



Greater Charlottetown Area Overnight Visitor Profile

EXIT SURVEY REPORT SERIES: ES2018-2019-05

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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 Greater Charlottetown Area for pleasure purposes**, including the City of Charlottetown, and Towns of Stratford, Winsloe, and Cornwall. Therefore, this visitor profile outlines overnight pleasure visitors and does not represent other types of visitors to the Greater Charlottetown Area (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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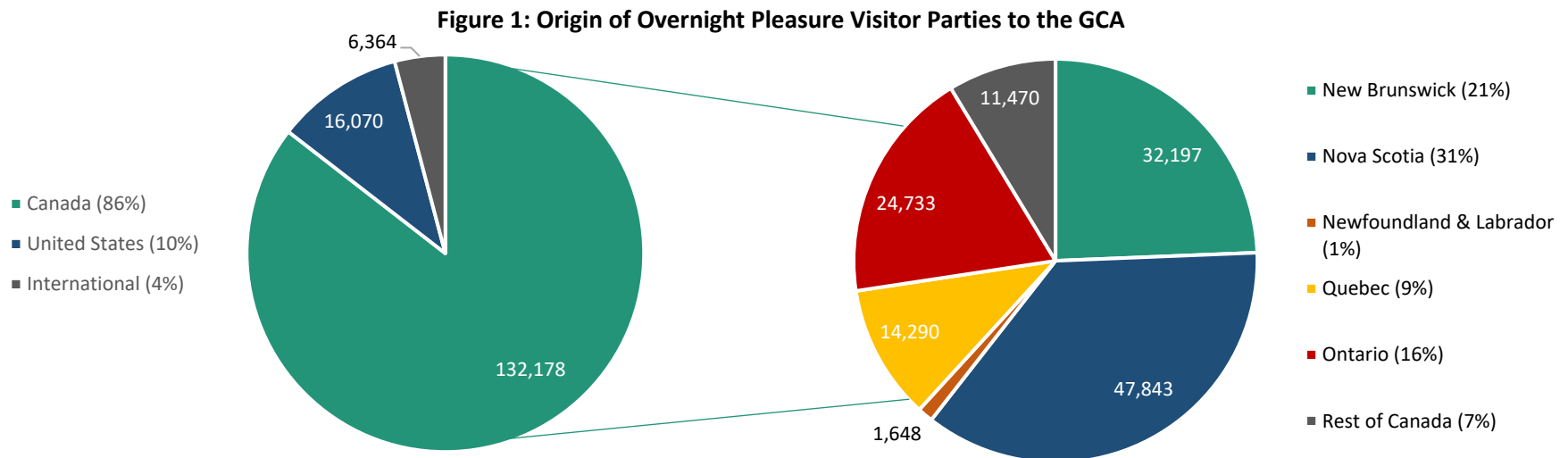
Overnight Pleasure Visitors to the Greater Charlottetown Area

MARKET AND PARTY SIZE

In total, approximately 154,600 visitor parties (32% of all overnight pleasure visitor parties) stayed at least one night in the Greater Charlottetown Area (“GCA”) during July 1, 2018 to June 30, 2019 (the “study period”). The average party size of overnight pleasure GCA visitors was 2.59 people. The average party size was lowest during the January-April winter off-season at 2.07 people and highest during the July-August main season at 2.96 people. Please see Annex A, Table 1.

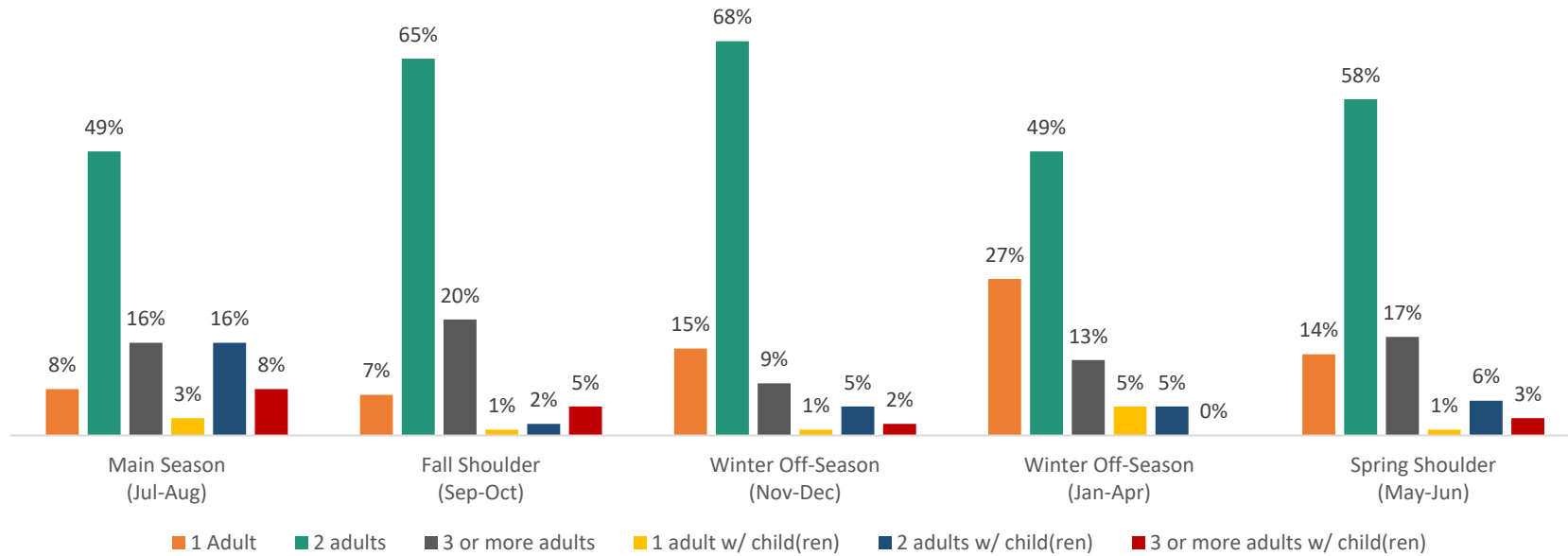
ORIGIN

The geographic markets that made up the greatest proportion of GCA visitors were Nova Scotia (31%), New Brunswick (21%), Ontario (16%), and Quebec (9%). During the two winter off-seasons (January to April and November to December), over three-quarters (77%) of GCA visitors were from Nova Scotia and New Brunswick. Please see Annex A, Table 2.



GCA VISITOR PARTY COMPOSITION AND AGE

Figure 2: GCA Visitor Party Composition by Tourism Season



The majority (85%) of GCA visitor parties were comprised of only adults. Approximately one-half (49%) of GCA visitor parties were comprised of adults aged 55 and over, 12 percent were between the ages of 35 and 54, and 8 percent were comprised of millennials (aged 18 to 34). Approximately 16 percent of GCA visitor parties were adults with child(ren) and 16 percent were comprised of travellers of varying age generations. Please see Annex A, Tables 3, 4A, 4B, 4C, and 5.

PRIMARY REASON FOR TRIP AND TYPE OF VISITATION

Approximately 46 percent of GCA visitors indicated they travelled to Prince Edward Island (“PEI”) for a holiday or vacation, 19 percent travelled to PEI primarily to visit friends and/or relatives, and 16 percent travelled to PEI for a short getaway. These were the most popular reasons for travelling

to PEI in all seasons except for the two winter off-seasons. During these seasons, the majority of GCA visitors had travelled to PEI to visit friends and/or relatives. Approximately 71 percent of GCA visitors have visited PEI previously. Of these repeat visitors, approximately 34 percent had last visited PEI earlier in the same year of the trip in which they were surveyed, and 31 percent had last visited one year ago. On average, GCA repeat visitors had visited PEI 6.25 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 81 percent of GCA visitors. On average, GCA visitors were away from their home for 8.5 nights during their trip. They spent an average of 4.7 nights on PEI. GCA visitors also spent 1.4 nights in Nova Scotia and one night in New Brunswick on average, as well as other places. During the two winter off-seasons, PEI was the primary destination of the trip for almost all GCA visitors (94%) that visited during those seasons. Please see Annex A, Table 8.

