



## **A PROFILE OF DELEGATES OF MEETINGS AND CONVENTIONS IN PRINCE EDWARD ISLAND DURING THE PERIOD FROM MAY 2024 TO APRIL 2025**

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*Prince Edward Island*  
CANADA  
OFFICIAL TRAVEL DESTINATION OF THE NHL®



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# EXECUTIVE SUMMARY

## *Introduction*

- This report is based on a survey of delegates who attended a meeting or convention (MC) in Prince Edward Island (PEI) during the period from May 2024 to April 2025 and provides a profile of delegates by **types of MCs (provincial/regional, national, and international)**.
- **The main purpose of this report is** to provide a full range of statistics on the volume of MCs delegates in PEI during the study period and detailed characteristics of their trips such as travel party size and composition, length of stay, PEI regions visited, type of accommodation used, activities participated in, expenditures, evaluation of PEI as a conference location and as a travel destination, and demographic information about the delegates.
- The information will be used to help **'Meet PEI'** develop a better understanding of delegate metrics and to track pre & post business generated by meetings and conventions in PEI.

## *Summary of Key Indicators*

- During the study period from May 2024 to April 2025, a total of **138 MCs** were held in PEI by 'Meet PEI,' directly contributing **\$22,487,341** (\$6,759,358 for Provincial/Regional focused MCs, \$9,886,084 for National MCs, and \$5,841,899 for International MCs) to PEI's economy.

## EXECUTIVE SUMMARY *(cont'd)*

### *Summary of Key Indicators (cont'd)*

- Of these 138 MCs, 54 (39.1%) were Provincial/Regional focused MCs (hosted by Maritime or Atlantic based groups), 68 (49.3) were National focused MCs (hosted by Canadian Associations), and 16 (11.6%) were International focused MCs (hosted by International based bodies).
- These MCs attracted **21,949 MC delegates**. 9,596 delegates attended Provincial/Regional MCs (43.7%), 8,267 delegates attended National MCs (37.7%), and 4,086 delegates attended International MCs (18.6%).
- On average, **159.1 delegates** attended each MC. 177.1 delegates attended each Provincial/Regional MC, 194.1 delegates attended each National MC, while each International MC attracted 255.4 delegates.
- All MCs were held over an average of **3.62 days**. Provincial/Regional MCs were held over an average of 2.61 days, National MCs averaged 4.09 days, and International MCs were the longest at 5.06 days.
- **The average party size** for all delegates attending the MCs was **1.17 people**. Provincial/Regional MCs was 1.13 people and National MCs was 1.22 people, while International MC delegates had an average party size of 1.18 people.
- Although 21,949 people attended the MCs during the study period, an additional **3,818 people** were travelling with these delegates (**25,767 MC delegates and their immediate party members**).



## EXECUTIVE SUMMARY *(cont'd)*

### *Summary of Key Indicators (cont'd)*

- On average, non-resident delegates were away from home for **4.45 nights** (3.60 nights for Provincial/Regional non-resident delegates, 4.70 night for National, and 5.21 nights for International).
- Overall, on average, all delegates stayed **2.80 nights in PEI**. Of these, 2.31 nights stayed for the purpose of the conference or meeting (82.5%) and 1.80 nights stayed at host or conference affiliated hotel (64.3%).
  - 1) Provincial/Regional MC delegates: 2.08 nights stayed in PEI; 1.89 nights for the purpose of the conference; 1.38 nights at host or conference affiliated hotel
  - 2) National MC delegates: 3.27 nights stayed in PEI; 2.67 nights for the purpose of the conference; 2.09 nights at host or conference affiliated hotel
  - 3) International MC delegates: 3.56 nights stayed in PEI; 2.57 nights for the purpose of the conference; 2.21 nights at host or conference affiliated hotel
- **Average spending per person per night** was **\$291.68** for all delegates: \$267.09 for delegates attending Provincial/Regional MCs, \$285.80 for attendees of National MCs, and \$330.60 for attendees of International MCs.
- **Average spending per party per visit** was **\$1,024.53** for all delegates: \$704.40 for delegates attending Provincial/Regional MCs, \$1,195.86 for attendees of National MCs, and \$1,429.65 for attendees of International MCs.

## EXECUTIVE SUMMARY *(cont'd)*

### *Segments of MCs*

- The figure on page 16 of MC segments by types of MCs across the three dimensions:
  - 1) Market size based on number of parties estimated (relative size of the bubbles),
  - 2) Average length of stay in PEI (same-day delegates considered they stayed one night in PEI), and
  - 3) Average spending per person per night (day).
- ***The high-yield segment*** (the highest average spending per person per night/day) includes “international focused MCs” (\$330.60), with an average length of stays of 3.67 nights and the market size is 10.0 relatively.
- ***The average yield segment*** consists of “National focused MCs” (\$285.80) with an average length of stays of 3.41 nights and the market size is 8.62 relatively.
- The chart shows that “provincial/regional focused MCs” (\$267.08) is in ***the lower yield segment*** and have an average length of stay of 2.34 nights and the market size is 4.26 relatively.

## EXECUTIVE SUMMARY *(cont'd)*

### *Summary Profile of MC Delegates and Their Party Members*

- **21,949 delegates** attended MCs in PEI during the study period. Of these, around **30 percent (6,580)** of delegates were PEI residents.
- 18.4 percent of delegates were from Ontario, 14.0 percent were from New Brunswick, and 13.8 percent were from Nova Scotia. In addition, 3.4 percent were from Quebec and 3.4 percent were from Newfoundland and Labrador while 11.5 percent were from other areas of Canada. Overall, 2.1 percent of delegates were from the United States and 3.3 percent of delegates were from a country other than Canada or the United States.
- **The average party size** for delegates was **1.17 people**, including delegates and their party members. Regarding party composition, while 51.6 percent of delegates attended the MC by her/him self (alone), 21.5 percent travelled PEI with other people, 10.8 percent visited PEI with their friends, and 10.3 percent travelled with their spouse/partner.
- While over one-half (50.7%) of non-resident delegates **entered and exited PEI** through the Confederation Bridge, 43.1 percent entered and exited PEI via airplane at the Charlottetown Airport. A small percentage of delegate parties used the ferry (1.6%).
- There were five main **modes of transportation** used by delegates within PEI: personal own vehicle (used by 48.1% of delegates), walking (30.9%), taxi (20.5%), rental car (14.9%), and conference provided transportation (13.5%).

## EXECUTIVE SUMMARY *(cont'd)*

### *Summary Profile of MC Delegates and Their Party Members (cont'd)*

- Of the **resident delegates (6,580 people; 30% of all delegates)**, 23.1 percent indicated that they stayed overnight for the MC and 72.6 percent travelled more than 40 km or 25 miles (one-way) to attend the MC.
- Of the **non-resident delegates (15,369 people; 70% of all delegates)**, 66.2 percent had previously visited PEI. Of these, 40.4 percent had recently visited PEI and 41.2 percent of repeat visitors had last visited PEI in 2009 or earlier.
- On average, delegates spent **2.80 nights in PEI**. The majority of delegate parties (82.5%) stayed overnight in PEI while attending the meeting/convention (**2.31 nights**). Sixty-four percent of delegate parties stayed at least one night at the host or conference affiliated hotel (**1.80 nights**).
- The Greater Charlottetown Area was by far the most popular region for overnight stays with 80.0 percent of delegate parties staying at least one night in the region.
- About sixty-two percent of overnight delegate parties stayed at least one night at the host or conference affiliated hotel and 21.3 percent stayed at least one night at another hotel, motel or resort. Less than four percent of parties stayed in each of the other accommodation types.



## EXECUTIVE SUMMARY *(cont'd)*

### *Summary Profile of MC Delegates and Their Party Members (cont'd)*

- In terms of **regions visited** while in staying in PEI, the Greater Charlottetown Area was the most popular region for visitation among all delegate parties (84% of delegate parties visited the region), followed by the Points East Coastal Drive region (19.2%), the Green Gables Shore region (17.6%), the Red Sands Shore region (11.3%), Summerside Area (8.0%), and the North Cape Coastal Drive region (4.7%). Note, a “visit” is defined as staying overnight, dining, visiting an attraction, or participating in an activity in the region, and does not include those travelling through the region only.
- Delegates participated in a variety of **activities** while in PEI, either on their own or as part of the MCs. The activities that the most delegates participated in were going to a full-service restaurant (60.4% participated in this activity), shopping for local crafts, souvenirs, antiques (48.7%), sampling local culinary products (41.2%), and driving tour (scenic drives/views) (31.0%), shopping for general merchandise (29.0%), experiencing night-life activities (27.3%), and sightseeing, appreciating pastoral or rural settings (26.1%).
- The majority of delegates gave favourable ratings to various aspects of the conference including hospitality, conference food, host city of conference, destination value, and ease of travel within PEI, among others. trip to PEI.

## EXECUTIVE SUMMARY *(cont'd)*

### *Summary Profile of MC Delegates and Their Party Members (cont'd)*

- Aspects of the trip to PEI, such as the quality of customer service, cleanliness and sanitary conditions, restaurant, accommodation and transportation service and quality, variety of things to see and do, and prices of goods and services, were also rated positively by the vast majority of delegates.
- Only **6.5 percent** of delegates indicated they had experienced a problem or had a **complaint** about their trip to PEI.
- Ninety-four percent of delegates agreed that PEI was a safe and hygienic destination, ninety-two percent of delegates were satisfied with their trip to PEI and 89.3 percent agreed that their trip to PEI was a good way to spend their time.
- The vast majority of delegates indicated they would return to PEI either on a business or conference-related trip or a pleasure trip (93.2%) and indicated they would recommend PEI as a travel destination to others (93.1%).
- About 61 percent of delegates agreed that holding the conference in PEI was an important factor in their decision to attend.

# 1. INTRODUCTION

- ***Meeting and conventions (MCs)*** is a competitive business segment that makes a significant economic contribution to Prince Edward Island (PEI). In addition to understanding its impact on the Island economy, it is imperative that stakeholders have the necessary market knowledge and business intelligence to make strategic and tactical decisions in response to this dynamic sector.
- ***'Meet PEI'*** has engaged the ***'Research and Engagement Division of Tourism PEI'*** to design, administer and collect data from delegates using an on-line survey. In addition, the research team in Tourism PEI has been engaged to analyze the data collected and prepare this report of the delegate profile.
- This report presents data collected via the ***PEI Travel Survey of Meeting and Conventions (MCs) Delegates*** during the study period from May 2024 to April 2025 and provides a profile of delegates by ***types of MCs (provincial/regional, national, and international)***. The information will be used to help 'Meet PEI' develop a better understanding of delegate metrics and to track pre & post business generated by meetings and conventions in PEI.
- ***The main purpose of this report*** is to provide a full range of statistics on the volume of MCs delegates in PEI during the study period and detailed characteristics of their trips such as travel party size and composition, length of stay, PEI regions visited, type of accommodation used, activities participated in, expenditures, evaluation of PEI as a conference location and as a travel destination, and demographic information about the delegates.

