

EXIT SURVEY REPORT SERIES: ES2023-11

POINTS EAST COASTAL DRIVE (PECD) REGION OVERNIGHT PLEASURE VISITOR PROFILE: RESULTS FROM THE 2023 EXIT SURVEY

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EXECUTIVE SUMMARY

Background and Purpose

- A visitor exit survey is a tool used to profile visitors and estimate their impact on a destination. It can capture visitor demographics and trip characteristics such as travel party size and composition, the purpose of their trip, regions visited, length of stay, type of accommodation used, activities participated in, expenditures, and trip evaluation.
- This report presents data collected via the 2023 PEI Travel Survey of Visitors (Exit Survey), from January 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 Points East Coastal Drive (PECD) region*** 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, 1,665 surveys were used in the study (overnight pleasure travellers to the PECD region; 16.1% of total samples used).
- In terms of statistical accuracy, a sample of this size has a sampling error of ± 2.37 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 PECD Region

- It was appeared that the Points East Coastal Drive region was the third 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 PECD region and seven percent of total accumulated nights in PEI (2,011,550 nights) was spent in the PECD.
- Approximately 15 percent of ***overnight pleasure travel parties*** stayed at least one night in the PECD region and 13 percent of total accumulated nights in PEI (1,901,043 nights) were spent in the PECD.

EXECUTIVE SUMMARY (cont'd)

Trend in Number of Visitors to the PECD Region

- 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 PECD region in 2019 was approximately 521,300 people. Compared to this year, visitation to the PECD has been steadily recovered at 75 percent in 2022 and 83 percent in 2023.
- It was estimated that a total of 434,200 non-resident travellers visited the PECD region through the three exit and entry points in 2023, an increase of eleven percent from the 392,500 in 2022.
- Of 411,500 overnight pleasure travel parties to PEI, 63,300 parties (15%) counted as having stayed at least one night in the PECD region. These pleasure parties or individual travellers are the focus of this report.

EXECUTIVE SUMMARY (cont'd)

Who Visits the PECD Region

- Of all PECD overnight pleasure travel parties, approximately 90 percent of parties were from Canada, nine percent were from the United States, and two percent were from other international markets (i.e. a country other than the United States and Canada).
- The geographic markets that made up the greatest proportion of PECD overnight pleasure parties were Nova Scotia (29%), New Brunswick (20%), Ontario (21%), Quebec (13%), and Alberta and British Columbia (5%).
- In terms of travel party characteristics, 46 percent of PECD overnight pleasure travel parties travelled to PEI with their spouse/partner (two people), twelve percent were single travellers, twelve percent travelled with their immediate families (including children under 18 and/or over 18), and ten percent travelled with their friends.
- Looking at party composition, the majority of PECD 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, 44 percent of PECD overnight pleasure travel parties were senior travellers (55 and over), seven percent were middle aged travellers (35 to 54), and five percent young adult travellers (18 to 34).
- About 16 percent of PECD overnight pleasure travel parties were comprised of travellers of varying age generation and 28 percent were families (adults with children).

EXECUTIVE SUMMARY (cont'd)

Who Visits the PECD Region (cont'd)

- The average party size for PECD overnight pleasure travel parties was 2.84 people. While the average party size was highest during the July-August summer main season at 3.26 people, the average party size was lowest during the January-April winter off-season at 1.88.
- Looking at individual overnight pleasure travellers to the PECD, they were comprised of slightly more females than males (51.1% versus 48.9%).
- Approximately 26 percent were aged between 65 and 74, 24 percent were aged between 55 and 64, 11 percent were aged between 45 and 54, and 10 percent were aged between 35 and 44.
- Overall, approximately 77 percent of PECD overnight pleasure travel parties had previously visited PEI. The majority of these parties had last visited PEI recently: 33 percent had last visited one year ago, and 28 percent had last visited earlier in the same year of the trip in which they were surveyed.
- On average, repeat PECD overnight pleasure travellers had visited PEI approximately 4.74 times in the past five years.

EXECUTIVE SUMMARY (cont'd)

Why Visitors Come

- Approximately 51 percent of PECD overnight pleasure travel parties indicated that they visited PEI for holiday or vacation, 21 percent travelled to PEI for visiting relatives and/or friends, and twelve percent travelled for short getaway.
- Approximately 26 percent of PECD overnight pleasure travel parties indicated they were primarily attracted to PEI by “beaches and coastline” and 20 percent were attracted by “natural beauty and pastoral settings”.
- Other features (18%), restful and relaxing place (13%), outdoor activities (8%), golf (5%), and culinary/food-related experiences (4%) were attracted other PECD overnight pleasure travel parties to PEI. Note that “other features” consisted of family or friends related issues.

EXECUTIVE SUMMARY (cont'd)

How Visitors Come

- Approximately 62 percent of PECD overnight pleasure travel parties entered and exited PEI via the Confederation Bridge, 18 percent used a combination of bridge and ferry, ten percent used the ferry service between PEI and Nova Scotia to enter and exit the province, eight percent flew in and out of PEI, and two percent used a combination of air and bridge/ferry.
- Approximately twelve percent of PECD overnight pleasure travel parties used a rental car while travelling to PEI. Approximately 44 percent picked up the vehicle in Nova Scotia and eight percent picked it up in New Brunswick while 38 percent of those who used a rental car picked up the vehicle on PEI.

Where Visitors Stay

- The vast majority of PECD overnight pleasure travel parties (84%) indicated that PEI was the primary destination of their pleasure trip.
- Overall, PECD overnight pleasure travel parties to PEI stayed on average 6.04 nights (3.86 nights in paid accommodations in PEI and 1.41 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)

- PECD overnight pleasure travel parties also spent overnight in other PEI regions. Approximately 22 percent of PECD overnight pleasure travel parties stayed overnight in the Greater Charlottetown Area, 18 percent of parties stayed overnight in the Green Gables Shore region, eleven percent in the North Cape Coastal Drive region, ten percent in the Summerside Area, and five percent in the Red Sands Shore region with the average length of stays of 0.50, 0.54, 0.24, 0.22, and 0.11 nights, respectively.
- Although PECD 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 (27% of parties stayed at least one night in this accommodation type), with the average length of stays of 0.96 nights.
- Excluding the Points East Coastal Drive region, the Greater Charlottetown Area was the most popular region for visitation among PECD overnight pleasure travel parties (63% of PECD overnight pleasure travel parties visited the region), followed by the Green Gables Shore region (49%), the Summerside Area (25%), Red Sands Shore region (25%), and the North Cape Coastal Drive region (20%).

EXECUTIVE SUMMARY (cont'd)

What Visitors Do

- PECD overnight pleasure travel parties participated in a variety of activities while travelling in PEI. Going to a full-service restaurant was the most popular activity (64%).
- Over the full-year, other popular activities took part in by PECD overnight pleasure travel parties included
- Driving tour for scenic drives/views (63%), going to a beach (63%), sightseeing, appreciating pastoral or rural settings (50%), sampling local culinary products (50%), visiting a national or provincial park (48%), shopping for local products (46%), visiting friends and/or relatives (43%), shopping for general merchandise (40%), seeing natural wonders (39%), visiting historic/heritage sites or cultural attractions (28%), using the Confederation Trail or other trails (24%), visiting Anne of Green Gables and related attractions (16%), participating in water-based activities (15%), going to a museum or art gallery (14%), attending a festival, event, or concert (13%), participating in nature-based outdoor activities (13%), attending a live performance/entertainment (12%), and playing golf (12%).

EXECUTIVE SUMMARY (cont'd)

What Visitors Spend

- Total direct expenditures by PECD overnight pleasure travel parties were estimated at more than **\$148 million** based on 63,293 overnight pleasure travel parties or 179,966 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 (9%), food and beverage at stores (8%), shopping (8%), recreation and entertainment (6%), travel package (5%), other (4%), and car rental and local transportation (2%).
- PECD overnight pleasure travel parties spent an average of \$2,345.19 **per party per night** on PEI. This average spending was highest among those who visited during the July-August summer main season (\$2,992.01) and lowest by those who visited during the January-April winter off-season (\$790.27).
- PECD overnight pleasure travel parties spent an average of \$136.57 **per person per night** on PEI. This average spending was highest among those who visited during the September-October fall shoulder season (\$144.66) and lowest by those who visited during and the November-December winter off-season (\$95.34).

EXECUTIVE SUMMARY (cont'd)

How PEI Rates

- Visitors were asked to rank various PEI travel services. PECD overnight pleasure travel parties were pleased with aspects of their trip to PEI including restaurant service and quality (94%), quality of customer service (92%), accommodation (92%), cleanliness and sanitary conditions (92%), variety of things to see and do (88%), transportation (87%), and prices of goods and services (67%).
- 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 4.55 on the same scale while “prices of goods and services” received a lower rating but still favourable at 3.82.
- Approximately ten percent of PECD 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., 90 percent of PECD overnight pleasure travel parties agreed that their trip to PEI was good value for money spent. Over 95 percent of PECD overnight pleasure travel parties indicated the trip to PEI was a good way to spend their time, PEI was a safe and hygienic destination, and they were satisfied with their trip to PEI.
- Overall, 97 percent of PECD overnight pleasure travel parties agreed they would recommend PEI as a travel destination to others and 94 percent indicated they would visit PEI again.

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1-1. Background of the Study

- A visitor exit survey is a tool used to profile visitors and estimate their impact on a destination. It can capture visitor demographics and trip characteristics such as travel party size and composition, the purpose of their trip, regions visited, length of stay, type of accommodation used, activities participated in, expenditures, and trip evaluation.
- Prince Edward Island (“PEI”) has been conducting exit surveys since 1979 with the last study conducted in 2018 and 2019 during the period from July 1, 2018 to June 31, 2019 (the “study period”).
- The 2023 PEI Travel Survey of Visitors (Exit Survey) covered full twelve months from January 1 to December 31. Specifically, data presented in this report is for **overnight pleasure travellers who stayed at least one night in the Points East Coastal Drive (PECD) region** during the study period to profile their travel related behaviours in the PECD 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 PECD region 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 PECD overnight pleasure travellers to PEI,
 - To collect critical data to measure the overall importance of tourism in PEI,
 - To gather information regarding PECD overnight pleasure travellers' behaviours,
 - To identify key market segments of PECD 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 Points East Coastal Drive (PECD) region including Brudenell, Georgetown, Montague, Murray River, Wood Islands, Mount Stewart, Morell, Crowbush, Souris, St. Peter's, East Point, and Greenwich 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 PECD region for the day only and not spent the night, those visitors' activities, spending, etc., are not included in this report.***
- This report includes PECD overnight pleasure traveller profiles by tourism season.

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2-1. Sampling Procedure

Target Population

- Mail-back questionnaires were distributed to non-resident visitors on PEI during the study period (January 1st to December 31st, 2023) as they exited PEI via the Charlottetown Airport, the Confederation Bridge, or the Wood Island's ferry terminal.
- The target population did not include cruise ship passengers and crew members, motor coach tourists, refugees, landed immigrants, or military Canadian residents.

Mail-back Questionnaire

- A representative of survey staff approached departing non-resident visitors at the Charlottetown Airport and drivers of non-PEI vehicles (based on their motor vehicle inspection sticker) at the Confederation Bridge and the Woods Island ferry terminal, explained the research study, and asked the individual if they would be willing to participate. If they agreed to participate, the individual was provided with a package containing the mail-back questionnaire.
- Responding to the survey was voluntary.

2-1. Sampling Procedure (cont'd)

Online Survey

- The survey package included a web address for the online version of the survey. Individuals who received the survey package had the option of completing the hard-copy questionnaire or the online version. Both versions of the survey were available in English and French.
- Tourism PEI also sent an email invitation to non-residents who requested PEI travel information between November 2022 and October 2023 and took the ferry when visiting PEI in 2023.
- To better capture respondents 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, 1,665 samples (16.1%) were PECD 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 PECD has a sampling error of ± 2.37 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	58	3.5%	± 12.80
2023 May-Jun Spring Shoulder Season	273	16.4%	± 5.87
2023 Jul-Aug Summer Main Season	801	48.1%	± 3.41
2023 Sep-Oct Fall Shoulder Season	433	26.0%	± 4.63
2023 Nov-Dec Winter Off-Season	100	6.0%	± 9.69
Full-Year (12 months)	1,665	100.0%	± 2.37

2-3. Data Processing

Data Processing and Error Detection

- All mail-back questionnaires were reviewed manually to determine if they were complete and coherent.
- Data were captured, coded, verified, and then merged with online survey data.
- Electronic verifications were also made to identify any outliers and to correct them.
- Statistical reliability and validity tests, and consistency controls were also conducted during this process.

Data Imputation

- Some data used in the study were imputed. Data imputation was carried out for all the factors above and for strata that were outside the scope of the questionnaire distribution. For these out-of-scope factors, the characteristics of visitors were estimated using the 2012, 2014 and 2018-2019 PEI exit survey data sets.
- Total imputation was also performed for any in-scope factors that received an insufficient number of surveys for some specific segments to meet minimum requirements (a combination of a minimum number of questionnaires and maximum weight) based on the exit point traffic counts.

2-4. Data Weighting

Bias Adjustment

- For estimation purposes, the responses obtained through the questionnaires must be treated as a simple random sample from the total traffic in each stratum (three exit points, by same-day and overnight visitors, by origin and by month).
- The data may be subject to some degree of “*distribution bias*” since not all categories of visitors are represented in the distribution or to a “*non-response bias*” because the individuals replying may not be representative of the visitor population.

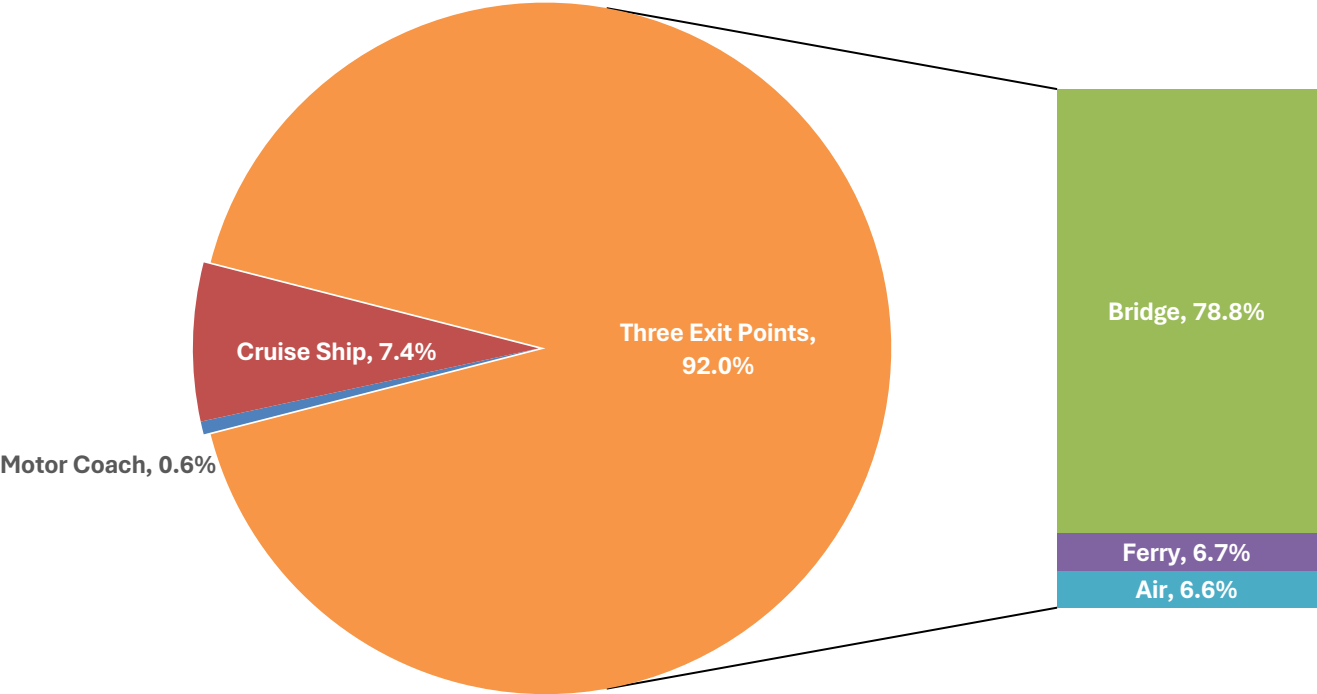
Weighting the Sample

- Weighting techniques used in the estimation process attempt to reduce the effect of biases and were also performed to determine aggregate visitor parties’ characteristics.
- The final survey sample was weighted by same-day and overnight visitor parties, three exit points, five tourism seasons, and the 22 origins of visitor parties. This aligns with the total PEI visitor parties within the *PEI Tourism Volume Model*, which utilizes traffic data collected through the three exit points.
- Despite the weighting of the sample to address biases, it is important to note that results may not reflect all actual responses of each party or individuals in the party because the application of the weighting scheme was not based on all survey questions.

