



# Green Gables Shore Region Overnight Visitor Profile

EXIT SURVEY REPORT SERIES: ES2018-2019-07

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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 Green Gables Shore (GGS) region for pleasure purposes**, including Cavendish, North Rustico, Hunter River, New Glasgow, Kensington, Stanley Bridge, Stanhope, Darnley, New London, and Dalvay. Therefore, this visitor profile outlines overnight pleasure visitors and does not represent other types of visitors to the GGS 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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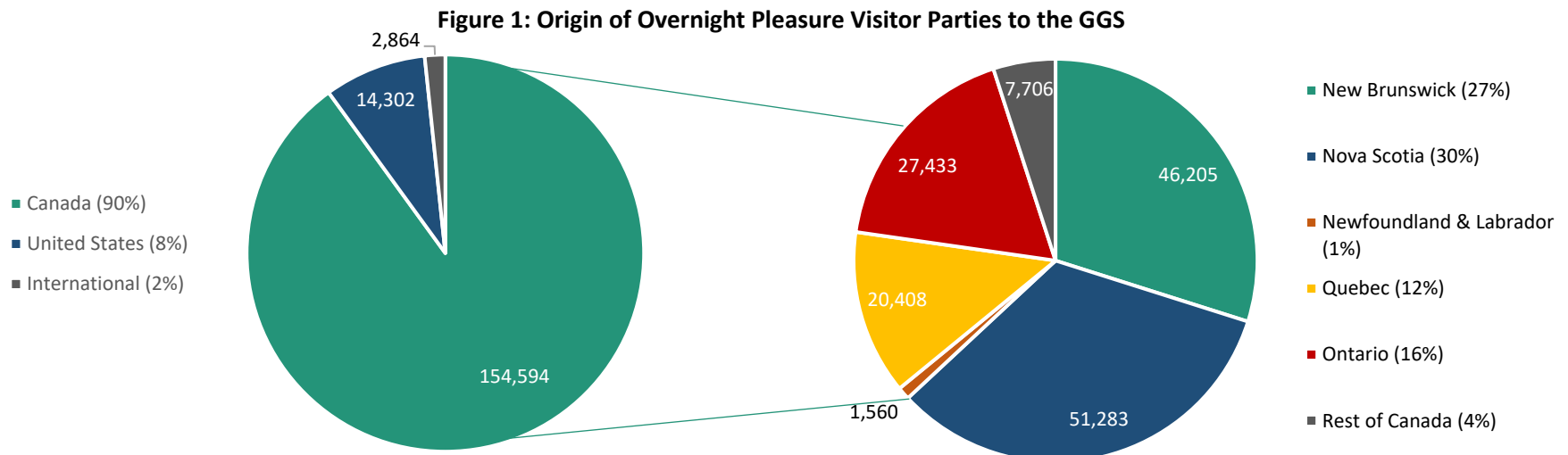
# Overnight Pleasure Visitors to the Green Gables Shore Region

## MARKET AND PARTY SIZE

In total, approximately 171,800 visitor parties (36% of 479,100 all overnight visitor parties) stayed at least one night in the Green Gables Shore (GGS) region during July 1, 2018 to June 30, 2019 (the “study period”). The average party size of overnight pleasure GGS visitors was 3.59 people. The average party size was lowest during the January-April winter off-season at 2.01 people and highest during the July-August main season at 3.88 people. Please see Annex A, Table 1.

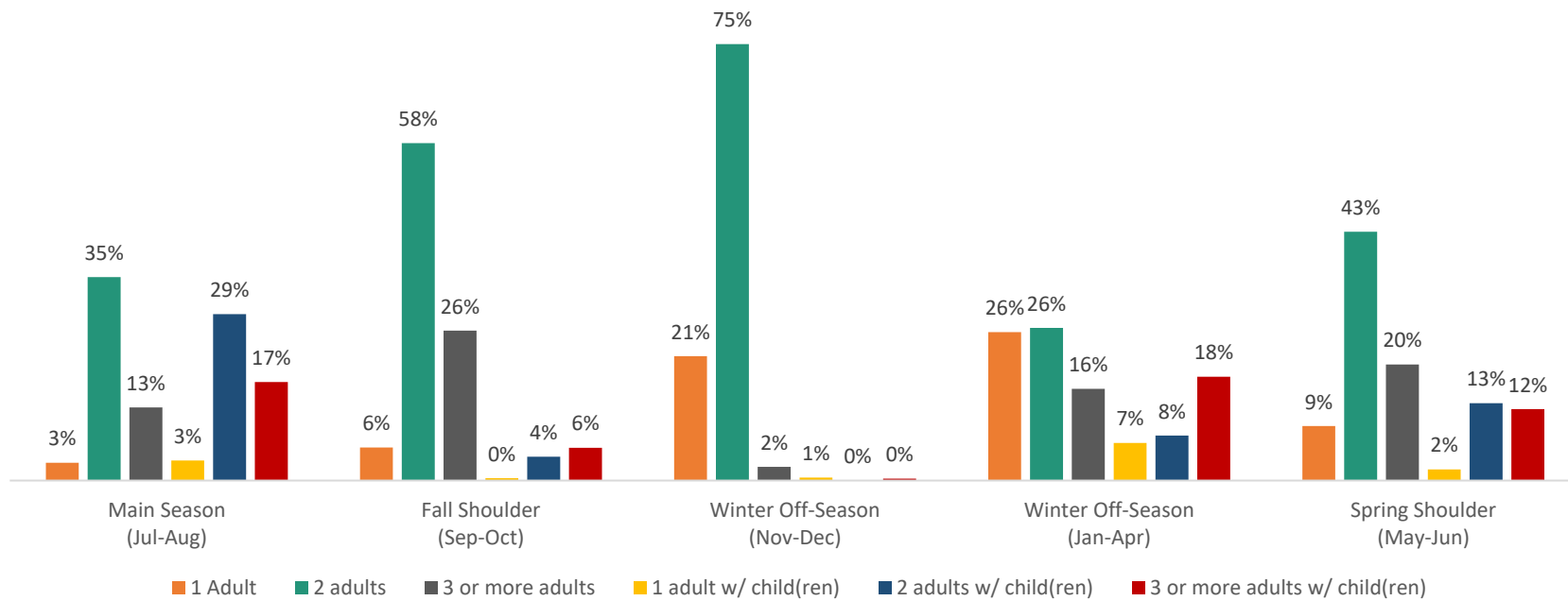
## ORIGIN

The geographic markets that made up the greatest proportion of GGS visitors were Nova Scotia (30%), New Brunswick (27%), Ontario (16%), and Quebec (12%). During the two winter off-seasons (January to April and November to December), over two-thirds (68%) of GGS visitors were from Nova Scotia and New Brunswick. Please see Annex A, Table 2.



## GGs VISITOR PARTY COMPOSITION AND AGE

Figure 2: GGS Visitor Party Composition by Tourism Season



The majority (63%) of GGS visitor parties were comprised of only adults. Approximately 37 percent of overnight pleasure parties were adults with children, 32 percent were comprised of adults aged 55 and over, 16 percent were comprised of travellers of varying age generations, ten percent were between the ages of 35 and 54 (middle aged travellers), and five 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 68 percent of GGS visitors indicated they travelled to Prince Edward Island (“PEI”) for a holiday or vacation and 16 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 November-December

winter off-season. In this season, the majority of GGS visitors had travelled to PEI to visit friends and/or relatives. Approximately 75 percent of GGS visitors have visited PEI previously. Of these repeat visitors, approximately 38 percent had last visited PEI one year ago and 18 percent had last visited earlier in the same year of the trip in which they were surveyed. On average, GGS repeat visitors had visited PEI 4.74 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 85 percent of GGS visitors. On average, GGS visitors were away from their home for 8.7 nights during their trip. They spent an average of 5.2 nights on PEI. GGS visitors also spent 1.3 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 GGS visitors (88%) that visited during those seasons. Please see Annex A, Table 8.

### **LENGTH OF STAY AND ACCOMMODATION SUMMARY**

GGS visitors stayed an average of 5.2 nights on PEI of which 4.3 nights were in the GGS region. Approximately 86% (4.5 nights) of nights stayed on PEI by GGS visitors were in paid accommodations. Approximately 21% of all nights stayed in paid accommodations on PEI by GGS visitors were secured through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.

