



# **PEI Cruise Ship Passenger Profile**

2019 CRUISE SHIP PASSENGER SURVEY

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Prepared by:

Tourism PEI, Strategic Initiatives Division  
Department of Economic Growth, Tourism and Culture

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# Executive Summary

A cruise ship passenger survey is a tool used to profile cruise ship passengers and their impact on a destination. A cruise ship passenger survey can capture the demographic composition of cruise ship passengers (“cruise passengers”) and information about their trips such as travel party size and composition, activities they participated in, trip expenditures, and more.

Tourism PEI conducted a cruise ship passenger survey on Prince Edward Island (“PEI”) from June 8, 2019 to November 4, 2019 (the “study period”). The main purpose of the 2019 cruise passenger study (the “study”) was to provide a full-range of statistics on the volume of cruise passengers to PEI and detailed characteristics of their trips.

In total, 1,175 surveys were used in this study. In terms of statistical accuracy, a sample of this size has a sampling error of  $\pm 3.02$  percent at a 95 percent confidence level. It is important to note, the information presented in this report are estimates. Please exercise caution when interpreting the significance of results throughout this report.

Approximately 128,212 cruise passengers aboard 87 cruise ships visited PEI during 2019, significantly surpassing the previous record year. On average, cruise passenger travel parties (“travel parties”) consisted of 2.84 people and nearly all travel parties were comprised of adults only. An estimated 45,126 travel parties visited PEI during 2019. Overall, 60 percent of travel parties were from the United States, 16 percent were from Canada, and 24 percent were from another country. Approximately 56 percent of cruise passengers were female and 86 percent were aged 55 or older.

Total direct expenditures by cruise passengers who visited PEI during the study period totalled more than \$14.5 million. The greatest proportion of expenditures consisted of organized shore excursions (\$8 million, or 54% of total spending), shopping (\$3.5 million, 24%), and restaurants and bars (\$2 million, 12%). On average, cruise passengers spent \$114.46 per person per day and \$325.20 per party per day while on PEI.

Approximately 56 percent of travel parties took an organized shore excursion while in port on PEI. The majority pre-booked their shore excursion (77%) and most had booked the excursion through the cruise ship provider (81%). Approximately 71 percent of travel parties shopped for local crafts/souvenirs/antiques, 47 percent visited a historical and cultural attraction, 39 percent sampled local culinary products and 33 percent went sightseeing or took a driving tour (33%).

Cruise passengers were generally pleased with their visit to PEI. In particular, cruise passengers gave high ratings for the quality of customer service (96%), the port facilities (93%), and the food and beverage at restaurants (88%). Approximately 91 percent of travel parties indicated they were satisfied with their time on PEI and 89 percent indicated that their trip to PEI was good value for the money spent. A strong majority (92%) of travel parties indicated they would recommend PEI as a travel destination. Only four percent of cruise passengers indicated they experienced a problem that would affect their decision to return to PEI in the future or would deter them from recommending PEI as a travel destination.

# 1. Introduction

## 1.1. BACKGROUND

- A cruise ship passenger survey is a tool used to profile cruise ship passengers (“cruise passengers”) and estimate their impact on a destination. It can capture cruise passenger demographics and trip characteristics such as travel party size, activities participated in, expenditures, and trip evaluation.
- Prince Edward Island (“PEI”) has been conducting cruise passenger surveys since 2007 with the last study conducted during 2014. The 2019 PEI Cruise Ship Passenger Study (the “study”) was conducted from June 4, 2019 to November 4, 2019 (the “study period”) covering 58 of the 87 ship calls during that time.
- Prior to 2019, PEI conducted cruise passenger surveys during 2007, 2008, 2010 and 2014.
- Additional details on the study’s methodology can be found in Chapter 2.

## 1.2. THE STUDY PURPOSE

- The main purpose of this study was to provide a full-range of statistics on the volume of cruise passengers to PEI and detailed characteristics of their trips. Information captured includes travel party size, activities and shore excursions participated in, expenditures, trip evaluation, and demographic information about the cruise passengers.
- The study pursued five broad objectives:
  1. To update existing historical information on cruise passengers to PEI.
  2. To collect critical data to measure the overall importance of tourism in PEI.
  3. To gather information regarding cruise passenger behaviours.
  4. To identify key market segments of cruise passengers to PEI.
  5. To enhance our knowledge and understanding of tourism (in general, and for PEI specifically).

## 2. Methodology

### 2.1. SAMPLING PROCEDURE

#### Target Population

- The target population included cruise passengers who arrived at the Charlottetown Port during the 2019 cruise ship season (May to November).
- Email addresses of cruise passengers were randomly collected from 58 ships during the study period. Tourism PEI intercepted cruise passengers after they debarked at the Charlottetown Port to explain the study and seek their participation. If a passenger agreed to participate, their name, email address, place of residence, and gender were recorded.
- The target population did not include cruise ship crew.

#### Online Survey

- The 2019 cruise ship passenger survey (the “survey”) was emailed to cruise passengers who agreed to participate.
- Cruise passengers were organized into 14 groups based on the passenger email collection date. Each group received an initial email invitation followed by three reminders to complete the survey.
- Responding to the survey was voluntary.

### 2.2. SAMPLE SUMMARY

#### Survey Invitation and Samples

- There were 87 cruise ships that arrived in Charlottetown during 2019. Tourism PEI distributed surveys to passengers of 58 cruise ships, resulting in a survey conduct rate of approximately 67 percent of total cruise ships.
- In total, 3,282 cruise passengers were invited by email to complete the survey and 1,175 surveys were collected.
- In total, 1,031 surveys were used in this study. This represents a collection rate of approximately 36 percent and an use rate of approximately 88 percent based on all collected samples as presented.

**Table 2-1: Summary of Cruise Ship Surveys, Survey Statistics, and Samples**

	May to Jun	Jul to Aug	Sept	Oct	Nov	Total
<b>Cruise Ship Arrivals</b>						
Total Number of Cruise Ship Arrivals	12	13	33	28	1	87
(% of Total Cruise Ships)	(13.8%)	(14.9%)	(37.9%)	(32.2%)	(1.1%)	(100.0%)
<b>Number of Cruise Ships Surveyed</b>	<b>5</b>	<b>10</b>	<b>24</b>	<b>18</b>	<b>1</b>	<b>58</b>
(% of Cruise Ships Surveyed)	(8.6%)	(17.2%)	(41.4%)	(31.0%)	(1.7%)	(100.0%)
<b>Survey Conduct Rate (of all surveyed cruise ships)</b>	<b>41.7%</b>	<b>76.9%</b>	<b>72.7%</b>	<b>64.3%</b>	<b>100.0%</b>	<b>66.7%</b>
<b>Sampling Frame and Samples</b>						
Total Number of Email Addresses Collected	162	508	1,248	1,314	50	3,282
(% of Email Addresses Collected)	(4.9%)	(15.5%)	(38.0%)	(40.0%)	(1.5%)	(100.0%)
Number of Survey Samples Collected	47	162	475	468	23	1,175
(% of Samples Collected)	(4.0%)	(13.8%)	(40.4%)	(39.8%)	(2.0%)	(100.0%)
<b>Collection Rate (of all surveys invited)</b>	<b>29.0%</b>	<b>31.9%</b>	<b>38.1%</b>	<b>35.6%</b>	<b>46.0%</b>	<b>35.8%</b>
<b>Number of Samples Used <sup>a)</sup></b>	<b>43</b>	<b>146</b>	<b>400</b>	<b>422</b>	<b>20</b>	<b>1,031</b>
(% of Samples Used)	(4.2%)	(14.2%)	(38.8%)	(40.9%)	(1.9%)	(100.0%)
<b>Use Rate (of all collected samples)</b>	<b>91.5%</b>	<b>90.1%</b>	<b>84.2%</b>	<b>90.2%</b>	<b>87.0%</b>	<b>87.7%</b>
<b>Samples Weighted <sup>b)</sup></b>	<b>5,427</b>	<b>7,607</b>	<b>16,952</b>	<b>14,741</b>	<b>399</b>	<b>45,126</b>
(% of Samples Weighted)	(12.0%)	(16.9%)	(37.6%)	(32.7%)	(0.9%)	(100.0%)

Note: <sup>a)</sup> and <sup>b)</sup> Samples were weighted to align with the total target population (estimated cruise passenger travel parties) by month. Weighting scores were calculated by using a mix of the number of cruise passengers by month and survey data. Further analyses are based on the total estimated number of cruise ship travel parties (Total  $n = 45,126$ ).

