

EXIT SURVEY REPORT SERIES: ES2023-07

SUMMERSIDE AREA (SA) OVERNIGHT PLEASURE VISITOR PROFILE: RESULTS FROM THE 2023 EXIT SURVEY

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TABLE OF CONTENTS

| Contents | Page |
|--|-----------|
| EXECUTIVE SUMMARY | 1 |
| 1. INTRODUCTION | 13 |
| 1-1. Background of the Study | 14 |
| 1-2. The Study Purpose | 15 |
| 2. METHODOLOGY OVERVIEW | 16 |
| 2-1. Sampling Procedure | 17 |
| 2-2. Sample Summary | 19 |
| 2-3. Data Processing | 21 |
| 2-4. Data Weighting | 22 |
| 3. TRAVEL MARKET OVERVIEW IN 2023 | 23 |

| Contents | Page |
|--|------|
| 3-1. Overview of Total Visitation in PEI | 24 |
| 3-2. Overall Market Situation in PEI | 25 |
| 3-3. Overnight Travel Market in PEI | 26 |
| 3-4. PEI Regions Visited by All Visitor Parties | 27 |
| 3-5. PEI Regions Visited by Overnight Travel Parties | 29 |
| 3-6. Overnight Stays (Parties) in PEI Regions by All Overnight Visitor Parties | 31 |
| 3-7. Overnight Stays (Parties) in PEI Regions by Overnight Pleasure Travel Parties | 33 |
| 3-8. Overnight Stays (Nights) in PEI Regions by All Overnight Visitor Parties | 35 |
| 3-9. Overnight Stays (Nights) in PEI Regions by Overnight Pleasure Travel Parties | 37 |
| 3-10. Trend in Number of Visitors to the SA | 39 |

TABLE OF CONTENTS (cont'd)

| Contents | Page |
|---|-----------|
| 4. WHO VISITS THE SUMMERSIDE AREA | 40 |
| 4-1. Origin of Overnight Pleasure Travel Parties to the SA | 41 |
| 4-2. Party Characteristics | 43 |
| 4-3. Party Composition | 45 |
| 4-4. Age Composition | 47 |
| 4-5. Travel Party Size | 49 |
| 4-6. Gender and Age of SA Overnight Pleasure Travellers | 51 |
| 4-7. Type of Visitation | 53 |
| 5. WHY VISITORS COME | 55 |
| 5-1. Primary Reason for the Trip to PEI | 56 |
| 5-2. Primary Features that Attracted | 58 |
| 6. HOW VISITORS COME | 60 |
| 6-1. Entry and Exit Points | 61 |
| 6-2. Rental Vehicle Usage and Location of the Vehicle Pick-Up | 62 |
| 7. WHERE VISITORS STAY | 63 |
| 7-1. Primary Destination of the Trip | 64 |
| 7-2. Trip Duration | 65 |

| Contents | Page |
|---|-----------|
| 7-3. Overnight Stays in PEI Region | 66 |
| 7-4. Average Length of Stay in PEI Region | 68 |
| 7-5. Overnight Stays in Type of Accommodation | 69 |
| 7-6. Average Length of Stay in Type of Accommodation | 71 |
| 7-7. PEI Regions Visited During the Overnight Pleasure Trip | 72 |
| 8. WHAT VISITORS DO AND WHERE THEY SPEND | 73 |
| 8-1. Activities Participated in While in PEI | 74 |
| 8-2. Estimated Total Direct Travel Expenditures | 76 |
| 8-3. Estimated Average Spending per Party per Visit | 79 |
| 8-4. Estimated Average Spending per Person per Night | 80 |
| 9. HOW PEI RATES | 81 |
| 9-1. Rating of Travel Services | 82 |
| 9-2. Instance of Complaints | 83 |
| 9-3. Travel Evaluation and Overall Satisfaction | 84 |
| 9-4. Future Behavioural Intentions | 85 |
| 10. DEMOGRAPHIC CHARACTERISTICS | 86 |
| | |

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 1st to December 31st, 2023, from only overnight pleasure 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 pleasure travellers to ***the Summerside Area (SA)*** in 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 pleasure travellers.

EXECUTIVE SUMMARY (cont'd)

Samples Used and Margin of Error

- In total, 1,095 surveys were used in the study (overnight pleasure travellers to the SA; 10.6% of total samples used).
- In terms of statistical accuracy, a sample of this size has a sampling error of ± 2.93 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

- In total, over 1.61 million people visited PEI during the study period. This includes 119,500 cruise ship passengers (7.4% of total visitors) and 9,700 motor coach tourists (0.6% of total visitors). Of these, 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 in 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, while 91 percent (411,500 parties) primarily visited PEI for pleasure purposes including other purposes, 9 percent (39,900 parties) visited PEI for business purposes.

EXECUTIVE SUMMARY (cont'd)

PEI Regions Visited

- The region of PEI that was visited by the greatest percentage of ***all visitor parties*** was the Greater Charlottetown Area (70% of visitor parties). This was followed by the Green Gables Shore region (48%), the Summerside area (35%), the Red Sands Shore region (29%), the Points East Coastal Drive region (28%), and the North Cape Coastal Drive region (20%).
- Looking at PEI regions visited by ***overnight pleasure visitor parties***, the Greater Charlottetown Area (71%) was the most popular region for overnight pleasure travel parties, followed by the Green Gables Shore region (56%), the Summerside area (38%), the Points East Coastal Drive region (34%), the Red Sands Shore region (30%) and the North Cape Coastal Drive region (23%). Note that a “visit” was defined as dining, visiting an attraction, or participating in an activity in the region, and not travelling through the region only.

Overnight Stays in the SA

- The Summerside Area was the fourth most popular tourism region in PEI in terms of overnight stays by ***all types of overnight visitor parties***. Approximately 14 percent of all overnight visitor parties stayed at least one night in the SA and 15 percent of total accumulated nights in PEI (2,011,550 nights) was spent in the SA.
- Approximately 14 percent of ***overnight pleasure travel parties*** stayed at least one night in the SA and 15 percent of total accumulated nights in PEI (1,901,043 nights) were spent in the SA.

EXECUTIVE SUMMARY (cont'd)

Trend in Number of Visitors to the SA

- According to the PEI Tourism Volume Model estimation, approximately 1.62 million individual travellers visited PEI, an increase of 15 percent from the 1.40 million in 2022 and a decrease of 1 percent from the 1.63 million recorded in 2019.
- Estimated total number of visitors to the SA in 2019 was approximately 586,000 people. Compared to this year, visitation to the SA has steadily recovered at 80 percent in 2022 and 89 percent in 2023.
- It was estimated that a total of 522,100 people visited the SA through the three exit and entry points in 2023, an increase of 12 percent from the 468,000 in 2022.
- Of 411,500 overnight pleasure travel parties, 58,600 parties (14%) counted as having stayed at least one night in the SA. These pleasure parties or individual travellers are the focus of this report.

EXECUTIVE SUMMARY (cont'd)

Who Visits the SA

- Of all SA overnight pleasure travel parties, approximately 94 percent of parties were from Canada, five percent were from the United States, and one 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 SA overnight pleasure parties were New Brunswick (35%), Nova Scotia (24%), Ontario (17%), Quebec (12%), and Alberta and British Columbia (5%).
- In terms of travel party characteristics, 52 percent of SA overnight pleasure travel parties travelled to PEI with their spouse/partner (two people), 12 percent travelled with immediate families (including children under 18), 12 percent were single travellers, six percent travelled with their friends, and six percent travelled with other family members (e.g., sister, brother, grandparents).
- Looking at party composition, the vast majority of SA overnight pleasure travel parties were comprised of only adults (84%) while 16 percent considered families which were adult(s) with child(ren).
- Regarding age composition, 55 percent of SA overnight pleasure travel parties were senior travellers (55 and over), nine percent were young adult travellers (18 to 34), and ten percent were middle aged travellers (35 to 54).
- Around 17 percent of SA overnight pleasure travel parties were families (adults with children) and 13 percent were comprised of travellers of varying age generation.

EXECUTIVE SUMMARY (cont'd)

Who Visits the SA (cont'd)

- The average party size for SA overnight pleasure travel parties was 2.51 people. While the average party size was highest during the July-August summer main season at 3.06 people, the average party size was lowest during the November-December winter off-season at 2.07 people.
- Looking at individual overnight pleasure travellers to the SA, they were comprised of more females than males (56% versus 44%).
- Approximately 29 percent were aged between 65 and 74, 21 percent were aged between 55 and 64, and 13 percent were aged between 45 and 54.
- Overall, approximately 78 percent of SA overnight pleasure travel parties had previously visited PEI. The majority of these parties had last visited PEI recently: 42 percent had last visited earlier in the same year of the trip in which they were surveyed, and 21 percent had last visited one year ago.
- On average, repeat SA overnight pleasure travellers had visited PEI approximately 4.94 times in the past five years.

EXECUTIVE SUMMARY (cont'd)

Why Visitors Come

- Approximately 41 percent of SA overnight pleasure travel parties indicated that they visited PEI for holiday or vacation, 27 percent travelled to PEI for visiting relatives and/or friends, and 17 percent travelled for short getaway.
- Approximately 22 percent of SA overnight pleasure travel parties indicated they were primarily attracted to PEI by restful and relaxing place and 21 percent were attracted by “other” features. The majority of items specified in this category were family or friends related issues.
- Natural beauty and pastoral settings (19%), beaches and coastline (18%), festivals, events, or concerts (5%), outdoor activities (5%), culinary/food-related experiences (3%), world of Anne of Green Gables and L.M. Montgomery (2%), and historic sites (2%) were attracted other SA overnight pleasure travel parties to PEI.

EXECUTIVE SUMMARY (cont'd)

How Visitors Come

- Approximately 83 percent of SA overnight pleasure travel parties entered and exited PEI via the Confederation Bridge, ten percent used a combination of bridge and ferry, five percent flew in and out of PEI, one percent used a combination of air and bridge/ferry, and one percent used the ferry service between PEI and Nova Scotia to enter and exit the province.
- Approximately 10 percent of SA overnight pleasure travel parties used a rental car while travelling to PEI. Approximately 49 percent picked up the vehicle in Nova Scotia and six percent picked it up in New Brunswick while 33 percent of those who used a rental car picked up the vehicle on PEI.

Where Visitors Stay

- The vast majority of SA overnight pleasure travel parties (87%) indicated that PEI was the primary destination of their pleasure trip.
- Overall, SA overnight pleasure travel parties to PEI stayed on average 4.60 nights (3.20 nights in paid accommodations in PEI and 1.50 nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, etc.).

EXECUTIVE SUMMARY (cont'd)

Where Visitors Stay (cont'd)

- SA overnight pleasure travel parties also spent overnight in other PEI regions. Approximately 23 percent of SA overnight pleasure travel parties stayed overnight in the Greater Charlottetown Area, 13 percent stayed overnight in the Green Gables Shore region, eleven percent stayed overnight in the Points East Coastal Drive region, eight percent stayed overnight in the North Cape Coastal Drive region, and four percent stayed overnight in the Red Sands Shore region, with the average length of stays of 0.47, 0.35, 0.26, 0.16, and 0.09 nights, respectively.
- Although SA overnight pleasure travel parties stayed in a variety of accommodation types while on PEI, the most popular type of accommodation was hotel, motel or resort (45% of parties stayed at least one night in this accommodation type), with the average length of stays of 1.44 nights.
- Excluding the Summerside Area, the Greater Charlottetown Area was the most popular region for visitation among SA overnight pleasure travel parties (52% of SA overnight pleasure travel parties visited the region), followed by the Green Gables Shore region(47%), the North Cape Coastal Drive region (36%), the Red Sands Shore region (32%), and the Points East Coastal Drive region (26%).

EXECUTIVE SUMMARY (cont'd)

What Visitors Do

- SA overnight pleasure travel parties participated in a variety of activities while travelling in PEI. Driving tour (scenic drives/views) was the most popular activity (59%).
- Over the full-year, other popular activities took part in by SA overnight pleasure travel parties included going to a full-service restaurant (57%), visiting friends and/or relatives (45%), sightseeing, appreciating pastoral or rural settings (44%), going to a beach (41%), shopping for local products (40%), sampling local culinary products (40%), shopping for general merchandise (38%), visiting a national or provincial park (33%), seeing natural wonders (32%), visiting historic/heritage sites or cultural attractions (29%), visiting Anne of Green Gables and related attractions (22%), using the Confederation Trail or other trails (19%), going to a museum or art gallery (16%), participating in nature-based outdoor activities (11%), and attending a festival, event, or concert (11%).

EXECUTIVE SUMMARY (cont'd)

What Visitors Spend

- Total direct expenditures by SA overnight pleasure travel parties were estimated at more than **\$91 million** based on 58,583 overnight pleasure travel parties or 147,004 individual overnight pleasure travellers.
- The items that accounted for the greatest proportion of total expenditures were accommodations (38%), food and beverage at restaurants, bars, etc. (19%), vehicle operation (12%), shopping (11%), food and beverage at stores (8%), recreation and entertainment (5%), travel package (3%), other (3%), and car rental and local transportation (2%).
- SA overnight pleasure travel parties spent an average of \$1,554.95 **per party per night** on PEI. This average spending was highest among those who visited during the July-August summer main season (\$2,262.56) and lowest by those who visited during the January-April winter off-season (\$745.11).
- SA overnight pleasure travel parties spent an average of \$134.78 **per person per night** on PEI. This average spending was highest among those who visited during the September-October fall shoulder season (\$155.59) and lowest by those who visited during and January-April winter off-season (\$96.17).

EXECUTIVE SUMMARY (cont'd)

How PEI Rates

- Visitors were asked to rank various PEI travel services. SA overnight pleasure travel parties were pleased with aspects of their trip to PEI including restaurant (92%), the quality of customer service (91%), cleanliness and sanitary conditions (91%), transportation (90%), variety of things to see and do (88%), accommodation (86%), and prices of goods and services (70%).
- The ratings for these items were greater than four on a five-point scale from one (very poor) to five (excellent), excluding “prices of goods and services.” “Quality of customer service” received an overall average rating of 4.51 on the same scale while “prices of goods and services” received a lower rating but still favourable at 3.91.
- Approximately eight percent of SA overnight pleasure travel parties indicated they experienced a problem or had a complaint about their trip to PEI.
- Despite the complaints regarding prices and taxes, etc., 88 percent of SA overnight pleasure travel parties agreed that their trip to PEI was good value for money spent. Over 94 percent of SA overnight pleasure travel parties indicated PEI was a safe and hygienic destination, the trip to PEI was a good way to spend their time, and they were satisfied with their trip to PEI.
- Overall, 95 percent of SA overnight pleasure travel parties agreed they would recommend PEI as a travel destination to others and 93 percent indicated they would visit PEI again.

| CONTENTS | PAGE |
|------------------------------|------|
| 1. INTRODUCTION | 13 |
| 1-1. Background of the Study | 14 |
| 1-2. The Study Purpose | 15 |

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 pleasure travellers who stayed at least one night in the Summerside Area (SA)** during the study period to profile their travel related behaviours in the SA or 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 pleasure travellers who stayed at least one night in the SA during the study period (January 1st to December 31st, 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 pleasure travellers.
- The survey pursued seven broad objectives:
 - To update existing historical information on SA overnight pleasure travellers to PEI,
 - To collect critical data to measure the overall importance of tourism in PEI,
 - To gather information regarding SA overnight pleasure travellers' behaviours,
 - To identify key market segments of SA overnight pleasure travellers to PEI, and
 - To enhance our knowledge and understanding of tourism (in general, and for PEI).
- ***Note that this report includes results for those who stayed at least one night in the Summerside Area (SA) including St. Eleanors, Slemon Park, Linkletter, and Travellers Rest during the study period. Since visitors may have stayed in multiple PEI regions, data presented in this report reflects their entire time in PEI and may include spending, activities, etc., that took place in other regions. Although many visitors would have visited the SA for the day only and not spent the night, those visitors' activities, spending, etc., are not included in this report.***
- This report includes SA overnight pleasure traveller profiles by tourism season.

| CONTENTS | PAGE |
|--------------------------------|-----------|
| 2. METHODOLOGY OVERVIEW | 16 |
| 2-1. Sampling Procedure | 17 |
| 2-2. Sample Summary | 19 |
| 2-3. Data Processing | 21 |
| 2-4. Data Weighting | 22 |

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 of those 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 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, 1,095 samples (10.6%) were SA overnight pleasure travel parties 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 pleasure travellers to the Summerside Area has a sampling error of ± 2.93 percent at a 95 percent confidence level. The margins of error for the five sub-groups are higher. Please note this is a guideline only. Caution should be applied when interpreting significance testing throughout this report.

| | Overnight Pleasure | | |
|-------------------------------------|--------------------|------------------|-------------------------------|
| | Sample Size | % of Sample Size | Margin of Error ^{a)} |
| 2023 Jan-Apr Winter Off-Season | 90 | 8.2% | ± 10.28 |
| 2023 May-Jun Spring Shoulder Season | 193 | 17.6% | ± 6.99 |
| 2023 Jul-Aug Summer Main Season | 492 | 44.9% | ± 4.37 |
| 2023 Sep-Oct Fall Shoulder Season | 249 | 22.7% | ± 6.13 |
| 2023 Nov-Dec Winter Off-Season | 71 | 6.5% | ± 11.58 |
| Full-Year (12 months) | 1,095 | 100.0% | ± 2.93 |

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.

