

# A PROFILE OF VISITORS WHO STAYED OVERNIGHT IN SUMMERSIDE: Results from the 2012 Exit Survey

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# 1. INTRODUCTION

## 1.1. Background

- The visitor exit survey is a tool used by travel destinations to measure the impact of its visitors and to profile visitors to the destination.
- An exit survey can capture demographic and trip characteristics such as the ages of visitors, travel party size and composition, purpose of trip, regions visited and length of stay, type of accommodation used, activities participated in, expenditures, and trip evaluation.
- The last PEI visitor exit survey was conducted in 2007-2008. Data was captured for a one-year period from July 1, 2007 to June 30, 2008.
- The 2012 PEI visitor exit survey was conducted for one calendar year. Data collection began on January 5<sup>th</sup>, 2012 and finished on January 7<sup>th</sup>, 2013.
- Two instruments were used to solicit participation in the 2012 PEI visitor exit survey. At the province's three exit points, non-residents were provided with either a package containing an introductory letter about the study, a copy of the questionnaire and a pre-paid, pre-addressed envelope, or a 4x9 inch panel card that included information about the study and a link to the online version of the survey.
- Both the packages and panel cards were printed with a Quick Response (QR) code that individuals could scan with their mobile device to complete the survey.
- More details about the methodology of the 2012 exit survey are provided in Chapter 2.
- **Note: This report includes results for those who stayed at least one night in Summerside. Although visitors may have stayed in multiple tourism regions, data presented in this report reflects their entire time in PEI and may include spending, activities, etc., that took place in other regions. Although many visitors would have visited Summerside for the day only and not spent the night, those visitors' activities, spending, etc., are not included in this report.**

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

- The main purpose of the 2012 PEI visitor exit survey was to provide a full range of statistics on the volume of visitors to Prince Edward Island and detailed characteristics of their trips such as purpose of trip, travel party size and composition, PEI regions visited and length of stay, type of accommodation used, activities participated in, expenditures, evaluation of trip, and demographics of the visitors.
- The survey also pursued five broad objectives:
  - To update existing historical information on visitors to PEI.
  - To collect critical data to measure the overall importance of tourism in PEI.
  - To gather information regarding visitor behaviours.
  - To identify key market segments of visitors to PEI.
  - To enhance our knowledge and understanding of tourism (in general, and for PEI).

## 2. METHODOLOGY

### 2.1. Sampling Procedure

#### Target Population

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

#### Sampling

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

## 2.2. Samples

### Samples Collected

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

**Table 2-1: Samples Collected**

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

### Data Processing and Error Detection

- The PEI exit survey study involved many steps of data processing.
- All mail-back questionnaires were manually reviewed to determine if they were complete and coherent.
- Data were then captured, coded and verified, and then merged with online survey data.
- Electronic verifications were also made to identify any outliers and to correct them.
- Statistical reliability and validity tests and consistency controls were also conducted during this process.

## **Data Imputation**

- In the PEI exit survey, some data were imputed.
- The target populations were partitioned into:
  - Same-day and overnight visitor parties.
  - Three exit points.
  - 12 months (based on departure date) and five tourism seasons.
  - Nine origins of visitors, including New Brunswick, Nova Scotia, Newfoundland and Labrador, Quebec, Ontario, Rest of Canada, New England, other US regions, and international visitors.
- Total imputation was carried out for all the factors above and for strata that were outside the scope of the questionnaire distribution.
- For these out-of-scope factors, the characteristics of visitors were estimated using the 2012 Tourism PEI conversion study data.
- The conversion study involves the distribution of a survey to individuals (who were not residents of PEI) who requested a publication from Tourism PEI or who provided their email address to Tourism PEI at a trade show or through a contest. The main objective of the conversion study is to determine the percentage of individuals who requested visitor information from Tourism PEI that actually visited the province. In 2012, the conversion study was distributed as usual but a sample of recipients received a version of the survey that included the exit survey questions. Recipients in the selected sample were asked if they had visited PEI in 2012 for a pleasure trip of one or more nights. If they answered yes, they were asked the exit survey questions in addition to the questions that were part of the conversion study. The responses from this were included in the exit survey study.
- Total imputation was also performed for any in-scope factors that received an insufficient number of surveys for some specific segments (i.e., same-day visitors) to meet minimum requirements (combination of minimum number of questionnaires and maximum weight) based on the exit point traffic counts.

## Samples Used

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

**Table 2-2: Samples Used**

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

**Table 2-3: Samples Used by Origin and Tourism Season**

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

## 2.3. Sample Size and Margin of Error

- The approximate margin of error associated with the total sample and specific sub-groups (tourism season) used in this report is shown in Table 2-4.
- In terms of statistical accuracy, the actual margin of error for each market will vary slightly due to minor variations in the sample size.
- Overall, a sample of this size has a sampling error of  $\pm 1.26$  percent at a 95 percent confidence level, though the margins of error for the five sub-groups are higher (January-April winter off-season =  $\pm 4.67\%$ ; May-June spring shoulder season =  $\pm 3.36\%$ ; July-August main season =  $\pm 1.74\%$ ; September-October fall shoulder season =  $\pm 2.65\%$ ; November-December winter off-season =  $\pm 6.34\%$ ).
- Note that this is a guideline only. The same caution should be applied when interpreting significance testing throughout this report.

**Table 2-4: Margin of Error**

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

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

## 2.4. Weighting the Sample

- For this report, a weighting method was performed to determine aggregate visitor parties' characteristics. The final survey sample was weighted by same-day and overnight visitor parties, three exit points, five tourism seasons, and origin of visitor parties to align it with the total PEI visitor parties in each market based on traffic data collected through the three exit points.
- Weighting values were calculated by using a mix of traffic data provided by the Charlottetown Airport Authority from the Sabre database, Confederation Bridge, and Tourism PEI, and results obtained from the mail-back and online surveys.
- According to the traffic data and exit survey information, it was estimated that 407,065 non-resident parties visited PEI in 2012.
  - By Same-day and Overnight:  
Same-day = 33,690 visitor parties (8.3%) and Overnight = 373,375 (91.7%)
  - By Exit Point:  
Airport = 33,889 (8.3%); Bridge = 320,623 (78.8%); and Ferry = 52,553 (12.9%)
  - By Tourism Season:  
January-April winter off-season = 62,638 (15.4%); May-June spring shoulder season = 61,058 (15.0%);  
July-August main season = 169,015 (41.5%); September-October fall shoulder season = 78,338 (19.2%); and  
November-December winter off-season = 36,016 (8.8%)
  - By Market:  
New Brunswick = 125,396 (30.8%); Nova Scotia = 131,347 (32.3%); Newfoundland and Labrador = 6,055 (1.5%); Quebec = 37,994 (9.3%); Ontario = 51,934 (12.8%); Rest of Canada = 17,374 (4.3%); New England = 10,543 (2.6%); Rest of US = 19,634 (4.8%); and International = 6,788 (1.7%)
- These figures were used to weight the survey data and adjust the survey results. Therefore, results in this report are based on the weighting values rather than on the raw scores of the sample.
- However, note that results may not reflect all actual responses of each party or individuals in the party because the application of the weighting scheme was based only on the number of parties by same-day and overnight visitation, three exit points, five tourism seasons, and nine origins of visitors, not based on all survey questions.

