GREATER CHARLOTTETOWN AREA (GCA) OVERNIGHT PLEASURE VISITOR PROFILE: RESULTS FROM THE 2023 EXIT SURVEY

Prepared by:

Research and Engagement Division of Tourism PEI

Department of Fisheries, Tourism, Sport and Culture

November 12, 2024

Prince Edward Island

CANADA

OFFICIAL TRAVEL DESTINATION OF THE NHL®

TABLE OF CONTENTS

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

TABLE OF CONTENTS (cont'd)

Prince Edward Island | CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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 1st to December 31st, 2023, from only overnight pleasure visitors to PEI who visited the Greater Charlottetown Area Region.

- 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 **_the Greater Charlottetown Area (GCA)_** in 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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

EXECUTIVE SUMMARY (cont'd)

Samples Used and Margin of Error

- In total, 4,256 surveys were used in the study (overnight pleasure travellers to the GCA; 41.2% of total samples used).

- In terms of statistical accuracy, a sample of this size has a sampling error of ±1.48 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

- In total, over 1.61 million people visited PEI during the study period. This includes 119,500 cruise ship passengers (7.4% of total visitors) and 9,700 motor coach tourists (0.6% of total visitors). Of these, 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 in PEI (overnight visitor parties), while the remaining 114,000 parties (20%) visited PEI for a day trip (same-day visitor parties).

- Of these overnight visitor parties, while 91 percent (451,400 parties) primarily visited PEI for pleasure purposes including other purposes, 9 percent (39,891 parties) visited PEI for business purposes.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

EXECUTIVE SUMMARY (cont'd)

PEI Regions Visited

- The region of PEI that was visited by the greatest percentage of *all visitor parties* was the Greater Charlottetown Area (70% of visitor parties). This was followed by the Green Gables Shore region (48%), the Summerside area (35%), the Red Sands Shore region (29%), the Points East Coastal Drive region (28%), and the North Cape Coastal Drive region (20%).

- Looking at PEI regions visited by *overnight pleasure visitor parties*, the Greater Charlottetown Area (71%) was the most popular region for overnight pleasure travel parties, followed by the Green Gables Shore region (56%), the Summerside area (38%), the Points East Coastal Drive region (34%), the Red Sands Shore region (30%) and the North Cape Coastal Drive region (23%). Note that a "visit" was defined as dining, visiting an attraction, or participating in an activity in the region, and not travelling through the region only.

Overnight Stays in the GCA

- The most popular tourism region in PEI for overnight stays by *all types of overnight visitor parties* was the Greater Charlottetown Area. Approximately 47 percent of all overnight visitor parties stayed at least one night in the Greater Charlottetown Area and 34 percent of total accumulated nights in PEI (2,011,550 nights) was spent in the GCA.

- Approximately 44 percent of *overnight pleasure travel parties* stayed at least one night in the GCA and 32 percent of total accumulated nights in PEI (1,901,043 nights) were spent in the GCA.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

EXECUTIVE SUMMARY (cont'd)

Trend in Number of Visitors to the GCA

- According to the PEI Tourism Volume Model estimation, approximately 1.62 million individual travellers visited PEI, an increase of 15 percent from the 1.40 million in 2022 and a decrease of 1 percent from the 1.63 million recorded in 2019.

- Estimated total number of visitors to the GCA in 2019 was approximately 1.19 million. Compared to this year, visitation to the GCA has been steadily recovered at 83 percent in 2022 and 98 percent in 2023.

- Total number of visitors to the GCA, including cruise travellers (1.16 million) in 2023 increased significantly over 2022 (993,000).

- Excluding cruise travellers, it was estimated that a total of 1.05 million people visited the GCA through the three exit and entry points in 2023, an increase of 12 percent from the 931,000 in 2022

- Meanwhile, the number of cruise travellers at the Port Charlottetown in 2023 was 119,500 travellers, an increase of 90 percent from the 63,000 in 2022.

- Of 451,400 overnight pleasure travel parties, 178,827 parties (40%) counted as having stayed at least one night in the GCA. These pleasure parties or individual travellers are the focus of this report.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

EXECUTIVE SUMMARY (cont'd)

Who Visits the GCA

- Of all GCA overnight pleasure travel parties, approximately 89 percent of parties were from Canada, 8 percent were from the United States, and 3 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 GCA overnight pleasure parties were New Brunswick (30%), Nova Scotia (25%), Ontario (18%), Quebec (10%), and Alberta and British Columbia (5%).

- In terms of travel party characteristics, 47 percent of GCA overnight pleasure travel parties travelled to PEI with their spouse/partner (two people), were single travellers (15%), 19 percent travelled with their immediate families (including children under 18 and/or over 18), and 8 percent travelled with their friends.

- Looking at party composition, the vast majority of GCA overnight pleasure travel parties were comprised of only adults (86%) while 15 percent considered families which are adult(s) with child(ren).

- Regarding age composition, over half of GCA overnight pleasure travel parties were senior travellers (55 and over), 10 percent were middle aged travellers (35 to 54), and 7 percent young adult travellers (18 to 34).

- 15 percent of GCA overnight pleasure travel parties were comprised of travellers of varying age generation and 15 percent were families (adults with children

Who Visits the GCA (cont'd)

- The average party size for GCA overnight pleasure travel parties was 2.48 people. While the average party size was highest during the July-August summer main season at 2.82 people, the average party size was lowest during the November-December winter off-season at 1.96 people.

- Looking at individual overnight pleasure travellers to the GCA, they were comprised of more females than males (55% versus 45%).

- Approximately 25 percent were aged between 65 and 74, 24 percent were aged between 55 and 64, and 12 percent were aged between 45 and 54.

- Overall, approximately 70 percent of GCA overnight pleasure travel parties had previously visited PEI. The majority of these parties had last visited PEI recently: 40 percent had last visited earlier in the same year of the trip in which they were surveyed, and 27 percent had last visited one year ago.

- On average, repeat GCA overnight pleasure travellers had visited PEI approximately 5.4 times in the past five years.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

EXECUTIVE SUMMARY (cont'd)

Why Visitors Come

- Approximately 38 percent of GCA overnight pleasure travel parties indicated that they visited PEI for holiday or vacation, 25 percent travelled to PEI for visiting relatives and/or friends, and 16 percent travelled for short getaway.

- Approximately 22 percent of GCA overnight pleasure travel parties indicated they were primarily attracted to PEI by "natural beauty and pastoral settings" and 21 percent were attracted by "other" features. The majority of items specified in this category were family or friends related issues.

- Beaches and coastline (16%), restful and relaxing place (13%), festivals, events, or concerts (8%), culinary/food-related experiences (6%), and world of Anne of Green Gables and L.M. Montgomery (5%) attracted other GCA overnight pleasure travel parties to PEI.

EXECUTIVE SUMMARY (cont'd)

How Visitors Come

- Approximately 71 percent of GCA overnight pleasure travel parties entered and exited PEI via the Confederation Bridge, 13 percent used a combination of bridge and ferry, 10 percent flew in and out of PEI, and three percent used the ferry service between PEI and Nova Scotia to enter and exit the province, and two percent used a combination of air and bridge or ferry.

- Approximately 15 percent of GCA overnight pleasure travel parties used a rental car while travelling to PEI. Approximately 41 percent picked up the vehicle in Nova Scotia and 9 percent picked it up in New Brunswick while 35 percent of those who used a rental car picked up the vehicle on PEI.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

EXECUTIVE SUMMARY (cont'd)

Where Visitors Stay

- The vast majority of GCA overnight pleasure travel parties (83%) indicated that PEI was the primary destination of their pleasure trip.

- Overall, GCA overnight pleasure travel parties to PEI stayed on average 4.12 nights (2.77 nights in paid accommodations in PEI and 1.20 nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, etc.).

- GCA overnight pleasure travel parties also spent overnight in other PEI regions. Approximately nine percent of GCA overnight pleasure travel parties stayed in the Green Gables Shore region, eight percent of parties stayed in the Points East Coastal Drive region, and eight percent in the Summerside area, with the average length of stays of 0.27, 0.21, and 0.14 nights, respectively.

- Although GCA overnight pleasure travel parties stayed in a variety of accommodation types while on PEI, the most popular type of accommodation was hotel, motel or resort (47% of parties stayed at least one night in this accommodation type), with the average length of stays of 1.40 nights.

- Excluding the Greater Charlottetown Area, the Green Gables Shore region was the most popular region for visitation among GCA overnight pleasure travel parties (47% of GCA overnight pleasure travel parties visited the region), followed by the Red Sands Shore region (31%), the Points East Coastal Drive region (30%), Summerside (29%), and the North Cape Coastal Drive region (19%).

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

EXECUTIVE SUMMARY (cont'd)

What Visitors Do

- GCA overnight pleasure travel parties participated in a variety of activities while travelling in PEI. Going to a full-service restaurant was the most popular activity (61%).

- Over the full-year, other popular activities took part in by GCA overnight pleasure travel parties included driving tour for scenic drives/views (56%), shopping for local products (48%), sightseeing, appreciating pastoral or rural settings (44%), going to a beach (42%), visiting friends and/or relatives (40%), sampling local culinary products (39%), shopping for general merchandise (39%), visiting a national or provincial park (37%), seeing natural wonders (32%), visiting historic/heritage sites or cultural attractions (27%), visiting Anne of Green Gables and related attractions (22%), attending a festival, event, or concert (15%), going to a museum or art gallery (15%), using the Confederation Trail or other trails (14%), experiencing night-life activities (13%), and attending a live performance/entertainment (12%).

EXECUTIVE SUMMARY (cont'd)

What Visitors Spend

- Total direct expenditures by GCA overnight pleasure travel parties were estimated at more than **$296 million** based on 178,827 travel parties or 444,277 individual travellers.

- The items that accounted for the greatest proportion of total expenditures were accommodations (35%), food and beverage at restaurants, bars, etc. (22%), shopping (11%), vehicle operation (9%), food and beverage at stores (6%), recreation and entertainment (6%), travel package (4%), other (4%), and car rental and local transportation (3%).

- GCA overnight pleasure travel parties spent an average of $1,655.74 **per party per night** on PEI. This average spending was highest among those who visited during the July-August summer main season ($2,255.18) and lowest by those who visited during the November-December winter off-season ($911.38).

- GCA overnight pleasure travel parties spent an average of $161.83 **per person per night** on PEI. This average spending was highest among those who visited during the July-August summer main season ($172.92) and the September-October fall shoulder season ($170.03) and lowest by those who visited during and November-December winter off-season ($126.84).

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

How PEI Rates

- Visitors were asked to rank various PEI travel services. GCA overnight pleasure travel parties were pleased with aspects of their trip to PEI including the quality of customer service (92%), restaurant (92%), cleanliness and sanitary conditions (91%), accommodation (88%), variety of things to see and do (86%), transportation (84%), 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), excluding "prices of goods and services." "Quality of customer service" received an overall average rating of 4.51 on the same scale while "prices of goods and services" received a lower rating but still favourable at 3.86.

- Approximately nine percent of GCA overnight pleasure travel parties indicated they experienced a problem or had a complaint about their trip to PEI.

- Despite the complaints regarding prices and taxes, etc., 87 percent of GCA overnight pleasure travel parties agreed that their trip to PEI was good value for money spent. Over 95 percent of GCA overnight pleasure travel parties indicated the trip to PEI was a good way to spend their time, PEI was a safe and hygienic destination, and they were satisfied with their trip to PEI.

- Overall, 95 percent of GCA overnight pleasure travel parties agreed they would recommend PEI as a travel destination to others and 93 percent indicated they would visit PEI again.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

CONTENTS	PAGE
1. INTRODUCTION	**13**
1-1. Background of the Study	14
1-2. The Study Purpose	15

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 who stayed at least one night in the Greater Charlottetown Area (GCA)* during the study period to profile their travel related behaviours in the GCA or 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 who stayed at least one night in the GCA during the study period (January 1st to December 31st, 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.

- The survey pursued seven broad objectives:
  - To update existing historical information on GCA overnight pleasure travellers to PEI,
  - To collect critical data to measure the overall importance of tourism in PEI,
  - To gather information regarding GCA overnight pleasure travellers' behaviours,
  - To identify key market segments of GCA overnight pleasure travellers to PEI, and
  - To enhance our knowledge and understanding of tourism (in general, and for PEI).

- *Note that this report includes results for those who stayed at least one night in the Greater Charlottetown Area (GCA) including Stratford, Winsloe, and Cornwall during the study period. Since visitors may have stayed in multiple PEI 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 the GCA for the day only and not spent the night, those visitors' activities, spending, etc., are not included in this report.*

- This report includes GCA overnight pleasure traveller profiles by tourism season.

CONTENTS	PAGE
2. METHODOLOGY OVERVIEW	**16**

2-1. Sampling Procedure

Target Population

- Mail-back questionnaires were distributed to non-resident visitors on PEI during the study period (January 1st to December 31st, 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 respondents, those 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 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, 4,256 samples (41.2%) were GCA overnight pleasure travel parties and used for this report.

	Surveys Collected		Surveys Used		Use Rate
	N	*%*	*N*	*%*	*%*
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%
Total	**14,055**	**100.0%**	**10,340**	**100.0%**	**73.6%**

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 pleasure travellers to the GCA has a sampling error of ±1.48 percent at a 95 percent confidence level. The margins of error for the five sub-groups are higher. Please note this is a guideline only. Caution should be applied when interpreting significance testing throughout this report.

	Overnight Pleasure		
	Sample Size	**% of Sample Size**	**Margin of Error [a]**
2023 Jan-Apr Winter Off-Season	446	10.5%	±4.61
2023 May-Jun Spring Shoulder Season	774	18.2%	±3.47
2023 Jul-Aug Summer Main Season	1,664	39.1%	±2.37
2023 Sep-Oct Fall Shoulder Season	1,062	25.0%	±2.95
2023 Nov-Dec Winter Off-Season	310	7.3%	±5.53
Full-Year (12 months)	**4,256**	**100.0%**	**±1.48**

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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.

CONTENTS	PAGE
3. TRAVEL MARKET OVERVIEW IN 2023	**23**

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

3-1. Overview of Total Visitation in PEI

Figure 1: Total Visitation in 2023

Motor Coach, 0.6%
Cruise Ship, 7.4%
Three Exit Points, 92.0%
Bridge, 78.8%
Ferry, 6.7%
Air, 6.6%
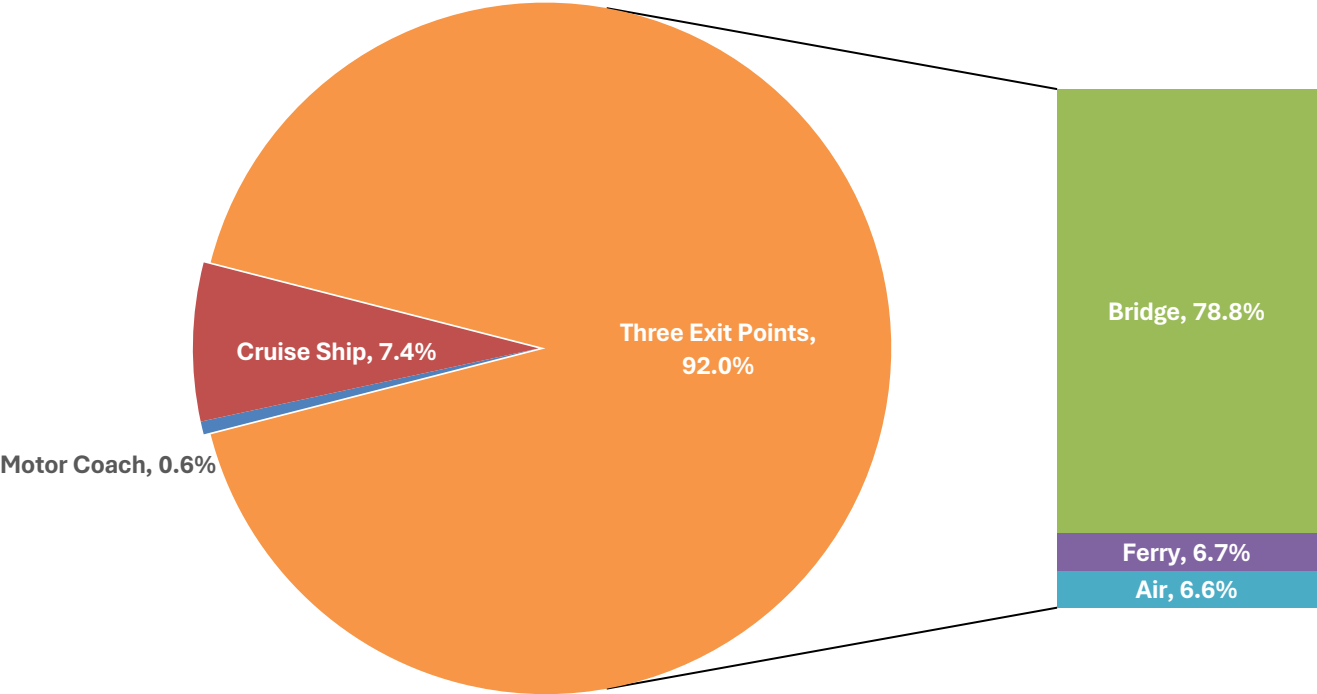
Source: 2023 PEI Tourism Volume Model

Table 1: Estimated Number of Visitors to PEI in 2023

	Number of Visitors	Percent of Visitors
Visitors by Exit Point	**1,486,251**	**92.0%**
Bridge	1,272,476	78.8%
Ferry	107,950	6.7%
Air	105,825	6.6%
Motor Coach Tourists	9,742	0.6%
Cruise Travellers	119,488	7.4%
Total	**1,615,481**	**100.0%**

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

3-2. Overall Market Situation in PEI

Figure 2: Total Travel Market in PEI (2023)
(Total Visitor Parties *N* = 565,428)

- Same-Day Visitor Parties (n=114,049)
- Overnight Visitor Parties (n=451,379)

