



Red Sands Shore Region Overnight Visitor Profile

EXIT SURVEY REPORT SERIES: ES2018-2019-08

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Disclaimer

This visitor profile is derived from data captured through Tourism PEI's 2018-2019 Visitor Exit Survey. Tourism PEI segmented the data to focus on the results of survey respondents who indicated that they **stayed at least one night in the Red Sands Shore (RSS) region for pleasure purposes**, including Borden-Carleton, Victoria-by-the-Sea, Brookvale, Bonshaw, Strathgartney, Fort Amherst/Port La Joye, Kinkora. Therefore, this visitor profile outlines overnight pleasure visitors and does not represent other types of visitors to the RSS region (e.g. same-day, business, etc.). It is important to note, some visitors may have stayed in multiple tourism regions during their trip and that the information presented in this report reflects their entire time on Prince Edward Island. Please refer to Tourism PEI's Overall Results Report (*Exit Survey Report Series: ES2018-2019-01*) for an overview of Tourism PEI's 2018-2019 Visitor Exit Survey study, the methodology used, and a detailed breakdown of the surveys overall results.

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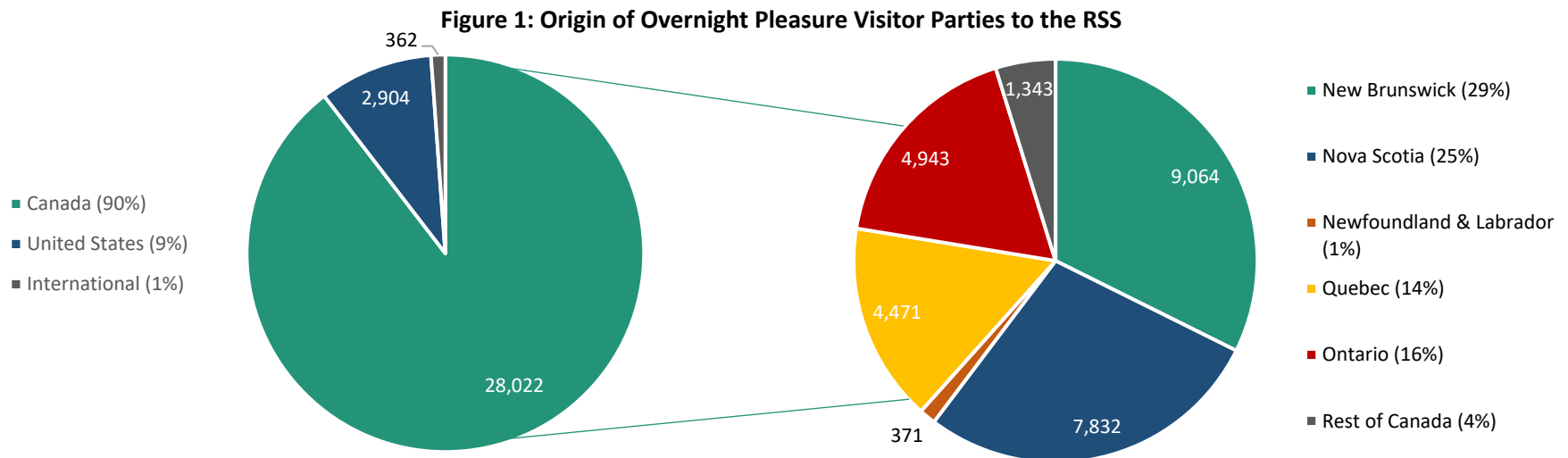
Overnight Pleasure Visitors to the Red Sands Shore Region

MARKET AND PARTY SIZE

In total, approximately 31,300 visitor parties (7% of 479,100 all overnight visitor parties) stayed at least one night in the Red Sands Shore (RSS) region during July 1, 2018 to June 30, 2019 (the “study period”). The average party size of overnight pleasure RSS visitors was 3.06 people. The average party size was lowest during the January-April winter off-season at 1.68 people and highest during the July-August main season at 3.35 people. Please see Annex A, Table 1.

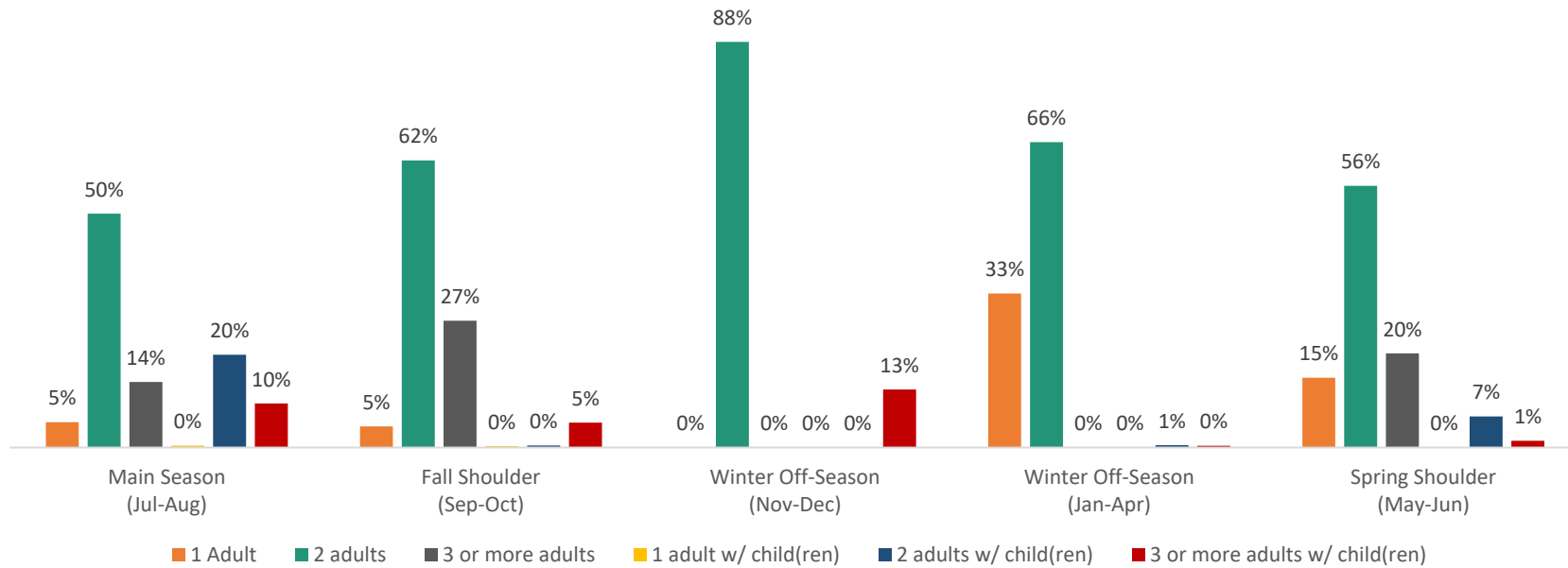
ORIGIN

The geographic markets that made up the greatest proportion of RSS visitors were New Brunswick (29%), Nova Scotia (25%), Ontario (16%), and Quebec (14%). During the two winter off-seasons (January to April and November to December), the vast majority (90%) of RSS visitors were from Nova Scotia and New Brunswick. Please see Annex A, Table 2.



RSS VISITOR PARTY COMPOSITION AND AGE

Figure 2: RSS Visitor Party Composition by Tourism Season



The majority (81%) of RSS visitor parties were comprised of only adults. Approximately 38 percent overnight pleasure parties were comprised of adults aged 55 and over, 20 percent were adults with children, 17 percent were between the ages of 35 and 54 (middle aged travellers), 16 percent were comprised of travellers of varying age generations, and nine percent of parties were comprised of millennials (aged 18 to 34). Please see Annex A, Tables 3, 4A, 4B, 4C and 5.

PRIMARY REASON FOR TRIP AND TYPE OF VISITATION

Approximately 56 percent of RSS visitors indicated they travelled to Prince Edward Island (“PEI”) for a holiday or vacation and 15 percent travelled to PEI for a short getaway. These were the most popular reasons for travelling to PEI in all seasons with the exception of the two winter off-seasons.

In these seasons, the majority of RSS visitors had travelled to PEI to visit friends and/or relatives. Approximately 73 percent of RSS visitors have visited PEI previously. Of these repeat visitors, approximately 30 percent of RSS visitors had last visited earlier in the same year of the trip in which they were surveyed and 28 percent had last visited PEI one year ago. On average, RSS repeat visitors had visited PEI 6.44 times in the past five years, suggesting annual visits for some parties. Please see Annex A, Tables 6 and 7.

