

A PROFILE OF VISITORS WHO STAYED OVERNIGHT IN THE POINTS EAST COASTAL DRIVE REGION: 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 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 Points East Coastal Drive (PECD) 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 PECD 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

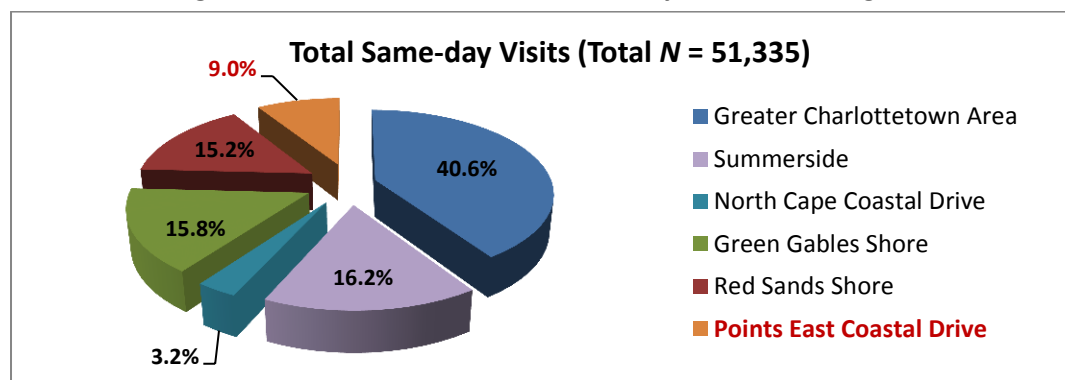
4.1. PEI Regions Visited by All Same-day Visitor Parties

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).

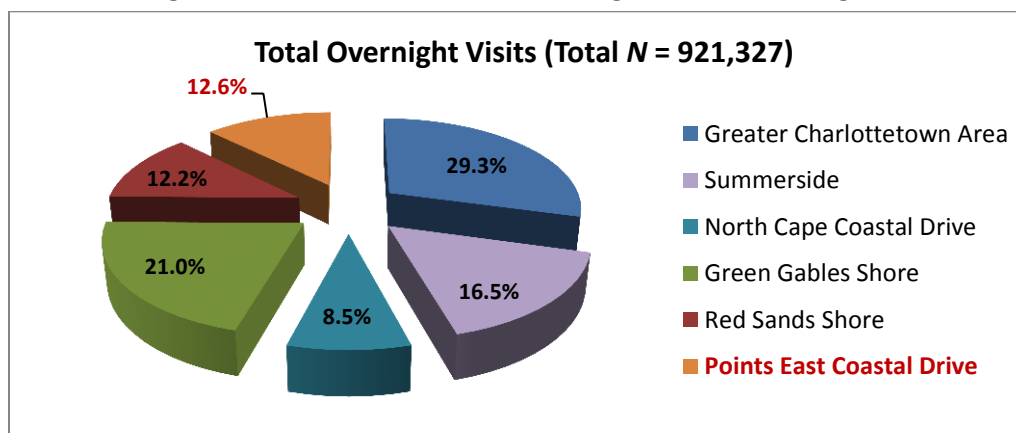
4.2. PEI Regions Visited by All Overnight Visitor Parties

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).

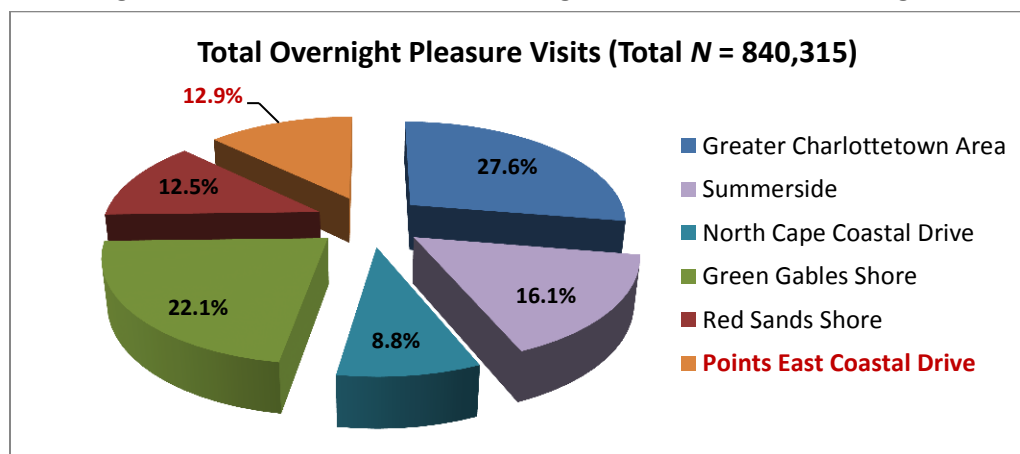
4.3. PEI Regions Visited by Overnight Pleasure Visitor Parties

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).

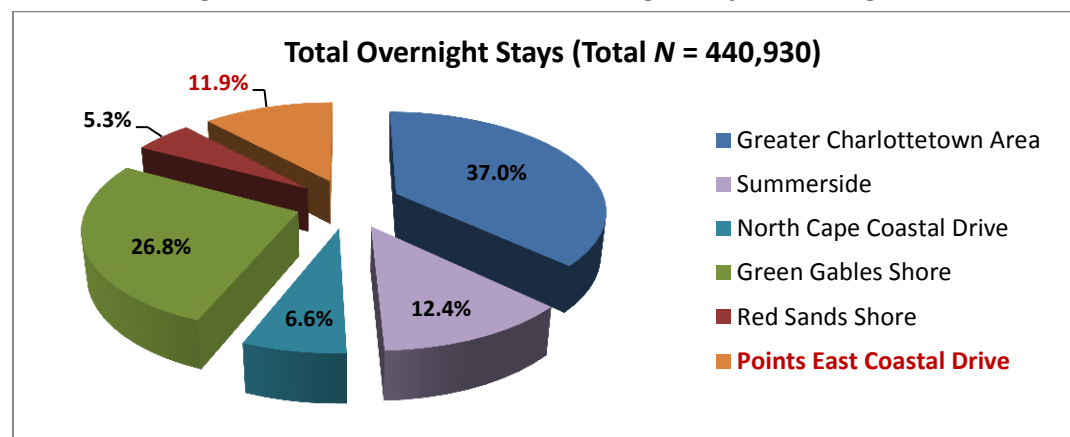
4.4. Overnight Stays in PEI Regions by All Overnight Visitor Parties

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).