## 2. METHODOLOGY

### 2-1. Sampling Procedure and Samples

- Data was collected from a two-step sampling process for online surveys for MCs delegates.
  - 1) Building sampling frame for the online survey: hired survey staff members were scheduled to randomly collect contact information (email address, gender, and delegate origin) at the selected venues **(38 MCs)**.
  - 2) Inviting online surveys: surveys were distributed to collected delegates whose information had been collected on-site **(2,063 delegates/email addresses invited)**.
- Additionally, data was collected from the survey link for the specific MCs which disagreed to collect delegate contact information at the venues **(eight MCs)**.
- Based on information provided by 'Meet PEI,' **138 meetings/conventions** were held in PEI during the study period from May 2024 to April 2025. The samples used for the research accounted for **46 of these meetings (33.3%)**.
- In total, 801 surveys were collected. Of these, **718** were used for the study **(89.6% use rate)**.
- In terms of statistical accuracy, a sample of this size has **a sampling error of  $\pm 3.52$  percent at a 95 percent confidence level**, though the margins of error for the three sub-groups are higher (provincial/regional =  $\pm 7.81\%$ ; national =  $\pm 4.31\%$ ; international =  $\pm 9.44\%$ ). Note that this is a guideline only. The same caution should be applied when interpreting significance testing throughout this report.

## Meetings and Conventions Surveyed, Survey Statistics, Samples, and Margin of Error

	Regional <sup>a)</sup>	National	International	Total		Regional <sup>a)</sup>	National	International	Total
<b>Meetings and Conventions</b>					<b>Sampling Frame and Samples</b>				
<b>Total Number of MCs held by Meet PEI (May 2024 to April 2025)</b>	<b>54</b>	<b>68</b>	<b>16</b>	<b>138</b>	<b>Total Number of Email Addresses Collected for the Sampling Frame</b>	<b>518</b>	<b>1,449</b>	<b>384</b>	<b>2,351</b>
(% of MCs by Types)	(39.1%)	(49.3%)	(11.6%)	(100.0%)	(% of Selected Delegates)	(22.0%)	(61.6%)	(16.3%)	(100.0%)
<b>Number of MCs Surveyed</b>	<b>11</b>	<b>26</b>	<b>9</b>	<b>46</b>	<b>Number of Samples Collected</b>	<b>167</b>	<b>521</b>	<b>113</b>	<b>801</b>
(% of MCs Surveyed)	(23.9%)	(56.5%)	(19.6%)	(100.0%)	(% of Samples Collected)	(20.8%)	(65.0%)	(14.1%)	(100.0%)
Survey Conduct Rate (of all MCs Held)	20.4%	38.2%	56.3%	33.3%	Survey Collection Rate (of all samples collected)	32.2%	36.0%	29.4%	34.1%
<b>Total Number of Delegates</b>	<b>9,596</b>	<b>8,267</b>	<b>4,086</b>	<b>21,949</b>	<b>Number of Samples Used</b>	<b>149</b>	<b>468</b>	<b>101</b>	<b>718</b>
(% of Delegates Attended)	(43.7%)	(37.7%)	(18.6%)	(100.0%)	(% of Samples Used)	(21.0%)	(64.9%)	(14.2%)	(100.0%)
					Use Rate (of all collected samples)	89.2%	90.5%	89.4%	90.1%
					<b>Margin of Error <sup>b)</sup></b>	<b>±7.81</b>	<b>±4.31</b>	<b>±9.44</b>	<b>±3.52</b>

Note: <sup>a)</sup> Regional includes both provincial and regional (Atlantic Canada) MCs. Note that the classification of the MCs does not necessarily reflect the origin of the delegates in attendance. For example, international meetings or conventions may not have included a large proportion of delegates from outside of Canada. The same premise can be applied to regional/provincial and national MCs.

<sup>b)</sup> Margin of error indicates % of the total number of delegates used in each type of MC at the 95% confidence level.



## 2-2. Data Processing and Imputation

- This survey involved many steps of data processing including verification and reliability tests and data imputation:
  - 1) All questionnaires were manually reviewed to determine if they were complete and coherent.
  - 2) Three data sets (resident and non-resident visitor surveys and the anonymous link survey) were captured, re-coded and verified, and then merged together.
  - 3) Electronic verifications were also made to identify any outliers and to correct them.
  - 4) Statistical reliability and validity tests, and consistency controls were also conducted during this process.
  - 5) Some data were imputed. For example, missing travel party size, total nights stayed in PEI (length of stay), and/or total trip spending were imputed if the remainder of the fields on the questionnaire was valid.
  - 6) The target populations were partitioned into five seasons (2024 May-June Spring Shoulder Season, 2024 July-August Summer Season, 2024 September-October Fall Shoulder Season, 2024 November-December Winter Season, and 2025 January-April Winter Season) and three types of MCs (provincial/regional, national, and international focused MCs).
  - 7) Total imputation was carried out for all the factors above and for strata that were outside the scope of the questionnaire distribution.

## 2-3. Bias Adjustment and Weighting the Sample

- Samples were subjected to a bias adjustment process and weighted to align with the total target population (delegates):
  - 1) For estimation purposes, the responses obtained through the questionnaires must be treated as a simple random sample from the total volume in each stratum (by three types of MCs and by five tourism seasons).
  - 2) The data may be subject to some degree of “**distribution bias**” due to the fact that not all categories of delegates are represented in the distribution or to a “**non-response bias**” due to the fact that the individuals replying may not be representative of the delegate population.
  - 3) **Weighting techniques** used in the estimation process attempt to reduce the effect of biases and were also performed to determine aggregate visitor parties’ characteristics. Therefore, using the calculated weights, estimates can be obtained for a variety of trip and visitor characteristics. These estimates take the form of totals, averages and percentages, and can be obtained at different levels.
  - 4) According to the data provided ‘Meet PEI,’ it was estimated that 21,949 delegates based on 138 MCs (54 provincial/regional, 68 national, and 16 international focused MCs) held in PEI during the study period (May 2024 to April 2025). These figures were used to weight the survey data and adjust the survey results. Therefore, results in this report are based on the weighting values rather than on the raw scores of the sample.
  - 5) However, note that results may not reflect all actual responses of each delegate or party because the application of the weighting scheme was based only on the number of delegates by five seasons and three types of MCs, not based on all survey questions.

### 3. KEY INDICATORS

	Regional <sup>a)</sup>	National	International	Total
<b>Meetings and Conventions (MCs) Held by Meet PEI during the Study Period <sup>b)</sup></b>				
<b>Total Number of MCs Held</b>	<b>54</b>	<b>68</b>	<b>16</b>	<b>138</b>
(% of MCs Held)	(39.1%)	(49.3%)	(11.6%)	(100.0%)
<b>Total Number of Delegates Attended</b>	<b>9,596</b>	<b>8,267</b>	<b>4,086</b>	<b>21,949</b>
(% of Delegates)	(43.7%)	(37.7%)	(18.6%)	(100.0%)
<b>Average Number of Delegates per MC</b>	<b>177.1</b>	<b>194.1</b>	<b>255.4</b>	<b>208.9</b>
<b>Total Number of Days Held for All MCs</b>	<b>141</b>	<b>278</b>	<b>81</b>	<b>500</b>
(% of Days)	(28.2%)	(55.6%)	(16.2%)	(100.0%)
<b>Average Number of Days per MC</b>	<b>2.61</b>	<b>4.09</b>	<b>5.06</b>	<b>3.92</b>
<b>Estimated Delegates and Their Travel Party Members <sup>c)</sup></b>				
<b>Average Party Size</b>	<b>1.13</b>	<b>1.22</b>	<b>1.18</b>	<b>1.17</b>
<b>Estimated Total Number of Delegates and Their Travel Party Members</b>	<b>10,834</b>	<b>10,118</b>	<b>4,815</b>	<b>25,767</b>
(% of Delegates and Their Party Members)	(42.0%)	(39.3%)	(18.7%)	(100.0%)

Note: <sup>a)</sup> Regional includes both provincial and regional (Atlantic Canada) MCs.

<sup>b)</sup> Information was provided by Meetings and Conventions PEI.

<sup>c)</sup> Results were estimated by using a mix of the data provided by 'Meet PEI' and the 2024-2025 Prince Edward Island Travel Survey of Meeting and Convention Delegates.

### 3. KEY INDICATORS *(cont'd)*

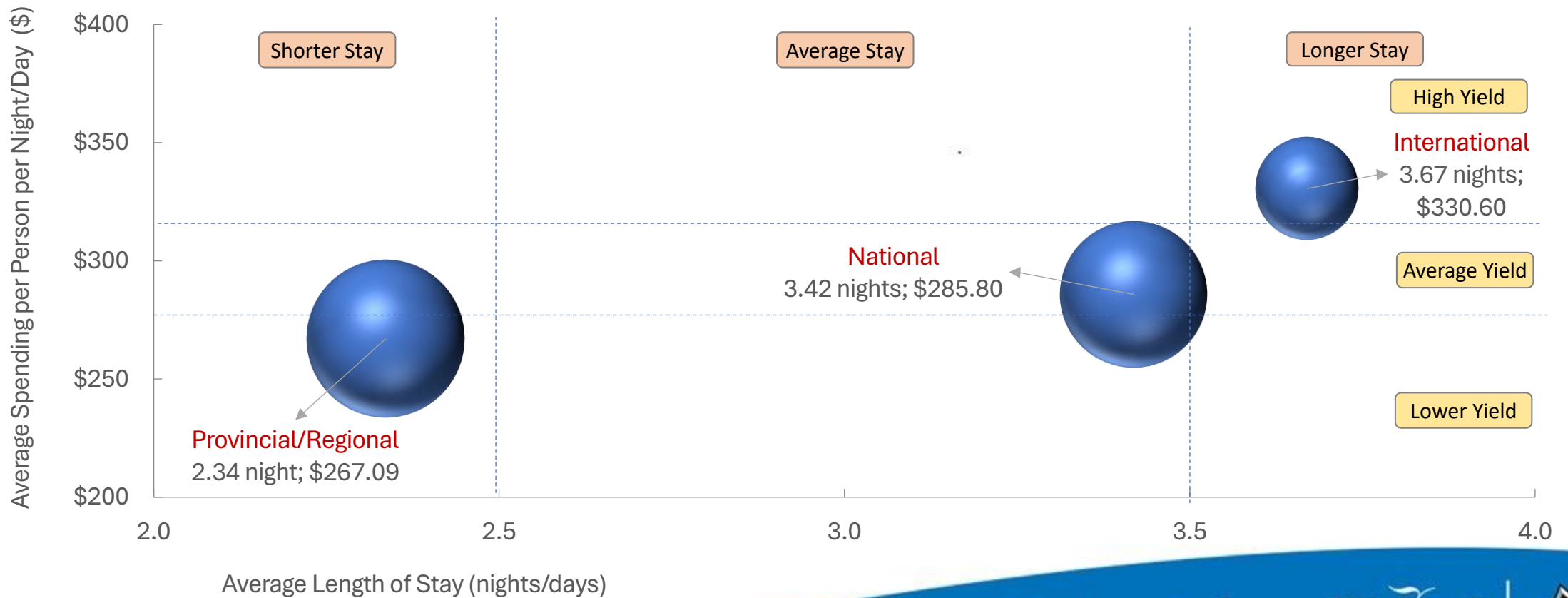
	Regional <sup>a)</sup>	National	International	Total
<b>Estimated Trip Duration <sup>b)</sup></b>				
Average Number of Nights away from Home for the Whole Trip <sup>c)</sup>	3.60	4.70	5.21	4.45
<b>Average Number of Nights Stayed in PEI</b>	<b>2.08</b>	<b>3.27</b>	<b>3.56</b>	<b>2.80</b>
Average Number of Nights Stayed in PEI for the Purpose of the Conference	1.89	2.67	2.57	2.31
Average Number of Nights Stayed at Host or Conference Affiliated Hotel	1.38	2.09	2.21	1.80
<b>Estimated Total Nights Stayed in PEI</b>	<b>19,522</b>	<b>26,758</b>	<b>14,472</b>	<b>60,752</b>
(% of Nights Stayed in PEI)	(32.1%)	(44.0%)	(23.8%)	(100.0%)
<b>Estimated Direct Expenditures <sup>b)</sup></b>				
Average Spending per Person per Night (Day)	\$267.09	\$285.80	\$330.60	\$291.68
Average Spending per Person per Visit	\$623.09	\$977.08	\$1,213.27	\$886.55
Average Spending per Party per Night (Day)	\$387.44	\$498.38	\$474.18	\$462.30
Average Spending per Party per Visit	\$704.40	\$1,195.86	\$1,429.65	\$1,024.53
<b>Estimated Total Direct Expenditures</b>	<b>\$6,759,358</b>	<b>\$9,886,084</b>	<b>\$5,841,899</b>	<b>\$22,487,342</b>
(% of Total Direct Expenditures)	(30.1%)	(44.0%)	(26.0%)	(100.0%)

Note: <sup>a)</sup> Regional includes both provincial and regional (Atlantic Canada) MCs.