LENGTH OF STAY AND ACCOMMODATION SUMMARY

GCA visitors stayed an average of 4.7 nights on PEI of which 3.5 nights were in the GCA. Approximately 72% (3.4 nights) of nights stayed on PEI by GCA visitors were in paid accommodations. Approximately 22% of all nights stayed in paid accommodations on PEI by GCA visitors were secured through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.

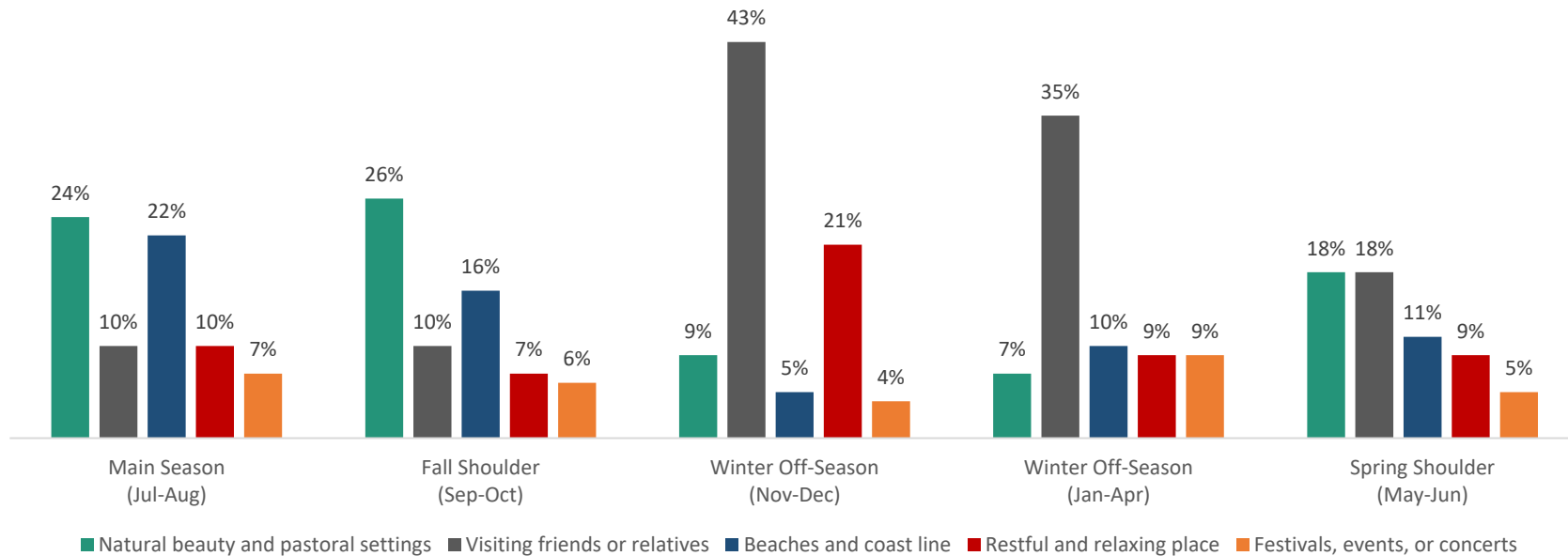
Approximately 15 percent of GCA visitors also stayed at least one night in the Green Gables Shore region. While approximately 12 percent stayed at least one night in the Points East Coastal Drive region, 10 percent stayed at least one night in the Summerside area, nine percent stayed at least one night in the North Cape Coastal Drive region, and four percent stayed at least one night in the Red Sands Shore region.

GCA visitor parties stayed in a variety of accommodation types while on PEI, with the most popular types being hotel, motel or resort (69% stayed at least one night in this accommodation type), home of friends or relatives (27%), cottage or cabin (19%), bed and breakfast or tourist home (19%), and campground or RV park (16%). During the winter off-seasons, approximately 60 percent of GCA visitor parties stayed at least one night at the home of a friend or relative.

Although many GCA visitors stayed overnight in a hotel, motel, or resort, the average length of stay in these accommodation types was relatively short at 3.1 nights. Those who stayed at their own property such as a second home or cottage had the longest average length of stay at 7.9 nights, followed by those who stayed at a campground or RV park (6.5 nights), other (5.0 nights), home of a friend or relative (4.9 nights), and those who rented cottage or cabin (4.8 nights). Please see Annex A, Tables 9, 10, 11, and 12.

PRIMARY FEATURE THAT ATTRACTED GCA VISITOR PARTIES TO PEI

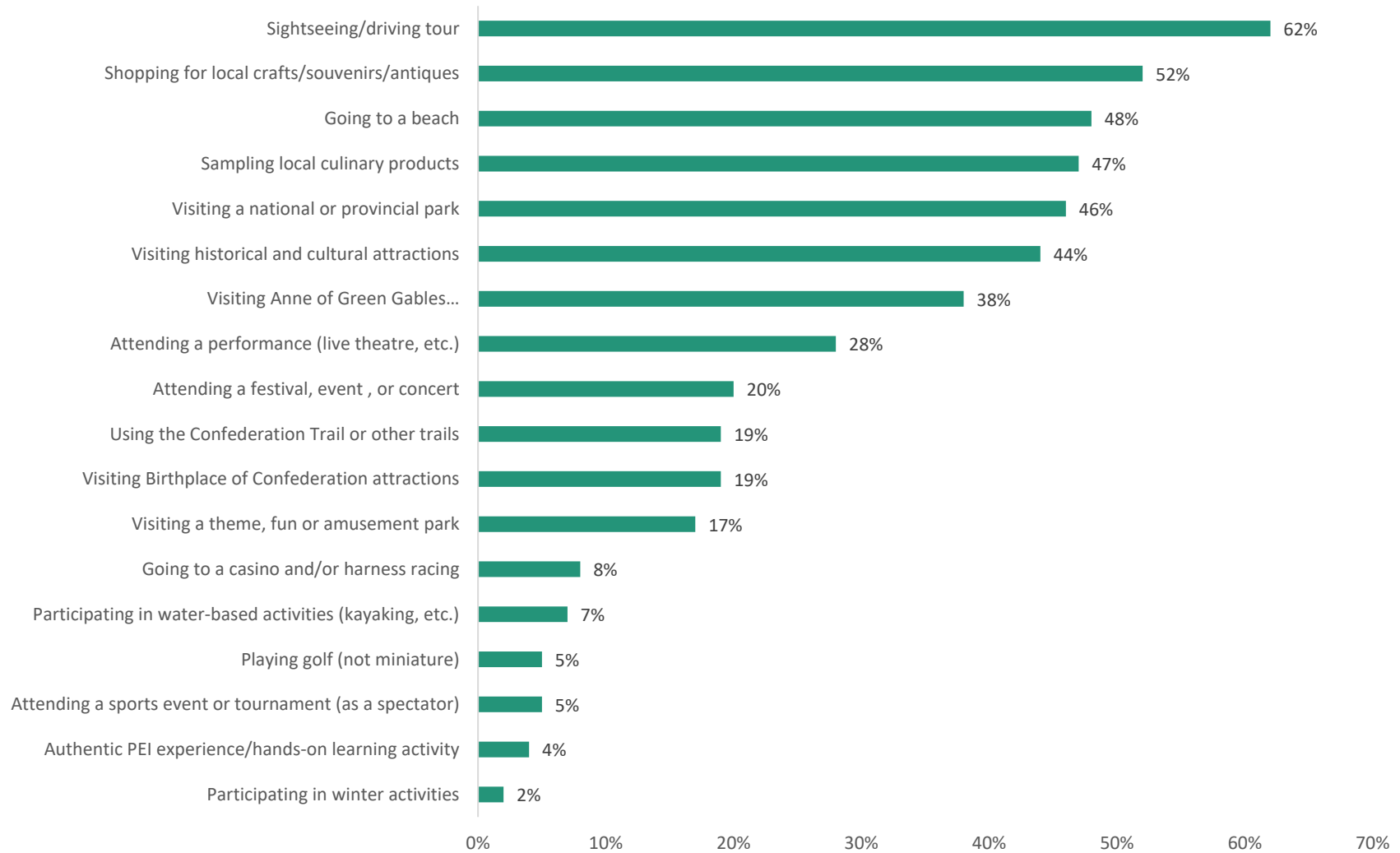
Figure 3: Top Five Overall Primary Features that Attracted GCA Visitors to PEI, by Tourism Season



Approximately 20 percent of GCA visitor parties were primarily attracted to PEI by the natural beauty and pastoral settings. Visiting friends and/or relatives was the primary feature that attracted 18% of GCA visitors, 16 percent were attracted by beaches and the coastline, 10 percent were primarily attracted to PEI because they consider it a restful and relaxing place, and six percent were primarily attracted to PEI to attend a festival, event or concert. Please see Annex A, Table 13.