20.2%

79.8%
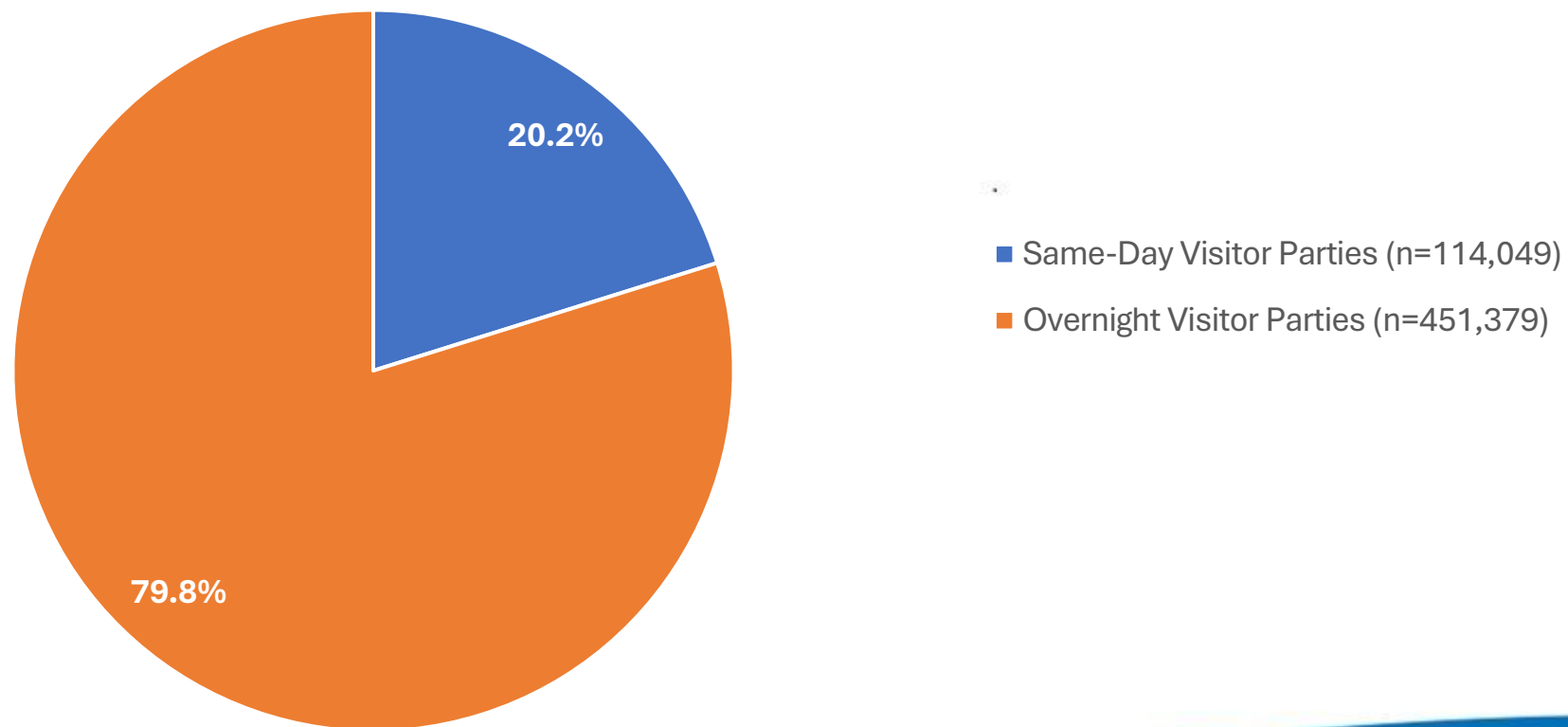
3-3. Overnight Travel Market in PEI

Figure 3: Overnight Travel Market in PEI (2023)
(Total Overnight Parties N = 451,379)

- Pleasure (n=390,272)
- Business (n=39,891)
- Other (n=21,217)
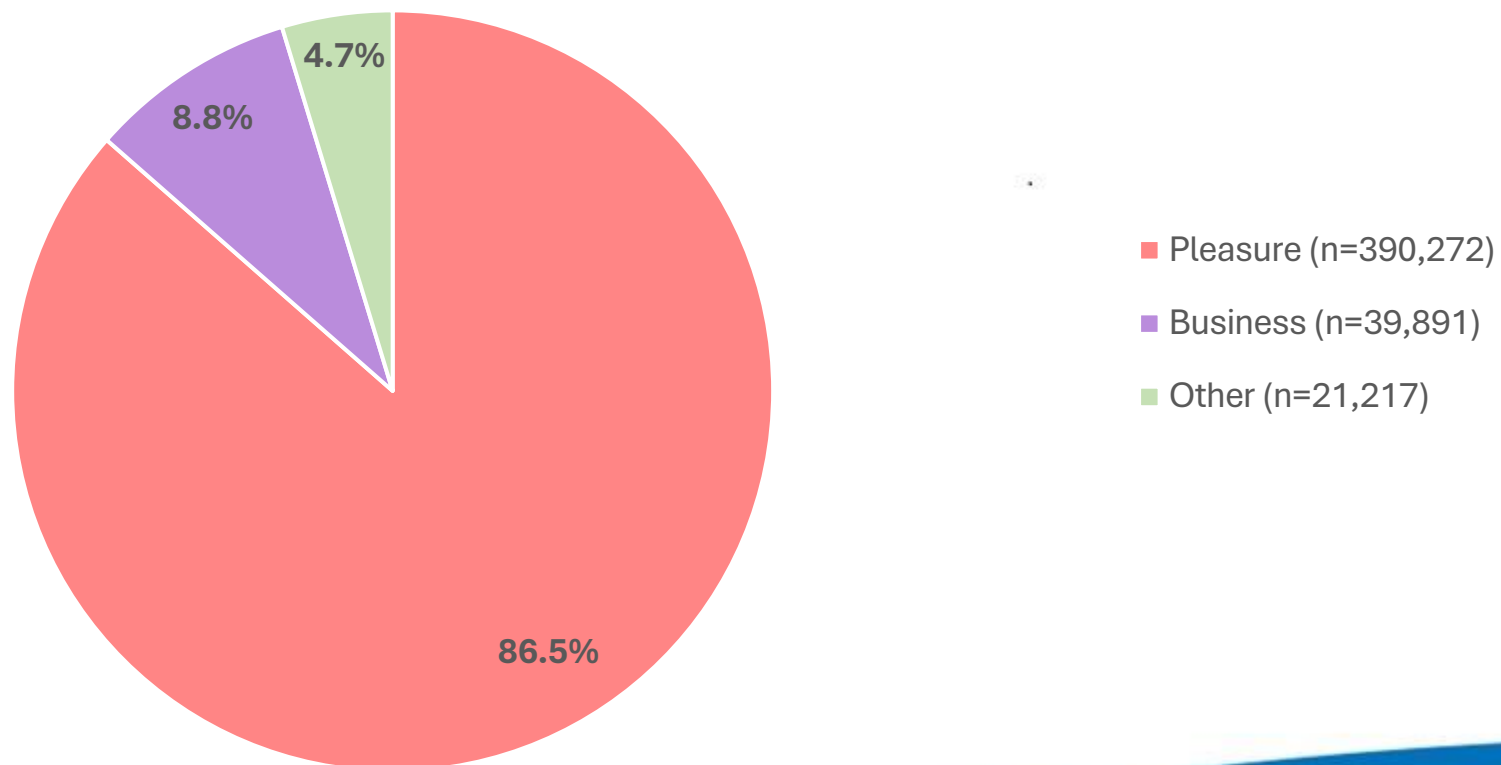
3-4. PEI Regions Visited by All Visitor Parties

	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	Total Visits
Total Parties *N* (%)	97,992 (17.3%)	96,200 (17.0%)	214,137 (37.9%)	102,421 (18.1%)	54,678 (9.7%)	565,428 (100.0%)	(%)*
Greater Charlottetown Area	72.8%	70.8%	69.0%	69.3%	66.1%	69.7%	(30.4%)
Summerside Area	31.1%	37.7%	36.8%	34.2%	29.0%	34.7%	(15.1%)
North Cape Coastal Drive	9.7%	22.1%	23.8%	24.5%	12.0%	20.0%	(8.7%)
Green Gables Shore	17.2%	49.9%	65.2%	54.2%	20.8%	48.0%	(20.9%)
Red Sands Shore	16.9%	29.8%	35.0%	31.3%	22.3%	29.1%	(12.7%)
Points East Coastal Drive	17.5%	32.5%	33.3%	28.5%	18.0%	28.1%	(12.2%)
Total Visits (Parties)	161,907	233,588	563,100	247,965	91,947	1,298,507	(100.0%)
Total Visits (%)	(12.5%)	(18.0%)	(43.4%)	(19.1%)	(7.1%)	(100.0%)	

Note: Results were based on multiple responses; Percent in each of the regions and seasons was based on total visitor parties regardless of type of visitation (same-day and overnight) and trip purpose (total all visitor parties *n* = 565,428); * (%) was based on total visits (total parties *n* = 1,298,507); **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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

3-4. PEI Regions Visited by All Visitor Parties (cont'd)

Figure 4: Breakdown of Total Visits by All Visitor Parties to PEI Regions
(Total Parties N = 1,298,507)

- **Greater Charlottetown Area**
- Summerside Area
- North Cape Coastal Drive
- Green Gables Shore
- Red Sands Shore
- Points East Coastal Drive
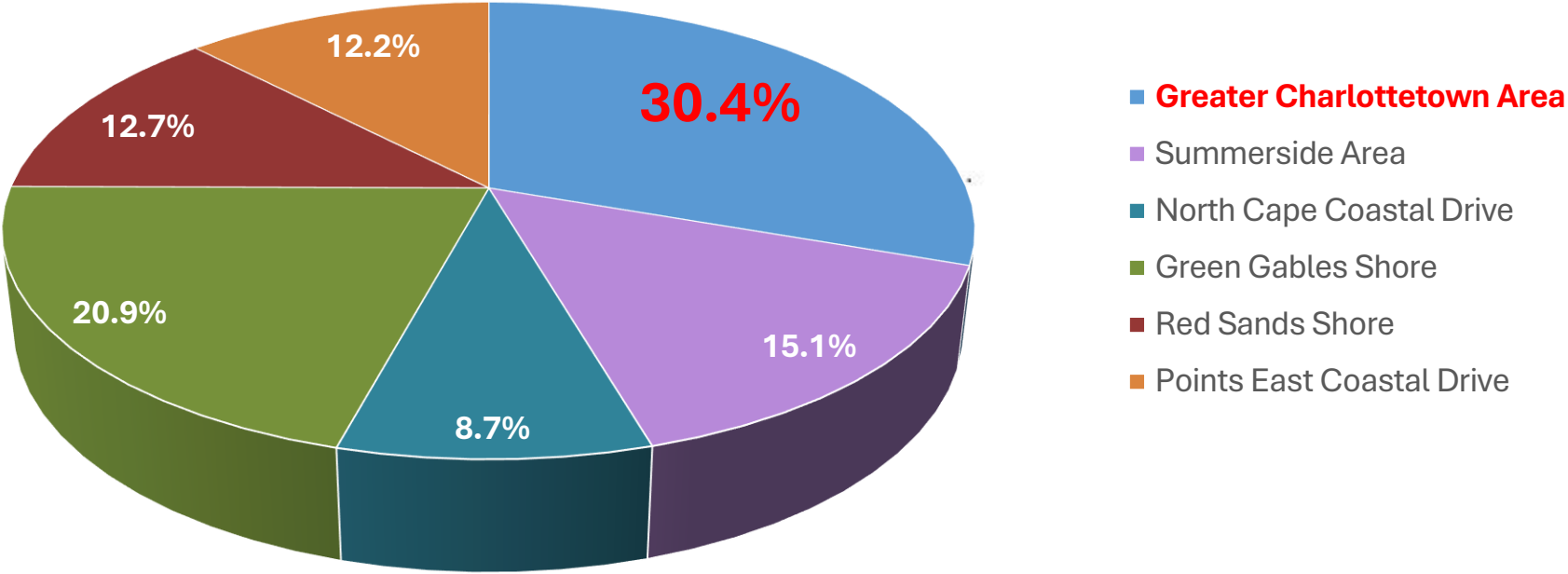
Note: Result was based on total visits by all visitor parties (same-day and overnight) to PEI regions (total parties n = 1,298,507).

3-5. PEI Regions Visited by Overnight Pleasure Travel Parties

	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	Total Visits
Overnight Pleasure 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%)	(%)*
Greater Charlottetown Area	75.3%	73.1%	69.3%	69.3%	72.6%	71.1%	(28.3%)
Summerside Area	29.3%	41.2%	40.6%	38.3%	28.3%	37.5%	(14.9%)
North Cape Coastal Drive	11.5%	23.4%	27.1%	30.0%	9.8%	23.2%	(9.2%)
Green Gables Shore	20.5%	60.7%	70.3%	64.3%	26.2%	56.4%	(22.4%)
Red Sands Shore	15.3%	32.7%	34.4%	32.5%	21.9%	29.9%	(11.9%)
Points East Coastal Drive	20.9%	39.9%	37.6%	35.4%	19.3%	33.5%	(13.3%)
Total Visits (Parties)	103,082	178,933	487,977	198,350	66,692	1,035,034	(100.0%)
Total Visits (%)	(10.0%)	(17.3%)	(47.1%)	(19.2%)	(6.4%)	(100.0%)	

Note: Results were based on multiple responses; Percent in each of the regions and seasons was based on total overnight pleasure travel parties (total pleasure travel parties *n* = 411,489); * (%) was based on total visits (total parties *n* = 1,298,507); **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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

Figure 5: Breakdown of Total Visits by Overnight Pleasure Travel Parties to PEI Regions
(Total Overnight Pleasure Parties N = 1,035,034)

Note: Result was based on total visits by overnight pleasure travel parties to PEI regions (total parties n = 1,035,034).

Pie chart values:
- Greater Charlottetown Area: 28.3%
- Summerside Area: 14.9%
- North Cape Coastal Drive: 9.2%
- Green Gables Shore: 22.4%
- Red Sands Shore: 11.9%
- Points East Coastal Drive: 13.3%

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

3-6. Overnight Stays (Parties) in PEI Regions by All Overnight Visitor Parties
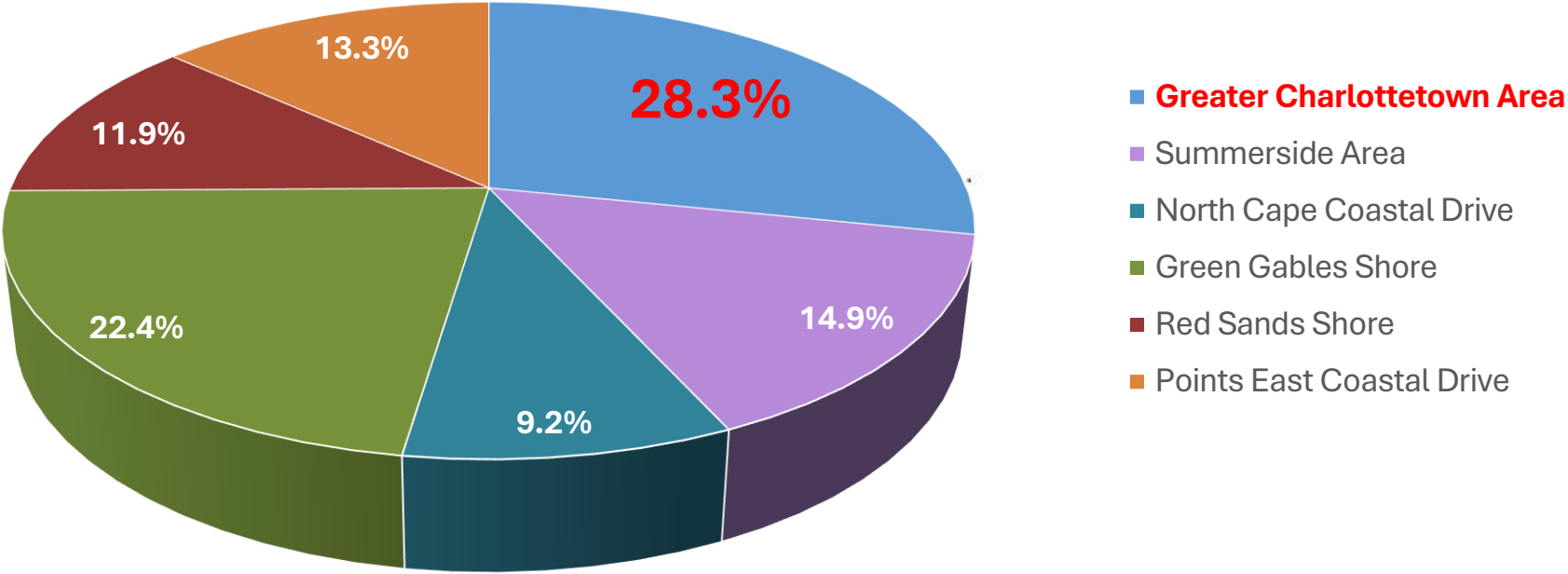### - Total Accumulated Parties Staying at Least One Night in the Specific Region

	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	Total Overnight Stays
Total Overnight Parties *N* (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)	(%)*
Greater Charlottetown Area	66.6%	46.3%	36.7%	42.7%	61.3%	46.6%	(40.0%)
Summerside Area	16.1%	15.8%	11.7%	13.7%	20.4%	14.3%	(12.3%)
North Cape Coastal Drive	5.2%	5.3%	9.0%	8.0%	5.9%	7.3%	(6.2%)
Green Gables Shore	4.0%	29.5%	42.2%	31.5%	9.6%	28.8%	(24.7%)
Red Sands Shore	4.1%	3.2%	6.4%	5.0%	7.0%	5.3%	(4.6%)
Points East Coastal Drive	7.6%	17.5%	15.8%	16.2%	10.5%	14.3%	(12.3%)
Total Overnight Stays (Parties)	77,366	87,794	217,547	94,167	49,333	526,207	(100.0%)
Total Overnight Stays (%)	(14.7%)	(16.7%)	(41.3%)	(17.9%)	(9.4%)	(100.0%)	

Note: Results were based on multiple responses; Percent in each of the regions and seasons was based on total visitor parties regardless of their trip purpose (total all overnight visitor parties *n* = 451,379); * (%) was based on total overnight stays by parties (total parties *n* = 526,207); **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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

3-6. Overnight Stays (Parties) in PEI Regions by All Overnight Visitor Parties
- Total Accumulated Parties Staying at Least One Night in the Specific Region (cont'd)

Figure 6: Breakdown of Total Overnight Stays (Parties) by All Overnight Visitor Parties in PEI Regions
(Total Overnight Parties *N* = 526,207)

- **Greater Charlottetown Area**
- Summerside Area
- North Cape Coastal Drive
- Green Gables Shore
- Red Sands Shore
- Points East Coastal Drive

40.0%
12.3%
24.7%
6.2%
12.3%
12.3%

Note: Result was based on total overnight stays (parties) by all overnight visitor parties in PEI regions (total parties *n* = 526,207).

