

A PROFILE OF VISITORS WHO STAYED OVERNIGHT IN THE GREEN GABLES SHORE: Results from the 2012 Exit Survey

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TABLE OF CONTENTS

1. INTRODUCTION.....	1
1.1. BACKGROUND.....	1
1.2. OBJECTIVES OF THE STUDY	2
2. METHODOLOGY.....	3
2.1. SAMPLING PROCEDURE	3
2.2. SAMPLES.....	4
2.3. SAMPLE SIZE AND MARGIN OF ERROR.....	8
2.4. WEIGHTING THE SAMPLE	9
3. NON-RESIDENT VISITORS AND TRAVEL PARTIES TO PRINCE EDWARD ISLAND.....	10
3.1. NUMBER OF VISITORS ESTIMATED.....	10
3.2. ESTIMATED NUMBER OF TRAVEL PARTIES	11
3.3. NUMBER OF TRAVEL PARTIES BY TOURISM SEASON, SAME-DAY AND OVERNIGHT, AND TRIP PURPOSE	12
4. SITUATION: PEI REGIONS VISITED AND OVERNIGHT STAYS IN EACH REGION	13
4.1. PEI REGIONS VISITED BY ALL SAME-DAY VISITOR PARTIES	13
4.2. PEI REGIONS VISITED BY ALL OVERNIGHT VISITOR PARTIES	14
4.3. PEI REGIONS VISITED BY OVERNIGHT PLEASURE VISITOR PARTIES.....	15
4.4. OVERNIGHT STAYS IN PEI REGIONS BY ALL OVERNIGHT VISITOR PARTIES.....	16
4.5. OVERNIGHT STAYS IN PEI REGIONS BY OVERNIGHT PLEASURE VISITOR PARTIES	17
5. DATA USED AND SUMMARY OF OVERALL RESULTS FOR THE GREEN GABLES SHORE REGION	18
5.1. SAMPLES USED FOR THIS REPORT.....	18
5.2. SUMMARY OF OVERALL RESULTS FOR GREEN GABLES SHORE REGION.....	19

6. A PROFILE OF OVERNIGHT VISITOR PARTIES TO THE GREEN GABLES SHORE REGION	20
6.1. ORIGIN OF OVERNIGHT VISITOR PARTIES	20
6.2. PRIMARY REASON FOR TRIP.....	21
6.3. PARTY COMPOSITION AND AVERAGE TRAVEL PARTY SIZE	22
6.4. GENDER AND AGE OF INDIVIDUAL OVERNIGHT PLEASURE TRAVELLERS.....	23
6.5. ENTRY AND EXIT POINT	24
6.6. RENTAL CAR USAGE AND LOCATION OF RENTAL CAR PICK-UP.....	25
6.7. PRIMARY DESTINATION OF THE TRIP AND TRIP DURATION	26
6.8. OVERNIGHT STAYS IN OTHER PEI REGIONS.....	27
6.9. AVERAGE LENGTH OF STAY IN PEI REGIONS	28
6.10. OVERNIGHT STAYS IN TYPE OF ACCOMMODATION USED	29
6.11. AVERAGE LENGTH OF STAY FOR EACH TYPE ACCOMMODATION	30
6.12. OTHER PEI REGIONS VISITED DURING THE TRIP.....	31
6.13. TYPE OF VISITATION, LAST TRIP TO PEI, AND AVERAGE NUMBER OF PREVIOUS VISITS TO PEI	32
6.14. PRIMARY FEATURES THAT ATTRACTED OVERNIGHT VISITOR PARTIES TO PEI.....	33
6.15. ACTIVITIES PARTICIPATED IN WHILE IN PEI	34
6.16. TRAVEL EXPENDITURES.....	35
6.17. RATINGS OF TRAVEL SERVICES, INSTANCES OF COMPLAINTS, AND FUTURE BEHAVIOURAL INTENTIONS.....	36
6.18. CHARACTERISTICS OF RESPONDENTS.....	37

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 Green Gables Shore (GGS) 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 GGS 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

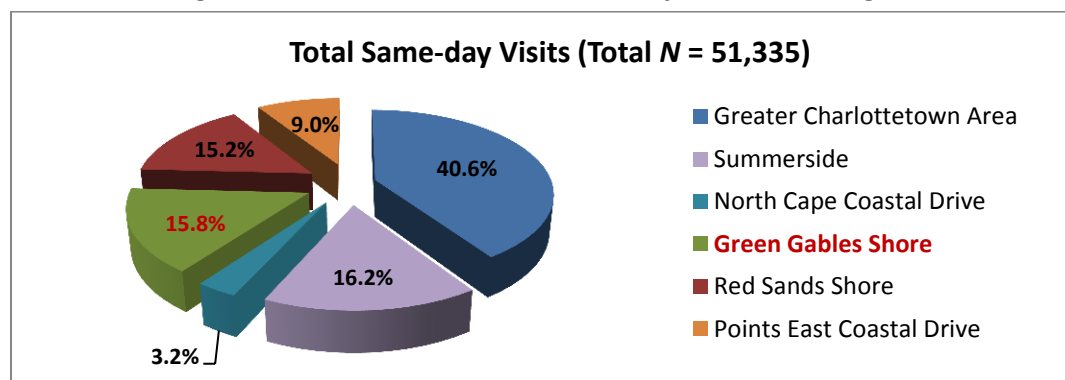
4.1. PEI Regions Visited by All Same-day Visitor Parties

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).

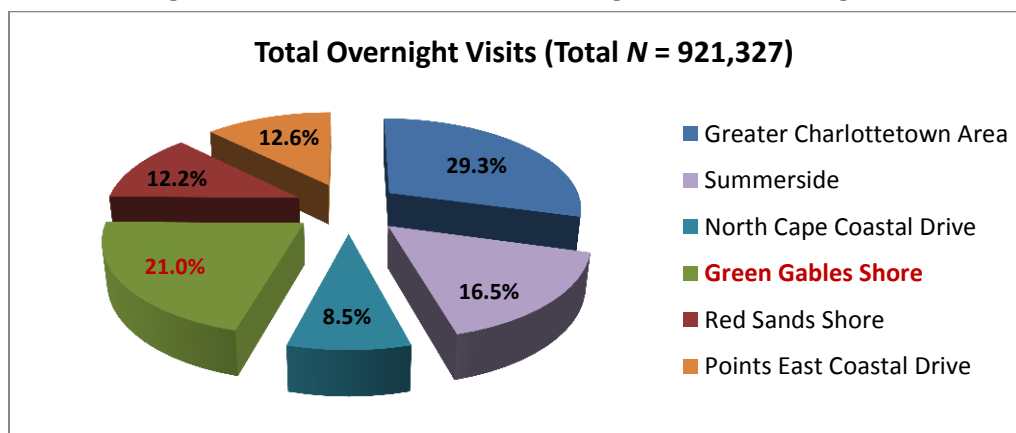
4.2. PEI Regions Visited by All Overnight Visitor Parties

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).