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

#### 3.1. Number of Visitors Estimated

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

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

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

### 3.2. Estimated Number of Travel Parties

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

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

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

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

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

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

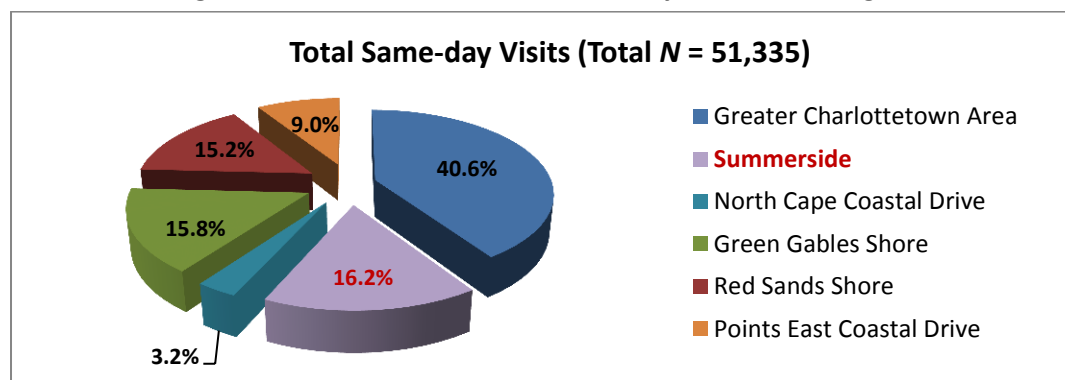
### 4.1. PEI Regions Visited by All Same-day Visitor Parties

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

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

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

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



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

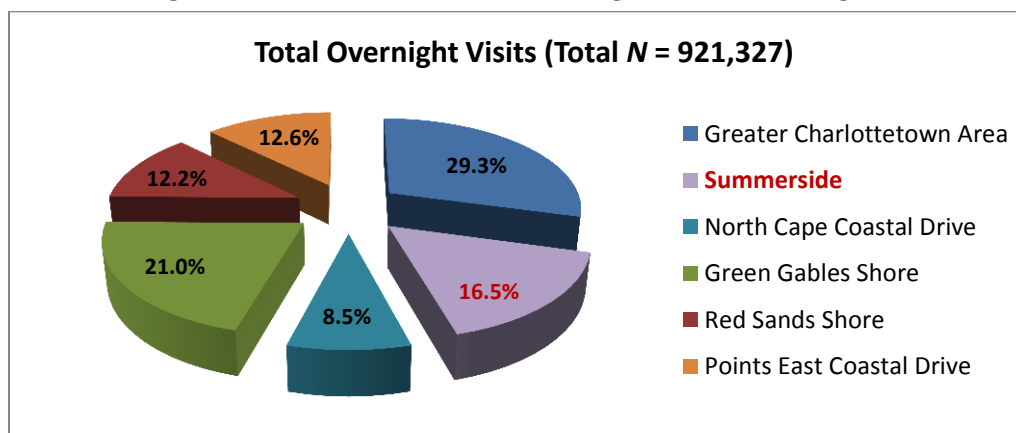
## 4.2. PEI Regions Visited by All Overnight Visitor Parties

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

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

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

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



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

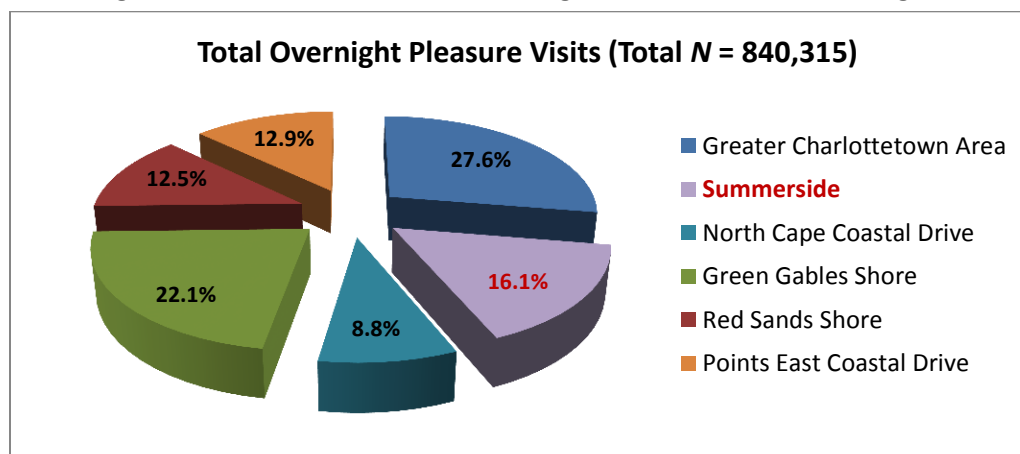
### 4.3. PEI Regions Visited by Overnight Pleasure Visitor Parties

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

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

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

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



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

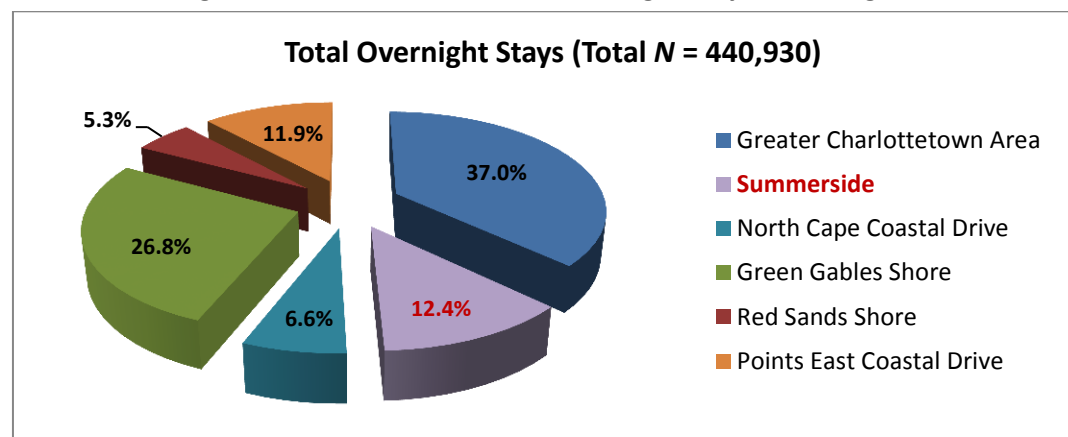
#### 4.4. Overnight Stays in PEI Regions by All Overnight Visitor Parties

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

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

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

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



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

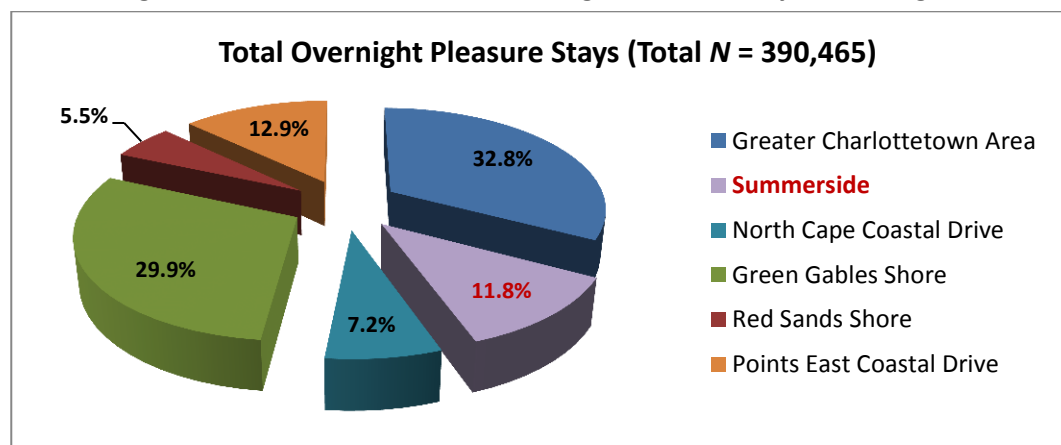
## 4.5. Overnight Stays in PEI Regions by Overnight Pleasure Visitor Parties