### Sample Size and Margin of Error

- The margin of error associated with the total sample and specific sub-groups (i.e. by month and type of visitation) used in this report is summarized in Table 2-2. In terms of statistical accuracy, the actual margin of error for each market will vary slightly due to minor variations in the sample size.
- Overall, a sample of this size has a sampling error of  $\pm 3.02$  percent at a 95 percent confidence level, though the margins of error for the three sub-groups of are higher (May-August =  $\pm 7.08\%$ ; September =  $\pm 4.84\%$ ; and October-November =  $\pm 4.59\%$ ).
- The sample can be segmented into first-time and repeat visitors. Due to the smaller sample size, the margin of error for the sub-group of repeat visitors is  $\pm 7.39\%$ . The margin of error for first-time visitors is slightly higher than the overall sampling error at  $\pm 3.39\%$ .
- Please note, this is a guideline only. Caution should be applied when interpreting significance testing throughout this report.

**Table 2-2: Sample Size and Margin of Error**

	Sample Size	Margin of Error <sup>a)</sup>
<b>By Month</b>		
May-August	189	±7.08
September	400	±4.84
October-November	442	±4.59
<b>By Type of Visitation</b>		
First-Timers	859	±3.39
Repeaters	172	±7.39
<b>Total</b>	<b>1,031</b>	<b>±3.02</b>

Note: <sup>a)</sup> Margin of error indicates % of total number of cruise ship travel parties used in each sub-group at the 95% confidence level.

## 2.3. DATA PROCESSING AND WEIGHTING

### Data Processing and Error Detection

- All online survey data were reviewed to determine if they were complete and coherent.
- Electronic verifications were also made to identify any outliers and to correct them.
- Statistical reliability and validity tests, and consistency controls were also conducted during this process.

### Data Imputation

- Some data used in the study were imputed. For example, missing travel party size and/or total trip spending were imputed if the remainder of the fields on the questionnaire was valid.
- The target populations were partitioned into: first-time and repeat travel parties and seven months based on the 2019 cruise ship season from May to November.
- Total imputation was carried out for all the factors above and for strata that were outside the scope of the questionnaire distribution. For these out-of-scope factors, the characteristics of cruise passengers were estimated using the 2010 and 2014 PEI surveys of cruise ship passengers.
- Total imputation was also performed for any in-scope factors that received an insufficient number of surveys for some specific segments to meet minimum requirements (a combination of minimum number of questionnaires and maximum weight) based on the monthly cruise passenger counts.

### Bias Adjustment and Weighting the Sample

- For estimation purposes, the responses obtained through the questionnaires must be treated as a simple random sample from the total cruise ship arrivals in each stratum (by month).

- The data may be subject to some degree of “*distribution bias*” since not all categories of cruise passengers are represented in the distribution or to a “*non-response bias*” because the individuals replying may not be representative of the cruise passenger population.
- Weighting techniques used in the estimation process attempt to reduce the effect of biases and were also performed to determine aggregate travel parties’ characteristics. Therefore, using the calculated weights, estimates can be obtained for a variety of cruise passenger characteristics. These estimates take the form of totals, averages and percentages.
- The final survey sample was weighted by month (May to November) to align with the 2019 cruise ship schedule. Weighting factors were calculated by using a mix of cruise ship data provided by Charlottetown Harbour Authority Inc. and results obtained from online surveys.
- According to cruise ship arrival data and information from this study, it is estimated that approximately 45,100 travel parties arrived on PEI during the 2019 cruise ship season. These figures were used to weight the survey data by month and adjust the survey results. Therefore, results are based on the weighted values rather than on the raw scores of the sample.
- Despite the weighting of the sample to address biases, it is important to note that results may not reflect all actual responses of each party because the application of the weighting scheme was not based on all surveys.

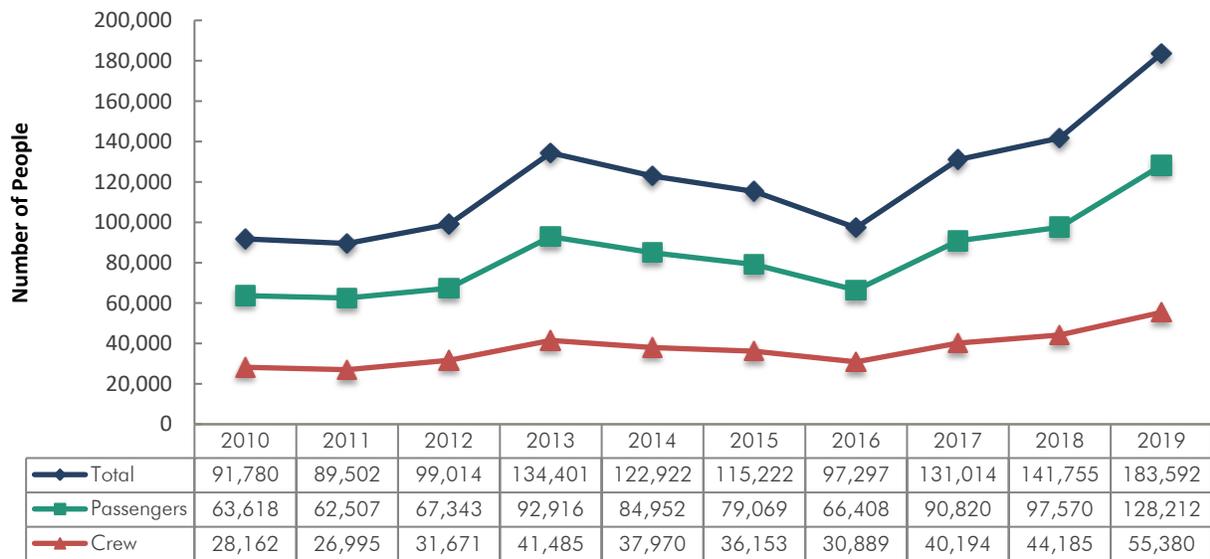
#### 2.4. SURVEY INSTRUMENT

- The PEI cruise ship passenger questionnaire gathers information on the travel habits of cruise passengers visiting PEI including the following:
  - Usual place of residence (country, province/state, postal code/zip code, city);
  - Travel party size;
  - Age and gender composition of travel party;
  - Participation in organized shore excursion(s), method of booking, cost of excursion, type of transportations used for excursion, and satisfaction with the excursion;
  - Participation in other activities while on PEI;
  - Total expenditures on PEI within six spending categories;
  - Evaluation of trip on PEI;
  - Previous visitation to PEI;
  - Intentions to revisit PEI;
  - Instance of problems or complaints;
  - Demographic information; and
  - Respondents’ comments.