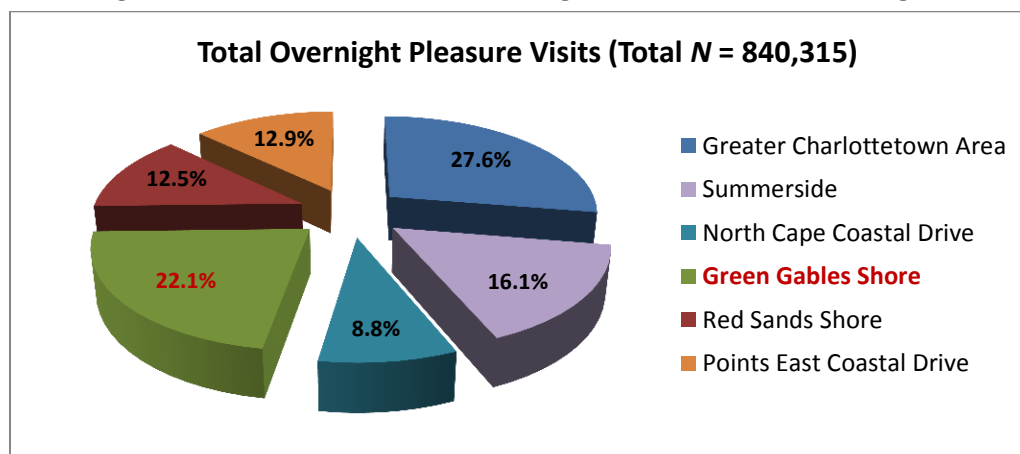
4.3. PEI Regions Visited by Overnight Pleasure Visitor Parties

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).

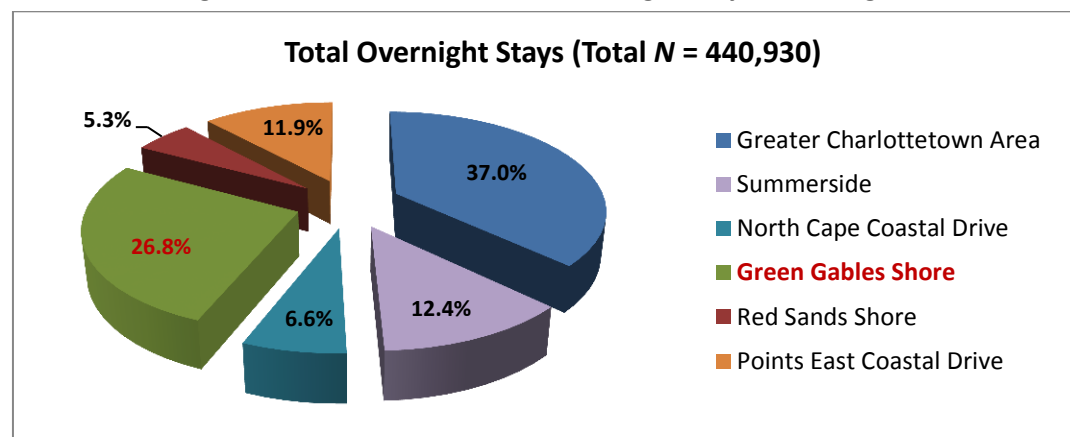
4.4. Overnight Stays in PEI Regions by All Overnight Visitor Parties

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).

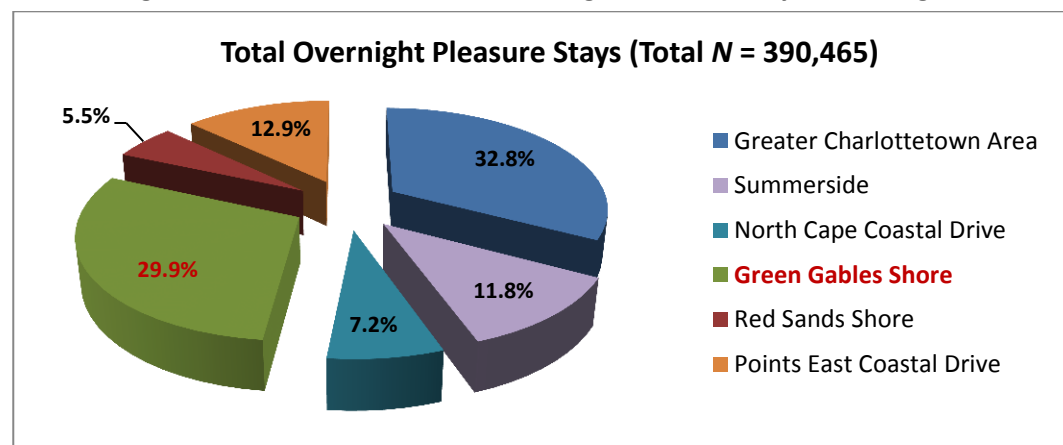
4.5. Overnight Stays in PEI Regions by Overnight Pleasure Visitor Parties

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 GREEN GABLES SHORE 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 (GGS Profile)	12	2.7%	243	29.0%	1,288	41.5%	401	29.9%	12	5.1%	1,956	32.8%

