



PEI Visitor Exit Survey Overall Results

EXIT SURVEY REPORT SERIES: ES2018-2019-01

May 30, 2020

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Contents

Executive Summary	1
1. Introduction	5
1.1. Background	5
1.2. The Study Purpose	5
2. Methodology	6
2.1. Sampling Procedure	6
2.2. Sample Summary	7
2.3. Data Processing and Weighting.....	9
2.4. Survey Instrument.....	11
3. Non-Resident Visitors and Travel Parties	13
3.1. Overview of Total Visitation	14
3.2. Estimated Number of Visitors	15
3.3. Estimated Number of Travel Parties.....	16
3.4. Number of Travel Parties by Tourism Season, Same-Day and Overnight, and Trip Purpose	17
3.5. Number of Travel Parties by Tourism Season and Origin	18
4. Summary of Overall Results	19
4.1. Full-Year (Study Period).....	22
4.2. Summer Main Season (July-August)	23
4.3. Fall Shoulder Season (September – October)	24
4.4. Winter Off-Season (November-December)	25
4.5. Winter Off-Season (January-April)	26
4.6. Spring Shoulder Season (May-June)	27

5. A Profile of Same-Day Visitor Parties to PEI	28
5.1. Origin of Same-Day Visitor Parties	31
5.2. Same-Day Visitor Parties' Primary Reason for Trip	32
5.3. Primary Feature That Attracted Same-Day Visitor Parties to PEI.....	33
5.4. Party Composition of Same-Day Visitors	34
5.5. Average Party Size of Same-Day Visitors.....	35
5.6. Gender and Age of Individual Same-Day Visitors	36
5.7. Same-Day Visitors by Entry and Exit Point	37
5.8. Rental Car Usage and Location of Rental Car Pick-up by Same-Day Visitors	38
5.9. Primary Destination of Trip and Trip Duration of Same-Day Visitors.....	39
5.10. PEI Regions Visited by Same-Day Visitors During Their Trip	40
5.11. Type of Visitation, Last Trip to PEI, and Average Number of Visits to PEI by Same-Day Visitors	41
5.12. Activities Participated in While on PEI by Same-Day Visitors	42
5.13. Exploration of PEI Coastal Drives by Same-Day Visitors.....	43
5.14. Travel Expenditures by Same-Day Visitors	44
5.15. Rating of Travel Services, Complaints, and Future Behavioural Intentions of Same-Day Visitors	45
5.16. Demographic Characteristics of Same-Day Visitor Respondents.....	46
6. A Profile of Overnight Visitor Parties to PEI	49
6.1. Origin of Overnight Visitor Parties	53
6.2. Overnight Visitor Parties Primary Reason for Trip to PEI	54
6.3. Primary Feature that Attracted Overnight Visitor Parties to PEI.....	55
6.4. Overnight Visitor Party Composition	56
6.5. Average Overnight Visitor Party Size.....	57
6.6. Gender and Age of Individual Overnight Visitors to PEI	58
6.7. Overnight Visitor Parties to PEI by Entry and Exit Point.....	59
6.8. Rental Car Usage and Location of Rental Car Pick-up by Overnight Visitor Parties	60

6.9.	Primary Destination and Trip Duration by Overnight Visitor Parties	61
6.10.	Overnight Stays on PEI Tourism Regions	62
6.11.	Average Length of Stay by Overnight Visitor Parties in PEI Tourism Regions.....	63
6.12.	Overnight Visitor Stays by Type of Accommodation Used	64
6.13.	Overnight Visitors' Average Length of Stay by Accommodation Type	65
6.14.	PEI Regions Visited by Overnight Visitors During their Trip	66
6.15.	Type of Visitation, Last Trip to PEI, and Average Number of Visits by Overnight Visitors.....	67
6.16.	Activities Participated in by Overnight Visitors While on PEI.....	68
6.17.	Exploration of PEI Coastal Drives by Overnight Visitors.....	69
6.18.	Overnight Visitor Parties Travel Expenditures.....	70
6.19.	Rating of Travel Services, Complaints, and Future Behavioural Intentions of Overnight Visitor Parties	71
6.20.	Demographic Characteristics of Overnight Visitor Parties	72

Executive Summary

A visitor exit survey is a tool used to profile visitors and estimate their impact on a destination. An exit survey can capture the demographic composition of visitors and information about their trips such as travel party size and composition, the purpose of their trip, activities they participated in, the type of accommodation used, travel expenditures, and more.

Tourism PEI conducted a visitor exit survey for Prince Edward Island (“PEI”) from July 1, 2018 to June 30, 2019 (the “study period”). Data was collected via mail-back and online surveys. The main purpose of the 2018-2019 Exit Survey Study (the “study”) was to provide a full-range of statistics on the volume of visitors to PEI and detailed characteristics of their trips.

In total, 8,536 surveys were used in the study. In terms of statistical accuracy, a sample of this size has a sampling error of ± 1.05 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 significance of results throughout this report.

Approximately 1,589,800 people visited PEI during the study period, including cruise ship and motor coach passengers. Cruise ship passengers represented approximately six percent of visitors, two percent of visitors were motor coach passengers, and the remainder were visitors captured at PEI’s three exit points (i.e., Confederation Bridge, Wood Islands Ferry terminal and Charlottetown Airport). Over three-quarters (76%) of visitors exited PEI via the Confederation Bridge, nine percent exited at the Wood Islands ferry, and seven percent departed PEI from the Charlottetown Airport. Excluding cruise ship and motor coach passengers, approximately 1,464,400 visitors exited PEI by way of the three exit points. These visitors are the focus of this report.

Approximately 512,700 visitor parties are estimated to have visited PEI during the study period. Approximately 93 percent of these parties (479,100 parties), stayed at least one night on PEI, while the remaining 33,600 parties visited PEI for a day trip. The geographic markets that accounted for the greatest proportions of visitor parties were Nova Scotia (31% of parties), New Brunswick (30%), Ontario (14%), and Quebec (9%). The main season (July and August) was the most popular season of travel, accounting for 44 percent of all visitor parties. The fall shoulder season (September and October) attracted 19 percent of visitor parties, and 15 percent visited during the spring shoulder season (May and June). In total, 22 percent of parties visited during the two winter off-seasons of January through April and November through December.

On average, visitor parties were comprised of 2.90 people that stayed an average of 4.44 nights on PEI. Visitor parties generated approximately \$650 million in estimated direct expenditures during the study period. All visitor parties spent an average of \$1,257.69 per party per visit. Same-day visitor parties spent an average of \$65.24 per person per day while overnight visitor parties spent an average of \$96.08 per person per night.

Same-Day Visitor Parties

New Brunswick residents accounted for approximately 62 percent of same-day visitor parties, while 25 percent were from Nova Scotia. The majority (63%) of same-day parties had visited PEI for pleasure purposes. The main season was the most popular season of travel (39% of same-day parties), followed by the fall (22%) and spring (17%) shoulder seasons.

On average, same-day visitor parties were comprised of 2.01 people. The majority (85%) of these parties were comprised of adults only and were aged 55 or over (57%). Same-day visitor parties consisted of more males than females (52% versus 48%).

PEI was the primary destination of the trip for approximately 72 percent of same-day visitor parties. Although they did not spend any nights on PEI, same-day visitor parties spent 3.25 nights away from their home on average. Many of the parties stayed overnight in New Brunswick and Nova Scotia. Same-day parties were primarily attracted to PEI by nature-related features such as natural beauty and pastoral settings, beaches and coastline. Visiting friends/family and for work, business or educational purposes were popular primary reasons for same-day visits.

Overall, approximately 14 percent of same-day visitor parties were first-time visitors. While 24 percent of parties who visited during the main season were first-time visitors. Same-day repeat visitors tended to have visited PEI earlier in 2018 or 2019 (36%), before the trip in which they were surveyed, 32 percent visited PEI approximately one year ago (2017 or 2018), and 23 percent visited PEI five or more years ago.

Direct expenditures by same-day visitor parties totalled over \$4.4 million. The main season generated approximately 45 percent of total expenditures by same-day visitor parties (\$2.0 million). Same-day visitor parties spent an average of \$131.01 per party per visit. Spending on food and beverage, vehicle operation, and shopping accounted for the greatest proportion (87%) of expenditures by same-day visitor parties.

Same-day visitor parties were satisfied with their visit to PEI and the majority agreed that their trip to PEI was good value for the money spent (77%) and a good way to spend their time (84%). However, approximately 17 percent of same-day visitor parties indicated they had experienced a problem or had a complaint about their trip to PEI. Overall, the majority (85%) of same-day visitor parties indicated they would recommend PEI to others and would visit PEI again.

Overnight Visitor Parties

The majority of overnight visitor parties were from four Canadian provinces: Nova Scotia (32%), New Brunswick (28%), Ontario (15%), and Quebec (9%). The United States accounted for approximately eight percent of overnight visitor parties and approximately two percent were from other International markets (i.e. outside of Canada and the United States). The majority of overnight visitor parties came to PEI for pleasure purposes, with 47 percent travelling to PEI for a holiday or vacation, 15 percent travelling to PEI to visit friends and/or relatives, and 15 percent travelling to PEI for a short getaway. Business purposes accounted for approximately eight percent of overnight visitor parties to PEI. The main season accounted for 44 percent of overnight visitor parties, the fall shoulder season was the second most popular season of travel (19% of overnight visitor parties).

Beaches and coastlines were the primary feature for approximately 20 percent of overnight visitor parties. Other features that attracted overnight visitor parties include natural beauty and pastoral settings (17%), visiting friends and/or relatives (17%), restful and relaxing place (13%), festivals and events (5%), and Anne of Green Gables and Lucy Maud Montgomery attractions (4%).

Overnight visitor parties consisted of 2.96 people on average. Overnight visitor parties, which included children under the age of 18, accounted for approximately 25 percent of overnight visitor parties, while the remaining 75 percent of parties were comprised of only adults. Approximately 42 percent of individuals within overnight visitor parties were aged 55 and over, 28 percent were between the ages of 35 and 54, 13 percent were between the ages of 18 and 34, and approximately 18 percent were under the age of 18. There were more females than males within overnight visitor parties (53% versus 47%).

Overnight visitor parties primarily entered and exited PEI by way of the Confederation Bridge (70%). Approximately nine percent arrived and departed through the Charlottetown Airport and five percent used the ferry service in both directions. Approximately 15 percent of overnight visitor parties used a rental vehicle on PEI; 27 percent of those who used a rental vehicle picked it up on PEI.

On average, overnight visitor parties were away from their home for 7.72 nights and spent an average of 4.68 nights on PEI. The average length of stay on PEI was more than five nights for those who visited during the main season. Although some parties visited and stayed overnight in other places, PEI was the primary destination of the trip for 86 percent of overnight visitor parties. Within PEI, the Green Gables Shore region generated the greatest number of overnight stays (33% of total nights spent on PEI) followed by the Greater Charlottetown Area (28%). The North Cape Coastal Drive and Red Sands Shore regions generated the fewest overnight stays (8% and 5% of total nights, respectively). Those who stayed in rural regions of PEI stayed slightly longer than those who stayed in the Greater Charlottetown Area or Summerside.

Four accommodation types accounted for the majority of overnight visitor parties' total nights on PEI: cottage or cabin (25.3% of total nights spent on PEI), hotel/motel/resort (24.2%), campground or trailer park (19.3%), and home of friends or relatives (15.1%). Those who stayed in their own property such as a second home or cottage had the longest average stays at 8.03 nights while those who stayed at an inn or a hotel/motel/resort had the shortest average stays at 3.02 and 3.10 nights, respectively.

Approximately 79 percent of overnight visitor parties had previously visited PEI. Close to two-thirds (64.2%) of these parties had last visited PEI earlier in 2017, 2018 or 2019 (before the trip in which they were surveyed). On average, repeat visitors had visited PEI 6.12 times in the past five years.

Overnight visitor parties participated in a variety of activities while on PEI. The activities that the greatest number of parties participated in include sightseeing/taking a driving tour (62% of parties), going to a beach (57%), shopping for local crafts, souvenirs or antiques (54%), visiting a national or provincial park (50%), sampling local culinary products (48%), visiting historical and cultural attractions (41%), and visiting friends and/or relatives (36%). In the two winter off-seasons, visiting friends/relatives was the most popular activity, accounting for approximately 70

percent of parties who visited during those seasons.

Approximately one-half (50%) of overnight visitor parties explored the Central Coastal Drive, 31 percent of parties experienced the Points East Coastal Drive, and 24 percent enjoyed the North Cape Coastal Drive.

Total direct expenditures by overnight visitor parties exceeded \$645 million. Overnight visitor parties that visited during the main season accounted for approximately 61 percent of total direct expenditures. Overall, overnight visitor parties spent an average of \$1,330.68 per party per visit or \$96.08 per person per night. Spending by overnight visitor parties was highest among those who visited during the main season (\$1,865.92) and lowest by those who visited during the January-April winter off-season (\$647.31). Spending on accommodations accounted for 38 percent of total direct expenditures, making it the largest spending category. Other top expenditure categories include food and beverage at restaurants, bars, etc. (19%), vehicle operation (10%), and shopping (10%).

Approximately 96 percent of overnight visitor parties indicated they were satisfied with their trip to PEI. The majority of parties gave favourable ratings for the quality of customer service (95%), accommodations (92%), restaurants (92%), and transportation (86%). Approximately seven percent of overnight visitor parties indicated they experienced a problem or had a complaint about their trip to PEI. Overall, over 95 percent of overnight visitor parties stated they would visit PEI again and that they would recommend PEI to others.

1. Introduction

1.1. BACKGROUND

- A visitor exit survey is a tool used to profile visitors and estimate their impact on a destination. It can capture visitor demographics and trip characteristics such as travel party size and composition, the purpose of their trip, regions visited, length of stay, type of accommodation used, activities participated in, expenditures, and trip evaluation.
- Prince Edward Island (“PEI”) has been conducting exit surveys since 1979 with the last study conducted during 2014. The 2018-2019 PEI Visitor Exit Survey Study (the “study”) covered twelve months from July 1, 2018 to June 31, 2019 (the “study period”).
- Tourism PEI intercepted non-resident visitors at the province’s three exit points and provided them with a mail-back survey package. The survey package contained an introductory letter, a copy of the questionnaire, and a pre-paid, pre-addressed envelope for submitting responses. The survey package included a web address and a printed Quick Response (QR) code that respondents could use to access the online and mobile versions of the survey. Those who booked their travel to PEI through bookpei.com (“Book PEI”) were also used as an additional sampling source.
- Additional details on the study’s methodology can be found in Chapter 2.

1.2. THE STUDY PURPOSE

- The main purpose of the 2018-2019 PEI Visitor Exit Survey was to provide a full range of statistics on the volume of visitors to PEI and detailed characteristics of their trips. Information captured includes the purpose of their trip, travel party size and composition, PEI regions visited, length of stay, type of accommodation used, activities participated in, expenditures, evaluation of trip, and demographic information about the visitors.
- The survey pursued five broad objectives:
 1. To update existing historical information on visitors to PEI.
 2. To collect critical data to measure the overall importance of tourism in PEI.
 3. To gather information regarding visitor behaviours.
 4. To identify key market segments of visitors 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

- Mail-back questionnaires were distributed to non-resident visitors on PEI during the study period (July 1st, 2018 to June 30th, 2019) as they exited PEI via the Charlottetown Airport, the Confederation Bridge, or the Wood Island's ferry terminal.
- The target population did not include cruise ship passengers and crew, motor coach tourists, refugees, landed immigrants, or military Canadian residents.

Mail-back Questionnaires

- At the Charlottetown Airport, a representative of survey staff approached departing travellers and asked them if they had been visiting PEI or if they were a current resident. If they had been visiting PEI, the representative explained the research study and asked the individual if they would be willing to participate. If they agreed to participate, the individual was provided with a package containing the mail-back questionnaire.
- At the Confederation Bridge and Wood Islands ferry terminal tollbooths, employees of Strait Crossing Bridge Limited and Northumberland Ferries Limited, as well as a hired survey representative at the Northumberland Ferries Limited provided the survey package to drivers of non-PEI vehicles as they paid to exit the province (based on their motor vehicle inspection sticker). Tourism PEI provided a distribution schedule to these individuals that outlined targets for the number of questionnaires to distribute on select days of the month.
- Responding to the survey was voluntary.

Online Survey

- The survey package included a web address for the online version of the survey. Individuals who received the survey package had the option of completing the hard-copy questionnaire or the online version. Both versions of the survey were available in English and French.
- Tourism PEI also sent an email invitation to non-residents who had booked their accommodation to PEI through bookpei.com. The sample included individuals who booked their accommodation between November 2017 and October 2018. In January 2019, Tourism PEI sent these individuals an email that included a link to a survey that asked if they had visited PEI for a pleasure trip of one or more nights. Respondents were asked questions from the 2018-2019 PEI visitor exit survey if they indicated that they had visited PEI for a pleasure

trip of one or more nights during the study period.

2.2. SAMPLE SUMMARY

Samples Collected and Used

- In total, 10,187 surveys were collected. Approximately 35 percent were mail-back surveys and the remainder were online surveys. The online survey includes those who received the questionnaire package and chose to complete the survey online and those who were specifically invited to participate in the online survey as described in Section 2.1.
- In addition to the direct method of soliciting participation in the exit survey, those who had contacted Tourism PEI to request a publication, eNewsletter, or had participated in a contest sponsored by Tourism PEI were invited to participate in the exit survey if they had visited PEI in 2018 for a pleasure trip of one or more nights. In total, 6,590 surveys were collected from this method.
- In total, 8,536 surveys were used in the study. Of these, 41 percent were mail-back surveys and 59 percent were online surveys.

Table 2-1: Samples Collected and Used

	Surveys Collected		Surveys Used		Use Rate
	<i>N</i>	%	<i>N</i>	%	%
Mail-back Survey	3,597	35.3%	3,486	40.8%	96.9%
Online Survey	6,590	64.7%	5,050	59.2%	76.6%
Total	10,187	100.0%	8,536	100.0%	83.8%

- Non-residents who visited PEI during the main season accounted for approximately 44 percent of the surveys used in the study. Those who visited during the spring shoulder season accounted for approximately 22 percent, fall shoulder season visitors accounted for approximately 17 percent and approximately 16% of the surveys used in the study are from those who visited PEI during the winter off-seasons of November to December 2018 and January to April 2019. See Table 2-2 for a sample summary.
- More than half (54%) of the surveys used for the study were completed by non-residents who exited PEI via the Confederation Bridge. Non-resident visitors who exited PEI through the Charlottetown Airport accounted for 29 percent of surveys used, while 17 percent were completed by non-residents who exited via the Woods Island Ferry terminal.

- Surveys completed by residents of Ontario accounted for the largest proportion of the sample (29.4%), followed by residents of Nova Scotia (13%), rest of Canada (13%), Quebec (12%), and New Brunswick (7%). Approximately 18 percent of the surveys were completed by residents of the United States and five percent of the surveys were completed by residents of other international countries.

Table 2-2: Samples Used by Exit Point, Origin, and 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	
Total Sample	3,801	(44.5%)	1,471	(17.2%)	560	(6.6%)	849	(9.9%)	1,855	(21.7%)	8,536	(100.0%)
Exit Point												
Charlottetown Airport	572	15.0%	354	24.1%	200	35.7%	627	73.9%	721	38.9%	2,474	29.0%
Confederation Bridge	2,623	69.0%	908	61.7%	248	44.3%	222	26.1%	628	33.9%	4,629	54.2%
Wood Islands Ferry	606	15.9%	209	14.2%	112	20.0%	0	0.0%	506	27.3%	1,433	16.8%
Origin												
Canada	3,084	81.1%	1,023	69.5%	420	75.0%	709	83.5%	1,390	74.9%	6,626	77.6%
New Brunswick	306	8.1%	90	6.1%	58	10.4%	65	7.7%	115	6.2%	634	7.4%
Nova Scotia	472	12.4%	141	9.6%	150	26.8%	104	12.2%	275	14.8%	1,142	13.4%
Newfoundland and Labrador	114	3.0%	30	2.0%	24	4.3%	22	2.6%	21	1.1%	211	2.5%
Quebec	682	17.9%	111	7.5%	54	9.6%	56	6.6%	151	8.1%	1,054	12.3%
Ontario	1,151	30.3%	406	27.6%	98	17.5%	305	35.9%	549	29.6%	2,509	29.4%
Rest of Canada	359	9.4%	245	16.7%	36	6.4%	157	18.5%	279	15.0%	1,076	12.6%
United States	637	16.8%	381	25.9%	90	16.1%	77	9.1%	325	17.5%	1,510	17.7%
New England	241	6.3%	115	7.8%	40	7.1%	15	1.8%	66	3.6%	477	5.6%
Rest of US	396	10.4%	266	18.1%	50	8.9%	62	7.3%	259	14.0%	1,033	12.1%
International	80	2.1%	67	4.6%	50	8.9%	63	7.4%	140	7.5%	400	4.7%

Sample Size and Margin of Error

- The margin of error associated with the total sample and the specific sub-groups used (i.e. tourism season) in this report is summarized in Table 2-3. 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 ± 1.05 percent at a 95 percent confidence level, though the margins of error for the

five sub-groups are higher (main season = $\pm 1.58\%$; fall shoulder season = $\pm 2.54\%$; winter off-season (November-December) = $\pm 4.11\%$; winter off-season (January-April) = $\pm 3.34\%$; spring shoulder season = $\pm 2.25\%$).