3-7. Overnight Stays (Parties) in PEI Regions by Overnight Pleasure Travel Parties - Total Accumulated Parties Staying at Least One Night in the Specific Region
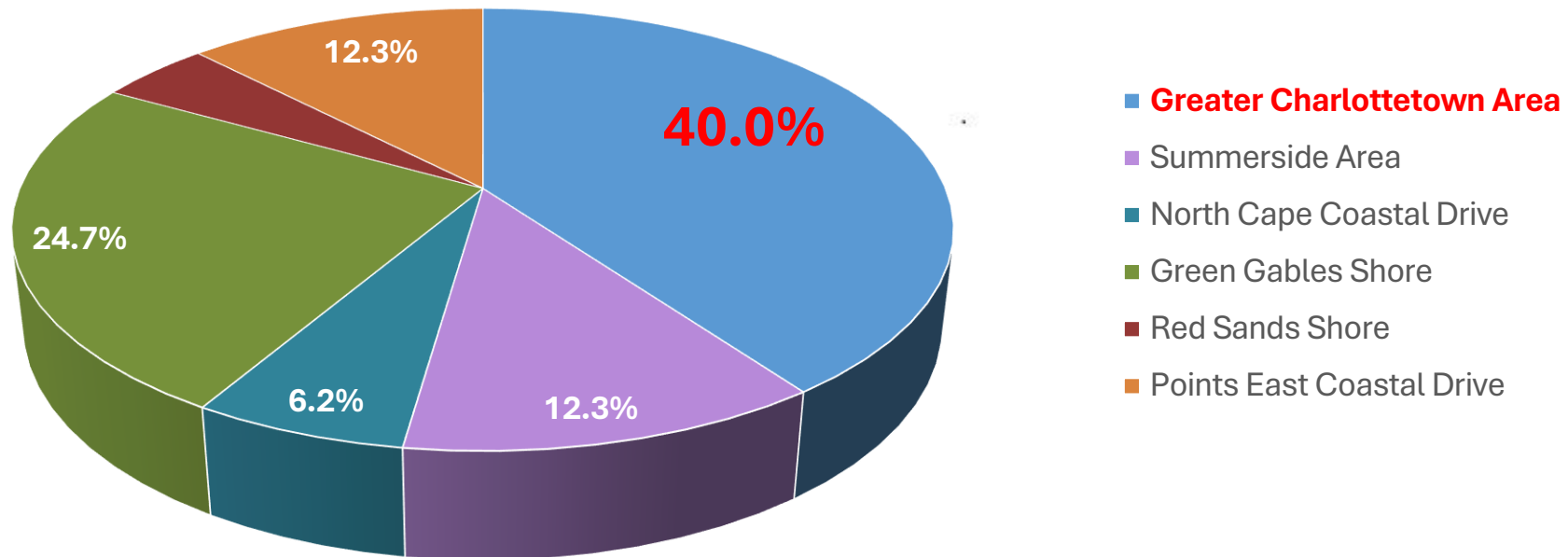
	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year	Total Overnight Stays
Overnight Pleasure Parties *N* (%)	59,703 (14.5%)	66,044 (16.1%)	174,754 (42.5%)	73,537 (17.9%)	37,450 (9.1%)	411,488 (100.0%)	(%)*
Greater Charlottetown Area	**62.5%**	41.8%	**35.7%**	40.3%	**58.5%**	**43.5%**	**(36.9%)**
Summerside Area	16.1%	17.3%	**11.9%**	**12.8%**	**19.7%**	**14.2%**	**(12.1%)**
North Cape Coastal Drive	6.1%	**5.3%**	**9.1%**	8.7%	**6.8%**	**7.8%**	**(6.6%)**
Green Gables Shore	**5.0%**	32.5%	**42.8%**	34.3%	**10.7%**	**31.2%**	**(26.5%)**
Red Sands Shore	4.9%	**3.5%**	6.5%	5.3%	**8.0%**	**5.7%**	**(4.9%)**
Points East Coastal Drive	**9.5%**	**18.9%**	16.1%	17.2%	**11.7%**	**15.4%**	**(13.1%)**
Total Overnight Stays (Parties)	**62,107**	**78,759**	**213,376**	**87,206**	**43,207**	**484,655**	**(100.0%)**
Total Overnight Stays (%)	**(12.8%)**	**(16.3%)**	**(44.0%)**	**(18.0%)**	**(8.9%)**	**(100.0%)**	

Note: Results were based on multiple responses; Percent in each of the regions and seasons was based on total overnight pleasure travel parties regardless of their trip purpose (total parties *n* = 411,488); * (%) was based on total overnight stays by parties (total parties *n* = 484,655); **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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

3-7. Overnight Stays (Parties) in PEI Regions by Overnight Pleasure Travel Parties
- Total Accumulated Parties Staying at Least One Night in the Specific Region (cont'd)

Figure 7: Breakdown of Total Overnight Stays (Parties) by Overnight Pleasure Travel Parties in PEI Regions
(Total Overnight Pleasure Parties *N* = 484,655)

- **Greater Charlottetown Area**
- Summerside Area
- North Cape Coastal Drive
- Green Gables Shore
- Red Sands Shore
- Points East Coastal Drive

Note: Result was based on total overnight stays (parties) by all overnight visitor parties in PEI regions (total parties *n* = 484,655).
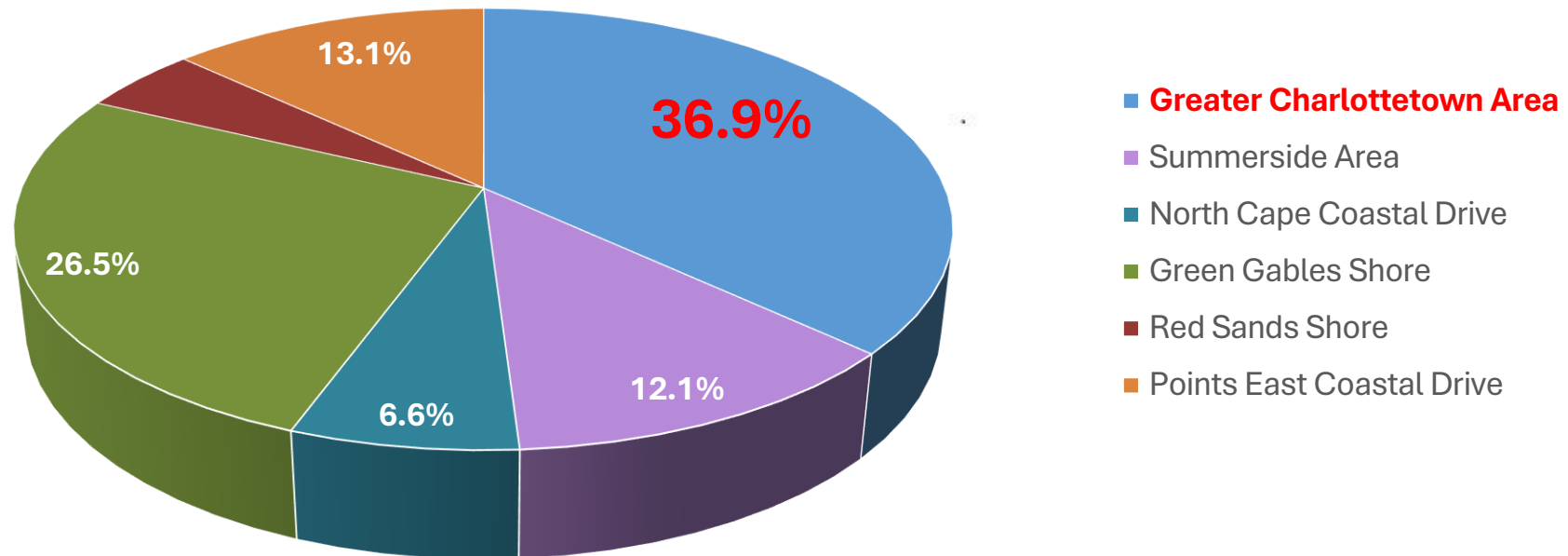
3-8. Overnight Stays (Nights) in PEI Regions by All Overnight Visitor Parties
- Total Accumulated Nights Staying at Least One Night in the Specific Region

	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
Total Overnight Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Greater Charlottetown Area	**62.3%**	**33.8%**	**24.4%**	**29.2%**	**54.3%**	**33.7%**
Summerside Area	15.6%	11.3%	8.0%	9.7%	15.2%	**10.4%**
North Cape Coastal Drive	3.7%	4.1%	7.4%	6.1%	5.8%	**6.1%**
Green Gables Shore	4.8%	30.4%	40.1%	32.9%	7.0%	**30.4%**
Red Sands Shore	5.7%	3.6%	5.6%	5.8%	5.7%	**5.3%**
Points East Coastal Drive	7.9%	16.8%	14.5%	16.3%	11.9%	**14.2%**
Total Overnight Stays (Nights)	**249,601**	**316,503**	**921,367**	**370,979**	**153,100**	**2,011,550**
Total Overnight Stays (%)	**(12.4%)**	**(15.7%)**	**(45.8%)**	**(18.4%)**	**(7.6%)**	**(100.0%)**

Note: Results were based on multiple responses and total accumulated stays (nights) spent by all overnight visitor parties in the specific region (total nights n = 2,011,550).

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

3-8. Overnight Stays (Nights) in PEI Regions by All Overnight Visitor Parties
   - Total Accumulated Nights Staying at Least One Night in the Specific Region (cont'd)

Figure 8: Breakdown of Total Overnight Stays (Nights) by All Overnight Visitor Parties in PEI Regions
(Total Nights N = 2,011,550)

33.7%

14.2%

5.3%

30.4%

6.1%

10.4%

- **Greater Charlottetown Area**
- Summerside Area
- North Cape Coastal Drive
- Green Gables Shore
- Red Sands Shore
- Points East Coastal Drive

Note: Result was based on total overnight stays (nights) by all overnight visitor parties in PEI regions (total nights n = 2,011,550).

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

3-9. Overnight Stays (Nights) in PEI Regions by Overnight Pleasure Travel Parties - Total Accumulated Nights Staying at Least One Night in the Specific 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
Overnight Pleasure 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%)
Greater Charlottetown Area	**60.7%**	**29.6%**	**23.8%**	**27.4%**	**51.9%**	**31.5%**
Summerside Area	15.1%	11.9%	8.1%	8.7%	15.2%	**10.1%**
North Cape Coastal Drive	4.1%	4.3%	7.4%	6.4%	6.4%	**6.3%**
Green Gables Shore	5.7%	32.7%	40.5%	34.7%	7.7%	**31.9%**
Red Sands Shore	5.4%	3.8%	5.6%	5.8%	6.2%	**5.4%**
Points East Coastal Drive	9.1%	17.7%	14.6%	17.1%	12.6%	**14.8%**
Total Overnight Stays (Nights)	**212,999**	**290,837**	**909,384**	**350,298**	**137,525**	**1,901,043**
Total Overnight Stays (%)	**(11.2%)**	**(15.3%)**	**(47.8%)**	**(18.4%)**	**(7.2%)**	**(100.0%)**

Note: Results were based on multiple responses and total accumulated stays (nights) spent by overnight pleasure travel parties in the specific region (total nights n = 1,901,043).

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

3-9. Overnight Stays (Nights) in PEI Regions by Overnight Pleasure Travel Parties - Total Accumulated Nights Staying at Least One Night in the Specific Region (cont'd)
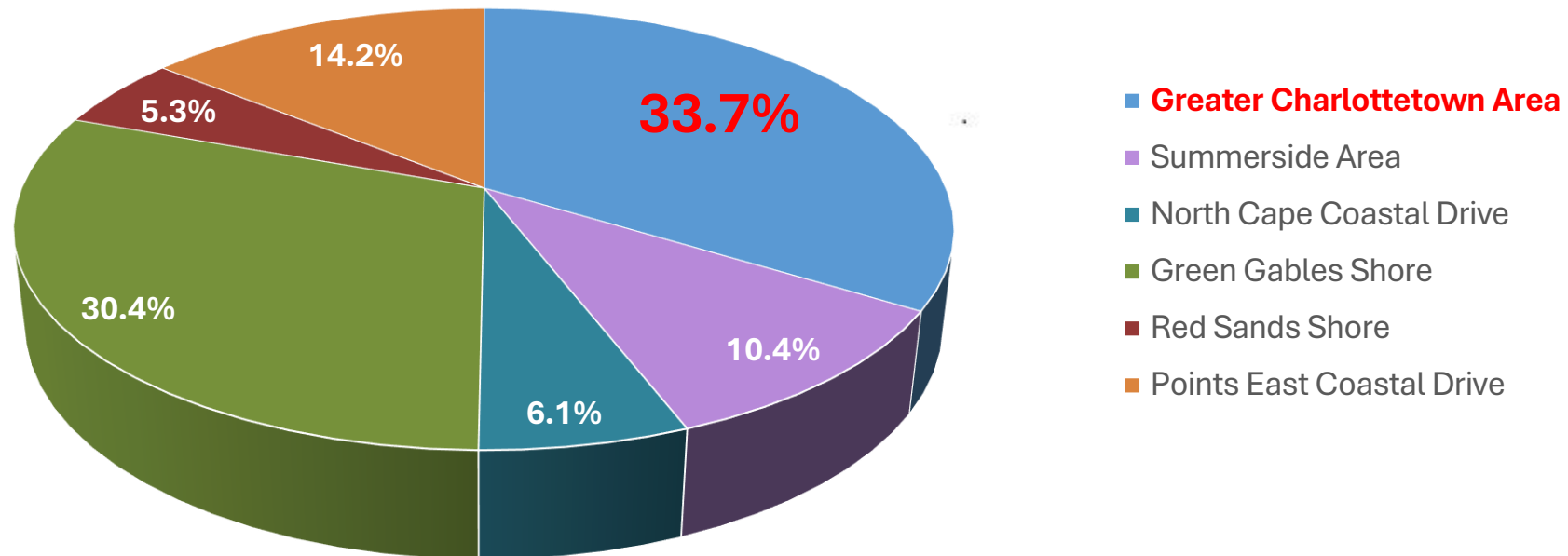
Figure 9: Breakdown of Total Overnight Stays (Nights) by Overnight Pleasure Travel Parties in PEI Regions
(Total Nights *N* = 1,901,043)

- Greater Charlottetown Area
- Summerside Area
- North Cape Coastal Drive
- Green Gables Shore
- Red Sands Shore
- Points East Coastal Drive

Note: Result was based on total overnight stays (nights) by overnight pleasure travel parties in PEI regions (total nights *n* = 1,901,043).

Figure 10: Yearly Trend in Number of Visitors to Prince Edward Island and the Greater Charlottetown Area (2005 to 2023)
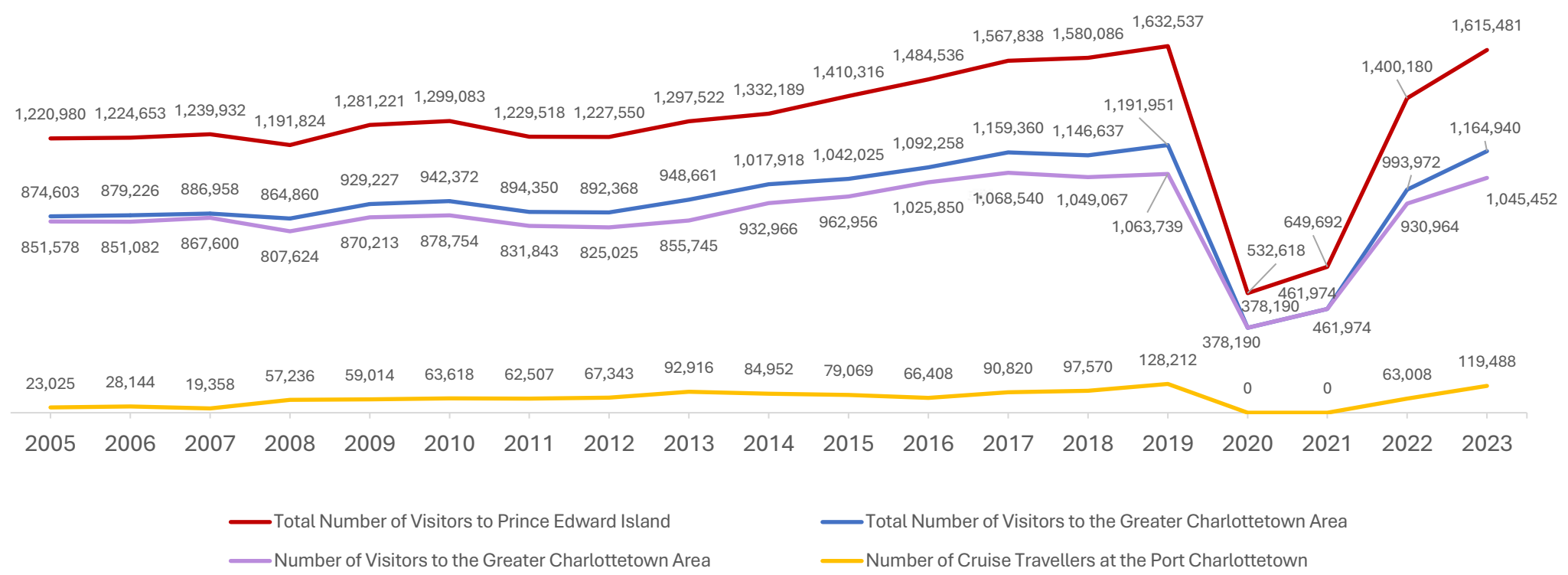
Note: Results were estimated by using the PEI Tourism Volume Model with the 2007-2008, 2012, 2014, 2018-2019 and 2023 exit survey data sets.