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

5.2. Summary of Overall Results for Green Gables Shore Region

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

	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed in GGS	Total Nights Stayed in GGS	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Total Estimated Direct Spending	% of Direct Spending
Total	126,372	100.0%	3.582	4.99	630,208	100.0%	\$1,413.00		\$178,285,214	100.0%
Same-Day Total	8,134	6.4%	3.022	0.00	0	0.0%	\$154.63	\$51.17 ^{a)}	\$1,257,751	0.7%
Overnight Total	118,238	93.6%	3.620	5.33	630,208	100.0%	\$1,497.21	\$77.60 ^{b)}	\$177,027,463	99.3%
Overnight by Trip Purpose	118,238	100.0%	3.620	5.33	630,207	100.0%	\$1,497.21	\$77.60	\$177,027,463	100.0%
Pleasure ^{c)}	116,556	98.6%	3.625	5.35	623,995	99.0%	\$1,498.29	\$77.20	\$174,636,752	98.6%
Business	1,682	1.4%	3.252	3.69	6,212	1.0%	\$1,421.33	\$118.35	\$2,390,711	1.4%
Overnight Pleasure by Market ^{c)}	116,556	100.0%	3.625	5.35	623,993	100.0%	\$1,498.29	\$77.20	\$174,636,752	100.0%
Canada	105,131	90.2%	3.715	5.19	545,762	87.5%	\$1,478.80	\$76.67	\$155,628,310	89.1%
New Brunswick	34,959	30.0%	3.957	4.20	147,002	23.6%	\$1,280.24	\$76.95	\$44,885,546	25.7%
Nova Scotia	33,178	28.5%	4.007	4.64	153,989	24.7%	\$1,354.65	\$72.84	\$45,074,590	25.8%
Newfoundland & Labrador	1,862	1.6%	3.779	5.20	9,688	1.6%	\$1,584.08	\$80.57	\$2,958,086	1.7%
Quebec	14,504	12.4%	3.147	6.62	95,958	15.4%	\$1,634.91	\$78.53	\$23,781,373	13.6%
Ontario	16,585	14.2%	3.317	6.80	112,765	18.1%	\$1,929.79	\$85.57	\$32,098,152	18.4%
Rest of Canada	4,043	3.5%	2.883	6.52	26,359	4.2%	\$1,684.60	\$89.62	\$6,830,562	3.9%
United States	10,146	8.7%	2.830	7.03	71,290	11.4%	\$1,671.60	\$84.06	\$16,997,246	9.7%
New England	3,775	3.2%	2.919	8.38	31,638	5.1%	\$1,821.00	\$74.43	\$6,894,157	3.9%
Rest of US	6,371	5.5%	2.777	6.22	39,652	6.4%	\$1,581.22	\$91.48	\$10,103,089	5.8%
International	1,279	1.1%	2.531	5.43	6,942	1.1%	\$1,567.94	\$114.12	\$2,011,196	1.2%

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 GREEN GABLES SHORE 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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Canada	2,088	98.4%	14,227	86.6%	68,975	92.2%	18,319	85.5%	1,521	86.3%	105,131	90.2%
New Brunswick	1,265	59.6%	4,480	27.3%	22,716	30.4%	6,165	28.8%	332	18.8%	34,958	30.0%
Nova Scotia	582	27.4%	5,219	31.8%	20,991	28.1%	5,770	26.9%	615	34.9%	33,177	28.5%
Newfoundland & Labrador	0	0.0%	248	1.5%	1,299	1.7%	235	1.1%	81	4.6%	1,863	1.6%
Quebec	0	0.0%	1,322	8.0%	11,164	14.9%	1,831	8.5%	187	10.6%	14,504	12.4%
Ontario	214	10.1%	2,233	13.6%	10,789	14.4%	3,043	14.2%	306	17.4%	16,585	14.2%
Rest of Canada	27	1.3%	726	4.4%	2,016	2.7%	1,275	6.0%	0	0.0%	4,044	3.5%
United States	35	1.6%	1,852	11.3%	5,280	7.1%	2,737	12.8%	242	13.7%	10,146	8.7%
New England	0	0.0%	607	3.7%	1,960	2.6%	1,118	5.2%	90	5.1%	3,775	3.2%
Rest of US	35	1.6%	1,245	7.6%	3,320	4.4%	1,619	7.6%	152	8.6%	6,371	5.5%
International	0	0.0%	352	2.1%	555	0.7%	372	1.7%	0	0.0%	1,279	1.1%

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 Green Gables Shore (GGS) region and visited PEI and/or GGS region for pleasure purposes (including other purposes but excluding business purposes); Interpretations of the results for winter off-season 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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Holiday, vacation	146	6.9%	9,199	56.0%	53,134	71.0%	10,599	49.5%	486	27.6%	73,564	63.1%
Short getaway	35	1.6%	2,911	17.7%	10,177	13.6%	6,123	28.6%	205	11.6%	19,451	16.7%
Visit friends and/or relatives	1,055	49.7%	1,050	6.4%	3,997	5.3%	1,491	7.0%	537	30.5%	8,130	7.0%
Visit second home, cottage, condo	844	39.7%	792	4.8%	1,351	1.8%	843	3.9%	147	8.3%	3,977	3.4%
Attend events, festivals, attractions	27	1.3%	478	2.9%	2,802	3.7%	831	3.9%	102	5.8%	4,240	3.6%
Other pleasure	17	0.8%	2,001	12.2%	3,351	4.5%	1,542	7.2%	286	16.2%	7,197	6.2%

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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Party Composition												
Adult travelling alone	500	23.6%	1,042	6.3%	1,702	2.3%	454	2.1%	434	24.6%	4,132	3.5%
2 adults	1,332	62.7%	6,981	42.5%	26,009	34.8%	12,064	56.3%	455	25.8%	46,841	40.2%
3 or more adults	291	13.7%	4,162	25.3%	10,802	14.4%	5,334	24.9%	438	24.8%	21,027	18.0%
1 adult with child(ren)	0	0.0%	688	4.2%	3,278	4.4%	661	3.1%	102	5.8%	4,729	4.1%
2 adults with child(ren)	0	0.0%	2,563	15.6%	20,634	27.6%	1,442	6.7%	102	5.8%	24,741	21.2%
3 or more adults with child(ren)	0	0.0%	996	6.1%	12,385	16.6%	1,473	6.9%	232	13.2%	15,086	12.9%
Party Size												
Average Travel Party Size	2.04		3.46		3.84		3.21		2.97		3.63	
Avg. Number of Adult Travellers	2.04		2.78		2.73		2.84		2.37		2.74	
Avg. Number of Children	0.00		0.68		1.11		0.37		0.60		0.89	
Avg. Number of Male Adults	0.79		1.65		1.74		1.46		1.55		1.66	
Avg. Number of Female Adults	1.25		1.80		2.10		1.75		1.42		1.97	

