%	17,794	68.3%	16,237	96.9%	97,706	76.4%
Last Trip to PEI*												
This year (2012)	6,656	31.6%	2,878	24.6%	8,145	26.3%	7,850	44.1%	12,719	78.3%	38,248	39.1%
One year ago (2011)	10,935	52.0%	3,940	33.6%	10,071	32.6%	3,603	20.2%	1,344	8.3%	29,893	30.6%
Two years ago (2010)	1,155	5.5%	817	7.0%	3,185	10.3%	1,767	9.9%	674	4.2%	7,598	7.8%
Three years ago (2009)	325	1.5%	475	4.1%	1,633	5.3%	338	1.9%	295	1.8%	3,066	3.1%
Four years ago (2008)	489	2.3%	202	1.7%	801	2.6%	987	5.5%	332	2.0%	2,811	2.9%
Five or more years ago (2007 & earlier)	1,478	7.0%	3,407	29.1%	7,086	22.9%	3,251	18.3%	873	5.4%	16,095	16.5%
Average Number of Previous Visits to PEI in the Past Five Years*												
Mean (Group Median)	5.58 (5.47)		4.22 (3.27)		4.06 (3.40)		4.59 (3.92)		6.70 (8.19)		4.94 (4.36)	

6.14. Primary Features That Attracted Overnight Visitor Parties to PEI

Table 6-14: Primary Features That Attracted Overnight Visitor Parties to PEI by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Natural beauty and pastoral settings	4,145	18.6%	6,358	35.6%	13,158	29.2%	7,499	28.8%	1,133	6.8%	32,293	25.2%
Beaches and coast line	1,172	5.3%	2,848	15.9%	9,177	20.4%	4,464	17.1%	2,084	12.4%	19,745	15.4%
Outdoor activities (e.g., water-based activities, skiing, Confederation trail, cycling, bird watching, etc.)	1,385	6.2%	1,436	8.0%	2,787	6.2%	1,141	4.4%	947	5.7%	7,696	6.0%
World of Anne of Green Gables and Lucy Maud Montgomery	199	0.9%	1,716	9.6%	3,774	8.4%	1,588	6.1%	32	0.2%	7,309	5.7%
Culinary experience (lobster, seafood, wine, farm products, etc.)	507	2.3%	634	3.5%	2,016	4.5%	1,801	6.9%	0	0.0%	4,958	3.9%
Golf	27	0.1%	330	1.8%	1,578	3.5%	1,087	4.2%	205	1.2%	3,227	2.5%
Canada's birthplace attractions	73	0.3%	398	2.2%	1,176	2.6%	529	2.0%	434	2.6%	2,610	2.0%
Other features	14,736	66.2%	4,140	23.2%	11,394	25.3%	7,927	30.4%	11,920	71.1%	50,117	39.2%

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

6.15. Activities Participated in While in PEI

Table 6-15: Activities Participated in by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Valid Overnight Pleasure Parties	20,764	(14.3%)	17,860	(14.3%)	44,883	(35.9%)	25,788	(20.6%)	15,699	(12.6%)	124,994	(100.0%)
Sightseeing/Driving tour	5,622	27.1%	12,682	71.0%	36,164	80.6%	17,261	66.9%	4,525	28.8%	76,254	61.0%
Shopping for local crafts/souvenirs/antiques	6,238	30.0%	9,467	53.0%	28,506	63.5%	12,660	49.1%	5,663	36.1%	62,534	50.0%
Visiting friends and/or relatives	16,622	80.1%	7,291	40.8%	15,973	35.6%	10,135	39.3%	11,778	75.0%	61,799	49.4%
Visiting historical and cultural attractions	1,806	8.7%	8,409	47.1%	25,793	57.5%	11,814	45.8%	2,165	13.8%	49,987	40.0%
Visiting a national or provincial park	1,836	8.8%	7,513	42.1%	25,809	57.5%	11,174	43.3%	1,139	7.3%	47,471	38.0%
Going to a beach	1,795	8.6%	7,585	42.5%	27,311	60.9%	8,821	34.2%	1,448	9.2%	46,960	37.6%
Going to a bar/pub/lounge/nightclub	6,247	30.1%	4,835	27.1%	12,658	28.2%	7,859	30.5%	4,341	27.7%	35,940	28.8%
Going to a lobster dinner (meal)	1,512	7.3%	5,124	28.7%	16,003	35.7%	7,962	30.9%	1,281	8.2%	31,882	25.5%
Visiting Anne of Green Gables attractions	1,217	5.9%	5,850	32.8%	14,535	32.4%	6,450	25.0%	508	3.2%	28,560	22.8%
Attending a performance (live theatre, a play, a concert)	1,749	8.4%	2,243	12.6%	13,138	29.3%	4,950	19.2%	1,540	9.8%	23,620	18.9%
Visiting Canada's birthplace attractions/Founders' Hall	773	3.7%	3,641	20.4%	9,807	21.9%	5,773	22.4%	424	2.7%	20,418	16.3%
Participating in other sports and/or outdoor activities	2,416	11.6%	2,337	13.1%	7,693	17.1%	2,669	10.3%	2,392	15.2%	17,507	14.0%
Attending a festival, fair or event	1,514	7.3%	1,801	10.1%	9,374	20.9%	3,510	13.6%	1,207	7.7%	17,406	13.9%
Playing golf (not miniature)	422	2.0%	1,010	5.7%	4,697	10.5%	2,435	9.4%	0	0.0%	8,564	6.9%
Attending a sports event or tournament (as a spectator)	1,942	9.4%	738	4.1%	2,378	5.3%	1,545	6.0%	1,835	11.7%	8,438	6.8%
Visiting a theme, fun or amusement park	0	0.0%	789	4.4%	6,584	14.7%	285	1.1%	205	1.3%	7,863	6.3%

