

A PROFILE OF VISITORS WHO STAYED OVERNIGHT IN THE NORTH CAPE COASTAL DRIVE REGION: Results from the 2012 Exit Survey

Prepared for:

Department of Tourism and Culture

Atlantic Canada Opportunities Agency



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



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Tourism Industry
Association of
Prince Edward Island

August 20, 2014

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1. INTRODUCTION

1.1. Background

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

1.2. Objectives of the Study

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

2. METHODOLOGY

2.1. Sampling Procedure

Target Population

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

Sampling

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

2.2. Samples

Samples Collected

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

Table 2-1: Samples Collected

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

Data Processing and Error Detection

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

Data Imputation

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

Samples Used

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

Table 2-2: Samples Used

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

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

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

2.3. Sample Size and Margin of Error

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

Table 2-4: Margin of Error

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

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

2.4. Weighting the Sample

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

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

3.1. Number of Visitors Estimated

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

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

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

3.2. Estimated Number of Travel Parties

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

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

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

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

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

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

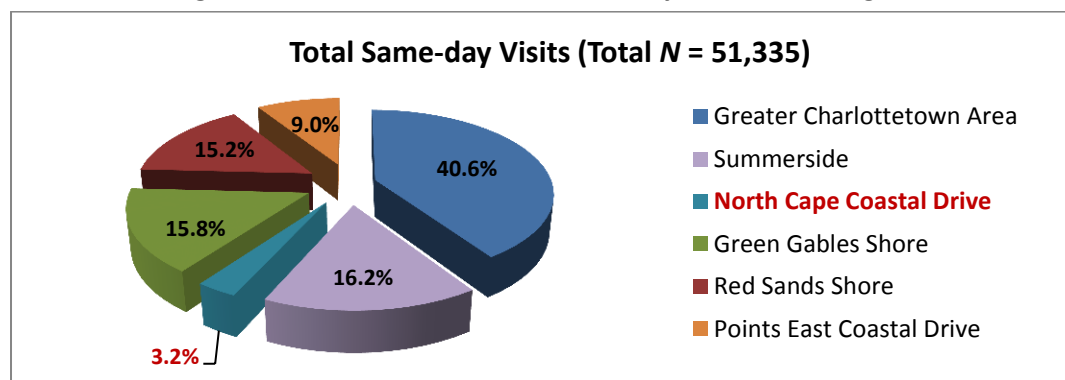
4.1. PEI Regions Visited by All Same-day Visitor Parties

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

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

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

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



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

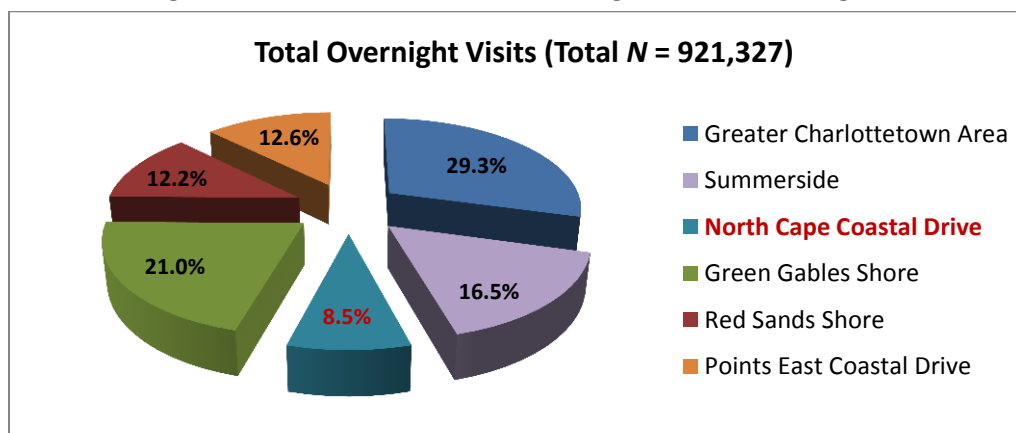
4.2. PEI Regions Visited by All Overnight Visitor Parties

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

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

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

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



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

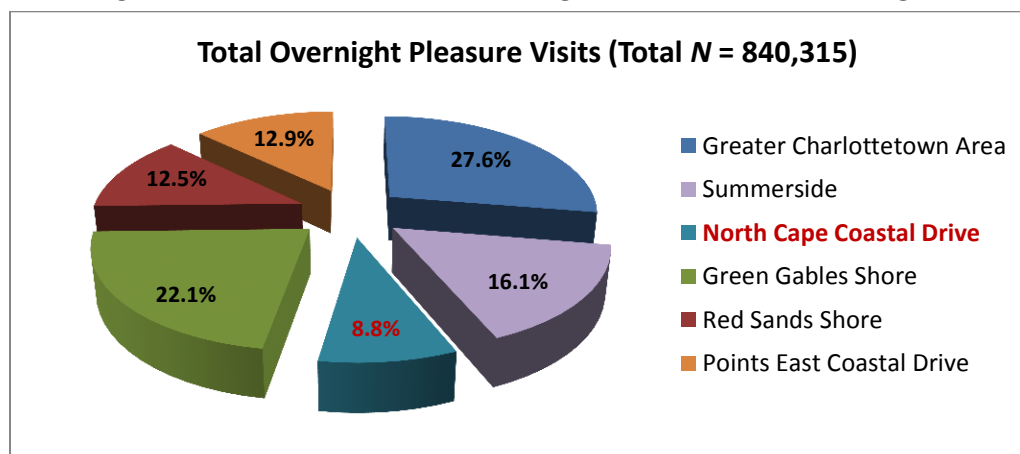
4.3. PEI Regions Visited by Overnight Pleasure Visitor Parties

