

# **A PROFILE OF VISITORS WHO STAYED OVERNIGHT IN THE RED SANDS SHORE: Results from the 2012 Exit Survey**

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# 1. INTRODUCTION

## 1.1. Background

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

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

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

## 2. METHODOLOGY

### 2.1. Sampling Procedure

#### Target Population

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

#### Sampling

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

## 2.2. Samples

### Samples Collected

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

**Table 2-1: Samples Collected**

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

### Data Processing and Error Detection

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

## **Data Imputation**

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

## Samples Used

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

**Table 2-2: Samples Used**

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

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

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

## 2.3. Sample Size and Margin of Error

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

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

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

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

## 2.4. Weighting the Sample

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

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

#### 3.1. Number of Visitors Estimated

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

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

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

## 3.2. Estimated Number of Travel Parties

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

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

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

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

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

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

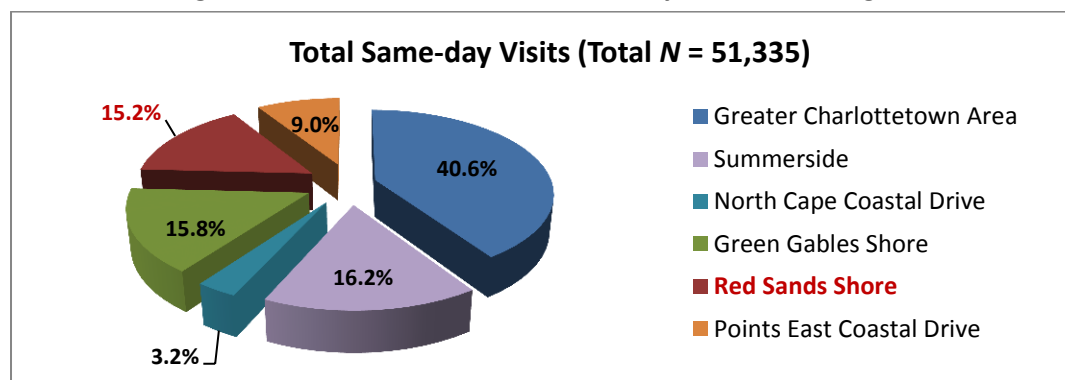
### 4.1. PEI Regions Visited by All Same-day Visitor Parties

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

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

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

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



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

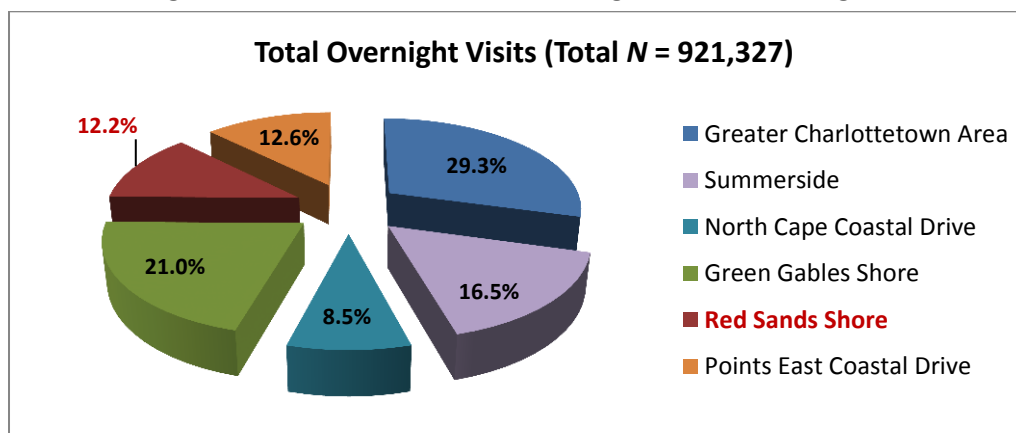
## 4.2. PEI Regions Visited by All Overnight Visitor Parties

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

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

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

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



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

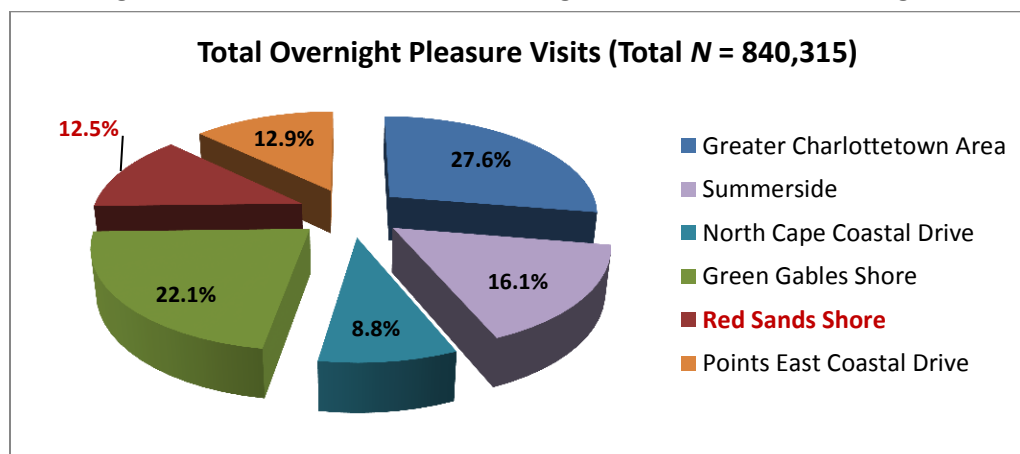
### 4.3. PEI Regions Visited by Overnight Pleasure Visitor Parties

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

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

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

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



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

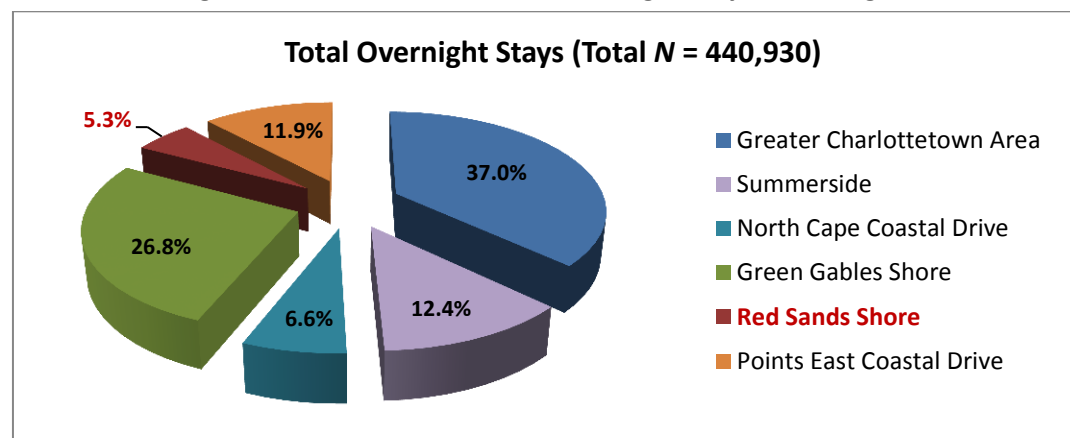
#### 4.4. Overnight Stays in PEI Regions by All Overnight Visitor Parties

