

**EXIT SURVEY REPORT SERIES: ES2023-04**

# **A PROFILE OF OVERNIGHT PLEASURE TRAVEL PARTIES TO PEI BY SEASON: RESULTS FROM THE 2023 EXIT SURVEY**

Prepared by:

Research and Engagement Division of Tourism PEI  
Department of Fisheries, Tourism, Sport and Culture

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# EXECUTIVE SUMMARY

## ***Background and Purpose***

- A visitor exit survey is a tool used to profile visitors and estimate their impact on a destination. It can capture visitor demographics and trip characteristics such as travel party size and composition, the purpose of their trip, regions visited, length of stay, type of accommodation used, activities participated in, expenditures, and trip evaluation.
- This report presents data collected via the 2023 PEI Travel Survey of Visitors (Exit Survey), from January 1 to December 31, 2023, from only overnight pleasure travel visitors to PEI.
- For analysis purposes, the data was separated into the following five tourism seasons: 1) winter off-season (January 1 - April 30, 2023); 2) spring shoulder season (May 1-June 30, 2023); 3) summer main season (July 1-August 31, 2023); 4) fall shoulder season (September 1-October 31, 2023); and 5) winter off-season (November 1-December 31, 2023).
- The main purpose of this report was to provide a full range of statistics on the volume of overnight pleasure travellers to PEI during the study period (2023) and detailed characteristics of their trips such as purpose of trip, travel party size and party composition, PEI regions visited, activities participated in, travel expenditures, evaluation of trip, and demographic information about the overnight pleasure travellers.

## EXECUTIVE SUMMARY (cont'd)

### ***Samples Used and Margin of Error***

- In total, 8,638 surveys were used in the study (overnight pleasure travellers; 83.5% of total samples).
- In terms of statistical accuracy, a sample of this size has a sampling error of  $\pm 1.04$  percent, at a 95 percent confidence level. It is important to note, that the information presented in this report are estimates to provide guidance only. Please exercise caution when interpreting significance of results throughout this report.

### ***Travel Market Overview in 2023***

- Approximately 565,400 visitor parties (1,486,300) were estimated to have visited PEI in 2023 by way of the three exit points (excluding cruise travellers and motor coach tourists).
- Approximately 80 percent of these parties (451,400 parties) stayed at least one night on PEI, while the remaining 114,000 parties (20%) visited PEI for a day trip.
- Of these overnight visitor parties, 91 percent (410,774 parties) primarily visited PEI for pleasure purposes including other purposes.
- These pleasure travel parties or individual pleasure travellers are the focus of this report.

## EXECUTIVE SUMMARY (cont'd)

### ***Travel Market Overview in 2023 (cont'd)***

- Approximately 43 percent of overnight pleasure travel parties visited PEI during the summer main season (July and August), 18 percent visited in the fall shoulder season (September-October), and 16 percent visited during the spring shoulder season (May-June). Approximately 15 percent visited during the January-April winter off-season and nine percent visited in the November-December winter off-season.
- Looking at overnight pleasure travel market segments across three dimensions including market size based on number of travel parties estimated (relative size of the bubbles), average length of stays in PEI, and average spending per person per night (per Figure 4).
- The high-yield segments (the highest average spending per person per night) include "fall shoulder season (\$146.02)," "summer main season (\$142.96)," and "spring shoulder season (\$141.62)" with average length of stays of 4.77, 5.20, and 4.40 nights, respectively.
- The average yield segment consists of "November-December winter off-season (\$130.36)" with average length of stays of 3.67 nights.
- The chart shows that "January-April winter off-season (\$118.64)" market appeared to be the lowest yield segment and have an average length of stays of 3.57 nights.

## EXECUTIVE SUMMARY (cont'd)

### ***Who Visits PEI***

- Of all overnight pleasure travel parties, approximately 91 percent of parties were from Canada, seven percent were from the United States, and two percent were from other international markets (i.e. a country other than the United States and Canada).
- The geographic markets that made up the greatest proportion of overnight visitor parties were New Brunswick (32%), Nova Scotia (26%), Ontario (17%), and Quebec (10%). In the two winter off-seasons (January-April and November-December), nearly three-quarters (70%) of overnight parties were from New Brunswick and Nova Scotia.
- In terms of travel party characteristics, 43 percent of overnight visitor parties travelled to PEI with their spouse/partner (two people), 16 percent travelled to PEI as a family (including children under 18), and 13 percent were single travellers.
- Looking at party composition, the majority (79%) of overnight travel parties were comprised of only adults. In the fall shoulder season, 94 percent of overnight parties included only adults. The main season had the greatest percentage of families/adults with children (32% of parties who visited during this season).

## EXECUTIVE SUMMARY (cont'd)

### ***Who Visits PEI (cont'd)***

- Regarding age composition of overnight pleasure travel parties, about 49 percent of overnight visitor parties were comprised of adults aged 55 and over (senior travellers), approximately nine percent were between the ages of 35 and 54 (middle aged travellers), and seven percent of parties were comprised of young adult travellers (aged 18 to 34).
- Approximately 21 percent of overnight pleasure travel parties were families/adults with children and 15 percent of overnight pleasure travel parties were comprised of travellers of varying age generations.
- Around 61 percent of overnight pleasure travel parties that visited in the fall shoulder season were comprised of adults aged 55 and over.
- The average party size for overnight pleasure travel parties was 2.84 people. While the average party size was highest during the July-August summer main season at 3.32 people, the average party size was lowest during the November-December winter off-season at 2.05 and the January-April winter off-season at 2.28 people.
- Looking at individual overnight pleasure travellers to PEI, overnight visitors were comprised of more females than males (52% versus 48%). This was consistent across seasons, except the May-June spring shoulder season (49.9% versus 50.1%).

## EXECUTIVE SUMMARY (cont'd)

### ***Who Visits PEI (cont'd)***

- Approximately 28 percent were aged 65 and over, 21 percent were between the ages of 55 and 64, 12 percent were between the ages of 45 and 54, and 11 percent were between the ages of 35 and 44. Overall, approximately 14 percent were under the age of 18 and 13 percent were between the ages of 18 and 34.
- Overall, approximately 77 percent of overnight pleasure travel parties had previously visited PEI. The majority of these parties had last visited PEI recently: 35 percent had last visited earlier in the same year of the trip in which they were surveyed, and 30 percent had last visited one year ago.
- On average, repeat pleasure travellers had visited PEI approximately 5 times in the past five years, suggesting annual visits for some parties.
- Overnight pleasure travel parties who visited during the two winter off-seasons had visited an average of 7.25 times (November-December winter off-season) and 6.40 times (January-April winter off-season) in the past five years.
- Those who visited in the July-August summer main season had the smallest rate of repeat visitation (3.94 times).



## EXECUTIVE SUMMARY (cont'd)

### ***Why Visitors Come***

- Approximately 44 percent of overnight pleasure travel parties indicated that they travelled to PEI for a holiday or vacation, 22 percent travelled to PEI primarily to visit friends and/or relatives, and 16 percent travelled to PEI for a short getaway.
- These were the most popular reasons for travelling to PEI in all seasons with the exception of the two winter off-seasons. In these winter off-seasons, the majority of overnight visitor parties had travelled to PEI to visit friends and/or relatives.
- Excluding other features that attracted overnight pleasure travel parties, approximately 21 percent of parties were attracted to PEI by beaches and coastline. The natural beauty and pastoral settings (20%), restful and relaxing place (18%), festivals and events (6%), outdoor activities (4%), culinary/food-related experiences (4%), and World of Anne of Green Gables and Lucy Maud Montgomery attractions (4%) attracted other overnight pleasure travel parties to PEI.
- Approximately 18 percent of overnight pleasure travel parties indicated they were primarily attracted to PEI by "other" features. The majority of items specified in this category were family-related, including reunions, funerals, weddings, former residents visiting their home province, and sports tournaments.

## EXECUTIVE SUMMARY (cont'd)

### ***How Visitors Come***

- Approximately 76 percent of overnight pleasure travel parties entered and exited PEI via the Confederation Bridge, seven percent flew in and out of PEI, and four percent used the ferry service between PEI and Nova Scotia to enter and exit the province. Approximately eleven percent used a combination of bridge and ferry, and two percent used a combination of air and bridge/ferry.
- Approximately eleven percent of overnight pleasure travel parties used a rental car while travelling in PEI. Approximately 34 percent of those who used a rental car picked up the vehicle on PEI while 41 percent picked up the vehicle in Nova Scotia and nine percent picked it up in New Brunswick.

### ***Where Visitors Stay***

- The majority (86%) of overnight travel parties indicated that PEI was the primary destination of the trip. In the spring shoulder, summer main season, and fall shoulder season, PEI was the primary destination of the trip for over 84 percent of parties. By contrast, PEI was the primary destination of the trip for over 91 percent of overnight pleasure travel parties who visited PEI during the two winter off-seasons.

## EXECUTIVE SUMMARY (cont'd)

### ***Where Visitors Stay (cont'd)***

- On average, overnight pleasure travel parties were away from their home for 7.48 nights. They spent an average of 4.62 nights on PEI. The average length of stay was more than five nights in the summer main season (5.20 nights) and was less than four nights in the two winter off-seasons.
- Overnight pleasure travel parties spent some nights in Nova Scotia (average of 1.00 nights) and New Brunswick (0.71 night), as well as other places.
- The most popular tourism regions for overnight stays were the Greater Charlottetown Area and the Green Gables Shore region. Approximately 37 percent of overnight visitor parties stayed at least one night in the Greater Charlottetown Area and 32 percent of total accumulated nights on PEI were spent in this region. Approximately 27 percent of overnight visitor parties stayed at least one night in the Green Gables Shore region, accounting for 32 percent of total accumulated nights on PEI.
- With respect to total accumulated nights on PEI, approximately 15 percent of nights stayed were spent in the Points East Coastal Drive region, and 10 percent were spent in Summerside. Approximately six percent of nights stayed were spent in the North Cape Coastal Drive region and five percent were in the Red Sands Shore region.

## EXECUTIVE SUMMARY (cont'd)

### ***Where Visitors Stay (cont'd)***

- Those who stayed in the rural regions of PEI stayed longer in those regions compared to those who stayed in the Greater Charlottetown Area or Summerside. The average length of stay in the Greater Charlottetown Area was 3.35 nights while the average length of stay in Summerside was 3.28 nights (among those who stayed overnight in the regions). The average length of stay in the rural regions ranged from 3.75 nights in the North Cape Coastal Drive region to 4.73 nights in the Green Gables Shore region.
- Parties stayed in a variety of accommodation types while on PEI, the most popular types were hotel, motel or resort (30% of parties stayed at least one night in this accommodation type), home of friends or relatives (22%), cottage or cabin (21%), and campground or RV park (12%). In the winter off-seasons, over half (51%) of overnight visitor parties stayed at least one night at the home of friends or relatives.
- Though many parties stayed overnight in an inn and hotel, motel or resort, the average length of stay in these accommodation types were relatively short at 2.69 and 3.02 nights, respectively. Those who stayed at their own property, such as a second home or cottage, had the longest average length of stay at 8.80 nights, followed by those who stayed at a campground or RV park (5.55 nights), and cottage or cabin (5.33 nights).

## EXECUTIVE SUMMARY (cont'd)

### ***Where Visitors Stay (cont'd)***

- The Greater Charlottetown Area was the most popular region for visitation among overnight pleasure travel parties (71% of overnight pleasure travel parties visited the region), followed by the Green Gables Shore region (56%), Summerside (38%), the Points East Coastal Drive region (34%), the Red Sands Shore region (30%) and the North Cape Coastal Drive region (23%).
- Note, a “visit” is defined as staying overnight, dining, visiting an attraction, or participating in an activity in the region, and does not include those travelling through the region only.

## EXECUTIVE SUMMARY (cont'd)

### ***What Visitors Do***

- Overnight pleasure travel parties participated in a variety of activities while they were on PEI.
- Driving tour (scenic drives/views) and going to a full-service restaurant were the most popular activities among overnight pleasure travel parties, with 59 percent of overnight pleasure travel parties taking part in these activities during their trip to PEI. These two activities were the most popular activities among overnight pleasure travel parties during all seasons except the two winter off-seasons; in these seasons, visiting friends/relatives was the most popular activity engaged in.
- Over the full-year, other popular activities included going to a beach (53%), shopping for local crafts, souvenirs or antiques (48%), sightseeing, appreciating pastoral or rural settings (45%), shopping for general merchandise (42%), visiting a national or provincial park (41%), sampling local culinary products (40%), visiting friends and/or relatives (40%), seeing natural wonders (35%), visiting historic/heritage sites or cultural attractions (26%), visiting Anne of Green Gables related attractions (21%), using the Confederation trail or other trails (17%), going to a museum or art gallery (14%), attending a festival, event, or concert (13%), participating in natural-based outdoor activities (11%), participating in water-based activities (11%), attending a live performance/entertainment (11%), and visiting a theme, fun or amusement park (10%).

## EXECUTIVE SUMMARY (cont'd)

### ***What Visitors Spend***

- Total direct expenditures by overnight pleasure travel parties are estimated at more than \$774 million. The majority (56%) of expenditures occurred during the main season (\$432 million). The fall shoulder season accounted for the second-highest proportion of expenditures at \$129 million (17% of total expenditures).
- Overnight visitor parties spent an average of \$1,880.36 per party per visit on PEI. This spending was highest among those who visited during the main season (\$2,472.85) and lowest by those who visited either during the January-April winter off-season and the November-December winter off-season or (\$967.02 and \$983.03, respectively).
- The items that accounted for the greatest proportion of per party per visit spending were accommodations (\$707.65; 37.6%), food and beverage at restaurants, bars, etc. (\$352.10; 18.7%), shopping (\$199.13; 10.2%), vehicle operation (\$171.54; 9.1%), food and beverage at stores (\$148.66; 7.9%), and recreation and entertainment (\$117.20; 6.2%).

## EXECUTIVE SUMMARY (cont'd)

### ***How PEI Rates***

- Visitors were asked to rank various PEI travel services. Overnight pleasure travel parties were pleased with aspects of their trip to PEI including the quality of customer service (93%), cleanliness and sanitary conditions (92%), restaurant (91%), accommodation (89%), variety of things to see and do (88%), transportation (85%), and prices of goods and services (69%).
- The ratings for these items were greater than four on a five-point scale from one (very poor) to five (excellent). "Quality of customer service" received an overall average rating of 4.51 on the same scale. "Prices of goods and services" received a lower rating but still favourable at 3.85.
- Only eight percent of overnight pleasure travel parties indicated they experienced a problem or had a complaint about their trip to PEI.
- Overnight pleasure travel parties who visited PEI during the May-June spring shoulder were the most likely to have had a complaint (10%) while overnight pleasure travel parties who visited during the January-April winter off-season were the least likely to have had complaints (7%). An opportunity was provided to respondents to provide details of their problem or complaint.



## EXECUTIVE SUMMARY (cont'd)

### ***How PEI Rates (cont'd)***

- Despite the complaints regarding prices and taxes, 88 percent of overnight pleasure travel parties agreed that their trip to PEI was good value for money spent. Approximately 96 percent of parties agreed that their trip to PEI was a good way to spend their time. Ninety-five percent of overnight pleasure travel parties indicated they were satisfied with their trip to PEI and PEI was a safe and hygienic destination.
- Overall, 94 percent of overnight travel parties agreed they would visit PEI again and 95 percent indicated they would recommend PEI as a travel destination to others.

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## 1-1. Background of the Study

- A visitor exit survey is a tool used to profile visitors and estimate their impact on a destination. It can capture visitor demographics and trip characteristics such as travel party size and composition, the purpose of their trip, regions visited, length of stay, type of accommodation used, activities participated in, expenditures, and trip evaluation.
- Prince Edward Island (“PEI”) has been conducting exit surveys since 1979 with the last study conducted in 2018 and 2019 during the period from July 1, 2018 to June 31, 2019 (the “study period”).
- The 2023 PEI Travel Survey of Visitors (Exit Survey) covered full twelve months from January 1 to December 31. Specifically, data presented in this report is for overnight pleasure travellers during the study period to profile their travel related behaviours in PEI.
- For analysis purposes, the data was separated into the following five tourism seasons:
  - Winter off-season (January 1 - April 30, 2023);
  - Spring shoulder season (May 1 - June 30, 2023);
  - Summer main season (July 1 - August 31, 2023);
  - Fall shoulder season (September 1 - October 31, 2023); and
  - Winter off-season (November 1 - December 31, 2023).

## 1-2. The Study Purpose

- The main purpose of this report was to provide a full range of statistics on the volume of overnight pleasure travellers to PEI during the study period (2023) and detailed characteristics of their trips such as purpose of trip, travel party size and party composition, PEI regions visited, activities participated in, travel expenditures, evaluation of trip, and demographic information about the overnight visitors.
- The survey pursued seven broad objectives:
  - To update existing historical information on overnight pleasure travellers to PEI,
  - To collect critical data to measure the overall importance of tourism in PEI,
  - To gather information regarding overnight pleasure travellers' behaviours,
  - To identify key market segments of overnight pleasure travellers to PEI, and
  - To enhance our knowledge and understanding of tourism (in general, and for PEI).

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## 2-1. Sampling Procedure

### ***Target Population***

- Mail-back questionnaires were distributed to non-resident visitors on PEI during the study period (January 1<sup>st</sup> to December 31<sup>st</sup>, 2023) as they exited PEI via the Charlottetown Airport, the Confederation Bridge, or the Wood Island's ferry terminal.
- The target population did not include cruise ship passengers and crew members, motor coach tourists, refugees, landed immigrants, or military Canadian residents.

