



# Summerside Area Overnight Visitor Profile

EXIT SURVEY REPORT SERIES: ES2018-2019-06

July 17, 2020

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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 Summerside Area for pleasure purposes**, including St. Eleanors, Slemon Park, Linkletter, and Travellers Rest. Therefore, this visitor profile outlines overnight pleasure visitors and does not represent other types of visitors to the Summerside 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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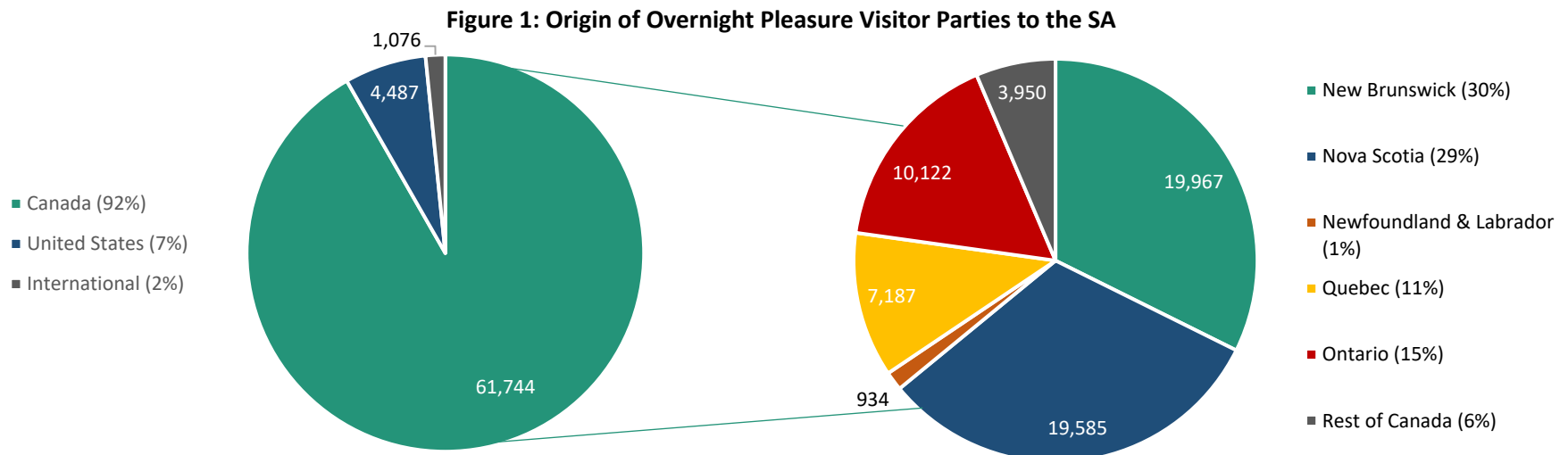
# Overnight Pleasure Visitors to the Summerside Area

## MARKET AND PARTY SIZE

In total, approximately 67,308 visitor parties (14% all overnight pleasure visitor parties) stayed at least one night in the Summerside Area (“SA”) during July 1, 2018 to June 30, 2019 (the “study period”). The average party size of overnight pleasure SA visitors was 2.57 people. The average party size was lowest during the November-December winter off-season at 1.81 people and highest during the July-August main season at 3.03 people. Please see Annex A, Table 1.

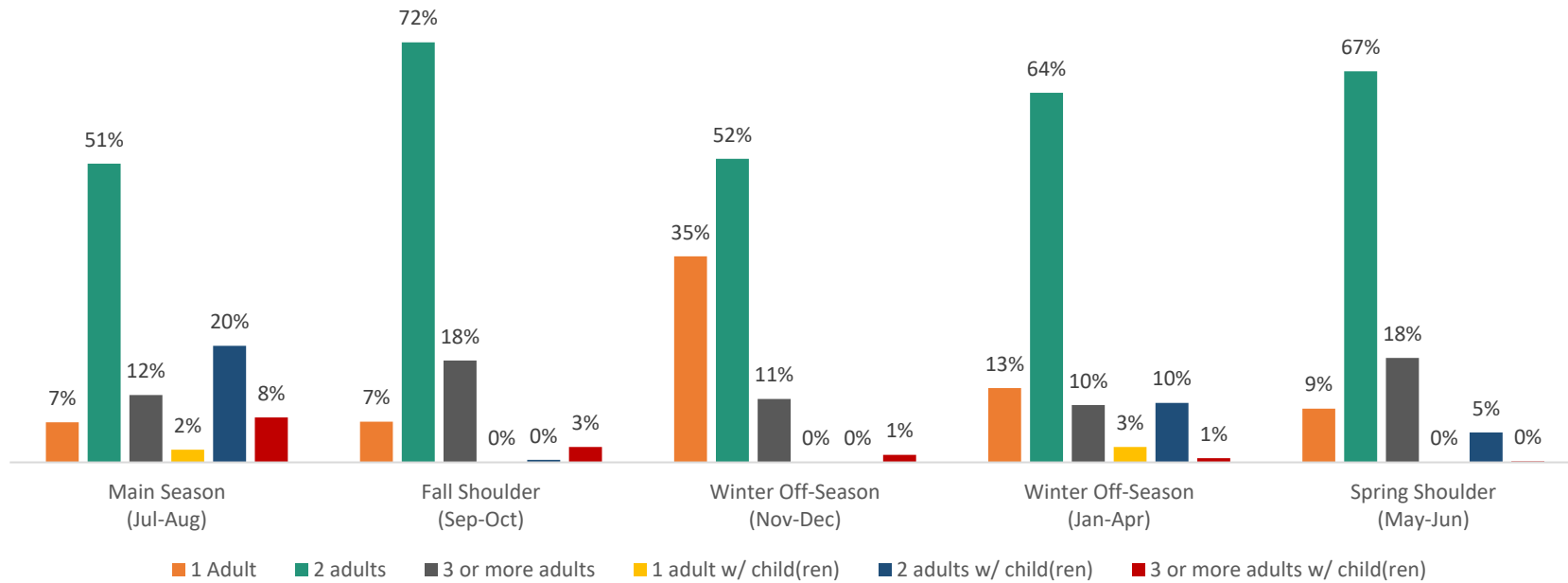
## ORIGIN

The geographic markets that made up the greatest proportion of SA visitors were New Brunswick (30%), Nova Scotia (29%), Ontario (15%), and Quebec (11%). During the two winter off-seasons (January to April and November to December), the majority (84%) of SA visitors were from Nova Scotia and New Brunswick. Please see Annex A, Table 2.



## SA VISITOR PARTY COMPOSITION AND AGE

Figure 2: SA Visitor Party Composition by Tourism Season



The majority (84%) of SA visitor parties were comprised of only adults. Over one-half (57%) of SA visitor parties were comprised of adults aged 55 and over, 10 percent were between the ages of 35 and 54, and four percent were comprised of millennials (aged 18 to 34). Approximately 16 percent of SA visitor parties were adults with child(ren) and 13 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 45 percent of SA visitors indicated they travelled to Prince Edward Island (“PEI”) for a holiday or vacation, 26 percent travelled to PEI primarily to visit friends and/or relatives, and 12 percent travelled to PEI for a short getaway. These were the most popular reasons for travelling

to PEI in all seasons with the exception of the two winter off-seasons. In these seasons, the majority of SA visitors had travelled to PEI to visit friends and/or relatives. Approximately 79 percent of SA visitors have visited PEI previously. Of these repeat visitors, approximately 33 percent had last visited PEI earlier in the same year of the trip in which they were surveyed, and 29 percent had last visited one year ago. On average, SA repeat visitors had visited PEI 6.23 times in the past five years, suggesting annual visits for some parties. Please see Annex A, Tables 6 and 7.

### **PRIMARY DESTINATION OF TRIP AND TRIP DURATION**

PEI was the primary destination of the trip for approximately 84 percent of SA visitors. On average, SA visitors were away from their home for 9.1 nights during their trip. They spent an average of 5.0 nights on PEI. SA visitors also spent 1.4 nights in Nova Scotia and 1.2 nights 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 SA visitors (97%) that visited during those seasons. Please see Annex A, Table 8.

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

SA visitors stayed an average of 5.0 nights on PEI of which 3.3 nights were in the SA. Approximately 69% (3.5 nights) of nights stayed on PEI by SA visitors were in paid accommodations. Approximately 18% of all nights stayed in paid accommodations on PEI by SA visitors were secured through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.