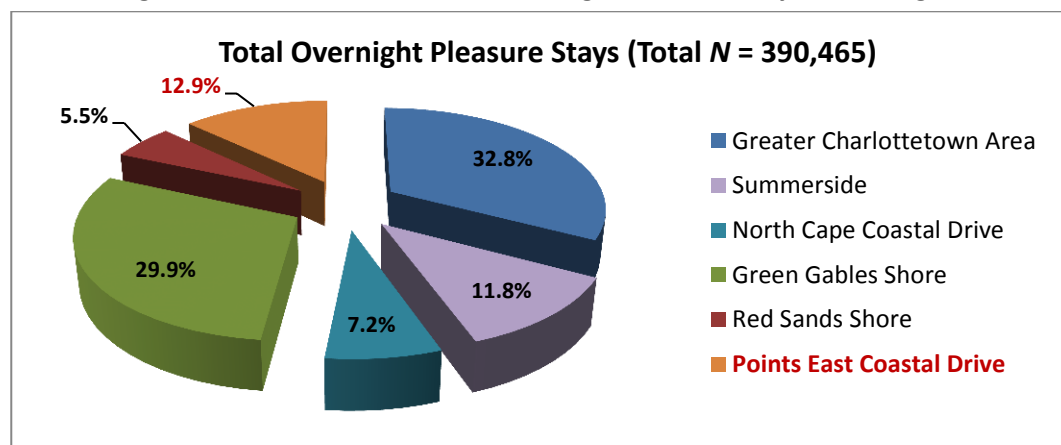
4.5. Overnight Stays in PEI Regions by Overnight Pleasure Visitor Parties

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 POINTS EAST COASTAL DRIVE REGION

5.1. Samples Used for This Report

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Samples (2012 Exit Survey)	437	7.3%	838	14.1%	3,101	52.1%	1,342	22.5%	237	4.0%	5,955	100.0%
Total Overnight Samples	258	4.9%	681	13.0%	2,919	55.9%	1,198	23.0%	163	3.1%	5,219	100.0%
Samples for This Report (PECD Profile)	19	4.3%	127	15.2%	581	18.7%	254	18.9%	31	13.1%	1,012	17.0%

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

5.2. Summary of Overall Results for Point East Coastal Drive Region

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

	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed in PECD	Total Nights Stayed in PECD	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Total Estimated Direct Spending	% of Direct Spending
Total	56,908	100.0%	2.743	5.54	315,535	100.0%	\$1,080.26		\$61,300,837	100.0%
Same-Day Total	4,614	8.1%	2.350	0.00	0	0.0%	\$119.31	\$50.78 ^{a)}	\$550,501	0.9%
Overnight Total	52,294	91.9%	2.778	6.03	315,535	100.0%	\$1,161.71	\$69.31 ^{b)}	\$60,750,336	99.1%
Overnight by Trip Purpose	52,294	100.0%	2.778	6.03	315,535	100.0%	\$1,161.71	\$69.31	\$60,750,336	100.0%
Pleasure ^{c)}	50,490	96.6%	2.816	6.13	309,287	98.0%	\$1,173.49	\$68.04	\$59,216,911	97.5%
Business	1,804	3.4%	1.713	3.46	6,248	2.0%	\$850.48	\$143.33	\$1,533,426	2.5%
Overnight Pleasure by Market ^{c)}	50,490	100.0%	2.816	6.13	309,288	100.0%	\$1,173.49	\$68.04	\$59,216,911	100.0%
Canada	43,261	85.7%	2.881	5.68	245,599	79.4%	\$1,114.66	\$68.14	\$48,328,459	81.6%
New Brunswick	8,740	17.3%	3.202	3.90	34,108	11.0%	\$668.95	\$53.54	\$5,827,076	9.8%
Nova Scotia	15,930	31.6%	2.585	5.02	79,986	25.9%	\$718.98	\$55.39	\$11,415,071	19.3%
Newfoundland & Labrador	517	1.0%	3.791	5.25	2,716	0.9%	\$1,025.37	\$51.48	\$528,345	0.9%
Quebec	5,983	11.8%	2.976	5.76	34,477	11.1%	\$1,556.51	\$90.78	\$9,281,444	15.7%
Ontario	9,084	18.0%	3.070	7.70	69,959	22.6%	\$1,797.31	\$76.03	\$16,272,156	27.5%
Rest of Canada	3,007	6.0%	2.607	8.10	24,354	7.9%	\$1,669.82	\$79.09	\$5,004,368	8.5%
United States	6,255	12.4%	2.472	8.97	56,076	18.1%	\$1,529.39	\$69.02	\$9,540,397	16.1%
New England	2,514	5.0%	2.571	10.21	25,663	8.3%	\$1,555.61	\$59.27	\$3,897,740	6.6%
Rest of US	3,741	7.4%	2.404	8.13	30,413	9.8%	\$1,513.39	\$77.42	\$5,642,657	9.5%
International	974	1.9%	2.114	7.82	7,613	2.5%	\$1,388.68	\$84.05	\$1,348,055	2.3%

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 POINTS EAST COASTAL DRIVE REGION ¹

6.1. Origin of Overnight Visitor Parties

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Canada	1,867	80.3%	6,599	87.0%	21,959	86.5%	9,443	82.8%	3,393	89.4%	43,261	85.7%
New Brunswick	422	18.1%	1,455	19.2%	3,253	12.8%	2,283	20.0%	1,327	35.0%	8,740	17.3%
Nova Scotia	906	39.0%	2,868	37.8%	7,462	29.4%	3,116	27.3%	1,578	41.6%	15,930	31.6%
Newfoundland & Labrador	81	3.5%	27	0.4%	221	0.9%	140	1.2%	49	1.3%	518	1.0%
Quebec	0	0.0%	628	8.3%	4,240	16.7%	1,115	9.8%	0	0.0%	5,983	11.8%
Ontario	213	9.2%	1,097	14.5%	5,514	21.7%	1,905	16.7%	355	9.4%	9,084	18.0%
Rest of Canada	246	10.6%	525	6.9%	1,269	5.0%	884	7.8%	84	2.2%	3,008	6.0%
United States	385	16.6%	838	11.0%	2,997	11.8%	1,633	14.3%	401	10.6%	6,254	12.4%
New England	0	0.0%	343	4.5%	1,358	5.4%	634	5.6%	179	4.7%	2,514	5.0%
Rest of US	385	16.6%	495	6.5%	1,639	6.5%	999	8.8%	222	5.9%	3,740	7.4%
International	73	3.1%	148	2.0%	427	1.7%	326	2.9%	0	0.0%	974	1.9%

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 Points East Coastal Drive (PECD) region and visited PEI and/or PECD region for pleasure purposes (including other purposes but excluding business purposes); Interpretations of the results for winter off-seasons and spring & fall shoulder seasons should be taken with caution due to small base sample size.