### ***Mail-back Questionnaire***

- A representative of survey staff approached departing non-resident visitors at the Charlottetown Airport and drivers of non-PEI vehicles (based on their motor vehicle inspection sticker) at the Confederation Bridge and the Woods Island ferry terminal, explained the research study, and asked the individual if they would be willing to participate. If they agreed to participate, the individual was provided with a package containing the mail-back questionnaire.
- Responding to the survey was voluntary.

## 2-1. Sampling Procedure (cont'd)

### ***Online Survey***

- The survey package included a web address for the online version of the survey. Individuals who received the survey package had the option of completing the hard-copy questionnaire or the online version. Both versions of the survey were available in English and French.
- Tourism PEI also sent an email invitation to non-residents who requested PEI travel information between November 2022 and October 2023 and took the ferry when visiting PEI in 2023.
- To better capture those respondents who took the ferry when visiting PEI, the 2023 customer list provided by the Northumberland Ferries Limited (NFL) was also used to invite participants to take part in the online survey.

## 2-2. Sample Summary

### ***Samples Collected and Used***

- In total, 14,055 surveys were collected. Among these, 10,340 surveys (73.6%) were used to analyze the data for the 2023 exit survey.
- Of these 10,340 surveys, 46 percent were mail-back surveys and 54 percent were online surveys.
- Among these, 8,638 samples (83.5%) were overnight pleasure travellers and used for this study report.

	Surveys Collected		Surveys Used		Use Rate
	<i>N</i>	%	<i>N</i>	%	%
Mail-back Survey	4,794	34.1%	4,760	46.0%	99.3%
Online Survey	9,261	65.9%	5,580	54.0%	60.3%
<b>Total</b>	<b>14,055</b>	<b>100.0%</b>	<b>10,340</b>	<b>100.0%</b>	<b>73.6%</b>



## 2-2. Sample Summary (cont'd)

### ***Sample Size and Margin of Error***

- The margin of error associated with the total sample and the specific sub-groups used (i.e. tourism season) in this report is summarized in the Table below. 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 for overnight visitors has a sampling error of  $\pm 1.04$  percent at a 95 percent confidence level. Although the margins of error for the five sub-groups are a bit higher, they are all lower than  $\pm 4.11$ . Please note, this is a guideline only. Caution should be applied when interpreting significance testing throughout this report.

	Overnight Pleasure	
	Sample Size	Margin of Error <sup>a)</sup>
2023 Jan-Apr Winter Off-Season	657	$\pm 3.80$
2023 May-Jun Spring Shoulder Season	1,488	$\pm 2.51$
2023 Jul-Aug Summer Main Season	3,927	$\pm 1.55$
2023 Sep-Oct Fall Shoulder Season	2,051	$\pm 2.13$
2023 Nov-Dec Winter Off-Season	560	$\pm 4.11$
<b>Full-Year (12 months)</b>	<b>8,638</b>	<b><math>\pm 1.04</math></b>

## 2-3. Data Processing

### ***Data Processing and Error Detection***

- All mail-back questionnaires were reviewed manually to determine if they were complete and coherent.
- Data were captured, coded, 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***

- Some data used in the study were imputed. Data 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, 2014 and 2018-2019 PEI exit survey data sets.
- Total imputation was also performed for any in-scope factors that received an insufficient number of surveys for some specific segments to meet minimum requirements (a combination of a minimum number of questionnaires and maximum weight) based on the exit point traffic counts.

## 2-4. Data Weighting

### ***Bias Adjustment***

- For estimation purposes, the responses obtained through the questionnaires must be treated as a simple random sample from the total traffic in each stratum (three exit points, by same-day and overnight visitors, by origin and by month).
- The data may be subject to some degree of "*distribution bias*" since not all categories of visitors are represented in the distribution or to a "*non-response bias*" because the individuals replying may not be representative of the visitor population.

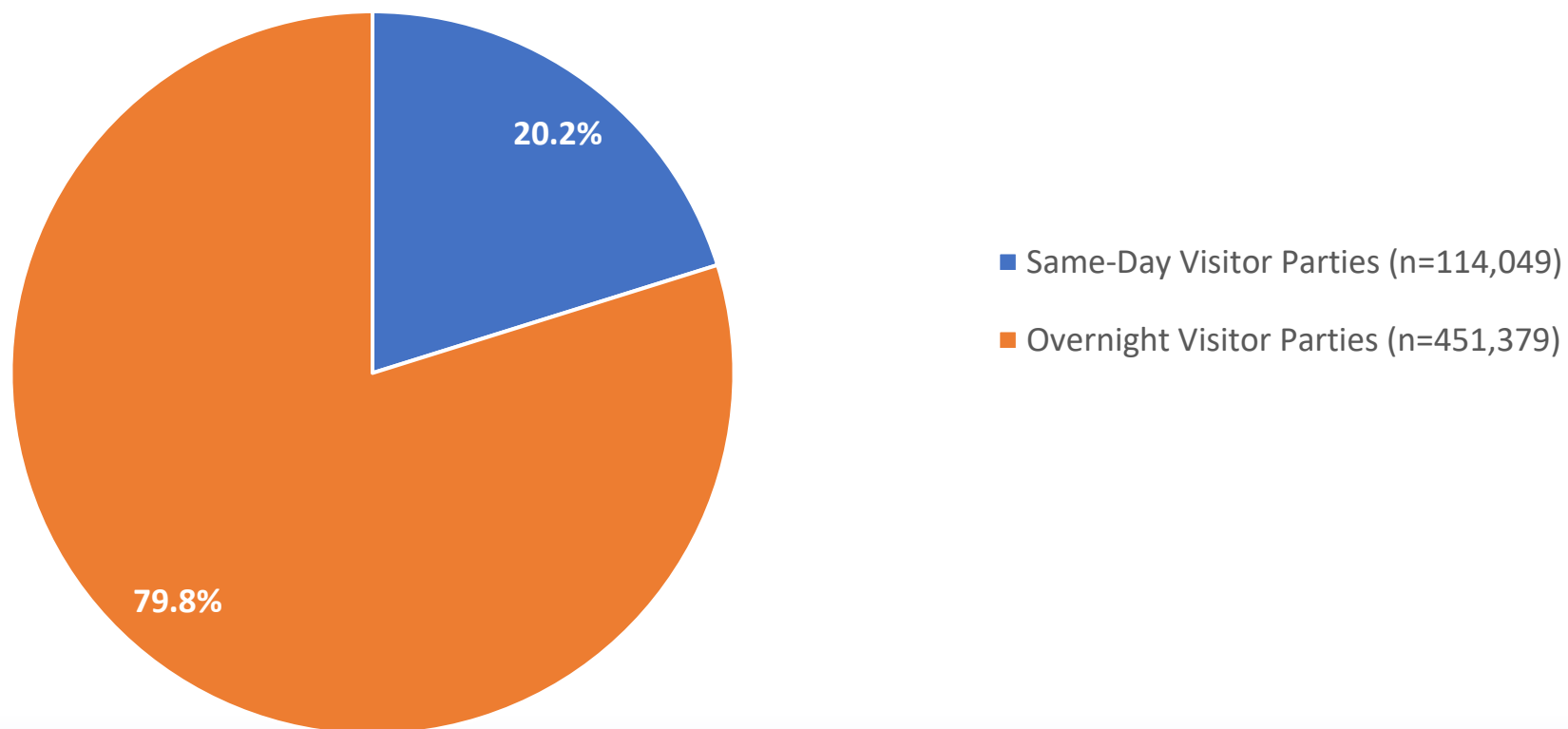
### ***Weighting the Sample***

- Weighting techniques used in the estimation process attempt to reduce the effect of biases and were also 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 the 22 origins of visitor parties. This aligns with the total PEI visitor parties within the *PEI Tourism Volume Model*, which utilizes traffic data collected through the three exit points.
- Despite the weighting of the sample to address biases, it is important to 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 not based on all survey questions.

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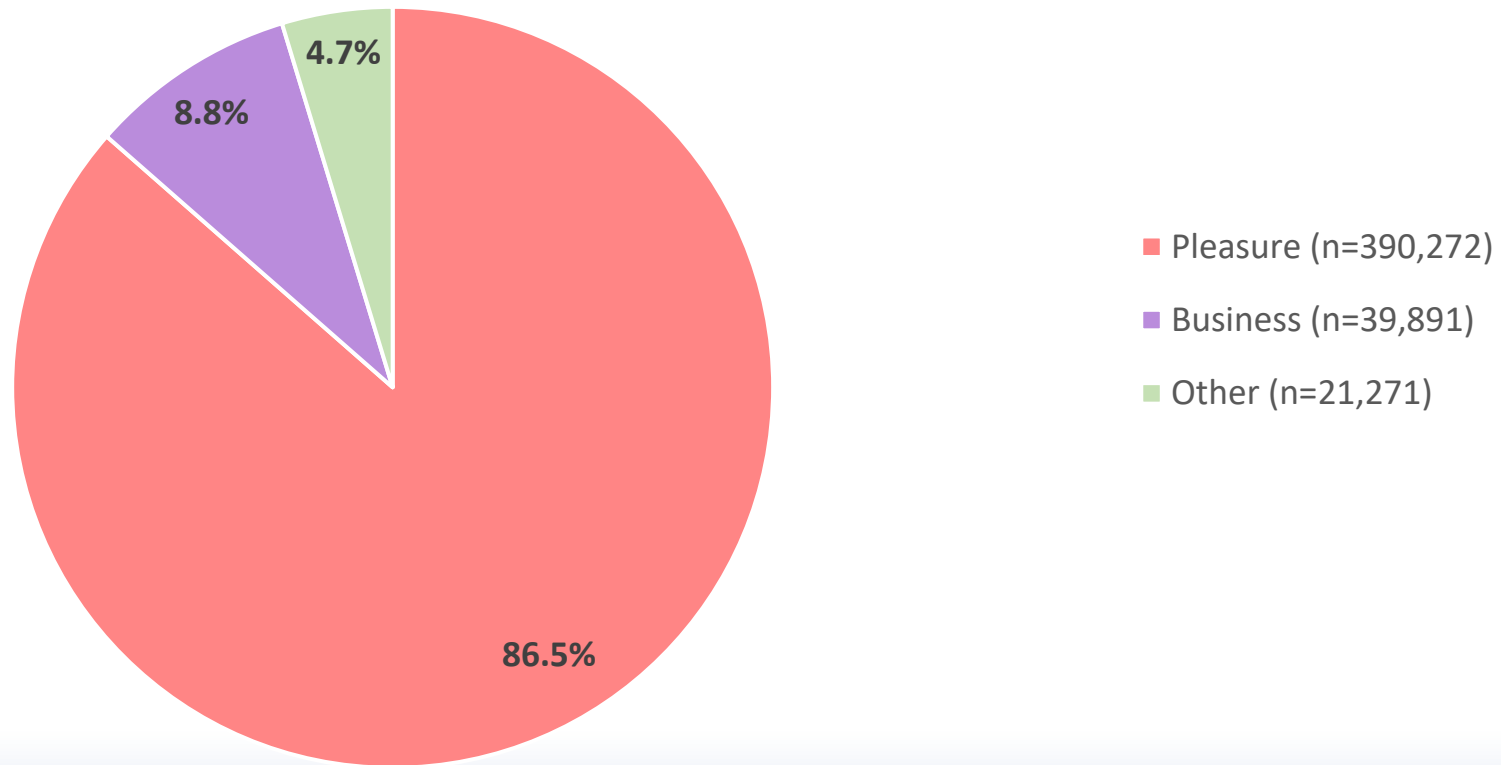
### 3-1. Overall Market Situation in PEI

Figure 1: Total Travel Market in PEI (2023)  
(Total Parties  $N = 565,428$ )



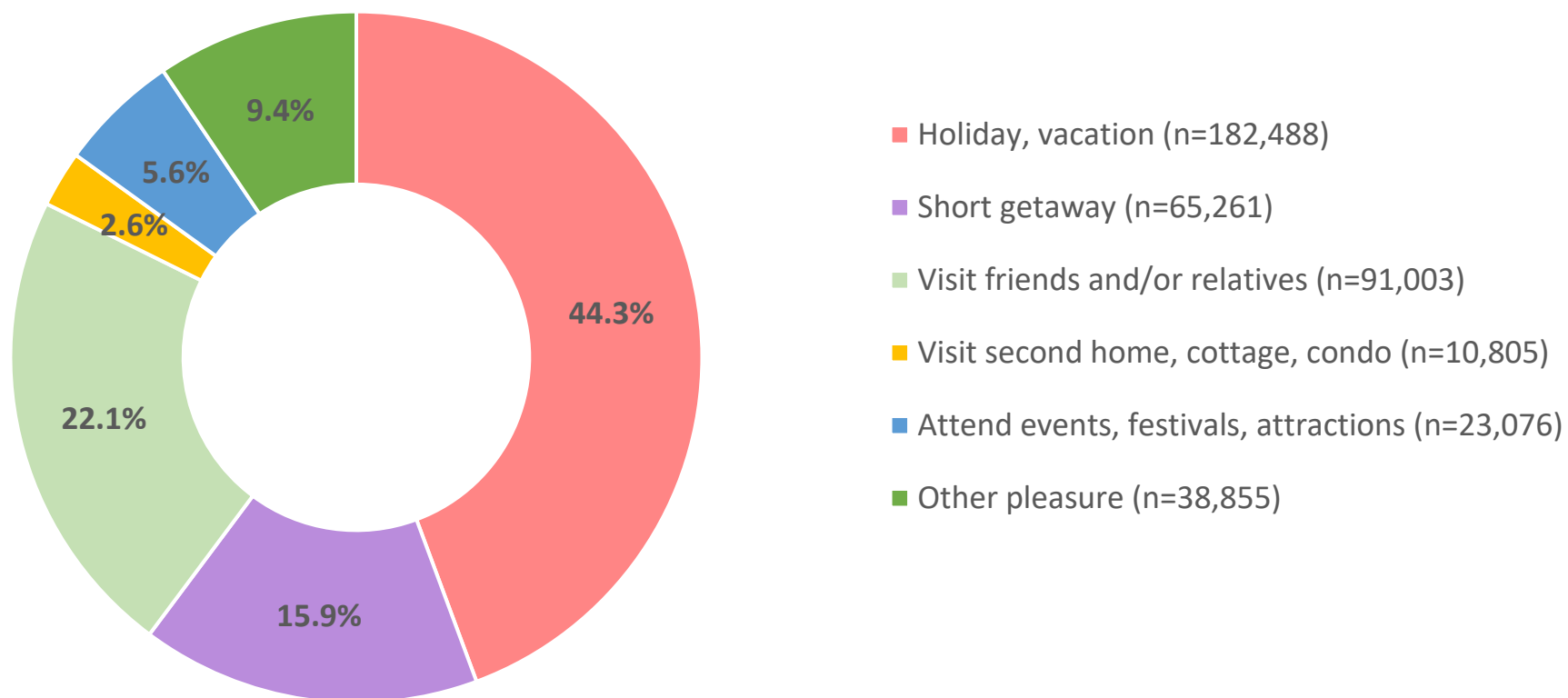
## 3-2. Overnight Travel Market in PEI

Figure 2: Overnight Travel Market in PEI (2023)  
(Total Overnight Parties  $N = 451,379$ )



### 3-3. Overnight Pleasure Travel Market in PEI

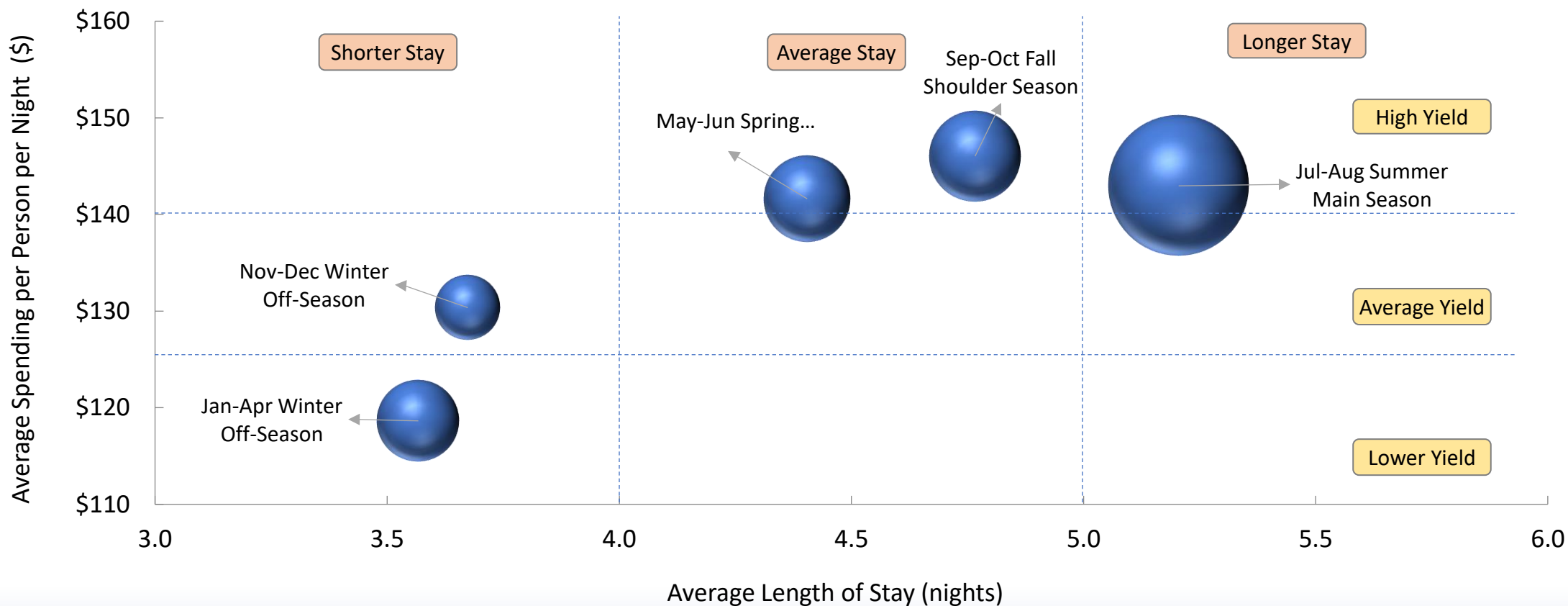
Figure 3: Overnight Pleasure Travel Market in PEI (2023)  
(Total Overnight Parties N = 411,488)



Note: Overnight pleasure travel market in the report includes pleasure and other purpose trips, excluding business purpose trips.