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3-1. Overview of Total Visitation in PEI

Figure 1: Total Visitation in 2023



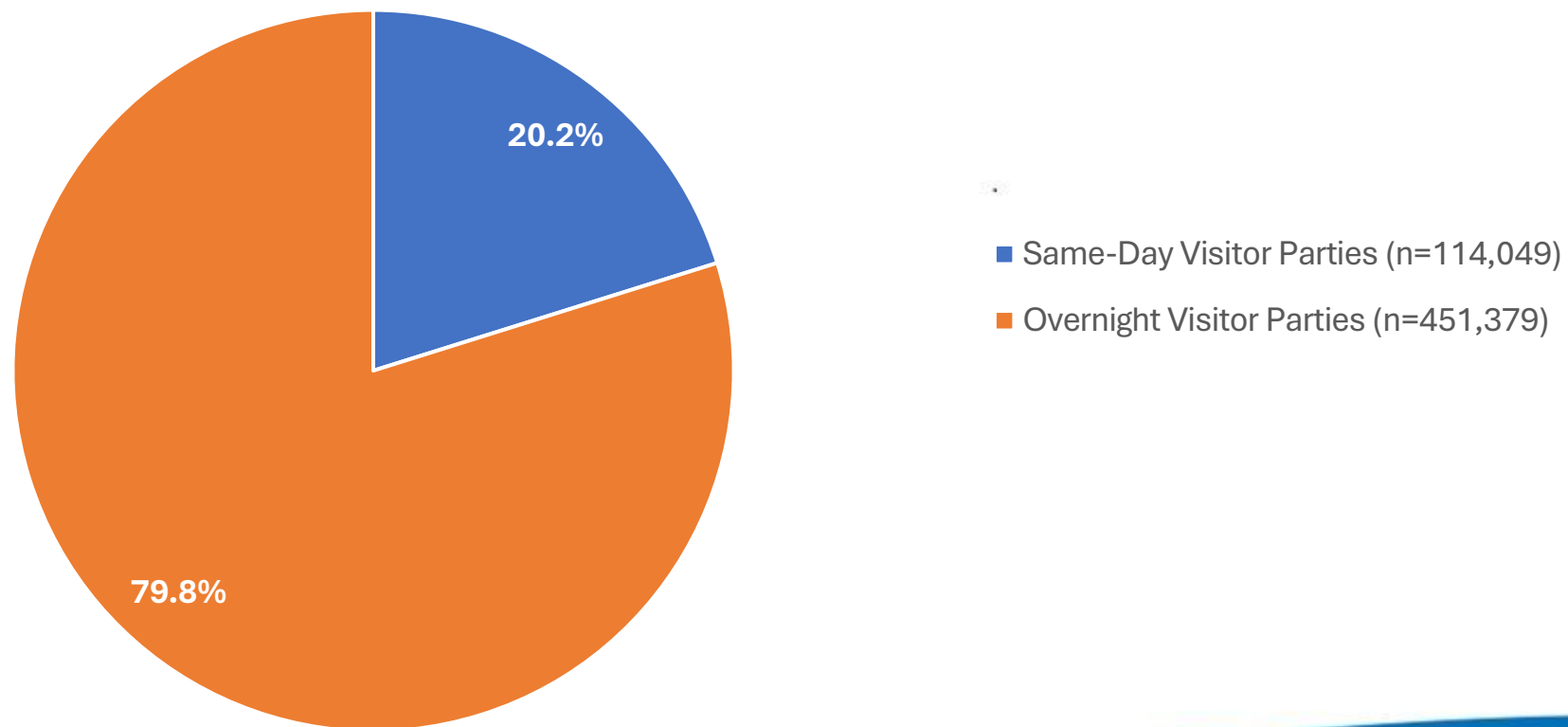
Source: 2023 PEI Tourism Volume Model

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%

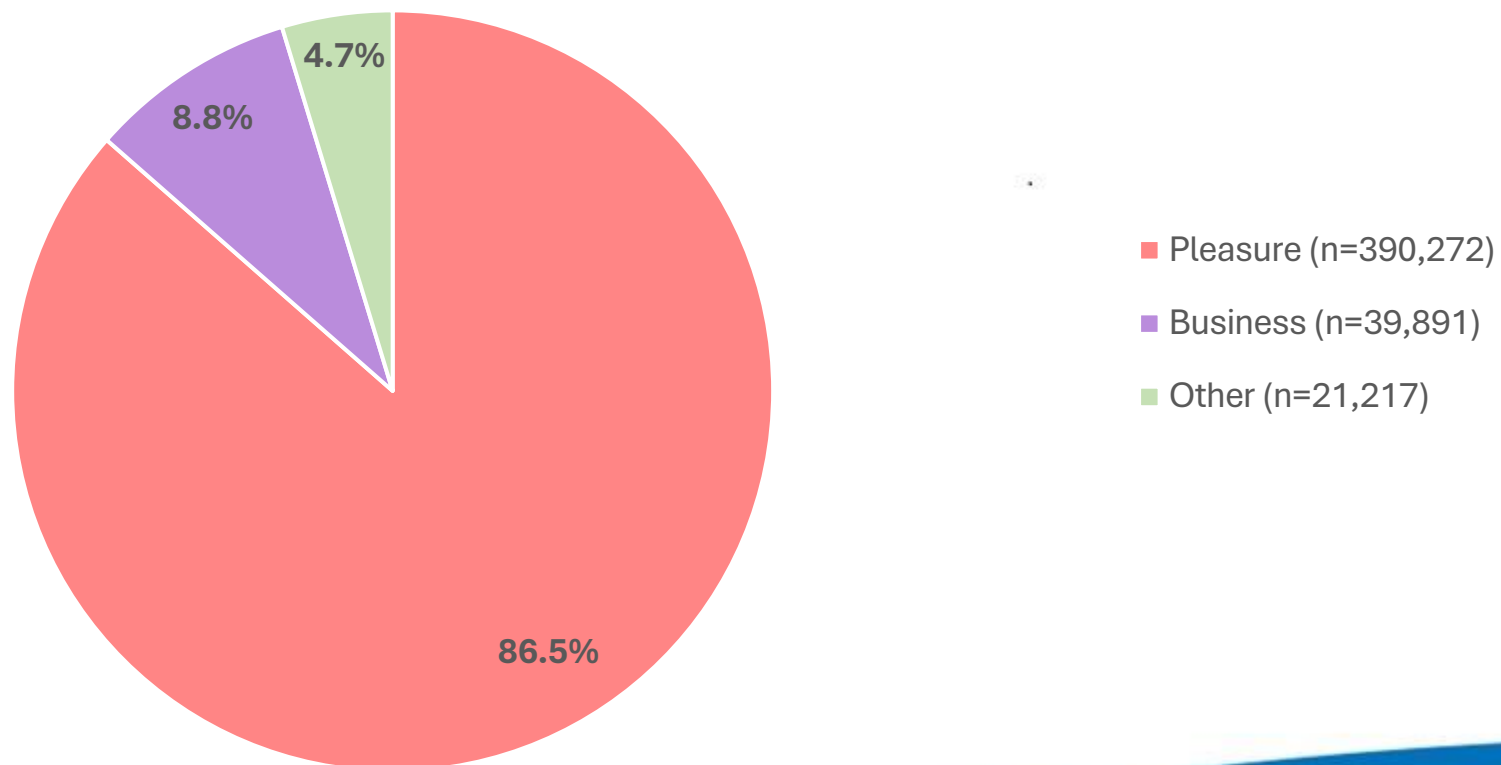
3-2. Overall Market Situation in PEI

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)



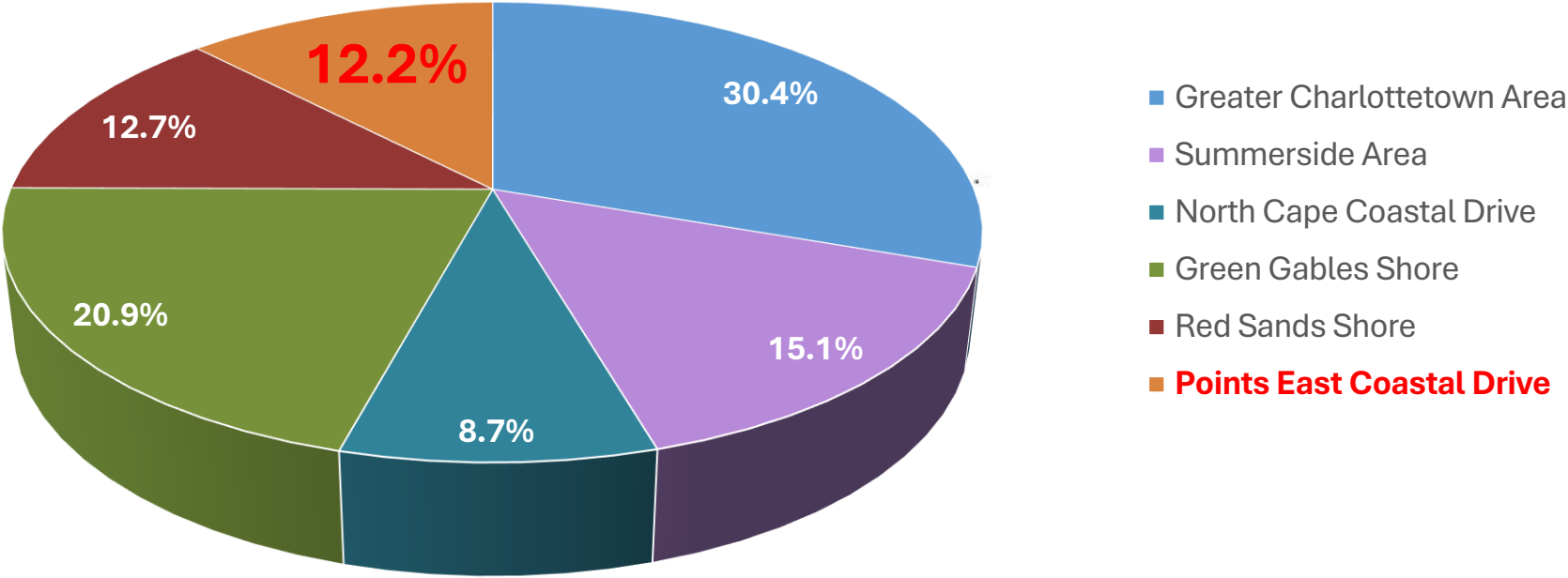
3-4. PEI Regions Visited by All Visitor Parties

	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 <i>N</i> (%)	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).

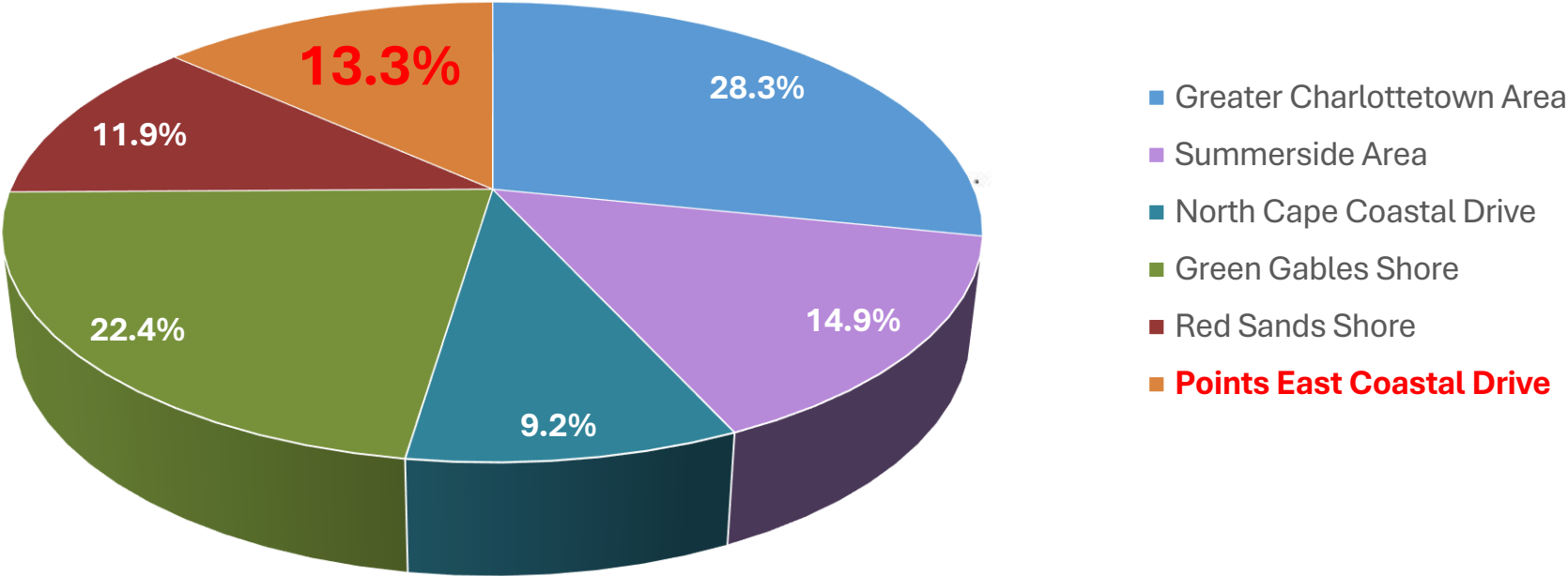
3-5. PEI Regions Visited by Overnight Pleasure Travel Parties

	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

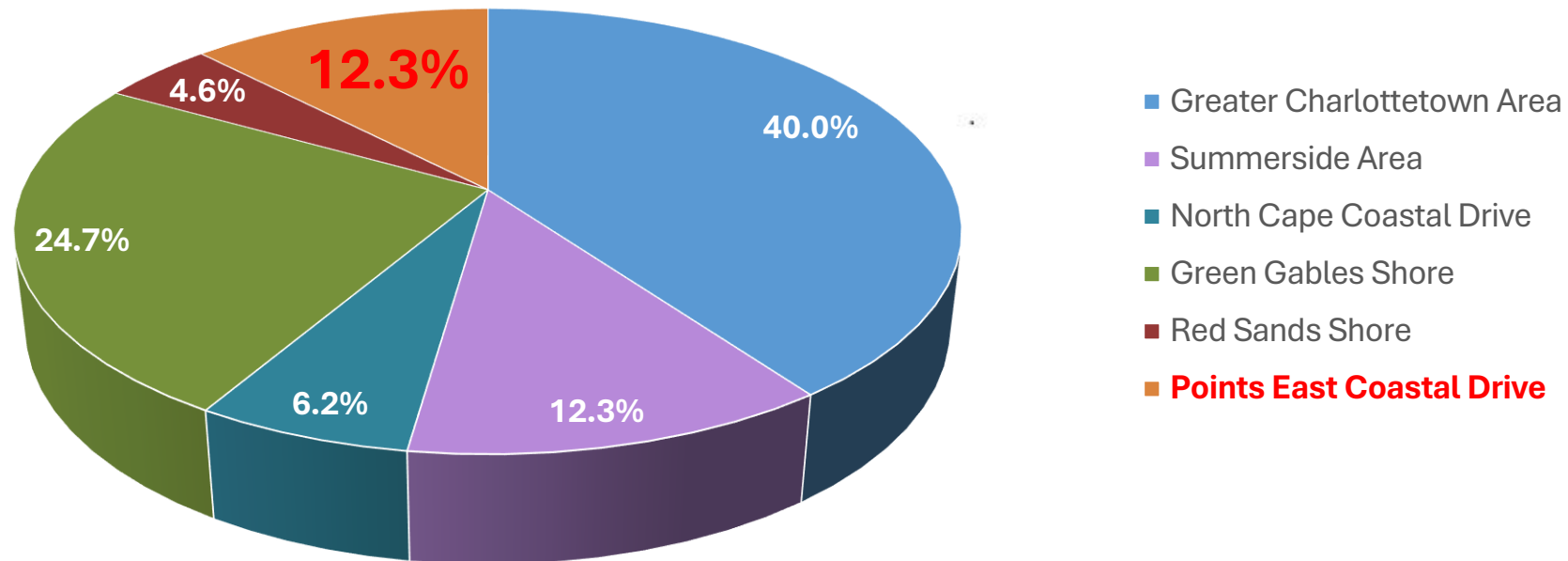
	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year	Total Overnight Stays
Total Overnight Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)	(%)*
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 $n = 526,207$).

