

**A PROFILE OF OVERNIGHT PLEASURE VISITORS  
BY TOURISM SEASON:  
Results from the 2012 Exit Survey**

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**August 27, 2013**

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## EXECUTIVE SUMMARY

The information presented in this report is compiled from the data collected from the 2012 PEI Visitor Exit Survey between January 5<sup>th</sup>, 2012 and January 7<sup>th</sup>, 2013. The report focuses on pleasure travellers who spent at least one night in PEI in 2012 (overnight pleasure market). Parties in the overnight pleasure market were divided into five seasons based on the month they departed PEI. The seasons include two winter off-seasons (January-April and November-December), spring shoulder season (May-June), summer main season (July-August) and fall shoulder season (September-October).

In 2012, PEI's overnight pleasure market was comprised of 325,590 parties. Most of the parties were from one of four provinces: Nova Scotia (32.6%), New Brunswick (28.6%), Ontario (14.0%) and Quebec (9.2%). Parties from Nova Scotia and New Brunswick made up the largest proportion of visitors in all seasons, and were especially dominant during the winter seasons. About 8 percent of visitors were from the United States (US) and 1.7 percent were from outside of Canada and the US.

The average size of a party visiting PEI was 3.04 people. Parties who visited in the summer main season were the largest with an average of 3.45 people. Overall, 53.1 percent of visitors to PEI were female and 46.9 percent were male. This gender split was consistent amongst parties visiting in all seasons except January-April when 53.4 percent of visitors were male.

People of all ages visited PEI though young adults (age 18-34) accounted for the smallest proportion of visitors (14.1%). About 36 percent of visitors were age 55 and older while 29.2 percent were between the ages of 35 and 54, and 20.4 percent were under the age of 18. Children under the age of 18 made up a greater percentage of visitors in the summer main season (26.3%) than in the other seasons. Young adults accounted for a greater percentage of visitors in January-April (23.3%) and May-June (18.5%) than in the other seasons. In the fall, 60.0 percent of visitors were age 55 or older. This is the only season where there was a prevailing age group.

The summer main season was the most popular season for parties to visit PEI with nearly half (47.0%) of all parties visiting PEI during this season. The fall shoulder season was the second most popular season (19.5%), followed by the spring shoulder season (14.1%). Combined, parties who visited PEI in the two winter seasons made up 19.3 percent of total parties.

While about 23 percent of parties travelled to PEI to visit friends and/or relatives, the majority of parties visited PEI for the general purposes of taking a holiday or vacation (41.6%), or for a short getaway (13.2%). Parties were mainly attracted to PEI by the natural landscape, pastoral settings, beaches, and coastline. Niche products such as golf, Anne of Green Gables, Canada's birthplace attractions, and culinary experiences were primary motivators for only a small proportion of parties.

PEI had a high occurrence of repeat visitors in 2012, particularly amongst those who visited during the winter months. Overall, 81.0 percent of parties who visited PEI in 2012 had previously visited the province. Nearly all of those who visited in January-April (94.7%) and November-December (96.3%) had previously visited PEI. Overall, over two-thirds of repeat parties had last visited PEI earlier in 2012 (34.5%) or in 2011 (33.4%).

The Confederation Bridge was the most popular means to enter and exit PEI. Over 75 percent of parties used the bridge in at least one direction while 68.0 percent of parties used the bridge to both enter and exit

PEI. About 6 percent of parties used the Charlottetown Airport to enter and exit PEI. Many of those who used the ferry between Wood Islands and Caribou used it in one direction only.

Only about 13 percent of parties used a rental vehicle during their trip to PEI. The majority of the car rentals originated outside of PEI, primarily in Nova Scotia or New Brunswick. About 28 percent of those who rented a vehicle picked it up in PEI.

During their trip in which they visited PEI, parties were away from home for an average of 7.66 nights. PEI was the primary destination of the trip for 86.9 percent of parties. Parties spent an average of 4.91 nights in PEI, of which 2.91 nights (59.3%) were spent in paid accommodation types. The results suggest that some parties stayed overnight in more than one region of PEI and in more than one type of accommodation.

The Greater Charlottetown area and the Green Gables Shore region were the most popular regions for overnight stays, though the length of stay in the Charlottetown area was comparatively short. Those who stayed in the Red Sands Shore region stayed an average of 5.40 nights there, the longest stay of all the regions. The average length of stay was second longest in the Green Gables Shore region (4.70 nights) followed by the Points East Coastal Drive region (4.55 nights).

Overall, 29.3 percent of parties stayed at least one night in a hotel, motel or resort, 25.2 percent stayed at least one night at the home of friends and/or relatives, and 18.8 percent of parties stayed at least one night in a rented cottage or cabin. While many parties stayed in a hotel, motel or resort, the length of stay in this accommodation type was relatively short at 2.89 nights. Though only 3.9 percent of parties used their own property (such as a seasonal home), the average length of stay in this accommodation type was the longest of all accommodation types at 14.89 nights.

Visitors participated in a variety of activities while in PEI. The activities that the most visitors participated in were sightseeing and/or taking a driving tour (65.1%), shopping for local crafts/souvenirs/antiques (53.0%), going to a beach (52.0%), visiting friends and/or relatives (45.5%), visiting a national or provincial park (44.0%) and visiting historical and cultural attractions (41.5%).

Total expenditures by parties visiting PEI in 2012 were over \$372 million. The majority of expenditures (60.7%) were by those who visited during the summer main season. Overall, expenditures on accommodations accounted for the greatest proportion of total expenditures (31.8%), followed by food and beverage at restaurants (18.3%), shopping (12.8%) and vehicle operation (11.5%).

Average spending per party per visit was \$1,140.08. Those who visited in the summer main season had the highest average per party per visit spending at \$1,480.27 while those who visited in January-April had the lowest per party per visit spending at \$612.31. Those who visited in the fall shoulder season and in November-December had similar spending at about \$1,080 per party per visit. Average spending per person per night was \$76.21 overall.

Visitors were pleased with various aspects of their trip to PEI such as the quality of customer service and the variety of things to see and do. Only 9.8 percent of parties indicated that they experienced a problem or had a complaint that would impact their decision to return to PEI or deter them for recommending PEI as a travel destination to others. Parties agreed that their trip to PEI was good value in terms of time and money spent. They also indicated that they were likely to recommend PEI to others and to visit PEI again in the future.

## 1. Introduction

*“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.”*

### 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 5<sup>th</sup>, 2012 and finished on January 7<sup>th</sup>, 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 package and panel card were printed with a Quick Response (QR) code that individuals could scan with their iPhone or Blackberry to complete the survey on their mobile device. More details about the methodology of the 2012 exit survey are provided in Section 2.

### 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 5<sup>th</sup>, 2012 to January 7<sup>th</sup>, 2013.”*

- 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 5<sup>th</sup>, 2012 to January 7<sup>th</sup>, 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 an iPhone or Blackberry.

**Table 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%          |
| <b>Total</b>     | <b>3,465</b>                | <b>100.0%</b> |

### Data Processing and Error Detection

*“In total, 3,465 samples were collected through mail-back and online surveys.”*

- 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.



*“2,888 surveys  
from the 2012  
Tourism PEI  
conversion study  
were imputed in  
exit survey data.  
Thus, in total,  
5,955 samples  
were used for the  
final 2012 exit  
survey results.”*

- 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: Samples Used**

|   | Number of<br>Surveys Used | %             |
|---|---------------------------|---------------|
| Mail-back Survey                              | 1,753                     | 29.4%         |
| Online Survey including iPhone and Blackberry | 1,314                     | 22.1%         |
| Imputation Data (from conversion study)       | 2,888                     | 48.5%         |
| <b>Total</b>                                  | <b>5,955</b>              | <b>100.0%</b> |

### 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 3.
- In terms of statistical accuracy, the actual margin of error for each market will vary slightly due to minor variations in the sample size.
- Overall, a sample of this size has a sampling error of  $\pm 1.26$  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.

*“Overall, the sample size has a sampling error of  $\pm 1.26$  percent at a 95 percent confidence level.”*

**Table 3: Margin of Error**

|                                | Sample Size  | Margin of Error <sup>a)</sup> |
|--------------------------------|--------------|-------------------------------|
| Jan-Apr Winter Off-season      | 437          | $\pm 4.67$                    |
| May-Jun Spring Shoulder Season | 838          | $\pm 3.36$                    |
| Jul-Aug Main Season            | 3,101        | $\pm 1.74$                    |
| Sep-Oct Fall Shoulder Season   | 1,342        | $\pm 2.65$                    |
| Nov-Dec Winter Off-Season      | 237          | $\pm 6.34$                    |
| <b>Total Full Year</b>         | <b>5,955</b> | <b><math>\pm 1.26</math></b>  |

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

### 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.

*“The final sample was weighted to align it with the total PEI visitor parties in each market based on traffic data collected through the three exit points.”*

- 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%)
    - Overnight = 373,375 (91.7%)
  - By Exit Point:
    - Airport = 33,889 (8.3%)
    - Bridge = 320,623 (78.8%)
    - 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%)
    - 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%)
    - 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. Market Overview

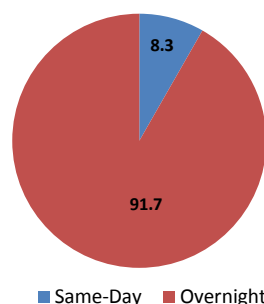
#### 3.1. Overall Market Situation

##### Highlights

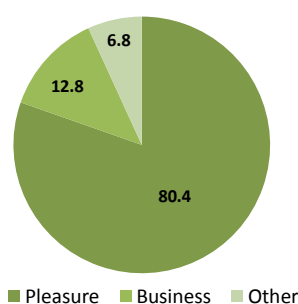
- In total, 407,065 travel parties visited PEI between January 1<sup>st</sup>, 2012 and December 31<sup>st</sup>, 2012 (Table A-1, pg. 55). Of these, 91.7 percent (373,375 parties) stayed at least one night in PEI.
- About 80 percent of those who stayed at least one night in PEI visited the province primarily for pleasure purposes. About 13 percent travelled to PEI for business purposes and 6.8 percent visited for another purpose (e.g., to attend a wedding or family reunion, for educational study, etc.).
- The remainder of the report profiles the overnight pleasure market which includes parties who travelled to PEI for pleasure or “other” purposes and who stayed at least one night in PEI. Same-day and business travellers are excluded from the results. Some of the results discussed below are from the detailed tables provided in the Appendix.

*“In 2012, a total of 325,590 parties visited PEI for non-business purposes and stayed at least one night in PEI.”*

**Figure 1: Total Market (%)**



**Figure 2: Overnight Market (%)**

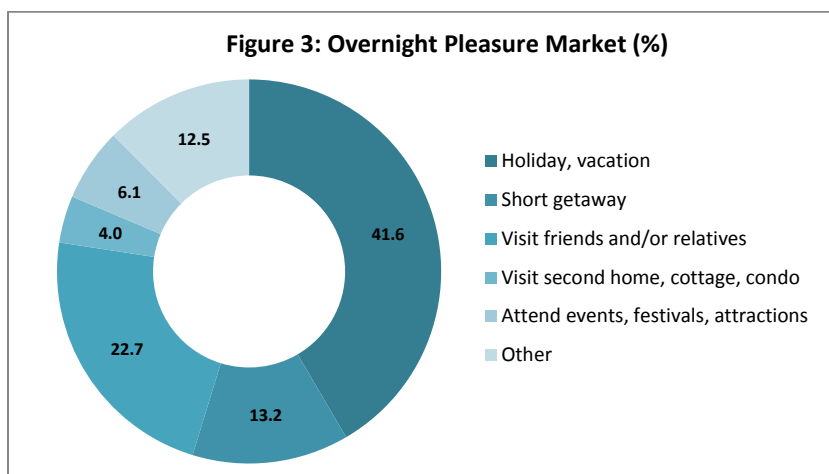


## 3.2. Overnight Pleasure Market

### Highlights

- The most popular reason for travelling to PEI was for a holiday or vacation (41.6%).
- Visiting friends and/or relatives (VFR) was the second most popular reason (22.7%), followed by for a short getaway (13.2%) and for “other” reasons (12.5%).
- Specified reasons in the “other” category included things like: to attend a sporting event or tournament, to attend a funeral, for a honeymoon, to golf, and to conduct genealogy research.

*“VFR market in PEI represents 22.7 percent of total pleasure markets (73,777 visitor parties).”*



Note: Overnight pleasure market in the report includes pleasure purpose trips and other purpose trips, excluding business purpose trips.

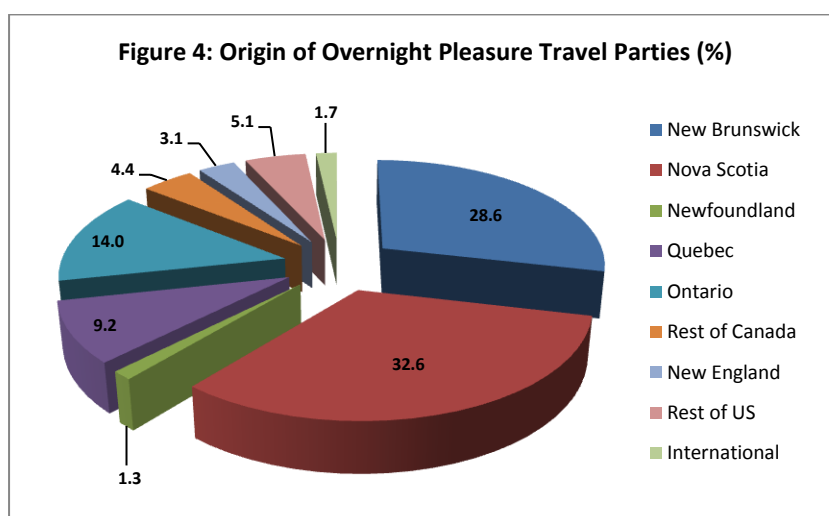
## 4. Who Visits PEI

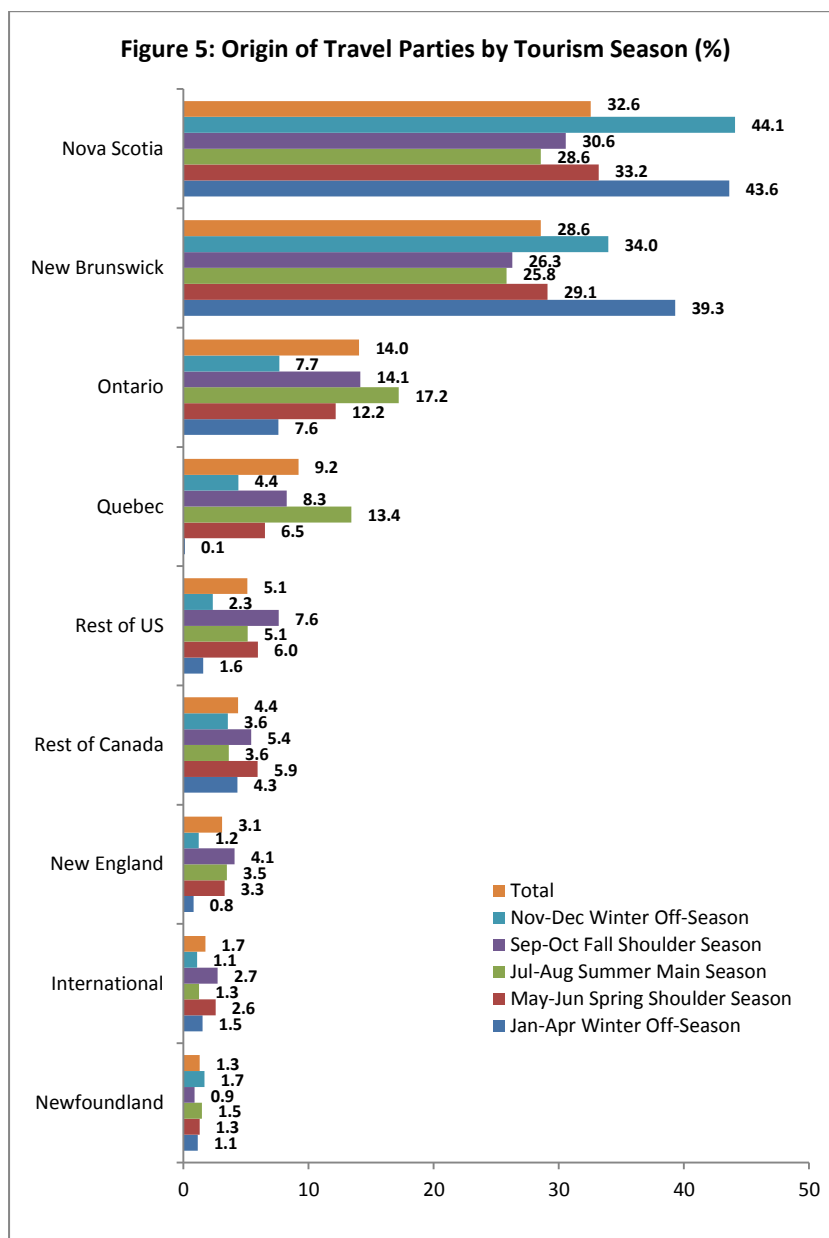
### 4.1. Origin of Overnight Pleasure Parties

#### Highlights

- The geographic markets that made up the greatest share of parties visiting PEI were Nova Scotia (32.6%), New Brunswick (28.6%), Ontario (14.0%) and Quebec (9.2%).
- About 8 percent of parties were from the United States, including 3.1 percent from the New England states.
- Less than 2 percent of parties were from outside of Canada and the United States.
- Residents of New Brunswick and Nova Scotia accounted for a large proportion of parties in all seasons, particularly in the winter. They accounted for 82.9 percent of parties in January-April and 78.1 percent of parties in November-December (Table A-4, pg. 57).
- The summer main season (July-August) was the preferred time of year for parties from some geographic markets to visit. For example, over one-half of those from Newfoundland and Labrador, Ontario and New England visited PEI in July-August, while 68.6 percent of those from Quebec visited PEI during the summer main season (Table A-4, pg. 57).

*“PEI’s overnight pleasure travellers were primarily from Nova Scotia (32.6%), New Brunswick (28.6%), Ontario (14.0%) and Quebec (9.2%).”*



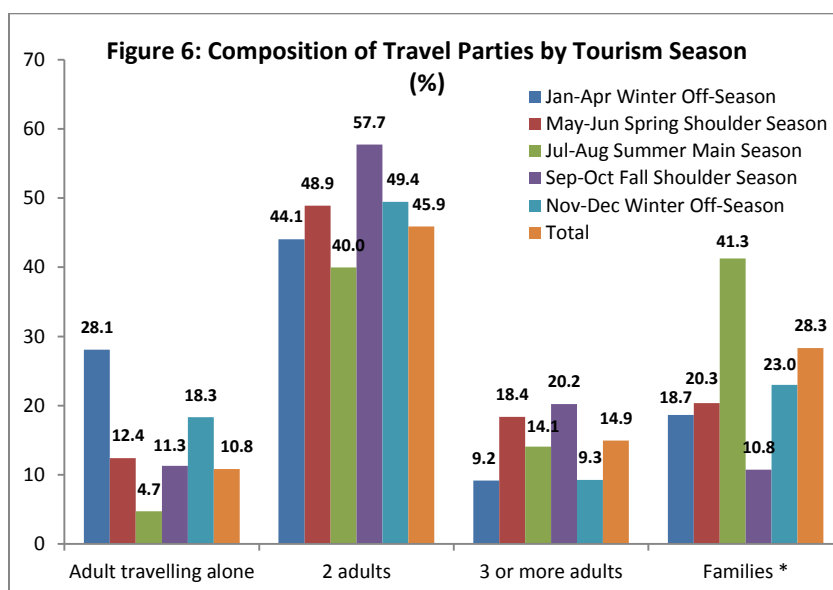


## 4.2. Composition of Travel Parties

### Highlights

- Overall, 45.9 percent of travel parties were comprised of two adults and 28.3 percent were classified as families.
- About 15 percent of parties consisted of three or more adults and 10.8 percent were a party of one adult.
- Parties who visited PEI in the summer main season (July-August) were mostly comprised of families (41.3%) or two adults (40.0%).
- About 58 percent of parties who visited in the fall shoulder season (September-October) consisted of two adults.
- Over two-thirds (68.5%) of family parties visited PEI during the summer main season (Table A-5, pg. 58).
- Parties consisting of multiple adults were most likely to have visited PEI during the summer main season and the fall shoulder season (Table A-5, pg. 58).

*“Almost three-quarters of parties visiting PEI were parties of two adults (45.9%) or families (28.3%).”*



Note: \* Families indicate one, two, three or more adults travelling with child(ren).

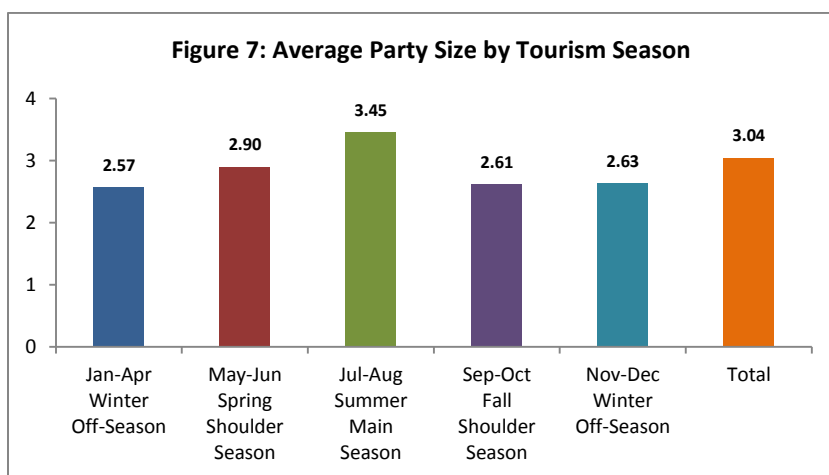


### 4.3. Travel Party Size

#### Highlights

*“The average size of a party visiting PEI was 3.04 people, though parties were larger in the summer main season at an average of 3.45 people.”*

- Parties visiting PEI consisted of an average of 3.04 people. Of this, 2.42 people were adults and 0.62 people were children (Table A-5, pg. 58).
- Travel parties were largest in the summer main season (average of 3.45 people) which is no surprise given that this season had the greatest prevalence of family parties and the lowest prevalence of parties consisting of one adult.
- Those visiting in January-April had the smallest travel parties at an average of 2.57 people per party.

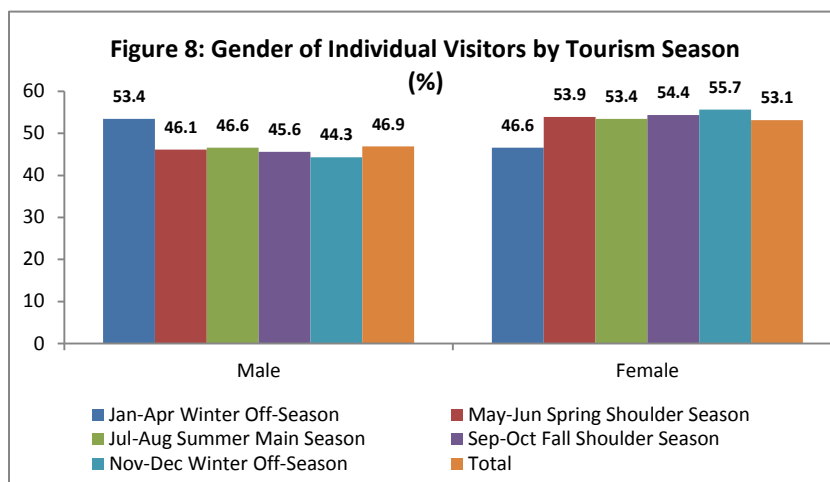


## 4.4. Gender of Individual Visitors

### Highlights

- Overall, 53.1 percent of visitors to PEI were female and 46.9 percent were male.
- Females accounted for the majority of visitors in all seasons except the January-April winter off-season when 53.4 percent of visitors were male and 46.6 percent were female.

*“Just over one-half (53.1%) of visitors to PEI were female.”*

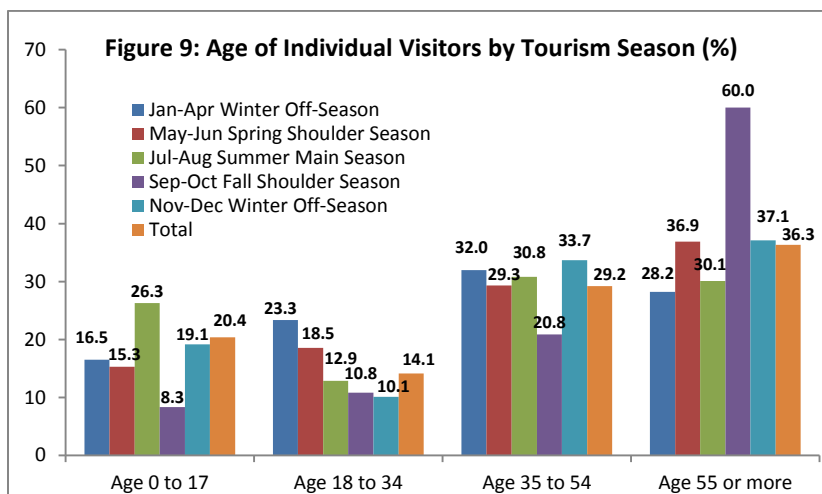


## 4.5. Age of Individual Visitors

### Highlights

*“Over one-third (36.3%) of visitors to PEI were 55 years of age or older, while 29.2 percent were between the ages of 35 and 54. About 20 percent were children under the age of 18.”*

- Thirty-six percent of visitors to PEI were age 55 or older and 29.2 percent were between the ages of 35 and 54.
- About 20 percent were under 18 and 14.1 percent were between the ages of 18 and 34.
- Sixty percent of those who visited in the fall shoulder season were age 55 or older. An additional 20.8 percent of those who visited during this season were between the ages of 35 and 54.
- The age ranges of visitors in the summer main season were more evenly distributed: 30.8 percent were between the ages of 35 and 54, 30.1 percent were age 55 or older, and 26.3 percent were under 18.
- Nearly 70 percent of visitors who were under the age of 18 visited PEI in the summer main season (Table A-6, pg. 59).

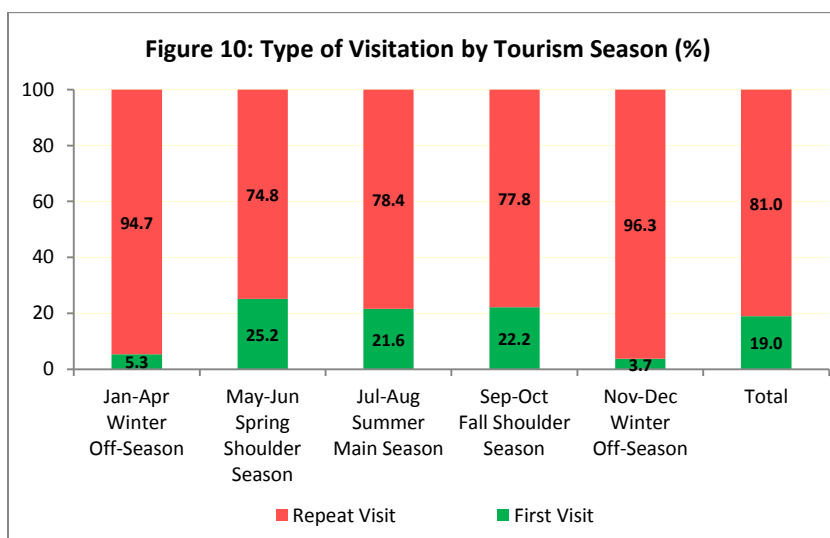


## 4.6. Type of Visitation

### Highlights

- The majority (81.0%) of those who visited PEI in 2012 had previously visited the province.
- The highest occurrences of repeat visitors were amongst those who visited in November-December (96.3%) and January-April (94.7%). These were the groups that included many residents of New Brunswick and Nova Scotia, and many parties whose primary purpose of their trip was to visit friends and/or relatives in PEI so the high rate of repeat visitation is not a surprise.