<sup>b)</sup> Estimates were based on the results of the 2024-2025 Prince Edward Island Travel Survey of Meeting and Convention Delegates.

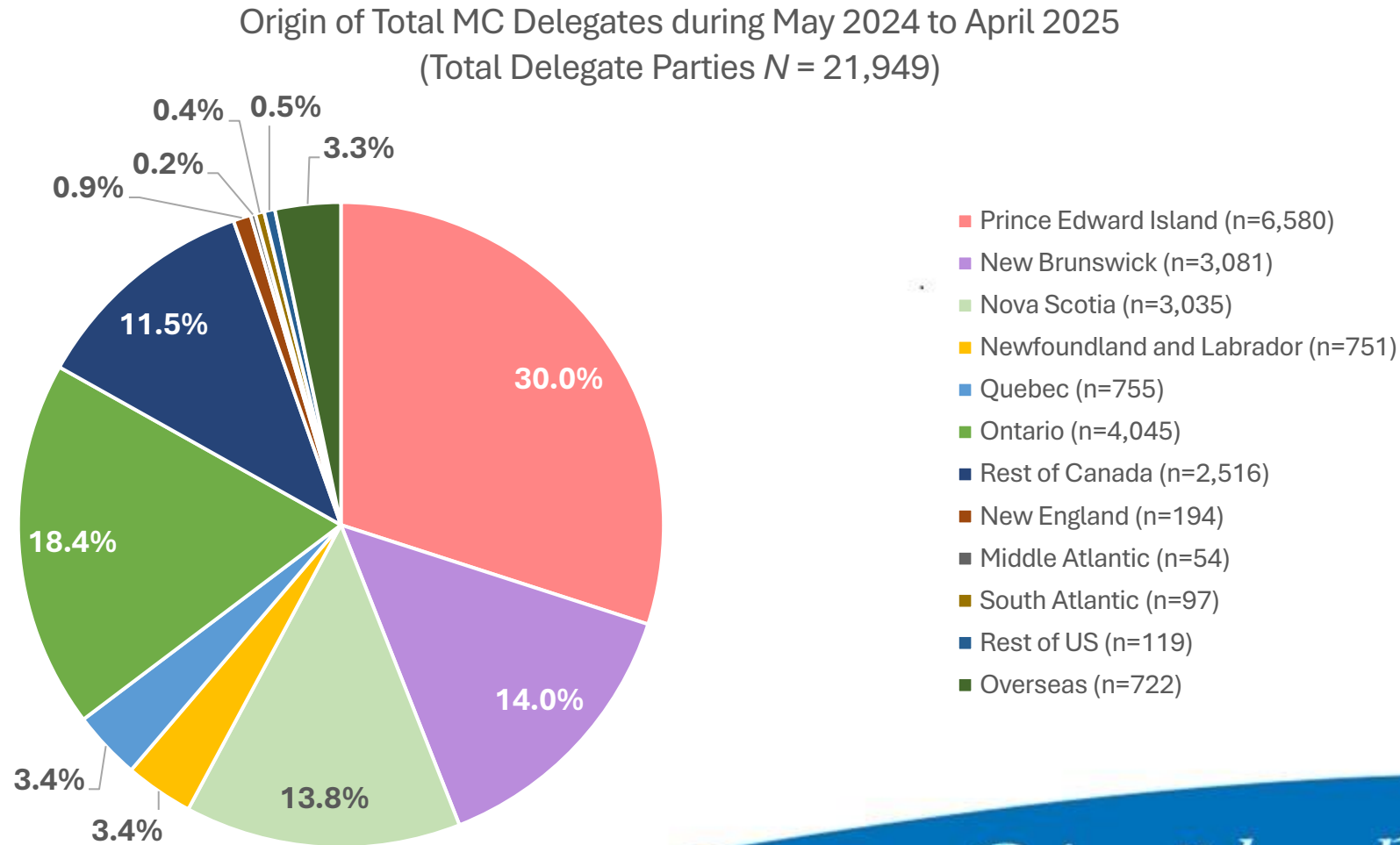
<sup>c)</sup> Results were only for non-resident delegates.

## 4. MC SEGMENTS BY TYPE OF MCS BASED ON MARKET SIZE, LEVEL OF YIELD, AND LENGTH OF STAY





## 5. ORIGIN OF MC DELEGATES



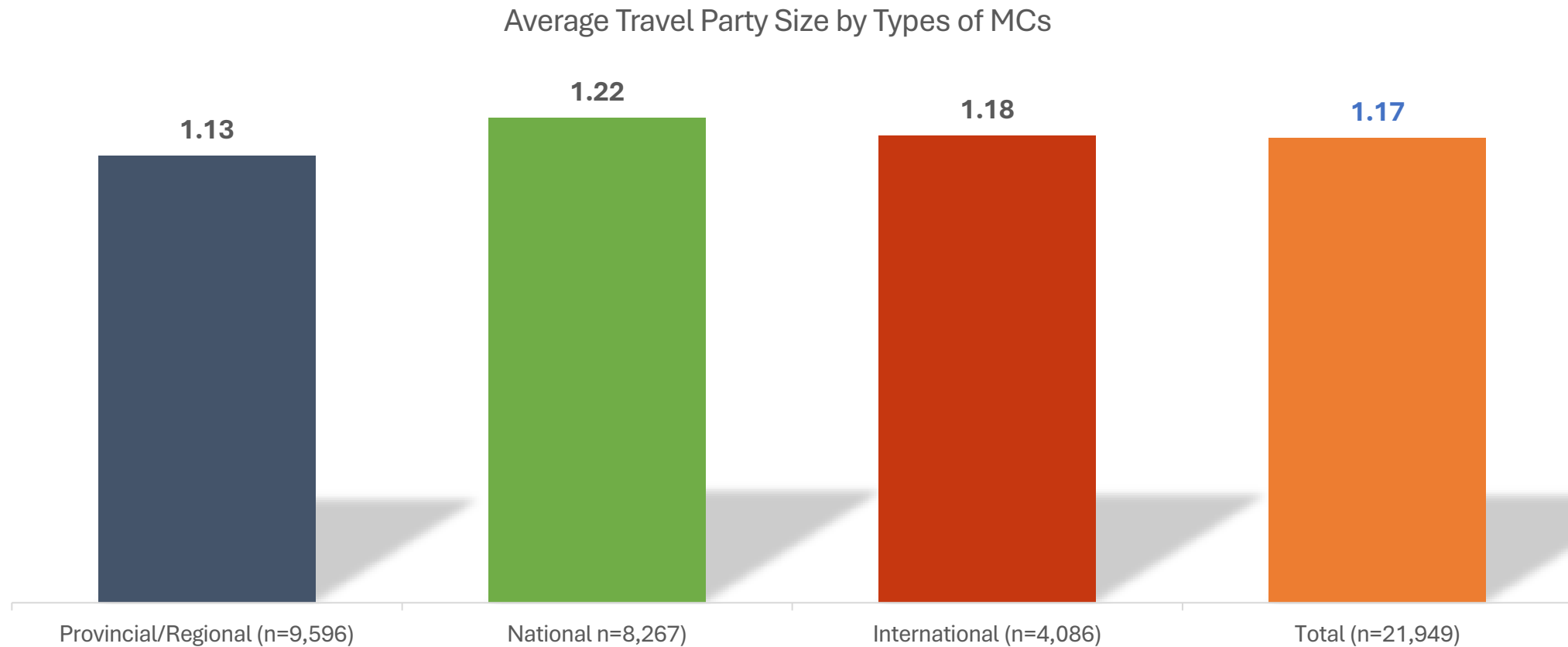
## 5. ORIGIN OF MC DELEGATES *(cont'd)*

	Regional	National	International	Total
Total Delegate Parties <i>N</i> (% of Delegates)	9,596 (43.7%)	8,267 (37.7%)	4,086 (18.6%)	21,949 (100.0%)
<b>Canada</b>	<b>97.6%</b>	<b>97.1%</b>	<b>82.5%</b>	<b>94.6%</b>
Prince Edward Island	<b>46.2%</b>	<b>19.3%</b>	<b>13.4%</b>	<b>30.0%</b>
New Brunswick	<b>18.7%</b>	<b>11.9%</b>	<b>7.4%</b>	<b>14.0%</b>
Nova Scotia	<b>17.4%</b>	<b>13.3%</b>	<b>6.6%</b>	<b>13.8%</b>
Newfoundland and Labrador	<b>6.3%</b>	<b>1.0%</b>	<b>1.7%</b>	<b>3.4%</b>
Quebec	<b>2.0%</b>	<b>4.0%</b>	<b>5.7%</b>	<b>3.4%</b>
Ontario	<b>4.1%</b>	<b>29.3%</b>	<b>30.2%</b>	<b>18.4%</b>
Rest of Canada	<b>2.8%</b>	<b>18.4%</b>	<b>17.6%</b>	<b>11.5%</b>
<b>United States</b>	<b>0.0%</b>	<b>2.1%</b>	<b>7.0%</b>	<b>2.1%</b>
New England	<b>0.0%</b>	<b>1.3%</b>	<b>2.2%</b>	<b>0.9%</b>
Middle Atlantic	<b>0.0%</b>	<b>0.1%</b>	<b>1.1%</b>	<b>0.2%</b>
South Atlantic	<b>0.0%</b>	<b>0.1%</b>	<b>2.1%</b>	<b>0.4%</b>
Rest of US	<b>0.0%</b>	<b>0.6%</b>	<b>1.6%</b>	<b>0.5%</b>
<b>Overseas</b>	<b>2.4%</b>	<b>0.7%</b>	<b>10.5%</b>	<b>3.3%</b>

Note: The data was not weighted by origin information of actual delegates so the results may not reflect the actual origin of non-resident delegates.

**Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other type(s) of MC groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 6. PARTY SIZE AND COMPOSITION



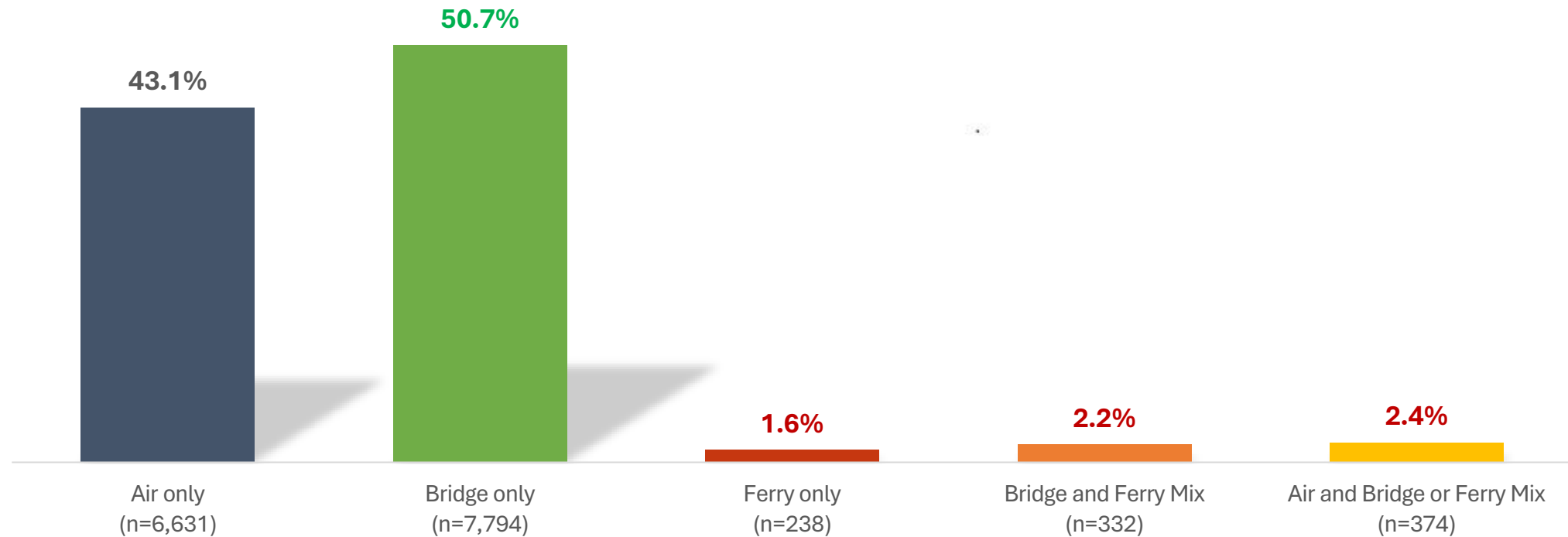
## 6. PARTY SIZE AND COMPOSITION *(cont'd)*

	Regional	National	International	Total
Total Delegate Parties N (% of Delegate Parties)	9,596 (43.7%)	8,267 (37.7%)	4,086 (18.6%)	21,949 (100.0%)
Average Party Size	1.13	1.22	1.18	1.17
Party Composition				
By myself/alone	52.8%	<b>45.8%</b>	<b>60.7%</b>	51.6%
Other	<b>25.1%</b>	<b>16.9%</b>	22.0%	21.5%
With friends	8.7%	<b>17.7%</b>	<b>1.6%</b>	10.8%
With my spouse/partner only (2 people)	<b>9.6%</b>	<b>11.0%</b>	<b>10.6%</b>	10.3%
With other family members (e.g., sister, brother, grandparents)	<b>0.8%</b>	<b>2.3%</b>	1.7%	1.5%
With one or more couples	<b>1.6%</b>	<b>1.8%</b>	<b>0.6%</b>	1.5%
With family and friends	<b>0.4%</b>	<b>2.3%</b>	1.1%	1.3%
As a family (including children under 18)	<b>0.8%</b>	<b>1.7%</b>	<b>0.6%</b>	1.1%
As a family (with no one under 18)	<b>0.0%</b>	0.5%	<b>1.1%</b>	0.4%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other type(s) of MC groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 7. ENTRY AND EXIT POINTS

Overall Mix of Entry and Exit Points for Non-resident Delegate Parties  
(Total Non-resident Delegate Parties  $N = 15,369$ )





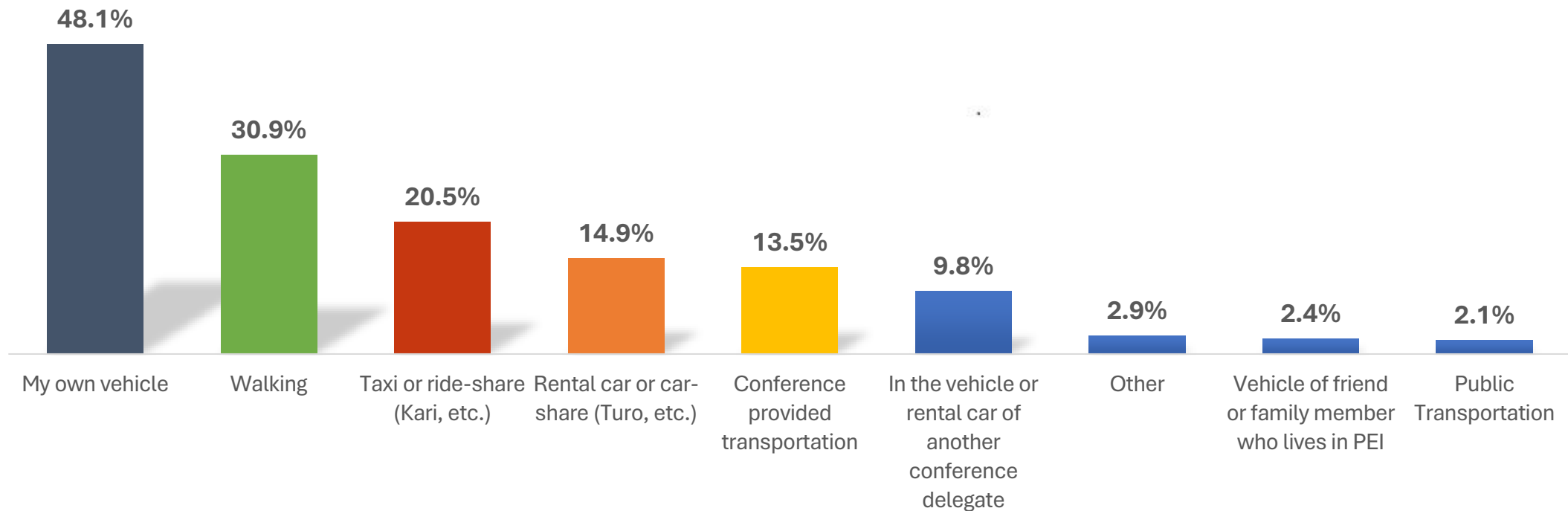
## 7. ENTRY AND EXIT POINTS *(cont'd)*

	Regional	National	International	Total
<b>Non-resident Delegate Parties N</b> (% of Delegate Parties)	<b>5,158</b> (33.6%)	<b>6,672</b> (43.4%)	<b>3,539</b> (23.0%)	<b>15,369</b> (100.0%)
<b>Entry Point</b>				
Charlottetown Airport	<b>18.6%</b>	<b>50.4%</b>	<b>71.4%</b>	<b>44.6%</b>
Confederation Bridge (from New Brunswick)	<b>76.7%</b>	<b>47.8%</b>	<b>26.7%</b>	<b>52.6%</b>
Wood Islands Ferry (from Nova Scotia)	<b>4.7%</b>	<b>1.7%</b>	<b>1.9%</b>	<b>2.8%</b>
<b>Exit Point</b>				
Charlottetown Airport	<b>18.6%</b>	<b>50.1%</b>	<b>70.0%</b>	<b>44.1%</b>
Confederation Bridge (to New Brunswick)	<b>76.7%</b>	<b>48.3%</b>	<b>28.7%</b>	<b>53.3%</b>
Wood Islands Ferry (to Nova Scotia)	<b>4.7%</b>	<b>1.6%</b>	<b>1.3%</b>	<b>2.6%</b>
<b>Mix of Entry and Exit Points</b>				
Air only	<b>18.6%</b>	<b>49.2%</b>	<b>67.6%</b>	<b>43.1%</b>
Bridge only	<b>74.7%</b>	<b>46.5%</b>	<b>23.6%</b>	<b>50.7%</b>
Ferry only	<b>2.8%</b>	<b>1.1%</b>	<b>0.6%</b>	<b>1.6%</b>
Bridge and Ferry Mix	<b>3.9%</b>	<b>0.9%</b>	<b>1.9%</b>	<b>2.2%</b>
Air and Bridge or Ferry Mix	<b>0.0%</b>	<b>2.3%</b>	<b>6.3%</b>	<b>2.4%</b>

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other type(s) of MC groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 8. MODES OF TRANSPORTATION USED WHILE IN PEI AND LOCATION OF THE RENTAL VEHICLE PICK-UP

Overall Modes of Transportation Used While in PEI  
(Total Delegate Parties  $N = 21,949$ )



Note: Results were based on multiple responses.

## 8. MODES OF TRANSPORTATION USED WHILE IN PEI AND LOCATION OF THE RENTAL VEHICLE PICK-UP *(cont'd)*

	Regional	National	International	Total
<b>Total Delegate Parties N</b> (% of Delegate Parties)	<b>9,596</b> (43.7%)	<b>8,267</b> (37.7%)	<b>4,086</b> (18.6%)	<b>21,949</b> (100.0%)
<b>Mode of Transportation Used While in PEI <sup>a)</sup></b>				
My own vehicle	<b>59.0%</b>	45.0%	<b>29.0%</b>	<b>48.1%</b>
Walking	<b>20.1%</b>	32.9%	<b>52.4%</b>	<b>30.9%</b>
Taxi or ride-share (Kari, etc.)	<b>6.3%</b>	27.5%	<b>39.7%</b>	<b>20.5%</b>
Rental car or car-share (Turo, etc.)	<b>11.5%</b>	<b>17.8%</b>	<b>16.9%</b>	<b>14.9%</b>
Conference provided transportation	<b>9.1%</b>	11.5%	<b>27.7%</b>	<b>13.5%</b>
In the vehicle or rental car of another conference delegate	<b>11.9%</b>	8.8%	<b>6.8%</b>	<b>9.8%</b>
Other	<b>3.3%</b>	<b>3.0%</b>	<b>1.7%</b>	<b>2.9%</b>
Vehicle of friend or family member who lives in PEI	2.5%	<b>3.2%</b>	<b>0.6%</b>	<b>2.4%</b>
Public Transportation	<b>0.0%</b>	<b>5.3%</b>	<b>0.5%</b>	<b>2.1%</b>
<b>Location of the Rental Vehicle Pick-Up <sup>b)</sup></b>	<b>1,103</b> (33.8%)	<b>1,473</b> (45.1%)	<b>691</b> (21.2%)	<b>3,267</b> (100.0%)
Prince Edward Island	<b>14.3%</b>	67.5%	<b>90.0%</b>	<b>54.3%</b>
Nova Scotia	<b>40.4%</b>	19.4%	<b>3.3%</b>	<b>23.1%</b>
New Brunswick	<b>41.6%</b>	12.4%	<b>3.3%</b>	<b>20.3%</b>
Ontario	<b>3.6%</b>	<b>0.7%</b>	<b>3.3%</b>	<b>2.2%</b>

Note: <sup>a)</sup> Results were based on multiple responses; <sup>b)</sup> Results were based on only those who had a rental vehicle (n=3,267). **Green**

**Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other type(s) of MC groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