CONTENTS	PAGE
4. WHO VISITS THE GREATER CHARLOTTETOWN AREA	**40**

4-1. Origin of Overnight Pleasure Travel Parties to the Greater Charlottetown Area

Figure 11: Origin of GCA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties *N* = 178,827)

- New Brunswick (n=52,834)
- Nova Scotia (n=44,598)
- Ontario (n=31,828)
- Quebec (n=18,159)
- Rest of Canada (n=10,296)
- Overseas (n=5,097)
- South Atlantic (n=4,579)
- New England (n=4,125)
- Rest of US (n=3,595)
- Middle Atlantic (n=2,300)
- Newfoundland and Labrador (n=1,417)

29.5%
24.9%
17.8%
10.2%
5.8%
2.9%
2.6%
2.3%
2.0%
1.3%
0.8%

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®
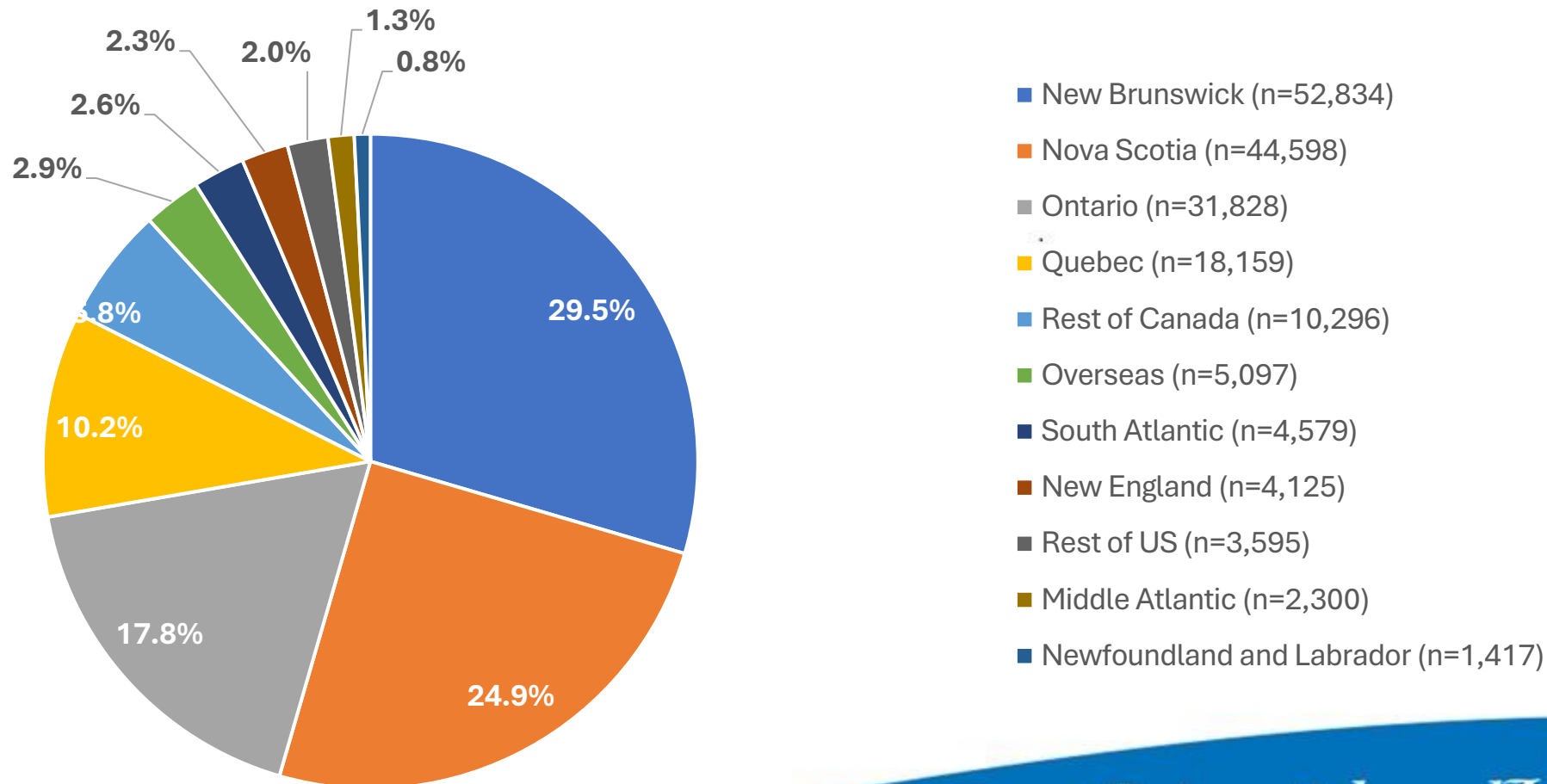
4-1. Origin of Overnight Pleasure Travel Parties to the GCA (cont'd)

	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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Canada	**92.8%**	**84.5%**	88.9%	**86.3%**	**92.0%**	**89.0%**
New Brunswick	**38.0%**	26.3%	**22.2%**	27.5%	**42.9%**	**29.5%**
Nova Scotia	**25.0%**	**22.9%**	25.7%	**21.5%**	**29.9%**	**24.9%**
Newfoundland & Labrador	0.3%	0.9%	1.1%	1.1%	0.1%	**0.8%**
Quebec	**11.2%**	8.5%	**11.7%**	9.8%	**6.5%**	**10.2%**
Ontario	**14.5%**	**20.0%**	**21.4%**	**18.8%**	**8.8%**	**17.8%**
Manitoba & Saskatchewan	0.9%	1.0%	1.2%	1.4%	0.4%	**1.1%**
Alberta & British Columbia	**2.8%**	4.9%	**5.4%**	**6.0%**	3.4%	**4.7%**
Nunavut, Northwest Territories & Yukon	0.1%	0.0%	0.0%	0.0%	0.0%	**0.0%**
United States	**5.3%**	**12.2%**	8.4%	9.9%	**5.1%**	**8.2%**
New England	**1.4%**	**3.7%**	**1.7%**	**3.2%**	2.4%	**2.3%**
Middle Atlantic	0.4%	1.4%	1.8%	1.6%	0.8%	**1.3%**
South Atlantic	2.2%	**4.7%**	2.8%	1.7%	**0.9%**	**2.6%**
Rest of US	**1.3%**	2.4%	2.0%	**3.4%**	**1.1%**	**2.0%**
International	**1.9%**	**3.3%**	2.8%	**3.8%**	2.9%	**2.9%**

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

4-2. Party Characteristics

Figure 12: Characteristics of GCA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties *N* = 178,827)

- With my spouse/partner only (2 people) (n=83,240)
- By myself/alone (n=26,954)
- As a family (including children under 18) (n=22,498)
- With friends (n=13,666)
- As a family (with no one under 18) (n=10,468)
- With other family members (e.g., sister, brother, grandparents) (n=10,425)
- With one or more couples (n=5,427)
- With family and friends (n=2,858)
- With other family/families (including children under 18) (n=2,634)
- Other (n=657)
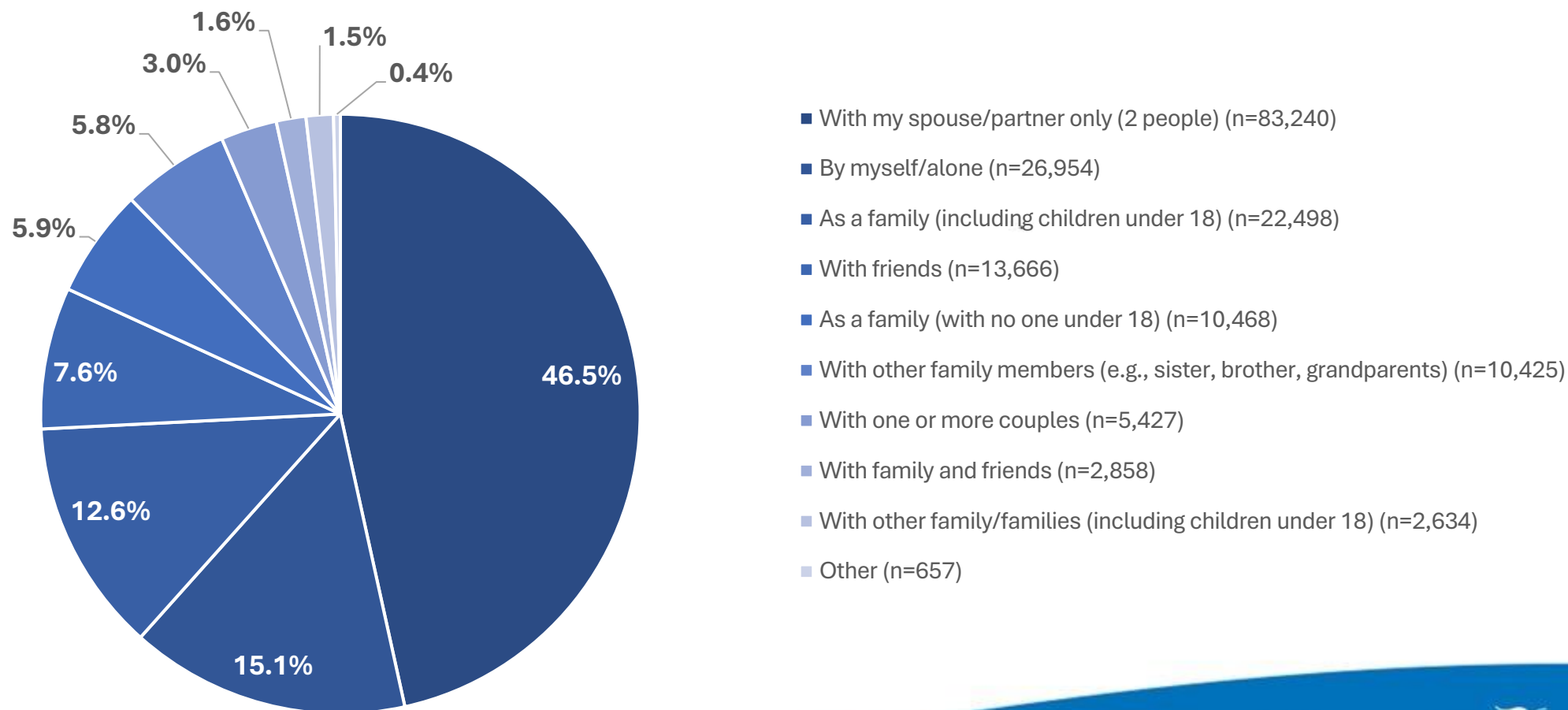
4-2. Party Characteristics (cont'd)

	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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
With my spouse/partner only (2 people)	41.0%	47.7%	46.8%	49.6%	49.6%	46.5%
By myself/alone	21.8%	10.9%	9.4%	12.8%	28.1%	15.1%
As a family (including children under 18)	14.5%	8.0%	16.7%	5.3%	13.0%	12.6%
With friends	5.1%	13.3%	7.1%	10.5%	2.6%	7.6%
As a family (with no one under 18)	5.0%	5.9%	6.2%	7.5%	3.9%	5.9%
With other family members (e.g., sister, brother, grandparents)	5.9%	8.5%	4.6%	8.2%	2.5%	5.8%
With one or more couples	4.0%	2.6%	3.5%	3.5%	0.1%	3.0%
With family and friends	1.0%	2.2%	2.2%	1.6%	0.1%	1.6%
With other family/families (including children under 18)	1.1%	0.5%	3.1%	0.5%	0.1%	1.5%
Other	0.6%	0.3%	0.4%	0.4%	0.0%	0.4%

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

4-3. Party Composition

Figure 13: Composition of GCA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties *N* = 178,827)

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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
Overnight Pleasure Parties *N* (%)	**37,304 (20.9%)**	**27,584 (15.4%)**	**62,415 (34.9%)**	**29,623 (16.6%)**	**21,901 (12.2%)**	**178,827 (100.0%)**
Adult travelling alone	**21.8%**	**10.9%**	**9.4%**	**12.8%**	**28.1%**	**15.1%**
2 adults	**49.2%**	**59.1%**	**53.9%**	**58.8%**	**53.8%**	**54.5%**
3 or more adults	**13.2%**	**21.3%**	**16.1%**	**22.0%**	**4.9%**	**15.9%**
Families*	**15.8%**	**8.7%**	**20.5%**	**6.4%**	**13.2%**	**14.5%**
1 adult with child(ren)	**2.5%**	**0.2%**	**2.3%**	**0.9%**	**2.5%**	**1.8%**
2 adults with child(ren)	**12.4%**	**7.0%**	**11.0%**	**3.9%**	**10.6%**	**9.5%**
3 or more adults with child(ren)	**0.9%**	**1.5%**	**7.2%**	**1.6%**	**0.1%**	**3.2%**

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 14: Composition of Age in GCA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties *N* = 178,827)

Legend:
- Young Adult (18 to 34) Travellers (n=13,063)
- Middle Aged (35 to 54) Travellers (n=18,176)
- Senior (55 and over) Travellers (n=95,062)
- Multi-generation Travellers (n=26,659)
- Adults with Childr(en)/Families (n=25,866)

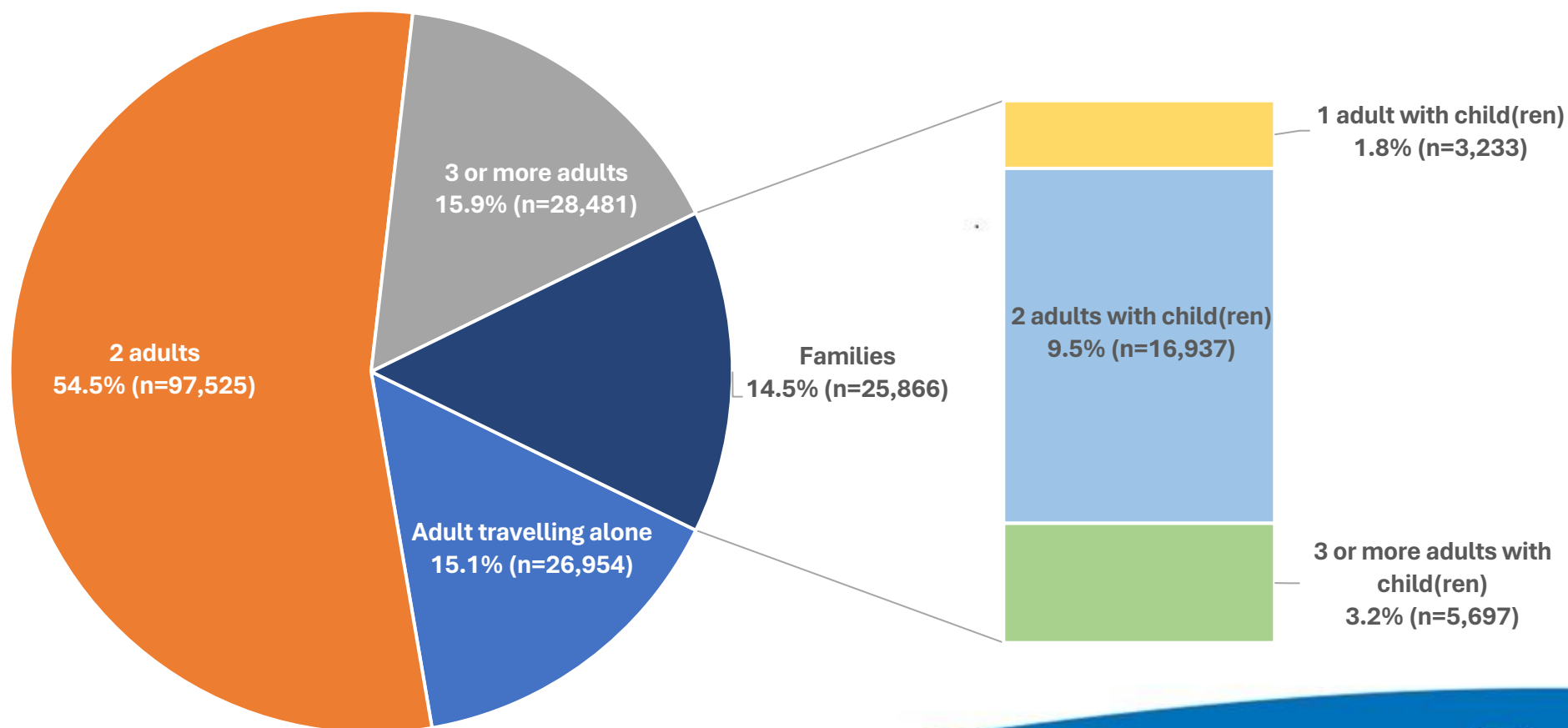Pie chart values: 7.3%, 10.2%, 53.2%, 14.9%, 14.5%

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
Overnight Pleasure Parties *N* (%)	**37,304 (20.9%)**	**27,584 (15.4%)**	**62,415 (34.9%)**	**29,623 (16.6%)**	**21,901 (12.2%)**	**178,827 (100.0%)**
Young Adult (18 to 34) Travellers	8.1%	6.6%	8.2%	4.4%	8.2%	7.3%
Middle Aged (35 to 54) Travellers	10.2%	8.4%	10.3%	9.5%	12.8%	10.2%
Senior (55 and over) Travellers	51.5%	62.0%	45.6%	62.7%	53.6%	53.2%
Multi-generation Adult Travellers	14.3%	14.4%	15.4%	17.0%	12.2%	14.9%
Adults with Child(ren) / Families	15.8%	8.7%	20.5%	6.4%	13.2%	14.5%

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

4-5. Travel Party Size

Figure 15: Average Travel Party Size for GCA 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.
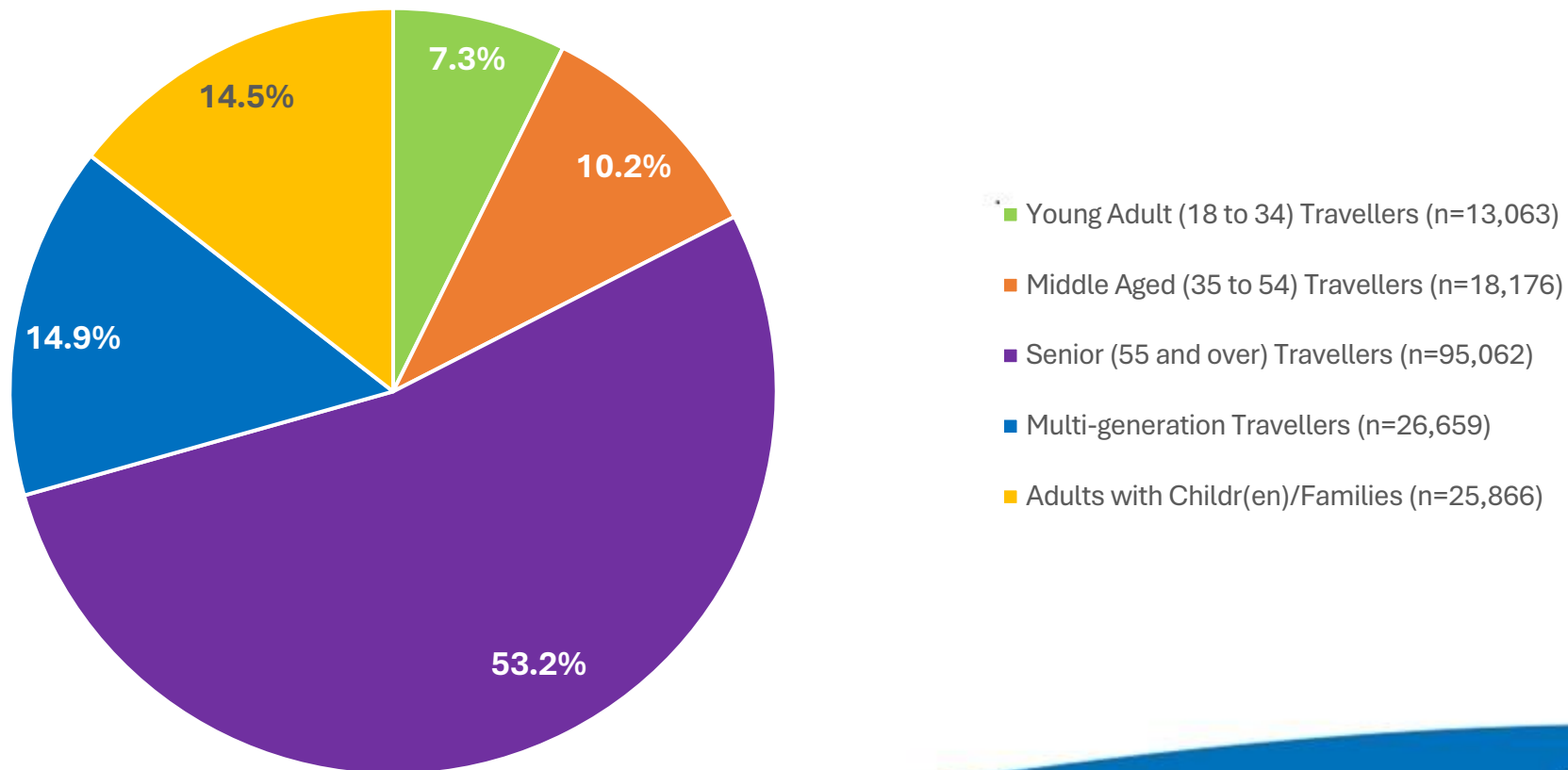
4-5. Travel Party Size (cont'd)