# 3. Cruise Market Overview

## 3.1. PEI CRUISE MARKET TRENDS

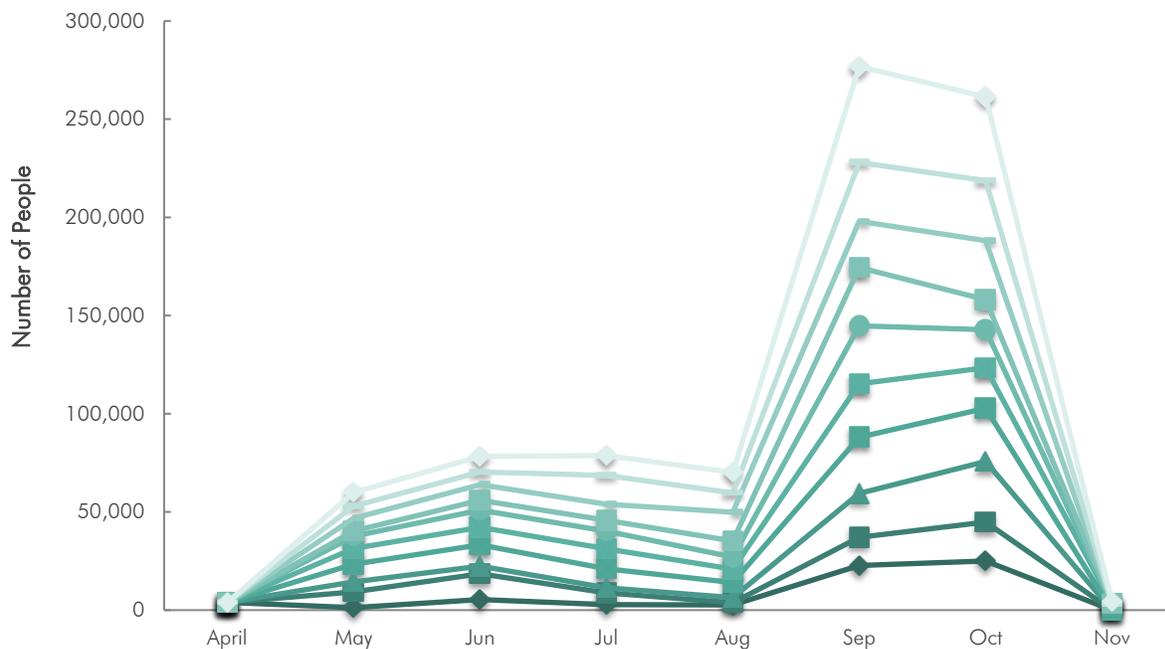
**Figure 3-1: PEI Cruise Passengers and Crew**



Source: Charlottetown Harbour Authority Inc.

- The number of cruise passengers and crew that have visited PEI has fluctuated from 2010 to 2019. After a decline in 2011, the number of cruise passengers and crew increased in 2012 and peaked in 2013 at 92,916 passengers and 41,485 crew members.
- The number of cruise passengers and crew in 2014, 2015, and 2016 gradually decreased before strong growth was achieved between 2017 and 2019.
- A total of 128,212 cruise passengers and 55,380 crew members visited PEI during 2019.
- In each of the past ten years, the months of September and October generated the greatest number of cruise ship passenger arrivals. There have been no cruise ship arrivals in the month of April since 2010.
- The number of cruise passengers arriving in July and August increased significantly during 2013, 2014, and 2018 compared to other years.
- The number of cruise passengers that visited PEI during October 2016 was one of the lowest for that month in the past ten years.
- The number of cruise passengers arriving in September and October increased significantly during 2019.

**Figure 3-2: Cruise Passenger Arrivals by Month**



Source: Charlottetown Harbour Authority Inc.

### 3.2. SUMMARY OF PAST CRUISE PASSENGER SURVEY RESULTS

- Research was previously conducted on cruise passengers to PEI during 2007, 2008, 2010 and 2014. The results from the four years of research show an increase in the number of ships, passengers, crew, and passenger travel parties.
- The travel party size during 2019 is similar to that during 2014.
- The results show that average spending per party, average spending per person, and total direct expenditures have increased over time, but due to differences in the expenditure questions between 2007/2008 and 2010/2014/2019, the expenditure results from 2007 and 2008 are not directly comparable with 2010, 2014 or 2019.

**Table 3.1: Overview of Visitation and Summary of Past Survey Results**

	2007	2008	2010	2014	2019	% Change over 2014
Number of Ships <sup>a)</sup>	15	36	42	64	87	+35.9%
Number of Passengers <sup>a)</sup>	19,358	57,236	63,618	84,952	128,212	+50.9%
Number of Crew <sup>b)</sup>	8,882	25,730	28,162	37,970	55,380	+45.9%
Number of Passenger Travel Parties <sup>c)</sup>	7,934	23,950	23,568	29,852	45,126	+51.2%
Average Passenger Travel Party Size <sup>c)</sup>	2.44	2.45	2.70	2.85	2.84	-0.2%
Average Spending per Party <sup>c)*</sup>	\$95.14	\$123.20	\$204.49	\$251.66	\$325.20	+29.2%
Average Spending per Person <sup>c)*</sup>	\$39.04	\$50.27	\$75.75	\$88.43	\$114.46	+29.4%
Total Estimated Direct Expenditures <sup>c)*</sup>	\$755,732	\$2,949,750	\$4,819,345	\$7,512,550	\$14,674,910	+95.3%

Note: <sup>a)</sup> Actual numbers were provided by Charlottetown Harbour Authority Inc.

<sup>b)</sup> Crew members were not considered for further analysis in this report.

<sup>c)</sup> Estimated numbers were based on the results of the PEI survey of cruise ship passengers for each corresponding year.

\* Due to differences in the expenditure questions in the survey between 2007/2008 and 2010/2014/2019, expenditure results for 2007 and 2008 should not be compared with 2010, 2014 or 2019; Total estimated direct expenditures were calculated as follows: number of passengers × average spending per person or number of passenger travel parties × average spending per party.

## 4. Key Indicators and Expenditures

### 4.1. KEY INDICATORS SUMMARY

- In total, 128,212 cruise passengers arrived in PEI during 2019 on 87 cruise ships.
- Approximately 85 percent of cruise passengers were visiting PEI for the first time.
- On average, travel parties consisted of 2.84 people.
- Approximately 45,100 travel parties visited PEI during 2019.
- Cruise passengers spent an average of \$114.46 per person per day and \$325.20 per travel party per day. On average, cruise passengers who were visiting PEI for the first time reported higher average spending than those who had previously visited PEI.
- Total estimated direct expenditures by cruise passengers were over \$14.5 million.

