

# ELITE EXPLORERS



Elite Explorers are affluent established families and empty-nesters living in urban and suburban areas, with a strong presence in Ontario. They are high-yield travelers, spending more and staying longer per party than average visitors. With strong values in culture sampling, these urbanites use vacation travel to experience getaways from their typical city routines. Elite Explorers are motivated by unique and indulgent experiences that can be provided on vacations. They participate in many of PEI's tourism product pillars when visiting and heavily engage in outdoor activities, including golf, hiking, and water-based activities. Elite Explorers also are drawn to local culinary and authentic experiences. They are above-average users of print media and tend to use technology and social media for wellness and self-improvement.

## Market Sizing <sup>1</sup>



Total Population

Target Group: 789,076 | 3.1%  
Market: 25,424,121



Total Households

Target Group: 280,349 | 2.7%  
Market: 10,275,783

## Demographics <sup>1</sup>

Average Household Income



\$233,884  
(232)

Family Composition



0.86  
(118)

Children per Household

Education



42.3%  
(166)

University Degree

Marital Status



62.9%  
(111)

Married/Common-Law

Median Household  
Maintainer Age



59  
(110)

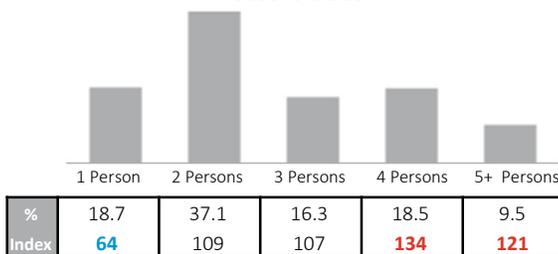
Labour Force Participation



62.3%  
(97)

Participation Rate

Household Size



## Travel in Prince Edward Island <sup>3</sup>

Repeat Visitors

77.0%  
(102)

Average Total Nights in  
Paid Accommodations

3.7  
(101)

Average spend per  
party in PEI

\$1,505.52  
(121)

PEI as Primary  
Destination

83.1  
(101)

## Geographic Distribution <sup>1</sup>

Census Metropolitan Area (CMA)	Target Group			Market	
	% of Group	% of CMA	Index	HH Count	% of Market
Toronto, ON	29.9	3.6	142	2,330,252	21.0
Ottawa - Gatineau, ON/QC	7.4	3.6	141	580,720	5.2
Hamilton, ON	6.0	5.5	213	312,700	2.8
Montréal, QC	4.8	0.8	29	1,817,206	16.4
London, ON	4.6	5.9	230	222,421	2.0
St. Catharines - Niagara, ON	4.5	7.3	283	177,400	1.6

## Key Tourism Activities <sup>3</sup>

Anne of Green Gables  
Attractions



26.9%  
(100)

Birthplace of  
Confederation  
Attractions



22.7%  
(129)

Going to a Beach



60.2%  
(102)

Shopping for Local  
Crafts/Souvenirs



58.7%  
(105)

Attending a Festival,  
Event, or Concert



20.6%  
(123)

Sampling Local  
Culinary



43.9%  
(114)

Visiting Historical and  
Cultural Attractions



50.6%  
(108)

National or  
Provincial Parks



58.4%  
(111)

Trails



13.9%  
(134)

Authentic PEI  
Experiences



7.4%  
(149)

Playing Golf



12.8%  
(140)

Water-based  
Activities



6.6%  
(140)

# ELITE EXPLORERS



Vacation Booking <sup>2</sup>		%	Index
Book through a hotel directly		38.1	104
Book through an airline directly		38.0	121
Book through an on-line travel agency		33.7	115
Book through airline/hotel website		25.0	115
Book through a full service travel agent		24.2	100
Book a package tour		15.1	108
Other services		15.1	97
Book through a discount/last minute agency		9.4	111

Accommodation Preferences <sup>3</sup>		
Hotel/Motel 36.7% <b>(112)</b>	Friends/relatives 19.8% (95)	Cottage / Cabins * 23.6% (101)
Camping 11.9% <b>(71)</b>	B&B 9.0% <b>(125)</b>	Inn 7.1% <b>(146)</b>

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

Restaurant Type <sup>2</sup>	Once a month or more		2-11 times per year		Once a year	
	%	Index	%	Index	%	Index
Casual/family dining restaurants	4.8	107	48.6	112	11.0	124
Food court outlets at a shopping mall	4.8	89	39.7	101	7.7	90
Pub restaurants	5.3	130	36.8	108	6.8	110
Formal dine-in restaurants	3.9	121	35.9	117	10.4	97
Fast casual restaurants	7.4	118	28.0	111	4.0	104
Sports bars	1.9	96	21.1	106	5.2	91
Other types	3.5	91	19.1	94	1.7	74

Booked Accommodations through Peer-to-Peer Provider (e.g. AirBnB, VRBO, Home Away, etc.)		23.4% (96)
--	--	---------------

Media Highlights <sup>2</sup>		
Radio 15 hours/week (103)	Television 196 minutes/day (99)	Newspaper 1.4 hours/week <b>(125)</b>
Magazine 10 minutes/day <b>(111)</b>	Internet 223 minutes/day (101)	

Social Media Use <sup>4</sup>			
Facebook 75.6% (93)	YouTube 70.5% (103)	LinkedIn 45.9% <b>(118)</b>	
WhatsApp 35.5% (109)	Instagram 35.1% (104)	Pinterest 31.2% (105)	
Twitter 28.6% (109)	Podcasts 18.2% <b>(126)</b>	Blogs 12.8% <b>(125)</b>	
Snapchat 10.4% <b>(84)</b>	Health/Fitness 8.8% <b>(113)</b>	Reddit 8.1% (108)	
Flickr 3.6% (105)	Dating App 3.2% <b>(73)</b>	Tinder 1.7% <b>(57)</b>	

Brand Actions Using Social Media <sup>4</sup>		%	Index
Like brand on Facebook		32.0	82
Subscribe to brand email newsletter		19.8	102
Follow brand on Instagram		11.6	91
Subscribe to brand channel on YouTube		10.4	79
Join an exclusive online community of consumers who also like the brand		9.2	90
Follow brand on Twitter		7.5	94