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# **A PROFILE OF CRUISE SHIP PASSENGERS:**

## **Results from the 2014 PEI Survey of Cruise Ship Passengers**

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November 5, 2015

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## EXECUTIVE SUMMARY

A cruise ship passenger survey is a tool used to measure the impact of cruise ship passengers on a destination and to profile these visitors. A cruise ship passenger survey can capture demographic information of cruise ship passengers and information about their visits such as the ages of visitors, travel party size, activities participated in while in port, expenditures, and trip evaluation.

In 2014, a cruise ship passenger survey was conducted in Prince Edward Island (PEI). Data was collected via mail-back and online surveys distributed to cruise ship passengers between May 8, 2014 and November 6, 2014. The cruise ship passenger survey was conducted in 2014 for two main purposes: 1) to provide a full range of statistics on the volume of cruise ship passengers to PEI and detailed characteristics of their visit to PEI, and 2) to gather information to evaluate the impacts of special celebrations that took place in PEI in 2014 to celebrate and commemorate the 150<sup>th</sup> anniversary of the 1864 Charlottetown Conference, where the idea of Canadian Confederation was first discussed (hereafter referred to as “PEI 2014 celebrations”).

In total, 1,003 surveys were used in the 2014 PEI cruise ship passenger study. In terms of statistical accuracy, a sample of this size has a sampling error of  $\pm 3.04$  percent at a 95 percent confidence level.

A total of 84,952 cruise ship passengers aboard 64 cruise ships visited PEI in 2014. Though this represented a decrease in the number of passengers compared to 2013, a record year, the number was significantly higher than the number of cruise ship passengers who visited in the years prior to 2013.

On average, cruise ship passenger travel parties consisted of 2.85 people. Nearly all parties were comprised of only adults. It was estimated that 29,852 cruise ship passenger parties visited PEI in 2014. Overall, 72.8 percent of cruise ship passenger travel parties were from the United States while 19.0 percent were from Canada and 8.2 percent were from another country.

Close to 60 percent of individual cruise ship passengers were female. Eighty-four percent of passengers were aged 55 or older, with 65 to 74 year olds representing 43.7 percent of cruise ship visitors to PEI in 2014.

Total direct expenditures by cruise ship passengers who visited PEI in 2014 totalled more than \$7.5 million. The items that accounted for the greatest proportion of expenditures were organized shore excursions (\$4.1 million, or 55.2% of total spending), shopping (\$1.88 million, 25.0%), and restaurants and bars (\$782,507, 10.4%). On average, cruise ship passengers spent \$88.43 per person per day and \$251.66 per party per day while in PEI.

Cruise ship passengers spent an average of 6 hours and 16 minutes on shore in PEI. About 68.8 percent of cruise ship passenger parties took an organized shore excursion while in port in PEI. The vast majority pre-booked their shore excursion and most had booked the excursion through the cruise ship provider. The most popular types of organized shore excursions were sightseeing and historical tours.

Aside from shore excursions, cruise ship passenger parties participated in other activities. Shopping for local crafts, souvenirs and antiques was the most popular activity with 72.2 percent of parties indicating they participated in this activity. Other popular activities included visiting historical and cultural attractions, sampling local culinary products, sightseeing or taking a driving tour, and visiting Anne of Green Gables attractions.

The vast majority of cruise ship passengers indicated they were pleased with various aspects of their visit to PEI. In particular, the quality of customer service, the port facilities, and food and beverage at restaurants were rated highly by cruise ship passengers. About 88 percent of cruise ship passenger parties indicated they were satisfied with their time in PEI and over 80 percent of parties agreed that there were suitable activities offered in port, that the trip to PEI was good value for the money spent, and that their time spent in PEI was excellent. Eighty-nine percent of cruise ship passenger parties agreed they would recommend PEI as a travel destination to others.

Only 3.7 percent of cruise ship passenger parties indicated they had experienced a problem or had a complaint that would impact their decision to return to PEI in the future, or would deter them from recommending PEI as a travel destination to others. Eighty percent of respondents who provided additional comments about their visit to PEI had something positive to say. Many of the positive comments related to beautiful scenery, enjoyment of excursions and activities, friendly people in PEI and appreciation of the port facilities.

About one-quarter of respondents provided negative comments or suggestions for improvement. Many of these related to shore excursions or organized tours and included comments about tours being too long or not long enough, insufficient time being spent at tour stops, and tours being expensive or having little value. Some respondents noted that more transportation services were needed at or near the port and that more information needs to be available on the cruise ship and in port about activities and things to do in port.

Close to 14 percent of cruise ship passenger parties were aware of the PEI 2014 celebrations before they travelled to PEI and 3.9 percent participated in a PEI 2014 event while in port in PEI. The PEI 2014 Celebration Zone, located near the cruise ship port, was the event that most had participated in. Though some cruise ship passengers were aware of the PEI 2014 celebrations before travelling to PEI, the celebrations did not have any impact on their decision to travel to PEI. Direct expenditures that resulted from cruise ship passengers' attendance of PEI 2014 events totalled \$31,829 and included food and beverage and shopping expenditures at PEI 2014 events. This accounted for 0.4 percent of total direct tourism expenditures by these visitors in PEI in 2014.

# 1. INTRODUCTION

## 1.1. Background

- A cruise ship passenger survey is a tool used to measure the impact of cruise ship passengers on a destination and to profile these visitors.
- A survey of cruise ship passengers can capture demographic information of visitors and trip characteristics such as the ages of visitors, travel party size, activities participated in, expenditures, and trip evaluation.
- For Prince Edward Island (PEI), a survey of cruise ship passengers has been conducted as a supplement to the year-long PEI visitor exit survey that is conducted periodically. The PEI visitor exit survey was conducted in 2014 to update existing historical information about visitors to PEI and to evaluate the impacts of special celebrations that were held in 2014 to celebrate and commemorate the 150<sup>th</sup> anniversary of the 1864 Charlottetown Conference, where the idea of Canadian Confederation was first discussed (hereafter referred to as “PEI 2014 celebrations”).
- The PEI cruise ship passenger survey was conducted in 2014 for the same purposes - to update existing historical information about cruise ship passengers and to evaluate the impacts of the PEI 2014 celebrations.
- Prior to 2014, the PEI cruise ship passenger survey had most recently been conducted in 2010. Prior to this, the survey had been conducted in 2007 and 2008.
- The cruise ship passenger survey was distributed to cruise ship passengers at the Charlottetown port as they prepared to re-board the cruise ship. Attached to the survey was a pre-paid, pre-addressed envelope that respondents could use to return the survey. The survey also included a web address that respondents could use to access the online version of the survey rather than completing the paper copy.
- More details about the methodology of the 2014 PEI cruise ship passenger survey are provided in Chapter 2.

## 1.2. The Study Purpose

- The main purpose of the 2014 PEI cruise ship passenger survey was to provide a full range of statistics on the volume of cruise ship passengers to PEI and detailed characteristics of their visits such as travel party size, ages of visitors, activities and shore excursions participated in, expenditures, and trip evaluation.
- The year 2014 marked the 150<sup>th</sup> anniversary of the 1864 Charlottetown Conference, where the idea of Canadian Confederation was first discussed. Many activities and events took place throughout PEI in 2014 to celebrate and commemorate this historical anniversary. It was expected that the celebrations would attract a greater number of visitors to PEI in 2014 and have positive socio-cultural impacts on the province. As a result, the Centre for Tourism Research was commissioned to conduct research on the PEI 2014 celebrations to evaluate the impacts of the celebrations on the province in 2014.
- Many activities and events related to the PEI 2014 celebrations were held during the cruise ship season so cruise ship passengers were included in the PEI 2014 research by the addition of PEI 2014-related questions to the cruise ship passenger survey (discussed in Section 2.4).
- The study pursued seven broad objectives:
  - To update existing historical information on cruise ship passengers and crew arrivals to PEI.
  - To gather information regarding cruise ship traveller behaviours.
  - To identify key market segments of cruise ship travellers to PEI.
  - To determine if cruise ship travellers were aware of the PEI 2014 celebrations and if so, the level of influence the celebrations had on their decision to visit PEI in 2014.
  - To determine the level of participation in the PEI 2014 celebrations by cruise ship travellers.
  - To enhance our knowledge and understanding of tourism (in general, and for PEI).
  - To collect critical data to measure the overall importance of tourism in PEI.

## 2. METHODOLOGY

### 2.1. Sampling Procedure

#### Target Population

- The target population was cruise ship passengers who arrived to the Charlottetown port during the 2014 cruise ship season (May to November).
- Mail-back questionnaires were randomly distributed to cruise ship passengers on the basis of planned survey dates and ships in each month.
- The target population did not include cruise ship crew.

#### Mail-back Questionnaires and Online Survey

- The mail-back questionnaires were distributed at the Charlottetown port on select days between May 8<sup>th</sup>, 2014 and November 6<sup>th</sup>, 2014.
- The questionnaire included a pre-paid, pre-addressed envelope for respondents to use to return the survey.
- The mail-back questionnaire included a web address for the online version of the survey. Individuals who received the questionnaire had the option of completing the hard-copy questionnaire or the online version.
- Responding to the survey was voluntary.

### 2.2. Surveys Distributed, Collected and Used

#### Survey Distribution and Samples

- In total, 3,596 surveys were distributed to cruise ship passengers and 1,011 surveys were collected.
- Eight incomplete surveys were discarded, resulting in a total of 1,003 completed surveys. This represents a response rate of 27.9 percent based on total distribution.
- Sixty-four cruise ships arrived in Charlottetown during 2014. Of these, surveys were distributed to passengers of 40 cruise ships, resulting in a survey conduct rate of 62.5 percent of total cruise ships.