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

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

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

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



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

## 5. DATA USED AND SUMMARY OF OVERALL RESULTS FOR SUMMERSIDE

### 5.1. Samples Used for This Report

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Samples (2012 Exit Survey)	437	7.3%	838	14.1%	3,101	52.1%	1,342	22.5%	237	4.0%	5,955	100.0%
Total Overnight Samples	258	4.9%	681	13.0%	2,919	55.9%	1,198	23.0%	163	3.1%	5,219	100.0%
<b>Samples for This Report (Summerside Profile)</b>	<b>34</b>	<b>(15.1%)</b>	<b>115</b>	<b>(16.9%)</b>	<b>448</b>	<b>(15.3%)</b>	<b>185</b>	<b>(15.4%)</b>	<b>20</b>	<b>(12.3%)</b>	<b>807</b>	<b>(15.5%)</b>

Note: Number of samples used for this report includes only those who stayed at least one night in Summerside but excludes those who visited Summerside for business purpose trips. Thus, samples in this report include those who stayed overnight in other PEI regions; **Numbers in red indicate 'caution' due to small base sample size.**

## 5.2. Summary of Overall Results for Summerside

Table 5-2: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2012 Full Year for Summerside

	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed in Summerside	Total Nights Stayed in Summerside	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Total Estimated Direct Spending	% of Direct Spending
<b>Total</b>	<b>62,937</b>	<b>100.0%</b>	<b>2.446</b>	<b>4.13</b>	<b>260,088</b>	<b>100.0%</b>	<b>\$838.61</b>		<b>\$51,712,724</b>	<b>100.0%</b>
<b>Same-Day Total</b>	8,328	13.2%	2.840	0.00	0	0.0%	\$128.19	\$45.14 <sup>a)</sup>	\$1,067,588	2.1%
<b>Overnight Total</b>	54,609	86.8%	2.386	4.76	260,088	100.0%	\$927.41	\$81.62 <sup>b)</sup>	\$50,645,136	97.9%
<b>Overnight by Trip Purpose</b>	<b>54,610</b>	<b>100.0%</b>	<b>2.386</b>	<b>4.76</b>	<b>260,092</b>	<b>100.0%</b>	<b>\$927.41</b>	<b>\$81.62</b>	<b>\$50,645,136</b>	<b>100.0%</b>
Pleasure <sup>c)</sup>	45,937	84.1%	2.534	5.01	230,358	88.6%	\$994.22	\$78.24	\$45,656,963	90.2%
Business	8,673	15.9%	1.599	3.43	29,734	11.4%	\$575.32	\$104.94	\$4,988,173	9.8%
<b>Overnight Pleasure by Market <sup>c)</sup></b>	<b>45,937</b>	<b>100.0%</b>	<b>2.534</b>	<b>5.01</b>	<b>230,359</b>	<b>100.0%</b>	<b>\$994.22</b>	<b>\$78.24</b>	<b>\$45,656,963</b>	<b>100.0%</b>
<b>Canada</b>	<b>41,102</b>	<b>89.5%</b>	<b>2.536</b>	<b>4.92</b>	<b>202,192</b>	<b>87.8%</b>	<b>\$950.97</b>	<b>\$76.22</b>	<b>\$39,078,766</b>	<b>85.6%</b>
New Brunswick	12,064	26.3%	2.469	3.27	39,458	17.1%	\$549.77	\$68.09	\$6,593,615	14.4%
Nova Scotia	13,437	29.3%	2.456	5.16	69,344	30.1%	\$765.08	\$60.36	\$10,220,324	22.4%
Newfoundland & Labrador	179	0.4%	2.905	3.30	591	0.3%	\$814.39	\$84.91	\$144,923	0.3%
Quebec	5,719	12.4%	2.894	6.29	35,988	15.6%	\$1,633.45	\$89.71	\$9,287,092	20.3%
Ontario	6,992	15.2%	2.632	5.40	37,745	16.4%	\$1,298.64	\$91.38	\$9,026,981	19.8%
Rest of Canada	2,711	5.9%	2.209	7.03	19,067	8.3%	\$1,412.10	\$90.90	\$3,805,831	8.3%
<b>United States</b>	<b>4,306</b>	<b>9.4%</b>	<b>2.506</b>	<b>5.86</b>	<b>25,220</b>	<b>10.9%</b>	<b>\$1,316.09</b>	<b>\$89.68</b>	<b>\$5,632,698</b>	<b>12.3%</b>
New England	1,309	2.8%	2.291	7.05	9,230	4.0%	\$1,374.53	\$85.10	\$1,788,742	3.9%
Rest of US	2,997	6.5%	2.600	5.34	15,990	6.9%	\$1,290.14	\$93.02	\$3,843,957	8.4%
<b>International</b>	<b>529</b>	<b>1.2%</b>	<b>2.591</b>	<b>5.57</b>	<b>2,947</b>	<b>1.3%</b>	<b>\$1,797.84</b>	<b>\$124.55</b>	<b>\$945,498</b>	<b>2.1%</b>

Note: <sup>a)</sup> Per person per day basis; <sup>b)</sup> Per person per night basis; <sup>c)</sup> including other purpose trips

## 6. A PROFILE OF OVERNIGHT VISITOR PARTIES TO SUMMERSIDE <sup>1</sup>

### 6.1. Origin of Overnight Visitor Parties

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
<b>Canada</b>	<b>7,491</b>	<b>99.5%</b>	<b>6,863</b>	<b>87.0%</b>	<b>17,527</b>	<b>88.0%</b>	<b>6,278</b>	<b>82.6%</b>	<b>2,943</b>	<b>97.7%</b>	<b>41,102</b>	<b>89.5%</b>
New Brunswick	2,957	39.3%	2,426	30.7%	4,853	24.4%	1,142	15.0%	687	22.8%	12,065	26.3%
Nova Scotia	3,817	50.7%	2,605	33.0%	3,378	17.0%	1,791	23.6%	1,845	61.2%	13,436	29.2%
Newfoundland & Labrador	0	0.0%	0	0.0%	108	0.5%	71	0.9%	0	0.0%	179	0.4%
Quebec	0	0.0%	275	3.5%	4,270	21.4%	988	13.0%	187	6.2%	5,720	12.5%
Ontario	556	7.4%	998	12.6%	3,900	19.6%	1,444	19.0%	95	3.2%	6,993	15.2%
Rest of Canada	161	2.1%	560	7.1%	1,019	5.1%	842	11.1%	130	4.3%	2,712	5.9%
<b>United States</b>	<b>35</b>	<b>0.5%</b>	<b>844</b>	<b>10.7%</b>	<b>2,158</b>	<b>10.8%</b>	<b>1,199</b>	<b>15.8%</b>	<b>70</b>	<b>2.3%</b>	<b>4,306</b>	<b>9.4%</b>
New England	0	0.0%	336	4.3%	577	2.9%	396	5.2%	0	0.0%	1,309	2.8%
Rest of US	35	0.5%	508	6.4%	1,582	7.9%	803	10.6%	70	2.3%	2,998	6.5%
<b>International</b>	<b>0</b>	<b>0.0%</b>	<b>182</b>	<b>2.3%</b>	<b>225</b>	<b>1.1%</b>	<b>122</b>	<b>1.6%</b>	<b>0</b>	<b>0.0%</b>	<b>529</b>	<b>1.2%</b>

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

<sup>1</sup> Note that results were based on only those who stayed overnight at least one night in Summerside and visited PEI and/or Summerside for pleasure purposes (including other purposes but excluding business purposes); Interpretations of the results for winter off-seasons and spring & fall shoulder seasons should be taken with caution due to small base sample size.

