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# A PROFILE OF NON-RESIDENT DELEGATES OF MEETINGS & CONVENTIONS IN PEI IN 2014

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Prepared for:

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## Executive Summary

This report is based on a survey of non-resident delegates who attended a meeting or convention in Prince Edward Island (PEI) in 2014. Research on meetings and conventions delegates was conducted to update existing historical information about this market in PEI and to be used as part of the evaluation of the impacts of special celebrations that were held 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 the PEI 2014 celebrations).

In total, 922 surveys were used in the study. In terms of statistical accuracy, a sample of this size has a sampling error of  $\pm 3.14$  percent at a 95 percent confidence level.

Twenty-nine percent of non-resident meetings and conventions delegates (delegates) were from Ontario, 16.5 percent were from Nova Scotia and 16.3 percent were from New Brunswick. About 4 percent were from Quebec and 2.9 percent were from Newfoundland and Labrador while 25.4 percent were from other areas of Canada. Overall, 4.4 percent of delegates were from the United States and 1.3 percent of delegates were from a country other than Canada or the United States.

The majority (57.4%) of delegate parties consisted of one adult while 30.6 percent of parties were comprised of two adults. The average party size was 1.62 people. Including all party members (delegates and their travel party), 53.3 percent of visitors were female. Over one-half (51.0%) of party members were between the ages of 45 and 64, 18.2 percent were age 65 and over, 17.3 percent were between the ages of 35 and 44, and 13.5 percent were under the age of 35.

Over one-half (51.0%) of delegates entered and exited PEI via airplane at the Charlottetown Airport. The Confederation Bridge was used by 39.0 percent of delegate parties to enter and exit PEI. A small percentage of delegate parties used the ferry. There were three main modes of transportation used by delegates within PEI: taxi (used by 31.4% of delegates), personal vehicle (30.0%), and rental car (28.3%). About 17 percent of delegates indicated they used transportation that was provided by the meeting/convention and 10.9 percent travelled in a vehicle used by another delegate.

Total direct spending by non-resident delegates and their travel party was over \$20.2 million. The items that accounted for the greatest proportion of this spending were accommodations at the host hotel (\$8.4 million, 41.5%), food and beverage at restaurants, bars, etc. (\$4.0 million, 20.1%), shopping (\$2.1 million, 10.5%), and other accommodations (\$1.6 million, 8.0%). On average, delegates and their travel parties spent \$1,142.16 per party per visit and \$178.71 per person per night.

On average, delegates spent 3.94 nights in PEI. Almost all (98.5%) delegate parties stayed overnight in PEI while attending the meeting/convention. The Greater Charlottetown Area was by far the most popular region for overnight stays with 65.7 percent of delegate parties staying at least one night in the region. Those who stayed overnight in the Charlottetown area stayed an average of 3.83 nights in the region. Summerside and the Green Gables Shore and Points East Coastal Drive regions were the next most popular regions for overnight stays though only about 10 percent of delegate parties stayed at least one night in each of these regions.

Sixty-three percent of parties stayed at least one night at the host or conference affiliated hotel and 19.7

percent stayed at least one night at another hotel, motel or resort. Less than 5 percent of parties stayed in each of the other accommodation types. Though fewer parties used other types of accommodations, those who did, stayed longer in these accommodation types. For example, those who stayed in their own property, such as a cottage or second home, stayed an average of 7.2 nights in this accommodation and those who stayed at a campground or RV park stayed an average of 5.54 nights. Those who stayed at the host or conference affiliated hotel stayed an average of 3.56 nights in this accommodation.

Seventy percent of delegates had previously visited PEI, though many had not visited recently. About 41 percent of repeat visitors had last visited PEI in 2009 or earlier. Ten percent had last visited earlier in 2014 and 23.3 percent had last visited in 2013. On average, repeat visitors had visited PEI an average of 3.42 times in the past five years. About 43 percent of repeat visitors indicated that their previous trip to PEI was for the purpose of a vacation while 24.2 percent indicated their previous trip had been for business purposes.

Delegates participated in a variety of activities while in PEI, either on their own or as part of the convention. The activities that the most delegates participated in were dining in a local, non-franchise restaurant (95.1% participated in this activity), sampling local culinary products (83.2%), shopping for local crafts, souvenirs, antiques (64.3%), and sightseeing or taking a driving tour (54.0%).

The majority of delegates gave favourable ratings to various aspects of the conference including hospitality, conference food, host city of conference, destination value, and ease of travel within PEI, among others. Aspects of the trip to PEI, such as the quality of customer service, accommodation, restaurant and transportation service and quality, variety of things to see and do, and prices of goods and services, were also rated positively by the vast majority of delegates. Only 6.5 percent of delegates indicated they had experienced a problem or had a complaint about their trip to PEI.

Ninety-four percent of delegates were satisfied with their trip to PEI and 91.2 percent agreed that their trip to PEI was a good way to spend their time. Almost all (95.0%) delegates indicated they would recommend PEI as a travel destination to others and the majority indicated they would return to PEI either on a business or conference-related trip or a pleasure trip. About 57 percent of delegates agreed that holding the conference in PEI was an important factor in their decision to attend and 40.5 percent indicated they would have visited PEI in 2014 even if the conference had not been held there.

Most delegates (90.6%) were aware of the PEI 2014 celebrations and 62.5 percent of those who were aware indicated they had heard about the celebrations prior to travelling to PEI. Though awareness of the celebrations was high, only 5.0 percent of delegates participated in a PEI 2014 event while in PEI. The most common ways that delegates heard about the PEI 2014 celebrations were from it being mentioned at the meeting/convention (52.1%), PEI 2014 promotional material including delegate bags (38.4%), word of mouth (37.0%), and media news item or commentary (35.0%).

Those who were aware of the PEI 2014 celebrations before travelling to PEI *and* participated in a PEI 2014 event indicated that the event accounted for 35.7 percent of their decision to visit PEI. Extending this to all delegates, regardless of their awareness and participation in the PEI 2014 celebrations, the overall level of influence of the PEI 2014 celebrations on non-resident delegates' decision to visit PEI in 2014 was 2.1 percent. Total expenditures by non-resident delegates and their travel parties that resulted from the PEI 2014 celebrations were \$588,210, accounting for 2.9 percent of total direct tourism expenditures by these visitors in PEI in 2014.

## **1. Introduction**

### **1.1. Background**

- Throughout 2014, research was conducted on non-resident meetings and conventions delegates who attended a meeting or convention in Prince Edward Island (PEI) in 2014. The research was conducted to provide a full range of statistics on the volume of non-resident meetings and conventions delegates to PEI and detailed characteristics of their trips such as travel party size and composition, length of stay, PEI regions visited, type of accommodation used, activities participated in, expenditures, evaluation of PEI as a conference location and as a travel destination, and demographic information about the non-resident delegates.
- In addition, the meetings and conventions delegate research was conducted for another purpose. 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, including meetings and conventions delegates. Due to these celebrations, Meetings and Conventions PEI (M&C PEI) promoted PEI 2014-related events and activities to meetings and conventions organizers and increased efforts to attract meetings and conventions to PEI in 2014.
- 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. As a result of the investment made to attract meetings and conventions and to promote the PEI 2014 celebrations to meetings/conventions being held in PEI in 2014, research on non-resident meetings and conventions delegates was included in the PEI 2014-related research.
- Data was collected via a survey of non-resident meetings and conventions delegates. More information about the data collection process is provided in Section 1.3.

### **1.2. Objectives of the Study**

This study aimed to collect information about non-resident meetings and conventions delegates including:

- Awareness of and participation in the PEI 2014 celebrations/events by delegates;
- The level of influence the PEI 2014 celebrations had on delegates' decision to travel to PEI;
- Direct spending by non-resident meetings and conventions delegates that resulted from the PEI 2014 celebrations;
- Total direct spending in PEI by non-resident delegates and their travel party;
- Evaluation of PEI as a conference location and travel destination; and
- Demographic information of non-resident meetings and conventions delegates.

## 2. Methodology

### 2.1. Data Collection Method and Sample

- Data was collected from three surveys of meetings and conventions delegates. These included:
  - A mail-back survey that was distributed to delegates at select meetings and conventions held in PEI in 2014. The mail-back survey also included a link to the online version of the survey that delegates could complete in place of the paper survey.
  - An online survey that was conducted by Meetings and Conventions PEI.
  - Samples from the PEI visitor exit survey that was conducted in 2014. The samples used were of non-residents who had travelled to PEI primarily for business purposes.
- Based on information provided by Meetings and Conventions PEI, 195 meetings/conventions were held in PEI in 2014. The samples used for the research accounted for 82 of these meetings (42.1%).
- The meetings were designated as regional/provincial, national or international by Meetings and Conventions PEI based on their own criteria. It should be noted that even though a meeting is designated as a specific geographical range, it does not necessarily mean that the delegates in attendance reflected this geographical range. For example, a meeting designated as regional may have included delegates from outside of Atlantic Canada. In addition, even though a meeting is designated as international, it does not necessarily mean that a large proportion of the delegates were from outside of Canada. Similarly, national meetings may have had only delegates from Atlantic Canada in attendance, or delegates from outside of Canada may have been in attendance.
- In total, 1,148 surveys were collected. Of these, 922 were complete and useable for the study.
- In terms of statistical accuracy, a sample of this size has a sampling error of  $\pm 3.14$  percent at a 95 percent confidence level, though the margins of error for the three sub-groups are higher (regional =  $\pm 8.09\%$ ; national =  $\pm 3.83\%$ ; international =  $\pm 7.35\%$ ).
- Note that this is a guideline only. The same caution should be applied when interpreting significance testing throughout this report.

