

EXIT SURVEY REPORT SERIES: ES2023-05

A PROFILE OF OVERNIGHT BUSINESS TRAVEL PARTIES TO PEI BY SEASON: RESULTS FROM THE 2023 EXIT SURVEY

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EXECUTIVE SUMMARY

Background and Purpose

- 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.
- This report presents data collected via the 2023 PEI Travel Survey of Visitors (Exit Survey), from January 1 to December 31, 2023, from only overnight business visitors to PEI.
- For analysis purposes, the data was separated into the following five tourism seasons: 1) winter off-season (January 1 - April 30, 2023); 2) spring shoulder season (May 1-June 30, 2023); 3) summer main season (July 1-August 31, 2023); 4) fall shoulder season (September 1-October 31, 2023); and 5) winter off-season (November 1-December 31, 2023).
- The main purpose of this report was to provide a full range of statistics on the volume of overnight business travellers to PEI during the study period (2023) and detailed characteristics of their trips such as purpose of trip, travel party size and party composition, PEI regions visited, activities participated in, travel expenditures, evaluation of trip, and demographic information about the overnight business travellers.

EXECUTIVE SUMMARY (cont'd)

Samples Used and Margin of Error

- In total, 924 surveys were used in the study (overnight business travellers; 8.9% of total samples).
- In terms of statistical accuracy, a sample of this size has a sampling error of ± 3.19 percent, at a 95 percent confidence level. It is important to note, that the information presented in this report are estimates to provide guidance only. Please exercise caution when interpreting significance of results throughout this report.

Travel Market Overview in 2023

- Approximately 565,400 visitor parties (1,486,300) were estimated to have visited PEI in 2023 by way of the three exit points (excluding cruise travellers and motor coach tourists).
- Approximately 80 percent of these parties (451,400 parties) stayed at least one night on PEI (overnight visitor parties), while the remaining 114,000 parties (20%) visited PEI for a day trip (same-day visitor parties).
- Of these overnight visitor parties, 91 percent (410,774 parties) primarily visited PEI for pleasure purposes including other purposes, 9 percent (39,891 parties) visited PEI for business purposes.
- These business travel parties or individual business travellers are the focus of this report.

EXECUTIVE SUMMARY (cont'd)

Travel Market Overview in 2023 (cont'd)

- Approximately 38 percent of overnight business travel parties visited PEI during the January-April winter off-season, 22 percent visited in the spring shoulder season (May-June), and 17 percent visited during the fall shoulder season (September-October). Approximately 14 percent visited during the November-December winter off-season and ten percent visited in the summer main season (July-August).
- Looking at overnight business travel market segments across three dimensions including market size based on number of travel parties estimated (relative size of the bubbles), average length of stays in PEI, and average spending per person per night (see Figure 3).
- The high-yield segment (the highest average spending per person per night) includes "November-December winter off-season (\$243.15)" with average length of stays of 2.81 nights.
- The average yield segments consist of "May-June spring shoulder season (\$226.86)" and "January-April winter off-season (\$222.23)" with average length of stays of 2.98 and 2.44 nights, respectively.
- The segment chart shows that "July-August summer main season (\$196.66)" and "September-October fall shoulder season (\$186.18)" markets appeared to be the lowest yield segments and have the average length of stays of 3.10 and 2.81 nights, respectively.

EXECUTIVE SUMMARY (cont'd)

Who Visits PEI

- Of all overnight business travel parties, approximately 97 percent of parties were from Canada, 1.4 percent were from the United States, and 1.2 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 business parties were New Brunswick (41%), Nova Scotia (32%), Ontario (14%), Quebec (5%), and Alberta and British Columbia (3%).
- In terms of travel party characteristics, over half of overnight business travel parties were single travellers (52%) , 20 percent travelled with their spouse/partner (two people), and 15 percent travelled with others (colleagues) .
- Looking at party composition, the vast majority of overnight business travel parties were comprised of only adults (98%).
- Regarding age composition, about 39 percent of overnight business travel parties were comprised of adults aged between 35 and 54 (middle aged travellers), approximately 28 percent were adults aged 55 and over (senior travellers), and 13 percent were adults aged between 18 and 34 (young adult travellers).

EXECUTIVE SUMMARY (cont'd)

Who Visits PEI (cont'd)

- 17 percent of overnight business travel parties were comprised of travellers of varying age generation and only 2 percent were families (adults with children).
- The average party size for overnight business travel parties was 2.03 people. While the average party size was highest during the July-August summer main season at 3.04 people, the average party size was lowest during the January-April winter off-season at 1.45 people.
- Looking at individual overnight business travellers to PEI, they were comprised of more males than females (54% versus 46%).
- Approximately 23 percent were aged 45 and 54, 20 percent were aged between 55, and 20 percent were aged between 35 and 44.
- Overall, approximately 88 percent of overnight business travel parties had previously visited PEI. The majority of these parties had last visited PEI recently: 41 percent had last visited earlier in the same year of the trip in which they were surveyed, and 26 percent had last visited one year ago.
- On average, repeat business travellers had visited PEI approximately 5 times in the past five years.

EXECUTIVE SUMMARY (cont'd)

Why Visitors Come

- Approximately 47 percent of overnight business travel parties indicated that they travelled to PEI for other work and business related, 34 percent travelled to PEI for meeting for business, and 19 percent travelled to PEI for convention, conference, trade/consumer show, or seminar.
- Approximately 43 percent of overnight business travel parties indicated they were primarily attracted to PEI by “other” features. The majority of items specified in this category were business related aspects.
- The natural beauty and pastoral settings (13%), beaches and coastline (11%), festivals, events, or concerts (7%), culinary/food-related experiences (7%), and restful and relaxing place (6%) were attracted other overnight business travel parties to PEI.

EXECUTIVE SUMMARY (cont'd)

How Visitors Come

- Approximately 75 percent of overnight business travel parties entered and exited PEI via the Confederation Bridge, 18 percent flew in and out of PEI, and three percent used a combination of bridge and ferry, two percent used the ferry service between PEI and Nova Scotia to enter and exit the province, and one percent used a combination of air and bridge/ferry.
- Approximately 21 percent of overnight business travel parties used a rental car while travelling to PEI. Approximately 35 percent picked up the vehicle in Nova Scotia and 32 percent picked it up in New Brunswick while 31 percent of those who used a rental car picked up the vehicle on PEI.

EXECUTIVE SUMMARY (cont'd)

Where Visitors Stay

- The vast majority of overnight business travel parties (96%) indicated that PEI was the primary destination of their business trip.
- Overall, overnight business travel parties to PEI stayed on average 2.77 nights (2.60 nights in paid accommodations in PEI and 0.54 nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, etc.).
- Approximately 76 percent of overnight business travel parties stayed in the Greater Charlottetown Area and 14 percent spent in Summerside, with the average length of stays of 2.00 and 0.41 nights, respectively.
- Although overnight business travel parties stayed in a variety of accommodation types while on PEI, the most popular type was hotel, motel or resort (78% of parties stayed at least one night in this accommodation type), with the average length of stays of 1.99 nights.
- The Greater Charlottetown Area was the most popular region for visitation among overnight business travel parties (83% of overnight business travel parties visited the region), followed by Summerside (32%), the Green Gables Shore region (20%), the Points East Coastal Drive region (18%), the Red Sands Shore region (15%) and the North Cape Coastal Drive region (9%).

EXECUTIVE SUMMARY (cont'd)

What Visitors Do

- Overnight business travel parties participated in a variety of activities while they were on PEI. Going to a full-service restaurant was the most popular activity (56%).
- Over the full-year, other popular activities included shopping for general merchandise (32%), sampling local culinary products (30%), shopping for local products (25%), driving tour for scenic drives/views (23%), visiting friends and/or relatives (21%), other (18%), sightseeing, appreciating pastoral or rural settings (17%), experiencing night-life activities (15%), visiting a national or provincial park (14%), going to a beach (13%), seeing natural wonders (12%), and visiting historic/heritage sites or cultural attractions (11%).

EXECUTIVE SUMMARY (cont'd)

What Visitors Spend

- Total direct expenditures by overnight business travel parties are estimated at more than \$49 million based on 39,891 overnight business parties or 81,177 individual business travellers).
- The items that accounted for the greatest proportion of total expenditures were accommodations (46%), food and beverage at restaurants, bars, etc. (22%), shopping (7%), vehicle operation (6%), food and beverage at stores (5%), other (5%), car rental and local transportation (3%), travel package (3%), and recreation and entertainment (3%).
- Overnight business travel parties spent an average of \$218.70 per person per night on PEI. This average spending was highest among those who visited during the November-December winter off-season (\$243.15) and lowest by those who visited during the September-October fall shoulder season (\$186.18) and July-August summer main season (\$196.66).

EXECUTIVE SUMMARY (cont'd)

How PEI Rates

- Visitors were asked to rank various PEI travel services. Overnight business travel parties were pleased with aspects of their trip to PEI including the quality of customer service (96%), restaurant (93%), cleanliness and sanitary conditions (93%), accommodation (91%), variety of things to see and do (87%), transportation (82%), and prices of goods and services (78%).
- The ratings for these items were greater than four on a five-point scale from one (very poor) to five (excellent). "Quality of customer service" received an overall average rating of 4.58 on the same scale. "Prices of goods and services" received a lower rating but still favourable at 4.07.
- Only five percent of overnight business travel parties indicated they experienced a problem or had a complaint about their trip to PEI.
- Despite the complaints regarding prices and taxes, 87 percent of overnight business travel parties agreed that their trip to PEI was good value for money spent. Approximately 95 percent of overnight business travel parties indicated they were satisfied with their trip to PEI.
- Overall, 96 percent of overnight business travel parties agreed they would visit PEI again and 95 percent indicated they would recommend PEI as a travel destination to others.

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1-1. Background of the Study

- 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 in 2018 and 2019 during the period from July 1, 2018 to June 31, 2019 (the "study period").
- The 2023 PEI Travel Survey of Visitors (Exit Survey) covered full twelve months from January 1 to December 31. Specifically, data presented in this report is for overnight business travellers during the study period to profile their travel related behaviours in PEI.
- For analysis purposes, the data was separated into the following five tourism seasons:
 - Winter off-season (January 1 - April 30, 2023);
 - Spring shoulder season (May 1 - June 30, 2023);
 - Summer main season (July 1 - August 31, 2023);
 - Fall shoulder season (September 1 - October 31, 2023); and
 - Winter off-season (November 1 - December 31, 2023).

1-2. The Study Purpose

- The main purpose of this report was to provide a full range of statistics on the volume of overnight business travellers to PEI during the study period (2023) and detailed characteristics of their trips such as purpose of trip, travel party size and party composition, PEI regions visited, activities participated in, travel expenditures, evaluation of trip, and demographic information about the overnight business visitors.
- The survey pursued seven broad objectives:
 - To update existing historical information on overnight business travellers to PEI,
 - To collect critical data to measure the overall importance of tourism in PEI,
 - To gather information regarding overnight business travellers' behaviours,
 - To identify key market segments of overnight business travellers to PEI, and
 - To enhance our knowledge and understanding of tourism (in general, and for PEI).

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2-1. Sampling Procedure

Target Population

- Mail-back questionnaires were distributed to non-resident visitors on PEI during the study period (January 1st to December 31st, 2023) 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 members, motor coach tourists, refugees, landed immigrants, or military Canadian residents.

Mail-back Questionnaire

- A representative of survey staff approached departing non-resident visitors at the Charlottetown Airport and drivers of non-PEI vehicles (based on their motor vehicle inspection sticker) at the Confederation Bridge and the Woods Island ferry terminal, 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.
- Responding to the survey was voluntary.

2-1. Sampling Procedure (cont'd)

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 requested PEI travel information between November 2022 and October 2023 and took the ferry when visiting PEI in 2023.
- To better capture respondents who took the ferry when visiting PEI, the 2023 customer list provided by the Northumberland Ferries Limited (NFL) was also used to invite participants to take part in the online survey.

2-2. Sample Summary

Samples Collected and Used

- In total, 14,055 surveys were collected. Among these, 10,340 surveys (73.6%) were used to analyze the data for the 2023 exit survey.
- Of these 10,340 surveys, 46 percent were mail-back surveys and 54 percent were online surveys.
- Among these, 924 samples (8.9%) were overnight business travellers and used for this report.

	Surveys Collected		Surveys Used		Use Rate
	<i>N</i>	%	<i>N</i>	%	%
Mail-back Survey	4,794	34.1%	4,760	46.0%	99.3%
Online Survey	9,261	65.9%	5,580	54.0%	60.3%
Total	14,055	100.0%	10,340	100.0%	73.6%

2-2. Sample Summary (cont'd)

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 the Table below. 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 for overnight business travellers has a sampling error of ± 3.19 percent at a 95 percent confidence level. The margins of error for the five sub-groups are much higher. Please note this is a guideline only. Caution should be applied when interpreting significance testing throughout this report.