## 6.2. Primary Reason for Trip

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
Holiday, vacation	0	0.0%	2,422	30.7%	11,608	58.3%	3,577	47.1%	580	19.2%	18,187	39.6%
Short getaway	728	9.7%	770	9.8%	2,015	10.1%	1,563	20.6%	0	0.0%	5,076	11.0%
Visit friends and/or relatives	3,984	52.9%	2,170	27.5%	2,415	12.1%	1,863	24.5%	1,571	52.1%	12,003	26.1%
Visit second home, cottage, condo	0	0.0%	546	6.9%	300	1.5%	221	2.9%	42	1.4%	1,109	2.4%
Attend events, festivals, attractions	456	6.1%	1,393	17.7%	1,225	6.2%	115	1.5%	205	6.8%	3,394	7.4%
Other pleasure	2,358	31.3%	589	7.5%	2,348	11.8%	260	3.4%	615	20.4%	6,170	13.4%

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

### 6.3. Party Composition and Average Travel Party Size

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
<b>Party Composition</b>												
Adult travelling alone	1,485	19.7%	1,247	15.8%	1,064	5.3%	807	10.6%	891	29.6%	5,494	12.0%
2 adults	4,385	58.3%	4,264	54.1%	10,114	50.8%	5,021	66.1%	1,302	43.2%	25,086	54.6%
3 or more adults	78	1.0%	655	8.3%	2,762	13.9%	827	10.9%	0	0.0%	4,322	9.4%
1 Adult with child(ren)	713	9.5%	268	3.4%	1,121	5.6%	354	4.7%	205	6.8%	2,661	5.8%
2 adults with child(ren)	859	11.4%	1,424	18.1%	3,685	18.5%	509	6.7%	410	13.6%	6,887	15.0%
3 or more adults with child(ren)	6	0.1%	30	0.4%	1,163	5.8%	81	1.1%	205	6.8%	1,485	3.2%
<b>Party Size</b>												
<b>Average Travel Party Size</b>	<b>2.13</b>		<b>2.29</b>		<b>2.93</b>		<b>2.33</b>		<b>2.11</b>		<b>2.53</b>	
Avg. Number of Adult Travellers	1.73		1.98		2.31		2.07		1.70		2.08	
Avg. Number of Children	0.40		0.31		0.62		0.25		0.41		0.45	
Avg. Number of Male Adults	0.87		0.98		1.40		1.06		0.65		1.13	
Avg. Number of Female Adults	1.26		1.31		1.53		1.26		1.46		1.40	

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

## 6.4. Gender and Age of Individual Overnight Pleasure Travellers

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Visitors</b>	<b>16,042</b>	<b>(13.8%)</b>	<b>18,053</b>	<b>(15.5%)</b>	<b>58,284</b>	<b>(50.1%)</b>	<b>17,682</b>	<b>(15.2%)</b>	<b>6,365</b>	<b>(5.5%)</b>	<b>116,426</b>	<b>(100.0%)</b>
<b>Gender</b>												
Male	6,539	40.8%	7,693	42.6%	27,825	47.7%	8,091	45.8%	1,960	30.8%	52,108	44.8%
Female	9,503	59.2%	10,360	57.4%	30,459	52.3%	9,591	54.2%	4,405	69.2%	64,318	55.2%
<b>Age</b>												
Under 8 Years	844	5.3%	923	5.1%	5,811	10.0%	1,635	9.2%	205	3.2%	9,419	8.1%
9 – 17 Years	2,174	13.6%	1,494	8.3%	6,486	11.1%	278	1.6%	1,025	16.1%	11,458	9.8%
18 – 24 Years	1,152	7.2%	671	3.7%	1,187	2.0%	64	0.4%	218	3.4%	3,292	2.8%
25 – 34 Years	1,689	10.5%	1,529	8.5%	3,906	6.7%	1,020	5.8%	487	7.7%	8,631	7.4%
35 – 44 Years	2,159	13.5%	1,257	7.0%	6,782	11.6%	1,194	6.8%	706	11.1%	12,098	10.4%
45 – 54 Years	4,403	27.4%	3,472	19.2%	11,249	19.3%	3,019	17.1%	658	10.3%	22,801	19.6%
55 – 64 Years	2,728	17.0%	3,776	20.9%	13,143	22.5%	5,364	30.3%	2,587	40.6%	27,597	23.7%
65 – 74 Years	805	5.0%	4,333	24.0%	8,152	14.0%	4,006	22.7%	480	7.5%	17,776	15.3%
75 Years and over	87	0.5%	597	3.3%	1,568	2.7%	1,103	6.2%	0	0.0%	3,355	2.9%

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

## 6.5. Entry and Exit Point

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
<b>Entry Point</b>												
Charlottetown Airport	571	7.6%	357	4.5%	1,538	7.7%	609	8.0%	218	7.2%	3,293	7.2%
Confederation Bridge	6,955	92.4%	6,726	85.3%	15,520	78.0%	6,363	83.7%	2,795	92.8%	38,359	83.5%
Ferry at Caribou, Nova Scotia	0	0.0%	806	10.2%	2,852	14.3%	626	8.2%	0	0.0%	4,284	9.3%
<b>Exit Point</b>												
Charlottetown Airport	352	4.7%	357	4.5%	1,495	7.5%	622	8.2%	273	9.1%	3,099	6.7%
Confederation Bridge	7,174	95.3%	6,824	86.5%	16,077	80.7%	5,637	74.2%	2,740	90.9%	38,452	83.7%
Wood Islands Ferry Terminal	0	0.0%	708	9.0%	2,338	11.7%	1,339	17.6%	0	0.0%	4,385	9.5%
<b>Mix of Entry and Exit Points</b>												
Air only	280	3.7%	357	4.5%	1,425	7.2%	609	8.0%	218	7.2%	2,889	6.3%
Bridge only	6,883	91.5%	6,137	77.8%	13,466	67.6%	5,025	66.1%	2,740	90.9%	34,251	74.6%
Ferry only	0	0.0%	119	1.5%	327	1.6%	14	0.2%	0	0.0%	460	1.0%
Bridge and Ferry Mix	0	0.0%	1,277	16.2%	4,508	22.6%	1,937	25.5%	0	0.0%	7,722	16.8%
Air and Bridge or Ferry Mix	363	4.8%	0	0.0%	183	0.9%	13	0.2%	55	1.8%	614	1.3%

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

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
<b>Rental Car Usage</b>												
Yes	585	7.8%	1,591	20.2%	2,850	14.3%	1,554	20.5%	43	1.4%	6,623	14.4%
No	6,940	92.2%	6,298	79.8%	17,060	85.7%	6,045	79.5%	2,970	98.6%	39,313	85.6%
<b>Location of Pick-Up</b>												
Prince Edward Island	149	25.4%	156	9.8%	994	34.9%	360	23.2%	43	100.0%	1,702	25.7%
New Brunswick	0	0.0%	398	25.0%	262	9.2%	271	17.4%	0	0.0%	931	14.1%
Nova Scotia	291	49.7%	672	42.3%	1,081	37.9%	654	42.1%	0	0.0%	2,698	40.7%
Quebec	0	0.0%	50	3.1%	126	4.4%	54	3.5%	0	0.0%	230	3.5%
Ontario	146	24.9%	189	11.9%	120	4.2%	66	4.2%	0	0.0%	521	7.9%
Other province	0	0.0%	0	0.0%	92	3.2%	0	0.0%	0	0.0%	92	1.4%
New England state	0	0.0%	125	7.9%	146	5.1%	149	9.6%	0	0.0%	420	6.3%
Other US state	0	0.0%	0	0.0%	28	1.0%	0	0.0%	0	0.0%	28	0.4%