**Table 1**  
**Cruise Ships Surveyed and Surveys Distributed, Returned and Used**

Date	Ship	Surveys Distributed	Surveys Returned	Return Rate (of all distributed surveys)	Surveys Used	Use Rate (of all returned surveys)
<b>May Total</b>		<b>496</b>	<b>168</b>	<b>33.9%</b>	<b>167</b>	<b>99.4%</b>
May 8, 2014	Veendam	110	25	22.7%	25	100.0%
May 11, 2014	Maasdam	125	54	43.2%	54	100.0%
May 21, 2014	Veendam	121	44	36.4%	43	97.7%
May 28, 2014	Maasdam	140	45	32.1%	45	100.0%
<b>June Total</b>		<b>400</b>	<b>123</b>	<b>30.8%</b>	<b>121</b>	<b>98.4%</b>
June 3, 2014	Maasdam	100	50	50.0%	49	98.0%
June 11, 2014	Maasdam	100	21	21.0%	21	100.0%
June 18, 2014	Veendam	100	25	25.0%	25	100.0%
June 25, 2014	Maasdam	100	27	27.0%	26	96.3%
<b>July Total</b>		<b>400</b>	<b>126</b>	<b>31.5%</b>	<b>125</b>	<b>99.2%</b>
July 2, 2014	Veendam	100	33	33.0%	33	100.0%
July 8, 2014	Veendam	100	39	39.0%	38	97.4%
July 11, 2014	Astor	50	0	0.0%	0	n/a
July 14, 2014	Pearl Mist	50	27	54.0%	27	100.0%
July 29, 2014	Maasdam	100	27	27.0%	27	100.0%
<b>August Total</b>		<b>300</b>	<b>105</b>	<b>35.0%</b>	<b>104</b>	<b>99.0%</b>
August 6, 2014	Maasdam	100	28	28.0%	27	96.4%
August 20, 2014	Maasdam	100	38	38.0%	38	100.0%
August 27, 2014	Veendam	100	39	39.0%	39	100.0%
<b>September Total</b>		<b>800</b>	<b>218</b>	<b>27.3%</b>	<b>218</b>	<b>100.0%</b>
September 3, 2014	Maasdam	100	19	19.0%	19	100.0%
September 7, 2014	Seabourn Quest	50	1	2.0%	1	100.0%
September 12, 2014	Summit	100	24	24.0%	24	100.0%
September 15, 2014	Seabourn Quest	50	7	14.0%	7	100.0%
September 16, 2014	Norwegian Dawn & Veendam	100	42	42.0%	42	100.0%
September 21, 2014	Eurodam	100	28	28.0%	28	100.0%
September 26, 2014	Summit	100	50	50.0%	50	100.0%
September 29, 2014	Ruby Princess	100	30	30.0%	30	100.0%
September 30, 2014	Norwegian Dawn & Veendam	100	17	17.0%	17	100.0%
<b>October Total</b>		<b>1,000</b>	<b>250</b>	<b>25.0%</b>	<b>247</b>	<b>98.8%</b>
October 2, 2014	Pearl Mist	50	0	0.0%	0	n/a
October 5, 2014	Seabourn Quest	50	13	26.0%	13	100.0%
October 6, 2014	Ruby Princess	100	35	35.0%	35	100.0%
October 7, 2014	Maasdam	100	28	28.0%	28	100.0%
October 9, 2014	Summit	100	29	29.0%	29	100.0%
October 10, 2014	Eurodam	100	35	35.0%	35	100.0%
October 15, 2014	Maasdam	100	27	27.0%	26	96.3%
October 18, 2014	Eurodam	100	14	14.0%	14	100.0%
October 19, 2014	Ruby Princess	100	30	30.0%	30	100.0%
October 21, 2014	Legend	100	23	23.0%	22	95.7%
October 23, 2014	Maasdam	100	16	16.0%	15	93.8%
<b>November Total</b>		<b>200</b>	<b>21</b>	<b>10.5%</b>	<b>21</b>	<b>100.0%</b>
November 2, 2014	Legend	100	5	5.0%	5	100.0%
November 6, 2014	Legend	100	16	16.0%	16	100.0%
<b>Grand Total</b>		<b>3,596</b>	<b>1,011</b>	<b>28.1%</b>	<b>1,003</b>	<b>99.2%</b>



**Table 2**  
**Summary of Cruise Ship Surveys, Survey Statistics, and Samples**

	May to June	July to August	September to November	Total
<b>Cruise Ship Arrivals</b>				
<b>Total Number of Cruise Ship Arrivals in Charlottetown</b>	<b>14</b>	<b>14</b>	<b>36</b>	<b>64</b>
(% of Total Cruise Ships)	(21.9%)	(21.9%)	(56.3%)	(100.0%)
<b>Number of Cruise Ships Surveyed</b>	<b>8</b>	<b>8</b>	<b>24</b>	<b>40</b>
(% of Cruise Ships Surveyed)	(20.0%)	(20.0%)	(60.0%)	(100.0%)
<b>Survey Conduct Rate (of all surveyed cruise ships)</b>	<b>57.1%</b>	<b>57.1%</b>	<b>66.7%</b>	<b>62.5%</b>
<b>Samples <sup>a)</sup></b>				
Total Number of Surveys Distributed	896	700	2,000	3,596
(% of Surveys Distributed)	(24.9%)	(19.5%)	(55.6%)	(100.0%)
Number of Samples Collected	291	231	489	1,011
(% of Samples Collected)	(28.8%)	(22.8%)	(48.4%)	(100.0%)
<b>Number of Samples Used</b>	<b>288</b>	<b>229</b>	<b>486</b>	<b>1,003</b>
(% of Samples Used)	(28.7%)	(22.8%)	(48.5%)	(100.0%)
<b>Use Rate (of all collected samples)</b>	<b>99.0%</b>	<b>99.1%</b>	<b>99.4%</b>	<b>99.2%</b>
<b>Samples Weighted <sup>b)</sup></b>	<b>6,314</b>	<b>6,121</b>	<b>17,417</b>	<b>29,852</b>
(% of Samples Weighted)	(21.2%)	(20.5%)	(58.3%)	(100.0%)

Note: <sup>a)</sup> Samples were weighted to align with the total target population (estimated cruise ship passenger travel parties) by month. Weighting scores were calculated by using a mix of the number of cruise ship passengers by month and survey data. Further analyses are based on the total estimated number of cruise ship travel parties (Total  $n = 29,852$ ).

## Sample Size and Margin of Error

- The approximate margin of error associated with the total sample and specific sub-groups (by month and type of visitation) 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  $\pm 3.04$  percent at a 95 percent confidence level, though the margins of error for the three sub-groups of months are higher (May-June =  $\pm 5.64\%$ ; July-August =  $\pm 6.35\%$ ; and September-November =  $\pm 4.38\%$ ).
- For this report, the sample can also be divided into first-time and repeat visitors. Due to the smaller sample size, the margin of error for the sub-group of repeat visitors is  $\pm 6.88\%$ . The margin of error for first-time visitors is slightly higher than the overall sampling error at  $\pm 3.39\%$ .
- Note that this is a guideline only. The same caution should be applied when interpreting significance testing throughout this report.

**Table 3**  
**Sample Size and Margin of Error**

	Sample Size	Margin of Error <sup>a)</sup>
<b>By Month</b>		
May-June	288	$\pm 5.64$
July-August	229	$\pm 6.35$
September-November	486	$\pm 4.38$
<b>By Type of Visitation</b>		
First-Timers	807	$\pm 3.39$
Repeaters	196	$\pm 6.88$
<b>Total</b>	<b>1,003</b>	<b><math>\pm 3.04</math></b>

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

## 2.3. Data Processing and Weighting

### Data Processing and Error Detection

- This study of PEI cruise ship passengers 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

- For the 2014 PEI cruise ship passenger study, some data were imputed. For example, missing travel party size and/or total trip spending were imputed if the remainder of the fields on the questionnaire was valid.
- The target populations were partitioned into: first-time and repeat travel parties and seven months based on the 2014 cruise ship season from May to November.
- Total imputation was carried out for all the factors above and for strata that were outside the scope of the questionnaire distribution.
- For these out-of-scope factors, the characteristics of cruise ship travellers were estimated using the 2007, 2008, and 2010 PEI surveys of cruise ship passengers.
- Total imputation was also performed for any in-scope factors that received an insufficient number of surveys for some specific segments to meet minimum requirements (combination of minimum number of questionnaires and maximum weight) based on the monthly cruise ship passenger counts.

## Bias Adjustment and Weighting the Sample

- For estimation purposes, the responses obtained through the questionnaires must be treated as a simple random sample from the total cruise ship arrivals in each stratum (by month).
- The data may be subject to some degree of “*distribution bias*” due to the fact that not all categories of cruise ships and passengers are represented in the distribution or to a “*non-response bias*” due to the fact that the individuals replying may not be representative of the cruise ship traveller population.
- Weighting techniques used in the estimation process attempt to reduce the effect of biases and were also performed to determine aggregate cruise ship passenger parties’ characteristics. Therefore, using the calculated weights, estimates can be obtained for a variety of cruise ship traveller characteristics. These estimates take the form of totals, averages and percentages, and can be obtained at different levels.
- For this report, the final survey sample was weighted by month (May to November for the 2014 cruise ship season) to align it with the total cruise ship passenger parties.
- Weighting factors were calculated by using a mix of cruise ship data provided by the Charlottetown Harbour Authority Inc. and the PEI Department of Economic Development and Tourism, and results obtained from the mail-back and online surveys.
- According to the data of cruise ship arrivals and information from the 2014 PEI cruise ship passenger survey, it was estimated that 29,852 cruise ship passenger travel parties (based on 84,952 individual cruise ship travellers) arrived to the Charlottetown port during the 2014 cruise ship season.
  - By Cruise Ship Arrival Month:  
May: 2,972 parties (10.0%); June: 3,341 parties (11.2%);  
July: 3,848 parties (12.9%); August: 2,273 parties (7.6%);  
September: 9,285 parties (31.1%); October: 6,916 parties (23.2%); and  
November: 1,216 parties (4.1%)
- 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 passenger parties by cruise ship arrival months, not based on all survey questions.

## 2.4. Survey Instrument

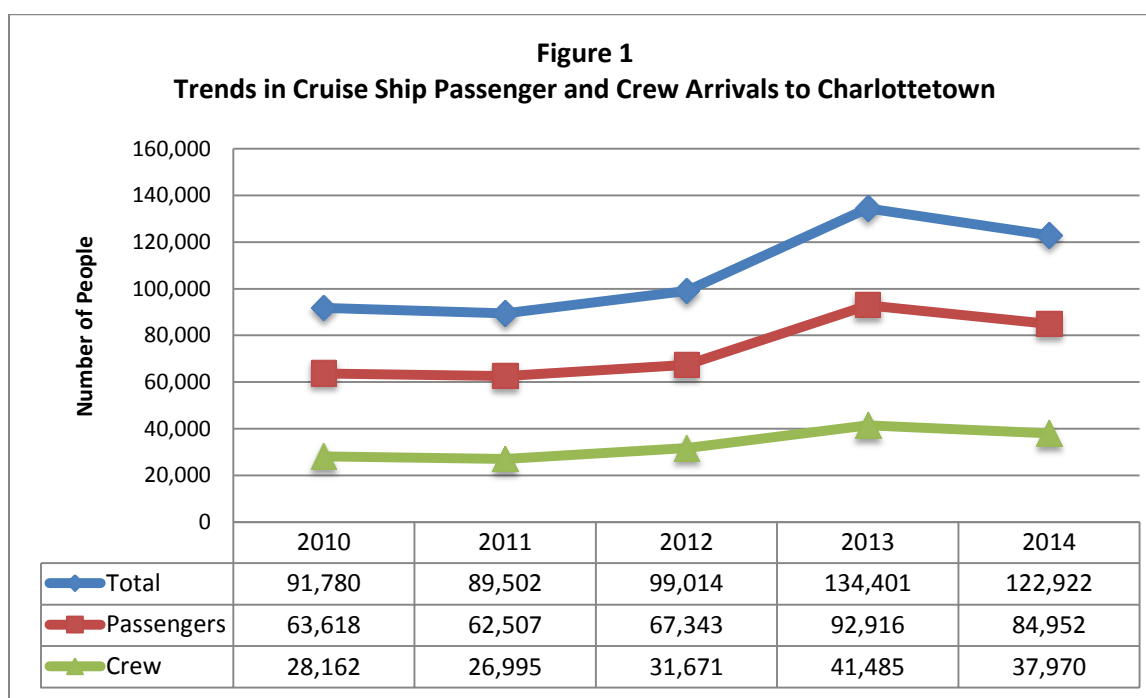
- The PEI cruise ship passenger survey gathers information on the travel habits of cruise ship passengers visiting the province. Below is a list of information available from the questionnaire:
  - Usual place of residence (country, province/state, postal code/zip code, city)
  - Travel party size
  - Age and gender composition of travel party
  - Time spent in port
  - Participation in organized shore excursion(s), method of booking, cost of excursion and satisfaction with shore excursion
  - Participation in other activities while in port
  - Total expenditures in PEI
  - Evaluation of PEI
  - Previous visitation to PEI
  - Intentions to revisit PEI
  - Instance of problems or complaints
  - Demographic information
- For consistency, the 2014 PEI survey of cruise ship passengers was the same as the 2010 survey with the following exceptions.
  - The following questions were added in 2014:
    - Do you currently live in the same country in which you were born? Yes, No – if no, where were you born?
    - Did you hear about PEI 2014 celebrations/events before travelling to PEI?
    - Did you partake in any PEI 2014 celebrations/events while in PEI? If yes, there were two follow-up questions: 1) Which PEI 2014 event(s) did you partake in? 2) To what extent did attending PEI 2014 event(s) influence your decision to travel to PEI? That is, did it account for 0% of your decision, 100% of your decision, or some percentage in between?
    - What is your mother tongue? English, French, Other (please specify)
  - In 2014, the survey question that asked about travel party expenditures in PEI included two items related to the PEI 2014 celebrations:
    - Spending on food and beverage at PEI 2014 events (if attended PEI 2014 event)
    - Shopping expenditures at PEI 2014 events (if attended PEI 2014 event)