- The sample can be segmented into same-day and overnight visitors. Due to the smaller sample size, the margin of error for the sub-group of same-day visitors is $\pm 4.65\%$, while the margin of error for overnight visitors is $\pm 1.08\%$.
- Please note, this is a guideline only. Caution should be applied when interpreting significance testing throughout this report.

Table 2-3: Sample Size and Margin of Error

	Same-Day		Overnight		Total	
	Sample Size	Margin of Error ^{a)}	Sample Size	Margin of Error ^{a)}	Sample Size	Margin of Error ^{a)}
2018 Main Season (Jul-Aug)	116	± 9.06	3,685	± 1.60	3,801	± 1.58
2018 Fall Shoulder Season (Sep-Oct)	96	± 9.94	1,375	± 2.62	1,471	± 2.54
2018 Winter Off-Season (Nov-Dec)	64	± 12.14	496	± 4.37	560	± 4.11
2019 Winter Off-Season (Jan-Apr)	68	± 11.78	781	± 3.49	849	± 3.34
2019 Spring Shoulder Season (May-Jun)	94	± 10.03	1,761	± 2.31	1,855	± 2.25
Full-Year (12 months)	438	± 4.65	8,098	± 1.08	8,536	± 1.05

Note: ^{a)} Margin of error indicates % of total number of parties used in each sub-group at the 95% confidence level.

2.3. DATA PROCESSING AND WEIGHTING

Data Processing and Error Detection

- All mail-back questionnaires were reviewed manually to determine if they were complete and coherent.
- Data were captured, coded, verified, and then merged with online survey data.
- 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, total nights stayed on PEI, and/or total trip spending were imputed if the remainder of the fields on the questionnaire were valid.
- The target populations were partitioned into same-day and overnight visitor parties, three exit points, 12 months (based on departure date), and five tourism seasons [main season, fall shoulder season, winter off-season (November-December), and winter off-season (January-April), and spring shoulder season]; and nine origins of visitors (New Brunswick, Nova Scotia, Newfoundland and Labrador, Quebec, Ontario, Rest of Canada, New England, Rest of US, and International visitors).
- 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 visitors were estimated using the 2012 and 2014 PEI exit surveys and 2016 and 2017 Tourism PEI conversion study data sets.
- Total imputation was also performed for any in-scope factors that received an insufficient number of surveys for some specific segments (i.e., same-day visitors) to meet minimum requirements (a combination of a minimum number of questionnaires and maximum weight) based on the exit point traffic 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 traffic in each stratum (three exit points, by same-day and overnight visitors, by origin and by month).
- The data may be subject to some degree of “*distribution bias*” since not all categories of visitors are represented in the distribution or to a “*non-response bias*” because the individuals replying may not be representative of the visitor population.
- Weighting techniques used in the estimation process attempt to reduce the effect of biases and were also performed to determine aggregate visitor parties’ characteristics. Therefore, using the calculated weights, estimates can be obtained for a variety of trip and visit or characteristics. These estimates take the form of totals, averages, and percentages. They can also be obtained at different levels.
- The final survey sample was weighted by same-day and overnight visitor parties, three exit points, five tourism seasons, and the origin of visitor parties. This aligns with the total PEI visitor parties within the *PEI Tourism Volume Model*, which utilizes traffic data collected through the three exit points.
- Weighting values were calculated by using a mix of traffic data provided by the Charlottetown Airport Authority, Strait Crossing Bridge Limited, Northumberland Ferries Limited, and the PEI Department of Economic Growth, Tourism and Culture, and results obtained from the mail-back and online surveys.

- According to the traffic data and exit survey information, it was estimated that approximately 512,700 non-resident parties visited PEI during the study period, segmented as follows:
 - By same-day (7% or 33,600 visitor parties) and overnight (93% or 479,100 visitor parties).
 - By exit point - airport (10% or 49,800 visitor parties), bridge (80% or 410,400 visitor parties), and ferry (10% or 52,500 visitor parties).
 - By tourism season - main season (44% or 225,800 visitor parties), fall shoulder season (19% or 98,200 visitor parties), November-December winter off-season (8% or 39,500 visitor parties), January-April winter off-season (14% or 71,200 visitor parties), and the spring shoulder season (15% or 78,000 visitor parties).
 - By market - New Brunswick (30% or 155,200 visitor parties), Nova Scotia (31% or 160,600 visitor parties), Newfoundland and Labrador (1% or 5,700 visitor parties), Quebec (9% or 45,300 visitor parties), Ontario (14% or 72,400 visitor parties), Rest of Canada (4% or 22,100 visitor parties), New England (2% or 12,500 visitor parties), Rest of US (5% or 26,900 visitor parties), and International (2% or 12,200).
- These figures were used to weight the survey data and adjust the survey results. Therefore, results in this report 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 or individuals in the party because the application of the weighting scheme was not based on all survey questions.

2.4. SURVEY INSTRUMENT

- The PEI exit survey questionnaire gathers information on the travel habits of visitors travelling to PEI including the following:
 - Usual place of residence (country, province/state, city, postal code/zip code);
 - Date of entry and exit (day, month, year);
 - Entry and exit point;
 - Rental car usage and location of rental car pick-up;
 - Party size, party characteristics, and composition;
 - Primary reason for trip;
 - Primary features that attracted visitors to PEI;
 - Primary destination of the trip and trip duration;
 - Overnight stays on PEI regions and type of accommodation used;
 - PEI regions visited during the trip;
 - Activities participated in while travelling on PEI;

- Exploration of PEI coastal drives;
 - Type of visitation, last trip to PEI, and number visits;
 - Travel expenditures;
 - Ratings of travel services, the incidence of complaints, and future behavioural intentions; and
 - Demographic information.
- For consistency, the 2018-2019 PEI visitor exit questionnaire was the same as the 2014 exit questionnaire with the following exceptions:
 - The following question was added in the 2018-2019 survey - which of the following best describes your group that travelled to Prince Edward Island?
 - The following question was deleted in the 2018-2019 survey - do you currently live in the same country in which you were born? Yes, No – if no, where were you born?
 - The 2018-2019 exit survey included a question that listed travel activities and asked the respondent to indicate which activities they or members of their travel party had participated in while on PEI. The following travel activity was slightly modified:
 - Participating in water-based activities (kayaking, tuna fishing, etc.).
 - Two activities were added:
 - Going to a casino and/or harness racing (in Charlottetown and/or Summerside); and
 - Participated in winter activities (skiing, snowboarding, snowmobiling, snowshoeing, etc.).
 - The 2012 and 2014 exit surveys included a question that asked respondents to select the primary feature that attracted them to PEI. The following features were modified or added in the 2018-2019 exit survey:
 - Cultural experiences (performing arts, heritage, etc.);
 - Nature-based outdoor activities;
 - Indigenous cultural experiences (First Nations-Mi'kmaq);
 - Acadian cultural experiences;
 - Visiting friends and/or relatives;
 - Restful and relaxing place; and
 - Safe and secure place.

3. Non-Resident Visitors and Travel Parties

- In total, over 1.59 million people visited PEI during the study period (July 1st, 2018 to June 30th, 2019). This includes 99,793 cruise ship passengers (6% of total visitors) and 25,601 motor coach tourists (2% of total visitors). Please see Figure 3-1 and Table 3-1.
- The remaining visitors accessed PEI's through our three main exit points (i.e. Confederation Bridge, Woods Islands ferry and Charlottetown Airport). An estimated 1.5 million visitors accessed PEI via these exit points (92% of total visitors). It is important to note, this number excludes motor coach passengers who would have exited via the Confederation Bridge or Wood Islands ferry.
- The majority (82%) of visitors captured at PEI's three exit points had exited PEI via the Confederation Bridge, while 10 percent had exited via the Wood Islands ferry, and eight percent had left by airplane at the Charlottetown Airport.
- Approximately 512,700 travel parties are estimated to have visited PEI during the study period, excluding motor coach and cruise ship passengers (see Table 3-3). These parties are the subject of this report.
- Approximately seven percent of travel parties did not stay overnight on PEI during their trip (33,600 parties), while the remaining 479,100 parties (93%) stayed at least one night on PEI.
- Among same-day travel parties, 39 percent visited PEI during the main season, 22 percent visited during the fall shoulder season, 17 percent visited during the spring shoulder, 12 percent visited during the January to April winter off-season, and 10 percent visited in the November to December winter off-season.
- Visitation by overnight travel parties followed a similar pattern. Approximately 44 percent of overnight travel parties visited PEI during the main season, 19 percent visited in the fall shoulder season, 15 percent visited in the spring shoulder season, 14 percent visited between January and April, and eight percent visited in November or December (Please see Table 3-4).
- Nova Scotia accounted for approximately 31 percent of all visitor parties, 30 percent were from New Brunswick, 14 percent were from Ontario, nine percent were from Quebec, eight percent were from the United States, and two percent were from another international country (i.e. a country other than the United States and Canada). Please see Table 3-5.

3.1. OVERVIEW OF TOTAL VISITATION

Figure 3-1: Total Visitation during the Study Period

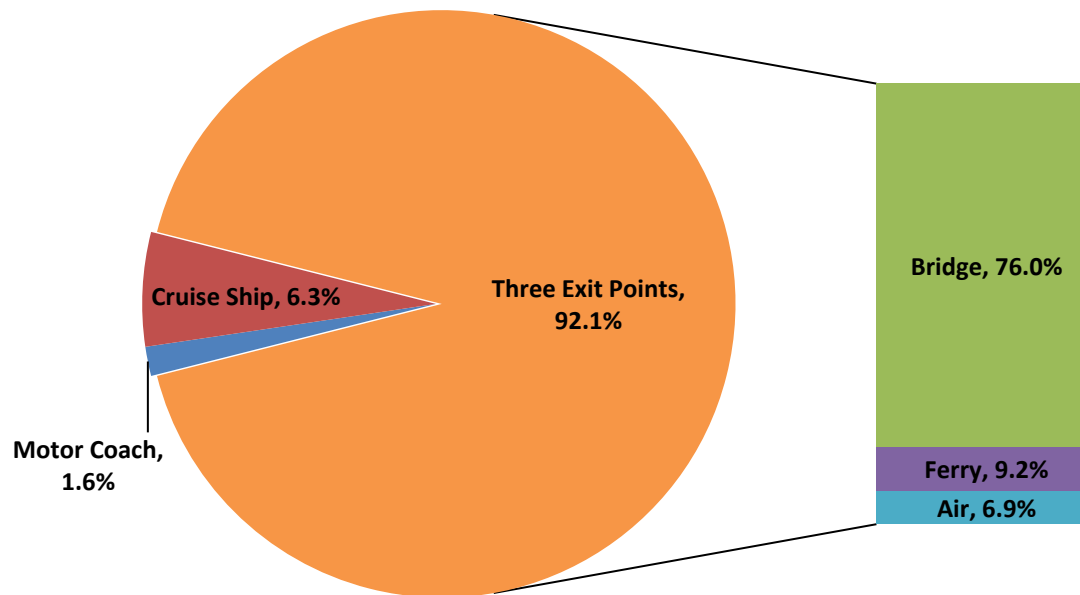


Table 3-1: Estimated Number of Visitors during the Study Period

	Number of Visitors	Percent of Visitors
Visitors by Exit Point	1,464,447	92.1%
Bridge	1,208,410	76.0%
Ferry	146,549	9.2%
Air	109,488	6.9%
Motor Coach Tourists	25,601	1.6%
Cruise Ship Passengers	99,793	6.3%
Total	1,589,841	100.0%

Source: PEI Tourism Volume Model

3.2. ESTIMATED NUMBER OF VISITORS

Table 3-2: Estimated Number of Visitors during the Study Period by Month and Exit Point ¹

	Air ²⁾		Bridge ³⁾				Ferry ³⁾				Estimated Total Number of Visitors	
	Number of Non-resident Passengers (Visitors)		Number of Non-resident Vehicles (Parties)		Estimated Number of Visitors		Number of Non-resident Vehicles (Parties)		Estimated Number of Visitors		N	%
	N	%	N	%	N	%	N	%	N	%		
2018 Jul	18,073	16.5%	80,622	19.6%	273,809	22.7%	14,528	27.7%	39,785	27.1%	331,667	22.6%
Aug	20,259	18.5%	96,555	23.5%	327,515	27.1%	16,820	32.0%	50,193	34.2%	397,967	27.2%
Sep	13,393	12.2%	47,912	11.7%	122,698	10.2%	8,852	16.9%	25,853	17.6%	161,944	11.1%
Oct	9,508	8.7%	27,778	6.8%	64,933	5.4%	3,320	6.3%	9,098	6.2%	83,539	5.7%
Nov	4,216	3.9%	16,718	4.1%	37,031	3.1%	862	1.6%	2,297	1.6%	43,544	3.0%
Dec	4,755	4.3%	17,432	4.2%	51,820	4.3%	357	0.7%	822	0.6%	57,397	3.9%
2019 Jan	4,079	3.7%	13,869	3.4%	32,678	2.7%	n/a	n/a	n/a	n/a	36,757	2.5%
Feb	3,389	3.1%	13,879	3.4%	31,143	2.6%	n/a	n/a	n/a	n/a	34,532	2.4%
Mar	3,972	3.6%	16,376	4.0%	40,717	3.4%	n/a	n/a	n/a	n/a	44,689	3.1%
Apr	5,200	4.7%	19,399	4.7%	51,115	4.2%	n/a	n/a	n/a	n/a	56,315	3.8%
May	9,653	8.8%	25,495	6.2%	75,730	6.3%	2,608	5.0%	6,020	4.1%	91,403	6.2%
Jun	12,991	11.9%	34,352	8.4%	99,221	8.2%	5,164	9.8%	12,481	8.5%	124,693	8.5%
Total	109,488	100.0%	410,387	100.0%	1,208,410	100.0%	52,511	100.0%	146,549	100.0%	1,464,447	100.0%
		(7.5%)				(82.5%)				(10.0%)		(100.0%)

Note: ¹⁾ This table only includes visitation to PEI via three exit points and excludes motor coach tourists and cruise ship passengers.

²⁾ Information about monthly air passengers was provided by the Charlottetown Airport Authority and the number of non-resident air passengers (visitors) was estimated by using the database OAG Analyser.

³⁾ These data only include non-resident, non-commercial traffic and exclude autos towing utility trailers, motorcycles, and buses. For the bridge and ferry, each vehicle is considered a travel party. To convert the number of travel parties on the bridge and ferry to visitors, the average party size at both exit points was used. Data on average party size per month was derived from the 2018-2019 PEI Exit Survey.

3.3. ESTIMATED NUMBER OF TRAVEL PARTIES

Table 3-3: Estimated Number of Same-Day and Overnight Travel Parties during the Study Period by Month and Exit Point

	Air (9.7%)			Bridge (80.1%)			Ferry (9.2%)			Grand Total		
	Same-Day	Overnight	Total	Same-Day	Overnight	Total	Same-Day	Overnight	Total	Same-Day	Overnight	Total
2018 Jul	109	8,073	8,182	5,340	75,282	80,622	315	14,213	14,528	5,764	97,568	103,332
Aug	128	8,948	9,076	6,964	89,591	96,555	356	16,464	16,820	7,448	115,003	122,451
Sep	100	5,929	6,029	3,965	43,947	47,912	220	8,632	8,852	4,285	58,508	62,793
Oct	86	4,240	4,326	2,759	25,019	27,778	101	3,219	3,320	2,946	32,478	35,424
Nov	45	1,924	1,969	1,912	14,806	16,718	28	834	862	1,985	17,564	19,549
Dec	37	2,166	2,203	1,403	16,029	17,432	9	348	357	1,449	18,543	19,992
2019 Jan	27	1,848	1,875	834	13,035	13,869	n/a	n/a	n/a	861	14,883	15,744
Feb	11	1,558	1,569	421	13,458	13,879	n/a	n/a	n/a	432	15,016	15,448
Mar	23	1,830	1,853	1,077	15,299	16,376	n/a	n/a	n/a	1,100	17,129	18,229
Apr	33	2,374	2,407	1,488	17,911	19,399	n/a	n/a	n/a	1,521	20,285	21,806
May	85	4,349	4,434	2,571	22,924	25,495	27	2,581	2,608	2,683	29,854	32,537
Jun	98	5,818	5,916	2,917	31,435	34,352	140	5,024	5,164	3,155	42,277	45,432
Total	782 (1.6%)	49,057 (98.4%)	49,839 (100.0%)	31,651 (7.7%)	378,736 (92.3%)	410,387 (100.0%)	1,196 (2.3%)	51,315 (97.7%)	52,511 (100.0%)	33,629 (6.6%)	479,108 (93.4%)	512,737 (100.0%)

3.4. NUMBER OF TRAVEL PARTIES BY TOURISM SEASON, SAME-DAY AND OVERNIGHT, AND TRIP PURPOSE

Table 3-4: Number of Travel Parties for the Study Period by Season, Same-Day and Overnight, and Trip Purpose

	Same-Day (6.6%)		Overnight (93.4%)								Grand Total (100.0%)	
			Pleasure (87.2%)		Business (7.6%)		Other (5.3%)		Sub-Total (100.0%)			
	N	%	N	%	N	%	N	%	N	%	N	%
2018 Main Season (Jul-Aug)	13,212	39.3%	202,611	48.5%	2,161	6.0%	7,799	30.9%	212,571	44.4%	225,783	44.0%
2018 Fall Shoulder (Sep-Oct)	7,231	21.5%	84,171	20.2%	3,231	8.9%	3,584	14.2%	90,986	19.0%	98,217	19.2%
2018 Winter Off-Season (Nov-Dec)	3,434	10.2%	25,075	6.0%	7,943	21.9%	3,089	12.2%	36,107	7.5%	39,541	7.7%
2019 Winter Off-Season (Jan-Apr)	3,914	11.6%	43,323	10.4%	16,310	45.0%	7,680	30.4%	67,313	14.0%	71,227	13.9%
2019 Spring Shoulder (May-Jun)	5,838	17.4%	62,442	15.0%	6,612	18.2%	3,077	12.2%	72,131	15.1%	77,969	15.2%
Total	33,629	100.0%	417,622	100.0%	36,257	100.0%	25,229	100.0%	479,108	100.0%	512,737	100.0%

Note: The “Other” category in trip purpose includes ‘attend a wedding,’ ‘attend a family reunion/meeting,’ ‘educational study,’ and so on.