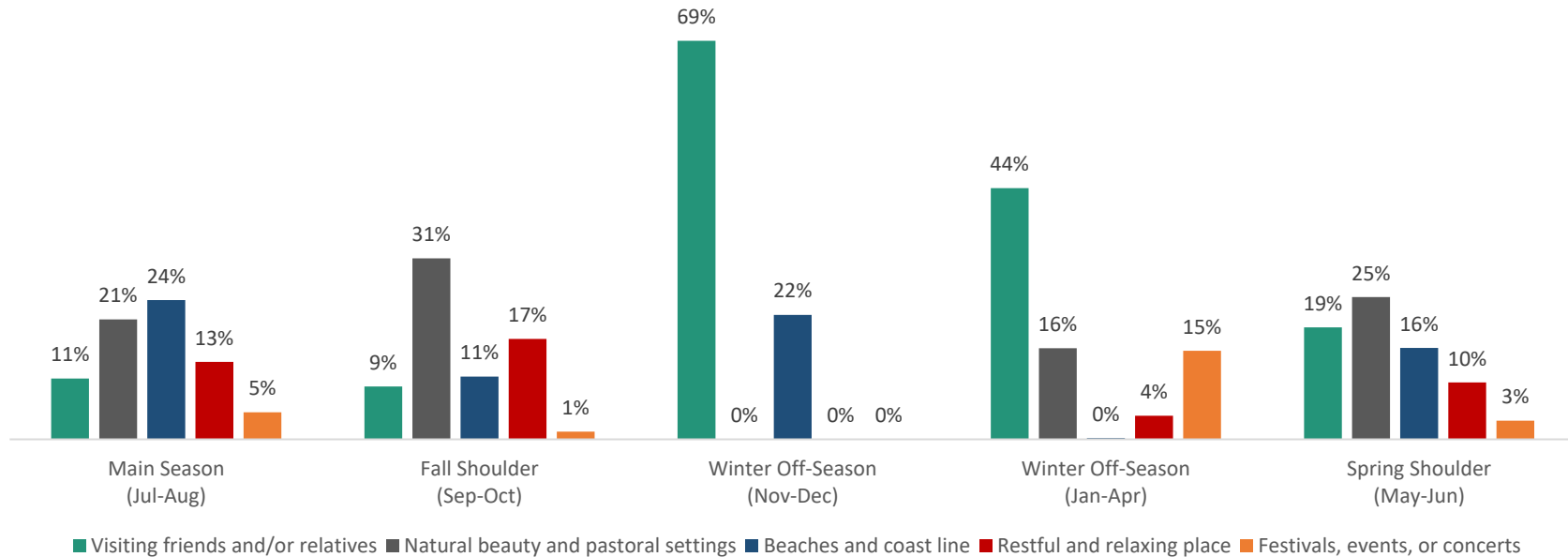
Approximately 23 percent of SA visitors also stayed at least one night in the Greater Charlottetown Area. While approximately 16 percent stayed at least one night in the Green Gables Shore region, 15 percent stayed at least one night in the Points East Coastal Drive region, 12 percent stayed at least one night in the North Cape Coastal Drive region, and seven percent stayed at least one night in the Red Sands Shore region.

SA visitor parties stayed in a variety of accommodation types while on PEI, with the most popular types being hotel, motel or resort (40% stayed at least one night in the accommodation type), home of friends or relatives (20%), campground or RV park (15%), cottage or cabin (9%), and bed & breakfast or tourist home (8%). During the winter off-seasons, approximately one-half (50%) of SA visitor parties stayed at least one night at the home of a friend or relative.

Although many SA visitors stayed overnight in a hotel, motel, or resort, the average length of stay in these accommodation types was relatively short at 3.4 nights. Those who stayed at their own property such as a second home or cottage had the longest average length of stay at 21.9 nights, followed by those who stayed at a campground or RV park (6.4 nights), home of a friend or relative (4.6 nights), and those who rented cottage or cabin (4.5 nights). Please see Annex A, Tables 9, 10, 11, and 12.

## PRIMARY FEATURE THAT ATTRACTED SA VISITOR PARTIES TO PEI

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

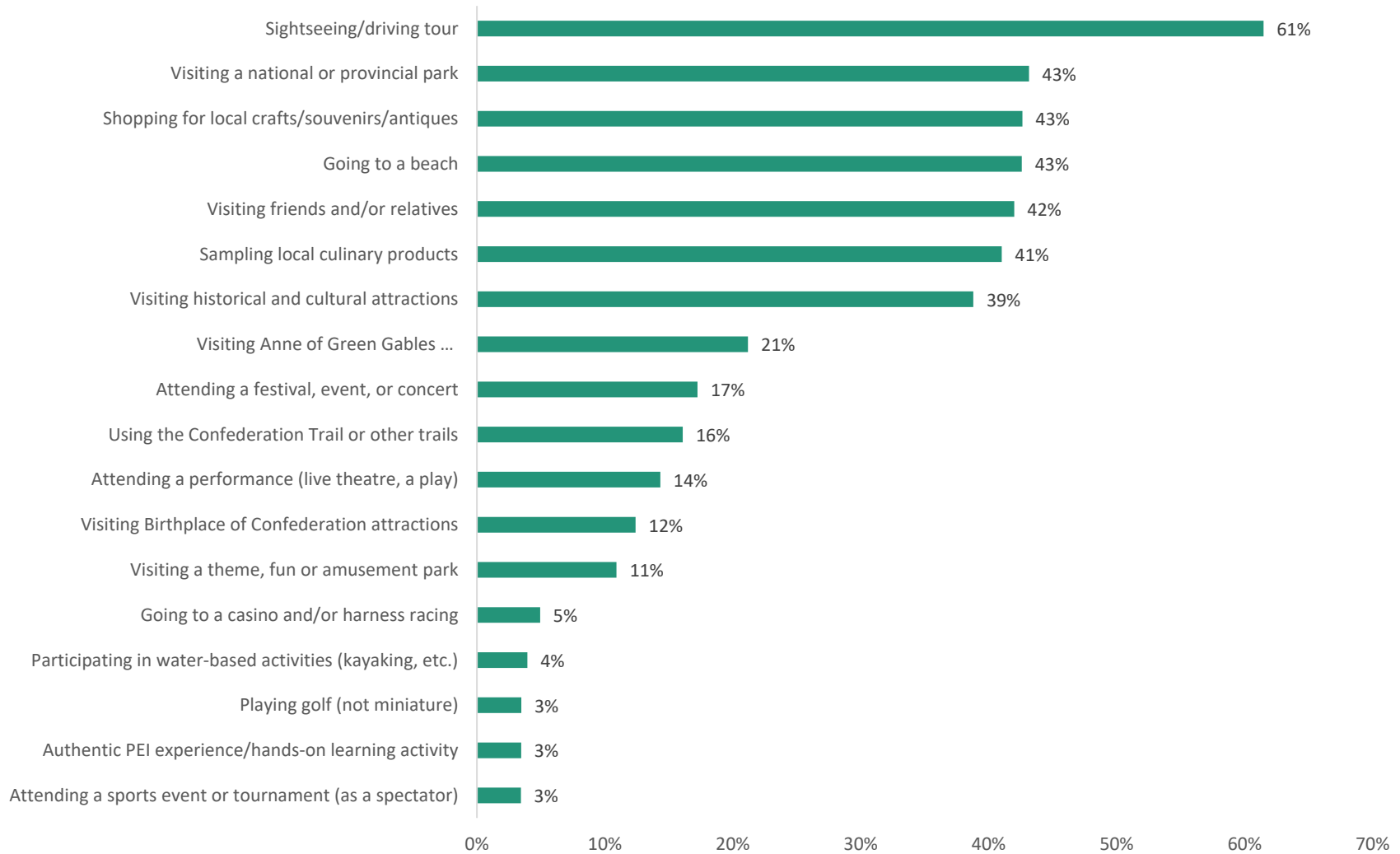


Approximately 23 percent of SA visitor parties were primarily attracted to PEI by visiting friends and/or relatives. Natural beauty and pastoral settings was the primary feature that attracted 21% of SA visitors, 16 percent were attracted by the beaches and coast line, 11 percent were primarily attracted to PEI because they consider it a restful and relaxing place, and five 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 SA Visitors**



Sightseeing and/or taking a driving tour was the most popular activity participated in by SA 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 (81%). Other popular activities that SA visitors participated in include visiting a national or provincial park (43%), shopping for local crafts, souvenirs or antiques (43%), going to a beach (43%), visiting friends and/or relatives (42%), sampling local culinary products (41%), and visiting historical and cultural attractions (39%). Please see Annex A, Table 14.