Note: Results were based on valid number of overnight pleasure parties who reported their activities participated in while in PEI and multiple responses. '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

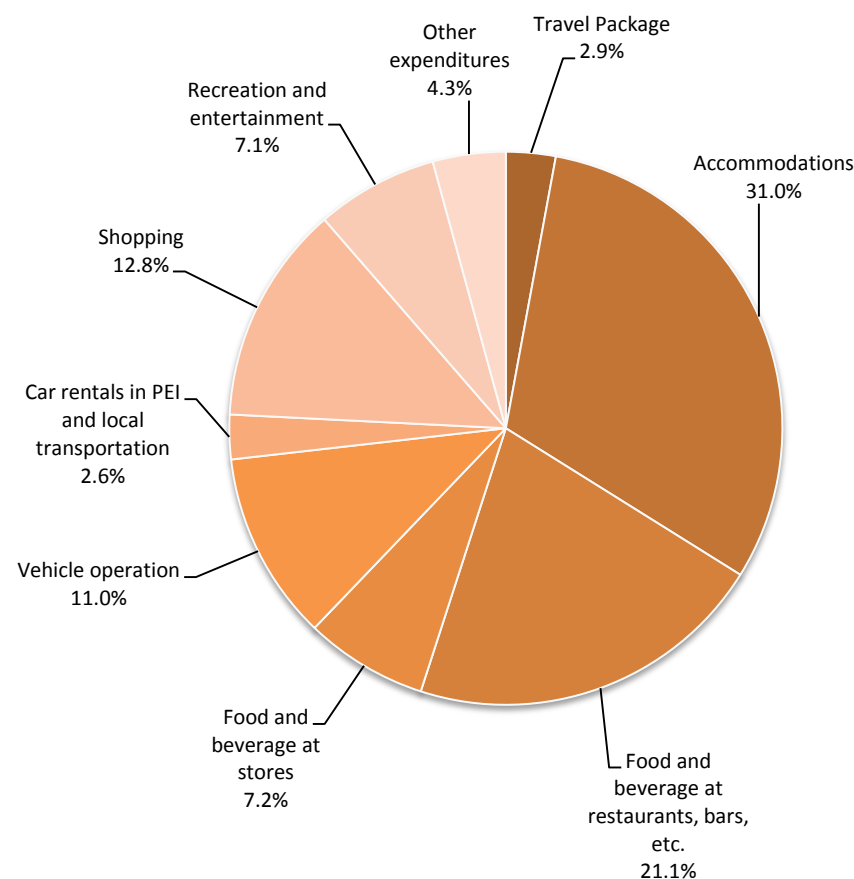
6.16. Travel Expenditures

Table 6-16: Travel Expenditures for Full Year

	Total Full Year	
Total Overnight Pleasure Parties	Total N = 127,955	
Estimated Total Direct Expenditures	\$125,405,452	
Average Spending per Party per Visit	\$980.42	100.0%
Travel packages	\$28.44	2.9%
Accommodations	\$303.81	31.0%
Food and beverage at restaurants, bars, etc.	\$206.77	21.1%
Food and beverage at stores	\$70.40	7.2%
Vehicle operation	\$108.21	11.0%
Car rentals in PEI and local transportation	\$25.49	2.6%
Shopping	\$125.62	12.8%
Recreation and entertainment	\$69.91	7.1%
Other expenditures	\$41.77	4.3%
Average Spending per Person per Night	\$86.94	100.0%
Travel packages	\$2.52	2.9%
Accommodations	\$26.94	31.0%
Food and beverage at restaurants, bars, etc.	\$18.34	21.1%
Food and beverage at stores	\$6.24	7.2%
Vehicle operation	\$9.60	11.0%
Car rentals in PEI and local transportation	\$2.26	2.6%
Shopping	\$11.14	12.8%
Recreation and entertainment	\$6.20	7.1%
Other expenditures	\$3.70	4.3%