*“Eighty-one percent of parties had previously visited PEI. Almost all of those who visited PEI in the winter were repeat visitors.”*

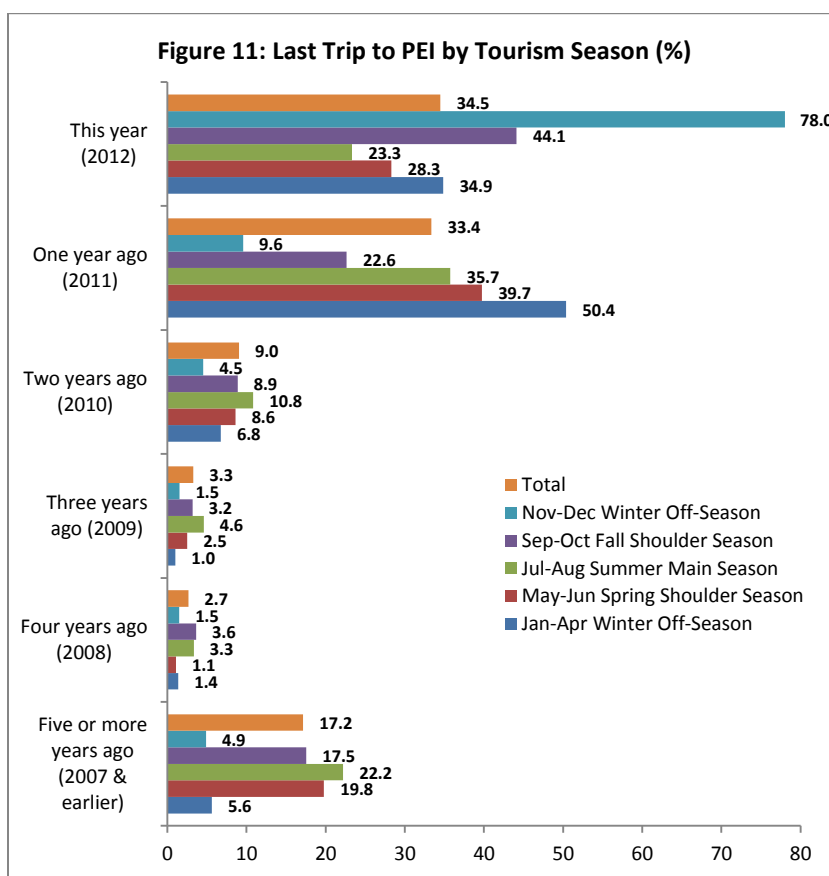


## 4.7. Return Visits Pattern

### Highlights

- Many of those who had previously visited PEI had visited recently.
- Over one-third (34.5%) had last visited earlier in 2012 and an additional one-third (33.4%) had last visited in 2011 (one year ago).
- Overall, 17.2 percent of repeat visitors had last visited PEI five or more years ago but only about 5 percent of parties who visited during the winter months had last visited five or more years ago.
- The remaining 15 percent of repeat visitors had last visited between 2008 and 2010 (2-4 years ago).
- Seventy-eight percent of those who visited in November-December had visited PEI earlier in 2012 (in addition to the current trip).

*“Over two-thirds of those who had previously visited PEI had last visited earlier in 2012 or in 2011 (one year ago).”*

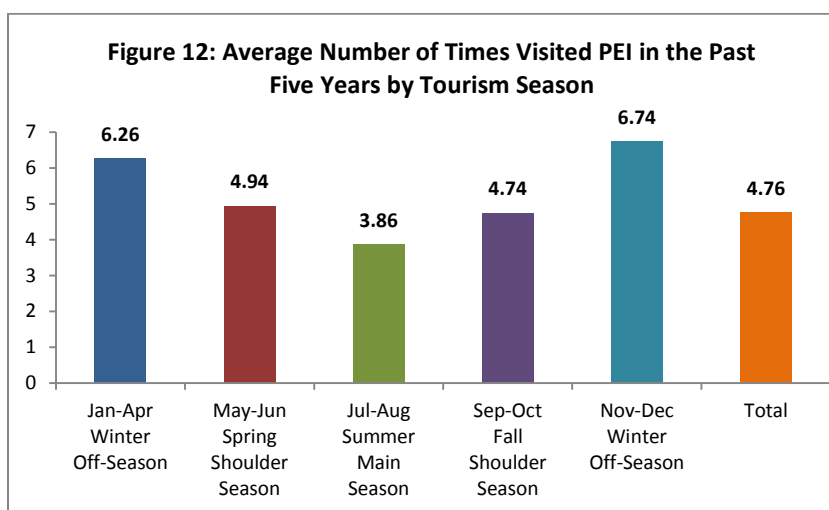


## 4.8. Visitation in the Past Five Years

### Highlights

- Repeat visitors had been to PEI an average of 4.76 times in the past five years, which suggests annual trips for some parties.
- Those who visited in November-December had visited PEI the most often with an average of 6.74 trips in the past five years. Those who visited in January-April had also visited often (6.26 times in the past five years).
- Parties who had visited PEI in the summer main season had visited PEI the least frequently in the past five years (3.86 trips).

*“Repeat visitors had visited PEI often, at an average of 4.76 times in the past five years. Those who visited in the winter months had visited more frequently with an average of about six trips in the past five years.”*

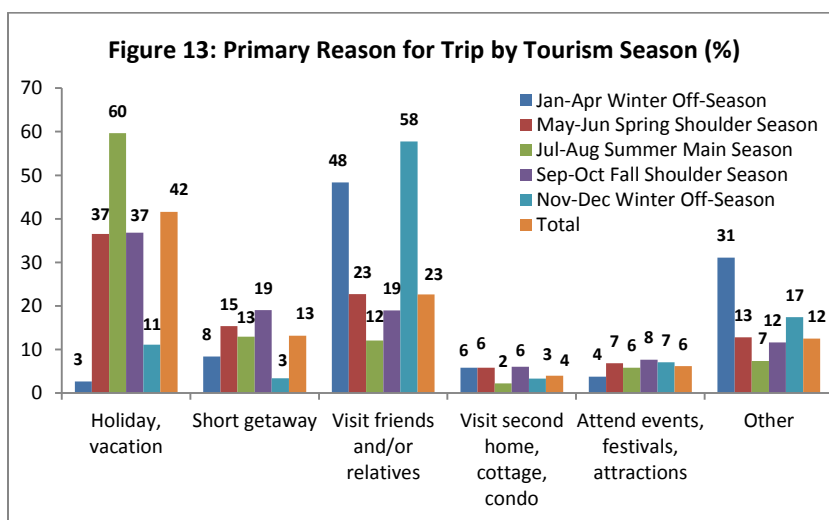


## 5. Why Visitors Come 5.1. Primary Reason for Trip

### Highlights

*“Parties primarily visited PEI for a holiday or vacation (41.6%), to visit friends and/or relatives (22.7%), or for a short getaway (13.2%).”*

- About 60 percent of parties who visited during the summer main season travelled to PEI to holiday or vacation. To holiday or vacation was the most popular reason for visiting PEI amongst parties who visited in the spring, summer and fall.
- For a short getaway and to visit friends and/or relatives were the other popular reasons for visiting PEI for parties who visited in the spring, summer and fall.
- Visiting friends and/or relatives was the most popular reason for visiting PEI for those who visited during the two winter seasons.
- “Other” reason was selected by the second highest percentage of parties who visited during the winter. Reasons specified in this category included attending a funeral, attending a hockey tournament or skating event, attending a graduation ceremony, and taking a pet to the Atlantic Veterinary College, among others.
- The majority (57.8%) of those who visited in November-December said the primary reason for their trip was to visit friends and/or relatives. Similarly, 48.3 percent of those who visited in January-April went to PEI primarily to visit friends and/or relatives.

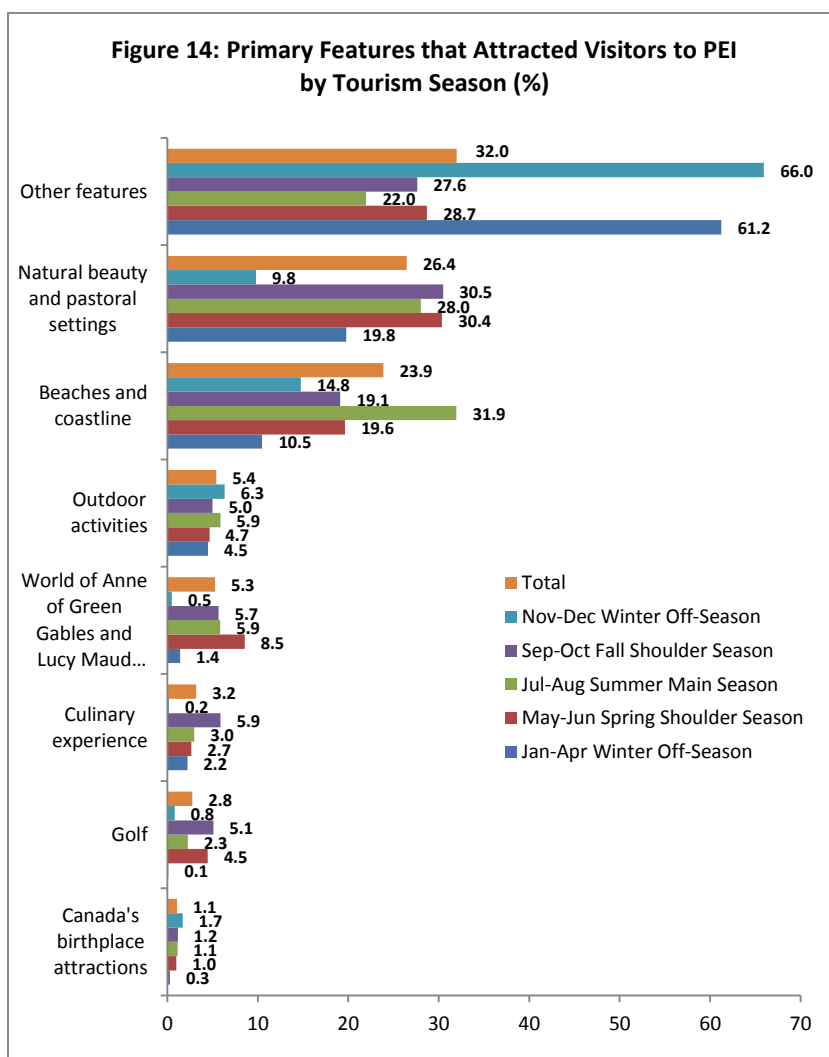


## 5.2. Primary Features that Attracted Visitors to PEI

### Highlights

- PEI's natural beauty and pastoral settings was the feature that attracted 26.4 percent of parties to the province while 23.9 percent of parties were attracted to PEI by the beaches and coastline.
- Overall, 5.4 percent of parties were attracted to PEI by the chance to partake in outdoor activities.
- The World of Anne of Green Gables and Lucy Maud Montgomery attracted 5.3 percent of parties to PEI, though 8.5 percent of parties who visited in the spring said this was the primary feature that attracted them.

*"The province's natural beauty, pastoral settings, beaches, and coastline were the features that attracted many parties to PEI."*





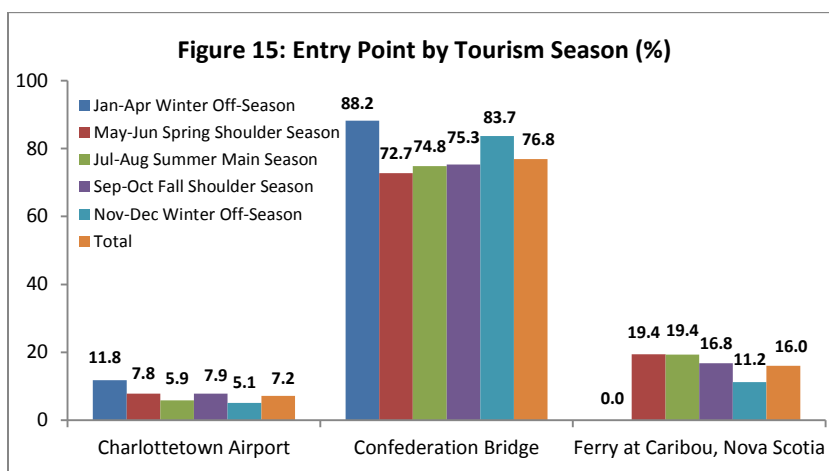
- Overall, 3.2 percent of parties were attracted by PEI's culinary experiences. A greater percentage of those who visited in the fall said this was the primary feature that attracted them to PEI (5.9%). This could include parties who travelled to PEI to attend events that were part of the Fall Flavours Culinary Festival held in the month of September.
- The opportunity to golf was the primary feature that attracted 2.8 percent of parties to PEI, though the percentage of parties attracted by golf was higher amongst spring (4.5%) and fall (5.1%) visitors.
- Canada's birthplace attractions enticed 1.1 percent of parties to visit PEI. This percentage was slightly higher amongst those who visited in November-December (1.7%).
- Overall, 32.0 percent of those who visited PEI in the summer main season were attracted by the beaches and coastline, 28.0 percent were attracted by PEI's natural beauty and pastoral settings, and 22.0 percent were attracted by "other" features.
- About 30 percent of spring and fall visitors were attracted by PEI's natural beauty and pastoral settings.
- Thirty-two percent of visitors said they were attracted to PEI by "other" features. Many of the responses specified in this category related to visiting family and friends, and returning to visit their home province. Other responses included attending festivals, events, concerts, or live theatre, and participating in sporting events, among others.
- A large proportion of parties who visited PEI during the winter months were attracted by "other" features. Many of the responses specified in this category by winter visitors related to visiting family and friends.

## 6. How Visitors Come 6.1. Entry Point

### Highlights

- Overall, over three-quarters (76.8%) of parties entered PEI via the Confederation Bridge. Bridge use was highest amongst parties who visited in January-April (88.2%) and November-December (83.7%). This could be a result of the PEI-Nova Scotia ferry not operating between December 21 and April 30.
- Sixteen percent entered PEI via the ferry that departed from Caribou, Nova Scotia and 7.2 percent arrived in PEI via the Charlottetown Airport.

*“The Confederation Bridge was the most popular means of entering PEI with over three-quarters of parties crossing it to arrive in PEI.”*

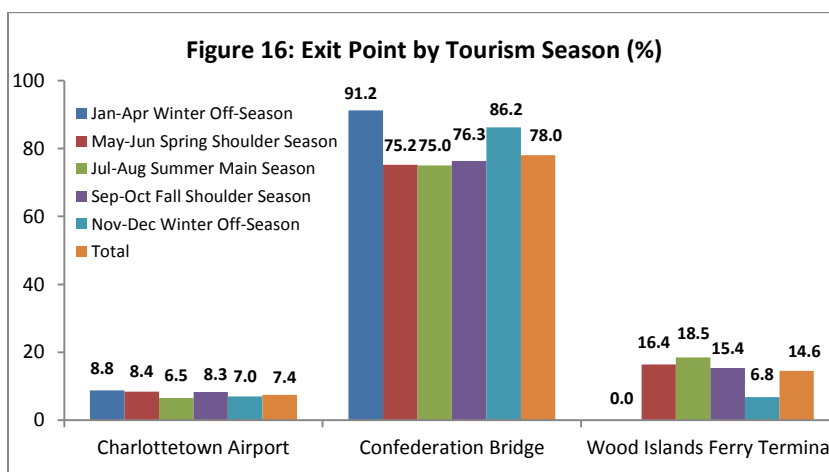


## 6.2. Exit Point

### Highlights

*“The Confederation Bridge was the most popular means of exiting PEI with over three-quarters of parties using it to leave PEI.”*

- Overall, 78.0 percent of parties exited PEI via the Confederation Bridge. Again, bridge use was higher amongst those parties who visited in January-April (91.2%) and November-December (86.2%).
- About 15 percent of parties exited PEI via the ferry that departed from Wood Islands, PEI and 7.4 percent exited via the Charlottetown Airport.
- The percentage of parties who used the Charlottetown Airport to enter and exit PEI was similar which suggests that the majority of those who arrived via airplane also left PEI via airplane.
- A slightly larger percentage of parties used the bridge to exit PEI versus enter PEI, and a slightly smaller percentage of parties used the ferry to exit versus enter, which suggests that some parties entered PEI via the ferry and left via the bridge.

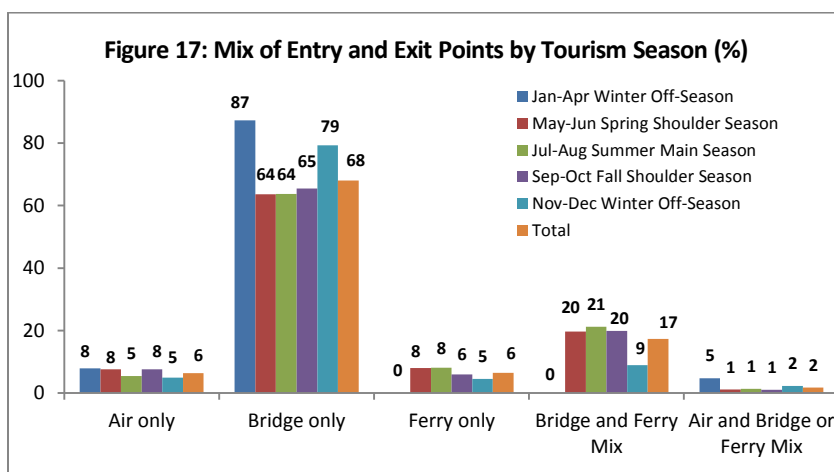


### 6.3. Mix of Entry and Exit Points

#### Highlights

- Overall, 68.0 percent of parties used the Confederation Bridge to both enter and exit PEI; 6.5 percent used the ferry only and 6.4 percent entered and exited via the Charlottetown Airport.
- About 17 percent of parties used a combination of bridge and ferry.
- The results suggest that most of those who entered PEI via the Charlottetown Airport also exited PEI that way while many of those who used the ferry, used it one-way only.

*“Over two-thirds (68.0%) of parties used the Confederation Bridge to both enter and exit PEI, while about 17 percent used a combination of bridge and ferry.”*



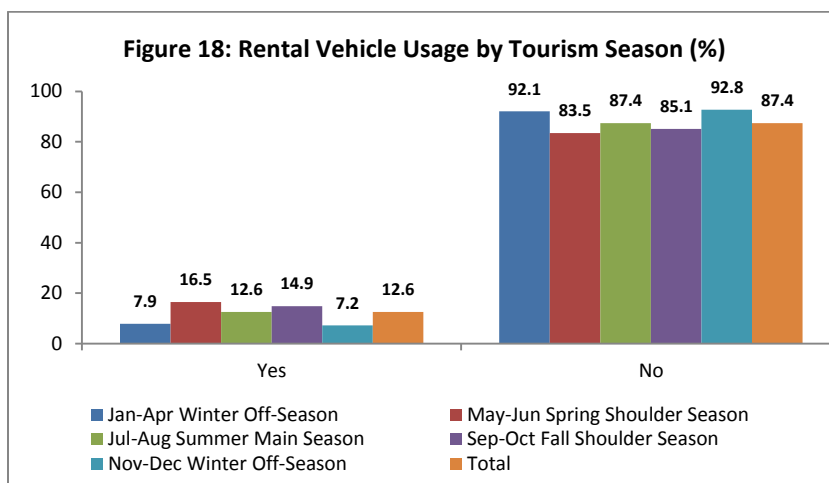
Note: Air and Bridge or Ferry Mix refers to the use of the Charlottetown Airport to enter (exit) PEI and use of the bridge or the ferry to exit (enter) PEI during the same trip.

## 6.4. Rental Vehicle Usage

### Highlights

- In total, 12.6 percent of parties rented a vehicle during their trip in which they visited PEI.
- A greater percentage of parties who visited in the spring (16.5%) and fall (14.9%) rented vehicles compared to those who visited in the other seasons.
- Rental vehicle use was low amongst parties who visited PEI in the winter months, likely because many of these parties were from Nova Scotia and New Brunswick and could easily take their own vehicle.

*“Only 12.6 percent of parties used a rental vehicle while visiting PEI.”*

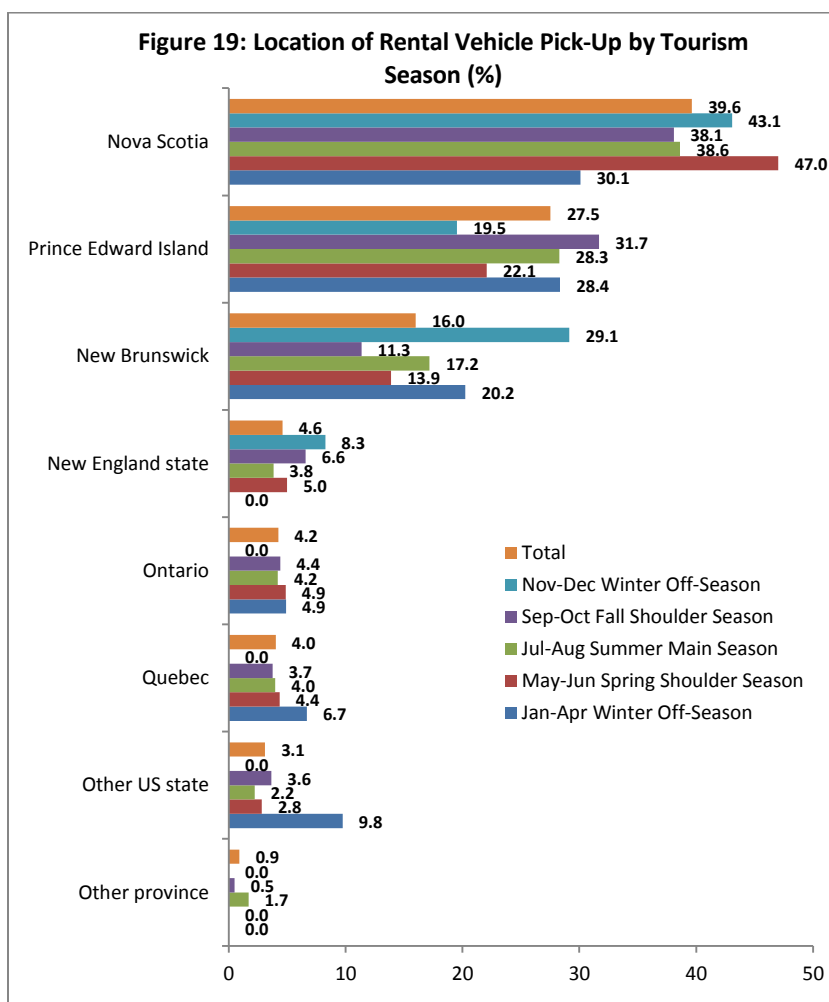


## 6.5. Location of Rental Vehicle Pick-Up

### Highlights

- The majority of vehicle rentals originated outside of PEI. About 28 percent of those who rented a vehicle did so in PEI.
- About 40 percent of those who rented a vehicle picked it up in Nova Scotia and 16 percent picked up their rental vehicle in New Brunswick.
- Nova Scotia, PEI and New Brunswick were the top three locations for rental vehicle pick-ups amongst parties who visited PEI in all seasons.

*“About 28 percent of parties who used a rental vehicle picked up the vehicle in PEI.”*

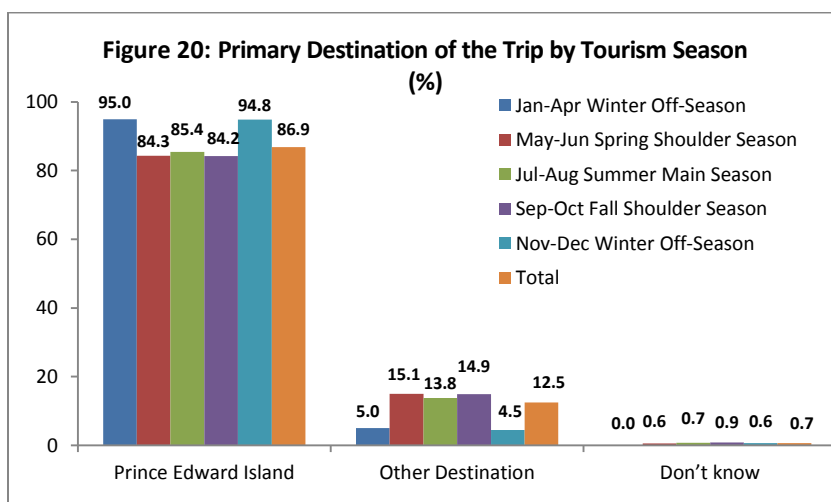


## 7. Where Visitors Stay 7.1. Primary Destination of the Trip

### Highlights

- Eighty-seven percent of parties said that PEI was the primary destination of their trip.
- PEI was the primary destination for 95 percent of those visiting in the winter months (January-April and November-December).

*“PEI was the primary destination of the trip for 86.9 percent of parties. Almost all parties who visited PEI in the winter said PEI was their primary destination.”*

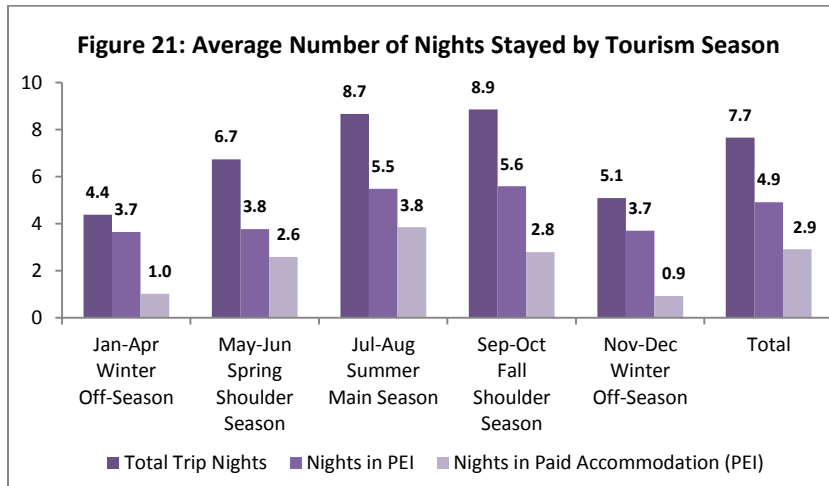


## 7.2. Trip Duration

### Highlights

*“Parties were away from home for an average of 7.66 nights; they stayed an average of 4.91 nights in PEI.”*

- During their trip in which they visited PEI, parties were away from home for an average of 7.66 nights.
- Parties spent an average of 4.91 nights in PEI (64.1% of total nights). The destination where parties spent the next highest number of nights was Nova Scotia (1.03 nights), followed by New Brunswick (0.78 nights) (Table A-11, pg. 64).
- On average, 2.91 nights were spent in paid accommodation types in PEI (59.3% of total nights in PEI).
- Those who visited PEI in the summer main season and in the fall season had the longest trips and the longest stays in PEI.
- Parties who visited PEI in the winter months spent the fewest nights in paid accommodation types, likely because they were staying with the friends and/or relatives that they came to visit. These parties spent fewer nights outside of PEI during their trip compared to parties who visited in the other seasons.