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

Over one-half of SA visitor parties visited the Greater Charlottetown Area (55%) and the Green Gables Shore region (51%) during their visit.<sup>1</sup> While 44 percent visited the North Cape Coastal Drive region, 38 percent visited the Red Sands Shore region, 33% visited the Points East Coastal Drive region.

Approximately 48 percent of SA visitors stated that they explored the Central Coastal Drive, while 42 percent explored North Cape Coastal Drive and 31 percent explored Points East Coastal Drive. Please see Annex A, Table 15 and 16.

### **TRIP EXPENDITURES**

SA visitor parties spent an average of \$737 per party per visit on PEI. This spending was highest among those who visited during the main season (\$990) and lowest among those who visited during the January-April winter off-season or November-December winter off-season (\$416 and \$559, respectively). The items that accounted for the greatest proportion of SA visitor party spending per party per day were accommodations (\$268.05; 36.4%), food and beverage at restaurants, bars, etc. (\$140.41; 19.1%), vehicle operation (\$86.35; 11.7%), food and beverage at stores (\$72.27; 9.8%), and shopping (\$67.48; 9.2%). See Annex A, Tables 17A and 17B.

### **TRIP EVALUATION**

SA visitors were pleased with various aspects of their trip to PEI including the quality of customer service (92% rated this four or five on a five-point scale), restaurant service and quality (91%), the variety of things to see and do (90%), transportation service and quality (90%), accommodation service and quality (90%), and prices of goods and services (77%).

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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.

Approximately 88 percent of SA visitor parties felt that their trip to PEI generated good value for the money that they spent and their visit to PEI was a good way to spend their time (91%). Approximately 94 percent of overnight pleasure parties indicated they were satisfied with their trip to PEI and 93.6 percent agreed they would visit PEI again. Approximately nine percent of SA visitor parties indicated they experienced a problem or had a complaint about their trip to PEI. Despite these complaints, approximately 95 percent of all SA visitor parties stated they would recommend PEI as a travel destination to others. Please see Annex A, Table 18.

## Annex A - SA 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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Average Party Size</b>	<b>3.03</b>		<b>2.31</b>		<b>1.81</b>		<b>2.24</b>		<b>2.56</b>		<b>2.57</b>	
Avg. Number of Male Travellers	1.31		1.03		0.85		0.89		1.16		1.12	
Avg. Number of Female Travellers	1.72		1.28		0.95		1.35		1.40		1.45	
Avg. Number of Children	0.61		0.06		0.01		0.26		0.44		0.36	
Avg. Number of Adult Travellers	2.42		2.25		1.79		1.97		2.12		2.21	
<b>Average Number of Nights Stayed</b>	<b>5.93</b>		<b>5.01</b>		<b>3.44</b>		<b>3.70</b>		<b>5.24</b>		<b>5.03</b>	

**TABLE 2: ORIGIN OF SA 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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Canada</b>	<b>24,846</b>	<b>90.4%</b>	<b>11,686</b>	<b>83.7%</b>	<b>6,412</b>	<b>100.0%</b>	<b>11,693</b>	<b>99.6%</b>	<b>7,107</b>	<b>92.2%</b>	<b>61,744</b>	<b>91.7%</b>
New Brunswick	6,349	23.1%	3,418	24.5%	2,768	43.2%	5,335	45.5%	2,097	27.2%	19,967	29.7%
Nova Scotia	6,211	22.6%	3,909	28.0%	2,411	37.6%	4,652	39.6%	2,402	31.2%	19,585	29.1%
Newfoundland & Labrador	436	1.6%	0	0.0%	253	3.9%	147	1.3%	98	1.3%	934	1.4%
Quebec	4,353	15.8%	1,450	10.4%	48	0.7%	575	4.9%	761	9.9%	7,187	10.7%
Ontario	5,744	20.9%	1,905	13.6%	532	8.3%	727	6.2%	1,214	15.7%	10,122	15.0%
Rest of Canada	1,753	6.4%	1,004	7.2%	400	6.2%	257	2.2%	536	7.0%	3,950	5.9%
<b>United States</b>	<b>2,377</b>	<b>8.6%</b>	<b>1,568</b>	<b>11.2%</b>	<b>2</b>	<b>0.0%</b>	<b>16</b>	<b>0.1%</b>	<b>524</b>	<b>6.8%</b>	<b>4,487</b>	<b>6.7%</b>
New England	659	2.4%	526	3.8%	2	0.0%	0	0.0%	185	2.4%	1,372	2.0%
Rest of US	1,718	6.3%	1,042	7.5%	0	0.0%	16	0.1%	340	4.4%	3,116	4.6%
<b>International</b>	<b>261</b>	<b>0.9%</b>	<b>709</b>	<b>5.1%</b>	<b>0</b>	<b>0.0%</b>	<b>28</b>	<b>0.20%</b>	<b>78</b>	<b>1.0%</b>	<b>1,076</b>	<b>1.6%</b>

**TABLE 3: SA VISITOR PARTY COMPOSITION BY TOURISM SEASON**

	2018 Jul-Aug		2018 Sep-Oct		2018 Nov-Dec		2019 Jan-Apr		2019 May-Jun		Total 12 Months Full-Year	
	Main Season		Fall Shoulder		Winter Off-Season		Winter Off-Season		Spring Shoulder			
<b>Overnight Pleasure Parties</b>	<b>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Party Characteristics</b>												
By myself/alone	1,897	6.9%	978	7.0%	2,277	35.5%	1,502	12.8%	714	9.3%	7,368	10.9%
With my spouse/partner only (2 people)	12,128	44.1%	8,716	62.4%	3,017	47.0%	6,110	52.1%	4,728	61.3%	34,699	51.6%
With one or more couples	639	2.3%	30	0.2%	4	0.1%	78	0.7%	476	6.2%	1,227	1.8%
As a family (including children under 18)	6,677	24.3%	340	2.4%	9	0.1%	1,210	10.3%	401	5.2%	8,637	12.8%
As a family (with no one under 18)	607	2.2%	615	4.4%	696	10.8%	610	5.2%	181	2.3%	2,709	4.0%
With other family/families (including children under 18)	623	2.3%	89	0.6%	0	0.0%	312	2.7%	0	0.0%	1,024	1.5%
With other family members (e.g., sister, brother, grandparents)	1,900	6.9%	1,669	12.0%	410	6.4%	1,041	8.9%	821	10.7%	5,841	8.7%
With friends	1,486	5.4%	1,076	7.7%	2	0.0%	700	6.0%	245	3.2%	3,509	5.2%
With family and friends	1,018	3.7%	452	3.2%	0	0.0%	10	0.1%	39	0.5%	1,519	2.3%
Other	508	1.8%	0	0.0%	0	0.0%	165	1.4%	103	1.3%	776	1.2%
<b>Party Composition</b>												
Adult travelling alone	1,897	6.9%	978	7.0%	2,277	35.5%	1,502	12.8%	714	9.3%	7,368	10.9%
2 adults	14,148	51.5%	10,107	72.4%	3,355	52.3%	7,475	63.7%	5,195	67.4%	40,280	59.8%
3 or more adults	3,189	11.6%	2,450	17.5%	700	10.9%	1,160	9.9%	1,388	18.0%	8,887	13.2%
1 adult with child(ren)	599	2.2%	0	0.0%	0	0.0%	312	2.7%	0	0.0%	911	1.4%
2 adults with child(ren)	5,523	20.1%	59	0.4%	0	0.0%	1,203	10.2%	398	5.2%	7,183	10.7%
3 or more adults with child(ren)	2,128	7.7%	369	2.6%	83	1.3%	85	0.7%	14	0.2%	2,679	4.0%
<b>Age Composition</b>												
Millennial (18 to 34) Travellers	1,842	6.7%	399	2.9%	0	0.0%	82	0.7%	491	6.4%	2,814	4.2%
Middle Aged (35 to 54) Travellers	2,310	8.4%	1,621	11.6%	2,102	32.8%	143	1.2%	387	5.0%	6,563	9.8%
Senior (55 and over) Travellers	11,447	41.6%	10,032	71.8%	3,534	55.1%	7,924	67.5%	5,559	72.1%	38,496	57.2%
Multi-generation Travellers	3,636	13.2%	1,483	10.6%	696	10.8%	1,988	16.9%	860	11.2%	8,663	12.9%
Families/Adult(s) with child(ren)	8,249	30.0%	428	3.1%	83	1.3%	1,600	13.6%	413	5.4%	10,773	16.0%