6.2. Primary Reason for Trip

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Holiday, vacation	0	0.0%	2,951	38.9%	15,315	60.3%	4,379	38.4%	528	13.9%	23,173	45.9%
Short getaway	0	0.0%	782	10.3%	2,698	10.6%	1,266	11.1%	45	1.2%	4,791	9.5%
Visit friends and/or relatives	1,632	70.2%	1,922	25.3%	3,620	14.3%	2,159	18.9%	2,644	69.7%	11,977	23.7%
Visit second home, cottage, condo	321	13.8%	820	10.8%	867	3.4%	1,462	12.8%	215	5.7%	3,685	7.3%
Attend events, festivals, attractions	0	0.0%	267	3.5%	641	2.5%	243	2.1%	0	0.0%	1,151	2.3%
Other pleasure	373	16.0%	843	11.1%	2,242	8.8%	1,893	16.6%	363	9.6%	5,714	11.3%

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

6.3. Party Composition and Average Travel Party Size

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Party Composition												
Adult travelling alone	807	34.7%	867	11.4%	1,222	4.8%	2,072	18.2%	401	10.6%	5,369	10.6%
2 adults	640	27.5%	4,405	58.1%	12,052	47.5%	6,410	56.2%	2,315	61.0%	25,822	51.1%
3 or more adults	587	25.2%	1,227	16.2%	3,351	13.2%	2,082	18.3%	392	10.3%	7,639	15.1%
1 adult with child(ren)	291	12.5%	198	2.6%	1,369	5.4%	458	4.0%	138	3.6%	2,454	4.9%
2 adults with child(ren)	0	0.0%	524	6.9%	5,591	22.0%	249	2.2%	343	9.0%	6,707	13.3%
3 or more adults with child(ren)	0	0.0%	365	4.8%	1,799	7.1%	130	1.1%	205	5.4%	2,499	4.9%
Party Size												
Average Travel Party Size	2.16		2.81		3.16		2.32		2.43		2.82	
Avg. Number of Adult Travellers	2.03		2.57		2.44		2.20		2.12		2.36	
Avg. Number of Children	0.13		0.24		0.72		0.12		0.31		0.45	
Avg. Number of Male Adults	1.28		1.34		1.47		1.05		1.36		1.34	
Avg. Number of Female Adults	0.88		1.47		1.69		1.27		1.06		1.48	

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	5,019	(3.5%)	21,330	(15.0%)	80,154	(56.4%)	26,455	(18.6%)	9,207	(6.5%)	142,165	(100.0%)
Gender												
Male	2,966	59.1%	10,183	47.7%	37,256	46.5%	12,005	45.4%	5,171	56.2%	67,581	47.5%
Female	2,053	40.9%	11,147	52.3%	42,898	53.5%	14,450	54.6%	4,036	43.8%	74,584	52.5%
Age												
Under 8 Years	291	5.8%	1,252	5.9%	8,261	10.3%	1,042	3.9%	619	6.7%	11,465	8.1%
9 – 17 Years	0	0.0%	563	2.6%	9,919	12.4%	303	1.1%	549	6.0%	11,334	8.0%
18 – 24 Years	0	0.0%	3,270	15.3%	1,675	2.1%	593	2.2%	0	0.0%	5,538	3.9%
25 – 34 Years	462	9.2%	2,504	11.7%	5,586	7.0%	1,594	6.0%	922	10.0%	11,068	7.8%
35 – 44 Years	1,384	27.6%	1,487	7.0%	10,492	13.1%	2,092	7.9%	1,455	15.8%	16,910	11.9%
45 – 54 Years	734	14.6%	3,574	16.8%	14,635	18.3%	4,627	17.5%	1,749	19.0%	25,319	17.8%
55 – 64 Years	1,857	37.0%	4,435	20.8%	17,665	22.0%	11,023	41.7%	1,837	20.0%	36,817	25.9%
65 – 74 Years	291	5.8%	3,197	15.0%	8,743	10.9%	3,852	14.6%	1,775	19.3%	17,858	12.6%
75 Years and over	0	0.0%	1,048	4.9%	3,178	4.0%	1,329	5.0%	301	3.3%	5,856	4.1%

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

6.5. Entry and Exit Point

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Entry Point												
Charlottetown Airport	550	23.7%	391	5.2%	1,977	7.8%	1,446	12.7%	407	10.7%	4,771	9.4%
Confederation Bridge	1,775	76.3%	4,427	58.4%	15,230	60.0%	6,578	57.7%	2,190	57.7%	30,200	59.8%
Ferry at Caribou, Nova Scotia	0	0.0%	2,767	36.5%	8,176	32.2%	3,378	29.6%	1,198	31.6%	15,519	30.7%
Exit Point												
Charlottetown Airport	288	12.4%	526	6.9%	2,101	8.3%	1,456	12.8%	407	10.7%	4,778	9.5%
Confederation Bridge	2,038	87.6%	4,645	61.2%	14,604	57.5%	7,165	62.8%	2,786	73.4%	31,238	61.9%
Wood Islands Ferry Terminal	0	0.0%	2,415	31.8%	8,679	34.2%	2,781	24.4%	602	15.9%	14,477	28.7%
Mix of Entry and Exit Points												
Air only	229	9.8%	391	5.2%	1,826	7.2%	1,392	12.2%	407	10.7%	4,245	8.4%
Bridge only	1,717	73.8%	3,364	44.4%	11,098	43.7%	5,430	47.6%	2,052	54.1%	23,661	46.9%
Ferry only	0	0.0%	1,459	19.2%	4,746	18.7%	1,658	14.5%	464	12.2%	8,327	16.5%
Bridge and Ferry Mix	0	0.0%	2,237	29.5%	7,287	28.7%	2,804	24.6%	872	23.0%	13,200	26.1%
Air and Bridge or Ferry Mix	380	16.3%	134	1.8%	426	1.7%	117	1.0%	0	0.0%	1,057	2.1%