	Overnight Business	
	Sample Size	Margin of Error ^{a)}
2023 Jan-Apr Winter Off-Season	214	± 6.65
2023 May-Jun Spring Shoulder Season	280	± 5.76
2023 Jul-Aug Summer Main Season	91	± 10.51
2023 Sep-Oct Fall Shoulder Season	199	± 6.85
2023 Nov-Dec Winter Off-Season	140	± 8.18
Full-Year (12 months)	924	± 3.19

2-3. Data Processing

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. Data 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, 2014 and 2018-2019 PEI exit survey data sets.
- Total imputation was also performed for any in-scope factors that received an insufficient number of surveys for some specific segments to meet minimum requirements (a combination of a minimum number of questionnaires and maximum weight) based on the exit point traffic counts.

2-4. Data Weighting

Bias Adjustment

- 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.

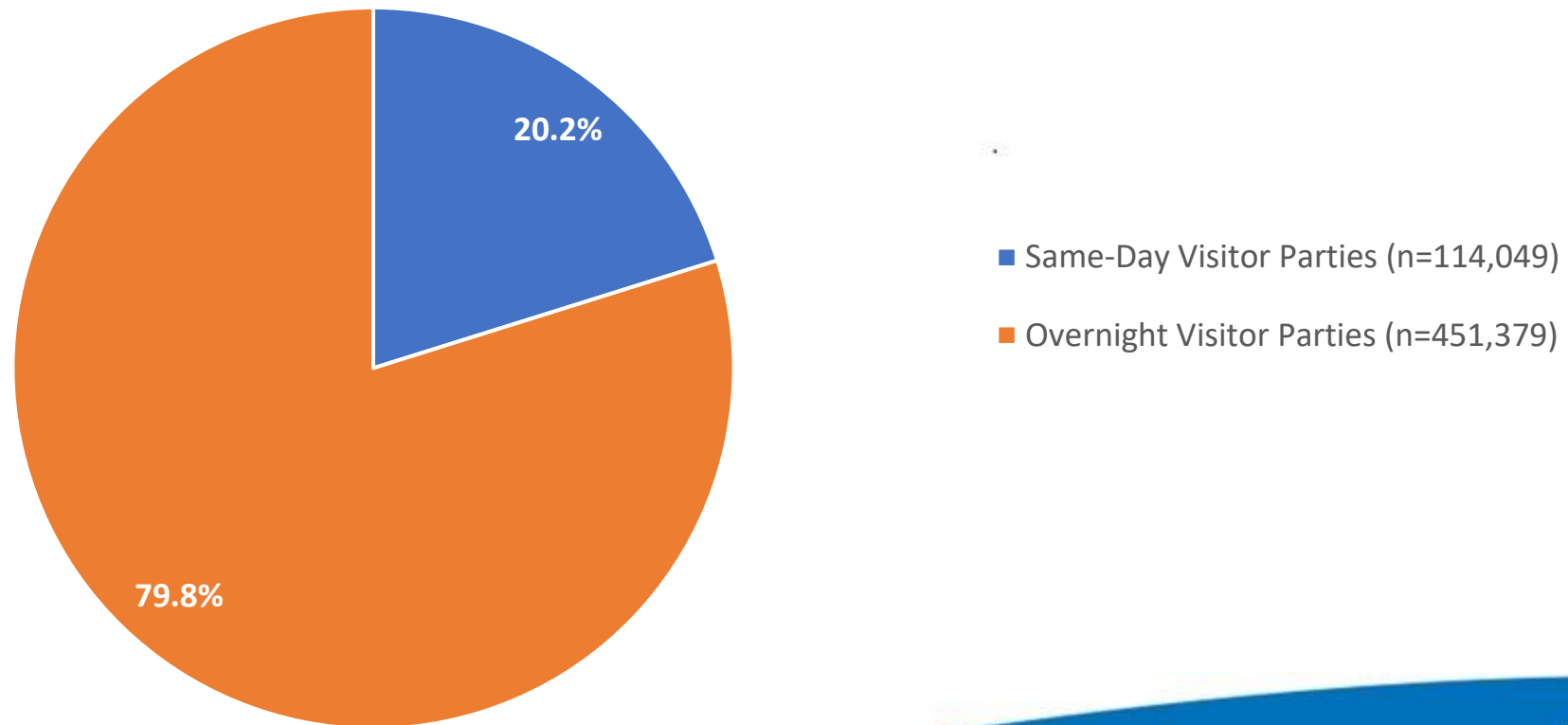
Weighting the Sample

- Weighting techniques used in the estimation process attempt to reduce the effect of biases and were also performed to determine aggregate visitor parties' characteristics.
- The final survey sample was weighted by same-day and overnight visitor parties, three exit points, five tourism seasons, and the 22 origins 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.
- 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.

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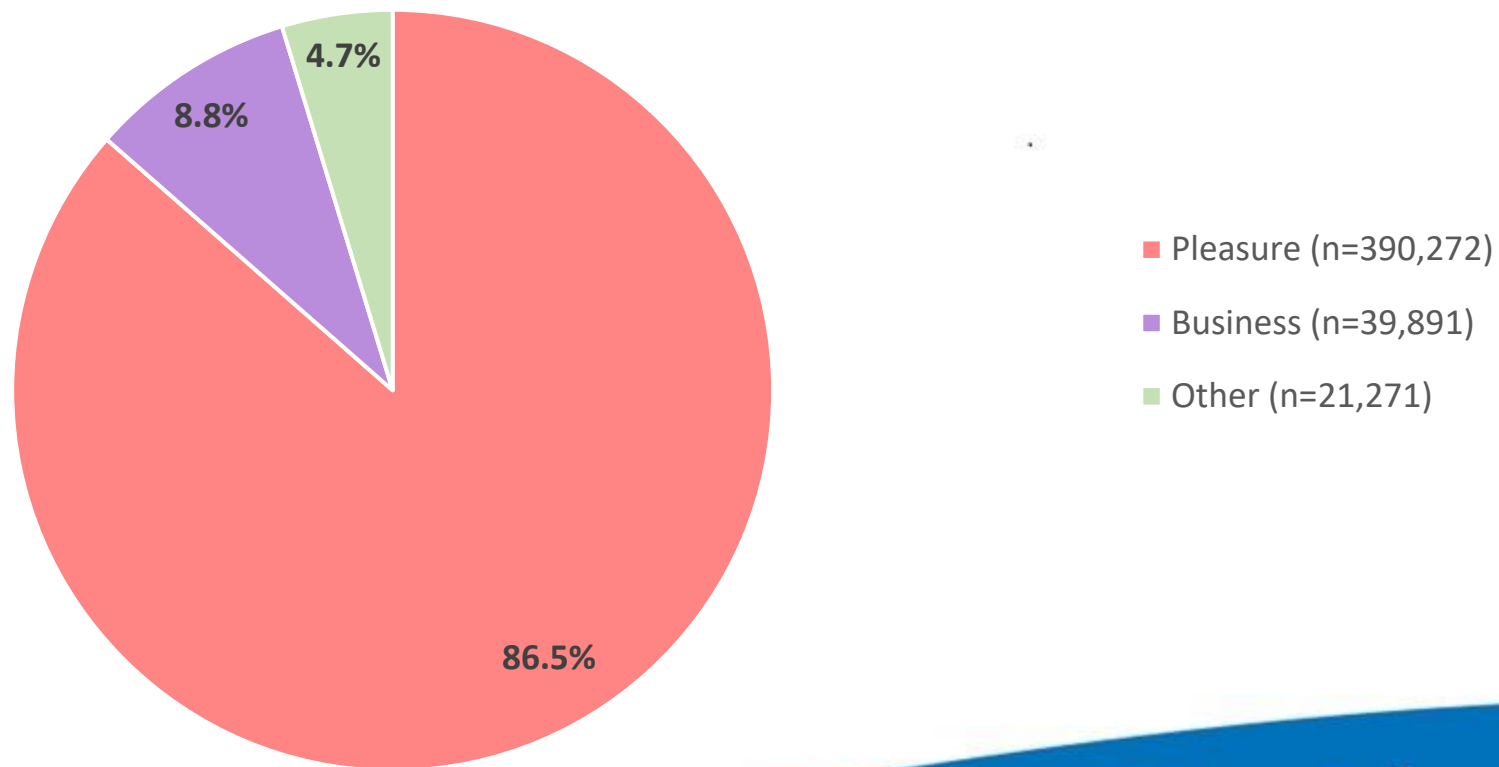
3-1. Overall Market Situation in PEI

Figure 1: Total Travel Market in PEI (2023)
(Total Parties $N = 565,428$)



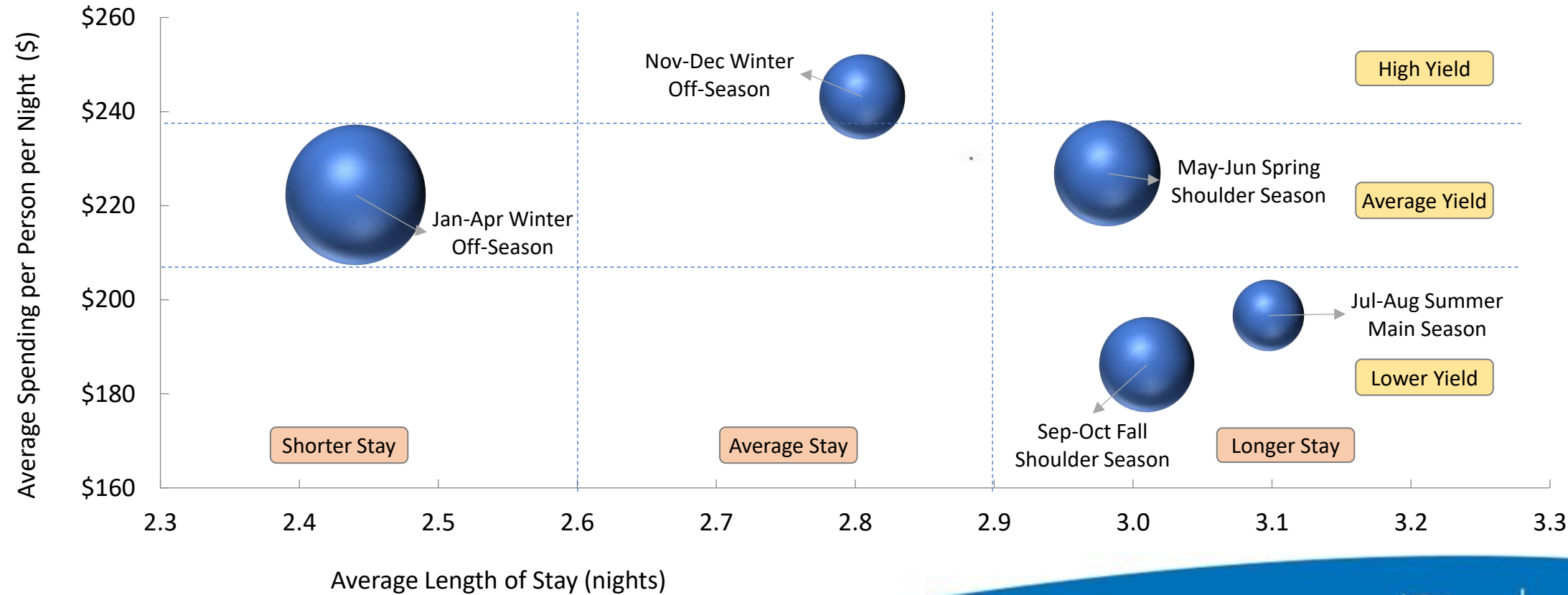
3-2. Overnight Travel Market in PEI

Figure 2: Overnight Travel Market in PEI (2023)
(Total Overnight Parties N = 451,379)



3-3. Overnight Business Travel Market Segments by Season

Figure 3: Overnight Business Travel Market Segments by Season:
Based on Market Size, Level of Yield, and Length of Stay