	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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Average Travel Party Size	**2.20**	**2.60**	**2.82**	**2.42**	**1.96**	**2.48**
Average Number of Male Travellers	**0.93**	**1.12**	**1.33**	**1.10**	**0.87**	**1.12**
Average Number of Female Travellers	**1.27**	**1.48**	**1.49**	**1.32**	**1.09**	**1.37**
Average Number of Children Travellers	**0.21**	**0.16**	**0.38**	**0.09**	**0.21**	**0.24**
Average Number of Adult Travellers	**1.99**	**2.44**	**2.45**	**2.33**	**1.75**	**2.24**

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

4-6. Gender and Age of GCA Individual Overnight Pleasure Travellers

Figure 16: Gender of GCA Individual Overnight Pleasure Travellers (Total Travellers *N* = 444,277)
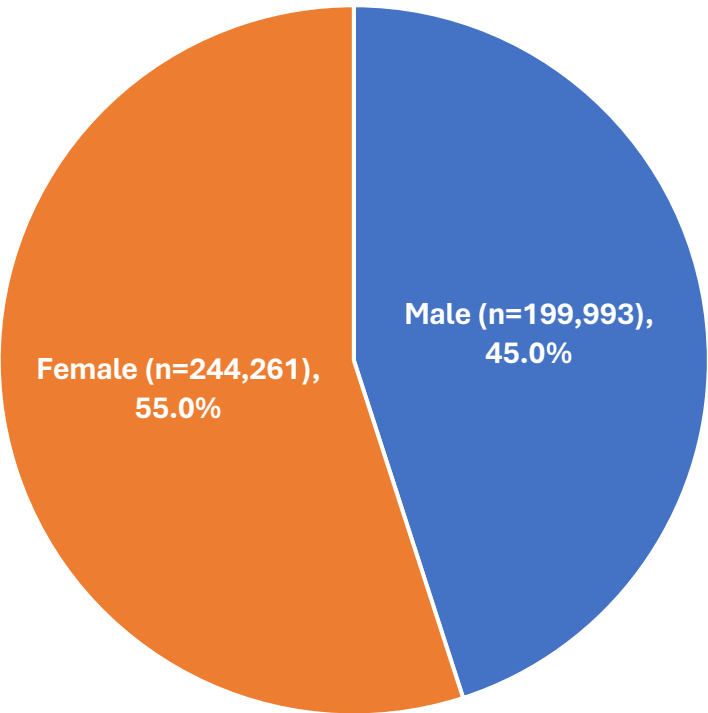
Figure 17: Age of GCA Individual Overnight Pleasure Travellers (Total Travellers *N* = 444,277)

Male (n=199,993), 45.0%

Female (n=244,261), 55.0%

Age	Percentage
75 and Over (n=30,648)	6.9%
65-74 Years (n=108,744)	24.5%
55-64 Years (n=106,161)	23.9%
45-54 Years (n=53,255)	12.0%
35-44 Years (n=43,721)	9.8%
25-34 Years (n=42,958)	9.7%
18-24 Years (n=15,877)	3.6%
9-17 Years (n=24,240)	5.5%
Under 8 Years (n=18,650)	4.2%

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®
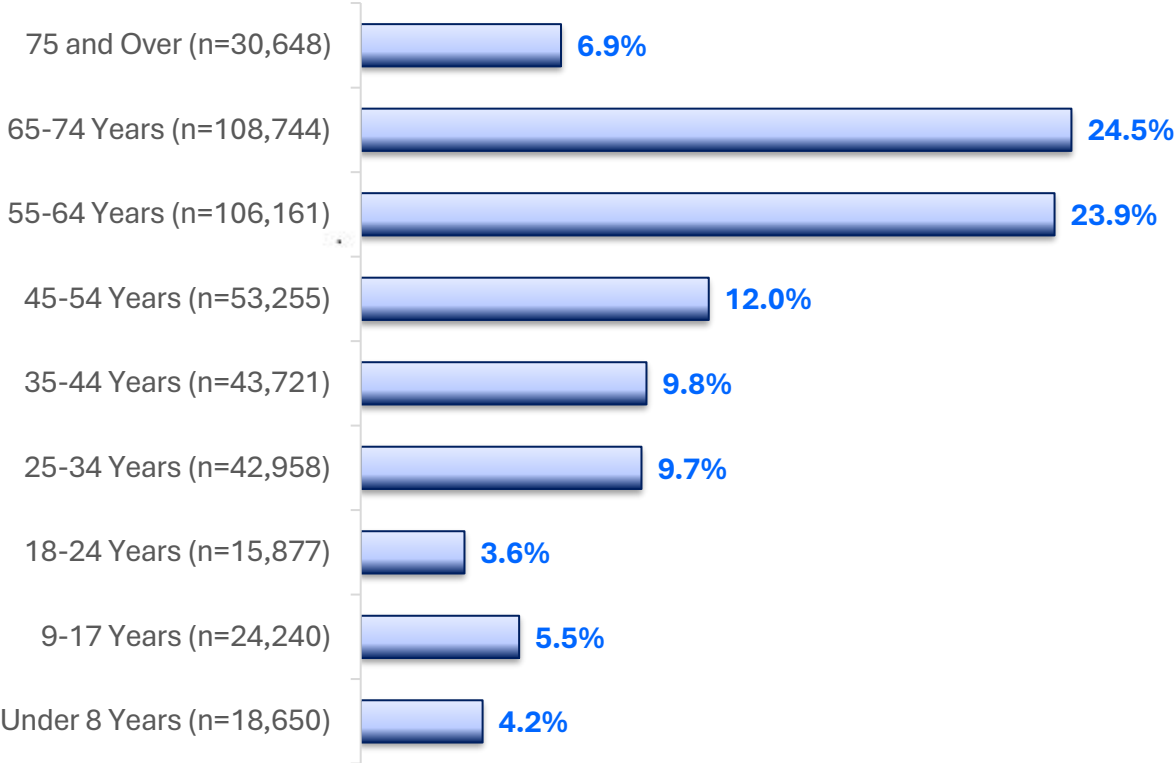
4-6. Gender and Age of GCA Individual Overnight Pleasure Travellers (cont'd)
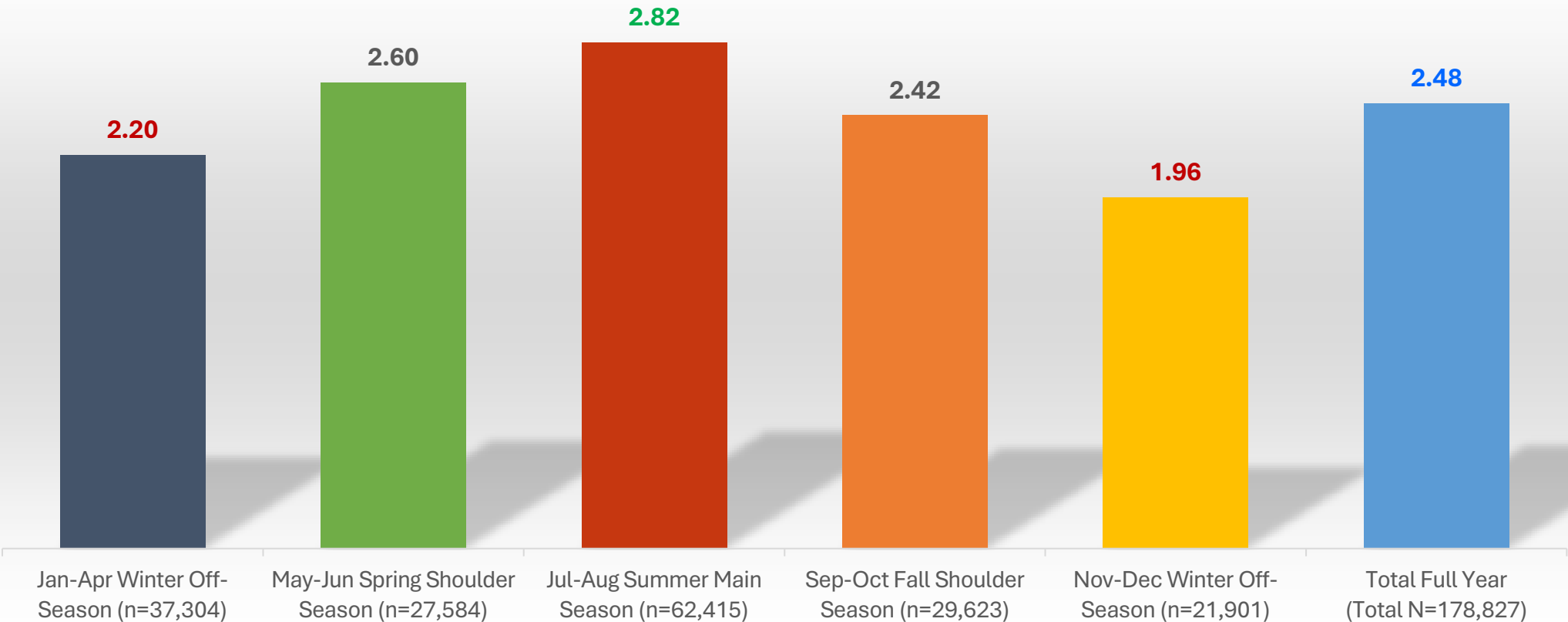
	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Individual Overnight Pleasure Travellers *N*	81,917	71,694	176,141	71,596	42,929	444,277
(%)	(18.4%)	(16.1%)	(39.6%)	(16.1%)	(9.7%)	(100.0%)
Gender						
Male	42.1%	43.1%	47.2%	45.4%	44.4%	**45.0%**
Female	57.9%	56.9%	52.8%	54.6%	55.6%	**55.0%**
Age						
Under 8 Years	5.1%	3.2%	4.8%	2.2%	4.8%	**4.2%**
9-17 Years	4.5%	3.0%	8.4%	1.5%	5.7%	**5.5%**
18-24 Years	4.1%	3.2%	3.9%	2.2%	3.8%	**3.6%**
25-34 Years	12.1%	9.2%	10.5%	6.9%	6.9%	**9.7%**
35-44 Years	14.4%	7.3%	9.9%	8.0%	8.1%	**9.8%**
45-54 Years	8.1%	9.8%	14.2%	12.0%	13.8%	**12.0%**
55-64 Years	24.3%	26.2%	21.3%	28.6%	21.9%	**23.9%**
65-74 Years	21.2%	31.6%	19.6%	31.3%	27.5%	**24.5%**
75 and Over	6.2%	6.4%	7.1%	7.3%	7.5%	**6.9%**

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

4-7. Type of Visitation

Figure 18: Type of Visitation for GCA Overnight Pleasure Travel Parties by Season

Legend:
- Repeat Visit
- First Visit

	Jan-Apr Winter Off-Season (n=37,304)	May-Jun Spring Shoulder Season (n=27,584)	Jul-Aug Summer Main Season (n=62,415)	Sep-Oct Fall Shoulder Season (n=29,623)	Nov-Dec Winter Off-Season (n=21,901)	Total Full Year (Total N=178,827)
Repeat Visit	81.1%	60.9%	64.5%	66.2%	84.3%	70.1%
First Visit	18.9%	39.1%	35.5%	33.8%	15.7%	29.9%

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®
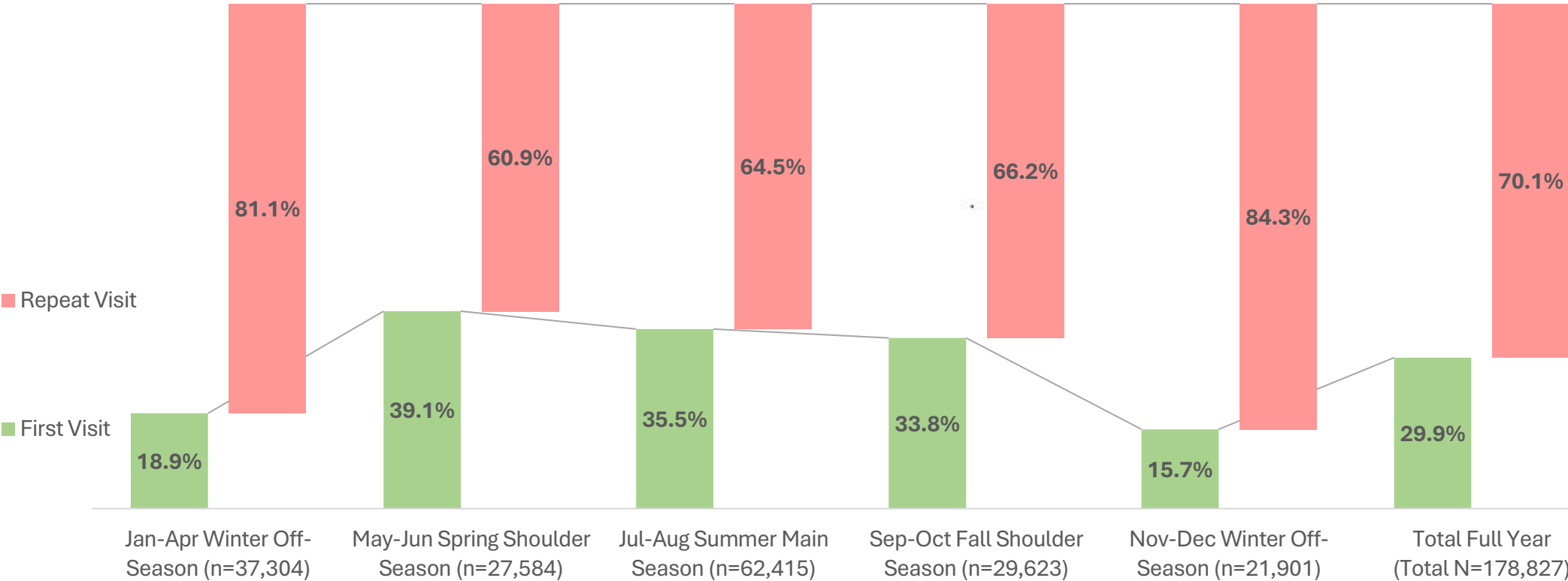
4-7. Type of Visitation (cont'd)

	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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Type of Visitation						
First-timers	**18.9%**	**39.1%**	35.5%	33.8%	**15.7%**	**29.9%**
Repeaters	**81.1%**	**60.9%**	64.5%	66.2%	**84.3%**	**70.1%**
Return Visit Pattern	30,255 (24.1%)	16,797 (13.4%)	40,230 (32.1%)	19,606 (15.6%)	18,460 (14.7%)	125,348 (100.0%)
This year (2023)	52.8%	**23.4%**	**24.7%**	**37.1%**	**71.1%**	**40.1%**
One year ago (2022)	29.6%	**37.8%**	31.2%	21.4%	**12.7%**	**27.4%**
Two years ago (2021)	**2.3%**	**2.6%**	**7.9%**	4.2%	**1.3%**	**4.3%**
Three years ago (2020)	2.2%	**1.5%**	**3.1%**	**3.1%**	**3.1%**	**2.7%**
Four years ago (2019)	**0.9%**	6.9%	4.8%	**8.8%**	**1.7%**	**4.3%**
Five or more years ago (2018 & earlier)	**12.2%**	**27.8%**	**28.3%**	25.5%	**10.2%**	**21.2%**
Average Number of Times visited PEI in the Past Five Years (Grouped Median)	6.38 (5.54)	**4.60** (2.86)	**4.29** (2.89)	5.09 (3.51)	**7.43** (6.57)	**5.42** (4.18)

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

CONTENTS	PAGE
5. WHY VISITORS COME	**55**

5-1. Primary Reason for the Trip

Figure 12: Primary Reason for the Trip to PEI by GCA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties *N* = 178,827)

Primary Reason	Percentage
Holiday, vacation (n=67,852)	37.9%
Visit friends and/or relatives (n=44,319)	24.8%
Short getaway (n=29,069)	16.3%
Other pleasure (n=16,300)	9.1%
Attend events, festivals, attractions (n=13,875)	7.8%
Visit second home, cottage, condo (n=2,453)	1.4%
Attend a wedding (n=2,045)	1.1%
Educational study (n=1,987)	1.1%
Attend a family reunion/meeting (n=927)	0.5%