- The following questions were part of the 2010 survey but were not included in the 2014 survey:
  - What best describes your travel party for this cruise?
  - Did you collect any information about Charlottetown or PEI prior to arriving?
  - Did you collect any information about Charlottetown or PEI while in port in Charlottetown?
  - On a scale of 1 (very poor) to 5 (excellent), how would you rate the overall quality of your time in the following ports? Do not rank ports you have not visited. Ports listed included Charlottetown, PE; Quebec, QC; Sydney, NS; Halifax, NS; Saint John, NB; and Bar Harbor, ME.
- Both surveys included a question that asked respondents to select the activities they or members of their travel party had participated in while in PEI. The list of activities was modified in 2014 to match the 2014 PEI visitor exit survey.
- There was a minor modification to the trip evaluation questions to match the 2014 PEI visitor exit survey.

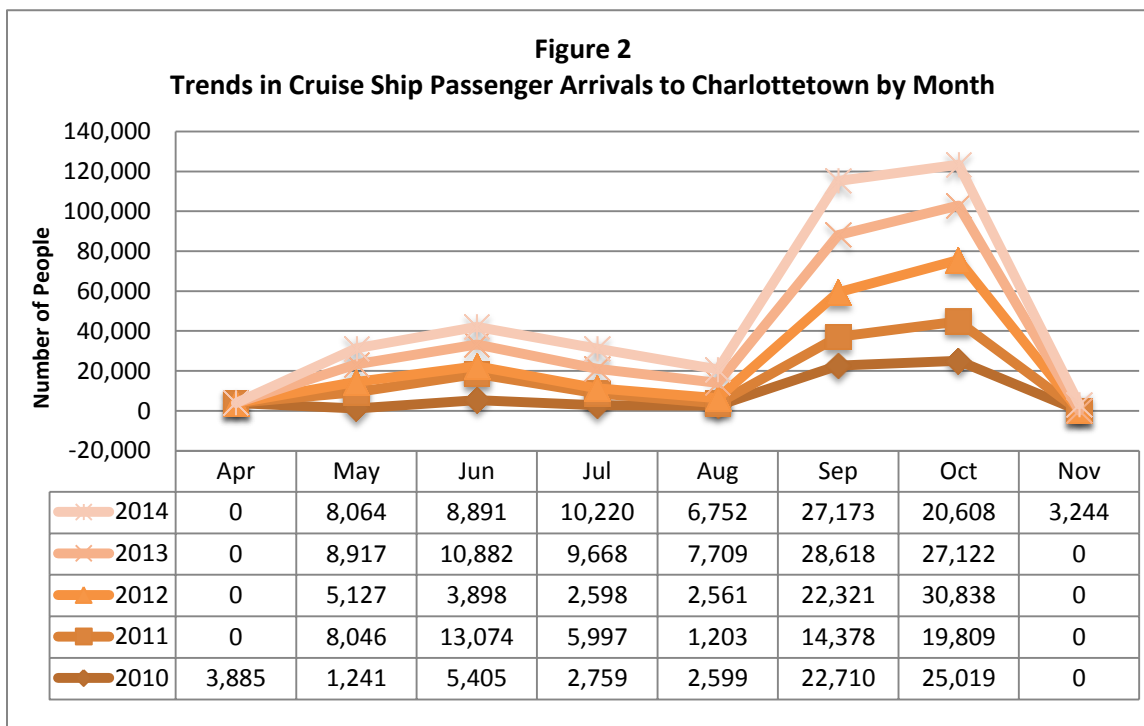
### 3. Cruise Market Trends

#### 3.1. Trends in Cruise Ship Arrivals to Charlottetown

- The number of cruise ship passengers and crew has fluctuated over the five-year period from 2010 to 2014. After a decline in 2011, the number of passengers and crew increased in 2012 and peaked in 2013 at 92,916 passengers and 41,485 crew members.
- Though the number of passengers and crew decreased in 2014 compared to 2013, the numbers were considerably higher in 2014 compared to 2012.
- A total of 84,952 cruise ship passengers and 37,970 crew members visited PEI in 2014.
- In each of the past five years, September and October were the months with the greatest number of cruise ship passenger arrivals. There have been no cruise ship arrivals in the month of April since 2010.
- The number of cruise ship passengers arriving in July and August increased significantly in 2013 and 2014 compared to 2010-2012. The number of cruise ship passengers arriving in September has also increased in recent years.
- The number of cruise ship passengers that visited PEI in October 2014 was one of the lowest for that month in the past five years, though this was partially offset by the arrival of cruise ship passengers in early November 2014.







### 3.2. Summary of Past Survey Results

- Research was previously conducted on cruise ship passengers to PEI in 2007, 2008 and 2010. The results from the four years of research show an increase in the key indicators including the number of ships, passengers, crew, and passenger travel parties.
- The average cruise ship passenger travel party size has also increased.
- The results show that average spending per party, average spending per person and total direct expenditures has increased, but due to differences in the expenditure questions between 2007-2008 and 2010 and 2014, the expenditure results from 2007 and 2008 should not be directly compared with 2010 or 2014.

**Table 4**  
**Overview of Visitation and Summary of Past Survey Results**

	2007	2008	2010	2014	% Change over 2010
Number of Ships <sup>a)</sup>	15	36	42	<b>64</b>	52.4%
Number of Passengers <sup>a)</sup>	19,358	57,236	63,618	<b>84,952</b>	33.5%
Number of Crew <sup>b)</sup>	8,882	25,730	28,162	<b>37,970</b>	34.8%
Number of Passenger Travel Parties <sup>c)</sup>	7,934	23,950	23,568	<b>29,852</b>	26.7%
Average Passenger Travel Party Size <sup>c)</sup>	2.44	2.45	2.70	<b>2.85</b>	5.6%
Average Spending per Party <sup>c)*</sup>	\$95.14	\$123.20	\$204.49	<b>\$251.66</b>	23.1%
Average Spending per Person <sup>c)*</sup>	\$39.04	\$50.27	\$75.75	<b>\$88.43</b>	16.7%
Total Estimated Direct Expenditures <sup>c)*</sup>	\$755,732	\$2,949,750	\$4,819,345	<b>\$7,512,550</b>	55.9%

Note: <sup>a)</sup> Actual numbers provided by the Charlottetown Harbour Authority Inc. and the PEI Department of Economic Development and Tourism.

<sup>b)</sup> Crew members were not considered for further analysis in this report.

<sup>c)</sup> Estimated numbers were based on the results of the 2014 Prince Edward Island survey of cruise ship passengers.

\* Due to differences in the expenditure questions between 2007/2008 and 2010/2014, expenditure results for 2007 and 2008 should not be compared with 2010 or 2014; Total estimated direct expenditures were calculated as follows: number of passengers × average spending per person or number of passenger travel parties × average spending per party.

## 4. Key Indicators and Estimated Total Direct Expenditures

### 4.1. Summary of Key Indicators

- In total, 84,952 cruise ship passengers arrived in PEI in 2014 on 64 cruise ships.
- About 82 percent of cruise ship passengers were visiting PEI for the first time.
- On average, cruise ship passenger travel parties consisted of 2.85 people.
- It was estimated that 29,852 cruise ship passenger travel parties visited PEI in 2014.
- Average spending was \$88.43 per person per day and \$251.66 per party per day. On average, cruise ship passengers who were visiting PEI for the first time reported higher average spending than those who had previously visited PEI.
- Total estimated direct expenditures by cruise ship passengers were over \$7.5 million.

**Table 5**  
**Key Indicators of Cruise Ship Arrivals and Passengers During the 2014 Season**

	First-Timers	Repeaters	Total
<b>Statistics of Cruise Ship Arrivals to Charlottetown in 2014 <sup>a)</sup></b>			
<b>Total Number of Cruise Ship Arrivals</b>	n/a	n/a	<b>64</b>
Total Number of Cruise Ship Passengers *	69,831	15,121	84,952
(% of Cruise Ship Passengers)	(82.2%)	(17.8%)	(100.0%)
<b>Estimated Cruise Ship Passenger Travel Parties <sup>b)</sup></b>			
<b>Average Party Size</b>	<b>2.91</b>	<b>2.59</b>	<b>2.85</b>
<b>Estimated Number of Cruise Ship Travel Parties</b>	<b>24,029</b>	<b>5,823</b>	<b>29,852</b>
(% of Cruise Ship Travel Parties)	(80.5%)	(19.5%)	(100.0%)
<b>Estimated Expenditures <sup>b)</sup></b>			
Average Spending per Person per Day	<b>\$91.70</b>	<b>\$73.37</b>	<b>\$88.43</b>
Average Spending per Party per Day	<b>\$266.58</b>	<b>\$190.21</b>	<b>\$251.66</b>
<b>Estimated Total Direct Expenditures</b>	<b>\$6,403,158</b>	<b>\$1,109,392</b>	<b>\$7,512,550</b>

Note: <sup>a)</sup> Information about the number of cruise ship arrivals and passengers in each month was provided by the Charlottetown Authority Harbour Inc. and the PEI Department of Economic Development and Tourism; \* Number of first-time and repeat cruise ship passengers was estimated by using the 2014 Prince Edward Island survey of cruise ship passengers.

<sup>b)</sup> Estimates were based on the results of the 2014 Prince Edward Island survey of cruise ship passengers.

## 4.2. Estimated Total Direct Expenditures

- Total estimated direct expenditures by cruise ship passengers to PEI in 2014 were over \$7.5 million. The items that accounted for the greatest proportion of direct expenditures were organized shore excursions (\$4.1 million or 55.2% of total expenditures) and shopping (\$1.88 million, or 25.0%).
- Expenditures at restaurants and bars totalled \$782,507 (10.4% of total expenditures), making this the spending category with the third highest expenditures.
- Cruise ship passengers spent an average of \$88.43 per person per day. Those who were visiting PEI for the first time reported higher average spending than those who had previously visited PEI (\$91.70 versus \$73.37 per person per day).
- Average spending per party per day was \$251.66. Cruise ship passenger parties who were visiting PEI for the first time spent an average of \$266.58 per party per day while those who had previously visited PEI spent an average of \$190.21 per party per day.