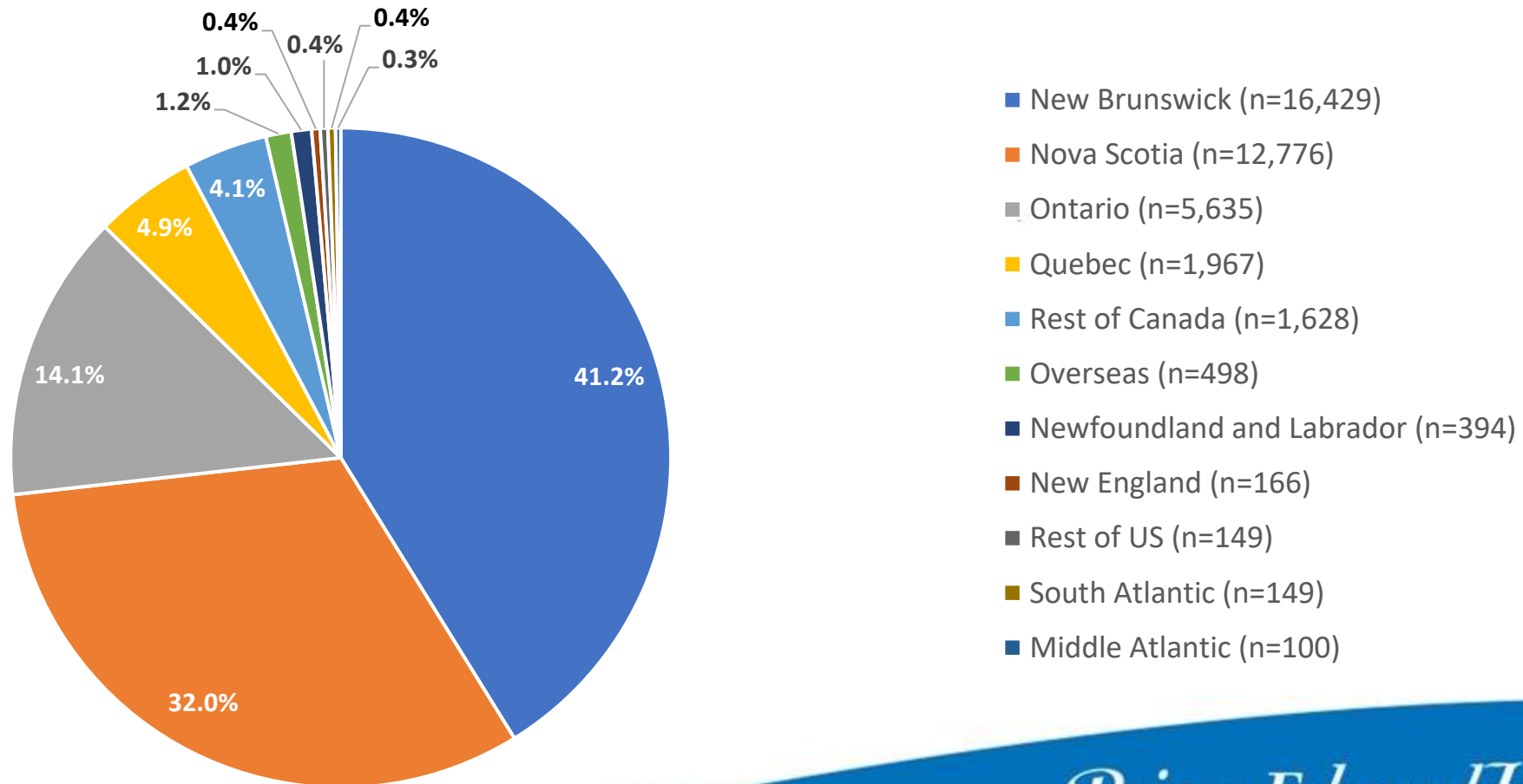


Note: The size of bubbles indicates the relative size of each market from the biggest market (Jul-Aug Summer Main Season).

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4-1. Origin of Overnight Business Travel Parties to PEI

Figure 4: Origin of Overnight Business Travel Parties to PEI
(Total Parties N = 39,891)



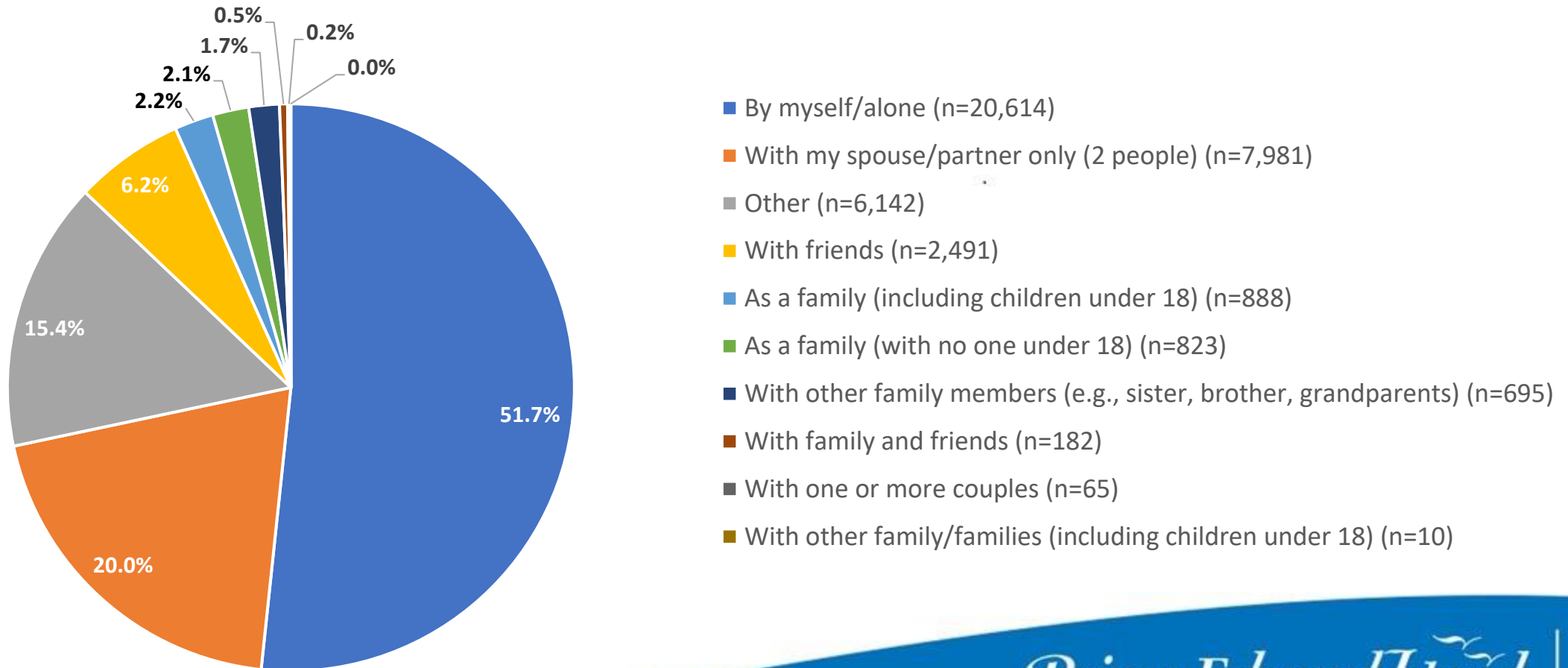
4-1. Origin of Overnight Business Travel Parties to PEI (cont'd)

	2023 Jan-Apr Winter Off-Season	2023 May-Jun Spring Shoulder Season	2023 Jul-Aug Summer Main Season	2023 Sep-Oct Fall Shoulder Season	2023 Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Canada	97.7%	98.0%	94.9%	97.6%	96.8%	97.3%
New Brunswick	54.4%	15.3%	28.8%	43.5%	51.5%	41.2%
Nova Scotia	27.7%	48.4%	39.7%	27.0%	19.3%	32.0%
Newfoundland & Labrador	0.7%	0.8%	0.7%	2.6%	0.5%	1.0%
Quebec	1.9%	6.5%	7.7%	5.7%	7.8%	4.9%
Ontario	11.1%	19.0%	14.3%	14.4%	14.4%	14.1%
Manitoba & Saskatchewan	0.4%	1.6%	0.9%	0.8%	0.5%	0.8%
Alberta & British Columbia	1.6%	6.3%	2.6%	3.6%	2.8%	3.2%
Nunavut, Northwest Territories & Yukon	0.0%	0.2%	0.2%	0.1%	0.1%	0.1%
United States	1.9%	1.1%	3.4%	0.5%	0.4%	1.4%
New England	0.7%	0.3%	0.8%	0.0%	0.0%	0.4%
Middle Atlantic	0.2%	0.4%	0.9%	0.1%	0.0%	0.3%
South Atlantic	0.8%	0.2%	0.2%	0.1%	0.1%	0.4%
Rest of US	0.2%	0.2%	1.6%	0.4%	0.3%	0.4%
International	0.5%	0.9%	1.7%	1.9%	2.8%	1.2%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

4-2. Party Characteristics

Figure 5: Characteristics of Overnight Business Travel Parties to PEI
(Total Parties N = 39,891)



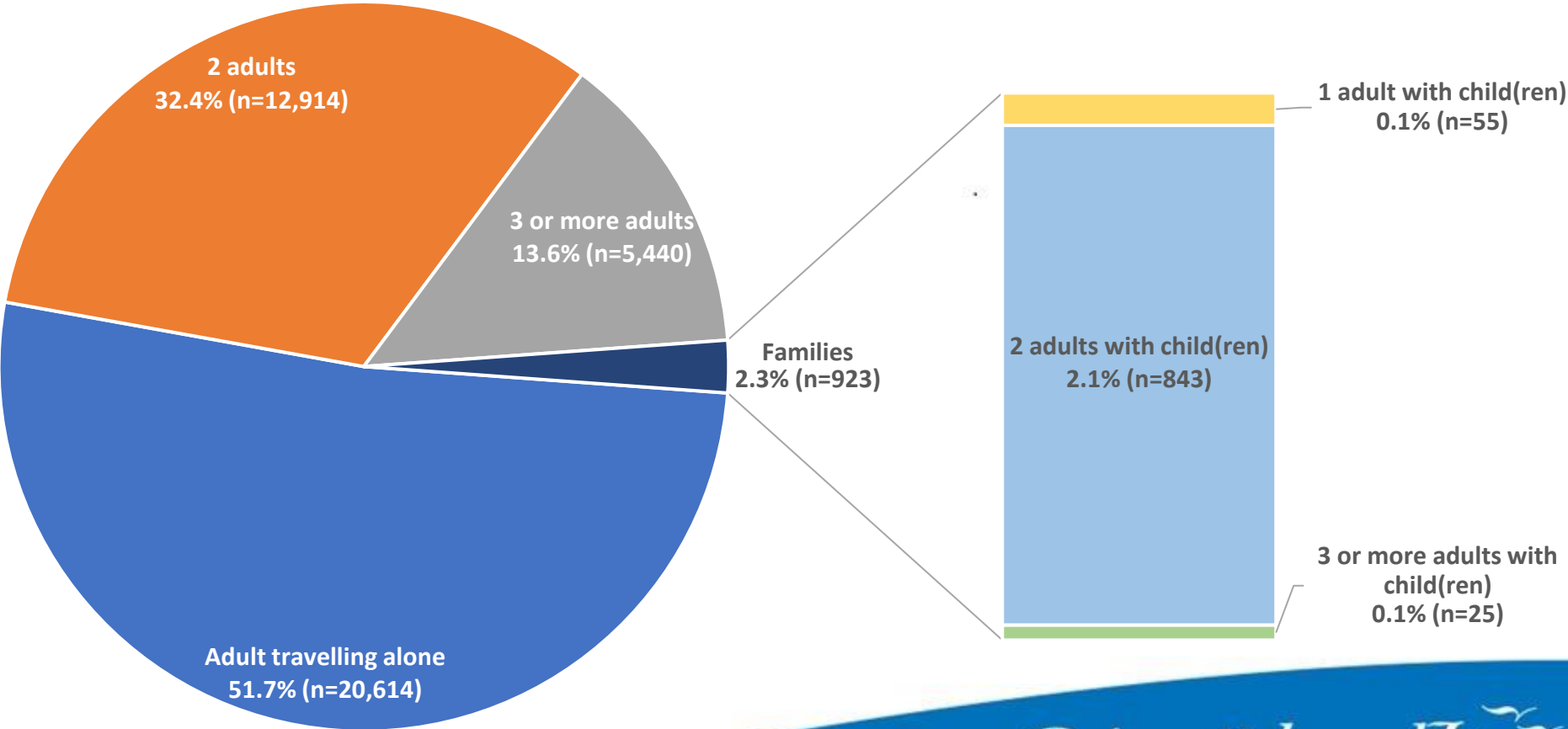
4-2. Party Characteristics (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
By myself/alone	65.4%	46.6%	29.9%	48.9%	41.0%	51.7%
With my spouse/partner only (2 people)	18.2%	14.5%	19.9%	20.7%	32.5%	20.0%
Other	11.7%	21.5%	13.5%	19.5%	12.2%	15.4%
With friends	3.1%	11.7%	9.1%	4.1%	6.9%	6.2%
As a family (including children under 18)	0.0%	3.8%	3.6%	6.0%	0.0%	2.2%
As a family (with no one under 18)	1.3%	0.6%	14.4%	0.3%	0.0%	2.1%
With other family members (e.g., sister, brother, grandparents)	0.1%	0.5%	5.3%	0.2%	7.5%	1.7%
With family and friends	0.0%	0.4%	3.9%	0.0%	0.0%	0.5%
With one or more couples	0.0%	0.3%	0.4%	0.3%	0.0%	0.2%
With other family/families (including children under 18)	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

4-3. Party Composition

Figure 6: Composition of Overnight Business Travel Parties to PEI
(Total Parties N = 39,891)