## 3-4. Overnight Pleasure Travel Market Segments by Season

Figure 4: Overnight Pleasure Travel Market Segments by Season:  
Based on Market Size, Level of Yield, and Length of Stay



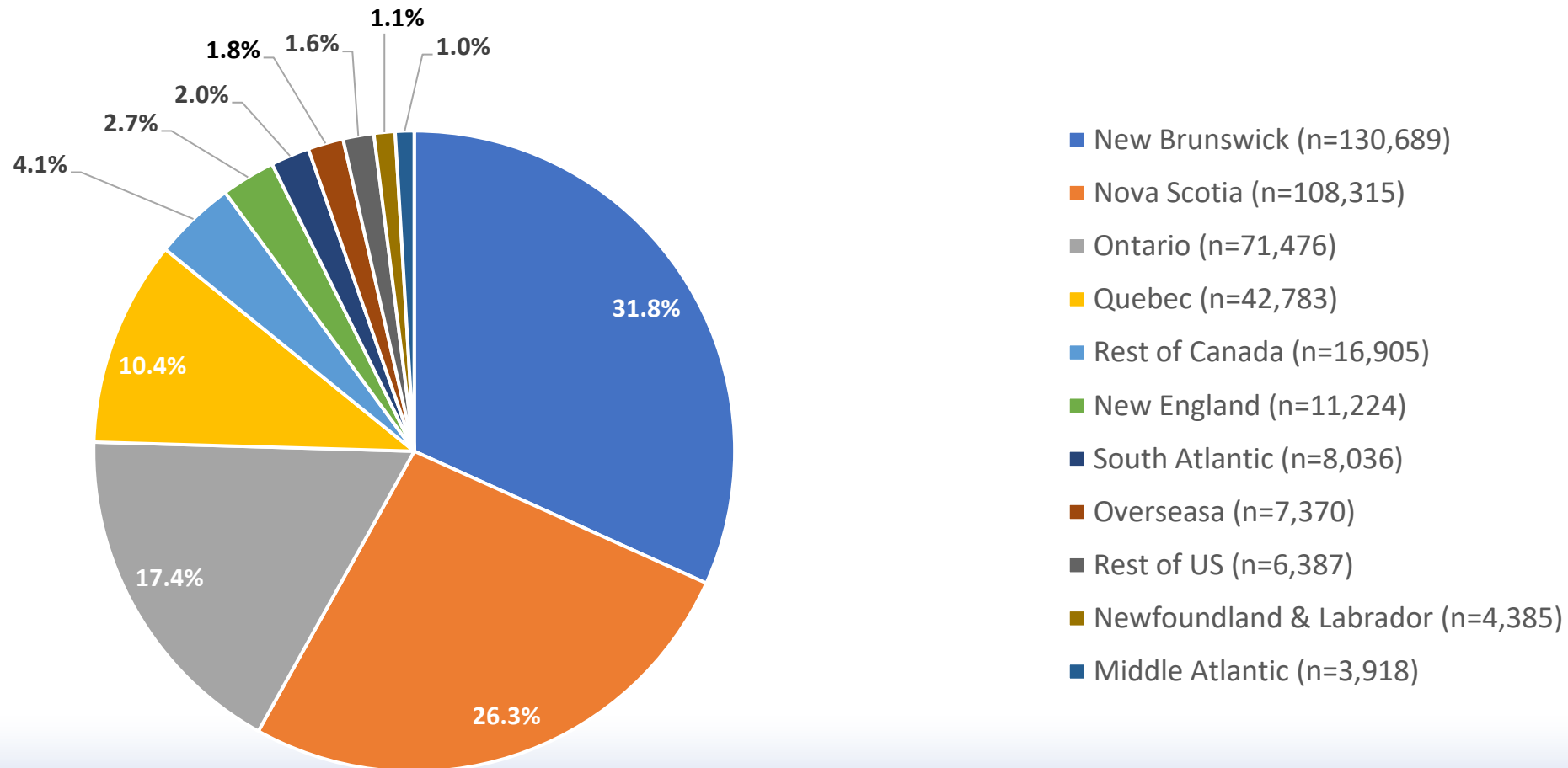
Note: The size of bubbles indicates the relative size of each market from the biggest market (Jul-Aug Summer Main Season).



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## 4-1. Origin of Overnight Pleasure Travel Parties to PEI

Figure 5: Origin of Overnight Pleasure Travel Parties to PEI  
(Total Parties N = 411,488)



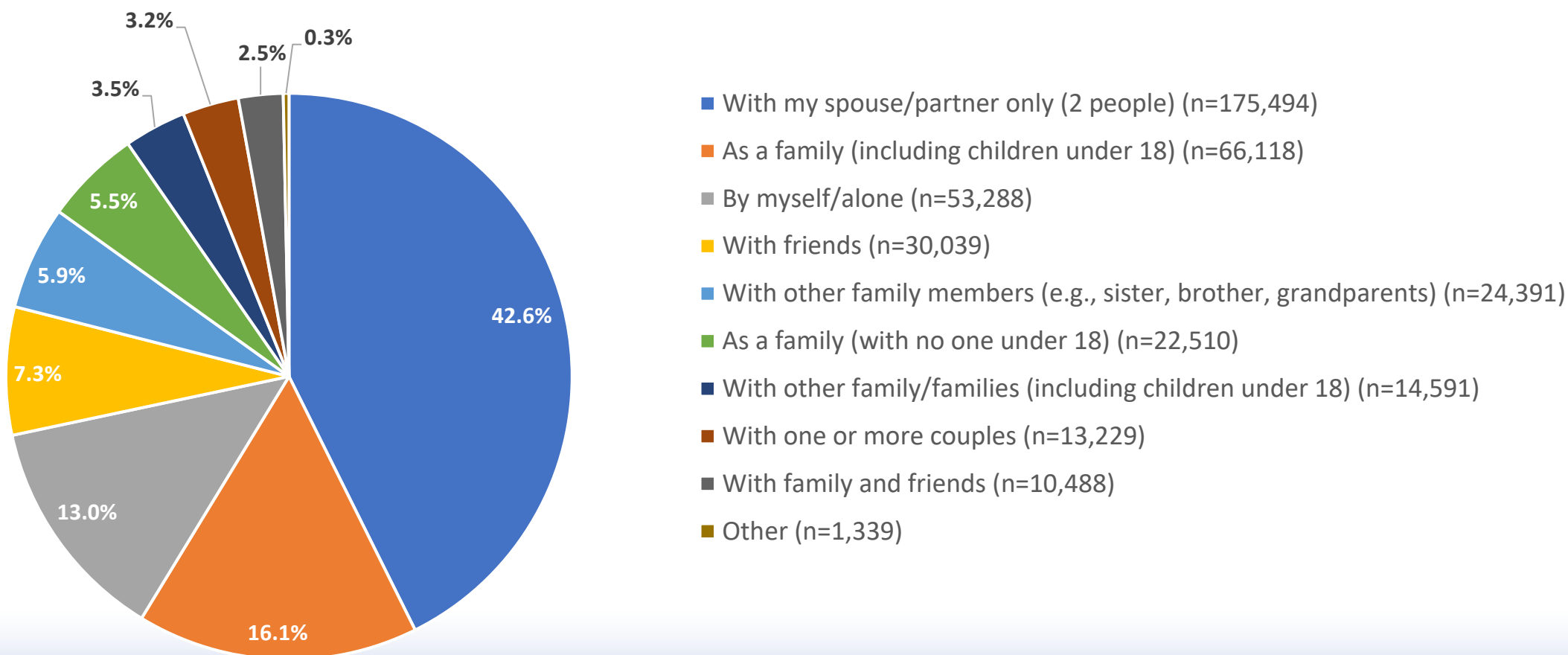
## 4-1. Origin of Overnight Pleasure Travel Parties to PEI (cont'd)

	2023 Jan-Apr Winter Off-Season	2023 May-Jun Spring Shoulder Season	2023 Jul-Aug Summer Main Season	2023 Sep-Oct Fall Shoulder Season	2023 Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
<b>Canada</b>	<b>92.9%</b>	<b>88.6%</b>	<b>91.3%</b>	<b>89.7%</b>	<b>93.5%</b>	<b>91.0%</b>
New Brunswick	<b>43.9%</b>	<b>31.4%</b>	<b>26.3%</b>	<b>29.2%</b>	<b>43.6%</b>	<b>31.8%</b>
Nova Scotia	<b>25.3%</b>	<b>25.7%</b>	<b>26.1%</b>	<b>27.0%</b>	<b>28.8%</b>	<b>26.3%</b>
Newfoundland & Labrador	1.1%	0.9%	1.0%	1.1%	1.4%	<b>1.1%</b>
Quebec	<b>7.1%</b>	<b>9.1%</b>	<b>13.2%</b>	<b>9.7%</b>	<b>6.0%</b>	<b>10.4%</b>
Ontario	<b>12.6%</b>	<b>17.2%</b>	<b>20.2%</b>	<b>17.9%</b>	<b>10.9%</b>	<b>17.4%</b>
Manitoba & Saskatchewan	0.6%	0.7%	0.7%	0.9%	0.3%	<b>0.7%</b>
Alberta & British Columbia	<b>2.4%</b>	<b>3.6%</b>	<b>3.7%</b>	<b>3.8%</b>	<b>2.4%</b>	<b>3.4%</b>
Nunavut, Northwest Territories & Yukon	0.0%	0.0%	0.0%	0.1%	0.0%	<b>0.0%</b>
<b>United States</b>	<b>5.3%</b>	<b>9.2%</b>	<b>7.2%</b>	<b>8.3%</b>	<b>4.3%</b>	<b>7.2%</b>
New England	2.1%	2.8%	2.9%	3.2%	2.2%	<b>2.7%</b>
Middle Atlantic	0.4%	1.0%	1.1%	1.2%	0.5%	<b>1.0%</b>
South Atlantic	1.9%	3.4%	1.9%	1.4%	0.7%	<b>2.0%</b>
Rest of US	1.0%	2.0%	1.4%	2.4%	0.9%	<b>1.6%</b>
<b>International</b>	<b>1.8%</b>	<b>2.1%</b>	<b>1.5%</b>	<b>2.1%</b>	<b>2.2%</b>	<b>1.8%</b>

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 4-2. Party Characteristics

Figure 6: Characteristics of Overnight Pleasure Travel Parties to PEI  
(Total Parties N = 411,488)



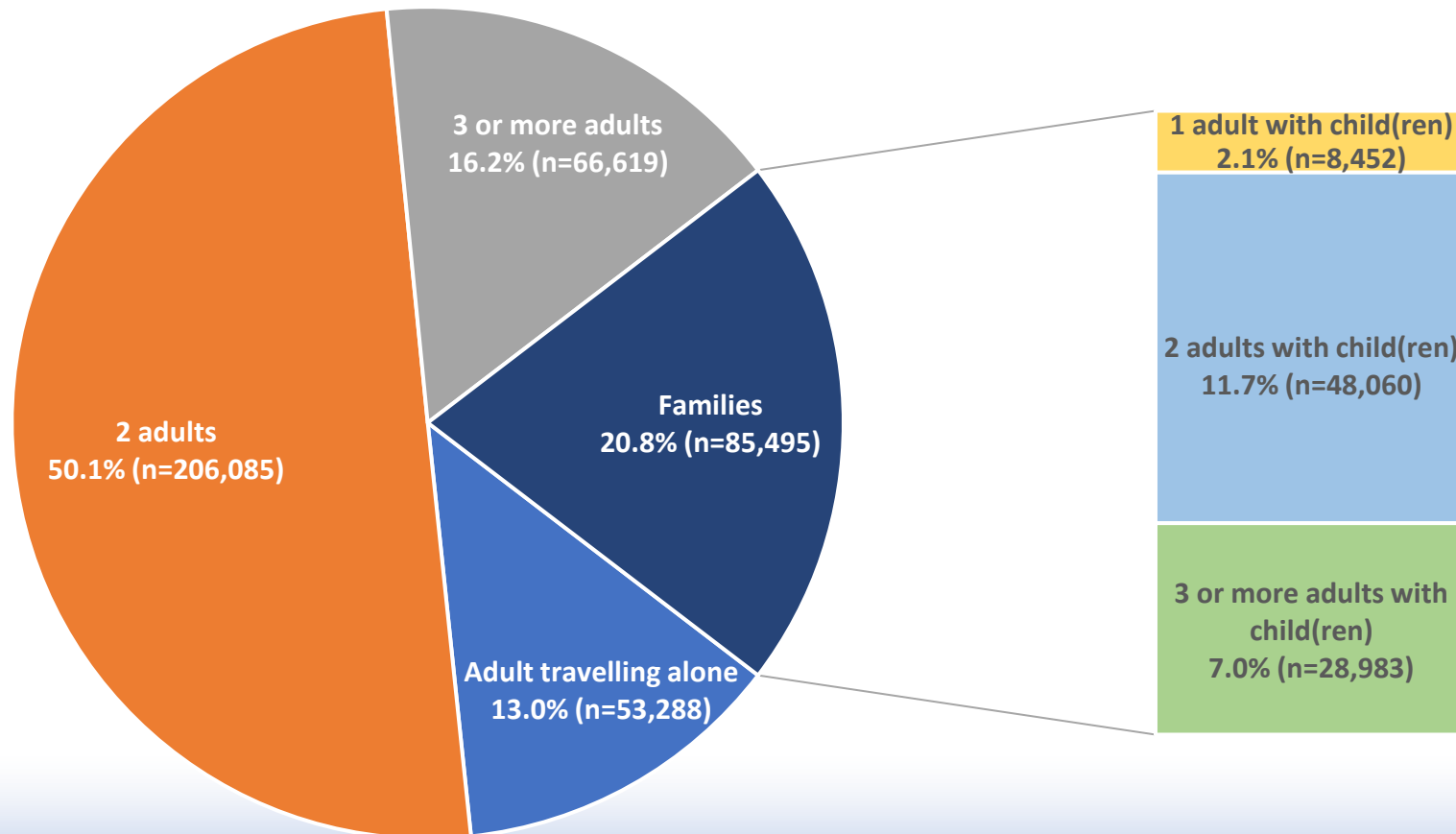
## 4-2. Party Characteristics (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
<b>Parties N (%)</b>	<b>59,703 (14.5%)</b>	<b>66,044 (16.1%)</b>	<b>174,754 (42.5%)</b>	<b>73,537 (17.9%)</b>	<b>37,450 (9.1%)</b>	<b>411,488 (100.0%)</b>
With my spouse/partner only (2 people)	<b>37.2%</b>	<b>45.8%</b>	<b>39.7%</b>	<b>49.3%</b>	<b>46.3%</b>	<b>42.6%</b>
As a family (including children under 18)	<b>15.0%</b>	<b>8.8%</b>	<b>24.1%</b>	<b>5.2%</b>	<b>14.6%</b>	<b>16.1%</b>
By myself/alone	<b>24.8%</b>	<b>10.9%</b>	<b>6.2%</b>	<b>13.1%</b>	<b>28.7%</b>	<b>13.0%</b>
With friends	<b>5.1%</b>	<b>12.8%</b>	<b>5.7%</b>	<b>9.9%</b>	<b>3.6%</b>	<b>7.3%</b>
With other family members (e.g., sister, brother, grandparents)	<b>7.5%</b>	<b>6.6%</b>	<b>4.8%</b>	<b>8.3%</b>	<b>2.8%</b>	<b>5.9%</b>
As a family (with no one under 18)	<b>3.6%</b>	<b>5.4%</b>	<b>6.0%</b>	<b>6.8%</b>	<b>3.5%</b>	<b>5.5%</b>
With other family/families (including children under 18)	<b>3.2%</b>	<b>2.6%</b>	<b>6.1%</b>	<b>0.5%</b>	<b>0.1%</b>	<b>3.5%</b>
With one or more couples	<b>2.6%</b>	<b>3.0%</b>	<b>3.7%</b>	<b>4.3%</b>	<b>0.1%</b>	<b>3.2%</b>
With family and friends	<b>0.7%</b>	<b>4.0%</b>	<b>3.4%</b>	<b>1.8%</b>	<b>0.3%</b>	<b>2.5%</b>
Other	<b>0.4%</b>	<b>0.1%</b>	<b>0.2%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.3%</b>

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 4-3. Party Composition

Figure 7: Composition of Overnight Pleasure Travel Parties to PEI  
(Total Parties N = 411,488)