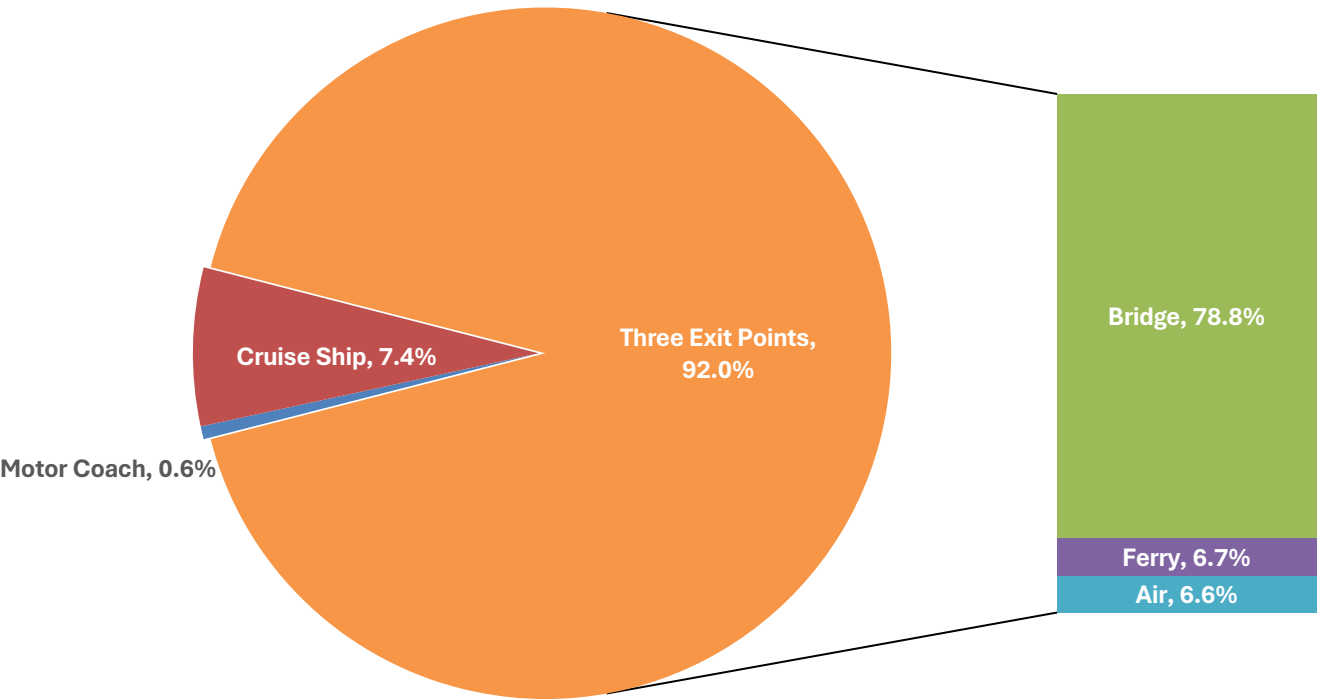
Weighting the Sample

- 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.

| CONTENTS | PAGE |
|--|-----------|
| 3. TRAVEL MARKET OVERVIEW IN 2023 | 23 |
| 3-1. Overview of Total Visitation in PEI | 24 |
| 3-2. Overall Market Situation in PEI | 25 |
| 3-3. Overnight Travel Market in PEI | 26 |
| 3-4. PEI Regions Visited by All Visitor Parties | 27 |
| 3-5. PEI Regions Visited by Overnight Pleasure Travel Parties | 29 |
| 3-6. Overnight Stays (Parties) in PEI Regions by All Overnight Visitor Parties | 31 |
| 3-7. Overnight Stays (Parties) in PEI Regions by Overnight Pleasure Travel Parties | 33 |
| 3-8. Overnight Stays (Nights) in PEI Regions by All Overnight Visitor Parties | 35 |
| 3-9. Overnight Stays (Nights) in PEI Regions by Overnight Pleasure Travel Parties | 37 |
| 3-10. Trend in Number of Visitors to the Greater Charlottetown Area | 39 |

3-1. Overview of Total Visitation in PEI

Figure 1: Total Visitation in 2023



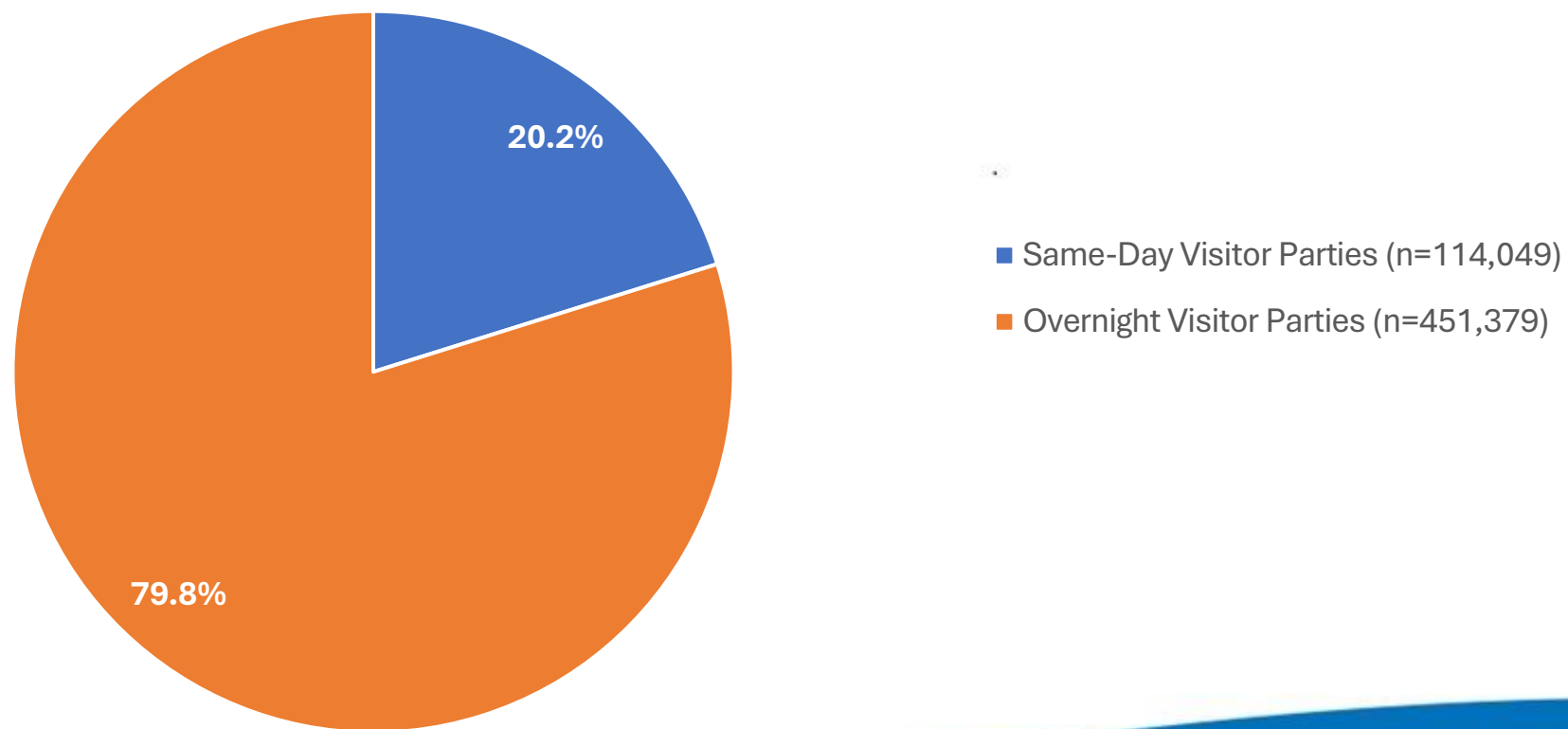
Source: 2023 PEI Tourism Volume Model

Table 1: Estimated Number of Visitors to PEI in 2023

| | Number of Visitors | Percent of Visitors |
|------------------------|--------------------|---------------------|
| Visitors by Exit Point | 1,486,251 | 92.0% |
| Bridge | 1,272,476 | 78.8% |
| Ferry | 107,950 | 6.7% |
| Air | 105,825 | 6.6% |
| Motor Coach Tourists | 9,742 | 0.6% |
| Cruise Travellers | 119,488 | 7.4% |
| Total | 1,615,481 | 100.0% |

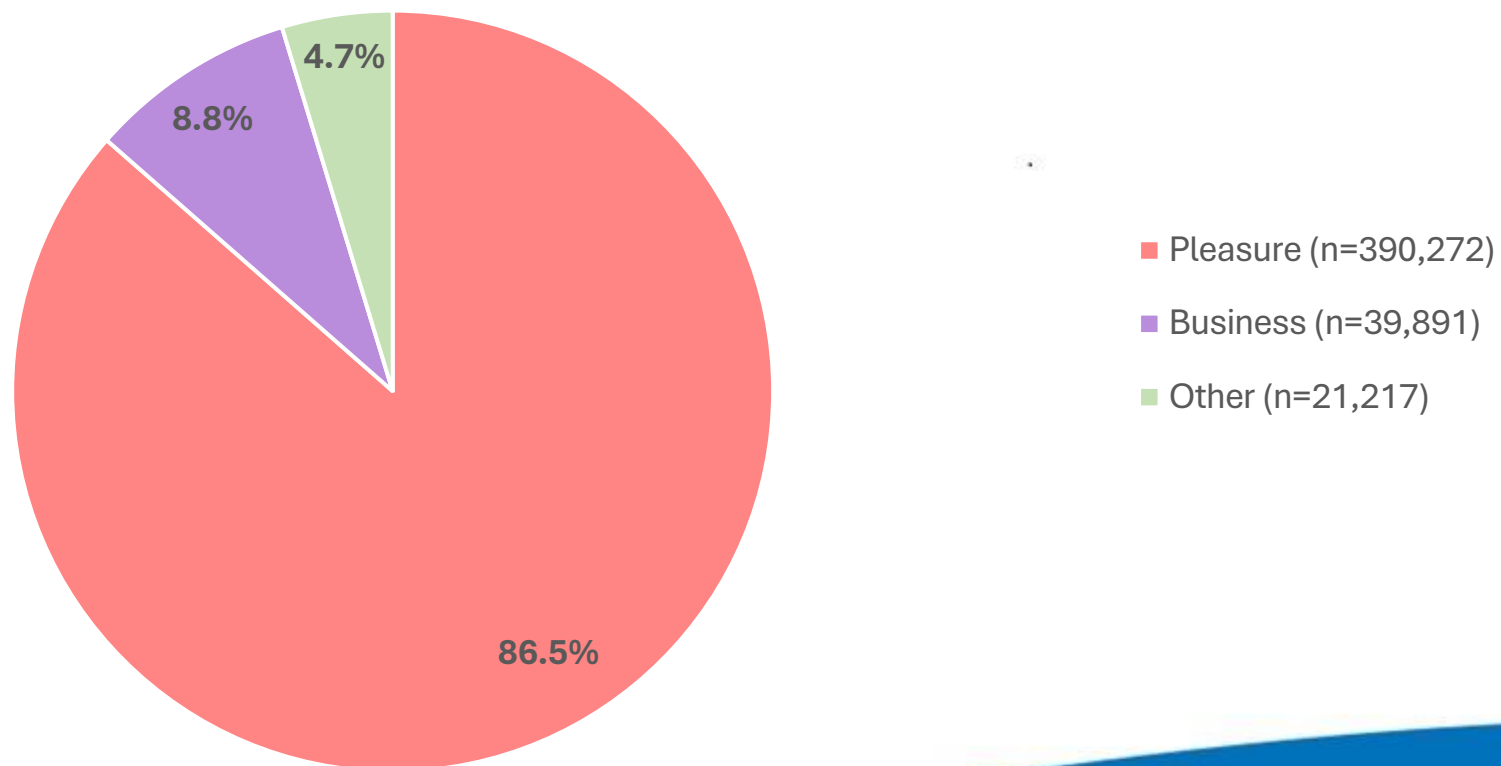
3-2. Overall Market Situation in PEI

Figure 2: Total Travel Market in PEI (2023)
(Total Visitor Parties $N = 565,428$)



3-3. Overnight Travel Market in PEI

Figure 3: Overnight Travel Market in PEI (2023)
(Total Overnight Parties N = 451,379)



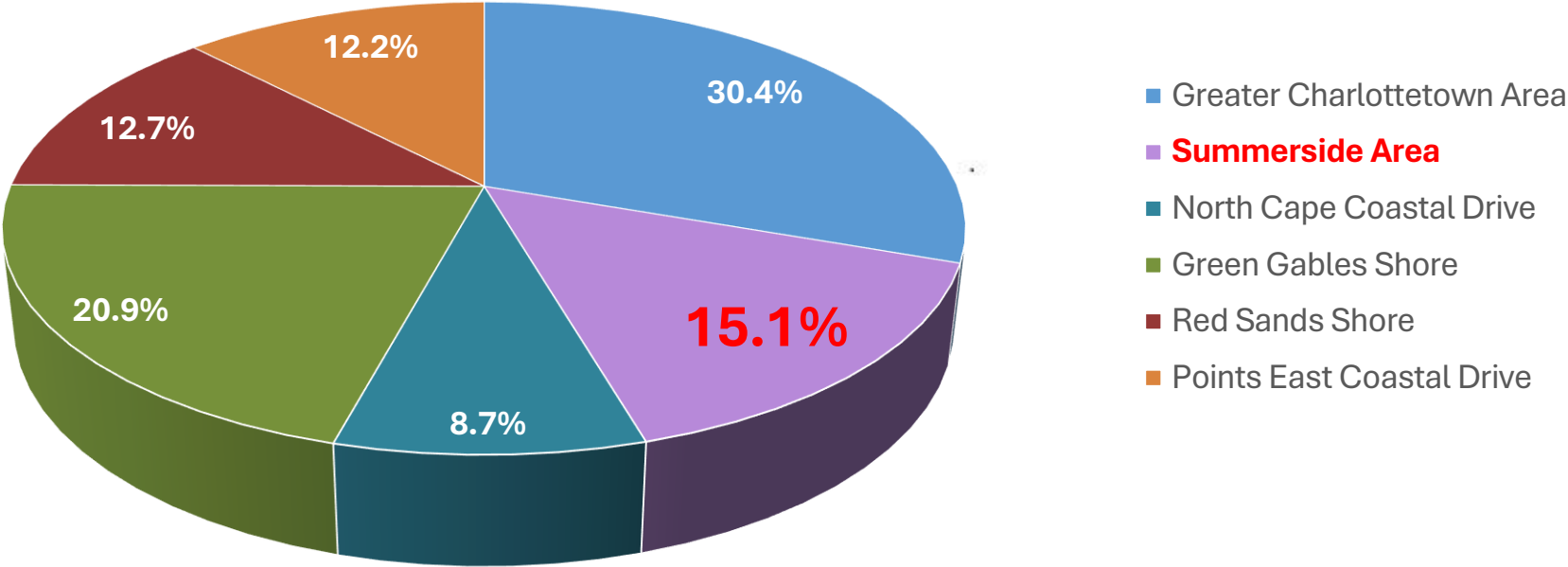
3-4. PEI Regions Visited by All Visitor Parties

| | 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 | Total Visits |
|-------------------------------|------------------------------|-----------------------------------|-------------------------------|---------------------------------|------------------------------|-------------------------|-----------------|
| Total Parties N (%) | 97,992 (17.3%) | 96,200 (17.0%) | 214,137 (37.9%) | 102,421 (18.1%) | 54,678 (9.7%) | 565,428 (100.0%) | (%)* |
| Greater Charlottetown Area | 72.8% | 70.8% | 69.0% | 69.3% | 66.1% | 69.7% | (30.4%) |
| Summerside Area | 31.1% | 37.7% | 36.8% | 34.2% | 29.0% | 34.7% | (15.1%) |
| North Cape Coastal Drive | 9.7% | 22.1% | 23.8% | 24.5% | 12.0% | 20.0% | (8.7%) |
| Green Gables Shore | 17.2% | 49.9% | 65.2% | 54.2% | 20.8% | 48.0% | (20.9%) |
| Red Sands Shore | 16.9% | 29.8% | 35.0% | 31.3% | 22.3% | 29.1% | (12.7%) |
| Points East Coastal Drive | 17.5% | 32.5% | 33.3% | 28.5% | 18.0% | 28.1% | (12.2%) |
| Total Visits (Parties) | 161,907 | 233,588 | 563,100 | 247,965 | 91,947 | 1,298,507 | (100.0%) |
| Total Visits (%) | (12.5%) | (18.0%) | (43.4%) | (19.1%) | (7.1%) | (100.0%) | |

Note: Results were based on multiple responses; Percent in each of the regions and seasons was based on total visitor parties regardless of type of visitation (same-day and overnight) and trip purpose (total all visitor parties $n = 565,428$); * (%) was based on total visits (total parties $n = 1,298,507$); **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.

3-4. PEI Regions Visited by All Visitor Parties (cont'd)

Figure 4: Breakdown of Total Visits by All Visitor Parties to PEI Regions
(Total Parties N = 1,298,507)



Note: Result was based on total visits by all visitor parties (same-day and overnight) to PEI regions (total parties n = 1,298,507).

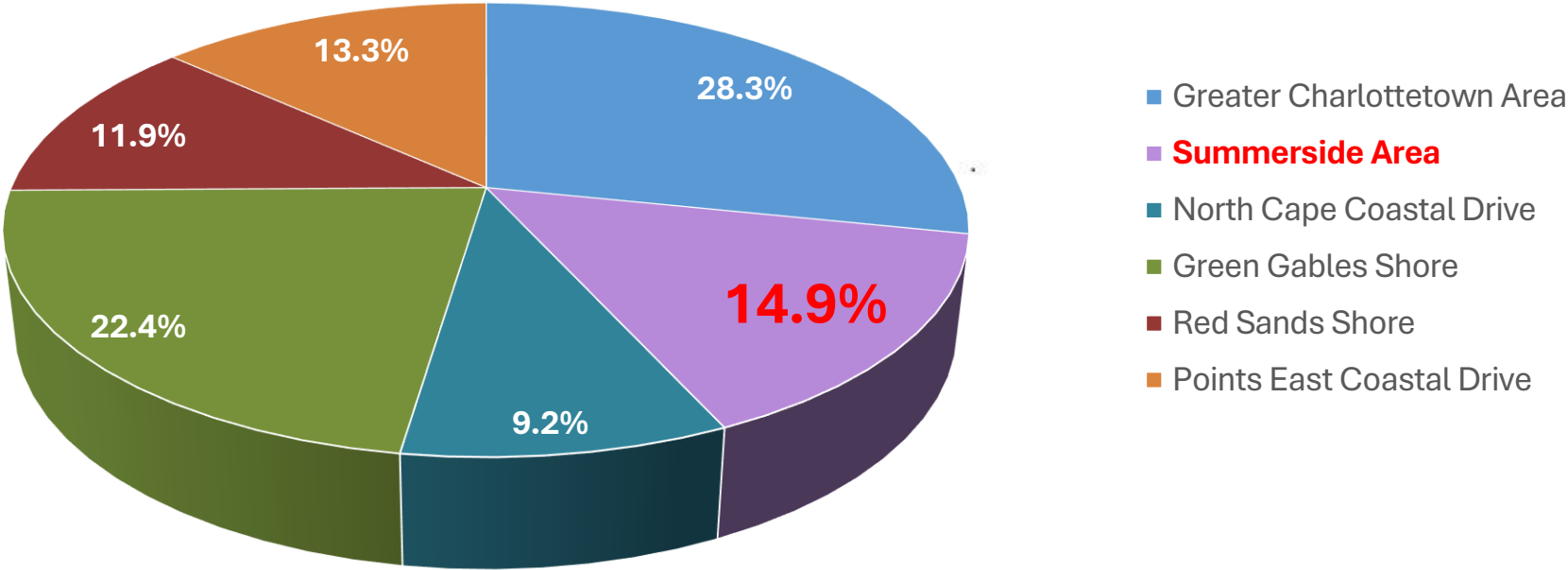
3-5. PEI Regions Visited by Overnight Pleasure Travel Parties

| | 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 | Total Visits |
|--|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|---------------------|-----------------|
| Overnight Pleasure Parties <i>N</i> (%) | 59,703 (14.5%) | 66,044 (16.1%) | 174,754 (42.5%) | 73,537 (17.9%) | 37,450 (9.1%) | 411,488 (100.0%) | (%)* |
| Greater Charlottetown Area | 75.3% | 73.1% | 69.3% | 69.3% | 72.6% | 71.1% | (28.3%) |
| Summerside Area | 29.3% | 41.2% | 40.6% | 38.3% | 28.3% | 37.5% | (14.9%) |
| North Cape Coastal Drive | 11.5% | 23.4% | 27.1% | 30.0% | 9.8% | 23.2% | (9.2%) |
| Green Gables Shore | 20.5% | 60.7% | 70.3% | 64.3% | 26.2% | 56.4% | (22.4%) |
| Red Sands Shore | 15.3% | 32.7% | 34.4% | 32.5% | 21.9% | 29.9% | (11.9%) |
| Points East Coastal Drive | 20.9% | 39.9% | 37.6% | 35.4% | 19.3% | 33.5% | (13.3%) |
| Total Visits (Parties) | 103,082 | 178,933 | 487,977 | 198,350 | 66,692 | 1,035,034 | (100.0%) |
| Total Visits (%) | (10.0%) | (17.3%) | (47.1%) | (19.2%) | (6.4%) | (100.0%) | |

Note: Results were based on multiple responses; Percent in each of the regions and seasons was based on total overnight pleasure travel parties (total pleasure travel parties *n* = 411,489); * (%) was based on total visits (total parties *n* = 1,298,507); **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.