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Parties</b>	<b>56,250</b>	<b>(15.1%)</b>	<b>55,545</b>	<b>(14.9%)</b>	<b>157,792</b>	<b>(42.3%)</b>	<b>71,707</b>	<b>(19.2%)</b>	<b>32,081</b>	<b>(8.6%)</b>	<b>373,375</b>	<b>(100.0%)</b>
Greater Charlottetown Area	37,001	65.8%	24,308	43.8%	48,463	30.7%	32,184	44.9%	21,348	66.5%	163,304	43.7%
Green Gables Shore	2,230	4.0%	17,173	30.9%	75,204	47.7%	21,868	30.5%	1,763	5.5%	118,238	31.7%
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%
<b>Red Sands Shore</b>	<b>1,048</b>	<b>1.9%</b>	<b>3,518</b>	<b>6.3%</b>	<b>12,251</b>	<b>7.8%</b>	<b>5,422</b>	<b>7.6%</b>	<b>1,139</b>	<b>3.6%</b>	<b>23,378</b>	<b>6.3%</b>
<b>Total Overnight Stays</b>	<b>59,032</b>	<b>(13.4%)</b>	<b>65,378</b>	<b>(14.8%)</b>	<b>195,915</b>	<b>(44.4%)</b>	<b>86,285</b>	<b>(19.6%)</b>	<b>34,320</b>	<b>(7.8%)</b>	<b>440,930</b>	<b>(100.0%)</b>

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

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



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

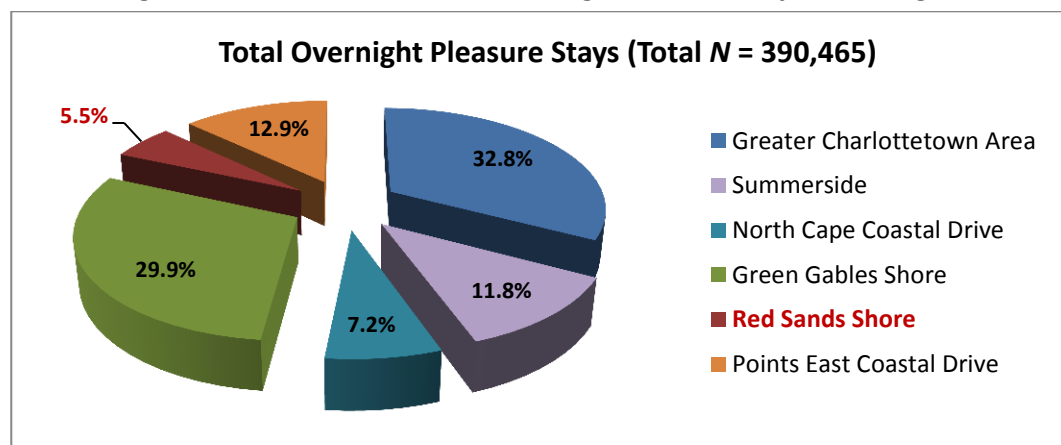
## 4.5. Overnight Stays in PEI Regions by Overnight Pleasure Visitor Parties

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

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

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

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



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

## 5. DATA USED AND SUMMARY OF OVERALL RESULTS FOR THE RED SANDS 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 (RSS Profile)	16	3.7%	42	5.0%	256	8.3%	97	7.2%	9	3.8%	420	7.1%

Note: Number of samples used for this report includes only those who stayed at least one night in the Red Sands Shore (RSS) region but excludes those who visited RSS 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 Red Sands Shore Region

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

	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed in RSS	Total Nights Stayed in RSS	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Total Estimated Direct Spending	% of Direct Spending
<b>Total</b>	<b>31,172</b>	<b>100.0%</b>	<b>2.958</b>	<b>5.49</b>	<b>171,046</b>	<b>100.0%</b>	<b>\$1,101.59</b>		<b>\$33,649,936</b>	<b>100.0%</b>
<b>Same-Day Total</b>	7,794	25.0%	3.247	0.00	0	0.0%	\$149.09	\$45.91 <sup>a)</sup>	\$1,162,017	3.5%
<b>Overnight Total</b>	23,378	75.0%	2.861	7.32	171,046	100.0%	\$1,389.68	\$66.39 <sup>b)</sup>	\$32,487,919	96.5%
<b>Overnight by Trip Purpose</b>	<b>23,378</b>	<b>100.0%</b>	<b>2.861</b>	<b>7.32</b>	<b>171,045</b>	<b>100.0%</b>	<b>\$1,389.68</b>	<b>\$66.39</b>	<b>\$32,487,919</b>	<b>100.0%</b>
Pleasure <sup>c)</sup>	21,536	92.1%	2.976	7.22	155,406	90.9%	\$1,418.50	\$66.05	\$30,635,828	94.3%
Business	1,842	7.9%	1.517	8.49	15,639	9.1%	\$1,002.62	\$77.83	\$1,852,091	5.7%
<b>Overnight Pleasure by Market <sup>c)</sup></b>	<b>21,536</b>	<b>100.0%</b>	<b>2.976</b>	<b>7.22</b>	<b>155,407</b>	<b>100.0%</b>	<b>\$1,418.50</b>	<b>\$66.05</b>	<b>\$30,635,828</b>	<b>100.0%</b>
<b>Canada</b>	<b>18,506</b>	<b>85.9%</b>	<b>3.041</b>	<b>6.91</b>	<b>127,826</b>	<b>82.3%</b>	<b>\$1,390.98</b>	<b>\$66.22</b>	<b>\$25,902,315</b>	<b>84.5%</b>
New Brunswick	3,992	18.5%	2.839	7.80	31,121	20.0%	\$1,119.46	\$50.58	\$4,512,246	14.7%
Nova Scotia	5,966	27.7%	3.000	4.60	27,451	17.7%	\$1,082.83	\$78.44	\$6,522,842	21.3%
Newfoundland & Labrador	98	0.5%	2.276	3.28	321	0.2%	\$492.86	\$66.12	\$48,769	0.2%
Quebec	3,014	14.0%	3.550	6.74	20,315	13.1%	\$1,804.38	\$75.41	\$5,491,173	17.9%
Ontario	4,350	20.2%	3.078	9.21	40,048	25.8%	\$1,777.04	\$62.71	\$7,805,107	25.5%
Rest of Canada	1,086	5.0%	2.521	7.89	8,571	5.5%	\$1,388.17	\$69.77	\$1,522,179	5.0%
<b>United States</b>	<b>2,302</b>	<b>10.7%</b>	<b>2.680</b>	<b>9.63</b>	<b>22,174</b>	<b>14.3%</b>	<b>\$1,673.85</b>	<b>\$64.85</b>	<b>\$3,907,762</b>	<b>12.8%</b>
New England	1,230	5.7%	2.569	7.49	9,218	5.9%	\$1,369.74	\$71.15	\$1,701,123	5.6%
Rest of US	1,072	5.0%	2.807	12.09	12,957	8.3%	\$2,038.65	\$60.09	\$2,206,638	7.2%
<b>International</b>	<b>728</b>	<b>3.4%</b>	<b>2.252</b>	<b>7.43</b>	<b>5,407</b>	<b>3.5%</b>	<b>\$1,123.38</b>	<b>\$67.18</b>	<b>\$825,752</b>	<b>2.7%</b>