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 SA 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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Gender</b>												
Male	8,770	31.9%	4,773	34.2%	2,073	32.3%	3,641	31.0%	2,950	38.3%	22,207	33.0%
Female	18,679	68.0%	8,946	64.1%	4,341	67.7%	8,096	69.0%	4,749	61.6%	44,811	66.6%
Other	35	0.1%	244	1.7%	0	0.0%	0	0.0%	11	0.1%	290	0.4%
<b>Age</b>												
18 to 24	540	2.0%	0	0.0%	0	0.0%	29	0.2%	0	0.0%	569	0.8%
25 to 34	3,495	12.7%	721	5.2%	63	1.0%	365	3.1%	880	11.4%	5,524	8.2%
35 to 44	5,588	20.3%	1,665	11.9%	645	10.1%	1,476	12.6%	269	3.5%	9,643	14.3%
45 to 54	3,849	14.0%	808	5.8%	1,813	28.3%	752	6.4%	581	7.5%	7,803	11.6%
55 to 64	7,068	25.7%	4,506	32.3%	1,919	29.9%	3,217	27.4%	1,663	21.6%	18,373	27.3%
65 to 74	5,912	21.5%	5,612	40.2%	1,227	19.1%	5,114	43.6%	2,814	36.5%	20,679	30.7%
75 and over	1,032	3.8%	651	4.7%	747	11.6%	785	6.7%	1,502	19.5%	4,717	7.0%
<b>Mother Tongue</b>												
English	21,910	79.7%	10,186	73.0%	6,392	99.7%	9,909	84.4%	6,623	85.9%	55,020	81.7%
French	4,841	17.6%	3,545	25.4%	0	0.0%	1,776	15.1%	974	12.6%	11,136	16.5%
Other	732	2.7%	231	1.7%	22	0.3%	51	0.4%	113	1.5%	1,149	1.7%

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 SA VISITOR PARTIES 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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Marital Status</b>												
Single	4,123	15.0%	1,440	10.3%	2,527	39.4%	1,548	13.2%	1,098	14.2%	10,736	16.0%
Married/living common law	22,132	80.5%	11,743	84.1%	3,106	48.4%	8,652	73.7%	6,053	78.5%	51,686	76.8%
Other	1,228	4.5%	470	3.4%	211	3.3%	944	8.0%	545	7.1%	3,398	5.0%
Not Stated	0	0.0%	310	2.2%	570	8.9%	593	5.1%	14	0.2%	1,487	2.2%
<b>Average Number of Children Living in the Household *</b>												
17 years and younger	8,365 <sup>a)</sup>	30.4% <sup>b)</sup>	733 <sup>a)</sup>	5.3% <sup>b)</sup>	716 <sup>a)</sup>	11.2% <sup>b)</sup>	1,786 <sup>a)</sup>	15.2% <sup>b)</sup>	585 <sup>a)</sup>	7.6% <sup>b)</sup>	12,184 <sup>a)</sup>	18.1% <sup>b)</sup>
	<b>1.81 <sup>c)</sup></b>		<b>1.73 <sup>c)</sup></b>		<b>3.40 <sup>c)</sup></b>		<b>2.42 <sup>c)</sup></b>		<b>3.17 <sup>c)</sup></b>		<b>2.05 <sup>c)</sup></b>	
18 years and older	3,914 <sup>a)</sup>	14.2% <sup>b)</sup>	1,854 <sup>a)</sup>	13.3% <sup>b)</sup>	409 <sup>a)</sup>	6.4% <sup>b)</sup>	808 <sup>a)</sup>	6.9% <sup>b)</sup>	1,015 <sup>a)</sup>	13.2% <sup>b)</sup>	8,000 <sup>a)</sup>	11.9% <sup>b)</sup>
	<b>1.57 <sup>c)</sup></b>		<b>1.37 <sup>c)</sup></b>		<b>1.15 <sup>c)</sup></b>		<b>1.24 <sup>c)</sup></b>		<b>1.97 <sup>c)</sup></b>		<b>1.52 <sup>c)</sup></b>	
<b>Education</b>												
Some school	324	1.2%	244	1.7%	0	0.0%	319	2.7%	459	6.0%	1,346	2.0%
High school diploma	3,349	12.2%	1,636	11.7%	2,084	32.5%	1,578	13.4%	1,255	16.3%	9,902	14.7%
Some post-secondary	4,267	15.5%	1,967	14.1%	573	8.9%	1,219	10.4%	587	7.6%	8,613	12.8%
Graduated community/technical college	6,700	24.4%	4,535	32.5%	639	10.0%	4,640	39.5%	1,849	24.0%	18,363	27.3%
Graduated university (undergraduate degree)	7,553	27.5%	4,228	30.3%	1,609	25.1%	2,029	17.3%	2,118	27.5%	17,537	26.1%
Post graduate degree/professional designation	5,291	19.3%	1,352	9.7%	1,509	23.5%	1,943	16.6%	1,429	18.5%	11,524	17.1%
Not Stated	0	0.0%	0	0.0%	0	0.0%	7	0.1%	14	0.2%	21	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 SA VISITOR PARTIES 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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Employment Status</b>												
Working full-time	14,422	52.5%	3,822	27.4%	802	12.5%	4,142	35.3%	2,112	27.4%	25,300	37.6%
Working part-time or seasonally	1,223	4.4%	1,130	8.1%	327	5.1%	740	6.3%	497	6.4%	3,917	5.8%
Unemployed	317	1.2%	41	0.3%	0	0.0%	97	0.8%	14	0.2%	469	0.7%
Retraining or upgrading	35	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	35	0.1%
Retired	9,931	36.1%	8,419	60.3%	3,559	55.5%	5,973	50.9%	4,663	60.5%	32,545	48.4%
Homemaker	864	3.1%	30	0.2%	1,393	21.7%	593	5.1%	363	4.7%	3,243	4.8%
Student	257	0.9%	0	0.0%	0	0.0%	10	0.1%	0	0.0%	267	0.4%
Other	436	1.6%	521	3.7%	333	5.2%	175	1.5%	47	0.6%	1,512	2.2%
Not Stated	0	0.0%	0	0.0%	0	0.0%	7	0.1%	14	0.2%	21	0.0%
<b>Annual Household Income</b>												
Under \$40,000	3,389	12.3%	1,528	10.9%	1,419	22.1%	2,351	20.0%	1,178	15.3%	9,865	14.7%
\$40,000 to \$59,999	4,253	15.5%	2,087	14.9%	2	0.0%	1,219	10.4%	1,775	23.0%	9,336	13.9%
\$60,000 to \$79,999	5,372	19.5%	3,380	24.2%	395	6.2%	1,879	16.0%	1,463	19.0%	12,489	18.6%
\$80,000 to \$99,999	3,547	12.9%	1,746	12.5%	192	3.0%	1,683	14.3%	795	10.3%	7,963	11.8%
\$100,000 to \$124,999	3,414	12.4%	987	7.1%	579	9.0%	1,328	11.3%	830	10.8%	7,138	10.6%
\$125,000 to \$149,999	2,395	8.7%	337	2.4%	137	2.1%	1,316	11.2%	123	1.6%	4,308	6.4%
\$150,000 to \$174,999	781	2.8%	450	3.2%	22	0.3%	328	2.8%	168	2.2%	1,749	2.6%
\$175,000 to \$199,999	716	2.6%	215	1.5%	22	0.3%	30	0.3%	84	1.1%	1,067	1.6%
\$200,000 or more	1,065	3.9%	150	1.1%	1,637	25.5%	450	3.8%	476	6.2%	3,778	5.6%
Not Stated	2,551	9.3%	3,083	22.1%	2,009	31.3%	1,152	9.8%	819	10.6%	9,614	14.3%

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 SA 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>83,254</b>	<b>(48.1%)</b>	<b>32,243</b>	<b>(18.6%)</b>	<b>11,578</b>	<b>(6.7%)</b>	<b>26,256</b>	<b>(15.2%)</b>	<b>19,754</b>	<b>(11.4%)</b>	<b>173,085</b>	<b>(100.0%)</b>
<b>Gender</b>												
Male	35,937	43.2%	14,409	44.7%	5,458	47.1%	10,448	39.8%	8,940	45.3%	75,192	43.4%
Female	47,317	56.8%	17,834	55.3%	6,120	52.9%	15,808	60.2%	10,814	54.7%	97,893	56.6%
<b>Age</b>												
Under 8 Years	8,250	9.9%	370	1.1%	74	0.6%	688	2.6%	726	3.7%	10,108	5.8%
9 – 17 Years	8,493	10.2%	399	1.2%	18	0.2%	2,410	9.2%	2,656	13.4%	13,976	8.1%
18 – 24 Years	3,316	4.0%	326	1.0%	71	0.6%	614	2.3%	131	0.7%	4,458	2.6%
25 – 34 Years	8,070	9.7%	1,593	4.9%	74	0.6%	1,060	4.0%	1,130	5.7%	11,927	6.9%
35 – 44 Years	12,212	14.7%	3,337	10.3%	1,403	12.1%	2,382	9.1%	856	4.3%	20,190	11.7%
45 – 54 Years	8,885	10.7%	2,245	7.0%	4,199	36.3%	1,364	5.2%	955	4.8%	17,648	10.2%
55 – 64 Years	17,807	21.4%	8,924	27.7%	2,329	20.1%	7,276	27.7%	4,198	21.3%	40,534	23.4%
65 – 74 Years	13,663	16.4%	12,586	39.0%	2,338	20.2%	8,138	31.0%	6,650	33.7%	43,375	25.1%
75 Years and over	2,558	3.1%	2,463	7.6%	1,072	9.3%	2,324	8.9%	2,452	12.4%	10,869	6.3%