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	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Rental Car Usage												
Yes	217	9.3%	1,097	14.5%	3,884	15.3%	1,845	16.2%	134	3.5%	7,177	14.2%
No	2,109	90.7%	6,489	85.5%	21,499	84.7%	9,557	83.8%	3,661	96.5%	43,315	85.8%
Location of Pick-Up												
Prince Edward Island	51	23.5%	222	20.3%	1,409	36.3%	781	42.3%	32	23.9%	2,495	34.8%
New Brunswick	0	0.0%	87	7.9%	644	16.6%	178	9.6%	102	76.1%	1,011	14.1%
Nova Scotia	166	76.5%	676	61.7%	1,272	32.7%	545	29.5%	0	0.0%	2,659	37.0%
Quebec	0	0.0%	47	4.3%	67	1.7%	122	6.6%	0	0.0%	236	3.3%
Ontario	0	0.0%	38	3.5%	164	4.2%	81	4.4%	0	0.0%	283	3.9%
Other province	0	0.0%	0	0.0%	22	0.6%	0	0.0%	0	0.0%	22	0.3%
New England state	0	0.0%	26	2.4%	100	2.6%	62	3.4%	0	0.0%	188	2.6%
Other US state	0	0.0%	0	0.0%	207	5.3%	76	4.1%	0	0.0%	283	3.9%

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	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Primary Destination of the Trip												
Prince Edward Island	1,715	73.8%	6,073	80.1%	20,518	80.8%	9,535	83.6%	3,642	96.0%	41,483	82.2%
Other Destination	610	26.2%	1,512	19.9%	4,680	18.4%	1,815	15.9%	152	4.0%	8,769	17.4%
Don't Know	0	0.0%	0	0.0%	185	0.7%	52	0.5%	0	0.0%	237	0.5%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	6.178	100.0%	8.694	100.0%	10.336	100.0%	11.585	100.0%	5.767	100.0%	9.836	100.0%
Nights stayed in PEI	4.607	74.6%	4.170	48.0%	6.403	61.9%	7.497	64.7%	4.993	86.6%	6.126	62.3%
(Nights in Paid Accommodation)	(0.071)	(1.5%)	(2.431)	(58.3%)	(4.027)	(62.9%)	(3.295)	(43.9%)	(0.881)	(17.6%)	(3.203)	(52.3%)
Nights stayed in NB	0.285	4.6%	0.735	8.5%	1.076	10.4%	0.752	6.5%	0.120	2.1%	0.843	8.6%
Nights stayed in NS	0.704	11.4%	1.358	15.6%	1.369	13.2%	1.698	14.7%	0.631	10.9%	1.355	13.8%
Nights stayed in NFLD	0.070	1.1%	0.126	1.5%	0.299	2.9%	0.328	2.8%	0.000	0.0%	0.247	2.5%
Nights stayed in Magdalen Islands	0.000	0.0%	1.369	15.7%	0.378	3.7%	0.305	2.6%	0.000	0.0%	0.465	4.7%
Nights stayed in elsewhere	0.512	8.3%	0.936	10.8%	0.811	7.9%	1.005	8.7%	0.022	0.4%	0.801	8.1%

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.

Table 6-7-A: Average Number of Nights Stayed on Magdalen Islands

	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	37,602	(11.5%)	45,975	(14.1%)	153,131	(47.0%)	63,419	(19.5%)	25,463	(7.8%)	325,590	(100.0)
	<i>Nights</i>	<i>Parties</i>	<i>Nights</i>	<i>Parties</i>	<i>Nights</i>	<i>Parties</i>	<i>Nights</i>	<i>Parties</i>	<i>Nights</i>	<i>Parties</i>	<i>Nights</i>	<i>Parties</i>
By Quebecers Who Stayed Overnight on Magdalen Islands	0.00	0	16.75	694	7.70	2,231	8.42	860	27.00	187	10.34	3,972
By Other Visitors Who Stayed Overnight on Magdalen Islands	0.00	0	3.49	226	6.13	712	4.31	579	0.00	0	5.04	1,517
Total	0.00	0	13.49	920	7.32	2,943	6.76	1,439	27.00	187	8.88	5,489
Those Who Stayed Overnight in PECD	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
	<i>Nights</i>	<i>Parties</i>	<i>Nights</i>	<i>Parties</i>	<i>Nights</i>	<i>Parties</i>	<i>Nights</i>	<i>Parties</i>	<i>Nights</i>	<i>Parties</i>	<i>Nights</i>	<i>Parties</i>
By Quebecers Who Stayed Overnight on Magdalen Islands	0.00	0	23.20	434	7.50	1,104	7.00	215	0.00	0	11.32	1,752
By Other Visitors Who Stayed Overnight on Magdalen Islands	0.00	0	2.80	116	5.75	228	5.25	376	0.00	0	5.02	720
Total	0.00	0	18.90	549	7.20	1,332	5.89	591	0.00	0	9.49	2,472