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

## 6. A PROFILE OF OVERNIGHT VISITOR PARTIES TO THE RED SANDS SHORE REGION <sup>1</sup>

### 6.1. Origin of Overnight Visitor Parties

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
<b>Canada</b>	<b>309</b>	<b>40.8%</b>	<b>2,941</b>	<b>92.2%</b>	<b>10,591</b>	<b>87.6%</b>	<b>3,971</b>	<b>85.0%</b>	<b>694</b>	<b>83.4%</b>	<b>18,506</b>	<b>85.9%</b>
New Brunswick	0	0.0%	728	22.8%	2,123	17.6%	1,142	24.4%	0	0.0%	3,993	18.5%
Nova Scotia	0	0.0%	1,488	46.6%	3,080	25.5%	988	21.2%	410	49.3%	5,966	27.7%
Newfoundland & Labrador	0	0.0%	0	0.0%	27	0.2%	71	1.5%	0	0.0%	98	0.5%
Quebec	0	0.0%	173	5.4%	2,283	18.9%	558	11.9%	0	0.0%	3,014	14.0%
Ontario	282	37.3%	393	12.3%	2,551	21.1%	927	19.8%	197	23.7%	4,350	20.2%
Rest of Canada	27	3.6%	159	5.0%	527	4.4%	285	6.1%	87	10.5%	1,085	5.0%
<b>United States</b>	<b>375</b>	<b>49.5%</b>	<b>167</b>	<b>5.2%</b>	<b>1,207</b>	<b>10.0%</b>	<b>553</b>	<b>11.8%</b>	<b>0</b>	<b>0.0%</b>	<b>2,302</b>	<b>10.7%</b>
New England	306	40.4%	111	3.5%	570	4.7%	244	5.2%	0	0.0%	1,231	5.7%
Rest of US	69	9.1%	56	1.8%	637	5.3%	309	6.6%	0	0.0%	1,071	5.0%
<b>International</b>	<b>73</b>	<b>9.6%</b>	<b>81</b>	<b>2.5%</b>	<b>289</b>	<b>2.4%</b>	<b>147</b>	<b>3.1%</b>	<b>138</b>	<b>16.6%</b>	<b>728</b>	<b>3.4%</b>

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

<sup>1</sup> Note that results were based on only those who stayed overnight at least one night in the Red Sands Shore (RSS) region and visited PEI and/or RSS 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	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
Holiday, vacation	119	15.7%	722	22.6%	7,139	59.1%	2,049	43.9%	0	0.0%	10,029	46.6%
Short getaway	17	2.2%	362	11.4%	615	5.1%	346	7.4%	0	0.0%	1,340	6.2%
Visit friends and/or relatives	219	29.0%	1,109	34.8%	1,846	15.3%	1,064	22.8%	667	80.2%	4,905	22.8%
Visit second home, cottage, condo	137	18.1%	38	1.2%	385	3.2%	620	13.3%	63	7.6%	1,243	5.8%
Attend events, festivals, attractions	17	2.2%	0	0.0%	1,018	8.4%	146	3.1%	102	12.3%	1,283	6.0%
Other pleasure	247	32.7%	958	30.0%	1,085	9.0%	446	9.5%	0	0.0%	2,736	12.7%

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

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
<b>Party Composition</b>												
Adult travelling alone	390	51.6%	414	13.0%	610	5.0%	727	15.6%	134	16.1%	2,275	10.6%
2 adults	17	2.2%	1,632	51.2%	5,366	44.4%	2,776	59.4%	385	46.3%	10,176	47.3%
3 or more adults	349	46.2%	656	20.6%	1,647	13.6%	725	15.5%	0	0.0%	3,377	15.7%
1 adult with child(ren)	0	0.0%	180	5.6%	617	5.1%	41	0.9%	0	0.0%	838	3.9%
2 adults with child(ren)	0	0.0%	238	7.5%	2,572	21.3%	262	5.6%	250	30.0%	3,322	15.4%
3 or more adults with child(ren)	0	0.0%	68	2.1%	1,275	10.5%	141	3.0%	63	7.6%	1,547	7.2%
<b>Party Size</b>												
<b>Average Travel Party Size</b>	<b>2.49</b>		<b>2.58</b>		<b>3.35</b>		<b>2.41</b>		<b>2.74</b>		<b>2.98</b>	
Avg. Number of Adult Travellers	2.49		2.32		2.49		2.25		1.99		2.39	
Avg. Number of Children	0.00		0.26		0.85		0.15		0.75		0.58	
Avg. Number of Male Adults	1.22		1.14		1.60		1.13		1.46		1.41	
Avg. Number of Female Adults	1.26		1.44		1.74		1.27		1.28		1.56	