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

## 6.7. Primary Destination of the Trip and Trip Duration

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
<b>Primary Destination of the Trip</b>												
Prince Edward Island	7,494	99.6%	6,338	80.3%	16,800	84.4%	5,785	76.1%	3,013	100.0%	39,430	85.8%
Other Destination	32	0.4%	1,483	18.8%	2,905	14.6%	1,737	22.9%	0	0.0%	6,157	13.4%
Don't Know	0	0.0%	68	0.9%	205	1.0%	77	1.0%	0	0.0%	350	0.8%
<b>Average Trip Duration</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>
Total Nights of the Trip	3.246	100.0%	7.031	100.0%	9.776	100.0%	12.457	100.0%	6.098	100.0%	8.437	100.0%
Nights stayed in PEI	3.114	95.9%	3.447	49.0%	5.286	54.1%	7.713	61.9%	5.269	86.4%	5.015	59.4%
<b>(Nights in Paid Accommodation)</b>	<b>(0.670)</b>	<b>(21.5%)</b>	<b>(2.207)</b>	<b>(64.04%)</b>	<b>(4.151)</b>	<b>(78.5%)</b>	<b>(3.431)</b>	<b>(44.5%)</b>	<b>(1.429)</b>	<b>(27.1%)</b>	<b>(2.949)</b>	<b>(58.8%)</b>
Nights stayed in NB	0.041	1.3%	0.943	13.4%	1.591	16.3%	1.137	9.1%	0.544	8.9%	1.082	12.8%
Nights stayed in NS	0.039	1.2%	1.453	20.7%	1.531	15.7%	1.952	15.7%	0.264	4.3%	1.260	14.9%
Nights stayed in NFLD	0.000	0.0%	0.222	3.2%	0.396	4.0%	0.244	2.0%	0.000	0.0%	0.250	3.0%
Nights stayed in Magdalen Islands	0.000	0.0%	0.000	0.0%	0.078	0.8%	0.269	2.2%	0.000	0.0%	0.078	0.9%
Nights stayed in elsewhere	0.052	1.6%	0.966	13.7%	0.894	9.1%	1.141	9.2%	0.021	0.3%	0.752	8.9%

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

## 6.8. Overnight Stays in Other PEI Regions

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
<b>Overnight Stays in Other PEI Regions by Those Who Stayed Overnight in Summerside <sup>a)</sup></b>												
Greater Charlottetown Area	1,494	19.9%	1,593	20.2%	5,939	29.8%	1,784	23.5%	685	22.7%	11,495	25.0%
Green Gables Shore	0	0.0%	911	11.5%	4,530	22.8%	1,706	22.5%	0	0.0%	7,147	15.6%
Points East Coastal Drive	0	0.0%	753	9.5%	3,692	18.5%	1,200	15.8%	70	2.3%	5,715	12.4%
North Cape Coastal Drive	422	5.6%	253	3.2%	2,587	13.0%	783	10.3%	0	0.0%	4,045	8.8%
Red Sands Shore	0	0.0%	313	4.0%	1,605	8.1%	418	5.5%	0	0.0%	2,336	5.1%
<b>Total Accumulated Nights Spent by Parties in the Specific Region</b>												
<b>Summerside</b>	<b>20,320</b>	<b>86.7%</b>	<b>19,683</b>	<b>72.4%</b>	<b>63,598</b>	<b>60.4%</b>	<b>44,467</b>	<b>75.8%</b>	<b>13,282</b>	<b>83.6%</b>	<b>161,350</b>	<b>70.0%</b>
Greater Charlottetown Area	2,706	11.5%	3,870	14.2%	14,275	13.6%	3,734	6.4%	2,120	13.3%	26,705	11.6%
Green Gables Shore	0	0.0%	1,294	4.8%	11,685	11.1%	5,539	9.4%	0	0.0%	18,518	8.0%
Points East Coastal Drive	0	0.0%	1,311	4.8%	7,566	7.2%	2,555	4.4%	490	3.1%	11,922	5.2%
North Cape Coastal Drive	422	1.8%	461	1.7%	5,387	5.1%	1,650	2.8%	0	0.0%	7,920	3.4%
Red Sands Shore	0	0.0%	566	2.1%	2,804	2.7%	688	1.2%	0	0.0%	4,058	1.8%
<b>Total Overnight Stays (Nights)</b>	<b>23,448</b>	<b>100.0%</b>	<b>27,185</b>	<b>100.0%</b>	<b>105,315</b>	<b>100.0%</b>	<b>58,633</b>	<b>100.0%</b>	<b>15,892</b>	<b>100.0%</b>	<b>230,473</b>	<b>100.0%</b>

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

## 6.9. Average Length of Stay in PEI Regions

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	7,526	(16.4%)	7,889	(17.2%)	19,910	(43.3%)	7,599	(16.5%)	3,013	(6.6%)	45,937	(100.0%)
Average Number of Nights Stayed	3.11		3.45		5.29		7.71		5.27		5.01	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)												
Summerside	2.70		2.50		3.19		5.85		4.40		3.51	
Greater Charlottetown Area	0.36		0.49		0.72		0.49		0.70		0.58	
Green Gables Shore	0.00		0.16		0.59		0.73		0.00		0.40	
Points East Coastal Drive	0.00		0.17		0.38		0.34		0.16		0.26	
North Cape Coastal Drive	0.06		0.06		0.27		0.22		0.00		0.17	
Red Sands Shore	0.00		0.07		0.14		0.09		0.00		0.09	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
Summerside	2.70		2.50		3.19		5.85		4.40		3.51	
Green Gables Shore	n/a		1.42		2.58		3.24		n/a		2.59	
Greater Charlottetown Area	1.81		2.43		2.40		2.10		3.09		2.32	
Points East Coastal Drive	n/a		1.75		2.05		2.13		7.00		2.09	
North Cape Coastal Drive	1.00		1.82		2.08		2.11		n/a		1.96	
Red Sands Shore	n/a		1.81		1.75		1.65		n/a		1.74	

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

## 6.10. Overnight Stays in Type of Accommodation Used

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
<b>Total Parties Staying at Least One Night in the Specific Type of Accommodation</b>												
Hotel, Motel, or Resort	1,514	19.0%	3,733	40.4%	10,623	43.5%	3,603	39.0%	410	12.7%	19,883	36.8%
Home of Friends or Relatives	6,096	76.6%	2,643	28.6%	3,186	13.1%	2,073	22.4%	2,150	66.8%	16,148	29.9%
Campground or Trailer (RV) Park	0	0.0%	865	9.4%	4,455	18.3%	1,044	11.3%	0	0.0%	6,364	11.8%
Cottage or Cabin	0	0.0%	583	6.3%	2,528	10.4%	746	8.1%	248	7.7%	4,105	7.6%
B&B or Tourist Home	0	0.0%	553	6.0%	1,932	7.9%	1,193	12.9%	0	0.0%	3,678	6.8%
Inn	291	3.7%	260	2.8%	905	3.7%	315	3.4%	0	0.0%	1,771	3.3%
Own Property	61	0.8%	545	5.9%	281	1.2%	220	2.4%	205	6.4%	1,312	2.4%
Other (e.g., hostel)	0	0.0%	57	0.6%	483	2.0%	55	0.6%	205	6.4%	800	1.5%
<b>Total Overnight Stays (Parties)</b>	<b>7,962</b>	<b>100.0%</b>	<b>9,239</b>	<b>100.0%</b>	<b>24,393</b>	<b>100.0%</b>	<b>9,249</b>	<b>100.0%</b>	<b>3,218</b>	<b>100.0%</b>	<b>54,061</b>	<b>100.0%</b>
<b>Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation</b>												
Hotel, Motel, or Resort	4,754	20.3%	9,562	35.2%	35,522	33.7%	12,205	20.8%	1,025	6.4%	63,068	27.4%
Home of Friends or Relatives	17,677	75.4%	7,467	27.5%	14,520	13.8%	8,208	14.0%	9,236	58.1%	57,108	24.8%
Campground or Trailer (RV) Park	0	0.0%	3,227	11.9%	28,128	26.7%	7,171	12.2%	0	0.0%	38,526	16.7%
Own Property	723	3.1%	1,364	5.0%	5,439	5.2%	22,759	38.8%	2,050	12.9%	32,335	14.0%
Cottage or Cabin	0	0.0%	1,888	6.9%	11,910	11.3%	3,075	5.2%	2,761	17.4%	19,634	8.5%
B&B or Tourist Home	0	0.0%	2,918	10.7%	6,161	5.9%	4,438	7.6%	0	0.0%	13,517	5.9%
Inn	291	1.2%	594	2.2%	2,817	2.7%	629	1.1%	0	0.0%	4,331	1.9%
Other (e.g., hostel)	0	0.0%	147	0.5%	817	0.8%	165	0.3%	820	5.2%	1,949	0.8%
<b>Total Overnight Stays (Nights)</b>	<b>23,445</b>	<b>100.0%</b>	<b>27,167</b>	<b>100.0%</b>	<b>105,314</b>	<b>100.0%</b>	<b>58,650</b>	<b>100.0%</b>	<b>15,892</b>	<b>100.0%</b>	<b>230,468</b>	<b>100.0%</b>