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

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	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Overnight Stays in Other PEI Regions by Those Who Stayed Overnight in the Points East Coastal Drive Region ^{a)}												
Green Gables Shore	0	0.0%	1,208	15.9%	6,495	25.6%	1,758	15.4%	0	0.0%	9,461	18.7%
Greater Charlottetown Area	73	3.1%	1,165	15.4%	5,021	19.8%	2,410	21.1%	757	19.9%	9,426	18.7%
Summerside	0	0.0%	753	9.9%	3,692	14.5%	1,200	10.5%	70	1.8%	5,715	11.3%
North Cape Coastal Drive	0	0.0%	649	8.6%	3,077	12.1%	1,434	12.6%	0	0.0%	5,160	10.2%
Red Sands Shore	0	0.0%	459	6.1%	2,020	8.0%	1,078	9.5%	205	5.4%	3,762	7.5%
Total Accumulated Nights Spent by Parties in the Specific Region												
Points East Coastal Drive	10,639	99.3%	23,880	75.5%	119,361	73.4%	60,908	71.3%	14,969	79.0%	229,757	74.3%
Green Gables Shore	0	0.0%	2,573	8.1%	17,202	10.6%	3,860	4.5%	0	0.0%	23,635	7.6%
Greater Charlottetown Area	73	0.7%	2,212	7.0%	8,917	5.5%	6,656	7.8%	3,697	19.5%	21,555	7.0%
Red Sands Shore	0	0.0%	561	1.8%	3,382	2.1%	8,384	9.8%	205	1.1%	12,532	4.1%
North Cape Coastal Drive	0	0.0%	1,157	3.7%	6,750	4.2%	3,029	3.5%	0	0.0%	10,936	3.5%
Summerside	0	0.0%	1,233	3.9%	6,924	4.3%	2,573	3.0%	70	0.4%	10,800	3.5%
Total Overnight Stays (Nights)	10,712	100.0%	31,616	100.0%	162,536	100.0%	85,410	100.0%	18,941	100.0%	309,215	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	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Average Number of Nights Stayed	4.61		4.17		6.40		7.50		4.99		6.13	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)												
Points East Coastal Drive	4.58		3.15		4.70		5.34		3.95		4.55	
Green Gables Shore	0.00		0.34		0.68		0.34		0.00		0.47	
Greater Charlottetown Area	0.03		0.29		0.35		0.58		0.97		0.43	
Red Sands Shore	0.00		0.07		0.13		0.74		0.05		0.25	
North Cape Coastal Drive	0.00		0.15		0.27		0.27		0.00		0.22	
Summerside	0.00		0.16		0.27		0.23		0.02		0.21	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
Points East Coastal Drive	4.58		3.15		4.70		5.34		3.95		4.55	
Red Sands Shore	n/a		1.22		1.68		7.85		1.00		3.35	
Green Gables Shore	n/a		2.13		2.65		2.19		n/a		2.50	
Greater Charlottetown Area	1.00		1.90		1.78		2.77		4.89		2.29	
North Cape Coastal Drive	n/a		1.79		2.19		2.12		n/a		2.12	
Summerside	n/a		1.64		1.87		2.14		1.00		1.89	

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	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Total Parties Staying at Least One Night in the Specific Type of Accommodation												
Home of Friends or Relatives	1,785	76.8%	2,238	25.4%	5,030	16.3%	2,778	20.2%	2,131	54.2%	13,962	23.4%
Hotel, Motel, or Resort	0	0.0%	1,777	20.2%	7,429	24.1%	3,145	22.9%	138	3.5%	12,489	21.0%
Cottage or Cabin	0	0.0%	1,808	20.5%	5,522	17.9%	2,430	17.7%	537	13.7%	10,297	17.3%
Campground or Trailer (RV) Park	0	0.0%	882	10.0%	7,034	22.8%	1,621	11.8%	0	0.0%	9,537	16.0%
B&B or Tourist Home	0	0.0%	684	7.8%	2,945	9.6%	1,515	11.0%	0	0.0%	5,144	8.6%
Own Property	365	15.7%	906	10.3%	1,065	3.5%	1,454	10.6%	667	17.0%	4,457	7.5%
Inn	0	0.0%	457	5.2%	1,303	4.2%	676	4.9%	307	7.8%	2,743	4.6%
Other (e.g., hostel)	175	7.5%	57	0.6%	469	1.5%	101	0.7%	152	3.9%	954	1.6%
Total Overnight Stays (Parties)	2,325	100.0%	8,809	100.0%	30,797	100.0%	13,720	100.0%	3,932	100.0%	59,583	100.0%
Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation												
Home of Friends or Relatives	7,411	69.2%	7,386	23.4%	25,470	15.7%	12,418	14.5%	13,312	70.2%	65,997	21.3%
Cottage or Cabin	0	0.0%	7,795	24.7%	41,052	25.2%	14,751	17.3%	869	4.6%	64,467	20.8%
Own Property	2,777	25.9%	3,553	11.2%	19,961	12.3%	29,327	34.3%	2,306	12.2%	57,924	18.7%
Campground or Trailer (RV) Park	0	0.0%	4,012	12.7%	39,129	24.1%	11,554	13.5%	0	0.0%	54,695	17.7%
Hotel, Motel, or Resort	0	0.0%	4,115	13.0%	22,348	13.7%	8,842	10.4%	276	1.5%	35,581	11.5%
B&B or Tourist Home	0	0.0%	3,654	11.6%	9,228	5.7%	6,024	7.1%	0	0.0%	18,906	6.1%
Inn	0	0.0%	960	3.0%	4,358	2.7%	2,188	2.6%	1,741	9.2%	9,247	3.0%
Other (e.g., hostel)	525	4.9%	147	0.5%	1,039	0.6%	311	0.4%	456	2.4%	2,478	0.8%
Total Overnight Stays (Nights)	10,713	100.0%	31,622	100.0%	162,585	100.0%	85,415	100.0%	18,960	100.0%	309,295	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	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Average Number of Nights Stayed	4.61		4.17		6.40		7.50		4.99		6.13	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Accommodation Used)												
Home of Friends or Relatives	3.19		0.97		1.00		1.09		3.51		1.31	
Cottage or Cabin	0.00		1.03		1.62		1.29		0.23		1.28	
Own Property	1.19		0.47		0.79		2.58		0.61		1.15	
Campground or Trailer (RV) Park	0.00		0.53		1.54		1.01		0.00		1.08	
Hotel, Motel, or Resort	0.00		0.54		0.88		0.78		0.07		0.70	
B&B or Tourist Home	0.00		0.48		0.36		0.53		0.00		0.37	
Inn	0.00		0.13		0.17		0.19		0.46		0.18	
Other (e.g., hostel)	0.23		0.02		0.04		0.03		0.12		0.05	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)												
Own Property	7.61		3.92		18.75		20.21		3.45		13.01	
Cottage or Cabin	n/a		4.32		7.43		6.06		1.62		6.26	
Campground or Trailer (RV) Park	n/a		4.55		5.56		7.14		n/a		5.73	
Home of Friends or Relatives	4.15		3.30		5.06		4.47		6.24		4.73	
B&B or Tourist Home	n/a		5.34		3.13		3.97		n/a		3.67	
Inn	n/a		2.11		3.34		3.23		5.67		3.37	
Hotel, Motel, or Resort	n/a		2.32		3.01		2.81		2.00		2.85	
Other (e.g., hostel)	3.00		2.57		2.21		3.08		3.00		2.60	

