

EXIT SURVEY REPORT SERIES: ES2023-23



# A PROFILE OF ANNE'S MARKET IN PRINCE EDWARD ISLAND: RESULTS FROM THE 2023 EXIT SURVEY

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# 1. INTRODUCTION

- **A visitor exit survey** is a tool used to profile visitors and estimate their impact on a destination. It can capture visitor demographics and trip characteristics such as travel party size and composition, the purpose of their trip, regions visited, length of stay, type of accommodation used, activities participated in, expenditures, and trip evaluation.
- This report presents data collected via the **2023 PEI Travel Survey of Visitors (Exit Survey)**, from January 1 to December 31, 2023, from only overnight pleasure visitors to PEI.
- The main purposes of this report were:
  - 1) To identify Anne's related market (overnight pleasure travel parties or travellers) and
  - 2) To provide detailed characteristics of their trips **by Anne's markets**.
- 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. Among these, 8,638 samples (83.5%) were overnight pleasure travel parties. For this report, **3,051 samples (21.7%)** were used, and these were overnight pleasure travel parties related World of Anne of Green Gables and L.M. Montgomery as the primary feature that attracted them to PEI and/or as the travel activity participated in while travelling in PEI were used for this report.
- **This report provides a profile of overnight pleasure travel parties (travellers) by Anne's Markets.**

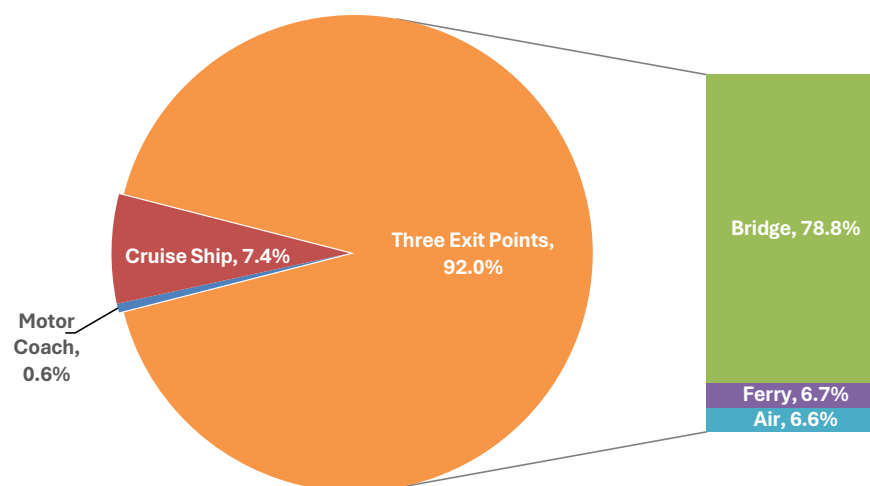
## 2. TRAVEL MARKET OVERVIEW IN 2023

### 2-1. Overview of Total Visitation in PEI

#### Highlights

- It was estimated that a total of approximately 1,615,500 *individual visitors* travelled to PEI during the period from January 1<sup>st</sup> to December 31<sup>st</sup>, 2023 (Figure 1).
- As shown in Figure 2, approximately 1,486,300 visitors (92%) exited PEI by way of the three exit points, excluding cruise travellers and motor coach tourists. These accounted for 565,400 *travel parties*.
- Of these, it was estimated that almost 80 percent (451,400 *parties*) stayed at least one night in PEI while 20 percent (114,000 *parties*) were same-day visitor parties (Figure 2)
- As presented in Figure 3, approximately 87 percent of those who stayed at least one night in PEI visited the province primarily for pleasure purposes (390,300 *parties*).