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

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Visitors</b>	<b>1,880</b>	<b>(2.9%)</b>	<b>8,240</b>	<b>(12.9%)</b>	<b>40,450</b>	<b>(63.1%)</b>	<b>11,240</b>	<b>(17.5%)</b>	<b>2,282</b>	<b>(3.6%)</b>	<b>64,092</b>	<b>(100.0%)</b>
<b>Gender</b>												
Male	924	49.1%	3,646	44.2%	19,374	47.9%	5,304	47.2%	1,216	53.3%	30,464	47.5%
Female	956	50.9%	4,594	55.8%	21,076	52.1%	5,936	52.8%	1,066	46.7%	33,628	52.5%
<b>Age</b>												
Under 8 Years	0	0.0%	332	4.0%	5,171	12.8%	77	0.7%	295	12.9%	5,875	9.2%
9 – 17 Years	0	0.0%	514	6.2%	5,162	12.8%	638	5.7%	331	14.5%	6,645	10.4%
18 – 24 Years	294	15.6%	514	6.2%	1,511	3.7%	218	1.9%	0	0.0%	2,537	4.0%
25 – 34 Years	170	9.0%	614	7.5%	4,333	10.7%	681	6.1%	32	1.4%	5,830	9.1%
35 – 44 Years	17	0.9%	746	9.1%	4,807	11.9%	1,204	10.7%	697	30.5%	7,471	11.7%
45 – 54 Years	768	40.9%	2,135	25.9%	6,237	15.4%	1,994	17.7%	247	10.8%	11,381	17.8%
55 – 64 Years	291	15.5%	1,865	22.6%	8,695	21.5%	3,433	30.5%	144	6.3%	14,428	22.5%
65 – 74 Years	340	18.1%	1,282	15.6%	3,722	9.2%	2,370	21.1%	536	23.5%	8,250	12.9%
75 Years and over	0	0.0%	238	2.9%	812	2.0%	625	5.6%	0	0.0%	1,675	2.6%

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

## 6.5. Entry and Exit Point

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
<b>Entry Point</b>												
Charlottetown Airport	416	55.0%	128	4.0%	662	5.5%	387	8.3%	42	5.0%	1,635	7.6%
Confederation Bridge	340	45.0%	2,490	78.1%	9,533	78.9%	3,648	78.1%	790	95.0%	16,801	78.0%
Ferry at Caribou, Nova Scotia	0	0.0%	571	17.9%	1,891	15.6%	636	13.6%	0	0.0%	3,098	14.4%
<b>Exit Point</b>												
Charlottetown Airport	305	40.3%	151	4.7%	796	6.6%	373	8.0%	275	33.1%	1,900	8.8%
Confederation Bridge	451	59.7%	2,660	83.4%	9,532	78.9%	3,757	80.4%	557	66.9%	16,957	78.7%
Wood Islands Ferry Terminal	0	0.0%	378	11.9%	1,758	14.5%	542	11.6%	0	0.0%	2,678	12.4%
<b>Mix of Entry and Exit Points</b>												
Air only	271	35.8%	128	4.0%	662	5.5%	354	7.6%	42	5.0%	1,457	6.8%
Bridge only	306	40.4%	2,301	72.2%	8,338	69.0%	3,195	68.4%	557	66.9%	14,697	68.2%
Ferry only	0	0.0%	211	6.6%	680	5.6%	108	2.3%	0	0.0%	999	4.6%
Bridge and Ferry Mix	0	0.0%	526	16.5%	2,272	18.8%	963	20.6%	0	0.0%	3,761	17.5%
Air and Bridge or Ferry Mix	180	23.8%	23	0.7%	134	1.1%	52	1.1%	233	28.0%	622	2.9%

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	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
<b>Rental Car Usage</b>												
Yes	162	21.4%	488	15.3%	1,863	15.4%	620	13.3%	327	39.3%	3,460	16.1%
No	594	78.6%	2,701	84.7%	10,224	84.6%	4,052	86.7%	505	60.7%	18,076	83.9%
<b>Location of Pick-Up</b>												
Prince Edward Island	162	100.0%	23	4.7%	290	15.6%	187	30.2%	42	12.8%	704	20.4%
New Brunswick	0	0.0%	23	4.7%	599	32.2%	67	10.8%	102	31.2%	791	22.9%
Nova Scotia	0	0.0%	411	84.4%	628	33.7%	289	46.6%	183	56.0%	1,511	43.7%
Quebec	0	0.0%	0	0.0%	140	7.5%	0	0.0%	0	0.0%	140	4.0%
Ontario	0	0.0%	0	0.0%	114	6.1%	33	5.3%	0	0.0%	147	4.2%
Other province	0	0.0%	0	0.0%	46	2.5%	0	0.0%	0	0.0%	46	1.3%
New England state	0	0.0%	30	6.2%	0	0.0%	44	7.1%	0	0.0%	74	2.1%
Other US state	0	0.0%	0	0.0%	46	2.5%	0	0.0%	0	0.0%	46	1.3%

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

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
<b>Primary Destination of the Trip</b>												
Prince Edward Island	757	100.0%	2,984	93.6%	10,184	84.3%	4,015	86.0%	787	94.6%	18,727	87.0%
Other Destination	0	0.0%	205	6.4%	1,875	15.5%	612	13.1%	45	5.4%	2,737	12.7%
Don't Know	0	0.0%	0	0.0%	27	0.2%	44	0.9%	0	0.0%	71	0.3%
<b>Average Trip Duration</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>
Total Nights of the Trip	6.854	100.0%	7.587	100.0%	11.398	100.0%	11.975	100.0%	6.592	100.0%	10.613	100.0%
Nights stayed in PEI	6.296	91.9%	4.962	65.4%	7.518	66.0%	8.547	71.4%	4.835	73.3%	7.216	68.0%
<b>(Nights in Paid Accommodation)</b>	<b>1.438</b>	<b>(22.8%)</b>	<b>2.866</b>	<b>(57.8%)</b>	<b>4.360</b>	<b>(58.0%)</b>	<b>3.599</b>	<b>(42.1%)</b>	<b>0.000</b>	<b>(0.0%)</b>	<b>3.703</b>	<b>(51.3%)</b>
Nights stayed in NB	0.288	4.2%	0.656	8.6%	1.189	10.4%	0.881	7.4%	0.321	4.9%	0.978	9.2%
Nights stayed in NS	0.270	3.9%	0.882	11.6%	1.389	12.2%	1.169	9.8%	0.517	7.8%	1.193	11.2%
Nights stayed in NFLD	0.000	0.0%	0.064	0.8%	0.364	3.2%	0.305	2.5%	0.000	0.0%	0.280	2.6%
Nights stayed in Magdalen Islands	0.000	0.0%	0.015	0.2%	0.221	1.9%	0.254	2.1%	0.000	0.0%	0.181	1.7%
Nights stayed in elsewhere	0.000	0.0%	1.009	13.3%	0.717	6.3%	0.818	6.8%	0.919	13.9%	0.764	7.2%