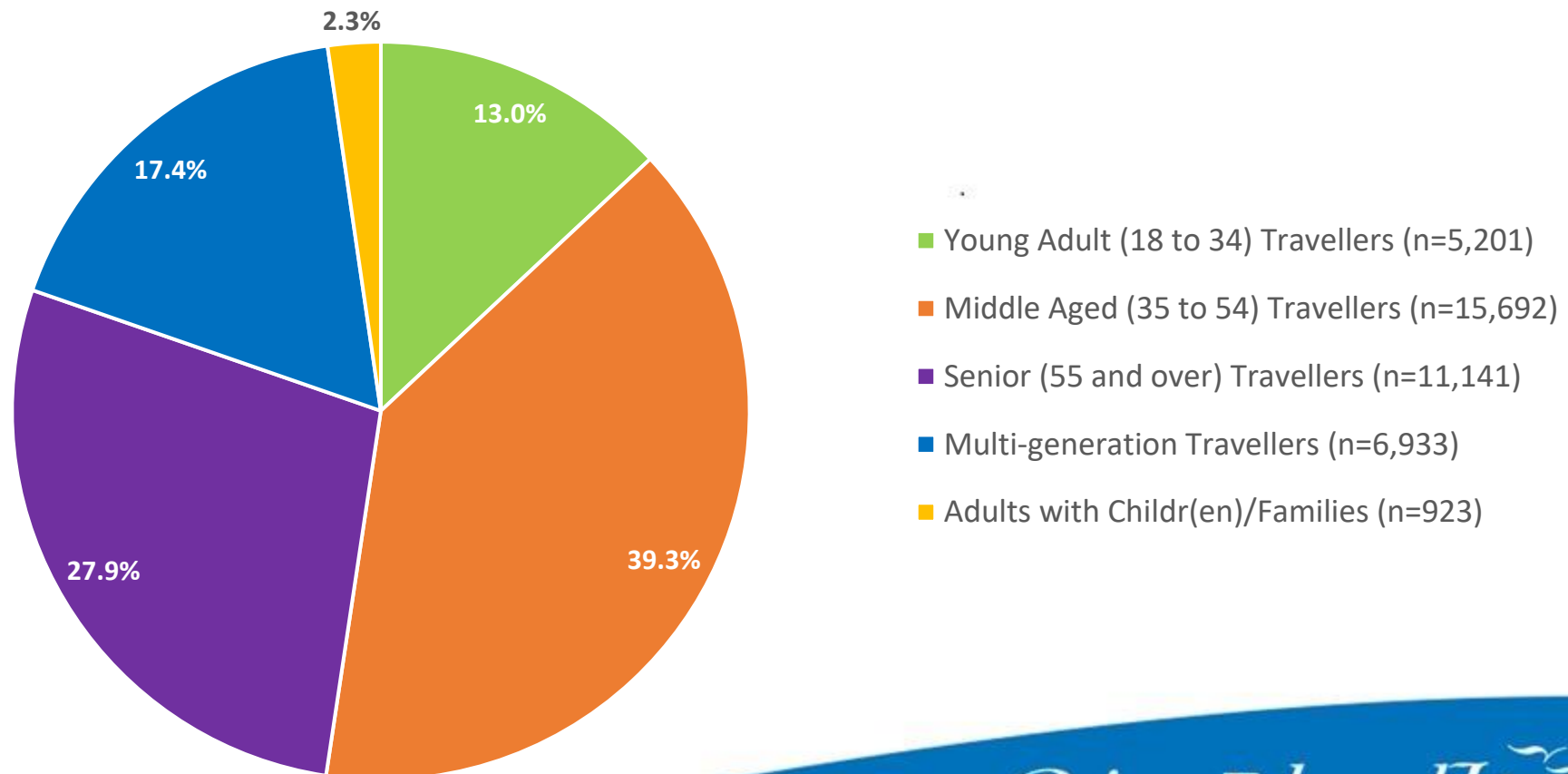
4-3. Party Composition (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Adult travelling alone	65.4%	46.6%	29.9%	48.9%	41.0%	51.7%
2 adults	30.1%	27.5%	39.3%	28.5%	45.8%	32.4%
3 or more adults	4.3%	21.9%	26.8%	16.6%	13.2%	13.6%
Families*	0.1%	3.9%	4.1%	6.0%	0.0%	2.3%
1 adult with child(ren)	0.0%	0.3%	0.7%	0.0%	0.0%	0.1%
2 adults with child(ren)	0.0%	3.6%	2.9%	6.0%	0.0%	2.1%
3 or more adults with child(ren)	0.1%	0.0%	0.4%	0.0%	0.0%	0.1%

Note: * One, two, three or more adults travelling with child(ren) indicate family travel parties in this result. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

4-4. Age Composition

Figure 7: Composition of Age in the Overnight Business Travel Parties to PEI
(Total Parties N = 39,891)



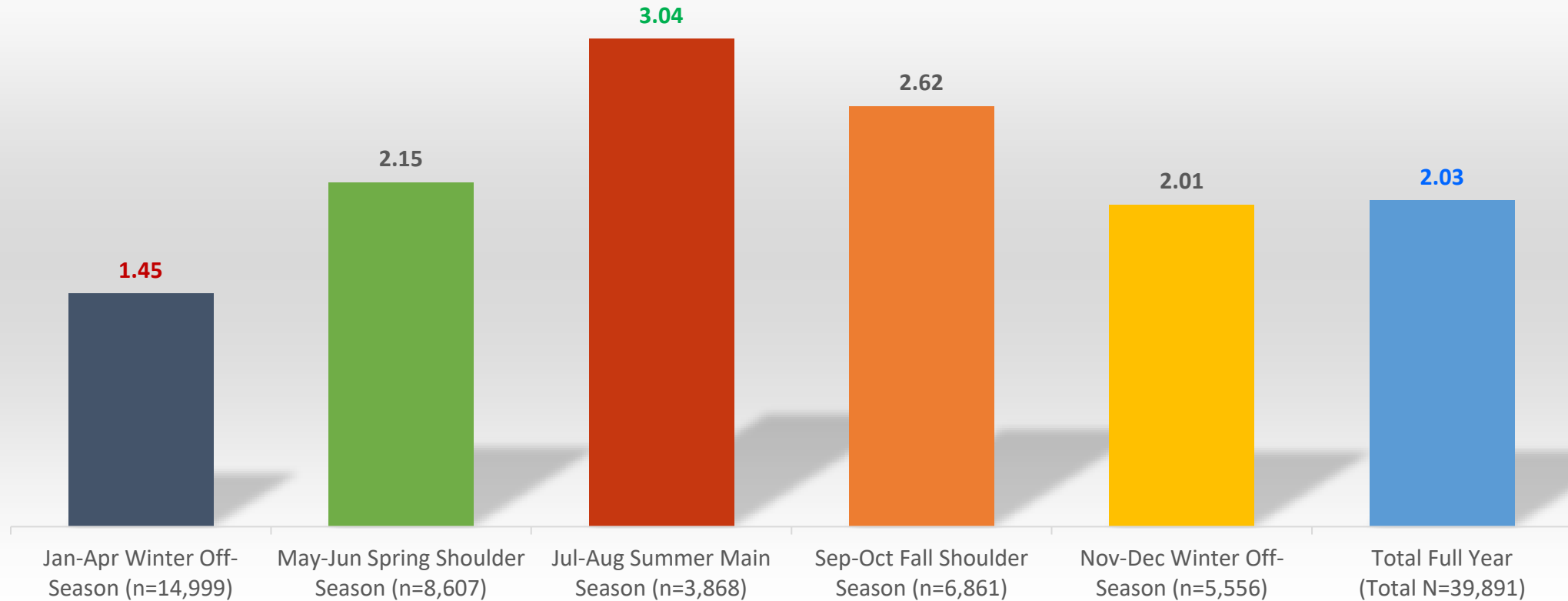
4-4. Age Composition (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Young Adult (18 to 34) Travellers	15.0%	17.2%	8.4%	11.3%	6.7%	13.0%
Middle Aged (35 to 54) Travellers	41.2%	33.1%	23.1%	41.6%	52.5%	39.3%
Senior (55 and over) Travellers	32.5%	21.4%	29.9%	21.5%	32.1%	27.9%
Multi-generation Travellers	11.1%	24.4%	34.6%	19.6%	8.7%	17.4%
Adults with Child(ren) / Families	0.1%	3.9%	4.1%	6.0%	0.0%	2.3%

Note: * One, two, three or more adults travelling with child(ren) indicate family travel parties in this result. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

4-5. Travel Party Size

Figure 8: Average Travel Party Size for Overnight Business Travel Parties by Season



Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

4-5. Travel Party Size (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Average Travel Party Size	1.45	2.15	3.04	2.62	2.01	2.03
Average Number of Male Travellers	0.76	1.01	1.88	1.49	1.06	1.09
Average Number of Female Travellers	0.70	1.14	1.16	1.13	0.95	0.95
Average Number of Children Travellers	0.00	0.04	0.08	0.17	0.00	0.05
Average Number of Adult Travellers	1.45	2.11	2.96	2.45	2.01	1.99

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

4-6. Gender and Age of Individual Overnight Business Travellers to PEI

Figure 9: Gender of Individual Overnight Business Travellers to PEI (Total Visitors N = 81,177)

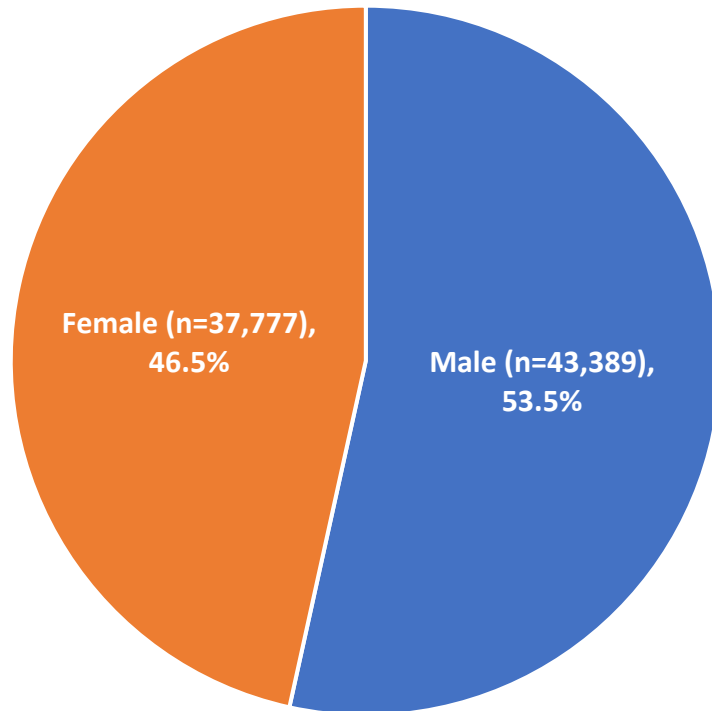
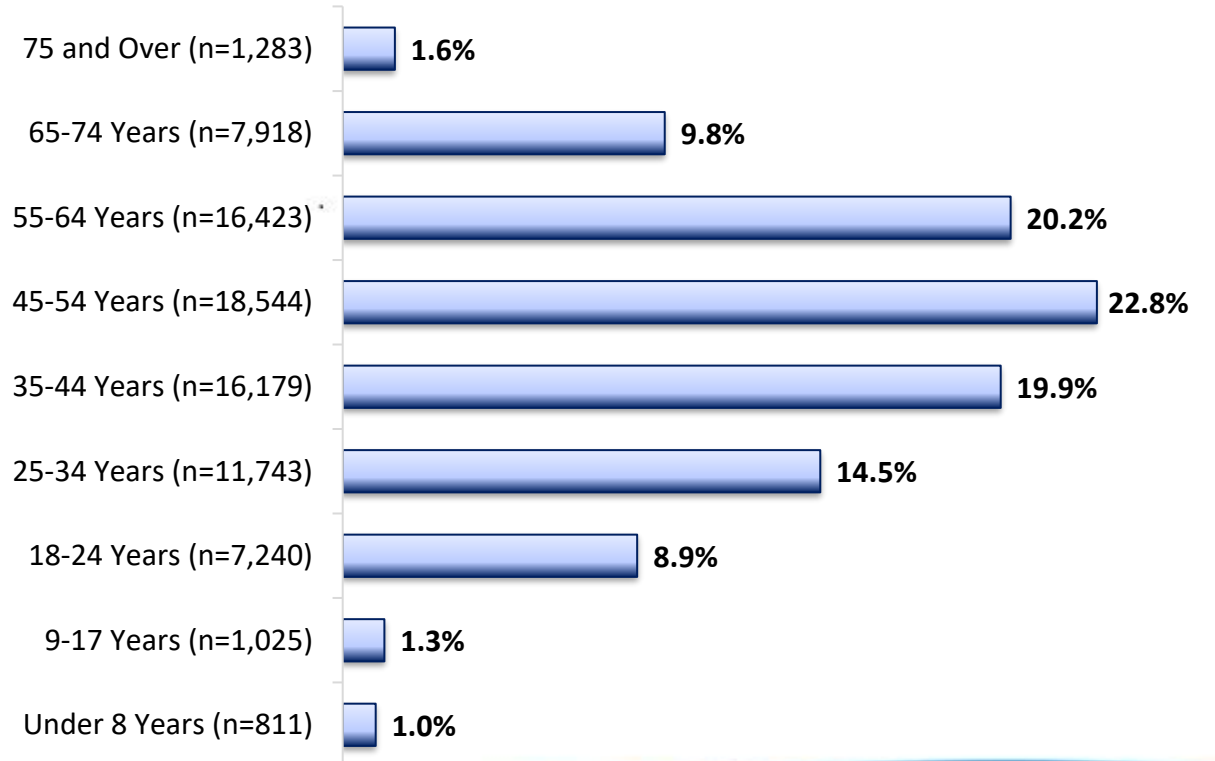


Figure 10: Age of Individual Overnight Business Travellers to PEI (Total Visitors N = 81,177)