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

## 6.11. Average Length of Stay for Each Type Accommodation

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	7,526	(16.4%)	7,889	(17.2%)	19,910	(43.3%)	7,599	(16.5%)	3,013	(6.6%)	45,937	(100.0%)
Average Number of Nights Stayed	3.11		3.45		5.29		7.71		5.27		5.01	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Accommodation Used)												
Hotel, Motel, or Resort	0.63		1.21		1.78		1.60		0.34		1.37	
Home of Friends or Relatives	2.35		0.95		0.73		1.08		3.06		1.24	
Campground or Trailer (RV) Park	0.00		0.41		1.41		0.95		0.00		0.84	
Own Property	0.10		0.17		0.27		2.99		0.68		0.70	
Cottage or Cabin	0.00		0.24		0.60		0.41		0.92		0.43	
B&B or Tourist Home	0.00		0.37		0.31		0.58		0.00		0.29	
Inn	0.04		0.08		0.14		0.08		0.00		0.09	
Other (e.g., hostel)	0.00		0.02		0.04		0.02		0.27		0.04	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)												
Own Property	11.68		2.50		19.12		103.10		10.00		24.56	
Campground or Trailer (RV) Park	n/a		3.73		6.31		6.88		n/a		6.05	
Cottage or Cabin	n/a		3.24		4.71		4.13		11.13		4.79	
B&B or Tourist Home	n/a		5.29		3.19		3.71		n/a		3.68	
Home of Friends or Relatives	2.90		2.83		4.56		3.96		4.29		3.54	
Hotel, Motel, or Resort	3.14		2.57		3.34		3.38		2.50		3.17	
Inn	1.00		2.28		3.11		1.99		n/a		2.44	
Other (e.g., hostel)	n/a		2.57		1.69		3.00		4.00		2.44	

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

## 6.12. Other PEI Regions Visited During the Trip

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
Greater Charlottetown Area	3,436	45.7%	3,920	49.7%	12,464	62.6%	4,361	57.4%	1,136	37.7%	25,317	55.1%
Green Gables Shore	762	10.1%	2,785	35.3%	13,159	66.1%	4,534	59.7%	787	26.1%	22,027	47.9%
North Cape Coastal Drive	1,519	20.2%	2,092	26.5%	9,366	47.0%	3,119	41.0%	537	17.8%	16,633	36.2%
Red Sands Shore	308	4.1%	1,843	23.4%	8,613	43.3%	3,685	48.5%	537	17.8%	14,986	32.6%
Points East Coastal Drive	291	3.9%	1,977	25.1%	7,649	38.4%	2,344	30.8%	205	6.8%	12,466	27.1%

Note: Multiple responses

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
<b>Type of Visitation</b>												
First-Time Visitors	352	4.7%	1,969	25.0%	6,360	31.9%	2,647	34.8%	45	1.5%	11,373	24.8%
<b>Repeat Visitors</b>	<b>7,174</b>	<b>95.3%</b>	<b>5,920</b>	<b>75.0%</b>	<b>13,550</b>	<b>68.1%</b>	<b>4,952</b>	<b>65.2%</b>	<b>2,968</b>	<b>98.5%</b>	<b>34,564</b>	<b>75.2%</b>
<b>Last Trip to PEI*</b>												
This year (2012)	3,093	43.1%	1,719	29.0%	4,450	32.8%	1,595	32.2%	2,112	71.1%	12,969	37.5%
One year ago (2011)	2,870	40.0%	2,759	46.6%	3,309	24.4%	1,338	27.0%	670	22.6%	10,946	31.7%
Two years ago (2010)	902	12.6%	621	10.5%	1,258	9.3%	216	4.4%	0	0.0%	2,997	8.7%
Three years ago (2009)	0	0.0%	127	2.1%	508	3.7%	89	1.8%	0	0.0%	724	2.1%
Four years ago (2008)	0	0.0%	57	1.0%	483	3.6%	54	1.1%	0	0.0%	594	1.7%
Five or more years ago (2007 & earlier)	308	4.3%	636	10.7%	3,542	26.1%	1,660	33.5%	187	6.3%	6,333	18.3%
<b>Average Number of Previous Visits to PEI in the Past Five Years*</b>												
<b>Mean (Group Median)</b>	<b>7.13 (7.52)</b>		<b>5.56 (5.18)</b>		<b>3.89 (3.06)</b>		<b>3.79 (2.27)</b>		<b>7.35 (8.50)</b>		<b>5.13 (4.79)</b>	

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

## 6.14. Primary Features That Attracted Overnight Visitor Parties to PEI

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
Natural beauty and pastoral settings	1,896	25.2%	2,413	30.6%	5,591	28.1%	2,937	38.6%	250	8.3%	13,087	28.5%
Beaches and coast line	1,889	25.1%	2,076	26.3%	5,513	27.7%	1,253	16.5%	638	21.2%	11,369	24.8%
Outdoor activities (e.g., water-based activities, skiing, Confederation trail, cycling, bird watching, etc.)	291	3.9%	519	6.6%	1,383	6.9%	772	10.2%	537	17.8%	3,502	7.6%
World of Anne of Green Gables and Lucy Maud Montgomery	291	3.9%	304	3.9%	947	4.8%	490	6.4%	0	0.0%	2,032	4.4%
Culinary experience (lobster, seafood, wine, farm products, etc.)	34	0.5%	84	1.1%	786	3.9%	356	4.7%	0	0.0%	1,260	2.7%
Canada's birthplace attractions	0	0.0%	34	0.4%	197	1.0%	146	1.9%	0	0.0%	377	0.8%
Golf	27	0.4%	34	0.4%	171	0.9%	37	0.5%	0	0.0%	269	0.6%
Other features	3,097	41.2%	2,424	30.7%	5,322	26.7%	1,608	21.2%	1,588	52.7%	14,039	30.6%