ACTIVITIES PARTICIPATED IN WHILE ON PEI

Figure 4: Activities Participated in by GCA Visitors



Sightseeing and/or taking a driving tour was the most popular activity participated in by GCA visitors (62%). The only exception was during the two winter off-seasons, where visiting friends and/or relatives was the most popular activity engaged in (70%). Other popular activities that GCA visitors participated in include shopping for local crafts, souvenirs or antiques (52%), going to a beach (48%), sampling local culinary products (47%), visiting a national or provincial park (47%), visiting historical and cultural attractions (44%), and visiting friends and/or relatives (38%). Please see Annex A, Table 14.

OTHER REGIONS VISITED AND EXPLORATION OF PEI'S COASTAL DRIVES

Approximately one-half (55%) of GCA visitor parties visited the Green Gables Shore region during their visit.¹ While 37 percent visited the Red Sands Shore region, 36 percent visited Points East Coastal Drive region, 34% visited the Summerside area, and 24 percent visited the North Cape Coastal Drive region.

Over half of GCA visitors stated that they explored the Central Coastal Drive (53%), while 36 percent explored Points East Coastal Drive and 23 percent explored North Cape Coastal Drive. Please see Annex A, Table 15 and 16.

TRIP EXPENDITURES

GCA visitor parties spent an average of \$953 per party per visit on PEI. This spending was highest among those who visited during the main season (\$1,274) and lowest among those who visited during either the November-December winter off-season or January-April winter off-season (\$509 and \$591, respectively). The items that accounted for the greatest proportion of GCA visitor party spending per party per day were accommodations (\$341; 36%), food and beverage at restaurants, bars, etc. (\$207; 22%), shopping (\$95; 10%), and vehicle operation (\$86; 9%). See Annex A, Tables 17A and 17B.

TRIP EVALUATION

GCA visitors were pleased with various aspects of their trip to PEI including the quality of customer service (95% rated this four or five on a five-point scale), restaurant service and quality (93%), the variety of things to see and do (92%), accommodation service and quality (91%), transportation service and quality (86%), and prices of goods and services (78%).

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.



Approximately 91 percent of GCA visitor parties felt that their trip to PEI generated good value for the money that they spent. Almost all GCA visitor parties felt that their visit to PEI was a good way to spend their time (95%) and that they were satisfied with their trip to PEI (95%). Approximately seven percent of GCA visitor parties indicated they experienced a problem or had a complaint about their trip to PEI. Despite these complaints, approximately 97 percent of all GCA visitor parties stated they would recommend PEI as a travel destination to others. Please see Annex A, Table 18.

Annex A - GCA 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Average Party Size	2.96		2.51		2.16		2.07		2.55		2.59	
Avg. Number of Male Travellers	1.31		1.11		0.99		0.99		1.13		1.16	
Avg. Number of Female Travellers	1.65		1.39		1.17		1.09		1.42		1.43	
Avg. Number of Children	0.53		0.13		0.15		0.16		0.22		0.29	
Avg. Number of Adult Travellers	2.44		2.38		2.02		1.91		2.34		2.29	
Average Number of Nights Stayed	5.61		4.49		3.23		4.14		4.37		4.71	

TABLE 2: ORIGIN OF GCA 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Canada	47,533	84.0%	29,581	82.8%	12,999	91.6%	21,065	92.4%	21,000	83.1%	132,178	85.5%
New Brunswick	9,444	16.7%	5,581	15.6%	4,173	29.4%	7,720	33.8%	5,279	20.9%	32,197	20.8%
Nova Scotia	12,507	22.1%	11,277	31.5%	7,194	50.7%	9,452	41.4%	7,413	29.3%	47,843	30.9%
Newfoundland & Labrador	697	1.2%	338	0.9%	196	1.4%	86	0.4%	331	1.3%	1,648	1.1%
Quebec	7,781	13.8%	3,536	9.9%	83	0.6%	889	3.9%	2,001	7.9%	14,290	9.2%
Ontario	12,759	22.5%	5,147	14.4%	1,081	7.6%	1,947	8.5%	3,799	15.0%	24,733	16.0%
Rest of Canada	4,346	7.7%	3,703	10.4%	272	1.9%	972	4.3%	2,177	8.6%	11,470	7.4%
United States	7,262	12.8%	4,662	13.0%	694	4.9%	883	3.9%	2,569	10.2%	16,070	10.4%
New England	1,864	3.3%	675	1.9%	270	1.9%	293	1.3%	558	2.2%	3,660	2.4%
Rest of US	5,397	9.5%	3,987	11.2%	424	3.0%	590	2.6%	2,012	8.0%	12,410	8.0%
International	1,790	3.2%	1,503	4.2%	501	3.5%	860	3.8%	1,710	6.8%	6,364	4.1%

TABLE 3: GCA VISITOR PARTY COMPOSITION 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Party Characteristics												
By myself/alone	4,723	8.3%	2,601	7.3%	2,154	15.2%	6,230	27.3%	3,569	14.1%	19,277	12.5%
With my spouse/partner only (2 people)	23,568	41.7%	19,843	55.5%	8,887	62.6%	9,983	43.8%	12,852	50.8%	75,133	48.6%
With one or more couples	2,536	4.5%	1,707	4.8%	55	0.4%	93	0.4%	830	3.3%	5,221	3.4%
As a family (including children under 18)	11,237	19.9%	1,437	4.0%	797	5.6%	1,204	5.3%	2,417	9.6%	17,092	11.1%
As a family (with no one under 18)	1,935	3.4%	1,501	4.2%	1,266	8.9%	1,156	5.1%	1,443	5.7%	7,301	4.7%
With other family/families (including children under 18)	1,564	2.8%	1,460	4.1%	291	2.0%	489	2.1%	365	1.4%	4,169	2.7%
With other family members (e.g., sister, brother, grandparents)	4,553	8.0%	2,855	8.0%	736	5.2%	1,837	8.1%	1,350	5.3%	11,331	7.3%
With friends	3,001	5.3%	2,505	7.0%	6	0.0%	733	3.2%	1,889	7.5%	8,134	5.3%
With family and friends	2,173	3.8%	1,617	4.5%	4	0.0%	1,024	4.5%	372	1.5%	5,190	3.4%
Other	1,293	2.3%	219	0.6%	0	0.0%	60	0.3%	192	0.8%	1,764	1.1%
Party Composition												
Adult travelling alone	4,723	8.3%	2,601	7.3%	2,154	15.2%	6,230	27.3%	3,569	14.1%	19,277	12.5%
2 adults	27,739	49.0%	23,320	65.2%	9,705	68.4%	11,211	49.2%	14,742	58.3%	86,717	56.1%
3 or more adults	8,849	15.6%	7,100	19.9%	1,273	9.0%	3,017	13.2%	4,307	17.0%	24,546	15.9%
1 adult with child(ren)	1,484	2.6%	395	1.1%	77	0.5%	1,116	4.9%	307	1.2%	3,379	2.2%
2 adults with child(ren)	9,205	16.3%	669	1.9%	766	5.4%	1,182	5.2%	1,514	6.0%	13,336	8.6%
3 or more adults with child(ren)	4,585	8.1%	1,660	4.6%	219	1.5%	53	0.2%	841	3.3%	7,358	4.8%
Age Composition												
Millennial (18 to 34) Travellers	3,420	6.0%	2,014	5.6%	464	3.3%	3,705	16.2%	2,020	8.0%	11,623	7.5%
Middle Aged (35 to 54) Travellers	5,070	9.0%	2,882	8.1%	2,946	20.8%	4,477	19.6%	2,378	9.4%	17,753	11.5%
Senior (55 and over) Travellers	24,824	43.9%	21,406	59.9%	7,561	53.3%	8,651	37.9%	14,070	55.7%	76,512	49.5%
Multi-generation Travellers	7,995	14.1%	6,719	18.8%	2,161	15.2%	3,625	15.9%	4,150	16.4%	24,650	15.9%
Families/Adult(s) with child(ren)	15,274	27.0%	2,725	7.6%	1,062	7.5%	2,350	10.3%	2,662	10.5%	24,073	15.6%