**Table 1**  
**Meetings and Conventions Surveyed, Survey Statistics and Samples**

	Regional <sup>a)</sup>	National	International	Total
<b>Meetings and Conventions (MCs)</b>				
<b>Total Number of MCs Held in 2014 (by M&amp;C PEI)</b>	<b>90</b>	<b>91</b>	<b>14</b>	<b>195</b>
(% of Total MCs)	(46.2%)	(46.7%)	(7.2%)	(100.0%)
<b>Number of MCs Surveyed</b>	<b>30</b>	<b>41</b>	<b>11</b>	<b>82</b>
(% of MCs Surveyed)	(36.6%)	(50.0%)	(13.4%)	(100.0%)
<b>Survey Conduct Rate (of all surveyed MCs)</b>	<b>33.3%</b>	<b>45.1%</b>	<b>78.6%</b>	<b>42.1%</b>
<b>Samples <sup>b)</sup></b>				
Total Number of Samples Collected	193	752	203	1,148
(% of Samples Collected)	(16.8%)	(65.5%)	(17.7%)	(100.0%)
<b>Number of Samples Used</b>	<b>143</b>	<b>616</b>	<b>163</b>	<b>922</b>
(% of Samples Used)	(15.5%)	(66.8%)	(17.7%)	(100.0%)
<b>Use Rate (of all collected samples)</b>	<b>74.1%</b>	<b>81.9%</b>	<b>80.3%</b>	<b>80.3%</b>
<b>Samples Weighted <sup>c)</sup></b>	<b>5,683</b>	<b>10,185</b>	<b>1,922</b>	<b>17,790</b>
(% of Samples Weighted)	(31.9%)	(57.3%)	(10.8%)	(100.0%)
<b>Margin of Error <sup>d)</sup></b>	<b>±8.09</b>	<b>±3.83</b>	<b>±7.35</b>	<b>±3.14</b>

Note: <sup>a)</sup> Regional indicates provincial and regional (Atlantic Canada) meetings and conventions. Note that the classification of the meeting does not necessarily reflect the origin of the delegates in attendance. For example, international meetings may not have included a large proportion of delegates from outside of Canada. The same premise can be applied to regional/provincial and national meetings.

<sup>b)</sup> Samples were collected from three different data collection methods: (1) survey of MC delegates in 2014 (mail-back and online), (2) online survey of MC delegates conducted by Meetings and Conventions PEI (M&C PEI) in 2014, and (3) samples from the 2014 PEI exit survey.

<sup>c)</sup> Samples were weighted to align with the total target population (estimated number of non-resident delegates) by type of meetings and conventions (regional, national, and international) and five tourism seasons. Weighting scores were calculated by using a mix of number of delegates by type of MCs and survey data. Further analyses are based on the estimated total number of non-resident delegates (regional  $n = 5,683$ ; national  $n = 10,185$ ; international  $n = 1,922$ ; and total  $n = 17,790$ ).

<sup>d)</sup> Margin of error indicates % of the total number of delegates used in each type of MC at the 95% confidence level.



## 2.2. Data Processing and Weighting

### Data Processing and Imputation

- The PEI meetings and conventions delegates' survey involved many steps of data processing.
- All mail-back questionnaires were manually reviewed to determine if they were complete and coherent.
- Three data sets were captured, coded and verified, and then merged together.
- 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.
- Some data were imputed. For example, missing travel party size, total nights stayed in PEI (length of stay), and/or total trip spending were imputed if the remainder of the fields on the questionnaire was valid.
- The target populations were partitioned into: 12 months (based on MCs held) and three types of MCs (regional, national, and international focused meetings and conventions).
- Total imputation was carried out for all the factors above and for strata that were outside the scope of the questionnaire distribution.

### 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 volume in each stratum (by three types of MCs and by month).
- The data may be subject to some degree of "*distribution bias*" due to the fact that not all categories of delegates 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 delegate population.
- Weighting techniques used in the estimation process attempt to reduce the effect of biases and were also performed to determine aggregate visitor parties' characteristics. Therefore, using the calculated weights, estimates can be obtained for a variety of trip and visitor characteristics. These estimates take the form of totals, averages and percentages, and can be obtained at different levels.
- For this report, the final survey sample was weighted by types of MCs and month to align it with the total non-resident delegate parties in each sub-category.
- Weighting values were calculated by using a mix of data provided by Meetings and Conventions PEI and the PEI Department of Economic Development and Tourism, and results obtained from the mail-back and online surveys.
- According to the data regarding the number of MCs and delegates and the survey information, it was estimated that 17,790 non-resident delegates (parties) visited PEI in 2014 (see Table 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 parties by month and type of MCs, not based on all survey questions.

### 3. Key Indicators and Estimated Total Direct Expenditures

#### 3.1. Summary of Key Indicators

**Table 2**  
**Key Indicators of the Meetings and Conventions Held in 2014**

	Regional	National	International	Total
<b>Statistics of the Meetings and Conventions (MCs) Held in 2014</b>				
<b>Total Number of MCs Held in 2014 <sup>a)</sup></b>	<b>90</b>	<b>91</b>	<b>14</b>	<b>195</b>
(% of MCs Held in 2014)	(46.2%)	(46.7%)	(7.2%)	(100.0%)
Total Number of Delegates Attended <sup>a)</sup>	8,008	10,560	2,184	20,752
(% of Delegates)	(38.6%)	(50.9%)	(10.5%)	(100.0%)
<b>Estimated Number of Non-Resident Delegates <sup>b)</sup></b>	<b>5,683</b>	<b>10,185</b>	<b>1,922</b>	<b>17,790</b>
(% of Non-Resident Delegates)	(31.9%)	(57.3%)	(10.8%)	(100.0%)
Average Number of Delegates per MC <sup>a)</sup>	89.0	116.0	156.0	106.4
Average Number of Non-Resident Delegates per MC <sup>b)</sup>	63.1	111.9	137.3	91.2
Total Number of Days of the MCs <sup>a)</sup>	261	389	64	714
(% of Days)	(36.6%)	(54.5%)	(9.0%)	(100.0%)
<b>Average Number of Days of the MCs <sup>a)</sup></b>	<b>2.90</b>	<b>4.27</b>	<b>4.57</b>	<b>3.66</b>
<b>Estimated Delegates and Travel Parties <sup>c)</sup></b>				
<b>Average Party Size</b>	<b>1.66</b>	<b>1.61</b>	<b>1.55</b>	<b>1.62</b>
<b>Estimated Number of Non-Resident Delegates and Their Party Members</b>	<b>9,421</b>	<b>16,404</b>	<b>2,978</b>	<b>28,803</b>
(% of Non-Resident Delegates and Their Party Members)	(32.7%)	(57.0%)	(10.3%)	(100.0%)
<b>Estimated Trip Duration <sup>c)</sup></b>				
Average Total Number of Nights for the Whole Trip	4.15	5.02	7.45	5.08
<b>Average Total Number of Nights Stayed in PEI</b>	<b>3.13</b>	<b>4.19</b>	<b>4.99</b>	<b>3.94</b>
Average Number of Nights Stayed in PEI for the Purpose of the Conference	2.60	3.47	4.25	3.29
Average Number of Nights Stayed at Host or Conference Affiliated Hotel	1.93	2.65	3.14	2.47
<b>Estimated Total Nights Stayed in PEI</b>	<b>17,781</b>	<b>42,689</b>	<b>9,628</b>	<b>70,098</b>
(% of Nights Stayed in PEI)	(25.4%)	(60.9%)	(13.7%)	(100.0%)
<b>Estimated Expenditures <sup>c)</sup></b>				
Average Spending per Person per Night	\$159.85	\$186.92	\$182.18	\$178.71
Average Spending per Party per Visit	\$828.85	\$1,261.58	\$1,407.78	\$1,142.16
<b>Estimated Total Direct Expenditures</b>	<b>\$4,710,312</b>	<b>\$12,852,838</b>	<b>\$2,707,365</b>	<b>\$20,270,515</b>

Note: <sup>a)</sup> Information was provided by Meetings and Conventions PEI.

<sup>b)</sup> Results were estimated by using a mix of the data from the 2014 MCs organizer survey and the 2008 and 2009 Prince Edward Island Survey of Meeting and Convention Delegates.

<sup>c)</sup> Estimates were based on the results of the 2014 Prince Edward Island Survey of Meeting and Conventions Delegates.