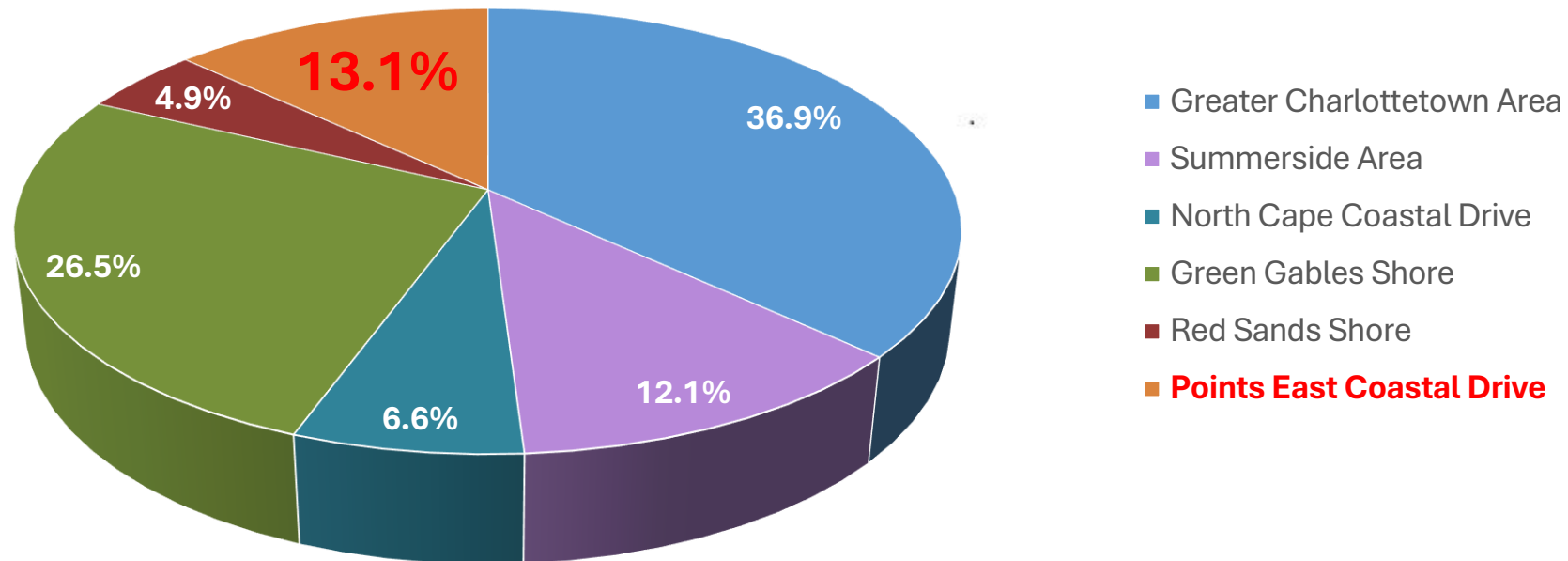
3-7. Overnight Stays (Parties) in PEI Regions by Overnight Pleasure Travel Parties - Total Accumulated Parties Staying at Least One Night in the Specific Region

	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 $n = 484,655$).

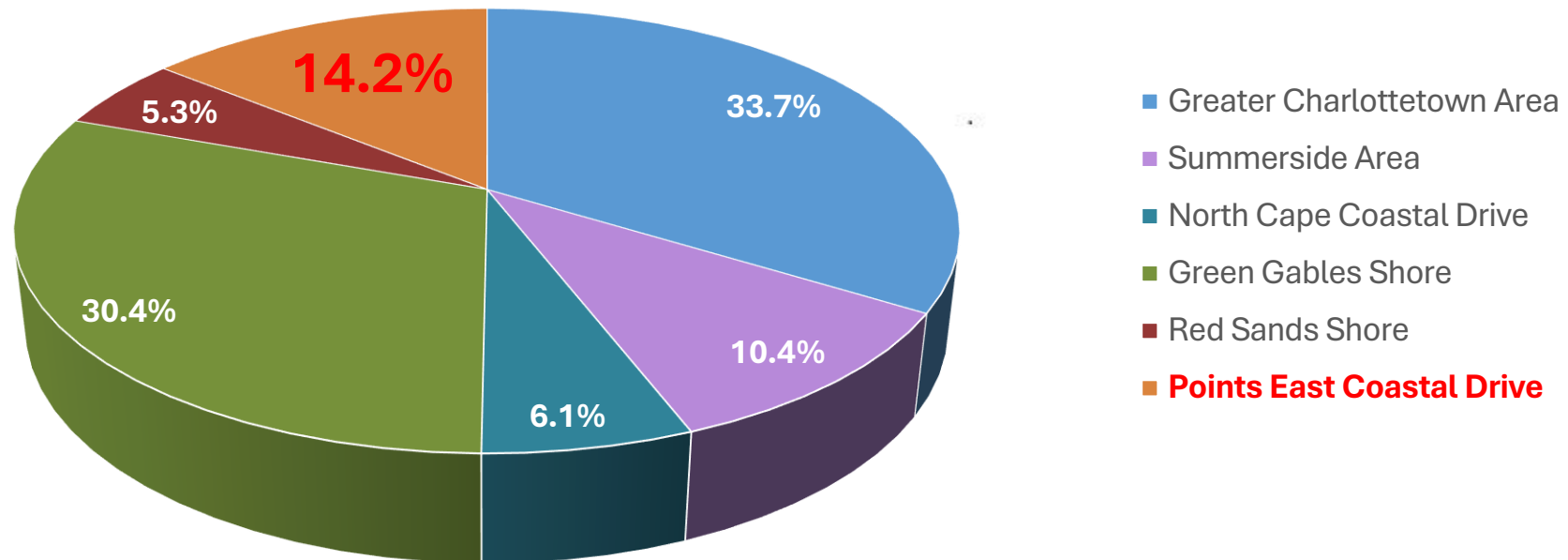
3-8. Overnight Stays (Nights) in PEI Regions by All Overnight Visitor Parties - Total Accumulated Nights Staying at Least One Night in the Specific Region

	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 $n = 2,011,550$).

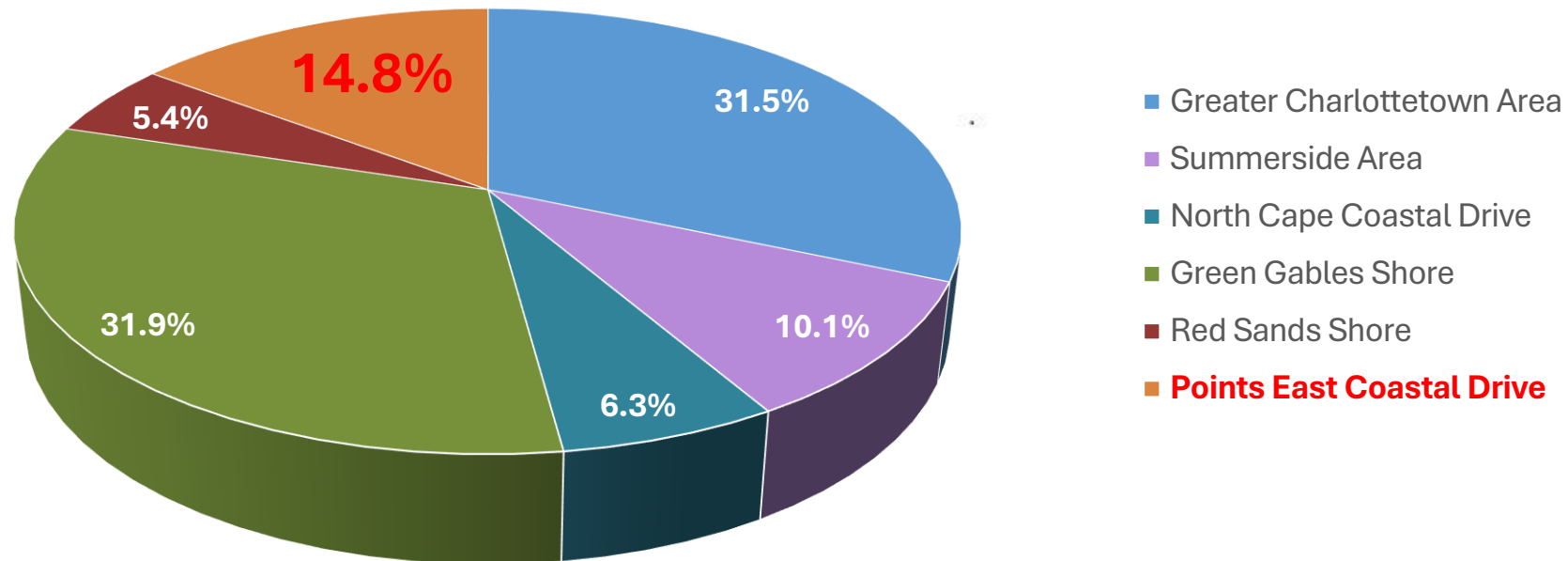
3-9. Overnight Stays (Nights) in PEI Regions by Overnight Pleasure Travel Parties - Total Accumulated Nights Staying at Least One Night in the Specific Region

	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)

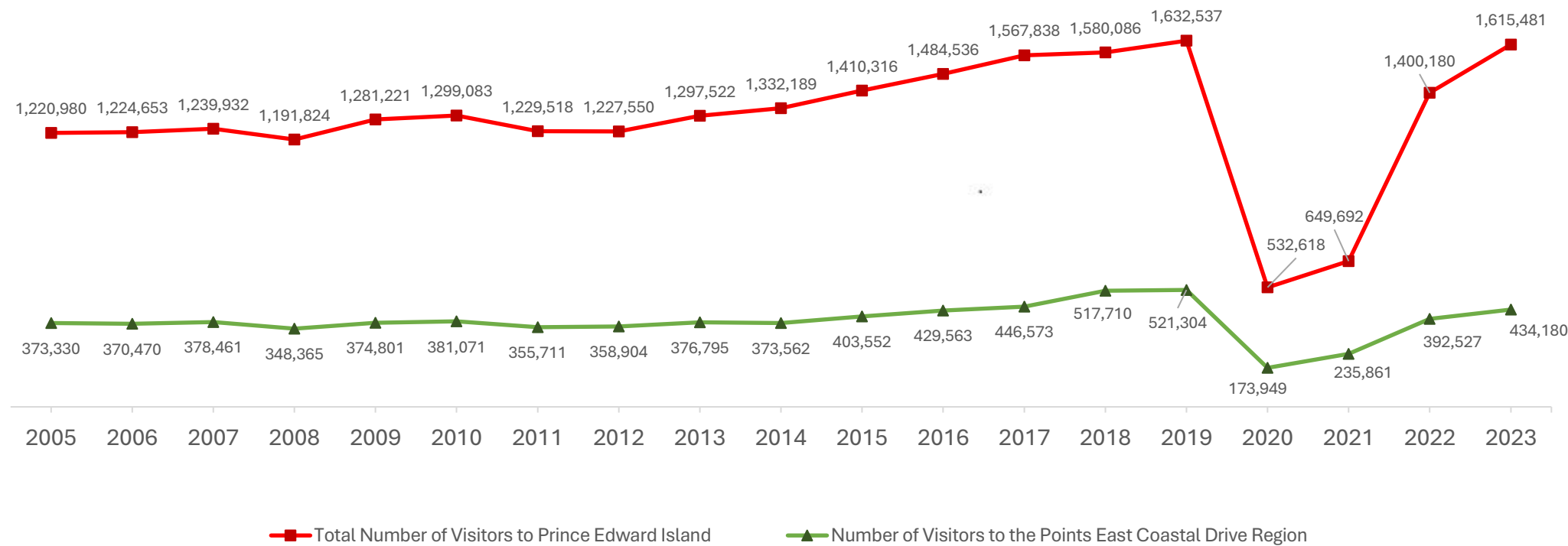
Figure 9: Breakdown of Total Overnight Stays (Nights) by Overnight Pleasure Travel Parties in PEI Regions
(Total Nights $N = 1,901,043$)



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 Points East Coastal Drive Region

Figure 10: Yearly Trend in Number of Visitors to Prince Edward Island and the Points East Coastal Drive Region (2005 to 2023)



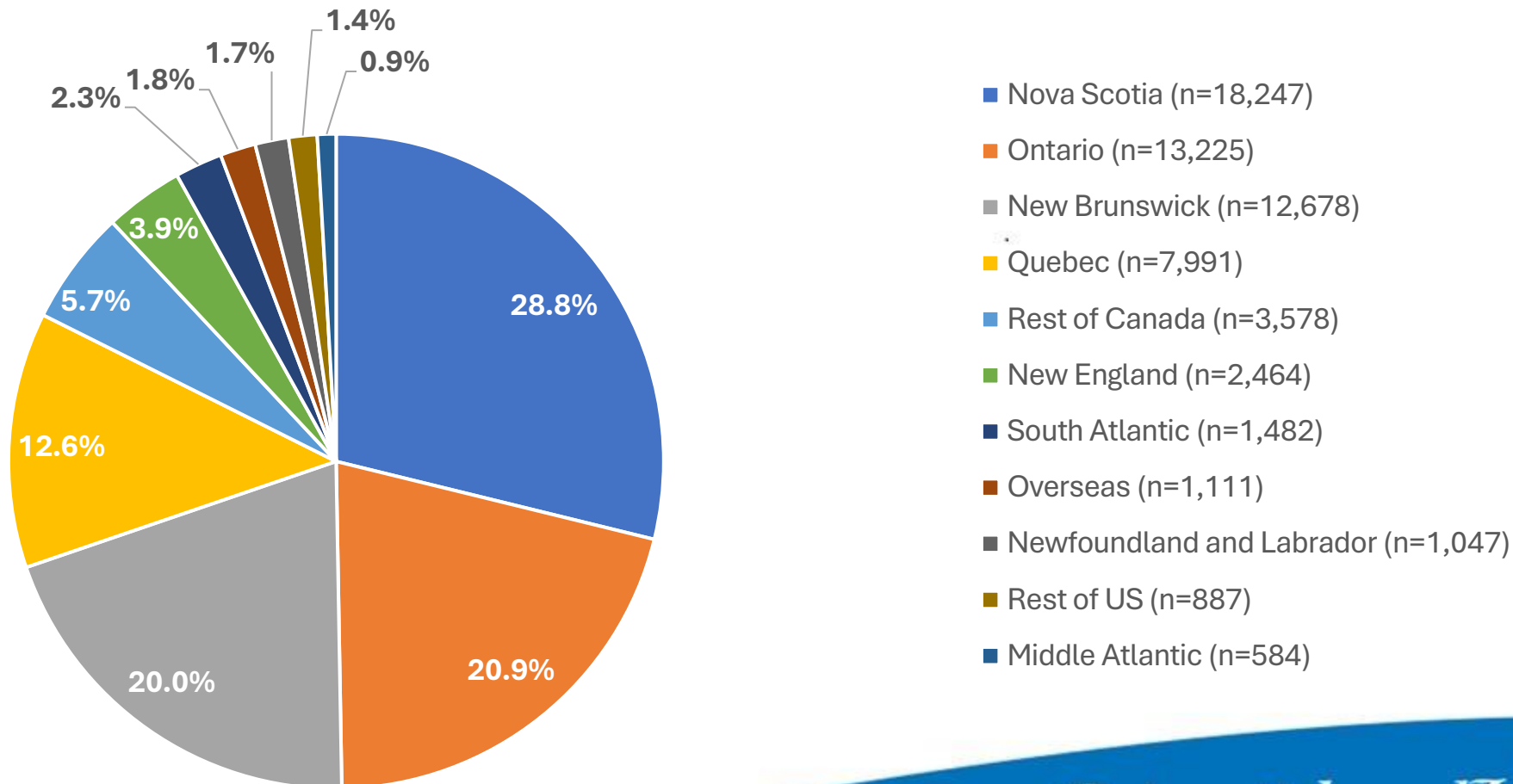
Note: Results were estimated by using the PEI Tourism Volume Model with the 2007-2008, 2012, 2014, 2018-2019 and 2023 exit survey data sets.