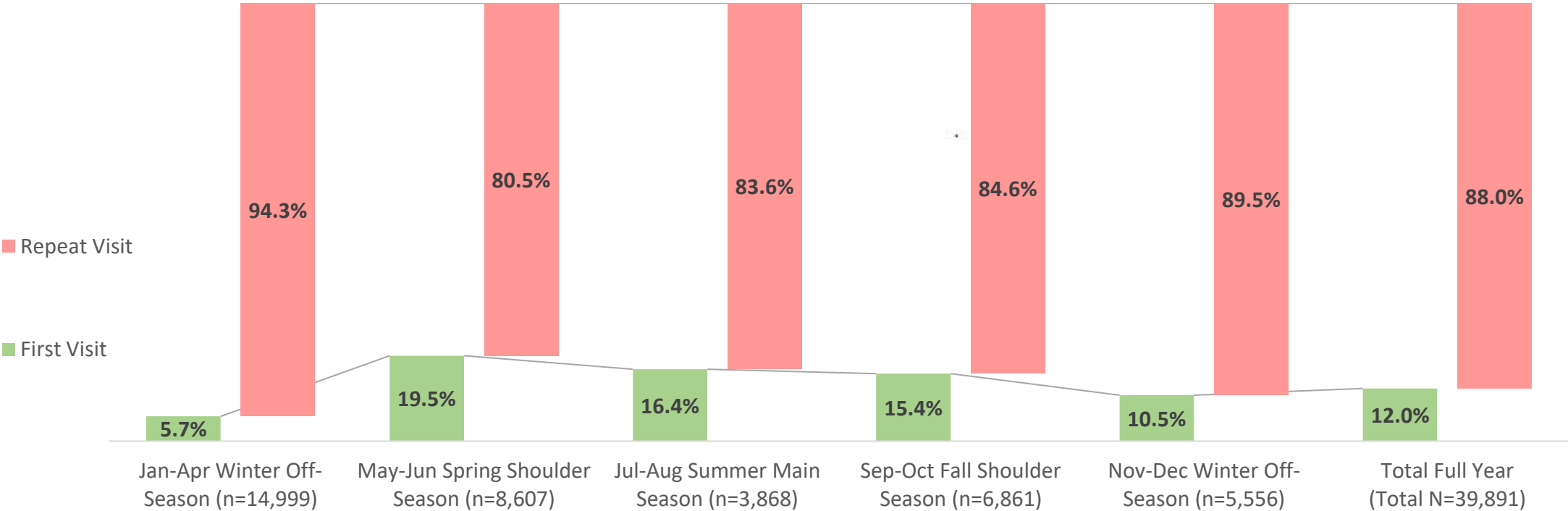


4-6. Gender and Age of Individual Overnight Business Travellers to PEI (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Individual Visitors <i>N</i> (%)	21,789 (26.8%)	18,462 (22.7%)	11,756 (14.5%)	18,005 (22.2%)	11,154 (13.7%)	81,166 (100.0%)
Gender						
Male	52.0%	46.9%	61.7%	56.9%	52.8%	53.5%
Female	48.0%	53.1%	38.3%	43.1%	47.2%	46.5%
Age						
Under 8 Years	0.0%	1.7%	0.9%	2.1%	0.0%	1.0%
9-17 Years	0.1%	0.2%	1.6%	4.3%	0.0%	1.3%
18-24 Years	3.5%	10.1%	32.6%	3.5%	1.4%	8.9%
25-34 Years	16.5%	23.3%	11.7%	5.7%	13.0%	14.5%
35-44 Years	19.7%	18.0%	16.0%	17.2%	32.1%	19.9%
45-54 Years	26.6%	20.3%	8.8%	29.7%	23.5%	22.8%
55-64 Years	21.2%	18.3%	18.6%	23.8%	17.4%	20.2%
65-74 Years	10.4%	8.1%	9.6%	13.6%	5.1%	9.8%
75 and Over	2.0%	0.0%	0.1%	0.1%	7.4%	1.6%

4-7. Type of Visitation

Figure 11: Type of Visitation for Overnight Business Travel Parties by Season



4-7. Type of Visitation (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Type of Visitation						
First-timers	5.7%	19.5%	16.4%	15.4%	10.5%	12.0%
Repeaters	94.3%	80.5%	83.6%	84.6%	89.5%	88.0%
Return Visit Pattern	14,151 (40.3%)	6,928 (19.7%)	3,233 (9.2%)	5,803 (16.5%)	4,973 (14.2%)	35,088 (100.0%)
This year (2023)	40.4%	25.7%	50.4%	46.4%	49.0%	40.6%
One year ago (2022)	31.3%	39.8%	27.4%	11.1%	5.1%	25.6%
Two years ago (2021)	8.3%	2.8%	0.6%	2.8%	16.8%	6.8%
Three years ago (2020)	4.5%	2.7%	0.0%	0.0%	3.4%	2.8%
Four years ago (2019)	4.9%	2.6%	7.2%	10.4%	1.2%	5.1%
Five or more years ago (2018 & earlier)	10.7%	26.5%	14.5%	29.3%	24.5%	19.2%
Average Number of Times visited PEI in the Past Five Years (Grouped Median)	5.42 (5.52)	4.22 (3.63)	4.22 (3.19)	4.30 (2.75)	4.44 (3.71)	4.75 (4.19)

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

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5-1. Primary Reason for the Trip

Figure 12: Primary Reason for the Trip to PEI by Overnight Business Travel Parties
(Total Parties N = 39,891)

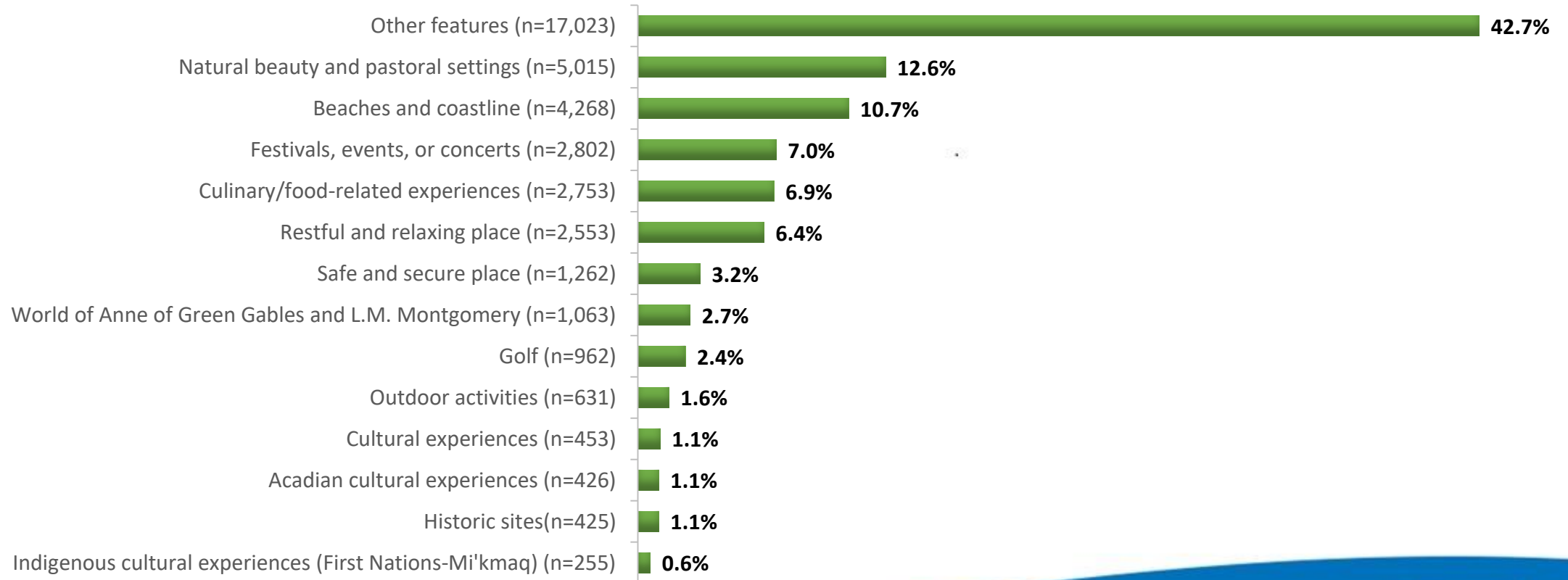


	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Other work and business related	59.3%	32.1%	60.2%	27.2%	48.5%	46.5%
Meetings for business	35.0%	28.7%	17.2%	40.1%	44.2%	34.1%
Convention, conference, trade/consumer show, seminar	5.6%	39.2%	22.7%	32.7%	7.3%	19.4%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

5-2. Primary Features that Attracted

Figure 13: Primary Features that Attracted Overnight Business Travel Parties to PEI
(Total Parties N = 39,891)



5-2. Primary Features that Attracted (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties N (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Other features	49.2%	42.1%	31.5%	27.3%	52.8%	42.7%
Natural beauty and pastoral settings	9.7%	9.8%	28.8%	12.8%	13.1%	12.6%
Beaches and coastline	15.3%	8.3%	8.4%	9.2%	5.5%	10.7%
Festivals, events, or concerts	7.4%	7.5%	5.5%	9.6%	3.1%	7.0%
Culinary/food-related experiences	3.6%	10.5%	6.8%	8.2%	8.7%	6.9%
Restful and relaxing place	4.0%	6.5%	2.3%	11.4%	9.3%	6.4%
Safe and secure place	1.5%	1.1%	0.3%	10.9%	3.3%	3.2%
World of Anne of Green Gables and L.M. Montgomery	5.9%	0.7%	1.6%	0.7%	0.1%	2.7%
Golf	0.0%	6.5%	7.8%	1.4%	0.0%	2.4%
Outdoor activities	1.3%	2.7%	1.7%	0.2%	2.4%	1.6%
Cultural experiences	1.9%	1.6%	0.4%	0.0%	0.3%	1.1%
Historic sites	0.2%	2.2%	3.9%	0.3%	0.6%	1.1%
Acadian cultural experiences	0.0%	0.0%	0.9%	5.4%	0.4%	1.1%
Indigenous cultural experiences (First Nations-Mi'kmaq)	0.1%	0.4%	0.0%	2.6%	0.4%	0.6%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

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6-1. Entry and Exit Points

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Entry Point						
Charlottetown Airport	11.3%	28.5%	18.9%	23.3%	17.2%	18.6%
Confederation Bridge	88.7%	64.2%	69.9%	73.4%	78.0%	77.5%
Wood Islands Ferry Terminal	0.0%	7.3%	11.2%	3.3%	4.8%	3.9%
Exit Point						
Charlottetown Airport	12.1%	28.5%	20.2%	24.9%	19.1%	19.6%
Confederation Bridge	87.9%	65.1%	72.8%	71.4%	76.2%	77.1%
Wood Islands Ferry Terminal	0.0%	6.4%	7.0%	3.6%	4.7%	3.3%
Mix of Entry and Exit Points						
Air only	11.2%	27.9%	18.9%	23.3%	17.0%	18.4%
Bridge only	87.8%	62.0%	65.0%	69.3%	76.2%	75.2%
Ferry only	0.0%	4.9%	3.4%	1.2%	4.5%	2.2%
Bridge and Ferry Mix	0.0%	4.0%	11.4%	4.5%	0.0%	2.8%
Air and Bridge or Ferry Mix	1.0%	1.3%	1.4%	1.7%	2.2%	1.4%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

6-2. Rental Vehicle Usage and Location of the Vehicle Pick-Up

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Rental Vehicle Usage						
Yes	20.9%	22.6%	8.4%	31.5%	16.8%	21.3%
No	79.1%	77.4%	91.6%	68.5%	83.2%	78.7%
Location of the Vehicle Pick-Up	3,141 (36.9%)	1,946 (22.9%)	326 (3.8%)	2,162 (25.4%)	936 (11.0%)	8,511 (100.0%)
Prince Edward Island	20.5%	36.4%	65.8%	29.0%	48.2%	31.1%
New Brunswick	49.4%	16.9%	0.0%	37.7%	6.4%	32.4%
Nova Scotia	30.1%	46.7%	23.4%	32.5%	31.9%	34.5%
Quebec	0.0%	0.0%	5.2%	0.2%	0.0%	0.3%
Ontario	0.0%	0.0%	0.0%	0.0%	12.6%	1.4%
Other Canadian provinces	0.0%	0.0%	0.0%	0.0%	0.9%	0.1%
New England states	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%
Other US states	0.0%	0.0%	5.5%	0.0%	0.0%	0.2%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

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7-1. Primary Destination of the Trip

Figure 14: Primary Destination of the Trip by Overnight Business Travel Parties
(Total Parties N = 39,891)



	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Prince Edward Island	97.5%	96.0%	98.0%	89.4%	95.8%	95.6%
Other Destination	1.3%	3.8%	2.0%	9.0%	4.2%	3.7%
Don't Know/Not Stated	1.2%	0.2%	0.0%	1.6%	0.0%	0.8%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