3.5. NUMBER OF TRAVEL PARTIES BY TOURISM SEASON AND ORIGIN

Table 3-5: Number of Travel Parties by Tourism Season and Origin

	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 Full-Year	
Total Parties	225,783	(44.0%)	98,218	(19.2%)	39,541	(7.7%)	71,227	(13.9%)	77,969	(15.2%)	512,737	(100.0%)
Canada	203,170	90.0%	84,416	85.9%	37,335	94.4%	67,615	94.9%	68,602	88.0%	461,138	89.9%
New Brunswick	62,096	27.5%	25,687	26.2%	14,801	37.4%	28,668	40.2%	23,938	30.7%	155,190	30.3%
Nova Scotia	62,673	27.8%	30,298	30.8%	15,860	40.1%	27,781	39.0%	23,943	30.7%	160,555	31.3%
Newfoundland & Labrador	2,596	1.1%	988	1.0%	483	1.2%	769	1.1%	817	1.0%	5,653	1.1%
Quebec	26,457	11.7%	8,669	8.8%	1,753	4.4%	2,552	3.6%	5,853	7.5%	45,284	8.8%
Ontario	40,114	17.8%	12,883	13.1%	3,435	8.7%	6,022	8.5%	9,912	12.7%	72,366	14.1%
Rest of Canada	9,235	4.1%	5,892	6.0%	1,003	2.5%	1,823	2.6%	4,139	5.3%	22,092	4.3%
United States	18,716	8.3%	10,733	10.9%	1,419	3.6%	2,042	2.9%	6,524	8.4%	39,434	7.7%
New England	6,548	2.9%	2,981	3.0%	451	1.1%	734	1.0%	1,779	2.3%	12,493	2.4%
Rest of US	12,168	5.4%	7,752	7.9%	968	2.4%	1,308	1.8%	4,745	6.1%	26,941	5.3%
International	3,896	1.7%	3,068	3.1%	787	2.0%	1,570	2.2%	2,843	3.6%	12,164	2.4%

4. Summary of Overall Results

- In total, approximately 512,700 visitor parties travelled to PEI during the study period. Of these, 93 percent stayed at least one night in the province (479,100 parties).
- Overnight travel parties spent over two million nights on PEI and the average length of stay on PEI was 4.68 nights.
- Parties from Nova Scotia accounted for 26 percent of total nights spent on PEI while those from New Brunswick accounted for 22 percent of total nights spent on PEI.
- The total estimated direct spending by visitors to PEI during the study period was over \$649 million. Parties who stayed at least one night on PEI accounted for almost all of this spending at more than \$645 million. Note, this is not directly comparable to Tourism PEI's annual tourism expenditure estimate, as it is for a different time period (July 1, 2019 to June 30, 2020 versus calendar year) and is calculated solely based on survey responses (versus Tourism PEI's Tourism Value Model that draws on many information and data sources).
- The overall average spending per party per visit was \$1,257.69, including same-day and overnight visitors. Among overnight visitor parties, average spending per party per visit was \$1,330.68. Parties from Nova Scotia and New Brunswick had the lowest average spending at \$1,058.47 and \$1,073.84 per party per visit, respectively. Overnight parties from Ontario and International markets had the highest per party per visit spending at \$1,976.06 and \$1,878.85, respectively.
- The main season had the highest number of visitor parties (225,800 parties, 44% of total parties). Approximately 94 percent of parties who visited during the main season stayed at least one night on PEI. Main season visitors stayed an estimated 1,150,600 nights on PEI (51% of total nights spent on PEI) and an average of 5.15 nights per visit.
 - Approximately 28 percent of overnight visitor parties who visited during the main season were from Nova Scotia, while 26 percent were from New Brunswick, 19 percent were from Ontario, and 12 percent were from Quebec.
 - In total, parties who visited during the main season reported direct expenditures of over \$396 million. This represents approximately 61 percent of total direct expenditures by all parties. Overnight parties who visited during the main season spent over \$394 million on PEI.
 - Parties who visited during the main season spent an average of \$1,758.88 per party per visit. Same-day parties spent \$151.85 per party per visit and overnight visitor parties spent \$1,856.92 per party per visit. Average spending per party per visit was over \$2,000 for overnight parties from Ontario (\$2,416.93), western/northern Canada (\$2,145.11), International (\$2,142.95), Newfoundland and Labrador (\$2,068.67), and Quebec (\$2,049.77).

- The fall shoulder season generated the second-highest number of visitor parties at 98,200, or approximately 19 percent of all visitor parties. Approximately 93 percent of parties who visited during the fall shoulder season stayed at least one night on PEI. Parties spent an average of 4.23 nights on PEI during this season and approximately 408,600 nights overall (18.2% of total nights spent on PEI).
 - Approximately 32 percent of overnight parties who visited during the fall shoulder season were from Nova Scotia, 23 percent were from New Brunswick, 14 percent were from Ontario, 11 percent were from the United States and 9 percent were from Quebec.
 - Direct expenditures by parties who visited during the fall shoulder season totalled approximately \$102 million. Of this, spending by overnight parties was more than \$101 million.
 - On average, parties who visited during the fall shoulder season spent \$1,049.07 per party per visit. Same-day parties spent \$128.63 per party per visit while parties who stayed overnight spent an average of \$1,105.81 per party per visit. Overnight parties from a country outside of Canada and the United States reported the highest average spending at \$1,963.27 per party per visit, followed by parties from Ontario (\$1,591.73) and Quebec (\$1,495.24).

- The fewest number of parties visited during the November-December winter off-season (39,500 parties, or 8% of all parties). Approximately 91 percent of parties who visited during this winter off-season stayed at least one night on PEI. Parties spent an average of 3.33 nights on PEI during this season and approximately 128,000 nights in total (6% of total nights spent on PEI)
 - Approximately 42 percent of overnight parties who visited PEI during the November-December winter off-season were from Nova Scotia while 35 percent were from New Brunswick, nine percent were from Ontario and five percent were from Quebec.
 - Parties who visited PEI during the November-December winter off-season reported direct spending of more than \$23.7 million. Direct expenditures by overnight parties were over \$23.4 million.
 - Those who visited during the November-December winter off-season spent \$614.27 per party per visit. Same-day parties spent an average of \$87.38 per party per visit and overnight parties spent an average of \$670.61 per party per visit. Overnight parties from Ontario and a country outside of Canada and the United States spent considerably more than the average at \$1,622.00 and \$1,313.44 per party per visit, respectively. Parties from the United States (excluding the New England states) also reported high average spending at \$967.89.

- In total, approximately 71,200 parties visited PEI during the January-April winter off-season in 2019. This represents 14 percent of all parties that visited PEI during the study period. These parties stayed an average of 3.61 nights on PEI and accounted for 11 percent of total nights spent on PEI (253,500 nights).
 - Approximately 40 percent of overnight parties who visited during the January-April winter off-season were from Nova Scotia and 39 percent were from New Brunswick. Combined, these parties accounted for approximately 71 percent of total nights spent on PEI during this season.

- Total direct expenditures by those who visited during the January-April winter off-season were over \$45 million, with spending by overnight parties totalling over \$44 million. Though parties from New Brunswick and Nova Scotia accounted for approximately 79 percent of overnight parties during this season, they accounted for 65 percent of total expenditures, which suggests they had lower expenditures compared to parties from other origins.
- Overall, parties who visited during the January-April winter off-season spent an average of \$627.47 per party per visit. Spending by same-day parties was \$154.45 per party per visit and spending by overnight parties was \$647.31 per party per visit. Spending by overnight parties from western/northern Canada (\$1,424.42), a country outside of Canada and the United States (\$1,317.30), the United States (excluding the New England states; \$1,133.80), and Ontario (\$1,123.75) had the highest per party per visit spending.
- The spring shoulder season accounted for approximately 15 percent of total travel parties (77,969 parties). Parties visiting PEI during the spring shoulder season stayed an average of 3.96 nights and 303,000 nights in total (14% of total nights spent on PEI).
 - Approximately 31 percent of overnight parties who visited PEI during the spring shoulder season were from Nova Scotia, 28 percent were from New Brunswick, and 14 percent were from Ontario.
 - Total estimated direct expenditures by parties who visited during the spring shoulder season were over \$82.6 million. Direct spending by parties who stayed overnight totalled over \$82 million.
 - Overall, parties who visited during the spring shoulder season spent \$1,057.32 per party per visit. Same-day parties spent \$103.06 per party per visit while overnight parties spent \$1,128.41 per party per visit. Overnight parties from International markets (\$1,966.98), the United States (\$1,416.79), Ontario (\$1,361.56), Quebec (\$1,196.15) and western/northern Canada (\$1,143.91) had the highest per party per visit spending.

4.1. FULL-YEAR (STUDY PERIOD)

Table 4-1: Summary of Visitation, Trip Duration, and Estimated Expenditures: Full-Year (July 1, 2018 to June 30, 2019)

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	512,737	100.0%	2.90	4.44	2,243,671	100.0%	\$1,257.69		\$649,711,947	100.0%
Same-Day Total	33,629	6.6%	2.01	0.00	0	0.0%	\$131.01	\$65.24 ^{a)}	\$4,442,587	0.7%
Overnight Total	479,108	93.4%	2.96	4.68	2,243,671	100.0%	\$1,330.68	\$96.08 ^{b)}	\$645,269,361	99.3%
Overnight by Trip Purpose	479,108	100.0%	2.96	4.68	2,243,671	100.0%	\$1,330.68	\$96.08	\$645,269,361	100.0%
Pleasure	417,622	87.2%	3.05	4.75	1,984,114	88.4%	\$1,367.44	\$94.36	\$578,971,211	89.7%
Business	36,257	7.6%	1.73	3.68	133,381	5.9%	\$927.53	\$145.38	\$33,333,391	5.2%
Other Purpose	25,229	5.3%	3.18	5.00	126,176	5.6%	\$1,291.71	\$81.26	\$32,964,759	5.1%
Overnight by Market	479,108	100.0%	2.96	4.68	2,243,671	100.0%	\$1,330.68	\$96.08	\$645,269,361	100.0%
Canada	429,455	89.6%	3.00	4.54	1,949,577	86.9%	\$1,307.61	\$95.86	\$567,130,105	87.9%
New Brunswick	134,573	28.1%	3.19	3.69	496,154	22.1%	\$1,073.84	\$91.35	\$146,422,503	22.7%
Nova Scotia	152,897	31.9%	2.95	3.82	583,714	26.0%	\$1,058.47	\$94.13	\$163,688,909	25.4%
Newfoundland & Labrador	5,209	1.1%	2.55	5.32	27,724	1.2%	\$1,267.68	\$93.33	\$6,978,221	1.1%
Quebec	44,175	9.2%	2.74	6.12	270,400	12.1%	\$1,682.50	\$100.18	\$74,698,782	11.6%
Ontario	71,156	14.9%	3.09	6.30	448,011	20.0%	\$1,976.06	\$101.66	\$141,005,379	21.9%
Rest of Canada	21,445	4.5%	2.65	5.76	123,574	5.5%	\$1,594.92	\$104.33	\$34,336,310	5.3%
United States	37,982	7.9%	2.56	5.71	216,744	9.7%	\$1,465.51	\$100.45	\$56,029,799	8.7%
New England	11,690	2.4%	2.63	6.20	72,536	3.2%	\$1,582.90	\$96.89	\$18,685,193	2.9%
Rest of US	26,292	5.5%	2.52	5.48	144,208	6.4%	\$1,414.08	\$102.19	\$37,344,606	5.8%
International	11,671	2.4%	2.52	6.63	77,350	3.4%	\$1,878.85	\$112.63	\$22,109,456	3.4%

Note: ^{a)} per person per day basis; ^{b)} per person per night basis

4.2. SUMMER MAIN SEASON (JULY-AUGUST)

Table 4-2: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2018 Summer Main Season (July-August)

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	225,783	100.0%	3.43	5.15	1,150,591	100.0%	\$1,758.88		\$396,285,365	100.0%
Same-Day Total	13,212	5.9%	2.19	0.00	0	0.0%	\$151.85	\$69.47 ^{a)}	\$2,006,191	0.5%
Overnight Total	212,571	94.1%	3.51	5.41	1,150,591	100.0%	\$1,856.92	\$97.74 ^{b)}	\$394,279,174	99.5%
Overnight by Trip Purpose	212,571	100.0%	3.51	5.41	1,150,591	100.0%	\$1,856.92	\$97.74	\$394,279,174	100.0%
Pleasure	202,611	95.3%	3.52	5.39	1,091,873	94.9%	\$1,848.45	\$97.57	\$373,909,075	94.8%
Business	2,161	1.0%	2.12	5.35	11,560	1.0%	\$1,651.85	\$145.78	\$3,563,860	0.9%
Other Purpose	7,799	3.7%	3.75	6.05	47,158	4.1%	\$2,158.53	\$95.21	\$16,806,239	4.3%
Overnight by Market	212,571	100.0%	3.51	5.41	1,150,591	100.0%	\$1,856.92	\$97.74	\$394,279,174	100.0%
Canada	190,687	89.7%	3.60	5.28	1,007,159	87.5%	\$1,865.84	\$98.03	\$354,192,441	89.8%
New Brunswick	54,464	25.6%	3.82	4.34	236,496	20.6%	\$1,569.13	\$94.63	\$85,460,884	21.7%
Nova Scotia	59,726	28.1%	3.72	4.37	260,932	22.7%	\$1,615.79	\$99.43	\$96,504,605	24.5%
Newfoundland & Labrador	2,254	1.1%	3.24	6.63	14,939	1.3%	\$2,068.67	\$96.33	\$4,662,776	1.2%
Quebec	25,708	12.1%	3.10	6.66	171,263	14.9%	\$2,049.77	\$99.34	\$52,695,513	13.4%
Ontario	39,570	18.6%	3.60	6.68	264,422	23.0%	\$2,416.93	\$100.46	\$95,637,761	24.3%
Rest of Canada	8,965	4.2%	3.08	6.59	59,107	5.1%	\$2,145.11	\$105.66	\$19,230,903	4.9%
United States	18,250	8.6%	2.73	6.46	117,858	10.2%	\$1,769.03	\$100.44	\$32,299,250	8.2%
New England	6,237	2.9%	2.90	6.83	42,570	3.7%	\$1,930.67	\$97.55	\$12,041,601	3.1%
Rest of US	12,013	5.7%	2.64	6.27	75,288	6.5%	\$1,686.31	\$102.01	\$20,257,649	5.1%
International	3,634	1.7%	2.52	7.04	25,573	2.2%	\$2,142.95	\$120.69	\$7,787,484	2.0%

Note: ^{a)} per person per day basis; ^{b)} per person per night basis

4.3. FALL SHOULDER SEASON (SEPTEMBER – OCTOBER)

Table 4-3: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2018 Fall Shoulder Season (September- October)

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	98,217	100.0%	2.64	4.23	408,573	100.0%	\$1,049.07		\$101,959,162	100.0%
Same-Day Total	7,231	7.4%	1.87	0.00	0	0.0%	\$128.63	\$68.78 ^{a)}	\$930,147	0.9%
Overnight Total	90,986	92.6%	2.70	4.49	408,573	100.0%	\$1,105.81	\$91.34 ^{b)}	\$101,029,016	99.1%
Overnight by Trip Purpose	90,986	100.0%	2.70	4.49	408,573	100.0%	\$1,105.81	\$91.34	\$101,029,016	100.0%
Pleasure	84,171	92.5%	2.69	4.53	381,012	93.3%	\$1,097.30	\$90.13	\$92,829,885	91.9%
Business	3,231	3.6%	1.76	3.88	12,540	3.1%	\$1,269.00	\$185.28	\$4,121,154	4.1%
Other Purpose	3,584	3.9%	3.69	4.19	15,020	3.7%	\$1,131.97	\$73.25	\$4,077,977	4.0%
Overnight by Market	90,986	100.0%	2.70	4.49	408,573	100.0%	\$1,105.81	\$91.34	\$101,029,016	100.0%
Canada	77,791	85.5%	2.75	4.36	339,067	83.0%	\$1,067.50	\$89.08	\$83,505,096	82.7%
New Brunswick	21,196	23.3%	3.20	3.38	71,679	17.5%	\$901.18	\$83.30	\$19,101,329	18.9%
Nova Scotia	28,758	31.6%	2.69	3.41	97,949	24.0%	\$800.79	\$87.33	\$23,029,142	22.8%
Newfoundland & Labrador	932	1.0%	2.72	4.86	4,532	1.1%	\$1,144.44	\$86.48	\$1,066,617	1.1%
Quebec	8,581	9.4%	2.54	6.14	52,694	12.9%	\$1,495.24	\$95.75	\$12,830,649	12.7%
Ontario	12,575	13.8%	2.41	6.40	80,515	19.7%	\$1,591.73	\$103.32	\$20,016,056	19.8%
Rest of Canada	5,749	6.3%	2.44	5.51	31,698	7.8%	\$1,297.84	\$96.52	\$7,461,304	7.4%
United States	10,220	11.2%	2.38	4.81	49,180	12.0%	\$1,146.97	\$100.19	\$11,683,205	11.6%
New England	2,746	3.0%	2.36	5.79	15,900	3.9%	\$1,276.74	\$93.57	\$3,505,927	3.5%
Rest of US	7,474	8.2%	2.39	4.45	33,280	8.1%	\$1,094.10	\$102.93	\$8,177,278	8.1%
International	2,975	3.3%	2.39	6.83	20,326	5.0%	\$1,963.27	\$120.22	\$5,840,715	5.8%

Note: ^{a)} per person per day basis; ^{b)} per person per night basis

4.4. WINTER OFF-SEASON (NOVERMBER-DECEMBER)

Table 4-4: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2018 Winter Off-Season (November-December)

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	39,541	100.0%	2.07	3.33	128,041	100.0%	\$614.27		\$23,706,659	100.0%
Same-Day Total	3,434	8.7%	1.66	0.00	0	0.0%	\$87.38	\$52.58 ^{a)}	\$300,056	1.3%
Overnight Total	36,107	91.3%	2.11	3.55	128,041	100.0%	\$670.61	\$89.51 ^{b)}	\$23,406,604	98.7%
Overnight by Trip Purpose	36,107	100.0%	2.11	3.55	128,041	100.0%	\$670.61	\$89.51	\$23,406,604	100.0%
Pleasure	25,075	69.4%	2.19	3.58	89,893	70.2%	\$667.82	\$85.08	\$16,266,503	69.5%
Business	7,943	22.0%	1.67	3.59	28,529	22.3%	\$689.59	\$115.07	\$5,320,813	22.7%
Other Purpose	3,089	8.6%	2.63	3.11	9,620	7.5%	\$606.27	\$73.95	\$1,819,287	7.8%
Overnight by Market	36,107	100.0%	2.11	3.55	128,041	100.0%	\$670.61	\$89.51	\$23,406,604	100.0%
Canada	34,055	94.3%	2.12	3.48	118,362	92.4%	\$649.83	\$88.36	\$21,367,401	91.3%
New Brunswick	12,512	34.7%	2.22	2.44	30,557	23.9%	\$416.61	\$76.85	\$5,212,684	22.3%
Nova Scotia	15,050	41.7%	2.03	3.84	57,811	45.2%	\$627.27	\$80.32	\$9,440,374	40.3%
Newfoundland & Labrador	467	1.3%	1.96	2.99	1,398	1.1%	\$470.29	\$80.09	\$219,626	0.9%
Quebec	1,694	4.7%	1.07	2.95	4,998	3.9%	\$277.23	\$88.07	\$469,632	2.0%
Ontario	3,368	9.3%	2.83	5.76	19,393	15.1%	\$1,622.00	\$99.44	\$5,462,904	23.3%
Rest of Canada	964	2.7%	1.47	4.36	4,206	3.3%	\$583.17	\$90.74	\$562,181	2.4%
United States	1,332	3.7%	2.01	4.12	5,493	4.3%	\$824.17	\$99.57	\$1,093,524	4.7%
New England	394	1.1%	1.36	3.80	1,499	1.2%	\$471.17	\$90.99	\$185,642	0.8%
Rest of US	938	2.6%	2.28	4.26	3,995	3.1%	\$967.89	\$99.76	\$907,882	3.9%
International	720	2.0%	2.16	5.81	4,186	3.3%	\$1,313.44	\$104.65	\$945,678	4.0%

Note: ^{a)} per person per day basis; ^{b)} per person per night basis

4.5. WINTER OFF-SEASON (JANUARY-APRIL)

Table 4-5: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2019 Winter Off-Season (January-April)

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	71,227	100.0%	2.08	3.61	253,515	100.0%	\$627.47		\$45,087,709	100.0%
Same-Day Total	3,914	5.5%	2.26	0.00	0	0.0%	\$154.45	\$68.39 ^{a)}	\$604,526	1.3%
Overnight Total	67,313	94.5%	2.07	3.77	253,515	100.0%	\$647.31	\$82.91 ^{b)}	\$44,483,183	98.7%
Overnight by Trip Purpose	67,313	100.0%	2.07	3.77	253,515	100.0%	\$647.31	\$82.91	\$44,483,183	100.0%
Pleasure	43,323	64.4%	2.21	3.65	158,038	62.3%	\$560.72	\$69.67	\$24,645,716	55.4%
Business	16,310	24.2%	1.64	3.55	57,966	22.9%	\$840.32	\$144.14	\$13,905,538	31.3%
Other Purpose	7,680	11.4%	2.24	4.88	37,512	14.8%	\$761.34	\$69.61	\$5,931,929	13.3%
Overnight by Market	67,313	100.0%	2.07	3.77	253,516	100.0%	\$647.31	\$82.91	\$44,483,183	100.0%
Canada	63,901	94.9%	2.07	3.66	233,992	92.3%	\$624.85	\$82.29	\$40,430,958	90.9%
New Brunswick	26,184	38.9%	2.10	3.34	87,417	34.5%	\$534.09	\$76.34	\$13,984,663	31.4%
Nova Scotia	26,768	39.8%	2.07	3.41	91,346	36.0%	\$560.93	\$79.55	\$15,015,016	33.8%
Newfoundland & Labrador	759	1.1%	1.27	4.39	3,335	1.3%	\$491.53	\$87.77	\$373,073	0.8%
Quebec	2,531	3.8%	1.72	4.64	11,746	4.6%	\$763.17	\$95.71	\$1,931,576	4.3%
Ontario	5,930	8.8%	2.21	5.11	30,306	12.0%	\$1,123.75	\$99.55	\$6,663,815	15.0%
Rest of Canada	1,729	2.6%	2.26	5.69	9,842	3.9%	\$1,424.42	\$110.52	\$2,462,814	5.5%
United States	1,865	2.8%	2.13	5.16	9,622	3.8%	\$1,076.81	\$97.94	\$2,014,358	4.5%
New England	567	0.8%	1.96	5.06	2,870	1.1%	\$957.12	\$96.36	\$542,686	1.2%
Rest of US	1,298	1.9%	2.20	5.20	6,751	2.7%	\$1,133.80	\$98.86	\$1,471,672	3.3%
International	1,547	2.3%	1.97	6.40	9,902	3.9%	\$1,317.30	\$104.58	\$2,037,867	4.6%