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4-1. Origin of Overnight Pleasure Travel Parties to the Points East Coastal Drive Region

Figure 11: Origin of PECD Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties N = 63,293)



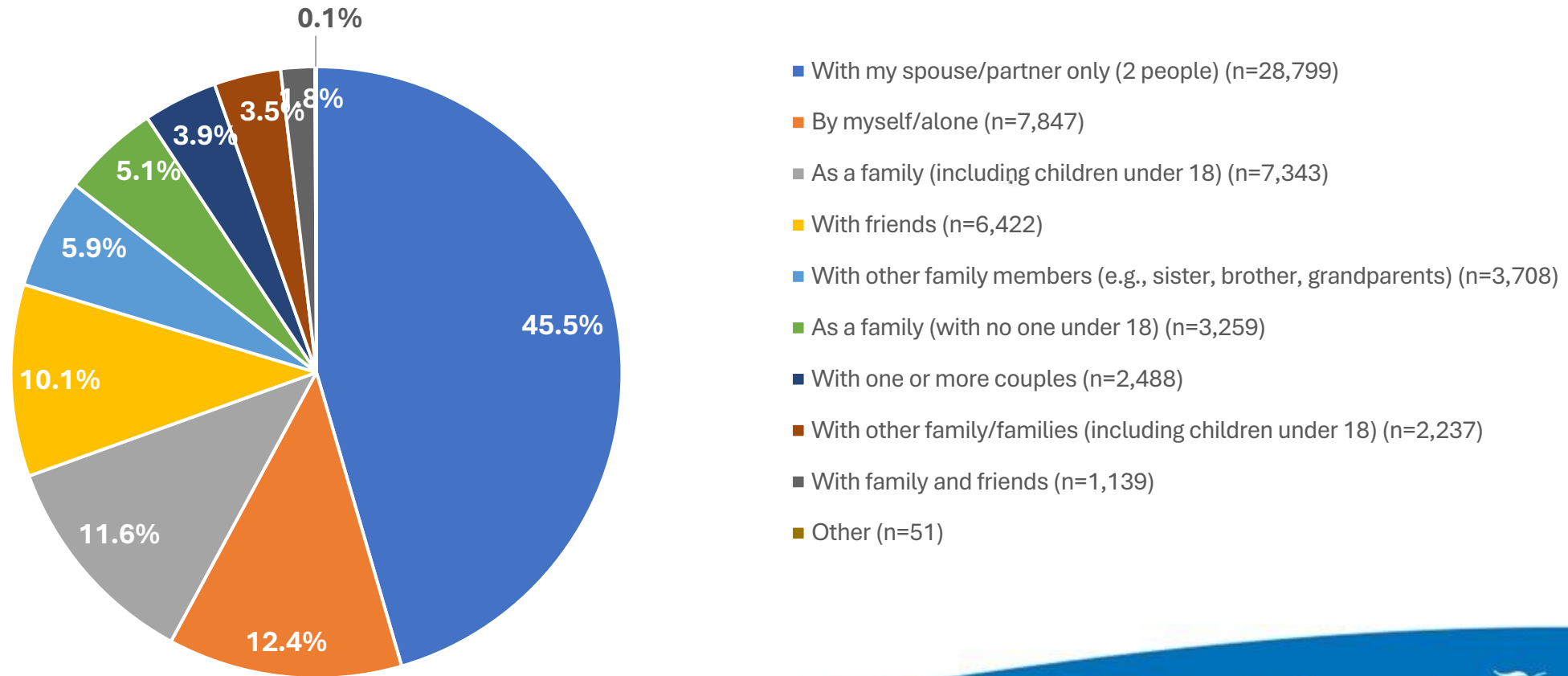
4-1. Origin of Overnight Pleasure Travel Parties to the PECD (cont'd)

	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 (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Canada	87.6%	91.2%	89.0%	89.8%	92.3%	89.7%
New Brunswick	45.6%	21.4%	18.2%	11.9%	18.6%	20.0%
Nova Scotia	24.5%	38.4%	21.2%	35.4%	37.4%	28.8%
Newfoundland & Labrador	1.7%	1.0%	1.2%	1.9%	6.0%	1.7%
Quebec	0.0%	10.4%	16.7%	12.6%	9.1%	12.6%
Ontario	15.0%	14.1%	25.8%	20.9%	16.6%	20.9%
Manitoba & Saskatchewan	0.1%	1.0%	0.7%	0.7%	1.6%	0.8%
Alberta & British Columbia	0.8%	4.9%	5.2%	6.2%	2.7%	4.8%
Nunavut, Northwest Territories & Yukon	0.0%	0.0%	0.1%	0.3%	0.2%	0.1%
United States	11.2%	7.4%	9.1%	8.6%	4.7%	8.6%
New England	3.3%	2.6%	4.5%	4.4%	3.2%	3.9%
Middle Atlantic	0.6%	0.7%	0.9%	1.7%	0.0%	0.9%
South Atlantic	6.1%	3.0%	2.2%	1.2%	0.0%	2.3%
Rest of US	1.2%	1.2%	1.6%	1.3%	1.5%	1.4%
International	1.2%	1.3%	1.9%	1.6%	3.1%	1.8%

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

4-2. Party Characteristics

Figure 12: Characteristics of PECD Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties N = 63,293)



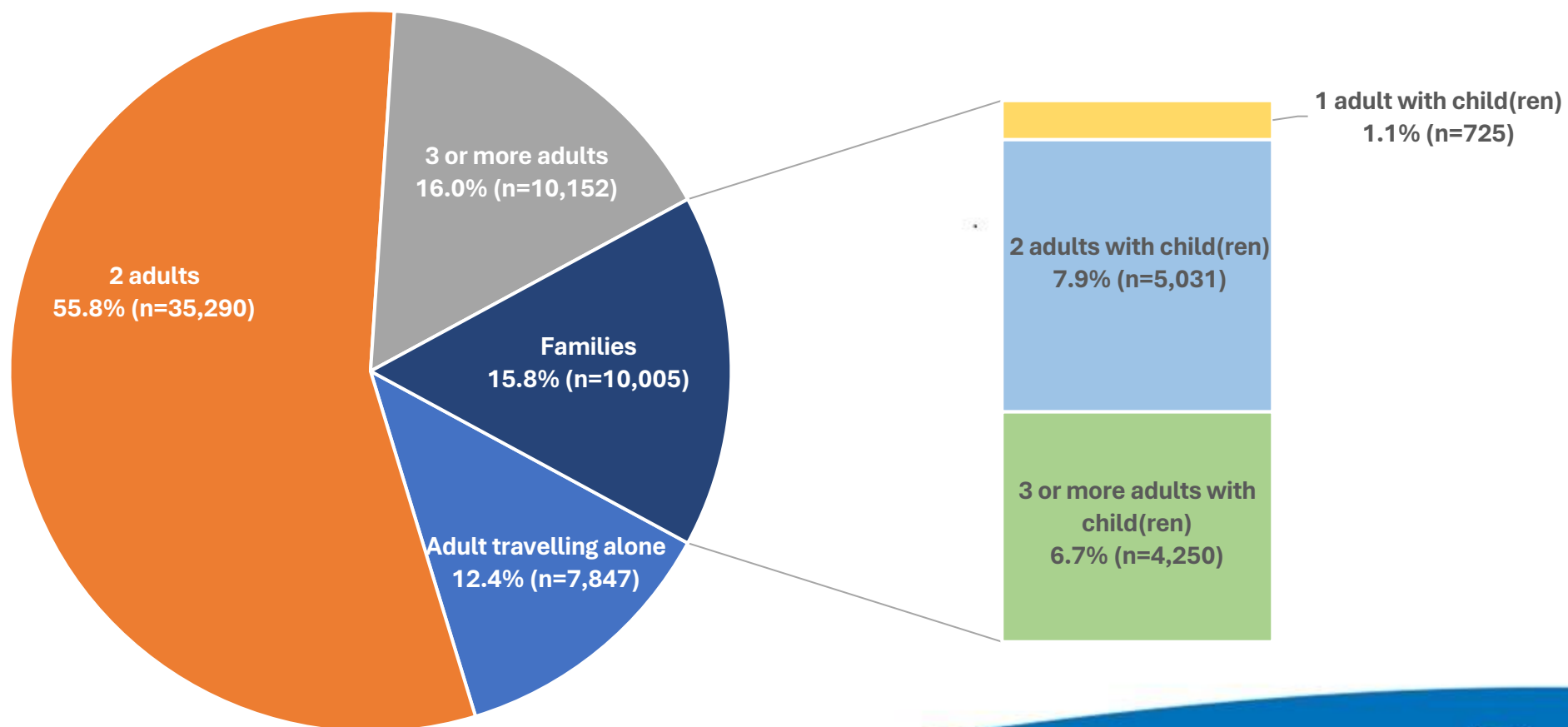
4-2. Party Characteristics (cont'd)

	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 (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
With my spouse/partner only (2 people)	38.6%	47.1%	46.8%	47.8%	34.5%	45.5%
By myself/alone	33.4%	13.5%	4.8%	12.8%	29.5%	12.4%
As a family (including children under 18)	1.5%	8.5%	18.0%	3.9%	14.7%	11.6%
With friends	0.6%	13.0%	8.4%	12.6%	18.1%	10.1%
With other family members (e.g., sister, brother, grandparents)	21.4%	2.6%	4.1%	7.6%	1.0%	5.9%
As a family (with no one under 18)	3.4%	6.6%	4.9%	6.8%	0.4%	5.1%
With one or more couples	0.8%	4.5%	4.4%	5.1%	0.3%	3.9%
With other family/families (including children under 18)	0.1%	2.3%	6.2%	1.6%	0.1%	3.5%
With family and friends	0.2%	1.9%	2.2%	1.7%	1.3%	1.8%
Other	0.0%	0.0%	0.1%	0.1%	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.

4-3. Party Composition

Figure 13: Composition of PECD Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties $N = 63,293$)



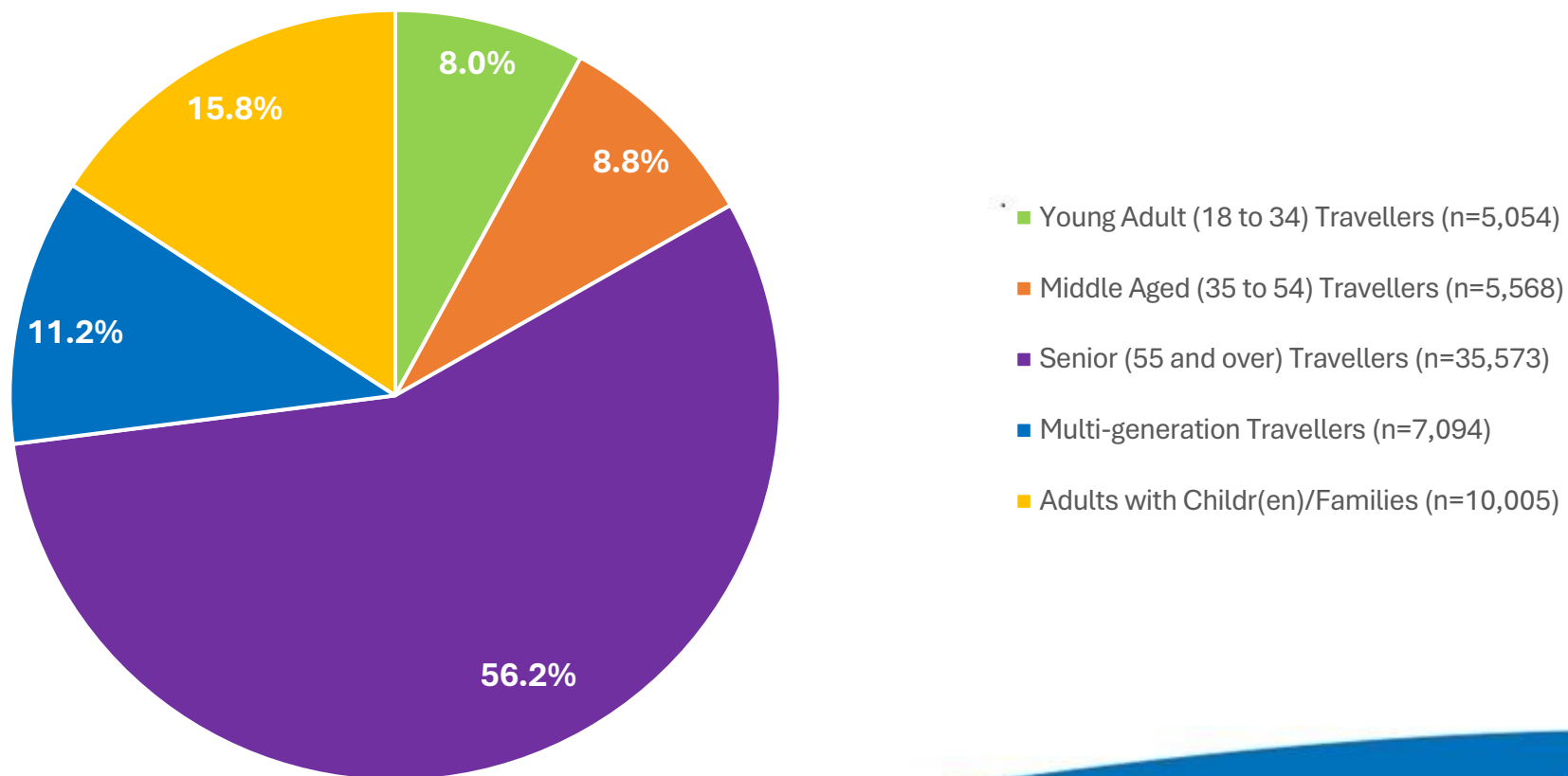
4-3. Party Composition (cont'd)

	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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Adult travelling alone	33.4%	13.5%	4.8%	12.8%	29.5%	12.4%
2 adults	55.8%	54.0%	53.6%	63.8%	51.5%	55.8%
3 or more adults	9.1%	21.3%	16.1%	18.0%	4.1%	16.0%
Families*	1.6%	11.2%	25.5%	5.5%	14.9%	15.8%
1 adult with child(ren)	0.8%	0.2%	1.4%	1.5%	1.5%	1.1%
2 adults with child(ren)	0.6%	5.1%	13.1%	2.2%	9.3%	8.0%
3 or more adults with child(ren)	0.2%	6.0%	11.0%	1.7%	4.1%	6.7%

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 PECD Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties N = 63,293)



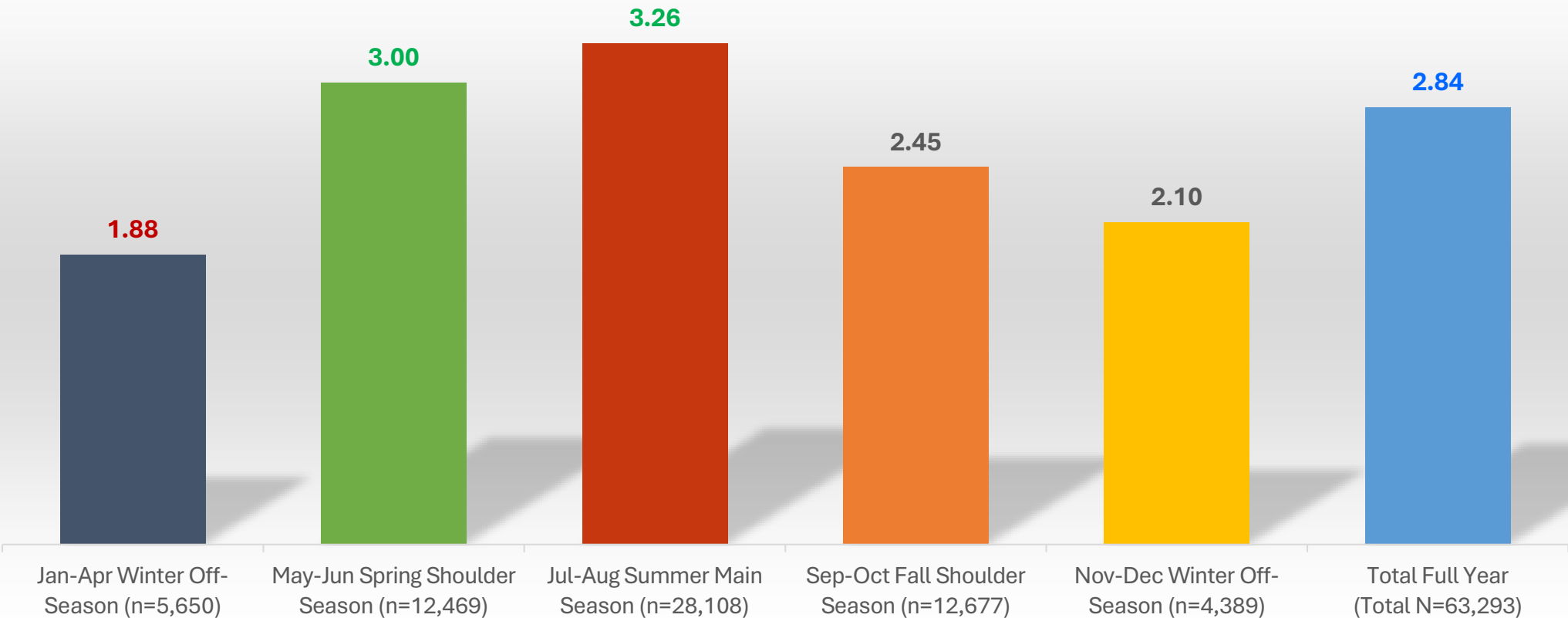
4-4. Age Composition (cont'd)