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

## 6.15. Activities Participated in While in PEI

**Table 6-15: Activities Participated in by Tourism Season**

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
<b>Valid Overnight Pleasure Parties</b>	<b>6,537</b>	<b>(14.6%)</b>	<b>7,889</b>	<b>(17.6%)</b>	<b>19,778</b>	<b>(44.2%)</b>	<b>7,577</b>	<b>(16.9%)</b>	<b>3,013</b>	<b>(6.7%)</b>	<b>44,994</b>	<b>(100.0%)</b>
Sightseeing/Driving tour	2,043	31.3%	4,053	51.4%	15,620	79.0%	6,189	81.7%	931	30.9%	28,836	64.4%
Shopping for local crafts/souvenirs/antiques	1,296	19.8%	2,721	34.5%	12,968	65.6%	5,011	66.1%	734	24.4%	22,730	50.7%
Visiting friends and/or relatives	5,484	83.9%	4,280	54.3%	6,496	32.8%	3,322	43.8%	2,765	91.8%	22,347	49.9%
Going to a beach	34	0.5%	2,352	29.8%	12,808	64.8%	3,695	48.8%	478	15.9%	19,367	43.2%
Visiting historical and cultural attractions	661	10.1%	2,475	31.4%	10,799	54.6%	4,375	57.7%	332	11.0%	18,642	41.6%
Visiting a national or provincial park	762	11.7%	2,105	26.7%	10,890	55.1%	3,783	49.9%	408	13.5%	17,948	40.1%
Going to a lobster dinner (meal)	78	1.2%	2,047	26.0%	6,830	34.5%	2,913	38.4%	537	17.8%	12,405	27.7%
Visiting Anne of Green Gables attractions	599	9.2%	1,774	22.5%	6,933	35.1%	2,368	31.3%	0	0.0%	11,674	26.1%
Going to a bar/pub/lounge/nightclub	1,153	17.6%	1,798	22.8%	4,035	20.4%	1,654	21.8%	680	22.6%	9,320	20.8%
Attending a festival, fair or event	325	5.0%	1,666	21.1%	4,999	25.3%	918	12.1%	205	6.8%	8,113	18.1%
Participating in other sports and/or outdoor activities	979	15.0%	526	6.7%	3,494	17.7%	1,203	15.9%	102	3.4%	6,304	14.1%
Attending a performance (live theatre, a play, a concert)	260	4.0%	311	3.9%	4,128	20.9%	1,134	15.0%	42	1.4%	5,875	13.1%
Visiting Canada's birthplace attractions/Founders' Hall	0	0.0%	864	11.0%	2,903	14.7%	1,671	22.1%	0	0.0%	5,438	12.1%
Visiting a theme, fun or amusement park	0	0.0%	151	1.9%	2,796	14.1%	354	4.7%	0	0.0%	3,301	7.4%
Attending a sports event or tournament (as a spectator)	984	15.1%	189	2.4%	330	1.7%	363	4.8%	247	8.2%	2,113	4.7%
Playing golf (not miniature)	0	0.0%	227	2.9%	973	4.9%	325	4.3%	0	0.0%	1,525	3.4%

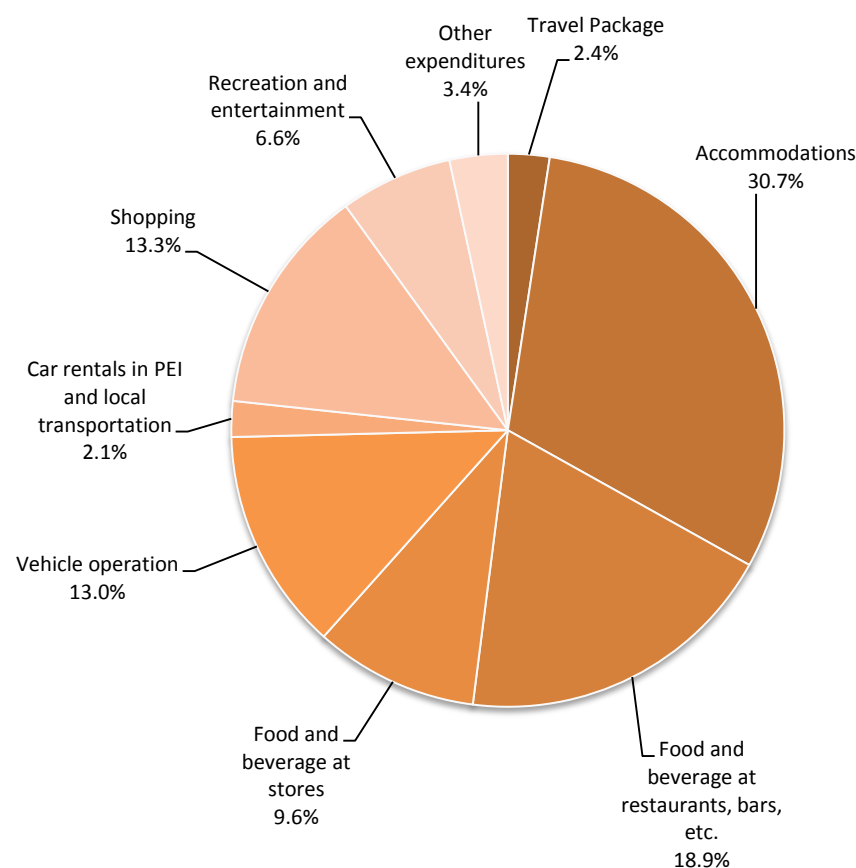
Note: Results were based on valid number of overnight pleasure parties who reported their activities participated in while in PEI and multiple responses. '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

## 6.16. Travel Expenditures

Table 6-16: Travel Expenditures for Full Year

	Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>Total N = 45,937</b>	
<b>Estimated Total Direct Expenditures</b>	<b>\$45,656,963</b>	
<b>Average Spending per Party per Visit</b>	<b>\$994.22</b>	<b>100.0%</b>
Travel packages	\$24.15	2.4%
Accommodations	\$304.94	30.7%
Food and beverage at restaurants, bars, etc.	\$188.14	18.9%
Food and beverage at stores	\$95.20	9.6%
Vehicle operation	\$129.35	13.0%
Car rentals in PEI and local transportation	\$20.76	2.1%
Shopping	\$132.62	13.3%
Recreation and entertainment	\$65.34	6.6%
Other expenditures	\$33.73	3.4%
<b>Average Spending per Person per Night</b>	<b>\$78.24</b>	<b>100.0%</b>
Travel packages	\$1.90	2.4%
Accommodations	\$24.00	30.7%
Food and beverage at restaurants, bars, etc.	\$14.80	18.9%
Food and beverage at stores	\$7.49	9.6%
Vehicle operation	\$10.18	13.0%
Car rentals in PEI and local transportation	\$1.63	2.1%
Shopping	\$10.44	13.3%
Recreation and entertainment	\$5.14	6.6%
Other expenditures	\$2.65	3.4%

Figure 6-1: Breakdown of Expenditure Categories



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

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
<b>Ratings of Travel Services</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>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>
Accommodation service and quality	4.21	88.3%	4.50	91.2%	4.43	91.7%	4.36	90.9%	100.0%	4.55	4.41	91.5%
Restaurant service and quality	4.29	83.5%	4.53	97.2%	4.39	90.8%	4.20	84.0%	82.1%	4.43	4.36	89.0%
Transportation service and quality	4.01	84.6%	4.51	98.9%	4.25	82.6%	4.08	92.2%	85.6%	4.63	4.24	86.8%
Quality of customer service	4.33	92.6%	4.73	100.0%	4.52	96.3%	4.43	91.4%	91.8%	4.52	4.51	95.2%
Prices of goods and services	3.60	53.6%	4.09	82.5%	3.89	73.1%	3.87	72.0%	86.4%	4.27	3.89	72.0%
Variety of things to see and do	3.85	60.4%	4.50	95.3%	4.53	93.1%	4.34	85.7%	94.9%	4.79	4.40	87.5%
<b>Complaints</b>												
<b>Yes</b>	<b>958</b>	<b>12.7%</b>	<b>473</b>	<b>6.0%</b>	<b>2,002</b>	<b>10.1%</b>	<b>1,032</b>	<b>13.6%</b>	<b>511</b>	<b>17.0%</b>	<b>4,976</b>	<b>10.8%</b>
No	6,568	87.3%	7,416	94.0%	17,908	89.9%	6,567	86.4%	2,502	83.0%	40,961	89.2%
<b>Travel Evaluation and Future 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>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>
Good value for money	4.01	69.9%	4.41	92.6%	4.44	93.2%	4.40	88.4%	91.4%	4.45	4.36	88.6%
Good way to spend time	4.45	88.7%	4.60	96.7%	4.65	96.3%	4.58	94.3%	71.4%	4.36	4.58	93.2%
Overall satisfaction with the trip to PEI	4.61	100.0%	4.64	96.1%	4.67	97.2%	4.54	92.3%	91.8%	4.55	4.63	96.3%
Intention to recommend to others	4.47	93.5%	4.78	98.5%	4.73	96.1%	4.63	91.4%	93.0%	4.76	4.68	95.1%
Intention to revisit PEI	4.76	99.8%	4.75	97.0%	4.65	94.5%	4.60	90.0%	100.0%	4.92	4.69	95.4%

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 scales; <sup>b)</sup> Percentages (%) were for those who rated 4 or 5.