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

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

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

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



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

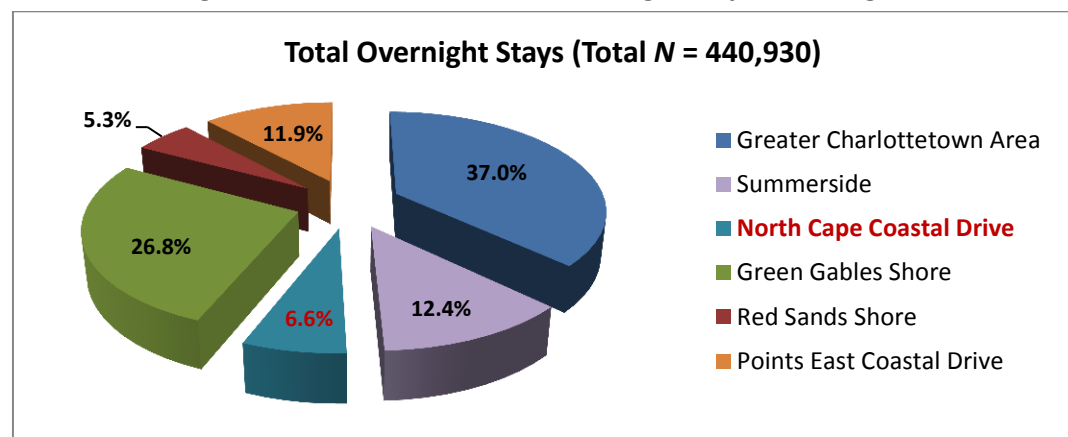
4.4. Overnight Stays in PEI Regions by All Overnight Visitor Parties

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

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

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

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



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

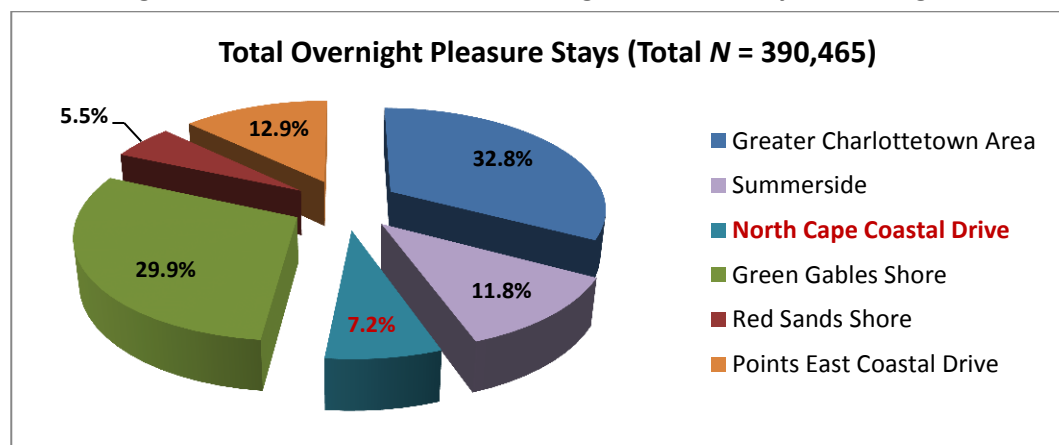
4.5. Overnight Stays in PEI Regions by Overnight Pleasure Visitor Parties

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

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

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

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



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

5. DATA USED AND SUMMARY OF OVERALL RESULTS FOR THE NORTH CAPE COASTAL DRIVE REGION

5.1. Samples Used for This Report

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Samples (2012 Exit Survey)	437	7.3%	838	14.1%	3,101	52.1%	1,342	22.5%	237	4.0%	5,955	100.0%
Total Overnight Samples	258	4.9%	681	13.0%	2,919	55.9%	1,198	23.0%	163	3.1%	5,219	100.0%
Samples for This Report (NCCD Profile)	25	9.7%	43	6.3%	288	9.9%	127	10.6%	7	4.3%	490	9.4%

Note: Number of samples used for this report includes only those who stayed at least one night in the North Cape Coastal Drive region but excludes those who visited NCCD region 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 North Cape Coastal Drive Region

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

	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed in NCCD	Total Nights Stayed in NCCD	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Total Estimated Direct Spending	% of Direct Spending
Total	30,726	100.0%	3.015	5.35	164,267	100.0%	\$1,137.00		\$34,964,609	100.0%
Same-Day Total	1,620	5.3%	1.784	0.00	0	0.0%	\$95.19	\$53.37 ^{a)}	\$154,211	0.4%
Overnight Total	29,106	94.7%	3.084	5.64	164,267	100.0%	\$1,195.99	\$68.72 ^{b)}	\$34,810,398	99.6%
Overnight by Trip Purpose	29,106	100.0%	3.084	5.64	164,268	100.0%	\$1,195.99	\$68.72	\$34,810,398	100.0%
Pleasure ^{c)}	27,991	96.2%	3.119	5.74	160,786	97.9%	\$1,217.13	\$67.94	\$34,059,825	97.8%
Business	1,115	3.8%	2.205	3.12	3,482	2.1%	\$673.34	\$97.79	\$750,573	2.2%
Overnight Pleasure by Market ^{c)}	27,991	100.0%	3.119	5.74	160,786	100.0%	\$1,217.13	\$67.94	\$34,059,825	100.0%
Canada	24,930	89.1%	3.190	5.47	136,357	84.8%	\$1,161.63	\$66.58	\$28,863,162	84.7%
New Brunswick	8,717	31.1%	4.299	3.20	27,886	17.3%	\$830.54	\$60.40	\$7,459,478	21.9%
Nova Scotia	6,892	24.6%	2.522	3.88	26,743	16.6%	\$701.90	\$71.73	\$4,983,801	14.6%
Newfoundland & Labrador	285	1.0%	2.474	7.76	2,213	1.4%	\$746.76	\$38.88	\$219,273	0.6%
Quebec	3,208	11.5%	2.507	6.77	21,713	13.5%	\$1,253.42	\$73.87	\$4,142,510	12.2%
Ontario	4,731	16.9%	2.777	10.41	49,271	30.6%	\$2,041.17	\$70.58	\$9,949,101	29.2%
Rest of Canada	1,097	3.9%	2.537	7.78	8,531	5.3%	\$1,865.85	\$94.57	\$2,108,998	6.2%
United States	2,687	9.6%	2.589	8.35	22,436	14.0%	\$1,698.31	\$78.55	\$4,730,347	13.9%
New England	1,370	4.9%	2.688	9.12	12,492	7.8%	\$1,566.34	\$63.91	\$2,211,080	6.5%
Rest of US	1,317	4.7%	2.487	7.55	9,944	6.2%	\$1,856.88	\$98.87	\$2,519,267	7.4%
International	374	1.3%	2.203	5.33	1,994	1.2%	\$1,209.92	\$103.04	\$466,317	1.4%