## 3.2. Estimated Total Direct Expenditures

**Table 3**  
**Estimated Total Direct Spending by Non-Resident Delegates and Their Party Members in PEI:**  
**Average Spending per Person per Night Basis**

	Regional		National		International		Total	
# of Delegates and Their Party Members	9,421	(32.7%)	16,404	(57.0%)	2,978	(10.3%)	28,803	(100.0%)
Number of Delegates (Parties)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
<b>Total Direct Expenditures</b>	<b>\$4,710,312</b>	<b>(23.2%)</b>	<b>\$12,852,838</b>	<b>(63.4%)</b>	<b>\$2,707,365</b>	<b>(13.4%)</b>	<b>\$20,270,515</b>	<b>(100.0%)</b>
Accommodations at the host hotel	\$1,770,639	37.6%	\$5,465,040	42.5%	\$1,170,456	43.2%	\$8,406,135	41.5%
Other accommodations	\$287,531	6.1%	\$1,001,475	7.8%	\$325,586	12.0%	\$1,614,592	8.0%
Food and beverage at restaurants, bars, etc.	\$1,140,271	24.2%	\$2,533,648	19.7%	\$397,006	14.7%	\$4,070,925	20.1%
Food and beverage at stores	\$259,329	5.5%	\$491,962	3.8%	\$113,249	4.2%	\$864,540	4.3%
Vehicle operation	\$243,859	5.2%	\$423,884	3.3%	\$119,581	4.4%	\$787,325	3.9%
Car rentals in PEI and local transportation	\$149,336	3.2%	\$644,792	5.0%	\$109,336	4.0%	\$903,465	4.5%
Shopping	\$465,488	9.9%	\$1,393,260	10.8%	\$271,764	10.0%	\$2,130,512	10.5%
Recreation and entertainment	\$127,158	2.7%	\$286,088	2.2%	\$45,232	1.7%	\$458,478	2.3%
Travel package	\$74,213	1.6%	\$235,271	1.8%	\$49,339	1.8%	\$358,823	1.8%
Food and beverage at PEI 2014 event(s)	\$48,380	1.0%	\$39,425	0.3%	\$11,886	0.4%	\$99,692	0.5%
Shopping at PEI 2014 event(s)	\$8,217	0.2%	\$15,937	0.1%	\$3,870	0.1%	\$28,024	0.1%
Other expenditures	\$135,889	2.9%	\$322,055	2.5%	\$90,059	3.3%	\$548,003	2.7%
<b>Average Spending per Person per Night</b>	<b>\$159.85</b>	<b>100.0%</b>	<b>\$186.92</b>	<b>100.0%</b>	<b>\$182.18</b>	<b>100.0%</b>	<b>\$178.71</b>	<b>100.0%</b>
Accommodations at the host hotel	\$60.09	37.6%	\$79.48	42.5%	\$78.76	43.2%	\$74.11	41.5%
Other accommodations	\$9.76	6.1%	\$14.56	7.8%	\$21.91	12.0%	\$14.23	8.0%
Food and beverage at restaurants, bars, etc.	\$38.70	24.2%	\$36.85	19.7%	\$26.71	14.7%	\$35.89	20.1%
Food and beverage at stores	\$8.80	5.5%	\$7.15	3.8%	\$7.62	4.2%	\$7.62	4.3%
Vehicle operation	\$8.28	5.2%	\$6.16	3.3%	\$8.05	4.4%	\$6.94	3.9%
Car rentals in PEI and local transportation	\$5.07	3.2%	\$9.38	5.0%	\$7.36	4.0%	\$7.96	4.5%
Shopping	\$15.80	9.9%	\$20.26	10.8%	\$18.29	10.0%	\$18.78	10.5%
Recreation and entertainment	\$4.32	2.7%	\$4.16	2.2%	\$3.04	1.7%	\$4.04	2.3%
Travel package	\$2.52	1.6%	\$3.42	1.8%	\$3.32	1.8%	\$3.16	1.8%
Food and beverage at PEI 2014 event(s)	\$1.64	1.0%	\$0.57	0.3%	\$0.80	0.4%	\$0.88	0.5%
Shopping at PEI 2014 event(s)	\$0.28	0.2%	\$0.23	0.1%	\$0.26	0.1%	\$0.25	0.1%
Other expenditures	\$4.61	2.9%	\$4.68	2.5%	\$6.06	3.3%	\$4.83	2.7%
<b>Average Party Size</b>	<b>1.66</b>		<b>1.61</b>		<b>1.55</b>		<b>1.62</b>	
<b>Average Number of Nights Stayed in PEI</b>	<b>3.13</b>		<b>4.19</b>		<b>4.99</b>		<b>3.94</b>	

Note: Based on "average spending per person per night", total direct expenditures for each type of meetings and conventions were calculated as follows: Average spending per person per night (\$178.71) × average number of nights stayed in PEI (3.94 nights) × number of delegates and their travel party members (28,803) ≈ \$20,270,515.

**Table 4**  
**Estimated Total Direct Spending by Non-Resident Delegates and Their Party Members in PEI:**  
**Average Spending per Party per Visit Basis**

	Regional		National		International		Total	
<b># of Delegates and Their Party Members</b>	<b>9,421</b>	<b>(32.7%)</b>	<b>16,404</b>	<b>(57.0%)</b>	<b>2,978</b>	<b>(10.3%)</b>	<b>28,803</b>	<b>(100.0%)</b>
<b>Number of Delegates (Parties)</b>	<b>5,683</b>	<b>(31.9%)</b>	<b>10,185</b>	<b>(57.3%)</b>	<b>1,922</b>	<b>(10.8%)</b>	<b>17,790</b>	<b>(100.0%)</b>
<b>Total Direct Expenditures</b>	<b>\$4,710,312</b>	<b>(23.2%)</b>	<b>\$12,852,838</b>	<b>(63.4%)</b>	<b>\$2,707,365</b>	<b>(13.4%)</b>	<b>\$20,270,515</b>	<b>(100.0%)</b>
Accommodations at the host hotel	\$1,770,639	37.6%	\$5,465,040	42.5%	\$1,170,456	43.2%	\$8,406,135	41.5%
Other accommodations	\$287,531	6.1%	\$1,001,475	7.8%	\$325,586	12.0%	\$1,614,592	8.0%
Food and beverage at restaurants, bars, etc.	\$1,140,271	24.2%	\$2,533,648	19.7%	\$397,006	14.7%	\$4,070,925	20.1%
Food and beverage at stores	\$259,329	5.5%	\$491,962	3.8%	\$113,249	4.2%	\$864,540	4.3%
Vehicle operation	\$243,859	5.2%	\$423,884	3.3%	\$119,581	4.4%	\$787,325	3.9%
Car rentals in PEI and local transportation	\$149,336	3.2%	\$644,792	5.0%	\$109,336	4.0%	\$903,465	4.5%
Shopping	\$465,488	9.9%	\$1,393,260	10.8%	\$271,764	10.0%	\$2,130,512	10.5%
Recreation and entertainment	\$127,158	2.7%	\$286,088	2.2%	\$45,232	1.7%	\$458,478	2.3%
Travel package	\$74,213	1.6%	\$235,271	1.8%	\$49,339	1.8%	\$358,823	1.8%
Food and beverage at PEI 2014 event(s)	\$48,380	1.0%	\$39,425	0.3%	\$11,886	0.4%	\$99,692	0.5%
Shopping at PEI 2014 event(s)	\$8,217	0.2%	\$15,937	0.1%	\$3,870	0.1%	\$28,024	0.1%
Other expenditures	\$135,889	2.9%	\$322,055	2.5%	\$90,059	3.3%	\$548,003	2.7%
<b>Average Spending per Party per Visit</b>	<b>\$828.85</b>	<b>100.0%</b>	<b>\$1,261.58</b>	<b>100.0%</b>	<b>\$1,407.78</b>	<b>100.0%</b>	<b>\$1,142.16</b>	<b>100.0%</b>
Accommodations at the host hotel	\$311.57	37.6%	\$536.43	42.5%	\$608.62	43.2%	\$475.27	41.5%
Other accommodations	\$50.60	6.1%	\$98.30	7.8%	\$169.30	12.0%	\$90.87	8.0%
Food and beverage at restaurants, bars, etc.	\$200.65	24.2%	\$248.69	19.7%	\$206.44	14.7%	\$229.23	20.1%
Food and beverage at stores	\$45.63	5.5%	\$48.29	3.8%	\$58.89	4.2%	\$48.46	4.3%
Vehicle operation	\$42.91	5.2%	\$41.61	3.3%	\$62.18	4.4%	\$44.01	3.9%
Car rentals in PEI and local transportation	\$26.28	3.2%	\$63.29	5.0%	\$56.85	4.0%	\$50.88	4.5%
Shopping	\$81.91	9.9%	\$136.76	10.8%	\$141.31	10.0%	\$119.72	10.5%
Recreation and entertainment	\$22.38	2.7%	\$28.08	2.2%	\$23.52	1.7%	\$25.81	2.3%
Travel package	\$13.06	1.6%	\$23.09	1.8%	\$25.66	1.8%	\$20.15	1.8%
Food and beverage at PEI 2014 event(s)	\$8.51	1.0%	\$3.87	0.3%	\$6.18	0.4%	\$5.57	0.5%
Shopping at PEI 2014 event(s)	\$1.45	0.2%	\$1.56	0.1%	\$2.01	0.1%	\$1.57	0.1%
Other expenditures	\$23.91	2.9%	\$31.61	2.5%	\$46.83	3.3%	\$30.63	2.7%
<b>Average Party Size</b>	<b>1.66</b>		<b>1.61</b>		<b>1.55</b>		<b>1.62</b>	
<b>Average Number of Nights Stayed in PEI</b>	<b>3.13</b>		<b>4.19</b>		<b>4.99</b>		<b>3.94</b>	

Note: Based on "average spending per delegate (party) per visit", total direct expenditures for each type of meetings and conventions were calculated as follows: Average spending per delegate (party) per visit (\$1,142.16) × number of delegates (parties) (17,790) ≈ \$20,270,515.