3-5. PEI Regions Visited by Overnight Pleasure Travel Parties (cont'd)

Figure 5: Breakdown of Total Visits by Overnight Pleasure Travel Parties to PEI Regions
(Total Overnight Pleasure Parties N = 1,035,034)



Note: Result was based on total visits by overnight pleasure travel parties to PEI regions (total parties n = 1,035,034).



3-6. Overnight Stays (Parties) in PEI Regions by All Overnight Visitor Parties - Total Accumulated Parties Staying at Least One Night in the Specific Region

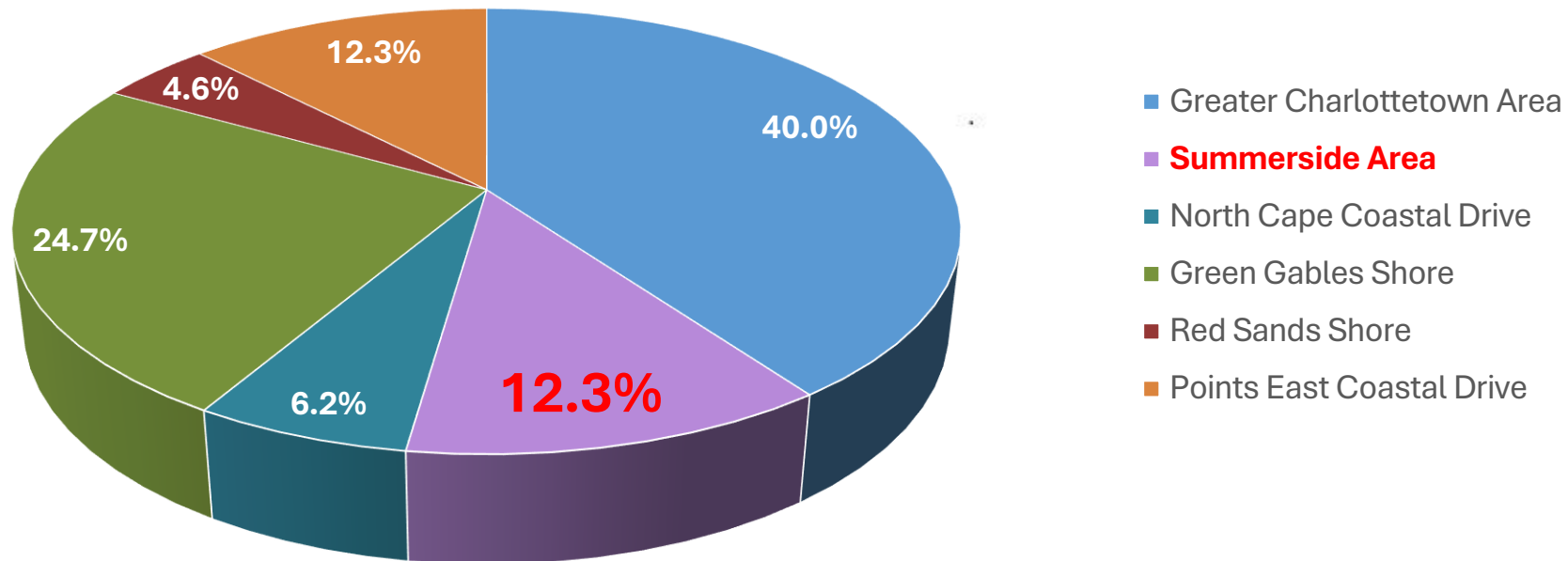
| | Jan-Apr Winter Off- Season | May-Jun Spring Shoulder Season | Jul-Aug Summer Main Season | Sep-Oct Fall Shoulder Season | Nov-Dec Winter Off- Season | Total Full-Year | Total Overnight Stays |
|---|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|-----------------------------|-----------------------------|
| Total Overnight Parties <i>N</i> (%) | 74,702 (16.5%) | 74,651 (16.5%) | 178,622 (39.6%) | 80,398 (17.8%) | 43,006 (9.5%) | 451,379 (100.0%) | (%)* |
| Greater Charlottetown Area | 66.6% | 46.3% | 36.7% | 42.7% | 61.3% | 46.6% | (40.0%) |
| Summerside Area | 16.1% | 15.8% | 11.7% | 13.7% | 20.4% | 14.3% | (12.3%) |
| North Cape Coastal Drive | 5.2% | 5.3% | 9.0% | 8.0% | 5.9% | 7.3% | (6.2%) |
| Green Gables Shore | 4.0% | 29.5% | 42.2% | 31.5% | 9.6% | 28.8% | (24.7%) |
| Red Sands Shore | 4.1% | 3.2% | 6.4% | 5.0% | 7.0% | 5.3% | (4.6%) |
| Points East Coastal Drive | 7.6% | 17.5% | 15.8% | 16.2% | 10.5% | 14.3% | (12.3%) |
| Total Overnight Stays (Parties) | 77,366 | 87,794 | 217,547 | 94,167 | 49,333 | 526,207 | (100.0%) |
| Total Overnight Stays (%) | (14.7%) | (16.7%) | (41.3%) | (17.9%) | (9.4%) | (100.0%) | |

Note: Results were based on multiple responses; Percent in each of the regions and seasons was based on total visitor parties regardless of their trip purpose (total all overnight visitor parties *n* = 451,379); * (%) was based on total overnight stays by parties (total parties *n* = 526,207); **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.

3-6. Overnight Stays (Parties) in PEI Regions by All Overnight Visitor Parties

- Total Accumulated Parties Staying at Least One Night in the Specific Region (cont'd)

Figure 6: Breakdown of Total Overnight Stays (Parties) by All Overnight Visitor Parties in PEI Regions
(Total Overnight Parties $N = 526,207$)



Note: Result was based on total overnight stays (parties) by all overnight visitor parties in PEI regions (total parties $n = 526,207$).

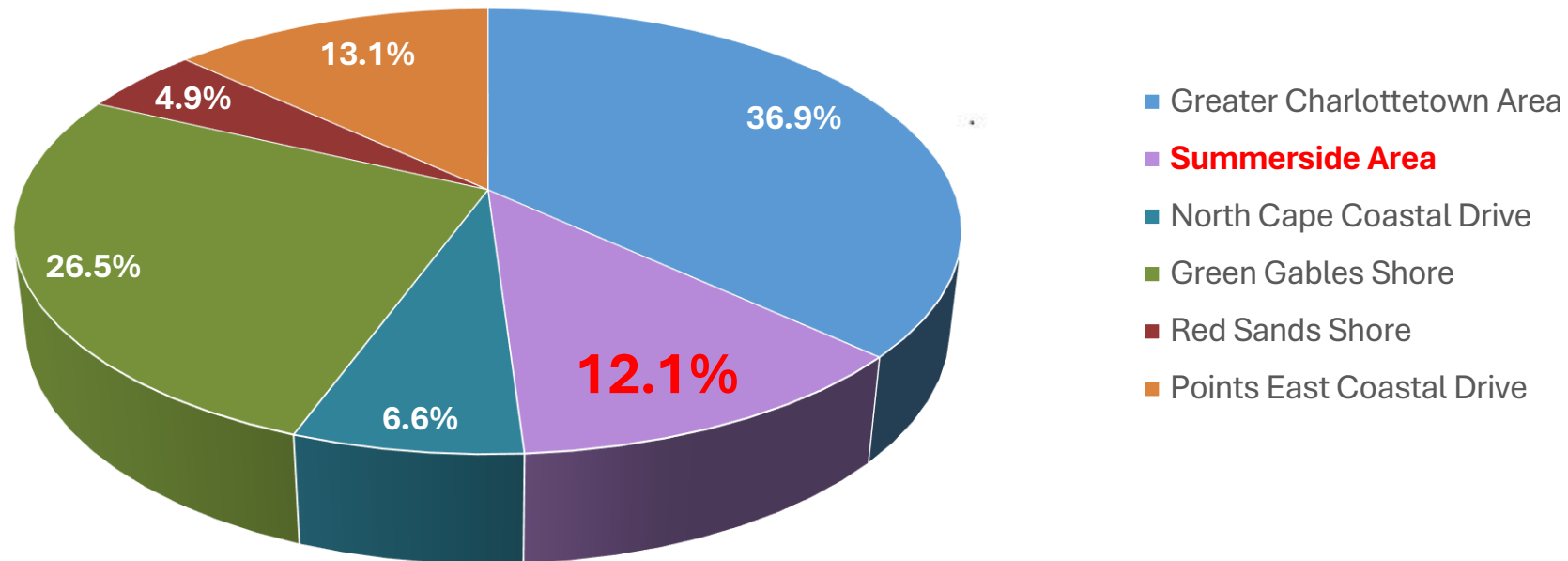
3-7. Overnight Stays (Parties) in PEI Regions by Overnight Pleasure Travel Parties - Total Accumulated Parties Staying at Least One Night in the Specific Region

| | 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 | Total Overnight Stays |
|--|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|-----------------------------------|-----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 59,703 (14.5%) | 66,044 (16.1%) | 174,754 (42.5%) | 73,537 (17.9%) | 37,450 (9.1%) | 411,488 (100.0%) | (%)* |
| Greater Charlottetown Area | 62.5% | 41.8% | 35.7% | 40.3% | 58.5% | 43.5% | (36.9%) |
| Summerside Area | 16.1% | 17.3% | 11.9% | 12.8% | 19.7% | 14.2% | (12.1%) |
| North Cape Coastal Drive | 6.1% | 5.3% | 9.1% | 8.7% | 6.8% | 7.8% | (6.6%) |
| Green Gables Shore | 5.0% | 32.5% | 42.8% | 34.3% | 10.7% | 31.2% | (26.5%) |
| Red Sands Shore | 4.9% | 3.5% | 6.5% | 5.3% | 8.0% | 5.7% | (4.9%) |
| Points East Coastal Drive | 9.5% | 18.9% | 16.1% | 17.2% | 11.7% | 15.4% | (13.1%) |
| Total Overnight Stays (Parties) | 62,107 | 78,759 | 213,376 | 87,206 | 43,207 | 484,655 | (100.0%) |
| Total Overnight Stays (%) | (12.8%) | (16.3%) | (44.0%) | (18.0%) | (8.9%) | (100.0%) | |

Note: Results were based on multiple responses; Percent in each of the regions and seasons was based on total overnight pleasure travel parties regardless of their trip purpose (total parties *n* = 411,488); * (%) was based on total overnight stays by parties (total parties *n* = 484,655); **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.

3-7. Overnight Stays (Parties) in PEI Regions by Overnight Pleasure Travel Parties - Total Accumulated Parties Staying at Least One Night in the Specific Region (cont'd)

Figure 7: Breakdown of Total Overnight Stays (Parties) by Overnight Pleasure Travel Parties in PEI Regions
(Total Overnight Pleasure Parties $N = 484,655$)



Note: Result was based on total overnight stays (parties) by all overnight visitor parties in PEI regions (total parties $n = 484,655$).

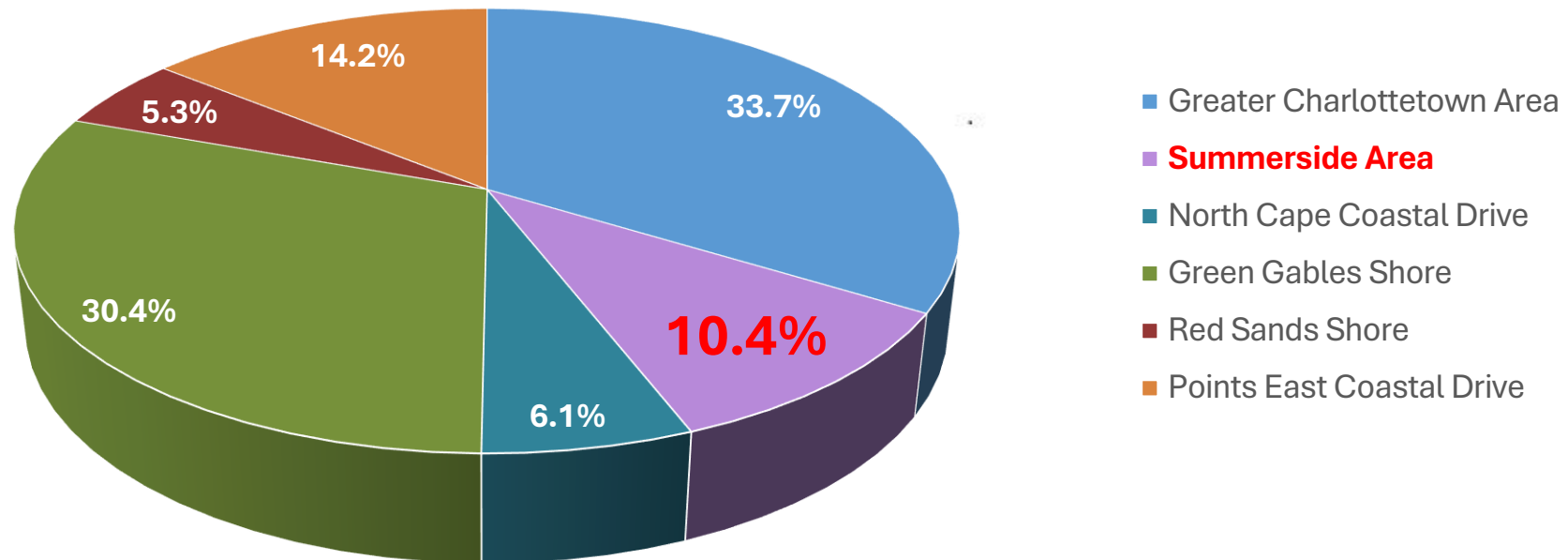
3-8. Overnight Stays (Nights) in PEI Regions by All Overnight Visitor Parties - Total Accumulated Nights Staying at Least One Night in the Specific Region

| | 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 |
|---|------------------------------|-----------------------------------|-------------------------------|---------------------------------|------------------------------|-----------------------------|
| Total Overnight Parties <i>N</i> (%) | 74,702 (16.5%) | 74,651 (16.5%) | 178,622 (39.6%) | 80,398 (17.8%) | 43,006 (9.5%) | 451,379 (100.0%) |
| Greater Charlottetown Area | 62.3% | 33.8% | 24.4% | 29.2% | 54.3% | 33.7% |
| Summerside Area | 15.6% | 11.3% | 8.0% | 9.7% | 15.2% | 10.4% |
| North Cape Coastal Drive | 3.7% | 4.1% | 7.4% | 6.1% | 5.8% | 6.1% |
| Green Gables Shore | 4.8% | 30.4% | 40.1% | 32.9% | 7.0% | 30.4% |
| Red Sands Shore | 5.7% | 3.6% | 5.6% | 5.8% | 5.7% | 5.3% |
| Points East Coastal Drive | 7.9% | 16.8% | 14.5% | 16.3% | 11.9% | 14.2% |
| Total Overnight Stays (Nights) | 249,601 | 316,503 | 921,367 | 370,979 | 153,100 | 2,011,550 |
| Total Overnight Stays (%) | (12.4%) | (15.7%) | (45.8%) | (18.4%) | (7.6%) | (100.0%) |

Note: Results were based on multiple responses and total accumulated stays (nights) spent by all overnight visitor parties in the specific region (total nights *n* = 2,011,550).

3-8. Overnight Stays (Nights) in PEI Regions by All Overnight Visitor Parties - Total Accumulated Nights Staying at Least One Night in the Specific Region (cont'd)

Figure 8: Breakdown of Total Overnight Stays (Nights) by All Overnight Visitor Parties in PEI Regions
(Total Nights $N = 2,011,550$)



Note: Result was based on total overnight stays (nights) by all overnight visitor parties in PEI regions (total nights $n = 2,011,550$).

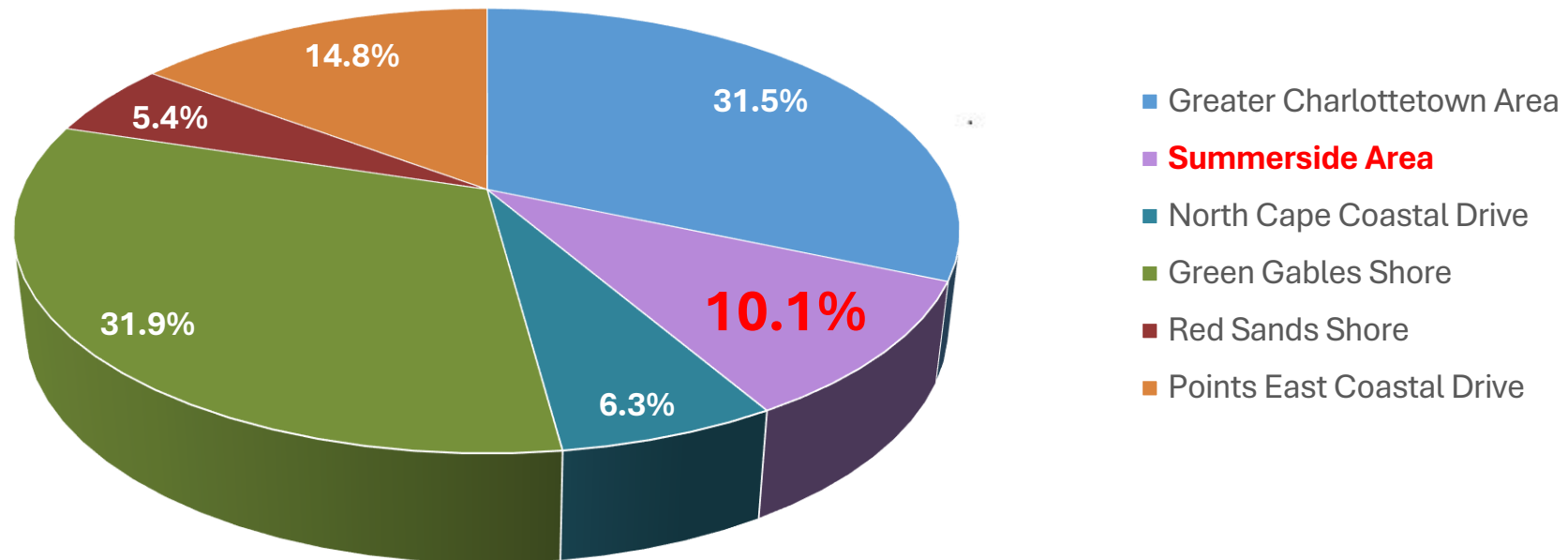
3-9. Overnight Stays (Nights) in PEI Regions by Overnight Pleasure Travel Parties - Total Accumulated Nights Staying at Least One Night in the Specific Region

| | 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 |
|--|------------------------------|-----------------------------------|-------------------------------|---------------------------------|------------------------------|-----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 59,703 (14.5%) | 66,044 (16.1%) | 174,754 (42.5%) | 73,537 (17.9%) | 37,450 (9.1%) | 411,488 (100.0%) |
| Greater Charlottetown Area | 60.7% | 29.6% | 23.8% | 27.4% | 51.9% | 31.5% |
| Summerside Area | 15.1% | 11.9% | 8.1% | 8.7% | 15.2% | 10.1% |
| North Cape Coastal Drive | 4.1% | 4.3% | 7.4% | 6.4% | 6.4% | 6.3% |
| Green Gables Shore | 5.7% | 32.7% | 40.5% | 34.7% | 7.7% | 31.9% |
| Red Sands Shore | 5.4% | 3.8% | 5.6% | 5.8% | 6.2% | 5.4% |
| Points East Coastal Drive | 9.1% | 17.7% | 14.6% | 17.1% | 12.6% | 14.8% |
| Total Overnight Stays (Nights) | 212,999 | 290,837 | 909,384 | 350,298 | 137,525 | 1,901,043 |
| Total Overnight Stays (%) | (11.2%) | (15.3%) | (47.8%) | (18.4%) | (7.2%) | (100.0%) |

Note: Results were based on multiple responses and total accumulated stays (nights) spent by overnight pleasure travel parties in the specific region (total nights *n* = 1,901,043).

