

AMIS FRANCOPHONES



Amis Francophones are travelers originating from Québec and New Brunswick that are drawn to PEI by our beaches and natural landscapes. These middle-class older couples and established families live mostly, but not exclusively, in suburban areas. Amis Francophones have a strong attraction to nature and a need for escape. They consume traditional forms of media and are not strong users of technology and social media, restricting most of their use to Facebook. Amis Francophones enjoy camping more than most groups and many of their preferred tourism activities involve the outdoors, including hiking, visiting parks, cultural attractions, and of course beaches. They are strong users of peer-to-peer accommodation booking.

Market Sizing ¹



Total Population



Total Households

Target Group: 2,789,456 | 11.0%
Market: 25,424,121

Target Group: 1,122,725 | 10.9%
Market: 10,275,783

Demographics ¹

Average Household Income



\$105,835
(105)

Family Composition



0.71
(98)

Children per Household

Education



21.9%
(86)

University Degree

Marital Status



62.5%
(111)

Married/Common-Law

Median Household Maintainer Age



56
(104)

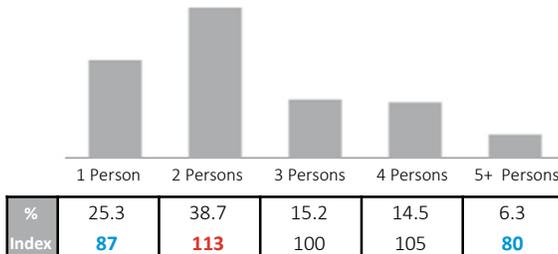
Labour Force Participation



64.4%
(100)

Participation Rate

Household Size



Travel in Prince Edward Island ³

Repeat Visitors

66.3%
(88)

Average Total Nights in Paid Accommodations

5.0
(138)

Average spend per party in PEI

\$1,265.22
(102)

PEI as Primary Destination

75.0
(90)

Geographic Distribution ¹

Census Metropolitan Area (CMA)	Target Group			Market	
	% of Group	% of CMA	Index	HH Count	% of Market
Montréal, QC	34.8	21.5	212	1,817,206	16.40
Québec, QC	16.1	47.8	472	377,046	3.40
Ottawa - Gatineau, ON/QC	5.8	11.2	110	580,720	5.24
Sherbrooke, QC	3.3	36.9	364	100,374	0.91
Moncton – Dieppe, NB	0.6	10.8	106	64,426	0.58
Edmundston, NB	0.4	43.2	425	10,703	0.10

Key Tourism Activities ³

Anne of Green Gables Attractions 32.3% (121)	Birthplace of Confederation Attractions 20.9% (119)	Going to a Beach 68.9% (118)	Shopping for Local Crafts/Souvenirs 60.8% (108)
Sightseeing/Driving Tour 70.7% (104)	Sampling Local Culinary 39.8% (104)	Visiting Historical and Cultural Attractions 56.3% (120)	National or Provincial Parks 61.5% (124)
Trails 15.3% (147)	Authentic PEI Experiences 5.1% (102)	Visit Casino / Racino 3.1% (119)	Water-based Activities 5.9% (124)

AMIS FRANCOPHONES



Vacation Booking ²		%	Index
Book through a hotel directly		37.8	103
Book through a full service travel agent		24.9	103
Book through an airline directly		21.1	67
Book through an on-line travel agency		19.5	67
Book through airline/hotel website		17.6	81
Book a package tour		17.6	125
Other services		17.3	111
Book through a discount/last minute agency		5.3	63

Accommodation Preferences ³		
Hotel/Motel 30.8% (94)	Friends/relatives 7.4% (36)	Cottage / Cabins * 20.7% (89)
Camping 35.0% (209)	B&B 6.9% (96)	Inn 3.5% (73)

* Cottage/Cabin includes vacation homes, apartments, and condos.

Restaurant Type ²

Restaurant Type	Once a month or more		2-11 times per year		Once a year	
	%	Index	%	Index	%	Index
Casual/family dining restaurants	3.0	67	34.5	79	7.0	79
Food court outlets at a shopping mall	4.0	75	37.7	96	9.8	116
Pub restaurants	2.5	60	33.7	99	6.2	101
Formal dine-in restaurants	2.2	68	31.7	103	11.3	105
Fast casual restaurants	2.4	38	17.1	68	3.6	93
Sports bars	1.2	62	18.5	93	7.4	129
Other types	4.2	111	24.5	120	2.5	111

Booked Accommodations through Peer-to-Peer Provider (e.g. AirBnB, VRBO, Home Away, etc.)		30.7% (126)
--	--	----------------

Media Highlights ²

Radio 15 hours/week (102)	Television 208 minutes/day (105)	Newspaper 1.4 hours/week (121)
Magazine 8 minutes/day (89)	Internet 174 minutes/day (78)	

Social Media Use ⁴

Facebook 86.9% (107)	YouTube 59.0% (86)	LinkedIn 27.5% (71)
Pinterest 26.1% (88)	Instagram 24.5% (73)	Twitter 17.7% (67)
WhatsApp 13.6% (42)	Podcasts 9.7% (67)	Snapchat 8.4% (68)
Blogs 6.4% (63)	Health/Fitness 5.5% (71)	Dating App 2.8% (63)
Reddit 2.7% (36)	Flickr 2.4% (71)	Tinder 2.2% (75)

Brand Actions Using Social Media ⁴

	%	Index
Like brand on Facebook	42.9	110
Subscribe to brand email newsletter	16.1	83
Join an exclusive online community of consumers who also like the brand	9.5	92
Subscribe to brand channel on YouTube	9.3	70
Follow brand on Instagram	8.2	64
Follow brand on Twitter	3.9	50