## 4. A Profile of Non-Resident MC Delegates

### 4.1. Origin of Non-Resident MC Delegates

**Table 5**  
**Origin of Non-Resident Delegates by MC Type**

	Regional		National		International		Total	
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
<b>Canada</b>	<b>5,485</b>	<b>96.5%</b>	<b>9,841</b>	<b>96.6%</b>	<b>1,455</b>	<b>75.8%</b>	<b>16,781</b>	<b>94.3%</b>
New Brunswick	1,817	32.0%	865	8.5%	214	11.1%	2,896	16.3%
Nova Scotia	1,818	32.0%	934	9.2%	181	9.4%	2,933	16.5%
Newfoundland and Labrador	182	3.2%	276	2.7%	56	2.9%	514	2.9%
Quebec	77	1.4%	610	6.0%	78	4.1%	765	4.3%
Ontario	1,059	18.6%	3,465	34.0%	623	32.4%	5,147	28.9%
Rest of Canada	532	9.4%	3,691	36.2%	303	15.8%	4,526	25.4%
<b>United States</b>	<b>198</b>	<b>3.5%</b>	<b>251</b>	<b>2.5%</b>	<b>334</b>	<b>17.3%</b>	<b>783</b>	<b>4.4%</b>
New England	41	0.7%	20	0.2%	168	8.7%	229	1.3%
Rest of US	157	2.8%	231	2.3%	166	8.6%	554	3.1%
<b>Other Country</b>	<b>0</b>	<b>0.0%</b>	<b>93</b>	<b>0.9%</b>	<b>133</b>	<b>6.9%</b>	<b>226</b>	<b>1.3%</b>

Note: The data was not weighted by origin information of actual delegates so the results may not reflect the actual origin of non-resident delegates.

## 4.2. Party Composition and Average Party Size

**Table 6**  
**Party Composition and Average Party Size by MC Type**

	Regional		National		International		Total	
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
<b>Party Composition</b>								
Adult travelling alone	3,126	55.0%	5,941	58.3%	1,139	59.3%	10,206	57.4%
2 adults	1,731	30.5%	3,133	30.8%	587	30.5%	5,451	30.6%
3 or more adults	791	13.9%	856	8.4%	99	5.2%	1,746	9.8%
Adult(s) with child(ren)	36	0.6%	255	2.5%	97	5.0%	388	2.2%
<b>Party Size</b>								
<b>Average Party Size</b>	<b>1.66</b>		<b>1.61</b>		<b>1.55</b>		<b>1.62</b>	
Avg. Number of Male Travellers	0.77		0.77		0.66		0.76	
Avg. Number of Female Travellers	0.89		0.84		0.89		0.86	
Avg. Number of Children	0.01		0.04		0.08		0.03	
Avg. Number of Adult Travellers	1.65		1.57		1.47		1.59	



### 4.3. Gender and Age of Individual Delegates and Their Party Members

**Table 7**  
**Gender and Age of Individual Delegates and Their Party Members by MC Type**

	Regional		National		International		Total	
Number of Delegates and Their Party Members (%)	9,421	(32.7%)	16,404	(57.0%)	2,978	(10.3%)	28,803	(100.0%)
<b>Gender</b>								
Male	4,366	46.3%	7,823	47.7%	1,274	42.8%	13,463	46.7%
Female	5,055	53.7%	8,581	52.3%	1,704	57.2%	15,340	53.3%
<b>Age</b>								
Under 8 Years	36	0.4%	195	1.2%	16	0.5%	247	0.9%
9 – 17 Years	0	0.0%	189	1.2%	130	4.4%	319	1.1%
18 – 24 Years	275	2.9%	356	2.2%	24	0.8%	655	2.3%
25 – 34 Years	1,100	11.7%	1,389	8.5%	148	5.0%	2,637	9.2%
35 – 44 Years	2,288	24.3%	2,418	14.7%	290	9.7%	4,996	17.3%
45 – 54 Years	2,149	22.8%	3,932	24.0%	787	26.4%	6,868	23.8%
55 – 64 Years	2,087	22.2%	4,739	28.9%	1,014	34.0%	7,840	27.2%
65 – 74 Years	1,128	12.0%	2,871	17.5%	543	18.2%	4,542	15.8%
75 Years and over	358	3.8%	315	1.9%	26	0.9%	699	2.4%

#### 4.4. Entry and Exit Point

**Table 8**  
**Entry and Exit Point by MC Type**

	Regional		National		International		Total	
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
<b>Entry Point</b>								
Charlottetown Airport	1,864	32.8%	6,930	68.0%	828	43.1%	9,622	54.1%
Confederation Bridge	3,459	60.9%	3,103	30.5%	977	50.8%	7,539	42.4%
Ferry at Caribou, Nova Scotia	361	6.4%	152	1.5%	117	6.1%	630	3.5%
<b>Exit Point</b>								
Charlottetown Airport	1,899	33.4%	6,787	66.6%	763	39.7%	9,449	53.1%
Confederation Bridge	3,603	63.4%	3,042	29.9%	1,069	55.6%	7,714	43.4%
Wood Islands Ferry Terminal	181	3.2%	356	3.5%	90	4.7%	627	3.5%
<b>Mix of Entry and Exit Points</b>								
Air only	1,824	32.1%	6,509	63.9%	740	38.5%	9,073	51.0%
Bridge only	3,348	58.9%	2,665	26.2%	930	48.4%	6,943	39.0%
Ferry only	106	1.9%	108	1.1%	67	3.5%	281	1.6%
Bridge and Ferry Mix	289	5.1%	204	2.0%	74	3.9%	567	3.2%
Air and Bridge or Ferry Mix	115	2.0%	699	6.9%	110	5.7%	924	5.2%

#### 4.5. Mode of Transportation Used Within PEI

**Table 9**  
**Mode of Transportation Used Within PEI by MC Type**

	Regional		National		International		Total	
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
Taxi	1,350	23.8%	3,918	38.5%	311	16.2%	5,579	31.4%
My own vehicle	2,306	40.6%	2,178	21.4%	858	44.6%	5,342	30.0%
Rental car	1,327	23.4%	3,206	31.5%	495	25.8%	5,028	28.3%
Conference provided transportation	505	8.9%	2,321	22.8%	250	13.0%	3,076	17.3%
In the vehicle or rental car of another conference delegate	746	13.1%	925	9.1%	262	13.6%	1,933	10.9%
Public transportation	304	5.3%	689	6.8%	39	2.0%	1,032	5.8%
Vehicle of friend or family member who lives in PEI	230	4.0%	351	3.4%	61	3.2%	642	3.6%
Other	439	7.7%	1,030	10.1%	71	3.7%	1,540	8.7%

Note: Results were based on multiple responses.

#### 4.6. Overnight Stays in PEI Regions

**Table 10**  
**Overnight Stays in PEI Regions by MC Type**

	Regional		National		International		Total	
<b>Total Number of Delegates (%)</b>	<b>5,683</b>	<b>(31.9%)</b>	<b>10,185</b>	<b>(57.3%)</b>	<b>1,922</b>	<b>(10.8%)</b>	<b>17,790</b>	<b>(100.0%)</b>
<b>Valid Number of Overnight Delegates (%)</b>	<b>5,491</b>	<b>(31.3%)</b>	<b>10,121</b>	<b>(57.8%)</b>	<b>1,906</b>	<b>(10.9%)</b>	<b>17,518</b>	<b>(100.0%)</b>
<b>Total Accumulated Parties Staying at Least One Night in the Specific Region</b>								
Greater Charlottetown Area	3,774	64.3%	7,651	68.9%	1,130	52.6%	12,555	65.7%
Summerside	197	3.4%	1,573	14.2%	134	6.2%	1,904	10.0%
North Cape Coastal Drive	72	1.2%	88	0.8%	69	3.2%	229	1.2%
Green Gables Shore	1,328	22.6%	334	3.0%	163	7.6%	1,825	9.5%
Red Sands Shore	228	3.9%	503	4.5%	67	3.1%	798	4.2%
Points East Coastal Drive	268	4.6%	953	8.6%	585	27.2%	1,806	9.4%
<b>Total Overnight Stays (Parties)</b>	<b>5,867</b>	<b>100.0%</b>	<b>11,102</b>	<b>100.0%</b>	<b>2,148</b>	<b>100.0%</b>	<b>19,117</b>	<b>100.0%</b>
<b>Total Accumulated Nights Spent by Parties in the Specific Region</b>								
Greater Charlottetown Area	12,198	68.6%	30,741	72.0%	5,191	53.9%	48,130	68.7%
Summerside	269	1.5%	5,114	12.0%	725	7.5%	6,108	8.7%
North Cape Coastal Drive	144	0.8%	237	0.6%	168	1.7%	549	0.8%
Green Gables Shore	3,623	20.4%	1,018	2.4%	582	6.0%	5,223	7.5%
Red Sands Shore	740	4.2%	1,806	4.2%	318	3.3%	2,864	4.1%
Points East Coastal Drive	807	4.5%	3,773	8.8%	2,644	27.5%	7,224	10.3%
<b>Total Overnight Stays (Nights)</b>	<b>17,781</b>	<b>100.0%</b>	<b>42,689</b>	<b>100.0%</b>	<b>9,628</b>	<b>100.0%</b>	<b>70,098</b>	<b>100.0%</b>