3-9. Overnight Stays (Nights) in PEI Regions by Overnight Pleasure Travel Parties - Total Accumulated Nights Staying at Least One Night in the Specific Region (cont'd)

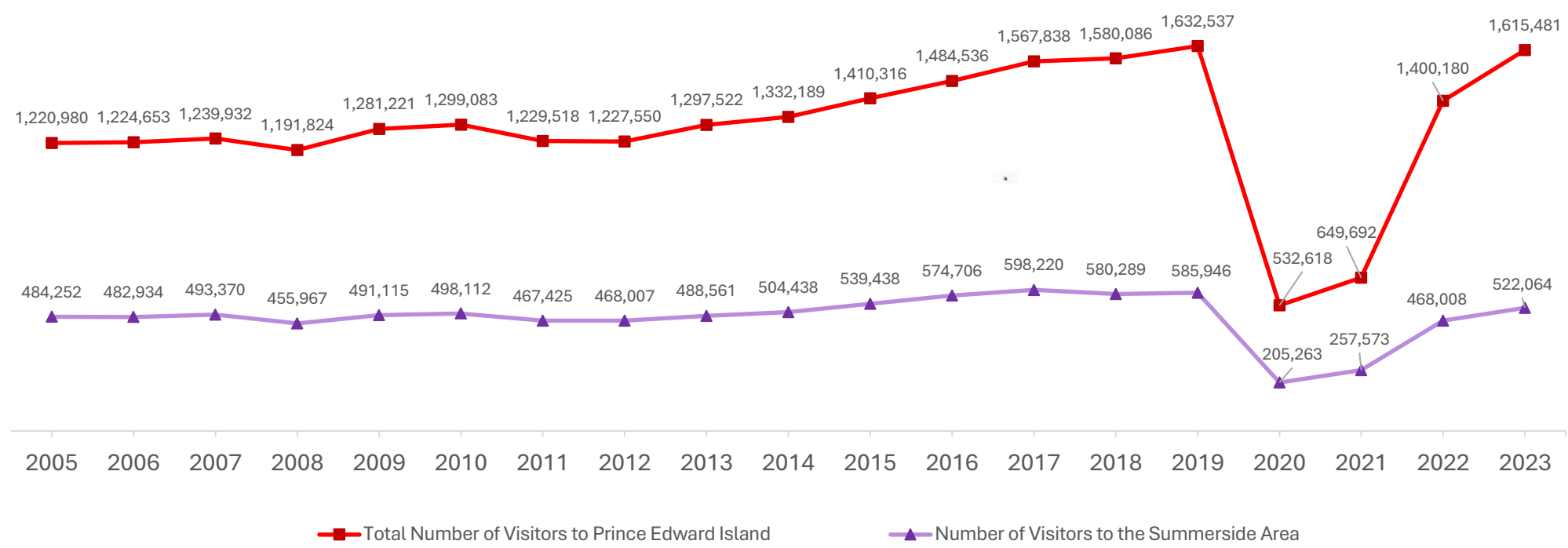
Figure 9: Breakdown of Total Overnight Stays (Nights) by Overnight Pleasure Travel Parties in PEI Regions
(Total Nights $N = 1,901,043$)



Note: Result was based on total overnight stays (nights) by overnight pleasure travel parties in PEI regions (total nights $n = 1,901,043$).

3-10. Trend in Number of Visitors to the Summerside Area

Figure 10: Yearly Trend in Number of Visitors to Prince Edward Island and the Summerside Area (2005 to 2023)

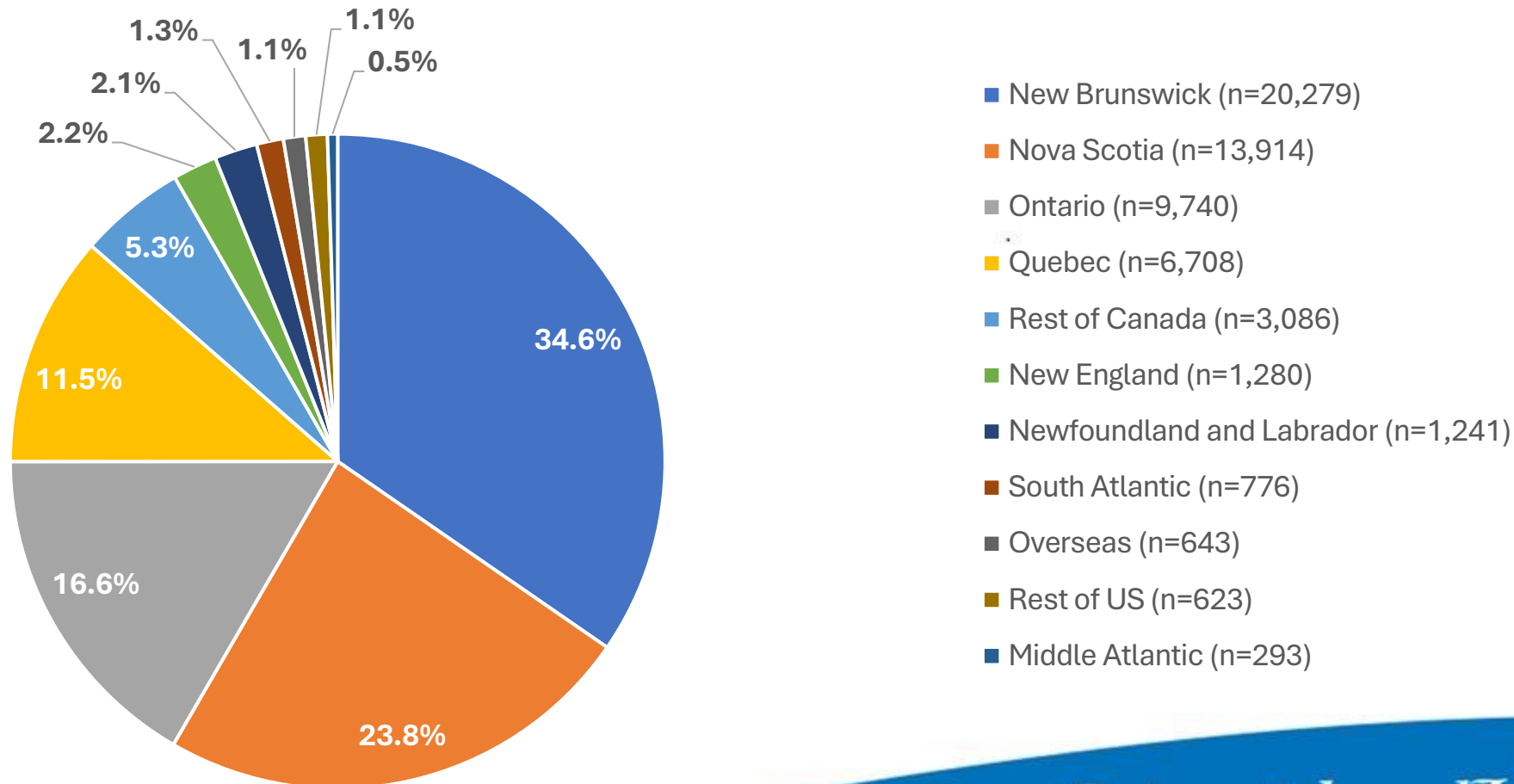


Note: Results were estimated by using the PEI Tourism Volume Model with the 2007-2008, 2012, 2014, 2018-2019 and 2023 exit survey data sets.

| CONTENTS | PAGE |
|---|-----------|
| 4. WHO VISITS THE SUMMERSIDE AREA | 40 |
| 4-1. Origin of Overnight Pleasure Travel Parties to the Summerside Area | 41 |
| 4-2. Party Characteristics | 43 |
| 4-3. Party Composition | 45 |
| 4-4. Age Composition | 47 |
| 4-5. Travel Party Size | 49 |
| 4-6. Gender and Age of SA Individual Overnight Pleasure Travellers | 51 |
| 4-7. Type of Visitation | 53 |

4-1. Origin of Overnight Pleasure Travel Parties to the Summerside Area

Figure 11: Origin of SA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties $N = 58,583$)



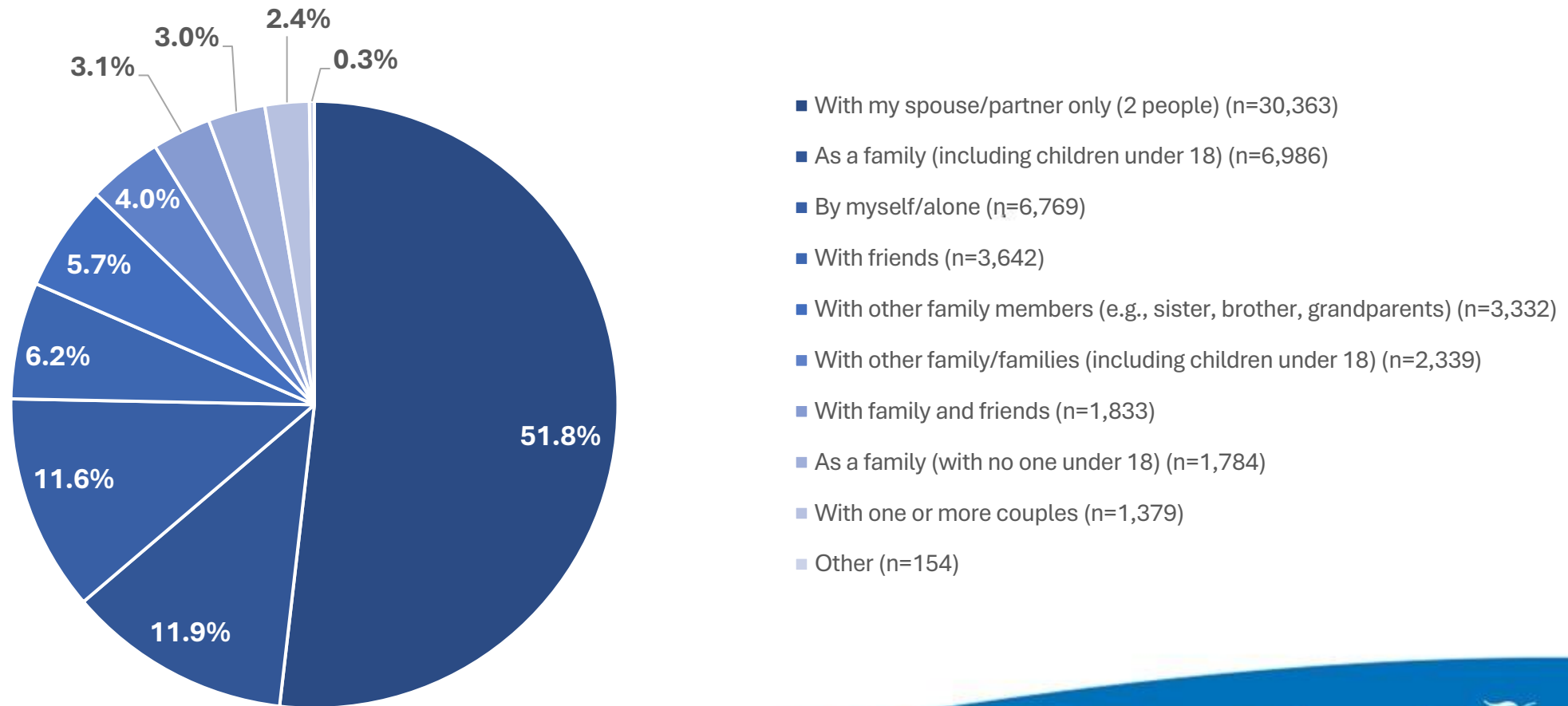
4-1. Origin of Overnight Pleasure Travel Parties to the SA (cont'd)

| | 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 |
|---|-----------------------------------|--|------------------------------------|--------------------------------------|-----------------------------------|------------------------|
| Overnight Pleasure Parties N (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Canada | 97.9% | 93.8% | 92.3% | 91.2% | 96.3% | 93.8% |
| New Brunswick | 58.0% | 46.3% | 18.8% | 19.6% | 49.8% | 34.6% |
| Nova Scotia | 23.7% | 20.2% | 21.6% | 35.4% | 20.4% | 23.8% |
| Newfoundland & Labrador | 4.5% | 0.8% | 1.8% | 0.9% | 3.6% | 2.1% |
| Quebec | 0.2% | 8.8% | 19.7% | 10.8% | 7.7% | 11.5% |
| Ontario | 6.7% | 13.4% | 24.4% | 19.6% | 8.9% | 16.6% |
| Manitoba & Saskatchewan | 1.3% | 0.9% | 0.6% | 0.7% | 0.1% | 0.7% |
| Alberta & British Columbia | 3.5% | 3.5% | 5.3% | 4.2% | 5.9% | 4.5% |
| Nunavut, Northwest Territories & Yukon | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| United States | 1.6% | 4.9% | 6.9% | 7.0% | 2.2% | 5.1% |
| New England | 0.9% | 2.6% | 2.4% | 2.8% | 1.8% | 2.2% |
| Middle Atlantic | 0.0% | 0.0% | 0.9% | 1.1% | 0.0% | 0.5% |
| South Atlantic | 0.6% | 1.2% | 2.3% | 0.8% | 0.3% | 1.3% |
| Rest of US | 0.1% | 1.2% | 1.2% | 2.3% | 0.1% | 1.1% |
| International | 0.5% | 1.2% | 0.8% | 1.8% | 1.4% | 1.1% |

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 12: Characteristics of SA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties N = 58,583)



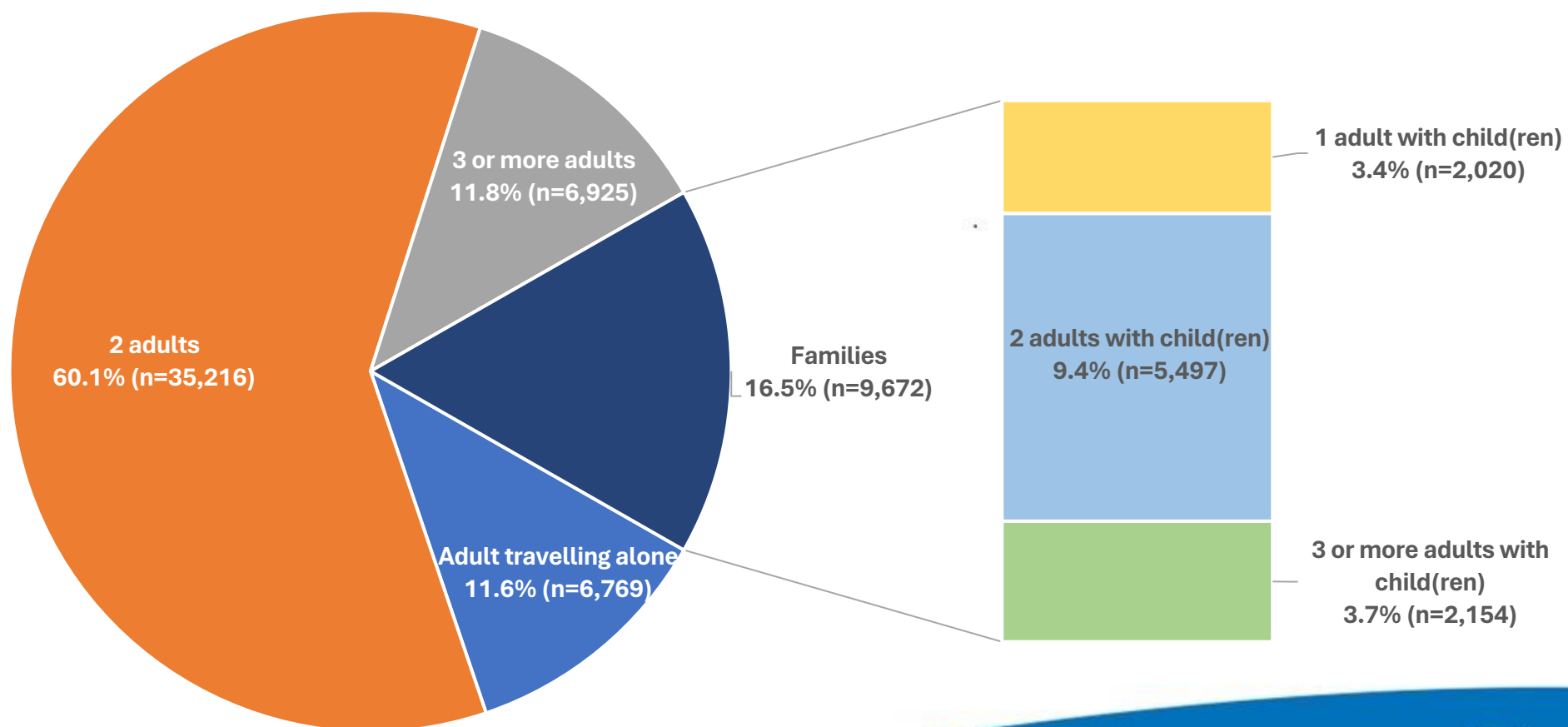
4-2. Party Characteristics (cont'd)

| | 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 |
|---|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties N (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| With my spouse/partner only (2 people) | 38.7% | 58.8% | 49.6% | 59.5% | 54.7% | 51.8% |
| As a family (including children under 18) | 15.6% | 6.3% | 16.9% | 0.2% | 16.8% | 11.9% |
| By myself/alone | 21.0% | 8.7% | 3.6% | 14.5% | 22.1% | 11.6% |
| With friends | 7.6% | 6.2% | 6.7% | 6.0% | 3.4% | 6.2% |
| With other family members (e.g., sister, brother, grandparents) | 6.6% | 6.0% | 3.8% | 10.9% | 2.6% | 5.7% |
| With other family/families (including children under 18) | 9.0% | 0.8% | 6.6% | 0.0% | 0.0% | 4.0% |
| With family and friends | 0.0% | 7.4% | 4.3% | 0.9% | 0.1% | 3.1% |
| As a family (with no one under 18) | 1.6% | 3.6% | 4.0% | 4.1% | 0.2% | 3.0% |
| With one or more couples | 0.0% | 1.9% | 3.9% | 3.4% | 0.3% | 2.4% |
| Other | 0.0% | 0.1% | 0.5% | 0.4% | 0.0% | 0.3% |

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 13: Composition of SA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties N = 58,583)