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 GCA 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Gender												
Male	19,690	34.8%	11,963	33.5%	6,550	46.1%	8,501	37.3%	9,212	36.4%	55,916	36.2%
Female	36,786	65.0%	23,704	66.3%	7,644	53.9%	14,298	62.7%	16,057	63.5%	98,489	63.7%
Other	109	0.2%	79	0.2%	0	0.0%	10	0.0%	11	0.0%	209	0.1%
Age												
18 to 24	1,038	1.8%	802	2.2%	217	1.5%	1,980	8.7%	830	3.3%	4,867	3.1%
25 to 34	4,657	8.2%	2,760	7.7%	580	4.1%	2,036	8.9%	3,445	13.6%	13,478	8.7%
35 to 44	8,501	15.0%	2,595	7.3%	2,079	14.6%	3,108	13.6%	2,374	9.4%	18,657	12.1%
45 to 54	10,394	18.4%	5,177	14.5%	2,582	18.2%	5,102	22.4%	2,747	10.9%	26,002	16.8%
55 to 64	15,088	26.7%	9,566	26.8%	5,500	38.8%	5,180	22.7%	8,440	33.4%	43,774	28.3%
65 to 74	14,574	25.8%	12,714	35.6%	2,547	17.9%	3,220	14.1%	5,619	22.2%	38,674	25.0%
75 and over	2,333	4.1%	2,132	6.0%	688	4.8%	2,183	9.6%	1,825	7.2%	9,161	5.9%
Mother Tongue												
English	44,488	78.6%	29,721	83.1%	10,935	77.0%	16,662	73.1%	20,708	81.9%	122,514	79.2%
French	9,896	17.5%	4,623	12.9%	2,897	20.4%	5,410	23.7%	2,723	10.8%	25,549	16.5%
Other	2,201	3.9%	1,402	3.9%	362	2.6%	736	3.2%	1,849	7.3%	6,550	4.2%

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 GCA 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Marital Status												
Single	9,278	16.4%	4,737	13.3%	2,455	17.3%	4,661	20.4%	5,417	21.4%	26,548	17.2%
Married/living common law	45,151	79.8%	28,703	80.3%	9,980	70.3%	17,533	76.9%	18,762	74.2%	120,129	77.7%
Other	1,930	3.4%	2,276	6.4%	1,759	12.4%	565	2.5%	1,059	4.2%	7,589	4.9%
Not Stated	226	0.4%	30	0.1%	0	0.0%	50	0.2%	41	0.2%	347	0.2%
Average Number of Children Living in the Household *												
17 years and younger	15,164 ^{a)}	26.8% ^{b)}	3,216 ^{a)}	9.0% ^{b)}	1,350 ^{a)}	9.5% ^{b)}	4,519 ^{a)}	19.8% ^{b)}	3,226 ^{a)}	12.8% ^{b)}	27,475 ^{a)}	17.8% ^{b)}
	1.65 ^{c)}		1.51 ^{c)}		1.78 ^{c)}		1.78 ^{c)}		2.19 ^{c)}		1.73 ^{c)}	
18 years and older	8,117 ^{a)}	14.5% ^{b)}	5,821 ^{a)}	16.3% ^{b)}	1,979 ^{a)}	13.9% ^{b)}	4,635 ^{a)}	20.3% ^{b)}	3,650 ^{a)}	14.4% ^{b)}	24,262 ^{a)}	15.7% ^{b)}
	1.61 ^{c)}		1.49 ^{c)}		1.15 ^{c)}		1.73 ^{c)}		1.64 ^{c)}		1.57 ^{c)}	
Education												
Some school	702	1.2%	748	2.1%	575	4.1%	103	0.5%	426	1.7%	2,554	1.7%
High school diploma	5,421	9.6%	3,619	10.1%	3,113	21.9%	3,094	13.6%	1,939	7.7%	17,186	11.1%
Some post-secondary	6,434	11.4%	3,133	8.8%	1,627	11.5%	1,985	8.7%	4,070	16.1%	17,249	11.2%
Graduated community/technical college	13,485	23.8%	9,899	27.7%	4,153	29.3%	3,876	17.0%	5,977	23.6%	37,390	24.2%
Graduated university (undergraduate degree)	15,081	26.7%	9,762	27.3%	2,039	14.4%	7,213	31.6%	6,358	25.2%	40,453	26.2%
Post graduate degree/professional designation	15,413	27.2%	8,555	23.9%	2,687	18.9%	6,469	28.4%	6,458	25.5%	39,582	25.6%
Not Stated	49	0.1%	30	0.1%	0	0.0%	69	0.3%	52	0.2%	200	0.1%

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 GCA 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Employment Status												
Working full-time	26,990	47.7%	11,709	32.8%	9,732	68.6%	10,174	44.6%	9,364	37.0%	67,969	44.0%
Working part-time or seasonally	4,098	7.2%	2,635	7.4%	616	4.3%	2,505	11.0%	1,976	7.8%	11,830	7.7%
Unemployed	425	0.8%	444	1.2%	13	0.1%	769	3.4%	347	1.4%	1,998	1.3%
Retraining or upgrading	64	0.1%	188	0.5%	0	0.0%	0	0.0%	12	0.0%	264	0.2%
Retired	21,781	38.5%	18,473	51.7%	3,724	26.2%	7,711	33.8%	11,612	45.9%	63,301	40.9%
Homemaker	889	1.6%	356	1.0%	42	0.3%	642	2.8%	872	3.4%	2,801	1.8%
Student	1,341	2.4%	1,069	3.0%	66	0.5%	871	3.8%	601	2.4%	3,948	2.6%
Other	948	1.7%	843	2.4%	0	0.0%	67	0.3%	443	1.8%	2,301	1.5%
Not Stated	49	0.1%	30	0.1%	0	0.0%	69	0.3%	52	0.2%	200	0.1%
Annual Household Income												
Under \$40,000	5,629	9.9%	2,341	6.5%	1,410	9.9%	3,491	15.3%	2,753	10.9%	15,624	10.1%
\$40,000 to \$59,999	8,517	15.1%	4,757	13.3%	1,600	11.3%	2,944	12.9%	3,579	14.2%	21,397	13.8%
\$60,000 to \$79,999	7,930	14.0%	4,860	13.6%	4,494	31.7%	3,314	14.5%	3,311	13.1%	23,909	15.5%
\$80,000 to \$99,999	6,850	12.1%	5,288	14.8%	1,551	10.9%	2,191	9.6%	3,461	13.7%	19,341	12.5%
\$100,000 to \$124,999	7,641	13.5%	4,259	11.9%	1,117	7.9%	4,330	19.0%	3,352	13.3%	20,699	13.4%
\$125,000 to \$149,999	4,890	8.6%	2,942	8.2%	75	0.5%	979	4.3%	1,254	5.0%	10,140	6.6%
\$150,000 to \$174,999	3,235	5.7%	2,664	7.5%	859	6.1%	832	3.6%	1,242	4.9%	8,832	5.7%
\$175,000 to \$199,999	2,021	3.6%	870	2.4%	650	4.6%	506	2.2%	388	1.5%	4,435	2.9%
\$200,000 or more	3,897	6.9%	1,095	3.1%	902	6.4%	1,515	6.6%	2,044	8.1%	9,453	6.1%
Not Stated	5,975	10.6%	6,669	18.7%	1,534	10.8%	2,706	11.9%	3,895	15.4%	20,779	13.4%