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

6. A PROFILE OF OVERNIGHT VISITOR PARTIES TO THE NORTH CAPE COASTAL DRIVE REGION ¹

6.1. Origin of Overnight Visitor Parties

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Canada	4,993	100.0%	1,688	78.7%	11,702	87.1%	5,308	85.9%	1,239	100.0%	24,930	89.1%
New Brunswick	2,952	59.1%	243	11.3%	3,033	22.6%	1,827	29.6%	664	53.6%	8,719	31.1%
Nova Scotia	1,747	35.0%	546	25.4%	2,618	19.5%	1,571	25.4%	410	33.1%	6,892	24.6%
Newfoundland & Labrador	107	2.1%	0	0.0%	178	1.3%	0	0.0%	0	0.0%	285	1.0%
Quebec	0	0.0%	321	15.0%	2,457	18.3%	430	7.0%	0	0.0%	3,208	11.5%
Ontario	188	3.8%	367	17.1%	3,029	22.5%	983	15.9%	165	13.3%	4,732	16.9%
Rest of Canada	0	0.0%	212	9.9%	387	2.9%	498	8.1%	0	0.0%	1,097	3.9%
United States	0	0.0%	377	17.6%	1,621	12.1%	690	11.2%	0	0.0%	2,688	9.6%
New England	0	0.0%	186	8.7%	930	6.9%	254	4.1%	0	0.0%	1,370	4.9%
Rest of US	0	0.0%	191	8.9%	690	5.1%	436	7.1%	0	0.0%	1,317	4.7%
International	0	0.0%	81	3.8%	114	0.8%	179	2.9%	0	0.0%	374	1.3%

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

¹ Note that results were based on only those who stayed overnight at least one night in the North Cape Coastal Drive (NCCD) region and visited PEI and/or NCCD region 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	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Holiday, vacation	0	0.0%	1,076	50.1%	7,316	54.5%	2,770	44.9%	0	0.0%	11,162	39.9%
Short getaway	843	16.9%	65	3.0%	1,294	9.6%	771	12.5%	0	0.0%	2,973	10.6%
Visit friends and/or relatives	2,577	51.6%	733	34.2%	2,648	19.7%	1,405	22.7%	1,034	83.5%	8,397	30.0%
Visit second home, cottage, condo	422	8.5%	105	4.9%	356	2.6%	454	7.4%	205	16.5%	1,542	5.5%
Attend events, festivals, attractions	0	0.0%	23	1.1%	550	4.1%	295	4.8%	0	0.0%	868	3.1%
Other pleasure	1,152	23.1%	144	6.7%	1,271	9.5%	481	7.8%	0	0.0%	3,048	10.9%

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	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Party Composition												
Adult travelling alone	1,802	36.1%	324	15.1%	474	3.5%	522	8.5%	32	2.6%	3,154	11.3%
2 adults	1,179	23.6%	1,303	60.7%	6,405	47.7%	4,374	70.8%	844	68.1%	14,105	50.4%
3 or more adults	1,152	23.1%	485	22.6%	1,429	10.6%	1,017	16.5%	32	2.6%	4,115	14.7%
1 Adult with child(ren)	422	8.5%	0	0.0%	784	5.8%	196	3.2%	0	0.0%	1,402	5.0%
2 adults with child(ren)	0	0.0%	0	0.0%	2,876	21.4%	67	1.1%	0	0.0%	2,943	10.5%
3 or more adults with child(ren)	439	8.8%	34	1.6%	1,468	10.9%	0	0.0%	332	26.8%	2,273	8.1%
Party Size												
Average Travel Party Size	4.72		2.39		3.09		2.26		2.54		3.12	
Avg. Number of Adult Travellers	3.54		2.34		2.38		2.18		2.27		2.53	
Avg. Number of Children	1.19		0.05		0.71		0.09		0.27		0.59	
Avg. Number of Male Adults	3.60		0.93		1.63		1.14		0.97		1.79	
Avg. Number of Female Adults	1.13		1.46		1.46		1.12		1.56		1.33	

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	
Total Overnight Pleasure Visitors	23,606	(27.0%)	5,130	(5.9%)	41,471	(47.5%)	13,966	(16.0%)	3,142	(3.6%)	87,315	(100.0%)
Gender												
Male	17,981	76.2%	1,993	38.8%	21,904	52.8%	7,054	50.5%	1,207	38.4%	50,139	57.4%
Female	5,625	23.8%	3,137	61.2%	19,567	47.2%	6,912	49.5%	1,935	61.6%	37,176	42.6%
Age												
Under 8 Years	4,237	17.9%	34	0.7%	4,520	10.9%	459	3.3%	332	10.6%	9,582	11.0%
9 – 17 Years	1,688	7.2%	68	1.3%	4,979	12.0%	67	0.5%	0	0.0%	6,802	7.8%
18 – 24 Years	3,730	15.8%	385	7.5%	1,211	2.9%	204	1.5%	0	0.0%	5,530	6.3%
25 – 34 Years	4,975	21.1%	888	17.3%	5,073	12.2%	718	5.1%	64	2.0%	11,718	13.4%
35 – 44 Years	1,739	7.4%	509	9.9%	4,759	11.5%	759	5.4%	664	21.1%	8,430	9.7%
45 – 54 Years	4,476	19.0%	510	9.9%	6,367	15.4%	2,282	16.3%	568	18.1%	14,203	16.3%
55 – 64 Years	2,726	11.5%	1,833	35.7%	8,476	20.4%	5,183	37.1%	1,483	47.2%	19,701	22.6%
65 – 74 Years	34	0.1%	796	15.5%	5,142	12.4%	3,533	25.3%	0	0.0%	9,505	10.9%
75 Years and over	0	0.0%	109	2.1%	950	2.3%	759	5.4%	32	1.0%	1,850	2.1%