## 4.7. Average Length of Stay in PEI Regions

**Table 11**  
**Average Length of Stay in PEI Regions by MC Type**

	Regional		National		International		Total	
Total Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
Average Number of Nights Stayed (For All Delegates)	3.13		4.19		4.99		3.94	
Valid Number of Overnight Delegates (%)	5,491	(31.3%)	10,121	(57.8%)	1,906	(10.9%)	17,518	(100.0%)
Average Length of Stay For Those Who Stayed Overnight	3.24		4.22		5.03		4.00	
Average Number of Nights Spent in Each Region (For All Visitors Who Stayed Overnight Regardless of the Region Stayed)								
Greater Charlottetown Area	2.22		3.04		2.71		2.75	
Summerside	0.05		0.51		0.38		0.35	
North Cape Coastal Drive	0.03		0.02		0.09		0.03	
Green Gables Shore	0.66		0.10		0.31		0.30	
Red Sands Shore	0.13		0.18		0.17		0.16	
Points East Coastal Drive	0.15		0.37		1.38		0.41	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)								
Greater Charlottetown Area	3.23		4.02		4.59		3.83	
Summerside	1.37		3.25		5.41		3.21	
North Cape Coastal Drive	2.00		2.69		2.43		2.40	
Green Gables Shore	2.73		3.05		3.57		2.86	
Red Sands Shore	3.25		3.59		4.75		3.59	
Points East Coastal Drive	3.01		3.96		4.52		4.00	

#### 4.8. Overnight Stays in Type of Accommodation Used

**Table 12**  
**Overnight Stays in Type of Accommodation Used by MC Type**

	Regional		National		International		Total	
<b>Total Number of Delegates (%)</b>	<b>5,683</b>	<b>(31.9%)</b>	<b>10,185</b>	<b>(57.3%)</b>	<b>1,922</b>	<b>(10.8%)</b>	<b>17,790</b>	<b>(100.0%)</b>
<b>Valid Number of Overnight Delegates (%)</b>	<b>5,491</b>	<b>(31.3%)</b>	<b>10,121</b>	<b>(57.8%)</b>	<b>1,906</b>	<b>(10.9%)</b>	<b>17,518</b>	<b>(100.0%)</b>
<b>Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation</b>								
Host or Conference Affiliated Hotel	3,981	65.2%	7,053	62.2%	1,331	60.9%	12,365	63.0%
Other Hotel, Motel, or Resort	1,053	17.3%	2,256	19.9%	558	25.5%	3,867	19.7%
Inn	116	1.9%	271	2.4%	11	0.5%	398	2.0%
B&B or Tourist Home	191	3.1%	455	4.0%	90	4.1%	736	3.7%
Cottage or Cabin	270	4.4%	389	3.4%	71	3.2%	730	3.7%
Campground or Trailer (RV) Park	0	0.0%	177	1.6%	16	0.7%	193	1.0%
Home of Friends or Relatives	306	5.0%	555	4.9%	45	2.1%	906	4.6%
Own Property (cottage, second home, etc.)	41	0.7%	29	0.3%	16	0.7%	86	0.4%
Other (e.g., hostel)	144	2.4%	158	1.4%	47	2.2%	349	1.8%
<b>Total Overnight Stays (Parties)</b>	<b>6,102</b>	<b>100.0%</b>	<b>11,343</b>	<b>100.0%</b>	<b>2,185</b>	<b>100.0%</b>	<b>19,630</b>	<b>100.0%</b>
<b>Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation</b>								
Host or Conference Affiliated Hotel	10,999	61.8%	26,938	63.1%	6,042	62.7%	43,979	62.7%
Other Hotel, Motel, or Resort	3,599	20.2%	8,345	19.6%	2,265	23.5%	14,209	20.3%
Inn	399	2.2%	754	1.8%	66	0.7%	1,219	1.7%
B&B or Tourist Home	529	3.0%	1,423	3.3%	435	4.5%	2,387	3.4%
Cottage or Cabin	935	5.3%	1,278	3.0%	228	2.4%	2,441	3.5%
Campground or Trailer (RV) Park	0	0.0%	1,054	2.5%	16	0.2%	1,070	1.5%
Home of Friends or Relatives	777	4.4%	2,038	4.8%	229	2.4%	3,044	4.3%
Own Property (cottage, second home, etc.)	205	1.2%	270	0.6%	144	1.5%	619	0.9%
Other (e.g., hostel)	355	2.0%	576	1.3%	208	2.2%	1,139	1.6%
<b>Total Overnight Stays (Parties)</b>	<b>17,798</b>	<b>100.0%</b>	<b>42,676</b>	<b>100.0%</b>	<b>9,633</b>	<b>100.0%</b>	<b>70,107</b>	<b>100.0%</b>



## 4.9. Average Length of Stay in Accommodation Type

**Table 13**  
**Average Length of Stay in Accommodation Type by MC Type**

	Regional		National		International		Total	
Total Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
Average Number of Nights Stayed (For All Delegates)	3.13		4.19		4.99		3.94	
Valid Number of Overnight Delegates (%)	5,491	(31.3%)	10,121	(57.8%)	1,906	(10.9%)	17,518	(100.0%)
Average Length of Stay For Those Who Stayed Overnight	3.24		4.22		5.03		4.00	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Who Stayed Overnight Regardless of the Accommodation Used)								
Host or Conference Affiliated Hotel	2.00		2.66		3.17		2.51	
Other Hotel, Motel, or Resort	0.65		0.82		1.18		0.81	
Inn	0.07		0.07		0.03		0.07	
B&B or Tourist Home	0.10		0.14		0.23		0.14	
Cottage or Cabin	0.17		0.13		0.12		0.14	
Campground or Trailer (RV) Park	0.00		0.10		0.01		0.06	
Home of Friends or Relatives	0.14		0.20		0.11		0.17	
Own Property (cottage, second home, etc.)	0.04		0.03		0.08		0.04	
Other (e.g., hostel)	0.06		0.06		0.11		0.06	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)								
Host or Conference Affiliated Hotel	2.76		3.82		4.54		3.56	
Other Hotel, Motel, or Resort	3.42		3.70		4.06		3.67	
Inn	3.44		2.78		6.00		3.06	
B&B or Tourist Home	2.77		3.13		4.83		3.24	
Cottage or Cabin	3.46		3.29		3.21		3.34	
Campground or Trailer (RV) Park	n/a		5.95		1.00		5.54	
Home of Friends or Relatives	2.54		3.67		5.09		3.36	
Own Property (cottage, second home, etc.)	5.00		9.31		9.00		7.20	
Other (e.g., hostel)	2.47		3.65		4.43		3.26	

#### 4.10. PEI Regions Visited While in PEI

**Table 14**  
**PEI Regions Visited While in PEI by MC Type**

	Regional		National		International		Total	
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
Greater Charlottetown Area	4,022	70.8%	7,677	75.4%	1,489	77.5%	13,188	74.2%
Green Gables Shore	1,971	34.7%	4,220	41.4%	945	49.2%	7,136	40.1%
Points East Coastal Drive	718	12.6%	2,592	25.4%	900	46.8%	4,210	23.7%
Summerside	723	12.7%	2,657	26.1%	531	27.6%	3,911	22.0%
Red Sands Shore	839	14.8%	2,370	23.3%	671	34.9%	3,880	21.8%
North Cape Coastal Drive	465	8.2%	1,062	10.4%	320	16.6%	1,847	10.4%

Note: Results were based on multiple responses.