Figure 1: Total Visitation in 2023



Source: 2023 PEI Tourism Volume Model Estimation

## 2-2. Overall Market Situation in PEI

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

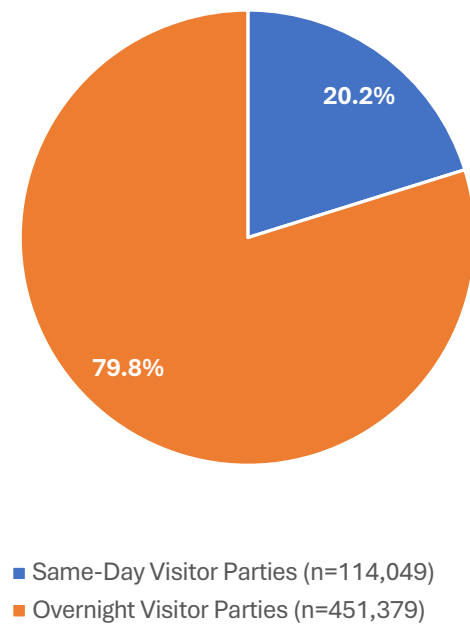
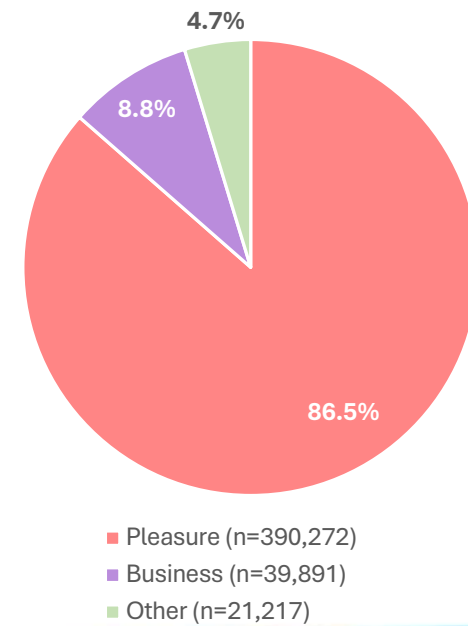


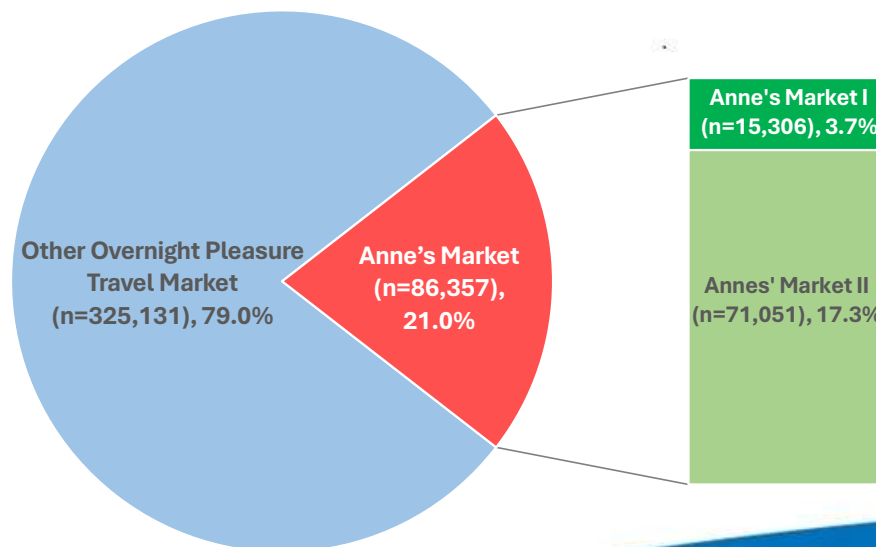
Figure 3: Overnight Travel Market in PEI (2023)  
(Total Overnight Parties N = 451,379)