**Table 6**  
**Estimated Total Direct Expenditures by Cruise Ship Passengers to PEI**

	First-Timers		Repeaters		Total	
<b>Number of Individual Passengers (%)</b>	<b>69,831</b>	<b>(82.2%)</b>	<b>15,121</b>	<b>(17.8%)</b>	<b>84,952</b>	<b>(100.0%)</b>
<b>Number of Passenger Parties (%)</b>	<b>24,029</b>	<b>(80.5%)</b>	<b>5,823</b>	<b>(19.5%)</b>	<b>29,852</b>	<b>(100.0%)</b>
<b>Total Direct Expenditures</b>	<b>\$6,403,158</b>	<b>(85.2%)</b>	<b>\$1,109,392</b>	<b>(14.8%)</b>	<b>\$7,512,550</b>	<b>(100.0%)</b>
Organized Shore Excursion	\$3,653,451	57.1%	\$492,934	44.4%	\$4,146,386	55.2%
Restaurants and Bars	\$648,536	10.1%	\$133,970	12.1%	\$782,507	10.4%
Food and Beverage at Stores	\$135,553	2.1%	\$40,399	3.6%	\$175,951	2.3%
Shopping	\$1,519,470	23.7%	\$355,769	32.1%	\$1,875,239	25.0%
Recreation and Entertainment	\$160,909	2.5%	\$36,266	3.3%	\$197,175	2.6%
Car Rentals and Local Transportation	\$200,851	3.1%	\$31,901	2.9%	\$232,752	3.1%
Other Expenses	\$84,387	1.3%	\$18,152	1.6%	\$102,539	1.4%
<b>Average Spending per Person per Day</b>	<b>\$91.70</b>	<b>100.0%</b>	<b>\$73.37</b>	<b>100.0%</b>	<b>\$88.43</b>	<b>100.0%</b>
Organized Shore Excursion	\$52.32	57.1%	\$32.60	44.4%	\$48.81	55.2%
Restaurants and Bars	\$9.29	10.1%	\$8.86	12.1%	\$9.21	10.4%
Food and Beverage at Stores	\$1.94	2.1%	\$2.67	3.6%	\$2.07	2.3%
Shopping	\$21.76	23.7%	\$23.53	32.1%	\$22.07	25.0%
Recreation and Entertainment	\$2.30	2.5%	\$2.40	3.3%	\$2.32	2.6%
Car Rentals and Local Transportation	\$2.88	3.1%	\$2.11	2.9%	\$2.74	3.1%
Other Expenses	\$1.21	1.3%	\$1.20	1.6%	\$1.21	1.4%
<b>Average Spending per Party per Day</b>	<b>\$266.58</b>	<b>100.0%</b>	<b>\$190.21</b>	<b>100.0%</b>	<b>\$251.66</b>	<b>100.0%</b>
Organized Shore Excursion	\$152.10	57.1%	\$84.51	44.4%	\$138.90	55.0%
Restaurants and Bars	\$27.00	10.1%	\$22.97	12.1%	\$26.21	10.4%
Food and Beverage at Stores	\$5.64	2.1%	\$6.93	3.6%	\$5.89	2.4%
Shopping	\$63.26	23.7%	\$61.00	32.1%	\$62.82	25.1%
Recreation and Entertainment	\$6.70	2.5%	\$6.22	3.3%	\$6.61	2.6%
Car Rentals and Local Transportation	\$8.36	3.1%	\$5.47	2.9%	\$7.80	3.1%
Other Expenses	\$3.51	1.3%	\$3.11	1.6%	\$3.43	1.4%

Note: Total direct expenditures were calculated as follows: average spending per person per day (\$88.43) × number of cruise ship passengers (84,952) ≈ \$7,512,550 or average spending per party per day (\$251.66) × number of cruise ship passenger parties (29,852) ≈ \$7,512,550.

## 5. Profile of Cruise Ship Passengers to PEI

### 5.1. Origin of Passenger Travel Parties

- The majority (72.8%) of cruise ship passenger parties were from the United States while 19.0 percent were from Canada and 8.2 percent were from another country.
- A much larger proportion of cruise ship passenger parties who had previously visited PEI were from Canada compared to those who were visiting PEI for the first time (46.3% versus 12.3%).
- Looking at specific regions, 20.8 percent of passenger parties were from the South Atlantic United States and 14.0 percent were from Alaska, Hawaii or the Pacific United States. About 9 percent were from Alberta or British Columbia and 7.7 percent were from the Middle Atlantic United States.



**Table 7**  
**Origin of Passenger Travel Parties by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	24,029	(80.5%)	5,823	(19.5%)	29,852	(100.0%)
<b>Canada</b>	<b>2,965</b>	<b>12.3%</b>	<b>2,698</b>	<b>46.3%</b>	<b>5,663</b>	<b>19.0%</b>
Quebec	340	1.4%	739	12.7%	1,079	3.6%
Ontario	624	2.6%	933	16.0%	1,557	5.2%
Manitoba & Saskatchewan	260	1.1%	111	1.9%	371	1.2%
Alberta & British Columbia	1,741	7.2%	897	15.4%	2,638	8.8%
Rest of Canada	0	0.0%	18	0.3%	18	0.1%
<b>United States</b>	<b>18,683</b>	<b>77.7%</b>	<b>3,055</b>	<b>52.5%</b>	<b>21,738</b>	<b>72.8%</b>
New England <sup>a)</sup>	759	3.2%	333	5.7%	1,092	3.7%
Middle Atlantic <sup>b)</sup>	1,910	8.0%	375	6.4%	2,285	7.7%
South Atlantic <sup>c)</sup>	5,259	21.9%	937	16.1%	6,196	20.8%
East North Central <sup>d)</sup>	1,839	7.7%	272	4.7%	2,111	7.1%
West North Central <sup>e)</sup>	1,232	5.1%	169	2.9%	1,401	4.7%
East South Central <sup>f)</sup>	696	2.9%	0	0.0%	696	2.3%
West South Central <sup>g)</sup>	1,797	7.5%	209	3.6%	2,006	6.7%
Mountain <sup>h)</sup>	1,569	6.5%	218	3.7%	1,787	6.0%
Pacific, Alaska & Hawaii <sup>i)</sup>	3,622	15.1%	542	9.3%	4,164	14.0%
<b>Other Country</b>	<b>2,381</b>	<b>9.9%</b>	<b>70</b>	<b>1.2%</b>	<b>2,451</b>	<b>8.2%</b>

Note: The data was not weighted by origin information of actual passengers so the results may not reflect the actual origin of cruise ship passengers. The US regions include the following states:

<sup>a)</sup> New England: Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island

<sup>b)</sup> Middle Atlantic: New York, Pennsylvania, New Jersey

<sup>c)</sup> South Atlantic: Maryland, Delaware, District of Columbia/Washington D.C., West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

<sup>d)</sup> East North Central: Wisconsin, Michigan, Illinois, Indiana, Ohio

<sup>e)</sup> West North Central: North Dakota, South Dakota, Minnesota, Iowa, Nebraska, Kansas, Missouri

<sup>f)</sup> East South Central: Kentucky, Tennessee, Mississippi, Alabama

<sup>g)</sup> West South Central: Oklahoma, Arkansas, Texas, Louisiana

<sup>h)</sup> Mountain: Montana, Idaho, Wyoming, Nevada, Utah, Colorado, New Mexico, Arizona

<sup>i)</sup> Pacific, Alaska & Hawaii: Washington, Oregon, California, Alaska, Hawaii

## 5.2. Party and Age Composition and Average Party Size

- Seventy percent of parties were comprised of two adults and 24.6 percent of parties were comprised of three or more adults. Only 3.0 percent of parties included children.
- About 78 percent of parties were comprised of adults who were aged 55 and over while 5.3 percent of parties were comprised of adults between the ages of 35 and 54 and 12.5 percent of parties consisted of travellers of various age generations.
- Less than one percent of parties were comprised of millennials (aged 18 to 34).

**Table 8**  
**Party and Age Composition and Average Party Size by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	24,029	(80.5%)	5,823	(19.5%)	29,852	(100.0%)
<b>Party Composition</b>						
Adult travelling alone	440	1.8%	194	3.3%	634	2.1%
2 adults	16,643	69.3%	4,330	74.4%	20,973	70.3%
3 or more adults	6,194	25.8%	1,152	19.8%	7,346	24.6%
1 adult with child(ren)	62	0.3%	28	0.5%	90	0.3%
2 adults with child(ren)	329	1.4%	53	0.9%	382	1.3%
3 or more adults with child(ren)	362	1.5%	66	1.1%	428	1.4%
<b>Age Composition</b>						
Millennial (18 to 34) Travellers	179	0.7%	62	1.1%	241	0.8%
Middle Aged (35 to 54) Travellers	1,310	5.5%	266	4.6%	1,576	5.3%
Senior (55 and over) Travellers	18,661	77.7%	4,737	81.3%	23,398	78.4%
Multi-generation Travellers	3,127	13.0%	611	10.5%	3,738	12.5%
Families/Adult(s) with child(ren)	753	3.1%	147	2.5%	900	3.0%
<b>Party Size</b>						
<b>Average Party Size</b>	<b>2.91</b>		<b>2.59</b>		<b>2.85</b>	
Avg. Number of Male Passengers	1.20		1.06		1.18	
Avg. Number of Female Passengers	1.70		1.53		1.67	
Avg. Number of Children	0.05		0.03		0.05	
Avg. Number of Adult Passengers	2.85		2.56		2.80	

### 5.3. Gender and Age of Individual Passengers

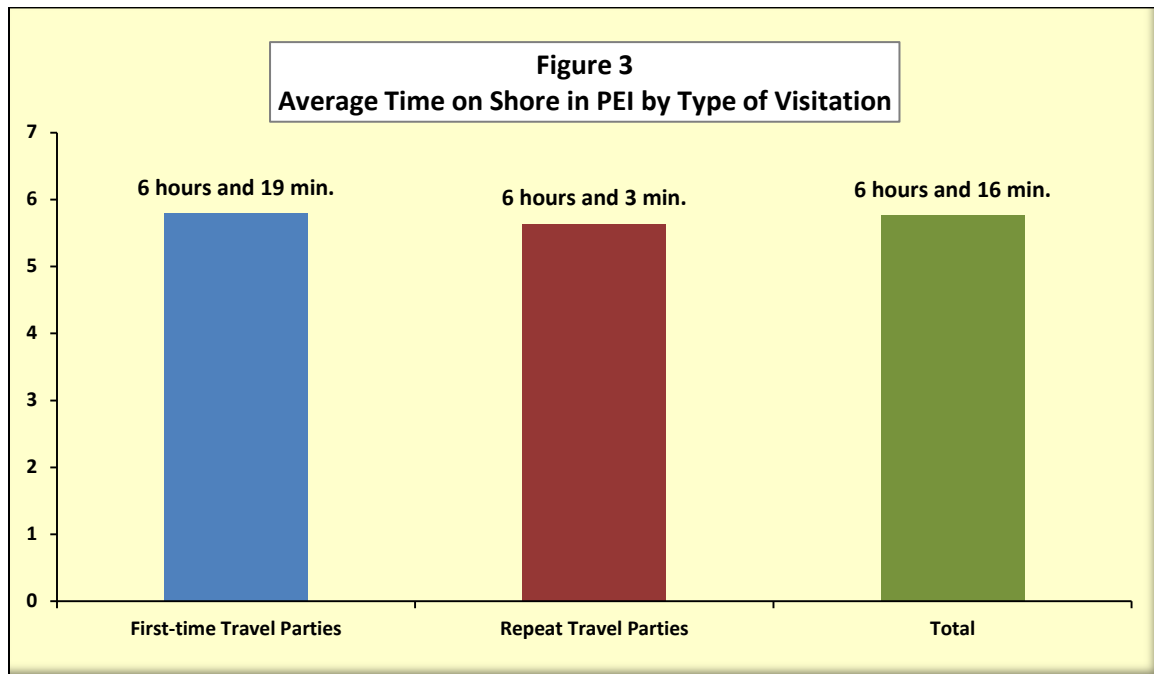
- About 59 percent of cruise ship passengers were female.
- The majority of cruise ship passengers were aged 55 or older. About 58 percent were aged 65 or older and 26.5 percent were between the ages of 55 and 64.
- Only 4.6 percent of cruise ship passengers were under the age of 35.