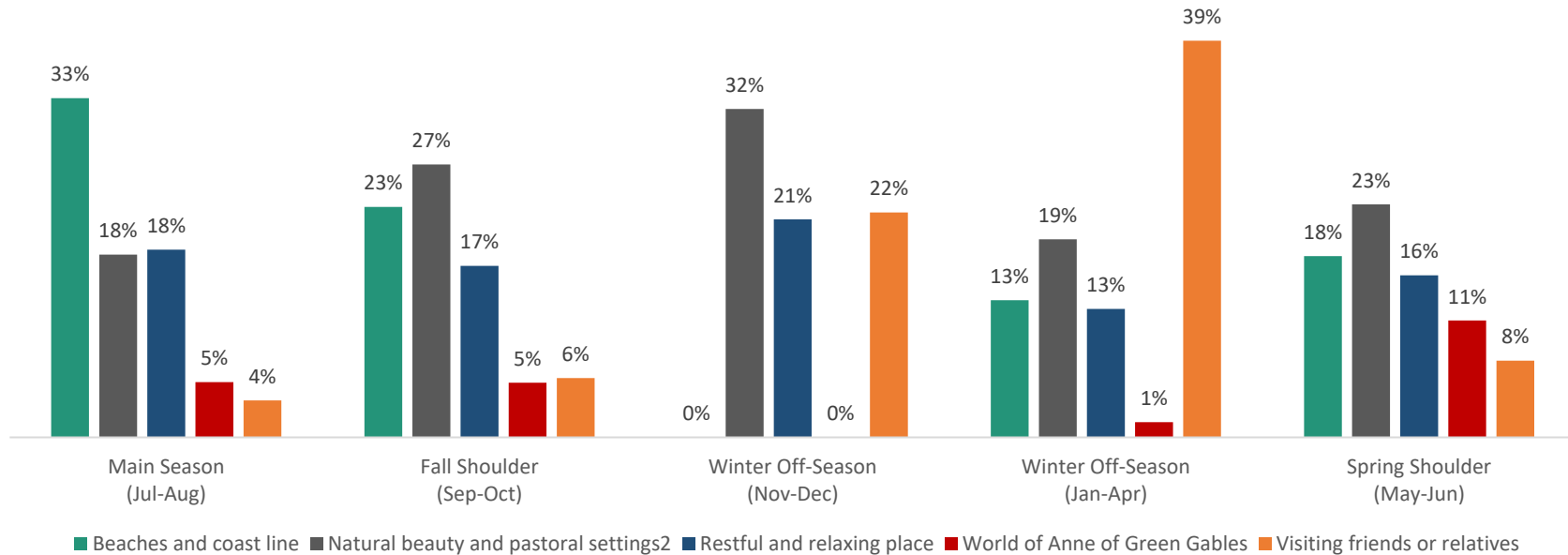
Approximately 13 percent of GGS visitors also stayed at least one night in the Greater Charlottetown Area. While approximately 10 percent stayed at least one night in the Points East Coastal Drive region, six percent stayed at least one night in the Summerside area, six percent stayed at least one night in the North Cape Coastal Drive region, and four percent stayed at least one night in the Red Sands Shore region.

GGS visitor parties stayed in a variety of accommodation types while on PEI, with the most popular types being rented cottage or cabin (36% stayed at least one night in the accommodation type), hotel, motel or resort (25%), campground or RV park (20%), bed and breakfast or tourist home (7%), inn (6%), and home of friends or relatives (5%). During the winter off-seasons, approximately 61 percent of GGS visitor parties stayed at least one night at the home of a friend or relative and own property.

Although many GGS visitors stayed overnight in a rented cottage or cabin, the average length of stay in these accommodation types was relatively short at 4.7 nights. Those who stayed in a campground or RV park had the longest average length of stay at 6.1 nights, followed by those who stayed at a home of friends or relatives (5.7 nights), own property (5.0 nights), other (4.8 nights), B&B or tourist home (3.8 nights), hotel, motel or resort (3.5 nights), and inn (3.2 nights). Please see Annex A, Tables 9, 10, 11, and 12.

## PRIMARY FEATURE THAT ATTRACTED GGS VISITOR PARTIES TO PEI

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

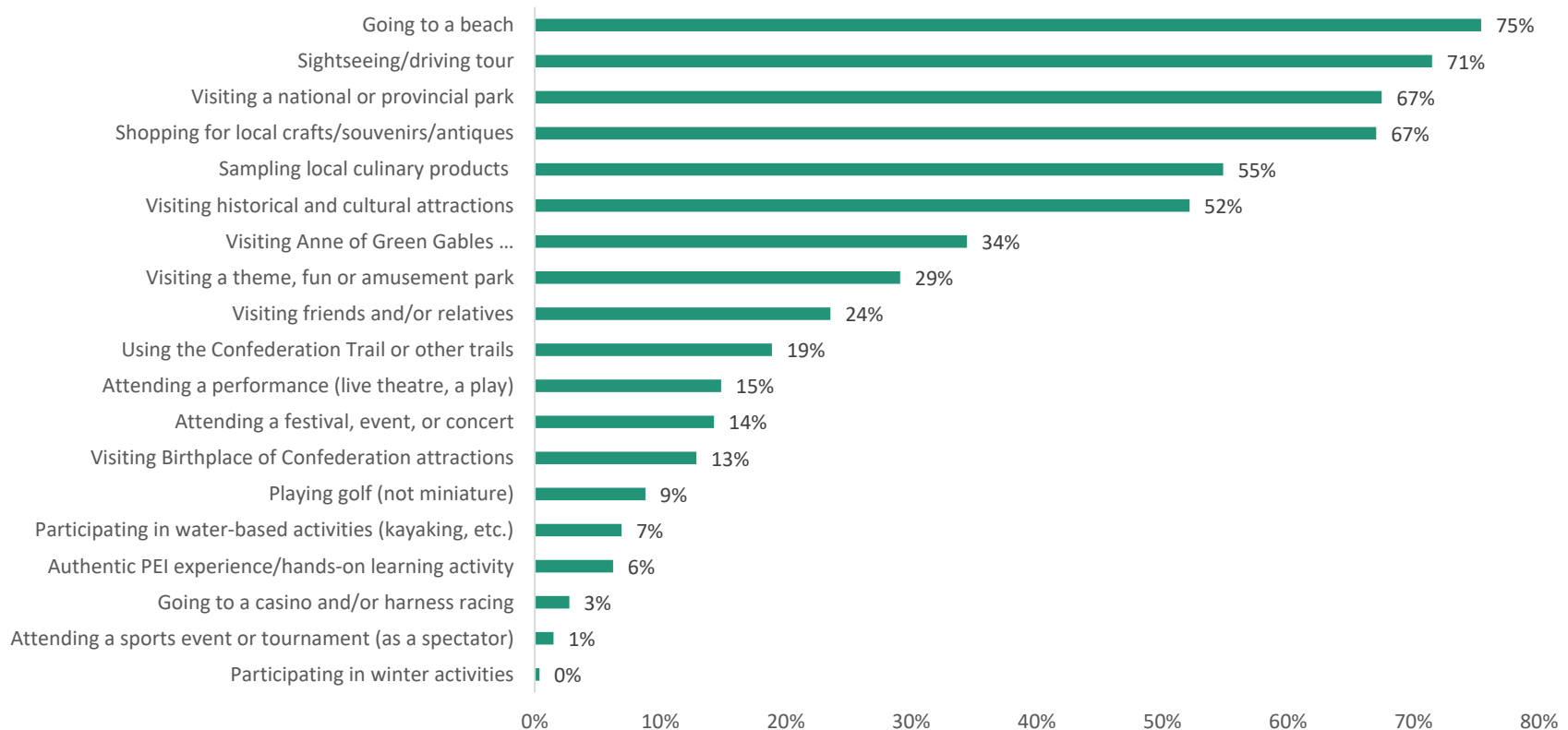


Approximately 28 percent of GGS visitor parties were primarily attracted to PEI by the beaches and coast line. Natural beauty and pastoral settings were the primary feature that attracted 21% of GGS visitors, 18 percent were attracted to PEI because they consider it a restful and relaxing place, six percent were primarily attracted by World of Anne of Green Gables and Lucy Maud Montgomery attractions, and six percent were primarily attracted by visiting friends and/or relatives. Please see Annex A, Table 13.



## ACTIVITIES PARTICIPATED IN WHILE ON PEI

**Figure 4: Activities Participated in by GGS Visitors**



Going to a beach was the most popular activity participated in by GGS visitors (75%). The only exception was during the two winter off-seasons, where visiting friends and/or relatives was the most popular activity engaged in (63%). Other popular activities that GGS visitors participated in include sightseeing/driving tour (71%), visiting a national or provincial park (67%), shopping for local crafts, souvenirs or antiques (67%), sampling local culinary products (55%), visiting historical and cultural attractions (52%), and visiting Anne of Green Gables and/or Lucy Maud Montgomery attractions (34%). Please see Annex A, Table 14.