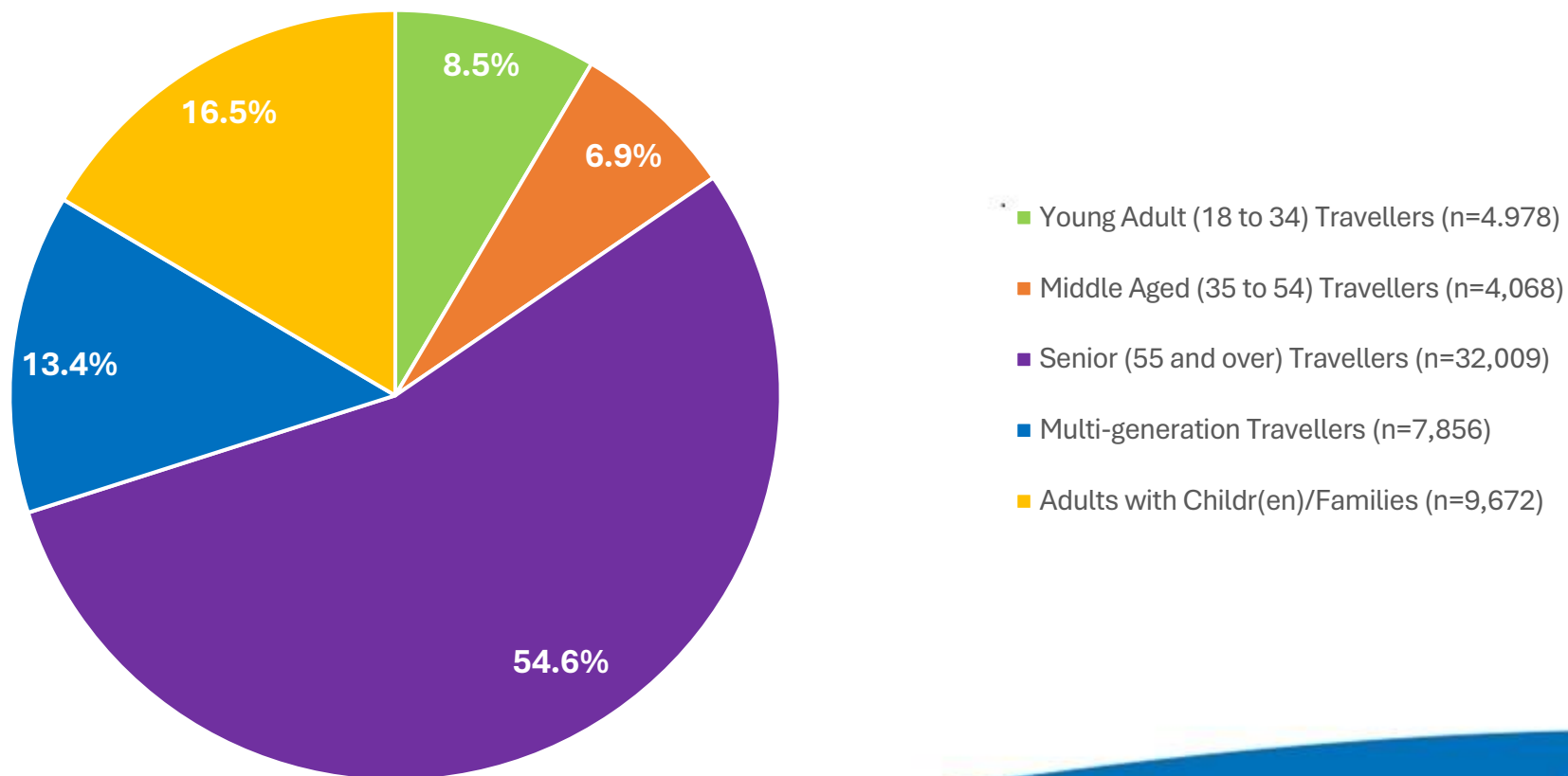
4-3. Party Composition (cont'd)

| | 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 |
|--|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Adult travelling alone | 21.0% | 8.7% | 3.6% | 14.5% | 22.1% | 11.6% |
| 2 adults | 48.4% | 65.2% | 57.6% | 71.0% | 60.5% | 60.1% |
| 3 or more adults | 6.0% | 18.4% | 13.8% | 14.2% | 0.6% | 11.8% |
| Families* | 24.5% | 7.6% | 25.0% | 0.3% | 16.8% | 16.5% |
| 1 adult with child(ren) | 11.0% | 1.9% | 3.5% | 0.2% | 0.1% | 3.4% |
| 2 adults with child(ren) | 13.5% | 4.0% | 12.1% | 0.0% | 16.7% | 9.4% |
| 3 or more adults with child(ren) | 0.1% | 1.7% | 9.3% | 0.1% | 0.0% | 3.7% |

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.

4-4. Age Composition

Figure 14: Composition of Age in SA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties $N = 58,583$)



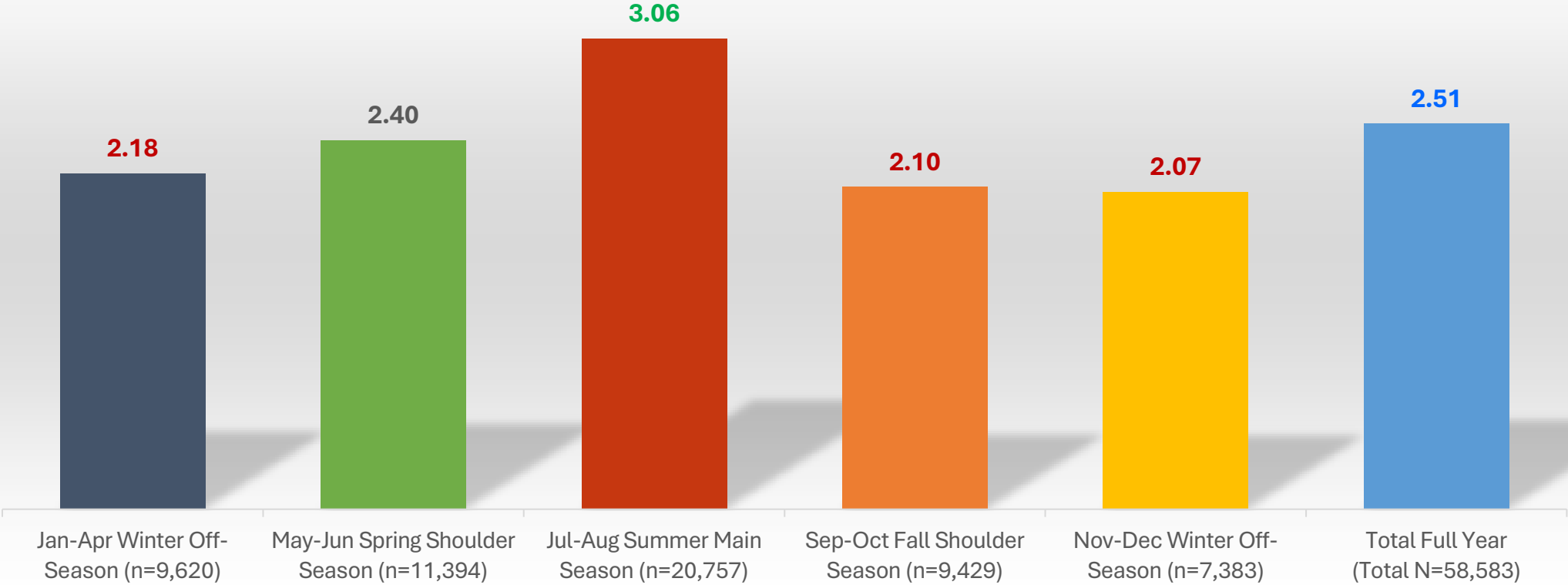
4-4. Age Composition (cont'd)

| | 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 |
|--|------------------------------|-----------------------------------|-------------------------------|---------------------------------|------------------------------|--------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Young Adult (18 to 34) Travellers | 11.0% | 5.4% | 3.6% | 11.0% | 20.4% | 8.5% |
| Middle Aged (35 to 54) Travellers | 3.3% | 5.9% | 7.8% | 6.3% | 11.9% | 6.9% |
| Senior (55 and over) Travellers | 43.8% | 66.6% | 49.7% | 74.4% | 39.1% | 54.6% |
| Multi-generation Adult Travellers | 17.4% | 14.5% | 14.0% | 8.0% | 11.8% | 13.4% |
| Adults with Child(ren) / Families | 24.5% | 7.6% | 25.0% | 0.3% | 16.8% | 16.5% |

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.

4-5. Travel Party Size

Figure 15: Average Travel Party Size for SA Overnight Pleasure 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 |
|--|------------------------------|-----------------------------------|-------------------------------|---------------------------------|------------------------------|--------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Average Travel Party Size | 2.18 | 2.40 | 3.06 | 2.10 | 2.07 | 2.51 |
| Average Number of Male Travellers | 0.99 | 0.88 | 1.43 | 0.87 | 0.94 | 1.10 |
| Average Number of Female Travellers | 1.19 | 1.52 | 1.63 | 1.23 | 1.13 | 1.41 |
| Average Number of Children Travellers | 0.43 | 0.12 | 0.52 | 0.00 | 0.28 | 0.32 |
| Average Number of Adult Travellers | 1.75 | 2.28 | 2.54 | 2.09 | 1.79 | 2.19 |

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.

4-6. Gender and Age of SA Individual Overnight Pleasure Travellers

Figure 16: Gender of SA Individual Overnight Pleasure Travellers (Total Travellers N = 147,004)

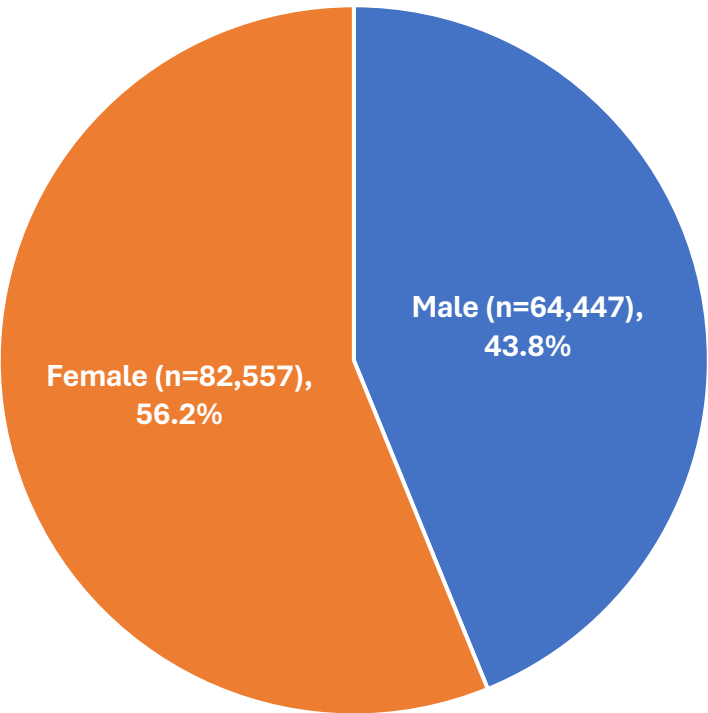
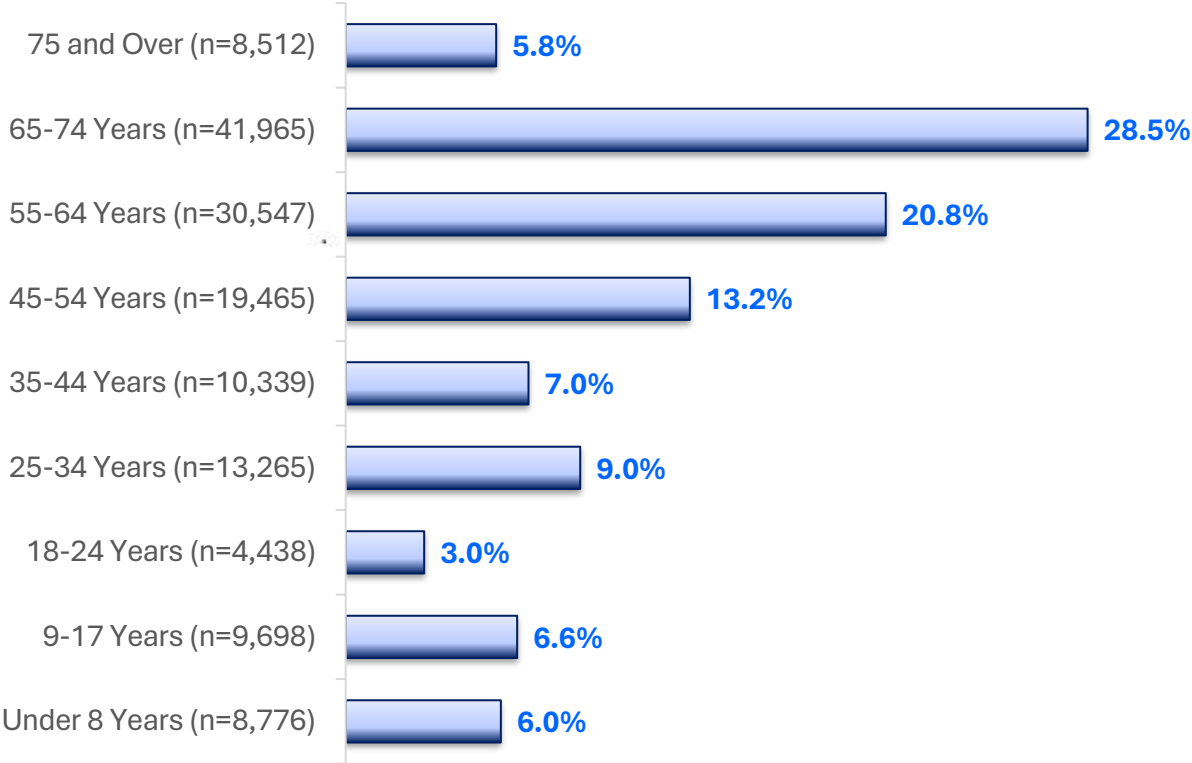


Figure 17: Age of SA Individual Overnight Pleasure Travellers (Total Travellers N = 147,004)

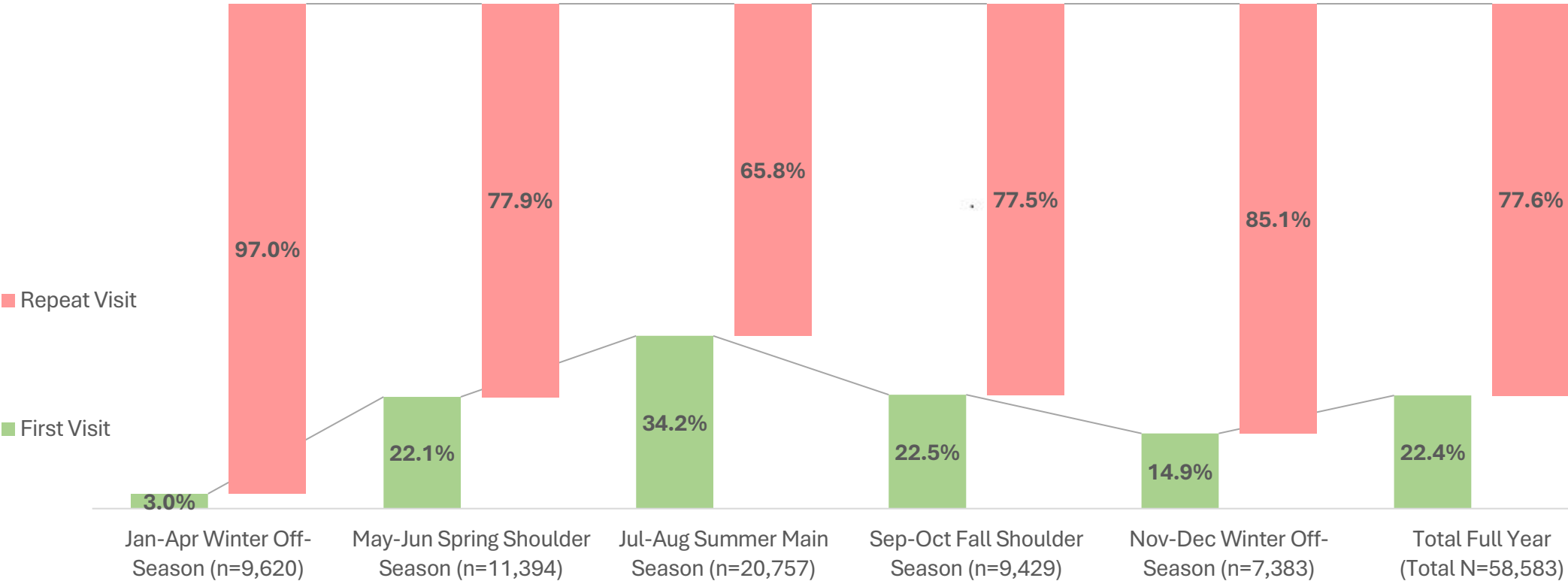


4-6. Gender and Age of SA Individual Overnight Pleasure Travellers (cont'd)

| | 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 Overnight Pleasure Travellers N | 21,008 | 27,351 | 63,615 | 19,778 | 15,252 | 147,004 |
| (%) | (14.3%) | (18.6%) | (43.3%) | (13.5%) | (10.4%) | (100.0%) |
| Gender | | | | | | |
| Male | 45.4% | 36.7% | 46.8% | 41.3% | 45.5% | 43.8% |
| Female | 54.6% | 63.3% | 53.2% | 58.7% | 54.5% | 56.2% |
| Age | | | | | | |
| Under 8 Years | 9.5% | 1.5% | 8.0% | 0.1% | 8.1% | 6.0% |
| 9-17 Years | 10.4% | 3.6% | 9.0% | 0.1% | 5.4% | 6.6% |
| 18-24 Years | 8.4% | 1.1% | 3.2% | 0.7% | 1.5% | 3.0% |
| 25-34 Years | 6.9% | 8.5% | 7.5% | 10.4% | 17.2% | 9.0% |
| 35-44 Years | 7.0% | 2.4% | 9.2% | 3.0% | 11.6% | 7.0% |
| 45-54 Years | 13.3% | 15.3% | 13.8% | 6.4% | 16.1% | 13.2% |
| 55-64 Years | 15.6% | 20.7% | 19.3% | 35.0% | 15.7% | 20.8% |
| 65-74 Years | 19.7% | 40.9% | 24.6% | 38.2% | 22.4% | 28.5% |
| 75 and Over | 9.2% | 6.1% | 5.4% | 6.0% | 2.0% | 5.8% |

