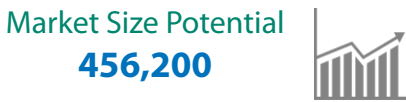




2021 PEI Travel Intentions from Tourism PEI's Atlantic Canadian Intra-Regional Travel Study
NOVA SCOTIA

MARKET OUTLOOK



TRAVEL DRIVERS

Top 3 Travel Incentives

1. Free Cancellations (71%)
2. Discounted Travel Deals (67%)
3. Waived Booking Fees (57%)

Top 3 Destination Conditions

1. COVID-19 Case Count (91%)
2. Health and Safety Measures (86%)
3. Health and Sanitation Certification Standards for Businesses (83%)

ACCOMMODATION PREFERENCES

Cottages



58%

Hotel/Resort



33%

Camping



31%

Friends/Relatives



14%

Inns



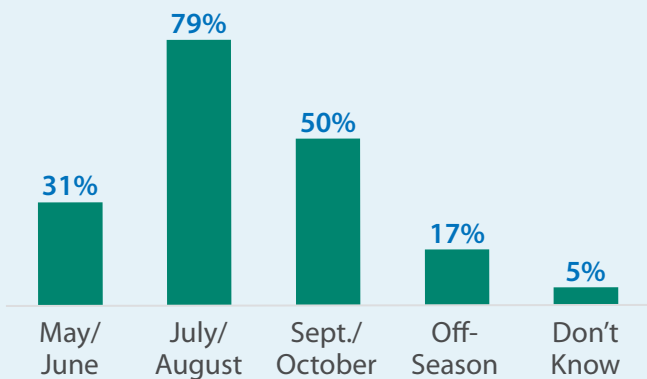
11%

B&B

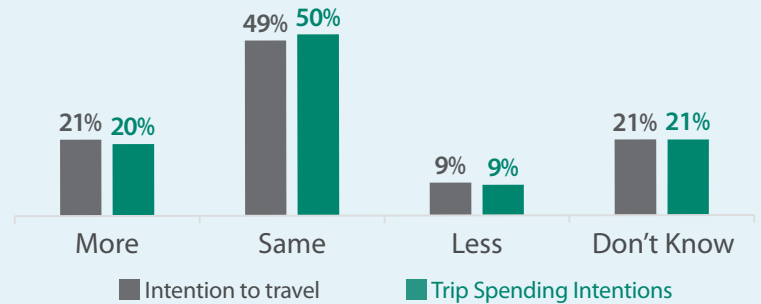


10%

TIMING FOR PLANNED TRAVEL TO PEI



TRAVEL INTENTIONS COMPARED TO 2020 TRAVEL BEHAVIOUR



KEY PEI ACTIVITY INTENTIONS FOR 2021

Seeing Beautiful Landscapes



90%

Coastal Touring



89%

Going to the Beach



87%

Experiencing Local Culinary



86%

Shopping for Local Products



80%

Swimming (beach, lake, springs, etc.)



79%

Visiting a National or Provincial Park



78%

Dining at Fine Restaurants



76%

Shopping for General Merchandise



75%

Sampling Local Craft Beer/Wine/Spirits



65%

Trail Hiking



63%

Viewing Wildlife or Marine Life



51%

TRENDING PEI ACTIVITIES FOR 2021 % Intending to participate in 2021 vs. % That participated during their last trip to PEI

Viewing Wildlife or Marine Life



51% (19%)

Attending a Live Performance



34% (10%)

Biking/Cycling



33% (15%)

Kayaking/Canoeing/ Paddleboarding



31% (8%)

Attending a Festival, Event, or Concert



31% (10%)

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Source: Tourism PEI. Atlantic Canadian Intra-Regional Travel Study. March 2, 2021

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