## **OTHER REGIONS VISITED AND EXPLORATION OF PEI'S COASTAL DRIVES**

Over two-thirds (67%) of GGS visitor parties visited the Greater Charlottetown Area during their visit.<sup>1</sup> While 41 percent visited the Summerside area, 37 percent visited the Red Sands Shore region, 35 percent visited the Points East Coastal Drive region, and 29 percent visited the North Cape Coastal Drive region.

The majority (72%) of GGS visitors stated that they explored the Central Coastal Drive, while 30 percent explored Points East Coastal Drive and 25 percent explored North Cape Coastal Drive. Please see Annex A, Table 15 and 16.

## **TRIP EXPENDITURES**

GGS visitor parties spent an average of \$1,520 per party per visit on PEI. This spending was highest among those who visited during the main season (\$1,830) and lowest among those who visited during either the November-December winter off-season (\$640). The items that accounted for the greatest proportion of GGS visitor party spending per party per day were accommodations (\$605; 40%), food and beverage at restaurants, bars, etc. (\$266; 18%), shopping (\$144; 9%), and food and beverage at stores (\$137; 9%). See Annex A, Tables 17A and 17B.

## **TRIP EVALUATION**

GGS 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), accommodation service and quality (94%), the variety of things to see and do (90%), restaurant service and quality (94%), transportation service and quality (85%), and prices of goods and services (80%).

Approximately 92 percent of GGS visitor parties felt that their trip to PEI generated good value for the money that they spent. Almost all GGS visitor parties felt that their visit to PEI was a good way to spend their time (98%) and that they were satisfied with their trip to PEI (98%). Approximately 10 percent of GGS visitor parties indicated they experienced a problem or had a complaint about their trip to PEI. Despite these complaints, approximately 97 percent of all GGS 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.

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<sup>1</sup> 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 - GGS 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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Average Party Size</b>	<b>3.88</b>		<b>2.99</b>		<b>2.01</b>		<b>2.73</b>		<b>3.50</b>		<b>3.59</b>	
Avg. Number of Male Travellers	1.81		1.29		0.68		1.05		1.78		1.66	
Avg. Number of Female Travellers	20.80		1.70		1.33		1.69		1.73		1.93	
Avg. Number of Children	1.13		0.18		0.02		0.56		0.60		0.82	
Avg. Number of Adult Travellers	2.76		2.81		2.00		2.17		2.91		2.76	
<b>Average Number of Nights Stayed</b>	<b>5.49</b>		<b>4.77</b>		<b>3.16</b>		<b>5.34</b>		<b>4.84</b>		<b>5.21</b>	

**TABLE 2: ORIGIN OF GGS 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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Canada</b>	<b>95,714</b>	<b>91.6%</b>	<b>29,772</b>	<b>85.2%</b>	<b>2,655</b>	<b>99.3%</b>	<b>4,477</b>	<b>93.3%</b>	<b>21,976</b>	<b>88.3%</b>	<b>154,594</b>	<b>90.0%</b>
New Brunswick	28,624	27.4%	8,158	23.3%	18	0.7%	1,186	24.7%	8,219	33.0%	46,205	26.9%
Nova Scotia	30,958	29.6%	9,566	27.4%	2,337	87.4%	1,525	31.8%	6,897	27.7%	51,283	29.9%
Newfoundland & Labrador	1,282	1.2%	180	0.5%	0	0.0%	0	0.0%	98	0.4%	1,560	0.9%
Quebec	13,849	13.3%	4,157	11.9%	0	0.0%	274	5.7%	2,128	8.6%	20,408	11.9%
Ontario	17,336	16.6%	5,395	15.4%	9	0.3%	1,272	26.5%	3,421	13.8%	27,433	16.0%
Rest of Canada	3,665	3.5%	2,316	6.6%	292	10.9%	221	4.6%	1,212	4.9%	7,706	4.5%
<b>United States</b>	<b>7,467</b>	<b>7.1%</b>	<b>4,238</b>	<b>12.1%</b>	<b>10</b>	<b>0.4%</b>	<b>146</b>	<b>3.0%</b>	<b>2,441</b>	<b>9.8%</b>	<b>14,302</b>	<b>8.3%</b>
New England	2,595	2.5%	1,352	3.9%	2	0.1%	0	0.0%	648	2.6%	4,597	2.7%
Rest of US	4,872	4.7%	2,886	8.3%	9	0.3%	146	3.0%	1,793	7.2%	9,706	5.7%
<b>International</b>	<b>1,286</b>	<b>1.2%</b>	<b>935</b>	<b>2.7%</b>	<b>8</b>	<b>0.3%</b>	<b>177</b>	<b>3.69%</b>	<b>458</b>	<b>1.8%</b>	<b>2,864</b>	<b>1.7%</b>

**TABLE 3: GGS 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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Party Characteristics</b>												
By myself/alone	3,217	3.1%	1,992	5.7%	574	21.5%	1,230	25.6%	2,338	9.4%	9,351	5.4%
With my spouse/partner only (2 people)	31,815	30.5%	18,061	51.7%	2,008	75.1%	1,169	24.4%	9,320	37.5%	62,373	36.3%
With one or more couples	2,782	2.7%	2,333	6.7%	0	0.0%	78	1.6%	968	3.9%	6,161	3.6%
As a family (including children under 18)	37,050	35.5%	2,589	7.4%	23	0.9%	451	9.4%	4,694	18.9%	44,807	26.1%
As a family (with no one under 18)	4,205	4.0%	2,555	7.3%	8	0.3%	57	1.2%	1,252	5.0%	8,077	4.7%
With other family/families (including children under 18)	6,485	6.2%	274	0.8%	0	0.0%	477	9.9%	511	2.1%	7,747	4.5%
With other family members (e.g., sister, brother,	10,360	9.9%	3,517	10.1%	55	2.1%	721	15.0%	1,894	7.6%	16,547	9.6%
With friends	3,618	3.5%	2,881	8.2%	6	0.2%	7	0.1%	2,189	8.8%	8,701	5.1%
With family and friends	3,129	3.0%	647	1.9%	0	0.0%	305	6.4%	1,375	5.5%	5,456	3.2%
Other	1,806	1.7%	97	0.3%	0	0.0%	305	6.4%	332	1.3%	2,540	1.5%
<b>Party Composition</b>												
Adult travelling alone	3,217	3.1%	1,992	5.7%	574	21.5%	1,230	25.6%	2,338	9.4%	9,351	5.4%
2 adults	36,683	35.1%	20,352	58.2%	2,014	75.3%	1,265	26.4%	10,68	43.0%	70,999	41.3%
3 or more adults	13,177	12.6%	9,044	25.9%	63	2.4%	760	15.8%	4,984	20.0%	28,028	16.3%
1 adult with child(ren)	3,624	3.5%	144	0.4%	14	0.5%	312	6.5%	477	1.9%	4,571	2.7%
2 adults with child(ren)	30,006	28.7%	1,434	4.1%	0	0.0%	373	7.8%	3,322	13.4%	35,135	20.5%
3 or more adults with child(ren)	17,759	17.0%	1,979	5.7%	9	0.3%	860	17.9%	3,070	12.3%	23,677	13.8%
<b>Age Composition</b>												
Millennial (18 to 34) Travellers	5,249	5.0%	1,505	4.3%	14	0.5%	95	2.0%	1,643	6.6%	8,506	5.0%
Middle Aged (35 to 54) Travellers	8,200	7.8%	4,349	12.4%	1,141	42.7%	660	13.8%	2,670	10.7%	17,020	9.9%
Senior (55 and over) Travellers	25,688	24.6%	17,454	49.9%	1,150	43.0%	1,648	34.3%	9,213	37.0%	55,153	32.1%
Multi-generation Travellers	13,940	13.3%	8,080	23.1%	345	12.9%	852	17.8%	4,481	18.0%	27,698	16.1%
Families/Adult(s) with child(ren)	51,390	49.2%	3,558	10.2%	23	0.9%	1,545	32.2%	6,868	27.6%	63,384	36.9%