4-7. Type of Visitation

Figure 18: Type of Visitation for SA Overnight Pleasure Travel Parties by Season



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

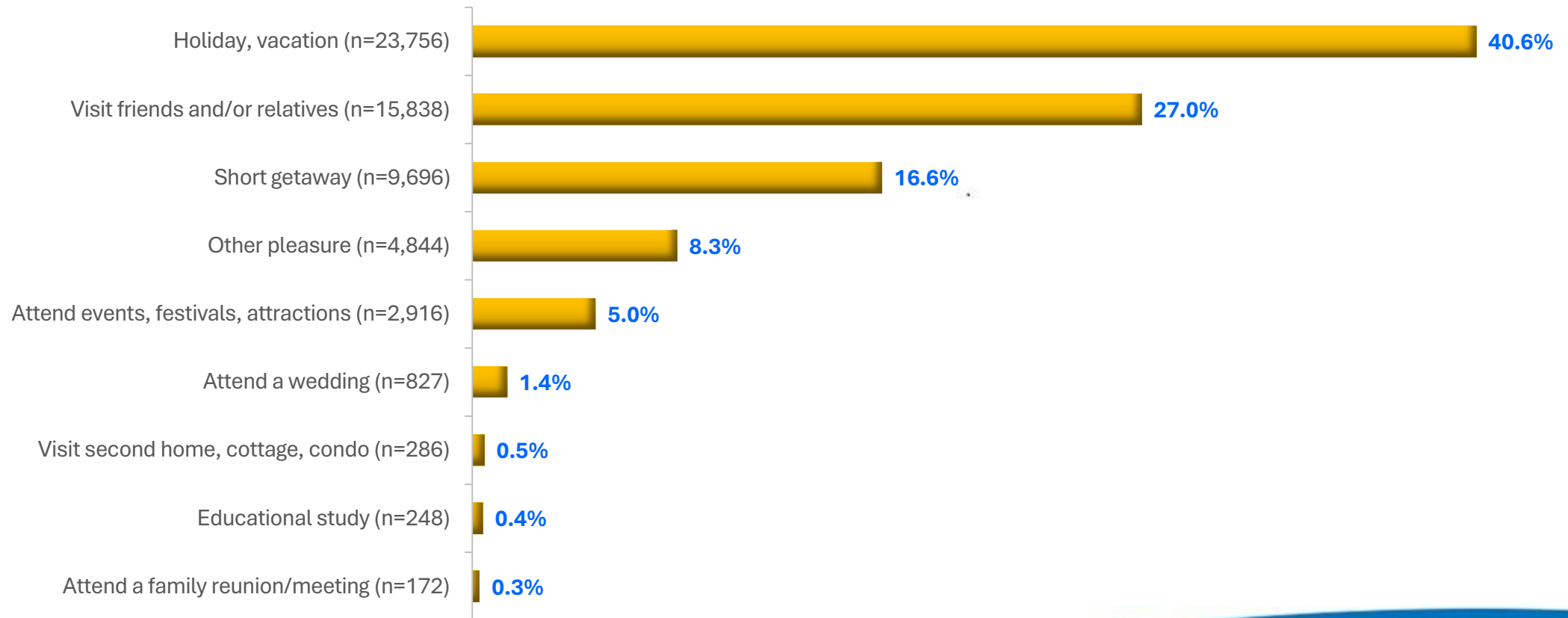
| | Jan-Apr Winter Off-Season | May-Jun Spring Shoulder Season | Jul-Aug Summer Main Season | Sep-Oct Fall Shoulder Season | Nov-Dec Winter Off-Season | Total Full-Year |
|--|------------------------------|-----------------------------------|-------------------------------|---------------------------------|------------------------------|----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Type of Visitation | | | | | | |
| First-timers | 3.0% | 22.1% | 34.2% | 22.5% | 14.9% | 22.4% |
| Repeaters | 97.0% | 77.9% | 65.8% | 77.5% | 85.1% | 77.6% |
| Return Visit Pattern | 9,335 (20.5%) | 8,874 (19.5%) | 13,656 (30.0%) | 7,304 (16.1%) | 6,285 (13.8%) | 45,454 (100.0%) |
| This year (2023) | 51.3% | 39.5% | 23.6% | 34.7% | 77.2% | 41.6% |
| One year ago (2022) | 23.2% | 23.2% | 26.6% | 20.0% | 5.7% | 21.3% |
| Two years ago (2021) | 3.9% | 6.0% | 2.6% | 5.0% | 0.0% | 3.6% |
| Three years ago (2020) | 5.6% | 0.2% | 2.5% | 0.0% | 0.0% | 1.9% |
| Four years ago (2019) | 0.4% | 6.2% | 6.6% | 12.2% | 4.0% | 5.8% |
| Five or more years ago (2018 & earlier) | 15.6% | 24.9% | 38.2% | 28.2% | 13.1% | 25.9% |
| Average Number of Times visited PEI in the Past Five Years (Grouped Median) | 6.92 (6.42) | 4.36 (3.88) | 3.45 (2.31) | 4.36 (2.67) | 6.74 (5.91) | 4.94 (4.02) |

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.

| CONTENTS | PAGE |
|---|------|
| 5. WHY VISITORS COME | 55 |
| 5-1. Primary Reason for the Trip to PEI | 56 |
| 5-2. Primary Features that Attracted | 58 |

5-1. Primary Reason for the Trip

Figure 12: Primary Reason for the Trip to PEI by SA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties N = 58,583)



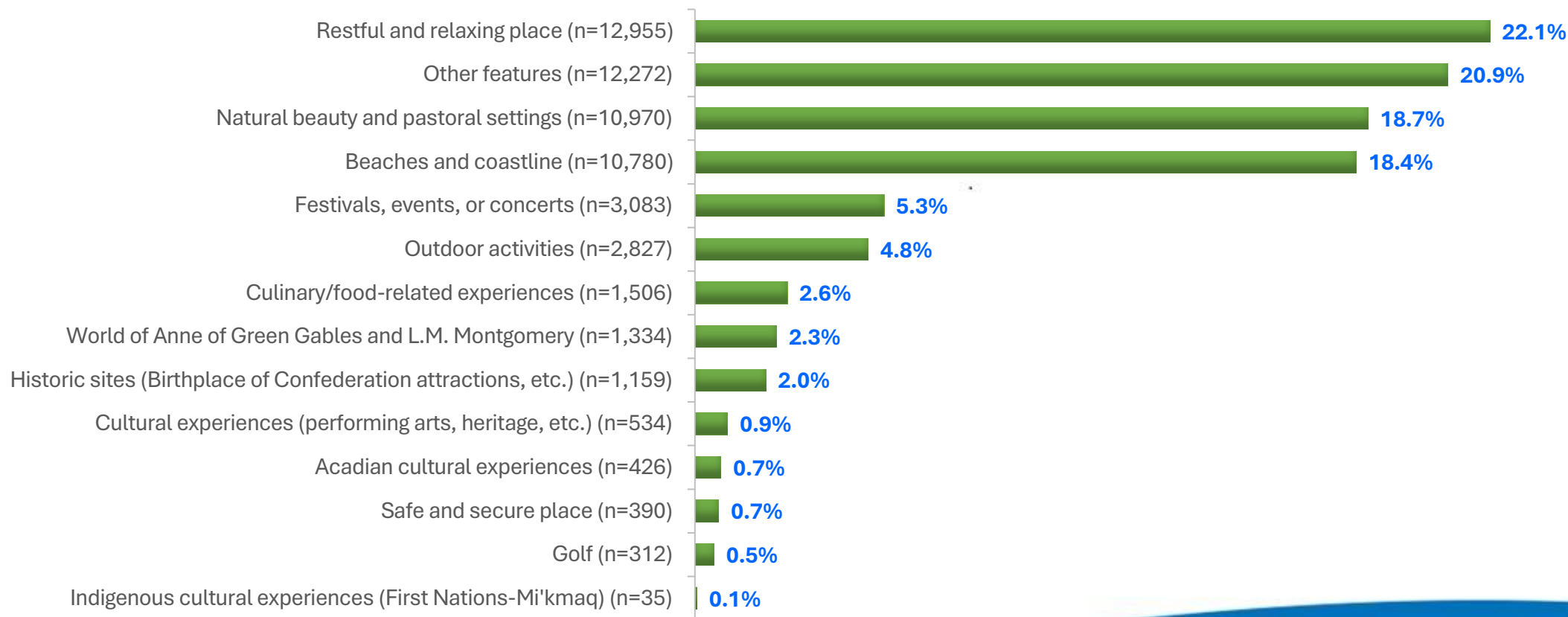
5-1. Primary Reason for the Trip (cont'd)

| | 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 |
|---|------------------------------|-----------------------------------|-------------------------------|---------------------------------|------------------------------|----------------------------|
| Overnight Pleasure Parties N (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Holiday, vacation | 4.1% | 34.5% | 60.5% | 46.3% | 34.0% | 40.6% |
| Visit friends and/or relatives | 59.1% | 16.9% | 12.4% | 24.9% | 44.9% | 27.0% |
| Short getaway | 1.8% | 33.8% | 15.0% | 19.9% | 9.4% | 16.6% |
| Other pleasure | 18.6% | 6.4% | 7.2% | 4.0% | 6.1% | 8.3% |
| Attend events, festivals, attractions | 14.5% | 7.6% | 2.5% | 1.6% | 0.0% | 5.0% |
| Attend a wedding | 0.0% | 0.0% | 1.3% | 1.7% | 5.5% | 1.4% |
| Visit second home, cottage, condo | 0.0% | 0.3% | 0.6% | 1.2% | 0.1% | 0.5% |
| Educational study | 1.9% | 0.1% | 0.1% | 0.3% | 0.0% | 0.4% |
| Attend a family reunion/meeting | 0.0% | 0.5% | 0.5% | 0.1% | 0.1% | 0.3% |

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 Pleasure Travel Parties to PEI
(Total Overnight Pleasure Parties N = 58,583)



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 |
|---|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties N (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Restful and relaxing place | 25.3% | 30.8% | 14.1% | 20.7% | 28.9% | 22.1% |
| Other features | 41.1% | 11.6% | 12.5% | 19.4% | 34.9% | 20.9% |
| Natural beauty and pastoral settings | 3.6% | 13.7% | 26.3% | 27.3% | 14.0% | 18.7% |
| Beaches and coastline | 11.2% | 16.5% | 24.7% | 15.9% | 16.2% | 18.4% |
| Festivals, events, or concerts | 14.5% | 4.5% | 3.9% | 3.9% | 0.0% | 5.3% |
| Outdoor activities | 1.1% | 8.2% | 5.2% | 6.0% | 1.8% | 4.8% |
| Culinary/food-related experiences | 0.0% | 5.9% | 2.5% | 3.4% | 0.0% | 2.6% |
| World of Anne of Green Gables and L.M. Montgomery | 0.1% | 1.9% | 3.7% | 1.5% | 2.7% | 2.3% |
| Historic sites | 0.0% | 2.9% | 3.4% | 0.1% | 1.6% | 2.0% |
| Cultural experiences | 0.0% | 3.7% | 0.4% | 0.3% | 0.0% | 0.9% |
| Acadian cultural experiences | 0.9% | 0.0% | 1.5% | 0.3% | 0.0% | 0.7% |
| Safe and secure place | 2.1% | 0.0% | 0.8% | 0.3% | 0.0% | 0.7% |
| Golf | 0.1% | 0.4% | 0.8% | 0.8% | 0.0% | 0.5% |
| Indigenous cultural experiences | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.1% |

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.

| CONTENTS | PAGE |
|---|-----------|
| 6. HOW VISITORS COME | 60 |
| 6-1. Entry and Exit Points | 61 |
| 6-2. Rental Vehicle Usage and Location of the Vehicle Pick-Up | 62 |

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 |
|---|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|----------------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Entry Point | | | | | | |
| Charlottetown Airport | 4.9% | 3.4% | 6.6% | 7.7% | 4.3% | 5.6% |
| Confederation Bridge | 95.1% | 90.2% | 83.8% | 81.2% | 93.4% | 87.7% |
| Wood Islands Ferry Terminal | 0.0% | 6.5% | 9.6% | 11.1% | 2.3% | 6.7% |
| Exit Point | | | | | | |
| Charlottetown Airport | 5.7% | 4.5% | 6.7% | 8.3% | 3.7% | 6.0% |
| Confederation Bridge | 94.3% | 90.5% | 87.0% | 84.5% | 96.3% | 89.6% |
| Wood Islands Ferry Terminal | 0.0% | 5.0% | 6.4% | 7.2% | 0.0% | 4.4% |
| Mix of Entry and Exit Points | | | | | | |
| Air only | 4.7% | 3.3% | 6.0% | 7.1% | 3.2% | 5.1% |
| Bridge only | 94.1% | 84.2% | 77.5% | 75.3% | 92.9% | 83.1% |
| Ferry only | 0.0% | 0.3% | 0.7% | 2.4% | 0.0% | 0.7% |
| Bridge and Ferry Mix | 0.0% | 10.9% | 14.6% | 13.3% | 2.3% | 9.7% |
| Air and Bridge or Ferry Mix | 1.2% | 1.3% | 1.3% | 1.8% | 1.7% | 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.

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 |
|---|------------------------------|--------------------------------------|----------------------------------|------------------------------------|------------------------------|----------------------------|
| Overnight Pleasure Parties N (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Rental Vehicle Usage | | | | | | |
| Yes | 11.2% | 8.1% | 9.0% | 9.5% | 12.4% | 9.7% |
| No | 88.8% | 91.9% | 91.0% | 90.5% | 87.6% | 90.3% |
| Location of the Vehicle Pick-Up | 1,080 (19.0%) | 919 (16.1%) | 1,876 (33.0%) | 900 (15.8%) | 916 (16.1%) | 5,691 (100.0%) |
| Prince Edward Island | 30.6% | 25.9% | 38.4% | 46.7% | 15.8% | 32.6% |
| New Brunswick | 0.0% | 13.6% | 8.6% | 5.1% | 0.0% | 5.8% |
| Nova Scotia | 51.1% | 50.4% | 35.1% | 40.7% | 84.2% | 49.4% |
| Quebec | 0.0% | 2.6% | 5.8% | 0.6% | 0.0% | 2.4% |
| Ontario | 18.3% | 2.5% | 4.5% | 0.6% | 0.0% | 5.5% |
| Other Canadian provinces | 0.0% | 0.0% | 2.6% | 0.0% | 0.0% | 0.9% |
| New England states | 0.0% | 5.0% | 2.3% | 6.4% | 0.0% | 2.6% |
| Other US states | 0.0% | 0.0% | 2.7% | 0.0% | 0.0% | 0.9% |

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.

| CONTENTS | PAGE |
|--|-----------|
| 7. WHERE VISITORS STAY | 63 |
| 7-1. Primary Destination of the Trip | 64 |
| 7-2. Trip Duration | 65 |
| 7-3. Overnight Stays in PEI Region | 66 |
| 7-4. Average Length of Stay in PEI Region | 68 |
| 7-5. Overnight Stays in Type of Accommodation | 69 |
| 7-6. Average Length of Stay in Type of Accommodation | 71 |
| 7-7. Other PEI Regions Visited by SA Overnight Pleasure Travel Parties | 72 |

7-1. Primary Destination of the Trip

Figure 14: Primary Destination of the Trip by SA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties N = 58,583)



| | 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 |
|----------------------------------|------------------------------|-----------------------------------|-------------------------------|---------------------------------|------------------------------|-----------------|
| Overnight Pleasure Parties N (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Prince Edward Island | 99.1% | 86.9% | 80.3% | 80.2% | 96.1% | 86.6% |
| Other Destination | 0.9% | 13.0% | 18.5% | 19.7% | 3.9% | 12.9% |
| Don't Know/Not Stated | 0.0% | 0.1% | 1.2% | 0.2% | 0.0% | 0.5% |

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.

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 | |
|--|------------------------------|---------|-----------------------------------|---------|-------------------------------|---------|---------------------------------|---------|------------------------------|---------|--------------------|---------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | | 11,394 (19.4%) | | 20,757 (35.4%) | | 9,429 (16.1%) | | 7,383 (12.6%) | | 58,583 (100.0%) | |
| Average Trip Duration | <i>Nights</i> | % | <i>Nights</i> | % | <i>Nights</i> | % | <i>Nights</i> | % | <i>Nights</i> | % | <i>Nights</i> | % |
| Total Nights of the Trip | 3.90 | 100.0% | 7.50 | 100.0% | 10.76 | 100.0% | 8.58 | 100.0% | 4.89 | 100.0% | 7.91 | 100.0% |
| Nights stayed in Prince Edward Island | 3.55 | 90.9% | 4.27 | 56.9% | 5.62 | 52.3% | 4.60 | 53.7% | 3.58 | 73.2% | 4.60 | 58.1% |
| Nights in paid accommodations in PEI | 1.68 | (47.2%) | 3.41 | (79.9%) | 4.38 | (77.9%) | 3.32 | (72.1%) | 1.36 | (38.0%) | 3.20 | (69.5%) |
| Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, etc. | 0.79 | (22.4%) | 1.86 | (43.5%) | 1.75 | (31.2%) | 1.16 | (25.2%) | 0.88 | (24.5%) | 1.50 | (32.6%) |
| Nights stayed in New Brunswick | 0.08 | 2.0% | 0.75 | 10.0% | 1.33 | 12.4% | 0.83 | 9.7% | 0.35 | 7.1% | 0.81 | 10.2% |
| Nights stayed in Nova Scotia | 0.16 | 4.2% | 1.27 | 16.9% | 1.50 | 13.9% | 1.57 | 18.3% | 0.28 | 5.7% | 1.09 | 13.8% |
| Nights stayed in Newfoundland and Labrador | 0.01 | 0.2% | 0.25 | 3.3% | 0.51 | 4.7% | 0.21 | 2.5% | 0.00 | 0.0% | 0.26 | 3.3% |
| Nights stayed in Magdalen Islands | 0.00 | 0.0% | 0.16 | 2.1% | 0.19 | 1.8% | 0.20 | 2.3% | 0.13 | 2.6% | 0.15 | 1.9% |
| Nights stayed elsewhere | 0.10 | 2.6% | 0.81 | 10.8% | 1.61 | 14.9% | 1.17 | 13.6% | 0.55 | 11.3% | 1.00 | 12.7% |

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; Percentage in parentheses indicate the proportion of average nights stayed in PEI in each segment.

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 |
|--|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Total Accumulated Parties Staying at Least One Night in the Specific Region * | | | | | | |
| Summerside Area | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Greater Charlottetown Area | 3.9% | 21.1% | 30.3% | 28.4% | 21.6% | 22.8% |
| Green Gables Shore | 1.0% | 13.1% | 21.8% | 8.2% | 8.1% | 12.8% |
| Points East Coastal Drive | 0.0% | 8.2% | 16.2% | 17.7% | 7.1% | 11.1% |
| North Cape Coastal Drive | 4.5% | 4.2% | 10.9% | 7.5% | 7.0% | 7.5% |
| Red Sands Shore | 1.0% | 2.1% | 5.7% | 4.3% | 7.0% | 4.2% |
| Total Overnight Stays (Parties) | 10,613 | 16,951 | 38,382 | 15,662 | 11,139 | 92,747 |
| (%) | (11.4%) | (18.3%) | (41.4%) | (16.9%) | (12.0%) | (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 |
|---|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Total Accumulated Nights Spent by Parties in the Specific Region * | | | | | | |
| Green Gables Shore | 94.0% | 71.3% | 63.2% | 70.0% | 79.2% | 71.2% |
| Greater Charlottetown Area | 3.1% | 10.4% | 11.4% | 13.9% | 8.7% | 10.3% |
| Summerside Area | 0.9% | 9.9% | 10.8% | 3.9% | 3.6% | 7.6% |
| Red Sands Shore | 0.0% | 5.3% | 7.5% | 6.7% | 3.1% | 5.6% |
| Points East Coastal Drive | 1.3% | 2.0% | 4.8% | 3.6% | 3.0% | 3.5% |
| North Cape Coastal Drive | 0.8% | 1.0% | 2.3% | 2.0% | 2.5% | 1.9% |
| Total Overnight Stays (Nights) | 34,134 | 48,649 | 116,713 | 43,411 | 26,381 | 269,288 |
| (%) | (12.7%) | (18.1%) | (43.3%) | (16.1%) | (9.8%) | (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 |
|--|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|--------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Average Number of Nights Stayed in PEI | 3.55 | 4.27 | 5.62 | 4.60 | 3.58 | 4.60 |
| Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed) | | | | | | |
| Summerside Area | 3.34 | 3.05 | 3.56 | 3.22 | 2.83 | 3.28 |
| Greater Charlottetown Area | 0.11 | 0.44 | 0.64 | 0.64 | 0.31 | 0.47 |
| Green Gables Shore | 0.03 | 0.42 | 0.61 | 0.18 | 0.13 | 0.35 |
| Points East Coastal Drive | 0.00 | 0.23 | 0.42 | 0.31 | 0.11 | 0.26 |
| North Cape Coastal Drive | 0.04 | 0.09 | 0.27 | 0.16 | 0.11 | 0.16 |
| Red Sands Shore | 0.03 | 0.04 | 0.13 | 0.09 | 0.09 | 0.09 |
| Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region) | | | | | | |
| Summerside Area | 3.34 | 3.05 | 3.56 | 3.22 | 2.83 | 3.28 |
| Green Gables Shore | 3.21 | 3.23 | 2.78 | 2.20 | 1.58 | 2.72 |
| Points East Coastal Drive | 0.00 | 2.78 | 2.58 | 1.74 | 1.57 | 2.31 |
| North Cape Coastal Drive | 1.00 | 2.05 | 2.49 | 2.21 | 1.52 | 2.13 |
| Greater Charlottetown Area | 2.80 | 2.09 | 2.11 | 2.25 | 1.44 | 2.08 |
| Red Sands Shore | 2.74 | 2.14 | 2.30 | 2.09 | 1.25 | 2.04 |

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.