### 3. MARKET INCIDENCE FOR THE WORLD OF ANNE OF GREEN GABLES AND L.M. MONTGOMERY

#### 3-1. Segmenting Anne's Market

Figure 4: Segmenting Anne's Market in 2023



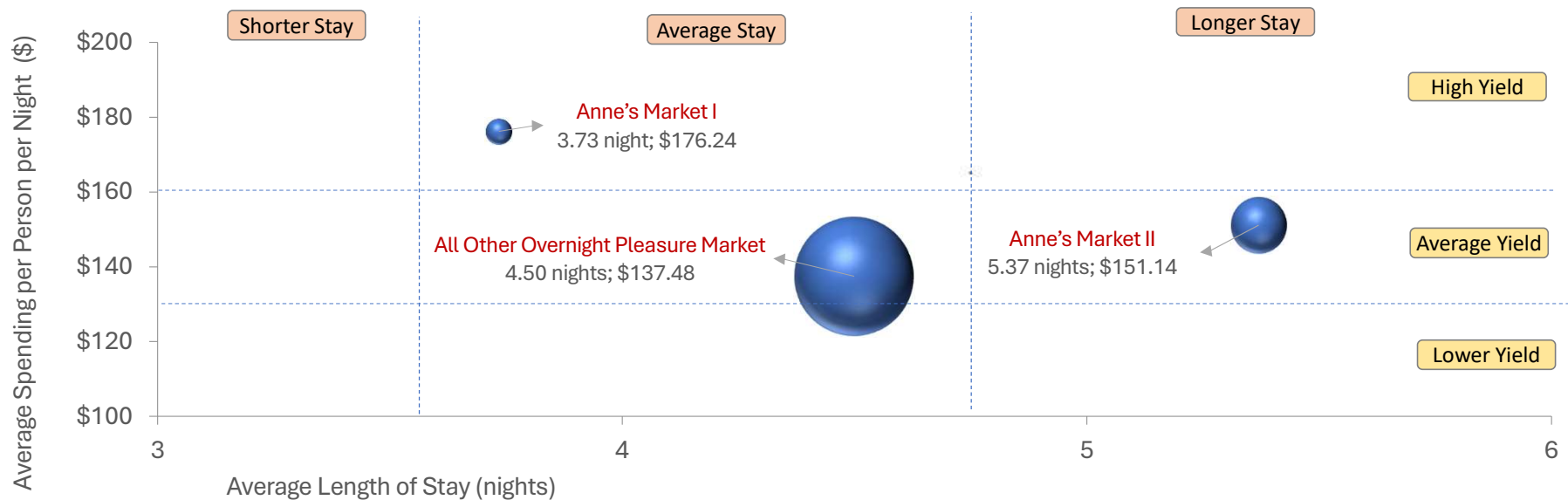
## Highlights

- As presented in Figure 4, of all overnight pleasure travel parties or individual travellers that visited PEI (411,488 parties or 1,168,657 travellers) in 2023, **the market size related to “Anne”** was found to account for **21 percent of all overnight pleasure parties** or **24 percent of all individual overnight pleasure travellers** by using the two questions/variables below:
  - 1) “World of Anne of Green Gables and L.M. Montgomery” as the primary feature that attracted to PEI and
  - 2) “visiting Anne of Green Gables and/or Lucy Maud Montgomery attractions” as the travel activity participated in while travelling in PEI.
- **Anne’s market I** indicates “those who were **primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting related Anne’s Attractions (parties  $n=15,306$ ; 3.7% or individual travellers  $n=44,204$ ; 3.8% ).”
- **Anne’s market II** indicates “those who were **NOT primarily attracted** by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting related Anne’s Attractions while travelling in PEI (parties  $n=71,051$ ; 17.3% or individual travellers  $n=234,800$ ; 20.1% ).”
- **This report provides a profile of Anne’s market by these two groups: Anne’s market (1) and Anne’s market (2).**



### 3-2. Identifying the Value of Anne's Market

Figure 5: The Value of Anne's Markets based on Market Size, Level of Yield, and Length of Stay



Note: **Anne's Market I** indicates those who were primarily attracted by World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI.  
**Anne's Market II** indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI.