7-2. Trip Duration

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder Season		Jul-Aug Summer Main Season		Sep-Oct Fall Shoulder Season		Nov-Dec Winter Off-Season		Total Full-Year	
Parties <i>N</i> (%)	14,999 (37.6%)		8,607 (21.6%)		3,868 (9.7%)		6,861 (17.2%)		5,556 (13.9%)		39,891 (100.0%)	
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	2.92	100.0%	3.67	100.0%	3.75	100.0%	3.32	100.0%	3.23	100.0%	3.27	100.0%
Nights stayed in Prince Edward Island	2.44	83.6%	2.98	81.3%	3.10	82.6%	3.01	90.6%	2.81	86.9%	2.77	84.6%
Nights in paid accommodations in PEI	2.22	76.1%	2.87	78.4%	2.71	72.2%	2.90	87.3%	2.72	84.3%	2.60	79.3%
Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, etc.	0.59	20.4%	0.35	9.6%	0.52	13.8%	0.74	22.3%	0.42	12.9%	0.54	16.4%
Nights stayed in New Brunswick	0.14	4.9%	0.10	2.7%	0.17	4.6%	0.09	2.6%	0.13	4.0%	0.12	3.8%
Nights stayed in Nova Scotia	0.21	7.3%	0.41	11.3%	0.35	9.4%	0.16	4.8%	0.24	7.3%	0.26	8.1%
Nights stayed in Newfoundland and Labrador	0.00	0.0%	0.06	1.8%	0.01	0.1%	0.04	1.3%	0.00	0.0%	0.02	0.7%
Nights stayed in Magdalen Islands	0.00	0.0%	0.00	0.1%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
Nights stayed elsewhere	0.12	4.2%	0.10	2.8%	0.12	3.2%	0.03	0.8%	0.06	1.9%	0.09	2.8%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

7-3. Overnight Stays in PEI Region

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Region *						
Greater Charlottetown Area	81.5%	77.1%	74.5%	68.0%	72.7%	76.3%
Summerside	15.6%	4.3%	3.5%	22.8%	22.5%	14.2%
Green Gables Shore	0.0%	6.6%	13.4%	1.4%	1.9%	3.3%
Points East Coastal Drive	0.1%	6.7%	4.8%	4.9%	2.4%	3.2%
North Cape Coastal Drive	1.4%	4.6%	2.2%	0.7%	0.2%	1.9%
Red Sands Shore	1.3%	0.6%	1.6%	2.2%	0.2%	1.2%
Total Overnight Stays (Parties)	15,260	9,035	4,172	6,961	6,127	41,555
(%)	(36.7%)	(21.7%)	(10.0%)	(16.8%)	(14.7%)	(100.0%)

Note: * Results were based on multiple responses.

7-3. Overnight Stays in PEI Region (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Total Accumulated Nights Spent by Parties in the Specific Region *						
Greater Charlottetown Area	71.5%	82.0%	71.9%	59.1%	76.1%	72.3%
Summerside	18.8%	4.5%	3.1%	27.6%	15.4%	15.0%
Red Sands Shore	7.5%	0.5%	1.5%	5.7%	0.7%	3.9%
Points East Coastal Drive	0.6%	6.3%	6.0%	3.7%	6.2%	3.9%
Green Gables Shore	0.0%	4.4%	13.9%	1.8%	0.8%	3.0%
North Cape Coastal Drive	1.6%	2.3%	3.5%	2.1%	0.9%	2.0%
Total Overnight Stays (Nights)	36,613	25,673	11,945	20,679	15,546	110,456
(%)	(33.1%)	(23.2%)	(10.8%)	(18.7%)	(14.1%)	(100.0%)

Note: * Results were based on multiple responses.

7-4. Average Length of Stay in PEI Region

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Average Number of Nights Stayed in PEI	2.44	2.98	3.10	3.01	2.81	2.77
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)						
Greater Charlottetown Area	1.75	2.44	2.23	1.78	2.13	2.00
Summerside	0.46	0.13	0.10	0.83	0.43	0.41
Red Sands Shore	0.18	0.02	0.05	0.17	0.02	0.11
Points East Coastal Drive	0.01	0.19	0.19	0.11	0.18	0.11
Green Gables Shore	0.00	0.13	0.43	0.05	0.02	0.08
North Cape Coastal Drive	0.04	0.07	0.11	0.06	0.03	0.05
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)						
Red Sands Shore	13.77	2.53	2.75	7.66	8.50	8.92
Points East Coastal Drive	10.02	2.66	3.61	2.23	6.68	3.26
Summerside	2.89	2.96	2.56	3.60	1.75	2.81
North Cape Coastal Drive	2.69	1.43	4.70	8.33	11.00	2.75
Greater Charlottetown Area	2.11	3.02	2.77	2.58	2.65	2.52
Green Gables Shore	1.00	1.87	2.97	3.94	1.00	2.38

Note: Results were based on multiple responses. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

7-5. Overnight Stays in Type of Accommodation

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation *						
Hotel, Motel, or Resort	81.1%	76.7%	68.6%	71.7%	84.8%	77.8%
Home of Friends or Relatives	9.1%	4.5%	10.7%	4.7%	2.2%	6.5%
Inn	6.2%	3.8%	6.2%	6.8%	1.5%	5.1%
Cottage or Cabin	0.2%	6.8%	6.9%	12.5%	3.1%	4.9%
B&B or Tourist Home	1.8%	3.1%	4.3%	3.5%	1.1%	2.5%
Campground/Trailer (RV) Park	0.0%	4.0%	2.4%	0.2%	7.1%	2.2%
Other (e.g., hostel)	1.3%	1.1%	0.8%	0.1%	0.1%	0.9%
Own Property	0.2%	0.0%	0.0%	0.4%	0.1%	0.2%
Total Overnight Stays (Parties)	15,029	8,957	4,153	6,939	5,711	40,789
(%)	(36.8%)	(22.0%)	(10.2%)	(17.0%)	(14.0%)	(100.0%)

Note: * Results were based on multiple responses.

7-5. Overnight Stays in Type of Accommodation (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation *						
Hotel, Motel, or Resort	71.2%	82.0%	57.3%	68.2%	71.7%	71.7%
Cottage or Cabin	2.4%	5.5%	10.1%	16.4%	7.8%	7.3%
Home of Friends or Relatives	9.5%	2.6%	14.8%	4.0%	2.0%	6.4%
Inn	5.6%	2.8%	8.8%	6.6%	2.0%	5.0%
B&B or Tourist Home	4.4%	3.6%	4.0%	4.4%	1.7%	3.8%
Other (e.g., hostel)	6.4%	1.4%	1.2%	0.2%	1.2%	2.8%
Campground/Trailer (RV) Park	0.0%	2.0%	3.9%	0.1%	13.1%	2.8%
Own Property	0.5%	0.0%	0.0%	0.1%	0.4%	0.3%
Total Overnight Stays (Nights)	36,613	25,673	11,945	20,679	15,546	110,456
(%)	(33.1%)	(23.2%)	(10.8%)	(18.7%)	(14.1%)	(100.0%)

Note: * Results were based on multiple responses.

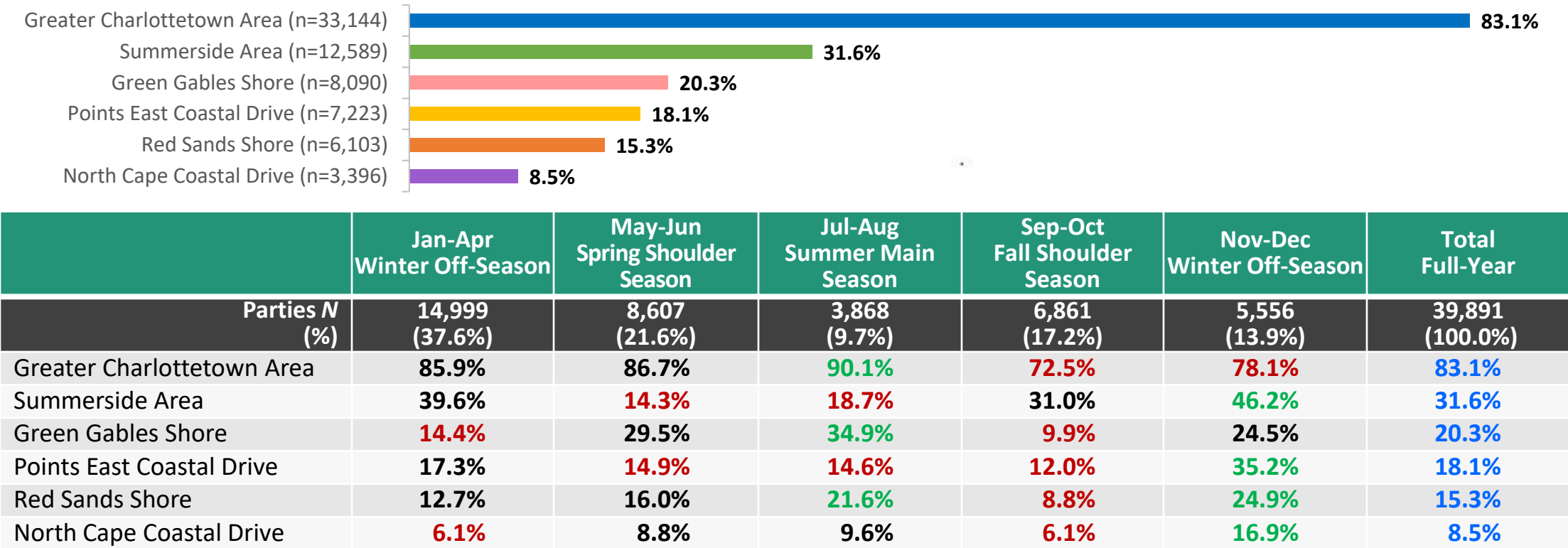
7-6. Average Length of Stay in Type of Accommodation

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties N (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Average Number of Nights Stayed in PEI	2.44	2.98	3.10	3.01	2.81	2.77
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)						
Hotel, Motel, or Resort	1.74	2.45	1.77	2.05	2.01	1.99
Cottage or Cabin	0.06	0.16	0.32	0.50	0.22	0.20
Home of Friends or Relatives	0.23	0.08	0.46	0.12	0.06	0.18
Inn	0.14	0.08	0.27	0.20	0.06	0.14
B&B or Tourist Home	0.11	0.11	0.12	0.13	0.05	0.10
Other (e.g., hostel)	0.16	0.04	0.04	0.01	0.04	0.08
Campground/Trailer (RV) Park	n/a	0.06	0.12	0.00	0.37	0.08
Own Property	0.01	0.00	0.00	0.00	0.01	0.01
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)						
Other (e.g., hostel)	12.04	3.61	4.00	4.00	31.00	8.87
Own Property	5.70	0.00	0.00	1.00	11.00	4.13
Cottage or Cabin	23.55	2.30	4.29	3.91	6.84	4.09
B&B or Tourist Home	5.86	3.30	2.66	3.72	4.31	4.03
Campground/Trailer (RV) Park	n/a	1.43	4.62	2.00	5.00	3.46
Home of Friends or Relatives	2.54	1.66	3.99	2.55	2.51	2.65
Inn	2.21	2.15	4.08	2.85	3.95	2.65
Hotel, Motel, or Resort	2.14	3.07	2.40	2.83	2.30	2.50

Note: Results were based on multiple responses. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

7-7. PEI Regions Visited During the Overnight Business Trip

Figure 15: PEI Regions Visited by Overnight Business Travel Parties
(Total Parties N = 39,891)



Note: Results were based on multiple responses. A “visit” was defined as dining, visiting an attraction, or participating in an activity in the region, and not travelling through the region only; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

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8-1. Activities Participated in While in PEI

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Going to a full-service restaurant	56.0%	60.9%	52.5%	60.1%	47.5%	56.2%
Shopping for general merchandise	34.4%	25.5%	41.4%	30.8%	27.1%	31.5%
Sampling local culinary products	19.4%	36.4%	29.4%	42.4%	32.0%	29.7%
Shopping for local products	17.7%	31.9%	27.7%	29.7%	25.4%	24.9%
Driving tour (scenic drives/views)	23.2%	28.8%	33.0%	12.7%	15.9%	22.6%
Visiting friends and/or relatives	29.4%	20.2%	20.0%	4.3%	22.3%	21.2%
Other	16.0%	22.3%	6.0%	15.5%	24.4%	17.5%
Sightseeing, appreciating pastoral or rural settings	12.9%	21.7%	26.7%	15.0%	13.8%	16.6%
Experiencing night-life activities (bars, nightclubs, etc.)	8.5%	19.4%	8.6%	31.3%	7.3%	14.6%
Visiting a national or provincial park	12.1%	16.7%	26.7%	11.0%	10.7%	14.1%
Going to a beach	5.2%	23.8%	28.6%	12.2%	3.7%	12.5%
Seeing natural wonders	8.6%	13.1%	16.9%	12.3%	15.3%	11.9%
Visiting historic/heritage sites, or cultural attractions	6.3%	12.7%	21.9%	13.0%	13.0%	11.3%
Attending a festival, event, or concert	4.1%	8.7%	9.5%	9.4%	11.8%	7.6%
Visiting Anne of Green Gables and related attractions	0.4%	8.7%	14.6%	4.5%	4.6%	4.9%

Note: Results were based on multiple responses; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