**Table 4.1: Cruise Ship Arrivals, Passengers, and Spend During the 2019 Season**

	First-Timers	Repeaters	Total
<b>Statistics of Cruise Ship Arrivals to Charlottetown in 2014 <sup>a)</sup></b>			
Total Number of Cruise Ship Arrivals	n/a	n/a	87
<b>Total Number of Cruise Ship Passengers *</b>	<b>108,528</b>	<b>19,684</b>	<b>128,212</b>
(% of Cruise Ship Passengers)	(84.6%)	(15.4%)	(100.0%)
<b>Estimated Cruise Ship Passenger Travel Parties <sup>b)</sup></b>			
<b>Average Party Size</b>	<b>2.87</b>	<b>2.67</b>	<b>2.84</b>
<b>Estimated Number of Cruise Ship Travel Parties</b>	<b>37,761</b>	<b>7,365</b>	<b>45,126</b>
(% of Cruise Ship Travel Parties)	(83.7%)	(16.3%)	(100.0%)
<b>Estimated Expenditures <sup>b)</sup></b>			
Average Spending per Person per Day	\$117.33	\$98.62	\$114.46
Average Spending per Party per Day	\$337.22	\$263.57	\$325.20
<b>Estimated Total Direct Expenditures</b>	<b>\$12,733,736</b>	<b>\$1,941,175</b>	<b>\$14,674,910</b>

Note: <sup>a)</sup> Information about the number of cruise ship arrivals and passengers in each month was provided by the Charlottetown Harbour Authority Inc.

<sup>b)</sup> Estimates were based on the results of the 2019 Prince Edward Island survey of cruise ship passengers.

\* Number of first-time and repeat cruise ship passengers was estimated by using the 2019 Prince Edward Island survey of cruise ship passengers.

## 4.2. TOTAL DIRECT EXPENDITURES

**Table 4.2: Estimated Total Direct Expenditures by Cruise Passengers to PEI**

	First-Timers		Repeaters		Total	
Number of Individual Passengers (%)	108,528	(84.6%)	19,684	(15.4%)	128,212	(100.0%)
Number of Passenger Parties (%)	37,761	(83.7%)	7,365	(16.3%)	45,126	(100.0%)
<b>Total Direct Expenditures</b>	<b>\$12,733,736</b>	<b>(86.8%)</b>	<b>\$1,941,175</b>	<b>(13.2%)</b>	<b>\$14,674,910</b>	<b>(100.0%)</b>
Organized Shore Excursion	\$7,042,755	55.3%	\$907,441	46.7%	\$7,950,196	54.2%
Restaurants and Bars	\$1,442,012	11.3%	\$250,951	12.9%	\$1,692,964	11.5%
Food and Beverage at Stores	\$279,797	2.2%	\$52,744	2.7%	\$332,542	2.3%
Shopping	\$2,966,052	23.3%	\$496,856	25.6%	\$3,462,908	23.6%
Recreation and Entertainment	\$463,063	3.6%	\$172,644	8.9%	\$635,707	4.3%
Car Rentals and Local Transportation	\$329,448	2.6%	\$21,129	1.1%	\$350,577	2.4%
Other Expenses	\$210,607	1.7%	\$39,409	2.0%	\$250,017	1.7%
<b>Average Spending per Person per Day</b>	<b>\$117.33</b>	<b>100.0%</b>	<b>\$98.62</b>	<b>100.0%</b>	<b>\$114.46</b>	<b>100.0%</b>
Organized Shore Excursion	\$64.89	55.3%	\$46.10	46.7%	\$62.01	54.2%
Restaurants and Bars	\$13.29	11.3%	\$12.75	12.9%	\$13.20	11.5%
Food and Beverage at Stores	\$2.58	2.2%	\$2.68	2.7%	\$2.59	2.3%
Shopping	\$27.33	23.3%	\$25.24	25.6%	\$27.01	23.6%
Recreation and Entertainment	\$4.27	3.6%	\$8.77	8.9%	\$4.96	4.3%
Car Rentals and Local Transportation	\$3.04	2.6%	\$1.07	1.1%	\$2.73	2.4%
Other Expenses	\$1.94	1.7%	\$2.00	2.0%	\$1.95	1.7%
<b>Average Spending per Party per Day</b>	<b>\$337.22</b>	<b>100.0%</b>	<b>\$263.57</b>	<b>100.0%</b>	<b>\$325.20</b>	<b>100.0%</b>
Organized Shore Excursion	\$186.51	55.3%	\$123.21	46.7%	\$176.18	54.2%
Restaurants and Bars	\$38.19	11.3%	\$34.07	12.9%	\$37.52	11.5%
Food and Beverage at Stores	\$7.41	2.2%	\$7.16	2.7%	\$7.37	2.3%
Shopping	\$78.55	23.3%	\$67.46	25.6%	\$76.74	23.6%
Recreation and Entertainment	\$12.26	3.6%	\$23.44	8.9%	\$14.09	4.3%
Car Rentals and Local Transportation	\$8.72	2.6%	\$2.87	1.1%	\$7.77	2.4%
Other Expenses	\$5.58	1.7%	\$5.35	2.0%	\$5.54	1.7%

Note: Total direct expenditures were calculated as follows: average spending per person per day (\$114.46) × number of cruise ship passengers (128,212) ≈ \$14,674,910 or average spending per party per day (\$325.20) × number of cruise ship passenger parties (45,126) ≈ \$14,674,910.

Total estimated direct expenditures by cruise passengers to PEI in 2019 were over \$14.5 million. The items that accounted for the greatest proportion of direct expenditures were organized shore excursions (\$8 million or 54% of total expenditures) and shopping (\$3.5 million, or 25.0%).

Expenditures at restaurants and bars were approximately \$782,500 (10% of total expenditures), making this the third highest spending category.

Cruise passengers spent an average of \$114.46 per person per day. Those who were visiting PEI for the first time reported higher average spending than those who had visited previously (\$117.33 versus \$98.62 per person per day).

Average spending per party per day was \$325.20. Cruise travel parties who were visiting PEI for the first time spent an average of \$337.22 per party per day while those who had visited PEI previously spent an average of \$263.57 per party per day.

## 5. PEI Cruise Ship Passenger Profile

### 5.1. ORIGIN OF CRUISE PASSENGER TRAVEL PARTIES

**Table 5.1: Origin of Cruise Passenger Travel Parties by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	37,761	(83.7%)	7,365	(16.3%)	45,126	(100.0%)
<b>Canada</b>	<b>3,776</b>	<b>10.0%</b>	<b>3,571</b>	<b>48.5%</b>	<b>7,347</b>	<b>16.3%</b>
British Columbia	1,510	4.0%	880	11.9%	2,390	5.3%
Alberta, Manitoba & Saskatchewan	683	1.8%	259	3.5%	942	2.1%
Ontario	1,093	2.9%	1,966	26.7%	3,059	6.8%
Quebec	491	1.3%	411	5.6%	902	2.0%
Rest of Canada	0	0.0%	55	0.7%	55	0.1%
<b>United States</b>	<b>23,709</b>	<b>62.8%</b>	<b>3,206</b>	<b>43.5%</b>	<b>26,915</b>	<b>59.6%</b>
New England <sup>a)</sup>	1,149	3.0%	498	6.8%	1,647	3.6%
Middle-Atlantic <sup>b)</sup>	1,856	4.9%	284	3.9%	2,140	4.7%
South-Atlantic <sup>c)</sup>	6,649	17.6%	759	10.3%	7,408	16.4%
East-North-Central <sup>d)</sup>	2,568	6.8%	357	4.8%	2,925	6.5%
West-North-Central <sup>e)</sup>	2,030	5.4%	77	1.0%	2,107	4.7%
East-South-Central <sup>f)</sup>	968	2.6%	112	1.5%	1,080	2.4%
West-South-Central <sup>g)</sup>	2,740	7.3%	284	3.9%	3,024	6.7%
Mountain <sup>h)</sup>	1,769	4.7%	329	4.5%	2,098	4.6%
Pacific, Alaska & Hawaii <sup>i)</sup>	3,979	10.5%	506	6.9%	4,485	9.9%
<b>Other Country</b>	<b>10,276</b>	<b>27.2%</b>	<b>588</b>	<b>8.0%</b>	<b>10,864</b>	<b>24.1%</b>
European countries	7,311	19.4%	588	8.0%	7,899	17.5%
Other Countries	2,965	7.9%	0	0.0%	2,965	6.6%

Note: The data was not weighted by origin information of actual passengers so the results may not reflect the actual origin of cruise passengers; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments; The US regions include the following states:

<sup>a)</sup> New England: Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island.