PRIMARY DESTINATION OF TRIP AND TRIP DURATION

PEI was the primary destination of the trip for approximately 84 percent of RSS visitors. On average, RSS visitors were away from their home for 10.3 nights during their trip. They spent an average of 6.0 nights on PEI. RSS visitors also spent 1.4 nights in Nova Scotia and 1.2 nights in New Brunswick on average, as well as other places. Please see Annex A, Table 8.

LENGTH OF STAY AND ACCOMMODATION SUMMARY

RSS visitors stayed an average of 6.0 on PEI of which 3.8 nights were in the RSS region. Approximately 76% (4.6 nights) of nights stayed on PEI by RSS visitors were in paid accommodations. Approximately 22% of all nights stayed in paid accommodations on PEI by RSS visitors were secured through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.

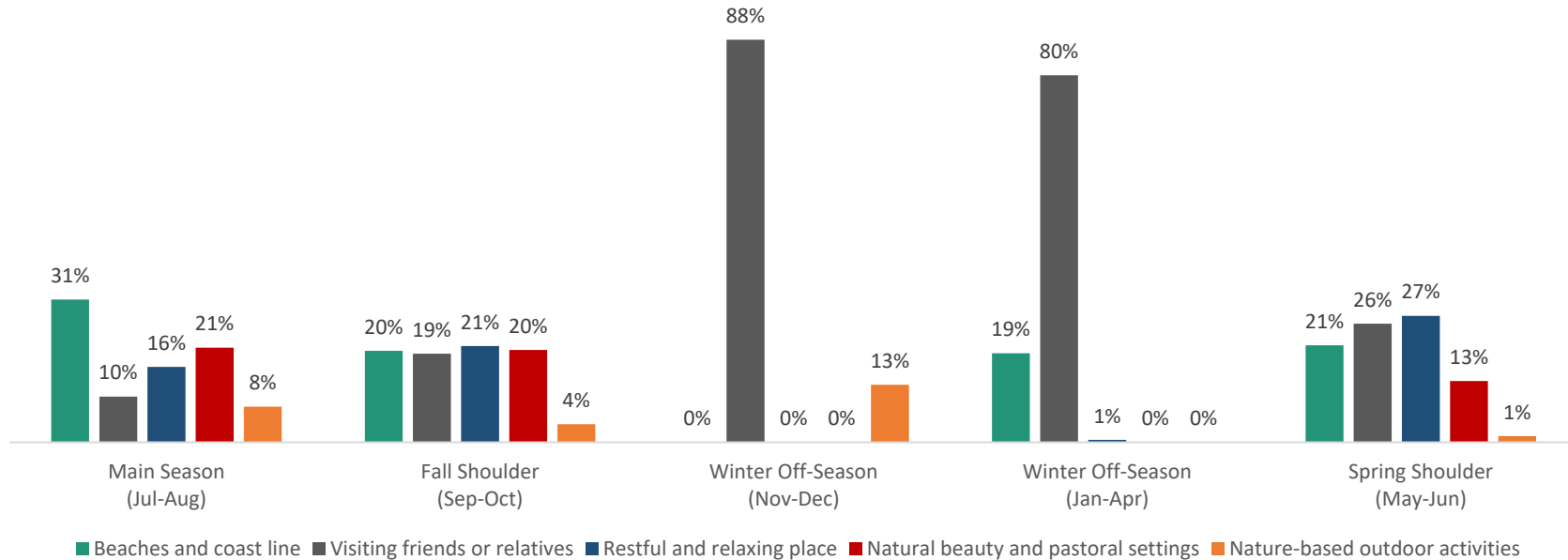
Approximately 24 percent of RSS visitors also stayed at least one night in the Green Gables Shore region. While approximately 20 percent stayed at least one night in the Points East Coastal Drive region, 18 percent stayed at least one night in the Greater Charlottetown Area, 15 percent stayed at least one night in the North Cape Coastal Drive region, and 14 percent stayed at least one night in the Summerside area.

RSS visitor parties stayed in a variety of accommodation types while on PEI, with the most popular types being rented cottage or cabin (33% stayed at least one night in the accommodation type), hotel, motel or resort (22%), campground or RV park (17%), bed and breakfast or tourist home (11%), inn (9%), and home of friends or relatives (4%).

Although many RSS visitors stayed overnight in a rented cottage or cabin, the average length of stay in these accommodation types was relatively short at 5.6 nights. Those who stayed in an own property had the longest average length of stay at 10.4 nights, followed by those who stayed at a campground or trailer (RV) park (7.1 nights), other (4.4 nights), B&B or tourist home (3.9 nights), home of friends or relatives (3.3 nights), Inn (3.2 nights), and hotel, motel or resort (3.0 nights). Please see Annex A, Tables 9, 10, 11, and 12.

PRIMARY FEATURE THAT ATTRACTED RSS VISITOR PARTIES TO PEI

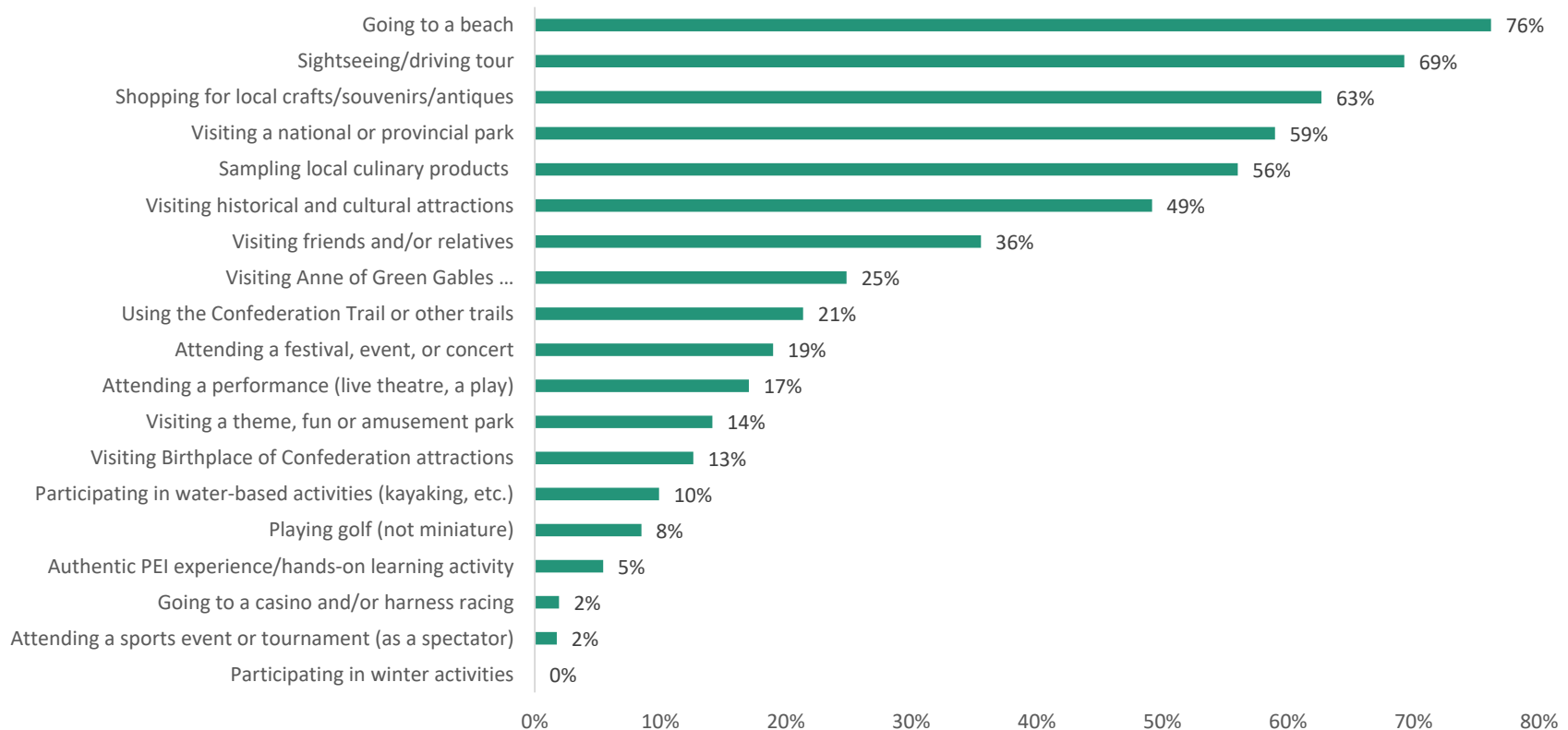
Figure 3: Top Five Overall Primary Features that Attracted RSS Visitors to PEI, by Tourism Season



Approximately 26 percent of RSS visitor parties were primarily attracted to PEI by the beaches and coast line. Visiting friends and/or relatives were the primary feature that attracted 19 percent of GGS visitors, 18 percent were attracted to PEI because they consider it a restful and relaxing place, 18 percent were primarily attracted the natural beauty and pastoral settings, and five percent were attracted by nature-based outdoor activities. Please see Annex A, Table 13.