## Highlights

- Figure 5 presents the overnight pleasure travel party segment by Anne's markets and other overnight pleasure market 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; and
  - 3) Average spending per person per night.
- **The high-yield segment** (the highest average spending per person per night) includes "Anne's Market I" (\$176.24) with average length of stays of 3.73 nights.
- **The average yield segment** consists of "Anne's Market II" (\$151.15) and "all other overnight pleasure market" (\$137.48) markets with average length of stays of 5.37 and 4.50 nights, respectively.
- Although the size of two Anne's markets is relatively small, **"Anne's Market I"** in terms of average spending per person per night basis and **"Anne's Market II"** based on average length of overnight stays in PEI can be considered the **invaluable "niche travel markets"** for Prince Edward Island.
- **Total direct expenditures** by overnight pleasure travel parties related Anne's markets were estimated at **\$220 million** (Anne's market I = \$29 million and Anne's market II = \$191 million).

## 4. WHO VISITS PEI

### 4-1. Origin

	Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
<b>Canada</b>	<b>63.9%</b>	<b>83.2%</b>	<b>79.8%</b>
New Brunswick	<b>4.2%</b>	<b>16.8%</b>	<b>14.6%</b>
Nova Scotia	13.3%	11.4%	<b>11.8%</b>
Newfoundland and Labrador	2.3%	0.7%	<b>1.0%</b>
Quebec	19.8%	17.4%	<b>17.8%</b>
Ontario	<b>17.1%</b>	<b>28.1%</b>	<b>26.1%</b>
Rest of Canada	7.2%	8.8%	<b>8.5%</b>
<b>United States</b>	<b>27.7%</b>	<b>13.8%</b>	<b>16.2%</b>
New England	4.3%	4.9%	<b>4.8%</b>
Middle Atlantic	4.1%	2.0%	<b>2.4%</b>
South Atlantic	<b>8.9%</b>	<b>3.1%</b>	<b>4.1%</b>
Rest of US	<b>10.4%</b>	<b>3.7%</b>	<b>4.9%</b>
<b>Overseas</b>	<b>8.4%</b>	<b>3.0%</b>	<b>4.0%</b>

Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

## 4-2. Party Characteristics

	Those Who Were Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were NOT Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
With my spouse/partner only (2 people)	44.7%	38.1%	39.3%
As a family (including children under 18)	16.6%	20.5%	19.8%
With friends	9.7%	7.7%	8.1%
With other family members (e.g., sister, brother, grandparents)	7.4%	7.3%	7.4%
As a family (with no one under 18)	8.3%	6.7%	7.0%
With other family/families (including children under 18)	3.7%	5.7%	5.4%
By myself/alone	4.7%	5.4%	5.3%
With one or more couples	1.1%	4.2%	3.7%
With family and friends	3.5%	3.0%	3.1%
Other	0.2%	1.2%	1.1%

Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

### 4-3. Party Composition

	Those Who Were Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were NOT Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
Adult travelling alone	4.7%	5.4%	5.3%
2 adults	53.0%	45.3%	46.6%
3 or more adults	20.2%	21.4%	21.2%
Families *	22.1%	27.9%	26.9%
1 adult with child(ren)	2.0%	1.6%	1.7%
2 adults with child(ren)	13.3%	14.0%	13.9%
3 or more adults with child(ren)	6.7%	12.3%	11.3%

Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

#### 4-4. Age Composition

	Those Who Were Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery <b>AND</b> Participated in Visiting Anne related Attractions	Those Who Were NOT Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery <b>BUT</b> Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
Young Adult (18 to 34) Travellers	5.4%	5.7%	<b>5.7%</b>
Middle Aged (35 to 54) Travellers	9.3%	8.4%	<b>8.6%</b>
Senior (55 and over) Travellers	<b>31.9%</b>	<b>42.6%</b>	<b>40.7%</b>
Multi-generation Travellers	<b>31.3%</b>	<b>15.3%</b>	<b>18.1%</b>
Adults with Child(ren) / Families	<b>22.1%</b>	<b>27.9%</b>	<b>26.9%</b>

Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

## 4-5. Average Travel Party Size

	Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
Overnight Pleasure Parties N (%)	15,306 (17.7%)	71,051 (82.3%)	86,357 (100.0%)
Average Travel Party Size	2.89	3.30	3.23
Average Number of Male Travellers	1.14	1.46	1.40
Average Number of Female Travellers	1.74	1.85	1.83
Average Number of Children Travellers (17 and under)	0.44	0.58	0.56
Average Number of Adult Travellers (18 and over)	2.45	2.72	2.67

Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

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

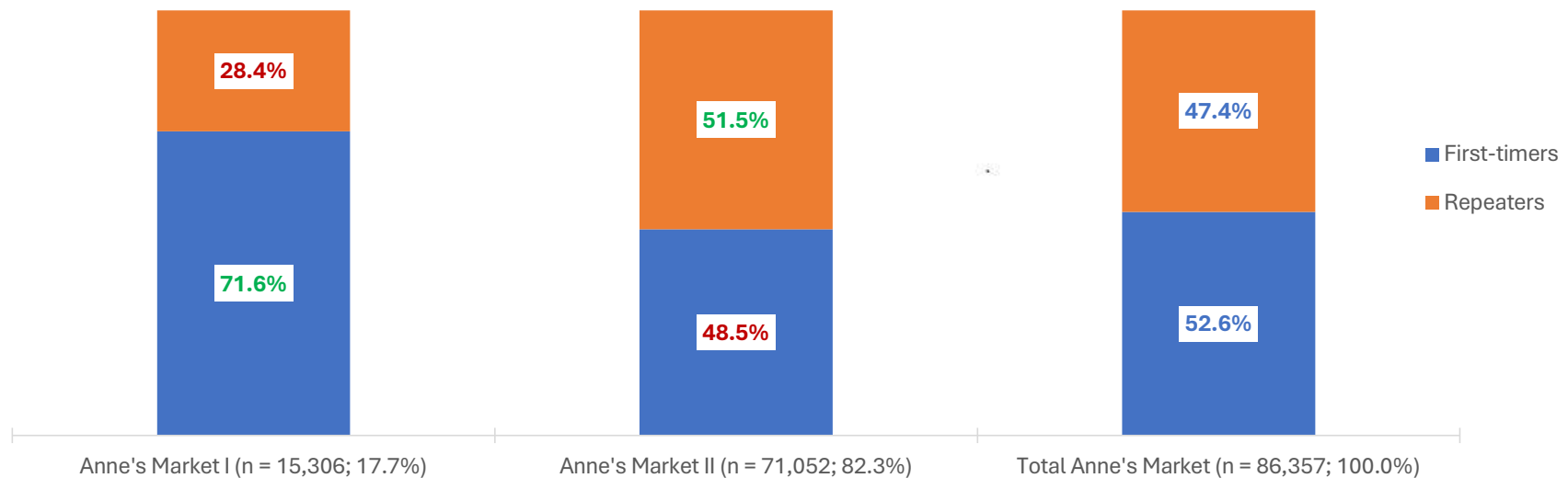
	Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
<b>Individual Overnight Pleasure Travellers N (%)</b>	<b>44,204 (15.8%)</b>	<b>234,800 (84.2%)</b>	<b>279,004 (100.0%)</b>
<b>Gender</b>			
Male	39.6%	44.0%	<b>43.3%</b>
Female	60.4%	56.0%	<b>56.7%</b>
<b>Age</b>			
Under 8 Years	4.4%	6.6%	<b>6.2%</b>
9-17 Years	10.7%	11.1%	<b>11.1%</b>
18-24 Years	4.6%	3.9%	<b>4.0%</b>
25-34 Years	9.5%	7.6%	<b>7.9%</b>
35-44 Years	16.7%	12.2%	<b>12.9%</b>
45-54 Years	13.8%	13.2%	<b>13.3%</b>
55-64 Years	14.7%	18.3%	<b>17.8%</b>
65-74 Years	19.2%	21.1%	<b>20.8%</b>
75 and Over	6.4%	6.1%	<b>6.1%</b>

Note: Results were based on multiple responses.