**Table 9**  
**Gender and Age of Individual Passengers by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Individual Passengers (%)	69,831	(82.2%)	15,121	(17.8%)	84,952	(100.0%)
<b>Gender</b>						
Male	28,878	41.4%	6,208	41.1%	35,086	41.3%
Female	40,953	58.6%	8,913	58.9%	49,866	58.7%
<b>Age</b>						
Under 8 Years	268	0.4%	67	0.4%	335	0.4%
9 – 17 Years	1,020	1.5%	132	0.9%	1,152	1.4%
18 – 24 Years	863	1.2%	56	0.4%	919	1.1%
25 – 34 Years	1,259	1.8%	160	1.1%	1,419	1.7%
35 – 44 Years	1,876	2.7%	466	3.1%	2,342	2.8%
45 – 54 Years	6,105	8.7%	1,184	7.8%	7,289	8.6%
55 – 64 Years	18,537	26.5%	3,955	26.2%	22,492	26.5%
65 – 74 Years	31,184	44.7%	5,934	39.2%	37,118	43.7%
75 Years and over	8,719	12.5%	3,167	20.9%	11,886	14.0%

## 5.4. Time on Shore

- On average, cruise ship passengers spent 6 hours and 16 minutes on shore in PEI.
- There was no significant difference in the amount of time spent on shore in PEI among first-time and repeat travel parties.



## 5.5. Organized Shore Excursion

- Over two-thirds (68.8%) of cruise ship passengers took an organized shore excursion while they were in port in PEI.
- Seventy-three percent of cruise ship passengers who were visiting PEI for the first time took an organized shore excursion compared to 52.0 percent of repeat visitors.
- The majority (58.2%) of those who took a shore excursion booked the excursion before they left their home to travel to the ship's departure port. About 26 percent booked the excursion after they boarded the cruise ship and 15.7 percent did not book the excursion in advance of their arrival in PEI.
- About 83 percent of those who pre-booked the shore excursion did so through the cruise ship provider while 12.0 percent booked the excursion directly with the excursion provider. The remainder booked the excursion through other means such as a travel agent.
- Over one-half (52.6%) of those who took a shore excursion classified their excursion as sightseeing. About 42 percent chose a historical excursion which was defined as visits to places like Province House and/or Founders' Hall or other museums or historic sites.
- About 15 percent of those who took a shore excursion classified the type as "other". The excursions specified in this category mostly included Anne of Green Gables-related excursions and various types of PEI sightseeing tours.
- The majority of those who took an organized shore excursion were pleased with their excursion: 89.8 percent rated their excursion as good or excellent. The overall rating for shore excursions was 4.40 on a five-point scale from 1 (very poor) to 5 (excellent).

**Table 10**  
**Booking, Type, and Rating of Organized Shore Excursion by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	24,029	(80.5%)	5,823	(19.5%)	29,852	(100.0%)
<b>Did you take an organized shore excursion while in port? <sup>a)</sup></b>						
Yes	17,515	72.9%	3,030	52.0%	20,545	68.8%
No	6,514	27.1%	2,793	48.0%	9,307	31.2%
<b>When did you book your shore excursion? <sup>b)</sup></b>	<b>17,515</b>	<b>(85.3%)</b>	<b>3,030</b>	<b>(14.7%)</b>	<b>20,545</b>	<b>(100.0%)</b>
Before I departed	10,615	60.6%	1,352	44.6%	11,967	58.2%
After boarding the ship	4,312	24.6%	1,044	34.5%	5,356	26.1%
I did not pre-book my excursion	2,588	14.8%	634	20.9%	3,222	15.7%
<b>How did you book your shore excursion? <sup>c)</sup></b>	<b>14,927</b>	<b>(86.2%)</b>	<b>2,397</b>	<b>(13.8%)</b>	<b>17,324</b>	<b>(100.0%)</b>
Through the cruise ship provider	12,330	82.6%	1,968	82.1%	14,298	82.5%
Directly with operator/excursion provider	1,893	12.7%	188	7.8%	2,081	12.0%
Other	704	4.7%	241	10.1%	945	5.5%
<b>Type of Shore Excursion <sup>b)</sup> *</b>	<b>17,515</b>	<b>(85.3%)</b>	<b>3,030</b>	<b>(14.7%)</b>	<b>20,545</b>	<b>(100.0%)</b>
Adventure (kayaking, cycling, etc.)	50	0.3%	0.0	0.0%	50	0.2%
Experiential (deep sea fishing, clam digging, pottery, photography, etc.)	207	1.2%	0.0	0.0%	207	1.0%
Historical (Province House, Founders' Hall, other museum/historic site, etc.)	7,553	43.1%	1,028	33.9%	8,581	41.8%
Culinary (brewery tour, cooking class, sampling local culinary products, etc.)	1,596	9.1%	404	13.3%	2,000	9.7%
City (walking tour, double decker bus, carriage ride, etc.)	3,367	19.2%	1,040	34.3%	4,407	21.5%
Sightseeing	9,308	53.1%	1,503	49.6%	10,811	52.6%
Other	2,582	14.7%	536	17.7%	3,118	15.2%
	<b>% <sup>d)</sup></b>	<b>M <sup>e)</sup></b>	<b>% <sup>d)</sup></b>	<b>M <sup>e)</sup></b>	<b>% <sup>d)</sup></b>	<b>M <sup>e)</sup></b>
<b>Rating of the Shore Excursion</b>	<b>89.1%</b>	<b>4.38</b>	<b>92.9%</b>	<b>4.46</b>	<b>89.8%</b>	<b>4.40</b>

Note: <sup>a)</sup> Result was based on all passenger parties (Total N = 29,852).

<sup>b)</sup> Result was based on those who took an organized shore excursion while in port (n=20,545).

<sup>c)</sup> Result was based on those who took an organized shore excursion while in port and booked the shore excursion before departing from their home or after boarding the ship (n=17,324).

<sup>d)</sup> Percentages (%) indicate the percentage of respondents who rated the item 4 or 5.

<sup>e)</sup> Mean values (M) were based on a 5-point Likert-type scale where 1=very poor and 5=excellent.

\* Results were based on those who took an organized shore excursion while in port and multiple responses (n=20,545).

## 5.6. Activities Participated in While in PEI

- Aside from shore excursions, cruise ship passengers participated in a variety of activities while in port in PEI. The most popular activity among cruise ship passengers was shopping for local crafts, souvenirs and/or antiques. About 72 percent of cruise ship passengers participated in this activity.
- Other popular activities included visiting historical and cultural attractions (45.5% participated in this activity), sampling local culinary products (43.5%), sightseeing or taking a driving tour (36.8%), visiting Anne of Green Gables attractions (31.8%), and visiting Birthplace of Confederation attractions (29.3%).
- Close to 12 percent of cruise ship passengers indicated they participated in “other” activities. Some respondents specified these other activities; the list included walking around Charlottetown, visiting churches, and consuming food/beverages.
- The proportion of first-time versus repeat visitors who participated in the activities was similar with two notable exceptions. A greater proportion of first-time parties visited Anne of Green Gables attractions compared to repeat parties (34.6% versus 21.3%) while a greater proportion of repeat parties visited historical and cultural attractions compared to first-time parties (59.3% versus 41.9%).



**Table 11**  
**Activities Participated in While in PEI by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	24,029	(80.5%)	5,823	(19.5%)	29,852	(100.0%)
Valid Number of Passenger Parties (%)	20,430	(79.4%)	5,291	(20.6%)	25,721	(100.0%)
Shopping for local crafts, souvenirs, antiques	14,656	71.7%	3,920	74.1%	18,576	72.2%
Visiting historical and cultural attractions	8,556	41.9%	3,136	59.3%	11,692	45.5%
Sampling local culinary products (lobster, potatoes, mussels, oysters, wine, beer, etc.)	8,872	43.4%	2,319	43.8%	11,191	43.5%
Sightseeing/driving tour	7,623	37.3%	1,837	34.7%	9,460	36.8%
Visiting Anne of Green Gables attractions	7,062	34.6%	1,125	21.3%	8,187	31.8%
Visiting Birthplace of Confederation attractions (e.g., Founders' Hall, Province House)	5,601	27.4%	1,934	36.6%	7,535	29.3%
Visiting a national or provincial park	4,258	20.8%	786	14.9%	5,044	19.6%
Going to a beach	1,953	9.6%	369	7.0%	2,322	9.0%
Using the Confederation Trail (cycling, walking, running, etc.)	1,040	5.1%	243	4.6%	1,283	5.0%
Attending a festival, event, or concert	852	4.2%	233	4.4%	1,085	4.2%
Visiting friends and/or relatives	430	2.1%	424	8.0%	854	3.3%
Attending a performance (live theatre, a play)	614	3.0%	207	3.9%	821	3.2%
Taking part in an authentic PEI experience/hands-on learning activity (lobster fishing, clam digging, pottery, etc.)	89	0.4%	58	1.1%	147	0.6%
Visiting a theme, fun, or amusement park	53	0.3%	43	0.8%	96	0.4%
Participating in water activities (kayaking, tuna fishing, etc.)	0	0.0%	31	0.6%	31	0.1%
Playing golf (not miniature)	28	0.1%	0	0.0%	28	0.1%
Other	2,295	11.2%	685	12.9%	2,980	11.6%

Note: Results were based on multiple responses; Valid number of passenger parties indicates only those who reported the activities they participated in while in PEI.

## 5.7. Average Spending Excluding Organized Shore Excursion

- Excluding spending on organized shore excursions, cruise ship passengers to PEI in 2014 spent an average of \$39.62 per person per visit.
- Compared to the results from the cruise ship research conducted in 2007, 2008 and 2010, average spending per person per visit has increased. Expenditures in most categories have increased with the exception of spending on car rentals and local transportation.

**Table 12**  
**Comparison of Average Spending per Person per Day excluding Organized Shore Excursion**

	2007	2008	2010	2014
Food and Beverage at Restaurants and Bars	\$3.61	\$6.51	\$7.75	\$9.21
Food and Beverage at Stores	\$1.58	\$1.45	\$1.52	\$2.07
Shopping	\$18.47	\$19.87	\$18.76	\$22.07
Recreation and Entertainment	\$0.80	\$0.78	\$1.08	\$2.32
Car Rentals and Local Transportation	\$1.00	\$3.84	\$2.95	\$2.74
Other Expenses	\$1.14	\$1.00	\$1.22	\$1.21
<b>Average Spending per Person per Visit (excluding Organized Shore Excursion)</b>	<b>\$26.60</b>	<b>\$33.45</b>	<b>\$33.27</b>	<b>\$39.62</b>

## 5.8. Evaluation of the Trip and Future Behavioural Intentions

- Various aspects of the trip to PEI were rated positively by cruise ship passengers. The quality of customer service was rated the highest with 96.7 percent of cruise ship passengers rating it as good or excellent. Similarly, about 90 percent of cruise ship passengers rated the quality of port facilities and the quality of food and beverage at restaurants as good or excellent.
- Other items such as signage, variety of things to see and do, and prices of goods and services were also rated positively by the vast majority of cruise ship passengers.
- Eighty-eight percent of cruise ship passengers agreed that their time spent in PEI was excellent and that they were satisfied with their time in PEI.
- Over 80 percent of cruise ship passengers agreed that there were suitable activities offered during the time in port and that their trip to PEI was good value for money spent.
- Two-thirds of cruise ship passengers agreed that sufficient time was provided for the stopover in PEI and 59.9 percent indicated that the inclusion of PEI in the itinerary was an important reason for selecting the cruise.
- About 89 percent of cruise ship passengers agreed they would recommend PEI as a travel destination to others and 82.3 percent agreed they would visit PEI again.