ACTIVITIES PARTICIPATED IN WHILE ON PEI

Figure 4: Activities Participated in by RSS Visitors



Going to a beach was the most popular activity participated in by RSS visitors (76%). Over the full year, other popular activities included sightseeing/driving tour (69%), shopping for local crafts, souvenirs or antiques (63%), visiting a national or provincial park (59%), sampling local culinary products (56%), visiting historical and cultural attractions (49%), visiting friends and/or relatives (36%), visiting Anne of Green Gables and/or Lucy Maud Montgomery attractions (25%), and using the Confederation Trail or other trails (21%). Please see Annex A, Table 14.

OTHER REGIONS VISITED AND EXPLORATION OF PEI'S COASTAL DRIVES

Over two-thirds (69%) of RSS visitor parties visited the Greater Charlottetown Area during their visit.¹ While 65 percent visited the Green Gables Shore region, 59 percent visited the Summerside area, 42 percent visited the Points East Coastal Drive region, and 34 percent visited the North Cape Coastal Drive region.

Over two-thirds (67%) of RSS visitors stated that they explored the Central Coastal Drive, while 38 percent explored Points East Coastal Drive and 34 percent explored North Cape Coastal Drive. Please see Annex A, Table 15 and 16.

TRIP EXPENDITURES

RSS visitor parties spent an average of \$1,125 per party per visit on PEI. This spending was highest among those who visited during the main season (\$1,372) and lowest among those who visited during the November-December winter off-season (\$307). The items that accounted for the greatest proportion of RSS visitor party spending per party per day were accommodations (\$427; 38%), food and beverage at restaurants, bars, etc. (\$210; 19%), food and beverage at stores (\$119; 11%), shopping (\$108; 10%), and vehicle operation (\$107; 9%). See Annex A, Tables 17A and 17B.

TRIP EVALUATION

RSS visitors were pleased with various aspects of their trip to PEI including the quality of customer service (96% rated this four or five on a five-point scale), restaurant service and quality (94%), accommodation service and quality (94%), the variety of things to see and do (90%), transportation service and quality (84%), and prices of goods and services (79%).

Approximately 91 percent of RSS visitor parties felt that their trip to PEI generated good value for the money that they spent. Almost all RSS visitor parties felt that their visit to PEI was a good way to spend their time (99%) and that they were satisfied with their trip to PEI (96%). Approximately seven percent of RSS visitor parties indicated they experienced a problem or had a complaint about their trip to PEI. Despite these complaints, approximately 98 percent of all RSS visitor parties stated they would recommend PEI as a travel destination to others and 96 percent agreed that they would visit PEI again. Please see Annex A, Table 18.

¹ A visit was defined as staying overnight, dining, visiting an attraction, or participating in an activity in the region, and not travelling through the region only.

Annex A - RSS Visitor Custom Tables

TABLE 1: AVERAGE PARTY SIZE AND NUMBER OF NIGHTS STAYED BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Average Party Size	3.35		3.10		2.36		1.68		2.48		3.06	
Avg. Number of Male Travellers	1.61		1.37		1.24		0.83		1.06		1.42	
Avg. Number of Female Travellers	1.75		1.73		1.12		0.86		1.42		1.64	
Avg. Number of Children	0.64		0.14		0.24		0.01		0.23		0.43	
Avg. Number of Adult Travellers	2.72		2.96		2.12		1.67		2.25		2.63	
Average Number of Nights Stayed	6.79		6.27		3.24		2.47		4.42		6.03	

TABLE 2: ORIGIN OF RSS VISITOR PARTIES BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Canada	15,815	90.1%	5,969	86.9%	71	100.0%	1,865	97.0%	4,302	88.4%	28,022	89.6%
New Brunswick	4,960	28.3%	1,240	18.0%	0	0.0%	1,186	61.7%	1,678	34.5%	9,064	29.0%
Nova Scotia	4,089	23.3%	1,898	27.6%	0	0.0%	610	31.7%	1,235	25.4%	7,832	25.0%
Newfoundland & Labrador	171	1.0%	52	0.8%	0	0.0%	0	0.0%	148	3.0%	371	1.2%
Quebec	2,565	14.6%	1,361	19.8%	0	0.0%	0	0.0%	545	11.2%	4,471	14.3%
Ontario	3,186	18.1%	1,103	16.1%	71	100.0%	48	2.5%	535	11.0%	4,943	15.8%
Rest of Canada	844	4.8%	315	4.6%	0	0.0%	22	1.1%	162	3.3%	1,343	4.3%
United States	1,561	8.9%	818	11.9%	0	0.0%	57	3.0%	468	9.6%	2,904	9.3%
New England	687	3.9%	208	3.0%	0	0.0%	0	0.0%	270	5.5%	1,165	3.7%
Rest of US	875	5.0%	609	8.9%	0	0.0%	57	3.0%	198	4.1%	1,739	5.6%
International	178	1.0%	85	1.2%	0	0.0%	0	0.00%	99	2.0%	362	1.2%

TABLE 3: RSS VISITOR PARTY COMPOSITION BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Party Characteristics												
By myself/alone	962	5.5%	314	4.6%	0	0.0%	639	33.2%	734	15.1%	2,649	8.5%
With my spouse/partner only (2 people)	7,578	43.2%	3,831	55.8%	63	87.5%	617	32.1%	2,392	49.1%	14,481	46.3%
With one or more couples	1,058	6.0%	193	2.8%	0	0.0%	0	0.0%	110	2.3%	1,361	4.3%
As a family (including children under 18)	3,977	22.7%	52	0.8%	9	12.5%	10	0.5%	326	6.7%	4,374	14.0%
As a family (with no one under 18)	591	3.4%	678	9.9%	0	0.0%	0	0.0%	283	5.8%	1,552	5.0%
With other family/families (including children under 18)	138	0.8%	0	0.0%	0	0.0%	7	0.4%	0	0.0%	145	0.5%
With other family members (e.g., sister, brother, etc.)	763	4.3%	873	12.7%	0	0.0%	650	33.8%	413	8.5%	2,699	8.6%
With friends	975	5.6%	420	6.1%	0	0.0%	0	0.0%	374	7.7%	1,769	5.7%
With family and friends	987	5.6%	510	7.4%	0	0.0%	0	0.0%	238	4.9%	1,735	5.5%
Other	525	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	525	1.7%
Party Composition												
Adult travelling alone	962	5.5%	314	4.6%	0	0.0%	639	33.2%	734	15.1%	2,649	8.5%
2 adults	8,855	50.4%	4,257	61.9%	63	87.5%	1,267	65.9%	2,750	56.5%	17,192	54.9%
3 or more adults	2,484	14.1%	1,880	27.4%	0	0.0%	0	0.0%	989	20.3%	5,353	17.1%
1 adult with child(ren)	73	0.4%	22	0.3%	0	0.0%	0	0.0%	0	0.0%	95	0.3%
2 adults with child(ren)	3,513	20.0%	30	0.4%	0	0.0%	10	0.5%	326	6.7%	3,879	12.4%
3 or more adults with child(ren)	1,668	9.5%	369	5.4%	9	12.5%	7	0.4%	71	1.5%	2,124	6.8%
Age Composition												
Millennial (18 to 34) Travellers	1,263	7.2%	428	6.2%	0	0.0%	0	0.0%	1,108	22.7%	2,799	8.9%
Middle Aged (35 to 54) Travellers	2,632	15.0%	1,001	14.6%	0	0.0%	991	51.5%	732	15.0%	5,356	17.1%
Senior (55 and over) Travellers	6,073	34.6%	3,588	52.2%	63	87.5%	610	31.7%	1,623	33.3%	11,957	38.2%
Multi-generation Travellers	2,332	13.3%	1,433	20.9%	0	0.0%	305	15.9%	1,011	20.8%	5,081	16.2%
Families/Adult(s) with child(ren)	5,254	29.9%	421	6.1%	9	12.5%	17	0.9%	397	8.2%	6,098	19.5%