## 4-7. Type of Visitation

Figure 6: Type of Visitation by Anne's Markets in 2023



Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

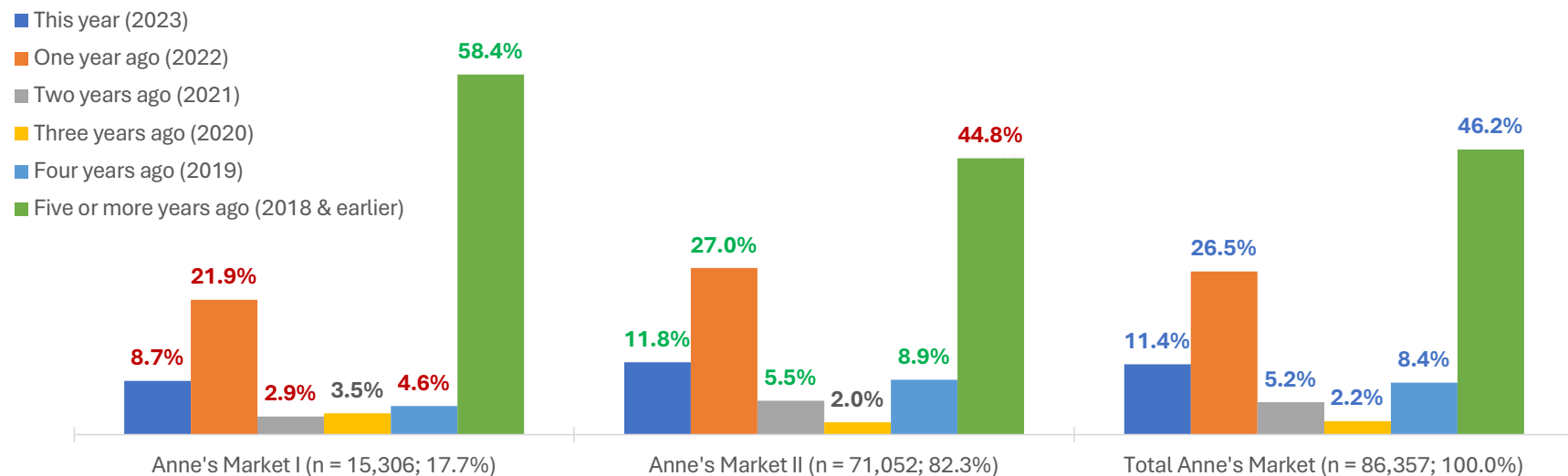
Anne's market I indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI.

Anne's market II indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI.

Total = Anne's market I + Anne's market II

## 4-8. Repeat Visit Pattern

Figure 7: Repeat Visit Pattern by Anne's Markets in 2023



Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

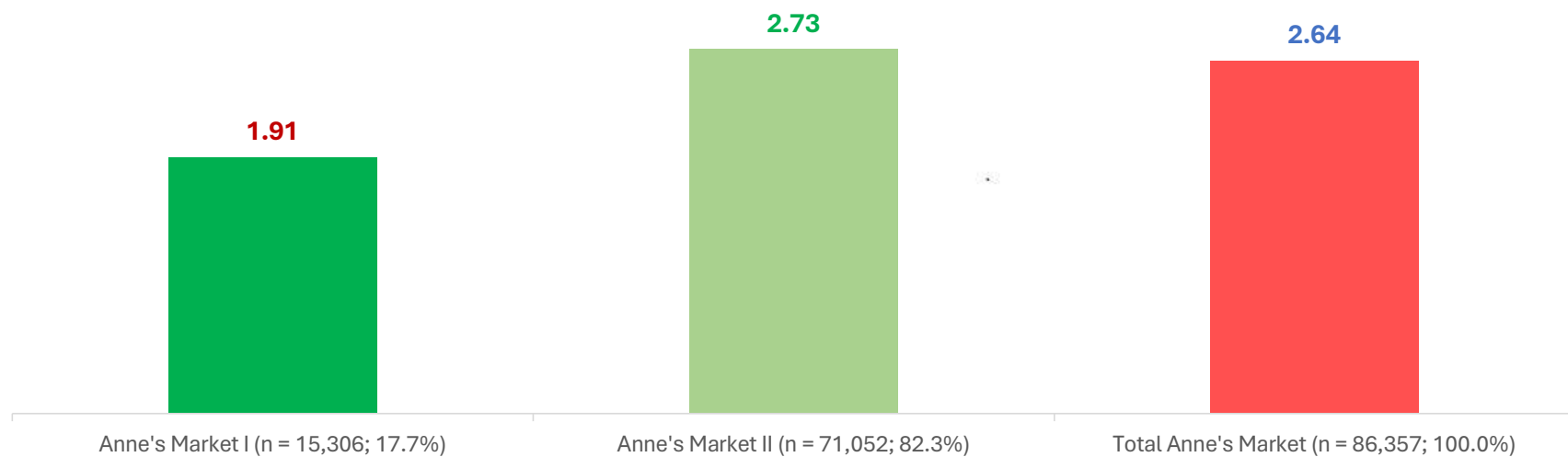
Anne's market I indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI.

