

WINTER: OLD FASHIONED FUN



Old Fashioned Fun visitors are middle-aged and older couples and families. They largely live in rural communities and work in well-paying blue-collar jobs. Old Fashioned Fun visitors split their time between outdoor activities and taking in ticketed events. They are repeat visitors with friends and family living on the Island. They are fond of tradition, spending leisure time close to home and nature. They like the amenities of a hotel with a typical stay of 3.6 nights. Old Fashioned Fun visitors are likely to enjoy snowshoeing, hiking, outdoor parks, and ATV/Snowmobile trekking. Traditional media sources resonate well but digital plays a role as well.

Market Sizing ¹



Total Population



Total Households

Target Group: 373,787 | 19.7% Market: 1,895,718
 Target Group: 151,994 | 18.6% Market: 817,534

Demographics ¹

Average Household Income

\$90,415
(110)

Family Composition

0.69
(114)

Children per Household

Education
27.3%
(102)

High School Certificate Or Equivalent

Marital Status
64.2%
(111)

Married/Common-Law

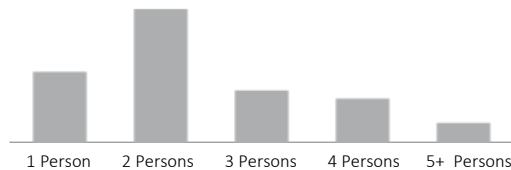
Median Household Maintainer Age

57
(102)

Method of Travel to Work

88.2%
(110) 6.4%
(87)
Car (as driver) Car (as passenger)

Household Size



%	22.1	41.6	16.3	13.8	6.3
Index	76	106	108	120	122

Travel in Prince Edward Island ³

Repeat Visitors

97.3%
(101)

Average Length of Stay

3.6
(95)

Average spend per party in PEI

\$883.86
(103)

Have friends or family in PEI

46.7%
(98)

Geographic Distribution ¹

Census Subdivision (CS)	Target Group			Market	
	% of Group	% of CS	Index	HH Count	% of Market
Halifax, NS (RGM)	15.2	12.3	66	187,875	23.0
Lunenburg, NS (MD)	4.3	58.3	314	11,108	1.4
East Hants, NS (MD)	3.4	54.3	292	9,498	1.2
Cape Breton, NS (RGM)	3.3	11.7	63	42,591	5.2
West Hants, NS (MD)	3.0	72.4	389	6,284	0.8
Kings, Subd. A, NS (SC)	2.7	46.8	252	8,703	1.1
Chester, NS (MD)	2.4	77.4	416	4,710	0.6
Colchester, Subd. C, NS (SC)	1.9	52.6	283	5,510	0.7
Antigonish, Subd. A, NS (SC)	1.7	71.0	382	3,575	0.4
Saint John, NB (C)	1.5	7.1	38	31,915	3.9

Top Activities – General ²

Top 5 Activities Participated	% Comp	Index
Reading	82.3	104
Gardening	62.0	103
Volunteer work	55.7	100
Home exercise & home workout	54.2	103
Swimming	51.1	103

Top 5 Activities Attended	% Comp	Index
Parks & city gardens	37.0	93
Auditoriums, arenas & stadiums (any)	35.1	97
Specialty movie theatres/IMAX	34.0	96
Movies at a theatre/drive-in	33.8	99
Bars & restaurant bars	32.7	95

Key Winter Tourism Activities ²

Hiking & backpacking 36.9% (99)	Auditoriums, arenas & stadiums (any) 35.1% (97)	Bowling 34.3% (99)	Photography 33.7% (107)
Bars & restaurant bars 32.7% (95)	National or provincial park 32.3% (98)	Cross country skiing & snowshoeing 28.8% (109)	ATV & snowmobiling 24.9% (109)

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Vacation Booking ²

	%	Index
Book through an airline directly	43.1	106
Book through a hotel directly	41.2	105
Book through an on-line travel agency	26.4	96
Book through a full service travel agent	22.9	100
Book through airline/hotel website	19.2	91
Book through a discount/last minute agency	12.9	111
Book a package tour	10.8	95
Other services	10.8	75

Accommodation Preferences ²

Hotel 54.2% (105)	Friends/relatives 35.9% (96)	Motel 19.5% (98)
Vacation rental by owner 19.0% (100)	Cottage 17.8% (97)	Package Tours 7.6% (143)

Restaurant Type ²

Restaurant Type	Once a month or more		2-11 times per year		Once a year	
	%	Index	%	Index	%	Index
Casual/family dining restaurants	5.4	111	50.1	106	9.6	100
Food court outlets at a shopping mall	4.4	81	31.4	97	7.0	90
Pub restaurants	5.2	118	36.1	99	6.8	100
Formal dine-in restaurants	3.3	82	21.7	90	5.6	86
Fast casual restaurants	4.4	79	20.5	96	1.4	74
Sports bars	3.3	121	16.4	100	7.4	105
Other types	2.6	76	19.9	91	1.5	81

Trip Frequency ²

Personal Trips	3.8 (104)	Average out-of-town vacations taken in the past 3 years
Business Trips	12.6 (107)	Average number of nights away in the past year for business trips

Media Highlights ²

Radio 16 hours/week (102)	Television 1,448 minutes/week (105)	Newspaper 0.7 hours/week (81)
Magazine 12 minutes/day (103)	Internet 191 minutes/day (93)	

Social Media Use ⁴

Facebook 86.8% (100)	YouTube 66.9% (98)	Pinterest 35.1% (99)
LinkedIn 27.0% (93)	Instagram 26.8% (95)	Twitter 24.2% (91)
WhatsApp 15.4% (92)	Snapchat 12.5% (98)	Podcasts 12.2% (90)
Health/Fitness 7.3% (96)	Blogs 6.9% (84)	Reddit 5.7% (82)
Dating App 3.2% (87)	Flickr 2.3% (90)	Tinder 1.3% (72)

Brand Actions Using Social Media ⁴

	%	Index
Like brand on Facebook	39.1	95
Subscribe to brand email newsletter	16.7	95
Subscribe to brand channel on YouTube	8.9	85
Follow brand on Instagram	8.7	87
Join an exclusive online community of consumers who also like the brand	7.6	98
Follow brand on Twitter	6.4	75