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

## 6.8. Overnight Stays in Other PEI Regions

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
<b>Overnight Stays in Other PEI Regions by Those Who Stayed Overnight in the Red Sands Shore <sup>a)</sup></b>												
Greater Charlottetown Area	34	4.5%	593	18.6%	2,222	18.4%	1,129	24.2%	0	0.0%	3,978	18.5%
Green Gables Shore	17	2.2%	551	17.3%	2,488	20.6%	779	16.7%	102	12.3%	3,937	18.3%
Points East Coastal Drive	0	0.0%	459	14.4%	2,020	16.7%	1,078	23.1%	205	24.6%	3,762	17.5%
North Cape Coastal Drive	0	0.0%	574	18.0%	1,442	11.9%	622	13.3%	0	0.0%	2,638	12.2%
Summerside	0	0.0%	313	9.8%	1,605	13.3%	418	8.9%	0	0.0%	2,336	10.8%
<b>Total Accumulated Nights Spent by Parties in the Specific Region</b>												
<b>Red Sands Shore</b>	<b>4,543</b>	<b>95.4%</b>	<b>10,564</b>	<b>66.8%</b>	<b>67,760</b>	<b>74.5%</b>	<b>30,367</b>	<b>76.2%</b>	<b>3,109</b>	<b>77.1%</b>	<b>116,343</b>	<b>74.9%</b>
Green Gables Shore	170	3.6%	1,193	7.5%	6,073	6.7%	1,586	4.0%	102	2.5%	9,124	5.9%
Greater Charlottetown Area	51	1.1%	1,276	8.1%	4,404	4.8%	3,390	8.5%	0	0.0%	9,121	5.9%
North Cape Coastal Drive	0	0.0%	684	4.3%	6,008	6.6%	1,254	3.1%	0	0.0%	7,946	5.1%
Points East Coastal Drive	0	0.0%	659	4.2%	4,118	4.5%	2,279	5.7%	820	20.3%	7,876	5.1%
Summerside	0	0.0%	1,438	9.1%	2,583	2.8%	980	2.5%	0	0.0%	5,001	3.2%
<b>Total Overnight Stays (Nights)</b>	<b>4,764</b>	<b>100.0%</b>	<b>15,814</b>	<b>100.0%</b>	<b>90,946</b>	<b>100.0%</b>	<b>39,856</b>	<b>100.0%</b>	<b>4,031</b>	<b>100.0%</b>	<b>155,411</b>	<b>100.0%</b>

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

## 6.9. Average Length of Stay in PEI Regions

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	757	(3.5%)	3,189	(14.8%)	12,087	(56.1%)	4,671	(21.7%)	832	(3.9%)	21,536	(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)												
Red Sands Shore	6.00		3.31		5.60		6.51		3.73		5.40	
Greater Charlottetown Area	0.07		0.40		0.36		0.73		0.00		0.42	
Green Gables Shore	0.23		0.37		0.50		0.34		0.12		0.42	
North Cape Coastal Drive	0.00		0.21		0.49		0.27		0.00		0.37	
Points East Coastal Drive	0.00		0.21		0.34		0.49		0.99		0.37	
Summerside	0.00		0.45		0.21		0.21		0.00		0.23	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
Red Sands Shore	6.00		3.31		5.60		6.51		3.73		5.40	
North Cape Coastal Drive	n/a		1.19		4.14		2.01		n/a		3.00	
Green Gables Shore	10.00		2.17		2.44		2.03		1.00		2.32	
Greater Charlottetown Area	1.50		2.16		1.98		3.01		n/a		2.29	
Summerside	n/a		4.60		1.61		2.34		n/a		2.14	
Points East Coastal Drive	n/a		1.44		2.04		2.12		4.00		2.09	

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

## 6.10. Overnight Stays in Type of Accommodation Used

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
<b>Total Parties Staying at Least One Night in the Specific Type of Accommodation</b>												
Home of Friends or Relatives	466	61.6%	1,543	37.3%	2,255	15.9%	1,633	30.3%	769	92.4%	6,666	26.4%
Cottage or Cabin	0	0.0%	803	19.4%	3,525	24.9%	708	13.1%	0	0.0%	5,036	19.9%
Campground or Trailer (RV) Park	0	0.0%	688	16.7%	3,162	22.3%	836	15.5%	0	0.0%	4,686	18.5%
Hotel, Motel, or Resort	17	2.2%	742	18.0%	2,652	18.7%	1,002	18.6%	0	0.0%	4,413	17.5%
B&B or Tourist Home	119	15.7%	114	2.8%	1,434	10.1%	582	10.8%	0	0.0%	2,249	8.9%
Own Property	119	15.7%	65	1.6%	526	3.7%	548	10.2%	63	7.6%	1,321	5.2%
Inn	0	0.0%	140	3.4%	381	2.7%	80	1.5%	0	0.0%	601	2.4%
Other (e.g., hostel)	35	4.6%	37	0.9%	240	1.7%	0	0.0%	0	0.0%	312	1.2%
<b>Total Overnight Stays (Parties)</b>	<b>756</b>	<b>100.0%</b>	<b>4,132</b>	<b>100.0%</b>	<b>14,175</b>	<b>100.0%</b>	<b>5,389</b>	<b>100.0%</b>	<b>832</b>	<b>100.0%</b>	<b>25,284</b>	<b>100.0%</b>
<b>Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation</b>												
Cottage or Cabin	0	0.0%	3,661	23.2%	25,647	28.2%	7,024	17.6%	0	0.0%	36,332	23.4%
Own Property	561	11.8%	217	1.4%	20,792	22.9%	12,199	30.6%	736	18.3%	34,505	22.2%
Home of Friends or Relatives	2,940	61.7%	5,714	36.1%	11,073	12.2%	6,657	16.7%	3,295	81.7%	29,679	19.1%
Campground or Trailer (RV) Park	0	0.0%	2,124	13.4%	18,991	20.9%	7,317	18.4%	0	0.0%	28,432	18.3%
Hotel, Motel, or Resort	34	0.7%	2,791	17.7%	8,911	9.8%	2,934	7.4%	0	0.0%	14,670	9.4%
B&B or Tourist Home	1,054	22.1%	766	4.8%	3,681	4.0%	3,524	8.8%	0	0.0%	9,025	5.8%
Inn	0	0.0%	280	1.8%	1,399	1.5%	184	0.5%	0	0.0%	1,863	1.2%
Other (e.g., hostel)	175	3.7%	259	1.6%	480	0.5%	0	0.0%	0	0.0%	914	0.6%
<b>Total Overnight Stays (Nights)</b>	<b>4,764</b>	<b>100.0%</b>	<b>15,812</b>	<b>100.0%</b>	<b>90,974</b>	<b>100.0%</b>	<b>39,839</b>	<b>100.0%</b>	<b>4,031</b>	<b>100.0%</b>	<b>155,420</b>	<b>100.0%</b>