#### 4.11. Type of Visitation, Last Trip to PEI, Average Number of Times Visited PEI, and Purpose of the Last Trip to PEI

**Table 15**  
**Type of Visitation, Last Trip to PEI, Average Number of Times Visited PEI, and Purpose of the Last Trip to PEI by MC Type**

	Regional		National		International		Total	
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
<b>Type of Visitation</b>								
First-Time Visitors	646	11.4%	3,895	38.2%	771	40.1%	5,312	29.9%
Repeat Visitors	5,037	88.6%	6,290	61.8%	1,151	59.9%	12,478	70.1%
<b>Last Trip to PEI*</b>								
Earlier in 2014	575	11.4%	567	9.0%	141	12.2%	1,283	10.3%
2013	1,720	34.1%	955	15.2%	232	20.1%	2,907	23.3%
2012	644	12.8%	943	15.0%	65	5.6%	1,652	13.2%
2011	384	7.6%	349	5.5%	107	9.3%	840	6.7%
2010	164	3.3%	501	8.0%	32	2.8%	697	5.6%
2009 & earlier	1,550	30.8%	2,975	47.3%	575	49.9%	5,100	40.9%
<b>Average Number of Times Visited PEI in the Past Five Years*</b>								
Mean (Group Median)	4.67 (2.65)		2.53 (1.73)		2.80 (1.75)		3.42 (1.96)	
<b>Purpose of the Last Trip to PEI*</b>								
Holiday, vacation	2,050	40.7%	2,820	44.8%	423	36.8%	5,301	42.5%
Visit friends or family	481	9.6%	524	8.3%	148	12.8%	1,150	9.2%
Attend specific events, festivals, attractions	534	10.6%	664	10.6%	126	11.0%	1,324	10.6%
Business purposes	1,443	28.6%	1,296	20.6%	286	24.8%	3,015	24.2%
Other	529	10.5%	987	15.7%	168	14.6%	1,688	13.5%

Note: \* Repeat visitors only.

#### 4.12. Activities Participated in While in PEI

**Table 16**  
**Activities Participated in While in PEI by MC Type**

	Regional		National		International		Total	
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
Valid Number of Delegates (%)	5,287	(30.7%)	10,066	(58.4%)	1,892	(11.0%)	17,245	(100.0%)
Dining in a local, non-franchise restaurant	4,952	93.7%	9,723	96.6%	1,720	90.9%	16,394	95.1%
Sampling local culinary products (lobster, potatoes, mussels, oysters, wine, beer, etc.)	3,911	74.0%	8,893	88.3%	1,544	81.6%	14,348	83.2%
Shopping for local crafts/souvenirs/antiques	2,827	53.5%	6,899	68.5%	1,367	72.3%	11,093	64.3%
Sightseeing/driving tour	1,884	35.6%	5,918	58.8%	1,515	80.1%	9,317	54.0%
Visiting historical and cultural attractions	1,433	27.1%	5,487	54.5%	1,007	53.2%	7,928	46.0%
Visiting Birthplace of Confederation attractions (e.g., Founders' Hall, Province House)	1,663	31.5%	4,076	40.5%	502	26.5%	6,241	36.2%
Using the Confederation Trail (cycling, walking, running, etc.)	1,337	25.3%	3,934	39.1%	578	30.5%	5,849	33.9%
Going to a beach	1,030	19.5%	3,310	32.9%	974	51.5%	5,315	30.8%
Visiting a national or provincial park	702	13.3%	3,305	32.8%	771	40.7%	4,778	27.7%
Visiting Anne of Green Gables attractions	685	13.0%	2,807	27.9%	634	33.5%	4,126	23.9%
Visiting friends and/or relatives	1,438	27.2%	1,933	19.2%	361	19.1%	3,732	21.6%
Attending a festival, event, or concert	1,282	24.2%	1,742	17.3%	387	20.5%	3,411	19.8%
Attending a performance (live theatre, a play)	1,053	19.9%	1,388	13.8%	287	15.2%	2,728	15.8%
Visiting a farmers market	198	3.7%	1,495	14.9%	227	12.0%	1,920	11.1%
Playing golf (not miniature)	574	10.9%	758	7.5%	239	12.6%	1,571	9.1%
Taking part in an authentic PEI experience/hands-on learning activity (lobster fishing, clam digging, pottery, etc.)	115	2.2%	805	8.0%	174	9.2%	1,094	6.3%
Participating in water activities (kayaking, tuna fishing, etc.)	0	0.0%	409	4.1%	75	4.0%	484	2.8%
Attending a sports event or tournament (as a spectator)	184	3.5%	231	2.3%	13	0.7%	429	2.5%
Visiting a theme, fun or amusement park	0	0.0%	304	3.0%	31	1.6%	335	1.9%

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

#### 4.13. Rating of PEI and Travel Services, Instance of Complaints, and Future Behavioural Intentions

**Table 17**  
**Rating of PEI and Travel Services, Instance of Complaints, and**  
**Future Behavioural Intentions by MC Type**

	Regional		National		International		Total	
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
Rating of PEI in Relation to the Conference	M <sup>a)</sup>	% <sup>b)</sup>	M <sup>a)</sup>	% <sup>b)</sup>	M <sup>a)</sup>	% <sup>b)</sup>	M <sup>a)</sup>	% <sup>b)</sup>
Hospitality	4.10	66.1%	4.27	75.2%	4.39	79.0%	4.24	72.9%
Conference food	4.07	62.2%	4.12	75.9%	4.28	88.0%	4.14	74.4%
Host city of conference	3.81	60.9%	4.03	66.5%	3.94	64.7%	3.96	64.6%
Destination value	3.77	58.8%	3.97	66.1%	4.04	67.0%	3.92	64.0%
Ease of travel within destination	3.73	57.4%	3.94	65.0%	3.93	64.0%	3.87	62.6%
Conference venue(s)	3.69	59.0%	3.78	55.3%	4.07	69.6%	3.79	58.1%
Additional activities close by	3.59	50.0%	3.72	55.0%	3.84	65.3%	3.70	54.7%
Accommodation	3.33	43.5%	3.52	42.3%	3.71	51.4%	3.47	43.4%
Ease of travel to destination	3.48	51.6%	3.33	44.4%	3.65	56.1%	3.41	47.9%
Rating of Travel Services	M <sup>a)</sup>	% <sup>b)</sup>	M <sup>a)</sup>	% <sup>b)</sup>	M <sup>a)</sup>	% <sup>b)</sup>	M <sup>a)</sup>	% <sup>b)</sup>
Quality of customer service	4.45	93.6%	4.67	97.2%	4.72	98.7%	4.60	96.2%
Accommodation service and quality	4.43	91.3%	4.56	93.6%	4.56	93.5%	4.52	92.8%
Restaurant service and quality	4.41	88.7%	4.50	94.2%	4.44	94.0%	4.47	92.5%
Variety of things to see and do	4.18	83.9%	4.36	86.6%	4.41	87.1%	4.31	85.9%
Transportation service and quality	4.21	86.7%	4.30	88.3%	4.25	91.5%	4.27	88.2%
Prices of goods and services	4.03	81.3%	4.04	76.9%	3.97	78.5%	4.03	78.5%
Instance of Complaints	N	%	N	%	N	%	N	%
Yes	398	7.0%	652	6.4%	110	5.7%	1,160	6.5%
No	5,285	93.0%	9,533	93.6%	1,812	94.3%	16,630	93.5%

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

**Table 17 (cont'd)**

	Regional		National		International		Total	
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
<b>Travel Evaluation and Satisfaction</b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>
I was satisfied with my trip to PEI	4.34	89.1%	4.53	95.3%	4.54	97.9%	4.47	93.6%
My trip to PEI was a good way to spend my time	4.39	89.3%	4.37	90.9%	4.45	96.4%	4.39	91.2%
My trip to PEI was good value for money spent	4.13	79.8%	4.25	85.9%	4.26	86.6%	4.21	84.0%
Holding the conference in PEI was an important factor in my decision to attend	3.26	48.7%	3.63	58.0%	3.95	69.6%	3.55	56.5%
<b>Future Behavioural Intentions</b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>
I would recommend PEI as a travel destination to others	4.60	94.4%	4.66	95.7%	4.60	93.0%	4.63	95.0%
I would return to PEI on a business or conference-related trip	4.54	93.1%	4.59	92.7%	4.45	90.9%	4.56	92.6%
I would attend this conference again in another location	4.44	89.7%	4.50	91.1%	4.45	89.8%	4.48	90.5%
I would visit PEI again on a pleasure trip	4.51	92.5%	4.43	88.4%	4.41	89.1%	4.45	89.8%
I would have visited PEI in 2014 even if the conference had not been held there	3.26	44.5%	3.00	39.5%	2.97	34.0%	3.07	40.5%