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	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Entry Point												
Charlottetown Airport	226	4.5%	282	13.1%	728	5.4%	589	9.5%	63	5.1%	1,888	6.7%
Confederation Bridge	4,767	95.5%	1,623	75.6%	11,272	83.9%	4,844	78.4%	1,176	94.9%	23,682	84.6%
Ferry at Caribou, Nova Scotia	0	0.0%	242	11.3%	1,436	10.7%	744	12.0%	0	0.0%	2,422	8.7%
Exit Point												
Charlottetown Airport	295	5.9%	263	12.3%	790	5.9%	602	9.7%	63	5.1%	2,013	7.2%
Confederation Bridge	4,699	94.1%	1,544	71.9%	10,692	79.6%	4,891	79.2%	1,176	94.9%	23,002	82.2%
Wood Islands Ferry Terminal	0	0.0%	339	15.8%	1,955	14.5%	684	11.1%	0	0.0%	2,978	10.6%
Mix of Entry and Exit Points												
Air only	226	4.5%	195	9.1%	713	5.3%	589	9.5%	63	5.1%	1,786	6.4%
Bridge only	4,699	94.1%	1,215	56.6%	9,405	70.0%	4,147	67.1%	1,176	94.9%	20,642	73.7%
Ferry only	0	0.0%	0	0.0%	164	1.2%	0	0.0%	0	0.0%	164	0.6%
Bridge and Ferry Mix	0	0.0%	581	27.1%	3,063	22.8%	1,427	23.1%	0	0.0%	5,071	18.1%
Air and Bridge or Ferry Mix	68	1.4%	155	7.2%	91	0.7%	13	0.2%	0	0.0%	327	1.2%

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

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Rental Car Usage												
Yes	17	0.3%	287	13.4%	1,612	12.0%	1,540	24.9%	32	2.6%	3,488	12.5%
No	4,976	99.7%	1,859	86.6%	11,824	88.0%	4,636	75.1%	1,207	97.4%	24,502	87.5%
Location of Pick-Up												
Prince Edward Island	0	0.0%	63	22.0%	438	27.2%	577	37.4%	32	100.0%	1,110	31.8%
New Brunswick	17	100.0%	23	8.0%	298	18.5%	282	18.3%	0	0.0%	620	17.8%
Nova Scotia	0	0.0%	106	37.1%	511	31.7%	494	32.1%	0	0.0%	1,111	31.9%
Quebec	0	0.0%	30	10.5%	130	8.1%	72	4.7%	0	0.0%	232	6.7%
Ontario	0	0.0%	34	11.9%	142	8.8%	76	4.9%	0	0.0%	252	7.2%
Other province	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New England state	0	0.0%	30	10.5%	65	4.0%	40	2.6%	0	0.0%	135	3.9%
Other US state	0	0.0%	0	0.0%	28	1.7%	0	0.0%	0	0.0%	28	0.8%

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

6.7. Primary Destination of the Trip and Trip Duration

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Primary Destination of the Trip												
Prince Edward Island	4,976	99.7%	1,647	76.7%	11,704	87.1%	5,578	90.3%	1,239	100.0%	25,144	89.8%
Other Destination	17	0.3%	499	23.3%	1,732	12.9%	580	9.4%	0	0.0%	2,828	10.1%
Don't Know	0	0.0%	0	0.0%	0	0.0%	18	0.3%	0	0.0%	18	0.1%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	2.792	100.0%	9.709	100.0%	10.051	100.0%	10.714	100.0%	2.665	100.0%	8.549	100.0%
Nights stayed in PEI	2.775	99.4%	4.795	49.4%	6.418	63.8%	7.676	71.7%	2.418	90.7%	5.744	67.2%
(Nights in Paid Accommodation)	(0.345)	(12.4%)	(2.697)	(56.2%)	(4.107)	(64.0%)	(3.511)	(45.7%)	(0.331)	(13.7%)	(3.029)	(52.7%)
Nights stayed in NB	0.007	0.2%	1.227	12.6%	1.174	11.7%	0.742	6.9%	0.000	0.0%	0.823	9.6%
Nights stayed in NS	0.003	0.1%	2.160	22.3%	1.205	12.0%	1.129	10.5%	0.000	0.0%	0.994	11.6%
Nights stayed in NFLD	0.003	0.1%	0.054	0.6%	0.372	3.7%	0.109	1.0%	0.000	0.0%	0.207	2.4%
Nights stayed in Magdalen Islands	0.000	0.0%	0.151	1.6%	0.234	2.3%	0.110	1.0%	0.000	0.0%	0.148	1.7%
Nights stayed in elsewhere	0.003	0.1%	1.321	13.6%	0.649	6.5%	0.946	8.8%	0.247	9.3%	0.633	7.4%

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

6.8. Overnight Stays in Other PEI Regions

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Overnight Stays in Other PEI Regions by Those Who Stayed Overnight in the North Cape Coastal Drive Region ^{a)}												
Greater Charlottetown Area	730	14.6%	591	27.5%	3,772	28.1%	1,381	22.4%	32	2.6%	6,506	23.2%
Green Gables Shore	17	0.3%	550	25.6%	3,489	26.0%	1,354	21.9%	0	0.0%	5,410	19.3%
Points East Coastal Drive	0	0.0%	649	30.2%	3,077	22.9%	1,434	23.2%	0	0.0%	5,160	18.4%
Summerside	422	8.5%	253	11.8%	2,587	19.3%	783	12.7%	0	0.0%	4,045	14.5%
Red Sands Shore	0	0.0%	574	26.7%	1,442	10.7%	622	10.1%	0	0.0%	2,638	9.4%
Total Accumulated Nights Spent by Parties in the Specific Region												
North Cape Coastal Drive	11,448	82.7%	6,507	63.2%	55,372	64.2%	29,938	63.4%	2,907	96.8%	106,172	66.1%
Greater Charlottetown Area	1,962	14.2%	840	8.2%	8,238	9.5%	3,569	7.6%	96	3.2%	14,705	9.2%
Green Gables Shore	17	0.1%	970	9.4%	9,506	11.0%	2,942	6.2%	0	0.0%	13,435	8.4%
Points East Coastal Drive	0	0.0%	924	9.0%	6,803	7.9%	3,127	6.6%	0	0.0%	10,854	6.8%
Red Sands Shore	0	0.0%	724	7.0%	2,195	2.5%	6,126	13.0%	0	0.0%	9,045	5.6%
Summerside	422	3.0%	328	3.2%	4,164	4.8%	1,539	3.3%	0	0.0%	6,453	4.0%
Total Overnight Stays (Nights)	13,849	100.0%	10,293	100.0%	86,278	100.0%	47,241	100.0%	3,003	100.0%	160,664	100.0%