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	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Greater Charlottetown Area	1,560	67.1%	4,654	61.3%	17,410	68.6%	7,472	65.5%	2,266	59.7%	33,362	66.1%
Green Gables Shore	17	0.7%	2,900	38.2%	14,625	57.6%	4,668	40.9%	228	6.0%	22,438	44.4%
Red Sands Shore	436	18.8%	2,921	38.5%	10,293	40.6%	3,503	30.7%	507	13.4%	17,660	35.0%
Summerside	166	7.1%	2,118	27.9%	8,197	32.3%	3,322	29.1%	222	5.9%	14,025	27.8%
North Cape Coastal Drive	175	7.5%	1,839	24.2%	7,470	29.4%	2,296	20.1%	152	4.0%	11,932	23.6%

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	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Type of Visitation												
First-Time Visitors	175	7.5%	1,729	22.8%	6,436	25.4%	2,680	23.5%	152	4.0%	11,172	22.1%
Repeat Visitors	2,150	92.5%	5,857	77.2%	18,947	74.6%	8,722	76.5%	3,642	96.0%	39,318	77.9%
Last Trip to PEI*												
This year (2012)	1,100	51.2%	1,771	30.2%	4,074	21.5%	4,408	50.5%	2,923	80.2%	14,276	36.3%
One year ago (2011)	850	39.5%	2,667	45.5%	5,629	29.7%	1,610	18.5%	186	5.1%	10,942	27.8%
Two years ago (2010)	0	0.0%	288	4.9%	1,916	10.1%	474	5.4%	332	9.1%	3,010	7.7%
Three years ago (2009)	34	1.6%	0	0.0%	1,293	6.8%	227	2.6%	0	0.0%	1,554	4.0%
Four years ago (2008)	0	0.0%	126	2.2%	656	3.5%	323	3.7%	32	0.9%	1,137	2.9%
Five or more years ago (2007 & earlier)	166	7.7%	1,004	17.1%	5,379	28.4%	1,680	19.3%	170	4.7%	8,399	21.4%
Average Number of Previous Visits to PEI in the Past Five Years*												
Mean (Group Median)	7.43 (8.72)		5.35 (4.95)		3.72 (2.88)		5.05 (4.70)		6.57 (6.91)		4.73 (4.19)	

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	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Natural beauty and pastoral settings	392	16.9%	2,406	31.7%	6,937	27.3%	2,949	25.9%	894	23.6%	13,578	26.9%
Beaches and coast line	108	4.6%	1,093	14.4%	9,167	36.1%	2,024	17.8%	687	18.1%	13,079	25.9%
Outdoor activities (e.g., water-based activities, skiing, Confederation trail, cycling, bird watching, etc.)	0	0.0%	295	3.9%	1,845	7.3%	940	8.2%	0	0.0%	3,080	6.1%
Golf	0	0.0%	735	9.7%	895	3.5%	892	7.8%	0	0.0%	2,522	5.0%
Culinary experience (lobster, seafood, wine, farm products, etc.)	0	0.0%	185	2.4%	932	3.7%	597	5.2%	0	0.0%	1,714	3.4%
World of Anne of Green Gables and Lucy Maud Montgomery	0	0.0%	213	2.8%	827	3.3%	295	2.6%	49	1.3%	1,384	2.7%
Canada's birthplace attractions	0	0.0%	23	0.3%	123	0.5%	46	0.4%	0	0.0%	192	0.4%
Other features	1,826	78.5%	2,634	34.7%	4,658	18.4%	3,659	32.1%	2,164	57.0%	14,941	29.6%

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

6.15. Activities Participated in While in PEI

Table 6-15: Activities Participated in by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Valid Overnight Pleasure Parties	2,325	(4.6%)	7,558	(15.0%)	25,356	(50.3%)	11,347	(22.5%)	3,795	(7.5%)	50,381	(100.0%)
Sightseeing/Driving tour	402	17.3%	4,511	59.7%	19,690	77.7%	7,747	68.3%	1,410	37.2%	33,760	67.0%
Going to a beach	557	24.0%	3,764	49.8%	19,980	78.8%	5,962	52.5%	657	17.3%	30,920	61.4%
Shopping for local crafts/souvenirs/antiques	1,105	47.5%	3,313	43.8%	15,210	60.0%	5,139	45.3%	669	17.6%	25,436	50.5%
Visiting friends and/or relatives	2,276	97.9%	4,002	53.0%	10,008	39.5%	5,202	45.8%	3,642	96.0%	25,130	49.9%
Visiting a national or provincial park	320	13.8%	2,740	36.3%	15,746	62.1%	5,493	48.4%	108	2.8%	24,407	48.4%
Visiting historical and cultural attractions	166	7.1%	2,943	38.9%	13,498	53.2%	4,659	41.1%	197	5.2%	21,463	42.6%
Going to a lobster dinner (meal)	311	13.4%	2,405	31.8%	8,118	32.0%	3,462	30.5%	42	1.1%	14,338	28.5%
Going to a bar/pub/lounge/nightclub	617	26.5%	1,239	16.4%	5,289	20.9%	2,214	19.5%	698	18.4%	10,057	20.0%
Participating in other sports and/or outdoor activities	320	13.8%	814	10.8%	6,458	25.5%	1,861	16.4%	317	8.4%	9,770	19.4%
Visiting Anne of Green Gables attractions	0	0.0%	1,543	20.4%	6,178	24.4%	1,613	14.2%	152	4.0%	9,486	18.8%
Attending a festival, fair or event	248	10.7%	879	11.6%	5,031	19.8%	1,967	17.3%	140	3.7%	8,265	16.4%
Attending a performance (live theatre, a play, a concert)	192	8.3%	649	8.6%	4,953	19.5%	1,386	12.2%	32	0.8%	7,212	14.3%
Playing golf (not miniature)	0	0.0%	1,343	17.8%	3,465	13.7%	1,876	16.5%	0	0.0%	6,684	13.3%
Visiting Canada's birthplace attractions/Founders' Hall	0	0.0%	790	10.5%	3,691	14.6%	1,667	14.7%	0	0.0%	6,148	12.2%
Visiting a theme, fun or amusement park	0	0.0%	439	5.8%	2,939	11.6%	410	3.6%	0	0.0%	3,788	7.5%
Attending a sports event or tournament (as a spectator)	0	0.0%	422	5.6%	710	2.8%	252	2.2%	0	0.0%	1,384	2.7%