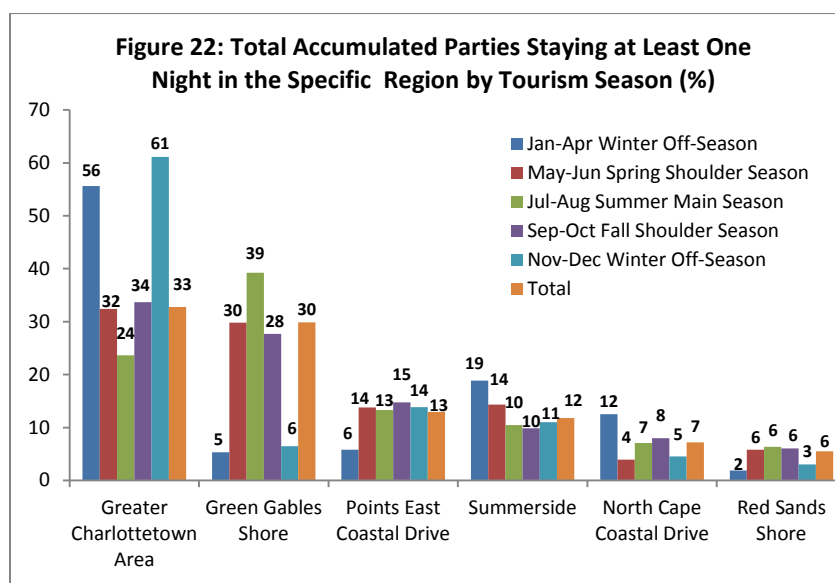


### 7.3. Overnight Stays in PEI Regions

#### Highlights

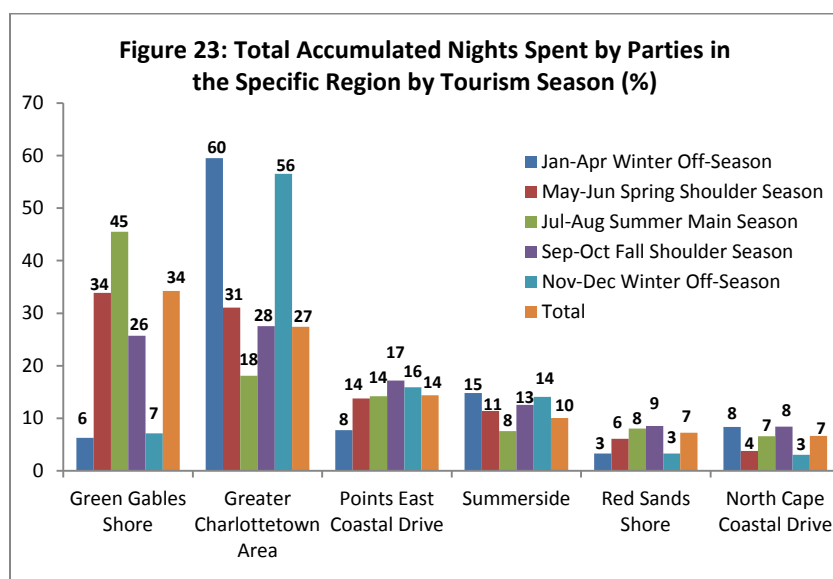
- One-third of parties spent at least one night in the Greater Charlottetown area while 29.9 percent stayed at least one night in the Green Gables Shore region.
- Thirteen percent of parties stayed at least one night in the Points East Coastal Drive region and 11.8 percent stayed at least one night in Summerside. Less than 10 percent of parties stayed a night in the North Cape Coastal Drive or Red Sands Shore regions.
- Green Gables Shore was the most popular region amongst parties who visited in the summer main season; 39.2 percent of parties spent at least one night there. The Greater Charlottetown area was the most popular region amongst parties who visited in all other seasons.
- The second most popular region varied depending on the season: the Green Gables Shore region was number two for those who visited in the spring and fall while it was the Greater Charlottetown area for those who visited in the summer. Summerside was the second most popular region for overnight stays for those who visited in January-April and the Points East Coastal Drive region was number two for those who visited in November-December.

*“One-third of parties stayed at least one night in the Greater Charlottetown area. The Green Gables Shore region was also popular as 29.9 percent of parties stayed at least one night there.”*



*“In terms of total nights, parties spent the most nights in the Green Gables Shore region (34.2% of total nights), followed by the Greater Charlottetown area (27.4%) and the Points East Coastal Drive region (14.4%).”*

- Thirty-four percent of parties’ total nights in PEI were spent in the Green Gables Shore region.
- About 27 percent of total nights were spent in the Greater Charlottetown area.
- In the summer main season, 45.5 percent of total nights were spent in the Green Gables Shore region, 18.1 percent were spent in the Greater Charlottetown area and 14.2 percent were spent in the Points East Coastal Drive region.
- In the fall, a similar percentage of nights were spent in the Greater Charlottetown area (27.6%) and the Green Gables Shore region (25.7%).
- Nights spent in the Points East Coastal Drive region accounted for the third highest percentage of total nights for parties who visited in the spring, summer and fall.

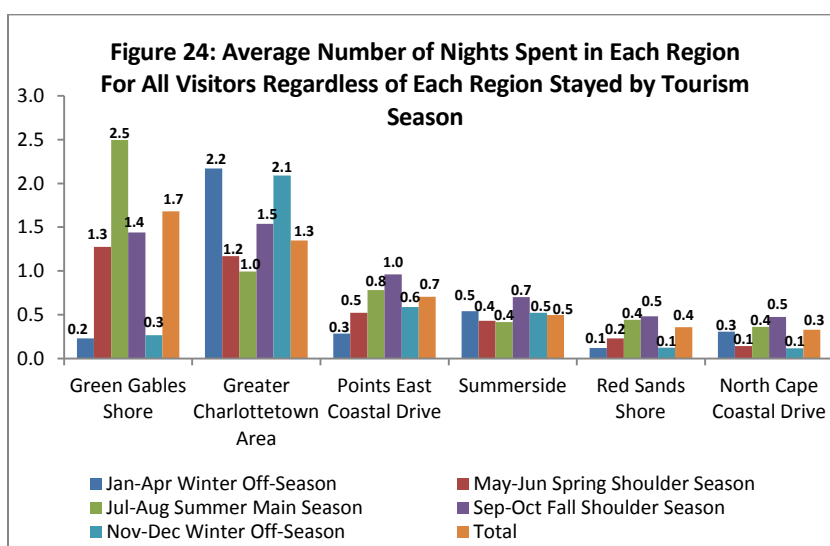


## 7.4. Length of Stay in PEI Regions

### Highlights

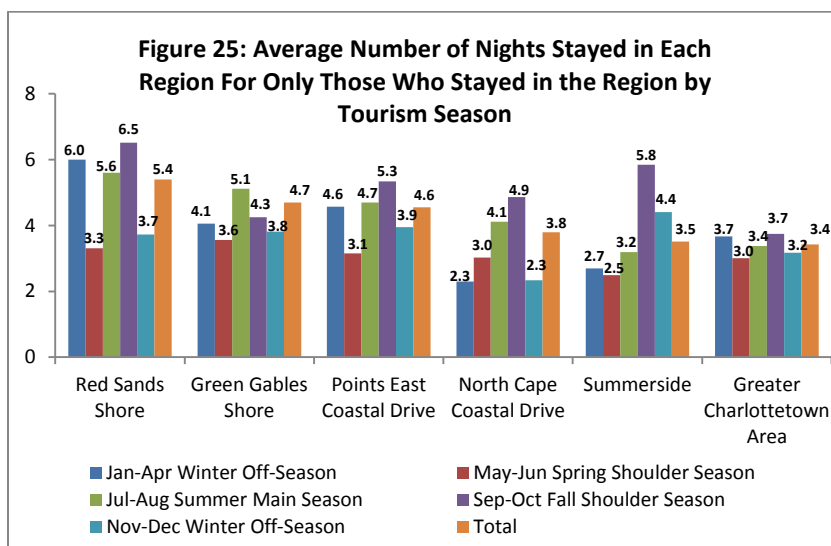
- Of the 4.91 nights spent in PEI, parties spent an average of 1.68 nights in the Green Gables Shore region.
- An average of 1.35 nights was spent in the Greater Charlottetown area. Less than one night was spent in each of the other regions.
- Of the 5.49 nights spent in PEI in the summer main season, parties spent an average of 2.5 nights in the Green Gables Shore region.

*“Of the 4.91 nights spent in PEI, 1.68 nights were spent in the Green Gables Shore region and 1.35 nights were spent in the Greater Charlottetown area.”*



*“The average length of stay in the rural regions of PEI was longer than the average stay in the Greater Charlottetown area and in Summerside.”*

- Those who stayed in the Red Sands Shore region stayed an average of 5.40 nights there, the longest stay of all the regions.
- The longest stays in the Red Sands Shore region were by parties who visited in the fall (6.51 nights) and in January-April (6.00 nights).
- The average length of stay was second longest in the Green Gables Shore region (4.70 nights), followed by the Points East Coastal Drive region (4.55 nights).
- While a large proportion of parties stayed overnight in the Greater Charlottetown area, the average length of stays in the Charlottetown area were shorter than stays in the other regions (average of 3.43 nights).
- The longest stays in the Greater Charlottetown area, Summerside, and the Points East Coastal Drive, Red Sands Shore, and North Cape Coastal Drive regions were by parties who visited during the fall (September-October).

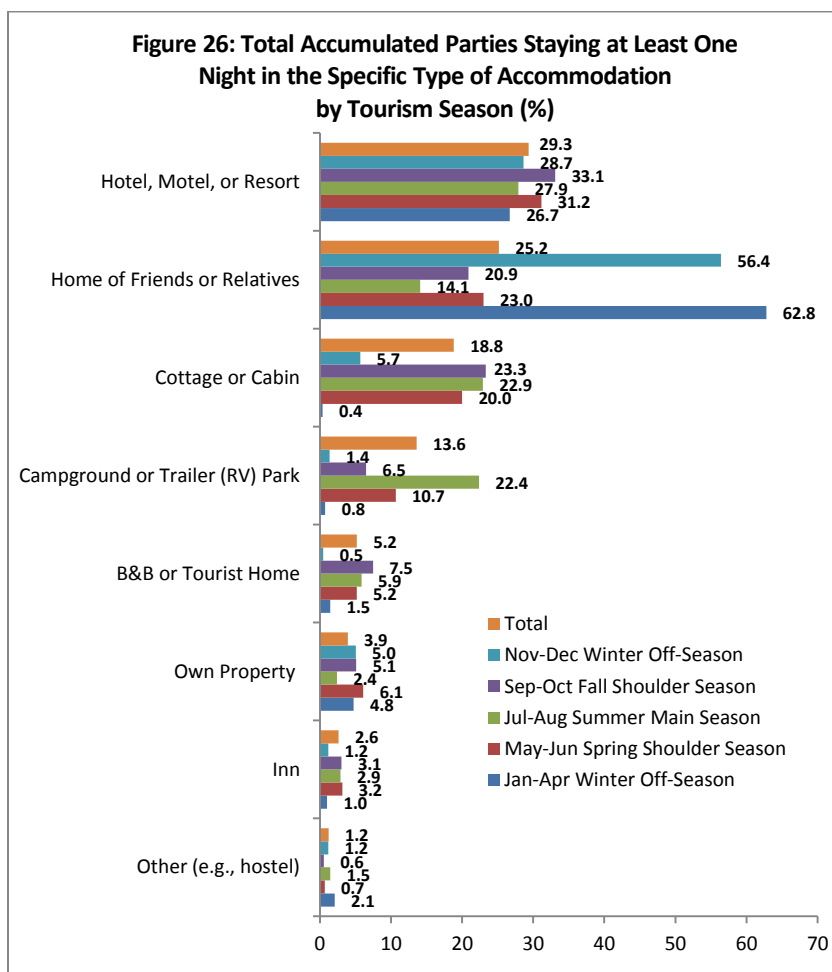


## 7.5. Overnight Stays in Type of Accommodation

### Highlights

- Overall, 29.3 percent of parties spent at least one night in a hotel, motel or resort. One-quarter of parties spent at least one night at the home of friends and/or relatives and 18.8 percent spent at least one night in a rented cottage or cabin. These were the most popular accommodation types used by parties who visited in the spring, fall and November-December winter off-season.
- The most popular accommodation types used by parties who visited in the summer main season were hotel, motel or resort (27.9% of parties stayed at least one night), rented cottage or cabin (22.9%), and campground or RV park (22.4%).
- The majority of parties who visited PEI in the winter stayed at least one night at the home of friends and/or relatives.

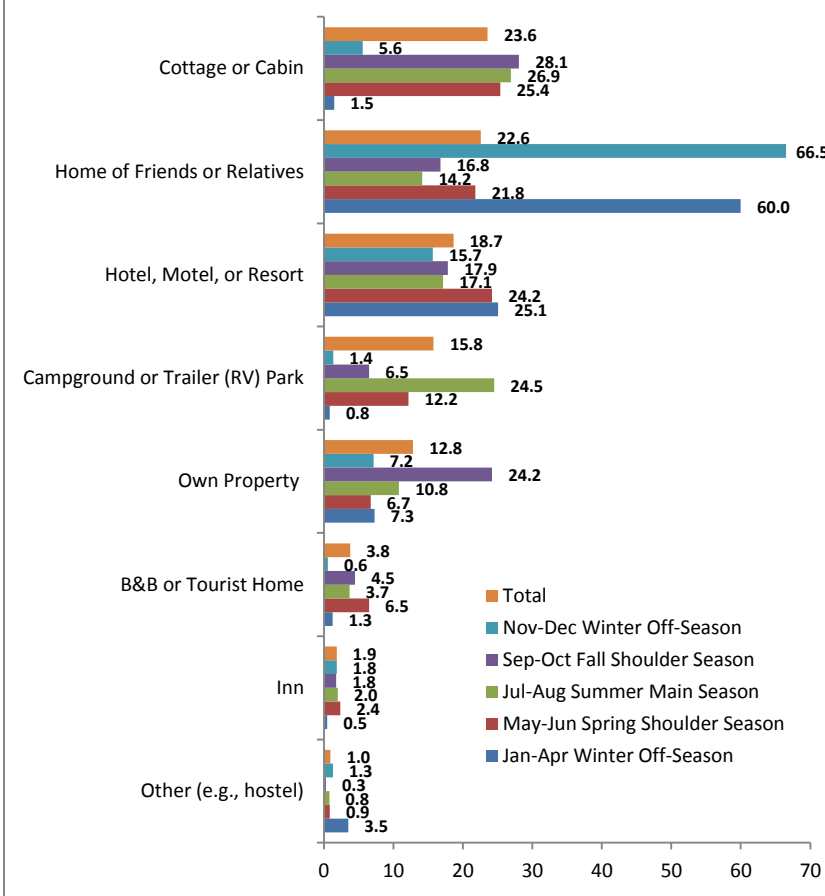
*“The top types of accommodation used by parties included hotel, motel or resort, home of friends and/or relatives, and rented cottage or cabin, though the number of nights spent in each accommodation type varied.”*



- In total, parties spent 1,599,939 nights in PEI in 2012 (Table A-16, pg. 69). The largest proportion of total nights were spent in a rented cottage or cabin (23.6%), at the home of friends and/or relatives (22.6%), in a hotel, motel or resort (18.7%) and at a campground or RV park (15.8%).
- The accommodation type that accounted for the greatest percentage of total nights amongst those visiting PEI in the spring, summer and fall was rented cottage or cabin. For winter visitors, the greatest percentage of total nights was spent at the home of friends and/or relatives.
- While only 3.9 percent of parties stayed at least one night in their own property, total nights in this accommodation type accounted for 12.8 percent of total nights which means these parties had longer stays in this accommodation type compared to parties who stayed in other types of accommodation.
- Amongst parties who visited in the fall, the number of nights spent in their own property (such as seasonal homes) accounted for 24.2 percent of total nights in PEI in that season. This may include seasonal residents who were in PEI during the summer months and left in the fall.

*“Overall, the greatest percentage of total nights was spent in a rented cottage or cabin (23.6%), at the home of friends and/or relatives (22.6%), and in a hotel, motel or resort (18.7%).”*

**Figure 27: Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation by Tourism Season (%)**



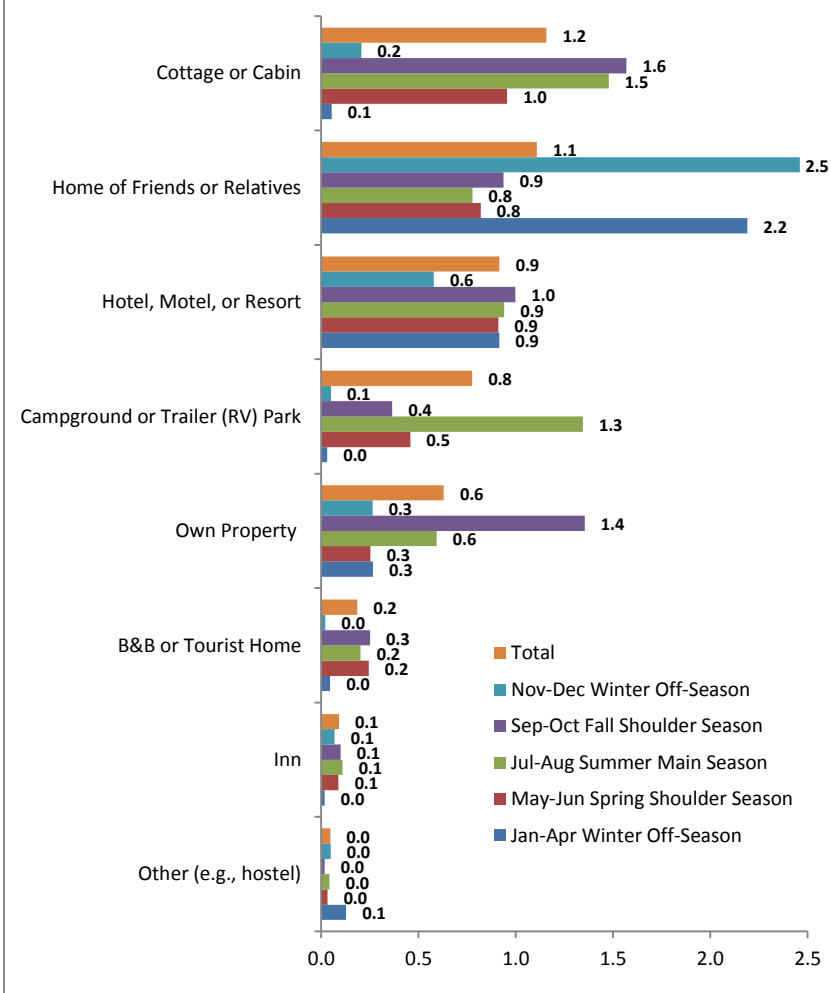
## 7.6. Length of Stay in Type of Accommodation

### Highlights

- Of the 4.91 nights spent in PEI, 1.16 nights were spent in a cottage or cabin and 1.11 nights were spent at the home of friends and/or relatives.
- Less than one night was spent in the other accommodation types.

*“Of the 4.91 nights spent in PEI, 1.16 nights were spent in a rented cottage or cabin and 1.11 nights were spent at the home of friends and/or relatives.”*

**Figure 28: Average Number of Nights Spent in Each Type of Accommodation For All Visitors Regardless of Each Accommodation Used by Tourism Season**

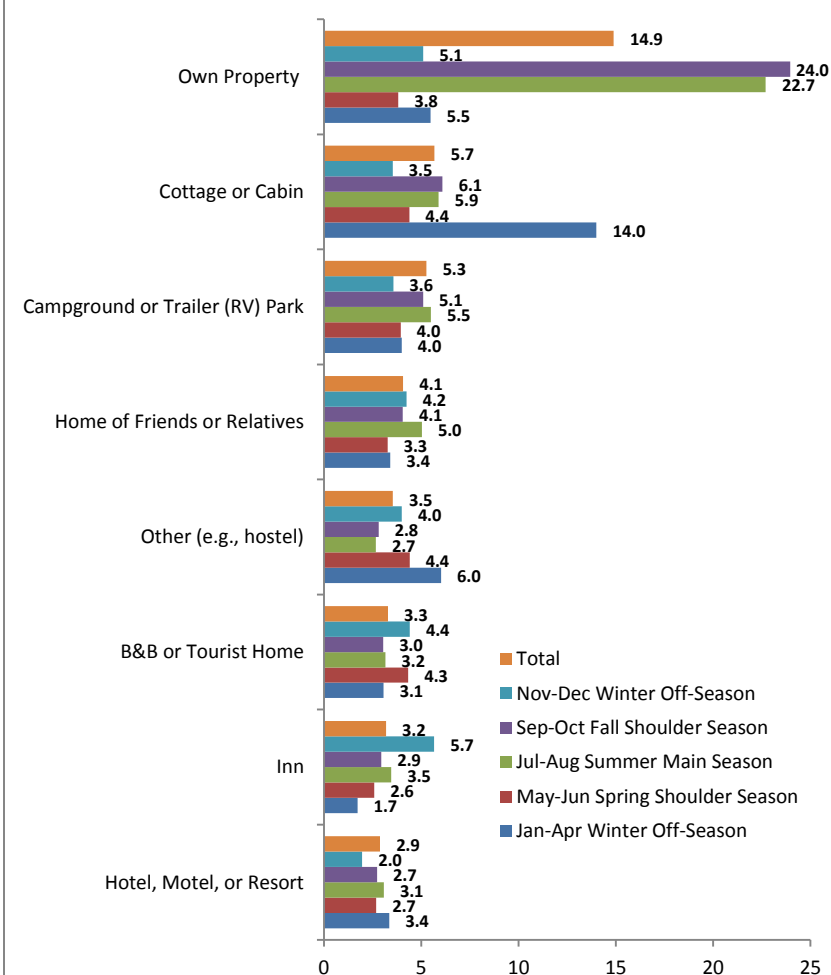




- Those who stayed in their own property (e.g., seasonal home) had the longest stays at an average of 14.89 nights. This is skewed by the long stays of parties who stayed in their own property in the summer and fall seasons (average of 22.71 nights and 24.0, respectively).
- Those who stayed in a rented cottage or cabin had the second longest stays at 5.69 nights, followed by those who stayed at a campground or RV park at 5.27 nights.
- Those who stayed in a hotel, motel or resort stayed an average of 2.89 nights in this accommodation type, the shortest stay of all the accommodation types.

*“The longest stays were in parties’ own property (14.89 nights), at a rented cottage or cabin (5.69 nights) and at a campground or RV park (5.27 nights).”*

**Figure 29: Average Number of Nights Spent in Each Type of Accommodation For Only Those Who Stayed in the Accommodation Type by Tourism Season**

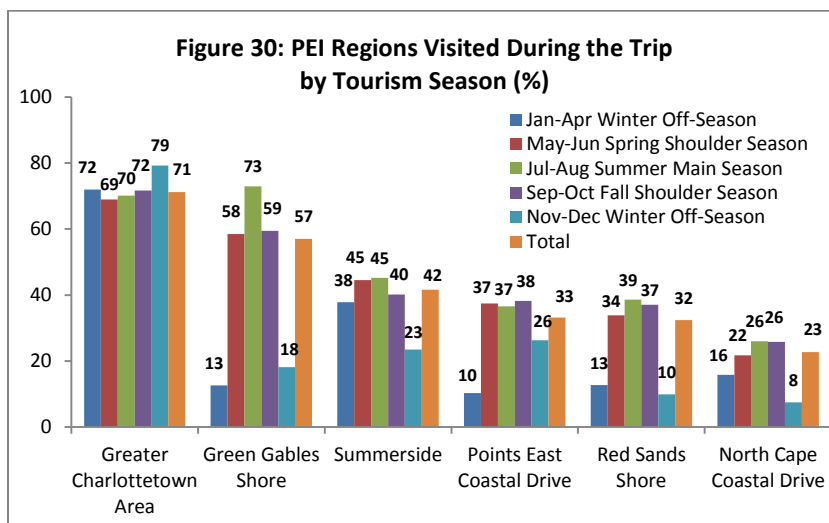


## 7.7. PEI Regions Visited During the Trip

### Highlights

*“The majority of parties visited the Greater Charlottetown area (71.2%) and the Green Gables Shore region (57.0%). About 42 percent of parties visited Summerside. The other three regions were less popular.”*

- Seventy-one percent of parties visited the Greater Charlottetown area during their trip to PEI in 2012.
- The majority (57.0%) of parties visited the Green Gables Shore region while 41.6 percent visited Summerside. The other regions were less popular amongst travel parties with one-third or fewer parties visiting the Points East Coastal Drive, Red Sands Shore and North Cape Coastal Drive regions.
- The percentage of parties who visited the Greater Charlottetown area was consistent amongst visitors in all seasons (ranging from 69.0% of parties visiting in the spring to 79.2% of parties visiting in November-December).
- All regions, excluding the Greater Charlottetown area, were more popular amongst parties visiting in the spring, summer and fall compared to the winter seasons. It seems that those who visited PEI in the winter did less travelling around the province and most of these parties primarily visited the two cities.



Note: Multiple responses

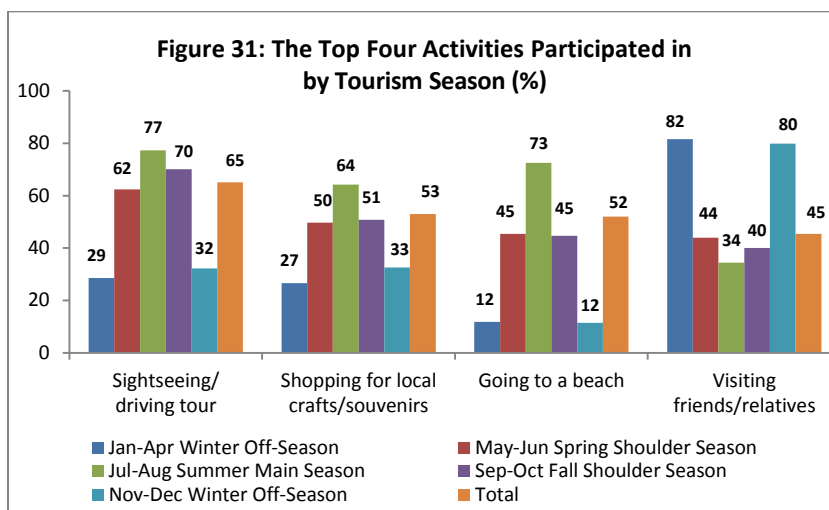
## 8. What Visitors Do

### 8.1. Activities Participated in: The Top Four Activities

#### Highlights

- Overall, more than one-half of parties went sightseeing or took a driving tour (65.1%), shopped for local crafts/souvenirs (53.0%) or went to a beach (52.0%). About 45 percent of parties visited friends and/or relatives in PEI. These were the top four activities amongst visitors to PEI.
- All of the top four activities had the greatest participation by parties who visited in the summer with the exception of visiting friends and/or relatives. Visiting friends and/or relatives was the most popular activity amongst those who visited PEI during the winter.

*“The most popular activities amongst visitors were sightseeing/taking a driving tour (65.1%), shopping for local crafts/souvenirs (53.0%), going to a beach (52.0%), and visiting friends and/or relatives (45.5%).”*



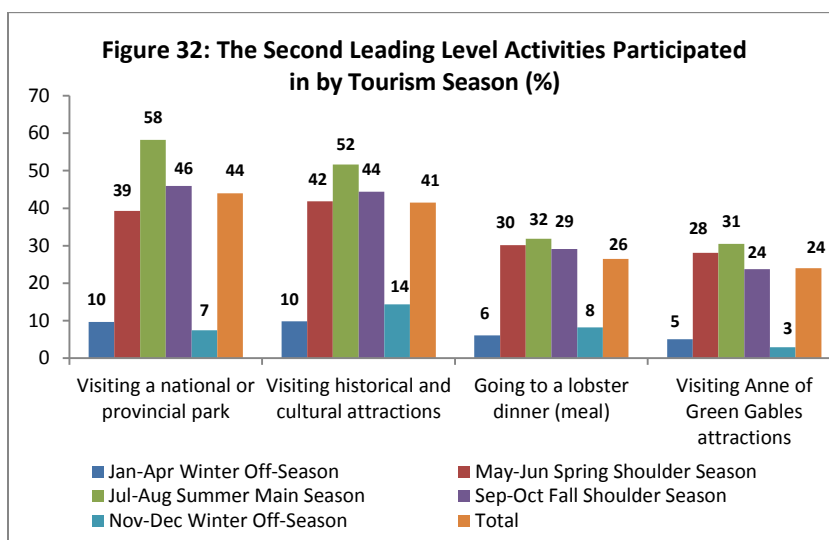
Note: Multiple responses

## 8.2. Activities Participated in: The Second Leading Level Activities

### Highlights

- The four activities with the next highest levels of participation amongst visitors to PEI were visiting a national or provincial park (44.0%), visiting historical and cultural attractions (41.5%), going to a lobster dinner (26.5%) and visiting Anne of Green Gables attractions (24.0%).
- Since some of these activities operate seasonally it is no surprise that participation in these activities was highest amongst those visiting in the summer main season and lowest by those visiting in the winter.

*“Visiting a national or provincial park and visiting historical and cultural attractions were other popular activities amongst parties.”*



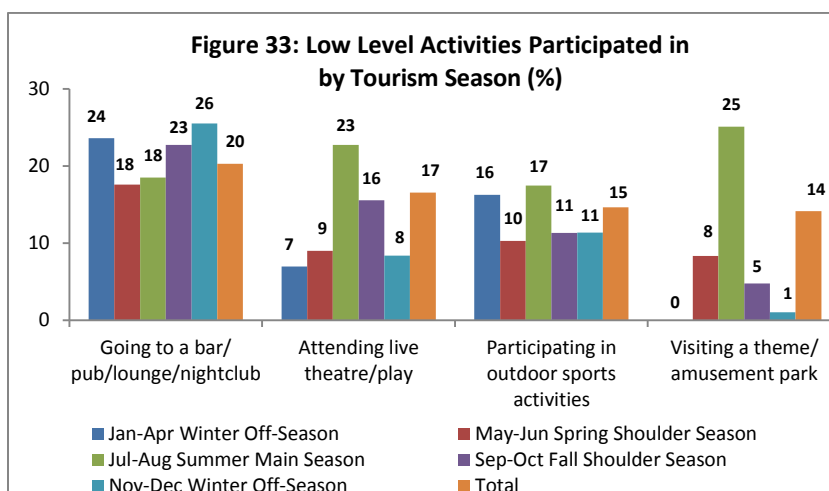
Note: Multiple responses

### 8.3. Activities Participated in: Low Level Activities

#### Highlights

*“Twenty percent of parties went to a bar, pub, lounge or nightclub in PEI; this activity was more popular amongst winter visitors.”*

- Twenty percent of parties went to a bar, pub, lounge or nightclub in PEI while 16.6 percent attended live theatre or a play. About 15 percent of parties participated in outdoor sports activities in PEI and 14.2 percent visited a theme or amusement park.
- Parties who visited in the winter had the highest participation in going to a bar, pub, lounge or nightclub. Parties who visited in the spring had the lowest participation in this activity.
- The seasonal nature of the other three activities resulted in the highest participation by those who visited PEI in the summer.