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 GCA 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 Visitors	167,579	(41.9%)	89,620	(22.4%)	30,730	(7.7%)	47,290	(11.8%)	64,563	(16.1%)	399,782	(100.0%)
Gender												
Male	74,179	44.3%	39,839	44.5%	14,101	45.9%	22,509	47.6%	28,672	44.4%	179,300	44.8%
Female	93,400	55.7%	49,781	55.5%	16,629	54.1%	24,781	52.4%	35,891	55.6%	220,482	55.2%
Age												
Under 8 Years	11,501	6.9%	832	0.9%	1,702	5.5%	857	1.8%	3,402	5.3%	18,294	4.6%
9 – 17 Years	18,253	10.9%	3,666	4.1%	398	1.3%	2,804	5.9%	2,098	3.2%	27,219	6.8%
18 – 24 Years	6,736	4.0%	3,668	4.1%	409	1.3%	3,665	7.8%	2,905	4.5%	17,383	4.3%
25 – 34 Years	11,716	7.0%	7,150	8.0%	2,423	7.9%	4,944	10.5%	7,188	11.1%	33,421	8.4%
35 – 44 Years	21,438	12.8%	6,745	7.5%	2,998	9.8%	4,739	10.0%	4,916	7.6%	40,836	10.2%
45 – 54 Years	22,447	13.4%	11,894	13.3%	5,354	17.4%	8,949	18.9%	6,572	10.2%	55,217	13.8%
55 – 64 Years	36,046	21.5%	22,968	25.6%	11,089	36.1%	8,620	18.2%	19,902	30.8%	98,626	24.7%
65 – 74 Years	31,480	18.8%	26,789	29.9%	5,044	16.4%	7,476	15.8%	13,474	20.9%	84,264	21.1%
75 Years and over	7,962	4.8%	5,908	6.6%	1,313	4.3%	5,236	11.1%	4,106	6.4%	24,525	6.1%

TABLE 6: PRIMARY REASON FOR 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Holiday, vacation	37,316	65.9%	18,500	51.8%	2,612	18.4%	2,809	12.3%	10,413	41.2%	71,650	46.3%
Short getaway	5,873	10.4%	7,376	20.6%	2,630	18.5%	3,110	13.6%	5,115	20.2%	24,104	15.6%
Visit friends and/or relatives	5,261	9.3%	5,329	14.9%	5,707	40.2%	8,902	39.0%	4,433	17.5%	29,632	19.2%
Visit second home, cottage, condo	316	0.6%	0	0.0%	1,266	8.9%	347	1.5%	158	0.6%	2,087	1.3%
Attend events, festivals, attractions	3,461	6.1%	1,529	4.3%	1,776	12.5%	2,343	10.3%	1,662	6.6%	10,771	7.0%
Other pleasure	4,357	7.7%	3,012	8.4%	202	1.4%	5,297	23.2%	3,499	13.8%	16,367	10.6%

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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Type of Visitation												
First-Time Visitors	21,058	37.2%	12,953	36.2%	1,104	7.8%	2,438	10.7%	7,436	29.4%	44,989	29.1%
Repeat Visitors	35,526	62.8%	22,793	63.8%	13,089	92.2%	20,371	89.3%	17,844	70.6%	109,623	70.9%
Last Trip to PEI*												
This year	6,809	19.2%	6,152	27.0%	9,129	69.7%	11,224	55.1%	3,535	19.8%	36,849	33.6%
One year ago	11,337	31.9%	7,802	34.2%	2,038	15.6%	5,746	28.2%	6,588	36.9%	33,511	30.6%
Two years ago	3,566	10.0%	918	4.0%	4	0.0%	1,274	6.3%	847	4.7%	6,609	6.0%
Three years ago	1,325	3.7%	1,021	4.5%	17	0.1%	19	0.1%	746	4.2%	3,128	2.9%
Four years ago	1,574	4.4%	792	3.5%	1,417	10.8%	443	2.2%	428	2.4%	4,654	4.2%
Five or more years ago	10,914	30.7%	6,107	26.8%	484	3.7%	1,663	8.2%	5,700	31.9%	24,868	22.7%
Average Number of Times Visited PEI in the Past Five Years*												
Mean (Group Median)	4.52 (2.81)		5.47 (2.90)		9.55 (9.98)		8.60 (7.06)		5.59 (2.80)		6.25 (3.78)	

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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Primary Destination of the Trip												
Prince Edward Island	43,643	77.1%	27,801	77.8%	13,847	97.6%	20,760	91.0%	19,826	78.4%	125,877	81.4%
Other Destination	12,426	22.0%	7,802	21.8%	263	1.9%	982	4.3%	5,050	20.0%	26,523	17.2%
Don't Know/Not Stated	516	0.9%	143	0.4%	84	0.6%	1,067	4.7%	404	1.6%	2,214	1.4%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	10.87	100.0%	8.89	100.0%	3.91	100.0%	5.56	100.0%	8.06	100.0%	8.53	100.0%
Nights stayed in PEI	5.61	51.6%	4.49	50.5%	3.23	82.7%	4.14	74.5%	4.37	54.2%	4.71	55.3%
Nights in Paid Accommodation	4.38	(78.2%)	3.52	(78.5%)	1.34	(41.4%)	1.91	(46.2%)	3.33	(76.3%)	3.37	(71.5%)
Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.	1.05	(24.0%)	0.74	(21.1%)	0.07	(5.4%)	0.25	(13.0%)	0.80	(23.9%)	0.73	(21.7%)
Nights stayed in NB	1.55	14.3%	1.00	11.2%	0.05	1.3%	0.52	9.4%	0.73	9.1%	1.00	11.7%
Nights stayed in NS	1.85	17.0%	1.79	20.2%	0.50	12.7%	0.54	9.8%	1.34	16.6%	1.44	16.8%
Nights stayed in NL	0.55	5.0%	0.28	3.2%	0.02	0.4%	0.12	2.1%	0.27	3.3%	0.33	3.9%
Nights stayed in Magdalen Islands	0.20	1.9%	0.21	2.4%	0.00	0.0%	0.00	0.0%	0.14	1.7%	0.15	1.7%
Nights stayed elsewhere	1.11	10.2%	1.11	12.5%	0.11	2.8%	0.23	4.2%	1.22	15.1%	0.90	10.6%

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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Average Number of Nights Stayed in PEI	5.61		4.49		3.23		4.14		4.37		4.71	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)												
Greater Charlottetown Area	3.76		3.20		2.93		3.58		3.47		3.48	
Green Gables Shore	0.62		0.47		0.04		0.12		0.29		0.40	
Points East Coastal Drive	0.51		0.30		0.12		0.14		0.18		0.32	
Summerside Area	0.31		0.28		0.04		0.14		0.23		0.24	
North Cape Coastal Drive	0.25		0.18		0.09		0.15		0.14		0.19	
Red Sands Shore	0.16		0.06		0.00		0.00		0.06		0.08	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
Greater Charlottetown Area	3.76		3.20		2.93		3.58		3.47		3.48	
Green Gables Shore	2.92		2.84		1.01		2.87		2.45		2.79	
Points East Coastal Drive	3.09		2.20		2.50		3.59		2.09		2.73	
Summerside Area	2.20		2.18		6.82		3.16		2.88		2.37	
Red Sands Shore	2.54		1.51		1.00		5.00		2.15		2.25	
North Cape Coastal Drive	2.30		1.70		1.10		9.73		2.01		2.18	