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

6.9. Average Length of Stay in PEI Regions

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Average Number of Nights Stayed	2.77		4.80		6.42		7.68		2.42		5.74	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)												
North Cape Coastal Drive	2.29		3.03		4.12		4.86		2.34		3.79	
Greater Charlottetown Area	0.39		0.39		0.61		0.58		0.08		0.53	
Green Gables Shore	0.00		0.45		0.71		0.48		0.00		0.48	
Points East Coastal Drive	0.00		0.43		0.51		0.51		0.00		0.39	
Red Sands Shore	0.00		0.34		0.16		1.00		0.00		0.33	
Summerside	0.08		0.15		0.31		0.25		0.00		0.23	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
North Cape Coastal Drive	2.29		3.03		4.12		4.86		2.34		3.79	
Red Sands Shore	n/a		1.26		1.52		9.97		n/a		3.46	
Green Gables Shore	1.00		1.76		2.73		2.17		n/a		2.48	
Greater Charlottetown Area	2.69		1.42		2.18		2.59		3.00		2.26	
Points East Coastal Drive	n/a		1.43		2.21		2.18		n/a		2.10	
Summerside	1.00		1.30		1.61		1.96		n/a		1.60	

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

6.10. Overnight Stays in Type of Accommodation Used

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Total Parties Staying at Least One Night in the Specific Type of Accommodation												
Home of Friends or Relatives	3,728	74.4%	846	27.9%	3,914	22.3%	1,789	21.9%	1,034	83.5%	11,311	32.3%
Hotel, Motel, or Resort	860	17.2%	321	10.6%	3,449	19.6%	1,508	18.5%	205	16.5%	6,343	18.1%
Campground or Trailer (RV) Park	0	0.0%	674	22.2%	4,393	25.0%	635	7.8%	0	0.0%	5,702	16.3%
Cottage or Cabin	0	0.0%	662	21.8%	2,523	14.4%	2,316	28.4%	0	0.0%	5,501	15.7%
B&B or Tourist Home	422	8.4%	296	9.8%	1,841	10.5%	933	11.4%	0	0.0%	3,492	10.0%
Inn	0	0.0%	159	5.2%	702	4.0%	294	3.6%	0	0.0%	1,155	3.3%
Own Property	0	0.0%	75	2.5%	518	2.9%	517	6.3%	0	0.0%	1,110	3.2%
Other (e.g., hostel)	0	0.0%	0	0.0%	228	1.3%	164	2.0%	0	0.0%	392	1.1%
Total Overnight Stays (Parties)	5,010	100.0%	3,033	100.0%	17,568	100.0%	8,156	100.0%	1,239	100.0%	35,006	100.0%
Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation												
Home of Friends or Relatives	11,706	84.5%	2,758	26.8%	16,627	19.3%	7,053	14.9%	2,593	86.3%	40,737	25.4%
Campground or Trailer (RV) Park	0	0.0%	2,427	23.6%	23,917	27.7%	5,346	11.3%	0	0.0%	31,690	19.7%
Own Property	0	0.0%	608	5.9%	12,526	14.5%	15,147	32.1%	0	0.0%	28,281	17.6%
Cottage or Cabin	0	0.0%	2,169	21.1%	12,538	14.5%	10,644	22.5%	0	0.0%	25,351	15.8%
Hotel, Motel, or Resort	1,720	12.4%	954	9.3%	11,520	13.4%	3,947	8.4%	410	13.7%	18,551	11.5%
B&B or Tourist Home	422	3.0%	973	9.5%	6,056	7.0%	4,084	8.6%	0	0.0%	11,535	7.2%
Inn	0	0.0%	399	3.9%	2,752	3.2%	671	1.4%	0	0.0%	3,822	2.4%
Other (e.g., hostel)	0	0.0%	0	0.0%	346	0.4%	332	0.7%	0	0.0%	678	0.4%
Total Overnight Stays (Nights)	13,848	100.0%	10,288	100.0%	86,282	100.0%	47,224	100.0%	3,003	100.0%	160,645	100.0%

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

6.11. Average Length of Stay for Each Type Accommodation

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Average Number of Nights Stayed	2.77		4.80		6.42		7.68		2.42		5.74	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Accommodation Used)												
Home of Friends or Relatives	2.35		1.29		1.24		1.15		2.09		1.46	
Campground or Trailer (RV) Park	0.00		1.13		1.78		0.87		0.00		1.13	
Own Property	0.00		0.28		0.93		2.48		0.00		1.01	
Cottage or Cabin	0.00		1.01		0.93		1.72		0.00		0.91	
Hotel, Motel, or Resort	0.34		0.45		0.86		0.64		0.33		0.66	
B&B or Tourist Home	0.08		0.45		0.45		0.66		0.00		0.41	
Inn	0.00		0.19		0.20		0.11		0.00		0.14	
Other (e.g., hostel)	0.00		0.00		0.03		0.05		0.00		0.02	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)												
Own Property	n/a		8.00		24.11		29.63		n/a		25.59	
Campground or Trailer (RV) Park	n/a		3.61		5.45		8.45		n/a		5.57	
Cottage or Cabin	n/a		3.27		4.96		4.59		n/a		4.61	
Home of Friends or Relatives	3.14		3.26		4.24		3.95		2.50		3.60	
Inn	n/a		2.51		3.91		2.28		n/a		3.30	
B&B or Tourist Home	1.00		3.29		3.29		4.36		n/a		3.30	
Hotel, Motel, or Resort	2.00		2.99		3.34		2.62		2.00		2.93	
Other (e.g., hostel)	n/a		n/a		1.52		2.02		n/a		1.73	

