

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

## PRINCE EDWARD ISLAND

### MARKET OUTLOOK



### TRAVEL DRIVERS

#### Top 3 Travel Incentives

1. Free Cancellations (72%)
2. Discounted Travel Deals (68%)
3. Waived Booking Fees (63%)

#### Top 3 Destination Conditions

1. COVID-19 Case Count (88%)
2. Health and Safety Measures (87%)
3. Health and Sanitation Certification Standards for Businesses (81%)

### ACCOMMODATION PREFERENCES

Cottages



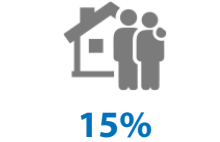
Camping



Hotel/Resort



Friends/Relatives



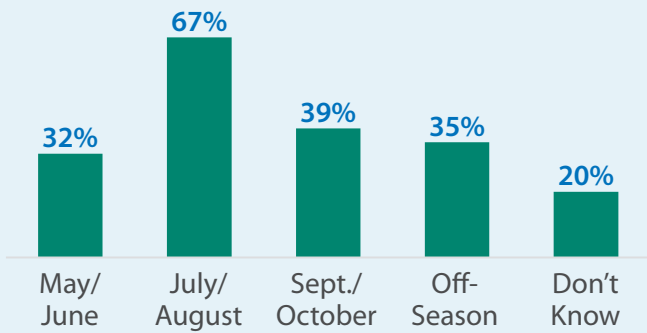
B&B



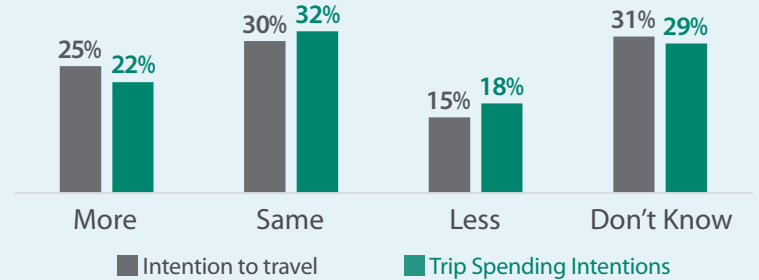
Inns



### TIMING FOR PLANNED TRAVEL TO PEI



### TRAVEL INTENTIONS COMPARED TO 2020 TRAVEL BEHAVIOUR



### KEY PEI ACTIVITY INTENTIONS FOR 2021

Seeing Beautiful Landscapes



Coastal Touring



Going to the Beach



Experiencing Local Culinary



Swimming (beach, lake, springs, etc.)



Visiting Friends and Relatives



Visiting a National or Provincial Park



Dining at Fine Restaurants



Shopping for General Merchandise



Trail Hiking



Sampling Local Craft Beer/Wine/Spirits



Shopping for Local Product



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

Viewing Wildlife or Marine Life



Attending a Live Performance



Attending a Festival, Event, or Concert



Kayaking/Canoeing/Paddleboarding



Visiting a Historic or Heritage Site



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

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www.tourismpei.com