TABLE 10: OVERNIGHT STAYS IN OTHER 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Total Accumulated Parties Staying at Least One Night in the Specified Region												
Green Gables Shore	12,005	21.2%	5,884	16.5%	587	4.1%	992	4.3%	2,938	11.6%	22,406	14.5%
Points East Coastal Drive	9,386	16.6%	4,934	13.8%	709	5.0%	867	3.8%	2,203	8.7%	18,099	11.7%
Summerside Area	7,939	14.0%	4,550	12.7%	75	0.5%	1,019	4.5%	2,030	8.0%	15,613	10.1%
North Cape Coastal Drive	6,023	10.6%	3,788	10.6%	1,208	8.5%	358	1.6%	1,761	7.0%	13,138	8.5%
Red Sands Shore	3,536	6.2%	1,355	3.8%	9	0.1%	22	0.1%	710	2.8%	5,632	3.6%
Total Accumulated Nights Spent by Parties in the Specific Region												
Greater Charlottetown Area	212,862	67.1%	114,528	71.4%	41,645	90.8%	81,701	86.5%	87,696	79.4%	538,432	73.9%
Green Gables Shore	35,074	11.1%	16,701	10.4%	595	1.3%	2,842	3.0%	7,220	6.5%	62,432	8.6%
Points East Coastal Drive	29,000	9.1%	10,852	6.8%	1,776	3.9%	3,107	3.3%	4,616	4.2%	49,351	6.8%
Summerside Area	17,476	5.5%	9,945	6.2%	517	1.1%	3,220	3.4%	5,851	5.3%	37,009	5.1%
North Cape Coastal Drive	13,882	4.4%	6,428	4.0%	1,334	2.9%	3,487	3.7%	3,543	3.2%	28,674	3.9%
Red Sands Shore	8,988	2.8%	2,052	1.3%	9	0.0%	105	0.1%	1,528	1.4%	12,682	1.7%
Total Overnight Stays (Nights)	317,282	100.0%	160,506	100.0%	45,876	100.0%	94,462	100.0%	110,454	100.0%	728,580	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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation												
Hotel, Motel, or Resort	27,735	64.8%	19,778	86.8%	6,390	74.7%	8,871	58.4%	11,281	64.7%	74,055	69.4%
Home of Friends or Relatives	6,974	16.3%	3,890	17.1%	5,343	62.5%	9,395	61.8%	3,524	20.2%	29,126	27.3%
Cottage or Cabin	9,431	22.0%	5,367	23.6%	1,545	18.1%	566	3.7%	3,377	19.4%	20,286	19.0%
B&B or Tourist Home	8,263	19.3%	5,815	25.5%	298	3.5%	1,556	10.2%	4,309	24.7%	20,241	19.0%
Campground or Trailer (RV) Park	10,236	23.9%	3,825	16.8%	575	6.7%	635	4.2%	1,711	9.8%	16,982	15.9%
Inn	5,120	12.0%	2,925	12.8%	141	1.6%	1,296	8.5%	2,292	13.1%	11,774	11.0%
Other (e.g., hostel)	2,389	5.6%	831	3.6%	4	0.0%	727	4.8%	1,822	10.5%	5,773	5.4%
Own Property	369	0.9%	128	0.6%	646	7.6%	1,015	6.7%	397	2.3%	2,555	2.4%
Total Overnight Stays (Parties)	42,782	100.0%	22,781	100.0%	8,552	100.0%	15,190	100.0%	17,432	100.0%	106,737	100.0%
Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation												
Hotel, Motel, or Resort	97,651	30.8%	61,801	38.5%	15,780	34.4%	17,466	18.5%	38,922	35.2%	231,620	31.8%
Home of Friends or Relatives	40,940	12.9%	18,613	11.6%	21,474	46.8%	47,351	50.1%	15,184	13.7%	143,562	19.7%
Campground or Trailer (RV) Park	67,348	21.2%	22,338	13.9%	1,584	3.5%	8,055	8.5%	11,124	10.1%	110,449	15.2%
Cottage or Cabin	49,959	15.7%	27,545	17.2%	3,519	7.7%	1,161	1.2%	14,824	13.4%	97,008	13.3%
B&B or Tourist Home	28,869	9.1%	18,153	11.3%	676	1.5%	4,291	4.5%	14,459	13.1%	66,448	9.1%
Inn	14,897	4.7%	7,566	4.7%	185	0.4%	3,124	3.3%	4,747	4.3%	30,519	4.2%
Other (e.g., hostel)	12,387	3.9%	4,084	2.5%	8	0.0%	2,488	2.6%	9,966	9.0%	28,933	4.0%
Own Property	5,253	1.7%	419	0.3%	2,644	5.8%	10,520	11.1%	1,220	1.1%	20,056	2.8%
Total Overnight Stays (Nights)	317,304	100.0%	160,519	100.0%	45,870	100.0%	94,456	100.0%	110,446	100.0%	728,595	100.0%

TABLE 12: AVERAGE LENGTH OF STAY IN ACCOMMODATION TYPE 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Average Number of Nights Stayed in PEI	5.61		4.49		3.23		4.14		4.37		4.71	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)												
Hotel, Motel, or Resort	1.73		1.73		1.11		0.77		1.54		1.50	
Home of Friends or Relatives	0.72		0.52		1.51		2.08		0.60		0.93	
Campground or Trailer (RV) Park	1.19		0.62		0.11		0.35		0.44		0.71	
Cottage or Cabin	0.88		0.77		0.25		0.05		0.59		0.63	
B&B or Tourist Home	0.51		0.51		0.05		0.19		0.57		0.43	
Inn	0.26		0.21		0.01		0.14		0.19		0.20	
Other (e.g., hostel)	0.22		0.11		0.00		0.11		0.39		0.19	
Own Property	0.09		0.01		0.19		0.46		0.05		0.13	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)												
Own Property	14.27		3.27		4.09		10.37		3.07		7.85	
Campground or Trailer (RV) Park	6.59		5.83		2.75		12.68		6.49		6.51	
Other (e.g., hostel)	5.17		4.91		2.00		3.41		5.46		5.00	
Home of Friends or Relatives	5.87		4.78		4.02		5.04		4.31		4.93	
Cottage or Cabin	5.30		5.13		2.28		2.06		4.39		4.78	
B&B or Tourist Home	3.49		3.12		2.28		2.76		3.36		3.28	
Hotel, Motel, or Resort	3.52		3.13		2.47		1.97		3.45		3.13	
Inn	2.91		2.59		1.31		2.41		2.07		2.59	

TABLE 13: PRIMARY FEATURE THAT ATTRACTED OVERNIGHT GCA VISITOR PARTIES 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Valid Overnight Pleasure Parties	56,492	(36.6%)	35,652	(23.1%)	14,084	(9.1%)	22,725	(14.7%)	25,214	(16.4%)	154,167	(100.0%)
Natural beauty and pastoral settings	13,327	23.6%	9,296	26.1%	1,322	9.4%	1,625	7.2%	4,633	18.4%	30,203	19.6%
Visiting friends and/or relatives *	5,561	9.8%	3,702	10.4%	5,996	42.6%	7,832	34.5%	4,525	17.9%	27,616	17.9%
Beaches and coast line	12,518	22.2%	5,647	15.8%	632	4.5%	2,341	10.3%	2,784	11.0%	23,922	15.5%
Restful and relaxing place *	5,595	9.9%	2,632	7.4%	2,918	20.7%	1,990	8.8%	2,315	9.2%	15,450	10.0%
Festivals, events, or concerts	3,906	6.9%	1,941	5.4%	570	4.0%	2,045	9.0%	1,374	5.4%	9,836	6.4%
World of Anne of Green Gables and L.M. Montgomery	3,848	6.8%	3,097	8.7%	26	0.2%	257	1.1%	1,952	7.7%	9,180	6.0%
Nature-based outdoor activities *	2,275	4.0%	2,150	6.0%	13	0.1%	621	2.7%	1,345	5.3%	6,404	4.2%
Culinary/food-related experiences (lobster, seafood, beer, wine, farm products, etc.)	1,510	2.7%	1,357	3.8%	244	1.7%	1,340	5.9%	1,320	5.2%	5,771	3.7%
Cultural experiences (performing arts, heritage, etc.) *	629	1.1%	551	1.5%	621	4.4%	362	1.6%	1,145	4.5%	3,308	2.1%
Safe and secure place *	493	0.9%	519	1.5%	570	4.0%	17	0.1%	298	1.2%	1,897	1.2%
Golf	769	1.4%	759	2.1%	0	0.0%	16	0.1%	243	1.0%	1,787	1.2%
Birthplace of Confederation attractions (historic sites)	606	1.1%	447	1.3%	67	0.5%	85	0.4%	447	1.8%	1,652	1.1%
Acadian cultural experiences *	104	0.2%	30	0.1%	2	0.0%	0	0.0%	90	0.4%	226	0.1%
Indigenous cultural experiences (First Nations-Mi'kmaq) *	0	0.0%	0	0.0%	0	0.0%	57	0.3%	23	0.1%	80	0.1%
Other features	5,351	9.5%	3,524	9.9%	1,103	7.8%	4,137	18.2%	2,720	10.8%	16,835	10.9%