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

Figure 6-1: Breakdown of Expenditure Categories



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

Table 6-17: Ratings of Travel Services, Instances of Complaints, and Future Behavioural Intentions by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Ratings 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	4.32	85.4%	4.50	94.3%	4.39	87.8%	4.46	90.7%	4.43	92.0%	4.42	89.5%
Restaurant service and quality	4.31	86.6%	4.37	91.1%	4.37	90.6%	4.43	92.1%	4.35	88.0%	4.37	90.0%
Transportation service and quality	4.04	76.6%	4.28	89.3%	4.31	88.1%	4.40	91.2%	4.01	69.4%	4.24	84.9%
Quality of customer service	4.37	91.2%	4.58	97.2%	4.49	93.3%	4.50	94.5%	4.24	87.7%	4.46	93.1%
Prices of goods and services	3.78	63.9%	4.02	76.9%	3.84	68.9%	3.88	68.0%	3.82	63.6%	3.86	68.4%
Variety of things to see and do	4.01	73.2%	4.38	89.3%	4.47	91.0%	4.40	87.7%	4.29	86.8%	4.36	87.3%
Complaints												
Yes	1,799	8.1%	1,342	7.5%	4,323	9.6%	3,259	12.5%	1,359	8.1%	12,082	9.4%
No	20,444	91.9%	16,518	92.5%	40,738	90.4%	22,777	87.5%	15,396	91.9%	115,873	90.6%
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	4.11	75.8%	4.35	87.6%	4.38	90.2%	4.30	88.7%	4.29	88.3%	4.30	86.8%
Good way to spend time	4.32	88.2%	4.64	98.5%	4.60	95.5%	4.51	95.7%	4.54	92.7%	4.53	94.3%
Overall satisfaction with the trip to PEI	4.44	91.1%	4.68	97.8%	4.62	96.3%	4.53	96.0%	4.59	97.3%	4.58	95.7%
Intention to recommend to others	4.65	96.2%	4.75	98.6%	4.64	95.5%	4.64	95.4%	4.70	97.8%	4.67	96.3%
Intention to revisit PEI	4.81	99.5%	4.71	95.4%	4.61	93.4%	4.60	94.1%	4.77	98.8%	4.68	95.6%

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 scales; ^{b)} Percentages (%) were for those who rated 4 or 5.

6.18. Characteristics of Respondents

Table 6-18: 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 Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Gender												
Male	6,684	30.0%	6,321	35.4%	15,614	34.7%	10,222	39.3%	5,088	30.4%	43,929	34.3%
Female	15,559	70.0%	11,539	64.6%	29,447	65.3%	15,814	60.7%	11,666	69.6%	84,025	65.7%
Age												
18 to 24	1,471	6.6%	726	4.1%	648	1.4%	560	2.2%	589	3.5%	3,994	3.1%
25 to 34	3,363	15.1%	2,861	16.0%	4,784	10.6%	2,219	8.5%	1,873	11.2%	15,100	11.8%
35 to 44	3,077	13.8%	2,602	14.6%	7,389	16.4%	1,704	6.5%	2,116	12.6%	16,888	13.2%
45 to 54	4,056	18.2%	3,768	21.1%	11,734	26.0%	3,861	14.8%	3,449	20.6%	26,868	21.0%
55 to 64	6,624	29.8%	5,159	28.9%	12,086	26.8%	10,305	39.6%	5,247	31.3%	39,421	30.8%
65 to 74	3,330	15.0%	2,462	13.8%	7,153	15.9%	6,308	24.2%	2,761	16.5%	22,014	17.2%
75 and over	323	1.5%	282	1.6%	1,267	2.8%	1,078	4.1%	720	4.3%	3,670	2.9%
Marital Status												
Single	5,409	24.3%	3,874	21.7%	7,201	16.0%	4,551	17.5%	3,046	18.2%	24,081	18.8%
Married/living common-law	14,743	66.3%	12,413	69.5%	36,036	80.0%	20,715	79.6%	12,437	74.2%	96,344	75.3%
Other	2,091	9.4%	1,574	8.8%	1,824	4.0%	770	3.0%	1,271	7.6%	7,530	5.9%
Average Number of Children Living in the Household *												
17 years and younger	4,966 ^{a)}	22.3% ^{b)}	2,906	16.3%	12,069	26.8%	2,173	8.3%	4,101	24.5%	26,215	20.5%
	2.06 ^{c)}		1.74		1.66		1.78		1.82		1.78	
18 years and older	3,422	15.4%	4,017	22.5%	8,999	20.0%	3,831	14.7%	4,561	27.2%	24,831	19.4%
	2.14		1.61		1.56		2.03		1.26		1.67	