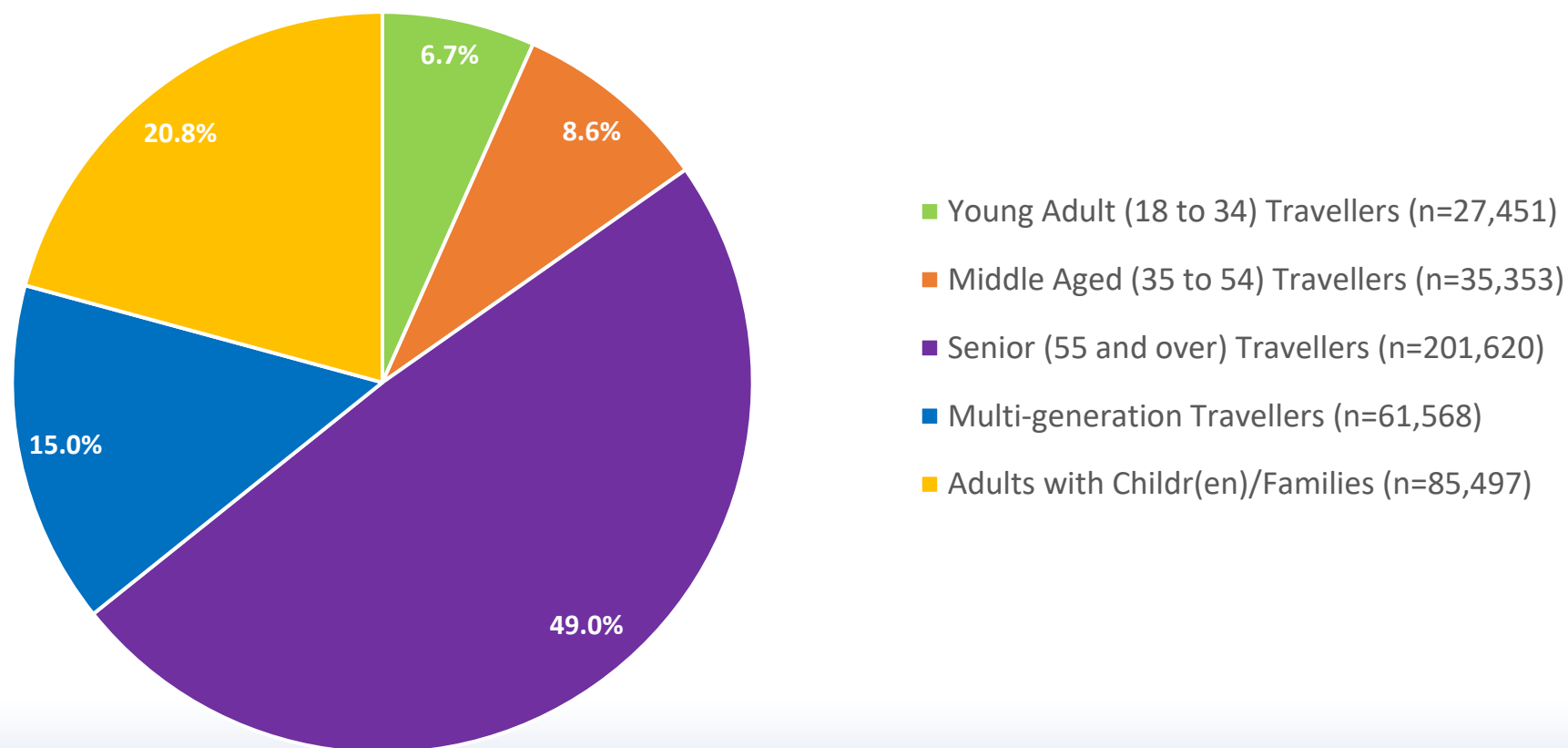
## 4-3. Party Composition (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
Adult travelling alone	<b>24.8%</b>	<b>10.9%</b>	<b>6.2%</b>	<b>13.1%</b>	<b>28.7%</b>	<b>13.0%</b>
2 adults	<b>45.6%</b>	<b>54.2%</b>	<b>46.1%</b>	<b>58.9%</b>	<b>51.4%</b>	<b>50.1%</b>
3 or more adults	<b>11.2%</b>	<b>22.6%</b>	<b>15.5%</b>	<b>21.7%</b>	<b>5.2%</b>	<b>16.2%</b>
Families*	<b>18.3%</b>	<b>12.3%</b>	<b>32.2%</b>	<b>6.4%</b>	<b>14.7%</b>	<b>20.8%</b>
1 adult with child(ren)	<b>4.1%</b>	<b>1.5%</b>	<b>2.1%</b>	<b>0.7%</b>	<b>2.1%</b>	<b>2.1%</b>
2 adults with child(ren)	<b>12.5%</b>	<b>6.6%</b>	<b>16.5%</b>	<b>3.9%</b>	<b>12.1%</b>	<b>11.7%</b>
3 or more adults with child(ren)	<b>1.6%</b>	<b>4.3%</b>	<b>13.6%</b>	<b>1.8%</b>	<b>0.5%</b>	<b>7.0%</b>

Note: \* One, two, three or more adults travelling with child(ren) indicate family travel parties in this result. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 4-4. Age Composition

Figure 8: Composition of Age in the Overnight Pleasure Travel Parties to PEI  
(Total Parties  $N = 411,488$ )





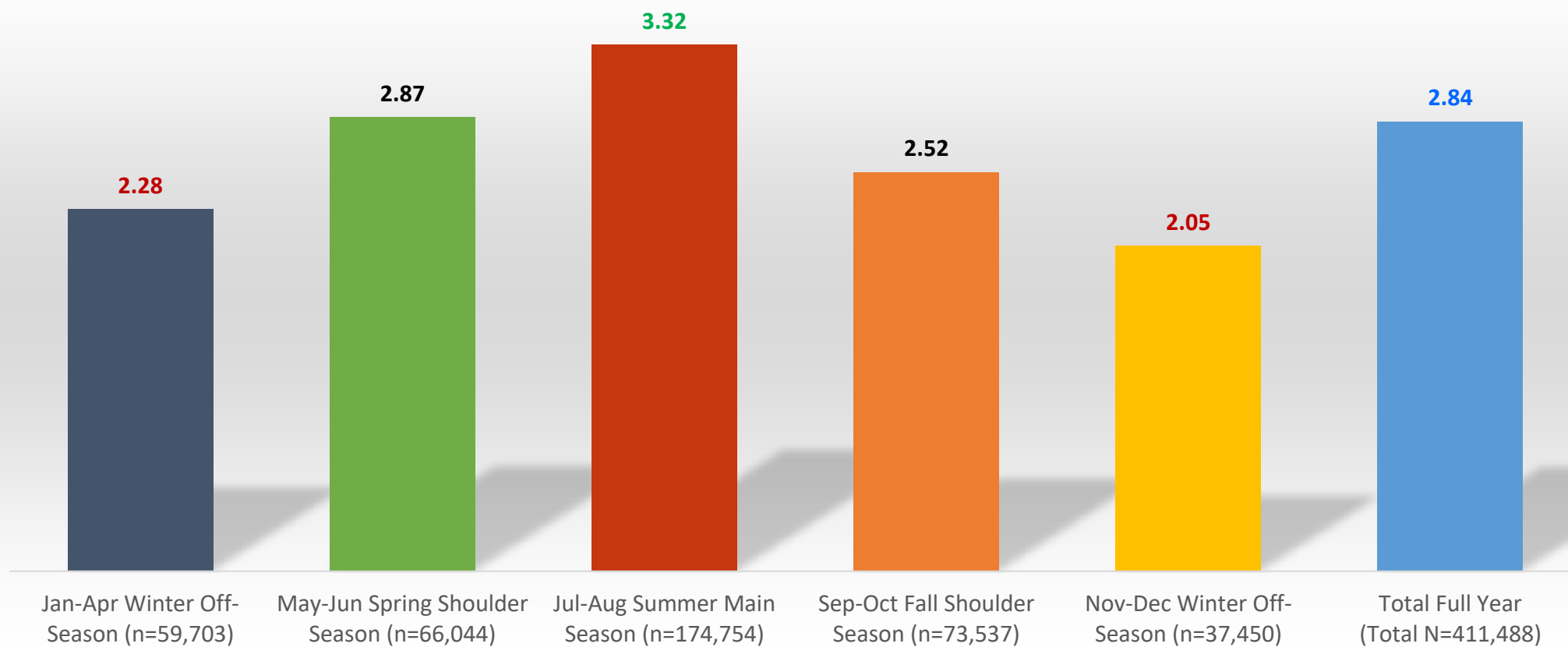
## 4-4. Age Composition (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
Young Adult (18 to 34) Travellers	<b>8.7%</b>	<b>6.7%</b>	<b>5.6%</b>	<b>4.7%</b>	<b>12.4%</b>	<b>6.7%</b>
Middle Aged (35 to 54) Travellers	<b>10.0%</b>	<b>8.4%</b>	<b>7.8%</b>	<b>8.3%</b>	<b>10.9%</b>	<b>8.6%</b>
Senior (55 and over) Travellers	<b>49.8%</b>	<b>58.9%</b>	<b>40.1%</b>	<b>60.9%</b>	<b>48.6%</b>	<b>49.0%</b>
Multi-generation Travellers	<b>13.2%</b>	<b>13.7%</b>	<b>14.4%</b>	<b>19.6%</b>	<b>13.4%</b>	<b>15.0%</b>
Adults with Child(ren) / Families	<b>18.3%</b>	<b>12.3%</b>	<b>32.2%</b>	<b>6.4%</b>	<b>14.7%</b>	<b>20.8%</b>

Note: \* One, two, three or more adults travelling with child(ren) indicate family travel parties in this result. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 4-5. Travel Party Size

Figure 9: Average Travel Party Size for Overnight Pleasure Travel Parties by Season



Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 4-5. Travel Party Size (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
Average Travel Party Size	<b>2.28</b>	<b>2.87</b>	<b>3.32</b>	<b>2.52</b>	<b>2.05</b>	<b>2.84</b>
Average Number of Male Travellers	<b>1.02</b>	<b>1.44</b>	<b>1.60</b>	<b>1.18</b>	<b>0.97</b>	<b>1.36</b>
Average Number of Female Travellers	<b>1.27</b>	<b>1.43</b>	<b>1.72</b>	<b>1.34</b>	<b>1.09</b>	<b>1.48</b>
Average Number of Children Travellers	<b>0.29</b>	<b>0.24</b>	<b>0.67</b>	<b>0.12</b>	<b>0.24</b>	<b>0.41</b>
Average Number of Adult Travellers	<b>1.99</b>	<b>2.62</b>	<b>2.66</b>	<b>2.40</b>	<b>1.81</b>	<b>2.43</b>

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 4-6. Gender and Age of Overnight Pleasure Travellers to PEI

Figure 10: Gender of Individual Overnight Pleasure Travellers to PEI (Total Visitors N = 1,168,657)

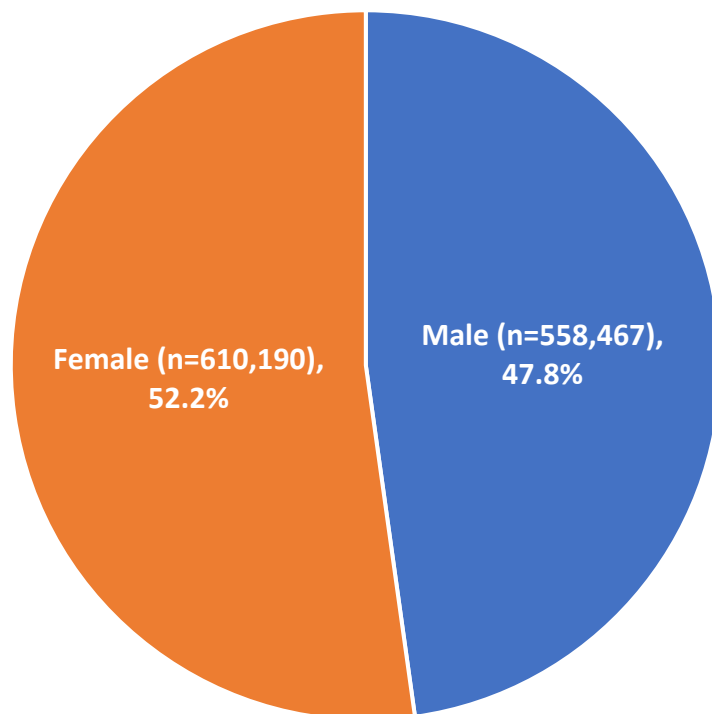
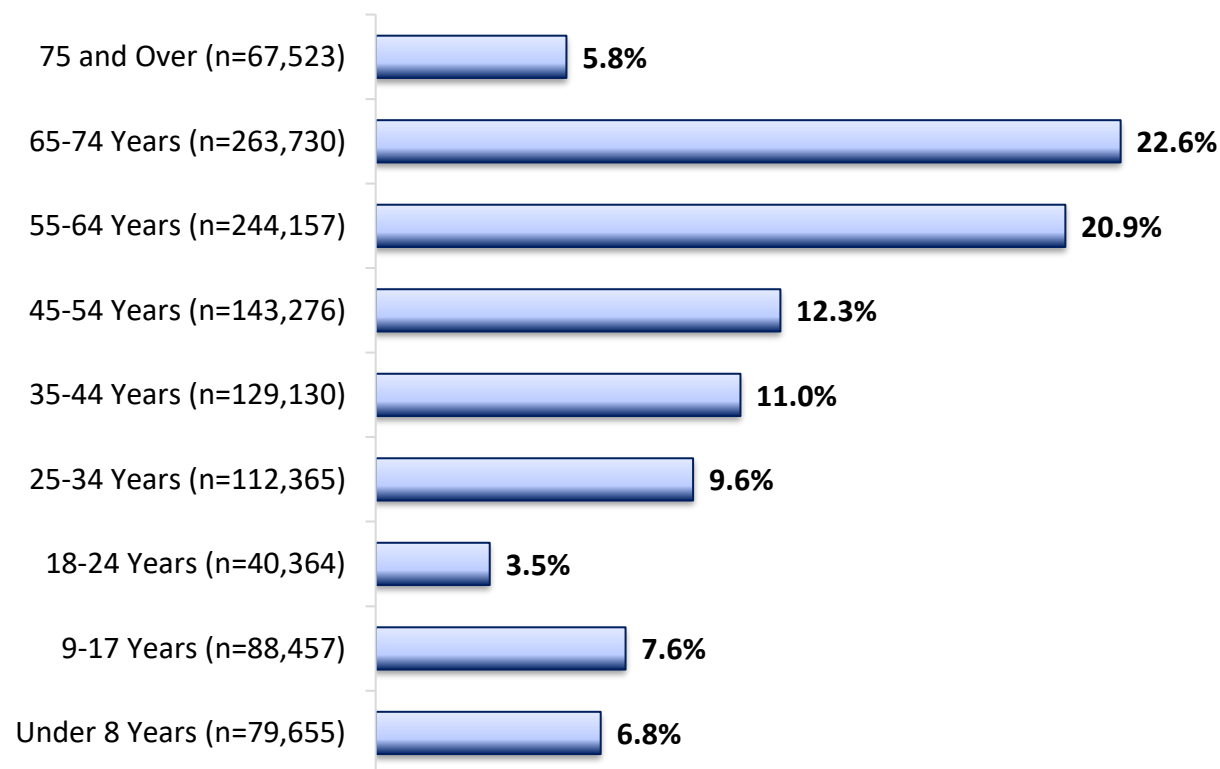


Figure 11: Age of Individual Overnight Pleasure Travellers to PEI (Total Visitors N = 1,168,657)