<sup>b)</sup> Middle-Atlantic: New York, Pennsylvania, New Jersey.

<sup>c)</sup> South-Atlantic: Maryland, Delaware, District of Columbia/Washington D.C., West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida.

<sup>d)</sup> East-North-Central: Wisconsin, Michigan, Illinois, Indiana, Ohio.

<sup>e)</sup> West-North-Central: North Dakota, South Dakota, Minnesota, Iowa, Nebraska, Kansas, Missouri.

<sup>f)</sup> East-South-Central: Kentucky, Tennessee, Mississippi, Alabama.

<sup>g)</sup> West-South-Central: Oklahoma, Arkansas, Texas, Louisiana.

<sup>h)</sup> Mountain: Montana, Idaho, Wyoming, Nevada, Utah, Colorado, New Mexico, Arizona.

<sup>i)</sup> Pacific, Alaska & Hawaii: Washington, Oregon, California, Alaska, Hawaii.

- The majority (60%) of travel parties were from the United States, while 24 percent were from another country and 16 percent were from Canada.
- A much larger proportion of travel parties who had visited PEI previously were from Canada compared to those who were visiting PEI for the first time (49% versus 10%).
- Looking at specific regions, 18 percent of travel parties were from European countries, 16 percent were from the South-Atlantic United States, and 10 percent were from Alaska, Hawaii or the Pacific United States. Approximately seven percent were from Ontario, five percent were from British Columbia, seven percent were from the West-South-Central United States, seven percent were from other overseas countries, and seven percent were from the East-North-Central United States.

## 5.2. TRAVEL PARTY SIZE AND AGE COMPOSITION

**Table 5.2: Travel Party Size and Age Composition by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	37,761	(83.7%)	7,365	(16.3%)	45,126	(100.0%)
<b>Party Composition</b>						
Adult travelling alone	1,316	3.5%	456	6.2%	1,772	3.9%
2 adults	26,044	69.0%	5,221	70.9%	31,265	69.3%
3 or more adults	9,039	23.9%	1,542	20.9%	10,581	23.4%
1 adult with child(ren)	305	0.8%	0	0.0%	305	0.7%
2 adults with child(ren)	704	1.9%	52	0.7%	756	1.7%
3 or more adults with child(ren)	352	0.9%	94	1.3%	446	1.0%
<b>Age Composition</b>						
Millennial (18 to 34) Travellers	192	0.5%	0	0.0%	192	0.4%
Middle-Aged (35 to 54) Travellers	1,146	3.0%	212	2.9%	1,358	3.0%
Senior (55 and over) Travellers	30,732	81.4%	6,033	81.9%	36,765	81.5%
Multi-generation Travellers	4,330	11.5%	973	13.2%	5,303	11.8%
Families/Adult(s) with child(ren)	1,361	3.6%	147	2.0%	1,508	3.3%
<b>Party Size</b>						
<b>Average Party Size</b>	<b>2.87</b>		<b>2.67</b>		<b>2.84</b>	
Avg. Number of Male Passengers	1.27		1.17		1.25	
Avg. Number of Female Passengers	1.61		1.51		1.59	
Avg. Number of Children	0.06		0.03		0.06	
Avg. Number of Adult Passengers	2.81		2.64		2.79	

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

- Nearly 70 percent of travel parties were comprised of two adults (69%) and 23 percent were comprised of three or more adults. Only three percent of travel parties included children.
- Approximately 82 percent of travel parties were comprised of adults who were aged 55 and over, three percent of parties were comprised of adults between the ages of 35 and 54 and 12 percent of parties consisted of travellers of various age generations.
- Less than one percent of parties were comprised of millennials (aged 18 to 34).

### 5.3. GENDER AND AGE OF INDIVIDUAL PASSENGERS

**Table 5.3: Gender and Age of Cruise Passengers by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Individual Passengers (%)	108,528	(84.6%)	19,684	(15.4%)	128,212	(100.0%)
<b>Gender</b>						
Male	47,785	44.0%	8,583	43.6%	56,368	44.0%
Female	60,743	56.0%	11,101	56.4%	71,844	56.0%
<b>Age</b>						
Under 8 Years	530	0.5%	146	0.7%	676	0.5%
9 – 17 Years	1,749	1.6%	104	0.5%	1,853	1.4%
18 – 24 Years	695	0.6%	198	1.0%	893	0.7%
25 – 34 Years	1,993	1.8%	87	0.4%	2,080	1.6%
35 – 44 Years	3,620	3.3%	396	2.0%	4,016	3.1%
45 – 54 Years	7,286	6.7%	1,210	6.1%	8,496	6.6%
55 – 64 Years	30,957	28.5%	5,381	27.3%	36,338	28.3%
65 – 74 Years	49,098	45.2%	8,911	45.3%	58,009	45.2%
75 Years and over	12,600	11.6%	3,251	16.5%	15,851	12.4%

- Approximately 56 percent of cruise passengers were female.
- The majority (86%) of cruise passengers were aged 55 or older.
- Approximately 58 percent were aged 65 or older.
- Approximately 28 percent were between the ages of 55 and 64.
- Approximately five percent of cruise passengers were under the age of 35.

#### 5.4. ORGANIZED SHORE EXCURSION

- Approximately 56 percent of cruise passengers took an organized shore excursion while they were in port on PEI.
- Fifty-eight percent of cruise passengers who were visiting PEI for the first time took an organized shore excursion compared to 45 percent of repeat visitors.
- The majority (77%) of those who took a shore excursion booked it before they left their home to board the cruise ship. Approximately 13 percent booked the excursion after they boarded the cruise ship and 10 percent did not book the excursion in advance of their arrival on PEI.
- Approximately 81 percent of those who pre-booked the shore excursion did so through the cruise ship provider while 12 percent booked the excursion directly with the excursion provider. The remainder booked the excursion through other means such as a travel agent.
- The majority (68%) of cruise passengers who took a shore excursion did so on a tour bus. Approximately 22 percent walked around the city for a historical excursion that was defined as visits to places like Province House and/or Founders' Hall or other museums or historic sites and 15 percent took a ride on horse carriage for their shore excursions.
- The majority of those who took an organized shore excursion were pleased with their excursion; 92 percent rated their excursion as good or excellent. The overall rating for shore excursions was 4.51 on a five-point scale from 1 (very poor) to 5 (excellent).