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	4,328	(1.0%)	56,791	(13.4%)	287,392	(68.0%)	68,815	(16.3%)	5,237	(1.2%)	422,563	(100.0%)
Gender												
Male	1,684	38.9%	27,177	47.9%	130,453	45.4%	31,237	45.4%	2,734	52.2%	193,285	45.7%
Female	2,644	61.1%	29,614	52.1%	156,939	54.6%	37,578	54.6%	2,503	47.8%	229,278	54.3%
Age												
Under 8 Years	0	0.0%	6,504	11.5%	45,413	15.8%	5,283	7.7%	294	5.6%	57,494	13.6%
9 – 17 Years	0	0.0%	4,624	8.1%	37,900	13.2%	2,640	3.8%	765	14.6%	45,929	10.9%
18 – 24 Years	582	13.4%	1,147	2.0%	9,658	3.4%	1,505	2.2%	90	1.7%	12,982	3.1%
25 – 34 Years	326	7.5%	7,339	12.9%	30,021	10.4%	6,213	9.0%	572	10.9%	44,471	10.5%
35 – 44 Years	52	1.2%	9,489	16.7%	48,279	16.8%	5,519	8.0%	524	10.0%	63,863	15.1%
45 – 54 Years	1,182	27.3%	10,369	18.3%	42,974	15.0%	9,674	14.1%	1,292	24.7%	65,491	15.5%
55 – 64 Years	1,764	40.8%	9,548	16.8%	43,185	15.0%	19,216	27.9%	976	18.6%	74,689	17.7%
65 – 74 Years	422	9.8%	7,117	12.5%	24,809	8.6%	15,239	22.1%	572	10.9%	48,159	11.4%
75 Years and over	0	0.0%	654	1.2%	5,153	1.8%	3,526	5.1%	152	2.9%	9,485	2.2%

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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Entry Point												
Charlottetown Airport	112	5.3%	1,092	6.6%	2,766	3.7%	1,234	5.8%	0	0.0%	5,204	4.5%
Confederation Bridge	2,010	94.7%	12,685	77.2%	57,803	77.3%	17,292	80.7%	1,763	100.0%	91,553	78.5%
Ferry at Caribou, Nova Scotia	0	0.0%	2,654	16.2%	14,243	19.0%	2,903	13.5%	0	0.0%	19,800	17.0%
Exit Point												
Charlottetown Airport	129	6.1%	1,162	7.1%	3,210	4.3%	1,359	6.3%	0	0.0%	5,860	5.0%
Confederation Bridge	1,993	93.9%	13,392	81.5%	59,791	79.9%	16,836	78.6%	1,763	100.0%	93,775	80.5%
Wood Islands Ferry Terminal	0	0.0%	1,877	11.4%	11,810	15.8%	3,233	15.1%	0	0.0%	16,920	14.5%
Mix of Entry and Exit Points												
Air only	112	5.3%	1,058	6.4%	2,587	3.5%	1,234	5.8%	0	0.0%	4,991	4.3%
Bridge only	1,993	93.9%	11,366	69.2%	50,978	68.1%	15,133	70.6%	1,763	100.0%	81,233	69.7%
Ferry only	0	0.0%	635	3.9%	5,353	7.2%	1,127	5.3%	0	0.0%	7,115	6.1%
Bridge and Ferry Mix	0	0.0%	3,234	19.7%	15,092	20.2%	3,809	17.8%	0	0.0%	22,135	19.0%
Air and Bridge or Ferry Mix	17	0.8%	139	0.8%	801	1.1%	126	0.6%	0	0.0%	1,083	0.9%

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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Rental Car Usage												
Yes	52	2.4%	2,212	13.5%	7,897	10.6%	2,783	13.0%	102	5.8%	13,046	11.2%
No	2,071	97.6%	14,220	86.5%	66,914	89.4%	18,645	87.0%	1,661	94.2%	103,511	88.8%
Location of Pick-Up												
Prince Edward Island	35	67.3%	780	35.3%	2,277	28.8%	741	26.6%	0	0.0%	3,833	29.4%
New Brunswick	17	32.7%	156	7.1%	1,211	15.3%	300	10.8%	102	100.0%	1,786	13.7%
Nova Scotia	0	0.0%	975	44.1%	3,085	39.1%	1,292	46.4%	0	0.0%	5,352	41.0%
Quebec	0	0.0%	116	5.2%	416	5.3%	38	1.4%	0	0.0%	570	4.4%
Ontario	0	0.0%	0	0.0%	306	3.9%	94	3.4%	0	0.0%	400	3.1%
Other province	0	0.0%	0	0.0%	212	2.7%	14	0.5%	0	0.0%	226	1.7%
New England state	0	0.0%	128	5.8%	217	2.7%	80	2.9%	0	0.0%	425	3.3%
Other US state	0	0.0%	57	2.6%	173	2.2%	223	8.0%	0	0.0%	453	3.5%