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

Table 6-18: 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 Pleasure Parties	22,243	(17.4%)	17,860	(14.0%)	45,061	(35.2%)	26,036	(20.3%)	16,755	(13.1%)	127,955	(100.0%)
Education												
Some school	364	1.6%	243	1.4%	254	0.6%	120	0.5%	205	1.2%	1,186	0.9%
High school diploma	1,056	4.7%	1,911	10.7%	5,579	12.4%	3,602	13.8%	1,872	11.2%	14,020	11.0%
Some post-secondary	3,008	13.5%	1,872	10.5%	4,782	10.6%	3,708	14.2%	1,654	9.9%	15,024	11.7%
Graduated community/technical college	6,657	29.9%	4,746	26.6%	11,939	26.5%	5,732	22.0%	4,032	24.1%	33,106	25.9%
Graduated university (undergraduate degree)	5,272	23.7%	5,006	28.0%	11,965	26.6%	6,348	24.4%	5,175	30.9%	33,766	26.4%
Post graduate degree/professional designation	5,886	26.5%	4,083	22.9%	10,541	23.4%	6,526	25.1%	3,816	22.8%	30,852	24.1%
Employment Status												
Working full time	12,128	54.5%	8,863	49.6%	24,659	54.7%	8,807	33.8%	8,616	51.4%	63,073	49.3%
Working part time or seasonally	2,225	10.0%	2,040	11.4%	3,213	7.1%	3,319	12.7%	1,147	6.8%	11,944	9.3%
Unemployed	372	1.7%	212	1.2%	672	1.5%	122	0.5%	0	0.0%	1,378	1.1%
Retraining or upgrading	291	1.3%	53	0.3%	0	0.0%	93	0.4%	0	0.0%	437	0.3%
Retired	5,127	23.0%	4,853	27.2%	12,883	28.6%	12,275	47.1%	5,676	33.9%	40,814	31.9%
Homemaker	789	3.5%	785	4.4%	1,711	3.8%	593	2.3%	332	2.0%	4,210	3.3%
Student	1,022	4.6%	673	3.8%	752	1.7%	399	1.5%	734	4.4%	3,580	2.8%
Other	291	1.3%	381	2.1%	1,171	2.6%	427	1.6%	250	1.5%	2,520	2.0%
Annual Household Income												
Under \$40,000	2,671	12.0%	3,377	18.9%	5,771	12.8%	2,818	10.8%	1,243	7.4%	15,880	12.4%
\$40,000 to \$59,999	5,016	22.6%	3,343	18.7%	7,064	15.7%	5,893	22.6%	3,445	20.6%	24,761	19.4%
\$60,000 to \$79,999	2,081	9.4%	2,988	16.7%	7,586	16.8%	4,473	17.2%	1,770	10.6%	18,898	14.8%
\$80,000 to \$99,999	4,247	19.1%	1,727	9.7%	5,602	12.4%	3,829	14.7%	2,344	14.0%	17,749	13.9%
\$100,000 to \$124,999	2,765	12.4%	2,055	11.5%	5,547	12.3%	2,421	9.3%	1,583	9.4%	14,371	11.2%
\$125,000 to \$149,999	1,234	5.5%	731	4.1%	2,586	5.7%	1,372	5.3%	1,464	8.7%	7,387	5.8%
\$150,000 to \$174,999	680	3.1%	640	3.6%	1,890	4.2%	649	2.5%	1,569	9.4%	5,428	4.2%
\$175,000 to \$199,999	437	2.0%	169	0.9%	1,399	3.1%	535	2.1%	639	3.8%	3,179	2.5%
\$200,000 or more	898	4.0%	891	5.0%	2,049	4.5%	1,303	5.0%	646	3.9%	5,787	4.5%
Not Stated	2,214	10.0%	1,940	10.9%	5,567	12.4%	2,743	10.5%	2,052	12.2%	14,516	11.3%

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