**Table 5.4: Booking, Type, and Rating of Organized Shore Excursion by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	37,761	(83.7%)	7,365	(16.3%)	45,126	(100.0%)
<b>Did you take an organized shore excursion while in port? <sup>a)</sup></b>						
Yes	21,886	58.0%	3,291	44.7%	25,177	55.8%
No	15,875	42.0%	4,074	55.3%	19,949	44.2%
Average Number of Shore Excursion(s) Taken <sup>b)</sup>	1.16		1.25		1.18	
Average Number of People Participated in Shore Excursion <sup>b)</sup>	3.63		3.93		3.67	
<b>When did you book your shore excursion? <sup>b)</sup></b>						
Before I departed	21,886	(86.9%)	3,291	(13.1%)	25,177	(100.0%)
After boarding the ship	17,068	78.0%	2,412	73.3%	19,480	77.4%
I did not pre-book my excursion and purchased it upon arrival in Charlottetown	2,799	12.8%	476	14.5%	3,275	13.0%
I did not pre-book my excursion and purchased it upon arrival in Charlottetown	2,019	9.2%	404	12.3%	2,423	9.6%
<b>How did you book your shore excursion? <sup>c)</sup></b>						
Through the cruise ship provider	19,866	(87.3%)	2,887	(12.7%)	22,753	(100.0%)
Through the cruise ship provider	16,042	80.8%	2,279	78.9%	18,321	80.5%
Directly with operator/excursion provider	2,214	11.1%	404	14.0%	2,618	11.5%
Other	1,610	8.1%	204	7.1%	1,814	8.0%
<b>Type of Transportation <sup>b) *</sup></b>						
Tour bus	21,886	(86.9%)	3,291	(13.1%)	25,177	(100.0%)
Tour bus	15,419	70.5%	1,777	54.0%	17,196	68.3%
Mini-bus / van	1,346	6.2%	471	14.3%	1,817	7.2%
Taxi / Limousine	120	0.5%	42	1.3%	162	0.6%
Helicopter	87	0.4%	0	0.0%	87	0.3%
Harbour Hippo	216	1.0%	87	2.6%	303	1.2%
Horse Carriage	3,541	16.2%	301	9.1%	3,842	15.3%
Walking	4,396	20.1%	1,011	30.7%	5,407	21.5%
Other	510	2.3%	120	3.6%	630	2.5%
	% <sup>d)</sup>	M <sup>e)</sup>	% <sup>d)</sup>	M <sup>e)</sup>	% <sup>d)</sup>	M <sup>e)</sup>
<b>Rating of the Shore Excursion</b>	<b>90.9%</b>	<b>4.49</b>	<b>96.1%</b>	<b>4.63</b>	<b>91.6%</b>	<b>4.51</b>

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

<sup>a)</sup> Result was based on all passenger parties (Total N = 45,126).

<sup>b)</sup> Result was based on those who took an organized shore excursion while in port (n=25,177).

<sup>c)</sup> Result was based on those who took an organized shore excursion while in port and booked the shore excursion before departing from their home or after boarding the ship (n=22,753).

<sup>d)</sup> Percentages (%) indicate the percentage of respondents who rated the item 4 or 5.

<sup>e)</sup> Mean values (M) were based on a 5-point Likert-type scale where 1=very poor and 5=excellent.

\* Results were based on those who took an organized shore excursion while in port and multiple responses (n=25,177).

## 5.5. ACTIVITIES PARTICIPATED IN WHILE ON PEI

- Cruise passengers participated in a variety of activities while on PEI. The most popular activity among cruise passengers was shopping for local crafts, souvenirs and/or antiques (71% participated in this activity).
- Other popular activities included visiting historical and cultural attractions (47%), sampling local culinary products (39%), sightseeing or taking a driving tour (33%), visiting Anne of Green Gables attractions (21%), visiting Birthplace of Confederation attractions (14%), and visiting a national or provincial park (13%).
- Approximately 11 percent of cruise passengers indicated they participated in “other” activities. Some respondents specified these other activities; the list included items like walking around Charlottetown, visiting churches, consuming food/beverages, etc.
- Activity participation was similar between first-time and repeat visitors with the following exceptions:
  - A greater proportion of first-time travel parties shopped for local crafts, souvenirs or antiques (73% vs. 61%), visited historical and cultural attractions (47% versus 43%), participated in sightseeing or a driving tour (34% versus 29%), and visited Anne of Green Gables attractions (21% versus 17%).
  - A greater proportion of repeat parties sampled local culinary products (46% versus 37%), attended a performance (16% versus 4%), visited friends and/or relatives (5% versus 1%), and attended a festival, event, or concert (2% versus 1%).

**Table 5.5: Activities Participated in While on PEI by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	37,761	(83.7%)	7,365	(16.3%)	45,126	(100.0%)
Valid Number of Passenger Parties (%)	33,916	(83.5%)	6,726	(16.5%)	40,642	(100.0%)
Shopping for local crafts/souvenirs/antiques	24,600	72.5%	4,133	61.4%	28,733	70.7%
Visiting historical and cultural attractions	16,055	47.3%	2,891	43.0%	18,946	46.6%
Sampling local culinary products (e.g. lobster, potatoes, mussels, oysters, wine, beer, etc.)	12,625	37.2%	3,070	45.7%	15,695	38.6%
Sightseeing/driving tour	11,374	33.5%	1,962	29.2%	13,336	32.8%
Visiting Anne of Green Gables and/or Lucy Maud Montgomery attractions	7,229	21.3%	1,142	17.0%	8,371	20.6%
Visiting Birthplace of Confederation attractions (e.g. Province House)	4,850	14.3%	989	14.7%	5,839	14.4%
Visiting a national or provincial park	4,459	13.1%	604	9.0%	5,063	12.5%
Attending a performance (e.g. live theatre, a play)	1,230	3.6%	1,102	16.4%	2,332	5.7%
Going to a beach	1,606	4.7%	291	4.3%	1,897	4.7%
Visiting friends and/or relatives	284	0.8%	319	4.7%	603	1.5%
Attending a festival, event, or concert	309	0.9%	147	2.2%	456	1.1%
Taking part in an authentic PEI experience/hands-on learning activity (e.g. lobster fishing, clam digging, pottery, etc.)	413	1.2%	42	0.6%	455	1.1%
Participating in water-based activities (e.g. kayaking, tuna fishing, etc.)	104	0.3%	52	0.8%	156	0.4%
Going to a casino and/or harness racing (in Charlottetown and/or Summerside)	70	0.2%	85	1.3%	155	0.4%
Playing golf (not miniature)	94	0.3%	35	0.5%	129	0.3%
Cycling	77	0.2%	20	0.3%	97	0.2%
Visiting a theme, fun, or amusement park	20	0.1%	0	0.0%	20	0.0%
Other	3,731	11.0%	840	12.5%	4,571	11.2%

Note: Results were based on multiple responses; Valid number of passenger parties indicates 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.

## 5.6. AVERAGE SPENDING EXCLUDING ORGANIZED SHORE EXCURSIONS

- Excluding spending on organized shore excursions, cruise passengers spent an average of \$52.45 per person per day (visit).
- Cruise passenger average spending per person per visit increased compared to the results from the cruise ship passenger studies conducted in 2007, 2008, 2010, and 2014. Expenditures in most categories have increased with the exception of spending on car rentals and local transportation.