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

6.12. Other PEI Regions Visited During the Trip

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Summerside	2,478	49.6%	1,539	71.7%	10,129	75.4%	3,518	57.0%	900	72.6%	18,564	66.3%
Greater Charlottetown Area	1,162	23.3%	1,210	56.4%	8,255	61.4%	3,094	50.1%	134	10.8%	13,855	49.5%
Green Gables Shore	34	0.7%	1,442	67.2%	8,441	62.8%	3,429	55.5%	0	0.0%	13,346	47.7%
Red Sands Shore	107	2.1%	766	35.7%	5,296	39.4%	2,354	38.1%	0	0.0%	8,523	30.5%
Points East Coastal Drive	0	0.0%	905	42.2%	4,791	35.7%	2,041	33.0%	0	0.0%	7,737	27.6%

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

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Type of Visitation												
First-Time Visitors	124	2.5%	682	31.8%	3,072	22.9%	1,582	25.6%	0	0.0%	5,460	19.5%
Repeat Visitors	4,869	97.5%	1,464	68.2%	10,365	77.1%	4,594	74.4%	1,239	100.0%	22,531	80.5%
Last Trip to PEI*												
This year (2012)	2,025	41.6%	649	44.4%	2,524	24.4%	2,112	46.0%	1,105	89.2%	8,415	37.4%
One year ago (2011)	2,371	48.7%	253	17.3%	3,369	32.5%	1,289	28.1%	134	10.8%	7,416	32.9%
Two years ago (2010)	422	8.7%	68	4.6%	1,226	11.8%	414	9.0%	0	0.0%	2,130	9.5%
Three years ago (2009)	0	0.0%	0	0.0%	590	5.7%	35	0.8%	0	0.0%	625	2.8%
Four years ago (2008)	0	0.0%	61	4.2%	330	3.2%	69	1.5%	0	0.0%	460	2.0%
Five or more years ago (2007 & earlier)	51	1.0%	432	29.5%	2,326	22.4%	675	14.7%	0	0.0%	3,484	15.5%
Average Number of Previous Visits to PEI in the Past Five Years*												
Mean (Group Median)	7.53 (8.36)		4.37 (3.14)		4.12 (3.24)		4.70 (4.07)		8.16 (8.55)		5.22 (4.90)	

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	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Natural beauty and pastoral settings	415	8.3%	782	36.4%	4,866	36.2%	1,612	26.1%	102	8.2%	7,777	27.8%
Beaches and coast line	325	6.5%	301	14.0%	3,993	29.7%	1,146	18.6%	205	16.5%	5,970	21.3%
Outdoor activities (e.g., water-based activities, skiing, Confederation trail, cycling, bird watching, etc.)	17	0.3%	182	8.5%	1,297	9.7%	404	6.5%	332	26.8%	2,232	8.0%
Culinary experience (lobster, seafood, wine, farm products, etc.)	0	0.0%	148	6.9%	457	3.4%	259	4.2%	0	0.0%	864	3.1%
World of Anne of Green Gables and Lucy Maud Montgomery	0	0.0%	50	2.3%	583	4.3%	180	2.9%	0	0.0%	813	2.9%
Golf	0	0.0%	14	0.7%	157	1.2%	238	3.9%	0	0.0%	409	1.5%
Canada's birthplace attractions	0	0.0%	34	1.6%	56	0.4%	67	1.1%	0	0.0%	157	0.6%
Other features	4,236	84.8%	635	29.6%	2,026	15.1%	2,270	36.8%	600	48.4%	9,767	34.9%

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

6.15. Activities Participated in While in PEI

Table 6-15: Activities Participated in by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Valid Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Sightseeing/Driving tour	1,179	23.6%	1,826	85.0%	10,215	76.0%	4,466	72.3%	339	27.4%	18,025	64.4%
Going to a beach	124	2.5%	1,433	66.7%	10,347	77.0%	2,931	47.5%	134	10.8%	14,969	53.5%
Visiting friends and/or relatives	4,133	82.8%	1,109	51.7%	5,571	41.5%	2,597	42.0%	702	56.7%	14,112	50.4%
Shopping for local crafts/souvenirs/antiques	871	17.4%	1,061	49.4%	8,034	59.8%	3,617	58.6%	395	31.9%	13,978	49.9%
Visiting a national or provincial park	456	9.1%	1,405	65.5%	7,957	59.2%	2,828	45.8%	32	2.6%	12,678	45.3%
Visiting historical and cultural attractions	291	5.8%	1,213	56.5%	7,690	57.2%	2,801	45.4%	339	27.4%	12,334	44.1%
Going to a lobster dinner (meal)	0	0.0%	969	45.2%	4,340	32.3%	1,683	27.3%	0	0.0%	6,992	25.0%
Participating in other sports and/or outdoor activities	1,828	36.6%	397	18.5%	3,392	25.2%	1,067	17.3%	32	2.6%	6,716	24.0%
Visiting Anne of Green Gables attractions	0	0.0%	966	45.0%	3,848	28.6%	1,246	20.2%	0	0.0%	6,060	21.7%
Going to a bar/pub/lounge/nightclub	781	15.6%	341	15.9%	2,473	18.4%	1,859	30.1%	363	29.3%	5,817	20.8%
Attending a festival, fair or event	0	0.0%	124	5.8%	2,891	21.5%	1,637	26.5%	0	0.0%	4,652	16.6%
Attending a performance (live theatre, a play, a concert)	17	0.3%	182	8.5%	2,598	19.3%	723	11.7%	332	26.8%	3,852	13.8%
Visiting Canada's birthplace attractions/Founders' Hall	291	5.8%	527	24.5%	1,729	12.9%	1,111	18.0%	102	8.2%	3,760	13.4%
Visiting a theme, fun or amusement park	0	0.0%	30	1.4%	2,337	17.4%	195	3.2%	0	0.0%	2,562	9.2%
Playing golf (not miniature)	0	0.0%	73	3.4%	1,495	11.1%	471	7.6%	0	0.0%	2,039	7.3%
Attending a sports event or tournament (as a spectator)	0	0.0%	30	1.4%	199	1.5%	241	3.9%	0	0.0%	470	1.7%