	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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Young Adult (18 to 34) Travellers	2.8%	8.5%	4.5%	2.9%	6.9%	4.9%
Middle Aged (35 to 54) Travellers	17.5%	7.5%	7.0%	4.7%	0.9%	6.7%
Senior (55 and over) Travellers	57.2%	53.2%	34.6%	58.7%	70.4%	44.1%
Multi-generation Adult Travellers	6.3%	13.1%	13.7%	25.2%	20.2%	15.9%
Adults with Child(ren) / Families	16.2%	17.7%	40.1%	8.5%	1.6%	28.4%

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 PECD 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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Average Travel Party Size	1.88	3.00	3.26	2.45	2.10	2.84
Average Number of Male Travellers	0.84	1.68	1.61	1.04	0.86	1.39
Average Number of Female Travellers	1.05	1.32	1.64	1.42	1.24	1.45
Average Number of Children Travellers	0.02	0.22	0.55	0.09	0.23	0.33
Average Number of Adult Travellers	1.86	2.78	2.70	2.37	1.87	2.52

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 PECD Individual Overnight Pleasure Travellers

Figure 16: Gender of PECD Individual Overnight Pleasure Travellers (Total Travellers N = 179,966)

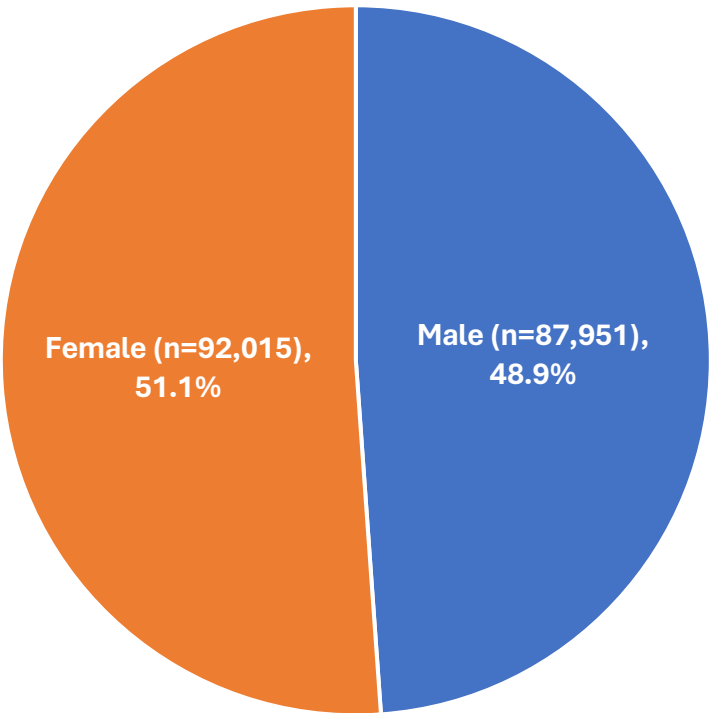
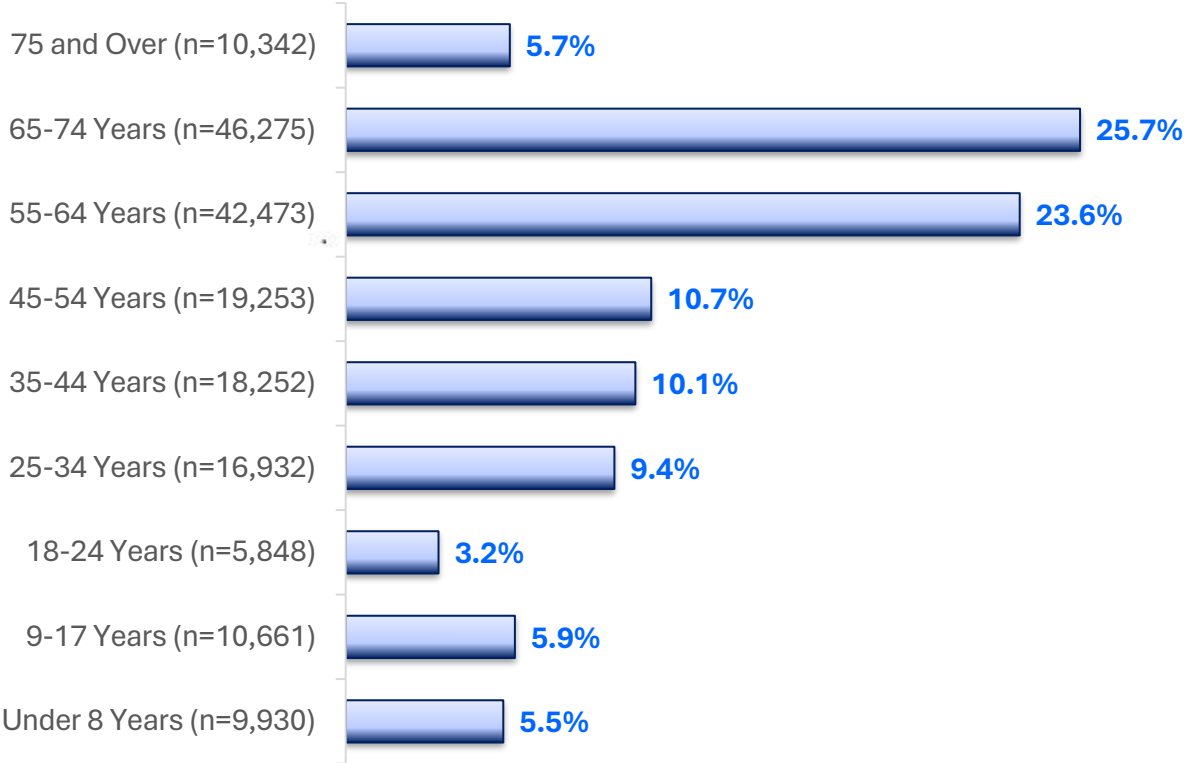


Figure 17: Age of PECD Individual Overnight Pleasure Travellers (Total Travellers N = 179,966)

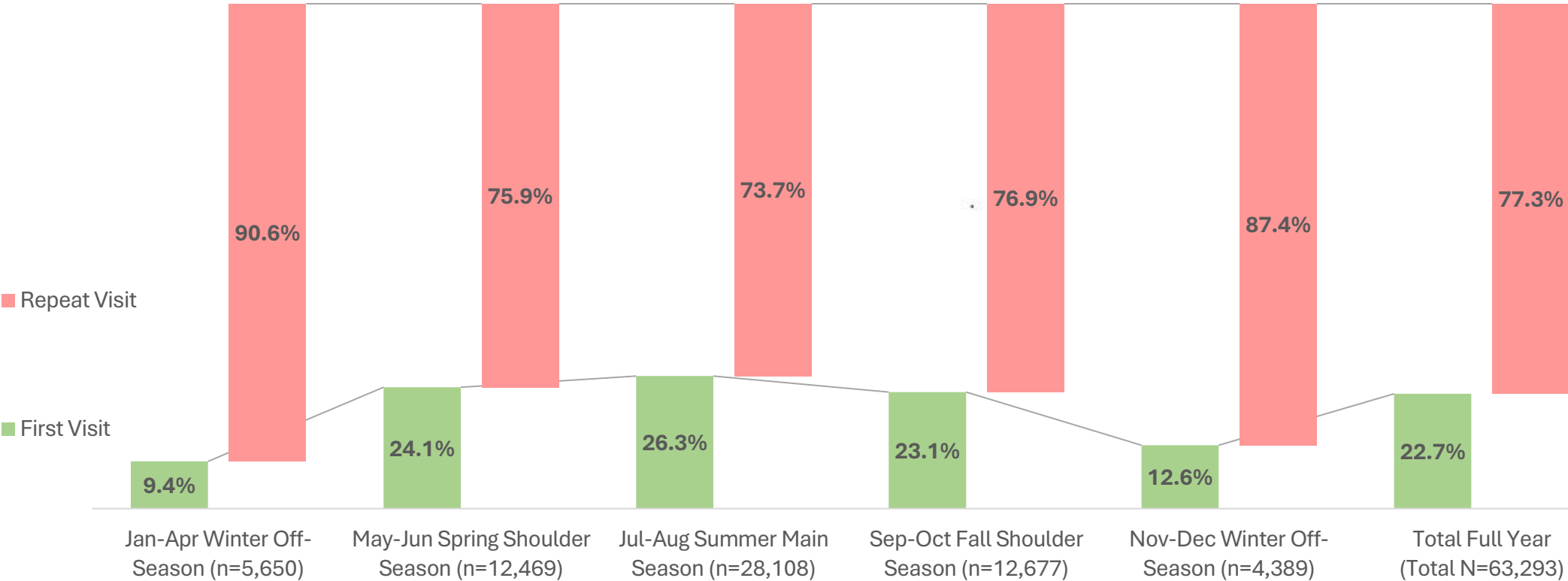


4-6. Gender and Age of PECD Individual Overnight Pleasure Travellers (cont'd)

	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	10,645	37,454	91,570	31,097	9,200	179,966
(%)	(5.9%)	(20.8%)	(50.9%)	(17.3%)	(5.1%)	(100.0%)
Gender						
Male	44.4%	56.1%	49.5%	42.2%	40.9%	48.9%
Female	55.6%	43.9%	50.5%	57.8%	59.1%	51.1%
Age						
Under 8 Years	0.1%	4.2%	7.8%	2.8%	3.2%	5.5%
9-17 Years	1.0%	3.2%	9.2%	0.8%	7.7%	5.9%
18-24 Years	4.0%	5.0%	2.7%	1.8%	5.2%	3.2%
25-34 Years	8.4%	11.6%	8.6%	8.5%	12.6%	9.4%
35-44 Years	6.6%	7.8%	12.7%	7.2%	8.2%	10.1%
45-54 Years	8.8%	12.5%	11.1%	8.5%	8.9%	10.7%
55-64 Years	13.8%	24.3%	21.5%	31.9%	25.3%	23.6%
65-74 Years	53.3%	26.5%	21.0%	31.6%	17.8%	25.7%
75 and Over	4.1%	4.9%	5.4%	6.9%	11.1%	5.7%

4-7. Type of Visitation

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



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

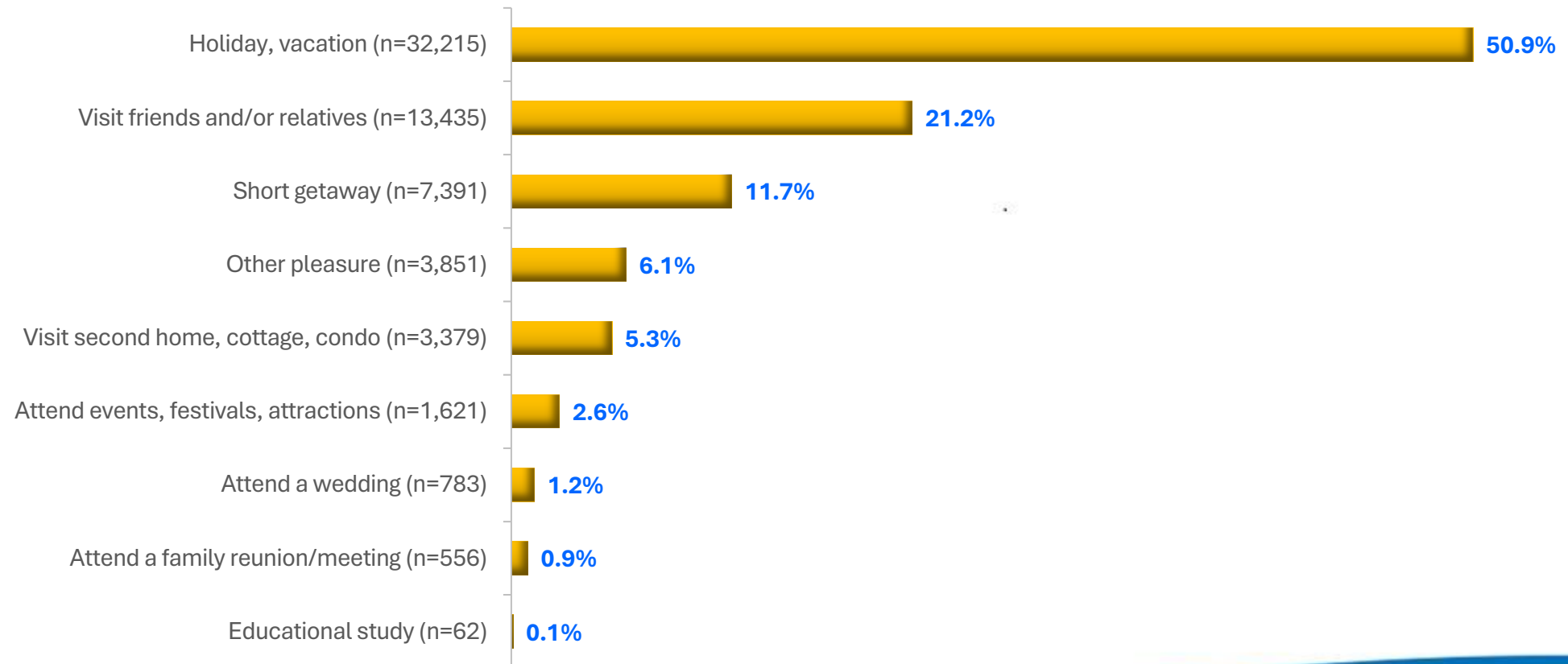
	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Overnight Pleasure Parties <i>N</i> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Type of Visitation						
First-timers	9.4%	24.1%	26.3%	23.1%	12.6%	22.7%
Repeaters	90.6%	75.9%	73.7%	76.9%	87.4%	77.3%
Return Visit Pattern	5,121 (10.5%)	9,470 (19.4%)	20,727 (42.4%)	9,748 (19.9%)	3,837 (7.8%)	48,903 (100.0%)
This year (2023)	31.6%	24.8%	17.3%	30.6%	79.1%	27.8%
One year ago (2022)	42.5%	36.8%	35.9%	27.0%	8.2%	32.8%
Two years ago (2021)	0.0%	3.4%	4.6%	2.4%	0.2%	3.1%
Three years ago (2020)	4.3%	2.7%	1.8%	1.9%	0.0%	2.1%
Four years ago (2019)	8.4%	5.8%	6.8%	13.8%	0.3%	7.7%
Five or more years ago (2018 & earlier)	13.1%	26.5%	33.6%	24.3%	12.2%	26.5%
Average Number of Times visited PEI in the Past Five Years (Grouped Median)	5.29 (4.55)	4.88 (3.48)	3.92 (2.72)	5.12 (2.93)	7.11 (6.73)	4.74 (3.41)

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.