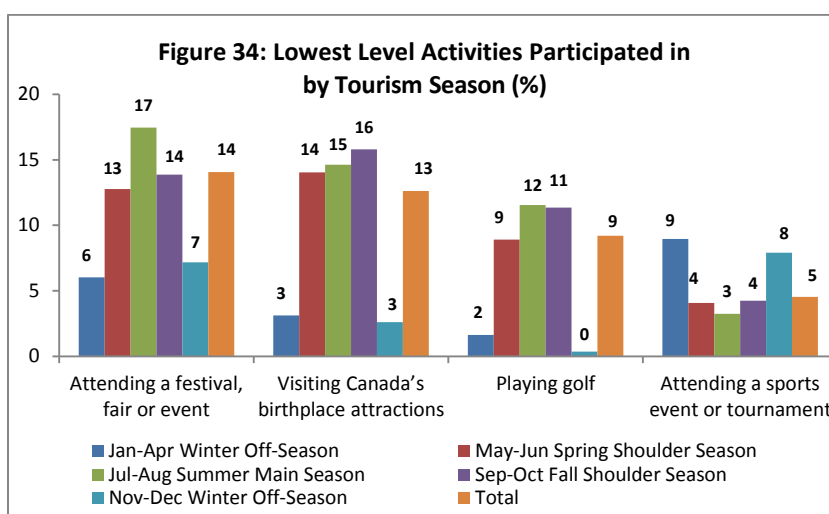
Note: Multiple responses

## 8.4. Activities Participated in: Lowest Level Activities

### Highlights

*“Activities that the fewest parties participated in included attending a sports event or tournament (4.5%), playing golf (9.2%), visiting Canada’s birthplace attractions (12.6%) and attending a festival, fair or event (14.1%).”*

- The four activities with the lowest level of participation were attending a festival, fair or event (14.1%), visiting Canada’s birthplace attractions/Founders’ Hall (12.6%), playing golf (9.2%) and attending a sports event or tournament (4.5%).
- A similar percentage of visitors in the spring, summer and fall visited Canada’s birthplace attractions (14.0%-15.8%).



Note: Multiple responses

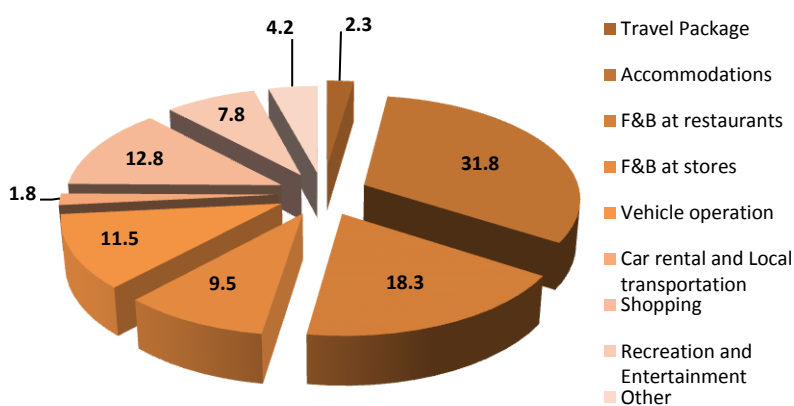
## 9. What Visitors Spend 9.1. Breakdown of Travel Expenditures

### Highlights

- Parties visiting PEI for pleasure purposes for one or more nights spent a total of \$372,452,849 in PEI in 2012. This includes total spending in PEI for all travel party members and includes all taxes and tips. Air fare, ferry fare, and/or bridge fares are excluded.
- Spending on accommodations accounted for the greatest proportion of travel expenditures (31.8%).
- Other top spending categories were food and beverage at restaurants (18.3%), shopping (12.8%) and vehicle operation (11.5%).
- Those who visited in the summer main season accounted for 60.7 percent of total expenditures.
- Parties visiting in the fall accounted for the next highest proportion of total expenditures at 18.5 percent, followed by visitors in the spring at 10.9 percent (Table A-20, pg. 73).

*“Parties spent over \$372m in PEI. The items that accounted for the greatest proportion of total spending were accommodations (31.8%), food and beverage at restaurants (18.3%) and shopping (12.8%).”*

Figure 35: Breakdown of Travel Expenditures (%)

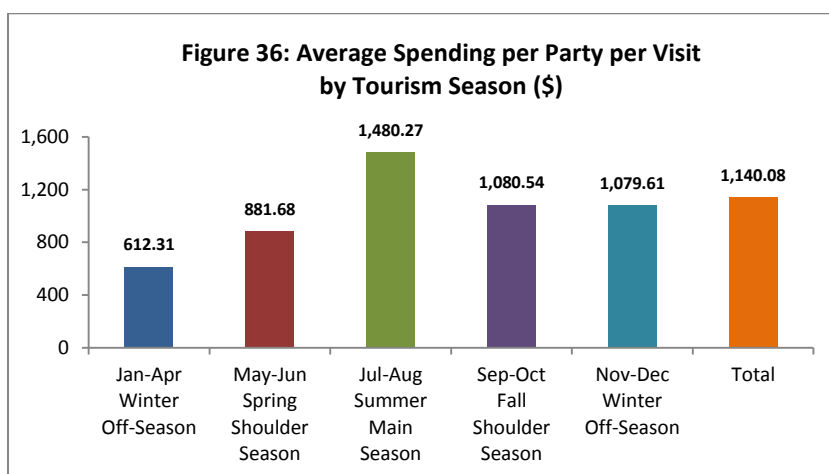


## 9.2. Average Spending per Party per Visit

### Highlights

- Overall, parties spent \$1,140.08 per visit.
- Those who visited in the summer main season had the highest average per party per visit spending of \$1,480.27. This is no surprise given that they had larger travel parties and had longer stays in PEI.
- Those who visited in the fall and in November-December had similar spending at \$1,080.54 and \$1,079.61 per party per visit, respectively.
- Those who visited in January-April had the lowest average per party per visit spending at \$612.31.

*“Parties spent an average of \$1,140.08 per party per visit; those who visited in the summer main season had higher average spending at \$1,480.27.”*



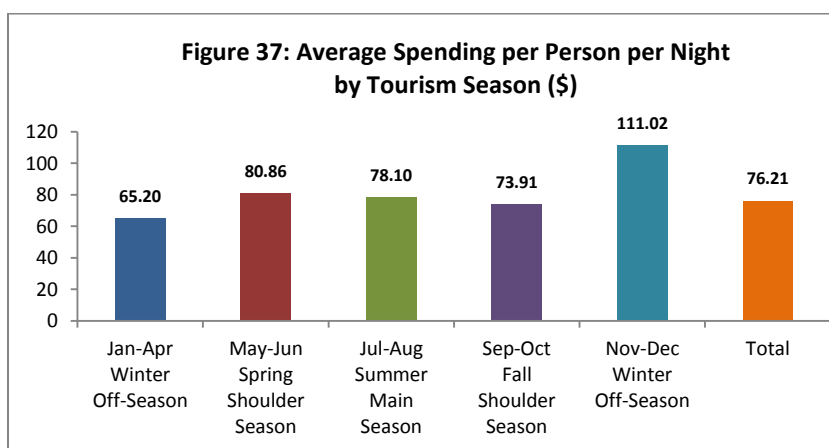


### 9.3. Average Spending per Person per Night

#### Highlights

- Average spending per person per night was \$76.21.
- Average per person per night spending was similar for those who visited in the spring and summer at \$80.86 and \$78.10, respectively.
- Those who visited PEI in November-December had the highest per person per night spending at \$111.02.

*“Parties spent an average of \$76.21 per person per night in PEI.”*



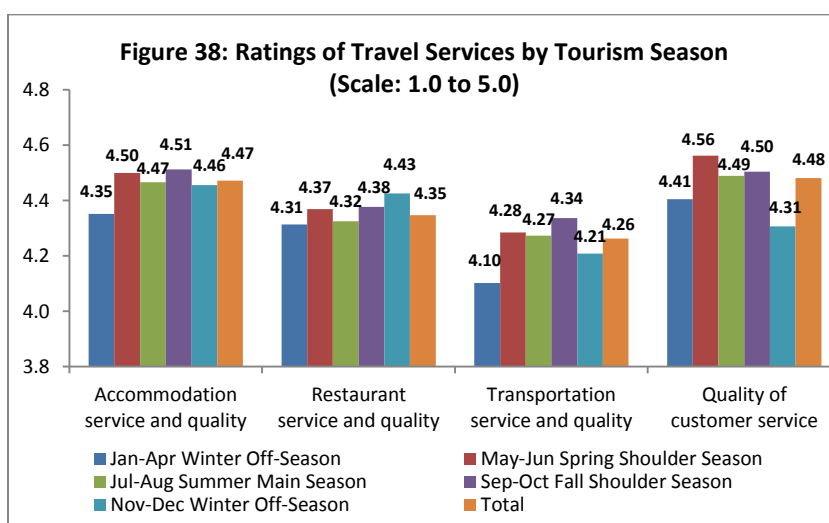
## 10. How PEI Rates

*“Parties gave favourable ratings for various aspects of PEI, including accommodation, restaurant and transportation service and quality, and the quality of customer service.”*

### 10.1. Ratings of Travel Services

#### Highlights

- Accommodation, restaurant and transportation service and quality were rated highly by parties who visited PEI.
- The quality of customer service was also rated highly. Scores for all of these items were above 4.0 out of 5.0 in all seasons.
- The vast majority of parties rated the items as “4” or “5” (Table A-22, pg. 75).

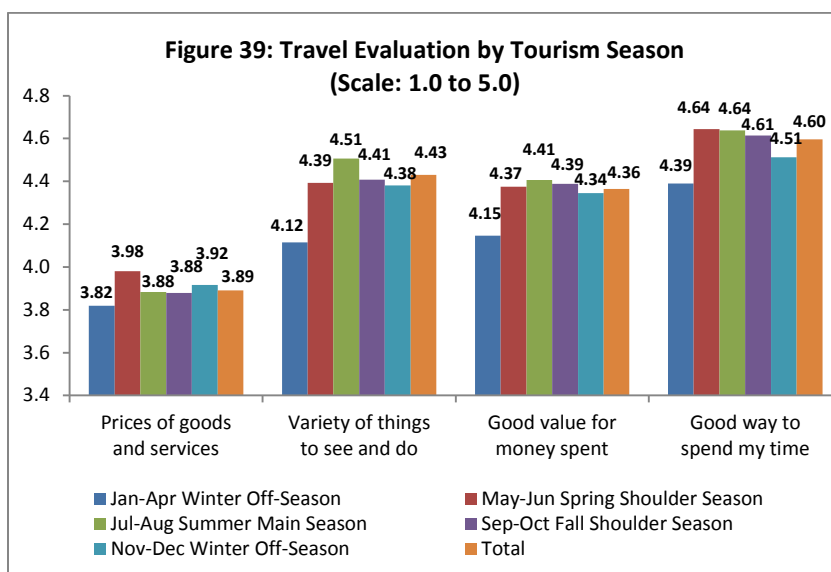


## 10.2. Travel Evaluation

### Highlights

- Parties gave favourable ratings for the variety of things to see and do in PEI (4.43 out of 5.0), and they agreed that PEI was good value for money spent (4.36 out of 5.0) and that their trip to PEI was a good way to spend their time (4.60 out of 5.0).
- The item “prices of goods and services” was rated lower at 3.89 out of 5.0.

*“Parties felt that there was a variety of things to see and do in PEI, and they agreed that their trip to PEI was good value in terms of time and money spent.”*

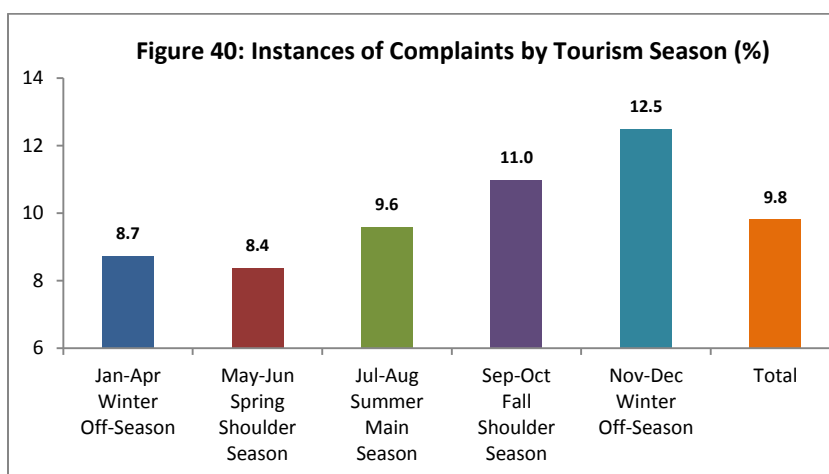


### 10.3. Instances of Complaints

#### Highlights

*“A small percentage of parties experienced a problem or had a complaint that would impact their decision to return to PEI or deter them from recommending PEI as a travel destination.”*

- About 10 percent of parties said they experienced a problem or had a complaint that would impact their decision to return to PEI, or deter them from recommending PEI as a travel destination to others.
- The highest instance of problems/complaints was experienced by those who visited in November-December (12.5% of parties) and those who visited in the fall (11.0%).
- Those visiting PEI in the spring had the lowest instance of problems/complaints (8.4% of parties).

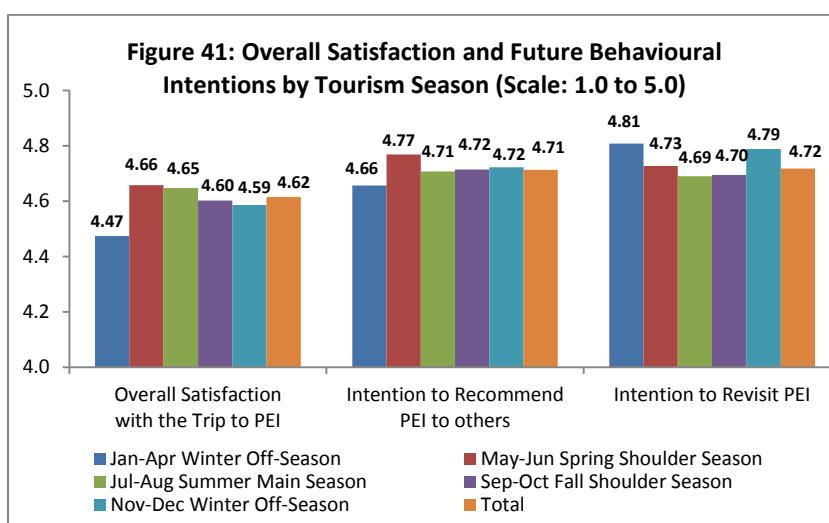


## 10.4. Overall Satisfaction and Future Behavioural Intentions

### Highlights

*“Overall satisfaction with the trip to PEI was high and the majority of parties indicated they were likely to recommend PEI to others and to visit PEI again in the future.”*

- Parties were satisfied with their trip to PEI. The score for overall satisfaction was 4.62 out of 5.0. About 97 percent of parties agreed or strongly agreed that they were satisfied with their trip to PEI.
- Parties indicated they were likely to recommend PEI to others (rating of 4.71 out of 5.0) and to return to PEI in the future (rating of 4.72 out of 5.0).

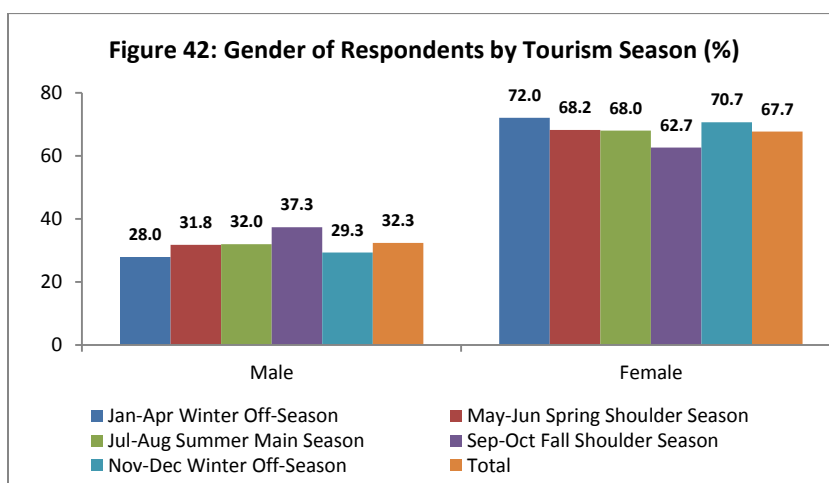


## 11. Demographics of Respondents

### 11.1. Gender

#### Highlights

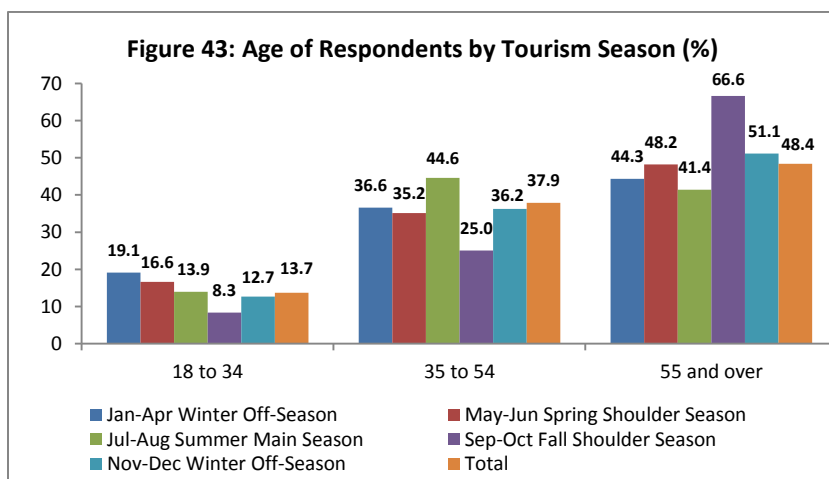
- Overall, 67.7 percent of survey respondents were female.
- The percentage of female survey respondents is consistent in each season, though the percentage is lower in the fall at 62.7 percent.



### 11.2. Age

#### Highlights

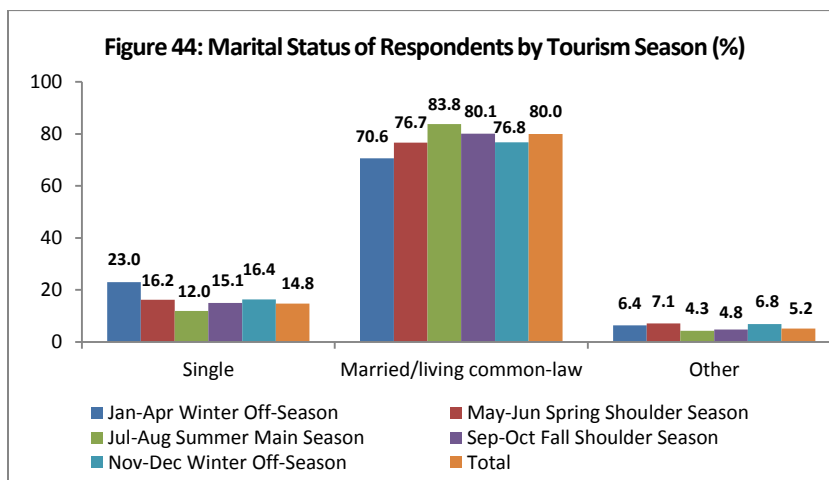
- Overall, almost one-half (48.4%) of respondents were age 55 or older.
- About 38 percent were between the ages of 35 and 54, and 13.7 percent were between the ages of 18 and 34.
- Two-thirds of respondents from the fall season were age 55 or older.



### 11.3. Marital Status

#### Highlights

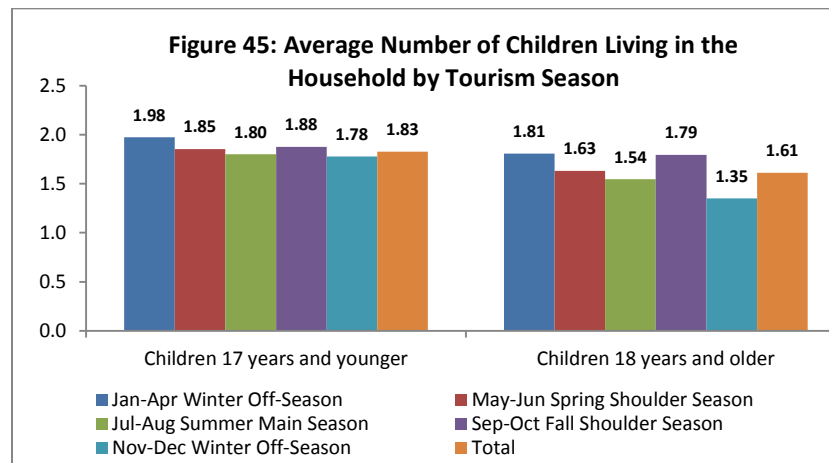
- Eighty percent of respondents were married or living in common-law.
- About 15 percent of respondents were single and 5.2 percent classified their marital status as “other”.



### 11.4. Number of Children Living in the Household

#### Highlights

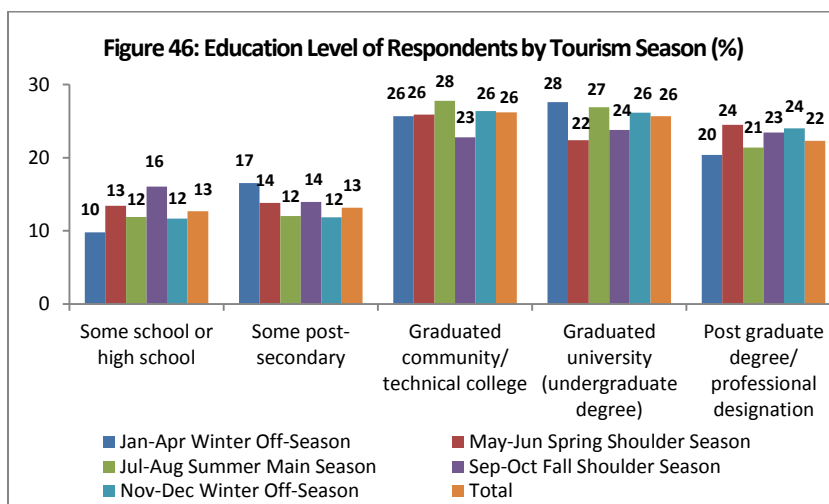
- About 26 percent of respondents’ households included children under 18 (Table A-24, pg. 77); there was an average of 1.83 children under 18 in these households. About 17 percent of households included children age 18 or older (Table A-24, pg. 77); there was an average of 1.61 children age 18 or older in these households.



## 11.5. Education

### Highlights

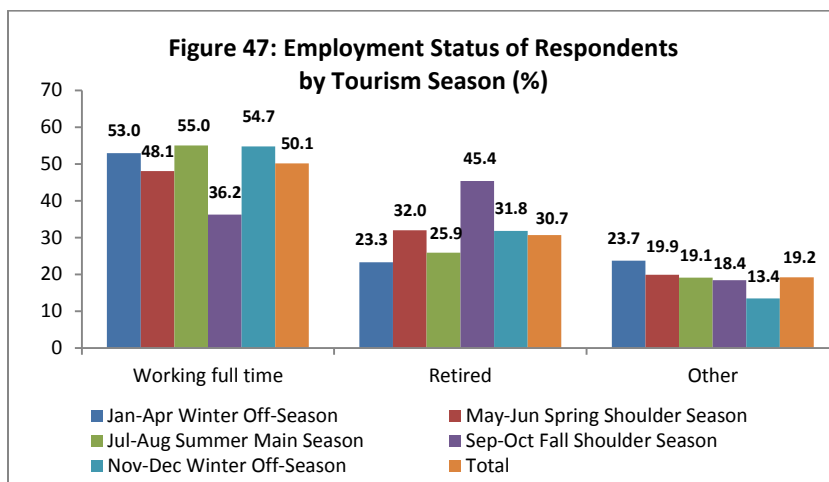
- About three-quarters of respondents had completed post-secondary education, including a post graduate degree or professional designation.



## 11.6. Employment Status

### Highlights

- One-half of respondents were working full time while 30.7 percent were retired. The season in which the greatest proportion of respondents was retired was the fall (45.4%).

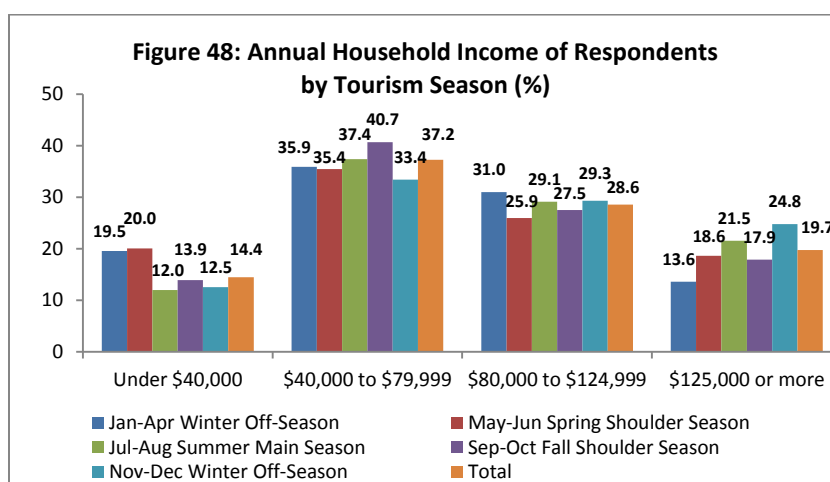




## 11.7. Annual Household Income

### Highlights

- About 37 percent of respondents reported annual household income between \$40,000 and \$79,999.
- Twenty-nine percent had annual household income between \$80,000 and \$124,999 while 19.7 percent had annual household income of \$125,000 or more.
- About 14 percent of respondents reported annual household income of less than \$40,000.