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 |
|---|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation * | | | | | | |
| Hotel, Motel, or Resort | 36.4% | 55.4% | 43.6% | 50.5% | 36.4% | 44.9% |
| Home of Friends or Relatives | 42.2% | 14.8% | 16.1% | 20.2% | 48.1% | 24.8% |
| Cottage or Cabin | 5.0% | 9.0% | 20.2% | 18.5% | 3.2% | 13.1% |
| Campground/Trailer (RV) Park | 0.0% | 9.4% | 20.5% | 5.8% | 4.5% | 10.6% |
| B&B or Tourist Home | 2.5% | 15.1% | 8.9% | 12.2% | 6.9% | 9.3% |
| Inn | 8.3% | 6.5% | 4.3% | 7.7% | 1.2% | 5.5% |
| Other (e.g., hostel) | 7.1% | 7.0% | 4.3% | 0.5% | 0.3% | 4.2% |
| Own Property | 0.1% | 0.2% | 1.0% | 0.8% | 5.9% | 1.3% |
| Total Overnight Stays (Parties) | 9,777 | 13,384 | 24,693 | 10,953 | 7,850 | 66,657 |
| (%) | (14.7%) | (20.1%) | (37.0%) | (16.4%) | (11.8%) | (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 |
|---|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation * | | | | | | |
| Hotel, Motel, or Resort | 33.1% | 45.2% | 26.0% | 30.3% | 28.3% | 31.3% |
| Home of Friends or Relatives | 40.8% | 13.9% | 14.4% | 19.6% | 53.5% | 22.4% |
| Cottage or Cabin | 0.0% | 11.0% | 23.4% | 14.2% | 5.4% | 15.0% |
| Campground/Trailer (RV) Park | 4.9% | 8.5% | 20.1% | 17.0% | 2.9% | 13.9% |
| B&B or Tourist Home | 5.5% | 11.8% | 7.2% | 11.0% | 5.3% | 8.3% |
| Inn | 8.3% | 5.2% | 3.6% | 0.6% | 0.3% | 3.7% |
| Other (e.g., hostel) | 7.0% | 3.8% | 2.9% | 4.2% | 0.6% | 3.6% |
| Own Property | 0.2% | 0.6% | 2.3% | 3.0% | 3.8% | 2.0% |
| Total Overnight Stays (Nights) | 34,134 | 48,649 | 116,713 | 43,411 | 26,381 | 269,288 |
| (%) | (12.7%) | (18.1%) | (43.3%) | (16.1%) | (9.8%) | (100.0%) |

Note: * Results were based on multiple responses.

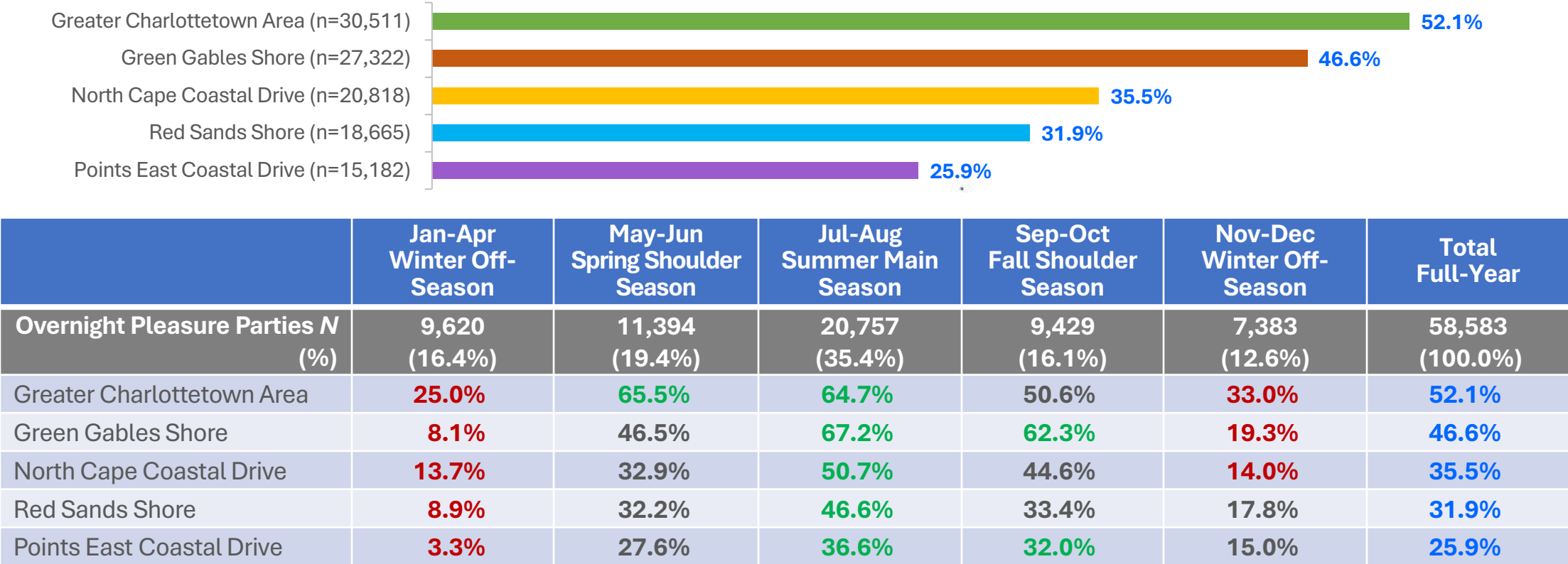
7-6. Average Length of Stay in Type of Accommodation

| | 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 |
|--|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|---------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Average Number of Nights Stayed in PEI | 3.55 | 4.27 | 5.62 | 4.60 | 3.58 | 4.60 |
| Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used) | | | | | | |
| Hotel, Motel, or Resort | 1.17 | 1.93 | 1.46 | 1.39 | 1.01 | 1.44 |
| Home of Friends or Relatives | 1.45 | 0.59 | 0.81 | 0.90 | 1.91 | 1.03 |
| Campground/Trailer (RV) Park | 0.00 | 0.47 | 1.31 | 0.65 | 0.19 | 0.69 |
| Cottage or Cabin | 0.17 | 0.37 | 1.13 | 0.78 | 0.10 | 0.64 |
| B&B or Tourist Home | 0.20 | 0.50 | 0.41 | 0.51 | 0.19 | 0.38 |
| Other (e.g., hostel) | 0.30 | 0.22 | 0.20 | 0.03 | 0.01 | 0.17 |
| Inn | 0.25 | 0.16 | 0.16 | 0.19 | 0.02 | 0.16 |
| Own Property | 0.01 | 0.02 | 0.13 | 0.14 | 0.14 | 0.09 |
| Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in Each Accommodation Type) | | | | | | |
| Own Property | 7.00 | 12.88 | 13.44 | 17.32 | 2.32 | 7.24 |
| Campground/Trailer (RV) Park | 0.00 | 4.99 | 6.40 | 11.26 | 4.32 | 6.48 |
| Cottage or Cabin | 3.49 | 4.06 | 5.60 | 4.24 | 3.17 | 4.88 |
| Home of Friends or Relatives | 3.43 | 4.03 | 5.04 | 4.46 | 3.98 | 4.14 |
| B&B or Tourist Home | 7.82 | 3.33 | 4.58 | 4.17 | 2.75 | 4.08 |
| Other (e.g., hostel) | 4.19 | 3.17 | 4.62 | 6.36 | 3.13 | 4.05 |
| Hotel, Motel, or Resort | 3.22 | 3.48 | 3.36 | 2.76 | 2.78 | 3.20 |
| Inn | 3.02 | 2.47 | 3.76 | 2.52 | 2.00 | 2.96 |

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.

7-7. Other PEI Regions Visited by SA Overnight Pleasure Travel Parties

Figure 15: Other PEI Regions Visited by SA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties N = 58,583)



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.

| CONTENTS | PAGE |
|--|-----------|
| 8. WHAT VISITORS DO AND WHERE THEY SPEND | 73 |
| 8-1. Activities Participated in While in PEI | 74 |
| 8-2. Estimated Total Direct Travel Expenditures | 76 |
| 8-3. Estimated Average Spending per Party per Visit | 79 |
| 8-4. Estimated Average Spending per Person per Night | 80 |

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 |
|---|----------------------------------|---|----------------------------------|------------------------------------|----------------------------------|--------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Driving tour (scenic drives/views) | 22.5% | 61.4% | 73.0% | 74.6% | 39.7% | 58.5% |
| Going to a full-service restaurant | 35.5% | 65.5% | 63.2% | 64.5% | 44.4% | 57.0% |
| Visiting friends and/or relatives | 68.4% | 36.6% | 32.4% | 47.0% | 62.4% | 45.2% |
| Sightseeing, appreciating pastoral or rural settings | 10.7% | 44.7% | 58.9% | 57.6% | 23.5% | 43.5% |
| Going to a beach | 5.5% | 36.2% | 65.8% | 53.0% | 11.0% | 41.2% |
| Shopping for local products | 5.8% | 50.9% | 53.8% | 36.7% | 35.3% | 40.3% |
| Sampling local culinary products | 14.5% | 45.6% | 52.5% | 45.8% | 23.4% | 40.2% |
| Shopping for general merchandise | 28.8% | 53.5% | 38.6% | 28.9% | 32.6% | 37.6% |
| Visiting a national or provincial park | 3.2% | 30.6% | 49.4% | 44.7% | 13.5% | 32.9% |
| Seeing natural wonders | 3.6% | 25.3% | 48.5% | 44.0% | 14.6% | 31.6% |
| Visiting historic/heritage sites, or cultural attractions | 1.4% | 27.4% | 47.0% | 37.8% | 6.0% | 29.1% |
| Visiting Anne of Green Gables related attractions | 2.4% | 19.1% | 35.0% | 24.3% | 14.5% | 22.3% |
| Using the Confederation Trail or other trails | 8.7% | 31.1% | 23.0% | 16.8% | 7.1% | 19.2% |
| Going to a museum or art gallery | 0.1% | 13.7% | 25.7% | 22.3% | 6.9% | 16.2% |
| Participating in nature-based outdoor activities | 3.0% | 8.9% | 18.8% | 13.9% | 0.4% | 11.2% |

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.

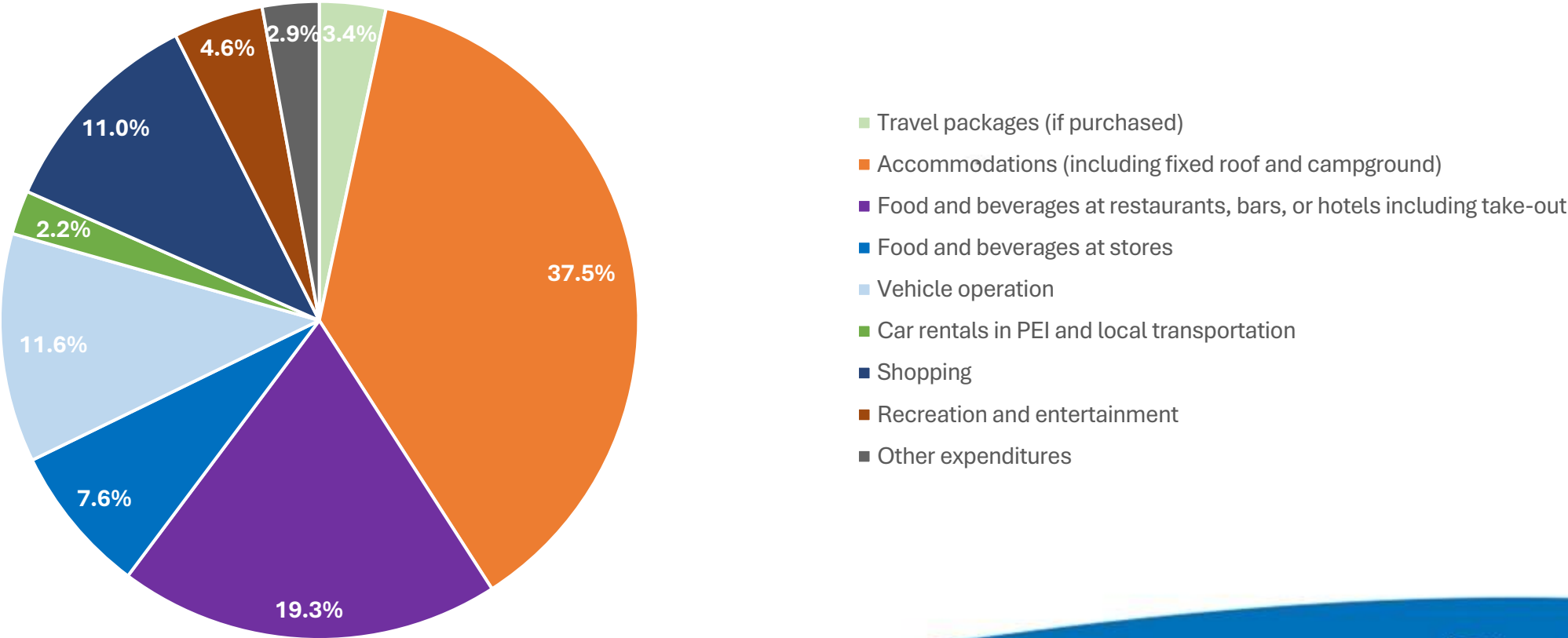
8-1. Activities Participated in While in PEI (cont'd)

| | 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 |
|---|----------------------------------|---|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties N (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Attending a festival, event, or concert | 15.7% | 8.2% | 13.6% | 10.4% | 2.8% | 11.0% |
| Other | 17.7% | 6.4% | 7.4% | 11.2% | 0.4% | 8.7% |
| Attending a live performance/entertainment | 0.5% | 11.5% | 13.9% | 7.5% | 0.3% | 8.5% |
| Visiting a theme, fun or amusement park | 6.4% | 3.1% | 11.3% | 2.2% | 0.0% | 6.0% |
| Experiencing night-life activities | 7.5% | 4.5% | 5.3% | 5.6% | 3.9% | 5.4% |
| Participating in water-based activities | 0.0% | 1.7% | 12.0% | 2.5% | 0.0% | 5.0% |
| Going to a casino/racino | 0.4% | 7.7% | 5.0% | 2.8% | 2.4% | 4.1% |
| Taking part in an authentic PEI experience/hands-on learning activity | 0.0% | 5.2% | 6.1% | 2.9% | 0.0% | 3.7% |
| Attending a sports event or tournament (as a spectator) | 9.2% | 3.4% | 1.9% | 1.8% | 2.6% | 3.5% |
| Playing golf (not miniature) | 0.0% | 1.6% | 4.9% | 5.7% | 0.0% | 3.0% |
| Participating in recreational fishing or hunting | 0.0% | 3.6% | 2.7% | 3.0% | 0.0% | 2.2% |
| Health and wellness activities | 2.7% | 0.5% | 2.7% | 1.0% | 0.1% | 1.7% |
| Participating in cold-weather activities | 0.4% | 0.0% | 0.0% | 0.0% | 2.6% | 0.4% |
| Participating in recreational motorized activities | 0.0% | 0.3% | 0.8% | 0.1% | 0.0% | 0.3% |
| Playing disc golf | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

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.

8-2. Estimated Total Direct Expenditures

Figure 16: Breakdown of Tourism Expenditures by SA Overnight Pleasure Travel Parties
(Total Overnight Pleasure Travel Parties N = 58,583 or Total Overnight Pleasure Travellers N= 147,004)



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 |
|--|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Estimated Total Direct Expenditures (\$) | \$7,168,095 | \$16,714,511 | \$46,963,653 | \$14,161,395 | \$6,085,880 | \$91,093,534 |
| Travel packages (if purchased) | \$303,917 | \$522,134 | \$1,621,733 | \$575,840 | \$38,160 | \$3,061,785 |
| Accommodations | \$2,299,781 | \$6,380,508 | \$18,400,525 | \$5,568,016 | \$1,547,320 | \$34,196,150 |
| Food and beverages at restaurants, bars, or hotels | \$1,633,026 | \$3,002,672 | \$8,266,973 | \$3,098,049 | \$1,607,687 | \$17,608,408 |
| Food and beverages at stores | \$614,542 | \$1,162,294 | \$3,637,056 | \$982,714 | \$490,083 | \$6,886,689 |
| Vehicle operation | \$657,077 | \$1,804,677 | \$5,345,115 | \$1,544,139 | \$1,217,628 | \$10,568,636 |
| Car rentals in PEI and local transportation | \$200,180 | \$213,633 | \$1,160,464 | \$381,226 | \$73,412 | \$2,028,914 |
| Shopping | \$979,262 | \$2,760,113 | \$4,247,639 | \$1,156,916 | \$831,344 | \$9,975,274 |
| Recreation and entertainment | \$270,626 | \$514,030 | \$2,730,428 | \$472,752 | \$162,704 | \$4,150,539 |
| Other expenditures | \$209,685 | \$354,449 | \$1,553,721 | \$381,743 | \$117,542 | \$2,617,140 |

Note: Total expenditures in each season were calculated as follows: number of overnight pleasure travel parties × average spending per party per visit or number of overnight pleasure 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 |
|--|----------------------------------|---|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| % of Estimated Total Direct Expenditures | (7.9%) | (18.3%) | (51.6%) | (15.5%) | (6.7%) | (100.0%) |
| Travel packages (if purchased) | 4.2% | 3.1% | 3.5% | 4.1% | 0.6% | 3.4% |
| Accommodations | 32.1% | 38.2% | 39.2% | 39.3% | 25.4% | 37.5% |
| Food and beverages at restaurants, bars, or hotels | 22.8% | 18.0% | 17.6% | 21.9% | 26.4% | 19.3% |
| Food and beverages at stores | 8.6% | 7.0% | 7.7% | 6.9% | 8.1% | 7.6% |
| Vehicle operation | 9.2% | 10.8% | 11.4% | 10.9% | 20.0% | 11.6% |
| Car rentals in PEI and local transportation | 2.8% | 1.3% | 2.5% | 2.7% | 1.2% | 2.2% |
| Shopping | 13.7% | 16.5% | 9.0% | 8.2% | 13.7% | 11.0% |
| Recreation and entertainment | 3.8% | 3.1% | 5.8% | 3.3% | 2.7% | 4.6% |
| Other expenditures | 2.9% | 2.1% | 3.3% | 2.7% | 1.9% | 2.9% |

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 |
|--|----------------------------------|---|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Average Spending per Party per Visit (\$) | \$745.11 | \$1,466.96 | \$2,262.56 | \$1,501.87 | \$824.33 | \$1,554.95 |
| Travel packages (if purchased) | \$31.59 | \$45.83 | \$78.13 | \$61.07 | \$5.17 | \$52.26 |
| Accommodations | \$239.06 | \$559.99 | \$886.48 | \$590.51 | \$209.58 | \$583.72 |
| Food and beverages at restaurants, bars, or hotels | \$169.75 | \$263.53 | \$398.28 | \$328.56 | \$217.76 | \$300.57 |
| Food and beverages at stores | \$63.88 | \$102.01 | \$175.22 | \$104.22 | \$66.38 | \$117.55 |
| Vehicle operation | \$68.30 | \$158.39 | \$257.51 | \$163.76 | \$164.93 | \$180.40 |
| Car rentals in PEI and local transportation | \$20.81 | \$18.75 | \$55.91 | \$40.43 | \$9.94 | \$34.63 |
| Shopping | \$101.79 | \$242.24 | \$204.64 | \$122.70 | \$112.61 | \$170.28 |
| Recreation and entertainment | \$28.13 | \$45.11 | \$131.54 | \$50.14 | \$22.04 | \$70.85 |
| Other expenditures | \$21.80 | \$31.11 | \$74.85 | \$40.49 | \$15.92 | \$44.67 |
| Average Length of Stay (nights) | 3.55 | 4.27 | 5.62 | 4.60 | 3.58 | 4.60 |
| Average Party Size (persons) | 2.18 | 2.40 | 3.06 | 2.10 | 2.07 | 2.51 |
| Estimated Number of Overnight Pleasure Travellers | 21,008 | 27,351 | 63,615 | 19,778 | 15,252 | 147,004 |