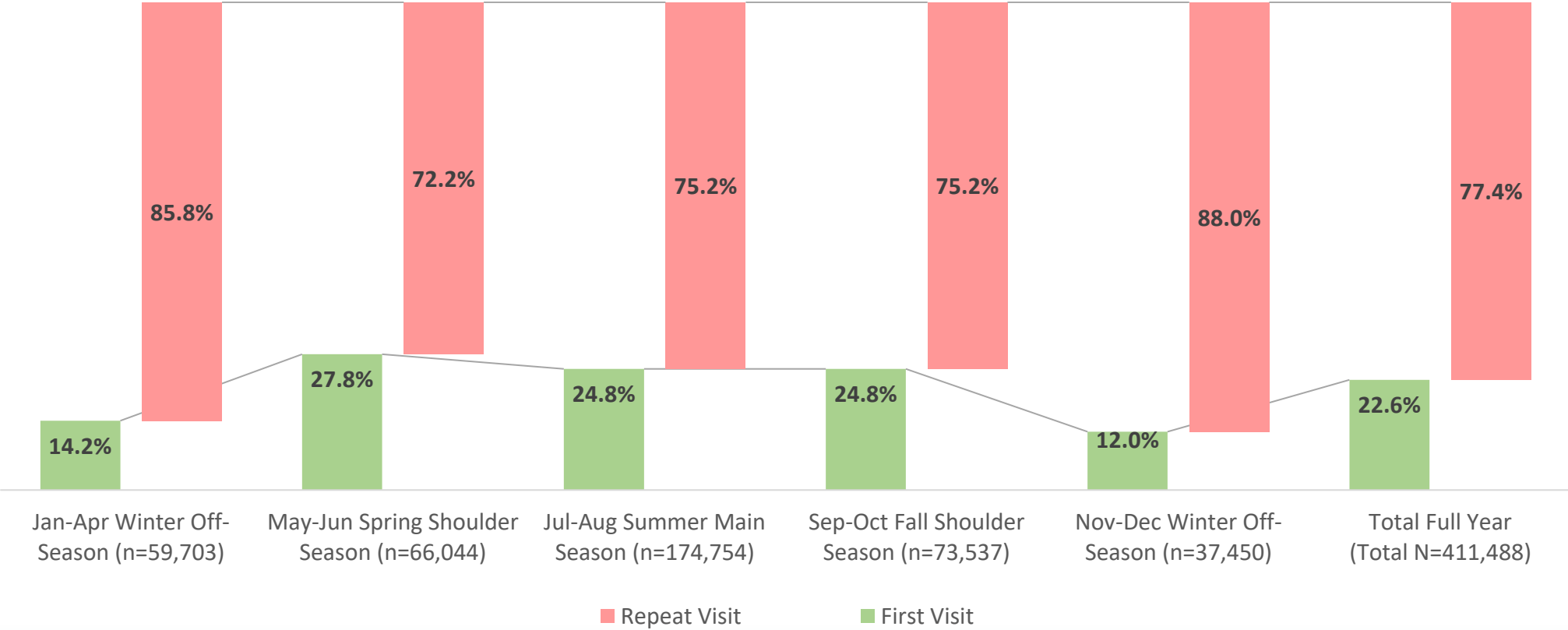


## 4-6. Gender and Age of Individual Overnight Pleasure Travellers to PEI (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
<b>Individual Visitors <i>N</i> (%)</b>	<b>136,420 (11.7%)</b>	<b>189,327 (16.2%)</b>	<b>580,747 (49.7%)</b>	<b>185,288 (15.9%)</b>	<b>76,875 (6.6%)</b>	<b>1,168,657 (100.0%)</b>
<b>Gender</b>						
Male	44.5%	50.1%	48.2%	46.6%	47.1%	<b>47.8%</b>
Female	55.5%	49.9%	51.8%	53.4%	52.9%	<b>52.2%</b>
<b>Age</b>						
Under 8 Years	7.2%	4.6%	9.1%	2.1%	5.4%	<b>6.8%</b>
9-17 Years	5.5%	4.0%	10.9%	2.8%	6.4%	<b>7.6%</b>
18-24 Years	4.1%	2.8%	3.8%	1.7%	5.6%	<b>3.5%</b>
25-34 Years	11.5%	11.5%	9.3%	7.4%	9.8%	<b>9.6%</b>
35-44 Years	12.5%	9.2%	12.7%	7.2%	9.5%	<b>11.0%</b>
45-54 Years	10.3%	9.6%	13.7%	11.6%	13.1%	<b>12.3%</b>
55-64 Years	20.3%	24.5%	18.2%	26.6%	19.5%	<b>20.9%</b>
65-74 Years	22.1%	27.8%	17.5%	32.5%	24.7%	<b>22.6%</b>
75 and Over	6.6%	6.1%	4.7%	8.2%	5.9%	<b>5.8%</b>

# 4-7. Type of Visitation

Figure 12: Type of Visitation for Overnight Pleasure Travel Parties by Season



## 4-7. Type of Visitation (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
<b>Type of Visitation</b>						
First-timers	<b>14.2%</b>	<b>27.8%</b>	24.8%	24.8%	<b>12.0%</b>	<b>22.6%</b>
Repeaters	<b>85.8%</b>	<b>72.2%</b>	75.2%	75.2%	<b>88.0%</b>	<b>77.4%</b>
<b>Return Visit Pattern</b>	51,216 (16.1%)	47,656 (15.0%)	131,359 (41.2%)	55,264 (17.4%)	32,973 (10.4%)	318,468 (100.0%)
This year (2023)	52.7%	<b>23.5%</b>	<b>21.9%</b>	<b>37.9%</b>	<b>73.9%</b>	<b>35.3%</b>
One year ago (2022)	27.7%	<b>35.1%</b>	<b>35.4%</b>	25.5%	<b>11.1%</b>	<b>29.9%</b>
Two years ago (2021)	3.3%	<b>5.2%</b>	<b>4.5%</b>	3.8%	<b>1.2%</b>	<b>4.0%</b>
Three years ago (2020)	2.2%	<b>1.7%</b>	2.9%	<b>3.3%</b>	<b>1.8%</b>	<b>2.6%</b>
Four years ago (2019)	<b>1.5%</b>	<b>8.3%</b>	6.2%	5.9%	<b>1.6%</b>	<b>5.2%</b>
Five or more years ago (2018 & earlier)	<b>12.7%</b>	<b>26.1%</b>	<b>29.1%</b>	<b>23.6%</b>	<b>10.5%</b>	<b>23.1%</b>
<b>Average Number of Times visited PEI in the Past Five Years (Grouped Median)</b>	<b>6.40</b> (5.67)	<b>4.72</b> (3.26)	<b>3.94</b> (2.91)	5.12 (3.79)	<b>7.25</b> (6.53)	<b>5.00</b> (3.90)

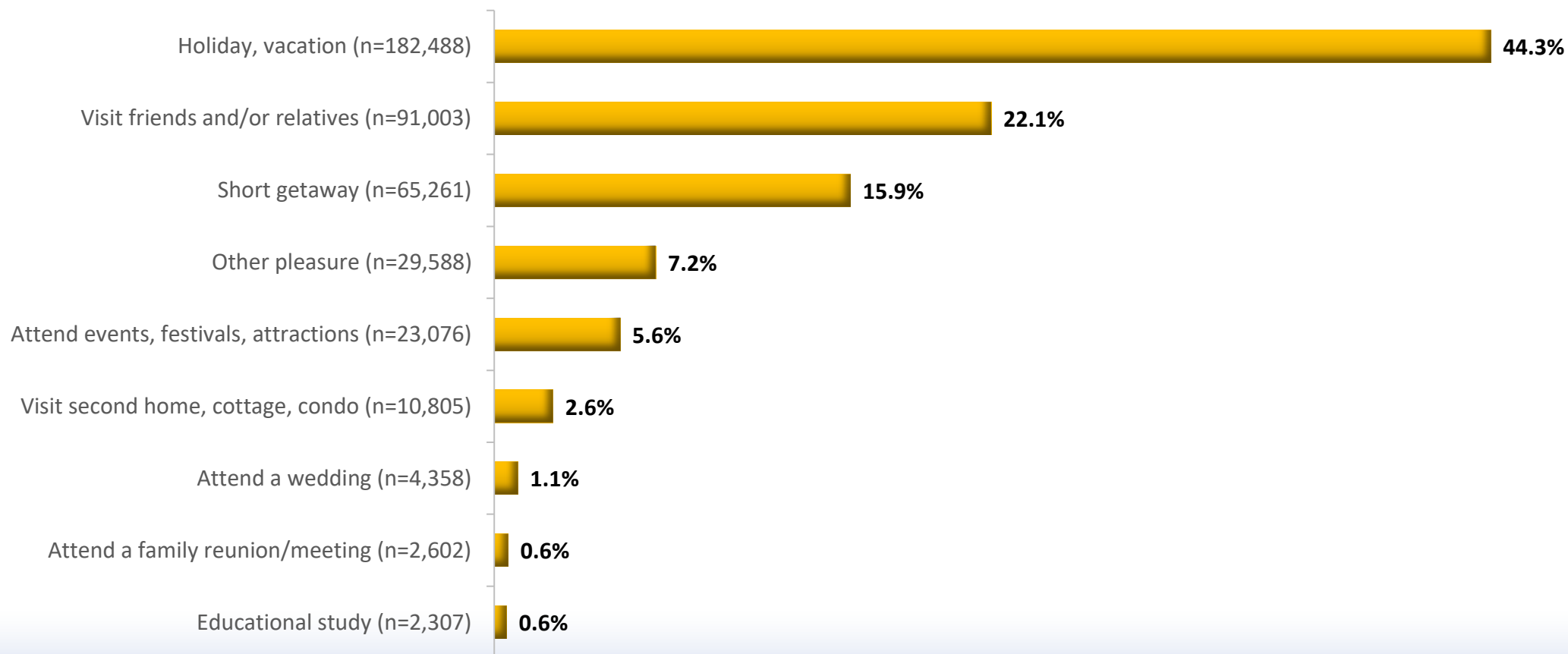
Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

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## 5-1. Primary Reason for the Trip

Figure 13: Primary Reason for the Trip to PEI by Overnight Pleasure Travel Parties  
(Total Parties N = 411,488)



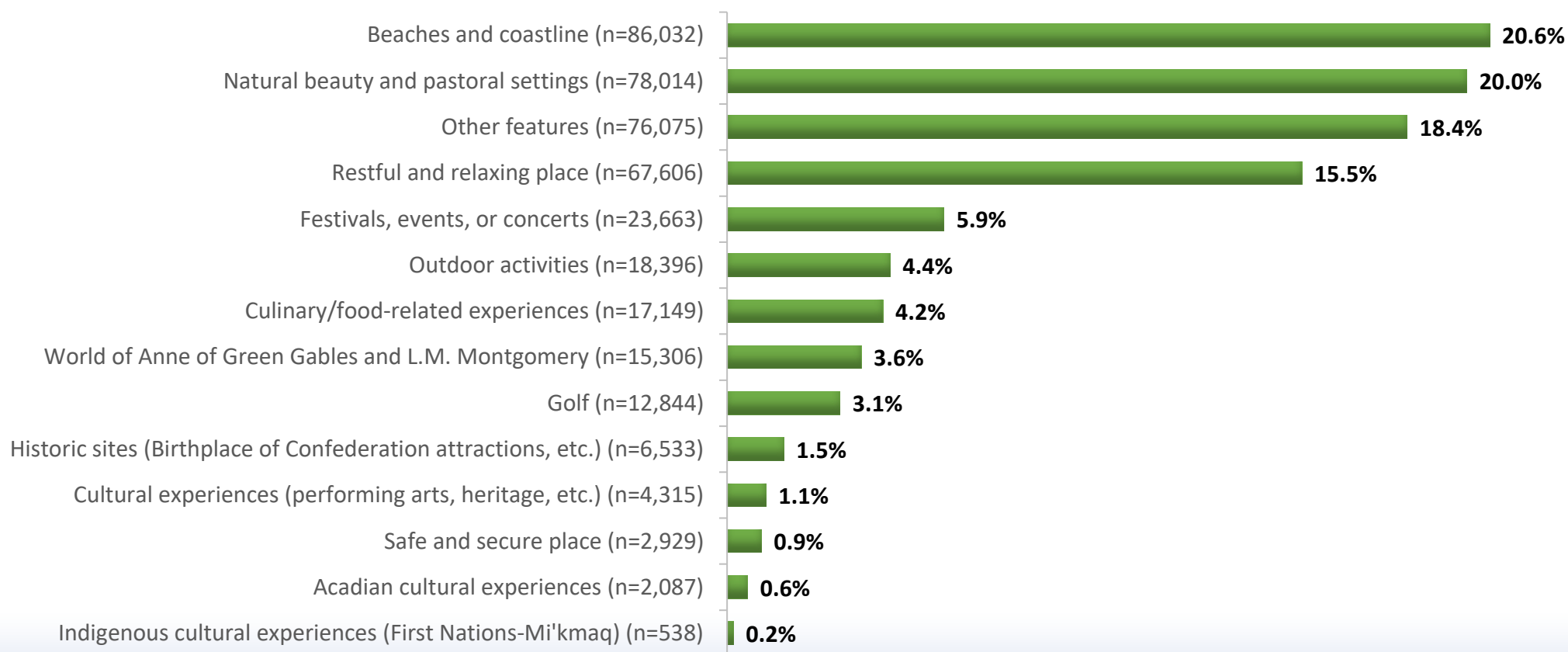
## 5-1. Primary Reason for the Trip (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
Holiday, vacation	<b>13.6%</b>	<b>44.5%</b>	<b>61.2%</b>	<b>42.1%</b>	<b>18.7%</b>	<b>44.3%</b>
Visit friends and/or relatives	<b>46.6%</b>	<b>17.3%</b>	<b>11.5%</b>	<b>15.2%</b>	<b>54.8%</b>	<b>22.1%</b>
Short getaway	<b>13.5%</b>	<b>20.5%</b>	<b>13.4%</b>	<b>23.1%</b>	<b>8.9%</b>	<b>15.9%</b>
Other pleasure	<b>14.2%</b>	<b>9.0%</b>	<b>3.8%</b>	<b>7.1%</b>	<b>8.9%</b>	<b>7.2%</b>
Attend events, festivals, attractions	<b>8.0%</b>	<b>4.2%</b>	<b>5.9%</b>	<b>5.0%</b>	<b>4.3%</b>	<b>5.6%</b>
Visit second home, cottage, condo	<b>1.3%</b>	<b>3.2%</b>	<b>1.8%</b>	<b>5.4%</b>	<b>2.2%</b>	<b>2.6%</b>
Attend a wedding	0.5%	1.0%	1.1%	1.5%	1.2%	<b>1.1%</b>
Attend a family reunion/meeting	0.2%	0.3%	1.1%	0.3%	0.6%	<b>0.6%</b>
Educational study	2.1%	0.1%	0.3%	0.3%	0.5%	<b>0.6%</b>

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 5-2. Primary Features that Attracted

Figure 14: Primary Features that Attracted Overnight Pleasure Travel Parties to PEI  
(Total Parties N = 411,488)



## 5-2. Primary Features that Attracted (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties N (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
Beaches and coastline	<b>5.1%</b>	<b>16.9%</b>	<b>31.8%</b>	<b>15.1%</b>	<b>14.0%</b>	<b>20.9%</b>
Natural beauty and pastoral settings	<b>12.3%</b>	<b>21.3%</b>	<b>19.8%</b>	<b>22.7%</b>	<b>14.1%</b>	<b>19.0%</b>
Other features	<b>38.0%</b>	<b>13.9%</b>	<b>10.9%</b>	<b>15.4%</b>	<b>37.3%</b>	<b>18.5%</b>
Restful and relaxing place	<b>22.0%</b>	<b>15.9%</b>	<b>13.7%</b>	<b>17.8%</b>	<b>18.2%</b>	<b>16.4%</b>
Festivals, events, or concerts	<b>8.5%</b>	<b>5.3%</b>	<b>5.4%</b>	<b>4.6%</b>	<b>6.0%</b>	<b>5.8%</b>
Outdoor activities	<b>3.1%</b>	<b>4.6%</b>	<b>4.7%</b>	<b>6.5%</b>	<b>1.2%</b>	<b>4.5%</b>
Culinary/food-related experiences	<b>3.8%</b>	<b>6.2%</b>	<b>3.1%</b>	<b>5.4%</b>	<b>3.6%</b>	<b>4.2%</b>
World of Anne of Green Gables and L.M. Montgomery	<b>2.7%</b>	<b>4.8%</b>	<b>4.0%</b>	<b>4.3%</b>	<b>1.0%</b>	<b>3.7%</b>
Golf	<b>0.3%</b>	<b>7.3%</b>	<b>2.3%</b>	<b>5.0%</b>	<b>0.5%</b>	<b>3.1%</b>
Historic sites	2.1%	2.1%	1.4%	1.2%	1.5%	<b>1.6%</b>
Cultural experiences	0.1%	1.5%	1.3%	0.9%	1.0%	<b>1.0%</b>
Safe and secure place	1.7%	0.1%	0.6%	0.2%	1.8%	<b>0.7%</b>
Acadian cultural experiences	0.1%	0.2%	0.8%	0.6%	0.1%	<b>0.5%</b>
Indigenous cultural experiences	0.0%	0.0%	0.2%	0.2%	0.0%	<b>0.1%</b>

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

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## 6-1. Entry and Exit Points

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
<b>Entry Point</b>						
Charlottetown Airport	8.9%	7.5%	7.2%	8.4%	7.6%	7.8%
Confederation Bridge	91.1%	81.6%	80.4%	78.0%	85.4%	82.2%
Wood Islands Ferry Terminal	0.0%	10.9%	12.4%	13.5%	7.0%	10.1%
<b>Exit Point</b>						
Charlottetown Airport	8.0%	8.1%	7.6%	8.9%	7.5%	7.9%
Confederation Bridge	92.0%	80.6%	80.9%	80.9%	88.8%	83.2%
Wood Islands Ferry Terminal	0.0%	11.3%	11.6%	10.2%	3.7%	8.9%
<b>Mix of Entry and Exit Points</b>						
Air only	7.0%	7.2%	6.6%	8.1%	7.1%	7.0%
Bridge only	90.1%	74.1%	72.7%	71.8%	84.0%	76.3%
Ferry only	0.0%	4.7%	4.5%	4.7%	2.7%	3.7%
Bridge and Ferry Mix	0.0%	12.7%	14.6%	14.2%	5.2%	11.3%
Air and Bridge or Ferry Mix	2.9%	1.3%	1.7%	1.2%	1.0%	1.6%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 6-2. Rental Vehicle Usage and Location of the Vehicle Pick-Up