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 GGS 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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Gender</b>												
Male	31,678	30.4%	12,678	36.3%	589	22.0%	1,176	25.4%	8,691	35.0%	54,812	32.0%
Female	72,447	69.5%	22,206	63.6%	2,084	78.0%	3,460	74.6%	16,136	65.0%	116,333	67.9%
Other	143	0.1%	32	0.1%	0	0.0%	0	0.0%	11	0.0%	186	0.1%
<b>Age</b>												
18 to 24	1,697	1.6%	486	1.4%	0	0.0%	67	1.4%	673	2.7%	2,923	1.7%
25 to 34	11,796	11.3%	2,835	8.1%	14	0.5%	151	3.3%	3,543	14.3%	18,339	10.7%
35 to 44	28,891	27.7%	3,827	11.0%	584	21.9%	487	10.5%	5,424	21.8%	39,213	22.9%
45 to 54	21,502	20.6%	6,676	19.1%	583	21.8%	2,044	44.1%	3,334	13.4%	34,139	19.9%
55 to 64	20,582	19.7%	9,928	28.4%	915	34.2%	1,024	22.1%	5,503	22.2%	37,952	22.2%
65 to 74	16,876	16.2%	8,474	24.3%	576	21.6%	687	14.8%	5,387	21.7%	32,000	18.7%
75 and over	2,926	2.8%	2,690	7.7%	0	0.0%	175	3.8%	974	3.9%	6,765	3.9%
<b>Mother Tongue</b>												
English	84,299	80.8%	29,971	85.8%	2,665	99.7%	3,707	80.0%	20,405	82.2%	141,047	82.3%
French	17,147	16.4%	3,976	11.4%	0	0.0%	579	12.5%	3,290	13.2%	24,992	14.6%
Other	2,823	2.7%	970	2.8%	8	0.3%	349	7.5%	1,142	4.6%	5,292	3.1%

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 GGS 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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Marital Status</b>												
Single	14,255	13.7%	5,125	14.7%	6	0.2%	630	13.6%	4,204	16.9%	24,220	14.1%
Married/living common law	86,544	83.0%	28,760	82.4%	2,663	99.6%	3,675	79.3%	20,046	80.7%	141,688	82.7%
Other	3,379	3.2%	1,030	3.0%	4	0.1%	311	6.7%	558	2.2%	5,282	3.1%
Not Stated	90	0.1%	0	0.0%	0	0.0%	19	0.4%	29	0.1%	138	0.1%
<b>Average Number of Children Living in the Household *</b>												
17 years and younger	44,579 <sup>a)</sup>	42.7% <sup>b)</sup>	4,272 <sup>a)</sup>	12.2% <sup>b)</sup>	593 <sup>a)</sup>	22.2% <sup>b)</sup>	1,832 <sup>a)</sup>	38.2% <sup>b)</sup>	7,011 <sup>a)</sup>	28.2% <sup>b)</sup>	58,287 <sup>a)</sup>	33.9% <sup>b)</sup>
	<b>1.87 <sup>c)</sup></b>		<b>1.72 <sup>c)</sup></b>		<b>2.02 <sup>c)</sup></b>		<b>1.45 <sup>c)</sup></b>		<b>1.95 <sup>c)</sup></b>		<b>1.86 <sup>c)</sup></b>	
18 years and older	13,936 <sup>a)</sup>	13.3% <sup>b)</sup>	6,437 <sup>a)</sup>	18.4% <sup>b)</sup>	656 <sup>a)</sup>	24.5% <sup>b)</sup>	1,078 <sup>a)</sup>	22.5% <sup>b)</sup>	1,674 <sup>a)</sup>	6.7% <sup>b)</sup>	23,781 <sup>a)</sup>	12.5% <sup>b)</sup>
	<b>1.63 <sup>c)</sup></b>		<b>1.61 <sup>c)</sup></b>		<b>1.90 <sup>c)</sup></b>		<b>1.73 <sup>c)</sup></b>		<b>1.96 <sup>c)</sup></b>		<b>1.66 <sup>c)</sup></b>	
<b>Education</b>												
Some school	944	0.9%	406	1.2%	0	0.0%	7	0.2%	275	1.1%	1,632	1.0%
High school diploma	7,949	7.6%	2,597	7.4%	333	12.5%	38	0.8%	2,663	10.7%	13,580	7.9%
Some post-secondary	11,552	11.1%	4,456	12.8%	1,155	43.2%	390	8.4%	1,889	7.6%	19,442	11.3%
Graduated community/technical college	29,810	28.6%	11,090	31.8%	1,143	42.7%	1,925	41.5%	7,050	28.4%	51,018	29.8%
Graduated university (undergraduate degree)	30,992	29.7%	8,016	23.0%	9	0.3%	741	16.0%	6,933	27.9%	46,691	27.3%
Post graduate degree/professional designation	23,010	22.1%	8,352	23.9%	34	1.3%	1,524	32.9%	5,998	24.1%	38,918	22.7%
Not Stated	11	0.0%	0	0.0%	0	0.0%	10	0.2%	30	0.1%	51	0.0%

Note: \* While <sup>a)</sup> and <sup>b)</sup> indicate the valid number and percent of respondents who reported the number of children living in the household, <sup>c)</sup> 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 GGS 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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Employment Status</b>												
Working full time	61,709	59.2%	14,874	42.6%	1,517	56.8%	1,608	34.7%	12,907	52.0%	92,615	54.1%
Working part time or seasonally	6,994	6.7%	2,013	5.8%	0	0.0%	577	12.4%	1,429	5.8%	11,013	6.4%
Unemployed	667	0.6%	41	0.1%	0	0.0%	0	0.0%	106	0.4%	814	0.5%
Retraining or upgrading	60	0.1%	244	0.7%	0	0.0%	10	0.2%	0	0.0%	314	0.2%
Retired	28,467	27.3%	16,014	45.9%	1,147	42.9%	2,355	50.8%	8,179	32.9%	56,162	32.8%
Homemaker	3,532	3.4%	969	2.8%	9	0.3%	0	0.0%	1,247	5.0%	5,757	3.4%
Student	1,853	1.8%	30	0.1%	0	0.0%	66	1.4%	641	2.6%	2,590	1.5%
Other	974	0.9%	731	2.1%	0	0.0%	10	0.2%	298	1.2%	2,013	1.2%
Not Stated	11	0.0%	0	0.0%	0	0.0%	10	0.2%	30	0.1%	51	0.0%
<b>Annual Household Income</b>												
Under \$40,000	8,553	8.2%	3,160	9.1%	0	0.0%	513	11.1%	2,269	9.1%	14,495	8.5%
\$40,000 to \$59,999	15,817	15.2%	4,227	12.1%	57	2.1%	406	8.8%	3,992	16.1%	24,499	14.3%
\$60,000 to \$79,999	14,816	14.2%	5,557	15.9%	0	0.0%	489	10.5%	4,518	18.2%	25,380	14.8%
\$80,000 to \$99,999	15,209	14.6%	4,561	13.1%	1,723	64.5%	67	1.4%	2,766	11.1%	24,326	14.2%
\$100,000 to \$124,999	13,056	12.5%	5,250	15.0%	23	0.9%	589	12.7%	4,158	16.7%	23,076	13.5%
\$125,000 to \$149,999	10,054	9.6%	2,331	6.7%	4	0.1%	321	6.9%	1,368	5.5%	14,078	8.2%
\$150,000 to \$174,999	8,157	7.8%	1,579	4.5%	570	21.3%	917	19.8%	1,847	7.4%	13,070	7.6%
\$175,000 to \$199,999	3,855	3.7%	1,031	3.0%	0	0.0%	85	1.8%	577	2.3%	5,548	3.2%
\$200,000 or more	5,735	5.5%	1,345	3.9%	296	11.1%	723	15.6%	1,138	4.6%	9,237	5.4%
Not Stated	9,017	8.6%	5,876	16.8%	0	0.0%	526	11.3%	2,206	8.9%	17,625	10.3%

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 GGS 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	
<b>Overnight Pleasure Visitors</b>	<b>405,675</b>	<b>(65.9%)</b>	<b>104,466</b>	<b>(17.0%)</b>	<b>5,384</b>	<b>(0.9%)</b>	<b>13,100</b>	<b>(2.1%)</b>	<b>87,174</b>	<b>(14.2%)</b>	<b>615,799</b>	<b>(100.0%)</b>
<b>Gender</b>												
Male	188,727	46.5%	44,963	43.0%	1,831	34.0%	5,006	38.2%	44,214	50.7%	284,743	46.2%
Female	216,948	53.5%	59,503	57.0%	3,553	66.0%	8,094	61.8%	42,960	49.3%	331,060	53.8%
<b>Age</b>												
Under 8 Years	58,906	14.5%	4,468	4.3%	0	0.0%	533	4.1%	8,972	10.3%	72,879	11.8%
9 – 17 Years	58,940	14.5%	1,761	1.7%	46	0.9%	2,142	16.4%	5,872	6.7%	68,761	11.2%
18 – 24 Years	16,105	4.0%	3,484	3.3%	79	1.5%	156	1.2%	2,358	2.7%	22,182	3.6%
25 – 34 Years	40,511	10.0%	9,008	8.6%	248	4.6%	1,276	9.7%	10,370	11.9%	61,413	10.0%
35 – 44 Years	72,564	17.9%	8,547	8.2%	584	10.8%	779	5.9%	16,079	18.4%	98,553	16.0%
45 – 54 Years	48,002	11.8%	13,509	12.9%	1,441	26.8%	2,969	22.7%	9,736	11.2%	75,658	12.3%
55 – 64 Years	55,143	13.6%	28,719	27.5%	1,771	32.9%	2,325	17.7%	16,769	19.2%	104,728	17.0%
65 – 74 Years	45,864	11.3%	24,581	23.5%	1,160	21.5%	2,580	19.7%	14,894	17.1%	89,080	14.5%
75 Years and over	9,640	2.4%	10,389	9.9%	55	1.0%	340	2.6%	2,124	2.4%	22,548	3.7%