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

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	757	(3.5%)	3,189	(14.8%)	12,087	(56.1%)	4,671	(21.7%)	832	(3.9%)	21,536	(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	0.00		1.15		2.12		1.51		0.00		1.69	
Own Property	0.74		0.07		1.71		2.62		0.87		1.60	
Home of Friends or Relatives	3.89		1.79		0.91		1.42		3.96		1.38	
Campground or Trailer (RV) Park	0.00		0.67		1.57		1.57		0.00		1.32	
Hotel, Motel, or Resort	0.05		0.88		0.74		0.63		0.00		0.68	
B&B or Tourist Home	1.39		0.24		0.30		0.75		0.00		0.42	
Inn	0.00		0.09		0.12		0.04		0.00		0.09	
Other (e.g., hostel)	0.23		0.08		0.04		0.00		0.00		0.04	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)												
Own Property	4.71		3.32		39.37		22.38		11.50		26.11	
Cottage or Cabin	n/a		4.56		7.28		9.95		n/a		7.22	
Campground or Trailer (RV) Park	n/a		3.09		6.01		8.77		n/a		6.07	
Home of Friends or Relatives	6.30		3.70		4.90		4.08		4.29		4.45	
B&B or Tourist Home	8.85		6.74		2.56		6.05		n/a		4.01	
Hotel, Motel, or Resort	2.00		3.76		3.35		2.93		n/a		3.32	
Inn	n/a		2.00		3.67		2.30		n/a		3.10	
Other (e.g., hostel)	5.00		7.00		2.00		n/a		n/a		2.94	

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

## 6.12. Other PEI Regions Visited During the Trip

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
Greater Charlottetown Area	638	84.3%	2,524	79.1%	9,476	78.4%	3,756	80.4%	483	58.1%	16,877	78.4%
Green Gables Shore	192	25.4%	1,655	51.9%	7,854	65.0%	2,919	62.5%	63	7.6%	12,683	58.9%
Summerside	495	65.4%	1,922	60.3%	6,957	57.6%	2,583	55.3%	239	28.7%	12,196	56.6%
Points East Coastal Drive	119	15.7%	1,184	37.1%	5,319	44.0%	2,349	50.3%	205	24.6%	9,176	42.6%
North Cape Coastal Drive	102	13.5%	1,137	35.7%	3,923	32.5%	1,454	31.1%	102	12.3%	6,718	31.2%

Note: Multiple responses

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
<b>Type of Visitation</b>												
First-Time Visitors	107	14.1%	570	17.9%	3,749	31.0%	1,066	22.8%	0	0.0%	5,492	25.5%
Repeat Visitors	650	85.9%	2,619	82.1%	8,338	69.0%	3,606	77.2%	832	100.0%	16,045	74.5%
<b>Last Trip to PEI*</b>												
This year (2012)	102	15.7%	1,308	49.9%	2,285	27.4%	1,916	53.1%	790	95.0%	6,401	39.9%
One year ago (2011)	446	68.6%	875	33.4%	2,827	33.9%	631	17.5%	42	5.0%	4,821	30.0%
Two years ago (2010)	102	15.7%	34	1.3%	1,042	12.5%	214	5.9%	0	0.0%	1,392	8.7%
Three years ago (2009)	0	0.0%	34	1.3%	240	2.9%	122	3.4%	0	0.0%	396	2.5%
Four years ago (2008)	0	0.0%	0	0.0%	246	3.0%	53	1.5%	0	0.0%	299	1.9%
Five or more years ago (2007 & earlier)	0	0.0%	368	14.1%	1,697	20.4%	670	18.6%	0	0.0%	2,735	17.0%
<b>Average Number of Previous Visits to PEI in the Past Five Years*</b>												
<b>Mean (Group Median)</b>	<b>4.44 (4.52)</b>		<b>5.13 (4.74)</b>		<b>3.85 (3.46)</b>		<b>4.84 (4.14)</b>		<b>5.37 (4.58)</b>		<b>4.39 (3.95)</b>	

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

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
Natural beauty and pastoral settings	328	43.4%	842	26.4%	3,618	29.9%	1,307	28.0%	32	3.8%	6,127	28.5%
Beaches and coast line	34	4.5%	741	23.2%	3,355	27.8%	701	15.0%	32	3.8%	4,863	22.6%
Outdoor activities (e.g., water-based activities, skiing, Confederation trail, cycling, bird watching, etc.)	0	0.0%	87	2.7%	880	7.3%	387	8.3%	0	0.0%	1,354	6.3%
Culinary experience (lobster, seafood, wine, farm products, etc.)	0	0.0%	61	1.9%	305	2.5%	417	8.9%	42	5.0%	825	3.8%
Golf	17	2.2%	302	9.5%	243	2.0%	166	3.6%	0	0.0%	728	3.4%
World of Anne of Green Gables and Lucy Maud Montgomery	0	0.0%	30	0.9%	357	3.0%	137	2.9%	0	0.0%	524	2.4%
Canada's birthplace attractions	35	4.6%	34	1.1%	22	0.2%	108	2.3%	0	0.0%	199	0.9%
Other features	342	45.2%	1,091	34.2%	3,305	27.3%	1,450	31.0%	727	87.3%	6,915	32.1%

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

## 6.15. Activities Participated in While in PEI

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
<b>Valid Overnight Pleasure Parties</b>	<b>655</b>	<b>(3.1%)</b>	<b>3,189</b>	<b>(14.9%)</b>	<b>12,087</b>	<b>(56.4%)</b>	<b>4,671</b>	<b>(21.8%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,434</b>	<b>(100.0%)</b>
Sightseeing/Driving tour	362	55.3%	1,879	58.9%	9,867	81.6%	3,570	76.4%	415	49.9%	16,093	75.1%
Going to a beach	294	44.9%	2,041	64.0%	8,799	72.8%	2,920	62.5%	63	7.6%	14,117	65.9%
Shopping for local crafts/souvenirs/antiques	328	50.1%	1,813	56.9%	7,085	58.6%	2,125	45.5%	268	32.2%	11,619	54.2%
Visiting a national or provincial park	102	15.6%	1,481	46.5%	6,813	56.4%	2,644	56.6%	63	7.6%	11,103	51.8%
Visiting historical and cultural attractions	294	44.9%	1,404	44.0%	7,055	58.4%	2,236	47.9%	102	12.3%	11,091	51.7%
Visiting friends and/or relatives	536	81.8%	1,766	55.4%	4,632	38.3%	2,364	50.6%	832	100.0%	10,130	47.3%
Going to a lobster dinner (meal)	221	33.7%	783	24.6%	4,285	35.5%	1,672	35.8%	0	0.0%	6,961	32.5%
Visiting Anne of Green Gables attractions	175	26.7%	1,089	34.1%	3,310	27.4%	1,587	34.0%	0	0.0%	6,161	28.7%
Going to a bar/pub/lounge/nightclub	153	23.4%	572	17.9%	3,083	25.5%	878	18.8%	108	13.0%	4,794	22.4%
Attending a performance (live theatre, a play, a concert)	221	33.7%	335	10.5%	3,577	29.6%	615	13.2%	0	0.0%	4,748	22.2%
Attending a festival, fair or event	188	28.7%	400	12.5%	2,812	23.3%	891	19.1%	102	12.3%	4,393	20.5%
Visiting Canada's birthplace attractions/Founders' Hall	17	2.6%	756	23.7%	2,169	17.9%	1,123	24.0%	63	7.6%	4,128	19.3%
Participating in other sports and/or outdoor activities	90	13.7%	299	9.4%	2,494	20.6%	909	19.5%	0	0.0%	3,792	17.7%
Playing golf (not miniature)	0	0.0%	329	10.3%	1,411	11.7%	396	8.5%	0	0.0%	2,136	10.0%
Visiting a theme, fun or amusement park	0	0.0%	0	0.0%	1,805	14.9%	204	4.4%	0	0.0%	2,009	9.4%
Attending a sports event or tournament (as a spectator)	175	26.7%	272	8.5%	496	4.1%	0	0.0%	45	5.4%	988	4.6%