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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Primary Destination of the Trip												
Prince Edward Island	2,106	99.2%	14,151	86.1%	66,420	88.8%	18,175	84.8%	1,474	83.6%	102,326	87.8%
Other Destination	17	0.8%	2,089	12.7%	7,910	10.6%	3,021	14.1%	289	16.4%	13,326	11.4%
Don't Know	0	0.0%	192	1.2%	481	0.6%	232	1.1%	0	0.0%	905	0.8%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	4.118	100.0%	7.022	100.0%	8.748	100.0%	8.675	100.0%	7.406	100.0%	8.387	100.0%
Nights stayed in PEI	4.086	99.2%	4.143	59.0%	5.780	66.1%	5.034	58.0%	3.958	53.4%	5.354	63.8%
(Nights in Paid Accommodation)	1.010	(24.7%)	3.641	(87.9%)	4.653	(80.5%)	3.865	(76.8%)	1.059	(26.7%)	4.245	(79.3%)
Nights stayed in NB	0.016	0.4%	0.799	11.4%	1.079	12.3%	0.997	11.5%	0.936	12.6%	1.003	12.0%
Nights stayed in NS	0.008	0.2%	0.985	14.0%	1.047	12.0%	1.325	15.3%	1.657	22.4%	1.080	12.9%
Nights stayed in NFLD	0.008	0.2%	0.446	6.3%	0.210	2.4%	0.221	2.5%	0.046	0.6%	0.239	2.9%
Nights stayed in Magdalen Islands	0.000	0.0%	0.108	1.5%	0.087	1.0%	0.128	1.5%	0.000	0.0%	0.094	1.1%
Nights stayed in elsewhere	0.000	0.0%	0.542	7.7%	0.545	6.2%	0.970	11.2%	0.810	10.9%	0.617	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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Overnight Stays in Other PEI Regions by Those Who Stayed Overnight in the Green Gables Shore Region ^{a)}												
Greater Charlottetown Area	17	0.8%	2,824	17.2%	7,797	10.4%	3,082	14.4%	152	8.6%	13,872	11.9%
Points East Coastal Drive	0	0.0%	1,208	7.4%	6,495	8.7%	1,758	8.2%	0	0.0%	9,461	8.1%
Summerside	0	0.0%	911	5.5%	4,530	6.1%	1,706	8.0%	0	0.0%	7,147	6.1%
North Cape Coastal Drive	17	0.8%	550	3.3%	3,489	4.7%	1,354	6.3%	0	0.0%	5,410	4.6%
Red Sands Shore	17	0.8%	551	3.4%	2,488	3.3%	779	3.6%	102	5.8%	3,937	3.4%
Total Accumulated Nights Spent by Parties in the Specific Region												
Green Gables Shore	8,605	99.2%	58,586	86.1%	382,593	88.5%	91,124	84.5%	6,725	96.4%	547,633	87.8%
Greater Charlottetown Area	17	0.2%	4,586	6.7%	14,817	3.4%	6,886	6.4%	152	2.2%	26,458	4.2%
Points East Coastal Drive	0	0.0%	1,765	2.6%	14,305	3.3%	3,372	3.1%	0	0.0%	19,442	3.1%
Summerside	0	0.0%	1,542	2.3%	8,181	1.9%	2,908	2.7%	0	0.0%	12,631	2.0%
North Cape Coastal Drive	34	0.4%	941	1.4%	6,996	1.6%	2,316	2.1%	0	0.0%	10,287	1.6%
Red Sands Shore	17	0.2%	652	1.0%	5,634	1.3%	1,210	1.1%	102	1.5%	7,615	1.2%
Total Overnight Stays (Nights)	8,673	100.0%	68,072	100.0%	432,526	100.0%	107,816	100.0%	6,979	100.0%	624,066	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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Average Number of Nights Stayed	4.09		4.14		5.78		5.03		3.96		5.35	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)												
Green Gables Shore	4.05		3.57		5.11		4.26		3.81		4.70	
Greater Charlottetown Area	0.01		0.28		0.20		0.32		0.09		0.23	
Points East Coastal Drive	0.00		0.11		0.19		0.16		0.00		0.17	
Summerside	0.00		0.09		0.11		0.14		0.00		0.11	
North Cape Coastal Drive	0.02		0.06		0.09		0.11		0.00		0.09	
Red Sands Shore	0.01		0.04		0.08		0.06		0.06		0.07	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
Green Gables Shore	4.05		3.57		5.11		4.26		3.81		4.70	
Points East Coastal Drive	n/a		1.46		2.20		1.92		n/a		2.05	
Red Sands Shore	1.00		1.19		2.26		1.55		1.00		1.93	
Greater Charlottetown Area	1.00		1.62		1.90		2.23		1.00		1.91	
North Cape Coastal Drive	2.00		1.71		2.01		1.71		n/a		1.90	
Summerside	n/a		1.69		1.81		1.70		n/a		1.77	

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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Total Parties Staying at Least One Night in the Specific Type of Accommodation												
Cottage or Cabin	146	6.9%	6,929	38.1%	24,958	30.0%	10,825	42.7%	494	28.0%	43,352	33.2%
Campground or Trailer (RV) Park	0	0.0%	3,660	20.1%	27,625	33.2%	2,596	10.2%	0	0.0%	33,881	26.0%
Hotel, Motel, or Resort	0	0.0%	3,938	21.7%	17,156	20.6%	5,715	22.5%	233	13.2%	27,042	20.7%
Home of Friends or Relatives	1,099	51.7%	815	4.5%	5,464	6.6%	2,002	7.9%	639	36.2%	10,019	7.7%
B&B or Tourist Home	0	0.0%	961	5.3%	4,213	5.1%	2,250	8.9%	45	2.6%	7,469	5.7%
Own Property	844	39.7%	884	4.9%	1,322	1.6%	854	3.4%	352	20.0%	4,256	3.3%
Inn	35	1.6%	889	4.9%	1,769	2.1%	996	3.9%	0	0.0%	3,689	2.8%
Other (e.g., hostel)	0	0.0%	111	0.6%	583	0.7%	128	0.5%	0	0.0%	822	0.6%
Total Overnight Stays (Parties)	2,124	100.0%	18,187	100.0%	83,090	100.0%	25,366	100.0%	1,763	100.0%	130,530	100.0%
Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation												
Cottage or Cabin	2,044	23.6%	29,956	44.0%	131,905	30.5%	47,041	43.6%	1,006	14.4%	211,952	34.0%
Campground or Trailer (RV) Park	0	0.0%	13,778	20.2%	158,039	36.5%	13,353	12.4%	0	0.0%	185,170	29.7%
Hotel, Motel, or Resort	0	0.0%	11,496	16.9%	59,234	13.7%	17,827	16.5%	547	7.8%	89,104	14.3%
Own Property	2,110	24.3%	3,233	4.8%	34,840	8.1%	12,874	11.9%	1,529	21.9%	54,586	8.7%
Home of Friends or Relatives	4,417	50.9%	3,450	5.1%	25,768	6.0%	7,728	7.2%	3,582	51.3%	44,945	7.2%
B&B or Tourist Home	0	0.0%	3,658	5.4%	14,902	3.4%	5,679	5.3%	315	4.5%	24,554	3.9%
Inn	105	1.2%	2,228	3.3%	6,580	1.5%	3,069	2.8%	0	0.0%	11,982	1.9%
Other (e.g., hostel)	0	0.0%	255	0.4%	1,338	0.3%	224	0.2%	0	0.0%	1,817	0.3%
Total Overnight Stays (Nights)	8,676	100.0%	68,054	100.0%	432,606	100.0%	107,795	100.0%	6,979	100.0%	624,110	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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Average Number of Nights Stayed	4.09		4.14		5.78		5.03		3.96		5.35	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Accommodation Used)												
Cottage or Cabin	0.96		1.82		1.76		2.20		0.57		1.82	
Campground or Trailer (RV) Park	0.00		0.84		2.11		0.62		0.00		1.59	
Hotel, Motel, or Resort	0.00		0.70		0.79		0.83		0.31		0.76	
Own Property	0.99		0.20		0.46		0.60		0.87		0.47	
Home of Friends or Relatives	2.08		0.21		0.34		0.36		2.03		0.39	
B&B or Tourist Home	0.00		0.22		0.20		0.27		0.18		0.21	
Inn	0.05		0.14		0.09		0.14		0.00		0.10	
Other (e.g., hostel)	0.00		0.02		0.02		0.01		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	2.50		3.66		26.28		15.12		4.34		12.81	
Campground or Trailer (RV) Park	n/a		3.76		5.72		5.15		n/a		5.47	
Cottage or Cabin	14.00		4.32		5.28		4.35		2.04		4.89	
Home of Friends or Relatives	4.02		4.24		4.71		3.86		5.61		4.49	
Hotel, Motel, or Resort	n/a		2.92		3.45		3.12		2.35		3.29	
B&B or Tourist Home	n/a		3.81		3.53		2.52		7.00		3.28	
Inn	3.00		2.51		3.72		3.08		n/a		3.25	
Other (e.g., hostel)	n/a		2.29		2.29		1.75		n/a		2.20	