**Table 5.6: Comparison of Average Spending per Person per Day excluding Organized Shore Excursion**

	2007	2008	2010	2014	2019
Food and Beverage at Restaurants and Bars	\$3.61	\$6.51	\$7.75	\$9.21	\$13.20
Food and Beverage at Stores	\$1.58	\$1.45	\$1.52	\$2.07	\$2.59
Shopping	\$18.47	\$19.87	\$18.76	\$22.07	\$27.01
Recreation and Entertainment	\$0.80	\$0.78	\$1.08	\$2.32	\$4.96
Car Rentals and Local Transportation	\$1.00	\$3.84	\$2.95	\$2.74	\$2.73
Other Expenses	\$1.14	\$1.00	\$1.22	\$1.21	\$1.95
<b>Average Spending per Person per Visit (excluding organized shore excursions)</b>	<b>\$26.60</b>	<b>\$33.45</b>	<b>\$33.27</b>	<b>\$39.62</b>	<b>\$52.45</b>

## 5.7. EVALUATION OF TRIP AND FUTURE BEHAVIOURAL INTENSIONS

- Cruise passengers rated various aspects of their trip to PEI positively. The quality of customer service received the highest rating with 96 percent of cruise passengers rating it as good or excellent. Similarly, approximately 93 percent of cruise passengers rated the quality of port facilities as good or excellent.
- The vast majority of cruise passengers rated other items such as quality of food and beverage at restaurants, signage, variety of things to see and do, and prices of goods and services positively.
- Ninety percent of cruise passengers agreed that their time spent on PEI was excellent and that they were satisfied with their time on PEI.
- Over 80 percent of cruise passengers agreed that there were suitable activities offered during their time in port and that their trip to PEI was good value for money spent.
- Approximately 75 percent of cruise passengers agreed that sufficient time was provided for the stopover on PEI and 67 percent indicated that the inclusion of PEI in the itinerary was an important reason for selecting the cruise.

- Approximately 92 percent of cruise passengers agreed they would recommend PEI as a travel destination to others and 82 percent agreed they would visit PEI again.

**Table 5.7: Evaluation of Trip and Future Behavioural Intentions by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	37,761	(83.7%)	7,365	(16.3%)	45,126	(100.0%)
<b>Rating of Aspects of the Trip to PEI</b>	% <sup>a)</sup>	M <sup>b)</sup> *	% <sup>a)</sup>	M <sup>b)</sup> *	% <sup>a)</sup>	M <sup>b)</sup> *
Signage to direct you downtown, to sights, to facilities, etc.	86.8%	4.25	83.2%	4.29	86.2%	4.25
Quality of food and beverage at restaurants	87.4%	4.31	88.9%	4.43	87.7%	4.33
Quality of port facilities	92.3%	4.45	94.0%	4.51	92.6%	4.46
Quality of customer service	95.8%	4.61	95.7%	4.63	95.8%	4.62
Prices of goods and services	80.4%	4.12	82.9%	4.19	80.8%	4.13
Variety of things to see and do	85.3%	4.24	88.2%	4.37	85.7%	4.27
<b>Evaluation of the Trip and Satisfaction</b>	% <sup>a)</sup>	M <sup>b)</sup> **	% <sup>a)</sup>	M <sup>b)</sup> **	% <sup>a)</sup>	M <sup>b)</sup> **
The inclusion of PEI in the itinerary was an important reason for selecting this cruise	63.8%	6.92	79.8%	5.19	66.5%	6.63
Sufficient time was provided for the stopover in PEI	74.9%	3.88	71.3%	3.81	74.3%	3.87
There were suitable activities offered during the time in port	84.8%	4.18	86.5%	4.23	85.1%	4.19
My trip to PEI was good value for money spent	89.0%	4.35	89.7%	4.43	89.1%	4.36
My time spent in PEI was excellent	88.9%	4.42	94.4%	4.62	89.8%	4.45
I was satisfied with my time in PEI	90.0%	4.42	94.7%	4.58	90.8%	4.45
<b>Behavioural Intentions</b>	% <sup>a)</sup>	M <sup>b)</sup> **	% <sup>a)</sup>	M <sup>b)</sup> **	% <sup>a)</sup>	M <sup>b)</sup> **
I would recommend PEI as a travel destination to others	90.9%	4.50	96.9%	4.74	92.0%	4.54
I would visit PEI again	78.9%	4.25	94.9%	4.67	81.6%	4.32

Note: <sup>a)</sup> Percentages (%) indicate the percentage of respondents who rated the statement 4 or 5; <sup>b)</sup> Mean values (M) were based on a 5-point Likert-type scale (\* 1=very poor; 5=excellent; \*\* 1=strongly disagree; 5=strongly agree).

## 5.8. REPEAT TRAVEL PARTIES' MOST RECENT TRIP TO PEI

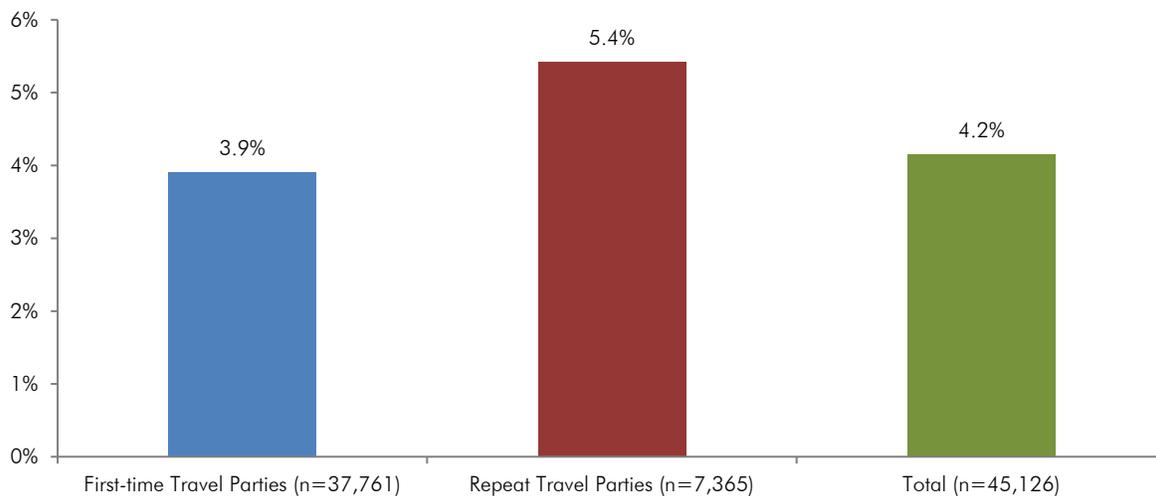
- Approximately 16 percent of travel parties had previously visited PEI. Over half of repeat travel parties (51.2%) had last visited PEI in 2014 or earlier.
- Approximately 17 percent of repeat travel parties had last visited PEI during 2017, nine percent had last visited PEI during 2018.
- Those who had visited PEI in the past five years had visited an average of 0.91 times for an overnight trip during this period.
- Those who had visited PEI previously had visited an average of 0.98 times by cruise ship in the past years, excluding this cruise visit.

**Table 5.8: Repeat Travel Parties' Most Recent Trip to PEI**

		Total Repeat Travel Parties (N = 7,365)	
Most Recent Trip to PEI		N	%
Earlier in 2019		476	6.5%
2018		638	8.7%
2017		1,268	17.2%
2016		561	7.6%
2015		580	7.9%
2014 or earlier		3,842	52.2%
Average Number of Times Visited PEI		Mean	(Grouped Median)
Average Number of Times Visited PEI for an Overnight Trip in the Past Five Years (excluding this cruise ship visit)		0.91	(0.59)
Average Number of Times Visited PEI by Cruise Ship Travel in the Past Years (excluding this cruise ship visit)		0.98	(0.67)

## 5.9. INSTANCES OF COMPLAINTS

**Figure 5-1: Instances of Complaints by Type of Visitation**



- Overall, approximately four percent of travel parties indicated they experienced a problem or had a complaint that would impact their decision to visit PEI in the future, or deter them from recommending PEI as a travel destination to others.

- Approximately four percent of first-time travel parties experienced a problem or had a complaint compared to five percent of repeat parties.
- Some respondents provided details of their problem or complaint. A variety of problems/complaints were specified. A few respondents complained about aspects of their shore excursion such as it being expensive, different from what was advertised and/or there was not enough time spent at some stops on the tours.