Note: ^{a)} per person per day basis; ^{b)} per person per night basis

4.6. SPRING SHOULDER SEASON (MAY-JUNE)

Table 4-6: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2020 Spring Shoulder Season (May-June)

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	77,969	100.0%	2.83	3.96	302,950	100.0%	\$1,057.32		\$82,673,051	100.0%
Same-Day Total	5,838	7.5%	1.81	0.00	0	0.0%	\$103.06	\$56.82 ^{a)}	\$601,668	0.7%
Overnight Total	72,131	92.5%	2.91	4.20	302,950	100.0%	\$1,128.40	\$92.38 ^{b)}	\$82,071,384	99.3%
Overnight by Trip Purpose	72,131	100.0%	2.91	4.20	302,950	100.0%	\$1,128.40	\$92.38	\$82,071,384	100.0%
Pleasure	62,442	86.6%	2.96	4.22	263,298	86.9%	\$1,137.13	\$91.14	\$71,320,031	86.9%
Business	6,612	9.2%	1.90	3.45	22,787	7.5%	\$967.03	\$147.32	\$6,422,025	7.8%
Other Purpose	3,077	4.3%	4.03	5.48	16,865	5.6%	\$1,400.71	\$63.38	\$4,329,328	5.3%
Overnight by Market	72,131	100.0%	2.91	4.20	302,950	100.0%	\$1,128.40	\$92.38	\$82,071,384	100.0%
Canada	63,021	87.4%	2.93	3.98	250,997	82.9%	\$1,069.06	\$91.49	\$67,634,210	82.4%
New Brunswick	20,217	28.0%	3.49	3.46	70,004	23.1%	\$1,120.98	\$92.69	\$22,662,943	27.6%
Nova Scotia	22,595	31.3%	2.87	3.35	75,676	25.0%	\$871.86	\$90.68	\$19,699,772	24.0%
Newfoundland & Labrador	797	1.1%	1.97	4.42	3,520	1.2%	\$823.25	\$94.63	\$656,130	0.8%
Quebec	5,661	7.8%	2.40	5.25	29,699	9.8%	\$1,196.15	\$94.94	\$6,771,412	8.3%
Ontario	9,713	13.5%	2.50	5.50	53,376	17.6%	\$1,361.56	\$98.97	\$13,224,843	16.1%
Rest of Canada	4,038	5.6%	2.46	4.64	18,720	6.2%	\$1,143.91	\$100.31	\$4,619,109	5.6%
United States	6,315	8.8%	2.59	5.48	34,591	11.4%	\$1,416.79	\$99.73	\$8,939,462	10.9%
New England	1,746	2.4%	2.62	5.55	9,697	3.2%	\$1,379.92	\$94.91	\$2,409,338	2.9%
Rest of US	4,569	6.3%	2.58	5.45	24,894	8.2%	\$1,429.22	\$101.51	\$6,530,124	8.0%
International	2,795	3.9%	3.04	6.21	17,362	5.7%	\$1,966.98	\$104.15	\$5,497,712	6.7%

Note: ^{a)} per person per day basis; ^{b)} per person per night basis

5. A Profile of Same-Day Visitor Parties to PEI

- Nearly all (96%) same-day visitor parties were from Canada. The United States accounted for two percent of same-day visitor parties and approximately two percent were from other international markets (i.e. a country outside of Canada and the United States).
- Close to two-thirds (62%) of same-day visitor parties were from New Brunswick, while 25 percent were from Nova Scotia. Approximately four percent of same-day parties were from Ontario, two percent were from Quebec, and seven percent were from other places.
- Approximately 63 percent of same-day visitor parties had travelled to PEI for pleasure purposes, 26 percent travelled to PEI for business purposes, and 11 percent visited PEI for other purposes. In the spring shoulder season, a higher percentage of parties visited for business purposes than pleasure (43.1% versus 42.6%), while pleasure travel was more popular in all other seasons.
- Overall, approximately 36 percent of same-day parties indicated “other” features attracted them. Many of the items specified in this category related to work, business, or educational reasons.
- Approximately 32 percent of same-day visitor parties indicated that visiting friends and/or relatives attracted them to PEI and 18 percent were attracted to PEI by the natural beauty and pastoral settings. Other primary features that attracted same-day visitor parties included cultural experiences (9%), beaches and coastline (3%), and the World of Anne of Green Gables and Lucy Maud Montgomery attractions (2%).
- In terms of party characteristics, 29 percent of same-day parties travelled to PEI with their spouse/partner (two people), 26 percent were single travellers, and 18 percent travelled to PEI with other family members.
- Regarding party composition, 85 percent of same-day parties were comprised of only adults and 15 percent consisted of adults with children.
- Approximately 57 percent of same-day visitor parties were comprised of individuals who were aged 55 and over. Parties between the ages of 35 to 54 made up 13 percent of same-day visitor parties, five percent were between the ages of 18 and 34, 10 percent of parties were comprised of adults of varying ages, and 15 percent of parties were families or adults with children.
- On average, same-day parties were comprised of 2.01 people. Parties were larger during the January-April winter off-season (average of 2.26 people) and the main season (average of 2.19 people).
- Overall, the composition of individuals in same-day visitor parties consisted of more males than females (52% versus 48%). This was consistent across seasons except for a split of males and females during the main season.

- Over one-third (36%) of individual same-day visitors were aged 65 and over, 22 percent were between the ages of 55 and 64, 23 percent were between the ages of 35 and 54, 10 percent were under the age of 18, and nine percent were between the ages of 18 and 34.
- The majority (85%) of same-day visitors used the Confederation Bridge to enter and exit PEI. Approximately 11 percent used a combination of Confederation Bridge and the ferry, two percent flew in and out of PEI, one percent used the ferry service in both directions, and one percent used a combination of air and bridge/ferry.
- Approximately 13 percent of same-day visitor parties used a rental car during their trip to PEI. Approximately 62 percent of parties who rented a car picked up the rental vehicle in New Brunswick. Overall, 21 percent of those who rented a car picked up the vehicle on PEI. This rate increased in the November-December and January-April winter off-seasons to 53 percent and 42 percent, respectively.
- PEI was the primary destination of the trip for approximately 72 percent of same-day visitor parties. In the main season, PEI was the primary destination of the trip for 49 percent of same-day visitor parties. By contrast, PEI was the primary destination of the trip for 93 percent of same-day parties who visited PEI during the November-December winter off-season.
- Though they did not stay overnight on PEI, same-day visitor parties stayed overnight elsewhere during their trip that included a visit to PEI. On average, these parties were away from home for 3.25 nights. On average, they spent 1.91 nights in New Brunswick and 0.62 nights in Nova Scotia.
- The region of PEI that was visited by the greatest percentage of same-day visitor parties was the Greater Charlottetown Area (54% of same-day parties). This was followed by the Green Gables Shore region (29%), the Red Sands Shore region (23%), and Summerside (18%). Approximately 14 percent visited the North Cape Coastal Drive region and eight percent of same-day visitor parties visited the Points East Coastal Drive region. Note, a “visit” is defined as dining, visiting an attraction, or participating in an activity in the region, and does not include those travelling through the region only.
- Approximately 14 percent of same-day visitor parties were visiting PEI for the first time. Of these first-time same-day visitors, 24 percent visited during the main season.
- Those who visited PEI previously tended to have done so recently. Approximately 36 percent of repeat visitors last visited PEI earlier in the same year in which they were surveyed, 32 percent last visited PEI one year ago, and 23 percent last visited PEI five or more years ago.
- Overall, same-day repeat visitor parties had visited PEI an average of 4.64 times in the past five years, suggesting an annual visit for some parties. Parties who visited during the main season had visited an average of 6.03 times in the past five years. While those who visited in the January-April winter off-season and the fall shoulder season had the smallest rate of repeat visitation (3.01 and 3.40 times, respectively).

- Same-day visitor parties participated in a variety of activities while they were on PEI. The activities that the greatest percentage of parties participated in were sightseeing/taking a driving tour (57%), visiting friends and/or relatives (41%), shopping for local crafts, souvenirs or antiques (39%), going to a beach (26%), attending a performance (24%), sampling local culinary products (23%), and visiting historical and cultural attractions (23%).
- Approximately 30 percent of same-day visitor parties explored the Central Coastal Drive region, while 15 percent of parties experienced either the Points East Coastal Drive or the North Cape Coastal Drive regions.
- Total direct expenditures by same-day parties were over \$4.4 million. On average, same-day visitor parties spent \$131.01 per party and \$65.24 per person during their visit to PEI.
- Per party per visit spending was highest among those who visited during the January-April winter off-season (\$154.45) or the main season (\$151.85), and lowest among those who visited PEI during the November-December off-season (\$87.38). The higher expenditures by parties visiting during the main season were largely the result of higher expenditures on food and beverage at restaurants and bars (32%), and vehicle operation (25%).
- Same-day visitor parties were satisfied with various aspects of their visit to PEI.
- There was a high instance of complaints among same-day parties, with approximately 17 percent indicating they had a problem or complaint. There was a higher instance of complaints among parties visiting in the main season (28% of parties had a complaint). Some respondents provided details of their complaint(s) or problem(s). Many of these were related to the high cost of crossing the Confederation Bridge, specific attractions being closed during the shoulder and/or winter seasons, road condition, expensive prices, etc.
- Approximately 86 percent of same-day parties indicated they were satisfied with their trip to PEI and 84 percent of parties agreed that their trip to PEI was a good way to spend their time. Approximately 77 percent of same-day parties agreed that their trip was good value for the money spent.
- Approximately 85 percent of same-day parties indicated they would recommend PEI to others and that they would visit PEI again.

5.1. ORIGIN OF SAME-DAY VISITOR PARTIES

Table 5-1: Origin of Same-Day 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Canada	12,722	96.3%	6,952	96.1%	3,349	97.5%	3,789	96.8%	5,620	96.3%	32,432	96.4%
New Brunswick	7,758	58.7%	4,549	62.9%	2,296	66.9%	2,497	63.8%	3,743	64.1%	20,843	62.0%
Nova Scotia	3,317	25.1%	1,766	24.4%	828	24.1%	1,017	26.0%	1,369	23.4%	8,297	24.7%
Newfoundland & Labrador	34	0.3%	18	0.2%	10	0.3%	9	0.2%	16	0.3%	87	0.3%
Quebec	406	3.1%	148	2.0%	82	2.4%	71	1.8%	112	1.9%	819	2.4%
Ontario	704	5.3%	254	3.5%	82	2.4%	95	2.4%	186	3.2%	1,321	3.9%
Rest of Canada	503	3.8%	217	3.0%	51	1.5%	100	2.6%	194	3.3%	1,065	3.2%
United States	282	2.1%	163	2.3%	48	1.4%	78	2.0%	118	2.0%	689	2.0%
New England	229	1.7%	137	1.9%	40	1.2%	66	1.7%	94	1.6%	566	1.7%
Rest of US	53	0.4%	26	0.4%	8	0.2%	12	0.3%	24	0.4%	123	0.4%
International	208	1.6%	116	1.6%	37	1.1%	47	1.2%	100	1.7%	508	1.5%

Note: This result was from the 2018-2019 PEI Tourism Volume Model Estimation, not directly from exit survey data. Same-day visitor party data was weighted by season and exit point only. The geographic market was not used for weighting due to a lack of samples.

5.2. SAME-DAY VISITOR PARTIES' PRIMARY REASON FOR TRIP

Table 5-2: Primary Reason for 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Pleasure	10,930	82.7%	4,412	61.0%	1,424	41.5%	2,014	51.5%	2,489	42.6%	21,269	63.2%
Business	732	5.5%	2,697	37.3%	1,185	34.5%	1,493	38.1%	2,518	43.1%	8,625	25.6%
Other	1,550	11.7%	122	1.7%	825	24.0%	407	10.4%	830	14.2%	3,734	11.1%

Note: the "Other" category in trip purpose includes 'attend a wedding,' 'attend a family reunion/meeting,' 'educational study,' and so on.

5.3. PRIMARY FEATURE THAT ATTRACTED SAME-DAY VISITOR PARTIES TO PEI

Table 5-3: Primary Feature That Attracted Same-Day Visitor Parties 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Visiting friends and/or relatives*	3,996	30.2%	0	0.0%	1,188	34.6%	957	24.4%	1,236	21.2%	7,377	21.9%
Natural beauty and pastoral settings	2,076	15.7%	2,228	30.8%	1,243	36.2%	247	6.3%	383	6.6%	6,177	18.4%
Cultural experiences (performing arts, heritage, etc.) *	1,570	11.9%	1,016	14.1%	31	0.9%	231	5.9%	0	0.0%	2,848	8.5%
Beaches and coast line	267	2.0%	165	2.3%	59	1.7%	0	0.0%	582	10.0%	1,073	3.2%
World of Anne of Green Gables and L.M. Montgomery	180	1.4%	266	3.7%	59	1.7%	8	0.2%	160	2.7%	673	2.0%
Restful and relaxing place*	292	2.2%	0	0.0%	0	0.0%	149	3.8%	178	3.1%	619	1.8%
Golf	296	7.6%	8	0.1%	0	0.0%	0	0.0%	0	0.0%	304	0.9%
Culinary/food-related experiences (lobster, seafood, beer, wine, farm products, etc.)	87	0.7%	0	0.0%	0	0.0%	160	4.1%	11	0.2%	258	0.8%
Safe and secure place*	44	0.3%	0	0.0%	0	0.0%	202	5.2%	0	0.0%	246	0.7%
Nature-based outdoor activities *	0	0.0%	0	0.0%	0	0.0%	0	0.0%	178	3.1%	178	0.5%
Birthplace of Confederation attractions (historic sites)	67	0.5%	0	0.0%	0	0.0%	84	2.1%	0	0.0%	151	0.4%
Acadian cultural experiences*	0	0.0%	0	0.0%	0	0.0%	147	3.8%	0	0.0%	147	0.4%
Festivals, events, or concerts	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	0.1%	7	0.0%
Other features	4,291	32.5%	3,519	48.7%	846	24.6%	1,260	32.2%	2,252	38.6%	12,168	36.2%
Not stated	342	2.6%	37	0.5%	7	0.2%	175	4.5%	841	14.4%	1,402	4.2%

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

5.4. PARTY COMPOSITION OF SAME-DAY VISITORS

Table 5-4: Party Composition by Tourism Season

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Party Characteristics												
By myself/alone	1,516	11.5%	2,073	28.7%	1,267	36.9%	1,211	30.9%	2,540	43.5%	8,607	25.6%
With my spouse/partner only (2 people)	3,794	28.7%	3,636	50.3%	85	2.5%	1,278	32.7%	1,086	18.6%	9,879	29.4%
With one or more couples	0	0.0%	29	0.4%	0	0.0%	147	3.8%	57	1.0%	233	0.7%
As a family (including children under 18)	1,290	9.8%	172	2.4%	834	24.3%	296	7.6%	272	4.7%	2,864	8.5%
As a family (with no one under 18)	1,618	12.2%	0	0.0%	7	0.2%	149	3.8%	116	2.0%	1,890	5.6%
With other family/families (including children under 18)	1,638	12.4%	117	1.6%	26	0.8%	231	5.9%	0	0.0%	2,012	6.0%
With other family members (e.g., sister, brother, grandparents)	3,276	24.8%	770	10.7%	1,202	35.0%	248	6.3%	524	9.0%	6,020	17.9%
With friends	79	0.6%	433	6.0%	13	0.4%	147	3.8%	631	10.8%	1,303	3.9%
With family and friends	0	0.0%	0	0.0%	0	0.0%	202	5.2%	0	0.0%	202	0.6%
Other	0	0.0%	0	0.0%	0	0.0%	5	0.1%	614	10.5%	619	1.8%
Party Composition												
Adult travelling alone	1,516	11.5%	2,073	28.7%	1,267	36.9%	1,211	30.9%	2,540	43.5%	8,607	25.6%
2 adults	7,241	54.8%	4,938	68.3%	1,333	38.8%	1,465	37.4%	2,632	45.1%	17,609	52.4%
3 or more adults	1,570	11.9%	48	0.7%	0	0.0%	648	16.6%	212	3.6%	2,478	7.4%
1 adult with child(ren)	1,594	12.1%	0	0.0%	792	23.1%	147	3.8%	182	3.1%	2,715	8.1%
2 adults with child(ren)	1,155	8.7%	29	0.4%	37	1.1%	296	7.6%	89	1.5%	1,606	4.8%
3 or more adults with child(ren)	135	1.0%	143	2.0%	5	0.1%	147	3.8%	182	3.1%	612	1.8%
Age Composition												
Millennial (18 to 34) Travellers	323	2.4%	186	2.6%	39	1.1%	144	3.7%	972	16.6%	1,664	4.9%
Middle Aged (35 to 54) Travellers	545	4.1%	1,897	26.2%	93	2.7%	652	16.7%	1,311	22.5%	4,498	13.4%
Senior (55 and over) Travellers	7,865	59.5%	4,562	63.1%	2,415	70.3%	1,929	49.3%	2,359	40.4%	19,130	56.9%
Multi-generation Travellers	1,594	12.1%	414	5.7%	54	1.6%	599	15.3%	743	12.7%	3,404	10.1%
Families/Adult(s) with child(ren)	2,884	21.8%	172	2.4%	834	24.3%	590	15.1%	454	7.8%	4,934	14.7%

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

5.5. AVERAGE PARTY SIZE OF SAME-DAY VISITORS

Table 5-5: Average Party Size 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Average Party Size	2.19		1.87		1.66		2.26		1.81		2.01	
Avg. Number of Male Travellers	0.91		1.25		1.09		1.19		0.93		1.04	
Avg. Number of Female Travellers	1.27		0.62		0.57		1.06		0.88		0.97	
Avg. Number of Children	0.29		0.02		0.25		0.23		0.18		0.20	
Avg. Number of Adult Travellers	1.90		1.85		1.41		2.03		1.63		1.81	

5.6. GENDER AND AGE OF INDIVIDUAL SAME-DAY VISITORS

Table 5-6: Gender and Age of Individual Same-Day 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	
Total Same-Day Visitors	28,881	(42.8%)	13,526	(20.0%)	5,704	(8.4%)	8,842	(13.1%)	10,592	(15.7%)	67,545	(100.0%)
Gender												
Male	12,091	41.9%	9,058	67.0%	3,733	65.4%	4,676	52.9%	5,454	51.5%	35,012	51.8%
Female	16,790	58.1%	4,468	33.0%	1,971	34.6%	4,166	47.1%	5,138	48.5%	32,533	48.2%
Age												
Under 8 Years	1,187	4.1%	172	1.3%	21	0.4%	588	6.7%	178	1.7%	2,146	3.2%
9 – 17 Years	2,631	9.1%	0	0.0%	844	14.8%	296	3.3%	898	8.5%	4,669	6.9%
18 – 24 Years	1,638	5.7%	168	1.2%	7	0.1%	131	1.5%	238	2.2%	2,182	3.2%
25 – 34 Years	1,737	6.0%	295	2.2%	84	1.5%	921	10.4%	1,089	10.3%	4,126	6.1%
35 – 44 Years	2,267	7.8%	59	0.4%	78	1.4%	1,282	14.5%	1,661	15.7%	5,347	7.9%
45 – 54 Years	3,084	10.7%	3,354	24.8%	1,005	17.6%	1,232	13.9%	1,512	14.3%	10,187	15.1%
55 – 64 Years	6,083	21.1%	2,737	20.2%	1,303	22.8%	1,983	22.4%	2,504	23.6%	14,610	21.6%
65 – 74 Years	6,828	23.6%	5,439	40.2%	2,336	41.0%	1,879	21.3%	891	8.4%	17,373	25.7%
75 Years and over	3,426	11.9%	1,302	9.6%	26	0.5%	530	6.0%	1,621	15.3%	6,905	10.2%