**Table 13**  
**Evaluation of the Trip and Future Behavioural Intentions by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	24,029	(80.5%)	5,823	(19.5%)	29,852	(100.0%)
Rating of Aspects of the Trip to PEI	% <sup>a)</sup>	M <sup>b)*</sup>	% <sup>a)</sup>	M <sup>b)*</sup>	% <sup>a)</sup>	M <sup>b)*</sup>
Signage to direct you downtown, to sights, to facilities, etc.	80.5%	4.12	78.4%	4.13	80.1%	4.12
Quality of food and beverage at restaurants	88.6%	4.35	90.1%	4.37	88.9%	4.35
Quality of port facilities	89.7%	4.35	94.0%	4.44	90.5%	4.37
Quality of customer service	96.1%	4.57	99.2%	4.61	96.7%	4.58
Prices of goods and services	72.4%	3.94	79.0%	4.03	73.7%	3.96
Variety of things to see and do	79.7%	4.13	84.1%	4.21	80.6%	4.14
Evaluation of the Trip and Satisfaction	% <sup>a)</sup>	M <sup>b)**</sup>	% <sup>a)</sup>	M <sup>b)**</sup>	% <sup>a)</sup>	M <sup>b)**</sup>
The inclusion of PEI in the itinerary was an important reason for selecting this cruise	57.2%	3.70	70.6%	4.06	59.9%	3.77
Sufficient time was provided for the stopover in PEI	66.1%	3.84	65.4%	3.84	66.0%	3.84
There were suitable activities offered during the time in port	79.8%	4.19	83.4%	4.22	80.5%	4.19
My trip to PEI was good value for money spent	84.3%	4.30	89.8%	4.41	85.4%	4.32
My time spent in PEI was excellent	87.6%	4.43	88.1%	4.49	87.7%	4.44
I was satisfied with my time in PEI	87.7%	4.41	88.6%	4.45	87.9%	4.41
Behavioural Intentions	% <sup>a)</sup>	M <sup>b)**</sup>	% <sup>a)</sup>	M <sup>b)**</sup>	% <sup>a)</sup>	M <sup>b)**</sup>
I would recommend PEI as a travel destination to others	88.6%	4.48	92.3%	4.58	89.3%	4.50
I would visit PEI again	80.5%	4.25	89.5%	4.53	82.3%	4.30

Note: <sup>a)</sup> Percentages (%) indicate the percentage of respondents who rated the statement 4 or 5; <sup>b)</sup> Mean values (M) were based on a 5-point Likert-type scale (\* 1=very poor; 5=excellent; \*\* 1=strongly disagree; 5=strongly agree).

## 5.9. Repeat Travel Parties' Most Recent Trip to PEI

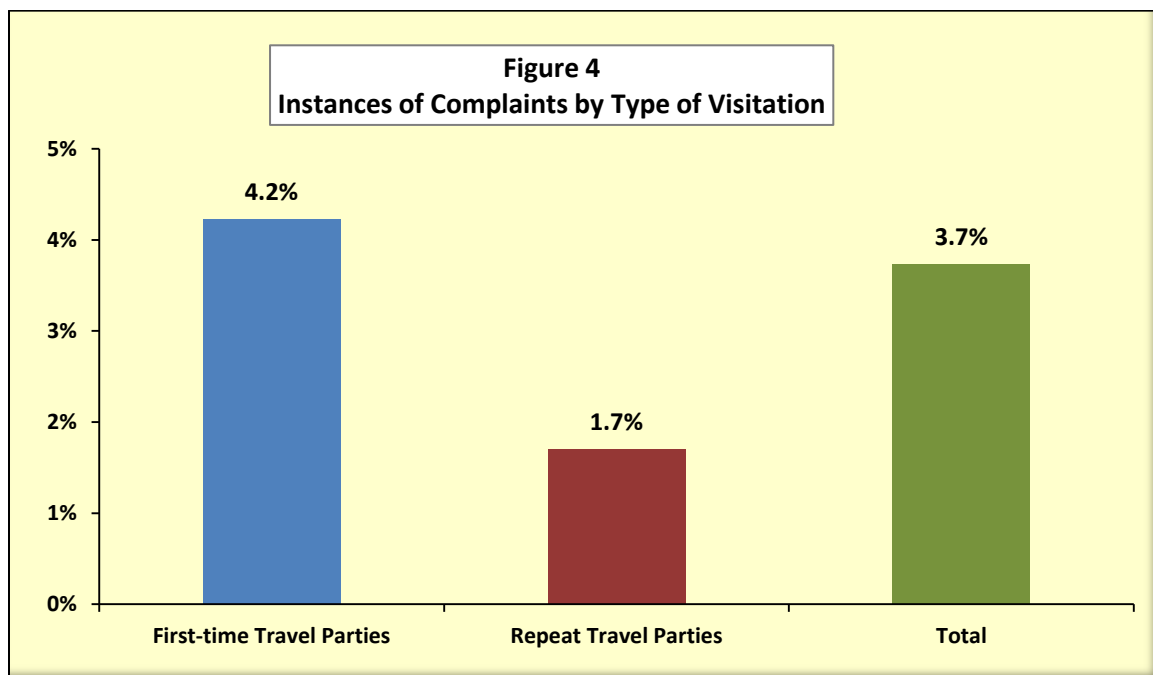
- Though 19.5 percent of cruise ship passenger parties had previously visited PEI, the majority had not visited recently. About 70 percent of repeat parties had last visited PEI in 2009 or earlier.
- Three percent had last visited earlier in 2014 and 9.3 percent had last visited PEI in 2013.
- Those who had visited PEI in the past five years had visited the province an average of 1.62 times during this time period.

**Table 14**  
**Repeat Travel Parties' Most Recent Trip to PEI**

Most Recent Trip to PEI	Total Repeat Travel Parties (N = 5,823)	
	N	%
Earlier in 2014	190	3.3%
2013	539	9.3%
2012	268	4.6%
2011	298	5.1%
2010	479	8.2%
2009 or earlier	4,049	69.5%
Number of times visited PEI for all repeat travel parties (n=5,824)	0.49	
Number of times visited PEI for those who visited PEI in the past five years (n=1,775)	1.62	

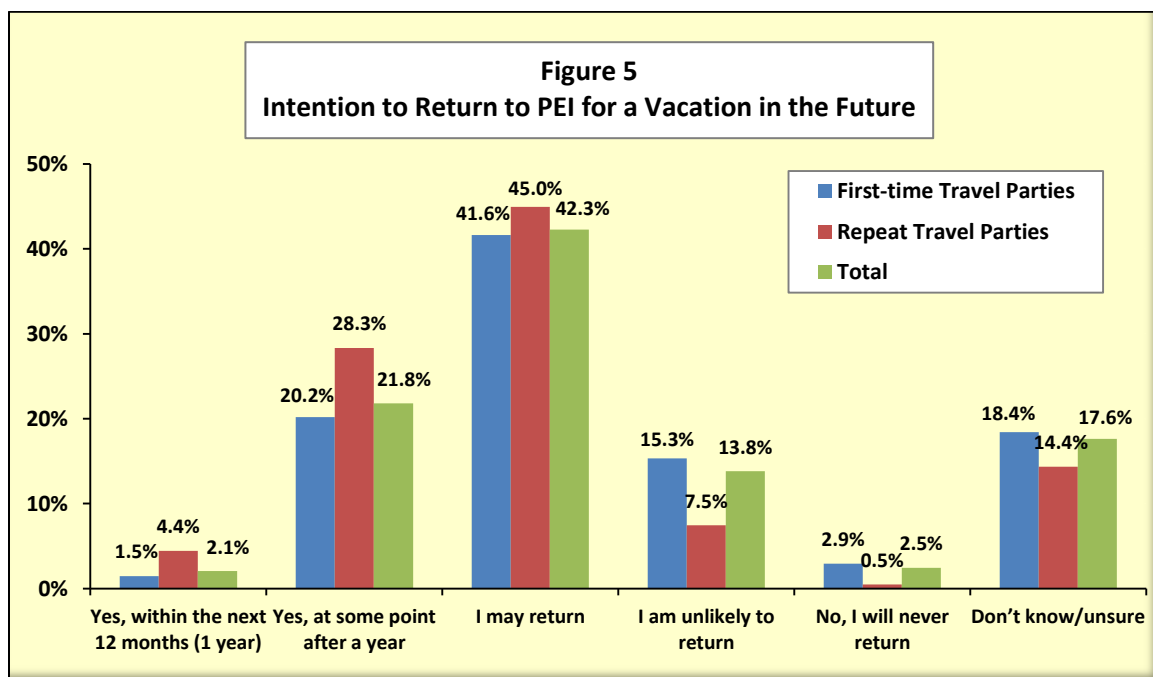
## 5.10. Instances of Complaints

- Overall, only 3.7 percent of cruise ship passenger travel parties indicated they experienced a problem or had a complaint that would impact their decision to visit PEI in the future, or deter them from recommending PEI as a travel destination to others.
- About 4 percent of first-time travel parties experienced a problem or had a complaint compared to 1.7 percent of repeat parties.
- Some respondents provided details of their problem or complaint. A variety of problems/complaints were specified. A few respondents complained about aspects of their shore excursion such as it being expensive, different from what was advertised and there was not enough time spent at some stops on the tours. A couple respondents had complaints related to poor weather while a few others commented on the large number of panhandlers on the streets. A lack of signage and information about activities were also noted by some respondents as problems.



### 5.11. Intention to Return to PEI

- About 24 percent of cruise ship passengers indicated they have intentions to return to visit PEI for a vacation in the future, either within the next 12 months or at some point after a year.
- Forty-two percent of cruise ship passengers indicated that they may return to PEI for a vacation.
- While 13.8 percent indicated they were unlikely to return to PEI for a vacation, 2.5 percent stated that they will never return to PEI.