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
<b>Parties N (%)</b>	<b>59,703 (14.5%)</b>	<b>66,044 (16.1%)</b>	<b>174,754 (42.5%)</b>	<b>73,537 (17.9%)</b>	<b>37,450 (9.1%)</b>	<b>411,488 (100.0%)</b>
<b>Rental Vehicle Usage</b>						
Yes	<b>7.3%</b>	<b>14.9%</b>	<b>11.0%</b>	<b>13.5%</b>	<b>5.6%</b>	<b>11.1%</b>
No	<b>92.7%</b>	<b>85.1%</b>	<b>89.0%</b>	<b>86.5%</b>	<b>94.4%</b>	<b>88.9%</b>
<b>Location of the Vehicle Pick-Up</b>	<b>4,348 (9.6%)</b>	<b>9,816 (21.6%)</b>	<b>19,308 (42.4%)</b>	<b>9,009 (21.8%)</b>	<b>2,112 (4.6%)</b>	<b>45,493 (100.0%)</b>
Prince Edward Island	<b>33.7%</b>	<b>28.2%</b>	<b>36.8%</b>	<b>34.6%</b>	<b>33.3%</b>	<b>34.0%</b>
New Brunswick	<b>11.2%</b>	<b>8.1%</b>	<b>9.3%</b>	<b>7.5%</b>	<b>3.8%</b>	<b>8.5%</b>
Nova Scotia	<b>41.3%</b>	<b>44.5%</b>	<b>38.0%</b>	<b>41.2%</b>	<b>52.4%</b>	<b>41.1%</b>
Quebec	<b>0.5%</b>	<b>4.0%</b>	<b>3.2%</b>	<b>6.7%</b>	<b>5.1%</b>	<b>4.0%</b>
Ontario	<b>9.3%</b>	<b>4.1%</b>	<b>4.3%</b>	<b>2.0%</b>	<b>0.3%</b>	<b>4.1%</b>
Other Canadian provinces	<b>0.0%</b>	<b>0.5%</b>	<b>2.3%</b>	<b>0.5%</b>	<b>1.4%</b>	<b>1.3%</b>
New England states	<b>2.9%</b>	<b>9.3%</b>	<b>4.3%</b>	<b>5.9%</b>	<b>3.5%</b>	<b>5.5%</b>
Other US states	<b>1.1%</b>	<b>1.3%</b>	<b>1.8%</b>	<b>1.7%</b>	<b>0.3%</b>	<b>1.5%</b>

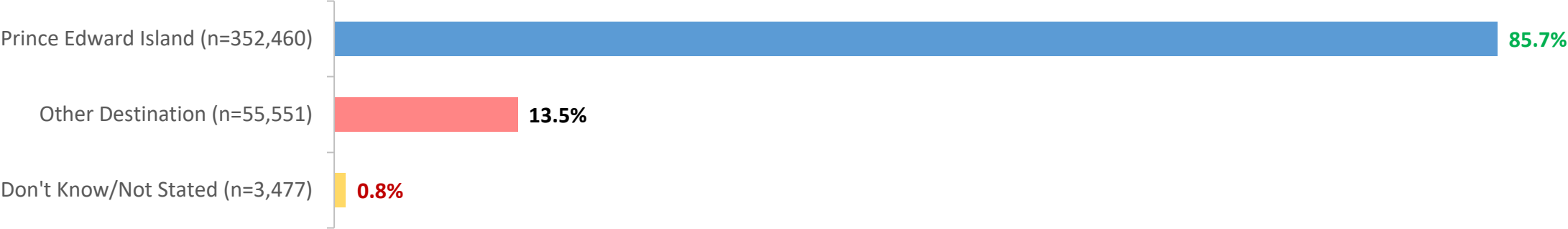
Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

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# 7-1. Primary Destination of the Trip

Figure 15: Primary Destination of the Trip by Overnight Pleasure Travel Parties  
(Total Parties N = 411,488)



	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
Prince Edward Island	92.6%	83.2%	84.1%	83.8%	89.7%	85.7%
Other Destination	6.2%	16.4%	15.2%	15.2%	8.7%	13.5%
Don't Know/Not Stated	1.2%	0.4%	0.7%	1.0%	1.6%	0.8%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 7-2. Trip Duration

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder Season		Jul-Aug Summer Main Season		Sep-Oct Fall Shoulder Season		Nov-Dec Winter Off-Season		Total Full-Year	
Parties N (%)	59,703 (14.5%)		66,044 (16.1%)		174,754 (42.5%)		73,537 (17.9%)		37,450 (9.1%)		411,488 (100.0%)	
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	<b>4.45</b>	100.0%	<b>8.08</b>	100.0%	<b>8.71</b>	100.0%	<b>7.82</b>	100.0%	<b>4.83</b>	100.0%	<b>7.48</b>	100.0%
Nights stayed in Prince Edward Island	<b>3.57</b>	80.2%	<b>4.40</b>	54.5%	<b>5.20</b>	59.7%	<b>4.77</b>	61.0%	<b>3.67</b>	76.1%	<b>4.62</b>	61.8%
Nights in paid accommodations in PEI	<b>1.63</b>	36.6%	<b>3.18</b>	39.3%	<b>4.09</b>	46.9%	<b>3.05</b>	39.0%	<b>1.24</b>	25.7%	<b>3.14</b>	42.0%
Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, etc.	<b>0.90</b>	20.3%	<b>1.46</b>	18.1%	<b>1.65</b>	18.9%	<b>1.38</b>	17.6%	<b>0.98</b>	20.3%	<b>1.45</b>	19.5%
Nights stayed in New Brunswick	<b>0.19</b>	4.3%	<b>0.81</b>	10.0%	<b>0.96</b>	11.0%	<b>0.67</b>	8.5%	<b>0.32</b>	6.6%	<b>0.71</b>	9.5%
Nights stayed in Nova Scotia	<b>0.30</b>	6.8%	<b>1.30</b>	16.1%	<b>1.17</b>	13.4%	<b>1.24</b>	15.9%	<b>0.33</b>	6.8%	<b>1.00</b>	13.4%
Nights stayed in Newfoundland and Labrador	<b>0.04</b>	0.9%	<b>0.21</b>	2.6%	<b>0.26</b>	2.9%	<b>0.14</b>	1.8%	<b>0.03</b>	0.6%	<b>0.18</b>	2.4%
Nights stayed in Magdalen Islands	<b>0.01</b>	0.2%	<b>0.17</b>	2.1%	<b>0.12</b>	1.3%	<b>0.09</b>	1.2%	<b>0.03</b>	0.6%	<b>0.10</b>	1.3%
Nights stayed elsewhere	<b>0.34</b>	7.6%	<b>1.19</b>	14.7%	<b>1.01</b>	11.6%	<b>0.91</b>	11.6%	<b>0.45</b>	9.2%	<b>0.87</b>	11.6%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

## 7-3. Overnight Stays in PEI Region

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
<b>Total Accumulated Parties Staying at Least One Night in the Specific Region *</b>						
Greater Charlottetown Area	60.1%	35.0%	29.3%	34.0%	50.7%	<b>36.9%</b>
Green Gables Shore	4.8%	27.2%	35.0%	28.9%	9.2%	<b>26.5%</b>
Points East Coastal Drive	9.1%	15.8%	13.2%	14.5%	10.2%	<b>13.1%</b>
Summerside	15.5%	14.5%	9.7%	10.8%	17.1%	<b>12.1%</b>
North Cape Coastal Drive	5.9%	4.5%	7.5%	7.3%	5.9%	<b>6.6%</b>
Red Sands Shore	4.7%	3.0%	5.4%	4.4%	7.0%	<b>4.9%</b>
<b>Total Overnight Stays (Parties)</b>	<b>62,107</b>	<b>78,759</b>	<b>213,376</b>	<b>87,206</b>	<b>43,207</b>	<b>484,655</b>
<b>(%)</b>	<b>(14.7%)</b>	<b>(16.7%)</b>	<b>(41.3%)</b>	<b>(17.9%)</b>	<b>(9.4%)</b>	<b>(100.0%)</b>

Note: \* Results were based on multiple responses.

## 7-3. Overnight Stays in PEI Region (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
<b>Total Accumulated Nights Spent by Parties in the Specific Region *</b>						
Green Gables Shore	5.7%	32.7%	40.5%	34.7%	7.7%	<b>31.9%</b>
Greater Charlottetown Area	60.7%	29.6%	23.8%	27.4%	51.9%	<b>31.5%</b>
Points East Coastal Drive	9.1%	17.7%	14.6%	17.1%	12.6%	<b>14.8%</b>
Summerside	15.1%	11.9%	8.1%	8.7%	15.2%	<b>10.1%</b>
North Cape Coastal Drive	4.1%	4.3%	7.4%	6.4%	6.4%	<b>6.3%</b>
Red Sands Shore	5.4%	3.8%	5.6%	5.8%	6.2%	<b>5.4%</b>
<b>Total Overnight Stays (Nights)</b>	<b>212,972</b>	<b>290,806</b>	<b>909,398</b>	<b>350,427</b>	<b>137,577</b>	<b>1,901,180</b>
<b>(%)</b>	<b>(11.2%)</b>	<b>(15.3%)</b>	<b>(47.8%)</b>	<b>(18.4%)</b>	<b>(7.2%)</b>	<b>(100.0%)</b>

Note: \* Results were based on multiple responses.

## 7-4. Average Length of Stay in PEI Region

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
<b>Average Number of Nights Stayed in PEI</b>	<b>3.57</b>	<b>4.40</b>	<b>5.20</b>	<b>4.77</b>	<b>3.67</b>	<b>4.62</b>
<b>Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)</b>						
Green Gables Shore	<b>0.20</b>	<b>1.44</b>	<b>2.11</b>	<b>1.65</b>	<b>0.28</b>	<b>1.48</b>
Greater Charlottetown Area	<b>2.16</b>	<b>1.30</b>	<b>1.24</b>	<b>1.31</b>	<b>1.91</b>	<b>1.46</b>
Points East Coastal Drive	<b>0.33</b>	<b>0.78</b>	<b>0.76</b>	<b>0.81</b>	<b>0.46</b>	<b>0.68</b>
Summerside	<b>0.54</b>	<b>0.53</b>	<b>0.42</b>	<b>0.41</b>	<b>0.56</b>	<b>0.47</b>
North Cape Coastal Drive	<b>0.15</b>	<b>0.19</b>	<b>0.39</b>	<b>0.30</b>	<b>0.23</b>	<b>0.29</b>
Red Sands Shore	<b>0.19</b>	<b>0.17</b>	<b>0.29</b>	<b>0.28</b>	<b>0.23</b>	<b>0.25</b>
<b>Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)</b>						
Green Gables Shore	<b>4.04</b>	<b>4.43</b>	<b>4.93</b>	<b>4.82</b>	<b>2.67</b>	<b>4.73</b>
Points East Coastal Drive	<b>3.44</b>	<b>4.14</b>	<b>4.72</b>	<b>4.72</b>	<b>3.94</b>	<b>4.44</b>
Red Sands Shore	<b>3.95</b>	<b>4.74</b>	<b>4.49</b>	<b>5.24</b>	<b>2.85</b>	<b>4.36</b>
North Cape Coastal Drive	<b>2.39</b>	<b>3.51</b>	<b>4.25</b>	<b>3.51</b>	<b>3.47</b>	<b>3.75</b>
Greater Charlottetown Area	<b>3.46</b>	<b>3.12</b>	<b>3.46</b>	<b>3.24</b>	<b>3.26</b>	<b>3.35</b>
Summerside	<b>3.34</b>	<b>3.05</b>	<b>3.56</b>	<b>3.22</b>	<b>2.83</b>	<b>3.28</b>

Note: Results were based on multiple responses. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

## 7-5. Overnight Stays in Type of Accommodation

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation *						
Hotel, Motel, or Resort	34.9%	36.3%	25.1%	32.5%	24.1%	29.5%
Home of Friends or Relatives	45.3%	15.8%	12.1%	15.5%	53.5%	21.5%
Cottage or Cabin	3.0%	22.0%	27.8%	20.8%	8.5%	20.5%
Campground/Trailer (RV) Park	0.3%	8.6%	20.1%	9.6%	1.7%	12.0%
B&B or Tourist Home	5.8%	7.8%	7.3%	8.0%	4.2%	7.0%
Inn	3.3%	4.6%	3.6%	6.1%	2.6%	4.1%
Own Property	2.6%	1.8%	1.6%	5.7%	4.8%	2.8%
Other (e.g., hostel)	4.7%	3.1%	2.4%	1.6%	0.5%	2.5%
<b>Total Overnight Stays (Parties)</b>	<b>60,723</b>	<b>71,736</b>	<b>189,994</b>	<b>79,061</b>	<b>38,497</b>	<b>440,011</b>
<b>(%)</b>	<b>(15.8%)</b>	<b>(16.8%)</b>	<b>(40.4%)</b>	<b>(17.9%)</b>	<b>(9.2%)</b>	<b>(100.0%)</b>

Note: \* Results were based on multiple responses.

## 7-5. Overnight Stays in Type of Accommodation (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
<b>Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation *</b>						
Cottage or Cabin	3.1%	27.3%	32.3%	25.7%	7.7%	<b>25.3%</b>
Home of Friends or Relatives	48.9%	16.8%	13.3%	17.9%	59.7%	<b>22.0%</b>
Hotel, Motel, or Resort	32.1%	27.0%	16.4%	20.4%	18.2%	<b>20.6%</b>
Campground/Trailer (RV) Park	0.3%	11.9%	23.2%	12.5%	1.7%	<b>15.4%</b>
B&B or Tourist Home	4.4%	6.2%	6.4%	6.6%	3.7%	<b>6.0%</b>
Own Property	3.7%	5.7%	3.7%	11.8%	6.9%	<b>5.7%</b>
Inn	2.5%	3.0%	2.1%	3.7%	1.4%	<b>2.5%</b>
Other (e.g., hostel)	5.0%	2.2%	2.5%	1.4%	0.7%	<b>2.4%</b>
<b>Total Overnight Stays (Nights)</b>	<b>212,972</b>	<b>290,806</b>	<b>909,398</b>	<b>350,427</b>	<b>137,577</b>	<b>1,901,180</b>
(%)	<b>(11.2%)</b>	<b>(15.3%)</b>	<b>(47.8%)</b>	<b>(18.4%)</b>	<b>(7.2%)</b>	<b>(100.0%)</b>

Note: \* Results were based on multiple responses.

## 7-6. Average Length of Stay in Type of Accommodation

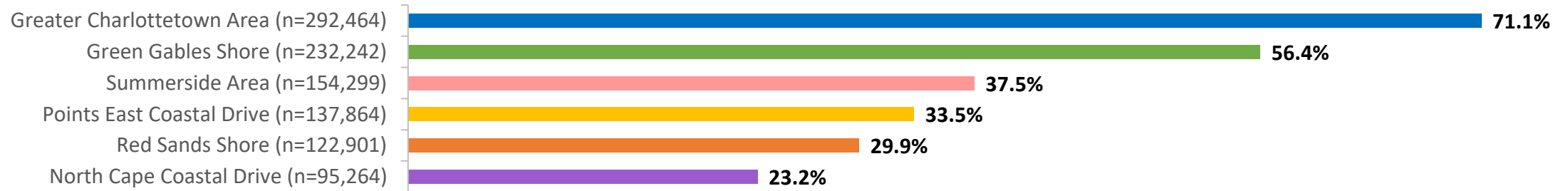
	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
<b>Average Number of Nights Stayed in PEI</b>	<b>3.57</b>	<b>4.40</b>	<b>5.20</b>	<b>4.77</b>	<b>3.67</b>	<b>4.62</b>
<b>Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)</b>						
Cottage or Cabin	<b>0.11</b>	<b>1.20</b>	<b>1.68</b>	<b>1.23</b>	<b>0.28</b>	<b>1.17</b>
Home of Friends or Relatives	<b>1.74</b>	<b>0.74</b>	<b>0.69</b>	<b>0.85</b>	<b>2.19</b>	<b>1.02</b>
Hotel, Motel, or Resort	<b>1.14</b>	<b>1.19</b>	<b>0.85</b>	<b>0.97</b>	<b>0.67</b>	<b>0.95</b>
Campground/Trailer (RV) Park	<b>0.01</b>	<b>0.52</b>	<b>1.21</b>	<b>0.60</b>	<b>0.06</b>	<b>0.71</b>
B&B or Tourist Home	<b>0.16</b>	<b>0.27</b>	<b>0.33</b>	<b>0.31</b>	<b>0.14</b>	<b>0.28</b>
Own Property	<b>0.13</b>	<b>0.25</b>	<b>0.19</b>	<b>0.57</b>	<b>0.25</b>	<b>0.26</b>
Inn	<b>0.09</b>	<b>0.13</b>	<b>0.11</b>	<b>0.17</b>	<b>0.05</b>	<b>0.12</b>
Other (e.g., hostel)	<b>0.18</b>	<b>0.10</b>	<b>0.13</b>	<b>0.07</b>	<b>0.02</b>	<b>0.11</b>
<b>Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)</b>						
Own Property	<b>4.98</b>	<b>12.90</b>	<b>10.65</b>	<b>9.24</b>	<b>5.09</b>	<b>8.80</b>
Campground/Trailer (RV) Park	<b>2.61</b>	<b>5.63</b>	<b>5.55</b>	<b>5.77</b>	<b>3.63</b>	<b>5.55</b>
Cottage or Cabin	<b>3.60</b>	<b>5.03</b>	<b>5.57</b>	<b>5.49</b>	<b>3.20</b>	<b>5.33</b>
Home of Friends or Relatives	<b>3.78</b>	<b>4.31</b>	<b>5.27</b>	<b>5.10</b>	<b>3.99</b>	<b>4.42</b>
Other (e.g., hostel)	<b>3.80</b>	<b>2.86</b>	<b>4.96</b>	<b>3.83</b>	<b>4.50</b>	<b>4.11</b>
B&B or Tourist Home	<b>2.66</b>	<b>3.22</b>	<b>4.17</b>	<b>3.61</b>	<b>3.15</b>	<b>3.66</b>
Hotel, Motel, or Resort	<b>3.23</b>	<b>3.01</b>	<b>3.14</b>	<b>2.78</b>	<b>2.70</b>	<b>3.02</b>
Inn	<b>2.64</b>	<b>2.65</b>	<b>2.87</b>	<b>2.64</b>	<b>1.97</b>	<b>2.69</b>

Note: Results were based on multiple responses. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.