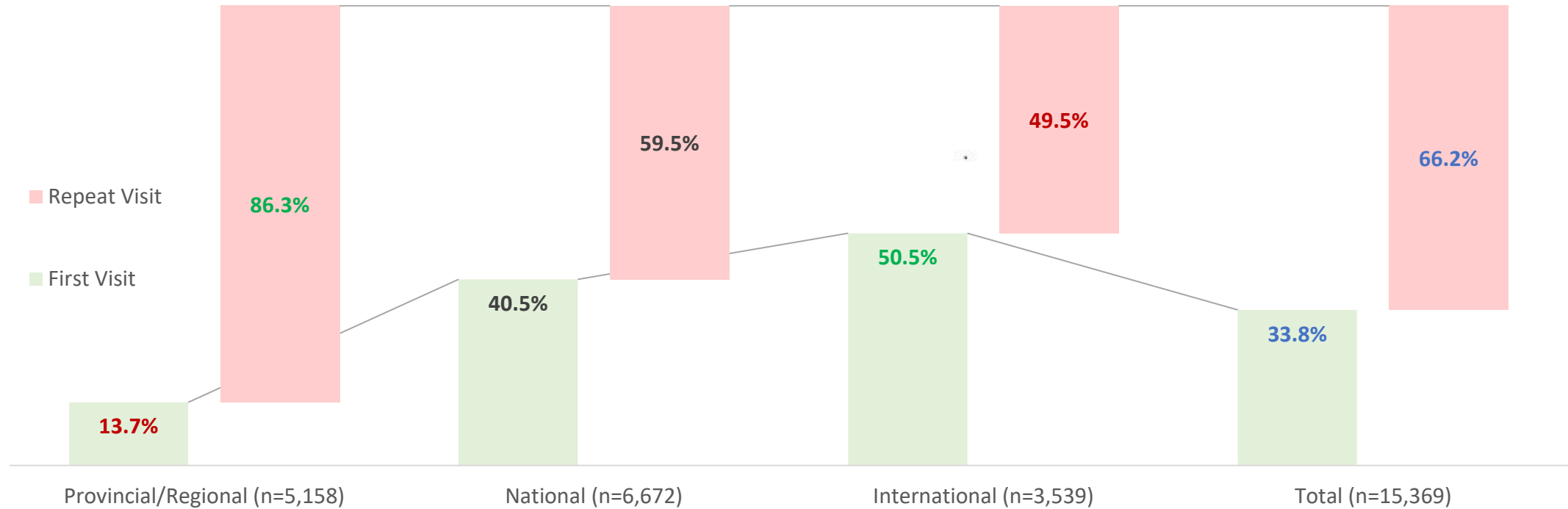
## 9. RESIDENT DELEGATE PARTIES AND THEIR TRAVEL DISTANCE

	Regional	National	International	Total
Resident Delegate Parties <i>N</i> (% of Delegate Parties)	4,438 (67.4%)	1,595 (24.2%)	547 (8.3%)	6,580 (100.0%)
<b>Residency of PEI Resident Delegate Parties</b>				
I live in a region where the MC held or the surrounding area	<b>36.9%</b>	52.7%	<b>67.3%</b>	<b>43.3%</b>
I do not live in a region where the MC held or the surrounding area and drove to the conference every day	33.1%	<b>38.2%</b>	<b>24.5%</b>	<b>33.6%</b>
I do not live in a region where the MC held or the surrounding area and I stayed overnight in paid (e.g., conference hotel or other accommodations) or unpaid (e.g., friend's home, seasonal property) accommodation in the meeting/conference area	<b>30.0%</b>	<b>9.0%</b>	<b>8.2%</b>	<b>23.1%</b>
<b>Travel Distance by PEI Resident Delegate Parties <sup>a)</sup></b>	2,799 (75.0%)	753 (20.2%)	179 (4.8%)	3,731 (100.0%)
Travelled more than 40 kilometres or 25 miles (one-way) to attend event	<b>75.5%</b>	67.2%	<b>50.3%</b>	<b>72.6%</b>
Travelled less than 40 kilometres or 25 miles (one-way) to attend event	<b>24.5%</b>	32.8%	<b>49.7%</b>	<b>27.4%</b>

Note: a) Results were based on those who did not live a region where the MC held or the surrounding area ( $n=3,731$ ); **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other type(s) of MC groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 10. TYPE OF VISITATION

Type of Visitation for Non-resident Delegate Parties by Types of MCs



Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other type(s) of MC groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.



## 10. TYPE OF VISITATION *(cont'd)*

	Regional	National	International	Total
Non-resident Delegate Parties <i>N</i> (% of Delegate Parties)	4,450 (43.7%)	3,972 (39.0%)	1,751 (17.2%)	10,173 (100.0%)
Last Trip to PEI <sup>a)</sup>				
This year (earlier in 2024)	<b>12.0%</b>	18.2%	<b>19.8%</b>	15.7%
One year ago (2023)	<b>26.2%</b>	24.0%	<b>22.3%</b>	24.7%
Two years ago (2022)	<b>10.4%</b>	7.1%	<b>5.1%</b>	8.2%
Three years ago (2021)	4.9%	<b>2.5%</b>	<b>10.7%</b>	5.0%
Four years ago (2020)	<b>2.7%</b>	4.0%	<b>14.6%</b>	5.2%
Five or more years ago (2019 & earlier)	<b>43.9%</b>	<b>44.1%</b>	<b>27.4%</b>	41.2%
Average Number of Times Visited PEI in the Past Five Years <sup>a)</sup>				
Mean Value (Grouped Median)	<b>2.89</b> (2.03)	<b>2.84</b> (1.94)	<b>2.78</b> (1.63)	2.85 (1.91)

Note: <sup>a)</sup> Results were based on those who were repeaters (*n*=10,173); **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other type(s) of MC groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 11. TRIP DURATION

	Regional	National	International	Total
<b>Total Delegate Parties <i>N</i> (% of Delegate Parties)</b>	<b>9,596 (43.7%)</b>	<b>8,267 (37.7%)</b>	<b>4,086 (18.6%)</b>	<b>21,949 (100.0%)</b>
<b>Average Trip Duration</b>				
Total Nights away from Home <sup>a)</sup>	<b>3.60</b>	<b>4.70</b>	<b>5.21</b>	<b>4.45</b>
Nights stayed in PEI <sup>b)</sup>	<b>2.08</b>	<b>3.27</b>	<b>3.56</b>	<b>2.80</b>
Nights stayed for the Conference <sup>b)</sup>	<b>1.89</b>	<b>2.67</b>	<b>2.57</b>	<b>2.31</b>
Nights stayed at the Host or Conference Affiliated Hotel <sup>b)</sup>	<b>1.38</b>	<b>2.09</b>	<b>2.21</b>	<b>1.80</b>

Note: <sup>a)</sup> Results were based on those who were non-resident delegate parties ( $n=15,369$ ) while <sup>b)</sup> were based on all delegate parties ( $n=21,949$ ); **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other type(s) of MC groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 12. OVERNIGHT STAYS IN PEI REGIONS

	Regional	National	International	Total
<b>Overnight Non-resident Delegate Parties N (% of Delegate Parties)</b>	<b>4,915 (33.2%)</b>	<b>6,415 (43.3%)</b>	<b>3,473 (23.5%)</b>	<b>14,803 (100.0%)</b>
<b>Total Accumulated Parties Staying at Least One Night in the Specific Region</b>				
Greater Charlottetown Area	69.4%	85.0%	84.7%	<b>80.0%</b>
Summerside	9.7%	1.7%	0.0%	<b>3.8%</b>
North Cape Coastal Drive	0.0%	5.7%	0.0%	<b>2.5%</b>
Green Gables Shore	0.0%	2.0%	6.0%	<b>2.3%</b>
Red Sands Shore	1.6%	0.7%	0.5%	<b>0.9%</b>
Points East Coastal Drive	19.3%	5.0%	8.8%	<b>10.5%</b>
<b>Total Overnight Stays (Parties)</b>	<b>4,993 (31.7%)</b>	<b>6,826 (43.4%)</b>	<b>3,915 (24.9%)</b>	<b>15,734 (100.0%)</b>
<b>Total Accumulated Nights Spent by Parties in the Specific Region</b>				
Greater Charlottetown Area	72.9%	87.7%	79.0%	<b>81.3%</b>
Summerside	12.5%	1.0%	0.0%	<b>4.0%</b>
North Cape Coastal Drive	0.0%	4.2%	0.0%	<b>1.9%</b>
Green Gables Shore	0.0%	2.0%	14.8%	<b>4.7%</b>
Red Sands Shore	1.0%	0.7%	0.4%	<b>0.7%</b>
Points East Coastal Drive	13.5%	4.4%	5.7%	<b>7.3%</b>
<b>Total Overnight Stays (Nights)</b>	<b>15,428 (28.2%)</b>	<b>25,226 (46.1%)</b>	<b>14,024 (25.6%)</b>	<b>54,678 (100.0%)</b>

Note: Results were based on overnight non-resident delegate parties only (n=14,803).

## 13. OVERNIGHT STAYS IN TYPE OF ACCOMMODATIONS USED

	Regional	National	International	Total
<b>Overnight Resident and Non-resident Delegate Parties N (% of Delegate Parties)</b>	<b>7,146 (40.1%)</b>	<b>7,057 (39.6%)</b>	<b>3,629 (20.4%)</b>	<b>17,832 (100.0%)</b>
<b>Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation</b>				
Host or Conference Affiliated Hotel	57.6%	62.9%	65.6%	<b>61.5%</b>
Other Hotel, Motel, or Resort	27.7%	15.2%	21.6%	<b>21.3%</b>
Inn	4.7%	3.4%	1.6%	<b>3.5%</b>
B&B or Tourist Home	0.0%	4.7%	1.1%	<b>2.1%</b>
Cottage or Cabin	0.0%	4.5%	1.0%	<b>2.0%</b>
Campground or Trailer (RV) Park	0.6%	0.1%	0.0%	<b>0.3%</b>
Home of Friends or Relatives	1.6%	3.4%	5.4%	<b>3.2%</b>
Own Property (cottage, second home, etc.)	1.1%	2.0%	0.5%	<b>1.3%</b>
Other (e.g., hostel)	6.7%	3.8%	3.1%	<b>4.8%</b>
<b>Total Overnight Stays (Parties)</b>	<b>7,180 (27.6%)</b>	<b>7,639 (40.0%)</b>	<b>4,282 (20.4%)</b>	<b>19,101 (100.0%)</b>
<b>Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation</b>				
Host or Conference Affiliated Hotel	67.6%	64.7%	62.3%	<b>65.1%</b>
Other Hotel, Motel, or Resort	21.5%	11.6%	15.5%	<b>15.7%</b>
Inn	3.3%	3.2%	1.5%	<b>2.8%</b>
B&B or Tourist Home	0.0%	5.5%	1.4%	<b>2.8%</b>
Cottage or Cabin	0.0%	4.5%	0.9%	<b>2.2%</b>
Campground or Trailer (RV) Park	0.6%	0.1%	0.0%	<b>0.2%</b>
Home of Friends or Relatives	1.2%	3.0%	13.6%	<b>4.9%</b>
Own Property (cottage, second home, etc.)	0.4%	3.1%	0.6%	<b>1.7%</b>
Other (e.g., hostel)	5.4%	4.3%	4.1%	<b>4.6%</b>
<b>Total Overnight Stays (Nights)</b>	<b>19,522 (32.1%)</b>	<b>26,758 (44.0%)</b>	<b>14,472 (23.8%)</b>	<b>60,752 (100.0%)</b>

Note: Results were based on overnight resident and non-resident delegate parties only (n=17,832).