**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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
Holiday, vacation	78,143	74.8%	19,273	55.2%	31	1.2%	2,546	53.0%	16,380	65.8%	116,373	67.8%
Short getaway	12,899	12.3%	10,282	29.4%	57	2.1%	86	1.8%	3,900	15.7%	27,224	15.8%
Visit friends and/or relatives	3,042	2.9%	1,996	5.7%	1,158	43.3%	961	20.0%	1,375	5.5%	8,532	5.0%
Visit second home, cottage, condo	899	0.9%	119	0.3%	1,419	53.1%	593	12.3%	819	3.3%	3,849	2.2%
Attend events, festivals, attractions	4,317	4.1%	1,347	3.9%	0	0.0%	10	0.2%	288	1.2%	5,962	3.5%
Other pleasure	5,167	4.9%	1,929	5.5%	8	0.3%	606	12.6%	2,113	8.5%	9,823	5.7%

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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Type of Visitation</b>												
First-Time Visitors	23,837	22.9%	10,678	30.6%	31	1.2%	822	17.7%	6,755	27.2%	42,123	24.6%
Repeat Visitors	80,432	77.1%	24,238	69.4%	2,642	98.8%	3,813	82.3%	18,083	72.8%	129,208	75.4%
<b>Last Trip to PEI*</b>												
This year	10,445	13.0%	6,422	26.5%	2,007	76.0%	1,946	51.0%	2,398	13.3%	23,218	18.0%
One year ago	33,301	41.4%	7,076	29.2%	570	21.6%	565	14.8%	7,672	42.4%	49,184	38.1%
Two years ago	8,900	11.1%	3,033	12.5%	55	2.1%	607	15.9%	2,113	11.7%	14,708	11.4%
Three years ago	4,428	5.5%	1,010	4.2%	0	0.0%	0	0.0%	1,095	6.1%	6,533	5.1%
Four years ago	2,373	3.0%	469	1.9%	0	0.0%	28	0.7%	399	2.2%	3,269	2.5%
Five or more years ago	20,984	26.1%	6,228	25.7%	10	0.4%	666	17.5%	4,405	24.4%	32,293	25.0%
<b>Average Number of Times Visited PEI in the Past Five Years*</b>												
<b>Mean (Group Median)</b>	<b>4.06 (3.10)</b>		<b>5.15 (3.86)</b>		<b>12.89 (11.93)</b>		<b>7.96 (3.28)</b>		<b>5.31 (3.44)</b>		<b>4.74 (3.34)</b>	

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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Primary Destination of the Trip</b>												
<b>Prince Edward Island</b>	<b>90,293</b>	<b>86.4%</b>	<b>29,224</b>	<b>83.6%</b>	<b>2,618</b>	<b>97.9%</b>	<b>3,970</b>	<b>82.7%</b>	<b>20,361</b>	<b>81.9%</b>	<b>146,466</b>	<b>85.3%</b>
Other Destination	13,289	12.7%	5,481	15.7%	46	1.7%	799	16.6%	3,946	15.9%	23,561	13.7%
Don't Know/Not Stated	884	0.8%	241	0.7%	9	0.3%	32	0.7%	568	2.3%	1,734	1.0%
<b>Average Trip Duration</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>	<b>Nights</b>	<b>%</b>
Total Nights of the Trip	9.03	100.0%	8.78	100.0%	3.56	100.0%	7.79	100.0%	8.14	100.0%	8.73	100.0%
<b>Nights stayed in PEI</b>	<b>5.49</b>	<b>60.8%</b>	<b>4.77</b>	<b>54.4%</b>	<b>3.16</b>	<b>88.6%</b>	<b>5.34</b>	<b>68.5%</b>	<b>4.84</b>	<b>59.5%</b>	<b>5.21</b>	<b>59.7%</b>
Nights in Paid Accommodation	<b>4.91</b>	<b>(89.4%)</b>	<b>4.24</b>	<b>(88.9%)</b>	<b>0.49</b>	<b>(15.7%)</b>	<b>1.89</b>	<b>(35.4%)</b>	<b>3.84</b>	<b>(79.4%)</b>	<b>4.47</b>	<b>(85.7%)</b>
Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.	<b>0.96</b>	<b>(19.5%)</b>	<b>1.10</b>	<b>(26.0%)</b>	<b>0.02</b>	<b>(4.8%)</b>	<b>0.39</b>	<b>(20.6%)</b>	<b>0.78</b>	<b>(20.2%)</b>	<b>0.93</b>	<b>(20.9%)</b>
Nights stayed in NB	1.10	12.1%	0.97	11.0%	0.03	0.7%	1.08	13.9%	0.75	9.3%	1.00	11.5%
Nights stayed in NS	1.22	13.5%	1.59	18.2%	0.09	2.6%	0.84	10.8%	1.27	15.6%	1.27	14.6%
Nights stayed in NL	0.26	2.9%	0.31	3.5%	0.02	0.5%	0.00	0.0%	0.27	3.3%	0.26	3.0%
Nights stayed in Magdalen Islands	0.09	1.0%	0.05	0.5%	0.00	0.0%	0.00	0.0%	0.04	0.5%	0.07	0.8%
Nights stayed elsewhere	0.87	9.6%	1.09	12.4%	0.27	7.5%	0.53	6.8%	0.96	11.8%	0.91	10.4%

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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Average Number of Nights Stayed in PEI</b>	<b>5.49</b>		<b>4.77</b>		<b>3.16</b>		<b>5.34</b>		<b>4.84</b>		<b>5.21</b>	
<b>Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)</b>												
Green Gables Shore	4.58		3.79		2.71		4.66		4.03		4.31	
Greater Charlottetown Area	0.24		0.33		0.22		0.49		0.30		0.27	
Points East Coastal Drive	0.29		0.30		0.00		0.06		0.15		0.26	
North Cape Coastal Drive	0.15		0.12		0.22		0.05		0.10		0.13	
Summerside Area	0.12		0.16		0.00		0.08		0.18		0.13	
Red Sands Shore	0.11		0.07		0.00		0.00		0.07		0.09	
<b>Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)</b>												
Green Gables Shore	4.58		3.79		2.71		4.66		4.03		45.31	
Points East Coastal Drive	2.78		2.37		1.00		2.70		1.92		2.58	
Red Sands Shore	2.28		1.79		1.00		1.00		1.76		2.12	
North Cape Coastal Drive	2.43		1.85		1.00		1.32		1.66		2.11	
Greater Charlottetown Area	2.10		1.94		1.00		2.37		2.56		2.10	
Summerside Area	1.94		1.99		1.00		1.35		3.01		2.08	