## 12. Appendices

### 12.1. Detailed Results Tables

**Table A-1: Same-Day and Overnight Visitor Parties by Tourism Season (Figure 1)**

|                                  |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|----------------------------------|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Total Visitor Parties (N)</b> |          | <b>62,638</b>                   | <b>61,058</b>                  | <b>169,015</b>            | <b>78,338</b>                | <b>36,016</b>                   | <b>407,065</b>     |
| <b>(%)</b>                       |          | <b>(15.4%)</b>                  | <b>(15.0%)</b>                 | <b>(41.5%)</b>            | <b>(19.2%)</b>               | <b>(8.8%)</b>                   | <b>(100.0%)</b>    |
| Same-Day                         | N        | 6,388                           | 5,513                          | 11,223                    | 6,631                        | 3,935                           | 33,690             |
|                                  | (% Row)  | (19.0%)                         | (16.4%)                        | (33.3%)                   | (19.7%)                      | (11.7%)                         | (100.0%)           |
|                                  | % Column | 10.2%                           | 9.0%                           | 6.6%                      | 8.5%                         | 10.9%                           | 8.3%               |
| Overnight                        | N        | 56,250                          | 55,545                         | 157,792                   | 71,707                       | 32,081                          | 373,375            |
|                                  | (% Row)  | (15.1%)                         | (14.9%)                        | (42.3%)                   | (19.2%)                      | (8.6%)                          | (100.0%)           |
|                                  | % Column | 89.8%                           | 91.0%                          | 93.4%                     | 91.5%                        | 89.1%                           | 91.7%              |

**Table A-2: Overnight Pleasure, Business, Other Purpose Visitor Parties by Tourism Season (Figure 2)**

|                                      |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|--------------------------------------|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Visitor Parties (N)</b> |          | <b>56,250</b>                   | <b>55,545</b>                  | <b>157,792</b>            | <b>71,707</b>                | <b>32,081</b>                   | <b>373,375</b>     |
| <b>(%)</b>                           |          | <b>(15.1%)</b>                  | <b>(14.9%)</b>                 | <b>(42.3%)</b>            | <b>(19.2%)</b>               | <b>(8.6%)</b>                   | <b>(100.0%)</b>    |
| Pleasure                             | N        | 28,379                          | 43,407                         | 145,414                   | 60,301                       | 22,584                          | 300,085            |
|                                      | (% Row)  | (9.5%)                          | (14.5%)                        | (48.5%)                   | (20.1%)                      | (7.5%)                          | (100.0%)           |
|                                      | % Column | 50.5%                           | 78.1%                          | 92.2%                     | 84.1%                        | 70.4%                           | 80.4%              |
| Business                             | N        | 18,648                          | 9,570                          | 4,661                     | 8,288                        | 6,618                           | 47,785             |
|                                      | (% Row)  | (39.0%)                         | (20.0%)                        | (9.8%)                    | (17.3%)                      | (13.8%)                         | (100.0%)           |
|                                      | % Column | 33.2%                           | 17.2%                          | 3.0%                      | 11.6%                        | 20.6%                           | 12.8%              |
| Other                                | N        | 9,223                           | 2,568                          | 7,717                     | 3,118                        | 2,879                           | 25,505             |
|                                      | (% Row)  | (36.2%)                         | (10.1%)                        | (30.3%)                   | (12.2%)                      | (11.3%)                         | (100.0%)           |
|                                      | % Column | 16.4%                           | 4.6%                           | 4.9%                      | 4.3%                         | 9.0%                            | 6.8%               |

**Table A-3: Primary Purpose of Trip for Overnight Pleasure Travel Parties by Tourism Season (Figure 3 & Figure 13)**

|   |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|---|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>       |          | <b>37,601</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,420</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>                                  |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| Holiday, vacation                           | N        | 1,001                           | 16,789                         | 91,384                    | 23,338                       | 2,825                           | 135,337            |
|   | (% Row)  | (0.7%)                          | (12.4%)                        | (67.5%)                   | (17.2%)                      | (2.1%)                          | (100.0%)           |
|   | % Column | 2.7%                            | 36.5%                          | 59.7%                     | 36.8%                        | 11.1%                           | 41.6%              |
| Short getaway                               | N        | 3,152                           | 7,067                          | 19,816                    | 12,049                       | 857                             | 42,941             |
|   | (% Row)  | (7.3%)                          | (16.5%)                        | (46.1%)                   | (28.1%)                      | (2.0%)                          | (100.0%)           |
|   | % Column | 8.4%                            | 15.4%                          | 12.9%                     | 19.0%                        | 3.4%                            | 13.2%              |
| Visiting friends<br>and/or relatives        | N        | 18,172                          | 10,442                         | 18,406                    | 12,048                       | 14,709                          | 73,777             |
|   | (% Row)  | (24.6%)                         | (14.2%)                        | (24.9%)                   | (16.3%)                      | (19.9%)                         | (100.0%)           |
|   | % Column | 48.3%                           | 22.7%                          | 12.0%                     | 19.0%                        | 57.8%                           | 22.7%              |
| Visiting second<br>home, cottage, condo     | N        | 2,179                           | 2,676                          | 3,375                     | 3,807                        | 845                             | 12,882             |
|   | (% Row)  | (16.9%)                         | (20.8%)                        | (26.2%)                   | (29.6%)                      | (6.6%)                          | (100.0%)           |
|   | % Column | 5.8%                            | 5.8%                           | 2.2%                      | 6.0%                         | 3.3%                            | 4.0%               |
| Attending events,<br>festivals, attractions | N        | 1,420                           | 3,137                          | 8,848                     | 4,827                        | 1,791                           | 20,023             |
|   | (% Row)  | (7.1%)                          | (15.7%)                        | (44.2%)                   | (24.1%)                      | (8.9%)                          | (100.0%)           |
|   | % Column | 3.8%                            | 6.8%                           | 5.8%                      | 7.6%                         | 7.0%                            | 6.1%               |
| Other                                       | N        | 11,677                          | 5,864                          | 11,302                    | 7,351                        | 4,436                           | 40,630             |
|   | (% Row)  | (28.7%)                         | (14.4%)                        | (27.8%)                   | (18.1%)                      | (10.9%)                         | (100.0%)           |
|   | % Column | 31.1%                           | 12.8%                          | 7.4%                      | 11.6%                        | 17.4%                           | 12.5%              |

Note: Overnight pleasure market in the report includes pleasure purpose trips and other purpose trips, excluding business purpose trips.

Table A-4: Origin of Pleasure Travel Parties by Tourism Season (Figure 4 &amp; Figure 5)

|                                       |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|---------------------------------------|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b> |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>                            |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| New Brunswick                         | N        | 14,776                          | 13,384                         | 39,543                    | 16,669                       | 8,648                           | 93,020             |
|                                       | (% Row)  | (15.9%)                         | (14.4%)                        | (42.5%)                   | (17.9%)                      | (9.3%)                          | (100.0%)           |
|                                       | % Column | 39.3%                           | 29.1%                          | 25.8%                     | 26.3%                        | 34.0%                           | 28.6%              |
| Nova Scotia                           | N        | 16,402                          | 15,257                         | 43,738                    | 19,382                       | 11,227                          | 106,006            |
|                                       | (% Row)  | (15.5%)                         | (14.4%)                        | (41.3%)                   | (18.3%)                      | (10.6%)                         | (100.0%)           |
|                                       | % Column | 43.6%                           | 33.2%                          | 28.6%                     | 30.6%                        | 44.1%                           | 32.6%              |
| Newfoundland and<br>Labrador          | N        | 430                             | 592                            | 2,256                     | 562                          | 427                             | 4,267              |
|                                       | (% Row)  | (10.1%)                         | (13.9%)                        | (52.9%)                   | (13.2%)                      | (10.0%)                         | (100.0%)           |
|                                       | % Column | 1.1%                            | 1.3%                           | 1.5%                      | 0.9%                         | 1.7%                            | 1.3%               |
| Quebec                                | N        | 46                              | 2,993                          | 20,546                    | 5,240                        | 1,120                           | 29,945             |
|                                       | (% Row)  | (0.2%)                          | (10.0%)                        | (68.6%)                   | (17.5%)                      | (3.7%)                          | (100.0%)           |
|                                       | % Column | 0.1%                            | 6.5%                           | 13.4%                     | 8.3%                         | 4.4%                            | 9.2%               |
| Ontario                               | N        | 2,854                           | 5,590                          | 26,355                    | 8,962                        | 1,950                           | 45,711             |
|                                       | (% Row)  | (6.2%)                          | (12.2%)                        | (57.7%)                   | (19.6%)                      | (4.3%)                          | (100.0%)           |
|                                       | % Column | 7.6%                            | 12.2%                          | 17.2%                     | 14.1%                        | 7.7%                            | 14.0%              |
| Rest of Canada                        | N        | 1,625                           | 2,730                          | 5,566                     | 3,431                        | 905                             | 14,257             |
|                                       | (% Row)  | (11.4%)                         | (19.1%)                        | (39.0%)                   | (24.1%)                      | (6.3%)                          | (100.0%)           |
|                                       | % Column | 4.3%                            | 5.9%                           | 3.6%                      | 5.4%                         | 3.6%                            | 4.4%               |
| New England                           | N        | 306                             | 1,509                          | 5,325                     | 2,598                        | 314                             | 10,052             |
|                                       | (% Row)  | (3.0%)                          | (15.0%)                        | (53.0%)                   | (25.8%)                      | (3.1%)                          | (100.0%)           |
|                                       | % Column | 0.8%                            | 3.3%                           | 3.5%                      | 4.1%                         | 1.2%                            | 3.1%               |
| Rest of US                            | N        | 592                             | 2,740                          | 7,880                     | 4,836                        | 596                             | 16,644             |
|                                       | (% Row)  | (3.6%)                          | (16.5%)                        | (47.3%)                   | (29.1%)                      | (3.6%)                          | (100.0%)           |
|                                       | % Column | 1.6%                            | 6.0%                           | 5.1%                      | 7.6%                         | 2.3%                            | 5.1%               |
| International                         | N        | 571                             | 1,180                          | 1,922                     | 1,739                        | 276                             | 5,688              |
|                                       | (% Row)  | (10.0%)                         | (20.7%)                        | (33.8%)                   | (30.6%)                      | (4.9%)                          | (100.0%)           |
|                                       | % Column | 1.5%                            | 2.6%                           | 1.3%                      | 2.7%                         | 1.1%                            | 1.7%               |

**Table A-5: Party Composition and Average Party Size by Tourism Season (Figure 6 & Figure 7)**

|  |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|--|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>          |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>                                     |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Party Composition</b>                       |          |                                 |                                |                           |                              |                                 |                    |
| Adult travelling alone                         | N        | 10,567                          | 5,705                          | 7,204                     | 7,172                        | 4,661                           | 35,309             |
|  | (% Row)  | (29.9%)                         | (16.2%)                        | (20.4%)                   | (20.3%)                      | (13.2%)                         | (100.0%)           |
|  | % Column | 28.1%                           | 12.4%                          | 4.7%                      | 11.3%                        | 18.3%                           | 10.8%              |
| 2 adults                                       | N        | 16,570                          | 22,480                         | 61,212                    | 36,612                       | 12,589                          | 149,463            |
|  | (% Row)  | (11.1%)                         | (15.0%)                        | (41.0%)                   | (24.5%)                      | (8.4%)                          | (100.0%)           |
|  | % Column | 44.1%                           | 48.9%                          | 40.0%                     | 57.7%                        | 49.4%                           | 45.9%              |
| 3 or more adults                               | N        | 3,448                           | 8,441                          | 21,534                    | 12,814                       | 2,356                           | 48,593             |
|  | (% Row)  | (7.1%)                          | (17.4%)                        | (44.3%)                   | (26.4%)                      | (4.8%)                          | (100.0%)           |
|  | % Column | 9.2%                            | 18.4%                          | 14.1%                     | 20.2%                        | 9.3%                            | 14.9%              |
| 1 Adult with child(ren) <sup>1)</sup>          | N        | 2,182                           | 1,793                          | 7,933                     | 2,194                        | 1,232                           | 15,334             |
|  | (% Row)  | (14.2%)                         | (11.7%)                        | (51.7%)                   | (14.3%)                      | (8.0%)                          | (100.0%)           |
|  | % Column | 5.8%                            | 3.9%                           | 5.2%                      | 3.5%                         | 4.8%                            | 4.7%               |
| 2 adults with child(ren) <sup>2)</sup>         | N        | 3,661                           | 5,405                          | 36,160                    | 2,586                        | 2,828                           | 50,640             |
|  | (% Row)  | (7.2%)                          | (10.7%)                        | (71.4%)                   | (5.1%)                       | (5.6%)                          | (100.0%)           |
|  | % Column | 9.7%                            | 11.8%                          | 23.6%                     | 4.1%                         | 11.1%                           | 15.6%              |
| 3 or more adults with child(ren) <sup>3)</sup> | N        | 1,174                           | 2,151                          | 19,087                    | 2,042                        | 1,799                           | 26,253             |
|  | (% Row)  | (4.5%)                          | (8.2%)                         | (72.7%)                   | (7.8%)                       | (6.9%)                          | (100.0%)           |
|  | % Column | 3.1%                            | 4.7%                           | 12.5%                     | 3.2%                         | 7.1%                            | 8.1%               |
| <b>Families *</b>                              | N        | <b>7,017</b>                    | <b>9,349</b>                   | <b>63,180</b>             | <b>6,822</b>                 | <b>5,858</b>                    | <b>92,226</b>      |
|  | (% Row)  | <b>(7.6%)</b>                   | <b>(10.1%)</b>                 | <b>(68.5%)</b>            | <b>(7.4%)</b>                | <b>(6.4%)</b>                   | <b>(100.0%)</b>    |
|  | % Column | <b>18.7%</b>                    | <b>20.3%</b>                   | <b>41.3%</b>              | <b>10.8%</b>                 | <b>23.0%</b>                    | <b>28.3%</b>       |
| <b>Party Size</b>                              |          |                                 |                                |                           |                              |                                 |                    |
| <b>Average Party Size</b>                      |          | <b>2.57</b>                     | <b>2.90</b>                    | <b>3.45</b>               | <b>2.61</b>                  | <b>2.63</b>                     | <b>3.04</b>        |
| Avg. Number of Adult Travellers                |          | 2.15                            | 2.45                           | 2.55                      | 2.40                         | 2.13                            | 2.42               |
| Avg. Number of Children                        |          | 0.42                            | 0.44                           | 0.91                      | 0.22                         | 0.50                            | 0.62               |
| Avg. Number of Male Adults                     |          | 1.37                            | 1.34                           | 1.61                      | 1.19                         | 1.17                            | 1.43               |
| Avg. Number of Female Adults                   |          | 1.20                            | 1.56                           | 1.85                      | 1.42                         | 1.46                            | 1.62               |

Note: \* Families indicate one, two, three or more adults travelling with child(ren)  $\{-^1 + ^2 + ^3\}$ .

Table A-6: Gender and Age of Individual Visitors by Tourism Season (Figure 8 &amp; Figure 9)

|  |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|--|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Visitors (N)</b> |          | <b>96,745</b>                   | <b>133,218</b>                 | <b>528,641</b>            | <b>165,820</b>               | <b>66,929</b>                   | <b>991,353</b>     |
| <b>(%)</b>                             |          | <b>(9.8%)</b>                   | <b>(13.4%)</b>                 | <b>(53.3%)</b>            | <b>(16.7%)</b>               | <b>(6.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Gender</b>                          |          |                                 |                                |                           |                              |                                 |                    |
| Male                                   | N        | 51,695                          | 61,419                         | 246,105                   | 75,658                       | 29,675                          | 464,552            |
|  | (% Row)  | (11.1%)                         | (13.2%)                        | (53.0%)                   | (16.3%)                      | (6.4%)                          | (100.0%)           |
|  | % Column | 53.4%                           | 46.1%                          | 46.6%                     | 45.6%                        | 44.3%                           | 46.9%              |
| Female                                 | N        | 45,050                          | 71,799                         | 282,536                   | 90,162                       | 37,254                          | 526,801            |
|  | (% Row)  | (8.6%)                          | (13.6%)                        | (53.6%)                   | (17.1%)                      | (7.1%)                          | (100.0%)           |
|  | % Column | 46.6%                           | 53.9%                          | 53.4%                     | 54.4%                        | 55.7%                           | 53.1%              |
| <b>Age</b>                             |          |                                 |                                |                           |                              |                                 |                    |
| Under 8 Years                          | N        | 8,334                           | 10,182                         | 70,282                    | 9,488                        | 3,570                           | 101,856            |
|  | (% Row)  | (8.2%)                          | (10.0%)                        | (69.0%)                   | (9.3%)                       | (3.5%)                          | (100.0%)           |
|  | % Column | 8.6%                            | 7.6%                           | 13.3%                     | 5.7%                         | 5.3%                            | 10.3%              |
| 9 - 17 Years                           | N        | 7,633                           | 10,210                         | 68,611                    | 4,340                        | 9,236                           | 100,030            |
|  | (% Row)  | (7.6%)                          | (10.2%)                        | (68.6%)                   | (4.3%)                       | (9.2%)                          | (100.0%)           |
|  | % Column | 7.9%                            | 7.7%                           | 13.0%                     | 2.6%                         | 13.8%                           | 10.1%              |
| 18 - 24 Years                          | N        | 7,598                           | 7,888                          | 17,257                    | 3,838                        | 2,201                           | 38,782             |
|  | (% Row)  | (19.6%)                         | (20.3%)                        | (44.5%)                   | (9.9%)                       | (5.7%)                          | (100.0%)           |
|  | % Column | 7.9%                            | 5.9%                           | 3.3%                      | 2.3%                         | 3.3%                            | 3.9%               |
| 25 - 34 Years                          | N        | 14,976                          | 16,809                         | 50,681                    | 14,062                       | 4,555                           | 101,083            |
|  | (% Row)  | (14.8%)                         | (16.6%)                        | (50.1%)                   | (13.9%)                      | (4.5%)                          | (100.0%)           |
|  | % Column | 15.5%                           | 12.6%                          | 9.6%                      | 8.5%                         | 6.8%                            | 10.2%              |
| 35 - 44 Years                          | N        | 12,958                          | 17,617                         | 79,260                    | 11,368                       | 8,436                           | 129,639            |
|  | (% Row)  | (10.0%)                         | (13.6%)                        | (61.1%)                   | (8.8%)                       | (6.5%)                          | (100.0%)           |
|  | % Column | 13.4%                           | 13.2%                          | 15.0%                     | 6.9%                         | 12.6%                           | 13.1%              |
| 45 - 54 Years                          | N        | 17,955                          | 21,404                         | 83,451                    | 23,201                       | 14,091                          | 160,102            |
|  | (% Row)  | (11.2%)                         | (13.4%)                        | (52.1%)                   | (14.5%)                      | (8.8%)                          | (100.0%)           |
|  | % Column | 18.6%                           | 16.1%                          | 15.8%                     | 14.0%                        | 21.1%                           | 16.1%              |
| 55 - 64 Years                          | N        | 18,898                          | 25,847                         | 91,440                    | 53,081                       | 14,124                          | 203,390            |
|  | (% Row)  | (9.3%)                          | (12.7%)                        | (45.0%)                   | (26.1%)                      | (6.9%)                          | (100.0%)           |
|  | % Column | 19.5%                           | 19.4%                          | 17.3%                     | 32.0%                        | 21.1%                           | 20.5%              |
| 65 - 74 Years                          | N        | 7,688                           | 19,825                         | 54,730                    | 36,977                       | 7,870                           | 127,090            |
|  | (% Row)  | (6.0%)                          | (15.6%)                        | (43.1%)                   | (29.1%)                      | (6.2%)                          | (100.0%)           |
|  | % Column | 7.9%                            | 14.9%                          | 10.4%                     | 22.3%                        | 11.8%                           | 12.8%              |
| 75 and Over                            | N        | 699                             | 3,431                          | 12,939                    | 9,470                        | 2,850                           | 29,389             |
|  | (% Row)  | (2.4%)                          | (11.7%)                        | (44.0%)                   | (32.2%)                      | (9.7%)                          | (100.0%)           |
|  | % Column | 0.7%                            | 2.6%                           | 2.4%                      | 5.7%                         | 4.3%                            | 3.0%               |

**Table A-7: Type of Visitation, Return Visits Pattern, and Average Number of Times Visited PEI  
by Tourism Season (Figure 10, Figure 11 & Figure 12)**

|   |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|---|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>                               |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>  |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Type of Visitation</b>   |          |                                 |                                |                           |                              |                                 |                    |
| First-Time Visitor Parties  | N        | 1,998                           | 11,574                         | 33,126                    | 14,084                       | 946                             | 61,728             |
|   | (% Row)  | (3.2%)                          | (18.8%)                        | (53.7%)                   | (22.8%)                      | (1.5%)                          | (100.0%)           |
|   | % Column | 5.3%                            | 25.2%                          | 21.6%                     | 22.2%                        | 3.7%                            | 19.0%              |
| Repeat Visitor Parties  | N        | 35,604                          | 34,401                         | 120,005                   | 49,335                       | 24,517                          | 263,862            |
|   | (% Row)  | (13.5%)                         | (13.0%)                        | (45.5%)                   | (18.7%)                      | (9.3%)                          | (100.0%)           |
|   | % Column | 94.7%                           | 74.8%                          | 78.4%                     | 77.8%                        | 96.3%                           | 81.0%              |
| <b>Last Trip to PEI *</b>   |          |                                 |                                |                           |                              |                                 |                    |
| This year (2012)  | N        | 12,411                          | 9,734                          | 27,985                    | 21,772                       | 19,132                          | 91,034             |
|   | (% Row)  | (13.6%)                         | (10.7%)                        | (30.7%)                   | (23.9%)                      | (21.0%)                         | (100.0%)           |
|   | % Column | 34.9%                           | 28.3%                          | 23.3%                     | 44.1%                        | 78.0%                           | 34.5%              |
| One year ago (2011)   | N        | 17,933                          | 13,671                         | 42,894                    | 11,174                       | 2,345                           | 88,017             |
|   | (% Row)  | (20.4%)                         | (15.5%)                        | (48.7%)                   | (12.7%)                      | (2.7%)                          | (100.0%)           |
|   | % Column | 50.4%                           | 39.7%                          | 35.7%                     | 22.6%                        | 9.6%                            | 33.4%              |
| Two years ago (2010)  | N        | 2,409                           | 2,960                          | 12,993                    | 4,383                        | 1,108                           | 23,853             |
|   | (% Row)  | (10.1%)                         | (12.4%)                        | (54.5%)                   | (18.4%)                      | (4.6%)                          | (100.0%)           |
|   | % Column | 6.8%                            | 8.6%                           | 10.8%                     | 8.9%                         | 4.5%                            | 9.0%               |
| Three years ago (2009)  | N        | 360                             | 859                            | 5,509                     | 1,569                        | 376                             | 8,673              |
|   | (% Row)  | (4.2%)                          | (9.9%)                         | (63.5%)                   | (18.1%)                      | (4.3%)                          | (100.0%)           |
|   | % Column | 1.0%                            | 2.5%                           | 4.6%                      | 3.2%                         | 1.5%                            | 3.3%               |
| Four years ago (2008)   | N        | 489                             | 370                            | 4,006                     | 1,789                        | 363                             | 7,017              |
|   | (% Row)  | (7.0%)                          | (5.3%)                         | (57.1%)                   | (25.5%)                      | (5.2%)                          | (100.0%)           |
|   | % Column | 1.4%                            | 1.1%                           | 3.3%                      | 3.6%                         | 1.5%                            | 2.7%               |
| Five or more years ago<br>(2007 & earlier)                          | N        | 2,003                           | 6,808                          | 26,618                    | 8,649                        | 1,194                           | 45,272             |
|   | (% Row)  | (4.4%)                          | (15.0%)                        | (58.8%)                   | (19.1%)                      | (2.6%)                          | (100.0%)           |
|   | % Column | 5.6%                            | 19.8%                          | 22.2%                     | 17.5%                        | 4.9%                            | 17.2%              |
| <b>Average Number of Times Visited PEI in the Past Five Years *</b> |          |                                 |                                |                           |                              |                                 |                    |
| <b>Mean</b>   |          | <b>6.26</b>                     | <b>4.94</b>                    | <b>3.86</b>               | <b>4.74</b>                  | <b>6.74</b>                     | <b>4.76</b>        |
| (Std. Deviation)  |          | (2.96)                          | (3.34)                         | (2.57)                    | (3.18)                       | (2.82)                          | (3.05)             |
| Group Median  |          | 7.19                            | 4.42                           | 3.36                      | 4.18                         | 8.23                            | 4.24               |

Note: \* Repeat visitor parties only

**Table A-8: Primary Features that Attracted Visitors to PEI by Tourism Season (Figure 14)**

|  |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|--|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>                        |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>   |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| Natural beauty and<br>pastoral settings                      | N        | 7,436                           | 13,962                         | 42,890                    | 19,333                       | 2,495                           | 86,116             |
|  | (% Row)  | (8.6%)                          | (16.2%)                        | (49.8%)                   | (22.4%)                      | (2.9%)                          | (100.0%)           |
|  | % Column | 19.8%                           | 30.4%                          | 28.0%                     | 30.5%                        | 9.8%                            | 26.4%              |
| Beaches and coast line                                       | N        | 3,941                           | 9,021                          | 48,913                    | 12,125                       | 3,756                           | 77,756             |
|  | (% Row)  | (5.1%)                          | (11.6%)                        | (62.9%)                   | (15.6%)                      | (4.8%)                          | (100.0%)           |
|  | % Column | 10.5%                           | 19.6%                          | 31.9%                     | 19.1%                        | 14.8%                           | 23.9%              |
| World of Anne of<br>Green Gables and Lucy<br>Maud Montgomery | N        | 525                             | 3,929                          | 8,960                     | 3,595                        | 125                             | 17,134             |
|  | (% Row)  | (3.1%)                          | (22.9%)                        | (52.3%)                   | (21.0%)                      | (0.7%)                          | (100.0%)           |
|  | % Column | 1.4%                            | 8.5%                           | 5.9%                      | 5.7%                         | 0.5%                            | 5.3%               |
| Canada's birthplace<br>attractions                           | N        | 108                             | 456                            | 1,707                     | 731                          | 434                             | 3,436              |
|  | (% Row)  | (3.1%)                          | (13.3%)                        | (49.7%)                   | (21.3%)                      | (12.6%)                         | (100.0%)           |
|  | % Column | 0.3%                            | 1.0%                           | 1.1%                      | 1.2%                         | 1.7%                            | 1.1%               |
| Golf   | N        | 44                              | 2,053                          | 3,479                     | 3,228                        | 205                             | 9,009              |
|  | (% Row)  | (0.5%)                          | (22.8%)                        | (38.6%)                   | (35.8%)                      | (2.3%)                          | (100.0%)           |
|  | % Column | 0.1%                            | 4.5%                           | 2.3%                      | 5.1%                         | 0.8%                            | 2.8%               |
| Culinary experience  | N        | 832                             | 1,222                          | 4,551                     | 3,733                        | 42                              | 10,380             |
|  | (% Row)  | (8.0%)                          | (11.8%)                        | (43.8%)                   | (36.0%)                      | (0.4%)                          | (100.0%)           |
|  | % Column | 2.2%                            | 2.7%                           | 3.0%                      | 5.9%                         | 0.2%                            | 3.2%               |
| Outdoor activities   | N        | 1,693                           | 2,140                          | 8,979                     | 3,162                        | 1,610                           | 17,584             |
|  | (% Row)  | (9.6%)                          | (12.2%)                        | (51.1%)                   | (18.0%)                      | (9.2%)                          | (100.0%)           |
|  | % Column | 4.5%                            | 4.7%                           | 5.9%                      | 5.0%                         | 6.3%                            | 5.4%               |
| Other features   | N        | 23,024                          | 13,191                         | 33,652                    | 17,513                       | 16,795                          | 104,175            |
|  | (% Row)  | (22.1%)                         | (12.7%)                        | (32.3%)                   | (16.8%)                      | (16.1%)                         | (100.0%)           |
|  | % Column | 61.2%                           | 28.7%                          | 22.0%                     | 27.6%                        | 66.0%                           | 32.0%              |



**Table A-9: Entry and Exit Point by Tourism Season (Figure 15, Figure 16 & Figure 17)**

|                                       |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|---------------------------------------|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b> |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>                            |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Entry Point</b>                    |          |                                 |                                |                           |                              |                                 |                    |
| Charlottetown Airport                 | N        | 4,448                           | 3,596                          | 8,975                     | 4,987                        | 1,293                           | 23,299             |
|                                       | (% Row)  | (19.1%)                         | (15.4%)                        | (38.5%)                   | (21.4%)                      | (5.5%)                          | (100.0%)           |
|                                       | % Column | 11.8%                           | 7.8%                           | 5.9%                      | 7.9%                         | 5.1%                            | 7.2%               |
| Confederation Bridge                  | N        | 33,154                          | 33,443                         | 114,510                   | 47,771                       | 21,313                          | 250,191            |
|                                       | (% Row)  | (13.3%)                         | (13.4%)                        | (45.8%)                   | (19.1%)                      | (8.5%)                          | (100.0%)           |
|                                       | % Column | 88.2%                           | 72.7%                          | 74.8%                     | 75.3%                        | 83.7%                           | 76.8%              |
| Ferry at Caribou, Nova Scotia         | N        | 0                               | 8,936                          | 29,647                    | 10,661                       | 2,857                           | 52,101             |
|                                       | (% Row)  | (0.0%)                          | (17.2%)                        | (56.9%)                   | (20.5%)                      | (5.5%)                          | (100.0%)           |
|                                       | % Column | 0.0%                            | 19.4%                          | 19.4%                     | 16.8%                        | 11.2%                           | 16.0%              |
| <b>Exit Point</b>                     |          |                                 |                                |                           |                              |                                 |                    |
| Charlottetown Airport                 | N        | 3,305                           | 3,881                          | 9,961                     | 5,288                        | 1,782                           | 24,217             |
|                                       | (% Row)  | (13.6%)                         | (16.0%)                        | (41.1%)                   | (21.8%)                      | (7.4%)                          | (100.0%)           |
|                                       | % Column | 8.8%                            | 8.4%                           | 6.5%                      | 8.3%                         | 7.0%                            | 7.4%               |
| Confederation Bridge                  | N        | 34,297                          | 34,553                         | 114,796                   | 48,375                       | 21,944                          | 253,965            |
|                                       | (% Row)  | (13.5%)                         | (13.6%)                        | (45.2%)                   | (19.0%)                      | (8.6%)                          | (100.0%)           |
|                                       | % Column | 91.2%                           | 75.2%                          | 75.0%                     | 76.3%                        | 86.2%                           | 78.0%              |
| Wood Islands Ferry Terminal           | N        | 0                               | 7,541                          | 28,374                    | 9,756                        | 1,737                           | 47,408             |
|                                       | (% Row)  | (0.0%)                          | (15.9%)                        | (59.9%)                   | (20.6%)                      | (3.7%)                          | (100.0%)           |
|                                       | % Column | 0.0%                            | 16.4%                          | 18.5%                     | 15.4%                        | 6.8%                            | 14.6%              |
| <b>Mix of Entry and Exit Points</b>   |          |                                 |                                |                           |                              |                                 |                    |
| Air only                              | N        | 2,978                           | 3,475                          | 8,393                     | 4,813                        | 1,248                           | 20,907             |
|                                       | (% Row)  | (14.2%)                         | (16.6%)                        | (40.1%)                   | (23.0%)                      | (6.0%)                          | (100.0%)           |
|                                       | % Column | 7.9%                            | 7.6%                           | 5.5%                      | 7.6%                         | 4.9%                            | 6.4%               |
| Bridge only                           | N        | 32,827                          | 29,231                         | 97,574                    | 41,528                       | 20,198                          | 221,358            |
|                                       | (% Row)  | (14.8%)                         | (13.2%)                        | (44.1%)                   | (18.8%)                      | (9.1%)                          | (100.0%)           |
|                                       | % Column | 87.3%                           | 63.6%                          | 63.7%                     | 65.5%                        | 79.3%                           | 68.0%              |
| Ferry only                            | N        | 0                               | 3,680                          | 12,465                    | 3,797                        | 1,157                           | 21,099             |
|                                       | (% Row)  | (0.0%)                          | (17.4%)                        | (59.1%)                   | (18.0%)                      | (5.5%)                          | (100.0%)           |
|                                       | % Column | 0.0%                            | 8.0%                           | 8.1%                      | 6.0%                         | 4.5%                            | 6.5%               |
| Bridge and Ferry Mix                  | N        | 0                               | 9,062                          | 32,550                    | 12,632                       | 2,281                           | 56,525             |
|                                       | (% Row)  | (0.0%)                          | (16.0%)                        | (57.6%)                   | (22.3%)                      | (4.0%)                          | (100.0%)           |
|                                       | % Column | 0.0%                            | 19.7%                          | 21.3%                     | 19.9%                        | 9.0%                            | 17.4%              |
| Air and Bridge or Ferry Mix           | N        | 1,797                           | 527                            | 2,149                     | 649                          | 580                             | 5,702              |
|                                       | (% Row)  | (31.5%)                         | (9.2%)                         | (37.7%)                   | (11.4%)                      | (10.2%)                         | (100.0%)           |
|                                       | % Column | 4.8%                            | 1.1%                           | 1.4%                      | 1.0%                         | 2.3%                            | 1.8%               |

Note: Air and Bridge or Ferry Mix refers to the use of the Charlottetown Airport to enter (exit) PEI and use of the bridge or the ferry to exit (enter) PEI during the same trip.