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

5.7. SAME-DAY VISITORS BY ENTRY AND EXIT POINT

Table 5-7: 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Entry Point												
Confederation Bridge	9,599	72.7%	6,955	96.2%	3,315	96.5%	3,833	97.9%	5,391	92.3%	29,093	86.5%
Ferry at Caribou, Nova Scotia	3,200	24.2%	201	2.8%	37	1.1%	0	0.0%	292	5.0%	3,730	11.1%
Charlottetown Airport	413	3.1%	74	1.0%	82	2.4%	81	2.1%	155	2.7%	805	2.4%
Exit Point												
Confederation Bridge	12,304	93.1%	6,724	93.0%	3,315	96.5%	3,820	97.6%	5,488	94.0%	31,651	94.1%
Wood Islands Ferry Terminal	671	5.1%	321	4.4%	37	1.1%	0	0.0%	167	2.9%	1,196	3.6%
Charlottetown Airport	237	1.8%	186	2.6%	82	2.4%	94	2.4%	183	3.1%	782	2.3%
Mix of Entry and Exit Points												
Bridge only	9,375	71.0%	6,665	92.2%	3,322	96.7%	3,820	97.6%	5,310	90.9%	28,492	84.7%
Bridge and Ferry Mix	3,152	23.9%	237	3.3%	0	0.0%	0	0.0%	232	4.0%	3,621	10.8%
Air only	190	1.4%	74	1.0%	75	2.2%	81	2.1%	155	2.7%	575	1.7%
Ferry only	224	1.7%	143	2.0%	37	1.1%	0	0.0%	114	2.0%	518	1.5%
Air and Bridge or Ferry Mix	271	2.1%	112	1.5%	0	0.0%	13	0.3%	28	0.5%	424	1.3%

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

5.8. RENTAL CAR USAGE AND LOCATION OF RENTAL CAR PICK-UP BY SAME-DAY VISITORS

Table 5-8: 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Rental Car Usage												
Yes	779	5.9%	2,431	33.6%	176	5.1%	257	6.6%	707	12.1%	4,350	12.9%
No	12,433	94.1%	4,800	66.4%	3,258	94.9%	3,657	93.4%	5,131	87.9%	29,279	87.1%
Location of Pick-Up												
Prince Edward Island	139	17.9%	473	19.5%	93	52.8%	109	42.4%	106	15.0%	920	21.2%
New Brunswick	155	19.9%	1,939	79.8%	5	2.8%	86	33.5%	495	70.1%	2,680	61.6%
Nova Scotia	222	28.5%	19	0.8%	26	14.8%	62	24.1%	12	1.7%	341	7.8%
Quebec	262	33.7%	0	0.0%	52	29.5%	0	0.0%	0	0.0%	314	7.2%
Ontario	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Province	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.6%	4	0.1%
New England state	0	0.0%	0	0.0%	0	0.0%	0	0.0%	89	12.6%	89	2.0%
Other US States	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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

5.9. PRIMARY DESTINATION OF TRIP AND TRIP DURATION OF SAME-DAY VISITORS

Table 5-9: 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Primary Destination of the Trip												
Prince Edward Island	6,497	49.2%	6,337	87.6%	3,206	93.4%	3,422	87.4%	4,635	79.4%	24,097	71.7%
Other Destination	6,715	50.8%	767	10.6%	228	6.6%	464	11.9%	570	9.8%	8,744	26.0%
Don't Know/not stated	0	0.0%	127	1.8%	0	0.0%	28	0.7%	633	10.8%	788	2.3%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	6.05	100.0%	1.42	100.0%	1.21	100.0%	0.77	100.0%	2.06	100.0%	3.25	100.0%
Nights stayed in PEI	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
Nights stayed in NB	4.04	66.9%	0.59	41.2%	0.41	33.6%	0.34	44.6%	0.65	31.7%	1.91	58.7%
Nights stayed in NS	0.97	16.1%	0.43	30.2%	0.34	27.7%	0.30	39.2%	0.43	20.8%	0.62	19.0%
Nights stayed in NL	0.11	1.8%	0.00	0.0%	0.08	6.3%	0.01	1.7%	0.00	0.0%	0.05	1.6%
Nights stayed in Magdalen Islands	0.14	2.4%	0.06	4.3%	0.09	7.2%	0.00	0.0%	0.20	9.6%	0.11	3.4%
Nights stayed elsewhere	0.78	12.8%	0.35	24.4%	0.31	25.2%	0.11	14.4%	0.78	37.9%	0.56	17.2%

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

5.10. PEI REGIONS VISITED BY SAME-DAY VISITORS DURING THEIR TRIP

Table 5-10: PEI Regions Visited during Their Trip 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Greater Charlottetown Area	7,829	59.3%	4,083	56.5%	934	27.2%	2,021	51.6%	3,303	56.6%	18,170	54.0%
Summerside Area	3,040	23.0%	705	9.7%	104	3.0%	1,563	39.9%	744	12.7%	6,156	18.3%
North Cape Coastal Drive	1,749	13.2%	421	5.8%	1,176	34.2%	248	6.3%	1,022	17.5%	4,616	13.7%
Green Gables Shore	4,578	34.7%	3,203	44.3%	59	1.7%	294	7.5%	1,558	26.7%	9,692	28.8%
Red Sands Shore	4,036	30.5%	1,240	17.1%	1,191	34.7%	315	8.0%	847	14.5%	7,629	22.7%
Points East Coastal Drive	1,215	9.2%	496	6.9%	72	2.1%	556	14.2%	398	6.8%	2,737	8.1%

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.

5.11. TYPE OF VISITATION, LAST TRIP TO PEI, AND AVERAGE NUMBER OF VISITS TO PEI BY SAME-DAY VISITORS

Table 5-11: 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Type of Visitation												
First-Time Visitors	3,161	23.9%	467	6.5%	98	2.9%	475	12.1%	535	9.2%	4,736	14.1%
Repeat Visitors	10,051	76.1%	6,764	93.5%	3,336	97.1%	3,439	87.9%	5,303	90.8%	28,893	85.9%
Last Trip to PEI *												
This year	3,053	30.4%	1,540	22.8%	2,399	71.9%	1,857	54.0%	1,644	31.0%	10,493	36.3%
One year ago	3,589	35.7%	1,988	29.4%	41	1.2%	938	27.3%	2,560	48.3%	9,116	31.6%
Two years ago	79	0.8%	9	0.1%	7	0.2%	5	0.1%	0	0.0%	100	0.3%
Three years ago	633	6.3%	0	0.0%	0	0.0%	3	0.1%	202	3.8%	838	2.9%
Four years ago	0	0.0%	898	13.3%	792	23.7%	5	0.1%	4	0.1%	1,699	5.9%
Five or more years ago	2,697	26.8%	2,328	34.4%	96	2.9%	630	18.3%	893	16.8%	6,644	23.0%
Average Number of Times Visited PEI in the Past Five Years *												
Mean (Group Median)	6.03 (2.97)		3.40 (2.22)		5.18 (3.26)		3.01 (2.50)		4.28 (2.40)		4.64 (2.70)	

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

5.12. ACTIVITIES PARTICIPATED IN WHILE ON PEI BY SAME-DAY VISITORS

Table 5-12: Activities Participated in by Same-Day 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Valid Same-Day Parties	10,785	(43.4%)	5,379	(21.6%)	3,404	(13.7%)	2,201	(8.9%)	3,100	(12.5%)	24,869	(100.0%)
Sightseeing/driving tour	6,241	57.9%	3,578	66.5%	2,053	60.3%	753	34.2%	1,622	52.3%	14,247	57.3%
Visiting friends and/or relatives	3,976	36.9%	1,889	35.1%	1,247	36.6%	1,230	55.9%	1,862	60.1%	10,204	41.0%
Shopping for local crafts/souvenirs/antiques	5,527	51.2%	2,298	42.7%	65	1.9%	881	40.0%	845	27.3%	9,616	38.7%
Going to a beach	2,671	24.8%	2,351	43.7%	117	3.4%	146	6.6%	1,184	38.2%	6,469	26.0%
Attending a performance (live theatre, a play)	3,065	28.4%	2,713	50.4%	0	0.0%	0	0.0%	189	6.1%	5,967	24.0%
Sampling local culinary products (lobster, potatoes, mussels, oysters, wine, beer, etc.)	3,357	31.1%	1,180	21.9%	108	3.2%	256	11.6%	813	26.2%	5,714	23.0%
Visiting historical and cultural attractions	3,643	33.8%	548	10.2%	31	0.9%	314	14.3%	1,065	34.4%	5,601	22.5%
Taking part in an authentic PEI experience/hands-on learning activity (lobster fishing, clamming digging, pottery, etc.)	1,582	14.7%	935	17.4%	0	0.0%	0	0.0%	182	5.9%	2,699	10.9%
Attending a festival, event, or concert	2,291	21.2%	90	1.7%	26	0.8%	109	5.0%	24	0.8%	2,540	10.2%
Visiting a national or provincial park	733	6.8%	493	9.2%	91	2.7%	0	0.0%	1,022	33.0%	2,339	9.4%
Visiting Anne of Green Gables and/or Lucy Maud Montgomery attractions	1,794	16.6%	237	4.4%	0	0.0%	8	0.4%	216	7.0%	2,255	9.1%
Using the Confederation Trail or other trails (cycling, walking, running, etc.)	0	0.0%	1,796	33.4%	0	0.0%	0	0.0%	431	13.9%	2,227	9.0%
Visiting Birthplace of Confederation attractions (e.g., Founders' Hall, Province House)	1,594	14.8%	130	2.4%	0	0.0%	84	3.8%	154	5.0%	1,962	7.9%
Participating in water-based activities (kayaking, tuna fishing, etc.)	1,526	14.1%	0	0.0%	0	0.0%	0	0.0%	15	0.5%	1,541	6.2%
Going to a casino and/or harness racing (in Charlottetown and/or Summerside)	24	0.2%	770	14.3%	0	0.0%	0	0.0%	0	0.0%	794	3.2%
Attending a sports event or tournament (as a spectator)	0	0.0%	56	1.0%	0	0.0%	0	0.0%	4	0.1%	60	0.2%
Participating in winter activities (skiing, snowboarding, snowmobiling, snowshoeing, etc.)	0	0.0%	56	1.0%	0	0.0%	0	0.0%	0	0.0%	56	0.2%
Playing golf (not miniature)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12	0.4%	12	0.0%
Visiting a theme, fun or amusement park	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	0.4%	11	0.0%

Note: Results were based on multiple responses; Valid same-day parties indicate only those who reported the activities they participated in while on PEI; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

5.13. EXPLORATION OF PEI COASTAL DRIVES BY SAME-DAY VISITORS

Table 5-13: Exploration of PEI Coastal Drives 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Central Coastal Drive (One Drive, Two Shores: Green Gables Shore and Red Sands Shore)	6,260	47.4%	2,478	34.3%	52	1.5%	380	9.7%	812	13.9%	9,982	29.7%
Points East Coastal Drive	2,400	18.2%	2,364	32.7%	31	0.9%	334	8.5%	37	0.6%	5,166	15.4%
North Cape Coastal Drive	1,837	13.9%	2,334	32.3%	109	3.2%	377	9.6%	438	7.5%	5,095	15.2%

Note: Results are based on multiple responses.

5.14. TRAVEL EXPENDITURES BY SAME-DAY VISITORS

Table 5-14: Travel Expenditures 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Estimated Total Direct Expenditures	\$2,006,191		\$930,147		\$300,056		\$604,526		\$601,668		\$4,442,587	
Average Spending per Party per Visit	\$151.85		\$128.63		\$87.38		\$154.45		\$103.06		\$131.01	
Travel package	\$0.00		\$0.00		\$0.70		\$0.00		\$0.00		\$0.09	
Accommodations	\$0.00		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00	
Food and beverage at restaurants, bars, etc.	\$49.09		\$49.69		\$41.20		\$35.63		\$35.61		\$44.32	
Food and beverage at stores	\$19.37		\$2.15		\$1.10		\$21.71		\$11.19		\$12.82	
Vehicle operation	\$38.19		\$46.18		\$33.71		\$49.50		\$26.57		\$38.13	
Car rentals on PEI and local transportation	\$1.71		\$0.00		\$0.53		\$2.78		\$0.03		\$1.07	
Shopping	\$25.33		\$6.48		\$6.40		\$30.60		\$17.02		\$18.73	
Recreation and entertainment	\$10.36		\$11.09		\$1.53		\$0.08		\$4.03		\$7.04	
Other expenditures	\$7.80		\$13.03		\$2.21		\$14.16		\$8.61		\$8.81	
Average Spending per Person per Day	\$69.47 (100.0%)		\$68.78 (100.0%)		\$52.58 (100.0%)		\$68.39 (100.0%)		\$56.82 (100.0%)		\$65.24 (100.0%)	
Travel package	\$0.00 (0.0%)		\$0.00 (0.0%)		\$0.42 (0.8%)		\$0.00 (0.0%)		\$0.00 (0.0%)		\$0.05 (0.1%)	
Accommodations	\$0.00 (0.0%)		\$0.00 (0.0%)		\$0.00 (0.0%)		\$0.00 (0.0%)		\$0.00 (0.0%)		\$0.00 (0.0%)	
Food and beverage at restaurants, bars, etc.	\$22.46 (32.3%)		\$26.57 (38.6%)		\$24.79 (47.1%)		\$15.78 (23.1%)		\$19.63 (34.6%)		\$22.07 (33.8%)	
Food and beverage at stores	\$8.86 (12.8%)		\$1.15 (1.7%)		\$0.66 (1.3%)		\$9.61 (14.1%)		\$6.17 (10.9%)		\$6.38 (9.8%)	
Vehicle operation	\$17.47 (25.2%)		\$24.69 (35.9%)		\$20.29 (38.6%)		\$21.92 (32.0%)		\$14.65 (25.8%)		\$18.99 (29.1%)	
Car rentals on PEI and local transportation	\$0.78 (1.1%)		\$0.00 (0.0%)		\$0.32 (0.6%)		\$1.23 (1.8%)		\$0.02 (0.0%)		\$0.53 (0.8%)	
Shopping	\$11.59 (16.7%)		\$3.47 (5.0%)		\$3.85 (7.3%)		\$13.55 (19.8%)		\$9.38 (16.5%)		\$9.32 (14.3%)	
Recreation and entertainment	\$4.74 (6.8%)		\$5.93 (8.6%)		\$0.92 (1.7%)		\$0.04 (0.1%)		\$2.22 (3.9%)		\$3.51 (5.4%)	
Other expenditures	\$3.57 (5.1%)		\$6.97 (10.1%)		\$1.33 (2.5%)		\$6.27 (9.2%)		\$4.75 (8.4%)		\$4.39 (6.7%)	

Note: Total expenditures in each tourism season were calculated as follows: Number of parties × average spending per party per visit.

5.15. RATING OF TRAVEL SERVICES, COMPLAINTS, AND FUTURE BEHAVIOURAL INTENSIONS OF SAME-DAY VISITORS

Table 5-15: Rating of Travel Services, Complaints, and Future Behavioural Intentions 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Rating of Travel Services	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Accommodation service and quality	4.36	83.9%	3.99	87.9%	4.03	100.0%	4.90	95.3%	4.10	66.5%	4.14	88.9%
Restaurant service and quality	4.71	96.9%	3.88	55.6%	4.39	100.0%	4.34	94.0%	4.53	99.4%	4.45	89.6%
Transportation service and quality	4.64	92.8%	4.01	76.9%	4.45	97.7%	4.43	99.3%	4.57	96.8%	4.53	94.8%
Quality of customer service	4.77	97.7%	4.81	97.0%	4.38	98.7%	4.49	99.4%	4.75	99.6%	4.68	98.3%
Prices of goods and services	4.00	79.1%	3.57	51.7%	3.98	96.8%	4.06	82.3%	4.38	93.4%	3.99	79.1%
Variety of things to see and do	4.18	82.3%	4.55	82.9%	4.59	97.9%	4.18	75.9%	4.90	99.3%	4.40	87.1%
Complaints												
Yes	3,383	27.6%	614	10.5%	59	1.7%	390	11.3%	671	12.0%	5,117	16.8%
No	8,854	72.4%	5,232	89.5%	3,367	98.3%	3,048	88.7%	4,922	88.0%	25,423	83.2%
Travel Evaluation and Future Intentions	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Good value for money	3.67	71.0%	4.05	65.1%	4.03	97.7%	4.01	77.3%	4.57	91.4%	3.97	77.1%
Good way to spend time	4.18	84.8%	4.08	64.8%	4.06	98.9%	4.41	85.0%	4.58	94.2%	4.23	84.1%
Overall satisfaction with the trip to PEI	4.17	74.5%	4.42	99.1%	4.62	98.9%	4.38	86.7%	4.51	90.3%	4.35	85.9%
Intention to recommend to others	4.08	72.2%	4.59	99.1%	4.97	100.0%	4.50	90.9%	4.41	86.6%	4.39	85.4%
Intention to revisit PEI	3.71	69.3%	4.58	98.1%	4.93	98.5%	4.65	95.7%	4.45	88.8%	4.27	84.9%

Note: Results (mean values, percentages and instances of complaints) are based on those who rated or reported each of the items. ^{a)} Mean values (M) were based on a 5-point scale; ^{b)} Percentages (%) indicate the percentage of respondents who rated the item 4 or 5.

5.16. DEMOGRAPHIC CHARACTERISTICS OF SAME-DAY VISITOR RESPONDENTS

Table 5-16: Demographic Characteristics of Same-Day Visitor Respondents 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Gender												
Male	2,835	21.5%	5,825	80.6%	2,410	70.2%	1,614	41.2%	3,015	51.6%	15,699	46.7%
Female	8,851	67.0%	1,406	19.4%	1,024	29.8%	2,300	58.8%	2,823	48.4%	16,404	48.8%
Other	1,526	11.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1,526	4.5%
Age												
18 to 24	112	0.8%	130	1.8%	0	0.0%	20	0.5%	33	0.6%	295	0.9%
25 to 34	956	7.2%	114	1.6%	65	1.9%	222	5.7%	957	16.4%	2,314	6.9%
35 to 44	1,929	14.6%	29	0.4%	13	0.4%	691	17.7%	921	15.8%	3,583	10.7%
45 to 54	720	5.4%	2,395	33.1%	924	26.9%	657	16.8%	1,126	19.3%	5,822	17.3%
55 to 64	3,896	29.5%	1,520	21.0%	1,216	35.4%	856	21.9%	1,040	17.8%	8,528	25.4%
65 to 74	2,806	21.2%	2,125	29.4%	1,191	34.7%	1,085	27.7%	742	12.7%	7,949	23.6%
75 and over	2,793	21.1%	917	12.7%	26	0.8%	383	9.8%	1,018	17.4%	5,137	15.3%
Mother Tongue												
English	8,677	65.7%	3,494	48.3%	3,274	95.4%	2,559	65.4%	4,789	82.0%	22,793	67.8%
French	2,255	17.1%	3,681	50.9%	59	1.7%	1,043	26.6%	1,010	17.3%	8,048	23.9%
Other	2,279	17.3%	56	0.8%	100	2.9%	312	8.0%	39	0.7%	2,786	8.3%

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

Table 5-16: Demographic Characteristics of Same-Day Visitor Respondents 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Marital Status												
Single	4,052	30.7%	1,047	14.5%	77	2.2%	230	5.9%	692	11.9%	6,098	18.1%
Married/living common law	7,498	56.8%	3,434	47.5%	3,342	97.3%	3,572	91.3%	4,037	69.1%	21,883	65.1%
Other	1,662	12.6%	954	13.2%	15	0.4%	5	0.1%	1,087	18.6%	3,723	11.1%
Not Stated	0	0.0%	1,796	24.8%	0	0.0%	106	2.7%	23	0.4%	1,925	5.7%
Average Number of Children Living in the Household *												
17 years and younger	1,314 ^{a)}	9.9% ^{b)}	71 ^{a)}	1.0% ^{b)}	853 ^{a)}	24.8% ^{b)}	1,109 ^{a)}	28.3% ^{b)}	1,504 ^{a)}	25.8% ^{b)}	4,851 ^{a)}	14.4% ^{b)}
	1.52 ^{c)}		1.00 ^{c)}		1.03 ^{c)}		2.00 ^{c)}		1.70 ^{c)}		1.59 ^{c)}	
18 years and older	633 ^{a)}	4.8% ^{b)}	1,698 ^{a)}	23.5% ^{b)}	845 ^{a)}	24.6% ^{b)}	852 ^{a)}	21.8% ^{b)}	763 ^{a)}	13.1% ^{b)}	4,791 ^{a)}	14.2% ^{b)}
	1.35 ^{c)}		1.00 ^{c)}		1.06 ^{c)}		2.15 ^{c)}		1.02 ^{c)}		1.27 ^{c)}	
Education												
Some school	0	0.0%	19	0.3%	0	0.0%	147	3.8%	8	0.1%	174	0.5%
High school diploma	1,818	13.8%	2,528	35.0%	1,152	33.5%	524	13.4%	1,298	22.2%	7,320	21.8%
Some post-secondary	155	1.2%	48	0.7%	0	0.0%	299	7.6%	1,268	21.7%	1,770	5.3%
Graduated community/technical college	1,355	10.3%	214	3.0%	44	1.3%	1,350	34.5%	1,304	22.3%	4,267	12.7%
Graduated university (undergraduate degree)	5,693	43.1%	2,295	31.7%	1,271	37.0%	1,247	31.9%	1,174	20.1%	11,680	34.7%
Post graduate degree/professional designation	4,191	31.7%	312	4.3%	960	28.0%	327	8.4%	747	12.8%	6,537	19.4%
Not stated	0	0.0%	1,815	25.1%	7	0.2%	20	0.5%	39	0.7%	1,881	5.6%