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



#### 4.14. Demographic Characteristics of Respondents

**Table 18**  
**Demographic Characteristics of Respondents by MC Type**

	Regional		National		International		Total	
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
<b>Gender</b>								
Male	2,577	45.3%	5,080	49.9%	758	39.4%	8,415	47.3%
Female	3,106	54.7%	5,105	50.1%	1,164	60.6%	9,375	52.7%
<b>Living in the Same Country in Which Respondents were Born</b>								
Yes	5,368	94.5%	8,900	87.4%	1,729	90.0%	15,997	89.9%
No	315	5.5%	1,285	12.6%	193	10.0%	1,793	10.1%
<b>Mother Tongue</b>								
English	5,022	88.4%	8,683	85.3%	1,738	90.4%	15,443	86.8%
French	582	10.2%	936	9.2%	110	5.7%	1,628	9.2%
Other	79	1.4%	566	5.6%	74	3.9%	719	4.0%
<b>Age</b>								
18 to 24	152	2.7%	98	1.0%	16	0.8%	266	1.5%
25 to 34	615	10.8%	904	8.9%	109	5.7%	1,628	9.2%
35 to 44	1,457	25.6%	1,696	16.7%	210	10.9%	3,363	18.9%
45 to 54	1,306	23.0%	2,691	26.4%	589	30.6%	4,586	25.8%
55 to 64	1,334	23.5%	3,151	30.9%	631	32.8%	5,116	28.8%
65 to 74	620	10.9%	1,485	14.6%	359	18.7%	2,464	13.9%
75 and over	199	3.5%	160	1.6%	8	0.4%	367	2.1%
<b>Marital Status</b>								
Single	1,108	19.5%	2,743	26.9%	314	16.3%	4,165	23.4%
Married or living common law	4,497	79.1%	7,224	70.9%	1,582	82.3%	13,303	74.8%
Other	78	1.4%	218	2.1%	26	1.4%	322	1.8%
<b>Average Number of Children Living in the Household for All Parties</b>								
17 years and younger	0.23		0.39		0.29		0.32	
18 years and older	0.51		0.32		0.46		0.40	
<b>Average Number of Children Living in the Household for Those Who Have a Child(ren)</b>								
17 years and younger (n=number of parties)	1.49 (n=393)		1.59 (n=1,014)		1.64 (n=184)		1.57 (n=1,590)	
18 years and older (n=number of parties)	1.79 (n=727)		1.57 (n=840)		1.73 (n=284)		1.68 (n=1,852)	

**Table 18 (cont'd)**

	Regional		National		International		Total	
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
<b>Education Level</b>								
Some school	0	0.0%	55	0.5%	0	0.0%	55	0.3%
High school diploma	76	1.3%	608	6.0%	259	13.5%	943	5.3%
Some post-secondary	582	10.2%	1,167	11.5%	336	17.5%	2,085	11.7%
Graduated community/technical college	669	11.8%	1,994	19.6%	501	26.1%	3,164	17.8%
Graduated university (undergraduate degree)	1,795	31.6%	3,252	31.9%	359	18.7%	5,406	30.4%
Post graduate degree/professional designation	2,561	45.1%	3,109	30.5%	467	24.3%	6,137	34.5%
<b>Employment Status</b>								
Working full time	4,267	75.1%	7,749	76.1%	1,062	55.3%	13,078	73.5%
Working part time or seasonally	157	2.8%	356	3.5%	326	17.0%	839	4.7%
Unemployed	0	0.0%	81	0.8%	78	4.1%	159	0.9%
Retired	1,091	19.2%	1,409	13.8%	438	22.8%	2,938	16.5%
Homemaker	89	1.6%	230	2.3%	0	0.0%	319	1.8%
Student	0	0.0%	83	0.8%	0	0.0%	83	0.5%
Other	79	1.4%	277	2.7%	18	0.9%	374	2.1%
<b>Annual Household Income</b>								
Under \$40,000	151	2.7%	286	2.8%	41	2.1%	478	2.7%
\$40,000 to \$59,999	627	11.0%	578	5.7%	200	10.4%	1,405	7.9%
\$60,000 to \$79,999	549	9.7%	1,351	13.3%	343	17.8%	2,243	12.6%
\$80,000 to \$99,999	452	8.0%	1,386	13.6%	341	17.7%	2,179	12.2%
\$100,000 to \$124,999	964	17.0%	1,580	15.5%	222	11.6%	2,766	15.5%
\$125,000 to \$149,999	721	12.7%	969	9.5%	168	8.7%	1,858	10.4%
\$150,000 to \$174,999	673	11.8%	918	9.0%	96	5.0%	1,687	9.5%
\$175,000 to \$199,999	276	4.9%	786	7.7%	143	7.4%	1,205	6.8%
\$200,000 or more	759	13.4%	1,783	17.5%	219	11.4%	2,761	15.5%
Not Stated	511	9.0%	548	5.4%	149	7.8%	1,208	6.8%

## 5. Impact of the PEI 2014 Celebrations on Non-Resident MC Delegates' Direct Spending in PEI

### 5.1. Awareness of and Participation in the PEI 2014 Celebrations

**Table 19**  
**Awareness of and Participation in the PEI 2014 Celebrations/Events**

	Regional		National		International		Total	
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
<b>Are you aware that a special celebration to mark the 150<sup>th</sup> anniversary of the 1864 Charlottetown Conference is taking place in PEI throughout 2014?*</b>								
Yes	4,777	84.1%	9,509	93.4%	1,831	95.3%	16,116	90.6%
No	906	15.9%	676	6.6%	91	4.7%	1,674	9.4%
<b>Did you hear about the PEI 2014 celebrations/events before travelling to Prince Edward Island to attend the conference?**</b>								
Yes	3,274	68.5%	5,606	59.0%	1,188	64.9%	10,069	62.5%
No	1,502	31.5%	3,902	41.0%	643	35.1%	6,048	37.5%
<b>Participation in PEI 2014 Events*</b>								
Yes	170	3.0%	533	5.2%	189	9.8%	892	5.0%
No	5,433	95.6%	8,659	85.0%	1,579	82.1%	15,671	88.1%
Not sure/don't know	80	1.4%	994	9.8%	155	8.0%	1,228	6.9%

Note: \* Results were based on all delegates; \*\* Results were only for those who were aware of the PEI 2014 celebrations (Total N = 16,116).

## 5.2. Sources of Information for the PEI 2014 Celebrations

**Table 20**  
**Sources of Information for the PEI 2014 Celebrations/Events\***

	Regional		National		International		Total	
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
Valid Number of Delegates (%)*	4,777	(29.6%)	9,509	(59.0%)	1,831	(11.4%)	16,117	(100.0%)
Mentioned at conference/presence at conference	3,205	67.1%	4,772	50.2%	414	22.6%	8,390	52.1%
PEI 2014 promotional material including delegate bag	2,731	57.2%	3,059	32.2%	394	21.5%	6,183	38.4%
Word of mouth	2,067	43.3%	3,393	35.7%	496	27.1%	5,956	37.0%
Media news item/commentary (e.g., newspaper, radio, television, online news)	3,181	66.6%	2,086	21.9%	374	20.4%	5,641	35.0%
Advertisement (e.g., newspaper, television, radio, online)	1,830	38.3%	2,436	25.6%	434	23.7%	4,700	29.2%
Promotional signage in PEI	1,800	37.7%	1,874	19.7%	508	27.7%	4,182	25.9%
Tourism PEI website (www.tourismpei.com)	451	9.4%	1,909	20.1%	282	15.4%	2,642	16.4%
Social media (e.g., Facebook, Twitter)	1,116	23.4%	1,106	11.6%	183	10.0%	2,405	14.9%
Official PEI Visitor's Guide (print or online)	475	9.9%	1,456	15.3%	453	24.8%	2,384	14.8%
PEI 2014 presence at festival, trade show, convention, etc.	714	14.9%	1,364	14.3%	91	5.0%	2,170	13.5%
Charlottetown Activity Guide (print or online)	690	14.4%	1,129	11.9%	297	16.2%	2,116	13.1%
PEI 2014 website (www.pei2014.ca)	240	5.0%	1,421	14.9%	342	18.7%	2,004	12.4%
Other PEI guide/handbook/brochure	906	19.0%	642	6.8%	251	13.7%	1,799	11.2%
PEI 2014 Island Roadshow: Celebrating the Birthplace of Confederation	1,116	23.4%	544	5.7%	46	2.5%	1,706	10.6%
Promotional material obtained in PEI (outside of conference)	451	9.4%	1,083	11.4%	68	3.7%	1,602	9.9%
Special events in Prince Edward Island (e.g., Canada Day, Cavendish Beach Music Festival)	900	18.8%	315	3.3%	23	1.2%	1,238	7.7%
Another website	0	0.0%	619	6.5%	160	8.7%	779	4.8%
Other	0	0.0%	865	9.1%	191	10.4%	1,056	6.6%

Note: \* Valid number of delegates indicates those who were aware of the PEI 2014 celebrations (Total N = 16,116).

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

**Table 21**  
**Influence of the PEI 2014 Celebrations/Events on the Decision to Travel to PEI**

	Regional		National		International		Total	
Those Who Were Aware of the PEI 2014 Celebrations before Travelling to PEI and Attended the Celebrations								
Number of Delegates (%)	143	(17.5%)	497	(60.6%)	180	(21.9%)	820	(100.0%)
Percent of Influence <sup>1)</sup>	45.0%		47.0%		1.0%		35.7%	
All Delegates (Parties) Regardless of Awareness and Attendance of the PEI 2014 Celebrations/Events								
Number of Delegates (%)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
Percent of Influence <sup>2)</sup>	1.6%		3.0%		0.2%		2.1%	

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 delegates 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 non-resident delegates regardless of their awareness and attendance of the PEI 2014 celebrations/event(s).