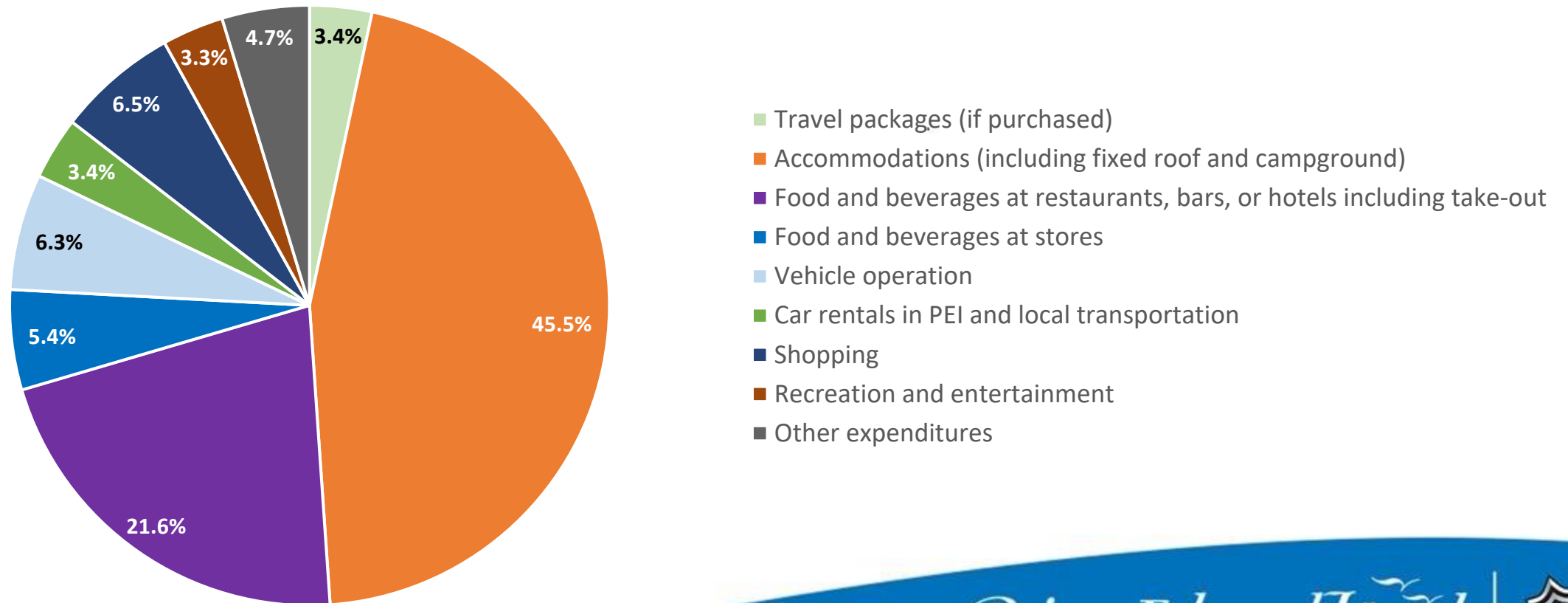
8-1. Activities Participated in While in PEI (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties N (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Playing golf (not miniature)	0.0%	10.9%	9.2%	9.2%	0.0%	4.8%
Attending a live performance/entertainment	3.8%	5.9%	10.7%	1.7%	4.8%	4.7%
Using the Confederation Trail or other trails	0.5%	6.5%	7.4%	10.7%	0.9%	4.3%
Health and wellness activities (yoga, spa, sauna, etc.)	3.5%	2.7%	2.0%	6.7%	4.4%	3.9%
Going to a museum or art gallery	0.5%	4.5%	10.4%	3.9%	1.3%	3.0%
Participating in nature-based outdoor activities	1.4%	7.0%	3.0%	1.2%	1.4%	2.7%
Going to a casino/racino	3.9%	0.8%	1.2%	0.6%	2.4%	2.2%
Participating in cold-weather activities	4.8%	0.0%	0.0%	0.0%	0.2%	1.8%
Attending a sports event or tournament	1.5%	0.0%	0.0%	0.2%	3.2%	1.0%
Taking part in an authentic PEI experience/hands-on learning activity	0.1%	3.2%	2.0%	0.5%	0.0%	1.0%
Participating in water-based activities	0.0%	1.8%	3.8%	0.2%	0.1%	0.8%
Visiting a theme, fun or amusement park	0.0%	0.8%	1.2%	0.0%	0.0%	0.3%
Participating in recreational fishing or hunting	0.0%	0.0%	1.5%	0.2%	0.0%	0.2%
Participating in recreational motorized activities	0.0%	0.3%	0.5%	0.0%	0.0%	0.1%
Playing disc golf	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%

Note: Results were based on multiple responses; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

8-2. Estimated Total Direct Expenditures

Figure 16: Breakdown of Tourism Expenditures by Overnight Business Travel Parties to PEI
(Total Parties N = 39,891 or Total Overnight Business Travellers N= 81,177)



8-2. Estimated Total Direct Expenditures (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Estimated Total Direct Expenditures (\$)	\$11,817,929	\$12,494,934	\$7,165,938	\$10,083,506	\$7,610,118	\$49,172,424
Travel packages (if purchased)	\$400,600	\$575,404	\$359,600	\$170,238	\$144,667	\$1,650,510
Accommodations	\$5,466,483	\$5,422,155	\$3,517,258	\$4,697,343	\$3,292,833	\$22,396,072
Food and beverages at restaurants, bars, or hotels	\$2,741,863	\$2,691,085	\$1,194,627	\$2,516,580	\$1,453,311	\$10,597,466
Food and beverages at stores	\$563,436	\$902,669	\$349,646	\$424,128	\$412,340	\$2,652,219
Vehicle operation	\$895,495	\$709,524	\$382,979	\$533,802	\$554,066	\$3,075,865
Car rentals in PEI and local transportation	\$418,046	\$272,565	\$290,622	\$228,209	\$443,412	\$1,652,854
Shopping	\$767,342	\$1,022,218	\$237,038	\$627,132	\$542,880	\$3,196,610
Recreation and entertainment	\$185,904	\$337,256	\$201,025	\$603,560	\$305,507	\$1,633,253
Other expenditures	\$378,760	\$562,058	\$633,144	\$282,512	\$461,101	\$2,317,575

Note: Total expenditures in each season were calculated as follows: Number of overnight business parties × average spending per party per visit *or* Number of overnight business travellers × average length of stay × average spending per person per night.

8-2. Estimated Total Direct Expenditures (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
% of Estimated Total Direct Expenditures	(24.0%)	(25.4%)	(14.6%)	(20.5%)	(15.5%)	(100.0%)
Travel packages (if purchased)	3.4%	4.6%	5.0%	1.7%	1.9%	3.4%
Accommodations	46.3%	43.4%	49.1%	46.6%	43.3%	45.5%
Food and beverages at restaurants, bars, or hotels	23.2%	21.5%	16.7%	25.0%	19.1%	21.6%
Food and beverages at stores	4.8%	7.2%	4.9%	4.2%	5.4%	5.4%
Vehicle operation	7.6%	5.7%	5.3%	5.3%	7.3%	6.3%
Car rentals in PEI and local transportation	3.5%	2.2%	4.1%	2.3%	5.8%	3.4%
Shopping	6.5%	8.2%	3.3%	6.2%	7.1%	6.5%
Recreation and entertainment	1.6%	2.7%	2.8%	6.0%	4.0%	3.3%
Other expenditures	3.2%	4.5%	8.8%	2.8%	6.1%	4.7%

8-3. Average Spending per Party per Visit

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Average Spending per Party per Visit (\$)	\$787.92	\$1,451.69	\$1,852.59	\$1,469.67	\$1,369.68	\$1,232.67
Travel packages (if purchased)	\$26.71	\$66.85	\$92.97	\$24.81	\$26.04	\$41.38
Accommodations	\$364.46	\$629.96	\$909.31	\$684.64	\$592.65	\$561.43
Food and beverages at restaurants, bars, or hotels	\$182.81	\$312.66	\$308.84	\$366.79	\$261.57	\$265.66
Food and beverages at stores	\$37.57	\$104.87	\$90.39	\$61.82	\$74.21	\$66.49
Vehicle operation	\$59.70	\$82.43	\$99.01	\$77.80	\$99.72	\$77.11
Car rentals in PEI and local transportation	\$27.87	\$31.67	\$75.13	\$33.26	\$79.81	\$41.43
Shopping	\$51.16	\$118.76	\$61.28	\$91.40	\$97.71	\$80.13
Recreation and entertainment	\$12.39	\$39.18	\$51.97	\$87.97	\$54.99	\$40.94
Other expenditures	\$25.25	\$65.30	\$163.69	\$41.18	\$82.99	\$58.10
Average Length of Stay (nights)	2.44	2.98	3.10	3.01	2.81	2.77
Average Party Size (persons)	1.45	2.15	3.04	2.62	2.01	2.03
Estimated Number of Overnight Business Travellers	27,789	18,473	11,764	17,994	11,157	81,177

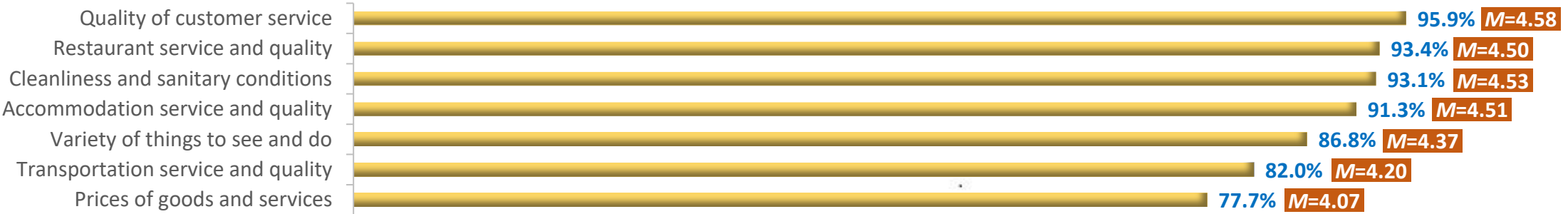
8-4. Average Spending per Person per Night

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Average Spending per Party per Visit (\$)	\$222.23	\$226.86	\$196.66	\$186.18	\$243.15	\$218.70
Travel packages (if purchased)	\$7.53	\$10.45	\$9.87	\$3.14	\$4.62	\$7.34
Accommodations	\$102.80	\$98.45	\$96.52	\$86.73	\$105.21	\$99.61
Food and beverages at restaurants, bars, or hotels	\$51.56	\$48.86	\$32.78	\$46.46	\$46.43	\$47.13
Food and beverages at stores	\$10.60	\$16.39	\$9.60	\$7.83	\$13.17	\$11.80
Vehicle operation	\$16.84	\$12.88	\$10.51	\$9.86	\$17.70	\$13.68
Car rentals in PEI and local transportation	\$7.86	\$4.95	\$7.98	\$4.21	\$14.17	\$7.35
Shopping	\$14.43	\$18.56	\$6.51	\$11.58	\$17.35	\$14.22
Recreation and entertainment	\$3.50	\$6.12	\$5.52	\$11.14	\$9.76	\$7.26
Other expenditures	\$7.12	\$10.20	\$17.38	\$5.22	\$14.73	\$10.31
Average Length of Stay (nights)	2.44	2.98	3.10	3.01	2.81	2.77
Average Party Size (persons)	1.45	2.15	3.04	2.62	2.01	2.03
Estimated Number of Overnight Business Travellers	27,789	18,473	11,764	17,994	11,157	81,177

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9-1. Rating of Travel Services

Figure 17: Rating of Travel Services by Overnight Business Travel Parties
(Total Parties N = 39,891)