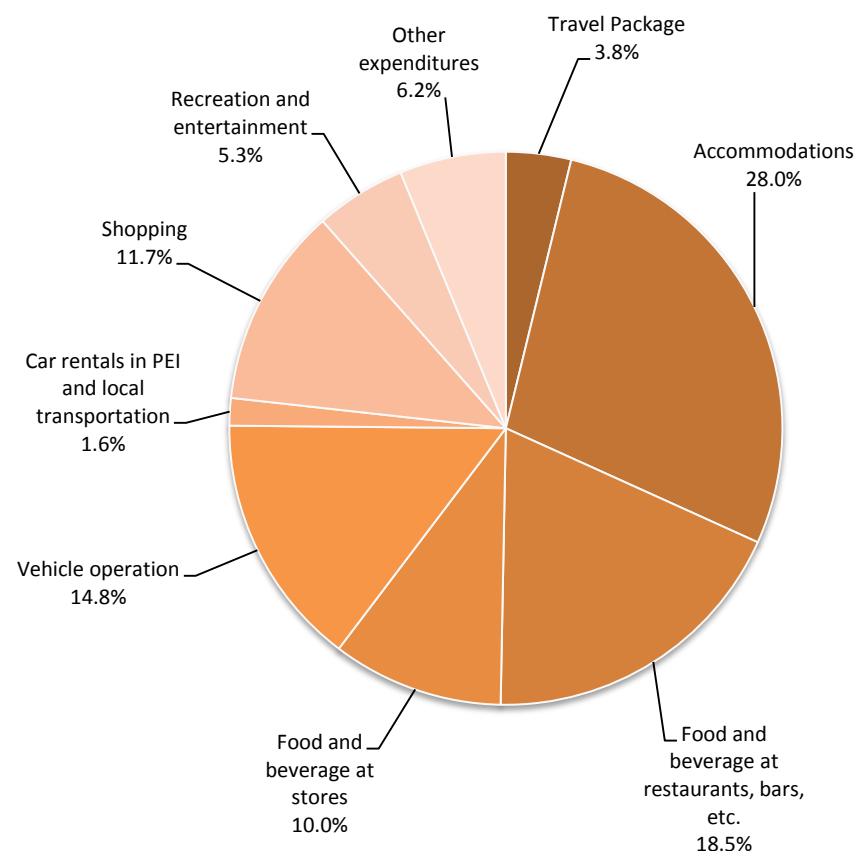
Note: Results were based on valid number of overnight pleasure parties who reported their activities participated in while in PEI and multiple responses. '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

6.16. Travel Expenditures

Table 6-16: Travel Expenditures for Full Year

	Total Full Year	
Total Overnight Pleasure Parties	Total N = 27,991	
Estimated Total Direct Expenditures	\$34,059,825	
Average Spending per Party per Visit	\$1,217.13	100.0%
Travel packages	\$45.79	3.8%
Accommodations	\$340.04	27.9%
Food and beverage at restaurants, bars, etc.	\$225.74	18.5%
Food and beverage at stores	\$122.20	10.0%
Vehicle operation	\$180.24	14.8%
Car rentals in PEI and local transportation	\$20.00	1.6%
Shopping	\$142.98	11.7%
Recreation and entertainment	\$64.55	5.3%
Other expenditures	\$75.60	6.2%
Average Spending per Person per Night	\$67.94	100.0%
Travel packages	\$2.56	3.8%
Accommodations	\$18.98	27.9%
Food and beverage at restaurants, bars, etc.	\$12.60	18.5%
Food and beverage at stores	\$6.82	10.0%
Vehicle operation	\$10.06	14.8%
Car rentals in PEI and local transportation	\$1.12	1.6%
Shopping	\$7.98	11.7%
Recreation and entertainment	\$3.60	5.3%
Other expenditures	\$4.22	6.2%

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	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Ratings of Travel Services	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Accommodation service and quality	4.24	93.3%	4.28	92.6%	4.40	90.5%	4.57	96.0%	5.00	100.0%	4.44	92.6%
Restaurant service and quality	4.39	82.6%	4.42	87.8%	4.30	91.0%	4.37	93.1%	4.94	96.9%	4.37	90.6%
Transportation service and quality	3.39	58.0%	3.95	82.3%	4.12	79.0%	4.38	89.6%	4.69	100.0%	4.07	79.0%
Quality of customer service	4.44	95.1%	4.48	98.5%	4.49	94.9%	4.66	95.9%	3.92	70.8%	4.50	94.4%
Prices of goods and services	3.48	46.0%	3.95	77.7%	3.92	71.7%	4.04	80.1%	3.64	64.4%	3.87	70.0%
Variety of things to see and do	3.85	65.5%	4.32	83.9%	4.46	89.9%	4.44	89.0%	4.53	91.0%	4.37	86.4%
Complaints												
Yes	1,259	25.2%	133	6.2%	1,480	11.0%	1,132	18.3%	332	26.8%	4,336	15.5%
No	3,735	74.8%	2,013	93.8%	11,957	89.0%	5,045	81.7%	907	73.2%	23,657	84.5%
Travel Evaluation and Future Intentions	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Good value for money	3.99	63.4%	4.34	81.6%	4.38	88.1%	4.37	90.9%	4.97	100.0%	4.33	84.4%
Good way to spend time	4.62	99.3%	4.60	93.0%	4.66	96.9%	4.69	97.9%	4.97	100.0%	4.67	97.3%
Overall satisfaction with the trip to PEI	4.55	99.3%	4.62	94.6%	4.65	96.2%	4.60	97.8%	4.97	100.0%	4.63	97.1%
Intention to recommend to others	4.37	90.3%	4.64	93.7%	4.72	95.1%	4.75	96.0%	5.00	100.0%	4.67	94.6%
Intention to revisit PEI	4.89	99.6%	4.63	93.7%	4.69	94.9%	4.67	93.7%	4.83	100.0%	4.72	95.6%