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

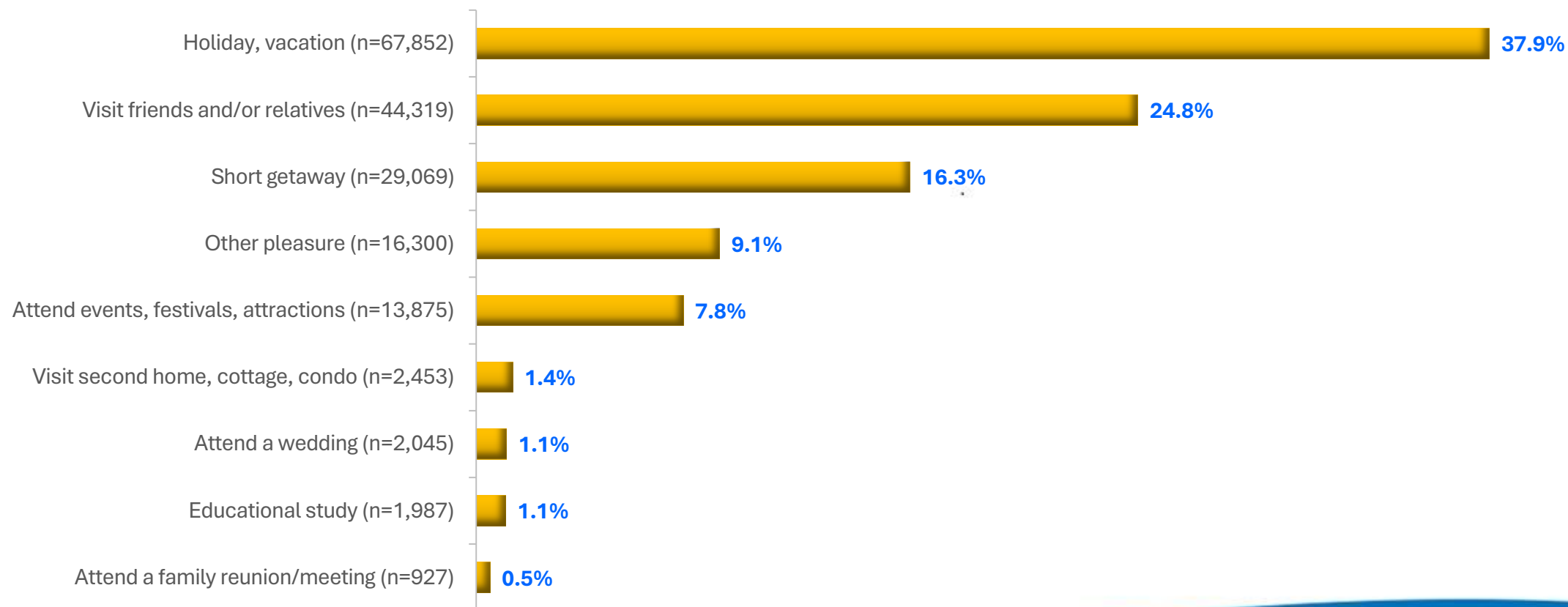|	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Overnight Pleasure Parties _N_ (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Holiday, vacation	13.4%	47.3%	53.8%	41.3%	18.3%	37.9%
Visit friends and/or relatives	41.0%	17.2%	14.1%	16.1%	48.9%	24.8%
Short getaway	17.9%	17.4%	14.6%	19.1%	12.7%	16.3%
Other pleasure	14.6%	9.3%	4.8%	10.0%	10.5%	9.1%
Attend events, festivals, attractions	8.1%	5.4%	8.1%	9.3%	7.0%	7.8%
Visit second home, cottage, condo	1.2%	2.5%	1.2%	1.2%	1.0%	1.4%
Attend a wedding	0.8%	0.4%	1.6%	2.0%	0.1%	1.1%
Educational study	2.9%	0.1%	0.9%	0.6%	0.7%	1.1%
Attend a family reunion/meeting	0.1%	0.3%	0.8%	0.3%	0.9%	0.5%

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

5-2. Primary Features that Attracted

Figure 13: Primary Features that Attracted Overnight Pleasure Travel Parties to PEI
(Total Overnight Pleasure Parties *N* = 178,827)

Feature	Percentage
Natural beauty and pastoral settings (n=38,390)	21.5%
Other features (n=37,547)	21.0%
Beaches and coastline (n=27,700)	15.5%
Restful and relaxing place (n=23,196)	13.0%
Festivals, events, or concerts (n=14,318)	8.0%
Culinary/food-related experiences (n=10,432)	5.8%
World of Anne of Green Gables and L.M. Montgomery (n=8,012)	4.5%
Outdoor activities (n=5,977)	3.3%
Historic sites (Birthplace of Confederation attractions, etc.) (n=4,136)	2.3%
Cultural experiences (performing arts, heritage, etc.) (n=3,127)	1.7%
Golf (n=3,084)	1.7%
Safe and secure place (n=2,060)	1.2%
Acadian cultural experiences (n=682)	0.4%
Indigenous cultural experiences (First Nations-Mi'kmaq) (n=201)	0.1%

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Natural beauty and pastoral settings	13.4%	23.8%	24.5%	27.3%	15.7%	21.5%
Other features	36.8%	17.0%	11.9%	15.9%	32.0%	21.0%
Beaches and coastline	4.6%	15.7%	23.6%	11.4%	16.1%	15.5%
Restful and relaxing place	19.8%	10.4%	8.9%	13.4%	15.6%	13.0%
Festivals, events, or concerts	8.5%	7.2%	7.8%	8.8%	7.6%	8.0%
Culinary/food-related experiences	6.1%	8.3%	4.4%	7.3%	4.3%	5.8%
World of Anne of Green Gables and L.M. Montgomery	4.0%	5.7%	5.4%	4.6%	0.8%	4.5%
Outdoor activities	1.0%	4.5%	3.9%	5.4%	1.5%	3.3%
Historic sites	3.4%	1.8%	2.6%	1.1%	2.0%	2.3%
Cultural experiences	0.1%	1.4%	3.1%	1.4%	1.7%	1.7%
Golf	0.5%	3.5%	1.9%	2.5%	0.0%	1.7%
Safe and secure place	1.7%	0.3%	1.0%	0.3%	2.7%	1.2%
Acadian cultural experiences	0.0%	0.4%	0.9%	0.0%	0.1%	0.4%
Indigenous cultural experiences	0.0%	0.0%	0.1%	0.5%	0.0%	0.1%

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

CONTENTS	PAGE
6. HOW VISITORS COME	**60**
6-1. Entry and Exit Points	61
6-2. Rental Vehicle Usage and Location of the Vehicle Pick-Up	62

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
Overnight Pleasure Parties *N* (%)	**37,304 (20.9%)**	**27,584 (15.4%)**	**62,415 (34.9%)**	**29,623 (16.6%)**	**21,901 (12.2%)**	**178,827 (100.0%)**
Entry Point						
Charlottetown Airport	**11.5%**	**11.4%**	**11.4%**	**13.3%**	**7.7%**	**11.3%**
Confederation Bridge	**88.5%**	**77.1%**	**73.9%**	**70.6%**	**85.6%**	**78.3%**
Wood Islands Ferry Terminal	**0.0%**	**11.5%**	**14.7%**	**16.1%**	**6.7%**	**10.4%**
Exit Point						
Charlottetown Airport	**9.2%**	**12.1%**	**11.6%**	**14.2%**	**7.8%**	**11.1%**
Confederation Bridge	**90.8%**	**75.8%**	**74.2%**	**72.9%**	**88.8%**	**79.5%**
Wood Islands Ferry Terminal	**0.0%**	**12.1%**	**14.3%**	**12.9%**	**3.4%**	**9.4%**
Mix of Entry and Exit Points						
Air only	**8.4%**	**10.8%**	**10.3%**	**12.9%**	**7.4%**	**10.0%**
Bridge only	**87.8%**	**67.2%**	**63.1%**	**61.1%**	**84.1%**	**71.2%**
Ferry only	**0.0%**	**3.3%**	**4.4%**	**4.4%**	**2.3%**	**3.1%**
Bridge and Ferry Mix	**0.0%**	**16.7%**	**19.7%**	**19.9%**	**5.4%**	**13.4%**
Air and Bridge or Ferry Mix	**3.7%**	**2.0%**	**2.4%**	**1.8%**	**0.8%**	**2.3%**

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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
Overnight Pleasure Parties N (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Rental Vehicle Usage						
Yes	8.0%	21.5%	17.2%	21.1%	6.2%	15.2%
No	92.0%	78.5%	82.8%	78.9%	93.8%	84.8%
Location of the Vehicle Pick-Up	2,972 (10.9%)	5,920 (21.7%)	10,751 (39.4%)	6,263 (23.0%)	1,362 (50.0%)	27,268 (100.0%)
Prince Edward Island	30.3%	27.8%	37.7%	36.3%	40.2%	34.6%
New Brunswick	13.6%	8.9%	8.0%	10.2%	5.0%	9.2%
Nova Scotia	43.3%	45.7%	39.1%	40.0%	43.4%	41.4%
Quebec	0.0%	4.1%	2.2%	3.4%	7.4%	2.9%
Ontario	7.0%	3.8%	3.3%	2.2%	0.0%	3.4%
Other Canadian provinces	0.0%	0.5%	3.7%	0.6%	0.0%	1.7%
New England states	4.3%	8.2%	4.2%	5.4%	4.0%	5.3%
Other US states	1.5%	1.1%	1.8%	1.9%	0.0%	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; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

CONTENTS	PAGE
7. WHERE VISITORS STAY	**63**

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

7-1. Primary Destination of the Trip

Figure 14: Primary Destination of the Trip by GCA Overnight Pleasure Travel Parties
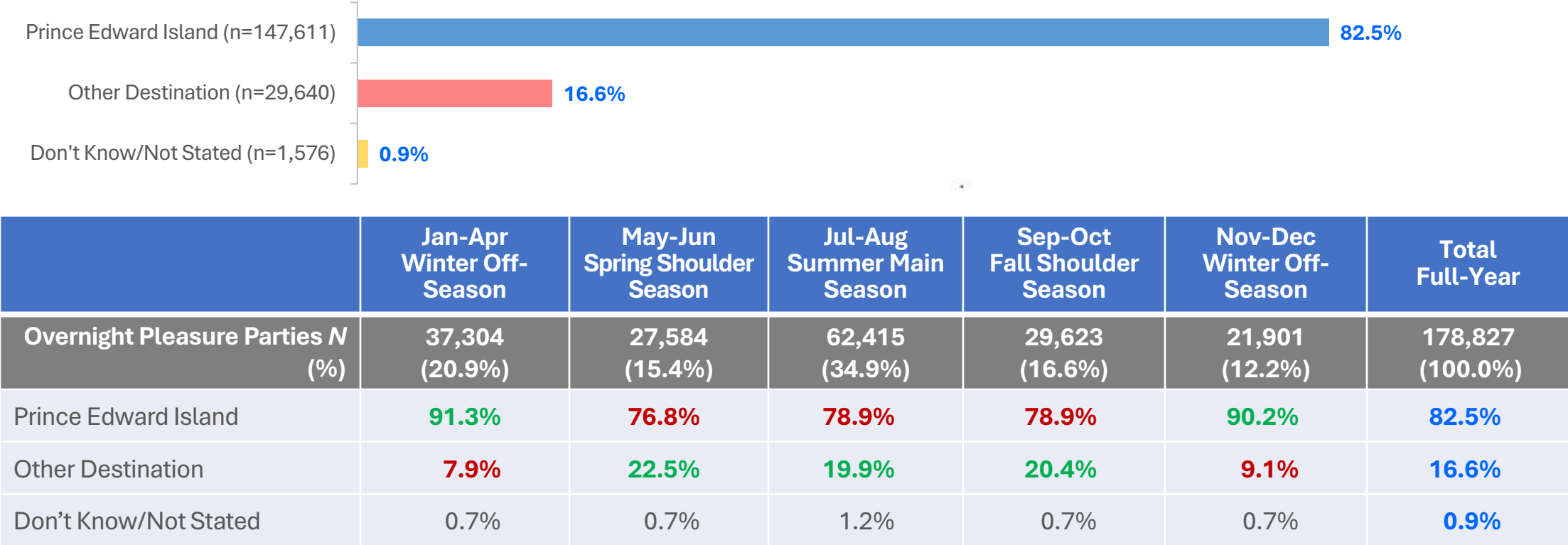(Total Overnight Pleasure Parties *N* = 178,827)

	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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Prince Edward Island	**91.3%**	**76.8%**	**78.9%**	**78.9%**	**90.2%**	**82.5%**
Other Destination	**7.9%**	**22.5%**	**19.9%**	**20.4%**	**9.1%**	**16.6%**
Don't Know/Not Stated	0.7%	0.7%	1.2%	0.7%	0.7%	**0.9%**

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

Average 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* (%)	37,304 (20.9%)		27,584 (15.4%)		62,415 (34.9%)		29,623 (16.6%)		21,901 (12.2%)		178,827 (100.0%)	
	Nights	%	*Nights*	%	*Nights*	%	*Nights*	%	*Nights*	%	*Nights*	%
Total Nights of the Trip	**4.66**	100.0%	**8.36**	100.0%	**8.71**	100.0%	**7.68**	100.0%	**5.04**	100.0%	**7.19**	100.0%
Nights stayed in Prince Edward Island	**3.61**	77.5%	**3.99**	47.7%	**4.62**	53.0%	**4.15**	54.1%	**3.67**	72.7%	**4.12**	57.3%
Nights in paid accommodations in PEI	**(1.97)**	(54.5%)	**(2.93)**	(73.6%)	**(3.57)**	(77.2%)	**(2.94)**	(70.9%)	**(1.43)**	(39.1%)	**(2.77)**	(67.3%)
Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, etc.	**(0.90)**	(24.9%)	**(0.97)**	(24.3%)	**(1.43)**	(30.9%)	**(1.27)**	(30.6%)	**(1.00)**	(27.2%)	**(1.20)**	(29.0%)
Nights stayed in New Brunswick	**0.25**	5.3%	**0.85**	10.2%	**1.00**	11.5%	**0.72**	9.4%	**0.44**	8.6%	**0.71**	9.8%
Nights stayed in Nova Scotia	**0.37**	8.0%	**1.60**	19.1%	**1.43**	16.4%	**1.39**	18.1%	**0.38**	7.6%	**1.10**	15.3%
Nights stayed in Newfoundland and Labrador	**0.06**	1.3%	**0.15**	1.8%	**0.27**	3.1%	**0.16**	2.1%	**0.03**	0.6%	**0.16**	2.2%
Nights stayed in Magdalen Islands	**0.02**	0.3%	**0.23**	2.7%	**0.12**	1.4%	**0.11**	1.5%	**0.05**	1.0%	**0.11**	1.5%
Nights stayed elsewhere	**0.35**	7.6%	**1.55**	18.5%	**1.27**	14.6%	**1.14**	14.9%	**0.47**	9.4%	**1.00**	13.9%

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; Percentage in parentheses indicate the proportion of average nights stayed in PEI in each segment.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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
Overnight Pleasure Parties N (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Region *						
Greater Charlottetown Area	100.0%	100.0%	100.0%	100.0%	100.0%	**100.0%**
Green Gables Shore	1.3%	11.5%	13.5%	9.9%	5.4%	**9.1%**
Points East Coastal Drive	1.9%	8.7%	10.6%	10.9%	4.8%	**7.9%**
Summerside	1.0%	8.7%	10.1%	9.0%	7.3%	**7.5%**
North Cape Coastal Drive	0.3%	3.4%	7.1%	4.1%	2.5%	**4.0%**
Red Sands Shore	0.7%	1.9%	3.3%	2.3%	3.8%	**2.4%**
Total Overnight Stays (Parties)	**39,232**	**37,036**	**90,228**	**40,355**	**27,104**	**233,955**
(%)	**(16.8%)**	**(15.8%)**	**(38.6%)**	**(17.2%)**	**(11.6%)**	**(100.0%)**

Note: * Results were based on multiple responses.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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
Overnight Pleasure Parties N (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Total Accumulated Nights Spent by Parties in the Specific Region *						
Greater Charlottetown Area	95.9%	78.3%	74.9%	78.0%	88.9%	**81.3%**
Green Gables Shore	1.2%	9.2%	8.8%	6.8%	2.7%	**6.5%**
Points East Coastal Drive	1.5%	5.5%	6.3%	7.1%	2.4%	**5.0%**
Summerside	1.0%	4.1%	4.4%	4.3%	2.3%	**3.5%**
North Cape Coastal Drive	0.1%	1.7%	3.8%	2.7%	1.1%	**2.3%**
Red Sands Shore	0.3%	1.2%	1.8%	1.1%	2.5%	**1.4%**
Total Overnight Stays (Nights)	**134,821**	**109,869**	**288,343**	**123,025**	**80,246**	**736,304**
(%)	**(18.3%)**	**(14.9%)**	**(39.2%)**	**(16.7%)**	**(10.9%)**	**(100.0%)**

Note: * Results were based on multiple responses.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Average Number of Nights Stayed in PEI	**3.61**	3.99	**4.62**	4.15	**3.67**	**4.12**
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)						
Greater Charlottetown Area	**3.46**	**3.12**	**3.46**	3.24	3.26	**3.35**
Green Gables Shore	**0.04**	**0.37**	**0.41**	0.28	**0.10**	**0.27**
Points East Coastal Drive	**0.05**	0.22	**0.29**	**0.30**	**0.09**	**0.21**
Summerside	**0.04**	0.16	**0.21**	0.18	**0.09**	**0.14**
North Cape Coastal Drive	**0.01**	0.07	**0.18**	0.11	0.04	**0.10**
Red Sands Shore	**0.01**	0.05	**0.08**	0.05	**0.09**	**0.06**
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)						
Greater Charlottetown Area	**3.46**	**3.12**	**3.46**	3.24	3.26	**3.35**
Green Gables Shore	**3.36**	3.19	3.00	2.83	**1.84**	**2.93**
Points East Coastal Drive	**2.72**	2.52	**2.71**	**2.71**	**1.87**	**2.62**
North Cape Coastal Drive	**1.87**	**2.00**	2.48	**2.79**	**1.59**	**2.39**
Red Sands Shore	**1.58**	2.37	**2.56**	**1.97**	**2.46**	**2.37**
Summerside	**3.71**	1.87	2.04	1.95	**1.18**	**1.93**

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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
Overnight Pleasure Parties *N* (%)	**37,304 (20.9%)**	**27,584 (15.4%)**	**62,415 (34.9%)**	**29,623 (16.6%)**	**21,901 (12.2%)**	**178,827 (100.0%)**
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation *						
Hotel, Motel, or Resort	43.5%	55.8%	48.0%	52.1%	34.2%	**47.3%**
Home of Friends or Relatives	39.3%	17.0%	14.9%	16.4%	47.2%	**24.5%**
B&B or Tourist Home	7.7%	9.0%	13.0%	11.7%	6.3%	**10.2%**
Cottage or Cabin	0.4%	12.4%	14.4%	12.7%	6.9%	**10.0%**
Inn	3.5%	8.3%	8.4%	11.6%	3.9%	**7.4%**
Campground/Trailer (RV) Park	0.5%	6.2%	10.8%	6.1%	1.9%	**6.1%**
Other (e.g., hostel)	5.3%	5.1%	5.2%	2.6%	0.7%	**4.2%**
Own Property	2.6%	1.4%	1.3%	1.2%	3.5%	**1.8%**
Total Overnight Stays (Parties)	**75,606**	**59,408**	**134,818**	**63,528**	**44,798**	**378,158**
(%)	**(20.0%)**	**(15.7%)**	**(35.7%)**	**(16.8%)**	**(11.8%)**	**(100.0%)**

Note: * Results were based on multiple responses.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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
Overnight Pleasure Parties _N_ (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Total Accumulated Nights Staying at Least One Night in the Specific Type of Accommodation *						
Hotel, Motel, or Resort	40.0%	39.7%	31.0%	34.1%	25.8%	**33.9%**
Home of Friends or Relatives	43.0%	16.3%	16.3%	21.8%	53.9%	**26.2%**
Cottage or Cabin	0.7%	14.4%	15.8%	14.3%	4.7%	**11.3%**
Campground/Trailer (RV) Park	0.3%	9.6%	15.2%	8.7%	2.1%	**9.1%**
B&B or Tourist Home	5.5%	6.9%	10.8%	9.7%	5.7%	**8.5%**
Inn	2.3%	5.2%	4.9%	7.2%	1.6%	**4.5%**
Other (e.g., hostel)	5.1%	3.4%	4.2%	1.8%	1.0%	**3.5%**
Own Property	3.1%	4.7%	1.8%	2.5%	5.3%	**3.0%**
Total Overnight Stays (Nights)	**134,821**	**109,869**	**288,343**	**123,025**	**80,246**	**736,304**
(%)	**(18.3%)**	**(14.9%)**	**(39.2%)**	**(16.7%)**	**(10.9%)**	**(100.0%)**

Note: * Results were based on multiple responses.