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

TABLE 4A: DEMOGRAPHIC CHARACTERISTICS OF RSS VISITORS BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Gender												
Male	6,426	36.6%	2,539	37.0%	0	0.0%	19	1.0%	2,039	41.9%	11,023	35.2%
Female	11,053	63.0%	4,332	63.0%	71	100.0%	1,903	99.0%	2,820	57.9%	20,179	64.5%
Other	76	0.4%	0	0.0%	0	0.0%	0	0.0%	11	0.2%	87	0.3%
Age												
18 to 24	255	1.5%	0	0.0%	0	0.0%	7	0.4%	310	6.4%	572	1.8%
25 to 34	2,145	12.2%	810	11.8%	0	0.0%	0	0.0%	906	18.6%	3,861	12.3%
35 to 44	3,042	17.3%	792	11.5%	0	0.0%	924	48.1%	733	15.1%	5,491	17.6%
45 to 54	4,038	23.0%	1,080	15.7%	9	12.5%	381	19.8%	603	12.4%	6,111	19.5%
55 to 64	3,937	22.4%	2,348	34.2%	63	87.5%	602	31.3%	1,148	23.6%	8,098	25.9%
65 to 74	3,318	18.9%	1,714	24.9%	0	0.0%	7	0.4%	1,098	22.5%	6,137	19.6%
75 and over	818	4.7%	127	1.8%	0	0.0%	0	0.0%	72	1.5%	1,017	3.3%
Mother Tongue												
English	13,133	74.8%	5,006	72.9%	71	100.0%	1,618	84.1%	4,042	83.0%	23,870	76.3%
French	4,279	24.4%	1,767	25.7%	0	0.0%	305	15.9%	737	15.1%	7,088	22.7%
Other	142	0.8%	97	1.4%	0	0.0%	0	0.0%	91	1.9%	330	1.1%

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

TABLE 4B: DEMOGRAPHIC CHARACTERISTICS OF RSS VISITORS BY TOURISM SEASON (CONT'D)

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Marital Status												
Single	2,093	11.9%	1,370	19.9%	0	0.0%	965	50.2%	915	18.8%	5,343	17.1%
Married/living common law	14,505	82.6%	5,382	78.3%	71	100.0%	951	49.5%	3,749	77.0%	24,658	78.8%
Other	937	5.3%	119	1.7%	0	0.0%	7	0.4%	177	3.6%	1,240	4.0%
Not Stated	19	0.1%	0	0.0%	0	0.0%	0	0.0%	29	0.6%	48	0.2%
Average Number of Children Living in the Household *												
17 years and younger	5,230 ^{a)}	29.8% ^{b)}	1,124 ^{a)}	16.4% ^{b)}	9 ^{a)}	12.7% ^{b)}	322 ^{a)}	16.7% ^{b)}	769 ^{a)}	15.8% ^{b)}	7,453 ^{a)}	23.8% ^{b)}
	1.91 ^{c)}		2.41 ^{c)}		2.00 ^{c)}		1.00 ^{c)}		1.92 ^{c)}		1.95 ^{c)}	
18 years and older	2,705 ^{a)}	15.4% ^{b)}	1,290 ^{a)}	18.8% ^{b)}	9 ^{a)}	12.7% ^{b)}	26 ^{a)}	1.4% ^{b)}	242 ^{a)}	5.0% ^{b)}	4,272 ^{a)}	13.7% ^{b)}
	1.51 ^{c)}		1.48 ^{c)}		1.00 ^{c)}		2.00 ^{c)}		1.77 ^{c)}		1.52 ^{c)}	
Education												
Some school	266	1.5%	22	0.3%	0	0.0%	7	0.4%	238	4.9%	533	1.7%
High school diploma	1,925	11.0%	937	13.6%	0	0.0%	67	3.5%	712	14.6%	3,641	11.6%
Some post-secondary	2,212	12.6%	1,088	15.8%	0	0.0%	10	0.5%	205	4.2%	3,515	11.2%
Graduated community/technical college	4,018	22.9%	941	13.7%	63	87.5%	1,219	63.4%	818	16.8%	7,059	22.6%
Graduated university (undergraduate degree)	5,173	29.5%	1,817	26.4%	9	12.5%	19	1.0%	1,555	31.9%	8,573	27.4%
Post graduate degree/professional designation	3,941	22.5%	2,066	30.1%	0	0.0%	600	31.2%	1,313	27.0%	7,920	25.3%
Not Stated	19	0.1%	0	0.0%	0	0.0%	0	0.0%	29	0.6%	48	0.2%

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

TABLE 4C: DEMOGRAPHIC CHARACTERISTICS OF RSS VISITORS BY TOURISM SEASON (CONT'D)

	2018 Jul-Aug		2018 Sep-Oct		2018 Nov-Dec		2019 Jan-Apr		2019 May-Jun		Total	
	Main Season		Fall Shoulder		Winter Off-Season		Winter Off-Season		Spring Shoulder		12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Employment Status												
Working full-time	8,975	51.1%	3,320	48.3%	63	87.5%	1,315	68.4%	2,168	44.5%	15,841	50.6%
Working part-time or seasonally	1,350	7.7%	540	7.9%	0	0.0%	7	0.4%	367	7.5%	2,264	7.2%
Unemployed	119	0.7%	0	0.0%	0	0.0%	0	0.0%	12	0.2%	131	0.4%
Retraining or upgrading	70	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	70	0.2%
Retired	5,960	34.0%	2,757	40.1%	0	0.0%	600	31.2%	1,810	37.2%	11,127	35.6%
Homemaker	137	0.8%	117	1.7%	9	12.5%	0	0.0%	25	0.5%	288	0.9%
Student	774	4.4%	89	1.3%	0	0.0%	0	0.0%	221	4.5%	1,084	3.5%
Other	150	0.9%	49	0.7%	0	0.0%	0	0.0%	238	4.9%	437	1.4%
Not Stated	19	0.1%	0	0.0%	0	0.0%	0	0.0%	29	0.6%	48	0.2%
Annual Household Income												
Under \$40,000	1,987	11.3%	673	9.8%	0	0.0%	305	15.9%	151	3.1%	3,116	10.0%
\$40,000 to \$59,999	2,016	11.5%	606	8.8%	0	0.0%	64	3.3%	1,101	22.6%	3,787	12.1%
\$60,000 to \$79,999	2,793	15.9%	1,064	15.5%	0	0.0%	7	0.4%	611	12.5%	4,475	14.3%
\$80,000 to \$99,999	2,263	12.9%	953	13.9%	0	0.0%	10	0.5%	665	13.7%	3,891	12.4%
\$100,000 to \$124,999	2,441	13.9%	825	12.0%	9	12.5%	898	46.7%	871	17.9%	5,044	16.1%
\$125,000 to \$149,999	1,066	6.1%	183	2.7%	0	0.0%	29	1.5%	326	6.7%	1,604	5.1%
\$150,000 to \$174,999	1,530	8.7%	261	3.8%	0	0.0%	10	0.5%	623	12.8%	2,424	7.7%
\$175,000 to \$199,999	560	3.2%	108	1.6%	0	0.0%	593	30.8%	11	0.2%	1,272	4.1%
\$200,000 or more	1,293	7.4%	590	8.6%	63	87.5%	0	0.0%	143	2.9%	2,089	6.7%
Not Stated	1,605	9.1%	1,608	23.4%	0	0.0%	7	0.4%	369	7.6%	3,589	11.5%

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

TABLE 5: GENDER AND AGE OF INDIVIDUAL OVERNIGHT RSS VISITORS BY TOURISM SEASON

	2018 Jul-Aug		2018 Sep-Oct		2018 Nov-Dec		2019 Jan-Apr		2019 May-Jun		Total	
	Main Season		Fall Shoulder		Winter Off-Season		Winter Off-Season		Spring Shoulder		12 Months Full-Year	
Overnight Pleasure Visitors	58,851	(61.5%)	21,321	(22.3%)	168	(0.2%)	3,238	(3.4%)	12,075	(12.6%)	95,657	(100.0%)
Gender												
Male	28,175	47.9%	9,419	44.2%	88	52.4%	1,589	49.1%	5,151	42.7%	44,424	46.4%
Female	30,676	52.1%	11,902	55.8%	80	47.6%	1,649	50.9%	6,924	57.3%	51,233	53.6%
Age												
Under 8 Years	6,230	10.6%	798	3.7%	0	0.0%	10	0.3%	522	4.3%	7,560	7.9%
9 – 17 Years	4,955	8.4%	171	0.8%	17	10.1%	14	0.4%	588	4.9%	5,745	6.0%
18 – 24 Years	2,151	3.7%	89	0.4%	9	5.4%	0	0.0%	852	7.1%	3,101	3.2%
25 – 34 Years	5,501	9.3%	2,744	12.9%	0	0.0%	0	0.0%	1,799	14.9%	10,044	10.5%
35 – 44 Years	8,412	14.3%	3,559	16.7%	0	0.0%	935	28.9%	1,684	13.9%	14,591	15.3%
45 – 54 Years	9,772	16.6%	1,946	9.1%	18	10.7%	757	23.4%	1,751	14.5%	14,245	14.9%
55 – 64 Years	11,085	18.8%	5,500	25.8%	124	73.8%	1,501	46.4%	1,519	12.6%	19,731	20.6%
65 – 74 Years	9,027	15.3%	5,397	25.3%	0	0.0%	21	0.6%	2,953	24.5%	17,398	18.2%
75 Years and over	1,718	2.9%	1,117	5.2%	0	0.0%	0	0.0%	407	3.4%	3,242	3.4%