## 7-7. PEI Regions Visited During the Overnight Trip

Figure 16: PEI Regions Visited by Overnight Pleasure Travel Parties  
(Total Parties N = 411,488)



	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
<b>Parties N (%)</b>	<b>59,703 (14.5%)</b>	<b>66,044 (16.1%)</b>	<b>174,754 (42.5%)</b>	<b>73,537 (17.9%)</b>	<b>37,450 (9.1%)</b>	<b>411,488 (100.0%)</b>
Greater Charlottetown Area	<b>75.3%</b>	<b>73.1%</b>	<b>69.3%</b>	<b>69.3%</b>	<b>72.6%</b>	<b>71.1%</b>
Green Gables Shore	<b>20.5%</b>	<b>60.7%</b>	<b>70.3%</b>	<b>64.3%</b>	<b>26.2%</b>	<b>56.4%</b>
Summerside Area	<b>29.3%</b>	<b>41.2%</b>	<b>40.6%</b>	<b>38.3%</b>	<b>28.3%</b>	<b>37.5%</b>
Points East Coastal Drive	<b>20.9%</b>	<b>39.9%</b>	<b>37.6%</b>	<b>35.4%</b>	<b>19.3%</b>	<b>33.5%</b>
Red Sands Shore	<b>15.3%</b>	<b>32.7%</b>	<b>34.4%</b>	<b>32.5%</b>	<b>21.9%</b>	<b>29.9%</b>
North Cape Coastal Drive	<b>11.5%</b>	<b>23.4%</b>	<b>27.1%</b>	<b>30.0%</b>	<b>9.8%</b>	<b>23.2%</b>

Note: Results were based on multiple responses. A "visit" was defined as dining, visiting an attraction, or participating in an activity in the region, and not travelling through the region only; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

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## 8-1. Activities Participated in While in PEI

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
Driving tour (scenic drives/views)	<b>33.8%</b>	<b>66.8%</b>	<b>66.4%</b>	<b>66.3%</b>	<b>36.9%</b>	<b>59.0%</b>
Going to a full-service restaurant	<b>51.2%</b>	<b>60.5%</b>	<b>61.9%</b>	<b>63.9%</b>	<b>41.3%</b>	<b>58.6%</b>
Going to a beach	<b>14.2%</b>	<b>50.2%</b>	<b>71.9%</b>	<b>54.9%</b>	<b>26.0%</b>	<b>52.8%</b>
Shopping for local products	<b>25.7%</b>	<b>50.8%</b>	<b>56.8%</b>	<b>47.7%</b>	<b>36.9%</b>	<b>47.9%</b>
Sightseeing, appreciating pastoral or rural settings	<b>24.4%</b>	<b>50.4%</b>	<b>50.6%</b>	<b>52.5%</b>	<b>24.8%</b>	<b>44.7%</b>
Shopping for general merchandise	<b>34.3%</b>	<b>42.5%</b>	<b>44.7%</b>	<b>40.0%</b>	<b>41.0%</b>	<b>41.7%</b>
Visiting a national or provincial park	<b>14.6%</b>	<b>42.9%</b>	<b>52.3%</b>	<b>42.4%</b>	<b>21.0%</b>	<b>40.7%</b>
Sampling local culinary products	<b>21.1%</b>	<b>46.3%</b>	<b>47.8%</b>	<b>43.7%</b>	<b>20.2%</b>	<b>40.4%</b>
Visiting friends and/or relatives	<b>61.7%</b>	<b>31.1%</b>	<b>31.5%</b>	<b>36.3%</b>	<b>70.2%</b>	<b>40.2%</b>
Seeing natural wonders	<b>16.3%</b>	<b>34.4%</b>	<b>42.0%</b>	<b>41.4%</b>	<b>16.9%</b>	<b>34.7%</b>
Visiting historic/heritage sites, or cultural attractions	<b>7.6%</b>	<b>29.1%</b>	<b>33.2%</b>	<b>29.4%</b>	<b>8.9%</b>	<b>25.9%</b>
Visiting Anne of Green Gables and related attractions	<b>6.1%</b>	<b>23.7%</b>	<b>26.6%</b>	<b>23.7%</b>	<b>7.2%</b>	<b>20.9%</b>
Using the Confederation Trail or other trails	<b>6.6%</b>	<b>22.0%</b>	<b>18.8%</b>	<b>21.2%</b>	<b>9.1%</b>	<b>17.1%</b>
Going to a museum or art gallery	<b>4.6%</b>	<b>16.2%</b>	<b>18.3%</b>	<b>16.1%</b>	<b>5.0%</b>	<b>14.4%</b>
Attending a festival, event, or concert	<b>15.8%</b>	<b>9.3%</b>	<b>12.6%</b>	<b>13.7%</b>	<b>12.3%</b>	<b>12.7%</b>

Note: Results were based on multiple responses; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

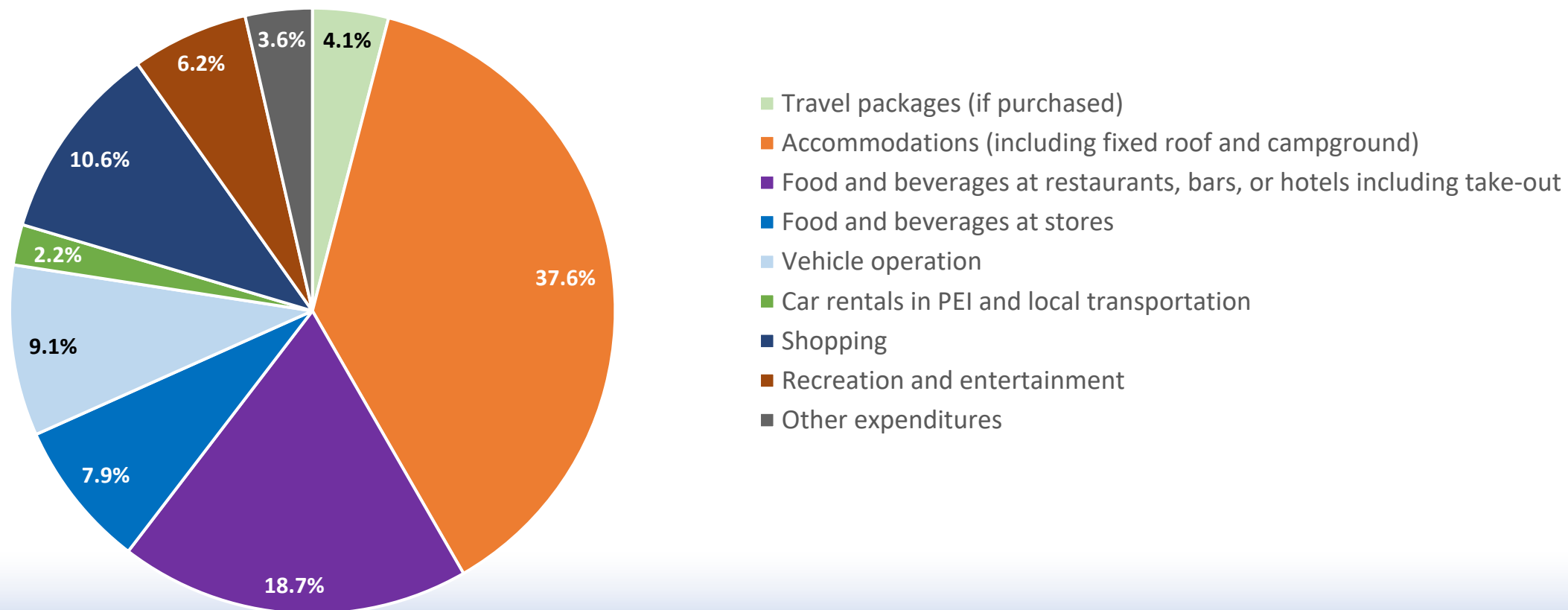
## 8-1. Activities Participated in While in PEI (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Participating in nature-based outdoor activities	<b>7.1%</b>	<b>9.3%</b>	<b>13.4%</b>	<b>12.3%</b>	<b>6.3%</b>	<b>11.0%</b>
Participating in water-based activities	<b>0.0%</b>	<b>5.1%</b>	<b>20.2%</b>	<b>7.2%</b>	<b>0.8%</b>	<b>10.8%</b>
Attending a live performance/entertainment	<b>4.1%</b>	<b>10.4%</b>	<b>13.4%</b>	<b>12.5%</b>	<b>4.7%</b>	<b>10.6%</b>
Visiting a theme, fun or amusement park	<b>2.1%</b>	<b>4.3%</b>	<b>19.0%</b>	<b>4.8%</b>	<b>3.8%</b>	<b>10.2%</b>
Experiencing night-life activities (bars, nightclubs, etc.)	<b>8.6%</b>	<b>7.3%</b>	<b>7.4%</b>	<b>8.0%</b>	<b>7.1%</b>	<b>7.6%</b>
Playing golf (not miniature)	<b>0.9%</b>	<b>11.1%</b>	<b>9.5%</b>	<b>8.7%</b>	<b>0.5%</b>	<b>7.5%</b>
Attending a sports event or tournament	<b>11.4%</b>	<b>2.1%</b>	<b>2.4%</b>	<b>3.0%</b>	<b>12.1%</b>	<b>4.6%</b>
Going to a casino/racino	<b>5.3%</b>	<b>2.9%</b>	<b>4.6%</b>	<b>4.2%</b>	<b>3.0%</b>	<b>4.2%</b>
Taking part in an authentic PEI experience/hands-on learning activity	<b>0.9%</b>	<b>3.8%</b>	<b>5.3%</b>	<b>2.9%</b>	<b>0.1%</b>	<b>3.5%</b>
Participating in recreational fishing or hunting	<b>0.8%</b>	<b>1.1%</b>	<b>4.9%</b>	<b>2.6%</b>	<b>0.2%</b>	<b>2.9%</b>
Health and wellness activities (yoga, spa, sauna, etc.)	<b>6.2%</b>	<b>1.4%</b>	<b>2.2%</b>	<b>3.0%</b>	<b>2.8%</b>	<b>2.8%</b>
Participating in recreational motorized activities	<b>0.1%</b>	<b>1.1%</b>	<b>1.7%</b>	<b>1.1%</b>	<b>1.1%</b>	<b>1.2%</b>
Participating in cold-weather activities	<b>5.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.4%</b>	<b>1.1%</b>
Playing disc golf	<b>0.0%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.4%</b>	<b>0.1%</b>	<b>0.5%</b>
Other	<b>12.0%</b>	<b>7.0%</b>	<b>5.2%</b>	<b>8.1%</b>	<b>4.8%</b>	<b>7.0%</b>

Note: Results were based on multiple responses; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 8-2. Estimated Total Direct Expenditures

Figure 17: Breakdown of Tourism Expenditures by Overnight Visitor Parties to PEI  
(Total Parties  $N = 411,488$  or Total Overnight Pleasure Travellers  $N = 1,168,657$ )



## 8-2. Estimated Total Direct Expenditures (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
<b>Estimated Total Direct Expenditures (\$)</b>	<b>\$57,733,735</b>	<b>\$118,099,447</b>	<b>\$432,140,677</b>	<b>\$128,957,987</b>	<b>\$36,814,282</b>	<b>\$773,746,127</b>
Travel packages (if purchased)	\$2,366,115	\$10,925,897	\$10,321,351	\$6,044,540	\$1,687,338	<b>\$31,345,241</b>
Accommodations	\$16,897,344	\$40,495,422	\$180,354,968	\$44,805,040	\$8,636,363	<b>\$291,189,138</b>
Food and beverages at restaurants, bars, or hotels	\$12,717,935	\$22,168,862	\$77,194,032	\$24,858,527	\$7,944,493	<b>\$144,883,850</b>
Food and beverages at stores	\$4,682,641	\$8,582,129	\$34,242,983	\$10,098,907	\$3,563,161	<b>\$61,169,819</b>
Vehicle operation	\$5,418,518	\$10,077,231	\$37,802,414	\$13,161,375	\$4,125,283	<b>\$70,584,820</b>
Car rentals in PEI and local transportation	\$922,690	\$2,755,723	\$9,463,771	\$3,325,110	\$269,893	<b>\$16,737,187</b>
Shopping	\$8,961,751	\$12,238,561	\$40,202,904	\$13,804,895	\$6,732,684	<b>\$81,940,795</b>
Recreation and entertainment	\$2,414,153	\$5,435,900	\$31,358,483	\$5,747,810	\$3,268,925	<b>\$48,225,272</b>
Other expenditures	\$3,352,588	\$5,419,721	\$11,199,771	\$7,111,784	\$586,142	<b>\$27,670,005</b>

Note: Total expenditures in each season were calculated as follows: Number of parties × average spending per party per visit *or* Number of overnight pleasure travellers × average length of stay × average spending per person per night.

## 8-2. Estimated Total Direct Expenditures (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
<b>Parties <i>N</i> (%)</b>	<b>59,703 (14.5%)</b>	<b>66,044 (16.1%)</b>	<b>174,754 (42.5%)</b>	<b>73,537 (17.9%)</b>	<b>37,450 (9.1%)</b>	<b>411,488 (100.0%)</b>
<b>% of Estimated Total Direct Expenditures</b>	<b>(7.5%)</b>	<b>(15.3%)</b>	<b>(55.9%)</b>	<b>(16.7%)</b>	<b>(4.8%)</b>	<b>(100.0%)</b>
Travel packages (if purchased)	4.1%	9.3%	2.4%	4.7%	4.6%	4.1%
Accommodations	29.3%	34.3%	41.7%	34.7%	23.5%	37.6%
Food and beverages at restaurants, bars, or hotels	22.0%	18.8%	17.9%	19.3%	21.6%	18.7%
Food and beverages at stores	8.1%	7.3%	7.9%	7.8%	9.7%	7.9%
Vehicle operation	9.4%	8.5%	8.7%	10.2%	11.2%	9.1%
Car rentals in PEI and local transportation	1.6%	2.3%	2.2%	2.6%	0.7%	2.2%
Shopping	15.5%	10.4%	9.3%	10.7%	18.3%	10.6%
Recreation and entertainment	4.2%	4.6%	7.3%	4.5%	8.9%	6.2%
Other expenditures	5.8%	4.6%	2.6%	5.5%	1.6%	3.6%

## 8-3. Average Spending per Party per Visit

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
<b>Average Spending per Party per Visit (\$)</b>	<b>\$967.02</b>	<b>\$1,788.19</b>	<b>\$2,472.85</b>	<b>\$1,753.64</b>	<b>\$983.03</b>	<b>\$1,880.36</b>
Travel packages (if purchased)	\$39.63	\$165.43	\$59.06	\$82.20	\$45.06	\$76.18
Accommodations	\$283.02	\$613.16	\$1,032.05	\$609.28	\$230.61	\$707.65
Food and beverages at restaurants, bars, or hotels	\$213.02	\$335.67	\$441.73	\$338.04	\$212.14	\$352.10
Food and beverages at stores	\$78.43	\$129.95	\$195.95	\$137.33	\$95.14	\$148.66
Vehicle operation	\$90.76	\$152.58	\$216.32	\$178.98	\$110.15	\$171.54
Car rentals in PEI and local transportation	\$15.45	\$41.73	\$54.15	\$45.22	\$7.21	\$40.67
Shopping	\$150.11	\$185.31	\$230.05	\$187.73	\$179.78	\$199.13
Recreation and entertainment	\$40.44	\$82.31	\$179.44	\$78.16	\$87.29	\$117.20
Other expenditures	\$56.15	\$82.06	\$64.09	\$96.71	\$15.65	\$67.24
<b>Average Length of Stay (nights)</b>	<b>3.57</b>	<b>4.40</b>	<b>5.20</b>	<b>4.77</b>	<b>3.67</b>	<b>4.62</b>
<b>Average Party Size (persons)</b>	<b>2.28</b>	<b>2.87</b>	<b>3.32</b>	<b>2.52</b>	<b>2.05</b>	<b>2.84</b>
<b>Estimated Number of Overnight Pleasure Travellers</b>	<b>136,420</b>	<b>189,327</b>	<b>580,747</b>	<b>185,288</b>	<b>76,875</b>	<b>1,168,657</b>



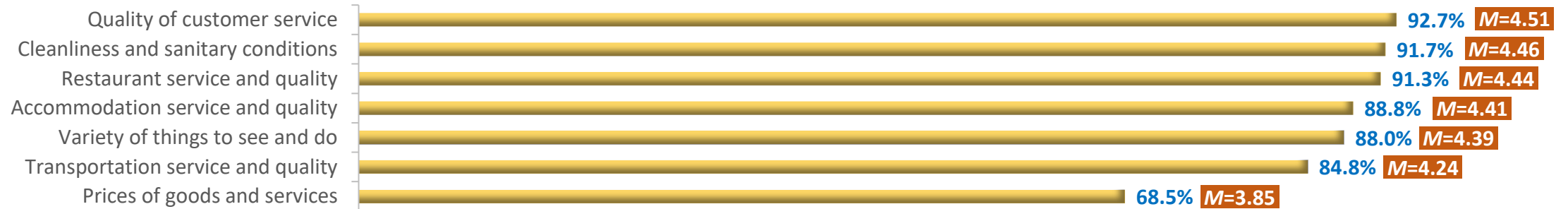
## 8-4. Average Spending per Person per Night

