



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

MARKET OUTLOOK



TRAVEL DRIVERS

Top 3 Travel Incentives

1. Free Cancellations (79%)
2. Government Travel Incentives (70%)
3. Discounted Travel Deals (69%)

Top 3 Destination Conditions

1. COVID-19 Case Count (88%)
2. Health and Safety Measures (87%)
3. Health and Sanitation Certification Standards for Businesses (84%)

ACCOMMODATION PREFERENCES

Cottages



54%

Hotel/Resort



31%

Camping



29%

Friends/Relatives



13%

Inns



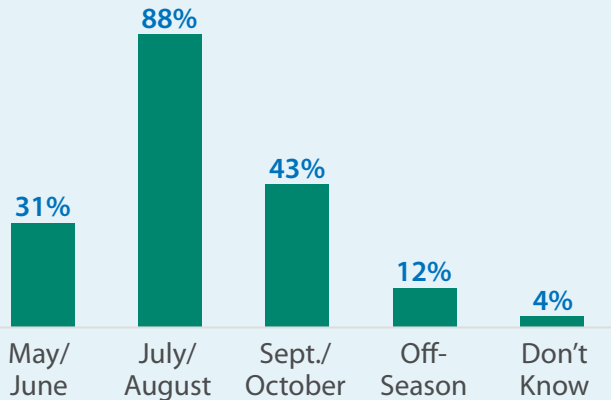
10%

B&B

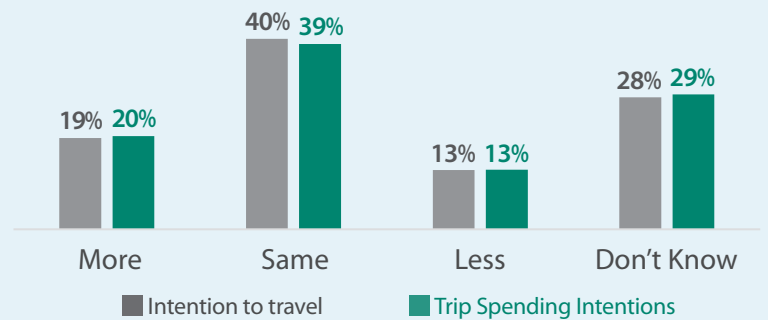


8%

TIMING FOR PLANNED TRAVEL TO PEI



TRAVEL INTENTIONS COMPARED TO 2020 TRAVEL BEHAVIOUR



KEY PEI ACTIVITY INTENTIONS FOR 2021

Seeing Beautiful Landscapes



93%

Coastal Touring



91%

Experiencing Local Culinary



86%

Shopping for Local Products



85%

Going to the Beach



82%

Shopping for General Merchandise



79%

Visiting a National or Provincial Park



77%

Dining at Fine Restaurants



76%

Swimming (beach, lake, springs, etc.)



75%

Sampling Local Craft Beer/Wine/Spirits



63%

Trail Hiking



55%

Visiting a Historic or Heritage Site



48%

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

Viewing Wildlife or Marine Life



46% (17%)

Attending a Live Performance



36% (11%)

Biking/Cycling



33% (13%)

Kayaking/Canoeing/Paddleboarding



32% (6%)

Attending a Festival, Event, or Concert



30% (10%)

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

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