



2021 PEI Travel Intentions from Tourism PEI's Atlantic Canadian Intra-Regional Travel Study
NEWFOUNDLAND AND LABRADOR

MARKET OUTLOOK



TRAVEL DRIVERS

Top 3 Travel Incentives

1. Free Cancellations (83%)
2. Discounted Travel Deals (74%)
3. Waived Booking Fees (70%)

Top 3 Destination Conditions

1. COVID-19 Case Count (95%)
2. Health and Safety Measures (94%)
3. Health and Sanitation Certification Standards for Businesses (91%)

ACCOMMODATION PREFERENCES

Cottages



58%

Hotel/Resort



40%

Friends/Relatives



17%

Camping



14%

B&B



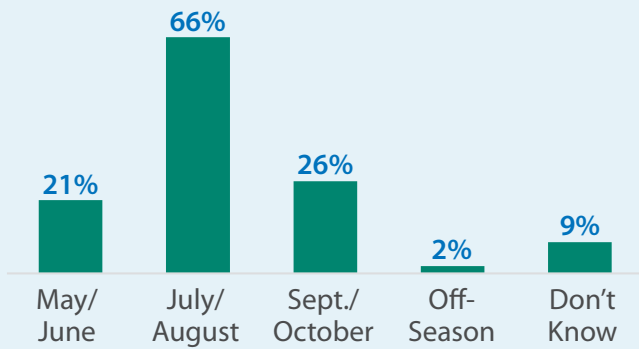
13%

Inns

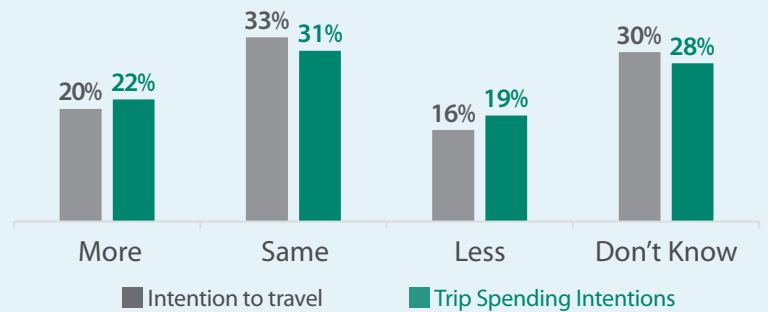


10%

TIMING FOR PLANNED TRAVEL TO PEI



TRAVEL INTENTIONS COMPARED TO 2020 TRAVEL BEHAVIOUR



KEY PEI ACTIVITY INTENTIONS FOR 2021

Seeing Beautiful Landscapes



92%

Shopping for General Merchandise



89%

Experiencing Local Culinary



88%

Coastal Touring



87%

Going to the Beach



84%

Shopping for Local Products



83%

Dining at Fine Restaurants



83%

Swimming (beach, lake, springs, etc.)



75%

Sampling Local Craft Beer/Wine/Spirits



75%

Visiting a National or Provincial Park



74%

Visiting a Historic or Heritage Site



67%

Trail Hiking



61%

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

Attending a Festival, Event, or Concert



54% (22%)

Exploring Nightlife Activities



52% (18%)

Viewing Wildlife or Marine Life



49% (24%)

Attending a Live Performance



44% (24%)

Taking Part in an Authentic Experience



42% (15%)

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

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