TABLE 6: PRIMARY REASON FOR TRIP TO PEI BY TOURISM SEASON

	2018 Jul-Aug		2018 Sep-Oct		2018 Nov-Dec		2019 Jan-Apr		2019 May-Jun		Total	
	Main Season		Fall Shoulder		Winter Off-Season		Winter Off-Season		Spring Shoulder		12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Holiday, vacation	12,009	68.4%	3,980	57.9%	9	12.5%	67	3.5%	1,486	30.5%	17,551	56.1%
Short getaway	2,152	12.3%	1,168	17.0%	0	0.0%	305	15.9%	1,205	24.7%	4,830	15.4%
Visit friends and/or relatives	681	3.9%	100	1.5%	0	0.0%	1,551	80.7%	775	15.9%	3,107	9.9%
Visit second home, cottage, condo	495	2.8%	211	3.1%	0	0.0%	0	0.0%	751	15.4%	1,457	4.7%
Attend events, festivals, attractions	526	3.0%	244	3.6%	0	0.0%	0	0.0%	96	2.0%	866	2.8%
Other pleasure	1,691	9.6%	1,168	17.0%	63	87.5%	0	0.0%	556	11.4%	3,478	11.1%

Note: Other pleasure includes attending a wedding, attending a family reunion/meeting, etc.; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

TABLE 7: TYPE OF VISITATION AND LAST TRIP TO PEI BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Type of Visitation												
First-Time Visitors	4,716	26.9%	2,456	35.7%	0	0.0%	57	3.0%	1,208	24.8%	8,437	27.0%
Repeat Visitors	12,838	73.1%	4,415	64.3%	71	100.0%	1,865	97.0%	3,662	75.2%	22,851	73.0%
Last Trip to PEI*												
This year	2,135	16.6%	1,692	38.3%	63	87.5%	1,536	82.4%	1,448	39.5%	6,874	30.1%
One year ago	4,352	33.9%	1,431	32.4%	0	0.0%	0	0.0%	700	19.1%	6,483	28.4%
Two years ago	942	7.3%	193	4.4%	0	0.0%	312	16.7%	550	15.0%	1,997	8.7%
Three years ago	348	2.7%	51	1.2%	0	0.0%	0	0.0%	74	2.0%	473	2.1%
Four years ago	726	5.7%	89	2.0%	0	0.0%	0	0.0%	262	7.2%	1,077	4.7%
Five or more years ago	4,335	33.8%	959	21.7%	9	12.5%	17	0.9%	629	17.2%	5,949	26.0%
Average Number of Times Visited PEI in the Past Five Years*												
Mean (Group Median)	4.05 (2.85)		6.44 (4.89)		2.76 (2.76)		12.27 (14.28)		11.90 (4.38)		6.44 (3.82)	

Note: * Repeat visitors only.

TABLE 8: PRIMARY DESTINATION AND TRIP DURATION BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Primary Destination of the Trip												
Prince Edward Island	15,150	86.3%	5,711	83.1%	63	87.5%	1,330	69.2%	3,978	81.7%	26,232	83.8%
Other Destination	2,289	13.0%	1,101	16.0%	0	0.0%	593	30.8%	881	18.1%	4,864	15.5%
Don't Know/Not Stated	115	0.7%	59	0.9%	9	12.5%	0	0.0%	11	0.2%	194	0.6%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	11.71	100.0%	10.54	100.0%	3.84	100.0%	3.47	100.0%	7.64	100.0%	10.30	100.0%
Nights stayed in PEI	6.79	58.0%	6.27	59.5%	3.24	84.4%	2.47	71.1%	4.42	57.8%	6.03	58.6%
Nights in Paid Accommodation	5.43	(79.9%)	4.84	(77.3%)	0.60	(18.5%)	0.39	(15.9%)	2.91	(65.9%)	4.59	(76.1%)
Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.	1.14	(21.0%)	1.21	(25.0%)	0.00	(0.0%)	0.38	(96.2%)	0.65	(22.3%)	1.03	(22.4%)
Nights stayed in NB	1.33	11.4%	1.27	12.0%	0.00	0.0%	0.93	26.8%	0.95	12.5%	1.23	12.0%
Nights stayed in NS	1.55	13.2%	1.61	15.3%	0.36	9.4%	0.00	0.0%	1.12	14.7%	1.40	13.6%
Nights stayed in NL	0.64	5.5%	0.20	1.9%	0.00	0.0%	0.00	0.0%	0.21	2.8%	0.44	4.3%
Nights stayed in Magdalen Islands	0.26	2.2%	0.01	0.1%	0.00	0.0%	0.00	0.0%	0.16	2.0%	0.17	1.7%
Nights stayed elsewhere	1.14	9.7%	1.18	11.2%	0.24	6.2%	0.07	2.2%	0.78	10.2%	1.02	9.9%

Note: While percent in parentheses of “nights in paid accommodation” indicates % for nights stayed in PEI (**bold blue colour**), percent in parentheses in “nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.” indicates % for nights in paid accommodation (**bold red colour**).

TABLE 9: AVERAGE LENGTH OF STAY IN PEI REGIONS BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Average Number of Nights Stayed in PEI	6.79		6.27		3.24		2.47		4.42		6.03	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)												
Red Sands Shore	3.87		4.69		2.76		2.25		2.78		3.78	
Green Gables Shore	0.93		0.42		0.12		0.00		0.61		0.71	
Points East Coastal Drive	0.74		0.32		0.12		0.16		0.28		0.54	
Greater Charlottetown Area	0.43		0.39		0.12		0.04		0.34		0.39	
North Cape Coastal Drive	0.42		0.23		0.00		0.00		0.28		0.33	
Summerside Area	0.39		0.21		0.12		0.00		0.13		0.29	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
Red Sands Shore	3.87		4.69		2.71		2.25		2.78		3.78	
Green Gables Shore	3.24		2.11		1.00		1.00		2.93		2.99	
Points East Coastal Drive	3.09		2.18		1.00		1.00		2.31		2.76	
North Cape Coastal Drive	2.31		1.99		n/a		1.00		1.92		2.19	
Greater Charlottetown Area	2.16		1.98		1.00		4.00		2.32		2.14	
Summerside Area	2.37		1.26		1.00		1.00		2.13		2.06	

TABLE 10: OVERNIGHT STAYS IN OTHER PEI REGIONS BY TOURISM SEASON

	2018 Jul-Aug		2018 Sep-Oct		2018 Nov-Dec		2019 Jan-Apr		2019 May-Jun		Total	
	Main Season		Fall Shoulder		Winter Off-Season		Winter Off-Season		Spring Shoulder		12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Total Accumulated Parties Staying at Least One Night in the Specified Region												
Green Gables Shore	5,052	28.8%	1,358	19.8%	9	12.5%	7	0.4%	1,006	20.7%	7,432	23.8%
Points East Coastal Drive	4,191	23.9%	1,018	14.8%	9	12.5%	312	16.2%	586	12.0%	6,116	19.5%
Greater Charlottetown Area	3,536	20.1%	1,355	19.7%	9	12.5%	22	1.1%	710	14.6%	5,632	18.0%
North Cape Coastal Drive	3,202	18.2%	801	11.7%	0	0.0%	7	0.4%	714	14.7%	4,724	15.1%
Summerside Area	2,925	16.7%	1,141	16.6%	9	12.5%	7	0.4%	305	6.3%	4,387	14.0%
Total Accumulated Nights Spent by Parties in the Specific Region												
Red Sands Shore	67,841	56.9%	32,313	74.9%	198	84.6%	4,326	91.2%	13,534	62.9%	118,212	62.6%
Green Gables Shore	16,384	13.8%	2,859	6.6%	9	3.8%	7	0.1%	2,956	13.7%	22,215	11.8%
Points East Coastal Drive	12,975	10.9%	2,219	5.1%	9	3.8%	312	6.6%	1,357	6.3%	16,872	8.9%
Greater Charlottetown Area	7,620	6.4%	2,690	6.2%	9	3.8%	84	1.8%	1,647	7.7%	12,050	6.4%
North Cape Coastal Drive	7,381	6.2%	1,595	3.7%	0	0.0%	7	0.1%	1,375	6.4%	10,358	5.5%
Summerside Area	6,924	5.8%	1,438	3.3%	9	3.8%	7	0.1%	650	3.0%	9,028	4.8%
Total Overnight Stays (Nights)	119,125	100.0%	43,114	100.0%	234	100.0%	4,743	100.0%	21,519	100.0%	188,735	100.0%