## 5.12. Comments

- Survey respondents were given the opportunity to provide comments about any aspect of their trip to PEI. In total, 403 respondents (40.2% of all survey respondents) provided a comment.
- The comments were reviewed and classified into various categories. Seventy-two percent of the comments were positive in nature and included comments about friendly people in PEI, enjoyment of excursions and activities, beautiful scenery, general enjoyment of their time in PEI, positive reviews of specific tour guides and operators, clean and safe environment, and appreciation of the port facilities, especially the availability of free wireless internet in the cruise ship port.
- An additional 7.7 percent of comments included both positive and negative feedback, or suggestions for improvement. This means that about 80 percent of respondents who provided a comment had something positive to say about their experience in PEI.
- About 17 percent of respondents provided only a complaint or suggestions for improvement. Many comments in this category related to shore excursions or organized tours and included the following types of comments: tours were too long or not long enough; cruise ship did not offer many excursions or offered a limited variety; time spent at certain stops on the tour was insufficient (either too much time or too little time); tours were different than what was advertised; tours/excursions were expensive or had little value; and general dislike of the tour or specific parts of it.
- Other common complaints or suggestions included the following: more transportation services are needed at or near the port; more information needs to be made available on the cruise ship and in port about activities and things to do; disappointment that attractions and stores were closed (this mostly related to off-season closures) and that some activities such as live theatre were not offered during the time the ship was in port; a greater variety of tours need to be offered; the port facility needs more kiosks/shopping opportunities; the internet in the port facility was slow and unreliable; and there were comments about rainy weather impacting the enjoyment of the visit.
- The remaining 3.0 percent of comments were miscellaneous comments that were neither positive nor negative feedback.

**Table 15**  
**Classification of Respondents' Comments**

	Total Comments (N = 403)	
	N	%
Positive comments	291	72.2%
Negative comments/suggestions for improvement	69	17.1%
Mixed comments (positive and negative/suggestions for improvement)	31	7.7%
Other	12	3.0%

### 5.13. Demographic Characteristics of Respondents

- Two-thirds of survey respondents were female.
- Forty-five percent of respondents were between the ages of 65 and 74, while 28.3 percent were between the ages of 55 and 64, and 11.6 percent were aged 75 and over. Only 5.1 percent were under the age of 45.
- Ninety-one percent of survey respondents indicated they were currently living in the same country in which they were born and 93.1 percent stated that English was their mother tongue.
- The vast majority (82.9%) of respondents were married or living common law.
- About 5 percent of respondents reported there was a child(ren) under the age of 18 living in their household. On average, there were 1.67 children under 18 in these households.
- Fourteen percent of respondents reported there was a child(ren) aged 18 or older living in their household and these households included an average of 1.90 children aged 18 or older.
- Most respondents had completed some form of post-secondary education. Thirty-seven percent had a post graduate degree or professional designation while 31.9 percent had an undergraduate degree and 11.8 percent had graduated from community or technical college.
- Sixty-three percent of respondents were retired while 22.5 percent were working full time and 8.4 percent were working part time or seasonally.
- About one-quarter of respondents chose not to disclose their household income. Almost 19 percent of respondents reported that their annual household income was \$150,000 or more and 18.1 percent reported annual household income between \$100,000 and \$149,999. About one-quarter of respondents indicated their household income was between \$60,000 and \$99,999, and 13.3 reported that their household income was less than \$60,000.

**Table 16**  
**Demographic Characteristics of Respondents by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	24,029	(80.5%)	5,823	(19.5%)	29,852	(100.0%)
Gender						
Male	8,131	33.8%	1,905	32.7%	10,036	33.6%
Female	15,898	66.2%	3,918	67.3%	19,816	66.4%
Age						
18 to 24	138	0.6%	0	0.0%	138	0.5%
25 to 34	417	1.7%	79	1.4%	496	1.7%
35 to 44	782	3.3%	70	1.2%	852	2.9%
45 to 54	2,405	10.0%	528	9.1%	2,933	9.8%
55 to 64	6,632	27.6%	1,803	31.0%	8,435	28.3%
65 to 74	11,230	46.7%	2,311	39.7%	13,541	45.4%
75 and over	2,424	10.1%	1,031	17.7%	3,455	11.6%
Living in the Same Country in Which Respondents were Born						
Yes	21,877	91.0%	5,263	90.4%	27,140	90.9%
No	2,152	9.0%	559	9.6%	2,711	9.1%
Mother Tongue						
English	22,745	94.7%	5,043	86.6%	27,788	93.1%
French	272	1.1%	640	11.0%	912	3.1%
Other	1,012	4.2%	139	2.4%	1,151	3.9%
Marital Status						
Single	2,528	10.5%	611	10.5%	3,139	10.5%
Married/living common law	19,918	82.9%	4,829	82.9%	24,747	82.9%
Other	1,583	6.6%	383	6.6%	1,966	6.6%
Average Number of Children Living in the Household for All Parties						
17 years and younger	0.09		0.05		0.08	
18 years and older	0.27		0.28		0.27	
Average Number of Children Living in the Household for Those Who Have a Child(ren)						
17 years and younger	1.71 (n=1,233)		1.39 (n=213)		1.67 (n=1,446)	
18 years and older	1.89 (n=3,379)		1.94 (n=847)		1.90 (n=4,226)	

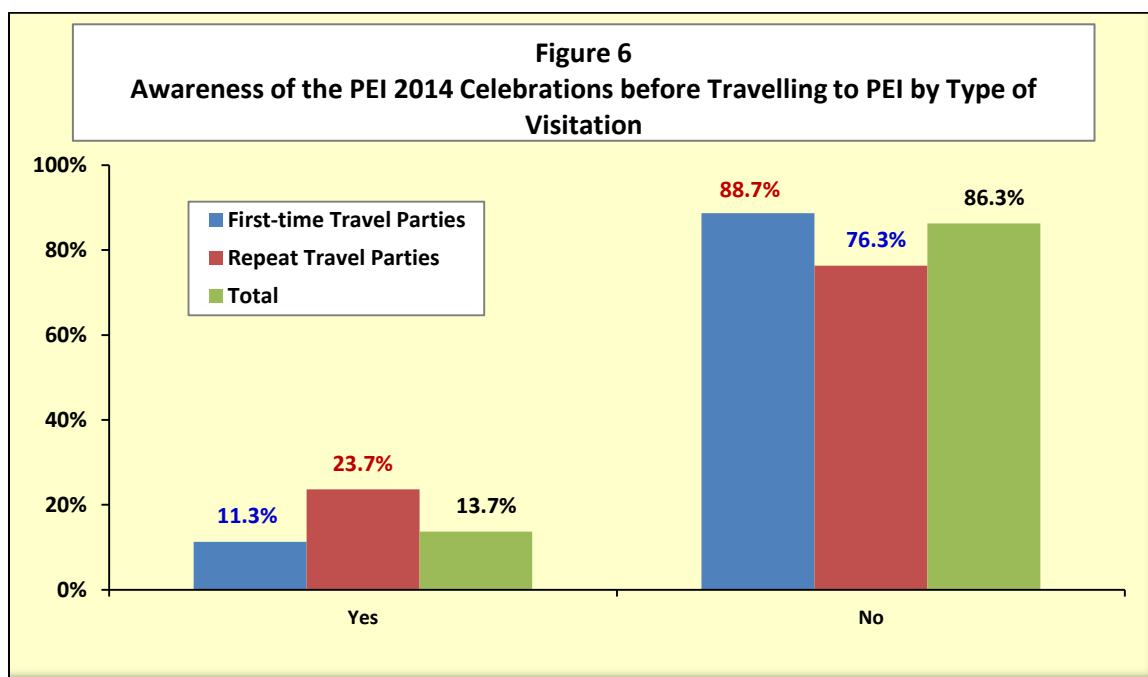
**Table 16 (cont'd)**  
**Demographic Characteristics of Respondents by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	24,029	(80.5%)	5,823	(19.5%)	29,852	(100.0%)
<b>Education</b>						
Some school	174	0.7%	43	0.7%	217	0.7%
High school diploma	1,537	6.4%	434	7.5%	1,971	6.6%
Some post-secondary	2,490	10.4%	618	10.6%	3,108	10.4%
Graduated community/technical college	2,707	11.3%	804	13.8%	3,511	11.8%
Graduated university (undergraduate degree)	7,737	32.2%	1,798	30.9%	9,535	31.9%
Post graduate degree/professional designation	9,106	37.9%	2,059	35.4%	11,165	37.4%
Not Stated	280	1.2%	68	1.2%	348	1.2%
<b>Employment Status</b>						
Working full time	5,611	23.4%	1,110	19.1%	6,721	22.5%
Working part time or seasonally	2,047	8.5%	466	8.0%	2,513	8.4%
Unemployed	31	0.1%	50	0.9%	81	0.3%
Retraining or upgrading	76	0.3%	0	0.0%	76	0.3%
Retired	14,935	62.2%	3,972	68.2%	18,907	63.3%
Homemaker	847	3.5%	77	1.3%	924	3.1%
Student	138	0.6%	0	0.0%	138	0.5%
Other	117	0.5%	68	1.2%	185	0.6%
Not Stated	227	0.9%	81	1.4%	308	1.0%
<b>Annual Household Income</b>						
Under \$40,000	873	3.6%	286	4.9%	1,159	3.9%
\$40,000 to \$59,999	2,235	9.3%	583	10.0%	2,818	9.4%
\$60,000 to \$79,999	2,561	10.7%	668	11.5%	3,229	10.8%
\$80,000 to \$99,999	3,510	14.6%	567	9.7%	4,077	13.7%
\$100,000 to \$124,999	2,431	10.1%	782	13.4%	3,213	10.8%
\$125,000 to \$149,999	1,745	7.3%	424	7.3%	2,169	7.3%
\$150,000 to \$174,999	1,185	4.9%	291	5.0%	1,476	4.9%
\$175,000 to \$199,999	825	3.4%	90	1.5%	915	3.1%
\$200,000 or more	2,513	10.5%	641	11.0%	3,154	10.6%
Not Stated	6,152	25.6%	1,492	25.6%	7,644	25.6%

## 6. Impact of the PEI 2014 Celebrations on Cruise Ship Passengers' Direct Spending in PEI

### 6.1. Awareness of the PEI 2014 Celebrations before Travelling to PEI

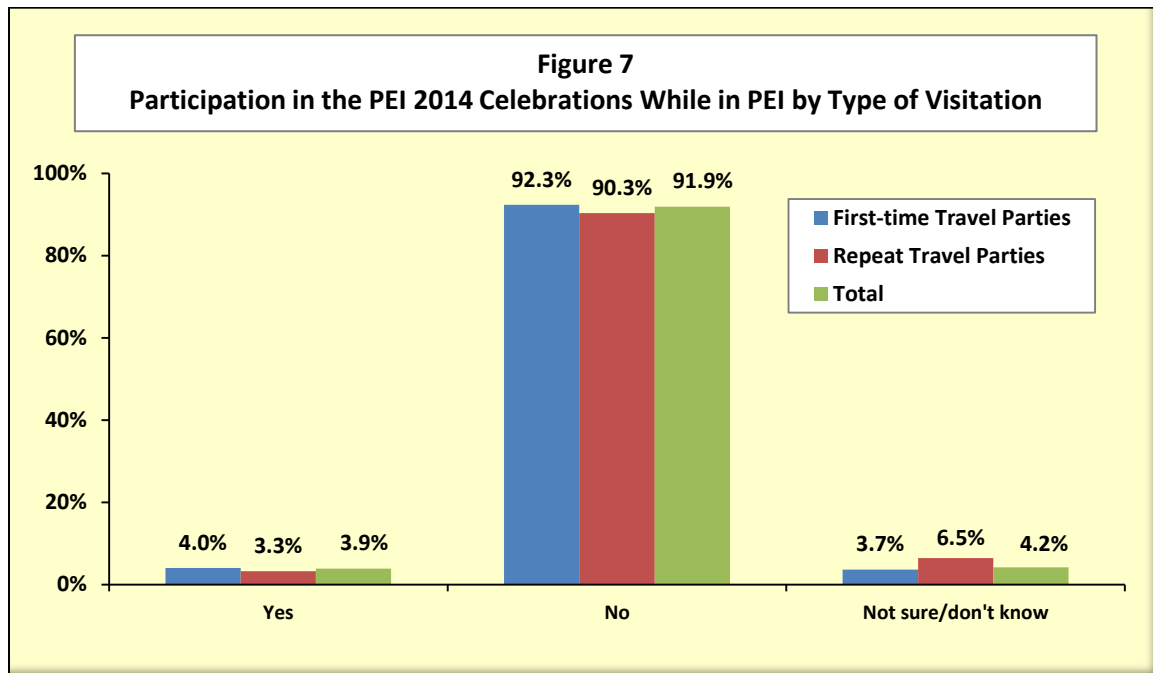
- The year 2014 marked the 150<sup>th</sup> anniversary of the 1864 Charlottetown Conference, where the idea of Canadian Confederation was first discussed. To celebrate and commemorate the anniversary of this historic event, many activities and events were held across PEI in 2014 (referred to as “PEI 2014 celebrations”).
- Overall, 13.7 percent of cruise ship passengers were aware of the PEI 2014 celebrations before they travelled to PEI.
- About 24 percent of those who had previously visited PEI indicated they were aware of the PEI 2014 celebrations before travelling to PEI on the cruise ship compared to 11.3 percent of cruise ship passengers who were visiting PEI for the first time.