## 5.4. Non-Resident Delegates and Their Party Members' Direct Expenditures that Resulted from the PEI 2014 Celebrations

**Table 22**  
**Estimated Direct Spending by Non-Resident Delegates and Their Party Members**  
**that Resulted from the PEI 2014 Celebrations**

	Regional		National		International		Total	
# of Delegates and Their Party Members	9,421	(32.7%)	16,404	(57.0%)	2,978	(10.3%)	28,803	(100.0%)
Number of Delegates (Parties)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
<b>Direct Expenditures that Resulted from the PEI 2014 Celebrations</b>	<b>\$130,098</b>	<b>(22.1%)</b>	<b>\$436,793</b>	<b>(74.3%)</b>	<b>\$21,319</b>	<b>(3.6%)</b>	<b>\$588,210</b>	<b>(100.0%)</b>
Food and beverage at PEI 2014 event(s)	\$48,380	37.2%	\$39,425	9.0%	\$11,886	55.8%	\$99,692	16.9%
Shopping at PEI 2014 event(s)	\$8,217	6.3%	\$15,937	3.6%	\$3,870	18.2%	\$28,024	4.8%
Travel package	\$1,172	0.9%	\$7,012	1.6%	\$102	0.5%	\$8,286	1.4%
Accommodations	\$32,507	25.0%	\$192,735	44.1%	\$3,092	14.5%	\$228,334	38.8%
Food and beverage at restaurants, bars, etc.	\$18,009	13.8%	\$75,516	17.3%	\$820	3.8%	\$94,346	16.0%
Food and beverage at stores	\$4,096	3.1%	\$14,663	3.4%	\$234	1.1%	\$18,993	3.2%
Vehicle operation	\$3,851	3.0%	\$12,634	2.9%	\$247	1.2%	\$16,733	2.8%
Car rentals in PEI and local transportation	\$2,359	1.8%	\$19,218	4.4%	\$226	1.1%	\$21,803	3.7%
Shopping	\$7,352	5.7%	\$41,526	9.5%	\$562	2.6%	\$49,440	8.4%
Recreation and entertainment	\$2,008	1.5%	\$8,527	2.0%	\$93	0.4%	\$10,629	1.8%
Other expenditures	\$2,146	1.6%	\$9,599	2.2%	\$186	0.9%	\$11,931	2.0%
<b>Average Spending per Person per Night</b>	<b>\$4.42</b>	<b>100.0%</b>	<b>\$6.35</b>	<b>100.0%</b>	<b>\$1.43</b>	<b>100.0%</b>	<b>\$5.19</b>	<b>100.0%</b>
Food and beverage at PEI 2014 event(s)	\$1.64	37.2%	\$0.57	9.0%	\$0.80	55.8%	\$0.88	16.9%
Shopping at PEI 2014 event(s)	\$0.28	6.3%	\$0.23	3.6%	\$0.26	18.2%	\$0.25	4.8%
Travel package	\$0.04	0.9%	\$0.10	1.6%	\$0.01	0.5%	\$0.07	1.4%
Accommodations	\$1.10	25.0%	\$2.80	44.1%	\$0.21	14.5%	\$2.01	38.8%
Food and beverage at restaurants, bars, etc.	\$0.61	13.8%	\$1.10	17.3%	\$0.06	3.8%	\$0.83	16.0%
Food and beverage at stores	\$0.14	3.1%	\$0.21	3.4%	\$0.02	1.1%	\$0.17	3.2%
Vehicle operation	\$0.13	3.0%	\$0.18	2.9%	\$0.02	1.2%	\$0.15	2.8%
Car rentals in PEI and local transportation	\$0.08	1.8%	\$0.28	4.4%	\$0.02	1.1%	\$0.19	3.7%
Shopping	\$0.25	5.7%	\$0.60	9.5%	\$0.04	2.6%	\$0.44	8.4%
Recreation and entertainment	\$0.07	1.5%	\$0.12	2.0%	\$0.01	0.4%	\$0.09	1.8%
Other expenditures	\$0.07	1.6%	\$0.14	2.2%	\$0.01	0.9%	\$0.11	2.0%
<b>Average Party Size</b>	<b>1.66</b>		<b>1.61</b>		<b>1.55</b>		<b>1.62</b>	
<b>Average Number of Nights Stayed in PEI</b>	<b>3.13</b>		<b>4.19</b>		<b>4.99</b>		<b>3.94</b>	

Note: Total direct expenditures for each type of meetings and conventions were calculated as follows: Average spending per person per night (\$5.19) × average number of nights stayed in PEI (3.94 nights) × number of delegates and their travel party members (28,803) ≈ \$588,210.



## 5.5. Non-Resident Delegates' Total Direct Expenditures for Their Entire PEI Trip in 2014

**Table 23**  
**Estimated Total Direct Spending by Non-Resident Delegates and**  
**Their Party Members for Their Entire PEI Trip**

	Regional		National		International		Total	
# of Delegates and Their Party Members	9,421	(32.7%)	16,404	(57.0%)	2,978	(10.3%)	28,803	(100.0%)
Number of Delegates (Parties)	5,683	(31.9%)	10,185	(57.3%)	1,922	(10.8%)	17,790	(100.0%)
<b>Total Direct Expenditures in PEI</b>	<b>\$4,710,312</b>	<b>(23.2%)</b>	<b>\$12,852,838</b>	<b>(63.4%)</b>	<b>\$2,707,365</b>	<b>(13.4%)</b>	<b>\$20,270,515</b>	<b>(100.0%)</b>
Food and beverage at PEI 2014 event(s)	\$48,380	1.0%	\$39,425	0.3%	\$11,886	0.4%	\$99,692	0.5%
Shopping at PEI 2014 event(s)	\$8,217	0.2%	\$15,937	0.1%	\$3,870	0.1%	\$28,024	0.1%
Travel package	\$74,213	1.6%	\$235,271	1.8%	\$49,339	1.8%	\$358,823	1.8%
Accommodations	\$2,058,170	43.7%	\$6,466,515	50.3%	\$1,496,042	55.3%	\$10,020,727	49.4%
Food and beverage at restaurants, bars, etc.	\$1,140,271	24.2%	\$2,533,648	19.7%	\$397,006	14.7%	\$4,070,925	20.1%
Food and beverage at stores	\$259,329	5.5%	\$491,962	3.8%	\$113,249	4.2%	\$864,540	4.3%
Vehicle operation	\$243,859	5.2%	\$423,884	3.3%	\$119,581	4.4%	\$787,325	3.9%
Car rentals in PEI and local transportation	\$149,336	3.2%	\$644,792	5.0%	\$109,336	4.0%	\$903,465	4.5%
Shopping	\$465,488	9.9%	\$1,393,260	10.8%	\$271,764	10.0%	\$2,130,512	10.5%
Recreation and entertainment	\$127,158	2.7%	\$286,088	2.2%	\$45,232	1.7%	\$458,478	2.3%
Other expenditures	\$135,889	2.9%	\$322,055	2.5%	\$90,059	3.3%	\$548,003	2.7%
<b>Average Spending per Person per Night</b>	<b>\$159.85</b>	<b>100.0%</b>	<b>\$186.92</b>	<b>100.0%</b>	<b>\$182.18</b>	<b>100.0%</b>	<b>\$178.71</b>	<b>100.0%</b>
Food and beverage at PEI 2014 event(s)	\$1.64	1.0%	\$0.57	0.3%	\$0.80	0.4%	\$0.88	0.5%
Shopping at PEI 2014 event(s)	\$0.28	0.2%	\$0.23	0.1%	\$0.26	0.1%	\$0.25	0.1%
Travel package	\$2.52	1.6%	\$3.42	1.8%	\$3.32	1.8%	\$3.16	1.8%
Accommodations	\$69.85	43.7%	\$94.04	50.3%	\$100.67	55.3%	\$88.34	49.4%
Food and beverage at restaurants, bars, etc.	\$38.70	24.2%	\$36.85	19.7%	\$26.71	14.7%	\$35.89	20.1%
Food and beverage at stores	\$8.80	5.5%	\$7.15	3.8%	\$7.62	4.2%	\$7.62	4.3%
Vehicle operation	\$8.28	5.2%	\$6.16	3.3%	\$8.05	4.4%	\$6.94	3.9%
Car rentals in PEI and local transportation	\$5.07	3.2%	\$9.38	5.0%	\$7.36	4.0%	\$7.96	4.5%
Shopping	\$15.80	9.9%	\$20.26	10.8%	\$18.29	10.0%	\$18.78	10.5%
Recreation and entertainment	\$4.32	2.7%	\$4.16	2.2%	\$3.04	1.7%	\$4.04	2.3%
Other expenditures	\$4.61	2.9%	\$4.68	2.5%	\$6.06	3.3%	\$4.83	2.7%
<b>Average Party Size</b>	<b>1.66</b>		<b>1.61</b>		<b>1.55</b>		<b>1.62</b>	
<b>Average Number of Nights Stayed in PEI</b>	<b>3.13</b>		<b>4.19</b>		<b>4.99</b>		<b>3.94</b>	

Note: Total direct expenditures for each type of meetings and conventions were calculated as follows: Average spending per person per night (\$178.71) × average number of nights stayed in PEI (3.94 nights) × number of delegates and their travel party members (28,803) = \$20,270,515.

## 5.6. Impact of the PEI 2014 Celebrations on Non-Resident Delegates' Direct Expenditures

**Figure 1**  
Impact of the PEI 2014 Celebrations/Event(s) on Non-Resident Delegates' Direct Expenditures



Note: These results are based on 28,803 non-resident delegates and their travel party members and total direct expenditures by these visitors of \$20,270,515.