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5-1. Primary Reason for the Trip

Figure 12: Primary Reason for the Trip to PEI by PECD Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties N = 63,293)



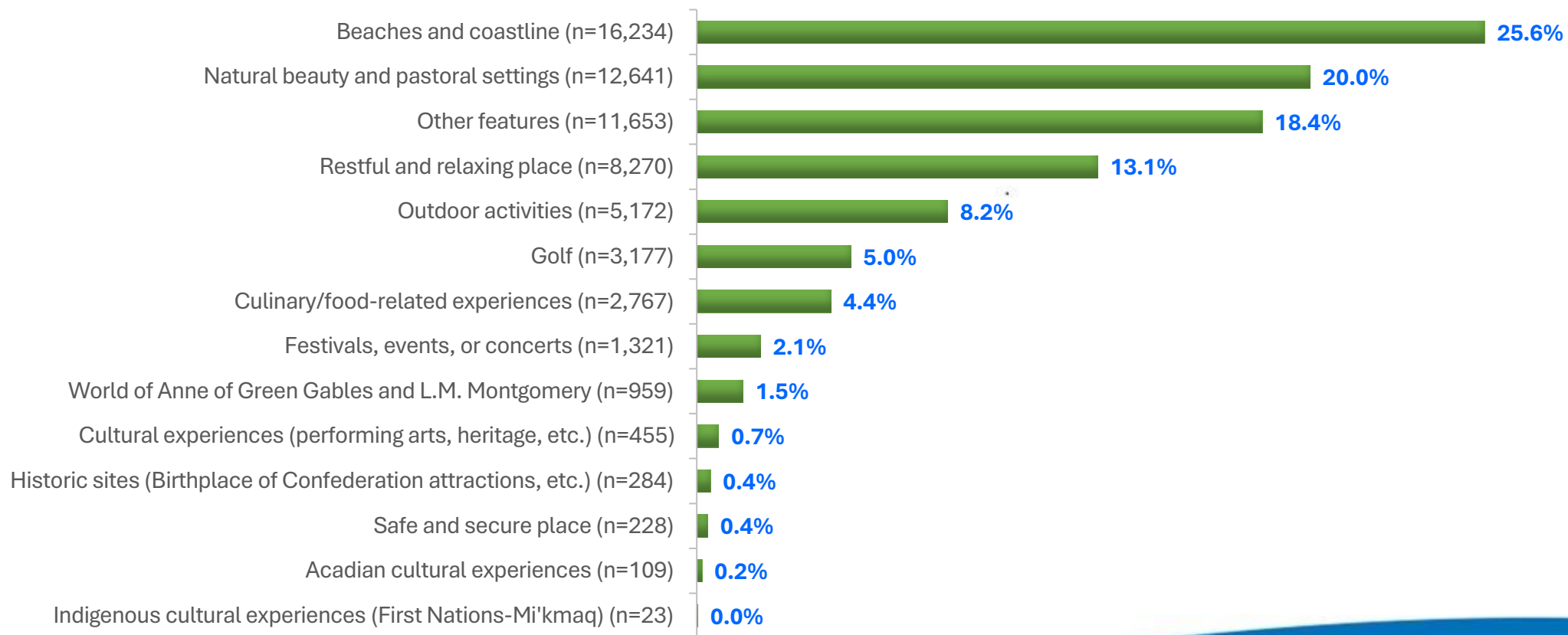
5-1. Primary Reason for the Trip (cont'd)

	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 (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Holiday, vacation	16.5%	46.1%	64.8%	50.9%	20.1%	50.9%
Visit friends and/or relatives	52.5%	18.5%	13.9%	14.6%	55.0%	21.2%
Short getaway	11.4%	16.3%	8.1%	17.1%	6.3%	11.7%
Other pleasure	6.1%	8.4%	5.3%	5.8%	5.0%	6.1%
Visit second home, cottage, condo	5.4%	6.5%	2.4%	8.5%	11.2%	5.3%
Attend events, festivals, attractions	7.8%	0.6%	3.3%	0.8%	1.8%	2.6%
Attend a wedding	0.0%	3.5%	0.7%	1.1%	0.0%	1.2%
Attend a family reunion/meeting	0.2%	0.1%	1.4%	1.1%	0.0%	0.9%
Educational study	0.1%	0.0%	0.1%	0.1%	0.5%	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.

5-2. Primary Features that Attracted

Figure 13: Primary Features that Attracted Overnight Pleasure Travel Parties to PEI
(Total Overnight Pleasure Parties N = 63,293)



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 (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Beaches and coastline	2.7%	23.4%	34.6%	20.5%	19.1%	25.6%
Natural beauty and pastoral settings	16.2%	18.8%	21.0%	23.2%	12.2%	20.0%
Other features	43.8%	11.7%	12.7%	17.9%	42.7%	18.4%
Restful and relaxing place	28.2%	12.6%	9.5%	15.1%	11.7%	13.1%
Outdoor activities	0.2%	12.1%	7.0%	11.2%	5.9%	8.2%
Golf	0.0%	10.2%	4.1%	6.0%	0.0%	5.0%
Culinary/food-related experiences	0.7%	4.9%	4.4%	4.5%	6.9%	4.4%
Festivals, events, or concerts	7.8%	0.9%	2.6%	0.3%	0.0%	2.1%
World of Anne of Green Gables and L.M. Montgomery	0.0%	3.6%	1.4%	0.9%	0.0%	1.5%
Cultural experiences	0.0%	0.6%	1.4%	0.0%	0.0%	0.7%
Historic sites	0.0%	0.9%	0.5%	0.3%	0.1%	0.4%
Safe and secure place	0.0%	0.2%	0.4%	0.1%	1.3%	0.4%
Acadian cultural experiences	0.0%	0.0%	0.4%	0.0%	0.0%	0.2%
Indigenous cultural experiences	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%

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

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6-1. Entry and Exit Points

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Overnight Pleasure Parties <i>N</i> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Entry Point						
Charlottetown Airport	5.5%	7.4%	8.6%	10.2%	13.5%	8.7%
Confederation Bridge	94.5%	74.2%	73.2%	62.1%	69.5%	72.8%
Wood Islands Ferry Terminal	0.0%	18.4%	18.2%	27.8%	17.0%	18.5%
Exit Point						
Charlottetown Airport	7.0%	7.5%	9.6%	10.5%	11.2%	9.2%
Confederation Bridge	93.0%	67.9%	69.8%	66.6%	76.2%	71.3%
Wood Islands Ferry Terminal	0.0%	24.7%	20.7%	22.9%	12.6%	19.5%
Mix of Entry and Exit Points						
Air only	5.5%	6.9%	8.0%	9.3%	10.8%	8.0%
Bridge only	93.1%	61.7%	60.8%	51.6%	66.6%	62.4%
Ferry only	0.0%	12.3%	9.5%	13.2%	10.1%	10.0%
Bridge and Ferry Mix	0.0%	18.0%	19.4%	23.8%	9.4%	17.6%
Air and Bridge or Ferry Mix	1.4%	1.0%	2.3%	2.1%	3.1%	2.0%

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

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

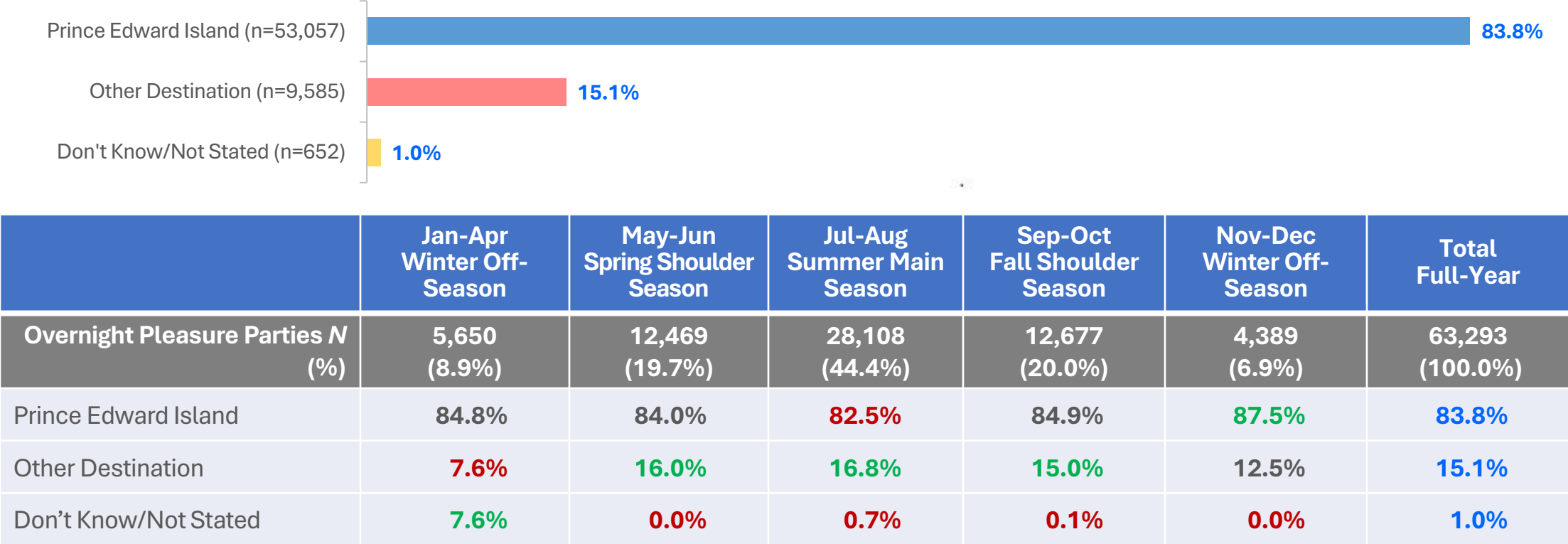
	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Overnight Pleasure Parties <i>N</i> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Rental Vehicle Usage						
Yes	11.4%	11.8%	11.9%	15.1%	2.2%	11.8%
No	88.6%	88.2%	88.1%	84.9%	97.8%	88.2%
Location of the Vehicle Pick-Up	645 (8.6%)	1,473 (19.7%)	3,393 (44.7%)	1,911 (25.6%)	96 (1.3%)	7,464 (100.0%)
Prince Edward Island	25.9%	26.9%	41.5%	43.7%	65.6%	38.1%
New Brunswick	43.5%	2.2%	5.6%	3.8%	0.0%	7.7%
Nova Scotia	30.7%	52.0%	40.8%	47.2%	30.2%	43.6%
Quebec	0.0%	2.2%	4.1%	1.5%	0.0%	2.7%
Ontario	0.0%	2.4%	4.5%	1.6%	0.0%	2.9%
Other Canadian provinces	0.0%	0.0%	0.3%	0.3%	4.2%	0.3%
New England states	0.0%	13.9%	3.1%	1.7%	0.0%	4.6%
Other US states	0.0%	0.4%	0.0%	0.3%	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.

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7-1. Primary Destination of the Trip

Figure 14: Primary Destination of the Trip by PECD Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties N = 63,293)



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> (%)	5,650 (8.9%)		12,469 (19.7%)		28,108 (44.4%)		12,677 (20.0%)		4,389 (6.9%)		63,293 (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	6.34	100.0%	9.19	100.0%	11.67	100.0%	10.03	100.0%	7.32	100.0%	10.07	100.0%
Nights stayed in Prince Edward Island	3.83	60.4%	5.34	58.2%	6.78	58.1%	6.34	63.2%	5.23	71.5%	6.04	60.0%
Nights in paid accommodations in PEI	(1.01)	(26.5%)	(3.45)	(64.5%)	(5.01)	(73.9%)	(3.84)	(60.6%)	(1.37)	(26.2%)	(3.86)	(63.9%)
Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, etc.	(0.79)	(20.7%)	(1.33)	(24.9%)	(1.80)	(26.5%)	(1.22)	(19.2%)	(0.47)	(9.0%)	(1.41)	(23.3%)
Nights stayed in New Brunswick	0.09	1.4%	0.81	8.8%	1.18	10.1%	0.78	7.8%	0.56	7.7%	0.89	8.8%
Nights stayed in Nova Scotia	0.56	8.8%	1.25	13.6%	1.59	13.6%	1.26	12.6%	0.47	6.4%	1.29	12.8%
Nights stayed in Newfoundland and Labrador	0.30	4.7%	0.28	3.1%	0.48	4.1%	0.22	2.2%	0.09	1.2%	0.35	3.4%
Nights stayed in Magdalen Islands	0.00	0.0%	0.45	5.0%	0.32	2.8%	0.19	1.8%	0.22	2.9%	0.28	2.8%
Nights stayed elsewhere	1.56	24.7%	1.05	11.4%	1.31	11.2%	1.24	12.4%	0.76	10.3%	1.23	12.2%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; 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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Region *						
Points East Coastal Drive	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Greater Charlottetown Area	12.7%	19.3%	23.6%	25.5%	23.9%	22.2%
Green Gables Shore	1.4%	12.7%	24.9%	16.2%	12.3%	17.8%
North Cape Coastal Drive	1.2%	6.5%	13.9%	10.0%	13.0%	10.5%
Summerside Area	0.0%	7.5%	12.0%	13.2%	12.0%	10.3%
Red Sands Shore	0.0%	3.9%	4.8%	5.1%	21.3%	5.4%
Total Overnight Stays (Parties)	6,517	18,685	50,356	21,536	8,012	105,106
(%)	(6.2%)	(17.8%)	(47.9%)	(20.5%)	(7.6%)	(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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Total Accumulated Nights Spent by Parties in the Specific Region *						
Points East Coastal Drive	89.6%	77.4%	69.5%	74.5%	75.4%	73.5%
Green Gables Shore	1.0%	7.5%	11.2%	8.8%	2.6%	9.0%
Greater Charlottetown Area	9.0%	7.3%	8.5%	8.1%	8.8%	8.2%
North Cape Coastal Drive	0.3%	3.0%	5.0%	3.4%	4.5%	4.0%
Summerside Area	0.0%	3.2%	4.5%	3.3%	2.3%	3.6%
Red Sands Shore	0.0%	1.6%	1.4%	1.9%	6.5%	1.8%
Total Overnight Stays (Nights)	21,672	66,601	190,560	80,266	22,969	382,068
(%)	(5.7%)	(17.4%)	(49.9%)	(21.0%)	(6.0%)	(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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Average Number of Nights Stayed in PEI	3.83	5.34	6.78	6.34	5.23	6.04
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)						
Points East Coastal Drive	3.44	4.14	4.72	4.72	3.94	4.44
Green Gables Shore	0.04	0.40	0.76	0.56	0.13	0.54
Greater Charlottetown Area	0.34	0.39	0.57	0.51	0.46	0.50
North Cape Coastal Drive	0.01	0.16	0.34	0.21	0.24	0.24
Summerside Area	0.00	0.17	0.30	0.21	0.12	0.22
Red Sands Shore	0.00	0.09	0.09	0.12	0.34	0.11
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)						
Points East Coastal Drive	3.44	4.14	4.72	4.72	3.94	4.44
Green Gables Shore	2.86	3.17	3.06	3.45	1.09	3.05
North Cape Coastal Drive	1.00	2.47	2.42	2.14	1.81	2.31
Greater Charlottetown Area	2.70	2.02	2.43	2.01	1.93	2.24
Summerside Area	0.00	2.26	2.51	1.59	1.00	2.12
Red Sands Shore	0.00	2.20	1.95	2.37	1.60	1.97

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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation *						
Hotel, Motel, or Resort	10.1%	40.1%	22.7%	33.9%	17.2%	26.8%
Home of Friends or Relatives	61.9%	23.0%	17.0%	17.6%	56.7%	25.1%
Cottage or Cabin	9.6%	24.2%	30.6%	23.8%	12.6%	24.9%
Campground/Trailer (RV) Park	0.0%	10.2%	28.3%	9.6%	10.0%	17.2%
B&B or Tourist Home	8.8%	8.6%	11.7%	13.3%	1.3%	10.4%
Inn	3.7%	7.1%	7.7%	13.6%	3.9%	8.2%
Own Property	10.2%	3.4%	3.1%	6.9%	11.6%	5.1%
Other (e.g., hostel)	0.3%	2.5%	2.5%	3.6%	0.9%	2.4%
Total Overnight Stays (Parties)	5,915	14,850	34,720	15,510	5,014	76,009
(%)	(7.8%)	(19.5%)	(45.7%)	(20.4%)	(6.6%)	(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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Total Accumulated Nights Staying at Least One Night in the Specific Type of Accommodation *						
Cottage or Cabin	6.5%	25.0%	25.7%	24.0%	6.7%	23.0%
Home of Friends or Relatives	62.8%	20.8%	14.9%	16.0%	54.9%	21.3%
Campground/Trailer (RV) Park	0.0%	11.5%	27.3%	11.1%	7.2%	18.4%
Hotel, Motel, or Resort	5.6%	25.5%	13.7%	16.5%	13.5%	15.9%
Own Property	12.9%	6.3%	5.4%	16.0%	15.7%	8.8%
B&B or Tourist Home	7.2%	6.3%	7.2%	8.2%	1.0%	6.9%
Inn	4.6%	3.9%	3.4%	6.6%	0.8%	4.1%
Other (e.g., hostel)	0.5%	0.7%	2.3%	1.6%	0.3%	1.6%
Total Overnight Stays (Nights)	21,672	66,601	190,560	80,266	22,969	382,068
(%)	(5.7%)	(17.4%)	(49.9%)	(21.0%)	(6.0%)	(100.0%)

Note: * Results were based on multiple responses.