**Table A-10: Rental Vehicle Usage and Location of Rental Vehicle Pick-Up by Tourism Season (Figure 18 & Figure 19)**

|                                       |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|---------------------------------------|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b> |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>                            |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Rental Vehicle Usage</b>           |          |                                 |                                |                           |                              |                                 |                    |
| Yes                                   | <i>N</i> | 2,984                           | 7,578                          | 19,218                    | 9,419                        | 1,839                           | 41,038             |
|                                       | (% Row)  | (7.3%)                          | (18.5%)                        | (46.8%)                   | (23.0%)                      | (4.5%)                          | (100.0%)           |
|                                       | % Column | 7.9%                            | 16.5%                          | 12.6%                     | 14.9%                        | 7.2%                            | 12.6%              |
| No                                    | <i>N</i> | 34,618                          | 38,397                         | 133,913                   | 54,000                       | 23,624                          | 284,552            |
|                                       | (% Row)  | (12.2%)                         | (13.5%)                        | (47.1%)                   | (19.0%)                      | (8.3%)                          | (100.0%)           |
|                                       | % Column | 92.1%                           | 83.5%                          | 87.4%                     | 85.1%                        | 92.8%                           | 87.4%              |
| <b>Location of Pick-Up</b>            |          |                                 |                                |                           |                              |                                 |                    |
| Prince Edward Island                  | <i>N</i> | 846                             | 1,673                          | 5,436                     | 2,984                        | 359                             | 11,298             |
|                                       | (% Row)  | (7.5%)                          | (14.8%)                        | (48.1%)                   | (26.4%)                      | (3.2%)                          | (100.0%)           |
|                                       | % Column | 28.4%                           | 22.1%                          | 28.3%                     | 31.7%                        | 19.5%                           | 27.5%              |
| New Brunswick                         | <i>N</i> | 604                             | 1,051                          | 3,302                     | 1,069                        | 536                             | 6,562              |
|                                       | (% Row)  | (9.2%)                          | (16.0%)                        | (50.3%)                   | (16.3%)                      | (8.2%)                          | (100.0%)           |
|                                       | % Column | 20.2%                           | 13.9%                          | 17.2%                     | 11.3%                        | 29.1%                           | 16.0%              |
| Nova Scotia                           | <i>N</i> | 898                             | 3,563                          | 7,420                     | 3,588                        | 792                             | 16,261             |
|                                       | (% Row)  | (5.5%)                          | (21.9%)                        | (45.6%)                   | (22.1%)                      | (4.9%)                          | (100.0%)           |
|                                       | % Column | 30.1%                           | 47.0%                          | 38.6%                     | 38.1%                        | 43.1%                           | 39.6%              |
| Quebec                                | <i>N</i> | 199                             | 330                            | 765                       | 353                          | 0                               | 1,647              |
|                                       | (% Row)  | (12.1%)                         | (20.0%)                        | (46.4%)                   | (21.4%)                      | (0.0%)                          | (100.0%)           |
|                                       | % Column | 6.7%                            | 4.4%                           | 4.0%                      | 3.7%                         | 0.0%                            | 4.0%               |
| Ontario                               | <i>N</i> | 146                             | 369                            | 807                       | 416                          | 0                               | 1,738              |
|                                       | (% Row)  | (8.4%)                          | (21.2%)                        | (46.4%)                   | (23.9%)                      | (0.0%)                          | (100.0%)           |
|                                       | % Column | 4.9%                            | 4.9%                           | 4.2%                      | 4.4%                         | 0.0%                            | 4.2%               |
| Other province                        | <i>N</i> | 0                               | 0                              | 327                       | 47                           | 0                               | 374                |
|                                       | (% Row)  | (0.0%)                          | (0.0%)                         | (87.4%)                   | (12.6%)                      | (0.0%)                          | (100.0%)           |
|                                       | % Column | 0.0%                            | 0.0%                           | 1.7%                      | 0.5%                         | 0.0%                            | 0.9%               |
| New England state                     | <i>N</i> | 0                               | 378                            | 734                       | 619                          | 152                             | 1,883              |
|                                       | (% Row)  | (0.0%)                          | (20.1%)                        | (39.0%)                   | (32.9%)                      | (8.1%)                          | (100.0%)           |
|                                       | % Column | 0.0%                            | 5.0%                           | 3.8%                      | 6.6%                         | 8.3%                            | 4.6%               |
| Other US state                        | <i>N</i> | 291                             | 214                            | 426                       | 343                          | 0                               | 1,274              |
|                                       | (% Row)  | (22.8%)                         | (16.8%)                        | (33.4%)                   | (26.9%)                      | (0.0%)                          | (100.0%)           |
|                                       | % Column | 9.8%                            | 2.8%                           | 2.2%                      | 3.6%                         | 0.0%                            | 3.1%               |

**Table A-11: Primary Destination of the Trip and Trip Duration by Tourism Season (Figure 20 & Figure 21)**

|  |               | Jan-Apr<br>Winter<br>Off-<br>season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-<br>Season | Total<br>Full Year |
|--|---------------|-------------------------------------|--------------------------------|---------------------------|------------------------------|-------------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>  |               | <b>37,602</b>                       | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                       | <b>325,590</b>     |
| <b>(%)</b>                             |               | <b>(11.5%)</b>                      | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                       | <b>(100.0%)</b>    |
| <b>Primary Destination of the Trip</b> |               |                                     |                                |                           |                              |                                     |                    |
| Prince Edward Island                   | <i>N</i>      | 35,705                              | 38,766                         | 130,796                   | 53,404                       | 24,148                              | 282,819            |
|  | (% Row)       | (12.6%)                             | (13.7%)                        | (46.2%)                   | (18.9%)                      | (8.5%)                              | (100.0%)           |
|  | % Column      | 95.0%                               | 84.3%                          | 85.4%                     | 84.2%                        | 94.8%                               | 86.9%              |
| Other Destination                      | <i>N</i>      | 1,897                               | 6,922                          | 21,203                    | 9,454                        | 1,153                               | 40,629             |
|  | (% Row)       | (4.7%)                              | (17.0%)                        | (52.2%)                   | (23.3%)                      | (2.8%)                              | (100.0%)           |
|  | % Column      | 5.0%                                | 15.1%                          | 13.8%                     | 14.9%                        | 4.5%                                | 12.5%              |
| Don't Know                             | <i>N</i>      | 0                                   | 287                            | 1,133                     | 561                          | 162                                 | 2,143              |
|  | (% Row)       | (0.0%)                              | (13.4%)                        | (52.9%)                   | (26.2%)                      | (7.6%)                              | (100.0%)           |
|  | % Column      | 0.0%                                | 0.6%                           | 0.7%                      | 0.9%                         | 0.6%                                | 0.7%               |
| <b>Average Trip Duration</b>           |               |                                     |                                |                           |                              |                                     |                    |
| Total Nights of the Trip               | <i>Nights</i> | 4.38                                | 6.74                           | 8.67                      | 8.87                         | 5.09                                | 7.66               |
|  | (% Column)    | (100.0%)                            | (100.0%)                       | (100.0%)                  | (100.0%)                     | (100.0%)                            | (100.0%)           |
| Nights stayed in PEI                   | <i>Nights</i> | 3.65                                | 3.76                           | 5.49                      | 5.59                         | 3.70                                | 4.91               |
|  | (% Column)    | (83.3%)                             | (55.8%)                        | (63.3%)                   | (63.1%)                      | (72.7%)                             | (64.1%)            |
| Nights stayed in Paid Accommodation    | <i>Nights</i> | 1.02                                | 2.58                           | 3.85                      | 2.79                         | 0.92                                | 2.91               |
|  | (% Column)    | (23.3%)                             | (38.3%)                        | (44.4%)                   | (31.5%)                      | (18.1%)                             | (37.9%)            |
| Nights stayed in NB                    | <i>Nights</i> | 0.23                                | 0.69                           | 1.02                      | 0.75                         | 0.39                                | 0.78               |
|  | (% Column)    | (5.2%)                              | (10.2%)                        | (11.7%)                   | (8.5%)                       | (7.7%)                              | (10.2%)            |
| Nights stayed in NS                    | <i>Nights</i> | 0.40                                | 1.05                           | 1.16                      | 1.30                         | 0.47                                | 1.03               |
|  | (% Column)    | (9.1%)                              | (15.5%)                        | (13.3%)                   | (14.7%)                      | (9.2%)                              | (13.4%)            |
| Nights stayed in NL                    | <i>Nights</i> | 0.00                                | 0.24                           | 0.22                      | 0.18                         | 0.14                                | 0.19               |
|  | (% Column)    | (0.1%)                              | (3.5%)                         | (2.6%)                    | (2.1%)                       | (2.8%)                              | (2.4%)             |
| Nights stayed in Magdalen Islands      | <i>Nights</i> | 0.00                                | 0.27                           | 0.14                      | 0.15                         | 0.20                                | 0.15               |
|  | (% Column)    | (0.0%)                              | (4.0%)                         | (1.6%)                    | (1.7%)                       | (3.9%)                              | (2.0%)             |
| Nights stayed in Elsewhere             | <i>Nights</i> | 0.10                                | 0.74                           | 0.64                      | 0.88                         | 0.19                                | 0.61               |
|  | (% Column)    | (2.3%)                              | (10.9%)                        | (7.4%)                    | (9.9%)                       | (3.7%)                              | (7.9%)             |

**Table A-12: Overnight Stays in PEI Regions by Tourism Season (Figure 22)**

|   |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|---|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>   |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>  |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Total Accumulated Parties Staying at Least One Night in the Specified Region</b> |          |                                 |                                |                           |                              |                                 |                    |
| Charlottetown   | N        | 22,244                          | 17,860                         | 45,061                    | 26,036                       | 16,755                          | 127,956            |
|   | (% Row)  | (17.4%)                         | (14.0%)                        | (35.2%)                   | (20.3%)                      | (13.1%)                         | (100.0%)           |
|   | % Column | 55.7%                           | 32.4%                          | 23.6%                     | 33.7%                        | 61.2%                           | 32.8%              |
| Summerside  | N        | 7,526                           | 7,889                          | 19,910                    | 7,599                        | 3,013                           | 45,937             |
|   | (% Row)  | (16.4%)                         | (17.2%)                        | (43.3%)                   | (16.5%)                      | (6.6%)                          | (100.0%)           |
|   | % Column | 18.8%                           | 14.3%                          | 10.4%                     | 9.8%                         | 11.0%                           | 11.8%              |
| North Cape Coastal Drive  | N        | 4,993                           | 2,146                          | 13,436                    | 6,176                        | 1,239                           | 27,990             |
|   | (% Row)  | (17.8%)                         | (7.7%)                         | (48.0%)                   | (22.1%)                      | (4.4%)                          | (100.0%)           |
|   | % Column | 12.5%                           | 3.9%                           | 7.0%                      | 8.0%                         | 4.5%                            | 7.2%               |
| Green Gables Shore  | N        | 2,123                           | 16,432                         | 74,811                    | 21,428                       | 1,763                           | 116,557            |
|   | (% Row)  | (1.8%)                          | (14.1%)                        | (64.2%)                   | (18.4%)                      | (1.5%)                          | (100.0%)           |
|   | % Column | 5.3%                            | 29.8%                          | 39.2%                     | 27.7%                        | 6.4%                            | 29.9%              |
| Red Sands Shore   | N        | 757                             | 3,189                          | 12,086                    | 4,672                        | 832                             | 21,536             |
|   | (% Row)  | (3.5%)                          | (14.8%)                        | (56.1%)                   | (21.7%)                      | (3.9%)                          | (100.0%)           |
|   | % Column | 1.9%                            | 5.8%                           | 6.3%                      | 6.0%                         | 3.0%                            | 5.5%               |
| Points East Coastal Drive   | N        | 2,325                           | 7,585                          | 25,383                    | 11,402                       | 3,794                           | 50,489             |
|   | (% Row)  | (4.6%)                          | (15.0%)                        | (50.3%)                   | (22.6%)                      | (7.5%)                          | (100.0%)           |
|   | % Column | 5.8%                            | 13.8%                          | 13.3%                     | 14.7%                        | 13.8%                           | 12.9%              |
| <b>Total Overnight Stays (Parties)</b>  | N        | <b>39,968</b>                   | <b>55,101</b>                  | <b>190,687</b>            | <b>77,313</b>                | <b>27,396</b>                   | <b>390,465</b>     |
|   | (% Row)  | <b>(10.2%)</b>                  | <b>(14.1%)</b>                 | <b>(48.8%)</b>            | <b>(19.8%)</b>               | <b>(7.0%)</b>                   | <b>(100.0%)</b>    |
|   | % Column | <b>100.0%</b>                   | <b>100.0%</b>                  | <b>100.0%</b>             | <b>100.0%</b>                | <b>100.0%</b>                   | <b>100.0%</b>      |

Note: Results were based on multiple responses.

Table A-13: Overnight Stays in PEI Regions by Tourism Season (Figure 23)

|   |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|---|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>                                   |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>  |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Total Accumulated Nights Spent by Parties in the Specific Region</b> |          |                                 |                                |                           |                              |                                 |                    |
| Charlottetown   | N        | 81,718                          | 53,782                         | 152,280                   | 97,688                       | 53,241                          | 438,709            |
|   | (% Row)  | (18.6%)                         | (12.3%)                        | (34.7%)                   | (22.3%)                      | (12.1%)                         | (100.0%)           |
|   | % Column | 59.5%                           | 31.1%                          | 18.1%                     | 27.6%                        | 56.5%                           | 27.4%              |
| Summerside  | N        | 20,320                          | 19,683                         | 63,598                    | 44,467                       | 13,282                          | 161,350            |
|   | (% Row)  | (12.6%)                         | (12.2%)                        | (39.4%)                   | (27.6%)                      | (8.2%)                          | (100.0%)           |
|   | % Column | 14.8%                           | 11.4%                          | 7.6%                      | 12.5%                        | 14.1%                           | 10.1%              |
| North Cape Coastal Drive  | N        | 11,448                          | 6,507                          | 55,372                    | 29,938                       | 2,907                           | 106,172            |
|   | (% Row)  | (10.8%)                         | (6.1%)                         | (52.2%)                   | (28.2%)                      | (2.7%)                          | (100.0%)           |
|   | % Column | 8.3%                            | 3.8%                           | 6.6%                      | 8.4%                         | 3.1%                            | 6.6%               |
| Green Gables Shore  | N        | 8,605                           | 58,586                         | 382,593                   | 91,124                       | 6,725                           | 547,633            |
|   | (% Row)  | (1.6%)                          | (10.7%)                        | (69.9%)                   | (16.6%)                      | (1.2%)                          | (100.0%)           |
|   | % Column | 6.3%                            | 33.9%                          | 45.5%                     | 25.7%                        | 7.1%                            | 34.2%              |
| Red Sands Shore   | N        | 4,543                           | 10,564                         | 67,760                    | 30,367                       | 3,109                           | 116,343            |
|   | (% Row)  | (3.9%)                          | (9.1%)                         | (58.2%)                   | (26.1%)                      | (2.7%)                          | (100.0%)           |
|   | % Column | 3.3%                            | 6.1%                           | 8.1%                      | 8.6%                         | 3.3%                            | 7.3%               |
| Points East Coastal Drive   | N        | 10,639                          | 23,880                         | 119,361                   | 60,908                       | 14,969                          | 229,757            |
|   | (% Row)  | (4.6%)                          | (10.4%)                        | (52.0%)                   | (26.5%)                      | (6.5%)                          | (100.0%)           |
|   | % Column | 7.8%                            | 13.8%                          | 14.2%                     | 17.2%                        | 15.9%                           | 14.4%              |
| <b>Total Overnight Stays (Nights)</b>                                   | N        | <b>137,273</b>                  | <b>173,002</b>                 | <b>840,964</b>            | <b>354,492</b>               | <b>94,233</b>                   | <b>1,599,964</b>   |
|   | (% Row)  | <b>(8.6%)</b>                   | <b>(10.8%)</b>                 | <b>(52.6%)</b>            | <b>(22.2%)</b>               | <b>(5.9%)</b>                   | <b>(100.0%)</b>    |
|   | % Column | <b>100.0%</b>                   | <b>100.0%</b>                  | <b>100.0%</b>             | <b>100.0%</b>                | <b>100.0%</b>                   | <b>100.0%</b>      |

Table A-14: Length of Stay in PEI Regions by Tourism Season (Figure 24 &amp; Figure 25)

|  | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|--|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>  | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>   | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Average Number of Nights Stayed in PEI</b>  | <b>3.65</b>                     | <b>3.76</b>                    | <b>5.49</b>               | <b>5.59</b>                  | <b>3.70</b>                     | <b>4.91</b>        |
| <b>Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)</b> |                                 |                                |                           |                              |                                 |                    |
| Charlottetown  | 2.17                            | 1.17                           | 0.99                      | 1.54                         | 2.09                            | 1.35               |
| Summerside   | 0.54                            | 0.43                           | 0.41                      | 0.70                         | 0.52                            | 0.50               |
| North Cape Coastal Drive   | 0.30                            | 0.14                           | 0.36                      | 0.47                         | 0.11                            | 0.33               |
| Green Gables Shore   | 0.23                            | 1.27                           | 2.50                      | 1.44                         | 0.26                            | 1.68               |
| Red Sands Shore  | 0.12                            | 0.23                           | 0.44                      | 0.48                         | 0.12                            | 0.36               |
| Points East Coastal Drive  | 0.28                            | 0.52                           | 0.78                      | 0.96                         | 0.59                            | 0.71               |
| <b>Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)</b>           |                                 |                                |                           |                              |                                 |                    |
| Charlottetown  | 3.67                            | 3.01                           | 3.38                      | 3.75                         | 3.18                            | 3.43               |
| Summerside   | 2.70                            | 2.50                           | 3.19                      | 5.85                         | 4.40                            | 3.51               |
| North Cape Coastal Drive   | 2.29                            | 3.03                           | 4.12                      | 4.86                         | 2.34                            | 3.79               |
| Green Gables Shore   | 4.05                            | 3.57                           | 5.11                      | 4.26                         | 3.81                            | 4.70               |
| Red Sands Shore  | 6.00                            | 3.31                           | 5.60                      | 6.51                         | 3.73                            | 5.40               |
| Points East Coastal Drive  | 4.58                            | 3.15                           | 4.70                      | 5.34                         | 3.95                            | 4.55               |

Table A-15: Overnight Stays in Type of Accommodation Used by Tourism Season (Figure 26)

|  |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|--|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>  |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>   |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Total Accumulated Parties Staying at Least One Night in the Specified Type of Accommodation</b> |          |                                 |                                |                           |                              |                                 |                    |
| Hotel, Motel, or Resort  | N        | 10,254                          | 15,574                         | 46,722                    | 23,173                       | 7,490                           | 103,213            |
|  | (% Row)  | (9.9%)                          | (15.1%)                        | (45.3%)                   | (22.5%)                      | (7.3%)                          | (100.0%)           |
|  | % Column | 26.7%                           | 31.2%                          | 27.9%                     | 33.1%                        | 28.7%                           | 29.3%              |
| Inn  | N        | 396                             | 1,575                          | 4,880                     | 2,138                        | 307                             | 9,296              |
|  | (% Row)  | (4.3%)                          | (16.9%)                        | (52.5%)                   | (23.0%)                      | (3.3%)                          | (100.0%)           |
|  | % Column | 1.0%                            | 3.2%                           | 2.9%                      | 3.1%                         | 1.2%                            | 2.6%               |
| Cottage or Cabin   | N        | 146                             | 10,002                         | 38,345                    | 16,321                       | 1,484                           | 66,298             |
|  | (% Row)  | (0.2%)                          | (15.1%)                        | (57.8%)                   | (24.6%)                      | (2.2%)                          | (100.0%)           |
|  | % Column | 0.4%                            | 20.0%                          | 22.9%                     | 23.3%                        | 5.7%                            | 18.8%              |
| B&B or Tourist Home  | N        | 564                             | 2,595                          | 9,805                     | 5,232                        | 126                             | 18,322             |
|  | (% Row)  | (3.1%)                          | (14.2%)                        | (53.5%)                   | (28.6%)                      | (0.7%)                          | (100.0%)           |
|  | % Column | 1.5%                            | 5.2%                           | 5.9%                      | 7.5%                         | 0.5%                            | 5.2%               |
| Campground or Trailer (RV) Park  | N        | 291                             | 5,330                          | 37,415                    | 4,540                        | 357                             | 47,933             |
|  | (% Row)  | (0.6%)                          | (11.1%)                        | (78.1%)                   | (9.5%)                       | (0.7%)                          | (100.0%)           |
|  | % Column | 0.8%                            | 10.7%                          | 22.4%                     | 6.5%                         | 1.4%                            | 13.6%              |
| Home of Friends or Relatives   | N        | 24,092                          | 11,505                         | 23,614                    | 14,636                       | 14,748                          | 88,595             |
|  | (% Row)  | (27.2%)                         | (13.0%)                        | (26.7%)                   | (16.5%)                      | (16.6%)                         | (100.0%)           |
|  | % Column | 62.8%                           | 23.0%                          | 14.1%                     | 20.9%                        | 56.4%                           | 25.2%              |
| Own Property   | N        | 1,827                           | 3,048                          | 4,001                     | 3,584                        | 1,319                           | 13,779             |
|  | (% Row)  | (13.3%)                         | (22.1%)                        | (29.0%)                   | (26.0%)                      | (9.6%)                          | (100.0%)           |
|  | % Column | 4.8%                            | 6.1%                           | 2.4%                      | 5.1%                         | 5.0%                            | 3.9%               |
| Other (e.g., hostel)   | N        | 803                             | 339                            | 2,458                     | 389                          | 307                             | 4,296              |
|  | (% Row)  | (18.7%)                         | (7.9%)                         | (57.2%)                   | (9.1%)                       | (7.1%)                          | (100.0%)           |
|  | % Column | 2.1%                            | 0.7%                           | 1.5%                      | 0.6%                         | 1.2%                            | 1.2%               |
| <b>Total Overnight Stays (Parties)</b>   | N        | <b>38,373</b>                   | <b>49,968</b>                  | <b>167,240</b>            | <b>70,013</b>                | <b>26,138</b>                   | <b>351,732</b>     |
|  | (% Row)  | <b>(10.9%)</b>                  | <b>(14.2%)</b>                 | <b>(47.5%)</b>            | <b>(19.9%)</b>               | <b>(7.4%)</b>                   | <b>(100.0%)</b>    |
|  | % Column | <b>100.0%</b>                   | <b>100.0%</b>                  | <b>100.0%</b>             | <b>100.0%</b>                | <b>100.0%</b>                   | <b>100.0%</b>      |

Note: Results were based on multiple responses.