## 5.10. INTENTION TO RETURN TO PEI

**Table 5.9: Intention and Method of Returning to PEI for Vacation by Visitor Type**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	37,761	(83.7%)	7,365	(16.3%)	45,126	(100.0%)
<b>Will you return to vacation in PEI in the future? <sup>a)</sup></b>						
Yes, within the next 12 months (1 year)	718	1.9%	691	9.4%	1,409	3.1%
Yes, at some point after a year	9,257	24.5%	2,797	38.0%	12,054	26.7%
I may return	14,846	39.3%	2,307	31.3%	17,153	38.0%
I am unlikely to return	5,253	13.9%	568	7.7%	5,821	12.9%
No, I will not return	1,044	2.8%	0	0.0%	1,044	2.3%
Don't know/not sure	6,643	17.6%	1,003	13.6%	7,646	16.9%
<b>Would you tell us how you plan to return to PEI? <sup>b)</sup></b>						
By cruise ship	6,719	27.1%	1,685	29.1%	8,404	27.5%
By air	2,822	11.4%	634	10.9%	3,456	11.3%
By car, motor coach, etc. (land transportation)	4,471	18.0%	1,864	32.2%	6,335	20.7%
Don't know/not sure	10,809	43.5%	1,612	27.8%	12,421	40.6%

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

<sup>a)</sup> Result was based on all cruise passenger travel parties (Total N = 45,126).

<sup>b)</sup> Result was based on those who planned to return to PEI for vacation in the future (n=30,616).

- Nearly 30 percent of cruise passengers indicated they have intentions to visit PEI for a vacation in the future, either within the next 12 months or at some point after a year.
- Thirty-eight percent of cruise passengers indicated that they may return to PEI for a vacation.
- Approximately 13 percent indicated they were unlikely to return to PEI for a vacation, two percent stated that they will not return to PEI.
- In terms of how they plan to return to PEI in the future, approximately 28 percent planned to return to PEI by cruise ship, while 21 percent planned to revisit PEI by car, motor coach, etc. (land transportation).

## 5.11. DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

- Approximately two-thirds of survey respondents were female (65%).
- Approximately fifty percent of respondents (50%) were between the ages of 65 and 74, while 28 percent were between the ages of 55 and 64, and 10 percent were aged 75 and over. Only four percent were under the age of 45.
- Approximately 90 percent stated that English was their mother tongue (90%).
- The vast majority (82%) of respondents were married or living common law.
- Approximately four percent of respondents reported there was a child(ren) under the age of 18 living in their household. On average, there were 1.60 children under 18 in these households.
- Approximately 15 percent of respondents reported there was a child(ren) aged 18 or older living in their household and these households included an average of 1.70 children aged 18 or older.
- The majority of respondents had completed some form of post-secondary education. Thirty-four percent had a post-graduate degree or professional designation, 29 percent had an undergraduate degree, and 18 percent had graduated from community or technical college.
- Approximately 65 percent of respondents were retired while 23 percent were working full-time and eight percent were working part-time or seasonally.
- Approximately 13 percent of respondents chose not to disclose their household income. Approximately 20 percent of respondents reported that their annual household income was \$150,000 or more, 26 percent reported annual household income between \$100,000 and \$149,999, 26 percent indicated their household income was between \$60,000 and \$99,999, and 15 percent reported that their household income was less than \$60,000.

**Table 5.10: Demographic Characteristics of Respondents by Type of Visitation**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	37,761	(83.7%)	7,365	(16.3%)	45,126	(100.0%)
<b>Gender</b>						
Male	13,008	34.4%	2,750	37.3%	15,758	34.9%
Female	24,627	65.2%	4,615	62.7%	29,242	64.8%
Other	126	0.3%	0	0.0%	126	0.3%
<b>Age</b>						
18 to 24	262	0.7%	0	0.0%	262	0.6%
25 to 34	454	1.2%	0	0.0%	454	1.0%
35 to 44	953	2.5%	129	1.8%	1,082	2.4%
45 to 54	3,372	8.9%	488	6.6%	3,860	8.6%
55 to 64	10,680	28.3%	1,979	26.9%	12,659	28.1%
65 to 74	18,583	49.2%	3,903	53.0%	22,486	49.8%
75 and over	3,457	9.2%	865	11.7%	4,322	9.6%
<b>Mother Tongue</b>						
English	34,619	91.7%	6,181	83.9%	40,800	90.4%
French	645	1.7%	471	6.4%	1,116	2.5%
Other	2,496	6.6%	713	9.7%	3,209	7.1%
<b>Marital Status</b>						
Single	5,045	13.4%	1,438	19.5%	6,483	14.4%
Married/living common law	31,523	83.5%	5,431	73.7%	36,954	81.9%
Other	1,193	3.2%	496	6.7%	1,689	3.7%
<b>Average Number of Children Living in the Household for All Parties</b>						
17 years and younger	0.07		0.06		0.07	
18 years and older	0.28		0.17		0.26	
<b>Average Number of Children Living in the Household for Those Who Have a Child(ren)</b>						
17 years and younger	1.65 (n=1,683)		1.30 (n=315)		1.60 (n=1,998)	
18 years and older	1.74 (n=6,001)		1.44 (n=861)		1.70 (n=6,862)	

**Table 5.10: Demographics (cont'd)**

	First-Timers		Repeaters		Total	
Number of Passenger Parties (%)	37,761	(83.7%)	7,365	(16.3%)	45,126	(100.0%)
<b>Education</b>						
Some school	491	1.3%	77	1.0%	568	1.3%
High school diploma	2,255	6.0%	155	2.1%	2,410	5.3%
Some post-secondary	4,605	12.2%	1,145	15.5%	5,750	12.7%
Graduated community/technical college	6,256	16.6%	1,775	24.1%	8,031	17.8%
Graduated university (undergraduate degree)	11,562	30.6%	1,495	20.3%	13,057	28.9%
Post graduate degree/professional designation	12,592	33.3%	2,719	36.9%	15,311	33.9%
<b>Employment Status</b>						
Working full-time	8,726	23.1%	1,801	24.5%	10,527	23.3%
Working part-time or seasonally	3,291	8.7%	326	4.4%	3,617	8.0%
Unemployed	105	0.3%	0	0.0%	105	0.2%
Retraining or upgrading	70	0.2%	0	0.0%	70	0.2%
Retired	24,458	64.8%	4,944	67.1%	29,402	65.2%
Homemaker	807	2.1%	120	1.6%	927	2.1%
Student	157	0.4%	52	0.7%	209	0.5%
Other	147	0.4%	122	1.7%	269	0.6%
<b>Annual Household Income</b>						
Under \$40,000	2,200	5.8%	77	1.0%	2,277	5.0%
\$40,000 to \$59,999	3,485	9.2%	801	10.9%	4,286	9.5%
\$60,000 to \$79,999	3,940	10.4%	818	11.1%	4,758	10.5%
\$80,000 to \$99,999	5,934	15.7%	1,170	15.9%	7,104	15.7%
\$100,000 to \$124,999	5,845	15.5%	1,077	14.6%	6,922	15.3%
\$125,000 to \$149,999	4,065	10.8%	735	10.0%	4,800	10.6%
\$150,000 to \$174,999	2,446	6.5%	602	8.2%	3,048	6.8%
\$175,000 to \$199,999	1,711	4.5%	458	6.2%	2,169	4.8%
\$200,000 or more	3,377	8.9%	441	6.0%	3,818	8.5%
Not Stated	4,758	12.6%	1,186	16.1%	5,944	13.2%