**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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
Holiday, vacation	17,483	63.6%	7,793	55.8%	13	0.2%	992	8.5%	3,810	49.4%	30,091	44.7%
Short getaway	3,644	13.3%	2,892	20.7%	2	0.0%	322	2.7%	1,270	16.5%	8,130	12.1%
Visit friends and/or relatives	2,327	8.5%	1,505	10.8%	5,982	93.3%	6,306	53.7%	1,666	21.6%	17,786	26.4%
Visit second home, cottage, condo	198	0.7%	370	2.7%	0	0.0%	0	0.0%	119	1.5%	687	1.0%
Attend events, festivals, attractions	1,679	6.1%	237	1.7%	55	0.9%	1,805	15.4%	250	3.2%	4,026	6.0%
Other pleasure	2,154	7.8%	1,165	8.3%	363	5.7%	2,312	19.7%	596	7.7%	6,590	9.8%

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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Type of Visitation</b>												
First-Time Visitors	7,821	28.5%	4,425	31.7%	4	0.1%	578	4.9%	1,264	16.4%	14,092	20.9%
Repeat Visitors	19,662	71.5%	9,538	68.3%	6,410	99.9%	11,158	95.1%	6,446	83.6%	53,214	79.1%
<b>Last Trip to PEI*</b>												
This year	3,511	17.9%	3,117	32.7%	5,064	79.0%	3,933	35.2%	1,760	27.3%	17,385	32.7%
One year ago	6,479	32.9%	1,937	20.3%	1,063	16.6%	3,973	35.6%	2,134	33.1%	15,586	29.3%
Two years ago	1,945	9.9%	272	2.9%	0	0.0%	1,511	13.5%	335	5.2%	4,063	7.6%
Three years ago	824	4.2%	661	6.9%	63	1.0%	0	0.0%	590	9.2%	2,138	4.0%
Four years ago	756	3.8%	333	3.5%	0	0.0%	14	0.1%	78	1.2%	1,181	2.2%
Five or more years ago	6,149	31.3%	3,217	33.7%	221	3.4%	1,728	15.5%	1,548	24.0%	12,863	24.2%
<b>Average Number of Times Visited PEI in the Past Five Years*</b>												
<b>Mean (Group Median)</b>	<b>4.94 (2.71)</b>		<b>5.85 (2.85)</b>		<b>9.14 (10.30)</b>		<b>6.77 (3.58)</b>		<b>6.91 (3.78)</b>		<b>6.23 (3.54)</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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Primary Destination of the Trip</b>												
<b>Prince Edward Island</b>	<b>22,041</b>	<b>80.2%</b>	<b>10,804</b>	<b>77.4%</b>	<b>6,278</b>	<b>97.9%</b>	<b>11,342</b>	<b>96.6%</b>	<b>5,775</b>	<b>74.9%</b>	<b>56,240</b>	<b>83.6%</b>
Other Destination	5,316	19.3%	3,040	21.8%	128	2.0%	381	3.2%	1,668	21.6%	10,533	15.6%
Don't Know/Not Stated	127	0.5%	119	0.9%	9	0.1%	14	0.1%	267	3.5%	536	0.8%
<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	11.40	100.0%	10.31	100.0%	4.58	100.0%	4.36	100.0%	9.27	100.0%	9.05	100.0%
<b>Nights stayed in PEI</b>	<b>5.93</b>	<b>52.0%</b>	<b>5.01</b>	<b>48.6%</b>	<b>3.44</b>	<b>75.1%</b>	<b>3.70</b>	<b>84.9%</b>	<b>5.24</b>	<b>56.5%</b>	<b>5.03</b>	<b>55.6%</b>
Nights in Paid Accommodation	<b>4.74</b>	<b>(79.9%)</b>	<b>3.62</b>	<b>(72.2%)</b>	<b>1.66</b>	<b>(48.4%)</b>	<b>1.54</b>	<b>(41.6%)</b>	<b>3.17</b>	<b>(60.5%)</b>	<b>3.47</b>	<b>(69.0%)</b>
Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.	<b>0.76</b>	<b>(16.1%)</b>	<b>0.57</b>	<b>(15.9%)</b>	<b>0.27</b>	<b>(16.0%)</b>	<b>0.58</b>	<b>(37.6%)</b>	<b>0.47</b>	<b>(14.8%)</b>	<b>0.61</b>	<b>(17.6%)</b>
Nights stayed in NB	1.74	15.3%	1.38	13.3%	0.52	11.4%	0.20	4.5%	0.86	9.3%	1.18	13.0%
Nights stayed in NS	1.78	15.6%	2.09	20.3%	0.48	10.4%	0.22	5.1%	1.14	12.4%	1.38	15.2%
Nights stayed in NL	0.57	5.0%	0.31	3.0%	0.01	0.3%	0.00	0.0%	0.29	3.1%	0.33	3.7%
Nights stayed in Magdalen Islands	0.15	1.3%	0.01	0.1%	0.00	0.0%	0.00	0.0%	0.05	0.5%	0.07	0.8%
Nights stayed elsewhere	1.23	10.8%	1.51	14.7%	0.12	2.7%	0.24	5.4%	1.69	18.2%	1.06	11.8%

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	27,484	(40.8%)	13,963	(20.7%)	6,414	(9.5%)	11,737	(17.4%)	7,710	(11.5%)	67,308	(100.0%)
Average Number of Nights Stayed in PEI	5.93		5.01		3.44		3.70		5.24		5.03	
<b>Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)</b>												
Summerside Area	3.52		2.91		3.02		3.31		3.65		3.32	
Greater Charlottetown Area	0.68		0.75		0.02		0.16		0.62		0.53	
Green Gables Shore	0.66		0.49		0.00		0.14		0.42		0.45	
Points East Coastal Drive	0.47		0.45		0.00		0.05		0.31		0.33	
North Cape Coastal Drive	0.41		0.28		0.39		0.04		0.15		0.29	
Red Sands Shore	0.19		0.13		0.00		0.00		0.08		0.11	
<b>Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)</b>												
Summerside Area	3.52		2.91		3.02		3.31		3.65		3.32	
Green Gables Shore	2.85		2.43		1.00		6.18		2.15		2.73	
North Cape Coastal Drive	2.53		1.71		12.00		1.03		1.76		2.39	
Greater Charlottetown Area	2.36		2.29		1.83		1.81		2.37		2.30	
Points East Coastal Drive	2.41		2.14		1.00		1.46		2.01		2.24	
Red Sands Shore	1.76		1.56		1.00		1.00		1.93		1.72	

**TABLE 10: SA VISITOR 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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Total Accumulated Parties Staying at Least One Night in the Specified Region</b>												
Greater Charlottetown Area	7,939	28.9%	4,550	32.6%	75	1.2%	1019	8.7%	2,030	26.3%	15,613	23.2%
Green Gables Shore	6,392	23.3%	2,839	20.3%	10	0.2%	266	2.3%	1,514	19.6%	11,021	16.4%
Points East Coastal Drive	5,366	19.5%	2,955	21.2%	9	0.1%	375	3.2%	1,198	15.5%	9,903	14.7%
North Cape Coastal Drive	4,424	16.1%	2,277	16.3%	211	3.3%	493	4.2%	673	8.7%	8,078	12.0%
Red Sands Shore	2,925	10.6%	1,141	8.2%	9	0.1%	7	0.1%	305	4.0%	4,387	6.5%
<b>Total Accumulated Nights Spent by Parties in the Specific Region</b>												
Summerside Area	96,803	59.4%	40,664	58.1%	19,368	87.8%	38,884	89.5%	28,131	69.6%	223,850	66.1%
Greater Charlottetown Area	18,730	11.5%	10,413	14.9%	139	0.6%	1,851	4.3%	4,820	11.9%	35,953	10.6%
Green Gables Shore	18,200	11.2%	6,917	9.9%	10	0.0%	1,644	3.8%	3,264	8.1%	30,035	8.9%
Points East Coastal Drive	12,937	7.9%	6,339	9.1%	9	0.0%	547	1.3%	2,411	6.0%	22,243	6.6%
North Cape Coastal Drive	11,169	6.9%	3,894	5.6%	2,532	11.5%	509	1.2%	1,186	2.9%	19,290	5.7%
Red Sands Shore	5,153	3.2%	1,779	2.5%	9	0.0%	7	0.0%	587	1.5%	7,535	2.2%
<b>Total Overnight Stays (Nights)</b>	<b>162,992</b>	<b>100.0%</b>	<b>70,006</b>	<b>100.0%</b>	<b>22,067</b>	<b>100.0%</b>	<b>43,442</b>	<b>100.0%</b>	<b>40,399</b>	<b>100.0%</b>	<b>338,906</b>	<b>100.0%</b>