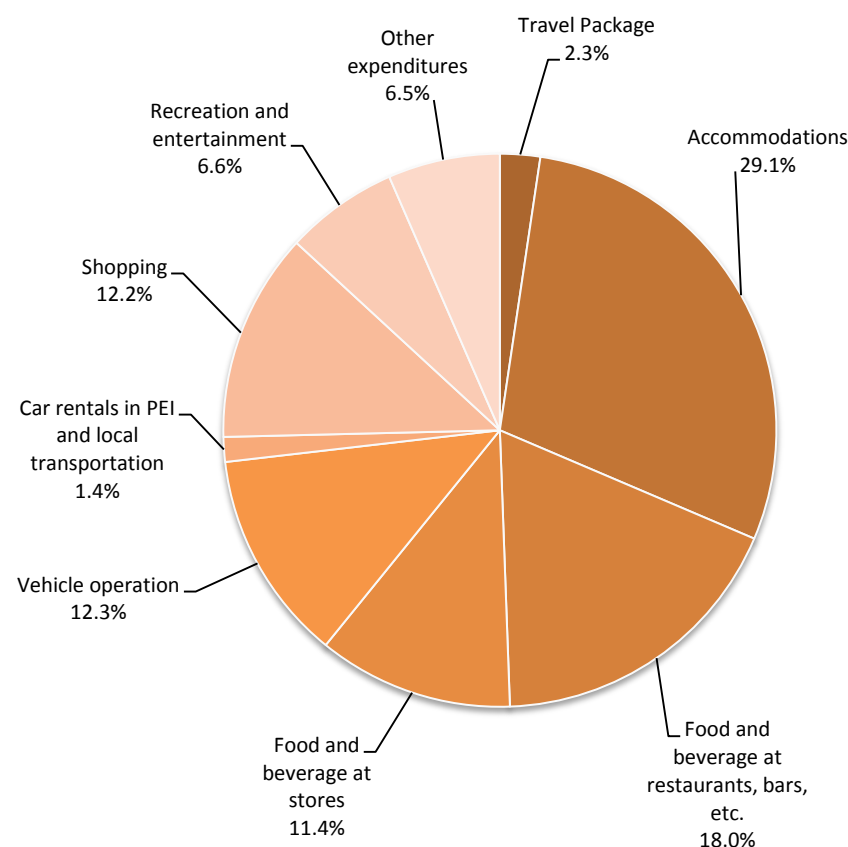
Note: Results were based on valid number of overnight pleasure parties who reported their activities participated in while in PEI and multiple responses. '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

## 6.16. Travel Expenditures

**Table 6-16: Travel Expenditures for Full Year**

	Total Full Year	
Total Overnight Pleasure Parties	Total N = 21,536	
Estimated Total Direct Expenditures	\$30,635,828	
Average Spending per Party per Visit	\$1,418.50	100.0%
Travel packages	\$33.33	2.3%
Accommodations	\$412.20	29.1%
Food and beverage at restaurants, bars, etc.	\$255.47	18.0%
Food and beverage at stores	\$162.02	11.4%
Vehicle operation	\$174.84	12.3%
Car rentals in PEI and local transportation	\$20.56	1.4%
Shopping	\$173.56	12.2%
Recreation and entertainment	\$93.64	6.6%
Other expenditures	\$92.87	6.5%
Average Spending per Person per Night	\$66.05	100.0%
Travel packages	\$1.55	2.3%
Accommodations	\$19.19	29.1%
Food and beverage at restaurants, bars, etc.	\$11.90	18.0%
Food and beverage at stores	\$7.54	11.4%
Vehicle operation	\$8.14	12.3%
Car rentals in PEI and local transportation	\$0.96	1.4%
Shopping	\$8.08	12.2%
Recreation and entertainment	\$4.36	6.6%
Other expenditures	\$4.32	6.5%

**Figure 6-1: Breakdown of Expenditure Categories**



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

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
<b>Ratings of Travel Services</b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>
Accommodation service and quality	4.56	85.3%	4.43	85.9%	4.47	95.0%	4.46	93.7%	n/a	n/a	4.47	93.3%
Restaurant service and quality	3.88	55.8%	4.52	94.7%	4.37	92.0%	4.27	87.0%	4.61	100.0%	4.36	90.3%
Transportation service and quality	3.86	61.3%	4.41	95.1%	4.29	88.4%	4.16	77.4%	4.04	89.8%	4.26	86.1%
Quality of customer service	3.97	68.7%	4.48	100.0%	4.54	95.5%	4.38	88.1%	4.45	94.9%	4.48	93.5%
Prices of goods and services	3.65	52.2%	4.07	70.9%	3.85	69.4%	3.76	59.0%	4.13	81.0%	3.86	67.0%
Variety of things to see and do	4.39	91.3%	4.53	89.9%	4.52	89.4%	4.31	78.2%	4.38	83.4%	4.47	86.9%
<b>Complaints</b>												
Yes	52	6.9%	293	9.2%	842	7.0%	441	9.4%	0	0.0%	1,628	7.6%
No	705	93.1%	2,896	90.8%	11,245	93.0%	4,231	90.6%	832	100.0%	19,909	92.4%
<b>Travel Evaluation and Future Intentions</b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>
Good value for money	4.16	72.9%	4.39	91.4%	4.46	94.9%	4.24	82.6%	4.10	74.1%	4.38	90.2%
Good way to spend time	4.05	58.2%	4.71	99.2%	4.65	97.8%	4.69	95.3%	4.48	100.0%	4.64	96.1%
Overall satisfaction with the trip to PEI	4.25	77.4%	4.72	99.2%	4.69	98.0%	4.72	99.2%	4.51	100.0%	4.68	97.8%
Intention to recommend to others	4.53	82.0%	4.74	97.4%	4.70	95.8%	4.76	96.5%	5.00	100.0%	4.72	95.9%
Intention to revisit PEI	4.18	77.4%	4.89	99.2%	4.75	97.5%	4.81	98.1%	4.75	100.0%	4.76	97.2%