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
<b>Average Spending per Party per Visit (\$)</b>	<b>\$118.64</b>	<b>\$141.62</b>	<b>\$142.96</b>	<b>\$146.02</b>	<b>\$130.36</b>	<b>\$143.27</b>
Travel packages (if purchased)	\$4.86	\$13.10	\$3.41	\$6.84	\$5.97	\$5.80
Accommodations	\$34.72	\$48.56	\$59.67	\$50.73	\$30.58	\$53.92
Food and beverages at restaurants, bars, or hotels	\$26.14	\$26.58	\$25.54	\$28.15	\$28.13	\$26.83
Food and beverages at stores	\$9.62	\$10.29	\$11.33	\$11.44	\$12.62	\$11.33
Vehicle operation	\$11.13	\$12.08	\$12.51	\$14.90	\$14.61	\$13.07
Car rentals in PEI and local transportation	\$1.90	\$3.30	\$3.13	\$3.77	\$0.96	\$3.10
Shopping	\$18.42	\$14.68	\$13.30	\$15.63	\$23.84	\$15.17
Recreation and entertainment	\$4.96	\$6.52	\$10.37	\$6.51	\$11.57	\$8.93
Other expenditures	\$6.89	\$6.50	\$3.71	\$8.05	\$2.08	\$5.12
<b>Average Length of Stay (nights)</b>	<b>3.57</b>	<b>4.40</b>	<b>5.20</b>	<b>4.77</b>	<b>3.67</b>	<b>4.62</b>
<b>Average Party Size (persons)</b>	<b>2.28</b>	<b>2.87</b>	<b>3.32</b>	<b>2.52</b>	<b>2.05</b>	<b>2.84</b>
<b>Estimated Number of Overnight Pleasure Travellers</b>	<b>136,420</b>	<b>189,327</b>	<b>580,747</b>	<b>185,288</b>	<b>76,875</b>	<b>1,168,657</b>

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## 9-1. Rating of Travel Services

Figure 18: Rating of Travel Services by Overnight Pleasure Travel Parties  
(Total Parties N = 411,488)

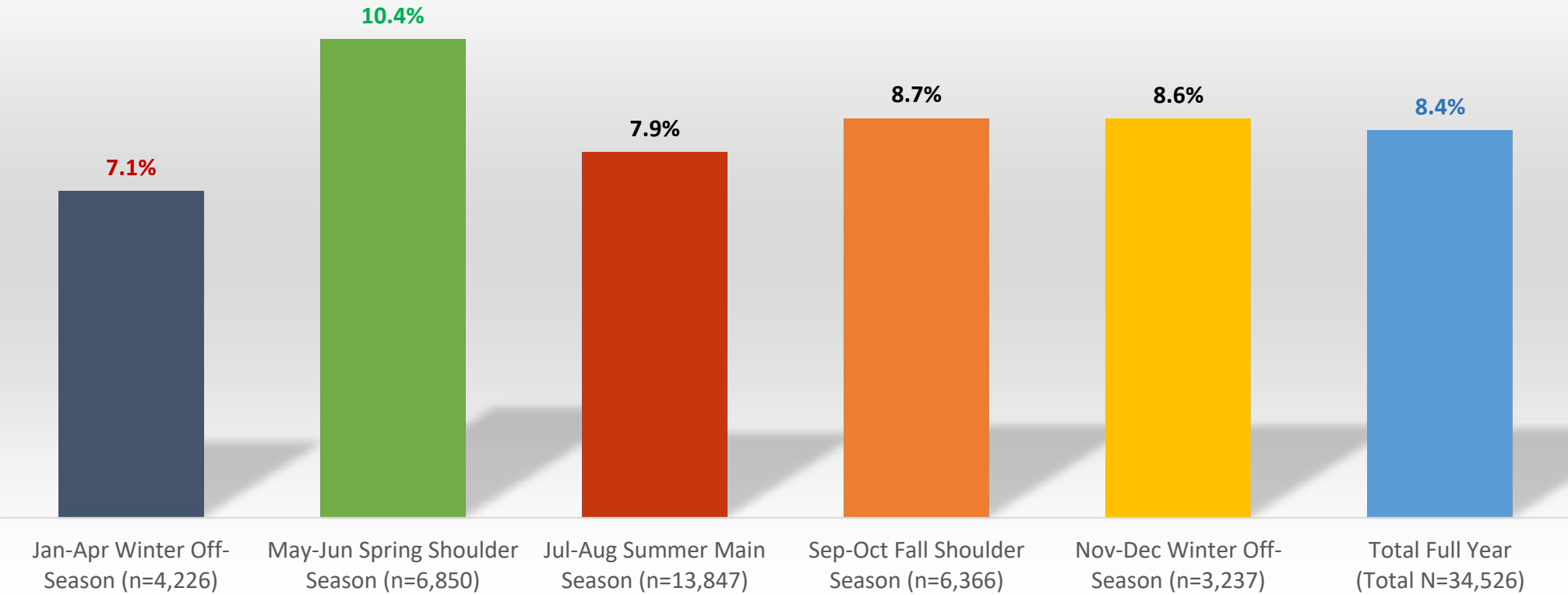


	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties N (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
Quality of customer service	91.9%	93.1%	92.6%	93.5%	92.1%	92.7%
Cleanliness and sanitary conditions	90.9%	92.5%	90.9%	92.6%	94.0%	91.7%
Restaurant service and quality	93.1%	92.0%	90.1%	90.6%	95.2%	91.3%
Accommodation service and quality	92.2%	89.2%	87.6%	88.3%	92.6%	88.8%
Variety of things to see and do	77.9%	89.3%	90.7%	88.6%	84.1%	88.0%
Transportation service and quality	86.5%	86.0%	83.3%	86.4%	85.0%	84.8%
Prices of goods and services	66.5%	72.3%	66.9%	69.0%	71.4%	68.5%

Note: Results were based on those who rated each of the items; while percent (%) indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale, *M* indicates mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

# 9-2. Instance of Complaints

Figure 19: Instance of Complaints by Season



Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 9-3. Travel Evaluation and Overall Satisfaction

Figure 20: Travel Evaluation and Overall Satisfaction by Overnight Pleasure Travel Parties  
(Total Parties N = 411,488)



	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties N (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
My trip to PEI was a good way to spend my time	94.8%	96.1%	96.5%	96.5%	96.5%	96.2%
PEI was a safe and hygienic destination	94.6%	95.7%	95.8%	96.0%	94.4%	95.5%
I was satisfied with my trip to PEI	95.7%	96.1%	95.0%	94.2%	96.6%	95.3%
My trip to PEI was good value for money spent	84.9%	89.7%	87.9%	91.2%	88.0%	88.4%

Note: Results were based on those who rated each of the items; while percent (%) indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale, *M* indicates mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

# 9-4. Future Behavioural Intentions

Figure 21: Likelihood of Recommending PEI as a Travel Destination to Others by Season

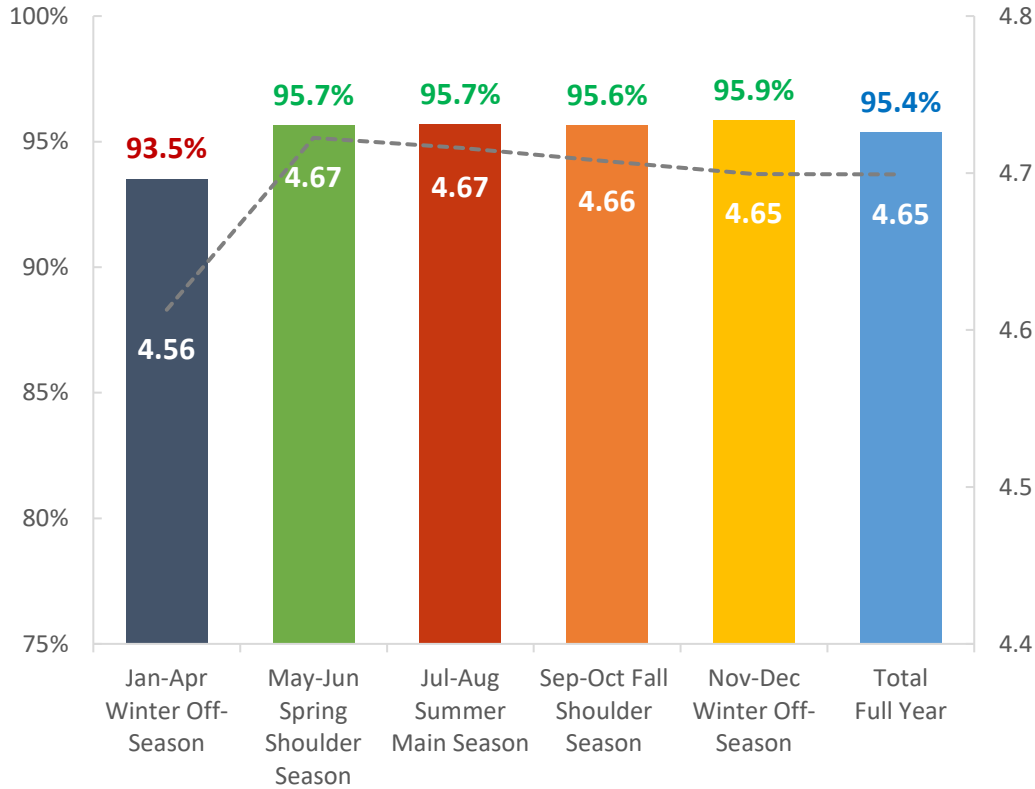
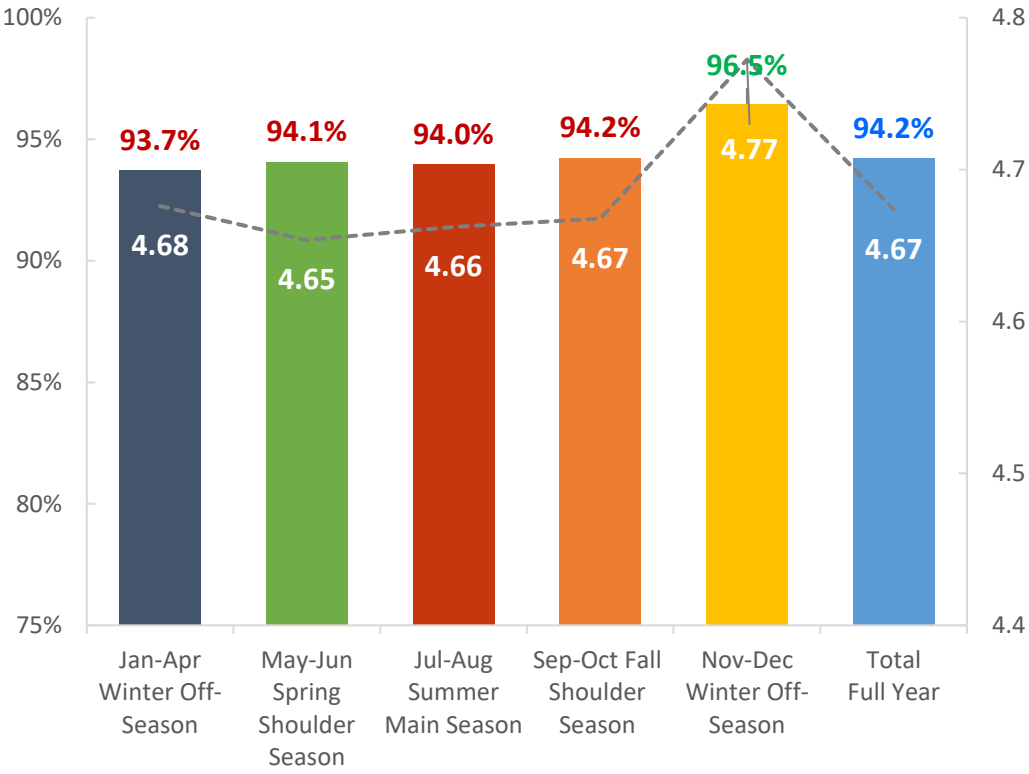


Figure 22: Likelihood of Visiting PEI Again by Season



Note: Results were based on those who rated each of the items; while percent (%) indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale, numbers inside of each column indicate mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

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## 10. Demographic Characteristics of Respondents

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
<b>Gender</b>						
Male	34.1%	37.0%	35.6%	39.2%	31.1%	35.9%
Female	65.8%	62.5%	64.0%	60.3%	68.9%	63.8%
Other	0.1%	0.5%	0.3%	0.5%	0.0%	0.3%
<b>Age</b>						
18 to 24	4.3%	2.1%	1.8%	1.1%	6.2%	2.5%
25 to 34	10.8%	10.1%	9.1%	5.8%	12.4%	9.2%
35 to 44	15.9%	10.2%	15.7%	7.9%	10.2%	13.0%
45 to 54	12.2%	9.1%	18.0%	14.0%	16.4%	14.9%
55 to 64	22.8%	25.8%	25.2%	30.4%	21.3%	25.5%
65 to 74	26.8%	35.0%	24.3%	31.2%	27.3%	27.9%
75 and over	7.2%	7.8%	5.9%	9.6%	6.1%	7.1%
<b>Mother Tongue</b>						
English	75.2%	82.0%	78.7%	83.8%	84.8%	80.2%
French	18.2%	14.2%	18.0%	12.6%	10.1%	15.7%
Other	6.7%	3.8%	3.3%	3.5%	5.0%	4.1%

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



## 10. Demographic Characteristics of Respondents (cont'd)

		Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)		59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
Marital Status							
Single		19.5%	16.6%	14.5%	19.3%	24.1%	17.3%
Married/living common law		72.1%	76.6%	81.7%	75.5%	70.4%	77.4%
Other		8.4%	6.8%	3.7%	5.1%	5.4%	5.3%
Average Number of Children Living in the Household *							
Children 17 years and younger	Valid N	14,284	11,046	44,771	6,483	6,782	83,365
	(Valid %)	(23.9%)	(16.7%)	(25.6%)	(8.8%)	(18.1%)	(20.3%)
	Avg. #	1.68	1.67	1.76	1.77	1.61	1.72
Children 18 years and older	Valid N	8,299	8,065	28,135	10,105	6,122	60,725
	(Valid %)	(13.9%)	(12.2%)	(16.1%)	(13.7%)	(16.3%)	(14.8%)
	Avg. #	1.73	1.58	1.55	1.62	1.49	1.59

Note: \* Results were based on respondents who reported the number of children and had at least one child living in the household. The average number of children living in the household was based on the valid number of respondents, excluding '0'.

## 10. Demographic Characteristics of Respondents (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)
<b>Education</b>						
Some school	1.4%	0.9%	1.0%	1.1%	0.5%	1.0%
High school diploma	11.7%	11.2%	9.7%	8.8%	9.2%	10.0%
Some post-secondary	9.4%	8.3%	10.3%	9.0%	10.3%	9.6%
Graduated community/technical college	31.2%	24.9%	25.2%	28.3%	26.0%	26.7%
Graduated university (undergraduate)	28.1%	26.4%	26.1%	27.2%	26.3%	26.7%
Post graduate degree/Professional designation	18.2%	28.3%	27.7%	25.5%	27.8%	26.0%
<b>Employment Status</b>						
Working full time	42.6%	33.3%	50.3%	34.1%	47.8%	43.3%
Working part time or seasonally	8.7%	5.9%	7.1%	7.3%	7.7%	7.2%
Unemployed	1.5%	0.9%	1.0%	1.4%	0.3%	1.1%
Retraining or upgrading	0.5%	0.0%	0.1%	0.0%	0.0%	0.1%
Retired	40.4%	57.1%	35.5%	55.1%	39.5%	43.6%
Homemaker	1.1%	1.0%	1.5%	0.6%	1.2%	1.2%
Student	3.5%	0.7%	2.1%	0.4%	3.0%	1.9%
Other	1.7%	1.0%	2.3%	1.2%	0.5%	1.6%

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

## 10. Demographic Characteristics of Respondents (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
<b>Parties N (%)</b>	<b>59,703 (14.5%)</b>	<b>66,044 (16.1%)</b>	<b>174,754 (42.5%)</b>	<b>73,537 (17.9%)</b>	<b>37,450 (9.1%)</b>	<b>411,488 (100.0%)</b>
<b>Annual Household Income</b>						
Under \$40,000	11.7%	8.7%	7.2%	7.2%	8.8%	<b>8.3%</b>
\$40,000 to \$59,999	13.2%	12.7%	10.9%	13.8%	10.6%	<b>12.0%</b>
\$60,000 to \$79,999	14.7%	12.2%	13.3%	13.6%	14.4%	<b>13.5%</b>
\$80,000 to \$99,999	15.4%	14.6%	13.2%	13.7%	15.1%	<b>14.0%</b>
\$100,000 to \$124,999	11.6%	15.7%	12.9%	14.6%	12.2%	<b>13.4%</b>
\$125,000 to \$149,999	8.8%	7.6%	9.4%	9.8%	10.5%	<b>9.2%</b>
\$150,000 to \$174,999	5.8%	7.0%	7.7%	5.9%	6.9%	<b>6.9%</b>
\$175,000 to \$199,999	4.2%	2.6%	5.0%	3.1%	6.8%	<b>4.3%</b>
\$200,000 or more	5.3%	8.1%	10.7%	8.5%	6.4%	<b>8.7%</b>
Not Stated	9.2%	10.7%	9.8%	9.8%	8.3%	<b>9.7%</b>