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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Valid Overnight Pleasure Parties	56,512	(37.2%)	35,294	(23.2%)	14,194	(9.3%)	20,858	(3.7%)	25,174	(16.6%)	152,032	(100.0%)
Sightseeing/driving tour	43,283	76.6%	24,936	70.7%	5,286	37.2%	5,581	26.8%	15,844	62.9%	94,930	62.4%
Shopping for local crafts/souvenirs/antiques	37,154	65.7%	21,126	59.9%	2,176	15.3%	5,817	27.9%	13,130	52.2%	79,403	52.2%
Going to a beach	38,450	68.0%	18,384	52.1%	2,849	20.1%	2,131	10.2%	10,560	41.9%	72,374	47.6%
Sampling local culinary products	31,269	55.3%	16,777	47.5%	4,536	32.0%	7,498	35.9%	11,205	44.5%	71,285	46.9%
Visiting a national or provincial park	35,848	63.4%	19,030	53.9%	2,137	15.1%	2,699	12.9%	10,834	43.0%	70,548	46.4%
Visiting historical and cultural attractions	33,474	59.2%	18,282	51.8%	2,968	20.9%	2,083	10.0%	10,299	40.9%	67,106	44.1%
Visiting friends and/or relatives	14,868	26.3%	9,248	26.2%	9,726	68.5%	14,865	71.3%	8,261	32.8%	56,968	37.5%
Visiting Anne of Green Gables and/or Lucy Maud Montgomery attractions	20,942	37.1%	13,270	37.6%	377	2.7%	699	3.4%	7,188	28.6%	42,476	27.9%
Attending a performance (live theatre, a play)	14,575	25.8%	7,113	20.2%	2,490	17.5%	1,239	5.9%	4,384	17.4%	29,801	19.6%
Attending a festival, event, or concert	13,105	23.2%	6,468	18.3%	3,074	21.7%	3,316	15.9%	3,610	14.3%	29,573	19.5%
Using the Confederation Trail or other trails	12,590	22.3%	7,307	20.7%	3,266	23.0%	2,103	10.1%	3,710	14.7%	28,976	19.1%
Visiting Birthplace of Confederation attractions	13,049	23.1%	7,321	20.7%	779	5.5%	757	3.6%	4,087	16.2%	25,993	17.1%
Visiting a theme, fun or amusement park	8,231	14.6%	1,582	4.5%	0	0.0%	379	1.8%	2,087	8.3%	12,279	8.1%
Going to a casino and/or harness racing*	3,554	6.7%	1,723	5.2%	250	1.8%	3,171	14.6%	959	4.0%	9,657	6.6%
Participating in water-based activities (kayaking, etc.)	4,928	8.7%	746	2.1%	1,141	8.0%	165	0.8%	683	2.7%	7,663	5.0%
Playing golf (not miniature)	3,887	6.9%	1,711	4.8%	570	4.0%	26	0.1%	1,081	4.3%	7,275	4.8%
Attending a sports event or tournament (as a spectator)	1,146	2.0%	1,218	3.5%	1,209	8.5%	2,820	13.5%	675	2.7%	7,068	4.6%
Taking part in an authentic PEI experience/hands-on learning activity	3,877	6.9%	1,501	4.3%	0	0.0%	345	1.7%	918	3.6%	6,641	4.4%
Participating in winter activities	0	0.0%	0	0.0%	1,544	11.0%	1,176	5.4%	0	0.0%	2,720	1.9%

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 GCA VISITORS DURING THE TRIP 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Green Gables Shore	40,474	71.5%	22,969	64.3%	4,700	33.1%	3,740	16.4%	13,747	54.4%	85,630	55.4%
Red Sands Shore	26,920	47.6%	14,749	41.3%	2,591	18.3%	2,896	12.7%	9,752	38.6%	56,908	36.8%
Points East Coastal Drive	26,595	47.0%	15,741	44.0%	2,288	16.1%	2,401	10.5%	8,566	33.9%	55,591	36.0%
Summerside Area	24,497	43.3%	14,699	41.1%	1,626	11.5%	3,929	17.2%	7,520	29.7%	52,271	33.8%
North Cape Coastal Drive	18,450	32.6%	9,617	26.9%	2,115	14.9%	1,222	5.4%	5,707	22.6%	37,111	24.0%

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 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Central Coastal Drive (One Drive, Two Shores: Green Gables Shore and Red Sands Shore)	37,952	67.1%	21,656	60.6%	4,915	34.6%	4,073	17.9%	13,259	52.4%	81,855	52.9%
Points East Coastal Drive	26,104	46.1%	16,770	46.9%	2,592	18.3%	2,705	11.9%	7,542	29.8%	55,713	36.0%
North Cape Coastal Drive	16,931	29.9%	9,031	25.3%	2,286	16.1%	1,588	7.0%	5,018	19.8%	34,854	22.5%

Note: Results were based on multiple responses.

TABLE 17A: ESTIMATED TOTAL DIRECT TRAVEL EXPENDITURES BY GCA 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Estimated Total Direct Expenditures (\$)	\$72,115,786		\$28,562,777		\$7,225,723		\$13,474,691		\$25,977,845		\$147,356,822	
Travel package	\$2,759,786		\$652,550		\$157,920		\$218,803		\$878,591		\$4,667,650	
Accommodations	\$25,838,051		\$11,230,239		\$2,064,806		\$4,139,074		\$9,433,768		\$52,705,937	
Food and beverage at restaurants, bars, etc.	\$14,833,146		\$6,364,655		\$1,549,349		\$3,270,813		\$6,006,342		\$32,024,304	
Food and beverage at stores	\$4,461,056		\$1,708,365		\$669,610		\$1,139,074		\$1,624,475		\$9,602,581	
Vehicle operation	\$6,090,371		\$2,811,621		\$762,641		\$1,428,599		\$2,150,351		\$13,243,583	
Car rentals in PEI and local transportation	\$2,072,341		\$772,708		\$147,554		\$209,641		\$713,195		\$3,915,440	
Shopping	\$7,337,597		\$2,759,112		\$1,090,689		\$1,234,228		\$2,266,315		\$14,687,941	
Recreation and entertainment	\$6,195,281		\$1,563,177		\$548,155		\$1,597,848		\$2,333,390		\$12,237,851	
Other expenditures	\$2,528,157		\$700,350		\$234,999		\$236,610		\$571,420		\$4,271,536	
% of Estimated Total Direct Expenditures	(48.9%)		(19.4%)		(4.9%)		(9.1%)		(17.6%)		(100.0%)	
Travel package	3.8%		2.3%		2.2%		1.6%		3.4%		3.2%	
Accommodations	35.8%		39.3%		28.6%		30.7%		36.3%		35.8%	
Food and beverage at restaurants, bars, etc.	20.6%		22.3%		21.4%		24.3%		23.1%		21.7%	
Food and beverage at stores	6.2%		6.0%		9.3%		8.5%		6.3%		6.5%	
Vehicle operation	8.4%		9.8%		10.6%		10.6%		8.3%		9.0%	
Car rentals in PEI and local transportation	2.9%		2.7%		2.0%		1.6%		2.7%		2.7%	
Shopping	10.2%		9.7%		15.1%		9.2%		8.7%		10.0%	
Recreation and entertainment	8.6%		5.5%		7.6%		11.9%		9.0%		8.3%	
Other expenditures	3.5%		2.5%		3.3%		1.8%		2.2%		2.9%	