Note: * While ^{a)} and ^{b)} indicate the valid number and percent of respondents who reported the number of children living in the household, ^{c)} 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 5-16: Demographic Characteristics of Same-Day Visitor Respondents 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	
Total Same-Day Parties	13,212	(39.3%)	7,231	(21.5%)	3,434	(10.2%)	3,914	(11.6%)	5,838	(17.4%)	33,629	(100.0%)
Employment Status												
Working full-time	4,306	32.6%	3,089	42.7%	988	28.8%	1,823	46.6%	3,068	52.6%	13,274	39.5%
Working part-time or seasonally	749	5.7%	88	1.2%	1,180	34.4%	250	6.4%	29	0.5%	2,296	6.8%
Unemployed	0	0.0%	0	0.0%	0	0.0%	0	0.0%	192	3.3%	192	0.6%
Retraining or upgrading	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retired	7,320	55.4%	2,127	29.4%	1,251	36.4%	1,509	38.6%	2,297	39.3%	14,504	43.1%
Homemaker	657	5.0%	0	0.0%	7	0.2%	5	0.1%	185	3.2%	854	2.5%
Student	112	0.8%	112	1.5%	0	0.0%	13	0.3%	15	0.3%	252	0.7%
Other	68	0.5%	0	0.0%	0	0.0%	294	7.5%	13	0.2%	375	1.1%
Not Stated	0	0.0%	1,815	25.1%	7	0.2%	20	0.5%	39	0.7%	1,881	5.6%
Annual Household Income												
Under \$40,000	1,682	12.7%	0	0.0%	5	0.1%	313	8.0%	265	4.5%	2,265	6.7%
\$40,000 to \$59,999	1,409	10.7%	1,064	14.7%	1,176	34.3%	446	11.4%	1,495	25.6%	5,590	16.6%
\$60,000 to \$79,999	577	4.4%	243	3.4%	126	3.7%	489	12.5%	375	6.4%	1,810	5.4%
\$80,000 to \$99,999	1,506	11.4%	770	10.6%	0	0.0%	443	11.3%	936	16.0%	3,655	10.9%
\$100,000 to \$124,999	606	4.6%	48	0.7%	799	23.3%	701	17.9%	1,097	18.8%	3,251	9.7%
\$125,000 to \$149,999	1,526	11.6%	29	0.4%	1,152	33.6%	75	1.9%	466	8.0%	3,248	9.7%
\$150,000 to \$174,999	163	1.2%	262	3.6%	13	0.4%	0	0.0%	101	1.7%	539	1.6%
\$175,000 to \$199,999	87	0.7%	165	2.3%	0	0.0%	250	6.4%	0	0.0%	502	1.5%
\$200,000 or more	1,701	12.9%	29	0.4%	100	2.9%	94	2.4%	128	2.2%	2,052	6.1%
Not Stated	3,953	29.9%	4,621	63.9%	62	1.8%	1,103	28.2%	974	16.7%	10,713	31.9%

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

6. A Profile of Overnight Visitor Parties to PEI

- In total, approximately 479,100 visitor parties (93% of all parties) stayed at least one night on PEI during the study period (July 1, 2018 to June 20, 2019). Of these, 90 percent of parties were from Canada, eight percent were from the United States and two percent were from other international markets (i.e. a country other than the United States and Canada).
- The geographic markets that made up the greatest proportion of overnight visitor parties were Nova Scotia (32%), New Brunswick (28%), Ontario (15%), and Quebec (9%). In the two winter off-seasons (January-April and November-December), over three-quarters (78%) of overnight parties were from New Brunswick or Nova Scotia.
- Approximately 44 percent of overnight parties visited PEI during the main season (July and August), 19 percent visited in the fall shoulder season (September-October), and 15 percent visited during the spring shoulder season (May-June). Approximately 14 percent visited during the January-April winter off-season and eight percent visited in the November-December winter off-season.
- Approximately 87 percent of overnight visitor parties primarily visited PEI for pleasure purposes. While eight percent visited for business purposes and five percent visited for other purposes. Business travel was least common during the main season and was most prevalent in the January-April and November-December winter off-seasons.
- The majority of overnight visitor parties (47%) indicated that they travelled to PEI for a holiday/ vacation, 15 percent travelled to PEI primarily to visit friends and/or relatives, and 15 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 overnight visitor parties had travelled to PEI to visit friends and/or relatives or for business purposes.
- Approximately 20 percent of overnight visitor parties were attracted to PEI by beaches and coastline. The natural beauty and pastoral settings (17%), visiting friends and/or relatives (17%), restful and relaxing place (13%), festivals and events (5%), and World of Anne of Green Gables and Lucy Maud Montgomery attractions (4%) attracted other overnight visitor parties to PEI. Approximately 12 percent of overnight visitor parties indicated they were primarily attracted to PEI by “other” features. The majority of items specified in this category were family-related, including reunions, funerals, weddings, former residents visiting their home province, and sports tournaments. Work/business purposes, including attending a conference or convention, were also a popular response in the “other” category.
- In terms of travel party characteristics, 40 percent of overnight visitor parties travelled to PEI with their spouse/partner (two people), 18 percent travelled to PEI as a family (including children under 18), and 13 percent were single travellers.

- Over three-quarters (76%) of overnight visitor parties were comprised of only adults. In the fall shoulder season, 92 percent of overnight parties included only adults. The main season had the greatest percentage of families/adults with children (40% of parties who visited during this season).
- Approximately 40 percent of overnight visitor parties were comprised of adults aged 55 and over, 13 percent were between the ages of 35 and 54, and seven percent of parties were comprised of millennials (aged 18 to 34). Approximately 25 percent of overnight visitor parties were families/adults with children and 15 percent of overnight visitor parties were comprised of travellers of varying age generations. Over one-half (56%) of overnight visitor parties that visited in the fall shoulder season were comprised of adults aged 55 and over.
- The average party size for overnight visitor parties was 2.96 people. The average party size was lowest during the January-April winter off-season at 2.07 people and highest during the main season at 3.51 people.
- Overnight visitor parties were comprised of more females than males (53% versus 47%). This was consistent across seasons with the exception of an even split of males and females during the November-December winter off-season.
- Looking at individual overnight visitors to PEI, approximately 22 percent were aged 65 and over, 20 percent were between the ages of 55 and 64, 14 percent were between the ages of 35 and 44, and 14 percent were between the ages of 45 and 54. Overall, approximately 18 percent were under the age of 18 and 13 percent were between the ages of 18 and 34.
- Approximately 70 percent of overnight visitor parties entered and exited PEI via the Confederation Bridge, nine percent flew in and out of PEI, and five percent used the ferry service between PEI and Nova Scotia to enter and exit the province. Approximately 15 percent used a combination of bridge and ferry, and two percent used a combination of air and bridge/ferry.
- Approximately 15 percent of overnight parties used a rental car while on PEI. Approximately 27 percent of those who used a rental car picked up the vehicle on PEI while 25 percent picked up the vehicle in New Brunswick and 20 percent picked it up in Nova Scotia.
- On average, overnight visitor parties were away from their home for 7.72 nights. PEI was the primary destination of the trip for 86 percent of overnight visitor parties. They spent an average of 4.68 nights on PEI. Parties spent some nights in Nova Scotia (average of 1.08 nights) and New Brunswick (0.85 night), as well as other places.
- In the two winter off-seasons, PEI was the primary destination of the trip for almost all of the parties (94%) that visited during those seasons.
- On average, overnight visitor parties spent 4.68 nights on PEI. The average length of stay was more than five nights in the main season (5.41 nights) and was less than four nights in the winter off-seasons.

- The most popular tourism regions for overnight stays were the Greater Charlottetown Area and the Green Gables Shore region. Approximately 31 percent of overnight visitor parties stayed at least one night in the Greater Charlottetown Area and 28 percent of total accumulated nights on PEI were spent in this region. Approximately 29 percent of overnight visitor parties stayed at least one night in the Green Gables Shore region, accounting for 33 percent of total accumulated nights on PEI. Approximately 14 percent of nights stayed were spent in the Points East Coastal Drive region, and 11 percent were spent in Summerside. Approximately eight percent of nights stayed were spent in the North Cape Coastal Drive region and five percent were in the Red Sands Shore region.
- Those who stayed in the rural regions of PEI stayed longer in those regions compared to those who stayed in the Greater Charlottetown Area or Summerside. The average length of stay in the Greater Charlottetown Area was 3.45 nights while the average length of stay in Summerside was 3.34 nights (among those who stayed overnight in the regions). The average length of stay in the rural regions ranged from 3.51 nights in the North Cape Coastal Drive region to 4.31 nights in the Green Gables Shore region.
- Parties stayed in a variety of accommodation types while on PEI, the most popular types were hotel, motel or resort (33% of parties stayed at least one night in this accommodation type), cottage or cabin (22.2%), campground or RV park (14%), and home of friends or relatives (14%). In the winter off-seasons, approximately 35 percent of overnight visitor parties stayed at least one night at the home of friends or relatives.
- Though many parties stayed overnight in a hotel, motel or resort, the average length of stay in these accommodation types was relatively short at 3.10 nights. Those who stayed at their own property, such as a second home or cottage, had the longest average length of stay at 8.03 nights, followed by those who stayed at a campground or RV park (5.78 nights), and cottage or cabin (4.84 nights).
- The Greater Charlottetown Area was the most popular region for visitation among overnight visitor parties (69% of parties visited the region), followed by the Green Gables Shore region (59%), Summerside (39%), the Points East Coastal Drive region (35%), the Red Sands Shore region (33%) and the North Cape Coastal Drive region (27%). Note, a “visit” is defined as staying overnight, dining, visiting an attraction, or participating in an activity in the region, and does not include those travelling through the region only.
- Approximately 79 percent of overnight parties had previously visited PEI. The majority of these parties had last visited PEI recently; 32 percent had last visited earlier in the same year of the trip in which they were surveyed, and 33 percent had last visited one year ago. On average, repeat visitors had visited PEI 6.12 times in the past five years, suggesting annual visits for some parties.
- Sightseeing/taking a driving tour was the most popular activity among overnight visitor parties, with 62 percent of parties participating in this activity during their trip to PEI. This was the most popular activity among overnight visitor parties during all seasons except the two winter off-seasons; in these seasons, visiting friends/relatives was the most popular activity engaged in. Over the full-year, other popular activities included going to a beach (57%), shopping for local crafts, souvenirs or antiques (54%), visiting a national or provincial park (50%), sampling local culinary products (48%), visiting historical and cultural attractions (41%), and visiting friends and/or relatives (36%).

- Approximately one-half (50%) of overnight visitor parties explored the Central Coastal Drive region, 31 percent of overnight visitor parties experienced the Points East Coastal Drive region and 24 percent enjoyed the North Cape Coastal Drive region.
- Total direct expenditures by overnight visitor parties are estimated at more than \$645 million. The majority (61%) of expenditures occurred during the main season (\$394 million). The fall shoulder season accounted for the second-highest proportion of expenditures at \$101 million (16% of total expenditures).
- Overnight visitor parties spent an average of \$1,330.68 per party per visit on PEI. This spending was highest among those who visited during the main season (\$1,856.92) and lowest by those who visited either during the November-December winter off-season or January-April winter off-season (\$670.61 and \$647.31, respectively).
- The items that accounted for the greatest proportion of per party per visit spending were accommodations (\$499.59; 37.5%), food and beverage at restaurants, bars, etc. (\$254.25; 19.1%), vehicle operation (\$128.24; 9.6%), and shopping (\$127.97; 9.6%).
- Overnight visitor parties were pleased with aspects of their trip to PEI including the quality of customer service, accommodation (92%), restaurant (92%), and transportation (86%). The ratings for these items were greater than four on a five-point scale from one (very poor) to five (excellent). “Variety of things to see and do” received an overall average rating of 4.52 on the same scale. “Prices of goods and services” received a lower rating but still favourable at 4.04.
- Only seven percent of overnight visitor parties indicated they experienced a problem or had a complaint about their trip to PEI. An opportunity was provided to respondents to provide details of their problem or complaint. Responses generally related to four main categories: (1) attractions, restaurants, accommodations, etc. being closed outside of the main summer season, or not being open later in the evenings; (2) issues with accommodation providers; (3) the high price of goods/services and taxes; and (4) the poor condition of roads, poor (or lack of) highway signage, and lack of directions. Other complaints related to the cost of departing PEI via bridge or ferry, poor weather, issues at restaurants, and air travel.
- Despite the complaints regarding prices and taxes, 91 percent of overnight visitor parties agreed that their trip to PEI was good value for money spent. Approximately 96 percent of parties agreed that their trip to PEI was a good way to spend their time.
- Ninety-six percent of overnight visitor parties indicated they were satisfied with their trip to PEI and 96 percent agreed they would visit PEI again. **Overall, 97 percent of overnight visitor parties indicated they would recommend PEI as a travel destination to others.**

6.1. ORIGIN OF OVERNIGHT VISITOR PARTIES

Table 6-1: Origin of Overnight 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Canada	190,687	89.7%	77,791	85.5%	34,055	94.3%	63,901	94.9%	63,021	87.4%	429,455	89.6%
New Brunswick	54,464	25.6%	21,196	23.3%	12,512	34.7%	26,184	38.9%	20,217	28.0%	134,573	28.1%
Nova Scotia	59,726	28.1%	28,758	31.6%	15,050	41.7%	26,768	39.8%	22,595	31.3%	152,897	31.9%
Newfoundland & Labrador	2,254	1.1%	932	1.0%	467	1.3%	759	1.1%	797	1.1%	5,209	1.1%
Quebec	25,708	12.1%	8,581	9.4%	1,694	4.7%	2,531	3.8%	5,661	7.8%	44,175	9.2%
Ontario	39,570	18.6%	12,575	13.8%	3,368	9.3%	5,930	8.8%	9,713	13.5%	71,156	14.9%
Rest of Canada	8,965	4.2%	5,749	6.3%	964	2.7%	1,729	2.6%	4,038	5.6%	21,445	4.5%
United States	18,250	8.6%	10,220	11.2%	1,332	3.7%	1,865	2.8%	6,315	8.8%	37,982	7.9%
New England	6,237	2.9%	2,746	3.0%	394	1.1%	567	0.8%	1,746	2.4%	11,690	2.4%
Rest of US	12,013	5.7%	7,474	8.2%	938	2.6%	1,298	1.9%	4,569	6.3%	26,292	5.5%
International	3,634	1.7%	2,975	3.3%	720	2.0%	1,547	2.3%	2,795	3.9%	11,671	2.4%

6.2. OVERNIGHT VISITOR PARTIES PRIMARY REASON FOR TRIP TO PEI

Table 6-2: Overnight Visitor Parties Primary Reason for 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Pleasure Total	202,611	95.3%	84,171	92.5%	25,075	69.4%	43,323	64.4%	62,442	86.6%	417,622	87.2%
Holiday, vacation	142,049	66.8%	42,245	46.4%	4,227	11.7%	5,447	8.1%	30,032	41.6%	224,000	46.8%
Visit friends and/or relatives	13,600	6.4%	9,928	10.9%	13,309	36.9%	24,538	36.5%	10,142	14.1%	71,517	14.9%
Short getaway	27,943	13.1%	23,584	25.9%	2,687	7.4%	4,143	6.2%	12,648	17.5%	71,005	14.8%
Attend events, festivals, attractions	11,223	5.3%	3,728	4.1%	1,831	5.1%	4,171	6.2%	2,609	3.6%	23,562	4.9%
Visit second home, cottage, condo	2,336	1.1%	1,075	1.2%	2,718	7.5%	2,725	4.0%	2,895	4.0%	11,749	2.5%
Other pleasure	5,460	2.6%	3,611	4.0%	304	0.8%	2,297	3.4%	4,116	5.7%	15,788	3.3%
Business Total	2,161	1.0%	3,231	3.6%	7,943	22.0%	16,310	24.2%	6,612	9.2%	36,257	7.6%
Meetings for business	628	0.3%	544	0.6%	4,324	12.0%	7,078	10.5%	2,654	3.7%	15,228	3.2%
Convention, conference, trade/consumer show, seminar	1,022	0.5%	964	1.1%	170	0.5%	1,877	2.8%	2,163	3.0%	6,196	1.3%
Other work and business related	510	0.2%	1,723	1.9%	3,449	9.6%	7,356	10.9%	1,795	2.5%	14,833	3.1%
Other Total	7,799	3.7%	3,584	3.9%	3,089	8.6%	7,680	11.4%	3,077	4.3%	25,229	5.3%
Attend a wedding	2,115	1.0%	2,110	2.3%	1,384	3.8%	898	1.3%	840	1.2%	7,347	1.5%
Educational study	642	0.3%	666	0.7%	0	0.0%	1,700	2.5%	288	0.4%	3,296	0.7%
Attend a family reunion/meeting	2,753	1.3%	218	0.2%	64	0.2%	80	0.1%	145	0.2%	3,260	0.7%
Other purpose	2,288	1.1%	590	0.6%	1,641	4.5%	5,002	7.4%	1,804	2.5%	11,325	2.4%

6.3. PRIMARY FEATURE THAT ATTRACTED OVERNIGHT VISITOR PARTIES TO PEI

Table 6-3: Primary Feature That Attracted Overnight Visitor Parties 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Beaches and coast line	62,156	29.2%	16,169	17.8%	2,671	7.4%	4,564	6.8%	11,175	15.5%	96,735	20.2%
Natural beauty and pastoral settings	40,957	19.3%	20,553	22.6%	3,122	8.6%	5,294	7.9%	12,829	17.8%	82,755	17.3%
Visiting friends and/or relatives*	17,509	8.2%	10,110	11.1%	15,779	43.7%	24,239	36.0%	11,203	15.5%	78,840	16.5%
Restful and relaxing place*	33,056	15.6%	12,628	13.9%	5,046	14.0%	4,177	6.2%	9,085	12.6%	63,992	13.4%
Festivals, events, or concerts	10,833	5.1%	3,261	3.6%	1,325	3.7%	4,614	6.9%	3,339	4.6%	23,372	4.9%
World of Anne of Green Gables and L.M. Montgomery	9,886	4.7%	5,225	5.7%	26	0.1%	364	0.5%	5,017	7.0%	20,518	4.3%
Nature-based outdoor activities *	7,294	3.4%	4,455	4.9%	13	0.0%	1,143	1.7%	2,610	3.6%	15,515	3.2%
Culinary/food-related experiences (lobster, seafood, beer, wine, farm products, etc.)	4,054	1.9%	3,308	3.6%	373	1.0%	1,990	3.0%	2,886	4.0%	12,611	2.6%
Golf	2,972	1.4%	3,822	4.2%	22	0.1%	55	0.1%	2,568	3.6%	9,439	2.0%
Cultural experiences (performing arts, heritage, etc.) *	1,801	0.8%	1,272	1.4%	639	1.8%	640	1.0%	1,934	2.7%	6,286	1.3%
Safe and secure place*	1,234	0.6%	875	1.0%	570	1.6%	350	0.5%	534	0.7%	3,563	0.7%
Birthplace of Confederation attractions (historic sites)	1,064	0.5%	634	0.7%	67	0.2%	144	0.2%	565	0.8%	2,474	0.5%
Acadian cultural experiences*	790	0.4%	709	0.8%	2	0.0%	27	0.0%	126	0.2%	1,654	0.3%
Indigenous cultural experiences (First Nations-Mi'kmaq) *	80	0.0%	32	0.0%	0	0.0%	67	0.1%	61	0.1%	240	0.1%
Other features	18,558	8.7%	7,271	8.0%	5,612	15.5%	18,983	28.2%	7,750	10.7%	58,174	12.1%
Not stated	326	0.2%	662	0.7%	840	2.3%	662	1.0%	447	0.6%	2,937	0.6%

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.