**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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Total Accumulated Parties Staying at Least One Night in the Specified Region</b>												
Greater Charlottetown Area	12,005	11.5%	5,884	16.8%	587	22.0%	992	20.7%	2,938	11.8%	22,406	13.0%
Points East Coastal Drive	11,033	10.6%	4,449	12.7%	9	0.3%	101	2.1%	1,956	7.9%	17,548	10.2%
Summerside Area	6,392	6.1%	2,839	8.1%	10	0.4%	266	5.5%	1,514	6.1%	11,021	6.4%
North Cape Coastal Drive	6,380	6.1%	2,284	6.5%	575	21.5%	198	4.1%	1,476	5.9%	10,913	6.4%
Red Sands Shore	5,052	4.8%	1,358	3.9%	9	0.3%	7	0.1%	1,006	4.0%	7,432	4.3%
<b>Total Accumulated Nights Spent by Parties in the Specific Region</b>												
Green Gables Shore	478,446	83.4%	132,531	79.5%	7,247	85.9%	22,363	87.3%	100,347	83.3%	740,934	82.8%
Greater Charlottetown Area	25,164	4.4%	11,396	6.8%	587	7.0%	2,352	9.2%	7,505	6.2%	47,004	5.3%
Points East Coastal Drive	30,662	5.3%	10,553	6.3%	9	0.1%	273	1.1%	3,753	3.1%	45,250	5.1%
North Cape Coastal Drive	15,535	2.7%	4,220	2.5%	575	6.8%	264	1.0%	2,458	2.0%	23,052	2.6%
Summerside Area	12,400	2.2%	5,655	3.4%	10	0.1%	360	1.4%	4,569	3.8%	22,994	2.6%
Red Sands Shore	11,494	2.0%	2,429	1.5%	9	0.1%	7	0.0%	1,777	1.5%	15,716	1.8%
<b>Total Overnight Stays (Nights)</b>	<b>573,701</b>	<b>100.0%</b>	<b>166,784</b>	<b>100.0%</b>	<b>8,437</b>	<b>100.0%</b>	<b>25,619</b>	<b>100.0%</b>	<b>120,409</b>	<b>100.0%</b>	<b>894,950</b>	<b>100.0%</b>

**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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation</b>												
Cottage or Cabin	40,151	33.8%	17,440	43.8%	351	13.0%	1,168	22.7%	10,504	36.5%	69,614	35.6%
Hotel, Motel, or Resort	29,411	24.7%	10,772	27.1%	603	22.4%	26	0.5%	7,823	27.2%	48,635	24.9%
Campground or Trailer (RV) Park	30,806	25.9%	4,306	10.8%	0	0.0%	330	6.4%	3,792	13.2%	39,234	20.1%
B&B or Tourist Home	6,567	5.5%	2,550	6.4%	4	0.1%	369	7.2%	3,436	11.9%	12,926	6.6%
Inn	5,977	5.0%	2,776	7.0%	9	0.3%	449	8.7%	1,940	6.7%	11,151	5.7%
Home of Friends or Relatives	4,195	3.5%	1,472	3.7%	588	21.8%	2,120	41.2%	920	3.2%	9,295	4.8%
Own Property	431	0.4%	119	0.3%	1141	42.3%	678	13.2%	219	0.8%	2,588	1.3%
Other (e.g., hostel)	1375	1.2%	374	0.9%	0	0.0%	0	0.0%	167	0.6%	1,916	1.0%
<b>Total Overnight Stays (Parties)</b>	<b>118,913</b>	<b>100.0%</b>	<b>39,809</b>	<b>100.0%</b>	<b>2,696</b>	<b>100.0%</b>	<b>5,140</b>	<b>100.0%</b>	<b>28,801</b>	<b>100.0%</b>	<b>195,359</b>	<b>100.0%</b>
<b>Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation</b>												
Cottage or Cabin	195,661	34.1%	74,239	44.5%	1,463	17.3%	4,906	19.2%	50,705	42.1%	326,974	36.5%
Campground or Trailer (RV) Park	195,331	34.0%	24,679	14.8%	0	0.0%	1,980	7.7%	18,576	15.4%	240,566	26.9%
Hotel, Motel, or Resort	102,327	17.8%	38,143	22.9%	1,797	21.3%	210	0.8%	25,188	20.9%	167,665	18.7%
Home of Friends or Relatives	22,520	3.9%	9,703	5.8%	1,162	13.8%	14,419	56.3%	5,376	4.5%	53,180	5.9%
B&B or Tourist Home	26,442	4.6%	8,976	5.4%	12	0.1%	704	2.7%	12,521	10.4%	48,655	5.4%
Inn	20,937	3.6%	8,228	4.9%	9	0.1%	1,331	5.2%	5,165	4.3%	35,670	4.0%
Own Property	4,332	0.8%	1,015	0.6%	3990	47.3%	2,061	8.0%	1,628	1.4%	13,026	1.5%
Other (e.g., hostel)	6,137	1.1%	1874	1.1%	0	0.0%	0	0.0%	1,268	1.1%	9,279	1.0%
<b>Total Overnight Stays (Nights)</b>	<b>573,687</b>	<b>100.0%</b>	<b>166,857</b>	<b>100.0%</b>	<b>8,433</b>	<b>100.0%</b>	<b>25,611</b>	<b>100.0%</b>	<b>120,427</b>	<b>100.0%</b>	<b>895,015</b>	<b>100.0%</b>



**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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Average Number of Nights Stayed in PEI</b>	<b>5.49</b>		<b>4.77</b>		<b>3.16</b>		<b>5.34</b>		<b>4.84</b>		<b>5.21</b>	
<b>Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)</b>												
Cottage or Cabin	1.87		2.12		0.55		1.02		2.04		1.90	
Campground or Trailer (RV) Park	1.87		0.71		0.00		0.41		0.75		1.40	
Hotel, Motel, or Resort	0.98		1.09		0.67		0.04		1.01		0.98	
Home of Friends or Relatives	0.22		0.28		0.43		3.00		0.21		0.31	
B&B or Tourist Home	0.25		0.26		0.00		0.15		0.50		0.28	
Inn	0.20		0.24		0.00		0.28		0.21		0.21	
Own Property	0.04		0.03		1.49		0.43		0.07		0.08	
Other (e.g., hostel)	0.06		0.05		0.00		0.00		0.05		0.05	
<b>Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)</b>												
Campground or Trailer (RV) Park	6.34		5.72		n/a		6.00		4.89		6.13	
Home of Friends or Relatives	5.38		6.59		1.98		6.80		5.81		5.72	
Own Property	10.04		8.51		3.50		3.05		7.44		5.03	
Other (e.g., hostel)	4.46		5.02		n/a		n/a		7.51		4.84	
Cottage or Cabin	4.87		4.26		4.17		4.20		4.83		4.70	
B&B or Tourist Home	4.03		3.52		3.00		1.91		3.64		3.76	
Hotel, Motel, or Resort	3.48		3.54		2.98		8.12		3.22		3.45	
Inn	3.50		2.96		1.00		2.96		2.66		3.20	

**TABLE 13: PRIMARY FEATURE THAT ATTRACTED OVERNIGHT GGS 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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Valid Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,915</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,793</b>	<b>(2.8%)</b>	<b>24,846</b>	<b>(14.5%)</b>	<b>171,694</b>	<b>(100.0%)</b>
Beaches and coast line	34,671	33.2%	7,874	22.6%	0	0.0%	643	13.4%	4,406	17.7%	47,594	27.7%
Natural beauty and pastoral settings	18,684	17.9%	9,325	26.7%	859	32.1%	929	19.4%	5,666	22.8%	35,463	20.7%
Restful and relaxing place *	19,183	18.4%	5,861	16.8%	570	21.3%	602	12.6%	3,941	15.9%	30,157	17.6%
World of Anne of Green Gables and L.M. Montgomery	5,645	5.4%	1,867	5.3%	0	0.0%	71	1.5%	2,840	11.4%	10,423	6.1%
Visiting friends and/or relatives *	3,780	3.6%	2,025	5.8%	588	22.0%	1,860	38.8%	1,865	7.5%	10,118	5.9%
Festivals, events, or concerts	5,142	4.9%	1,069	3.1%	55	2.1%	0	0.0%	485	2.0%	6,751	3.9%
Nature-based outdoor activities *	3,840	3.7%	1,442	4.1%	9	0.3%	0	0.0%	1,179	4.7%	6,470	3.8%
Golf	1,428	1.4%	2,754	7.9%	0	0.0%	16	0.3%	1,857	7.5%	6,055	3.5%
Culinary/food-related experiences (lobster, seafood, beer, wine, farm products, etc.)	1920	1.8%	1292	3.7%	8	0.3%	7	0.1%	933	3.8%	4,160	2.4%
Cultural experiences (performing arts, heritage, etc.) *	513	0.5%	100	0.3%	14	0.5%	194	4.0%	129	0.5%	950	0.6%
Acadian cultural experiences *	330	0.3%	30	0.1%	0	0.0%	0	0.0%	112	0.5%	472	0.3%
Birthplace of Confederation attractions (historic sites)	204	0.2%	59	0.2%	0	0.0%	0	0.0%	50	0.2%	313	0.2%
Safe and secure place *	109	0.1%	108	0.3%	0	0.0%	0	0.0%	87	0.4%	304	0.2%
Indigenous cultural experiences (First Nations-Mi'kmaq) *	61	0.1%	32	0.1%	0	0.0%	0	0.0%	0	0.0%	93	0.1%
Other features	8,958	8.6%	1,077	3.1%	570	21.3%	471	9.8%	1,296	5.2%	12,372	7.2%

