

SHORT-HAUL SIGHTSEERS



Short-Haul Sightseers are largely rural middle-aged and older Atlantic-Canadian families. They are repeat visitors that are drawn to the Island through friends and family connections and familiarity. Short-Haul Sightseers are middle-class visitors that often travel as a family unit and stay in a mix of accommodation types. They are attracted to nature and family-oriented activities such as festivals and events, fun parks, and sporting events. They are strong users of traditional media. Casual and family dining are popular restaurant choices with this segment.

Market Sizing ¹

Total Population
Target Group: 1,904,704 | 7.5%
Market: 25,424,121

Total Households
Target Group: 747,746 | 7.3%
Market: 10,275,783

Demographics ¹

Average Household Income
 \$102,633 (102)

Family Composition
 0.73 (100)
Children per Household

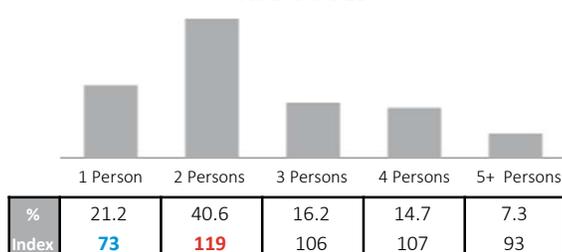
Education
 16.7% (65)
University Degree

Marital Status
 64.3% (114)
Married/Common-Law

Median Household Maintainer Age
 57 (105)

Labour Force Participation
 62.4% (97)
Participation Rate

Household Size



Travel in Prince Edward Island ³

Repeat Visitors
85.8% (113)

Average Total Nights in Paid Accommodations
3.3 (90)

Average spend per party in PEI
\$1,168.83 (94)

PEI as Primary Destination
88.9 (108)

Geographic Distribution ¹

Census Metropolitan Area (CMA)	Target Group			Market	
	% of Group	% of CMA	Index	HH Count	% of Market
Halifax, NS	3.7	16.7	217	188,031	1.70
St. John's, NL	2.4	22.5	293	89,854	0.81
Saint John, NB	2.0	30.4	396	55,561	0.50
Fredericton, NB	1.7	31.2	406	46,211	0.42
Moncton, NB	1.4	17.8	232	64,426	0.58
Cape Breton, NS	1.1	21.2	276	44,191	0.40

Key Tourism Activities ³

Anne of Green Gables Attractions 20.6% (77)	Birthplace of Confederation Attractions 11.9% (68)	Going to a Beach 55.1% (93)	Shopping for Local Crafts/Souvenirs 55.9% (100)
Sightseeing/Driving Tour 63.1% (95)	Sampling Local Culinary 33.0% (86)	Visiting Historical and Cultural Attractions 38.4% (82)	National or Provincial Parks 41.5% (84)

Visiting Friends and Family 44.1% (114)	Visiting a Theme, Fun, or Amusement Park 16.3% (129)	Water-based Activities 5.1% (107)	Attending a Sports Event (Spectator) 4.0% (118)
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