6.4. OVERNIGHT VISITOR PARTY COMPOSITION

Table 6-4: Overnight Visitor Party Composition by Tourism Season

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Party Characteristics												
By myself/alone	10,856	5.1%	8,287	9.1%	10,311	28.6%	21,171	31.5%	11,685	16.2%	62,310	13.0%
With my spouse/partner only (2 people)	76,345	35.9%	48,228	53.0%	14,623	40.5%	24,155	35.9%	30,378	42.1%	193,729	40.4%
With one or more couples	7,716	3.6%	4,375	4.8%	55	0.2%	171	0.3%	2,486	3.4%	14,803	3.1%
As a family (including children under 18)	63,277	29.8%	4,899	5.4%	2,460	6.8%	6,147	9.1%	9,342	13.0%	86,125	18.0%
As a family (with no one under 18)	7,527	3.5%	5,058	5.6%	1,907	5.3%	2,138	3.2%	3,624	5.0%	20,254	4.2%
With other family/families (including children under 18)	9,407	4.4%	1,793	2.0%	324	0.9%	994	1.5%	1,444	2.0%	13,962	2.9%
With other family members (e.g., sister, brother, grandparents)	16,968	8.0%	8,256	9.1%	2,642	7.3%	5,156	7.7%	4,215	5.8%	37,237	7.8%
With friends	9,187	4.3%	5,938	6.5%	204	0.6%	2,130	3.2%	5,470	7.6%	22,929	4.8%
With family and friends	7,319	3.4%	2,726	3.0%	4	0.0%	1,355	2.0%	2,098	2.9%	13,502	2.8%
Other	3,969	1.9%	1,427	1.6%	3,577	9.9%	3,897	5.8%	1,389	1.9%	14,259	3.0%
Party Composition												
Adult travelling alone	10,856	5.1%	8,287	9.1%	10,311	28.6%	21,171	31.5%	11,685	16.2%	62,310	13.0%
2 adults	88,228	41.5%	55,565	61.1%	18,546	51.4%	29,462	43.8%	35,106	48.7%	226,907	47.4%
3 or more adults	28,165	13.2%	19,795	21.8%	3,011	8.3%	8,079	12.0%	13,096	18.2%	72,146	15.1%
1 adult with child(ren)	6,348	3.0%	705	0.8%	91	0.3%	2,340	3.5%	1,307	1.8%	10,791	2.3%
2 adults with child(ren)	50,589	23.8%	2,500	2.7%	3,854	10.7%	4,930	7.3%	6,473	9.0%	68,346	14.3%
3 or more adults with child(ren)	28,384	13.4%	4,134	4.5%	293	0.8%	1,331	2.0%	4,465	6.2%	38,607	8.1%
Age Composition												
Millennial (18 to 34) Travellers	12,428	5.8%	3,996	4.4%	3,457	9.6%	6,332	9.4%	7,259	10.1%	33,472	7.0%
Middle Aged (35 to 54) Travellers	19,057	9.0%	9,642	10.6%	9,681	26.8%	14,303	21.2%	8,787	12.2%	61,470	12.8%
Senior (55 and over) Travellers	67,070	31.6%	51,229	56.3%	14,177	39.3%	28,404	42.2%	32,351	44.8%	193,231	40.3%
Multi-generation Travellers	28,694	13.5%	18,780	20.6%	4,553	12.6%	9,672	14.4%	11,490	15.9%	73,189	15.3%
Families/Adult(s) with child(ren)	85,322	40.1%	7,339	8.1%	4,239	11.7%	8,602	12.8%	12,245	17.0%	117,747	24.6%

6.5. AVERAGE OVERNIGHT VISITOR PARTY SIZE

Table 6-5: Average Overnight Visitor Party Size 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Average Party Size	3.51		2.70		2.11		2.07		2.91		2.96	
Avg. Number of Male Travellers	1.62		1.20		1.07		0.98		1.44		1.38	
Avg. Number of Female Travellers	1.89		1.50		1.05		1.10		1.47		1.58	
Avg. Number of Children	0.88		0.14		0.24		0.20		0.39		0.52	
Avg. Number of Adult Travellers	2.63		2.56		1.88		1.87		2.52		2.43	

6.6. GENDER AND AGE OF INDIVIDUAL OVERNIGHT VISITORS TO PEI

Table 6-6: Gender and Age of Individual Overnight 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	
Total Overnight Visitors	746,115	(52.7%)	245,293	(17.3%)	76,276	(5.4%)	139,531	(9.8%)	209,775	(14.8%)	1,416,990	(100.0%)
Gender												
Male	343,987	46.1%	109,102	44.5%	38,527	50.5%	65,676	47.1%	103,626	49.4%	660,918	46.6%
Female	402,128	53.9%	136,191	55.5%	37,749	49.5%	73,855	52.9%	106,149	50.6%	756,072	53.4%
Age												
Under 8 Years	88,714	11.9%	6,625	2.7%	7,474	9.8%	4,503	3.2%	14,929	7.1%	122,245	8.6%
9 – 17 Years	98,571	13.2%	6,143	2.5%	1,011	1.3%	9,238	6.6%	13,320	6.3%	128,283	9.1%
18 – 24 Years	30,844	4.1%	7,404	3.0%	2,634	3.5%	4,711	3.4%	7,451	3.6%	53,044	3.7%
25 – 34 Years	69,527	9.3%	19,319	7.9%	6,598	8.7%	12,941	9.3%	25,825	12.3%	134,210	9.5%
35 – 44 Years	117,568	15.8%	21,158	8.6%	10,056	13.2%	18,225	13.1%	28,021	13.4%	195,028	13.8%
45 – 54 Years	95,602	12.8%	32,444	13.2%	15,176	19.9%	25,906	18.6%	25,220	12.0%	194,348	13.7%
55 – 64 Years	126,052	16.9%	63,020	25.7%	19,121	25.1%	28,492	20.4%	47,923	22.8%	284,608	20.1%
65 – 74 Years	96,471	12.9%	68,507	27.9%	8,648	11.3%	27,570	19.8%	37,458	17.9%	238,654	16.8%
75 Years and over	22,766	3.1%	20,673	8.4%	5,558	7.3%	7,945	5.7%	9,628	4.6%	66,570	4.7%

6.7. OVERNIGHT VISITOR PARTIES TO PEI BY ENTRY AND EXIT POINT

Table 6-7: Overnight Visitor Parties by Entry and Exit Point, and 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Entry Point												
Confederation Bridge	163,421	76.9%	64,903	71.3%	28,924	80.1%	58,729	87.2%	54,770	75.9%	370,747	77.4%
Ferry at Caribou, Nova Scotia	33,042	15.5%	17,403	19.1%	3,133	8.7%	1,210	1.8%	8,349	11.6%	63,137	13.2%
Charlottetown Airport	16,109	7.6%	8,680	9.5%	4,051	11.2%	7,374	11.0%	9,011	12.5%	45,225	9.4%
Exit Point												
Confederation Bridge	164,873	77.6%	68,966	75.8%	30,835	85.4%	59,703	88.7%	54,359	75.4%	378,736	79.1%
Wood Islands Ferry Terminal	30,677	14.4%	11,851	13.0%	1,182	3.3%	0	0.0%	7,605	10.5%	51,315	10.7%
Charlottetown Airport	17,021	8.0%	10,169	11.2%	4,090	11.3%	7,610	11.3%	10,167	14.1%	49,057	10.2%
Mix of Entry and Exit Points												
Bridge only	144,059	67.8%	57,037	62.7%	28,221	78.2%	57,914	86.0%	49,013	67.9%	336,244	70.2%
Bridge and Ferry Mix	38,550	18.1%	18,296	20.1%	2,900	8.0%	1,210	1.8%	9,209	12.8%	70,165	14.6%
Air only	15,388	7.2%	8,488	9.3%	3,820	10.6%	6,795	10.1%	8,554	11.9%	43,045	9.0%
Ferry only	12,220	5.7%	5,292	5.8%	666	1.8%	0	0.0%	3,284	4.6%	21,462	4.5%
Air and Bridge or Ferry Mix	2,354	1.1%	1,873	2.1%	500	1.4%	1,394	2.1%	2,071	2.9%	8,192	1.7%

6.8. RENTAL CAR USAGE AND LOCATION OF RENTAL CAR PICK-UP BY OVERNIGHT VISITOR PARTIES

Table 6-8: Rental Car Usage and Location of Rental Car Pick-Up of Overnight 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Rental Car Usage												
Yes	27,570	13.0%	17,616	19.4%	5,393	14.9%	7,651	11.4%	13,410	18.6%	71,640	15.0%
No	185,001	87.0%	73,370	80.6%	30,714	85.1%	59,662	88.6%	58,721	81.4%	407,468	85.0%
Location of Pick-Up												
Prince Edward Island	6,840	24.8%	2,789	15.8%	1,456	27.0%	3,352	43.8%	4,568	34.1%	19,005	26.5%
New Brunswick	6,200	22.5%	4,971	28.2%	1,748	32.4%	2,035	26.6%	3,048	22.7%	18,002	25.1%
Nova Scotia	4,914	17.8%	2,439	13.8%	1,515	28.1%	1,693	22.1%	3,582	26.7%	14,143	19.7%
Quebec	1,138	4.1%	489	2.8%	20	0.4%	57	0.7%	506	3.8%	2,210	3.1%
Ontario	737	2.7%	254	1.4%	219	4.1%	135	1.8%	268	2.0%	1,613	2.3%
Other province	754	2.7%	998	5.7%	0	0.0%	305	4.0%	345	2.6%	2,402	3.4%
New England state	727	2.6%	822	4.7%	246	4.6%	57	0.7%	399	3.0%	2,251	3.1%
Other US state	6,259	22.7%	4,853	27.6%	189	3.5%	16	0.2%	694	5.2%	12,011	16.8%

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

6.9. PRIMARY DESTINATION AND TRIP DURATION BY OVERNIGHT VISITOR PARTIES

Table 6-9: Primary Destination and Trip Duration of Overnight 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Primary Destination of the Trip												
Prince Edward Island	179,530	84.5%	74,562	81.9%	34,154	94.6%	63,425	94.2%	60,634	84.1%	412,305	86.1%
Other Destination	31,441	14.8%	15,933	17.5%	987	2.7%	2,712	4.0%	10,556	14.6%	61,629	12.9%
Don't Know/Not Stated	1,601	0.8%	491	0.5%	966	2.7%	1,176	1.7%	941	1.3%	5,175	1.1%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	9.22	100.0%	8.17	100.0%	4.84	100.0%	4.62	100.0%	7.04	100.0%	7.72	100.0%
Nights stayed on PEI	5.41	58.7%	4.49	55.0%	3.55	73.2%	3.77	81.5%	4.20	59.6%	4.68	60.7%
(Nights in Paid Accommodation)	4.40	(81.3%)	3.60	(80.2%)	1.64	(46.3%)	1.86	(49.3%)	3.06	(72.8%)	3.48	(74.3%)
(Nights in paid accommodations secured through a peer-to-peer lodging websites such as Airbnb)	1.02	(23.1%)	1.07	(29.6%)	0.85	(52.0%)	0.38	(20.2%)	0.86	(28.1%)	0.92	(26.4%)
Nights stayed in NB	1.16	12.6%	0.82	10.1%	0.53	10.9%	0.29	6.3%	0.63	8.9%	0.85	11.0%
Nights stayed in NS	1.31	14.2%	1.48	18.1%	0.47	9.6%	0.28	6.0%	0.97	13.7%	1.08	14.0%
Nights stayed in NL	0.31	3.4%	0.21	2.6%	0.10	2.1%	0.04	0.9%	0.20	2.8%	0.22	2.9%
Nights stayed in Magdalen Islands	0.16	1.8%	0.15	1.8%	0.08	1.6%	0.00	0.0%	0.09	1.3%	0.12	1.6%
Nights stayed elsewhere	0.87	9.4%	1.02	12.5%	0.12	2.5%	0.24	5.3%	0.96	13.7%	0.77	9.9%

Note: While percent in parentheses of “nights in paid accommodation” indicates % for nights stayed on PEI (**bold blue colour**), percent in parentheses in “nights in paid accommodations on PEI through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.” indicates % for nights in paid accommodation booked through a peer-to-peer lodging platform (**bold red colour**).

6.10. OVERNIGHT STAYS ON PEI TOURISM REGIONS

Table 6-10: Overnight Stays on PEI Tourism 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Total Accumulated Parties Staying at Least One Night in the Specified Region												
Greater Charlottetown Area	58,202	21.1%	37,943	31.8%	20,721	51.4%	36,593	50.3%	30,474	35.3%	183,933	31.0%
Summerside	27,747	10.1%	14,931	12.5%	7,104	17.6%	14,929	20.5%	8,257	9.6%	72,968	12.3%
North Cape Coastal Drive	24,702	9.0%	8,864	7.4%	4,487	11.1%	6,032	8.3%	7,249	8.4%	51,334	8.6%
Green Gables Shore	105,163	38.2%	35,136	29.5%	2,673	6.6%	4,850	6.7%	25,639	29.7%	173,461	29.2%
Red Sands Shore	17,592	6.4%	6,871	5.8%	71	0.2%	1,932	2.7%	4,904	5.7%	31,370	5.3%
Points East Coastal Drive	42,228	15.3%	15,498	13.0%	5,235	13.0%	8,437	11.6%	9,733	11.3%	81,131	13.7%
Total Overnight Stays (Parties)	275,634	100.0%	119,243	100.0%	40,291	100.0%	72,773	100.0%	86,256	100.0%	594,197	100.0%
Total Accumulated Nights Spent by Parties in the Specific Region												
Greater Charlottetown Area	218,934	19.0%	120,803	29.6%	64,814	50.6%	125,859	49.6%	103,832	34.3%	634,242	28.3%
Summerside	97,686	8.5%	42,933	10.5%	21,199	16.6%	51,285	20.2%	30,976	10.2%	244,079	10.9%
North Cape Coastal Drive	97,566	8.5%	26,320	6.4%	12,662	9.9%	22,498	8.9%	21,065	7.0%	180,111	8.0%
Green Gables Shore	481,353	41.8%	133,180	32.6%	7,247	5.7%	22,514	8.9%	102,553	33.8%	746,847	33.3%
Red Sands Shore	67,917	5.9%	32,313	7.9%	198	0.2%	4,396	1.7%	13,765	4.5%	118,589	5.3%
Points East Coastal Drive	187,059	16.3%	53,211	13.0%	21,918	17.1%	26,998	10.6%	30,797	10.2%	319,983	14.3%
Total Overnight Stays (Nights)	1,150,515	100.0%	408,760	100.0%	128,038	100.0%	253,550	100.0%	302,988	100.0%	2,243,851	100.0%

6.11. AVERAGE LENGTH OF STAY BY OVERNIGHT VISITOR PARTIES IN PEI TOURISM REGIONS

Table 6-11: Average Length of Stay by Overnight Visitors by PEI Region and 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Average Number of Nights Stayed	5.41		4.49		3.55		3.77		4.20		4.68	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)												
Greater Charlottetown Area	1.03		1.33		1.80		1.87		1.44		1.32	
Summerside	0.46		0.47		0.59		0.76		0.43		0.51	
North Cape Coastal Drive	0.46		0.29		0.35		0.33		0.29		0.38	
Green Gables Shore	2.26		1.46		0.20		0.33		1.42		1.56	
Red Sands Shore	0.32		0.35		0.01		0.07		0.19		0.25	
Points East Coastal Drive	0.88		0.58		0.61		0.40		0.43		0.67	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
Greater Charlottetown Area	3.76		3.18		3.13		3.44		3.41		3.45	
Summerside	3.52		2.87		2.98		3.43		3.75		3.34	
North Cape Coastal Drive	3.95		2.97		2.82		3.73		2.90		3.51	
Green Gables Shore	4.58		3.79		2.71		4.64		4.00		4.31	
Red Sands Shore	3.86		4.69		2.76		2.27		2.81		3.78	
Points East Coastal Drive	4.43		3.43		4.19		3.20		3.16		3.94	

6.12. OVERNIGHT VISITOR STAYS BY TYPE OF ACCOMMODATION USED

Table 6-12: Overnight Visitor Stays by Type of Accommodation Used and 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation												
Hotel, Motel, or Resort	67,392	28.1%	35,648	34.8%	16,124	43.7%	28,871	41.5%	26,747	33.9%	174,782	33.1%
Inn	13,248	5.5%	6,191	6.0%	1,854	5.0%	2,692	3.9%	4,870	6.2%	28,855	5.5%
Cottage or Cabin	61,994	25.9%	29,779	29.1%	2,200	6.0%	3,362	4.8%	19,963	25.3%	117,298	22.2%
B&B or Tourist Home	15,858	6.6%	10,753	10.5%	415	1.1%	2,418	3.5%	7,922	10.0%	37,366	7.1%
Campground or Trailer (RV) Park	56,387	23.5%	9,633	9.4%	575	1.6%	1,743	2.5%	6,592	8.4%	74,930	14.2%
Home of Friends or Relatives	17,719	7.4%	8,279	8.1%	12,872	34.9%	24,807	35.7%	8,549	10.8%	72,226	13.7%
Own Property	2,529	1.1%	760	0.7%	2,601	7.0%	4,447	6.4%	1,812	2.3%	12,149	2.3%
Other (e.g., hostel)	4,461	1.9%	1,434	1.4%	269	0.7%	1,231	1.8%	2,386	3.0%	9,781	1.9%
Total Overnight Stays (Parties)	239,588	100.0%	102,477	100.0%	36,910	100.0%	69,571	100.0%	78,841	100.0%	527,387	100.0%
Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation												
Hotel, Motel, or Resort	230,352	20.0%	109,738	26.9%	42,273	33.0%	78,564	31.0%	81,326	26.8%	542,253	24.2%
Inn	42,103	3.7%	16,188	4.0%	10,457	8.2%	6,559	2.6%	11,812	3.9%	87,119	3.9%
Cottage or Cabin	318,068	27.6%	142,744	34.9%	6,772	5.3%	12,931	5.1%	87,295	28.8%	567,810	25.3%
B&B or Tourist Home	60,160	5.2%	34,467	8.4%	1,297	1.0%	6,772	2.7%	27,206	9.0%	129,902	5.8%
Campground or Trailer (RV) Park	337,014	29.3%	49,894	12.2%	1,584	1.2%	13,236	5.2%	31,432	10.4%	433,160	19.3%
Home of Friends or Relatives	98,362	8.5%	38,804	9.5%	53,518	41.8%	110,139	43.4%	38,019	12.5%	338,842	15.1%
Own Property	44,410	3.9%	10,535	2.6%	9,977	7.8%	20,567	8.1%	12,200	4.0%	97,689	4.4%
Other (e.g., hostel)	20,163	1.8%	6,332	1.5%	2,173	1.7%	4,797	1.9%	13,740	4.5%	47,205	2.1%
Total Overnight Stays (Nights)	1,150,632	100.0%	408,702	100.0%	128,051	100.0%	253,565	100.0%	303,030	100.0%	2,243,980	100.0%

6.13. OVERNIGHT VISITORS' AVERAGE LENGTH OF STAY BY ACCOMMODATION TYPE

Table 6-13: Overnight Visitors' Average Length of Stay by Accommodation Type and 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Average Number of Nights Stayed	5.41		4.49		3.55		3.77		4.20		4.68	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)												
Hotel, Motel, or Resort	1.08		1.21		1.17		1.17		1.13		1.13	
Inn	0.20		0.18		0.29		0.10		0.16		0.18	
Cottage or Cabin	1.50		1.57		0.19		0.19		1.21		1.19	
B&B or Tourist Home	0.28		0.38		0.04		0.10		0.38		0.27	
Campground or Trailer (RV) Park	1.59		0.55		0.04		0.20		0.44		0.90	
Home of Friends or Relatives	0.46		0.43		1.48		1.64		0.53		0.71	
Own Property	0.21		0.12		0.28		0.31		0.17		0.20	
Other (e.g., hostel)	0.09		0.07		0.06		0.07		0.19		0.10	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)												
Hotel, Motel, or Resort	3.42		3.08		2.62		2.72		3.04		3.10	
Inn	3.18		2.61		5.64		2.44		2.42		3.02	
Cottage or Cabin	5.13		4.79		3.08		3.85		4.37		4.84	
B&B or Tourist Home	3.79		3.20		3.12		2.80		3.43		3.48	
Campground or Trailer (RV) Park	5.98		5.18		2.75		7.59		4.76		5.78	
Home of Friends or Relatives	5.55		4.68		4.16		4.44		4.45		4.69	
Own Property	17.55		13.82		3.83		4.62		6.71		8.03	
Other (e.g., hostel)	4.51		4.41		8.06		3.89		5.75		4.82	

6.14. PEI REGIONS VISITED BY OVERNIGHT VISITORS DURING THEIR TRIP

Table 6-14: PEI Regions Visited by Overnight Visitors during their Trip 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Greater Charlottetown Area	141,412	66.5%	67,974	74.7%	23,897	66.2%	46,024	68.4%	51,287	71.1%	330,594	69.0%
Green Gables Shore	160,761	75.6%	61,215	67.3%	8,779	24.3%	10,052	14.9%	42,410	58.8%	283,217	59.1%
Summerside	87,935	41.4%	40,986	45.0%	9,698	26.9%	21,078	31.3%	27,054	37.5%	186,751	39.0%
Points East Coastal Drive	85,416	40.2%	38,396	42.2%	7,168	19.9%	11,481	17.1%	23,721	32.9%	166,182	34.7%
Red Sands Shore	84,644	39.8%	35,562	39.1%	4,742	13.1%	6,400	9.5%	24,845	34.4%	156,193	32.6%
North Cape Coastal Drive	64,772	30.5%	26,435	29.1%	7,362	20.4%	10,347	15.4%	18,662	25.9%	127,578	26.6%

Note: Results were based on multiple responses. A “visit” was defined as staying overnight, dining, visiting an attraction, or participating in an activity in the region, and not travelling through the region only.