## 6.18. Characteristics of Respondents

**Table 6-18: Demographic Characteristics by Tourism Season**

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
<b>Gender</b>												
Male	2,194	29.2%	2,891	36.7%	7,531	37.8%	3,012	39.6%	476	15.8%	16,104	35.1%
Female	5,331	70.8%	4,997	63.3%	12,379	62.2%	4,587	60.4%	2,537	84.2%	29,831	64.9%
<b>Age</b>												
18 to 24	448	6.0%	53	0.7%	343	1.7%	13	0.2%	218	7.2%	1,075	2.3%
25 to 34	1,063	14.1%	1,144	14.5%	1,693	8.5%	216	2.8%	77	2.6%	4,193	9.1%
35 to 44	1,070	14.2%	379	4.8%	3,081	15.5%	628	8.3%	374	12.4%	5,532	12.0%
45 to 54	2,942	39.1%	2,188	27.7%	5,074	25.5%	1,266	16.7%	658	21.8%	12,128	26.4%
55 to 64	1,795	23.9%	1,872	23.7%	5,737	28.8%	3,081	40.5%	1,206	40.0%	13,691	29.8%
65 to 74	172	2.3%	1,994	25.3%	3,100	15.6%	1,864	24.5%	480	15.9%	7,610	16.6%
75 and over	34	0.5%	258	3.3%	882	4.4%	531	7.0%	0	0.0%	1,705	3.7%
<b>Marital Status</b>												
Single	2,241	29.8%	459	5.8%	2,346	11.8%	950	12.5%	380	12.6%	6,376	13.9%
Married/living common-law	4,976	66.1%	6,405	81.2%	16,766	84.2%	6,308	83.0%	2,223	73.8%	36,678	79.8%
Other	308	4.1%	1,025	13.0%	798	4.0%	341	4.5%	410	13.6%	2,882	6.3%
<b>Average Number of Children Living in the Household *</b>												
17 years and younger	1,248 <sup>a)</sup>	16.6% <sup>b)</sup>	1,863	23.6%	5,215	26.2%	644	8.5%	410	13.6%	9,381	20.4%
	<b>1.87 <sup>c)</sup></b>		<b>1.68</b>		<b>1.71</b>		<b>1.85</b>		<b>1.00</b>		<b>1.70</b>	
18 years and older	718	9.5%	1,346	17.1%	3,642	18.3%	1,060	13.9%	279	9.25%	7,045	15.3%
	<b>1.41</b>		<b>1.55</b>		<b>1.54</b>		<b>1.64</b>		<b>1.26</b>		<b>1.53</b>	

Note: \* While <sup>a)</sup> and <sup>b)</sup> indicate 'valid number and percent' of respondents those who reported number of children living in the household, <sup>c)</sup> indicates 'average number of children living in the household' based on the valid number of respondents; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

**Table 6-18: Demographic Characteristics by Tourism Season (cont'd)**

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>7,526</b>	<b>(16.4%)</b>	<b>7,889</b>	<b>(17.2%)</b>	<b>19,910</b>	<b>(43.3%)</b>	<b>7,599</b>	<b>(16.5%)</b>	<b>3,013</b>	<b>(6.6%)</b>	<b>45,937</b>	<b>(100.0%)</b>
<b>Education</b>												
Some school	0	0.0%	243	3.1%	217	1.1%	33	0.4%	0	0.0%	493	1.1%
High school diploma	318	4.2%	995	12.6%	3,093	15.5%	723	9.5%	32	1.1%	5,161	11.2%
Some post-secondary	2,370	31.5%	1,507	19.1%	2,387	12.0%	928	12.2%	1,245	41.3%	8,437	18.4%
Graduated community/technical college	1,972	26.2%	1,905	24.1%	6,129	30.8%	2,001	26.3%	742	24.6%	12,749	27.8%
Graduated university (undergraduate degree)	2,094	27.8%	1,437	18.2%	4,269	21.4%	2,256	29.7%	496	16.5%	10,552	23.0%
Post graduate degree/professional designation	772	10.3%	1,802	22.8%	3,814	19.2%	1,657	21.8%	498	16.5%	8,543	18.6%
<b>Employment Status</b>												
Working full time	3,800	50.5%	3,779	47.9%	10,024	50.3%	2,329	30.6%	1,345	44.6%	21,277	46.3%
Working part time or seasonally	902	12.0%	753	9.5%	1,407	7.1%	623	8.2%	0	0.0%	3,685	8.0%
Unemployed	582	7.7%	27	0.3%	216	1.1%	76	1.0%	0	0.0%	901	2.0%
Retraining or upgrading	0	0.0%	0	0.0%	53	0.3%	0	0.0%	0	0.0%	53	0.1%
Retired	1,351	18.0%	3,095	39.2%	6,780	34.1%	3,620	47.6%	1,245	41.3%	16,091	35.0%
Homemaker	308	4.1%	211	2.7%	757	3.8%	404	5.3%	0	0.0%	1,680	3.7%
Student	291	3.9%	23	0.3%	207	1.0%	0	0.0%	218	7.2%	739	1.6%
Other	291	3.9%	0	0.0%	465	2.3%	547	7.2%	205	6.8%	1,508	3.3%
<b>Annual Household Income</b>												
Under \$40,000	2,027	26.9%	1,121	14.2%	2,901	14.6%	778	10.2%	473	15.7%	7,300	15.9%
\$40,000 to \$59,999	1,586	21.1%	1,591	20.2%	3,141	15.8%	1,321	17.4%	302	10.0%	7,941	17.3%
\$60,000 to \$79,999	1,846	24.5%	1,305	16.5%	3,493	17.5%	890	11.7%	65	2.2%	7,599	16.5%
\$80,000 to \$99,999	849	11.3%	785	10.0%	3,685	18.5%	1,265	16.6%	537	17.8%	7,121	15.5%
\$100,000 to \$124,999	1,001	13.3%	985	12.5%	1,666	8.4%	969	12.8%	1,152	38.2%	5,773	12.6%
\$125,000 to \$149,999	189	2.5%	554	7.0%	822	4.1%	508	6.7%	75	2.5%	2,148	4.7%
\$150,000 to \$174,999	0	0.0%	464	5.9%	760	3.8%	261	3.4%	0	0.0%	1,485	3.2%
\$175,000 to \$199,999	0	0.0%	115	1.5%	403	2.0%	42	0.6%	0	0.0%	560	1.2%
\$200,000 or more	0	0.0%	762	9.7%	646	3.2%	177	2.3%	410	13.6%	1,995	4.3%
Not Stated	27	0.4%	207	2.6%	2,394	12.0%	1,387	18.3%	0	0.0%	4,015	8.7%

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