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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Greater Charlottetown Area	927	43.7%	10,160	61.8%	49,003	65.5%	13,815	64.5%	1,433	81.3%	75,338	64.6%
Summerside	905	42.6%	6,886	41.9%	32,887	44.0%	9,514	44.4%	801	45.4%	50,993	43.7%
Red Sands Shore	454	21.4%	6,295	38.3%	27,402	36.6%	9,350	43.6%	242	13.7%	43,743	37.5%
Points East Coastal Drive	146	6.9%	5,514	33.6%	21,784	29.1%	5,913	27.6%	523	29.7%	33,880	29.1%
North Cape Coastal Drive	17	0.8%	4,244	25.8%	18,283	24.4%	6,060	28.3%	147	8.3%	28,751	24.7%

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	
Total Overnight Pleasure Parties	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Type of Visitation												
First-Time Visitors	35	1.6%	4,869	29.6%	14,868	19.9%	5,055	23.6%	384	21.8%	25,211	21.6%
Repeat Visitors	2,088	98.4%	11,562	70.4%	59,943	80.1%	16,373	76.4%	1,379	78.2%	91,345	78.4%
Last Trip to PEI*												
This year (2012)	1,152	55.2%	2,104	18.2%	12,498	20.8%	5,707	34.9%	889	64.5%	22,350	24.5%
One year ago (2011)	645	30.9%	4,868	42.1%	22,692	37.9%	3,723	22.7%	205	14.9%	32,133	35.2%
Two years ago (2010)	0	0.0%	1,421	12.3%	6,544	10.9%	2,292	14.0%	102	7.4%	10,359	11.3%
Three years ago (2009)	0	0.0%	253	2.2%	2,135	3.6%	930	5.7%	81	5.9%	3,399	3.7%
Four years ago (2008)	0	0.0%	57	0.5%	2,410	4.0%	413	2.5%	0	0.0%	2,880	3.2%
Five or more years ago (2007 & earlier)	291	13.9%	2,859	24.7%	13,665	22.8%	3,309	20.2%	102	7.4%	20,226	22.1%
Average Number of Previous Visits to PEI in the Past Five Years*												
Mean (Group Median)	7.63 (8.08)		4.34 (3.75)		3.37 (3.34)		4.47 (3.85)		5.71 (5.56)		4.06 (3.57)	

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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Beaches and coast line	730	34.4%	3,476	21.2%	29,013	38.8%	4,694	21.9%	250	14.2%	38,163	32.7%
Natural beauty and pastoral settings	567	26.7%	4,667	28.4%	20,571	27.5%	8,085	37.7%	441	25.0%	34,331	29.5%
World of Anne of Green Gables and Lucy Maud Montgomery	0	0.0%	271	1.6%	4,818	6.4%	1,176	5.5%	0	0.0%	6,265	5.4%
Outdoor activities (e.g., water-based activities, skiing, Confederation trail, cycling, bird watching, etc.)	35	1.6%	2,954	18.0%	4,888	6.5%	1,935	9.0%	45	2.6%	9,857	8.5%
Golf	291	13.7%	537	3.3%	1,885	2.5%	839	3.9%	0	0.0%	3,552	3.0%
Culinary experience (lobster, seafood, wine, farm products, etc.)	0	0.0%	1,167	7.1%	1,462	2.0%	1,421	6.6%	0	0.0%	4,050	3.5%
Canada's birthplace attractions	0	0.0%	34	0.2%	566	0.8%	250	1.2%	0	0.0%	850	0.7%
Other features	500	23.6%	3,325	20.2%	11,608	15.5%	3,029	14.1%	1,027	58.3%	19,489	16.7%

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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Valid Overnight Pleasure Parties	1,701	(1.5%)	16,203	(14.0%)	74,559	(64.6%)	21,200	(18.4%)	1,682	(1.5%)	115,345	(100.0%)
Sightseeing/Driving tour	791	46.5%	11,183	69.0%	57,857	77.6%	17,450	82.3%	838	49.8%	88,119	76.4%
Going to a beach	1,297	76.2%	9,829	60.7%	60,281	80.9%	12,502	59.0%	192	11.4%	84,101	72.9%
Shopping for local crafts/souvenirs/antiques	52	3.1%	10,073	62.2%	51,063	68.5%	13,384	63.1%	736	43.8%	75,308	65.3%
Visiting a national or provincial park	335	19.7%	9,230	57.0%	49,952	67.0%	13,891	65.5%	242	14.4%	73,650	63.9%
Visiting historical and cultural attractions	180	10.6%	8,838	54.5%	39,629	53.2%	11,773	55.5%	633	37.6%	61,053	52.9%
Visiting Anne of Green Gables attractions	35	2.1%	7,254	44.8%	28,119	37.7%	7,797	36.8%	45	2.7%	43,250	37.5%
Going to a lobster dinner (meal)	0	0.0%	6,572	40.6%	26,432	35.5%	7,866	37.1%	334	19.9%	41,204	35.7%
Visiting a theme, fun or amusement park	0	0.0%	2,835	17.5%	27,487	36.9%	1,750	8.3%	45	2.7%	32,117	27.8%
Visiting friends and/or relatives	1,245	73.2%	4,094	25.3%	19,362	26.0%	5,522	26.0%	1,298	77.2%	31,521	27.3%
Attending a performance (live theatre, a play, a concert)	146	8.6%	1,594	9.8%	15,789	21.2%	3,897	18.4%	90	5.4%	21,516	18.7%
Participating in other sports and/or outdoor activities	0	0.0%	2,036	12.6%	14,039	18.8%	3,085	14.6%	295	17.5%	19,455	16.9%
Visiting Canada's birthplace attractions/Founders' Hall	0	0.0%	2,451	15.1%	10,757	14.4%	3,728	17.6%	45	2.7%	16,981	14.7%
Going to a bar/pub/lounge/nightclub	454	26.7%	2,409	14.9%	9,604	12.9%	4,072	19.2%	397	23.6%	16,936	14.7%
Attending a festival, fair or event	172	10.1%	1,656	10.2%	10,637	14.3%	2,781	13.1%	397	23.6%	15,643	13.6%
Playing golf (not miniature)	146	8.6%	1,843	11.4%	8,385	11.2%	3,054	14.4%	90	5.4%	13,518	11.7%
Attending a sports event or tournament (as a spectator)	27	1.6%	243	1.5%	1,309	1.8%	448	2.1%	0	0.0%	2,027	1.8%