6.15. TYPE OF VISITATION, LAST TRIP TO PEI, AND AVERAGE NUMBER OF VISITS BY OVERNIGHT VISITORS

Table 6-15: Type of Visitation, Last Trip to PEI, and Average Number of Visits by Overnight 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Type of Visitation												
First-Time Visitors	51,415	24.2%	25,163	27.7%	2,315	6.4%	5,430	8.1%	17,194	23.8%	101,517	21.2%
Repeat Visitors	161,156	75.8%	65,823	72.3%	33,792	93.6%	61,883	91.9%	54,937	76.2%	377,591	78.8%
Last Trip to PEI*												
This year	27,003	16.8%	20,625	31.3%	26,556	78.6%	32,368	52.3%	12,703	23.1%	119,255	31.6%
One year ago	62,672	38.9%	19,299	29.3%	3,807	11.3%	15,757	25.5%	21,461	39.1%	122,996	32.6%
Two years ago	15,985	9.9%	5,209	7.9%	135	0.4%	6,346	10.3%	4,988	9.1%	32,663	8.7%
Three years ago	7,860	4.9%	2,429	3.7%	86	0.3%	356	0.6%	2,102	3.8%	12,833	3.4%
Four years ago	5,874	3.6%	1,740	2.6%	1,443	4.3%	1,894	3.1%	1,394	2.5%	12,345	3.3%
Five or more years ago	41,761	25.9%	16,520	25.1%	1,766	5.2%	5,163	8.3%	12,289	22.4%	77,499	20.5%
Average Number of Times Visited PEI in the Past Five Years*												
Mean (Group Median)	4.59 (3.12)		5.64 (3.48)		9.66 (10.12)		8.36 (6.25)		6.48 (3.56)		6.12 (3.79)	

Note: * Repeat visitors only.

6.16. ACTIVITIES PARTICIPATED IN BY OVERNIGHT VISITORS WHILE ON PEI

Table 6-16: Activities Participated in by Overnight Visitors While on 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Valid Overnight Parties	211,781	(45.9%)	89,371	(19.4%)	32,700	(7.1%)	57,381	(12.4%)	70,512	(15.3%)	461,745	(100.0%)
Sightseeing/driving tour	154,819	73.1%	63,284	70.8%	10,699	32.7%	14,524	25.3%	43,805	62.1%	287,131	62.2%
Going to a beach	160,169	75.6%	51,399	57.5%	7,759	23.7%	7,509	13.1%	36,132	51.2%	262,968	57.0%
Shopping for local crafts/souvenirs/antiques	138,741	65.5%	52,377	58.6%	6,640	20.3%	15,039	26.2%	35,658	50.6%	248,455	53.8%
Visiting a national or provincial park	137,431	64.9%	49,185	55.0%	3,013	9.2%	6,124	10.7%	32,660	46.3%	228,413	49.5%
Sampling local culinary products (lobster, potatoes, mussels, oysters, wine, beer, etc.)	112,780	53.3%	44,384	49.7%	9,673	29.6%	19,140	33.4%	34,887	49.5%	220,864	47.8%
Visiting historical and cultural attractions	107,721	50.9%	42,721	47.8%	3,932	12.0%	5,882	10.3%	27,099	38.4%	187,355	40.6%
Visiting friends and/or relatives	54,791	25.9%	24,618	27.5%	23,306	71.3%	39,332	68.5%	22,602	32.1%	164,649	35.7%
Visiting Anne of Green Gables and/or Lucy Maud Montgomery attractions	65,105	30.7%	25,791	28.9%	496	1.5%	2,078	3.6%	17,073	24.2%	110,543	23.9%
Visiting a theme, fun or amusement park	57,107	27.0%	4,629	5.2%	625	1.9%	1,012	1.8%	9,210	13.1%	72,583	15.7%
Using the Confederation Trail or other trails (cycling, walking, running, etc.)	36,477	17.2%	17,552	19.6%	4,358	13.3%	3,128	5.5%	9,867	14.0%	71,382	15.5%
Attending a festival, event, or concert	35,883	16.9%	13,501	15.1%	3,410	10.4%	7,739	13.5%	9,512	13.5%	70,045	15.2%
Attending a performance (live theatre, a play)	37,026	17.5%	13,243	14.8%	3,145	9.6%	2,165	3.8%	8,617	12.2%	64,196	13.9%
Visiting Birthplace of Confederation attractions (e.g., Founders' Hall, Province House)	29,387	13.9%	12,685	14.2%	1,026	3.1%	2,504	4.4%	7,654	10.9%	53,256	11.5%
Playing golf (not miniature)	16,067	7.6%	6,415	7.2%	781	2.4%	35	0.1%	4,463	6.3%	27,761	6.0%
Participating in water-based activities (kayaking, tuna fishing, etc.)	20,141	9.5%	2,533	2.8%	1,141	3.5%	345	0.6%	2,160	3.1%	26,320	5.7%
Taking part in an authentic PEI experience/hands-on learning activity	14,396	6.8%	3,982	4.5%	359	1.1%	488	0.9%	2,495	3.5%	21,720	4.7%
Attending a sports event or tournament (as a spectator)	3,694	1.7%	2,218	2.5%	2,102	6.4%	4,014	7.0%	953	1.4%	12,981	2.8%
Going to a casino and/or harness racing	6,432	3.0%	3,097	3.5%	160	0.5%	699	1.2%	711	1.0%	11,099	2.4%
Participating in winter activities (skiing, snowboarding, snowmobiling, snowshoeing, etc.)	232	0.1%	127	0.1%	2,045	6.3%	2,807	4.9%	50	0.1%	5,261	1.1%

Note: Results were based on multiple responses; valid overnight parties indicate only those who reported the activities they participated in while on PEI.

6.17. EXPLORATION OF PEI COSTAL DRIVES BY OVERNIGHT VISITORS

Table 6-17: Exploration of PEI Coastal Drive by Overnight 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Central Coastal Drive (One Drive, Two Shores: Green Gables Shore and Red Sands Shore)	133,914	63.0%	55,236	60.7%	6,201	17.2%	9,438	14.0%	35,694	49.5%	240,483	50.2%
Points East Coastal Drive	79,044	37.2%	36,138	39.7%	7,218	20.0%	6,461	9.6%	19,868	27.5%	148,729	31.0%
North Cape Coastal Drive	59,632	28.1%	26,770	29.4%	5,060	14.0%	8,696	12.9%	16,510	22.9%	116,668	24.4%

Note: Results are based on multiple responses.

6.18. OVERNIGHT VISITOR PARTIES TRAVEL EXPENDITURES

Table 6-18: Overnight Visitor Parties Travel Expenditures 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Estimated Total Direct Expenditures	\$394,279,174		\$101,029,016		\$23,406,604		\$44,483,183		\$82,071,384		\$645,269,361	
Average Spending per Party per Visit	\$1,856.92		\$1,105.81		\$670.61		\$647.31		\$1,128.40		\$1,330.68	
Travel package	\$52.13		\$26.81		\$12.27		\$12.41		\$42.79		\$36.97	
Accommodations	\$718.29		\$420.35		\$235.03		\$220.89		\$392.24		\$499.59	
Food and beverage at restaurants, bars, etc.	\$334.19		\$220.54		\$133.43		\$137.12		\$241.62		\$254.25	
Food and beverage at stores	\$163.65		\$95.81		\$61.54		\$55.91		\$97.47		\$116.63	
Vehicle operation	\$172.12		\$115.99		\$75.23		\$71.32		\$101.58		\$128.24	
Car rentals on PEI and local transportation	\$35.73		\$24.97		\$17.19		\$15.77		\$26.67		\$27.99	
Shopping	\$173.09		\$107.58		\$78.08		\$62.53		\$114.50		\$127.97	
Recreation and entertainment	\$149.15		\$68.30		\$42.00		\$48.23		\$81.55		\$99.85	
Other expenditures	\$58.57		\$25.46		\$15.85		\$23.13		\$29.98		\$39.20	
Average Spending per Person per Night	\$97.74 (100%)		\$91.34 (100%)		\$89.51 (100%)		\$82.91 (100%)		\$92.38 (100%)		\$96.08 (100%)	
Travel package	\$2.74 (2.8%)		\$2.21 (2.4%)		\$1.64 (1.8%)		\$1.59 (1.9%)		\$3.50 (3.8%)		\$2.67 (2.8%)	
Accommodations	\$37.81 (38.7%)		\$34.72 (38.0%)		\$31.37 (35.0%)		\$28.29 (34.1%)		\$32.11 (34.8%)		\$36.07 (37.5%)	
Food and beverage at restaurants, bars, etc.	\$17.59 (18.0%)		\$18.22 (19.9%)		\$17.81 (19.9%)		\$17.56 (21.2%)		\$19.18 (21.4%)		\$18.36 (19.1%)	
Food and beverage at stores	\$8.61 (8.8%)		\$7.91 (8.7%)		\$8.21 (9.2%)		\$7.16 (8.6%)		\$7.98 (8.6%)		\$8.42 (8.8%)	
Vehicle operation	\$9.06 (9.3%)		\$9.58 (10.5%)		\$10.04 (11.2%)		\$9.14 (11.0%)		\$8.32 (9.0%)		\$9.26 (9.6%)	
Car rentals on PEI and local transportation	\$1.88 (1.9%)		\$2.06 (2.3%)		\$2.29 (2.6%)		\$2.02 (2.4%)		\$2.18 (2.4%)		\$2.02 (2.1%)	
Shopping	\$9.11 (9.3%)		\$8.89 (9.7%)		\$10.42 (11.6%)		\$8.01 (9.7%)		\$9.37 (10.1%)		\$9.24 (9.6%)	
Recreation and entertainment	\$7.85 (8.0%)		\$5.64 (6.2%)		\$5.61 (6.3%)		\$6.18 (7.5%)		\$6.68 (7.2%)		\$7.21 (7.5%)	
Other expenditure	\$3.08 (3.2%)		\$2.10 (2.3%)		\$2.11 (2.4%)		\$2.96 (3.6%)		\$2.45 (2.7%)		\$2.83 (2.9%)	

Note: Total expenditures in each tourism season were calculated as follows: Number of parties × average spending per party per visit.

6.19. RATING OF TRAVEL SERVICES, COMPLAINTS, AND FUTURE BEHAVIOURAL INTENSIONS OF OVERNIGHT VISITOR PARTIES

Table 6-19: Rating of Travel Services, Complaints, and Future Behavioural Intentions of Overnight 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Rating of Travel Services	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Accommodation service and quality	4.53	91.6%	4.58	93.9%	4.49	90.7%	4.43	87.8%	4.56	92.2%	4.53	91.7%
Restaurant service and quality	4.45	91.5%	4.53	93.9%	4.55	93.2%	4.40	92.2%	4.44	92.2%	4.47	92.3%
Transportation service and quality	4.31	86.7%	4.40	89.6%	4.27	77.2%	4.17	82.3%	4.25	84.5%	4.30	85.7%
Quality of customer service	4.60	95.2%	4.60	93.8%	4.66	97.2%	4.48	94.1%	4.55	93.8%	4.58	94.7%
Prices of goods and services	4.04	77.9%	4.16	81.3%	4.26	82.8%	3.88	73.6%	3.96	73.1%	4.04	77.6%
Variety of things to see and do	4.60	94.3%	4.51	90.8%	4.42	84.3%	4.30	85.3%	4.45	89.8%	4.52	91.4%
Complaints												
Yes	13,304	6.4%	7,096	7.9%	1,721	4.9%	5,958	9.8%	5,495	7.8%	33,574	7.2%
No	196,004	93.6%	82,829	92.1%	33,383	95.1%	55,041	90.2%	64,738	92.2%	431,995	92.8%
Travel Evaluation and Future Intentions	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Good value for money	4.45	93.1%	4.55	93.5%	4.17	79.1%	4.26	86.8%	4.37	91.3%	4.41	91.0%
Good way to spend time	4.70	97.7%	4.74	97.0%	4.43	87.6%	4.45	92.5%	4.59	95.6%	4.64	95.8%
Overall satisfaction with the trip to PEI	4.69	96.6%	4.71	96.6%	4.50	93.4%	4.48	96.8%	4.61	96.6%	4.64	96.4%
Intention to recommend to others	4.75	96.9%	4.78	97.3%	4.56	94.1%	4.63	97.9%	4.66	96.3%	4.71	96.8%
Intention to revisit PEI	4.75	95.7%	4.73	94.7%	4.68	95.1%	4.73	98.4%	4.66	94.8%	4.72	95.7%

Note: Results (mean values, percent and complaints) were based on those who rated or reported each of the items. ^{a)} Mean values (M) were based on a 5-point scale; ^{b)} Percentages (%) indicate the percentage of respondents who rated the item 4 or 5.

6.20. DEMOGRAPHIC CHARACTERISTICS OF OVERNIGHT VISITOR PARTIES

Table 6-20: Demographic Characteristics of Overnight 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Gender												
Male	69,256	32.6%	32,059	35.2%	12,983	36.0%	25,786	38.3%	26,615	36.9%	166,699	34.8%
Female	143,053	67.3%	58,572	64.4%	23,124	64.0%	41,517	61.7%	45,494	63.1%	311,760	65.1%
Other	262	0.1%	356	0.4%	0	0.0%	10	0.0%	22	0.0%	650	0.1%
Age												
18 to 24	4,449	2.1%	1,253	1.4%	1,888	5.2%	2,202	3.3%	1,966	2.7%	11,758	2.5%
25 to 34	22,646	10.7%	6,596	7.2%	2,063	5.7%	6,643	9.9%	11,235	15.6%	49,183	10.3%
35 to 44	47,962	22.6%	8,248	9.1%	6,381	17.7%	9,785	14.5%	10,720	14.9%	83,096	17.3%
45 to 54	42,477	20.0%	15,140	16.6%	8,883	24.6%	15,894	23.6%	9,716	13.5%	92,110	19.2%
55 to 64	49,527	23.3%	26,192	28.8%	10,837	30.0%	15,734	23.4%	19,385	26.9%	121,675	25.4%
65 to 74	38,031	17.9%	27,429	30.1%	4,295	11.9%	14,045	20.9%	14,441	20.0%	98,241	20.5%
75 and over	7,479	3.5%	6,127	6.7%	1,761	4.9%	3,010	4.5%	4,668	6.5%	23,045	4.8%
Mother Tongue												
English	170,930	80.4%	75,258	82.7%	29,835	82.6%	54,282	80.6%	60,505	83.9%	390,810	81.6%
French	35,351	16.6%	12,785	14.1%	5,838	16.2%	11,376	16.9%	7,990	11.1%	73,340	15.3%
Other	6,290	3.0%	2,943	3.2%	434	1.2%	1,655	2.5%	3,635	5.0%	14,957	3.1%

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

Table 6-20: Demographic Characteristics of Overnight 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Marital Status												
Single	29,523	13.9%	13,569	14.9%	10,470	29.0%	12,477	18.5%	14,790	20.5%	80,829	16.9%
Married/living common law	174,431	82.1%	72,685	79.9%	21,051	58.3%	50,463	75.0%	53,930	74.8%	372,560	77.8%
Other	8,282	3.9%	4,392	4.8%	3,983	11.0%	3,373	5.0%	3,264	4.5%	23,294	4.9%
Not Stated	335	0.2%	340	0.4%	603	1.7%	1,000	1.5%	147	0.2%	2,425	0.5%
Average Number of Children Living in the Household *												
17 years and younger	77,300 ^{a)}	35.9% ^{b)}	9,533 ^{a)}	10.5% ^{b)}	7,964 ^{a)}	22.1% ^{b)}	15,207 ^{a)}	22.6% ^{b)}	15,535 ^{a)}	21.5% ^{b)}	125,538 ^{a)}	26.2% ^{b)}
	1.86^{c)}		1.71^{c)}		2.14^{c)}		1.69^{c)}		1.97^{c)}		1.86^{c)}	
18 years and older	29,604 ^{a)}	13.7% ^{b)}	14,594 ^{a)}	16.0% ^{b)}	5,375 ^{a)}	14.9% ^{b)}	11,109 ^{a)}	16.5% ^{b)}	8,433 ^{a)}	11.7% ^{b)}	69,114 ^{a)}	14.4% ^{b)}
	1.57^{c)}		1.52^{c)}		1.49^{c)}		1.63^{c)}		1.56^{c)}		1.56^{c)}	
Education												
Some school	2,481	1.2%	1,174	1.3%	575	1.6%	1,200	1.8%	1,478	2.0%	6,908	1.4%
High school diploma	18,345	8.6%	8,264	9.1%	6,456	17.9%	8,690	12.9%	7,554	10.5%	49,309	10.3%
Some post-secondary	24,733	11.6%	9,969	11.0%	4,280	11.9%	4,725	7.0%	7,171	9.9%	50,878	10.6%
Graduated community/technical college	58,417	27.5%	26,143	28.7%	10,433	28.9%	18,383	27.3%	18,397	25.5%	131,773	27.5%
Graduated university (undergraduate degree)	59,423	28.0%	23,622	26.0%	9,301	25.8%	17,120	25.4%	19,401	26.9%	128,867	26.9%
Post graduate degree/professional designation	49,092	23.1%	21,785	23.9%	5,030	13.9%	16,740	24.9%	17,941	24.9%	110,588	23.1%
Not Stated	80	0.0%	30	0.0%	33	0.1%	456	0.7%	190	0.3%	789	0.2%

Note: * While ^{a)} and ^{b)} indicate the valid number and percent of respondents who reported the number of children living in the household, ^{c)} indicates the average number of children living in the household based on the valid number of respondents.

Table 6-20: Demographic Characteristics of Overnight 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	
Total Overnight Parties	215,571	(44.4%)	90,986	(19.0%)	36,107	(7.5%)	67,313	(14.0%)	72,131	(15.1%)	479,108	(100.0%)
Employment Status												
Working full-time	117,855	55.4%	33,559	36.9%	21,291	59.0%	33,856	50.3%	35,323	49.0%	241,884	50.5%
Working part-time or seasonally	15,093	7.1%	7,433	8.2%	1,225	3.4%	7,078	10.5%	3,766	5.2%	34,595	7.2%
Unemployed	1,960	0.9%	444	0.5%	13	0.0%	911	1.4%	605	0.8%	3,933	0.8%
Retraining or upgrading	159	0.1%	433	0.5%	0	0.0%	26	0.0%	23	0.0%	641	0.1%
Retired	63,595	29.9%	43,177	47.5%	9,345	25.9%	20,763	30.8%	26,801	37.2%	163,681	34.2%
Homemaker	6,248	2.9%	1,858	2.0%	2,810	7.8%	1,852	2.8%	2,716	3.8%	15,484	3.2%
Student	4,025	1.9%	1,158	1.3%	277	0.8%	1,002	1.5%	1,540	2.1%	8,002	1.7%
Other	3,556	1.7%	2,895	3.2%	1,114	3.1%	1,369	2.0%	1,167	1.6%	10,101	2.1%
Not Stated	80	0.0%	30	0.0%	33	0.1%	456	0.7%	190	0.3%	789	0.2%
Annual Household Income												
Under \$40,000	20,263	9.5%	8,620	9.5%	5,667	15.7%	8,003	11.9%	7,442	10.3%	49,995	10.4%
\$40,000 to \$59,999	31,266	14.7%	12,598	13.8%	3,784	10.5%	5,832	8.7%	11,013	15.3%	64,493	13.5%
\$60,000 to \$79,999	31,934	15.0%	14,911	16.4%	7,575	21.0%	9,291	13.8%	11,243	15.6%	74,954	15.6%
\$80,000 to \$99,999	29,319	13.8%	12,131	13.3%	3,489	9.7%	9,374	13.9%	8,682	12.0%	62,995	13.1%
\$100,000 to \$124,999	28,172	13.3%	10,789	11.9%	2,969	8.2%	10,089	15.0%	10,044	13.9%	62,063	13.0%
\$125,000 to \$149,999	19,506	9.2%	5,725	6.3%	1,335	3.7%	4,468	6.6%	4,651	6.4%	35,685	7.4%
\$150,000 to \$174,999	14,318	6.7%	4,669	5.1%	3,344	9.3%	4,643	6.9%	3,760	5.2%	30,734	6.4%
\$175,000 to \$199,999	6,990	3.3%	1,860	2.0%	757	2.1%	1,692	2.5%	2,018	2.8%	13,317	2.8%
\$200,000 or more	11,757	5.5%	3,066	3.4%	3,421	9.5%	4,412	6.6%	4,693	6.5%	27,349	5.7%
Not Stated	19,045	9.0%	16,617	18.3%	3,765	10.4%	9,510	14.1%	8,586	11.9%	57,523	12.0%

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