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 GCA 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Average Spending per Party per Visit	\$1,274.49		\$799.05		\$509.07		\$590.79		\$1,027.60		\$953.07	
Travel package	\$48.77		\$18.26		\$11.13		\$9.59		\$34.75		\$30.19	
Accommodations	\$456.63		\$314.17		\$145.47		\$181.47		\$373.17		\$340.89	
Food and beverage at restaurants, bars, etc.	\$262.14		\$178.05		\$109.16		\$143.41		\$237.59		\$207.13	
Food and beverage at stores	\$78.84		\$47.79		\$47.18		\$49.94		\$64.26		\$62.11	
Vehicle operation	\$107.63		\$78.66		\$53.73		\$62.64		\$85.06		\$85.66	
Car rentals in PEI and local transportation	\$36.62		\$21.62		\$10.40		\$9.19		\$28.21		\$25.32	
Shopping	\$129.68		\$77.19		\$76.84		\$54.11		\$89.65		\$95.00	
Recreation and entertainment	\$109.49		\$43.73		\$38.62		\$70.06		\$92.30		\$79.15	
Other expenditures	\$44.68		\$19.59		\$16.56		\$10.37		\$22.60		\$27.63	
Average Spending per Person per Night	\$76.74		\$70.99		\$72.77		\$68.79		\$92.10		\$78.22	
Travel package	\$2.94		\$1.62		\$1.59		\$1.12		\$3.11		\$2.48	
Accommodations	\$27.49		\$27.91		\$20.79		\$21.13		\$33.45		\$27.98	
Food and beverage at restaurants, bars, etc.	\$15.78		\$15.82		\$15.60		\$16.70		\$21.29		\$17.00	
Food and beverage at stores	\$4.75		\$4.25		\$6.74		\$5.82		\$5.76		\$5.10	
Vehicle operation	\$6.48		\$6.99		\$7.68		\$7.29		\$7.62		\$7.03	
Car rentals in PEI and local transportation	\$2.21		\$1.92		\$1.49		\$1.07		\$2.53		\$2.08	
Shopping	\$7.81		\$6.86		\$10.98		\$6.30		\$8.03		\$7.80	
Recreation and entertainment	\$6.59		\$3.89		\$5.52		\$8.16		\$8.27		\$6.50	
Other expenditure	\$2.69		\$1.74		\$2.37		\$1.21		\$2.03		\$2.27	
Average Party Size	2.96		2.51		2.16		2.07		2.55		2.59	
Estimated Number of Overnight Pleasure Visitors	167,558		89,621		30,729		47,287		64,571		399,766	
Average Length of Stay in the GCA	5.61		4.49		3.23		4.14		4.37		4.71	

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: GCA VISITORS' TRIP EVALUATION 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(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	4.61	96.3%	4.64	94.8%	4.74	95.7%	4.41	95.2%	4.56	94.2%	4.59	95.4%
Restaurant service and quality (excluding fast food)	4.49	91.7%	4.59	96.1%	4.71	98.8%	4.30	87.9%	4.42	90.1%	4.49	92.6%
Variety of things to see and do	4.59	93.6%	4.57	92.2%	4.62	93.0%	4.30	89.2%	4.37	87.5%	4.51	91.7%
Accommodation service and quality	4.48	89.6%	4.60	95.5%	4.25	86.1%	4.39	91.2%	4.52	90.0%	4.49	91.1%
Transportation service and quality	4.33	87.2%	4.49	94.4%	3.93	66.6%	4.07	81.4%	4.17	80.1%	4.29	86.0%
Prices of goods and services	4.02	76.9%	4.24	84.7%	4.23	83.8%	3.80	69.4%	3.99	75.2%	4.05	78.0%
Complaints												
Yes	4,071	7.4%	2,204	6.3%	969	6.9%	2,151	10.3%	1,507	6.2%	10,902	7.3%
No	51,061	92.6%	33,018	93.7%	13,017	93.1%	18,790	89.7%	22,975	93.8%	138,861	92.7%
Travel Evaluation and Future Intentions	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
I would recommend PEI as a travel destination to others	4.75	97.2%	4.77	96.4%	4.83	98.1%	4.58	97.3%	4.65	96.3%	4.72	97.0%
I was satisfied with my trip to PEI	4.69	96.9%	4.72	97.2%	4.72	95.2%	4.44	94.6%	4.56	96.1%	4.64	96.3%
My trip to PEI was a good way to spend my time	4.69	97.5%	4.72	97.4%	4.64	88.7%	4.44	92.1%	4.53	94.7%	4.63	95.4%
I would visit PEI again	4.69	94.5%	4.68	92.6%	4.89	99.6%	4.67	97.9%	4.60	93.0%	4.69	94.8%
My trip to PEI was good value for money spent	4.43	93.8%	4.53	94.4%	4.37	80.1%	4.27	87.3%	4.35	90.4%	4.41	91.2%

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 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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Entry Point												
Confederation Bridge	39,458	69.7%	23,647	66.2%	10,125	71.3%	19,586	85.9%	18,767	74.2%	111,583	72.2%
Ferry at Caribou, Nova Scotia	9,366	16.6%	7,070	19.8%	2,573	18.1%	740	3.2%	2,725	10.8%	22,474	14.5%
Charlottetown Airport	7,760	13.7%	5,029	14.1%	1,496	10.5%	2,483	10.9%	3,788	15.0%	20,556	13.3%
Exit Point												
Confederation Bridge	37,683	66.6%	25,082	70.2%	12,169	85.7%	19,994	87.7%	17,409	68.9%	112,337	72.7%
Charlottetown Airport	8,008	14.2%	5,627	15.7%	1,615	11.4%	2,814	12.3%	4,265	16.9%	22,329	14.4%
Wood Islands Ferry Terminal	10,893	19.3%	5,037	14.1%	410	2.9%	0	0.0%	3,606	14.3%	19,946	12.9%
Mix of Entry and Exit Points												
Bridge only	31,392	55.5%	19,992	55.9%	9,765	68.8%	19,254	84.4%	15,820	62.6%	96,223	62.2%
Bridge and Ferry Mix	13,649	24.1%	8,111	22.7%	2,645	18.6%	740	3.2%	3,686	14.6%	28,831	18.6%
Air only	7,404	13.1%	4,940	13.8%	1,496	10.5%	2,483	10.9%	3,566	14.1%	19,889	12.9%
Ferry only	3,179	5.6%	1,927	5.4%	169	1.2%	0	0.0%	1,286	5.1%	6,561	4.2%
Air and Bridge or Ferry Mix	960	1.7%	776	2.2%	119	0.8%	331	1.5%	922	3.6%	3,108	2.0%

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	56,584	(36.6%)	35,746	(23.1%)	14,194	(9.2%)	22,808	(14.8%)	25,280	(16.4%)	154,612	(100.0%)
Rental Car Usage												
Yes	12,220	21.6%	9,725	27.2%	1,440	10.1%	2,107	9.2%	5,861	23.2%	31,353	20.3%
No	44,365	78.4%	26,021	72.8%	12,754	89.9%	20,701	90.8%	19,419	76.8%	123,260	79.7%
Location of Pick-Up												
Prince Edward Island	2,800	22.9%	1,618	16.6%	297	20.6%	788	37.4%	2,049	35.0%	7,552	24.1%
New Brunswick	2,957	24.2%	2,780	28.6%	49	3.4%	672	31.9%	1,337	22.8%	7,795	24.9%
Nova Scotia	2,290	18.7%	1,437	14.8%	493	34.2%	238	11.3%	1,549	26.4%	6,007	19.2%
Quebec	456	3.7%	113	1.2%	20	1.4%	0	0.0%	235	4.0%	824	2.6%
Ontario	199	1.6%	81	0.8%	211	14.6%	88	4.2%	108	1.8%	687	2.2%
Other province	249	2.0%	356	3.7%	0	0.0%	305	14.5%	99	1.7%	1,009	3.2%
New England state	430	3.5%	239	2.5%	246	17.1%	0	0.0%	125	2.1%	1,040	3.3%
Other US state	2,838	23.2%	3,100	31.9%	125	8.7%	16	0.8%	359	6.1%	6,438	20.5%

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