**TABLE 11: TYPES OF ACCOMMODATION USED BY SA 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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation</b>												
Hotel, Motel, or Resort	12,764	36.3%	7,462	44.1%	2,724	41.9%	4,506	36.5%	4,376	47.0%	31,832	39.7%
Home of Friends or Relatives	3,600	10.2%	1,921	11.4%	3,437	52.9%	5,719	46.3%	1,038	11.1%	15,715	19.6%
Campground or Trailer (RV) Park	8,047	22.9%	2,678	15.8%	0	0.0%	274	2.2%	990	10.6%	11,989	14.9%
Cottage or Cabin	3,981	11.3%	1,474	8.7%	73	1.1%	565	4.6%	1,384	14.9%	7,477	9.3%
B&B or Tourist Home	3,305	9.4%	1,661	9.8%	4	0.1%	664	5.4%	688	7.4%	6,322	7.9%
Inn	2,310	6.6%	1,534	9.1%	262	4.0%	560	4.5%	681	7.3%	5,347	6.7%
Other (e.g., hostel)	925	2.6%	149	0.9%	0	0.0%	19	0.2%	51	0.5%	1,144	1.4%
Own Property	233	0.7%	30	0.2%	0	0.0%	53	0.4%	110	1.2%	426	0.5%
<b>Total Overnight Stays (Parties)</b>	<b>35,165</b>	<b>100.0%</b>	<b>16,909</b>	<b>100.0%</b>	<b>6,500</b>	<b>100.0%</b>	<b>12,360</b>	<b>100.0%</b>	<b>9,318</b>	<b>100.0%</b>	<b>80,252</b>	<b>100.0%</b>
<b>Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation</b>												
Hotel, Motel, or Resort	46,891	28.8%	26,278	37.5%	9,319	42.2%	9,740	22.4%	16,318	40.4%	108,546	32.0%
Campground or Trailer (RV) Park	52,616	32.3%	15,083	21.5%	0	0.0%	2,740	6.3%	6,399	15.8%	76,838	22.7%
Home of Friends or Relatives	18,074	11.1%	9,879	14.1%	11,911	54.0%	25,663	59.1%	6,587	16.3%	72,114	21.3%
Cottage or Cabin	19,253	11.8%	7,318	10.5%	325	1.5%	2,720	6.3%	4,198	10.4%	33,814	10.0%
B&B or Tourist Home	11,716	7.2%	6,607	9.4%	4	0.0%	965	2.2%	2,985	7.4%	22,277	6.6%
Inn	5,610	3.4%	3,180	4.5%	515	2.3%	1,260	2.9%	1,427	3.5%	11,992	3.5%
Own Property	5,811	3.6%	900	1.3%	0	0.0%	289	0.7%	2,365	5.9%	9,365	2.8%
Other (e.g., hostel)	3,053	1.9%	778	1.1%	0	0.0%	70	0.2%	126	0.3%	4,027	1.2%
<b>Total Overnight Stays (Nights)</b>	<b>163,024</b>	<b>100.0%</b>	<b>70,023</b>	<b>100.0%</b>	<b>22,074</b>	<b>100.0%</b>	<b>43,447</b>	<b>100.0%</b>	<b>40,405</b>	<b>100.0%</b>	<b>338,973</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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Average Number of Nights Stayed in PEI</b>	<b>5.93</b>		<b>5.01</b>		<b>3.44</b>		<b>3.70</b>		<b>5.24</b>		<b>5.03</b>	
<b>Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)</b>												
Hotel, Motel, or Resort	1.71		1.88		1.45		0.83		2.12		1.61	
Campground or Trailer (RV) Park	1.91		1.08		0.00		0.23		0.83		1.14	
Home of Friends or Relatives	0.66		0.71		1.86		2.19		0.85		1.07	
Cottage or Cabin	0.70		0.52		0.05		0.23		0.54		0.50	
B&B or Tourist Home	0.43		0.47		0.00		0.08		0.39		0.33	
Inn	0.20		0.23		0.08		0.11		0.19		0.18	
Own Property	0.21		0.06		0.00		0.02		0.31		0.14	
Other (e.g., hostel)	0.11		0.06		0.00		0.01		0.02		0.06	
<b>Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)</b>												
Own Property	24.82		30.00		0.00		5.45		21.53		21.92	
Campground or Trailer (RV) Park	6.54		5.62		0.00		10.00		6.45		6.40	
Home of Friends or Relatives	5.02		5.14		3.46		4.48		6.35		4.59	
Cottage or Cabin	4.83		4.96		4.44		4.81		3.03		4.52	
Other (e.g., hostel)	3.31		5.21		0.00		3.50		2.46		3.52	
B&B or Tourist Home	3.54		3.96		1.00		1.45		4.33		3.52	
Hotel, Motel, or Resort	3.67		3.52		3.42		2.16		3.73		3.41	
Inn	2.43		2.08		1.97		2.25		2.10		2.24	

**TABLE 13: PRIMARY FEATURE THAT ATTRACTED OVERNIGHT SA 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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Valid Overnight Pleasure Parties</b>	<b>27,451</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.8%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,728</b>	<b>(17.4%)</b>	<b>7,695</b>	<b>(11.4%)</b>	<b>67,252</b>	<b>(100.0%)</b>
Visiting friends and/or relatives *	2,905	10.6%	1,282	9.2%	4,445	69.3%	5,123	43.7%	1,498	19.5%	15,253	22.7%
Natural beauty and pastoral settings	5,725	20.9%	4,396	31.5%	2	0.0%	1,858	15.8%	1,903	24.7%	13,884	20.6%
Beaches and coast line	6,646	24.2%	1,522	10.9%	1388	21.6%	26	0.2%	1,224	15.9%	10,806	16.1%
Restful and relaxing place *	3,699	13.5%	2,438	17.5%	0	0.0%	480	4.1%	761	9.9%	7,378	11.0%
Festivals, events, or concerts	1,292	4.7%	188	1.3%	0	0.0%	1,805	15.4%	250	3.2%	3,535	5.3%
Nature-based outdoor activities *	1,664	6.1%	1,357	9.7%	9	0.1%	19	0.2%	425	5.5%	3,474	5.2%
World of Anne of Green Gables and L.M. Montgomery	1,148	4.2%	565	4.0%	0	0.0%	0	0.0%	162	2.1%	1,875	2.8%
Culinary/food-related experiences (lobster, seafood, beer, wine, farm products, etc.)	312	1.1%	483	3.5%	0	0.0%	19	0.2%	449	5.8%	1,263	1.9%
Safe and secure place *	570	2.1%	63	0.5%	0	0.0%	0	0.0%	284	3.7%	917	1.4%
Acadian cultural experiences *	143	0.5%	679	4.9%	0	0.0%	0	0.0%	0	0.0%	822	1.2%
Cultural experiences (performing arts, heritage, etc.) *	386	1.4%	59	0.4%	0	0.0%	165	1.4%	28	0.4%	638	0.9%
Birthplace of Confederation attractions (historic sites)	314	1.1%	22	0.2%	0	0.0%	28	0.2%	25	0.3%	389	0.6%
Golf	240	0.9%	89	0.6%	0	0.0%	16	0.1%	23	0.3%	368	0.5%
Indigenous cultural experiences (First Nations-Mi'kmaq) *	0	0.0%	0	0.0%	0	0.0%	0	0.0%	27	0.4%	27	0.0%
Other features	2,407	8.8%	821	5.9%	570	8.9%	2,189	18.7%	636	8.3%	6,623	9.8%