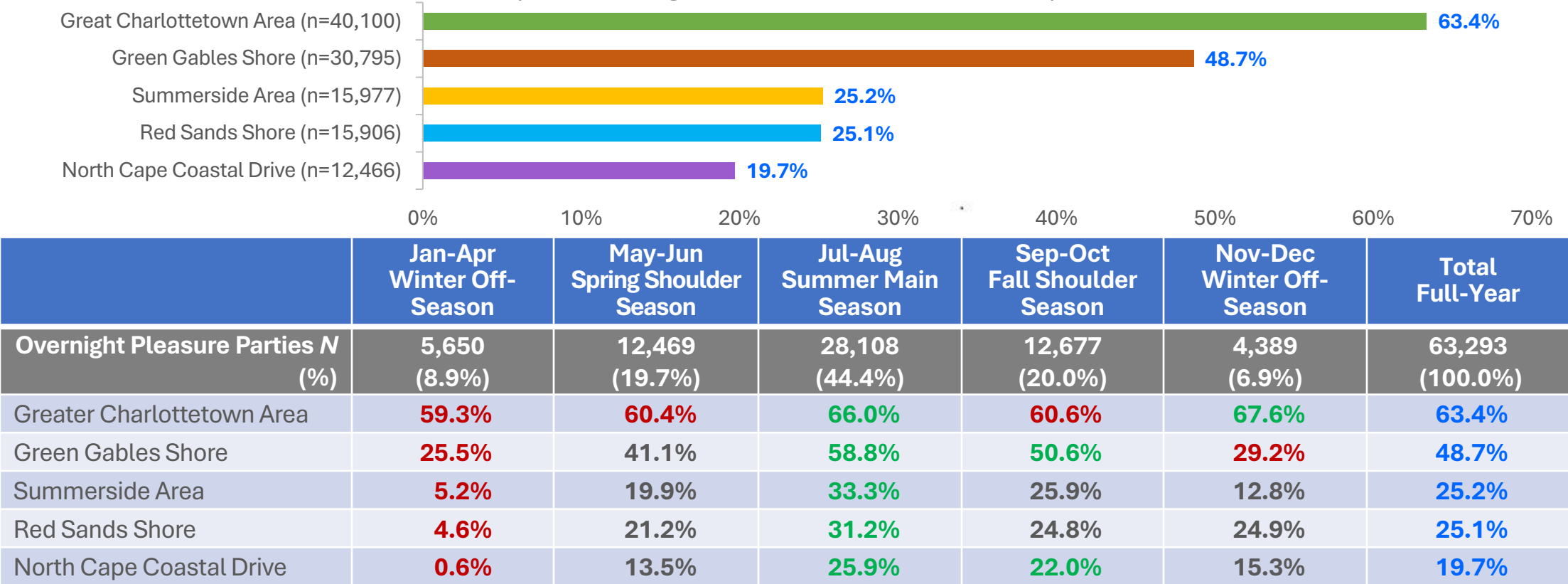
7-6. Average Length of Stay in Type of Accommodation

	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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Average Number of Nights Stayed in PEI	3.83	5.34	6.78	6.34	5.23	6.04
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)						
Cottage or Cabin	0.25	1.34	1.74	1.52	0.35	1.39
Home of Friends or Relatives	2.41	1.11	1.01	1.01	2.87	1.29
Campground/Trailer (RV) Park	0.00	0.62	1.85	0.70	0.38	1.11
Hotel, Motel, or Resort	0.21	1.36	0.93	1.04	0.70	0.96
Own Property	0.49	0.34	0.37	1.02	0.82	0.53
B&B or Tourist Home	0.28	0.34	0.49	0.52	0.05	0.42
Inn	0.18	0.21	0.23	0.42	0.04	0.25
Other (e.g., hostel)	0.02	0.04	0.15	0.10	0.01	0.10
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in Each Accommodation Type)						
Own Property	4.85	9.88	12.05	14.70	7.07	10.43
Campground/Trailer (RV) Park	0.00	6.05	6.54	7.33	3.80	6.46
Cottage or Cabin	2.57	5.52	5.70	6.38	2.80	5.58
Home of Friends or Relatives	3.89	4.82	5.97	5.77	5.07	5.13
Other (e.g., hostel)	5.53	1.53	6.08	2.78	1.47	4.05
B&B or Tourist Home	3.11	3.96	4.16	3.91	4.09	3.98
Hotel, Motel, or Resort	2.10	3.40	4.11	3.07	4.08	3.57
Inn	4.80	2.93	3.00	3.10	1.02	3.03

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 PECD Overnight Pleasure Travel Parties

Figure 15: Other PEI Regions Visited by PECD Overnight Pleasure Travel Parties
(Total Overnight Pleasure Parties N = 63,293)



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



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8-1. Activities Participated in While in PEI

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Overnight Pleasure Parties <i>N</i> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Going to a full-service restaurant	49.7%	63.4%	65.2%	75.7%	41.5%	63.9%
Driving tour (scenic drives/views)	35.4%	64.4%	68.0%	69.2%	39.1%	62.6%
Going to a beach	16.7%	55.5%	77.3%	62.7%	47.6%	62.6%
Sightseeing, appreciating pastoral or rural settings	30.4%	42.5%	58.9%	55.9%	24.5%	50.2%
Sampling local culinary products	24.1%	48.7%	55.6%	59.3%	18.8%	49.6%
Visiting a national or provincial park	14.9%	46.3%	58.6%	51.7%	19.3%	48.2%
Shopping for local products	18.5%	40.3%	55.3%	49.8%	25.0%	45.9%
Visiting friends and/or relatives	70.7%	33.6%	40.3%	36.6%	69.2%	43.0%
Shopping for general merchandise	38.0%	36.1%	45.2%	34.4%	34.3%	39.8%
Seeing natural wonders	8.2%	32.3%	48.3%	43.7%	19.4%	38.7%
Visiting historic/heritage sites, or cultural attractions	7.4%	24.2%	35.3%	28.5%	11.6%	27.6%
Using the Confederation Trail or other trails	1.0%	26.8%	22.6%	33.7%	25.0%	23.9%
Visiting Anne of Green Gables and related attractions	8.1%	14.2%	21.2%	14.8%	7.3%	16.4%
Participating in water-based activities	0.0%	7.9%	25.2%	9.2%	0.3%	14.6%
Going to a museum or art gallery	1.8%	10.8%	18.0%	16.1%	0.4%	13.5%

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.

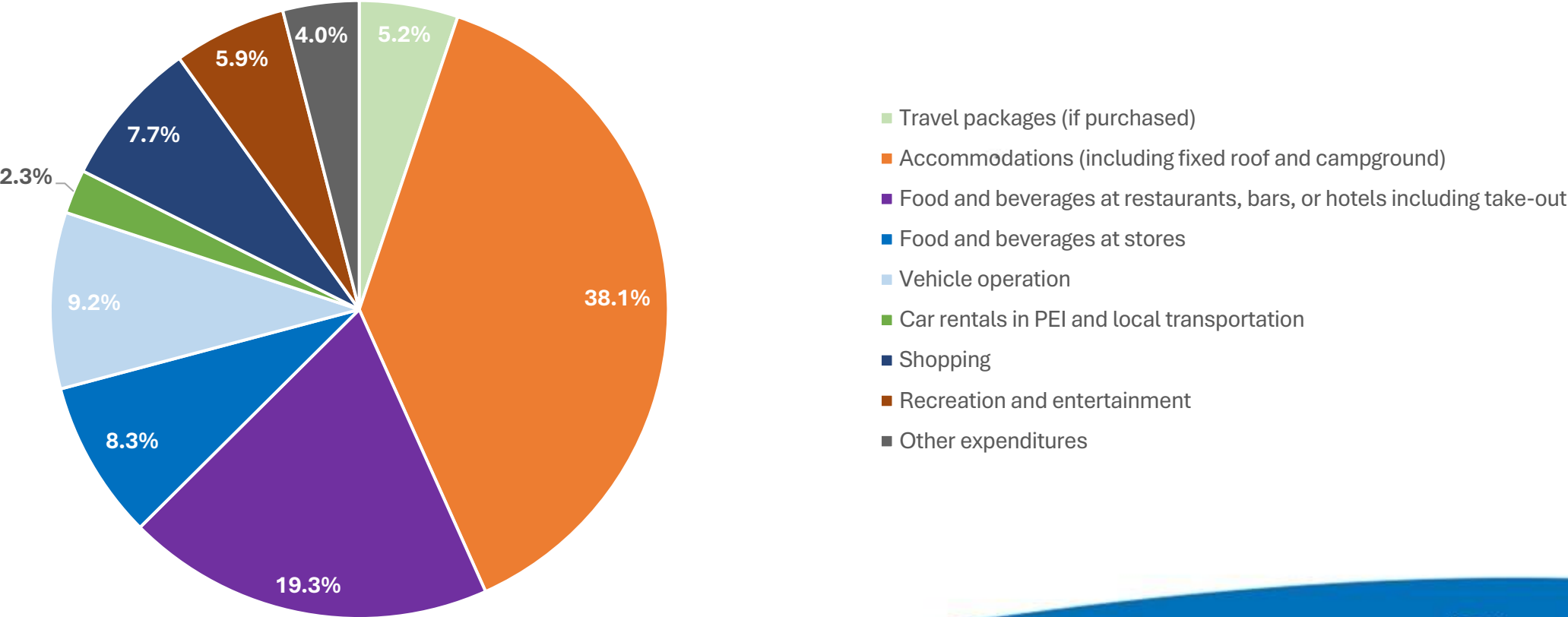
8-1. Activities Participated in While in PEI (cont'd)

	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 <i>N</i> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Attending a festival, event, or concert	16.4%	8.3%	14.8%	11.1%	21.4%	13.4%
Participating in nature-based outdoor activities	5.2%	11.8%	15.7%	13.6%	4.8%	12.8%
Attending a live performance/entertainment	5.5%	4.4%	15.5%	15.1%	9.6%	11.9%
Playing golf (not miniature)	1.6%	16.1%	13.2%	11.7%	0.0%	11.5%
Experiencing night-life activities (bars, nightclubs, etc.)	1.2%	10.2%	8.6%	8.5%	5.7%	8.0%
Other	15.4%	5.0%	7.9%	7.8%	6.0%	7.8%
Visiting a theme, fun or amusement park	0.2%	2.4%	9.1%	1.9%	0.5%	4.9%
Taking part in an authentic PEI experience/hands-on learning activity	0.4%	2.7%	7.3%	5.4%	0.0%	4.9%
Health and wellness activities (yoga, spa, sauna, etc.)	5.1%	0.6%	3.3%	8.1%	4.4%	4.0%
Attending a sports event or tournament (as a spectator)	12.2%	0.8%	2.3%	0.5%	19.8%	3.8%
Participating in recreational fishing or hunting	0.0%	0.8%	5.8%	3.2%	1.1%	3.5%
Participating in recreational motorized activities	0.4%	0.9%	2.5%	1.0%	0.3%	1.5%
Going to a casino/racino	0.0%	1.5%	2.0%	1.0%	0.4%	1.4%
Playing disc golf	0.0%	0.5%	0.3%	0.0%	0.0%	0.2%
Participating in cold-weather activities	2.1%	0.0%	0.0%	0.0%	0.0%	0.2%

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; '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 PECD Overnight Pleasure Travel Parties
(Total Overnight Pleasure Travel Parties N = 63,293 or Total Overnight Pleasure Travellers N= 179,966)



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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Estimated Total Direct Expenditures (\$)	\$4,464,842	\$26,758,433	\$84,099,554	\$28,520,308	\$4,591,258	\$148,434,394
Travel packages (if purchased)	\$356,031	\$3,326,611	\$2,417,285	\$1,452,610	\$115,839	\$7,668,376
Accommodations	\$1,038,182	\$10,170,421	\$33,845,551	\$10,245,308	\$1,297,796	\$56,597,258
Food and beverages at restaurants, bars, or hotels	\$932,752	\$5,097,916	\$15,485,742	\$5,899,576	\$1,161,902	\$28,577,887
Food and beverages at stores	\$356,660	\$1,714,097	\$7,412,047	\$2,254,394	\$603,528	\$12,340,727
Vehicle operation	\$591,694	\$2,226,464	\$7,757,146	\$2,449,610	\$669,579	\$13,694,492
Car rentals in PEI and local transportation	\$71,870	\$681,873	\$2,006,974	\$643,294	\$23,984	\$3,427,995
Shopping	\$649,032	\$1,705,912	\$6,415,936	\$2,291,244	\$383,586	\$11,445,709
Recreation and entertainment	\$238,958	\$1,314,532	\$5,869,730	\$1,066,647	\$274,559	\$8,764,427
Other expenditures	\$229,664	\$520,607	\$2,889,142	\$2,217,626	\$60,485	\$5,917,523

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> (%)	5,650 (8.9%)	12,469 (18.0%)	28,108 (56.4%)	12,677 (19.2%)	4,389 (3.1%)	63,293 (100.0%)
% of Estimated Total Direct Expenditures	(3.0%)	(15.8%)	(64.5%)	(15.8%)	(2.5%)	(100.0%)
Travel packages (if purchased)	8.0%	12.4%	2.9%	5.1%	2.5%	5.2%
Accommodations	23.3%	38.0%	40.2%	35.9%	28.3%	38.1%
Food and beverages at restaurants, bars, or hotels	20.9%	19.1%	18.4%	20.7%	25.3%	19.3%
Food and beverages at stores	8.0%	6.4%	8.8%	7.9%	13.1%	8.3%
Vehicle operation	13.3%	8.3%	9.2%	8.6%	14.6%	9.2%
Car rentals in PEI and local transportation	1.6%	2.5%	2.4%	2.3%	0.5%	2.3%
Shopping	14.5%	6.4%	7.6%	8.0%	8.4%	7.7%
Recreation and entertainment	5.4%	4.9%	7.0%	3.7%	6.0%	5.9%
Other expenditures	5.1%	1.9%	3.4%	7.8%	1.3%	4.0%

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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Average Spending per Party per Visit (\$)	\$790.27	\$2,146.01	\$2,992.01	\$2,249.77	\$1,046.04	\$2,345.19
Travel packages (if purchased)	\$63.02	\$266.79	\$86.00	\$114.59	\$26.39	\$121.16
Accommodations	\$183.76	\$815.66	\$1,204.12	\$808.18	\$295.68	\$894.21
Food and beverages at restaurants, bars, or hotels	\$165.10	\$408.85	\$550.94	\$465.38	\$264.72	\$451.52
Food and beverages at stores	\$63.13	\$137.47	\$263.70	\$177.83	\$137.50	\$194.98
Vehicle operation	\$104.73	\$178.56	\$275.98	\$193.23	\$152.55	\$216.37
Car rentals in PEI and local transportation	\$12.72	\$54.69	\$71.40	\$50.75	\$5.46	\$54.16
Shopping	\$114.88	\$136.81	\$228.26	\$180.74	\$87.39	\$180.84
Recreation and entertainment	\$42.30	\$105.42	\$208.83	\$84.14	\$62.55	\$138.47
Other expenditures	\$40.65	\$41.75	\$102.79	\$174.93	\$13.78	\$93.49
Average Length of Stay (nights)	3.83	5.34	6.78	6.34	5.23	6.04
Average Party Size (persons)	1.88	3.00	3.26	2.45	2.10	2.84
Estimated Number of Overnight Pleasure Travellers	10,645	37,454	91,570	31,097	9,200	179,966