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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Valid Overnight Pleasure Parties</b>	<b>104,268</b>	<b>(60.9%)</b>	<b>34,916</b>	<b>(20.4%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,635</b>	<b>(2.7%)</b>	<b>24,838</b>	<b>(14.5%)</b>	<b>171,330</b>	<b>(100.0%)</b>
Going to a beach	84,855	81.4%	25,078	71.8%	1,180	44.1%	1,400	30.2%	16,638	67.0%	129,151	75.4%
Sightseeing/driving tour	74,907	71.8%	26,336	75.4%	1,227	45.9%	2,590	55.9%	17,400	70.1%	122,460	71.5%
Visiting a national or provincial park	74,492	71.4%	23,683	67.8%	601	22.5%	1,252	27.0%	15,552	62.6%	115,580	67.5%
Shopping for local crafts/souvenirs/antiques	73,817	70.8%	22,360	64.0%	1,230	46.0%	2,195	47.3%	15,239	61.4%	114,841	67.0%
Sampling local culinary products (lobster,	57,473	55.1%	19,509	55.9%	1,747	65.4%	1,459	31.5%	13,756	55.4%	93,944	54.8%
Visiting historical and cultural attractions	55,714	53.4%	18,519	53.0%	662	24.8%	1,553	33.5%	12,908	52.0%	89,356	52.2%
Visiting Anne of Green Gables and/or Lucy Maud	37,090	35.6%	12,410	35.5%	41	1.5%	707	15.3%	8,736	35.2%	58,984	34.4%
Visiting a theme, fun or amusement park	40,748	39.1%	2,207	6.3%	55	2.1%	610	13.2%	6,251	25.2%	49,871	29.1%
Visiting friends and/or relatives	22,349	21.4%	7,868	22.5%	2,007	75.1%	2,728	58.9%	5,397	21.7%	40,349	23.6%
Using the Confederation Trail or other trails	19,078	18.3%	7,324	21.0%	579	21.7%	706	15.2%	4,686	18.9%	32,373	18.9%
Attending a performance (live theatre, a play)	16,019	15.4%	5,345	15.3%	592	22.2%	385	8.3%	3,092	12.4%	25,433	14.8%
Attending a festival, event, or concert	15,301	14.7%	5,709	16.4%	578	21.6%	291	6.3%	2,572	10.4%	24,451	14.3%
Visiting Birthplace of Confederation attractions	13,452	12.9%	5,283	15.1%	23	0.9%	497	10.7%	2,795	11.3%	22,050	12.9%
Playing golf (not miniature)	8,341	8.0%	4,204	12.0%	0	0.0%	16	0.3%	2,535	10.2%	15,096	8.8%
Participating in water-based activities (kayaking,	8,934	8.6%	1,444	4.1%	570	21.3%	0	0.0%	890	3.6%	11,838	6.9%
Taking part in an authentic PEI experience/hands-	8,068	7.7%	1,768	5.1%	69	2.6%	0	0.0%	778	3.1%	10,683	6.2%
Going to a casino and/or harness racing (in	3,581	3.4%	1,010	2.9%	0	0.0%	0	0.0%	130	0.5%	4,721	2.7%
Attending a sports event or tournament (as a	1,423	1.4%	686	2.0%	278	10.4%	22	0.5%	154	0.6%	2,563	1.5%
Participating in winter activities (skiing,	0	0.0%	0	0.0%	0	0.0%	643	13.9%	0	0.0%	643	0.4%

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 GGS 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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
Greater Charlottetown Area	67,235	64.4%	26,519	75.9%	2,665	99.7%	3,056	63.7%	15,588	62.7%	115,063	67.0%
Summerside Area	39,941	38.2%	15,946	45.6%	1,169	43.8%	1,955	40.7%	11,569	46.5%	70,580	41.1%
Red Sands Shore	39,142	37.5%	13,979	40.0%	601	22.5%	993	20.7%	9,594	38.6%	64,309	37.4%
Points East Coastal Drive	35,314	33.8%	15,812	45.2%	587	22.0%	340	7.1%	8,066	32.4%	60,119	35.0%
North Cape Coastal Drive	29,267	28.0%	10,995	31.5%	585	21.9%	998	20.8%	7,280	29.3%	49,125	28.6%

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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
Central Coastal Drive (One Drive, Two Shores: Green Gables Shore and Red Sands Shore)	76,446	73.2%	27,903	79.8%	1,228	46.0%	2,197	45.8%	16,569	66.6%	124,343	72.4%
Points East Coastal Drive	31,158	29.8%	13,099	37.5%	1,158	43.3%	301	6.3%	6,548	26.3%	52,264	30.4%
North Cape Coastal Drive	25,205	24.1%	10,304	29.5%	588	22.0%	1,059	22.1%	6,488	26.1%	43,644	25.4%

Note: Results were based on multiple responses.

**TABLE 17A: ESTIMATED TOTAL DIRECT TRAVEL EXPENDITURES BY GGS 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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Estimated Total Direct Expenditures (\$)</b>	<b>\$191,206,531</b>		<b>\$35,025,388</b>		<b>\$1,709,255</b>		<b>\$4,960,420</b>		<b>\$28,137,978</b>		<b>\$261,039,572</b>	
Travel package	\$4,781,533		\$672,214		\$82,552		\$11,562		\$1,319,104		\$6,866,965	
Accommodations	\$79,738,865		\$12,896,578		\$323,771		\$1,319,473		\$9,626,901		\$103,905,588	
Food and beverage at restaurants, bars, etc.	\$31,805,170		\$6,889,136		\$321,656		\$749,476		\$5,904,352		\$45,669,790	
Food and beverage at stores	\$16,735,157		\$3,241,416		\$191,684		\$680,725		\$2,660,343		\$23,509,326	
Vehicle operation	\$17,144,444		\$3,306,202		\$162,036		\$395,743		\$2,282,609		\$23,291,034	
Car rentals in PEI and local transportation	\$2,988,410		\$759,227		\$32,184		\$111,804		\$343,234		\$4,234,860	
Shopping	\$16,596,545		\$3,571,224		\$449,629		\$926,497		\$3,109,512		\$24,653,407	
Recreation and entertainment	\$16,475,836		\$2,971,878		\$145,743		\$668,482		\$2,276,997		\$22,538,936	
Other expenditures	\$4,940,571		\$717,511		\$0		\$96,657		\$614,926		\$6,369,665	
<b>% of Estimated Total Direct Expenditures</b>	<b>(73.2%)</b>		<b>(13.4%)</b>		<b>(0.7%)</b>		<b>(1.9%)</b>		<b>(10.8%)</b>		<b>(100.0%)</b>	
Travel package	2.5%		1.9%		4.8%		0.2%		4.7%		2.6%	
Accommodations	41.7%		36.8%		18.9%		26.6%		34.2%		39.8%	
Food and beverage at restaurants, bars, etc.	16.6%		19.7%		18.8%		15.1%		21.0%		17.5%	
Food and beverage at stores	8.8%		9.3%		11.2%		13.7%		9.5%		9.0%	
Vehicle operation	9.0%		9.4%		9.5%		8.0%		8.1%		8.9%	
Car rentals in PEI and local transportation	1.6%		2.2%		1.9%		2.3%		1.2%		1.6%	
Shopping	8.7%		10.2%		26.3%		18.7%		11.1%		9.4%	
Recreation and entertainment	8.6%		8.5%		8.5%		13.5%		8.1%		8.6%	
Other expenditures	2.6%		2.0%		0.0%		1.9%		2.2%		2.4%	