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

**TABLE 14: ACTIVITIES PARTICIPATED IN BY TOURISM SEASON**

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
<b>Overnight Pleasure Parties</b>	<b>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Valid Overnight Pleasure Parties</b>	<b>27,385</b>	<b>(41.0%)</b>	<b>13,933</b>	<b>(20.8%)</b>	<b>6,414</b>	<b>(9.6%)</b>	<b>11,415</b>	<b>(17.1%)</b>	<b>7,687</b>	<b>(11.5%)</b>	<b>66,834</b>	<b>(100.0%)</b>
Sightseeing/driving tour	21,960	80.2%	10,694	76.8%	657	10.2%	2,112	18.5%	5,663	73.7%	41,086	61.5%
Visiting a national or provincial park	17,105	62.5%	7,386	53.0%	223	3.5%	958	8.4%	3,166	41.2%	28,838	43.1%
Shopping for local crafts/souvenirs/antiques	16,808	61.4%	6,701	48.1%	879	13.7%	1,513	13.3%	2,590	33.7%	28,491	42.6%
Going to a beach	18,129	66.2%	6,190	44.4%	291	4.5%	1,303	11.4%	2,547	33.1%	28,460	42.6%
Visiting friends and/or relatives	7,493	27.4%	3,414	24.5%	6,400	99.8%	7,996	70.0%	2,760	35.9%	28,063	42.0%
Sampling local culinary products	13,435	49.1%	6,164	44.2%	1,275	19.9%	2,651	23.2%	3,889	50.6%	27,414	41.0%
Visiting historical and cultural attractions	14,965	54.6%	6,967	50.0%	288	4.5%	711	6.2%	2,998	39.0%	25,929	38.8%
Visiting Anne of Green Gables and/or Lucy Maud Montgomery attractions	8,683	31.7%	3,679	26.4%	14	0.2%	434	3.8%	1,344	17.5%	14,154	21.2%
Attending a festival, event, or concert	5,132	18.7%	1,693	12.2%	336	5.2%	2,956	25.9%	1,406	18.3%	11,523	17.2%
Using the Confederation Trail or other trails	5,284	19.3%	3,105	22.3%	278	4.3%	425	3.7%	1,658	21.6%	10,750	16.1%
Attending a performance (live theatre, a play)	5,513	20.1%	2,387	17.1%	633	9.9%	19	0.2%	1,027	13.4%	9,579	14.3%
Visiting Birthplace of Confederation attractions	5,177	18.9%	2,180	15.6%	9	0.1%	0	0.0%	922	12.0%	8,288	12.4%
Visiting a theme, fun or amusement park	6,222	22.7%	526	3.8%	0	0.0%	0	0.0%	543	7.1%	7,291	10.9%
Going to a casino and/or harness racing*	1,312	4.8%	1,164	8.3%	0	0.0%	753	6.4%	96	1.2%	3,325	4.9%
Participating in water-based activities	2,335	8.5%	147	1.1%	0	0.0%	0	0.0%	154	2.0%	2,636	3.9%
Playing golf (not miniature)	1,474	5.4%	333	2.4%	211	3.3%	16	0.1%	286	3.7%	2,320	3.5%
Taking part in an authentic PEI experience/hands-on learning activity	1,416	5.2%	394	2.8%	211	3.3%	0	0.0%	289	3.8%	2,310	3.5%
Attending a sports event or tournament (as a spectator)	999	3.6%	89	0.6%	253	3.9%	912	8.0%	46	0.6%	2,299	3.4%
Participating in winter activities	0	0.0%	0	0.0%	0	0.0%	14	0.1%	0	0.0%	14	0.0%

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

**TABLE 15: OTHER PEI REGIONS VISITED BY SA 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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
Greater Charlottetown Area	17,522	63.8%	9,179	65.7%	2,259	35.2%	3,398	29.0%	4,685	60.8%	37,043	55.0%
Green Gables Shore	18,425	67.0%	9,169	65.7%	1,772	27.6%	688	5.9%	4,365	56.6%	34,419	51.1%
North Cape Coastal Drive	13,401	48.8%	7,769	55.6%	2,009	31.3%	1,975	16.8%	4,553	59.1%	29,707	44.1%
Red Sands Shore	14,370	52.3%	6,655	47.7%	1,805	28.1%	246	2.1%	2,389	31.0%	25,465	37.8%
Points East Coastal Drive	11,164	40.6%	6,209	44.5%	1,603	25.0%	402	3.4%	2,797	36.3%	22,175	32.9%

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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
Central Coastal Drive (One Drive, Two Shores: Green Gables Shore and Red Sands Shore)	17,864	65.0%	9,129	65.4%	393	6.1%	1,095	9.3%	3,532	45.8%	32,013	47.6%
North Cape Coastal Drive	12,601	45.8%	8,374	60.0%	536	8.4%	3,183	27.1%	3,597	46.7%	28,291	42.0%
Points East Coastal Drive	10,922	39.7%	5,545	39.7%	1,603	25.0%	453	3.9%	2,518	32.7%	21,041	31.3%

Note: Results were based on multiple responses.

**TABLE 17A: ESTIMATED TOTAL DIRECT TRAVEL EXPENDITURES BY SA 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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Estimated Total Direct Expenditures (\$)</b>	<b>\$27,205,428</b>		<b>\$8,543,816</b>		<b>\$3,586,826</b>		<b>\$4,877,467</b>		<b>\$5,373,680</b>		<b>\$49,587,218</b>	
Travel package	\$404,604		\$334,221		\$67,952		\$136,529		\$103,060		\$1,046,367	
Accommodations	\$9,915,398		\$3,175,499		\$1,392,073		\$1,641,973		\$1,917,243		\$18,042,187	
Food and beverage at restaurants, bars, etc.	\$5,145,127		\$1,577,899		\$591,844		\$1,193,214		\$942,548		\$9,450,632	
Food and beverage at stores	\$2,696,759		\$867,792		\$292,298		\$414,710		\$592,781		\$4,864,340	
Vehicle operation	\$2,922,844		\$996,143		\$477,080		\$685,747		\$730,320		\$5,812,135	
Car rentals in PEI and local transportation	\$671,603		\$132,891		\$206,816		\$275,622		\$187,797		\$1,474,730	
Shopping	\$2,732,504		\$860,353		\$316,125		\$247,833		\$385,144		\$4,541,958	
Recreation and entertainment	\$1,758,332		\$398,459		\$220,205		\$120,188		\$360,521		\$2,857,705	
Other expenditures	\$958,257		\$200,558		\$22,432		\$161,651		\$154,267		\$1,497,165	
<b>% of Estimated Total Direct Expenditures</b>	<b>(54.9%)</b>		<b>(17.2%)</b>		<b>(7.2%)</b>		<b>(9.8%)</b>		<b>(10.8%)</b>		<b>(100.0%)</b>	
Travel package	1.5%		3.9%		1.9%		2.8%		1.9%		2.1%	
Accommodations	36.4%		37.2%		38.8%		33.7%		35.7%		36.4%	
Food and beverage at restaurants, bars, etc.	18.9%		18.5%		16.5%		24.5%		17.5%		19.1%	
Food and beverage at stores	9.9%		10.2%		8.1%		8.5%		11.0%		9.8%	
Vehicle operation	10.7%		11.7%		13.3%		14.1%		13.6%		11.7%	
Car rentals in PEI and local transportation	2.5%		1.6%		5.8%		5.7%		3.5%		3.0%	
Shopping	10.0%		10.1%		8.8%		5.1%		7.2%		9.2%	
Recreation and entertainment	6.5%		4.7%		6.1%		2.5%		6.7%		5.8%	
Other expenditures	3.5%		2.3%		0.6%		3.3%		2.9%		3.0%	