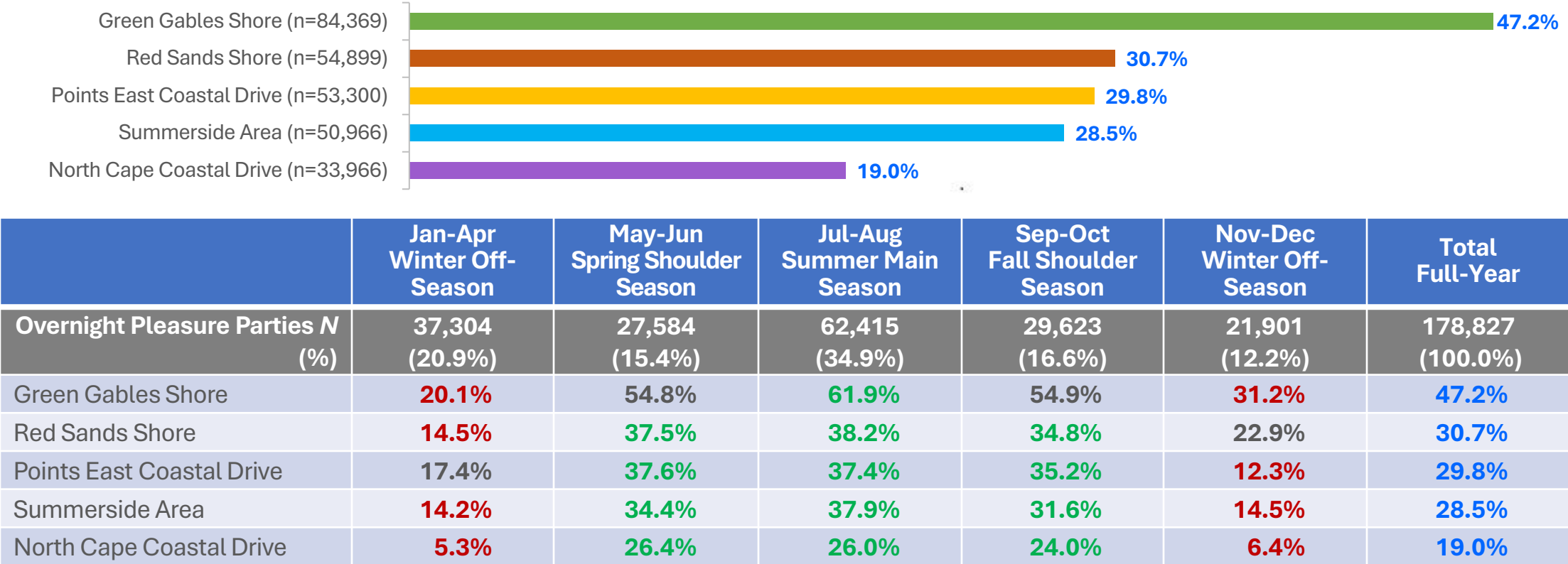# 7-6. Average Length of Stay in Type of Accommodation

	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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Average Number of Nights Stayed in PEI	3.61	3.99	4.62	4.15	3.67	4.12
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)						
Hotel, Motel, or Resort	1.44	1.58	1.43	1.41	0.94	1.40
Cottage or Cabin	1.55	0.65	0.75	0.90	1.98	1.08
Home of Friends or Relatives	0.03	0.57	0.73	0.59	0.17	0.47
Inn	0.01	0.38	0.70	0.36	0.08	0.38
B&B or Tourist Home	0.20	0.27	0.50	0.40	0.21	0.35
Other (e.g., hostel)	0.08	0.21	0.23	0.30	0.06	0.18
Campground/Trailer (RV) Park	0.18	0.13	0.19	0.08	0.04	0.14
Own Property	0.11	0.19	0.08	0.10	0.19	0.12
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in Each Accommodation Type)						
Other (e.g., hostel)	4.40	13.08	6.56	8.68	5.57	6.70
Own Property	2.00	6.11	6.52	5.92	3.95	6.18
Cottage or Cabin	6.65	4.61	5.07	4.66	2.50	4.69
B&B or Tourist Home	3.95	3.80	5.06	5.52	4.19	4.40
Campground/Trailer (RV) Park	2.60	3.05	3.84	3.45	3.29	3.42
Home of Friends or Relatives	3.48	2.65	3.68	2.90	5.47	3.39
Inn	3.32	2.83	2.98	2.71	2.76	2.95
Hotel, Motel, or Resort	2.38	2.48	2.70	2.55	1.48	2.51

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

7-7. Other PEI Regions Visited by GCA Overnight Pleasure Travel Parties

Figure 15: Other PEI Regions Visited by GCA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties *N* = 178,827)

Region	Percentage
Green Gables Shore (n=84,369)	47.2%
Red Sands Shore (n=54,899)	30.7%
Points East Coastal Drive (n=53,300)	29.8%
Summerside Area (n=50,966)	28.5%
North Cape Coastal Drive (n=33,966)	19.0%

	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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Green Gables Shore	20.1%	54.8%	61.9%	54.9%	31.2%	47.2%
Red Sands Shore	14.5%	37.5%	38.2%	34.8%	22.9%	30.7%
Points East Coastal Drive	17.4%	37.6%	37.4%	35.2%	12.3%	29.8%
Summerside Area	14.2%	34.4%	37.9%	31.6%	14.5%	28.5%
North Cape Coastal Drive	5.3%	26.4%	26.0%	24.0%	6.4%	19.0%

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

CONTENTS	PAGE
8. WHERE VISITORS GO AND WHERE THEY SPEND	**73**

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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Going to a full-service restaurant	56.6%	65.5%	63.2%	66.3%	45.1%	60.5%
Driving tour (scenic drives/views)	35.4%	69.1%	64.4%	63.3%	39.1%	55.8%
Shopping for local products	31.4%	56.9%	54.1%	47.7%	43.8%	47.5%
Sightseeing, appreciating pastoral or rural settings	26.3%	54.9%	51.8%	51.7%	27.3%	43.9%
Going to a beach	13.8%	46.6%	60.5%	43.6%	25.1%	41.5%
Visiting friends and/or relatives	57.2%	28.0%	30.5%	33.1%	64.1%	40.2%
Sampling local culinary products	20.8%	43.2%	50.0%	44.9%	24.1%	38.8%
Shopping for general merchandise	33.2%	41.0%	38.0%	36.8%	47.7%	38.5%
Visiting a national or provincial park	18.6%	43.4%	48.4%	36.6%	25.7%	36.7%
Seeing natural wonders	18.7%	36.2%	38.3%	40.7%	16.3%	31.6%
Visiting historic/heritage sites, or cultural attractions	9.1%	34.6%	36.8%	33.0%	11.5%	27.0%
Visiting Anne of Green Gables related attractions	7.5%	28.3%	30.0%	25.9%	10.0%	21.9%
Attending a festival, event, or concert	18.0%	11.3%	14.7%	17.4%	14.5%	15.3%
Going to a museum or art gallery	7.3%	17.3%	19.7%	16.9%	5.5%	14.5%
Using the Confederation Trail or other trails	7.7%	16.9%	16.2%	19.6%	8.4%	14.1%

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.

Prince Edward Island CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

	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
Overnight Pleasure Parties *N* (%)	**37,304 (20.9%)**	**27,584 (15.4%)**	**62,415 (34.9%)**	**29,623 (16.6%)**	**21,901 (12.2%)**	**178,827 (100.0%)**
Experiencing night-life activities (bars, nightclubs, etc.)	12.4%	11.7%	14.4%	12.0%	10.2%	12.6%
Attending a live performance/entertainment	4.6%	12.6%	17.2%	14.4%	4.6%	11.9%
Participating in nature-based outdoor activities	6.9%	8.3%	9.4%	8.7%	5.9%	8.1%
Other	8.6%	7.7%	4.9%	6.5%	5.4%	6.4%
Attending a sports event or tournament	12.9%	3.2%	2.9%	4.1%	9.4%	6.0%
Going to a casino/racino	7.9%	2.9%	7.7%	4.8%	3.7%	6.0%
Participating in water-based activities	0.0%	4.0%	13.3%	2.7%	0.8%	5.8%
Visiting a theme, fun or amusement park	1.5%	3.2%	10.5%	3.1%	4.5%	5.5%
Playing golf (not miniature)	1.4%	5.9%	6.1%	4.3%	0.1%	4.1%
Health and wellness activities (yoga, spa, sauna, etc.)	8.1%	2.7%	2.3%	1.6%	3.0%	3.5%
Taking part in an authentic PEI experience/hands-on learning activity	1.2%	4.0%	5.4%	1.7%	0.1%	3.1%
Participating in recreational fishing or hunting	0.1%	0.8%	3.2%	1.8%	0.2%	1.6%
Participating in cold-weather activities	3.8%	0.0%	0.0%	0.0%	4.4%	1.3%
Participating in recreational motorized activities	0.1%	1.7%	0.9%	1.5%	0.0%	0.9%
Playing disc golf	0.0%	0.3%	0.4%	0.1%	0.1%	0.2%

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 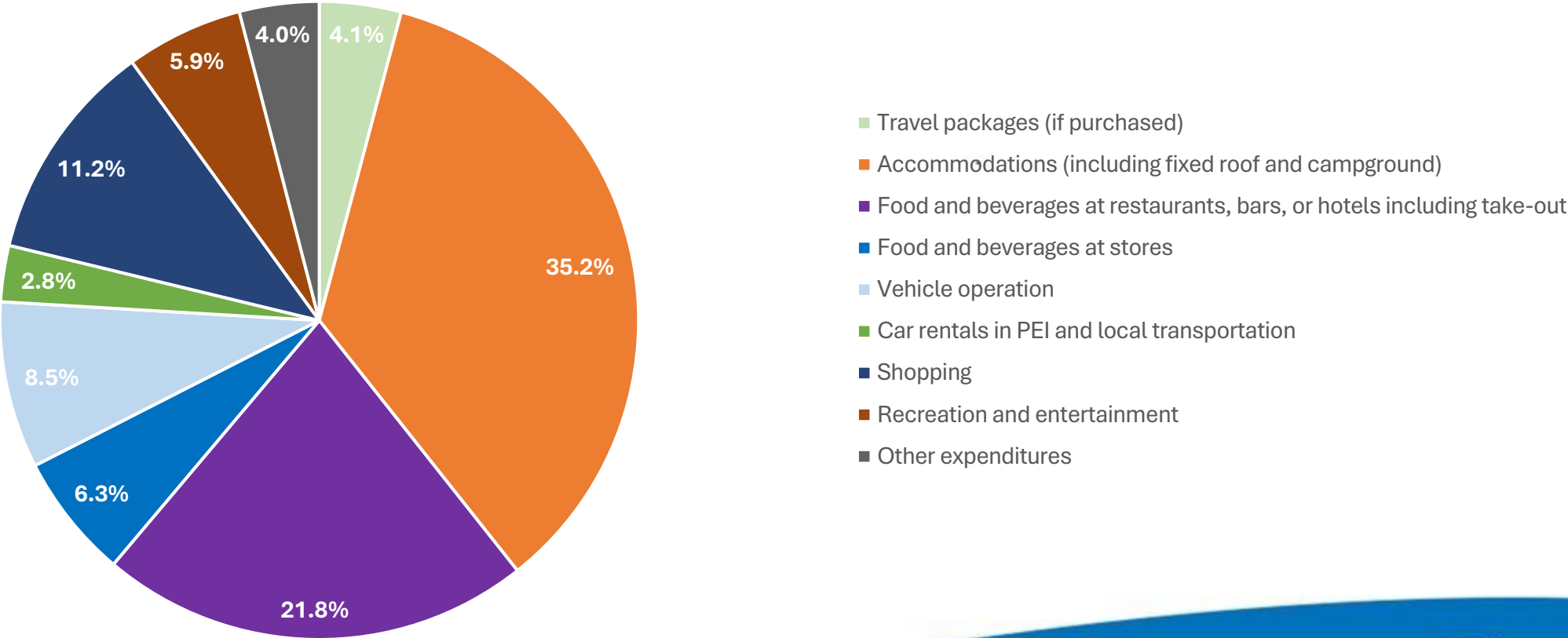between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

8-2. Estimated Total Direct Expenditures

Figure 16: Breakdown of Tourism Expenditures by GCA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Travel Parties *N* = 178,827 or Total Overnight Pleasure Travellers *N*= 444,277)

- Travel packages (if purchased)
- Accommodations (including fixed roof and campground)
- Food and beverages at restaurants, bars, or hotels including take-out
- Food and beverages at stores
- Vehicle operation
- Car rentals in PEI and local transportation
- Shopping
- Recreation and entertainment
- Other expenditures

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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Estimated Total Direct Expenditures ($)	**$39,260,424**	**$45,569,210**	**$140,757,356**	**$50,543,546**	**$19,960,055**	**$296,090,591**
Travel packages (if purchased)	$1,424,656	$2,345,159	$5,696,008	$2,574,216	$202,520	**$12,242,558**
Accommodations	$11,573,925	$16,161,039	$52,395,286	$18,990,494	$5,119,857	**$104,240,602**
Food and beverages at restaurants, bars, or hotels	$8,805,191	$10,188,097	$29,743,615	$10,978,411	$4,872,548	**$64,587,863**
Food and beverages at stores	$2,982,291	$2,355,826	$8,663,426	$2,756,313	$1,983,076	**$18,740,932**
Vehicle operation	$3,492,670	$3,477,847	$11,954,461	$4,227,804	$1,876,102	**$25,028,886**
Car rentals in PEI and local transportation	$496,636	$1,491,285	$4,759,008	$1,495,378	$185,685	**$8,427,991**
Shopping	$6,404,238	$5,162,799	$13,625,498	$4,694,663	$3,385,445	**$33,272,642**
Recreation and entertainment	$1,639,227	$2,110,539	$9,544,563	$2,305,820	$2,004,517	**$17,604,665**
Other expenditures	$2,441,590	$2,276,619	$4,375,491	$2,520,447	$330,305	**$11,944,452**

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

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
% of Estimated Total Direct Expenditures	(13.3%)	(15.4%)	(47.5%)	(17.1%)	(6.7%)	(100.0%)
Travel packages (if purchased)	3.6%	5.1%	4.0%	5.1%	1.0%	**4.1%**
Accommodations	29.5%	35.5%	37.2%	37.6%	25.7%	**35.2%**
Food and beverages at restaurants, bars, or hotels	22.4%	22.4%	21.1%	21.7%	24.4%	**21.8%**
Food and beverages at stores	7.6%	5.2%	6.2%	5.5%	9.9%	**6.3%**
Vehicle operation	8.9%	7.6%	8.5%	8.4%	9.4%	**8.5%**
Car rentals in PEI and local transportation	1.3%	3.3%	3.4%	3.0%	0.9%	**2.8%**
Shopping	16.3%	11.3%	9.7%	9.3%	17.0%	**11.2%**
Recreation and entertainment	4.2%	4.6%	6.8%	4.6%	10.0%	**5.9%**
Other expenditures	6.2%	5.0%	3.1%	5.0%	1.7%	**4.0%**

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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
Overnight Pleasure Parties *N* (%)	**37,304 (20.9%)**	**27,584 (15.4%)**	**62,415 (34.9%)**	**29,623 (16.6%)**	**21,901 (12.2%)**	**178,827 (100.0%)**
Average Spending per Party per Visit ($)	**$1,052.45**	**$1,652.02**	**$2,255.18**	**$1,706.22**	**$911.38**	**$1,655.74**
Travel packages (if purchased)	$38.19	$85.02	$91.26	$86.90	$9.25	**$68.46**
Accommodations	$310.26	$585.89	$839.47	$641.07	$233.77	**$582.91**
Food and beverages at restaurants, bars, or hotels	$236.04	$369.35	$476.55	$370.60	$222.48	**$361.18**
Food and beverages at stores	$79.95	$85.41	$138.80	$93.05	$90.55	**$104.80**
Vehicle operation	$93.63	$126.08	$191.53	$142.72	$85.66	**$139.96**
Car rentals in PEI and local transportation	$13.31	$54.06	$76.25	$50.48	$8.48	**$47.13**
Shopping	$171.68	$187.17	$218.30	$158.48	$154.58	**$186.06**
Recreation and entertainment	$43.94	$76.51	$152.92	$77.84	$91.53	**$98.45**
Other expenditures	$65.45	$82.53	$70.10	$85.08	$15.08	**$66.79**
Average Length of Stay (nights)	**3.61**	**3.99**	**4.62**	**4.15**	**3.67**	**4.12**
Average Party Size (persons)	**2.20**	**2.60**	**2.82**	**2.42**	**1.96**	**2.48**
Estimated Number of Overnight Pleasure Travellers	**81,917**	**71,694**	**176,141**	**71,596**	**42,929**	**444,277**