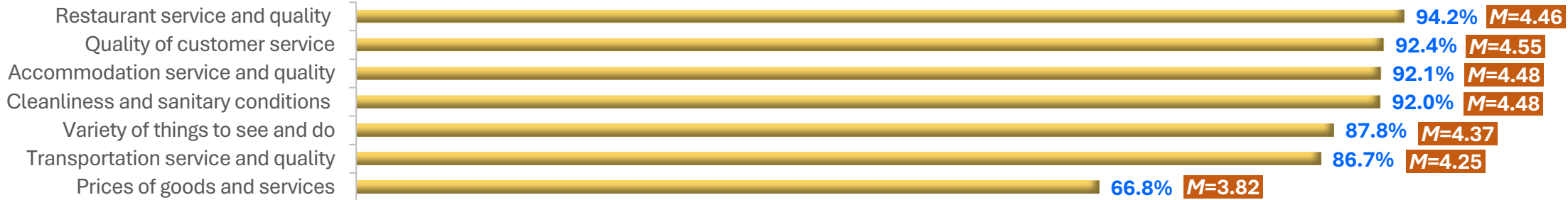
8-4. Average Spending per Person per Night

	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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Average Spending per Person per Visit (\$)	\$109.43	\$133.67	\$135.45	\$144.66	\$95.34	\$136.57
Travel packages (if purchased)	\$8.73	\$16.62	\$3.89	\$7.37	\$2.41	\$7.06
Accommodations	\$25.44	\$50.80	\$54.51	\$51.97	\$26.95	\$52.08
Food and beverages at restaurants, bars, or hotels	\$22.86	\$25.47	\$24.94	\$29.92	\$24.13	\$26.29
Food and beverages at stores	\$8.74	\$8.56	\$11.94	\$11.43	\$12.53	\$11.35
Vehicle operation	\$14.50	\$11.12	\$12.49	\$12.43	\$13.90	\$12.60
Car rentals in PEI and local transportation	\$1.76	\$3.41	\$3.23	\$3.26	\$0.50	\$3.15
Shopping	\$15.91	\$8.52	\$10.33	\$11.62	\$7.97	\$10.53
Recreation and entertainment	\$5.86	\$6.57	\$9.45	\$5.41	\$5.70	\$8.06
Other expenditures	\$5.63	\$2.60	\$4.65	\$11.25	\$1.26	\$5.44
Average Length of Stay (nights)	3.83	5.34	6.78	6.34	5.23	6.04
Average Party Size (persons)	1.88	3.00	3.26	2.45	2.10	2.84
Estimated Number of Overnight Pleasure Travellers	10,645	37,454	91,570	31,097	9,200	179,966

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9-1. Rating of Travel Services

Figure 17: Rating of Travel Services by PECD Overnight Pleasure Travel Parties
(Total Overnight Travel Parties N = 63,293)



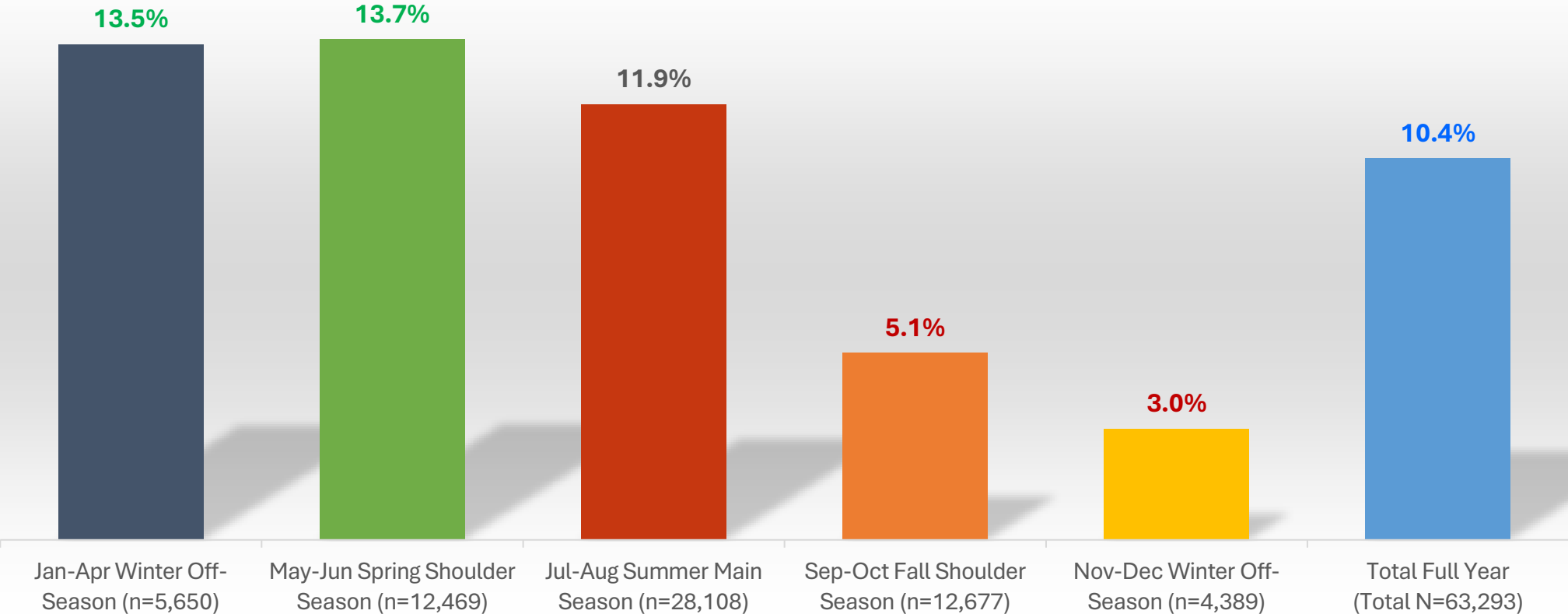
	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Overnight Pleasure Parties N (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Restaurant service and quality	94.6%	94.9%	93.8%	92.9%	99.1%	94.2%
Quality of customer service	87.0%	90.9%	95.4%	88.7%	93.6%	92.4%
Accommodation service and quality	98.2%	88.6%	93.6%	91.2%	89.5%	92.1%
Cleanliness and sanitary conditions	82.6%	91.5%	93.9%	91.7%	93.7%	92.0%
Variety of things to see and do	67.7%	83.4%	92.4%	88.0%	87.1%	87.8%
Transportation service and quality	96.8%	89.3%	85.7%	83.0%	87.5%	86.7%
Prices of goods and services	33.7%	72.2%	69.6%	66.2%	75.1%	66.8%

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 PECD 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 PECD Overnight Pleasure Travel Parties
(Total Overnight Travel Parties N = 63,293)



	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 (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
My trip to PEI was a good way to spend my time	87.9%	97.6%	96.3%	98.9%	94.3%	96.2%
I was satisfied with my trip to PEI	95.0%	97.8%	95.4%	95.4%	97.9%	96.0%
PEI was a safe and hygienic destination	96.5%	94.4%	96.5%	97.3%	90.1%	95.8%
My trip to PEI was good value for money spent	82.8%	92.2%	88.7%	93.2%	94.4%	90.2%

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

9-4. Future Behavioural Intentions

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

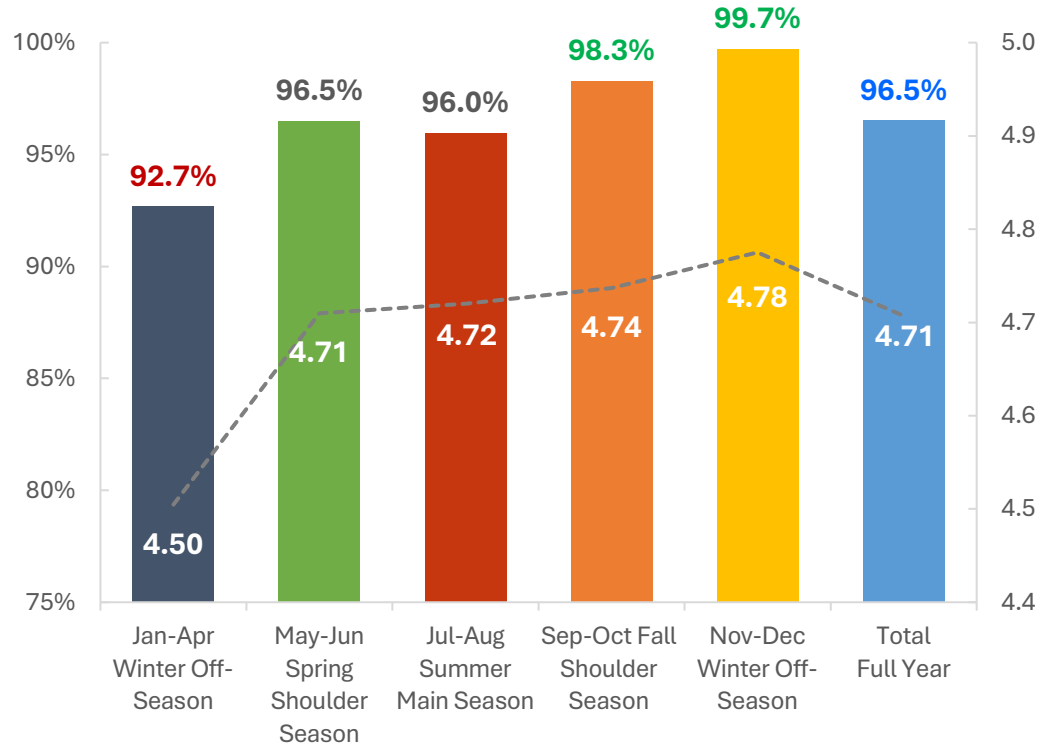
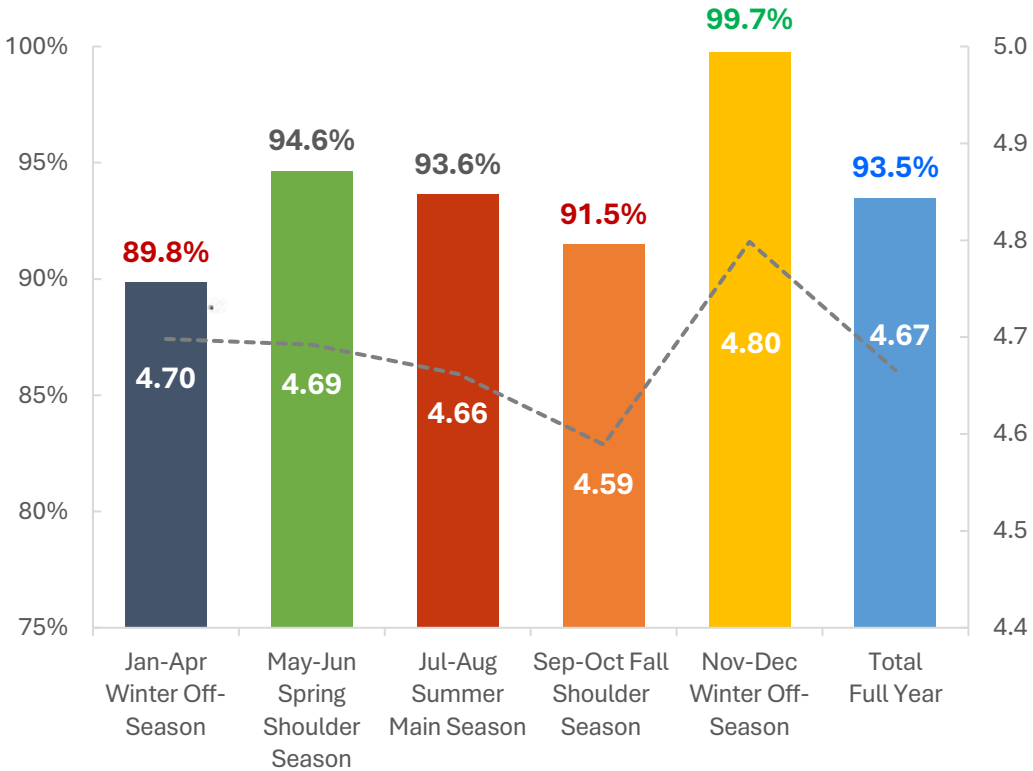


Figure 21: Likelihood of Visiting PEI Again by Season



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

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10. Demographic Characteristics of Respondents

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Overnight Pleasure Parties N (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Gender						
Male	54.1%	50.0%	35.2%	38.5%	29.3%	40.1%
Female	45.8%	50.0%	64.6%	61.5%	70.7%	59.8%
Other	0.1%	0.0%	0.2%	0.0%	0.0%	0.1%
Age						
18 to 24	4.0%	2.1%	1.4%	1.8%	10.2%	2.5%
25 to 34	8.2%	8.9%	10.4%	7.0%	13.7%	9.4%
35 to 44	11.8%	6.7%	13.9%	6.6%	5.5%	10.3%
45 to 54	7.9%	9.6%	13.6%	7.2%	11.9%	10.9%
55 to 64	12.5%	30.5%	25.7%	37.4%	24.2%	27.7%
65 to 74	55.4%	36.2%	27.4%	31.2%	24.4%	32.2%
75 and over	0.2%	6.1%	7.7%	8.8%	10.1%	7.1%
Mother Tongue						
English	83.2%	83.6%	76.1%	84.7%	88.2%	80.8%
French	15.2%	15.1%	20.5%	12.1%	8.6%	16.5%
Other	1.6%	1.3%	3.4%	3.1%	3.2%	2.7%

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 (%)		5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Marital Status							
Single		38.6%	12.1%	13.2%	24.0%	15.8%	17.6%
Married/living common law		60.6%	82.2%	84.3%	73.9%	70.7%	78.7%
Other		0.8%	5.7%	2.5%	2.1%	13.5%	3.7%
Average Number of Children Living in the Household *							
Children 17 years and younger	Valid N	623	1,360	5,649	1,073	546	9,251
	(Valid %)	(11.0%)	(10.9%)	(20.1%)	(8.5%)	(12.4%)	(14.6%)
	Avg. #	2.58	1.55	1.85	1.61	1.66	1.82
Children 18 years and older	Valid N	526	1,920	3,479	1,752	224	7,901
	(Valid %)	(9.3%)	(15.4%)	(12.4%)	(13.8%)	(5.1%)	(12.5%)
	Avg. #	1.72	1.54	1.63	1.45	2.04	1.58

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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Education						
Some school	0.3%	0.0%	0.8%	0.2%	0.0%	0.5%
High school diploma	15.9%	6.9%	5.3%	6.8%	7.7%	7.0%
Some post-secondary	7.3%	5.1%	10.5%	9.3%	9.8%	8.9%
Graduated community/technical college	39.1%	22.3%	21.4%	18.0%	16.7%	22.2%
Graduated university (undergraduate)	26.3%	33.6%	31.9%	35.7%	30.9%	32.4%
Post graduate degree/Professional designation	11.0%	32.1%	30.1%	30.0%	34.9%	29.1%
Employment Status						
Working full time	27.5%	32.2%	45.0%	32.2%	31.8%	37.4%
Working part time or seasonally	10.0%	3.9%	8.3%	6.2%	5.4%	7.0%
Unemployed	0.2%	0.3%	1.6%	0.0%	0.5%	0.8%
Retraining or upgrading	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
Retired	61.6%	60.8%	40.3%	60.1%	51.6%	51.0%
Homemaker	0.0%	1.5%	1.4%	0.6%	0.8%	1.1%
Student	0.7%	0.7%	1.3%	0.6%	9.6%	1.6%
Other	0.0%	0.6%	1.9%	0.3%	0.2%	1.0%

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> (%)	5,650 (8.9%)	12,469 (19.7%)	28,108 (44.4%)	12,677 (20.0%)	4,389 (6.9%)	63,293 (100.0%)
Annual Household Income						
Under \$40,000	23.4%	5.2%	5.6%	3.6%	5.7%	6.7%
\$40,000 to \$59,999	23.4%	9.1%	10.0%	11.4%	12.4%	11.5%
\$60,000 to \$79,999	6.6%	6.8%	11.6%	12.3%	14.1%	10.5%
\$80,000 to \$99,999	17.9%	18.2%	12.3%	18.9%	17.3%	15.6%
\$100,000 to \$124,999	0.4%	22.9%	16.5%	11.3%	22.9%	15.7%
\$125,000 to \$149,999	4.3%	8.5%	9.3%	9.3%	5.6%	8.4%
\$150,000 to \$174,999	5.0%	9.7%	7.1%	7.8%	2.8%	7.3%
\$175,000 to \$199,999	8.4%	3.0%	5.9%	4.2%	1.1%	4.9%
\$200,000 or more	5.3%	6.8%	11.4%	12.1%	9.0%	9.9%
Not Stated	5.2%	9.9%	10.3%	9.0%	9.0%	9.4%