Note: Results (mean values and percent) were based on those who rated each of the items; <sup>a)</sup> Mean values (M) were based on a 5-point Likert-type scales; <sup>b)</sup> Percentages (%) were for those who rated 4 or 5; '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	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
<b>Gender</b>												
Male	456	60.3%	920	28.9%	4,593	38.0%	1,608	34.4%	42	5.0%	7,619	35.4%
Female	300	39.7%	2,268	71.1%	7,494	62.0%	3,063	65.6%	790	95.0%	13,915	64.6%
<b>Age</b>												
18 to 24	73	9.7%	178	5.6%	82	0.7%	94	2.0%	32	3.8%	459	2.1%
25 to 34	68	9.0%	116	3.6%	1,578	13.1%	141	3.0%	32	3.8%	1,935	9.0%
35 to 44	17	2.2%	492	15.4%	1,837	15.2%	564	12.1%	388	46.6%	3,298	15.3%
45 to 54	316	41.8%	625	19.6%	2,811	23.3%	1,042	22.3%	0	0.0%	4,794	22.3%
55 to 64	146	19.3%	1,041	32.7%	3,993	33.0%	1,789	38.3%	102	12.2%	7,071	32.8%
65 to 74	136	18.0%	710	22.3%	1,374	11.4%	975	20.9%	279	33.5%	3,474	16.1%
75 and over	0	0.0%	26	0.8%	411	3.4%	67	1.4%	0	0.0%	504	2.3%
<b>Marital Status</b>												
Single	277	36.6%	263	8.2%	953	7.9%	651	13.9%	63	7.6%	2,207	10.2%
Married/living common-law	479	63.4%	2,505	78.6%	10,392	86.0%	3,664	78.4%	769	92.4%	17,809	82.7%
Other	0	0.0%	421	13.2%	741	6.1%	357	7.6%	0	0.0%	1,519	7.1%
<b>Average Number of Children Living in the Household *</b>												
17 years and younger	145 <sup>a)</sup>	19.2% <sup>b)</sup>	452	14.2%	3,706	30.7%	569	12.2%	282	33.9%	5,154	23.9%
	<b>1.00 <sup>c)</sup></b>		<b>1.72</b>		<b>2.03</b>		<b>2.56</b>		<b>2.00</b>		<b>2.03</b>	
18 years and older	410	54.2%	703	22.0%	1,947	16.1%	1,026	22.0%	170	20.4%	4,256	19.8%
	<b>1.65</b>		<b>1.19</b>		<b>1.55</b>		<b>1.58</b>		<b>2.00</b>		<b>1.52</b>	

Note: \* While <sup>a)</sup> and <sup>b)</sup> indicate 'valid number and percent' of respondents those who reported number of children living in the household, <sup>c)</sup> indicates 'average number of children living in the household' based on the valid number of respondents.

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
<b>Total Overnight Pleasure Parties</b>	<b>757</b>	<b>(3.5%)</b>	<b>3,189</b>	<b>(14.8%)</b>	<b>12,087</b>	<b>(56.1%)</b>	<b>4,671</b>	<b>(21.7%)</b>	<b>832</b>	<b>(3.9%)</b>	<b>21,536</b>	<b>(100.0%)</b>
<b>Education</b>												
Some school	34	4.5%	243	7.6%	205	1.7%	0	0.0%	0	0.0%	482	2.2%
High school diploma	107	14.2%	249	7.8%	1,365	11.3%	910	19.5%	32	3.8%	2,663	12.4%
Some post-secondary	247	32.7%	216	6.8%	1,605	13.3%	485	10.4%	307	36.9%	2,860	13.3%
Graduated community/technical college	34	4.5%	1,251	39.2%	3,263	27.0%	798	17.1%	87	10.4%	5,433	25.2%
Graduated university (undergraduate degree)	34	4.5%	561	17.6%	3,205	26.5%	1,500	32.1%	32	3.8%	5,332	24.8%
Post graduate degree/professional designation	300	39.7%	668	21.0%	2,444	20.2%	978	20.9%	375	45.0%	4,765	22.1%
<b>Employment Status</b>												
Working full time	504	66.6%	817	25.6%	6,042	50.0%	1,716	36.7%	522	62.7%	9,601	44.6%
Working part time or seasonally	44	5.8%	642	20.1%	834	6.9%	494	10.6%	32	3.8%	2,046	9.5%
Unemployed	0	0.0%	0	0.0%	125	1.0%	228	4.9%	0	0.0%	353	1.6%
Retraining or upgrading	0	0.0%	23	0.7%	0	0.0%	0	0.0%	0	0.0%	23	0.1%
Retired	119	15.7%	1,533	48.1%	3,801	31.4%	1,902	40.7%	279	33.5%	7,634	35.4%
Homemaker	0	0.0%	23	0.7%	842	7.0%	187	4.0%	0	0.0%	1,052	4.9%
Student	73	9.6%	0	0.0%	128	1.1%	20	0.4%	0	0.0%	221	1.0%
Other	17	2.2%	151	4.7%	315	2.6%	124	2.7%	0	0.0%	607	2.8%
<b>Annual Household Income</b>												
Under \$40,000	73	9.7%	516	16.2%	916	7.6%	805	17.2%	102	12.2%	2,412	11.2%
\$40,000 to \$59,999	119	15.7%	1,204	37.8%	2,119	17.5%	916	19.6%	205	24.6%	4,563	21.2%
\$60,000 to \$79,999	153	20.2%	311	9.8%	2,081	17.2%	849	18.2%	279	33.5%	3,673	17.1%
\$80,000 to \$99,999	34	4.5%	34	1.1%	1,434	11.9%	441	9.4%	0	0.0%	1,943	9.0%
\$100,000 to \$124,999	0	0.0%	634	19.9%	1,520	12.6%	521	11.2%	0	0.0%	2,675	12.4%
\$125,000 to \$149,999	96	12.7%	120	3.8%	924	7.6%	151	3.2%	138	16.6%	1,429	6.6%
\$150,000 to \$174,999	0	0.0%	75	2.4%	546	4.5%	203	4.3%	32	3.8%	856	4.0%
\$175,000 to \$199,999	17	2.2%	0	0.0%	283	2.3%	243	5.2%	45	5.4%	588	2.7%
\$200,000 or more	162	21.4%	110	3.4%	388	3.2%	94	2.0%	0	0.0%	754	3.5%
Not Stated	102	13.5%	185	5.8%	1,876	15.5%	449	9.6%	32	3.8%	2,644	12.3%

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