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

## 6.2. Participation in the PEI 2014 Celebrations While in PEI

- About 4 percent of cruise ship passengers participated in a PEI 2014-related event while in port in PEI. Most of these cruise ship passengers indicated that they attended the PEI 2014 Celebration Zone in Charlottetown, near the cruise ship port.



### 6.3. Influence of the PEI 2014 Celebrations on the Decision to Travel to PEI

- Though some cruise ship passengers were aware of the PEI 2014 celebrations before they arrived in PEI, the celebrations did not have any impact on their decision to travel to PEI.

**Table 17**  
**Influence of the PEI 2014 Celebrations/Events on the Decision to Travel to PEI\***

	First-Time Travel Parties		Repeat Travel Parties		Total	
Those Who Were Aware of the PEI 2014 Celebrations before Travelling to PEI <i>and</i> Attended the Celebrations						
Number of Passenger Parties (%)	178	(89.0%)	22	(11.0%)	200	(100.0%)
Percent of Influence <sup>1)</sup>	0.0%		0.0%		0.0%	
All Passenger Travel Parties Regardless of Awareness and Attendance of the PEI 2014 Celebrations/Events						
Number of Passenger Parties (%)	24,029	(80.5%)	5,823	(19.5%)	29,852	(100.0%)
Percent of Influence <sup>2)</sup>	0.0%		0.0%		0.0%	

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



#### **6.4. Cruise Ship Passengers' Direct Expenditures that Resulted from the PEI 2014 Celebrations**

- Direct expenditures that resulted from cruise ship passengers' attendance of PEI 2014 events totalled \$31,829.
- This included spending on food and beverage at PEI 2014 events of \$12,786 and shopping expenditures at PEI 2014 events of \$19,042.
- On average, cruise ship passengers spent \$0.37 per person per day at PEI 2014 events. This includes all cruise ship passengers, even those who did not attend a PEI 2014 event.

**Table 18**  
**Estimated Direct Spending by Cruise Ship Passengers that Resulted from the PEI 2014 Celebrations**

	First-Timers		Repeaters		Total	
<b>Number of Individual Passengers (%)</b>	<b>69,831</b>	<b>(82.2%)</b>	<b>15,121</b>	<b>(17.8%)</b>	<b>84,952</b>	<b>(100.0%)</b>
<b>Number of Passenger Parties (%)</b>	<b>24,029</b>	<b>(80.5%)</b>	<b>5,823</b>	<b>(19.5%)</b>	<b>29,852</b>	<b>(100.0%)</b>
<b>Direct Expenditures that Resulted from the PEI 2014 Celebrations</b>	<b>\$30,037</b>	<b>(94.4%)</b>	<b>\$1,792</b>	<b>(5.6%)</b>	<b>\$31,829</b>	<b>(100.0%)</b>
Food and beverage at PEI 2014 event(s)	\$11,581	38.6%	\$1,205	67.2%	\$12,786	40.2%
Shopping at PEI 2014 event(s)	\$18,455	61.4%	\$587	32.8%	\$19,042	59.8%
Organized shore excursion (travel package)	\$0	0.0%	\$0	0.0%	\$0	0.0%
Accommodations	n/a	n/a	n/a	n/a	n/a	n/a
Food and beverage at restaurants, bars, etc.	\$0	0.0%	\$0	0.0%	\$0	0.0%
Food and beverage at stores	\$0	0.0%	\$0	0.0%	\$0	0.0%
Vehicle operation	n/a	n/a	n/a	n/a	n/a	n/a
Car rentals in PEI and local transportation	\$0	0.0%	\$0	0.0%	\$0	0.0%
Shopping	\$0	0.0%	\$0	0.0%	\$0	0.0%
Recreation and entertainment	\$0	0.0%	\$0	0.0%	\$0	0.0%
Other expenditures	\$0	0.0%	\$0	0.0%	\$0	0.0%
<b>Average Spending per Person per Day</b>	<b>\$0.43</b>	<b>100.0%</b>	<b>\$0.12</b>	<b>100.0%</b>	<b>\$0.37</b>	<b>100.0%</b>
Food and beverage at PEI 2014 event(s)	\$0.17	38.6%	\$0.08	67.2%	\$0.15	40.2%
Shopping at PEI 2014 event(s)	\$0.26	61.4%	\$0.04	32.8%	\$0.22	59.8%
Organized shore excursion (travel package)	\$0.00	0.0%	\$0.00	0.0%	\$0.00	0.0%
Accommodations	n/a	n/a	n/a	n/a	n/a	n/a
Food and beverage at restaurants, bars, etc.	\$0.00	0.0%	\$0.00	0.0%	\$0.00	0.0%
Food and beverage at stores	\$0.00	0.0%	\$0.00	0.0%	\$0.00	0.0%
Vehicle operation	n/a	n/a	n/a	n/a	n/a	n/a
Car rentals in PEI and local transportation	\$0.00	0.0%	\$0.00	0.0%	\$0.00	0.0%
Shopping	\$0.00	0.0%	\$0.00	0.0%	\$0.00	0.0%
Recreation and entertainment	\$0.00	0.0%	\$0.00	0.0%	\$0.00	0.0%
Other expenditures	\$0.00	0.0%	\$0.00	0.0%	\$0.00	0.0%

Note: Total direct expenditures were calculated as follows: average spending per person per day (\$0.37) × number of cruise ship passengers (84,952) ≈ \$31,829.

## **6.5. Cruise Ship Passengers' Total Direct Expenditures for Their Entire PEI Trip in 2014**

- As shown previously, total direct expenditures by cruise ship passengers in PEI in 2014 totalled over \$7.5 million. This includes spending at PEI 2014 events as well as other spending.

**Table 19**  
**Estimated Total Direct Spending by Cruise Ship Passengers for Their Entire PEI Trip\***

	First-Timers		Repeaters		Total	
<b>Number of Individual Passengers (%)</b>	<b>69,831</b>	<b>(82.2%)</b>	<b>15,121</b>	<b>(17.8%)</b>	<b>84,952</b>	<b>(100.0%)</b>
<b>Number of Passenger Parties (%)</b>	<b>24,029</b>	<b>(80.5%)</b>	<b>5,823</b>	<b>(19.5%)</b>	<b>29,852</b>	<b>(100.0%)</b>
<b>Total Direct Expenditures in PEI</b>	<b>\$6,403,158</b>	<b>(85.2%)</b>	<b>\$1,109,392</b>	<b>(14.8%)</b>	<b>\$7,512,550</b>	<b>(100.0%)</b>
Food and beverage at PEI 2014 event(s)	\$11,581	0.2%	\$1,205	0.1%	\$12,786	0.2%
Shopping at PEI 2014 event(s)	\$18,455	0.3%	\$587	0.1%	\$19,042	0.3%
Organized shore excursion (travel package)	\$3,653,451	57.1%	\$492,934	44.4%	\$4,146,386	55.2%
Accommodations	n/a	n/a	n/a	n/a	n/a	n/a
Food and beverage at restaurants, bars, etc.	\$636,955	9.9%	\$132,766	12.0%	\$769,721	10.2%
Food and beverage at stores	\$135,553	2.1%	\$40,399	3.6%	\$175,951	2.3%
Vehicle operation	n/a	n/a	n/a	n/a	n/a	n/a
Car rentals in PEI and local transportation	\$200,851	3.1%	\$31,901	2.9%	\$232,752	3.1%
Shopping	\$1,501,015	23.4%	\$355,182	32.0%	\$1,856,197	24.7%
Recreation and entertainment	\$160,909	2.5%	\$36,266	3.3%	\$197,175	2.6%
Other expenditures	\$84,387	1.3%	\$18,152	1.6%	\$102,539	1.4%
<b>Average Spending per Person per Day</b>	<b>\$91.70</b>	<b>100.0%</b>	<b>\$73.37</b>	<b>100.0%</b>	<b>\$88.43</b>	<b>100.0%</b>
Food and beverage at PEI 2014 event(s)	\$0.17	0.2%	\$0.08	0.1%	\$0.15	0.2%
Shopping at PEI 2014 event(s)	\$0.26	0.3%	\$0.04	0.1%	\$0.22	0.3%
Organized shore excursion (travel package)	\$52.32	57.1%	\$32.60	44.4%	\$48.81	55.2%
Accommodations	n/a	n/a	n/a	n/a	n/a	n/a
Food and beverage at restaurants, bars, etc.	\$9.12	9.9%	\$8.78	12.0%	\$9.06	10.2%
Food and beverage at stores	\$1.94	2.1%	\$2.67	3.6%	\$2.07	2.3%
Vehicle operation	n/a	n/a	n/a	n/a	n/a	n/a
Car rentals in PEI and local transportation	\$2.88	3.1%	\$2.11	2.9%	\$2.74	3.1%
Shopping	\$21.49	23.4%	\$23.49	32.0%	\$21.85	24.7%
Recreation and entertainment	\$2.30	2.5%	\$2.40	3.3%	\$2.32	2.6%
Other expenditures	\$1.21	1.3%	\$1.20	1.6%	\$1.21	1.4%

Note: Total direct expenditures were calculated as follows: average spending per person per day (\$88.43) × number of cruise ship passengers (84,952) ≈ \$7,512,550.

## **6.6. Impact of the PEI 2014 Celebrations on Cruise Ship Passengers' Direct Expenditures**

- Although the PEI 2014 celebrations did not have any influence on cruise ship passengers' decision to travel to PEI, the celebrations accounted for 0.4 percent of cruise ship passengers' direct expenditures in PEI.
- Spending on food and beverage at PEI 2014 events accounted for 1.6 percent of all spending on food and beverage at restaurants, bars, etc.
- Shopping expenditures at PEI 2014 events accounted for 1.0 percent of all shopping expenditures by cruise ship passengers.
- The total contribution to PEI tourism of the PEI 2014 celebrations in relation to cruise ship passengers was \$31,829. This was the result of food and beverage and shopping expenditures at PEI 2014 events.

**Figure 8**  
**Impact of the PEI 2014 Celebrations/Event(s) on Cruise Ship Passengers' Direct Expenditures**



Note: These results are based on 84,952 cruise ship passengers to PEI and total direct expenditures by these visitors of \$7,512,550.