## 14. PEI REGIONS VISITED

	Regional	National	International	Total
<b>Total Delegate Parties N (% of Delegate Parties)</b>	<b>9,596 (43.7%)</b>	<b>8,267 (37.7%)</b>	<b>4,086 (18.6%)</b>	<b>21,949 (100.0%)</b>
Greater Charlottetown Area	<b>78.6%</b>	<b>88.0%</b>	<b>87.7%</b>	<b>83.9%</b>
Points East Coastal Drive	<b>24.1%</b>	<b>14.4%</b>	<b>17.2%</b>	<b>19.2%</b>
Green Gables Shore	<b>7.5%</b>	<b>23.9%</b>	<b>28.6%</b>	<b>17.6%</b>
Red Sands Shore	<b>8.8%</b>	<b>14.1%</b>	<b>11.5%</b>	<b>11.3%</b>
Summerside Area	<b>8.3%</b>	<b>10.1%</b>	<b>2.8%</b>	<b>8.0%</b>
North Cape Coastal Drive	<b>0.0%</b>	<b>9.2%</b>	<b>6.6%</b>	<b>4.7%</b>

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



## 15. ACTIVITIES PARTICIPATED IN

	Regional	National	International	Total
<b>Non-resident Delegate Parties N (% of Delegate Parties)</b>	<b>5,158 (33.6%)</b>	<b>6,672 (43.4%)</b>	<b>3,539 (23.0%)</b>	<b>15,369 (100.0%)</b>
Going to a full-service restaurant	<b>49.8%</b>	<b>65.3%</b>	<b>66.3%</b>	<b>60.4%</b>
Shopping for local products (crafts/souvenirs/antiques, etc.)	<b>39.3%</b>	<b>54.1%</b>	<b>52.2%</b>	<b>48.7%</b>
Sampling local culinary products	<b>25.9%</b>	<b>50.1%</b>	<b>46.8%</b>	<b>41.2%</b>
Driving tour (scenic drives/views)	<b>19.2%</b>	<b>40.8%</b>	<b>29.9%</b>	<b>31.0%</b>
Shopping for general merchandise	<b>26.5%</b>	<b>32.4%</b>	<b>26.1%</b>	<b>29.0%</b>
Experiencing night-life activities (bars, nightclubs, etc.)	<b>25.8%</b>	<b>20.5%</b>	<b>42.1%</b>	<b>27.3%</b>
Sightseeing, appreciating pastoral or rural settings	<b>19.5%</b>	<b>33.2%</b>	<b>22.4%</b>	<b>26.1%</b>
Visiting historic/heritage sites, or cultural attractions	<b>12.7%</b>	<b>26.5%</b>	<b>34.5%</b>	<b>23.7%</b>
Going to a beach	<b>7.0%</b>	<b>29.5%</b>	<b>24.5%</b>	<b>20.8%</b>
Visiting a national or provincial park	<b>5.8%</b>	<b>22.6%</b>	<b>24.8%</b>	<b>17.5%</b>
Seeing natural wonders	<b>8.5%</b>	<b>19.6%</b>	<b>24.1%</b>	<b>16.9%</b>
Visiting friends and/or relatives	<b>15.6%</b>	<b>16.2%</b>	<b>17.7%</b>	<b>16.3%</b>
Going to a casino/racino (Charlottetown or Summerside)	<b>19.7%</b>	<b>2.8%</b>	<b>21.3%</b>	<b>12.7%</b>
Attending other festival(s), event(s), or concert(s)	<b>16.9%</b>	<b>9.7%</b>	<b>4.5%</b>	<b>10.9%</b>
Using the Confederation Trail or other trails	<b>7.3%</b>	<b>10.7%</b>	<b>15.0%</b>	<b>10.5%</b>

Note: Results were based on those who were non-resident delegate parties (n=15,369) and multiple responses; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other type(s) of MC groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

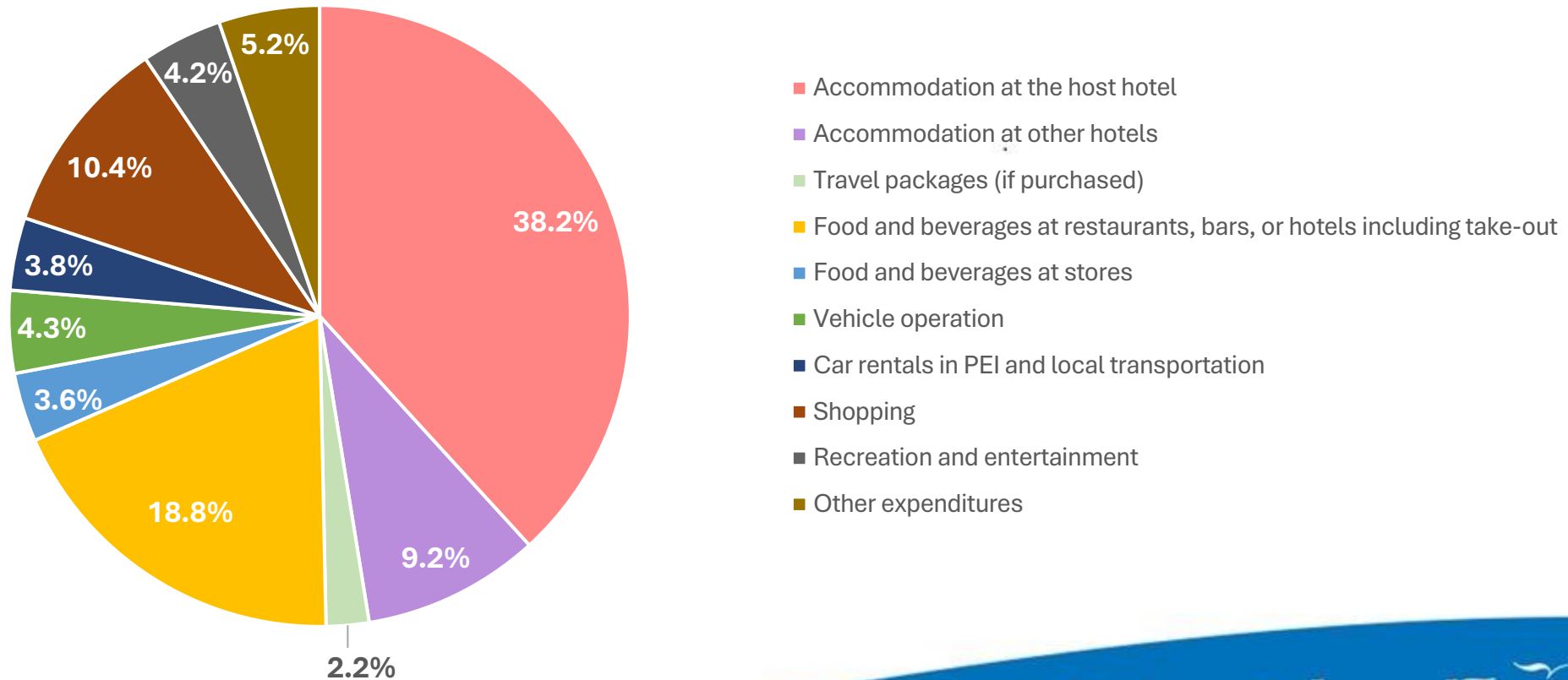
## 15. ACTIVITIES PARTICIPATED IN *(cont'd)*

	Regional	National	International	Total
<b>Non-resident Delegate Parties <i>N</i></b> <b>(% of Delegate Parties)</b>	<b>5,158</b> <b>(33.6%)</b>	<b>6,672</b> <b>(43.4%)</b>	<b>3,539</b> <b>(23.0%)</b>	<b>15,369</b> <b>(100.0%)</b>
Going to a museum or art gallery	6.8%	<b>16.5%</b>	<b>4.4%</b>	<b>10.5%</b>
Attending a live performance/entertainment	<b>15.0%</b>	10.1%	<b>3.2%</b>	<b>10.2%</b>
Visiting Anne of Green Gables and/or L. M. Montgomery attractions	<b>7.0%</b>	<b>12.0%</b>	10.8%	<b>10.1%</b>
Health and wellness activities (yoga, spa, sauna, etc.)	<b>2.3%</b>	4.3%	<b>17.9%</b>	<b>6.7%</b>
Attending a sports event or tournament (as a spectator)	<b>9.8%</b>	<b>0.0%</b>	5.3%	<b>4.5%</b>
Playing golf (not miniature)	<b>0.0%</b>	5.5%	<b>7.2%</b>	<b>4.0%</b>
Participating in nature-based outdoor activities	<b>3.8%</b>	<b>4.4%</b>	<b>3.8%</b>	<b>4.0%</b>
Taking part in an authentic PEI experience/hands-on learning activity	<b>1.5%</b>	3.8%	<b>6.6%</b>	<b>3.7%</b>
Participating in water-based outdoor activities	0.8%	1.5%	1.9%	<b>1.3%</b>
Participating in recreational fishing or hunting	0.0%	2.3%	1.3%	<b>1.3%</b>
Visiting a theme, fun or amusement park	0.8%	0.3%	0.6%	<b>0.5%</b>
Participating in recreational motorized activities	0.0%	1.1%	0.0%	<b>0.5%</b>
Participating in cold-weather activities	0.8%	0.1%	0.0%	<b>0.3%</b>
Playing disc golf	0.0%	0.5%	0.0%	<b>0.2%</b>

Note: Results were based on those who were non-resident delegate parties (n=15,369) and multiple responses; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other type(s) of MC groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 16. ESTIMATED DIRECT EXPENDITURES

Breakdown of Total Direct Expenditures by All Delegates and Their Party Members  
(Total Delegate Parties  $N = 21,949$ ; Total Delegates and Their Party Member  $N = 25,767$ )



## 16. ESTIMATED DIRECT EXPENDITURES *(cont'd)*

Estimated Total Direct Expenditure	Regional	National	International	Total
<b>Total Delegate Parties <i>N</i> (% of Delegate Parties)</b>	<b>9,596 (43.7%)</b>	<b>8,267 (37.7%)</b>	<b>4,086 (18.6%)</b>	<b>21,949 (100.0%)</b>
<b>Total Direct Expenditures estimated</b>	<b>\$6,759,358</b>	<b>\$9,886,084</b>	<b>\$5,841,899</b>	<b>\$22,487,342</b>
Accommodation at the host hotel	\$2,972,872	\$3,953,002	\$1,666,956	\$8,592,830
Accommodation at other hotels	\$389,633	\$929,429	\$757,178	\$2,076,241
Travel packages (if purchased)	\$130,444	\$194,525	\$175,695	\$500,664
Food and beverages at restaurants, bars, or hotels	\$1,184,679	\$1,751,335	\$1,285,107	\$4,221,121
Food and beverages at stores	\$240,636	\$385,463	\$180,533	\$806,633
Vehicle operation	\$410,569	\$363,074	\$193,707	\$967,350
Car rentals in PEI and local transportation	\$192,630	\$344,220	\$313,397	\$850,246
Shopping	\$827,801	\$981,859	\$533,790	\$2,343,450
Recreation and entertainment	\$171,566	\$445,567	\$331,930	\$949,063
Other expenditures	\$238,528	\$537,610	\$403,607	\$1,179,744

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

## 16. ESTIMATED DIRECT EXPENDITURES *(cont'd)*

% of Estimated Total Direct Expenditures	Regional	National	International	Total
<b>Total Delegate Parties <i>N</i> (% of Delegate Parties)</b>	<b>9,596 (43.7%)</b>	<b>8,267 (37.7%)</b>	<b>4,086 (18.6%)</b>	<b>21,949 (100.0%)</b>
<b>Total Direct Expenditures estimated</b>	<b>(30.1%)</b>	<b>(44.0%)</b>	<b>(26.0%)</b>	<b>(100.0%)</b>
Accommodation at the host hotel	44.0%	40.0%	28.5%	<b>38.2%</b>
Accommodation at other hotels	5.8%	9.4%	13.0%	<b>9.2%</b>
Travel packages (if purchased)	1.9%	2.0%	3.0%	<b>2.2%</b>
Food and beverages at restaurants, bars, or hotels	17.5%	17.7%	22.0%	<b>18.8%</b>
Food and beverages at stores	3.6%	3.9%	3.1%	<b>3.6%</b>
Vehicle operation	6.1%	3.7%	3.3%	<b>4.3%</b>
Car rentals in PEI and local transportation	2.8%	3.5%	5.4%	<b>3.8%</b>
Shopping	12.2%	9.9%	9.1%	<b>10.4%</b>
Recreation and entertainment	2.5%	4.5%	5.7%	<b>4.2%</b>
Other expenditures	3.5%	5.4%	6.9%	<b>5.2%</b>