TABLE 11: OVERNIGHT STAYS IN TYPE OF ACCOMMODATION USED BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation												
Cottage or Cabin	6,771	30.3%	3,572	45.3%	9	10.0%	305	13.6%	2,089	33.2%	12,746	32.8%
Hotel, Motel, or Resort	5,076	22.7%	2,109	26.7%	9	10.0%	7	0.3%	1,410	22.4%	8,611	22.2%
Campground or Trailer (RV) Park	4,943	22.1%	931	11.8%	0	0.0%	0	0.0%	581	9.2%	6,455	16.6%
Home of Friends or Relatives	1,595	7.1%	59	0.7%	63	70.0%	1,551	69.4%	1,051	16.7%	4,319	11.1%
B&B or Tourist Home	2,199	9.9%	895	11.3%	0	0.0%	57	2.6%	407	6.5%	3,558	9.2%
Inn	992	4.4%	57	0.7%	9	10.0%	0	0.0%	314	5.0%	1,372	3.5%
Other (e.g., hostel)	479	2.1%	147	1.9%	0	0.0%	0	0.0%	371	5.9%	997	2.6%
Own Property	265	1.2%	118	1.5%	0	0.0%	315	14.1%	71	1.1%	769	2.0%
Total Overnight Stays (Parties)	22,320	100.0%	7,888	100.0%	90	100.0%	2,235	100.0%	6,294	100.0%	38,827	100.0%
Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation												
Cottage or Cabin	41,192	34.6%	23,416	54.2%	9	3.8%	305	6.4%	6,536	30.3%	71,458	37.8%
Campground or Trailer (RV) Park	35,280	29.6%	6,557	15.2%	0	0.0%	0	0.0%	4,316	20.0%	46,153	24.4%
Hotel, Motel, or Resort	17,418	14.6%	5,367	12.4%	27	11.5%	7	0.1%	3,362	15.6%	26,181	13.9%
Home of Friends or Relatives	6,904	5.8%	390	0.9%	189	80.8%	3,665	77.3%	3,198	14.8%	14,346	7.6%
B&B or Tourist Home	7,537	6.3%	4,439	10.3%	0	0.0%	399	8.4%	1,549	7.2%	13,924	7.4%
Own Property	5,508	4.6%	1,830	4.2%	0	0.0%	365	7.7%	300	1.4%	8,003	4.2%
Inn	3,313	2.8%	285	0.7%	9	3.8%	0	0.0%	786	3.6%	4,393	2.3%
Other (e.g., hostel)	1,981	1.7%	898	2.1%	0	0.0%	0	0.0%	1,494	6.9%	4,373	2.3%
Total Overnight Stays (Nights)	119,133	100.0%	43,182	100.0%	234	100.0%	4,741	100.0%	21,541	100.0%	188,831	100.0%

TABLE 12: AVERAGE LENGTH OF STAY IN ACCOMMODATION TYPE BY TOURISM SEASON

	2018 Jul-Aug		2018 Sep-Oct		2018 Nov-Dec		2019 Jan-Apr		2019 May-Jun		Total	
	Main Season		Fall Shoulder		Winter Off-Season		Winter Off-Season		Spring Shoulder		12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Average Number of Nights Stayed in PEI	6.79		6.27		3.24		2.47		4.42		6.03	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)												
Cottage or Cabin	2.35		3.40		0.12		0.16		1.34		2.28	
Campground or Trailer (RV) Park	2.01		0.95		0.00		0.00		0.88		1.47	
Hotel, Motel, or Resort	0.99		0.78		0.36		0.00		0.69		0.84	
Home of Friends or Relatives	0.39		0.06		2.64		1.91		0.66		0.46	
B&B or Tourist Home	0.43		0.65		0.00		0.21		0.32		0.44	
Own Property	0.31		0.26		0.00		0.19		0.06		0.25	
Inn	0.19		0.04		0.12		0.00		0.16		0.14	
Cottage or Cabin	0.11		0.13		0.00		0.00		0.31		0.14	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)												
Own Property	20.81		15.25		n/a		1.15		4.19		10.38	
Campground or Trailer (RV) Park	7.14		7.00		n/a		n/a		7.39		7.14	
Cottage or Cabin	6.09		6.54		1.00		1.00		3.13		5.60	
Other (e.g., hostel)	4.15		6.06		n/a		n/a		4.04		4.39	
B&B or Tourist Home	3.43		4.96		n/a		7.00		3.78		3.91	
Home of Friends or Relatives	4.32		6.49		3.00		2.37		3.04		3.32	
Inn	3.34		5.00		1.00		n/a		2.49		3.20	
Hotel, Motel, or Resort	3.43		2.54		3.00		1.00		2.39		3.04	

TABLE 13: PRIMARY FEATURE THAT ATTRACTED OVERNIGHT RSS VISITOR PARTIES TO PEI BY TOURISM SEASON

	2018 Jul-Aug		2018 Sep-Oct		2018 Nov-Dec		2019 Jan-Apr		2019 May-Jun		Total	
	Main Season		Fall Shoulder		Winter Off-Season		Winter Off-Season		Spring Shoulder		12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Valid Overnight Pleasure Parties	104,467	(60.8%)	34,915	(20.3%)	2,673	(1.6%)	4,793	(2.8%)	24,846	(14.5%)	171,694	(100.0%)
Beaches and coast line	5,447	31.0%	1,359	19.9%	0	0.0%	372	19.3%	1,026	21.1%	8,204	26.2%
Visiting friends and/or relatives *	1,741	9.9%	1,316	19.2%	63	87.5%	1,534	79.8%	1,255	25.8%	5,909	18.9%
Restful and relaxing place *	2,873	16.4%	1,430	20.9%	0	0.0%	10	0.5%	1,338	27.5%	5,651	18.1%
Natural beauty and pastoral settings	3,607	20.6%	1,373	20.1%	0	0.0%	0	0.0%	649	13.3%	5,629	18.0%
Nature-based outdoor activities *	1,360	7.7%	268	3.9%	9	12.5%	0	0.0%	66	1.4%	1,703	5.4%
World of Anne of Green Gables and L.M. Montgomery	393	2.2%	164	2.4%	0	0.0%	0	0.0%	146	3.0%	703	2.2%
Festivals, events, or concerts	547	3.1%	0	0.0%	0	0.0%	0	0.0%	119	2.4%	666	2.1%
Culinary/food-related experiences (lobster, seafood, beer, wine, farm products, etc.)	64	0.4%	171	2.5%	0	0.0%	0	0.0%	141	2.9%	376	1.2%
Golf	38	0.2%	333	4.9%	0	0.0%	0	0.0%	0	0.0%	371	1.2%
Cultural experiences (performing arts, heritage, etc.) *	259	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	259	0.8%
Safe and secure place *	45	0.3%	59	0.9%	0	0.0%	0	0.0%	36	0.7%	140	0.4%
Birthplace of Confederation attractions (historic sites)	86	0.5%	0	0.0%	0	0.0%	0	0.0%	28	0.6%	114	0.4%
Acadian cultural experiences *	19	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19	0.1%
Other features	1073	6.1%	368	5.4%	0	0.0%	7	0.4%	66	1.4%	1514	4.8%

Note: * Items were modified or added in the 2018-2019 Exit Survey; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