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 SA 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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Average Spending per Party per Visit</b>	<b>\$989.86</b>		<b>\$611.89</b>		<b>\$559.22</b>		<b>\$415.56</b>		<b>\$696.98</b>		<b>\$736.72</b>	
Travel package	\$14.72		\$23.94		\$10.59		\$11.63		\$13.37		\$15.55	
Accommodations	\$360.77		\$227.42		\$217.04		\$139.90		\$248.67		\$268.05	
Food and beverage at restaurants, bars, etc.	\$187.20		\$113.01		\$92.27		\$101.66		\$122.25		\$140.41	
Food and beverage at stores	\$98.12		\$62.15		\$45.57		\$35.33		\$76.88		\$72.27	
Vehicle operation	\$106.35		\$71.34		\$74.38		\$58.43		\$94.72		\$86.35	
Car rentals in PEI and local transportation	\$24.44		\$9.52		\$32.24		\$23.48		\$24.36		\$21.91	
Shopping	\$99.42		\$61.62		\$49.29		\$21.12		\$49.95		\$67.48	
Recreation and entertainment	\$63.98		\$28.54		\$34.33		\$10.24		\$46.76		\$42.46	
Other expenditures	\$34.87		\$14.36		\$3.50		\$13.77		\$20.01		\$22.24	
<b>Average Spending per Person per Night</b>	<b>\$55.11</b>		<b>\$52.90</b>		<b>\$90.05</b>		<b>\$50.22</b>		<b>\$51.94</b>		<b>\$56.92</b>	
Travel package	\$0.82		\$2.07		\$1.71		\$1.41		\$1.00		\$1.20	
Accommodations	\$20.09		\$19.66		\$34.95		\$16.91		\$18.53		\$20.71	
Food and beverage at restaurants, bars, etc.	\$10.42		\$9.77		\$14.86		\$12.28		\$9.11		\$10.85	
Food and beverage at stores	\$5.46		\$5.37		\$7.34		\$4.27		\$5.73		\$5.58	
Vehicle operation	\$5.92		\$6.17		\$11.98		\$7.06		\$7.06		\$6.67	
Car rentals in PEI and local transportation	\$1.36		\$0.82		\$5.19		\$2.84		\$1.82		\$1.69	
Shopping	\$5.54		\$5.33		\$7.94		\$2.55		\$3.72		\$5.21	
Recreation and entertainment	\$3.56		\$2.47		\$5.53		\$1.24		\$3.48		\$3.28	
Other expenditure	\$1.94		\$1.24		\$0.56		\$1.66		\$1.49		\$1.72	
<b>Average Party Size</b>	<b>3.03</b>		<b>2.31</b>		<b>1.81</b>		<b>2.24</b>		<b>2.56</b>		<b>2.57</b>	
<b>Estimated Number of Overnight Pleasure Visitors</b>	<b>83,254</b>		<b>32,243</b>		<b>11,578</b>		<b>26,256</b>		<b>19,754</b>		<b>173,085</b>	
<b>Average Length of Stay in the GCA</b>	<b>5.93</b>		<b>5.01</b>		<b>3.44</b>		<b>3.70</b>		<b>5.24</b>		<b>5.03</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: SA 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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</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	4.56	92.2%	4.53	90.7%	4.73	97.9%	4.31	87.1%	4.61	93.3%	4.54	91.7%
Restaurant service and quality (excluding fast food)	4.46	91.6%	4.46	88.4%	4.65	89.1%	4.43	93.3%	4.40	89.8%	4.47	90.8%
Variety of things to see and do	4.61	95.3%	4.49	86.6%	4.46	85.8%	4.35	80.2%	4.47	90.0%	4.52	90.2%
Transportation service and quality	4.34	89.9%	4.27	88.3%	4.82	92.1%	4.53	98.5%	4.43	83.9%	4.41	90.0%
Accommodation service and quality	4.46	90.9%	4.34	88.4%	4.59	85.6%	4.33	79.5%	4.72	98.6%	4.46	89.5%
Prices of goods and services	4.13	79.8%	4.08	72.8%	4.47	91.2%	3.88	72.1%	3.90	70.8%	4.08	77.1%
<b>Complaints</b>												
<b>Yes</b>	<b>1,664</b>	<b>6.2%</b>	<b>1,657</b>	<b>11.9%</b>	<b>0</b>	<b>0.0%</b>	<b>1,697</b>	<b>15.0%</b>	<b>885</b>	<b>11.6%</b>	<b>5,903</b>	<b>8.9%</b>
<b>No</b>	<b>25,296</b>	<b>93.8%</b>	<b>12,268</b>	<b>88.1%</b>	<b>6,392</b>	<b>100.0%</b>	<b>9,650</b>	<b>85.0%</b>	<b>6,739</b>	<b>88.4%</b>	<b>60,345</b>	<b>91.1%</b>
<b>Travel Evaluation and Future Intentions</b>												
I would recommend PEI as a travel destination to others.	4.76	96.3%	4.69	97.6%	3.89	76.0%	4.68	95.2%	4.71	96.8%	4.64	94.5%
I was satisfied with my trip to PEI.	4.70	97.3%	4.56	93.5%	3.95	77.9%	4.42	94.2%	4.55	94.3%	4.53	93.8%
I would visit PEI again.	4.75	95.1%	4.63	94.0%	4.01	77.4%	4.79	97.9%	4.70	95.2%	4.65	93.6%
My trip to PEI was a good way to spend my time.	4.69	96.5%	4.66	93.9%	3.96	77.5%	4.34	81.8%	4.51	89.6%	4.53	90.9%
My trip to PEI was good value for money spent.	4.55	94.9%	4.42	89.9%	3.63	66.6%	4.01	79.7%	4.43	92.4%	4.33	88.3%

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>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Entry Point</b>												
Confederation Bridge	21,303	77.5%	11,507	82.4%	5,724	89.2%	11,088	94.5%	6,663	86.4%	56,285	83.6%
Wood Islands ferry (from Nova Scotia)	4,026	14.6%	1,457	10.4%	55	0.9%	274	2.3%	673	8.7%	6,485	9.6%
Charlottetown Airport	2,156	7.8%	999	7.2%	635	9.9%	374	3.2%	374	4.9%	4,538	6.7%
<b>Exit Point</b>												
Confederation Bridge	22,022	80.1%	11,182	80.1%	5,635	87.9%	11,199	95.4%	6,432	83.4%	56,470	83.9%
Charlottetown Airport	2,301	8.4%	1,341	9.6%	709	11.1%	538	4.6%	601	7.8%	5,490	8.2%
Wood Islands Ferry (to Nova Scotia)	3,161	11.5%	1,440	10.3%	69	1.1%	0	0.0%	677	8.8%	5,347	7.9%
<b>Mix of Entry and Exit Points</b>												
Bridge only	18,255	66.4%	10,086	72.2%	5,635	87.9%	10,925	93.1%	5,892	76.4%	50,793	75.5%
Bridge and Ferry Mix	6,466	23.5%	2,248	16.1%	14	0.2%	274	2.3%	1,083	14.0%	10,085	15.0%
Air only	2,002	7.3%	932	6.7%	635	9.9%	374	3.2%	360	4.7%	4,303	6.4%
Air and Bridge or Ferry Mix	453	1.6%	476	3.4%	74	1.2%	164	1.4%	254	3.3%	1,421	2.1%
Ferry only	308	1.1%	221	1.6%	55	0.9%	0	0.0%	121	1.6%	705	1.0%

**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	
<b>Overnight Pleasure Parties</b>	<b>27,484</b>	<b>(40.8%)</b>	<b>13,963</b>	<b>(20.7%)</b>	<b>6,414</b>	<b>(9.5%)</b>	<b>11,737</b>	<b>(17.4%)</b>	<b>7,710</b>	<b>(11.5%)</b>	<b>67,308</b>	<b>(100.0%)</b>
<b>Rental Car Usage</b>												
<b>Yes</b>	<b>3,490</b>	<b>12.7%</b>	<b>2,681</b>	<b>19.2%</b>	<b>522</b>	<b>8.1%</b>	<b>342</b>	<b>2.9%</b>	<b>1,437</b>	<b>18.6%</b>	<b>8,472</b>	<b>12.6%</b>
No	23,993	87.3%	11,282	80.8%	5,892	91.9%	11,395	97.1%	6,273	81.4%	58,835	87.4%
<b>Location of Pick-Up</b>												
<b>Prince Edward Island</b>	<b>911</b>	<b>26.1%</b>	<b>503</b>	<b>18.8%</b>	<b>85</b>	<b>16.3%</b>	<b>238</b>	<b>69.6%</b>	<b>375</b>	<b>26.1%</b>	<b>2,112</b>	<b>24.9%</b>
New Brunswick	787	22.6%	836	31.2%	253	48.4%	78	22.8%	633	44.1%	2,587	30.5%
Nova Scotia	512	14.7%	362	13.5%	122	23.3%	0	0.0%	288	20.1%	1,284	15.2%
Quebec	305	8.7%	147	5.5%	0	0.0%	0	0.0%	44	3.1%	496	5.9%
Ontario	111	3.2%	74	2.8%	0	0.0%	10	2.9%	11	0.8%	206	2.4%
Other province	112	3.2%	30	1.1%	0	0.0%	0	0.0%	0	0.0%	142	1.7%
New England state	147	4.2%	119	4.4%	0	0.0%	0	0.0%	0	0.0%	266	3.1%
Other US state	605	17.3%	611	22.8%	63	12.0%	16	4.7%	85	5.9%	1,380	16.3%

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