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

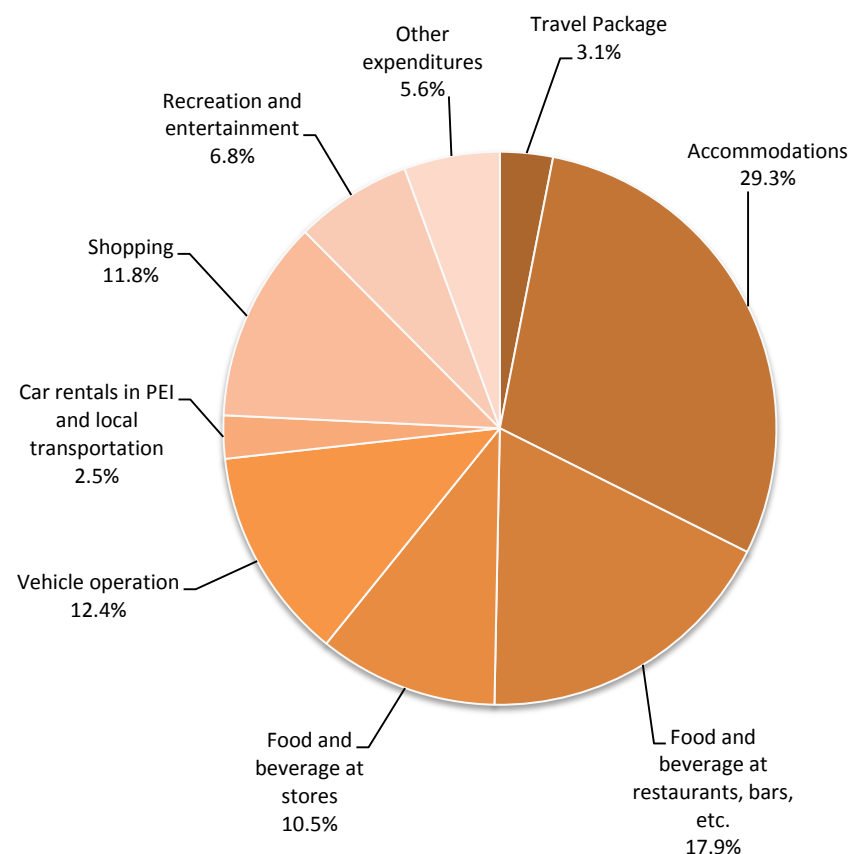
6.16. Travel Expenditures

Table 6-16: Travel Expenditures for Full Year

	Total Full Year	
Total Overnight Pleasure Parties	Total N = 50,490	
Estimated Total Direct Expenditures	\$59,216,911	
Average Spending per Party per Visit	\$1,173.49	100.0%
Travel packages	\$36.29	3.1%
Accommodations	\$343.70	29.3%
Food and beverage at restaurants, bars, etc.	\$210.40	17.9%
Food and beverage at stores	\$123.03	10.5%
Vehicle operation	\$145.97	12.4%
Car rentals in PEI and local transportation	\$29.52	2.5%
Shopping	\$138.62	11.8%
Recreation and entertainment	\$80.30	6.8%
Other expenditures	\$65.65	5.6%
Average Spending per Person per Night	\$68.04	100.0%
Travel packages	\$2.10	3.1%
Accommodations	\$19.93	29.3%
Food and beverage at restaurants, bars, etc.	\$12.20	17.9%
Food and beverage at stores	\$7.13	10.5%
Vehicle operation	\$8.46	12.4%
Car rentals in PEI and local transportation	\$1.71	2.5%
Shopping	\$8.04	11.8%
Recreation and entertainment	\$4.66	6.8%
Other expenditures	\$3.81	5.6%

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

Figure 6-1: Breakdown of Expenditure Categories



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	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(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	5.00	100.0%	4.60	92.9%	4.46	91.8%	4.51	93.5%	4.56	91.6%	4.50	92.4%
Restaurant service and quality	4.68	100.0%	4.45	91.8%	4.28	88.0%	4.36	91.6%	4.59	94.8%	4.36	90.2%
Transportation service and quality	4.34	66.8%	4.44	91.0%	4.25	86.6%	4.28	92.1%	3.97	74.1%	4.27	87.3%
Quality of customer service	4.61	81.8%	4.64	99.7%	4.46	93.3%	4.55	95.0%	4.22	91.1%	4.50	94.0%
Prices of goods and services	3.83	67.3%	4.04	80.4%	3.90	72.3%	3.83	72.1%	3.76	61.0%	3.89	72.4%
Variety of things to see and do	4.04	70.4%	4.43	93.0%	4.50	91.1%	4.41	89.1%	4.60	97.6%	4.46	90.7%
Complaints												
Yes	378	16.3%	347	4.6%	3,077	12.1%	1,552	13.6%	1,039	27.4%	6,393	12.7%
No	1,948	83.7%	7,238	95.4%	22,307	87.9%	9,850	86.4%	2,756	72.6%	44,099	87.3%
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	4.05	82.4%	4.46	93.7%	4.43	92.7%	4.44	93.8%	4.36	87.8%	4.41	92.2%
Good way to spend time	4.46	91.1%	4.72	94.9%	4.69	98.3%	4.72	97.4%	4.50	97.6%	4.67	97.2%
Overall satisfaction with the trip to PEI	4.40	91.1%	4.69	95.0%	4.70	97.9%	4.65	96.7%	4.48	98.9%	4.66	97.0%
Intention to recommend to others	4.79	100.0%	4.81	98.5%	4.76	96.8%	4.78	96.2%	4.71	95.2%	4.77	97.0%
Intention to revisit PEI	4.99	100.0%	4.83	97.8%	4.70	95.4%	4.74	93.5%	4.81	100.0%	4.75	95.9%