TABLE 14: ACTIVITIES PARTICIPATED IN BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Valid Overnight Pleasure Parties	17,516	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.2%)	4,834	(15.5%)	31,215	(100.0%)
Going to a beach	15,125	86.3%	4,010	58.4%	9	12.5%	984	51.2%	3,648	75.5%	23,776	76.2%
Sightseeing/driving tour	13,807	78.8%	5,103	74.3%	0	0.0%	84	4.4%	2,626	54.3%	21,620	69.3%
Shopping for local crafts/souvenirs/antiques	11,449	65.4%	4,053	59.0%	71	100.0%	981	51.0%	3,004	62.1%	19,558	62.7%
Visiting a national or provincial park	12,222	69.8%	3,623	52.7%	9	12.5%	67	3.5%	2,486	51.4%	18,407	59.0%
Sampling local culinary products (lobster,	10,850	61.9%	3,214	46.8%	63	87.5%	610	31.7%	2,744	56.8%	17,481	56.0%
Visiting historical and cultural attractions	10,086	57.6%	3,354	48.8%	9	12.5%	67	3.5%	1,832	37.9%	15,348	49.2%
Visiting friends and/or relatives	5,348	30.5%	2,227	32.4%	63	87.5%	1,865	97.0%	1,590	32.9%	11,093	35.5%
Visiting Anne of Green Gables and/or Lucy	5,519	31.5%	1,504	21.9%	9	12.5%	57	3.0%	663	13.7%	7,752	24.8%
Using the Confederation Trail or other trails	4,711	26.9%	1,369	19.9%	0	0.0%	0	0.0%	593	12.3%	6,673	21.4%
Attending a festival, event, or concert	3,715	21.2%	1,114	16.2%	0	0.0%	593	30.8%	504	10.4%	5,926	19.0%
Attending a performance (live theatre, a play)	3,544	20.2%	764	11.1%	0	0.0%	593	30.8%	422	8.7%	5,323	17.1%
Visiting a theme, fun or amusement park	3,892	22.2%	218	3.2%	0	0.0%	0	0.0%	305	6.3%	4,415	14.1%
Visiting Birthplace of Confederation attractions	2,421	13.8%	1,056	15.4%	9	12.5%	0	0.0%	454	9.4%	3,940	12.6%
Participating in water-based activities	2,624	15.0%	324	4.7%	0	0.0%	0	0.0%	140	2.9%	3,088	9.9%
Playing golf (not miniature)	1,869	10.7%	518	7.5%	0	0.0%	0	0.0%	264	5.5%	2,651	8.5%
Taking part in an authentic PEI	1,080	6.2%	414	6.0%	0	0.0%	0	0.0%	206	4.3%	1,700	5.4%
Going to a casino and/or harness racing (in	390	2.2%	139	2.0%	0	0.0%	0	0.0%	72	1.5%	601	1.9%
Attending a sports event or tournament (as a	220	1.3%	303	4.4%	0	0.0%	0	0.0%	23	0.5%	546	1.7%
Participating in winter activities (skiing,	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Note: Results were based on multiple responses; Valid overnight parties indicate only those who reported the activities they participated in while in PEI; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments; * Item was added in the 2018-2019 Exit Survey.

TABLE 15: OTHER PEI REGIONS VISITED BY RSS VISITORS DURING THE TRIP BY TOURISM SEASON

	2018 Jul-Aug		2018 Sep-Oct		2018 Nov-Dec		2019 Jan-Apr		2019 May-Jun		Total	
	Main Season		Fall Shoulder		Winter Off-Season		Winter Off-Season		Spring Shoulder		12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Greater Charlottetown Area	12,441	70.9%	5,262	76.6%	71	100.0%	1,236	64.3%	2,520	51.7%	21,530	68.8%
Green Gables Shore	12,669	72.2%	4,368	63.6%	9	12.5%	674	35.1%	2,737	56.2%	20,457	65.4%
Summerside Area	11,053	63.0%	4,596	66.9%	71	100.0%	53	2.8%	2,565	52.7%	18,338	58.6%
Points East Coastal Drive	8,758	49.9%	2,875	41.8%	9	12.5%	377	19.6%	1,241	25.5%	13,260	42.4%
North Cape Coastal Drive	6,700	38.2%	2,688	39.1%	9	12.5%	14	0.7%	1,255	25.8%	10,666	34.1%

Note: Results were based on multiple responses. A “visit” was defined as staying overnight, dining, visiting an attraction, or participating in an activity in the region, and not travelling through the region only.

TABLE 16: EXPLORATION OF PEI COASTAL DRIVE BY TOURISM SEASON

	2018 Jul-Aug		2018 Sep-Oct		2018 Nov-Dec		2019 Jan-Apr		2019 May-Jun		Total	
	Main Season		Fall Shoulder		Winter Off-Season		Winter Off-Season		Spring Shoulder		12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Central Coastal Drive (One Drive, Two Shores: Green Gables Shore and Red Sands Shore)	13,135	74.8%	4,664	67.9%	9	12.5%	81	4.2%	3,090	63.4%	20,979	67.0%
Points East Coastal Drive	7,746	44.1%	2,815	41.0%	9	12.5%	64	3.3%	1,170	24.0%	11,804	37.7%
North Cape Coastal Drive	6,625	37.7%	2,762	40.2%	9	12.5%	7	0.4%	1,159	23.8%	10,562	33.8%

Note: Results were based on multiple responses.

TABLE 17A: ESTIMATED TOTAL DIRECT TRAVEL EXPENDITURES BY RSS VISITORS BY TOURISM SEASON

	2018 Jul-Aug		2018 Sep-Oct		2018 Nov-Dec		2019 Jan-Apr		2019 May-Jun		Total	
	Main Season		Fall Shoulder		Winter Off-Season		Winter Off-Season		Spring Shoulder		12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Estimated Total Direct Expenditures (\$)	\$24,085,454		\$7,110,646		\$21,815		\$626,859		\$3,353,858		\$35,198,632	
Travel package	\$361,867		\$19,882		\$0		\$0		\$47,131		\$428,881	
Accommodations	\$9,398,873		\$2,772,966		\$1,660		\$82,862		\$1,115,777		\$13,372,138	
Food and beverage at restaurants, bars, etc.	\$4,281,943		\$1,448,188		\$6,940		\$157,764		\$687,241		\$6,582,075	
Food and beverage at stores	\$2,627,042		\$660,329		\$166		\$81,995		\$347,042		\$3,716,574	
Vehicle operation	\$1,912,558		\$927,984		\$498		\$102,568		\$389,739		\$3,333,347	
Car rentals in PEI and local transportation	\$269,996		\$83,287		\$6,110		\$2,455		\$84,029		\$445,876	
Shopping	\$2,263,921		\$674,861		\$6,234		\$109,608		\$336,908		\$3,391,533	
Recreation and entertainment	\$1,798,305		\$304,938		\$208		\$5,694		\$157,144		\$2,266,287	
Other expenditures	\$1,170,949		\$218,211		\$0		\$83,915		\$188,847		\$1,661,922	
% of Estimated Total Direct Expenditures	(68.4%)		(20.2%)		(0.1%)		(1.8%)		(9.5%)		(100.0%)	
Travel package	1.5%		0.3%		0.0%		0.0%		1.4%		1.2%	
Accommodations	39.0%		39.0%		7.6%		13.2%		33.3%		38.0%	
Food and beverage at restaurants, bars, etc.	17.8%		20.4%		31.8%		25.2%		20.5%		18.7%	
Food and beverage at stores	10.9%		9.3%		0.8%		13.1%		10.3%		10.6%	
Vehicle operation	7.9%		13.1%		2.3%		16.4%		11.6%		9.5%	
Car rentals in PEI and local transportation	1.1%		1.2%		28.0%		0.4%		2.5%		1.3%	
Shopping	9.4%		9.5%		28.6%		17.5%		10.0%		9.6%	
Recreation and entertainment	7.5%		4.3%		1.0%		0.9%		4.7%		6.4%	
Other expenditures	4.9%		3.1%		0.0%		13.4%		5.6%		4.7%	

Note: Total expenditures in each tourism season were calculated as follows: Number of parties × average spending per party per visit *or* Number of overnight pleasure visitors × average length of stay × average spending per person per night (see Table 17B).