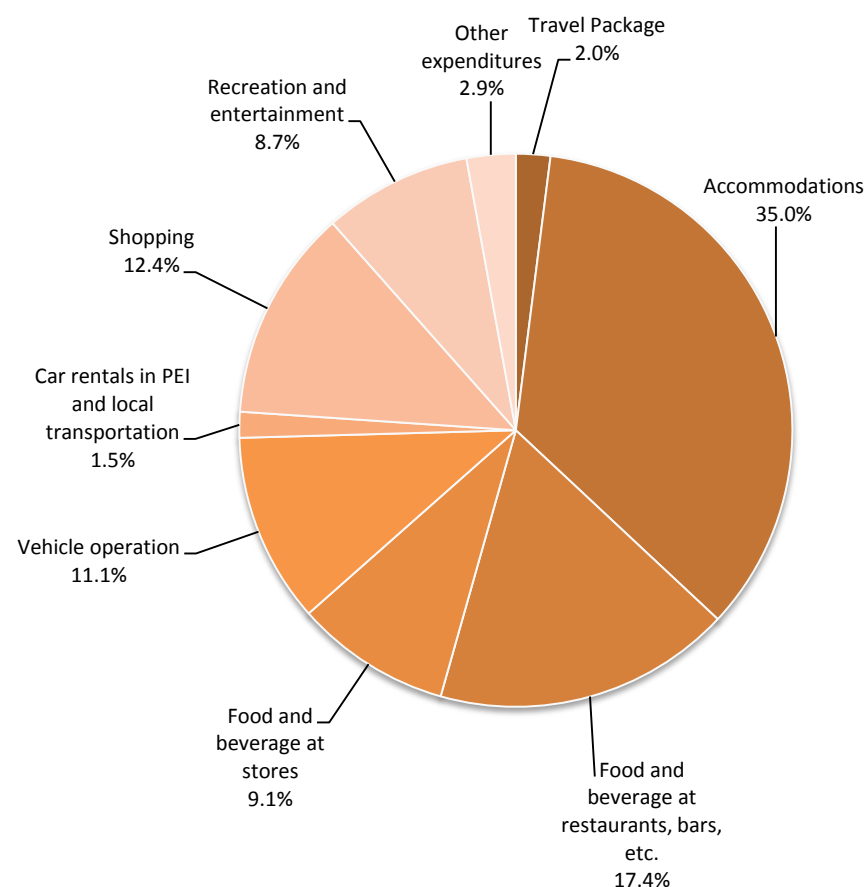
Note: Results were based on valid number of overnight pleasure parties who reported their activities participated in while in PEI and multiple responses. '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

6.16. Travel Expenditures

Table 6-16: Travel Expenditures for Full Year

	Total Full Year	
Total Overnight Pleasure Parties	Total N = 116,556	
Estimated Total Direct Expenditures	\$174,636,752	
Average Spending per Party per Visit	\$1,498.29	100.0%
Travel packages	\$30.08	2.0%
Accommodations	\$523.81	35.0%
Food and beverage at restaurants, bars, etc.	\$260.95	17.4%
Food and beverage at stores	\$136.23	9.1%
Vehicle operation	\$166.09	11.1%
Car rentals in PEI and local transportation	\$22.64	1.5%
Shopping	\$185.72	12.4%
Recreation and entertainment	\$129.86	8.7%
Other expenditures	\$42.92	2.9%
Average Spending per Person per Night	\$77.20	100.0%
Travel packages	\$1.55	2.0%
Accommodations	\$26.99	35.0%
Food and beverage at restaurants, bars, etc.	\$13.44	17.4%
Food and beverage at stores	\$7.02	9.1%
Vehicle operation	\$8.56	11.1%
Car rentals in PEI and local transportation	\$1.17	1.5%
Shopping	\$9.57	12.4%
Recreation and entertainment	\$6.69	8.7%
Other expenditures	\$2.21	2.9%