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

6.18. Characteristics of Respondents

Table 6-18: Demographic Characteristics by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Gender												
Male	1,607	32.2%	702	32.7%	5,317	39.6%	2,321	37.6%	332	26.8%	10,279	36.7%
Female	3,386	67.8%	1,444	67.3%	8,119	60.4%	3,856	62.4%	907	73.2%	17,712	63.3%
Age												
18 to 24	1,021	20.4%	87	4.1%	36	0.3%	67	1.1%	0	0.0%	1,211	4.3%
25 to 34	158	3.2%	246	11.5%	1,979	14.7%	107	1.7%	32	2.6%	2,522	9.0%
35 to 44	439	8.8%	270	12.6%	2,325	17.3%	372	6.0%	0	0.0%	3,406	12.2%
45 to 54	1,768	35.4%	200	9.3%	2,946	21.9%	1,007	16.3%	568	45.8%	6,489	23.2%
55 to 64	1,590	31.8%	903	42.1%	3,618	26.9%	2,636	42.7%	639	51.6%	9,386	33.5%
65 to 74	17	0.3%	441	20.5%	2,157	16.1%	1,637	26.5%	0	0.0%	4,252	15.2%
75 and over	0	0.0%	0	0.0%	376	2.8%	350	5.7%	0	0.0%	726	2.6%
Marital Status												
Single	1,162	23.3%	526	24.5%	1,612	12.0%	870	14.1%	0	0.0%	4,170	14.9%
Married/living common-law	3,831	76.7%	1,351	62.9%	11,666	86.8%	4,964	80.4%	1,239	100.0%	23,051	82.4%
Other	0	0.0%	270	12.6%	158	1.2%	342	5.5%	0	0.0%	770	2.8%
Average Number of Children Living in the Household *												
17 years and younger	1,169 ^{a)}	23.4% ^{b)}	34	1.6%	3,946	29.4%	469	7.6%	0	0.0%	5,618	20.1%
	2.10 ^{c)}		3.00		1.49		2.43		n/a		1.71	
18 years and older	1,460	29.2%	291	13.6%	2,371	17.6%	1,106	17.9%	205	16.5%	5,433	19.4%
	1.30		1.60		1.42		1.72		2.00		1.48	

Note: * While ^{a)} and ^{b)} indicate 'valid number and percent' of respondents those who reported number of children living in the household, ^{c)} indicates 'average number of children living in the household' based on the valid number of respondents; '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	
Total Overnight Pleasure Parties	4,994	(17.8%)	2,146	(7.7%)	13,436	(48.0%)	6,176	(22.1%)	1,239	(4.4%)	27,991	(100.0%)
Education												
Some school	0	0.0%	0	0.0%	168	1.3%	457	7.4%	0	0.0%	625	2.2%
High school diploma	1,152	23.1%	193	9.0%	1,595	11.9%	1,326	21.5%	205	16.5%	4,471	16.0%
Some post-secondary	837	16.8%	208	9.7%	1,958	14.6%	885	14.3%	102	8.2%	3,990	14.3%
Graduated community/technical college	912	18.3%	1,058	49.3%	3,434	25.6%	691	11.2%	695	56.1%	6,790	24.3%
Graduated university (undergraduate degree)	1,250	25.0%	498	23.2%	3,171	23.6%	1,507	24.4%	0	0.0%	6,426	23.0%
Post graduate degree/professional designation	843	16.9%	189	8.8%	3,109	23.1%	1,311	21.2%	237	19.1%	5,689	20.3%
Employment Status												
Working full time	2,954	59.2%	1,083	50.5%	7,145	53.2%	2,063	33.4%	971	78.3%	14,216	50.8%
Working part time or seasonally	342	6.8%	53	2.5%	968	7.2%	787	12.7%	0	0.0%	2,150	7.7%
Unemployed	0	0.0%	0	0.0%	187	1.4%	0	0.0%	0	0.0%	187	0.7%
Retraining or upgrading	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retired	877	17.6%	950	44.3%	3,847	28.6%	2,916	47.2%	0	0.0%	8,590	30.7%
Homemaker	422	8.5%	30	1.4%	775	5.8%	166	2.7%	32	2.6%	1,425	5.1%
Student	398	8.0%	0	0.0%	312	2.3%	46	0.7%	32	2.6%	788	2.8%
Other	0	0.0%	30	1.4%	201	1.5%	198	3.2%	205	16.5%	634	2.3%
Annual Household Income												
Under \$40,000	1,875	37.6%	129	6.0%	1,620	12.1%	1,455	23.5%	205	16.5%	5,284	18.9%
\$40,000 to \$59,999	843	16.9%	1,153	53.7%	2,175	16.2%	1,279	20.7%	332	26.8%	5,782	20.7%
\$60,000 to \$79,999	730	14.6%	206	9.6%	2,262	16.8%	742	12.0%	102	8.2%	4,042	14.4%
\$80,000 to \$99,999	781	15.6%	103	4.8%	2,070	15.4%	741	12.0%	32	2.6%	3,727	13.3%
\$100,000 to \$124,999	308	6.2%	168	7.8%	1,936	14.4%	407	6.6%	332	26.8%	3,151	11.3%
\$125,000 to \$149,999	17	0.3%	68	3.2%	1,235	9.2%	207	3.4%	0	0.0%	1,527	5.5%
\$150,000 to \$174,999	0	0.0%	0	0.0%	554	4.1%	106	1.7%	205	16.5%	865	3.1%
\$175,000 to \$199,999	0	0.0%	0	0.0%	153	1.1%	157	2.5%	0	0.0%	310	1.1%
\$200,000 or more	0	0.0%	45	2.1%	410	3.1%	162	2.6%	32	2.6%	649	2.3%
Not Stated	439	8.8%	275	12.8%	1,022	7.6%	923	14.9%	0	0.0%	2,659	9.5%

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