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

6.18. Characteristics of Respondents

Table 6-18: Demographic Characteristics by Tourism Season

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Gender												
Male	325	14.0%	2,410	31.8%	7,770	30.6%	3,724	32.7%	1,743	45.9%	15,972	31.6%
Female	2,001	86.0%	5,175	68.2%	17,613	69.4%	7,678	67.3%	2,052	54.1%	34,519	68.4%
Age												
18 to 24	0	0.0%	270	3.6%	129	0.5%	71	0.6%	0	0.0%	470	0.9%
25 to 34	434	18.7%	1,219	16.1%	2,188	8.6%	654	5.7%	343	9.0%	4,838	9.6%
35 to 44	17	0.7%	512	6.7%	5,504	21.7%	1,219	10.7%	1,080	28.5%	8,332	16.5%
45 to 54	501	21.5%	1,319	17.4%	6,665	26.3%	2,155	18.9%	352	9.3%	10,992	21.8%
55 to 64	1,082	46.5%	2,452	32.3%	6,970	27.5%	5,100	44.7%	865	22.8%	16,469	32.6%
65 to 74	291	12.5%	1,608	21.2%	3,497	13.8%	1,891	16.6%	790	20.8%	8,077	16.0%
75 and over	0	0.0%	206	2.7%	430	1.7%	311	2.7%	364	9.6%	1,311	2.6%
Marital Status												
Single	326	14.0%	1,329	17.5%	2,918	11.5%	1,780	15.6%	550	14.5%	6,903	13.7%
Married/living common-law	1,999	86.0%	5,880	77.5%	21,270	83.8%	8,856	77.7%	3,182	83.8%	41,187	81.6%
Other	0	0.0%	376	5.0%	1,195	4.7%	765	6.7%	63	1.7%	2,399	4.8%
Average Number of Children Living in the Household *												
17 years and younger	467 ^{a)}	20.1% ^{b)}	818	10.8%	8,314	32.8%	1,240	10.9%	997	26.3%	11,836	23.4%
	1.38 ^{c)}		1.960		1.79		1.72		2.23		1.81	
18 years and older	923	39.7%	1,235	16.3%	3,896	15.3%	1,570	13.8%	391	10.3%	8,051	15.9%
	1.61		1.54		1.63		1.75		1.63		1.64	

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

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

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder		Jul-Aug Main Season		Sep-Oct Fall Shoulder		Nov-Dec Winter Off-Season		Total Full Year	
Total Overnight Pleasure Parties	2,325	(4.6%)	7,585	(15.0%)	25,383	(50.3%)	11,402	(22.6%)	3,795	(7.5%)	50,490	(100.0%)
Education												
Some school	0	0.0%	151	2.0%	313	1.2%	0	0.0%	0	0.0%	464	0.9%
High school diploma	698	30.0%	727	9.6%	2,383	9.4%	1,219	10.7%	639	16.8%	5,666	11.2%
Some post-secondary	0	0.0%	1,123	14.8%	2,816	11.1%	1,094	9.6%	346	9.1%	5,379	10.7%
Graduated community/technical college	939	40.4%	1,539	20.3%	5,779	22.8%	2,957	25.9%	908	23.9%	12,122	24.0%
Graduated university (undergraduate degree)	421	18.1%	1,977	26.1%	8,086	31.9%	2,736	24.0%	374	9.9%	13,594	26.9%
Post graduate degree/professional designation	268	11.5%	2,068	27.3%	6,005	23.7%	3,396	29.8%	1,528	40.3%	13,265	26.3%
Employment Status												
Working full time	612	26.3%	2,552	33.6%	14,242	56.1%	4,391	38.5%	2,562	67.5%	24,359	48.2%
Working part time or seasonally	320	13.8%	1,186	15.6%	1,892	7.5%	1,596	14.0%	63	1.7%	5,057	10.0%
Unemployed	0	0.0%	93	1.2%	145	0.6%	343	3.0%	0	0.0%	581	1.2%
Retraining or upgrading	0	0.0%	34	0.4%	0	0.0%	19	0.2%	0	0.0%	53	0.1%
Retired	1,004	43.2%	3,060	40.3%	6,083	24.0%	4,108	36.0%	1,170	30.8%	15,425	30.5%
Homemaker	389	16.7%	356	4.7%	2,117	8.3%	625	5.5%	0	0.0%	3,487	6.9%
Student	0	0.0%	27	0.4%	174	0.7%	19	0.2%	0	0.0%	220	0.4%
Other	0	0.0%	278	3.7%	732	2.9%	301	2.6%	0	0.0%	1,311	2.6%
Annual Household Income												
Under \$40,000	0	0.0%	987	13.0%	2,955	11.6%	1,934	17.0%	389	10.2%	6,265	12.4%
\$40,000 to \$59,999	617	26.5%	1,447	19.1%	3,393	13.4%	1,476	12.9%	932	24.6%	7,865	15.6%
\$60,000 to \$79,999	175	7.5%	1,047	13.8%	3,496	13.8%	1,714	15.0%	707	18.6%	7,139	14.1%
\$80,000 to \$99,999	325	14.0%	1,079	14.2%	2,755	10.9%	1,223	10.7%	138	3.6%	5,520	10.9%
\$100,000 to \$124,999	265	11.4%	1,261	16.6%	2,677	10.5%	1,396	12.2%	845	22.3%	6,444	12.8%
\$125,000 to \$149,999	0	0.0%	406	5.4%	2,245	8.8%	943	8.3%	102	2.7%	3,696	7.3%
\$150,000 to \$174,999	193	8.3%	185	2.4%	1,622	6.4%	478	4.2%	49	1.3%	2,527	5.0%
\$175,000 to \$199,999	27	1.2%	37	0.5%	657	2.6%	348	3.1%	0	0.0%	1,069	2.1%
\$200,000 or more	610	26.2%	555	7.3%	2,206	8.7%	565	5.0%	170	4.5%	4,106	8.1%
Not Stated	113	4.9%	581	7.7%	3,377	13.3%	1,324	11.6%	464	12.2%	5,859	11.6%

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