Prince Edward Island
CANADA
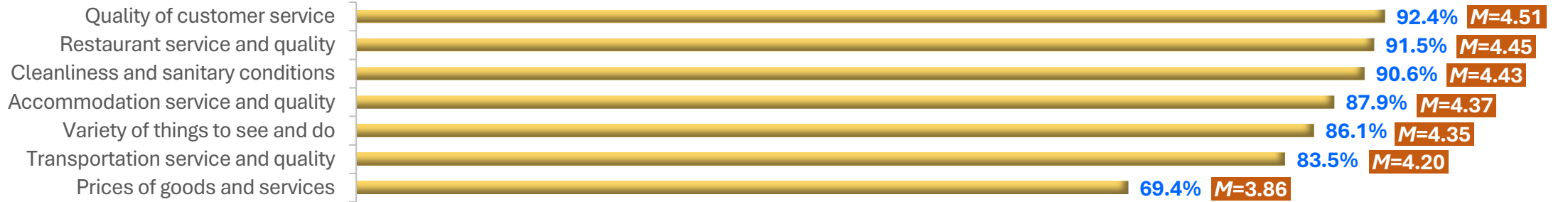OFFICIAL TRAVEL DESTINATION OF THE NHL®

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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Average Spending per Person per Visit ($)	$132.62	$159.50	$172.92	$170.03	$126.84	$161.83
Travel packages (if purchased)	$4.81	$8.21	$7.00	$8.66	$1.29	$6.69
Accommodations	$39.10	$56.57	$64.37	$63.88	$32.54	$56.97
Food and beverages at restaurants, bars, or hotels	$29.74	$35.66	$36.54	$36.93	$30.96	$35.30
Food and beverages at stores	$10.07	$8.25	$10.64	$9.27	$12.60	$10.24
Vehicle operation	$11.80	$12.17	$14.69	$14.22	$11.92	$13.68
Car rentals in PEI and local transportation	$1.68	$5.22	$5.85	$5.03	$1.18	$4.61
Shopping	$21.63	$18.07	$16.74	$15.79	$21.51	$18.19
Recreation and entertainment	$5.54	$7.39	$11.73	$7.76	$12.74	$9.62
Other expenditures	$8.25	$7.97	$5.38	$8.48	$2.10	$6.53
Average Length of Stay (nights)	3.61	3.99	4.62	4.15	3.67	4.12
Average Party Size (persons)	2.20	2.60	2.82	2.42	1.96	2.48
Estimated Number of Overnight Pleasure Travellers	81,917	71,694	176,141	71,596	42,929	444,277

CONTENTS	PAGE
9. HOW PEI RATES	**81**

9-1. Rating of Travel Services

Figure 17: Rating of Travel Services by GCA Overnight Pleasure Travel Parties
(Total Overnight Travel Parties *N* = 178,827)

	Rating	Mean
Quality of customer service	92.4%	*M*=4.51
Restaurant service and quality	91.5%	*M*=4.45
Cleanliness and sanitary conditions	90.6%	*M*=4.43
Accommodation service and quality	87.9%	*M*=4.37
Variety of things to see and do	86.1%	*M*=4.35
Transportation service and quality	83.5%	*M*=4.20
Prices of goods and services	69.4%	*M*=3.86

	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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Quality of customer service	89.8%	93.3%	92.2%	94.5%	93.3%	92.4%
Restaurant service and quality	93.0%	90.0%	88.6%	92.5%	98.3%	91.5%
Cleanliness and sanitary conditions	89.1%	92.8%	89.0%	89.3%	97.1%	90.6%
Accommodation service and quality	90.0%	91.6%	84.6%	84.5%	96.5%	87.9%
Variety of things to see and do	74.8%	87.7%	89.0%	88.3%	87.8%	86.1%
Transportation service and quality	79.9%	88.2%	80.9%	85.7%	87.0%	83.5%
Prices of goods and services	67.6%	71.4%	66.3%	69.9%	78.0%	69.4%

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

9-2. Instance of Complaints

Figure 18: Instance of Complaints from GCA Overnight Pleasure Travel Parties by Season
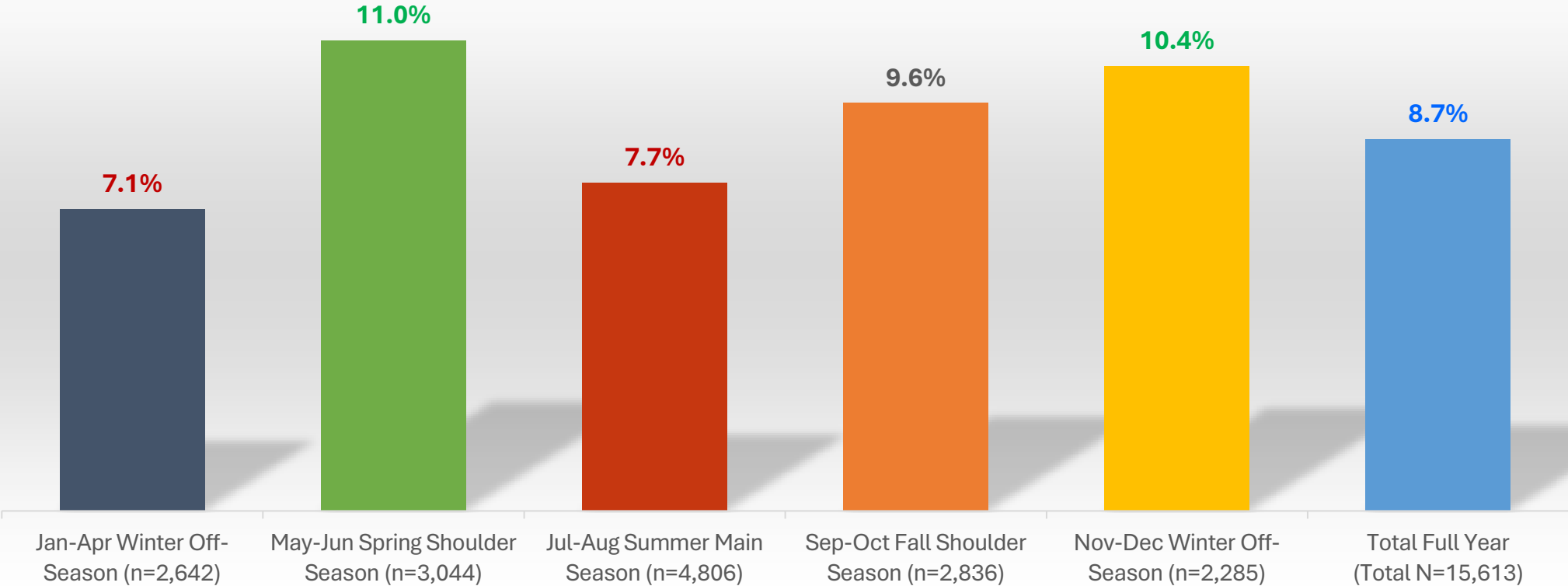
7.1%	11.0%	7.7%	9.6%	10.4%	8.7%
Jan-Apr Winter Off-Season (n=2,642)	May-Jun Spring Shoulder Season (n=3,044)	Jul-Aug Summer Main Season (n=4,806)	Sep-Oct Fall Shoulder Season (n=2,836)	Nov-Dec Winter Off-Season (n=2,285)	Total Full Year (Total N=15,613)

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

9-3. Travel Evaluation and Overall Satisfaction

Figure 19: Travel Evaluation and Overall Satisfaction by GCA Overnight Pleasure Travel Parties
(Total Overnight Travel Parties *N* = 178,827)

My trip to PEI was a good way to spend my time — 96.0% *M*=4.56

PEI was a safe and hygienic destination — 95.6% *M*=4.53

I was satisfied with my trip to PEI — 95.0% *M*=4.56

My trip to PEI was good value for money spent — 87.2% *M*=4.25

	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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
My trip to PEI was a good way to spend my time	96.6%	94.4%	96.1%	95.6%	97.2%	96.0%
PEI was a safe and hygienic destination	95.6%	97.8%	95.5%	93.0%	97.0%	95.6%
I was satisfied with my trip to PEI	96.3%	94.9%	94.0%	94.0%	97.0%	95.0%
My trip to PEI was good value for money spent	84.0%	90.0%	86.3%	87.9%	90.8%	87.2%

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.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

9-4. Future Behavioural Intentions

Figure 20: Likelihood of Recommending PEI as a
Travel Destination to Others by Season
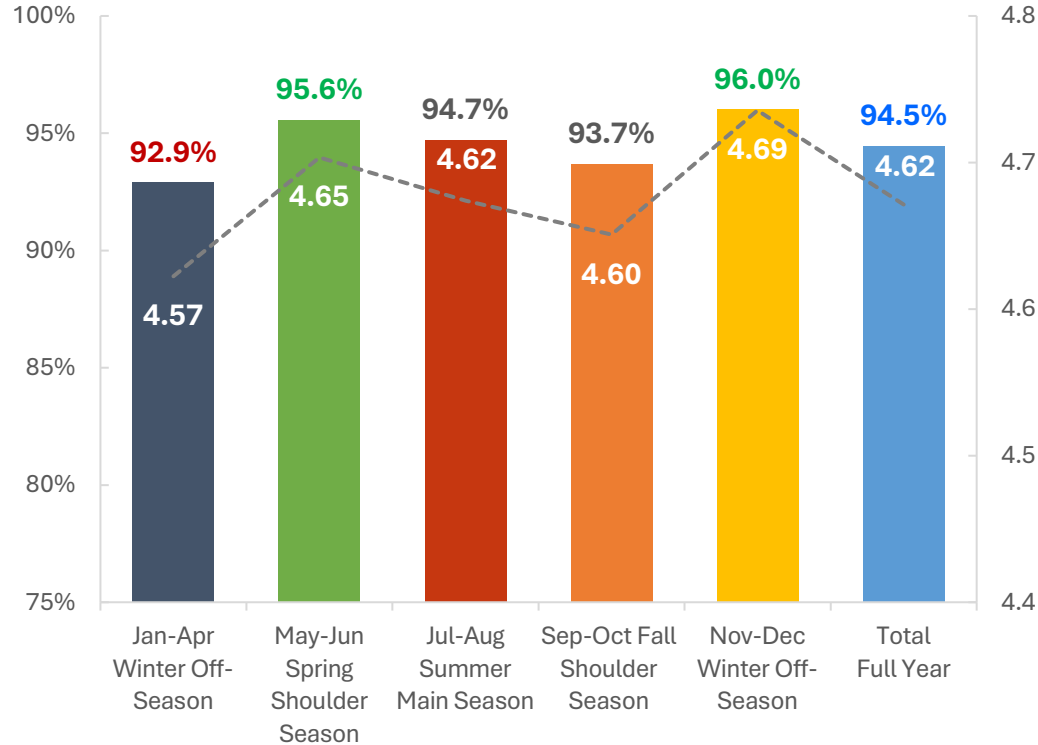
Figure 21: Likelihood of Visiting PEI Again by Season
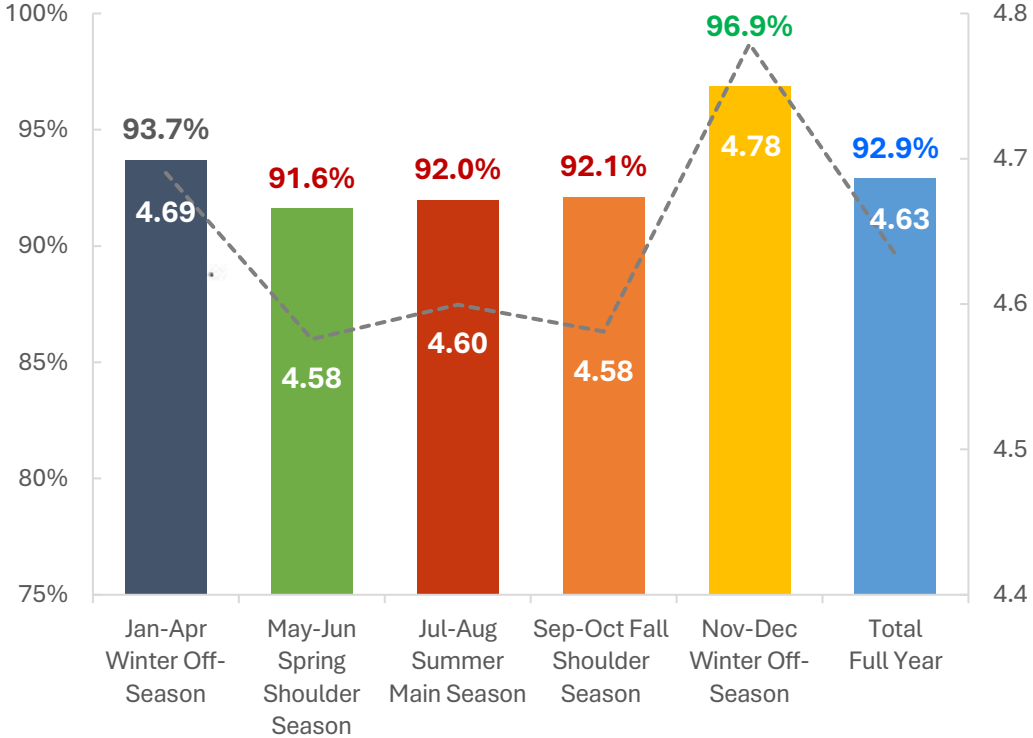
Note: Results were based on those who rated each of the items; while percent (%) indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale, numbers inside of each column indicate mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

CONTENTS	PAGE
10. DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS	**86**

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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Gender						
Male	31.3%	33.3%	39.2%	41.0%	33.7%	**36.3%**
Female	68.6%	65.4%	60.6%	57.7%	66.3%	**63.2%**
Other	0.1%	1.3%	0.1%	1.4%	0.0%	**0.5%**
Age						
18 to 24	5.1%	3.1%	2.9%	1.2%	4.7%	**3.3%**
25 to 34	10.6%	8.4%	10.1%	4.9%	8.9%	**8.9%**
35 to 44	18.6%	9.4%	13.0%	9.6%	9.3%	**12.6%**
45 to 54	10.0%	8.4%	18.2%	14.9%	17.0%	**14.3%**
55 to 64	25.3%	28.7%	23.9%	30.9%	25.2%	**26.2%**
65 to 74	24.6%	34.2%	23.4%	29.7%	28.1%	**26.9%**
75 and over	5.9%	7.8%	8.5%	8.9%	6.7%	**7.7%**
Mother Tongue						
English	70.2%	83.7%	78.9%	81.1%	87.2%	**79.2%**
French	21.5%	9.3%	14.8%	13.1%	9.1%	**14.4%**
Other	8.3%	7.0%	6.3%	5.8%	3.7%	**6.4%**

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
Overnight Pleasure Parties *N* (%)	**37,304 (20.9%)**	**27,584 (15.4%)**	**62,415 (34.9%)**	**29,623 (16.6%)**	**21,901 (12.2%)**	**178,827 (100.0%)**
Marital Status						
Single	19.8%	20.2%	18.3%	15.8%	22.9%	**19.1%**
Married/living common law	72.0%	75.0%	78.0%	78.9%	72.1%	**75.7%**
Other	8.2%	4.8%	3.7%	5.3%	5.0%	**5.2%**
Average Number of Children Living in the Household *						
Children 17 years and younger — Valid *N*	8,569	4,094	11,877	3,210	3,962	31,712
Children 17 years and younger — (Valid %)	(23.0%)	(14.8%)	(19.0%)	(10.8%)	(18.1%)	(17.7%)
Children 17 years and younger — Avg. #	1.49	1.68	1.67	1.74	1.63	**1.62**
Children 18 years and older — Valid *N*	5,444	2,771	9,737	4,394	3,916	26,261
Children 18 years and older — (Valid %)	(14.6%)	(10.0%)	(15.6%)	(14.8%)	(17.9%)	(14.7%)
Children 18 years and older — Avg. #	1.76	1.62	1.54	1.76	1.53	**1.63**

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'.

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Education						
Some school	0.5%	0.8%	1.2%	0.7%	0.8%	**0.9%**
High school diploma	10.8%	12.5%	9.3%	7.3%	9.3%	**9.8%**
Some post-secondary	10.9%	11.7%	9.1%	8.6%	9.8%	**9.9%**
Graduated community/technical college	29.6%	20.4%	21.7%	30.4%	25.4%	**25.0%**
Graduated university (undergraduate)	28.2%	28.4%	28.0%	26.8%	27.4%	**27.8%**
Post graduate degree/Professional designation	19.9%	26.3%	30.8%	26.2%	27.3%	**26.6%**
Employment Status						
Working full time	43.1%	35.3%	47.0%	36.2%	44.6%	**42.3%**
Working part time or seasonally	10.2%	7.2%	7.7%	7.8%	10.6%	**8.5%**
Unemployed	2.4%	0.5%	0.9%	2.1%	0.3%	**1.3%**
Retraining or upgrading	0.7%	0.0%	0.1%	0.0%	0.0%	**0.2%**
Retired	35.5%	54.5%	37.1%	51.0%	40.6%	**42.2%**
Homemaker	1.7%	0.8%	1.7%	0.4%	1.7%	**1.3%**
Student	4.2%	0.8%	2.7%	0.7%	1.4%	**2.3%**
Other	2.2%	0.9%	2.8%	1.9%	0.8%	**2.0%**

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

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®

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
Overnight Pleasure Parties *N* (%)	37,304 (20.9%)	27,584 (15.4%)	62,415 (34.9%)	29,623 (16.6%)	21,901 (12.2%)	178,827 (100.0%)
Annual Household Income						
Under $40,000	10.8%	8.4%	8.3%	4.7%	11.1%	**8.6%**
$40,000 to $59,999	10.3%	13.7%	10.5%	12.1%	10.1%	**11.2%**
$60,000 to $79,999	12.4%	11.1%	13.6%	12.1%	14.0%	**12.8%**
$80,000 to $99,999	16.6%	14.7%	15.0%	15.0%	17.4%	**15.6%**
$100,000 to $124,999	12.3%	17.0%	11.3%	15.1%	13.6%	**13.3%**
$125,000 to $149,999	10.3%	6.4%	10.8%	12.5%	9.7%	**10.2%**
$150,000 to $174,999	5.3%	6.8%	6.9%	5.5%	6.1%	**6.2%**
$175,000 to $199,999	3.6%	2.4%	4.9%	2.8%	5.2%	**3.9%**
$200,000 or more	6.7%	8.2%	9.2%	8.8%	5.4%	**8.0%**
Not Stated	11.5%	11.2%	9.5%	11.4%	7.3%	**10.2%**

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®