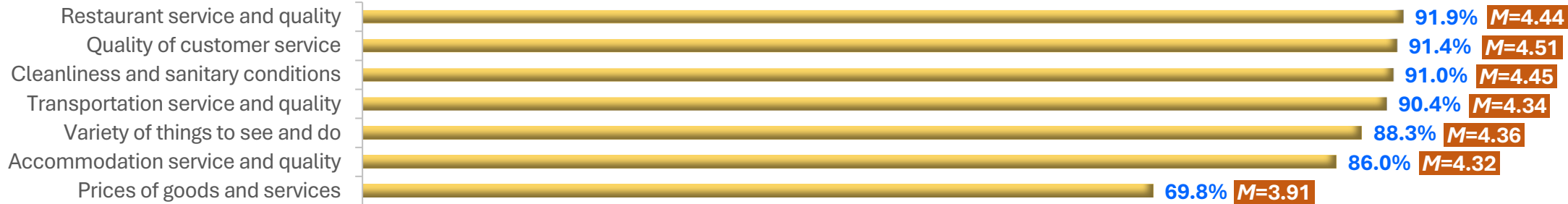
8-4. Average Spending per Person per Night

| | 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 |
|--|----------------------------------|---|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Average Spending per Person per Visit (\$) | \$96.17 | \$143.05 | \$131.25 | \$155.59 | \$111.57 | \$134.78 |
| Travel packages (if purchased) | \$4.08 | \$4.47 | \$4.53 | \$6.33 | \$0.70 | \$4.53 |
| Accommodations | \$30.86 | \$54.61 | \$51.43 | \$61.17 | \$28.37 | \$50.59 |
| Food and beverages at restaurants, bars, or hotels | \$21.91 | \$25.70 | \$23.10 | \$34.04 | \$29.47 | \$26.05 |
| Food and beverages at stores | \$8.25 | \$9.95 | \$10.16 | \$10.80 | \$8.98 | \$10.19 |
| Vehicle operation | \$8.82 | \$15.45 | \$14.94 | \$16.96 | \$22.32 | \$15.64 |
| Car rentals in PEI and local transportation | \$2.69 | \$1.83 | \$3.24 | \$4.19 | \$1.35 | \$3.00 |
| Shopping | \$13.14 | \$23.62 | \$11.87 | \$12.71 | \$15.24 | \$14.76 |
| Recreation and entertainment | \$3.63 | \$4.40 | \$7.63 | \$5.19 | \$2.98 | \$6.14 |
| Other expenditures | \$2.81 | \$3.03 | \$4.34 | \$4.19 | \$2.15 | \$3.87 |
| Average Length of Stay (nights) | 3.55 | 4.27 | 5.62 | 4.60 | 3.58 | 4.60 |
| Average Party Size (persons) | 2.18 | 2.40 | 3.06 | 2.10 | 2.07 | 2.51 |
| Estimated Number of Overnight Pleasure Travellers | 21,008 | 27,351 | 63,615 | 19,778 | 15,252 | 147,004 |

| CONTENTS | PAGE |
|---|-----------|
| 9. HOW PEI RATES | 81 |
| 9-1. Rating of Travel Services | 82 |
| 9-2. Instance of Complaints | 83 |
| 9-3. Travel Evaluation and Overall Satisfaction | 84 |
| 9-4. Future Behavioural Intentions | 85 |

9-1. Rating of Travel Services

Figure 17: Rating of Travel Services by SA Overnight Pleasure Travel Parties
(Total Overnight Travel Parties N = 58,583)



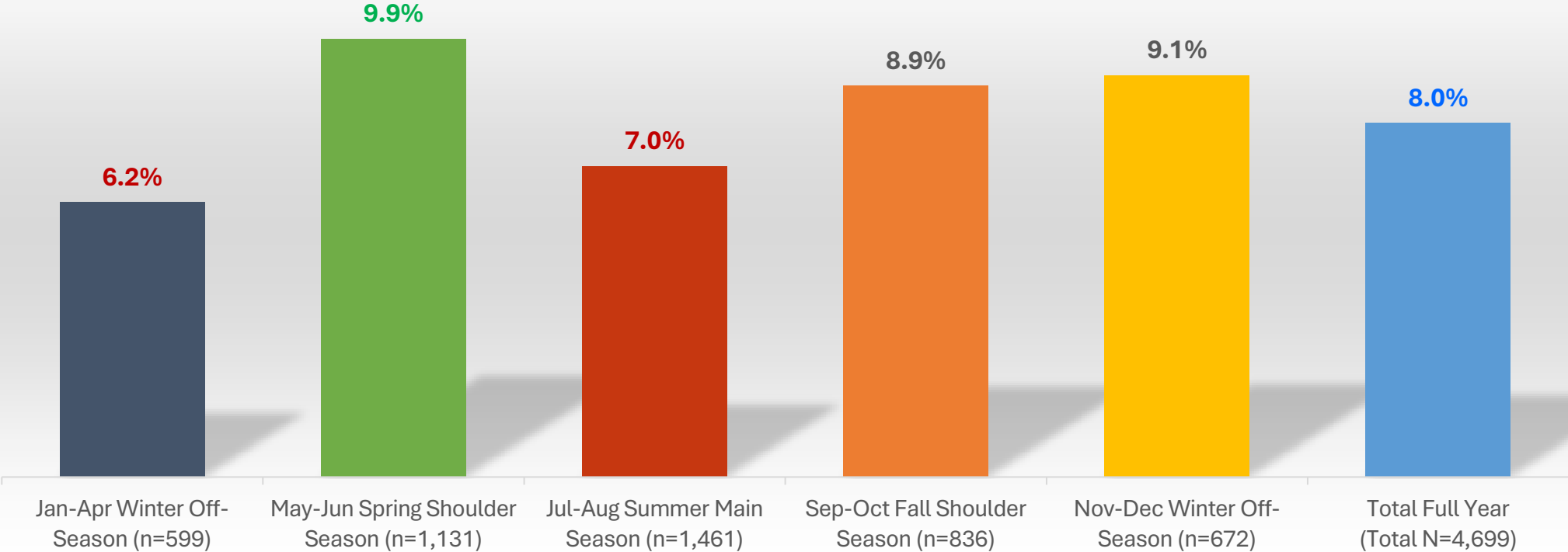
| | Jan-Apr Winter Off-Season | May-Jun Spring Shoulder Season | Jul-Aug Summer Main Season | Sep-Oct Fall Shoulder Season | Nov-Dec Winter Off-Season | Total Full-Year |
|-------------------------------------|------------------------------|-----------------------------------|-------------------------------|---------------------------------|------------------------------|--------------------|
| Overnight Pleasure Parties N (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Restaurant service and quality | 91.0% | 93.0% | 92.8% | 89.0% | 92.6% | 91.9% |
| Quality of customer service | 98.0% | 88.2% | 93.5% | 85.8% | 88.1% | 91.4% |
| Cleanliness and sanitary conditions | 96.1% | 90.1% | 89.3% | 90.5% | 92.5% | 91.0% |
| Transportation service and quality | 95.0% | 88.1% | 91.1% | 90.7% | 82.1% | 90.4% |
| Variety of things to see and do | 83.0% | 93.9% | 89.9% | 85.5% | 84.9% | 88.3% |
| Accommodation service and quality | 95.2% | 88.2% | 84.7% | 81.0% | 81.8% | 86.0% |
| Prices of goods and services | 74.3% | 80.2% | 66.7% | 62.6% | 67.7% | 69.8% |

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 from SA Overnight Pleasure 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.

9-3. Travel Evaluation and Overall Satisfaction

Figure 19: Travel Evaluation and Overall Satisfaction by SA Overnight Pleasure Travel Parties
(Total Overnight Travel Parties N = 58,583)



| | 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 |
|--|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|--------------------|
| Overnight Pleasure Parties N (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| PEI was a safe and hygienic destination | 88.0% | 99.0% | 96.0% | 96.7% | 97.6% | 95.6% |
| My trip to PEI was a good way to spend my time | 90.3% | 95.8% | 97.4% | 95.0% | 97.1% | 95.5% |
| I was satisfied with my trip to PEI | 92.0% | 95.9% | 96.9% | 92.7% | 94.4% | 94.9% |
| My trip to PEI was good value for money spent | 83.8% | 87.6% | 91.1% | 89.3% | 79.8% | 87.5% |

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

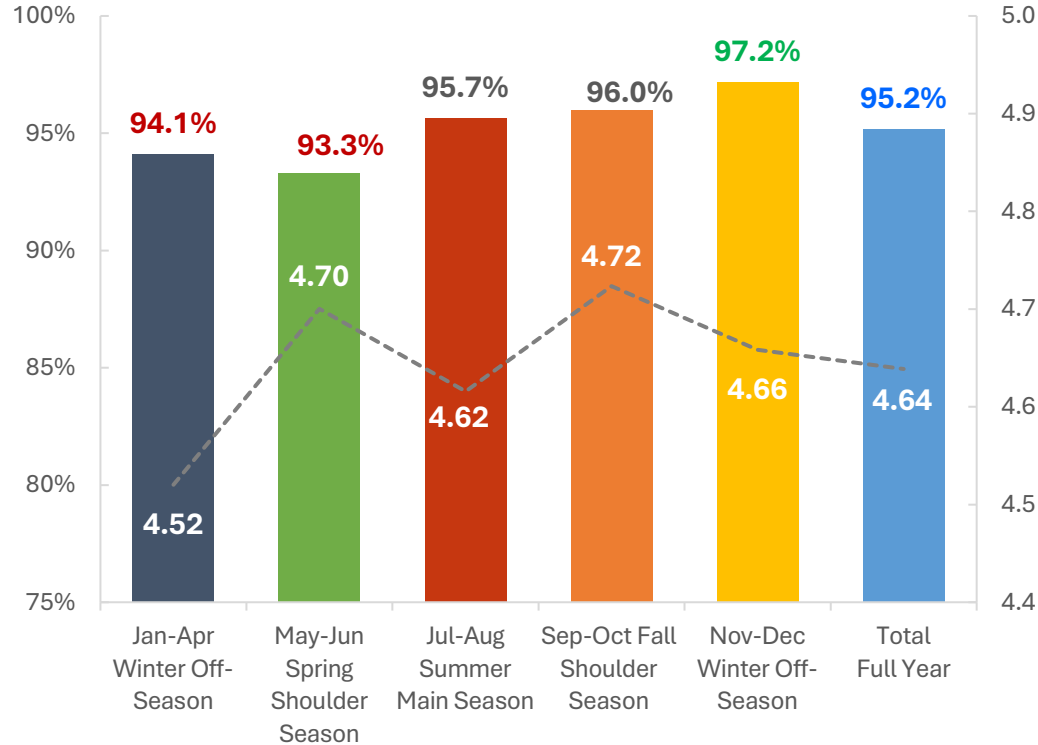
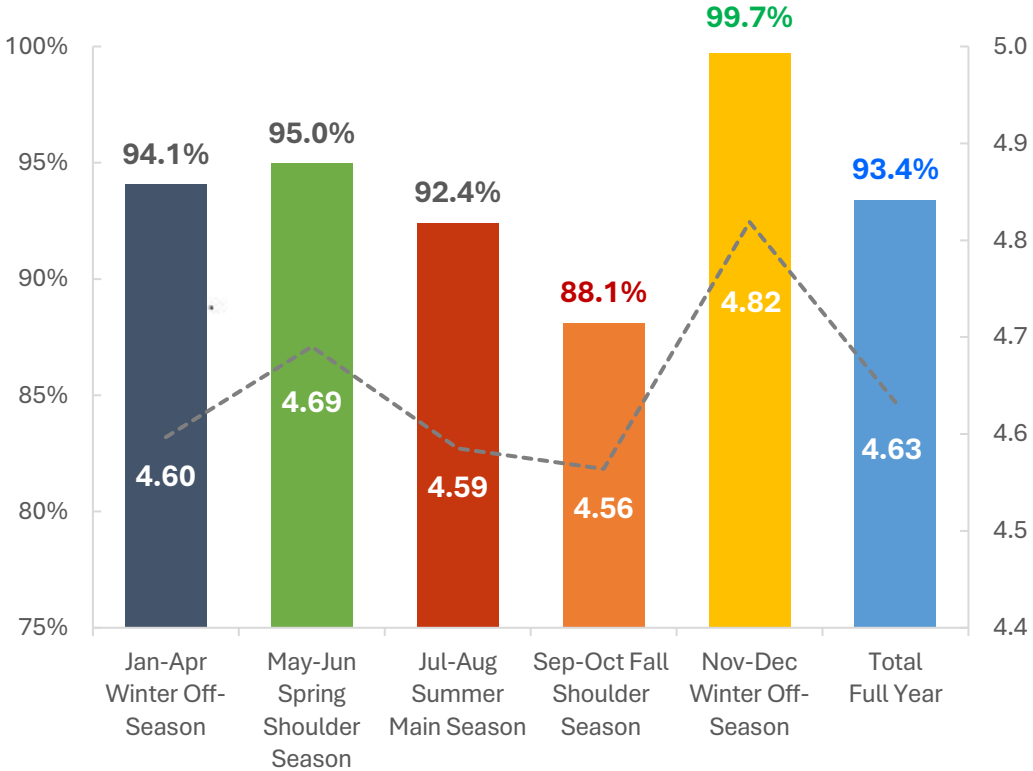


Figure 21: Likelihood of Visiting PEI Again by Season



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.



| CONTENTS | PAGE |
|--|------|
| 10. DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS | 86 |

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 |
|--|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Gender | | | | | | |
| Male | 34.2% | 32.2% | 39.8% | 32.3% | 20.5% | 33.8% |
| Female | 65.8% | 67.8% | 60.2% | 67.7% | 79.5% | 66.2% |
| Age | | | | | | |
| 18 to 24 | 4.6% | 0.5% | 1.0% | 0.4% | 2.6% | 1.6% |
| 25 to 34 | 8.4% | 8.8% | 6.3% | 11.5% | 23.5% | 10.1% |
| 35 to 44 | 7.0% | 2.3% | 11.3% | 3.4% | 14.7% | 8.0% |
| 45 to 54 | 22.9% | 10.7% | 19.2% | 6.9% | 19.5% | 16.2% |
| 55 to 64 | 22.5% | 20.5% | 23.5% | 31.7% | 12.7% | 22.7% |
| 65 to 74 | 23.5% | 49.2% | 32.7% | 39.7% | 26.7% | 34.8% |
| 75 and over | 11.0% | 7.8% | 6.1% | 6.3% | 0.2% | 6.5% |
| Mother Tongue | | | | | | |
| English | 79.2% | 76.7% | 71.1% | 81.7% | 72.7% | 75.4% |
| French | 13.8% | 22.1% | 26.2% | 16.7% | 16.2% | 20.6% |
| Other | 7.0% | 1.2% | 2.8% | 1.7% | 11.1% | 4.0% |

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 |
|---|-----------|------------------------------|-----------------------------------|-------------------------------|---------------------------------|------------------------------|----------------------------|
| Overnight Pleasure Parties N (%) | | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Marital Status | | | | | | | |
| Single | | 12.1% | 5.6% | 16.4% | 13.1% | 20.1% | 13.5% |
| Married/living common law | | 76.6% | 81.6% | 77.8% | 82.6% | 75.4% | 78.8% |
| Other | | 11.3% | 12.8% | 5.9% | 4.3% | 4.5% | 7.7% |
| Average Number of Children Living in the Household * | | | | | | | |
| Children 17 years and younger | Valid N | 2,749 | 1,554 | 3,812 | 439 | 1,666 | 10,219 |
| | (Valid %) | (28.6%) | (13.6%) | (18.4%) | (4.7%) | (22.6%) | (17.4%) |
| | Avg. # | 1.85 | 1.65 | 1.65 | 1.59 | 1.50 | 1.68 |
| Children 18 years and older | Valid N | 1,751 | 1,571 | 2,663 | 929 | 1,008 | 7,923 |
| | (Valid %) | (18.2%) | (13.8%) | (12.8%) | (9.9%) | (13.7%) | (13.5%) |
| | Avg. # | 1.66 | 1.50 | 1.53 | 1.46 | 1.68 | 1.56 |

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 |
|--|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Education | | | | | | |
| Some school | 4.5% | 0.3% | 1.1% | 1.9% | 0.0% | 1.5% |
| High school diploma | 15.9% | 17.0% | 11.2% | 9.3% | 14.2% | 13.2% |
| Some post-secondary | 13.3% | 6.1% | 10.5% | 5.9% | 3.1% | 8.4% |
| Graduated community/technical college | 25.3% | 31.5% | 27.7% | 29.0% | 33.7% | 29.0% |
| Graduated university (undergraduate) | 26.8% | 19.8% | 23.9% | 17.9% | 26.8% | 23.0% |
| Post graduate degree/Professional designation | 14.1% | 25.3% | 25.6% | 36.0% | 22.3% | 24.9% |
| Employment Status | | | | | | |
| Working full time | 35.8% | 24.5% | 43.6% | 27.3% | 55.0% | 37.4% |
| Working part time or seasonally | 7.5% | 5.3% | 5.2% | 4.6% | 8.4% | 5.9% |
| Unemployed | 0.2% | 0.1% | 0.8% | 0.8% | 0.0% | 0.5% |
| Retraining or upgrading | 0.2% | 0.0% | 0.0% | 0.1% | 0.0% | 0.1% |
| Retired | 50.8% | 69.1% | 46.0% | 66.4% | 31.7% | 52.8% |
| Homemaker | 0.6% | 0.3% | 1.3% | 0.0% | 0.1% | 0.7% |
| Student | 4.8% | 0.2% | 0.5% | 0.2% | 4.8% | 1.6% |
| Other | 0.1% | 0.6% | 2.6% | 0.5% | 0.1% | 1.1% |

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 |
|--|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|----------------------------------|----------------------------|
| Overnight Pleasure Parties <i>N</i> (%) | 9,620 (16.4%) | 11,394 (19.4%) | 20,757 (35.4%) | 9,429 (16.1%) | 7,383 (12.6%) | 58,583 (100.0%) |
| Annual Household Income | | | | | | |
| Under \$40,000 | 8.7% | 12.7% | 6.9% | 15.2% | 5.2% | 9.4% |
| \$40,000 to \$59,999 | 15.3% | 14.0% | 14.5% | 13.2% | 7.7% | 13.5% |
| \$60,000 to \$79,999 | 22.3% | 12.1% | 16.6% | 12.8% | 8.2% | 15.0% |
| \$80,000 to \$99,999 | 7.8% | 19.2% | 12.3% | 22.0% | 22.0% | 15.7% |
| \$100,000 to \$124,999 | 18.1% | 11.6% | 13.8% | 13.9% | 6.8% | 13.2% |
| \$125,000 to \$149,999 | 5.5% | 7.4% | 7.3% | 4.2% | 12.9% | 7.2% |
| \$150,000 to \$174,999 | 5.9% | 5.0% | 6.2% | 4.8% | 3.9% | 5.4% |
| \$175,000 to \$199,999 | 5.8% | 0.8% | 3.0% | 3.1% | 16.2% | 4.7% |
| \$200,000 or more | 4.5% | 4.5% | 5.9% | 4.0% | 7.7% | 5.3% |
| Not Stated | 6.0% | 12.5% | 13.4% | 7.0% | 9.4% | 10.5% |