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 GGS 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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Average Spending per Party per Visit</b>	<b>\$1,830.31</b>		<b>\$1,002.27</b>		<b>\$639.45</b>		<b>\$1,033.21</b>		<b>\$1,131.17</b>		<b>\$1,519.77</b>	
Travel package	\$45.77		\$19.24		\$30.88		\$2.41		\$53.03		\$39.98	
Accommodations	\$763.29		\$369.04		\$121.13		\$274.83		\$387.01		\$604.94	
Food and beverage at restaurants, bars, etc.	\$304.45		\$197.14		\$120.34		\$156.11		\$237.36		\$265.89	
Food and beverage at stores	\$160.20		\$92.76		\$71.71		\$141.79		\$106.95		\$136.87	
Vehicle operation	\$164.11		\$94.61		\$60.62		\$82.43		\$91.76		\$135.60	
Car rentals in PEI and local transportation	\$28.61		\$21.73		\$12.04		\$23.29		\$13.80		\$24.66	
Shopping	\$158.87		\$102.19		\$168.21		\$192.98		\$125.01		\$143.53	
Recreation and entertainment	\$157.71		\$85.04		\$54.52		\$139.24		\$91.54		\$131.22	
Other expenditures	\$47.29		\$20.53		\$0.00		\$20.13		\$24.72		\$37.08	
<b>Average Spending per Person per Night</b>	<b>\$85.82</b>		<b>\$70.27</b>		<b>\$100.58</b>		<b>\$70.93</b>		<b>\$66.68</b>		<b>\$81.36</b>	
Travel package	\$2.15		\$1.35		\$4.86		\$0.17		\$3.13		\$2.14	
Accommodations	\$35.79		\$25.87		\$19.05		\$18.87		\$22.81		\$32.38	
Food and beverage at restaurants, bars, etc.	\$14.27		\$13.82		\$18.93		\$10.72		\$13.99		\$14.23	
Food and beverage at stores	\$7.51		\$6.50		\$11.28		\$9.73		\$6.30		\$7.33	
Vehicle operation	\$7.69		\$6.63		\$9.53		\$5.66		\$5.41		\$7.26	
Car rentals in PEI and local transportation	\$1.34		\$1.52		\$1.89		\$1.60		\$0.81		\$1.32	
Shopping	\$7.45		\$7.16		\$26.46		\$13.25		\$7.37		\$7.68	
Recreation and entertainment	\$7.39		\$5.96		\$8.58		\$9.56		\$5.40		\$7.02	
Other expenditure	\$2.22		\$1.44		\$0.00		\$1.38		\$1.46		\$1.99	
<b>Average Party Size</b>	<b>3.88</b>		<b>2.99</b>		<b>2.01</b>		<b>2.73</b>		<b>3.5</b>		<b>3.59</b>	
<b>Estimated Number of Overnight Pleasure Visitors</b>	<b>405,675</b>		<b>104,466</b>		<b>5,384</b>		<b>13,100</b>		<b>87,174</b>		<b>615,799</b>	
<b>Average Length of Stay in the GCA</b>	<b>5.49</b>		<b>4.77</b>		<b>3.16</b>		<b>5.34</b>		<b>4.84</b>		<b>5.21</b>	

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: GGS 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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Rating of Travel Services</b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>	<b>M<sup>a)</sup></b>	<b>%<sup>b)</sup></b>
Quality of customer service	4.60	95.3%	4.65	94.1%	4.65	100.0%	4.62	93.8%	4.62	97.8%	4.62	95.5%
Accommodation service and quality	4.50	92.1%	4.56	94.6%	4.75	100.0%	4.70	100.0%	4.64	96.3%	4.55	93.9%
Restaurant service and quality (excluding fast food)	4.43	91.9%	4.57	94.3%	4.43	100.0%	4.46	92.9%	4.45	96.6%	4.46	93.5%
Variety of things to see and do	4.51	92.1%	4.46	86.9%	3.49	48.8%	4.58	93.8%	4.41	89.4%	4.45	89.4%
Transportation service and quality	4.24	82.8%	4.51	94.3%	4.44	100.0%	3.84	57.3%	4.15	93.6%	4.25	85.3%
Prices of goods and services	4.04	78.5%	4.22	83.3%	4.24	67.9%	4.11	84.3%	4.02	82.2%	4.08	80.0%
<b>Complaints</b>												
<b>Yes</b>	<b>2,187</b>	<b>9.0%</b>	<b>1,307</b>	<b>15.3%</b>	<b>570</b>	<b>14.9%</b>	<b>0</b>	<b>0.0%</b>	<b>682</b>	<b>9.6%</b>	<b>4,746</b>	<b>9.8%</b>
No	22,061	91.0%	7,247	84.7%	3,245	85.1%	4,518	100.0%	6,457	90.4%	43,528	90.2%
<b>Travel Evaluation and Future Intentions</b>												
I was satisfied with my trip to PEI.	4.65	97.1%	4.77	99.3%	4.47	100.0%	4.70	98.1%	4.65	97.9%	4.66	97.9%
My trip to PEI was a good way to spend my time.	4.68	98.5%	4.76	98.2%	4.47	100.0%	4.58	97.0%	4.59	94.6%	4.65	97.8%
I would recommend PEI as a travel destination to others.	4.68	96.4%	4.83	98.9%	4.42	98.3%	4.72	97.0%	4.65	98.0%	4.69	97.3%
I would visit PEI again.	4.70	95.7%	4.74	95.8%	4.60	100.0%	4.82	93.8%	4.69	95.6%	4.71	95.8%
My trip to PEI was good value for money spent.	4.49	94.0%	4.59	91.0%	4.26	85.0%	4.40	92.6%	4.42	90.4%	4.47	92.1%

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

<sup>b)</sup> 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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Entry Point</b>												
Confederation Bridge	83,576	80.0%	25,429	72.8%	1,770	66.2%	3,920	81.7%	21,007	84.5%	135,702	79.0%
Wood Islands ferry (from Nova Scotia)	14,604	14.0%	6,715	19.2%	625	23.4%	635	13.2%	2,272	9.1%	24,851	14.5%
Charlottetown Airport	6,287	6.0%	2,802	8.0%	278	10.4%	245	5.1%	1,596	6.4%	11,208	6.5%
<b>Exit Point</b>												
Confederation Bridge	85,607	81.9%	27,564	78.9%	2,282	85.4%	4,475	93.2%	21,762	87.5%	141,690	82.5%
Wood Islands Ferry (to Nova Scotia)	12,339	11.8%	4,024	11.5%	99	3.7%	0	0.0%	1,399	5.6%	17,861	10.4%
Charlottetown Airport	6,521	6.2%	3,358	9.6%	292	10.9%	326	6.8%	1,714	6.9%	12,211	7.1%
<b>Mix of Entry and Exit Points</b>												
Bridge only	75,902	72.7%	22,557	64.5%	1,711	64.0%	3,839	80.0%	19,800	79.6%	123,809	72.1%
Bridge and Ferry Mix	16,833	16.1%	7,185	20.6%	615	23.0%	635	13.2%	2,896	11.6%	28,164	16.4%
Air only	5,975	5.7%	2,683	7.7%	278	10.4%	245	5.1%	1,496	6.0%	10,677	6.2%
Ferry only	4,898	4.7%	1,727	4.9%	55	2.1%	0	0.0%	366	1.5%	7,046	4.1%
Air and Bridge or Ferry Mix	859	0.8%	794	2.3%	14	0.5%	81	1.7%	318	1.3%	2,066	1.2%



**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	
<b>Overnight Pleasure Parties</b>	<b>104,467</b>	<b>(60.8%)</b>	<b>34,946</b>	<b>(20.3%)</b>	<b>2,673</b>	<b>(1.6%)</b>	<b>4,801</b>	<b>(2.8%)</b>	<b>24,875</b>	<b>(14.5%)</b>	<b>171,762</b>	<b>(100.0%)</b>
<b>Rental Car Usage</b>												
<b>Yes</b>	<b>12,148</b>	<b>11.6%</b>	<b>7,009</b>	<b>20.1%</b>	<b>304</b>	<b>11.4%</b>	<b>661</b>	<b>13.8%</b>	<b>4,225</b>	<b>17.0%</b>	<b>24,347</b>	<b>14.2%</b>
<b>No</b>	92,319	88.4%	27,937	79.9%	2,369	88.6%	4,140	86.2%	20,650	83.0%	147,415	85.8%
<b>Location of Pick-Up</b>												
<b>Prince Edward Island</b>	<b>3,026</b>	<b>24.9%</b>	<b>1,260</b>	<b>18.0%</b>	<b>278</b>	<b>91.4%</b>	<b>148</b>	<b>22.4%</b>	<b>1,115</b>	<b>26.4%</b>	<b>5,827</b>	<b>23.9%</b>
New Brunswick	3,088	25.4%	2,158	30.8%	0	0.0%	440	66.6%	1,081	25.6%	6,767	27.8%
Nova Scotia	1,920	15.8%	934	13.3%	18	5.9%	0	0.0%	988	23.4%	3,860	15.9%
Quebec	444	3.7%	179	2.6%	0	0.0%	57	8.6%	217	5.1%	897	3.7%
Ontario	325	2.7%	115	1.6%	8	2.6%	0	0.0%	106	2.5%	554	2.3%
Other province	338	2.8%	242	3.5%	0	0.0%	0	0.0%	169	4.0%	749	3.1%
New England state	235	1.9%	366	5.2%	0	0.0%	0	0.0%	214	5.1%	815	3.3%
Other US state	2,772	22.8%	1,755	25.0%	0	0.0%	16	2.4%	337	8.0%	4,880	20.0%

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