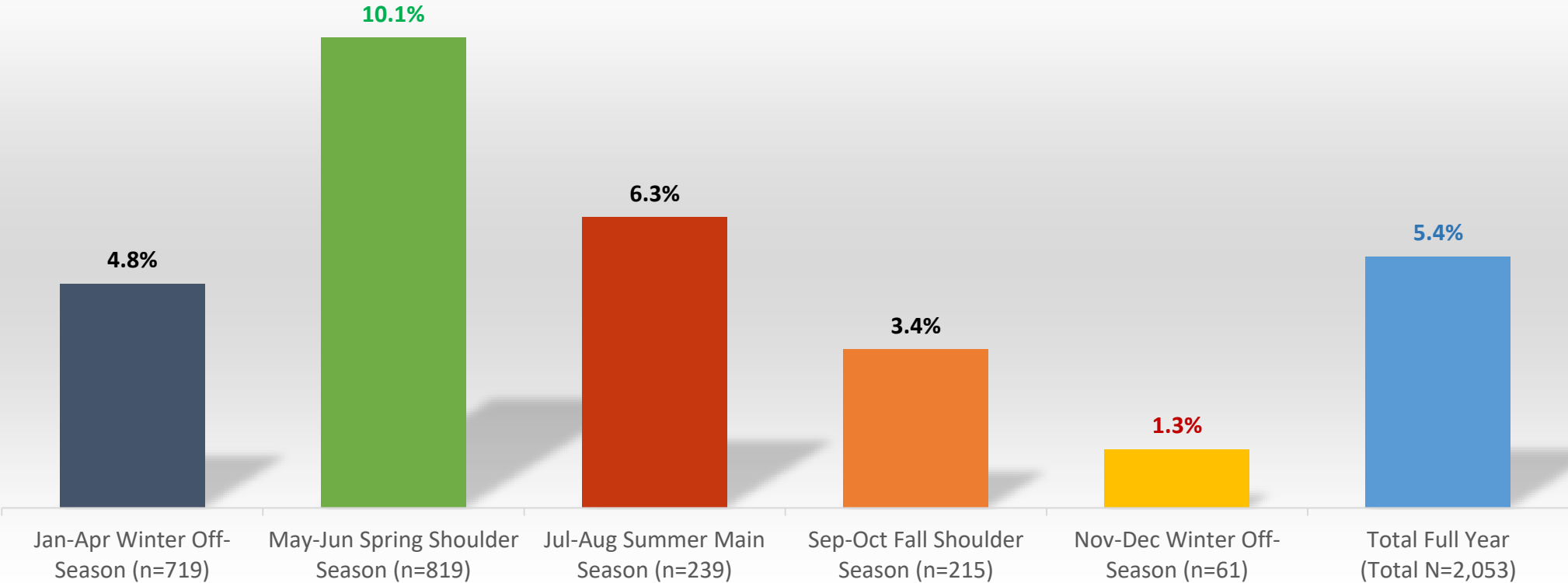


	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties N (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Quality of customer service	94.4%	95.7%	94.5%	97.6%	99.3%	95.9%
Restaurant service and quality	93.9%	94.4%	92.8%	88.5%	97.8%	93.4%
Cleanliness and sanitary conditions	95.0%	88.8%	92.9%	92.9%	95.2%	93.1%
Accommodation service and quality	90.2%	93.2%	88.5%	89.7%	95.3%	91.3%
Variety of things to see and do	83.2%	88.1%	89.2%	91.6%	85.3%	86.8%
Transportation service and quality	82.1%	75.4%	86.9%	91.4%	74.4%	82.0%
Prices of goods and services	81.8%	64.5%	80.0%	86.0%	75.6%	77.7%

Note: Results were based on those who rated each of the items; while percent (%) indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale, *M* indicates mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

9-2. Instance of Complaints

Figure 18: Instance of Complaints by Season



Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

9-3. Travel Evaluation and Overall Satisfaction

Figure 19: Travel Evaluation and Overall Satisfaction by Overnight Business Travel Parties
(Total Parties N = 39,891)



	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
I was satisfied with my trip to PEI	96.7%	92.1%	95.1%	99.2%	90.8%	95.2%
PEI was a safe and hygienic destination	96.7%	98.9%	90.7%	91.4%	86.7%	94.3%
My trip to PEI was a good way to spend my time	89.6%	85.8%	90.1%	95.0%	89.7%	89.8%
My trip to PEI was good value for money spent	89.0%	82.0%	85.0%	88.6%	85.4%	86.6%

Note: Results were based on those who rated each of the items; while percent (%) indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale, *M* indicates mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.



9-4. Future Behavioural Intentions

Figure 20: Likelihood of Recommending PEI as a Travel Destination to Others by Season

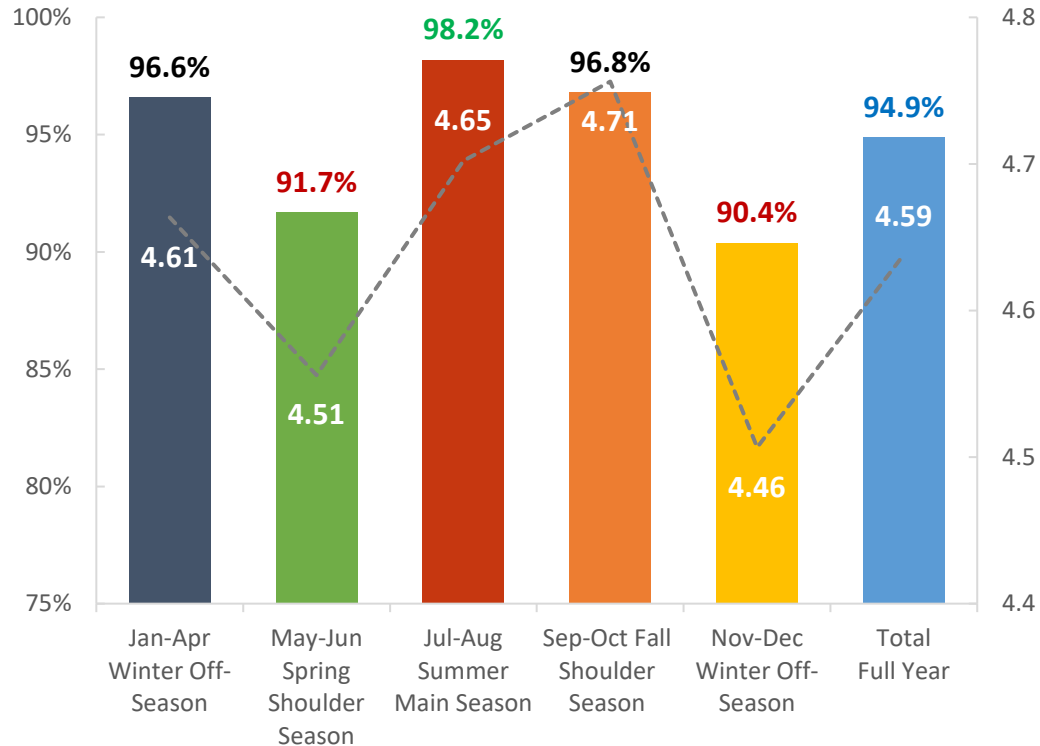
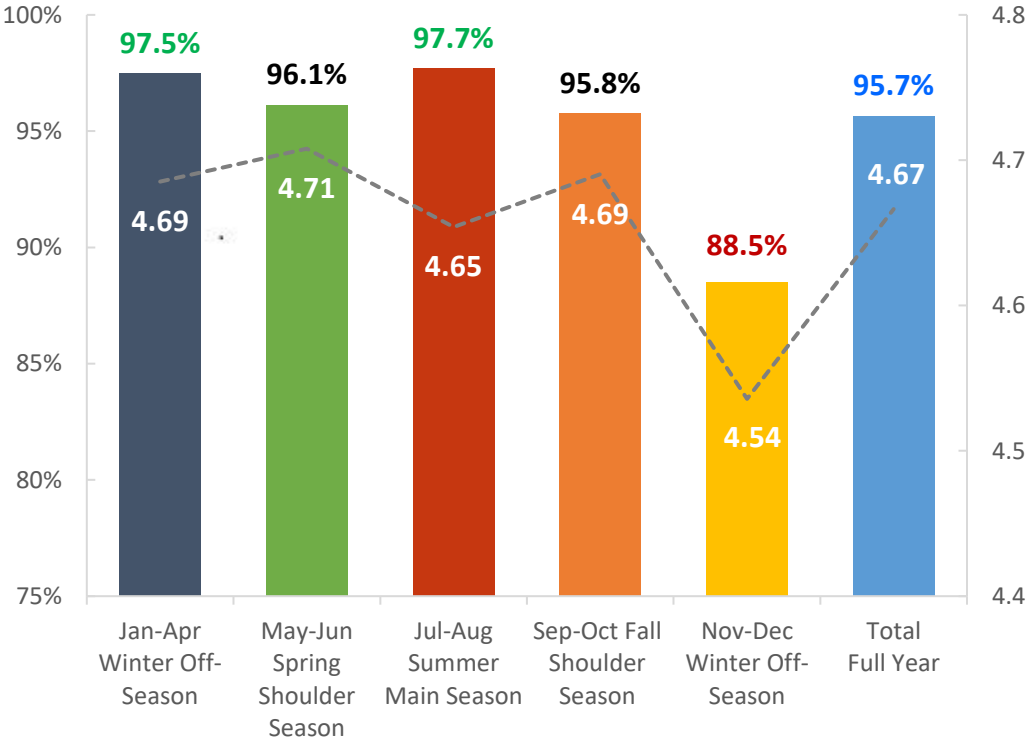


Figure 21: Likelihood of Visiting PEI Again by Season



Note: Results were based on those who rated each of the items; while percent (%) indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale, numbers inside of each column indicate mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

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10. Demographic Characteristics of Respondents

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Gender						
Male	47.0%	44.2%	53.7%	27.1%	43.1%	43.1%
Female	52.9%	55.8%	46.3%	72.8%	56.9%	56.9%
Other	0.1%	0.0%	0.0%	0.2%	0.0%	0.1%
Age						
18 to 24	2.8%	4.1%	0.7%	2.3%	0.8%	2.5%
25 to 34	16.4%	14.9%	9.5%	10.5%	7.0%	13.1%
35 to 44	18.9%	24.3%	26.9%	25.1%	29.5%	23.4%
45 to 54	24.8%	25.8%	10.0%	25.2%	26.3%	23.9%
55 to 64	29.5%	25.0%	33.4%	26.2%	20.4%	27.1%
65 to 74	4.6%	5.8%	19.5%	10.6%	8.2%	7.8%
75 and over	2.9%	0.0%	0.0%	0.2%	7.9%	2.2%
Mother Tongue						
English	78.4%	84.7%	89.3%	79.6%	80.4%	81.3%
French	20.3%	10.4%	8.2%	15.1%	16.3%	15.5%
Other	1.4%	4.9%	2.5%	5.3%	3.3%	3.2%

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

10. Demographic Characteristics of Respondents (cont'd)

		Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)		14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Marital Status							
Single		29.2%	18.0%	25.5%	16.3%	14.8%	22.2%
Married/living common law		67.0%	75.5%	72.6%	83.2%	84.7%	74.6%
Other		3.8%	6.5%	1.8%	0.5%	0.5%	3.2%
Average Number of Children Living in the Household *							
Children 17 years and younger	Valid N	3,259	2,125	817	2,091	1,609	9,901
	(Valid %)	(21.7%)	(24.7%)	(21.1%)	(30.5%)	(29.0%)	(24.8%)
	Avg. #	1.65	1.47	1.89	1.46	2.13	1.67
Children 18 years and older	Valid N	2,693	1,613	730	1,068	1,298	7,402
	(Valid %)	(18.0%)	(18.7%)	(18.9%)	(15.6%)	(23.4%)	(18.6%)
	Avg. #	1.93	1.93	1.27	1.31	1.16	1.64

Note: * Results were based on respondents who reported the number of children and had at least one child living in the household. The average number of children living in the household was based on the valid number of respondents, excluding '0'.

10. Demographic Characteristics of Respondents (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Education						
Some school	1.5%	0.0%	0.0%	2.1%	0.3%	1.0%
High school diploma	8.3%	2.0%	3.4%	1.4%	0.7%	4.2%
Some post-secondary	7.3%	6.2%	10.2%	3.0%	11.4%	7.2%
Graduated community/technical college	26.9%	19.2%	14.8%	15.1%	33.5%	23.0%
Graduated university (undergraduate)	36.3%	37.2%	35.3%	40.9%	32.9%	36.7%
Post graduate degree/Professional designation	19.6%	35.4%	36.2%	37.6%	21.2%	27.9%
Employment Status						
Working full time	76.9%	82.9%	66.2%	79.0%	75.8%	77.4%
Working part time or seasonally	13.3%	4.7%	2.2%	5.9%	7.6%	8.3%
Unemployed	2.9%	0.0%	0.0%	0.2%	0.0%	1.1%
Retraining or upgrading	0.0%	0.0%	1.4%	0.0%	0.2%	0.2%
Retired	4.1%	5.2%	25.3%	9.3%	8.2%	7.9%
Homemaker	0.1%	0.3%	0.1%	5.4%	0.1%	1.1%
Student	2.5%	4.0%	0.4%	0.2%	0.0%	1.9%
Other	0.3%	2.8%	4.3%	0.1%	8.1%	2.3%

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

10. Demographic Characteristics of Respondents (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	14,999 (37.6%)	8,607 (21.6%)	3,868 (9.7%)	6,861 (17.2%)	5,556 (13.9%)	39,891 (100.0%)
Annual Household Income						
Under \$40,000	5.5%	4.0%	1.6%	2.5%	0.9%	3.6%
\$40,000 to \$59,999	10.5%	0.9%	7.7%	2.4%	3.3%	5.8%
\$60,000 to \$79,999	13.0%	16.0%	6.0%	23.9%	11.6%	14.6%
\$80,000 to \$99,999	6.3%	18.0%	13.8%	5.2%	9.9%	9.9%
\$100,000 to \$124,999	16.1%	15.3%	17.0%	6.6%	23.4%	15.4%
\$125,000 to \$149,999	13.3%	7.8%	27.3%	13.1%	9.1%	12.8%
\$150,000 to \$174,999	10.0%	10.0%	5.9%	11.4%	16.9%	10.8%
\$175,000 to \$199,999	11.6%	4.8%	7.8%	10.0%	5.2%	8.6%
\$200,000 or more	9.2%	17.4%	10.9%	21.0%	18.6%	14.5%
Not Stated	4.7%	5.8%	2.1%	4.0%	1.1%	4.0%