**Table A-16: Overnight Stays in Type of Accommodation Used by Tourism Season (Figure 27)**

|   |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|---|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>   |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>  |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Total Accumulated Nights Spent by Parties<br/>in the Specified Type of Accommodation</b> |          |                                 |                                |                           |                              |                                 |                    |
| Hotel, Motel, or Resort   | N        | 34,421                          | 41,833                         | 144,155                   | 63,319                       | 14,756                          | 298,484            |
|   | (% Row)  | (11.5%)                         | (14.0%)                        | (48.3%)                   | (21.2%)                      | (4.9%)                          | (100.0%)           |
|   | % Column | 25.1%                           | 24.2%                          | 17.1%                     | 17.9%                        | 15.7%                           | 18.7%              |
| Inn   | N        | 687                             | 4,071                          | 16,898                    | 6,306                        | 1,741                           | 29,703             |
|   | (% Row)  | (2.3%)                          | (13.7%)                        | (56.9%)                   | (21.2%)                      | (5.9%)                          | (100.0%)           |
|   | % Column | 0.5%                            | 2.4%                           | 2.0%                      | 1.8%                         | 1.8%                            | 1.9%               |
| Cottage or Cabin  | N        | 2,044                           | 43,923                         | 226,347                   | 99,509                       | 5,251                           | 377,074            |
|   | (% Row)  | (0.5%)                          | (11.6%)                        | (60.0%)                   | (26.4%)                      | (1.4%)                          | (100.0%)           |
|   | % Column | 1.5%                            | 25.4%                          | 26.9%                     | 28.1%                        | 5.6%                            | 23.6%              |
| B&B or Tourist Home   | N        | 1,729                           | 11,248                         | 30,996                    | 15,932                       | 558                             | 60,463             |
|   | (% Row)  | (2.9%)                          | (18.6%)                        | (51.3%)                   | (26.3%)                      | (0.9%)                          | (100.0%)           |
|   | % Column | 1.3%                            | 6.5%                           | 3.7%                      | 4.5%                         | 0.6%                            | 3.8%               |
| Campground or Trailer (RV) Park   | N        | 1,164                           | 21,071                         | 205,992                   | 23,119                       | 1,276                           | 252,622            |
|   | (% Row)  | (0.5%)                          | (8.3%)                         | (81.5%)                   | (9.2%)                       | (0.5%)                          | (100.0%)           |
|   | % Column | 0.8%                            | 12.2%                          | 24.5%                     | 6.5%                         | 1.4%                            | 15.8%              |
| Home of Friends or Relatives  | N        | 82,371                          | 37,677                         | 119,014                   | 59,427                       | 62,678                          | 361,167            |
|   | (% Row)  | (22.8%)                         | (10.4%)                        | (33.0%)                   | (16.5%)                      | (17.4%)                         | (100.0%)           |
|   | % Column | 60.0%                           | 21.8%                          | 14.2%                     | 16.8%                        | 66.5%                           | 22.6%              |
| Own Property  | N        | 10,037                          | 11,655                         | 90,934                    | 85,803                       | 6,745                           | 205,174            |
|   | (% Row)  | (4.9%)                          | (5.7%)                         | (44.3%)                   | (41.8%)                      | (3.3%)                          | (100.0%)           |
|   | % Column | 7.3%                            | 6.7%                           | 10.8%                     | 24.2%                        | 7.2%                            | 12.8%              |
| Other (e.g., hostel)  | N        | 4,842                           | 1,495                          | 6,591                     | 1,095                        | 1,229                           | 15,252             |
|   | (% Row)  | (31.7%)                         | (9.8%)                         | (43.2%)                   | (7.2%)                       | (8.1%)                          | (100.0%)           |
|   | % Column | 3.5%                            | 0.9%                           | 0.8%                      | 0.3%                         | 1.3%                            | 1.0%               |
| <b>Total Overnight Stays (Nights)</b>   | N        | <b>137,295</b>                  | <b>172,973</b>                 | <b>840,927</b>            | <b>354,510</b>               | <b>94,234</b>                   | <b>1,599,939</b>   |
|   | (% Row)  | <b>(8.6%)</b>                   | <b>(10.8%)</b>                 | <b>(52.6%)</b>            | <b>(22.2%)</b>               | <b>(5.9%)</b>                   | <b>(100.0%)</b>    |
|   | % Column | <b>100.0%</b>                   | <b>100.0%</b>                  | <b>100.0%</b>             | <b>100.0%</b>                | <b>100.0%</b>                   | <b>100.0%</b>      |



**Table A-17: Length of Stay in Type of Accommodation Used by Tourism Season (Figure 28 & Figure 29)**

|  | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|--|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>  | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>   | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Average Number of Nights Stayed in PEI</b>  | <b>3.65</b>                     | <b>3.76</b>                    | <b>5.49</b>               | <b>5.59</b>                  | <b>3.70</b>                     | <b>4.91</b>        |
| <b>Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)</b> |                                 |                                |                           |                              |                                 |                    |
| Hotel, Motel, or Resort  | 0.92                            | 0.91                           | 0.94                      | 1.00                         | 0.58                            | 0.92               |
| Inn  | 0.02                            | 0.09                           | 0.11                      | 0.10                         | 0.07                            | 0.09               |
| Cottage or Cabin   | 0.05                            | 0.96                           | 1.48                      | 1.57                         | 0.21                            | 1.16               |
| B&B or Tourist Home  | 0.05                            | 0.24                           | 0.20                      | 0.25                         | 0.02                            | 0.19               |
| Campground or Trailer (RV) Park  | 0.03                            | 0.46                           | 1.35                      | 0.36                         | 0.05                            | 0.78               |
| Home of Friends or Relatives   | 2.19                            | 0.82                           | 0.78                      | 0.94                         | 2.46                            | 1.11               |
| Own Property   | 0.27                            | 0.25                           | 0.59                      | 1.35                         | 0.26                            | 0.63               |
| Other (e.g., hostel)   | 0.13                            | 0.03                           | 0.04                      | 0.02                         | 0.05                            | 0.05               |
| <b>Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)</b>    |                                 |                                |                           |                              |                                 |                    |
| Hotel, Motel, or Resort  | 3.36                            | 2.69                           | 3.08                      | 2.73                         | 1.97                            | 2.89               |
| Inn  | 1.73                            | 2.59                           | 3.46                      | 2.95                         | 5.67                            | 3.19               |
| Cottage or Cabin   | 14.00                           | 4.39                           | 5.90                      | 6.10                         | 3.54                            | 5.69               |
| B&B or Tourist Home  | 3.07                            | 4.33                           | 3.16                      | 3.04                         | 4.42                            | 3.30               |
| Campground or Trailer (RV) Park  | 4.00                            | 3.95                           | 5.51                      | 5.10                         | 3.57                            | 5.27               |
| Home of Friends or Relatives   | 3.42                            | 3.28                           | 5.04                      | 4.06                         | 4.25                            | 4.08               |
| Own Property   | 5.49                            | 3.82                           | 22.71                     | 23.97                        | 5.10                            | 14.89              |
| Other (e.g., hostel)   | 6.02                            | 4.41                           | 2.68                      | 2.81                         | 4.00                            | 3.55               |

**Table A-18: PEI Regions Visited During the Trip by Tourism Season (Figure 30)**

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

Note: Results were based on multiple responses.

**Table A-19: Activities Participated in by Tourism Season (Figure 31, Figure 32, Figure 33 & Figure 34)**

|  |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|--|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>                        |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>   |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Valid Overnight Pleasure Parties (N)</b>                  |          | <b>34,610</b>                   | <b>45,720</b>                  | <b>152,568</b>            | <b>63,116</b>                | <b>24,327</b>                   | <b>320,341</b>     |
| <b>(%)</b>   |          | <b>(10.8%)</b>                  | <b>(14.3%)</b>                 | <b>(47.6%)</b>            | <b>(19.7%)</b>               | <b>(7.6%)</b>                   | <b>(100.0%)</b>    |
| Sightseeing/driving tour                                     | N        | 9,884                           | 28,552                         | 117,950                   | 44,258                       | 7,827                           | 208,471            |
|  | % Column | 28.6%                           | 62.4%                          | 77.3%                     | 70.1%                        | 32.2%                           | 65.1%              |
| Shopping for local crafts/<br>souvenirs/antiques             | N        | 9,190                           | 22,734                         | 97,900                    | 32,043                       | 7,935                           | 169,802            |
|  | % Column | 26.6%                           | 49.7%                          | 64.2%                     | 50.8%                        | 32.6%                           | 53.0%              |
| Going to a beach   | N        | 4,101                           | 20,766                         | 110,744                   | 28,217                       | 2,800                           | 166,628            |
|  | % Column | 11.8%                           | 45.4%                          | 72.6%                     | 44.7%                        | 11.5%                           | 52.0%              |
| Visiting friends and/or relatives                            | N        | 28,221                          | 20,080                         | 52,601                    | 25,304                       | 19,442                          | 145,648            |
|  | % Column | 81.5%                           | 43.9%                          | 34.5%                     | 40.1%                        | 79.9%                           | 45.5%              |
| Visiting a national or<br>provincial park                    | N        | 3,357                           | 17,974                         | 88,863                    | 28,993                       | 1,808                           | 140,995            |
|  | % Column | 9.7%                            | 39.3%                          | 58.2%                     | 45.9%                        | 7.4%                            | 44.0%              |
| Visiting historical and<br>cultural attractions              | N        | 3,397                           | 19,114                         | 78,867                    | 28,043                       | 3,482                           | 132,903            |
|  | % Column | 9.8%                            | 41.8%                          | 51.7%                     | 44.4%                        | 14.3%                           | 41.5%              |
| Going to a lobster dinner<br>(meal)                          | N        | 2,095                           | 13,801                         | 48,556                    | 18,404                       | 1,989                           | 84,845             |
|  | % Column | 6.1%                            | 30.2%                          | 31.8%                     | 29.2%                        | 8.2%                            | 26.5%              |
| Visiting Anne of Green Gables<br>attractions                 | N        | 1,734                           | 12,851                         | 46,580                    | 14,966                       | 705                             | 76,836             |
|  | % Column | 5.0%                            | 28.1%                          | 30.5%                     | 23.7%                        | 2.9%                            | 24.0%              |
| Going to a bar/pub/lounge/<br>nightclub                      | N        | 8,171                           | 8,042                          | 28,210                    | 14,351                       | 6,212                           | 64,986             |
|  | % Column | 23.6%                           | 17.6%                          | 18.5%                     | 22.7%                        | 25.5%                           | 20.3%              |
| Attending a performance<br>(live theatre, a play, a concert) | N        | 2,412                           | 4,111                          | 34,713                    | 9,822                        | 2,035                           | 53,093             |
|  | % Column | 7.0%                            | 9.0%                           | 22.8%                     | 15.6%                        | 8.4%                            | 16.6%              |
| Participating in other sports<br>and/or outdoor activities   | N        | 5,632                           | 4,701                          | 26,631                    | 7,154                        | 2,761                           | 46,879             |
|  | % Column | 16.3%                           | 10.3%                          | 17.5%                     | 11.3%                        | 11.3%                           | 14.6%              |
| Visiting a theme, fun or<br>amusement park                   | N        | 0                               | 3,817                          | 38,296                    | 3,018                        | 250                             | 45,381             |
|  | % Column | 0.0%                            | 8.3%                           | 25.1%                     | 4.8%                         | 1.0%                            | 14.2%              |
| Attending a festival, fair or<br>event                       | N        | 2,084                           | 5,842                          | 26,625                    | 8,758                        | 1,743                           | 45,052             |
|  | % Column | 6.0%                            | 12.8%                          | 17.5%                     | 13.9%                        | 7.2%                            | 14.1%              |
| Visiting Canada's birthplace<br>attractions/Founders' Hall   | N        | 1,081                           | 6,421                          | 22,314                    | 9,970                        | 633                             | 40,419             |
|  | % Column | 3.1%                            | 14.0%                          | 14.6%                     | 15.8%                        | 2.6%                            | 12.6%              |
| Playing golf (not miniature)                                 | N        | 567                             | 4,077                          | 17,621                    | 7,160                        | 90                              | 29,515             |
|  | % Column | 1.6%                            | 8.9%                           | 11.5%                     | 11.3%                        | 0.4%                            | 9.2%               |
| Attending a sports event or<br>tournament (as a spectator)   | N        | 3,101                           | 1,863                          | 4,956                     | 2,682                        | 1,922                           | 14,524             |
|  | % Column | 9.0%                            | 4.1%                           | 3.2%                      | 4.2%                         | 7.9%                            | 4.5%               |

Note: Results were based on multiple responses; Valid overnight parties indicate only those who reported their activities participated in while in PEI.

Table A-20: Travel Expenditures by Tourism Season (Figure 35)

|   | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year     |
|---|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|------------------------|
| <b>Overnight Pleasure Parties (N)</b>           | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>         |
| <b>(%)</b>                                      | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>        |
| <b>Total Direct Expenditures Estimated (\$)</b> | <b>\$23,105,590</b>             | <b>\$40,621,850</b>            | <b>\$226,007,599</b>      | <b>\$68,922,433</b>          | <b>\$13,795,377</b>             | <b>\$372,452,849</b>   |
| <b>(%)</b>                                      | <b>(6.2%)</b>                   | <b>(10.9%)</b>                 | <b>(60.7%)</b>            | <b>(18.5%)</b>               | <b>(3.7%)</b>                   | <b>(100.0%)</b>        |
| Travel Package                                  | \$119,774<br>0.5%               | \$747,849<br>1.8%              | \$5,029,781<br>2.2%       | \$2,342,161<br>3.4%          | \$468,802<br>3.4%               | \$8,708,367<br>2.3%    |
| Accommodations                                  | \$5,849,931<br>25.3%            | \$12,772,858<br>31.4%          | \$74,569,029<br>33.0%     | \$21,016,816<br>30.5%        | \$4,206,684<br>30.5%            | \$118,415,318<br>31.8% |
| Food and beverage at restaurants                | \$4,977,263<br>21.5%            | \$7,603,607<br>18.7%           | \$40,245,120<br>17.8%     | \$12,790,783<br>18.6%        | \$2,560,178<br>18.6%            | \$68,176,951<br>18.3%  |
| Food and beverage at stores                     | \$2,763,154<br>12.0%            | \$3,810,637<br>9.4%            | \$20,682,495<br>9.2%      | \$6,774,804<br>9.8%          | \$1,356,031<br>9.8%             | \$35,387,122<br>9.5%   |
| Vehicle operation                               | \$3,394,661<br>14.7%            | \$5,323,279<br>13.1%           | \$24,820,865<br>11.0%     | \$7,723,656<br>11.2%         | \$1,545,952<br>11.2%            | \$42,808,412<br>11.5%  |
| Car rentals in PEI and local transportation     | \$416,850<br>1.8%               | \$848,239<br>2.1%              | \$3,824,726<br>1.7%       | \$1,406,798<br>2.0%          | \$281,582<br>2.0%               | \$6,778,194<br>1.8%    |
| Shopping  | \$3,595,971<br>15.6%            | \$4,894,939<br>12.1%           | \$27,645,985<br>12.2%     | \$9,642,948<br>14.0%         | \$1,930,113<br>14.0%            | \$47,709,957<br>12.8%  |
| Recreation and entertainment                    | \$656,187<br>2.8%               | \$3,295,944<br>8.1%            | \$20,004,516<br>8.9%      | \$4,115,865<br>6.0%          | \$823,823<br>6.0%               | \$28,896,335<br>7.8%   |
| Other expenditures                              | \$1,331,799<br>5.8%             | \$1,324,498<br>3.3%            | \$9,185,083<br>4.1%       | \$3,108,602<br>4.5%          | \$622,212<br>4.5%               | \$15,572,193<br>4.2%   |

**Table A-21: Average Spending by Tourism Season (Figure 36 & Figure 37)**

|  | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|--|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>        | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>                                   | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Average Spending per Party per Visit</b>  | <b>\$612.31</b>                 | <b>\$881.68</b>                | <b>\$1,480.27</b>         | <b>\$1,080.54</b>            | <b>\$1,079.61</b>               | <b>\$1,140.08</b>  |
| Travel Package                               | \$3.17                          | \$16.23                        | \$32.94                   | \$36.72                      | \$36.69                         | \$26.47            |
| Accommodations                               | \$155.03                        | \$277.23                       | \$488.40                  | \$329.49                     | \$329.21                        | \$358.78           |
| Food and beverage at restaurants             | \$131.90                        | \$165.03                       | \$263.59                  | \$200.53                     | \$200.36                        | \$209.36           |
| Food and beverage at stores                  | \$73.22                         | \$82.71                        | \$135.46                  | \$106.21                     | \$106.12                        | \$108.04           |
| Vehicle operation                            | \$89.96                         | \$115.54                       | \$162.57                  | \$121.09                     | \$120.98                        | \$132.15           |
| Car rentals in PEI and local transportation  | \$11.05                         | \$18.41                        | \$25.05                   | \$22.06                      | \$22.04                         | \$20.56            |
| Shopping                                     | \$95.29                         | \$106.24                       | \$181.07                  | \$151.18                     | \$151.05                        | \$148.83           |
| Recreation and entertainment                 | \$17.39                         | \$71.54                        | \$131.02                  | \$64.53                      | \$64.47                         | \$87.15            |
| Other expenditures                           | \$35.29                         | \$28.75                        | \$60.16                   | \$48.74                      | \$48.69                         | \$48.75            |
| <b>Average Spending per Person per Night</b> | <b>\$65.20</b>                  | <b>\$80.86</b>                 | <b>\$78.10</b>            | <b>\$73.91</b>               | <b>\$111.02</b>                 | <b>\$76.21</b>     |
| Travel Package                               | \$0.34                          | \$1.49                         | \$1.74                    | \$2.51                       | \$3.77                          | \$1.77             |
| Accommodations                               | \$16.51                         | \$25.43                        | \$25.77                   | \$22.54                      | \$33.86                         | \$23.98            |
| Food and beverage at restaurants             | \$14.05                         | \$15.14                        | \$13.91                   | \$13.72                      | \$20.60                         | \$13.99            |
| Food and beverage at stores                  | \$7.80                          | \$7.59                         | \$7.15                    | \$7.26                       | \$10.91                         | \$7.22             |
| Vehicle operation                            | \$9.58                          | \$10.60                        | \$8.58                    | \$8.28                       | \$12.44                         | \$8.83             |
| Car rentals in PEI and local transportation  | \$1.18                          | \$1.69                         | \$1.32                    | \$1.51                       | \$2.27                          | \$1.37             |
| Shopping                                     | \$10.15                         | \$9.74                         | \$9.55                    | \$10.34                      | \$15.53                         | \$9.95             |
| Recreation and entertainment                 | \$1.85                          | \$6.56                         | \$6.91                    | \$4.41                       | \$6.63                          | \$5.83             |
| Other expenditures                           | \$3.76                          | \$2.64                         | \$3.17                    | \$3.33                       | \$5.01                          | \$3.26             |

**Table A-22: Ratings of Travel Services, Instances of Complaints, Travel Evaluation, and Future Behavioural Intentions by Tourism Season (Figure 38, Figure 39, Figure 40 & Figure 41)**

|  |                 | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|--|-----------------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>          |                 | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>                                     |                 | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Ratings of Travel Services</b>              |                 |                                 |                                |                           |                              |                                 |                    |
| Accommodation service and quality              | M <sup>a)</sup> | <b>4.35</b>                     | <b>4.50</b>                    | <b>4.47</b>               | <b>4.51</b>                  | <b>4.46</b>                     | <b>4.47</b>        |
|  | % <sup>b)</sup> | 87.0%                           | 93.0%                          | 90.5%                     | 92.9%                        | 92.0%                           | 91.2%              |
| Restaurant service and quality                 | M <sup>a)</sup> | <b>4.31</b>                     | <b>4.37</b>                    | <b>4.32</b>               | <b>4.38</b>                  | <b>4.43</b>                     | <b>4.35</b>        |
|  | % <sup>b)</sup> | 85.3%                           | 91.4%                          | 89.5%                     | 90.8%                        | 89.7%                           | 89.6%              |
| Transportation service and quality             | M <sup>a)</sup> | <b>4.10</b>                     | <b>4.28</b>                    | <b>4.27</b>               | <b>4.34</b>                  | <b>4.21</b>                     | <b>4.26</b>        |
|  | % <sup>b)</sup> | 81.7%                           | 88.8%                          | 87.4%                     | 90.1%                        | 79.1%                           | 86.9%              |
| Quality of customer service                    | M <sup>a)</sup> | <b>4.41</b>                     | <b>4.56</b>                    | <b>4.49</b>               | <b>4.50</b>                  | <b>4.31</b>                     | <b>4.48</b>        |
|  | % <sup>b)</sup> | 91.3%                           | 96.8%                          | 94.2%                     | 93.9%                        | 89.5%                           | 93.9%              |
| Prices of goods and services                   | M <sup>a)</sup> | <b>3.82</b>                     | <b>3.98</b>                    | <b>3.88</b>               | <b>3.88</b>                  | <b>3.92</b>                     | <b>3.89</b>        |
|  | % <sup>b)</sup> | 64.2%                           | 75.7%                          | 70.6%                     | 70.7%                        | 68.3%                           | 70.5%              |
| Variety of things to see and do                | M <sup>a)</sup> | <b>4.12</b>                     | <b>4.39</b>                    | <b>4.51</b>               | <b>4.41</b>                  | <b>4.38</b>                     | <b>4.43</b>        |
|  | % <sup>b)</sup> | 74.6%                           | 91.0%                          | 91.3%                     | 89.0%                        | 89.4%                           | 89.3%              |
| <b>Instances of Complaints</b>                 |                 | <b>8.7%</b>                     | <b>8.4%</b>                    | <b>9.6%</b>               | <b>11.0%</b>                 | <b>12.5%</b>                    | <b>9.8%</b>        |
| <b>Travel Evaluation and Future Intentions</b> |                 |                                 |                                |                           |                              |                                 |                    |
| Good value for money                           | M <sup>a)</sup> | <b>4.15</b>                     | <b>4.37</b>                    | <b>4.41</b>               | <b>4.39</b>                  | <b>4.34</b>                     | <b>4.36</b>        |
|  | % <sup>b)</sup> | 76.1%                           | 90.3%                          | 91.0%                     | 91.6%                        | 89.1%                           | 89.2%              |
| Good way to spend time                         | M <sup>a)</sup> | <b>4.39</b>                     | <b>4.64</b>                    | <b>4.64</b>               | <b>4.61</b>                  | <b>4.51</b>                     | <b>4.60</b>        |
|  | % <sup>b)</sup> | 89.3%                           | 97.2%                          | 96.8%                     | 96.9%                        | 90.9%                           | 95.6%              |
| Overall satisfaction                           | M <sup>a)</sup> | <b>4.47</b>                     | <b>4.66</b>                    | <b>4.65</b>               | <b>4.60</b>                  | <b>4.59</b>                     | <b>4.62</b>        |
|  | % <sup>b)</sup> | 93.6%                           | 97.2%                          | 96.9%                     | 96.9%                        | 96.7%                           | 96.6%              |
| Intention to recommend to others               | M <sup>a)</sup> | <b>4.66</b>                     | <b>4.77</b>                    | <b>4.71</b>               | <b>4.72</b>                  | <b>4.72</b>                     | <b>4.71</b>        |
|  | % <sup>b)</sup> | 97.1%                           | 98.0%                          | 96.2%                     | 96.2%                        | 96.8%                           | 96.6%              |
| Intention to revisit PEI                       | M <sup>a)</sup> | <b>4.81</b>                     | <b>4.73</b>                    | <b>4.69</b>               | <b>4.70</b>                  | <b>4.79</b>                     | <b>4.72</b>        |
|  | % <sup>b)</sup> | 99.3%                           | 96.1%                          | 95.6%                     | 95.3%                        | 98.9%                           | 96.3%              |

Note: Results (mean values and percent) were based on those who rated each of the items. <sup>a)</sup> Mean values (M) were based on 5-point Likert-type scales; <sup>b)</sup> Percentages (%) were for those who rated 4 or 5.

Table A-23: Gender and Age of Respondents by Tourism Season (Figure 42 &amp; Figure 43)

|                                       |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|---------------------------------------|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b> |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>                            |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Gender</b>                         |          |                                 |                                |                           |                              |                                 |                    |
| Male                                  | N        | 10,516                          | 14,606                         | 49,040                    | 23,677                       | 7,463                           | 105,302            |
|                                       | (% Row)  | (10.0%)                         | (13.9%)                        | (46.6%)                   | (22.5%)                      | (7.1%)                          | (100.0%)           |
|                                       | % Column | 28.0%                           | 31.8%                          | 32.0%                     | 37.3%                        | 29.3%                           | 32.3%              |
| Female                                | N        | 27,086                          | 31,369                         | 104,091                   | 39,742                       | 18,000                          | 220,288            |
|                                       | (% Row)  | (12.3%)                         | (14.2%)                        | (47.3%)                   | (18.0%)                      | (8.2%)                          | (100.0%)           |
|                                       | % Column | 72.0%                           | 68.2%                          | 68.0%                     | 62.7%                        | 70.7%                           | 67.7%              |
| <b>Age</b>                            |          |                                 |                                |                           |                              |                                 |                    |
| 18 to 24                              | N        | 2,170                           | 1,415                          | 2,951                     | 658                          | 838                             | 8,032              |
|                                       | (% Row)  | (27.0%)                         | (17.6%)                        | (36.7%)                   | (8.2%)                       | (10.4%)                         | (100.0%)           |
|                                       | % Column | 5.8%                            | 3.1%                           | 1.9%                      | 1.0%                         | 3.3%                            | 2.5%               |
| 25 to 34                              | N        | 5,014                           | 6,232                          | 18,404                    | 4,627                        | 2,391                           | 36,668             |
|                                       | (% Row)  | (13.7%)                         | (17.0%)                        | (50.2%)                   | (12.6%)                      | (6.5%)                          | (100.0%)           |
|                                       | % Column | 13.3%                           | 13.6%                          | 12.0%                     | 7.3%                         | 9.4%                            | 11.3%              |
| 35 to 44                              | N        | 4,354                           | 6,848                          | 32,187                    | 5,421                        | 4,049                           | 52,859             |
|                                       | (% Row)  | (8.2%)                          | (13.0%)                        | (60.9%)                   | (10.3%)                      | (7.7%)                          | (100.0%)           |
|                                       | % Column | 11.6%                           | 14.9%                          | 21.0%                     | 8.5%                         | 15.9%                           | 16.2%              |
| 45 to 54                              | N        | 9,394                           | 9,315                          | 36,143                    | 10,458                       | 5,175                           | 70,485             |
|                                       | (% Row)  | (13.3%)                         | (13.2%)                        | (51.3%)                   | (14.8%)                      | (7.3%)                          | (100.0%)           |
|                                       | % Column | 25.0%                           | 20.3%                          | 23.6%                     | 16.5%                        | 20.3%                           | 21.6%              |
| 55 to 64                              | N        | 12,107                          | 12,942                         | 37,944                    | 24,817                       | 7,881                           | 95,691             |
|                                       | (% Row)  | (12.7%)                         | (13.5%)                        | (39.7%)                   | (25.9%)                      | (8.2%)                          | (100.0%)           |
|                                       | % Column | 32.2%                           | 28.2%                          | 24.8%                     | 39.1%                        | 30.9%                           | 29.4%              |
| 65 to 74                              | N        | 4,206                           | 8,425                          | 21,713                    | 14,466                       | 4,046                           | 52,856             |
|                                       | (% Row)  | (8.0%)                          | (15.9%)                        | (41.1%)                   | (27.4%)                      | (7.7%)                          | (100.0%)           |
|                                       | % Column | 11.2%                           | 18.3%                          | 14.2%                     | 22.8%                        | 15.9%                           | 16.2%              |
| 75 and over                           | N        | 357                             | 798                            | 3,788                     | 2,973                        | 1,084                           | 9,000              |
|                                       | (% Row)  | (4.0%)                          | (8.9%)                         | (42.1%)                   | (33.0%)                      | (12.0%)                         | (100.0%)           |
|                                       | % Column | 0.9%                            | 1.7%                           | 2.5%                      | 4.7%                         | 4.3%                            | 2.8%               |

**Table A-24: Marital Status, Average Number of Children Living in the Household, and Education Level of Respondents by Tourism Season (Figure 44, Figure 45 & Figure 46)**

|   |           | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|---|-----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b>                       |           | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>  |           | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Marital Status</b>                                       |           |                                 |                                |                           |                              |                                 |                    |
| Single  | N         | 8,665                           | 7,446                          | 18,300                    | 9,545                        | 4,165                           | 48,121             |
|   | (% Row)   | (18.0%)                         | (15.5%)                        | (38.0%)                   | (19.8%)                      | (8.7%)                          | (100.0%)           |
|   | % Column  | 23.0%                           | 16.2%                          | 12.0%                     | 15.1%                        | 16.4%                           | 14.8%              |
| Married/living common-law                                   | N         | 26,538                          | 35,249                         | 128,289                   | 50,811                       | 19,553                          | 260,440            |
|   | (% Row)   | (10.2%)                         | (13.5%)                        | (49.3%)                   | (19.5%)                      | (7.5%)                          | (100.0%)           |
|   | % Column  | 70.6%                           | 76.7%                          | 83.8%                     | 80.1%                        | 76.8%                           | 80.0%              |
| Other   | N         | 2,400                           | 3,280                          | 6,542                     | 3,063                        | 1,744                           | 17,029             |
|   | (% Row)   | (14.1%)                         | (19.3%)                        | (38.4%)                   | (18.0%)                      | (10.2%)                         | (100.0%)           |
|   | % Column  | 6.4%                            | 7.1%                           | 4.3%                      | 4.8%                         | 6.8%                            | 5.2%               |
| <b>Average Number of Children Living in the Household *</b> |           |                                 |                                |                           |                              |                                 |                    |
| 17 years and younger  | Valid N   | 7,985                           | 9,148                          | 54,718                    | 6,923                        | 5,284                           | 84,058             |
|   | (Valid %) | (21.2%)                         | (19.9%)                        | (35.7%)                   | (10.9%)                      | (20.8%)                         | (25.8%)            |
|   | Avg. #    | <b>1.98</b>                     | <b>1.85</b>                    | <b>1.80</b>               | <b>1.88</b>                  | <b>1.78</b>                     | <b>1.83</b>        |
| 18 years and older  | N         | 7,281                           | 8,865                          | 25,149                    | 8,621                        | 5,444                           | 55,359             |
|   | (% Row)   | (19.4%)                         | (19.3%)                        | (16.4%)                   | (13.6%)                      | (21.4%)                         | (17.0%)            |
|   | Avg. #    | <b>1.81</b>                     | <b>1.63</b>                    | <b>1.54</b>               | <b>1.79</b>                  | <b>1.35</b>                     | <b>1.61</b>        |
| <b>Education Level</b>                                      |           |                                 |                                |                           |                              |                                 |                    |
| Some school   | N         | 398                             | 1,030                          | 1,403                     | 1,046                        | 205                             | 4,082              |
|   | (% Row)   | (9.8%)                          | (25.2%)                        | (34.4%)                   | (25.6%)                      | (5.0%)                          | (100.0%)           |
|   | % Column  | 1.1%                            | 2.2%                           | 0.9%                      | 1.6%                         | 0.8%                            | 1.3%               |
| High school diploma   | N         | 3,286                           | 5,144                          | 16,823                    | 9,126                        | 2,761                           | 37,140             |
|   | (% Row)   | (8.8%)                          | (13.9%)                        | (45.3%)                   | (24.6%)                      | (7.4%)                          | (100.0%)           |
|   | % Column  | 8.7%                            | 11.2%                          | 11.0%                     | 14.4%                        | 10.8%                           | 11.4%              |
| Some post-secondary   | N         | 6,215                           | 6,359                          | 18,391                    | 8,844                        | 3,012                           | 42,821             |
|   | (% Row)   | (14.5%)                         | (14.9%)                        | (42.9%)                   | (20.7%)                      | (7.0%)                          | (100.0%)           |
|   | % Column  | 16.5%                           | 13.8%                          | 12.0%                     | 13.9%                        | 11.8%                           | 13.2%              |
| Graduated community/<br>technical college                   | N         | 9,656                           | 11,897                         | 42,532                    | 14,438                       | 6,714                           | 85,237             |
|   | (% Row)   | (11.3%)                         | (14.0%)                        | (49.9%)                   | (16.9%)                      | (7.9%)                          | (100.0%)           |
|   | % Column  | 25.7%                           | 25.9%                          | 27.8%                     | 22.8%                        | 26.4%                           | 26.2%              |
| Graduated university<br>(undergraduate degree)              | N         | 10,380                          | 10,285                         | 41,207                    | 15,100                       | 6,657                           | 83,629             |
|   | (% Row)   | (12.4%)                         | (12.3%)                        | (49.3%)                   | (18.1%)                      | (8.0%)                          | (100.0%)           |
|   | % Column  | 27.6%                           | 22.4%                          | 26.9%                     | 23.8%                        | 26.1%                           | 25.7%              |
| Post graduate degree/<br>professional designation           | N         | 7,667                           | 11,259                         | 32,775                    | 14,866                       | 6,113                           | 72,680             |
|   | (% Row)   | (10.5%)                         | (15.5%)                        | (45.1%)                   | (20.5%)                      | (8.4%)                          | (100.0%)           |
|   | % Column  | 20.4%                           | 24.5%                          | 21.4%                     | 23.4%                        | 24.0%                           | 22.3%              |

Note: \* Valid N and % indicates those who reported number of children living in the household.