## 16. ESTIMATED DIRECT EXPENDITURES *(cont'd)*

Average Spending per Party per Visit	Regional	National	International	Total
<b>Total Delegate Parties <i>N</i> (% of Delegate Parties)</b>	<b>9,596 (43.7%)</b>	<b>8,267 (37.7%)</b>	<b>4,086 (18.6%)</b>	<b>21,949 (100.0%)</b>
<b>Total Direct Expenditures estimated</b>	<b>\$704.40</b>	<b>\$1,195.86</b>	<b>\$1,429.65</b>	<b>\$1,024.53</b>
Accommodation at the host hotel	\$309.81	\$478.17	\$407.94	\$391.49
Accommodation at other hotels	\$40.60	\$112.43	\$185.30	\$94.59
Travel packages (if purchased)	\$13.59	\$23.53	\$43.00	\$22.81
Food and beverages at restaurants, bars, or hotels	\$123.46	\$211.85	\$314.50	\$192.31
Food and beverages at stores	\$25.08	\$46.63	\$44.18	\$36.75
Vehicle operation	\$42.79	\$43.92	\$47.40	\$44.07
Car rentals in PEI and local transportation	\$20.07	\$41.64	\$76.70	\$38.74
Shopping	\$86.27	\$118.77	\$130.63	\$106.77
Recreation and entertainment	\$17.88	\$53.90	\$81.23	\$43.24
Other expenditures	\$24.86	\$65.03	\$98.77	\$53.75
<b>Average Length of Stay (nights/Day) in PEI</b>	<b>2.34</b>	<b>3.42</b>	<b>3.67</b>	<b>2.99</b>
<b>Average Party Size (persons)</b>	<b>1.13</b>	<b>1.22</b>	<b>1.18</b>	<b>1.17</b>
<b>Estimated Number of People</b>	<b>10,834</b>	<b>10,118</b>	<b>4,815</b>	<b>25,767</b>

## 16. ESTIMATED DIRECT EXPENDITURES *(cont'd)*

Average Spending per Person per Night/Day	Regional	National	International	Total
<b>Total Delegate Parties N (% of Delegate Parties)</b>	<b>9,596 (43.7%)</b>	<b>8,267 (37.7%)</b>	<b>4,086 (18.6%)</b>	<b>21,949 (100.0%)</b>
<b>Total Direct Expenditures estimated</b>	<b>\$267.09</b>	<b>\$285.80</b>	<b>\$330.60</b>	<b>\$291.68</b>
Accommodation at the host hotel	\$117.47	\$114.28	\$94.33	\$111.45
Accommodation at other hotels	\$15.40	\$26.87	\$42.85	\$26.93
Travel packages (if purchased)	\$5.15	\$5.62	\$9.94	\$6.49
Food and beverages at restaurants, bars, or hotels	\$46.81	\$50.63	\$72.73	\$54.75
Food and beverages at stores	\$9.51	\$11.14	\$10.22	\$10.46
Vehicle operation	\$16.22	\$10.50	\$10.96	\$12.55
Car rentals in PEI and local transportation	\$7.61	\$9.95	\$17.74	\$11.03
Shopping	\$32.71	\$28.39	\$30.21	\$30.40
Recreation and entertainment	\$6.78	\$12.88	\$18.78	\$12.31
Other expenditures	\$9.43	\$15.54	\$22.84	\$15.30
<b>Average Length of Stay (nights/Day) in PEI</b>	<b>2.34</b>	<b>3.42</b>	<b>3.67</b>	<b>2.99</b>
<b>Average Party Size (persons)</b>	<b>1.13</b>	<b>1.22</b>	<b>1.18</b>	<b>1.17</b>
<b>Estimated Number of People</b>	<b>10,834</b>	<b>10,118</b>	<b>4,815</b>	<b>25,767</b>

## 17. USE AND EVALUATION OF THE VIRTUAL DELEGATE BAG AND PROGRAMS

	Regional	National	International	Total
<b>Total Delegate Parties N (% of Delegate Parties)</b>	<b>9,596 (43.7%)</b>	<b>8,267 (37.7%)</b>	<b>4,086 (18.6%)</b>	<b>21,949 (100.0%)</b>
<b>Use of the Virtual Delegate Bag (Show Your Badge, Come Early Stay Late, Calendar of Events, etc.) <sup>a)</sup></b>				
Yes	<b>9.5%</b>	<b>20.5%</b>	<b>12.8%</b>	<b>14.2%</b>
No	<b>90.5%</b>	<b>79.5%</b>	<b>87.2%</b>	<b>85.8%</b>
<b>Use of Show Your Badge at Local Businesses in PEI <sup>b)</sup></b>	<b>909 (29.1%)</b>	<b>1,693 (54.2%)</b>	<b>523 (16.7%)</b>	<b>3,125 (100.0%)</b>
Yes	<b>30.0%</b>	<b>44.8%</b>	<b>33.8%</b>	<b>38.7%</b>
No	<b>70.0%</b>	<b>55.2%</b>	<b>66.2%</b>	<b>61.3%</b>
<b>Use of Categories of Show Your Badge <sup>c)</sup></b>	<b>273 (22.6%)</b>	<b>758 (62.7%)</b>	<b>177 (14.7%)</b>	<b>1,208 (100.0%)</b>
Experiences (tours, golf, etc.)	<b>28.6%</b>	<b>18.3%</b>	<b>24.9%</b>	<b>21.6%</b>
Food & Drink (restaurants, drinks, local food products, etc.)	<b>100.0%</b>	<b>76.5%</b>	<b>88.1%</b>	<b>83.5%</b>
Gifts / Retail (souvenirs, etc.)	<b>56.8%</b>	<b>60.3%</b>	<b>25.4%</b>	<b>54.4%</b>
Entertainment & Theatre	<b>0.0%</b>	<b>7.3%</b>	<b>11.9%</b>	<b>6.3%</b>

Note: <sup>a)</sup> Results were based on all delegates, <sup>b)</sup> based on those who used the Virtual Delegate Bag (n=3,125), and <sup>c)</sup> based on those who used the Show Your Badge at local businesses in PEI (n=1,208) and based on multiple responses; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other type(s) of MC groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 17. USE AND EVALUATION OF THE VIRTUAL DELEGATE BAG AND PROGRAM *(cont'd)*

	Regional		National		International		Total	
Delegate Parties <i>N</i> (% of Delegate Parties)	909 (29.1%)		1,693 (54.2%)		523 (16.7%)		3,125 (100.0%)	
Ratings of the Aspects of the Virtual Delegate Bag in Free Time in PEI <sup>a)</sup>	% <sup>b)</sup>	<i>M</i> <sup>c)</sup>	% <sup>b)</sup>	<i>M</i> <sup>c)</sup>	% <sup>b)</sup>	<i>M</i> <sup>c)</sup>	% <sup>b)</sup>	<i>M</i> <sup>c)</sup>
Calendar of Events	<b>45.5%</b>	<b>3.54</b>	54.8%	3.72	<b>66.0%</b>	<b>4.11</b>	54.0%	3.73
Regional Guide	<b>41.1%</b>	<b>3.41</b>	56.4%	3.64	<b>61.8%</b>	<b>3.75</b>	52.9%	3.59
Come Early Stay Late Offerings	<b>34.4%</b>	<b>2.83</b>	46.3%	3.59	<b>57.4%</b>	<b>3.62</b>	44.7%	3.38
Show Your Badge Offerings	<b>21.5%</b>	<b>2.70</b>	43.5%	3.37	<b>57.1%</b>	<b>3.53</b>	39.3%	3.21

Note: <sup>a)</sup> Results were based on those who used the Virtual Delegate Bag (*n*=3,125); <sup>b)</sup> Results were based on those who rated each of the items and % indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale; <sup>c)</sup> *M* indicates mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other type(s) of MC groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 18. RATINGS OF THE ASPECTS OF PEI IN RELATION TO THE CONFERENCE

	Regional		National		International		Total	
Total Delegate Parties <i>N</i> (% of Delegate Parties)	9,596 (43.7%)		8,267 (37.7%)		4,086 (18.6%)		21,949 (100.0%)	
	% a)	<i>M</i> b)	% a)	<i>M</i> b)	% a)	<i>M</i> b)	% a)	<i>M</i> b)
Hospitality	<b>94.7%</b>	<b>4.66</b>	<b>97.0%</b>	<b>4.76</b>	<b>98.8%</b>	<b>4.75</b>	<b>96.4%</b>	<b>4.72</b>
Host city of conference	<b>91.5%</b>	<b>4.57</b>	<b>95.8%</b>	<b>4.71</b>	<b>92.4%</b>	<b>4.63</b>	<b>93.3%</b>	<b>4.63</b>
Ease of travel within destination	<b>88.0%</b>	<b>4.49</b>	93.1%	4.55	<b>95.9%</b>	<b>4.48</b>	<b>91.4%</b>	<b>4.51</b>
Conference venue(s)	88.4%	<b>4.57</b>	<b>91.8%</b>	<b>4.56</b>	<b>85.6%</b>	4.48	<b>89.1%</b>	<b>4.55</b>
Additional activities close by	<b>86.8%</b>	<b>4.36</b>	<b>84.3%</b>	<b>4.35</b>	<b>87.3%</b>	<b>4.25</b>	<b>85.9%</b>	<b>4.33</b>
Ease of travel to destination	<b>85.7%</b>	<b>4.44</b>	82.9%	4.35	<b>74.8%</b>	<b>4.10</b>	<b>82.5%</b>	<b>4.34</b>
Conference food	<b>78.1%</b>	<b>4.17</b>	<b>70.0%</b>	<b>4.02</b>	<b>84.3%</b>	<b>4.28</b>	<b>76.3%</b>	<b>4.14</b>

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



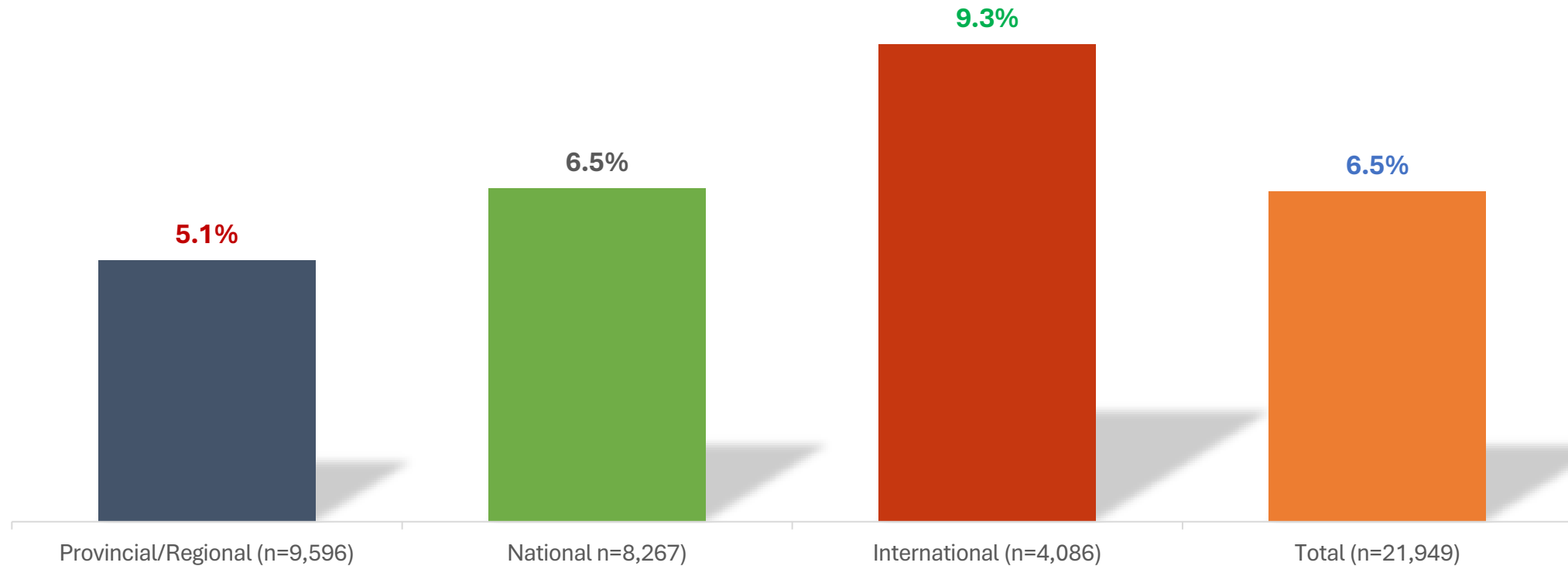
## 19. RATINGS OF THE ASPECTS OF THE TRIP TO PEI