TABLE 17B: ESTIMATED AVERAGE SPENDING BY RSS VISITORS BY TOURISM SEASON

	2018 Jul-Aug		2018 Sep-Oct		2018 Nov-Dec		2019 Jan-Apr		2019 May-Jun		Total	
	Main Season		Fall Shoulder		Winter Off-Season		Winter Off-Season		Spring Shoulder		12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Average Spending per Party per Visit	\$1,372.08		\$1,034.88		\$307.26		\$325.98		\$688.68		\$1,124.95	
Travel package	\$20.61		\$2.89		\$0.00		\$0.00		\$9.68		\$13.71	
Accommodations	\$535.43		\$403.58		\$23.38		\$43.09		\$229.11		\$427.38	
Food and beverage at restaurants, bars, etc.	\$243.93		\$210.77		\$97.74		\$82.04		\$141.12		\$210.36	
Food and beverage at stores	\$149.65		\$96.10		\$2.34		\$42.64		\$71.26		\$118.78	
Vehicle operation	\$108.95		\$135.06		\$7.01		\$53.34		\$80.03		\$106.53	
Car rentals in PEI and local transportation	\$15.38		\$12.12		\$86.05		\$1.28		\$17.25		\$14.25	
Shopping	\$128.97		\$98.22		\$87.81		\$57.00		\$69.18		\$108.39	
Recreation and entertainment	\$102.44		\$44.38		\$2.92		\$2.96		\$32.27		\$72.43	
Other expenditures	\$66.71		\$31.76		\$0.00		\$43.64		\$38.78		\$53.12	
Average Spending per Person per Night	\$60.30		\$53.23		\$40.21		\$78.45		\$62.91		\$61.02	
Travel package	\$0.91		\$0.15		\$0.00		\$0.00		\$0.88		\$0.74	
Accommodations	\$23.53		\$20.76		\$3.06		\$10.37		\$20.93		\$23.18	
Food and beverage at restaurants, bars, etc.	\$10.72		\$10.84		\$12.79		\$19.74		\$12.89		\$11.41	
Food and beverage at stores	\$6.58		\$4.94		\$0.31		\$10.26		\$6.51		\$6.44	
Vehicle operation	\$4.79		\$6.95		\$0.92		\$12.84		\$7.31		\$5.78	
Car rentals in PEI and local transportation	\$0.68		\$0.62		\$11.26		\$0.31		\$1.58		\$0.77	
Shopping	\$5.67		\$5.05		\$11.49		\$13.72		\$6.32		\$5.88	
Recreation and entertainment	\$4.50		\$2.28		\$0.38		\$0.71		\$2.95		\$3.93	
Other expenditure	\$2.93		\$1.63		\$0.00		\$10.50		\$3.54		\$2.88	
Average Party Size	3.35		3.1		2.36		1.68		2.48		3.06	
Estimated Number of Overnight Pleasure	58,851		21,321		168		3,238		12,075		95,653	
Average Length of Stay in the GCA	6.79		6.27		3.24		2.47		4.42		6.03	

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

TABLE 18: RSS VISITORS' TRIP EVALUATION BY TOURISM SEASON

	2018 Jul-Aug		2018 Sep-Oct		2018 Nov-Dec		2019 Jan-Apr		2019 May-Jun		Total	
	Main Season		Fall Shoulder		Winter Off-Season		Winter Off-Season		Spring Shoulder		12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Rating of Travel Services	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Quality of customer service	4.63	96.8%	4.64	89.7%	4.88	100.0%	4.52	100.0%	4.75	98.5%	4.64	95.8%
Restaurant service and quality (excluding fast food)	4.48	94.1%	4.55	90.3%	4.88	100.0%	4.52	100.0%	4.69	96.7%	4.53	94.0%
Accommodation service and quality	4.55	93.5%	4.51	92.4%	4.00	100.0%	4.56	100.0%	4.84	96.6%	4.58	93.8%
Variety of things to see and do	4.63	94.1%	4.49	84.0%	3.24	12.5%	4.52	76.6%	4.47	88.1%	4.57	90.0%
Transportation service and quality	4.31	86.2%	4.11	67.7%	5.00	100.0%	4.96	100.0%	4.47	95.8%	4.30	83.6%
Prices of goods and services	4.07	78.7%	4.13	78.1%	3.12	12.5%	3.84	83.5%	4.19	82.9%	4.08	79.3%
Complaints												
Yes	1,142	6.6%	141	2.1%	0	0.0%	305	15.9%	636	13.5%	2,224	7.2%
No	16,091	93.4%	6,730	97.9%	71	100.0%	1,618	84.1%	4,082	86.5%	28,592	92.8%
Travel Evaluation and Future Intentions												
My trip to PEI was a good way to spend my time	4.78	99.3%	4.79	98.6%	5.00	100.0%	4.35	99.6%	4.55	96.8%	4.72	98.8%
I would recommend PEI as a travel destination to others	4.79	96.8%	4.83	99.0%	5.00	100.0%	4.33	99.6%	4.67	96.8%	4.75	97.5%
I was satisfied with my trip to PEI	4.77	97.7%	4.64	91.5%	5.00	100.0%	4.35	99.6%	4.61	96.8%	4.69	96.3%
I would visit PEI again	4.76	95.2%	4.73	95.0%	5.00	100.0%	4.83	99.6%	4.70	95.7%	4.75	95.6%
My trip to PEI was good value for money spent	4.56	94.7%	4.35	90.2%	4.88	100.0%	3.85	52.3%	4.28	91.1%	4.43	90.5%

Note: Results (mean values, percent and complaints) were based on those who rated or reported each of the items. ^{a)} Mean values (M) were based on a 5-point Likert-type scale;

^{b)} Percentages (%) indicate the percentage of respondents who rated the item 4 or 5.

TABLE 19: ENTRY AND EXIT POINT BY TOURISM SEASON

	2018 Jul-Aug		2018 Sep-Oct		2018 Nov-Dec		2019 Jan-Apr		2019 May-Jun		Total	
	Main Season		Fall Shoulder		Winter Off-Season		Winter Off-Season		Spring Shoulder		12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Entry Point												
Confederation Bridge	14,177	80.8%	5,822	84.7%	9	12.5%	1,862	96.9%	4,405	90.5%	26,275	84.0%
Wood Islands ferry (from Nova Scotia)	2,302	13.1%	709	10.3%	0	0.0%	0	0.0%	207	4.3%	3,218	10.3%
Charlottetown Airport	1,075	6.1%	340	4.9%	63	87.5%	60	3.1%	258	5.3%	1,796	5.7%
Exit Point												
Confederation Bridge	14,377	81.9%	5,772	84.0%	0	0.0%	1,853	96.4%	4,401	90.4%	26,403	84.4%
Wood Islands Ferry (to Nova Scotia)	1,921	10.9%	826	12.0%	9	12.5%	0	0.0%	153	3.1%	2,909	9.3%
Charlottetown Airport	1,256	7.2%	273	4.0%	63	87.5%	70	3.6%	315	6.5%	1,977	6.3%
Mix of Entry and Exit Points												
Bridge only	12,696	72.3%	5,033	73.3%	0	0.0%	1,853	96.4%	4,190	86.0%	23,772	76.0%
Bridge and Ferry Mix	2,841	16.2%	1,497	21.8%	9	12.5%	0	0.0%	294	6.0%	4,641	14.8%
Air only	1,005	5.7%	273	4.0%	63	87.5%	60	3.1%	221	4.5%	1,622	5.2%
Ferry only	691	3.9%	0	0.0%	0	0.0%	0	0.0%	33	0.7%	724	2.3%
Air and Bridge or Ferry Mix	320	1.8%	67	1.0%	0	0.0%	10	0.5%	132	2.7%	529	1.7%

TABLE 20: RENTAL CAR USAGE AND LOCATION OF RENTAL CAR PICK-UP BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	17,554	(56.1%)	6,871	(22.0%)	71	(0.2%)	1,923	(6.1%)	4,870	(15.6%)	31,289	(100.0%)
Rental Car Usage												
Yes	1,569	8.9%	1,033	15.0%	63	87.5%	74	3.9%	726	14.9%	3,465	11.1%
No	15,985	91.1%	5,838	85.0%	9	12.5%	1,848	96.1%	4,144	85.1%	27,824	88.9%
Location of Pick-Up												
Prince Edward Island	763	48.6%	265	25.7%	63	100.0%	17	23.0%	153	21.1%	1,261	36.4%
New Brunswick	164	10.5%	361	34.9%	0	0.0%	0	0.0%	203	28.0%	728	21.0%
Nova Scotia	297	18.9%	97	9.4%	0	0.0%	0	0.0%	229	31.6%	623	18.0%
Quebec	70	4.5%	67	6.5%	0	0.0%	0	0.0%	27	3.7%	164	4.7%
Ontario	0	0.0%	50	4.8%	0	0.0%	0	0.0%	0	0.0%	50	1.4%
Other province	0	0.0%	37	3.6%	0	0.0%	0	0.0%	52	7.2%	89	2.6%
New England state	29	1.8%	30	2.9%	0	0.0%	57	77.0%	0	0.0%	116	3.3%
Other US state	246	15.7%	126	12.2%	0	0.0%	0	0.0%	61	8.4%	433	12.5%

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