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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(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	4.81	100.0%	4.55	94.2%	4.49	91.4%	4.52	94.0%	3.80	70.9%	4.50	92.2%
Restaurant service and quality	4.59	98.6%	4.29	89.7%	4.30	88.6%	4.40	92.3%	4.41	93.9%	4.32	89.7%
Transportation service and quality	4.50	100.0%	4.22	85.8%	4.24	87.0%	4.38	89.7%	4.13	82.7%	4.27	87.5%
Quality of customer service	4.58	100.0%	4.52	94.7%	4.48	94.2%	4.53	95.9%	4.51	93.5%	4.50	94.7%
Prices of goods and services	4.15	99.2%	3.90	71.4%	3.88	69.9%	3.83	68.0%	4.30	80.5%	3.88	70.5%
Variety of things to see and do	4.77	99.2%	4.27	87.1%	4.52	91.6%	4.40	90.3%	4.57	100.0%	4.47	91.0%
Complaints												
Yes	0	0.0%	1,692	10.3%	7,142	9.5%	2,348	11.0%	299	17.0%	11,481	9.9%
No	2,123	100.0%	14,739	89.7%	67,669	90.5%	19,080	89.0%	1,464	83.0%	105,075	90.1%
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	4.51	100.0%	4.39	92.1%	4.39	90.9%	4.47	95.1%	4.42	89.1%	4.41	92.0%
Good way to spend time	4.71	100.0%	4.63	97.2%	4.64	97.3%	4.68	97.7%	4.43	94.9%	4.65	97.4%
Overall satisfaction with the trip to PEI	4.71	100.0%	4.64	97.3%	4.65	97.2%	4.64	96.8%	4.58	94.9%	4.64	97.1%
Intention to recommend to others	5.00	100.0%	4.72	96.4%	4.70	96.6%	4.75	96.1%	4.68	89.1%	4.72	96.4%
Intention to revisit PEI	4.86	100.0%	4.63	93.4%	4.69	95.9%	4.70	95.6%	4.74	94.9%	4.69	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; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Gender												
Male	517	24.4%	5,216	31.7%	24,084	32.2%	7,832	36.6%	330	18.7%	37,979	32.6%
Female	1,606	75.6%	11,216	68.3%	50,727	67.8%	13,596	63.4%	1,433	81.3%	78,578	67.4%
Age												
18 to 24	291	13.7%	176	1.1%	1,854	2.5%	18	0.1%	0	0.0%	2,339	2.0%
25 to 34	291	13.7%	1,681	10.2%	10,510	14.0%	1,850	8.6%	205	11.6%	14,537	12.5%
35 to 44	52	2.4%	3,453	21.0%	18,245	24.4%	2,101	9.8%	434	24.6%	24,285	20.8%
45 to 54	163	7.7%	3,560	21.7%	17,633	23.6%	3,682	17.2%	352	20.0%	25,390	21.8%
55 to 64	904	42.6%	4,805	29.2%	15,755	21.1%	7,893	36.8%	539	30.6%	29,896	25.6%
65 to 74	422	19.9%	2,660	16.2%	9,340	12.5%	5,014	23.4%	81	4.6%	17,517	15.0%
75 and over	0	0.0%	97	0.6%	1,474	2.0%	870	4.1%	152	8.6%	2,593	2.2%
Marital Status												
Single	764	36.0%	2,308	14.0%	7,464	10.0%	2,883	13.5%	484	27.5%	13,903	11.9%
Married/living common-law	1,358	64.0%	13,221	80.5%	64,506	86.2%	17,924	83.6%	1,279	72.5%	98,288	84.3%
Other	0	0.0%	903	5.5%	2,841	3.8%	621	2.9%	0	0.0%	4,365	3.7%
Average Number of Children Living in the Household *												
17 years and younger	17 ^{a)}	0.8% ^{b)}	4,292	26.1%	30,753	41.1%	2,863	13.4%	249	14.1%	38,174	32.8%
	2.00 ^{c)}		2.07		1.83		1.84		2.41		1.86	
18 years and older	454	21.4%	3,172	19.3%	11,435	15.3%	2,829	13.2%	197	11.2%	18,087	15.5%
	2.00		1.86		1.54		1.66		1.23		1.62	

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.

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	2,123	(1.8%)	16,432	(14.1%)	74,810	(64.2%)	21,428	(18.4%)	1,763	(1.5%)	116,556	(100.0%)
Education												
Some school	0	0.0%	151	0.9%	489	0.7%	455	2.1%	0	0.0%	1,095	0.9%
High school diploma	0	0.0%	1,822	11.1%	8,014	10.7%	2,753	12.8%	339	19.2%	12,928	11.1%
Some post-secondary	44	2.1%	2,694	16.4%	8,677	11.6%	2,785	13.0%	147	8.3%	14,347	12.3%
Graduated community/technical college	619	29.1%	4,812	29.3%	21,213	28.4%	5,252	24.5%	388	22.0%	32,284	27.7%
Graduated university (undergraduate degree)	1,426	67.1%	2,952	18.0%	20,916	28.0%	4,871	22.7%	581	33.0%	30,746	26.4%
Post graduate degree/professional designation	35	1.6%	4,000	24.3%	15,502	20.7%	5,312	24.8%	307	17.4%	25,156	21.6%
Employment Status												
Working full time	1,186	55.9%	8,469	51.5%	42,855	57.3%	8,557	39.9%	1,120	63.5%	62,187	53.4%
Working part time or seasonally	180	8.5%	1,248	7.6%	6,342	8.5%	1,941	9.1%	205	11.6%	9,916	8.5%
Unemployed	0	0.0%	0	0.0%	971	1.3%	164	0.8%	0	0.0%	1,135	1.0%
Retraining or upgrading	0	0.0%	0	0.0%	116	0.2%	0	0.0%	0	0.0%	116	0.1%
Retired	448	21.1%	5,283	32.2%	16,853	22.5%	9,816	45.8%	438	24.8%	32,838	28.2%
Homemaker	17	0.8%	952	5.8%	4,188	5.6%	620	2.9%	0	0.0%	5,777	5.0%
Student	0	0.0%	107	0.7%	1,510	2.0%	13	0.1%	0	0.0%	1,630	1.4%
Other	291	13.7%	372	2.3%	1,978	2.6%	317	1.5%	0	0.0%	2,958	2.5%
Annual Household Income												
Under \$40,000	422	19.9%	3,607	22.0%	6,223	8.3%	1,774	8.3%	559	31.7%	12,585	10.8%
\$40,000 to \$59,999	146	6.9%	2,672	16.3%	11,255	15.0%	3,369	15.7%	0	0.0%	17,442	15.0%
\$60,000 to \$79,999	895	42.1%	1,648	10.0%	14,347	19.2%	3,819	17.8%	410	23.3%	21,119	18.1%
\$80,000 to \$99,999	0	0.0%	2,119	12.9%	13,064	17.5%	2,965	13.8%	334	19.0%	18,482	15.9%
\$100,000 to \$124,999	318	15.0%	1,822	11.1%	8,403	11.2%	2,349	11.0%	0	0.0%	12,892	11.1%
\$125,000 to \$149,999	17	0.8%	1,066	6.5%	7,442	9.9%	1,096	5.1%	357	20.3%	9,978	8.6%
\$150,000 to \$174,999	326	15.3%	460	2.8%	2,996	4.0%	1,104	5.2%	102	5.8%	4,988	4.3%
\$175,000 to \$199,999	0	0.0%	364	2.2%	1,423	1.9%	652	3.0%	0	0.0%	2,439	2.1%
\$200,000 or more	0	0.0%	907	5.5%	3,457	4.6%	845	3.9%	0	0.0%	5,209	4.5%
Not Stated	0	0.0%	1,767	10.8%	6,201	8.3%	3,455	16.1%	0	0.0%	11,423	9.8%

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