	Regional		National		International		Total	
Total Delegate Parties <i>N</i> (% of Delegate Parties)	9,596 (43.7%)		8,267 (37.7%)		4,086 (18.6%)		21,949 (100.0%)	
	% a)	<i>M</i> b)	% a)	<i>M</i> b)	% a)	<i>M</i> b)	% a)	<i>M</i> b)
Quality of customer service	<b>94.7%</b>	<b>4.64</b>	<b>98.1%</b>	<b>4.69</b>	<b>98.1%</b>	<b>4.62</b>	<b>96.7%</b>	<b>4.65</b>
Cleanliness and sanitary conditions	<b>94.9%</b>	<b>4.65</b>	<b>96.4%</b>	<b>4.66</b>	<b>91.3%</b>	<b>4.49</b>	<b>94.7%</b>	<b>4.62</b>
Restaurant service and quality	<b>88.9%</b>	<b>4.46</b>	<b>94.4%</b>	<b>4.57</b>	<b>96.7%</b>	<b>4.66</b>	<b>92.5%</b>	<b>4.54</b>
Accommodation service and quality	<b>91.4%</b>	<b>4.49</b>	<b>91.2%</b>	<b>4.55</b>	<b>95.2%</b>	<b>4.31</b>	<b>92.1%</b>	<b>4.47</b>
Transportation service and quality	<b>88.4%</b>	<b>4.51</b>	<b>83.7%</b>	<b>4.29</b>	<b>89.0%</b>	<b>4.34</b>	<b>86.7%</b>	<b>4.38</b>
Prices of goods and services	<b>82.9%</b>	<b>4.17</b>	<b>86.2%</b>	<b>4.28</b>	<b>81.4%</b>	<b>4.16</b>	<b>83.8%</b>	<b>4.21</b>
Variety of things to see and do	<b>78.8%</b>	<b>4.22</b>	<b>85.3%</b>	<b>4.35</b>	<b>81.6%</b>	<b>4.06</b>	<b>81.8%</b>	<b>4.24</b>

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

## 20. INSTANCE OF COMPLAINTS

Instance of Complaints by Types of MCs



Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other type(s) of MC groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 21. TRAVEL EVALUATION AND OVERALL SATISFACTION

	Regional		National		International		Total	
Total Delegate Parties <i>N</i> (% of Delegate Parties)	9,596 (43.7%)		8,267 (37.7%)		4,086 (18.6%)		21,949 (100.0%)	
	% a)	<i>M</i> b)	% a)	<i>M</i> b)	% a)	<i>M</i> b)	% a)	<i>M</i> b)
PEI was a safe and hygienic destination	<b>92.2%</b>	<b>4.54</b>	93.9%	<b>4.57</b>	<b>98.1%</b>	<b>4.63</b>	<b>94.0%</b>	<b>4.57</b>
I was satisfied with my trip to PEI	<b>91.2%</b>	<b>4.55</b>	92.3%	<b>4.53</b>	<b>93.1%</b>	<b>4.70</b>	<b>92.0%</b>	<b>4.57</b>
My trip to PEI was a good way to spend my time	<b>87.7%</b>	<b>4.32</b>	89.9%	4.43	<b>90.6%</b>	<b>4.56</b>	<b>89.3%</b>	<b>4.42</b>
My trip to PEI was good value for money spent	82.7%	4.27	<b>83.2%</b>	4.27	<b>81.0%</b>	4.28	<b>82.5%</b>	<b>4.27</b>
PEI is an environmentally sustainable destination	<b>86.1%</b>	<b>4.32</b>	80.1%	4.26	<b>70.6%</b>	<b>4.08</b>	<b>81.1%</b>	<b>4.26</b>
Holding the conference in PEI was an important factor in my decision to attend	<b>52.2%</b>	<b>3.63</b>	<b>69.5%</b>	<b>4.01</b>	62.6%	<b>3.91</b>	<b>60.9%</b>	<b>3.83</b>

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

## 22. FUTURE BEHAVIOURAL INTENTIONS

	Regional		National		International		Total	
Total Delegate Parties <i>N</i> (% of Delegate Parties)	9,596 (43.7%)		8,267 (37.7%)		4,086 (18.6%)		21,949 (100.0%)	
	% a)	<i>M</i> b)	% a)	<i>M</i> b)	% a)	<i>M</i> b)	% a)	<i>M</i> b)
I would return to PEI on a business or conference-related trip	92.6%	4.56	91.7%	4.57	96.5%	4.57	93.2%	4.57
I would recommend PEI as a travel destination to others	92.7%	4.58	91.7%	4.55	97.0%	4.53	93.1%	4.56
I would attend another meeting, convention, conference, etc. in PEI *	90.6%	4.59	90.8%	4.54	90.6%	4.72	90.6%	4.59
I would visit PEI again on a pleasure trip	89.1%	4.39	90.2%	4.50	89.5%	4.34	89.7%	4.42
I would attend this conference again in another location	80.9%	4.24	82.3%	4.22	76.5%	4.10	80.6%	4.20
I would have visited PEI in 2024 even if the conference had not been held there	35.7%	3.00	31.6%	2.79	21.6%	2.10	30.5%	2.69

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

## 23. DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Regional	National	International	Total
<b>Total Delegate Parties N (% of Delegate Parties)</b>	<b>9,596 (43.7%)</b>	<b>8,267 (37.7%)</b>	<b>4,086 (18.6%)</b>	<b>21,949 (100.0%)</b>
<b>Gender</b>				
Male	31.0%	28.2%	44.5%	<b>32.5%</b>
Female	69.0%	71.8%	55.5%	<b>67.5%</b>
<b>Age</b>				
18 to 24	2.3%	7.4%	1.6%	<b>4.1%</b>
25 to 34	15.6%	11.6%	16.8%	<b>14.3%</b>
35 to 44	28.2%	23.1%	28.8%	<b>26.4%</b>
45 to 54	30.8%	24.9%	27.6%	<b>28.0%</b>
55 to 64	19.0%	22.3%	18.5%	<b>20.2%</b>
65 to 74	2.8%	7.5%	4.4%	<b>4.9%</b>
75 and over	1.2%	3.2%	2.2%	<b>2.2%</b>
<b>Mother Tongue</b>				
English	89.0%	90.0%	88.3%	<b>89.3%</b>
French	8.1%	5.6%	2.2%	<b>6.1%</b>
Other	2.8%	4.4%	9.5%	<b>4.7%</b>

## 23. DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS *(cont'd)*

		Regional	National	International	Total
<b>Total Delegate Parties <i>N</i></b> <b>(% of Delegate Parties)</b>		<b>9,596</b> <b>(43.7%)</b>	<b>8,267</b> <b>(37.7%)</b>	<b>4,086</b> <b>(18.6%)</b>	<b>21,949</b> <b>(100.0%)</b>
<b>Marital Status</b>					
Single		26.4%	23.1%	29.9%	<b>25.8%</b>
Married/living common law		70.7%	74.1%	69.6%	<b>71.8%</b>
Other		2.9%	2.8%	0.6%	<b>2.4%</b>
<b>Average Number of Children Living in the Household *</b>					
Children 17 years and younger	Valid <i>N</i>	3,783	2,561	1,456	<b>7,800</b>
	(Valid %)	(39.4%)	(31.0%)	(35.6%)	<b>(35.5%)</b>
	Avg. #	<b>1.63</b>	<b>1.76</b>	<b>1.59</b>	<b>1.66</b>
Children 18 years and older	Valid <i>N</i>	2,402	2,259	537	<b>5,198</b>
	(Valid %)	(25.0%)	(27.3%)	(13.1%)	<b>(23.7%)</b>
	Avg. #	<b>1.26</b>	<b>1.75</b>	<b>1.71</b>	<b>1.52</b>

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'.



## 23. DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS *(cont'd)*

	Regional	National	International	Total
<b>Total Delegate Parties N (% of Delegate Parties)</b>	<b>9,596 (43.7%)</b>	<b>8,267 (37.7%)</b>	<b>4,086 (18.6%)</b>	<b>21,949 (100.0%)</b>
<b>Education</b>				
Some school	0.0%	1.7%	0.0%	<b>0.6%</b>
High school diploma	3.5%	5.8%	4.3%	<b>4.5%</b>
Some post-secondary	3.5%	9.8%	19.0%	<b>8.8%</b>
Graduated community/technical college	19.0%	19.1%	12.8%	<b>17.9%</b>
Graduated university (undergraduate)	34.1%	32.2%	32.2%	<b>33.0%</b>
Post graduate degree/Professional designation	39.8%	31.4%	31.7%	<b>35.2%</b>
<b>Employment Status</b>				
Working full time	89.1%	75.7%	90.2%	<b>84.3%</b>
Working part time or seasonally	2.9%	5.9%	2.6%	<b>4.0%</b>
Unemployed	0.0%	0.9%	0.0%	<b>0.3%</b>
Retired	4.3%	10.8%	5.5%	<b>7.0%</b>
Homemaker	0.0%	0.1%	0.0%	<b>0.0%</b>
Student	3.7%	4.9%	1.6%	<b>3.8%</b>
Other	0.0%	1.8%	0.0%	<b>0.7%</b>

## 23. DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS *(cont'd)*

	Regional	National	International	Total
<b>Total Delegate Parties <i>N</i> (% of Delegate Parties)</b>	<b>9,596 (43.7%)</b>	<b>8,267 (37.7%)</b>	<b>4,086 (18.6%)</b>	<b>21,949 (100.0%)</b>
<b>Annual Household Income</b>				
Under \$40,000	5.7%	5.4%	3.3%	<b>5.1%</b>
\$40,000 to \$59,999	7.7%	10.9%	10.0%	<b>9.3%</b>
\$60,000 to \$79,999	14.9%	14.4%	14.4%	<b>14.7%</b>
\$80,000 to \$99,999	19.3%	13.7%	3.9%	<b>14.3%</b>
\$100,000 to \$124,999	14.8%	11.1%	22.2%	<b>14.8%</b>
\$125,000 to \$149,999	12.5%	8.6%	17.7%	<b>12.0%</b>
\$150,000 to \$174,999	8.6%	9.4%	2.8%	<b>7.8%</b>
\$175,000 to \$199,999	3.8%	6.3%	12.0%	<b>6.3%</b>
\$200,000 or more	9.1%	16.6%	9.4%	<b>12.0%</b>
Not Stated	3.5%	3.7%	4.4%	<b>3.7%</b>