**Table A-25: Employment Status of Respondents by Tourism Season (Figure 47)**

|                                       |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|---------------------------------------|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b> |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>                            |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Employment Status</b>              |          |                                 |                                |                           |                              |                                 |                    |
| Working full time                     | N        | 19,915                          | 22,108                         | 84,262                    | 22,965                       | 13,935                          | 163,185            |
|                                       | (% Row)  | (12.2%)                         | (13.5%)                        | (51.6%)                   | (14.1%)                      | (8.5%)                          | (100.0%)           |
|                                       | % Column | 53.0%                           | 48.1%                          | 55.0%                     | 36.2%                        | 54.7%                           | 50.1%              |
| Working part time or seasonally       | N        | 3,661                           | 4,824                          | 12,340                    | 6,647                        | 1,447                           | 28,919             |
|                                       | (% Row)  | (12.7%)                         | (16.7%)                        | (42.7%)                   | (23.0%)                      | (5.0%)                          | (100.0%)           |
|                                       | % Column | 9.7%                            | 10.5%                          | 8.1%                      | 10.5%                        | 5.7%                            | 8.9%               |
| Unemployed                            | N        | 663                             | 305                            | 1,810                     | 827                          | 0                               | 3,605              |
|                                       | (% Row)  | (18.4%)                         | (8.5%)                         | (50.2%)                   | (22.9%)                      | (0.0%)                          | (100.0%)           |
|                                       | % Column | 1.8%                            | 0.7%                           | 1.2%                      | 1.3%                         | 0.0%                            | 1.1%               |
| Retraining or upgrading               | N        | 291                             | 87                             | 169                       | 93                           | 0                               | 640                |
|                                       | (% Row)  | (45.5%)                         | (13.6%)                        | (26.4%)                   | (14.5%)                      | (0.0%)                          | (100.0%)           |
|                                       | % Column | 0.8%                            | 0.2%                           | 0.1%                      | 0.1%                         | 0.0%                            | 0.2%               |
| Retired                               | N        | 8,764                           | 14,703                         | 39,615                    | 28,784                       | 8,106                           | 99,972             |
|                                       | (% Row)  | (8.8%)                          | (14.7%)                        | (39.6%)                   | (28.8%)                      | (8.1%)                          | (100.0%)           |
|                                       | % Column | 23.3%                           | 32.0%                          | 25.9%                     | 45.4%                        | 31.8%                           | 30.7%              |
| Homemaker                             | N        | 1,925                           | 2,027                          | 8,607                     | 2,012                        | 363                             | 14,934             |
|                                       | (% Row)  | (12.9%)                         | (13.6%)                        | (57.6%)                   | (13.5%)                      | (2.4%)                          | (100.0%)           |
|                                       | % Column | 5.1%                            | 4.4%                           | 5.6%                      | 3.2%                         | 1.4%                            | 4.6%               |
| Student                               | N        | 1,493                           | 831                            | 2,523                     | 451                          | 952                             | 6,250              |
|                                       | (% Row)  | (23.9%)                         | (13.3%)                        | (40.4%)                   | (7.2%)                       | (15.2%)                         | (100.0%)           |
|                                       | % Column | 4.0%                            | 1.8%                           | 1.6%                      | 0.7%                         | 3.7%                            | 1.9%               |
| Other                                 | N        | 891                             | 1,090                          | 3,804                     | 1,640                        | 660                             | 8,085              |
|                                       | (% Row)  | (11.0%)                         | (13.5%)                        | (47.1%)                   | (20.3%)                      | (8.2%)                          | (100.0%)           |
|                                       | % Column | 2.4%                            | 2.4%                           | 2.5%                      | 2.6%                         | 2.6%                            | 2.5%               |

**Table A-26: Annual Household Income of Respondents by Tourism Season (Figure 48)**

|                                       |          | Jan-Apr<br>Winter<br>Off-season | May-Jun<br>Spring-<br>Shoulder | Jul-Aug<br>Main<br>Season | Sep-Oct<br>Fall-<br>Shoulder | Nov-Dec<br>Winter<br>Off-Season | Total<br>Full Year |
|---------------------------------------|----------|---------------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------|--------------------|
| <b>Overnight Pleasure Parties (N)</b> |          | <b>37,602</b>                   | <b>45,975</b>                  | <b>153,131</b>            | <b>63,419</b>                | <b>25,463</b>                   | <b>325,590</b>     |
| <b>(%)</b>                            |          | <b>(11.5%)</b>                  | <b>(14.1%)</b>                 | <b>(47.0%)</b>            | <b>(19.5%)</b>               | <b>(7.8%)</b>                   | <b>(100.0%)</b>    |
| <b>Annual Household Income</b>        |          |                                 |                                |                           |                              |                                 |                    |
| Under \$40,000                        | N        | 6,777                           | 8,453                          | 16,420                    | 7,600                        | 2,869                           | 42,119             |
|                                       | (% Row)  | (16.1%)                         | (20.1%)                        | (39.0%)                   | (18.0%)                      | (6.8%)                          | (100.0%)           |
|                                       | % Column | 18.0%                           | 18.4%                          | 10.7%                     | 12.0%                        | 11.3%                           | 12.9%              |
| \$40,000 to \$59,999                  | N        | 6,902                           | 8,629                          | 23,801                    | 11,775                       | 4,665                           | 55,772             |
|                                       | (% Row)  | (12.4%)                         | (15.5%)                        | (42.7%)                   | (21.1%)                      | (8.4%)                          | (100.0%)           |
|                                       | % Column | 18.4%                           | 18.8%                          | 15.5%                     | 18.6%                        | 18.3%                           | 17.1%              |
| \$60,000 to \$79,999                  | N        | 5,555                           | 6,320                          | 27,441                    | 10,483                       | 2,989                           | 52,788             |
|                                       | (% Row)  | (10.5%)                         | (12.0%)                        | (52.0%)                   | (19.9%)                      | (5.7%)                          | (100.0%)           |
|                                       | % Column | 14.8%                           | 13.7%                          | 17.9%                     | 16.5%                        | 11.7%                           | 16.2%              |
| \$80,000 to \$99,999                  | N        | 6,202                           | 5,242                          | 23,024                    | 8,323                        | 3,215                           | 46,006             |
|                                       | (% Row)  | (13.5%)                         | (11.4%)                        | (50.0%)                   | (18.1%)                      | (7.0%)                          | (100.0%)           |
|                                       | % Column | 16.5%                           | 11.4%                          | 15.0%                     | 13.1%                        | 12.6%                           | 14.1%              |
| \$100,000 to \$124,999                | N        | 4,557                           | 5,703                          | 16,831                    | 6,724                        | 3,502                           | 37,317             |
|                                       | (% Row)  | (12.2%)                         | (15.3%)                        | (45.1%)                   | (18.0%)                      | (9.4%)                          | (100.0%)           |
|                                       | % Column | 12.1%                           | 12.4%                          | 11.0%                     | 10.6%                        | 13.8%                           | 11.5%              |
| \$125,000 to \$149,999                | N        | 1,364                           | 2,607                          | 11,945                    | 3,650                        | 1,983                           | 21,549             |
|                                       | (% Row)  | (6.3%)                          | (12.1%)                        | (55.4%)                   | (16.9%)                      | (9.2%)                          | (100.0%)           |
|                                       | % Column | 3.6%                            | 5.7%                           | 7.8%                      | 5.8%                         | 7.8%                            | 6.6%               |
| \$150,000 to \$174,999                | N        | 1,198                           | 1,589                          | 6,779                     | 2,133                        | 1,956                           | 13,655             |
|                                       | (% Row)  | (8.8%)                          | (11.6%)                        | (49.6%)                   | (15.6%)                      | (14.3%)                         | (100.0%)           |
|                                       | % Column | 3.2%                            | 3.5%                           | 4.4%                      | 3.4%                         | 7.7%                            | 4.2%               |
| \$175,000 to \$199,999                | N        | 481                             | 627                            | 3,496                     | 1,559                        | 684                             | 6,847              |
|                                       | (% Row)  | (7.0%)                          | (9.2%)                         | (51.1%)                   | (22.8%)                      | (10.0%)                         | (100.0%)           |
|                                       | % Column | 1.3%                            | 1.4%                           | 2.3%                      | 2.5%                         | 2.7%                            | 2.1%               |
| \$200,000 or more                     | N        | 1,671                           | 3,023                          | 7,251                     | 2,441                        | 1,052                           | 15,438             |
|                                       | (% Row)  | (10.8%)                         | (19.6%)                        | (47.0%)                   | (15.8%)                      | (6.8%)                          | (100.0%)           |
|                                       | % Column | 4.4%                            | 6.6%                           | 4.7%                      | 3.8%                         | 4.1%                            | 4.7%               |
| Not Stated                            | N        | 2,895                           | 3,782                          | 16,143                    | 8,732                        | 2,547                           | 34,099             |
|                                       | (% Row)  | (8.5%)                          | (11.1%)                        | (47.3%)                   | (25.6%)                      | (7.5%)                          | (100.0%)           |
|                                       | % Column | 7.7%                            | 8.2%                           | 10.5%                     | 13.8%                        | 10.0%                           | 10.5%              |

## 12.2. 2012 Exit Survey Package

Dear Visitor:

First, I wish to thank you for agreeing to complete the 2012 Visitor Exit Survey. I also want to give you an overview of the purpose of the survey.

The Tourism Research Centre at the University of Prince Edward Island is conducting the survey on behalf of Tourism PEI. The purpose is to better understand your travel experience and the impact of tourism on our province. The information you provide will be used to improve the level of visitor services and satisfaction that you have experienced. This is a great opportunity to voice your opinions.



We would appreciate it if a member of your travelling party who is at least 18 years old could take 15 minutes to complete the survey. **This is completely voluntary, and any information you provide will be kept strictly confidential.** Please complete the enclosed questionnaire within the next week, and mail it back in the postage-paid envelope provided. If you prefer, you can complete the survey online by scanning the QR code above with a mobile device or by going to [peiexitsurvey.com](http://peiexitsurvey.com) and entering the survey code found on the envelope or at the top of the enclosed survey.

**As a thank you for completing our survey, you will be entered into a draw to win one of five prizes of \$200 Cdn! Be sure to leave your mailing address in the space provided on this letter.**

Thank you very much for your participation in this important survey. If you have any questions or concerns please contact the Tourism Research Centre at [trc@upei.ca](mailto:trc@upei.ca) or (902) 566-6096.

Yours Sincerely,

[INSERT ELECTRONIC SIGNATURE]

Chris K. Jones, Director  
Strategy, Evaluation and Industry Investment  
Tourism PEI

**To be entered into the draw to win one of five \$200 cash prizes, please leave your name and mailing address in the space below and return this letter with your survey. If you complete the survey online there will be a space for you to leave your contact information.**

Name:

Mailing Address:

### Important

We also want to offer you the opportunity to regularly keep in touch with us through the **Traveller's Voice**, an online community of travellers. As part of this select group, you will be able to share your thoughts about tourism and travelling with the decision makers in the PEI tourism industry.

**To join the panel and have the opportunity to complete surveys for cash prizes, include your name and e-mail address below and return this letter with your survey.**

Name:

E-mail address:

1. Where do you live (*usual place of residence*)?

☐ Canada ➔ Please provide your **city, province and postal code**.

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code:    -

☐ USA ➔ Please provide your **city, state and zip code**.

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code:

☐ Other country ➔ Please provide your **city and country**.

City: \_\_\_\_\_ Country: \_\_\_\_\_

2. How and when did you **enter** Prince Edward Island?

☐ Charlottetown Airport

☐ Confederation Bridge ➔

Day Month Year

☐ Ferry from Caribou, Nova Scotia ☐ Other

3. How and when did you **leave** Prince Edward Island?

☐ Charlottetown Airport

☐ Confederation Bridge ➔

Day Month Year

☐ Wood Islands Ferry Terminal ☐ Other

4. If you **rented a car**, please indicate **where you rented the car**. (*If not, go to Question 5.*)

☐ PEI ☐ NB ☐ NS ☐ QC ☐ ON ☐ Other province ☐ New England state ☐ Other US state

5. The next questions refer to your **travelling party**. Your travelling party is either 1) yourself (if travelling alone); **OR** 2) yourself and any family members or friends travelling with you, **excluding Prince Edward Island residents**.

a) How many people including yourself were in the **travelling party**? ➔   person(s)

b) Referring to the group of people given in 5-a), if your travelling party ➔   vehicle(s)  
drove to PEI, how many **vehicles were taken to PEI**?

6. How many people in the **travelling party** were in each of the following **age groups**? **The answer in Question 5-a) and the sum of the travellers in Question 6 should be the same.**

| Age group ➔ | 0 - 8                | 9 - 17               | 18 - 24              | 25 - 34              | 35 - 44              | 45 - 54              | 55 - 64              | 65 - 74              | 75 and over          |
|-------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Male ➔      | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Female ➔    | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

7. What was your travelling party's **primary reason** for taking this trip to Prince Edward Island? (*Check one only.*)

**Pleasure**

- ☐ 1. Holiday, vacation  
☐ 2. Short getaway  
☐ 3. Visit friends and/or relatives  
☐ 4. Visit second home, cottage, condo  
☐ 5. Attend events, festivals, attractions  
☐ 6. Other pleasure (*Please specify.*) \_\_\_\_\_

**Business**

- ☐ 7. Meetings for business  
☐ 8. Convention, conference, trade/consumer show, seminar  
☐ 9. Other work and business related \_\_\_\_\_

**Other**

- ☐ 10. Attend a wedding  
☐ 11. Attend a family reunion/meeting  
☐ 12. Educational study  
☐ 13. Other purpose (*Please specify.*) \_\_\_\_\_

8. Which of the following **travel activities** did you or anyone in your travelling party participate in while visiting Prince Edward Island? (*Check all that apply.*)

- |   |   |
|---|---|
| <input type="checkbox"/> 1. Visiting friends and/or relatives                       | <input type="checkbox"/> 9. Attending a performance (live theatre, a play, a concert) |
| <input type="checkbox"/> 2. Sightseeing/driving tour                                | <input type="checkbox"/> 10. Attending a sports event or tournament (as a spectator)  |
| <input type="checkbox"/> 3. Visiting historical and cultural attractions            | <input type="checkbox"/> 11. Going to a beach   |
| <input type="checkbox"/> 4. Visiting Canada's birthplace attractions/Founders' Hall | <input type="checkbox"/> 12. Shopping for local crafts/souvenirs/antiques             |
| <input type="checkbox"/> 5. Visiting Anne of Green Gables attractions               | <input type="checkbox"/> 13. Going to a lobster dinner (meal)                         |
| <input type="checkbox"/> 6. Visiting a national or provincial park                  | <input type="checkbox"/> 14. Going to a bar/pub/lounge/nightclub                      |
| <input type="checkbox"/> 7. Visiting a theme, fun or amusement park                 | <input type="checkbox"/> 15. Playing golf (not miniature)                             |
| <input type="checkbox"/> 8. Attending a festival, fair or event                     | <input type="checkbox"/> 16. Participating in other sports and/or outdoor activities  |

9. Was Prince Edward Island your travelling party's (or your) **primary destination**?

☐ Yes

☐ No ➡ If no, where was your primary destination? (Please specify: \_\_\_\_\_)

☐ Don't know

10. Including return travel, how many **nights in total** did (or will) you and your travelling party spend away from your place of residence during this trip? And how many **nights** did (or will) you and your travelling party spend in each of the following destinations?

a) **Total nights** ➡   night(s)      d) **Nova Scotia** ➡   night(s)

b) **Prince Edward Island** ➡   night(s)      e) **Newfoundland and Labrador** ➡   night(s)

c) **New Brunswick** ➡   night(s)      f) **Magdalen (Madeleine) Islands** ➡   night(s)

11. Of the number of nights given in question **10-b)**, how many of these nights were in a **paid accommodation in PEI**?

**Nights in paid accommodation** ➡   night(s)

12. While in **Prince Edward Island**, where did your travelling party stay overnight? For each region, please indicate the **number of nights** spent in each of the following types of accommodations.

**The number of nights spent in Prince Edward Island in Questions 10-b) and 12 should match.**

Please refer to the **map** below to assist you in answering this question. Note that the numbers in the column "Name of Regions stayed Overnight" is shown on the map (e.g., Charlottetown = 1 / Summerside = 2)

| Name of Regions Stayed Overnight   | How many nights did the travelling party spend at each type of accommodation, in each region stayed overnight? |     |               |                  |                      |                              |              |                      |
|--|--|-----|---------------|------------------|----------------------|------------------------------|--------------|----------------------|
|  | Hotel/Motel/Resort   | Inn | Cottage/Cabin | B&B/Tourist Home | Camping/Trailer park | Home of friends or relatives | Own property | Other (e.g., hostel) |
| 1. <b>Greater Charlottetown Area</b> (including Stratford, Winsloe)  |  |     |               |                  |                      |                              |              |                      |
| 2. <b>Summerside</b>   |  |     |               |                  |                      |                              |              |                      |
| 3. <b>North Cape Coastal Drive</b> (Tignish, Alberton, Mill River, O'Leary, West Point, North Cape, Tyne Valley, Mont Carmel, Miscouche, Abram-Village)                        |  |     |               |                  |                      |                              |              |                      |
| 4. <b>Green Gables Shore</b> (Cavendish, Kensington, Stanley Bridge, Stanhope, Darnley, New London, Dalvay)  |  |     |               |                  |                      |                              |              |                      |
| 5. <b>Red Sands Shore</b> (Borden-Carleton Gateway Village, Victoria-by-the-Sea, Cornwall, Fort Amherst, Kinkora)  |  |     |               |                  |                      |                              |              |                      |
| 6. <b>Points East Coastal Drive</b> (Brudenell, Georgetown, Montague, Murray River, Wood Islands, Mount Stewart, Morell, Crowbush, Souris, St. Peter's, East Point, Greenwich) |  |     |               |                  |                      |                              |              |                      |

13. Please refer to the map to the right. **Which regions of Prince Edward Island did you visit during this trip?** Please **include** any region in which you dined, visited an attraction, participated in an activity, etc. Please **do not include** regions that you travelled through only.

☐ 1. Greater Charlottetown Area (including Stratford, Winsloe)

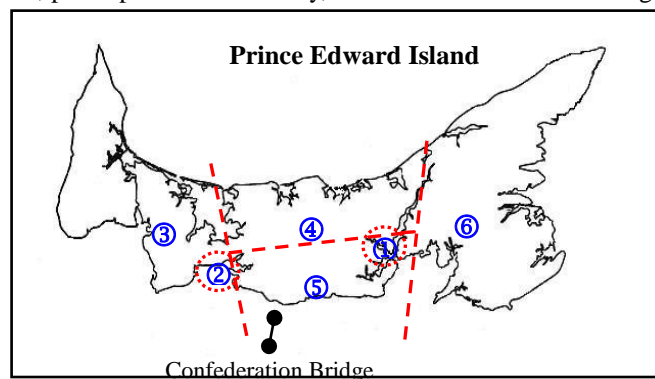
☐ 2. Summerside

☐ 3. North Cape Coastal Drive

☐ 4. Green Gables Shore

☐ 5. Red Sands Shore

☐ 6. Points East Coastal Drive



14. Is this trip your **first visit** to Prince Edward Island? (If **no**, please answer **a** and **b**.)

☐ **Yes**

☐ **No** ➔ **a)** If no, how many times, including this trip, have you visited Prince Edward Island for one or more nights, in the past 5 years (during the period from 2008 to 2012)?

( ) times

➔ **b) Prior to this visit**, when was your **last trip** to Prince Edward Island? (**Check one only**.)

☐ 1. This year (2012)

☐ 4. Three years ago (2009)

☐ 2. One year ago (2011)

☐ 5. Four years ago (2008)

☐ 3. Two years ago (2010)

☐ 6. Five or more years ago (2007 & earlier)

15. What was the **primary feature** that **attracted** you to Prince Edward Island? (**Select one only**.)

☐ 1. Natural beauty and pastoral settings

☐ 4. Canada's birthplace attractions

☐ 7. Outdoor activities (e.g., water-based activities, skiing, Confederation trail, cycling, bird watching, etc.)

☐ 2. Beaches and coast line

☐ 5. Golf

☐ 3. World of Anne of Green Gables and Lucy Maud Montgomery

☐ 6. Culinary experience (lobster, seafood, wine, farm products, etc.)

☐ 8. Other features

(Please specify: )

16. For this trip, what was the **total spending in Prince Edward Island** for **all persons in the travelling party**?

Please **include** travel packages, cash/credit transactions for food, accommodation, entertainment, merchandise, gifts, car rentals, local transportation (e.g., bus, taxi), auto operation (gasoline expenditures, repair in PEI), etc. even if paid for by someone else or a business. Also, **include** all taxes and tips. **Exclude** air fares, ferry fares, and/or bridge costs.

a) Total spending

➔ CAN \$

. 0 0

b) Number of persons included in spending

➔

person(s)

17. Please split your total spending into the following categories. If dollar estimates cannot be provided, report percentage (%) estimates of total spending. The amount in Question 16 a) should match the sum of the amounts in 17 a) to i).

|  | Amount         |    | % |
|--|----------------|----|---|
| a) Travel packages (if purchased)  | ➔ CAN \$ . 0 0 | or |   |
| b) Accommodations<br>(Exclude food & beverages and other incidentals that might have been listed on the bill)                  | ➔ CAN \$ . 0 0 | or |   |
| c) Food and beverage at restaurants, bars, or hotels including take-out  | ➔ CAN \$ . 0 0 | or |   |
| d) Food and beverages at stores  | ➔ CAN \$ . 0 0 | or |   |
| e) Vehicle operation<br>(Include gasoline, repairs, parking expenditures, etc. Exclude air fares, ferry fares & bridge costs.) | ➔ CAN \$ . 0 0 | or |   |
| f) Car rentals in PEI and local transportation<br>(Include car rentals, local bus and taxi fares, etc.)                        | ➔ CAN \$ . 0 0 | or |   |
| g) Shopping  | ➔ CAN \$ . 0 0 | or |   |
| h) Recreation and entertainment<br>(Include admissions to attractions or events, recreational equipment rentals, etc.)         | ➔ CAN \$ . 0 0 | or |   |
| i) Other expenditures  | ➔ CAN \$ . 0 0 | or |   |

18. Using a scale of 1 to 5 where a **1** means "**Very Poor**" and **5** means "**Excellent**," how would you rate each of the following aspects of your trip to Prince Edward Island?

|   | Very Poor | Poor | Average | Good | Excellent | Not Applicable |
|---|-----------|------|---------|------|-----------|----------------|
| a. Accommodation service and quality                    | ①         | ②    | ③       | ④    | ⑤         | - ⑥            |
| b. Restaurant service and quality (excluding fast food) | ①         | ②    | ③       | ④    | ⑤         | - ⑥            |
| c. Transportation service and quality                   | ①         | ②    | ③       | ④    | ⑤         | - ⑥            |
| d. Quality of customer service                          | ①         | ②    | ③       | ④    | ⑤         | - ⑥            |
| e. Prices of goods and services                         | ①         | ②    | ③       | ④    | ⑤         | - ⑥            |
| f. Variety of things to see and do                      | ①         | ②    | ③       | ④    | ⑤         | - ⑥            |

19. Using a scale of 1 to 5 where a **1** means “*Strongly Disagree*” and **5** means “*Strongly Agree*,” please check (✓) the number that best reflects your **perceptions, judgements or feelings** of each of the following statements.

|   | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree | Don't Know |
|---|-------------------|----------|----------------------------|-------|----------------|------------|
| a. My trip to PEI was good value for money spent.           | ①                 | ②        | ③                          | ④     | ⑤              | ⑥          |
| b. My trip to PEI was a good way to spend my time.          | ①                 | ②        | ③                          | ④     | ⑤              | ⑥          |
| c. I was satisfied with my trip to PEI.                     | ①                 | ②        | ③                          | ④     | ⑤              | ⑥          |
| d. I would visit PEI again.                                 | ①                 | ②        | ③                          | ④     | ⑤              | ⑥          |
| e. I would recommend PEI as a travel destination to others. | ①                 | ②        | ③                          | ④     | ⑤              | ⑥          |

20. Did you experience any **problems** (or have any **complaints**) that would impact your decision to return to Prince Edward Island, or deter you from recommending PEI to others as a travel destination?

☐ No      ☐ Yes ➔ *Please provide details:*

### BACKGROUND INFORMATION

21. Are you?

☐ Male      ☐ Female

22. What is your current **age**? Please select the appropriate range.

☐ 18 to 24      ☐ 45 to 54      ☐ 65 to 74  
☐ 25 to 34      ☐ 55 to 64      ☐ 75 and over  
☐ 35 to 44

23. What is your current **marital status**?

☐ Single      ☐ Married/living common-law      ☐ Other

24. Thinking about the **children living in your household**, please indicate the number of children in each age group below:

a) 17 years and younger ➔ # of children        b) 18 years and older ➔ # of children

25. What is the highest level of **education** that you have completed?

☐ 1. Some school      ☐ 4. Graduated community/technical college  
☐ 2. High School Diploma      ☐ 5. Graduated university (undergraduate)  
☐ 3. Some post-secondary      ☐ 6. Post graduate degree/Professional designation

26. What is your present **employment status**? (*Check one only.*)

☐ 1. Working full time      ☐ 5. Retired  
☐ 2. Working part time or seasonally      ☐ 6. Homemaker  
☐ 3. Unemployed      ☐ 7. Student  
☐ 4. Retraining or upgrading      ☐ 8. Other

27. In **Canadian dollars**, what was your **total household income, before taxes and deductions**, in 2011?

☐ 1. Under \$40,000      ☐ 4. \$80,000 to \$99,999      ☐ 7. \$150,000 to \$174,999  
☐ 2. \$40,000 to \$59,999      ☐ 5. \$100,000 to \$124,999      ☐ 8. \$175,000 to \$199,999  
☐ 3. \$60,000 to \$79,999      ☐ 6. \$125,000 to \$149,999      ☐ 9. \$200,000 or more

**COMMENTS:** We welcome comments on any aspect of your trip including those that would help us understand your responses.

**THANK YOU FOR COMPLETING THE SURVEY. YOUR PARTICIPATION WILL HELP IMPROVE THE VISITOR EXPERIENCE.**