Anne's market II indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI.

Total = Anne's market I + Anne's market II

## 4-9. Average Number of Times visited PEI in the Past Five Years

Figure 8: Average Number of Times visited PEI in the Past Five Years by Anne's Markets in 2023



Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

Anne's market (1) indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI.

Anne's market I indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI.

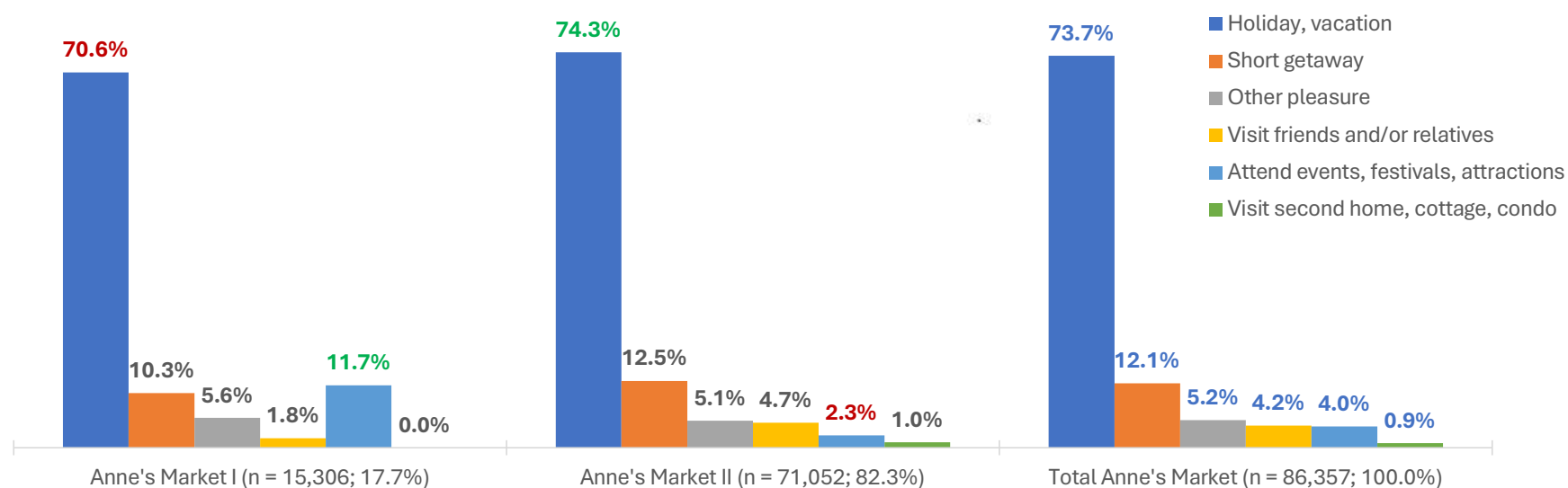
Anne's market II indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI.

Total = Anne's market I + Anne's market II

## 5. WHY VISITORS COME

### 5-1. Primary Reason for the Trip to PEI

Figure 9: Primary Reason for the Trip to PEI by Anne's Markets in 2023



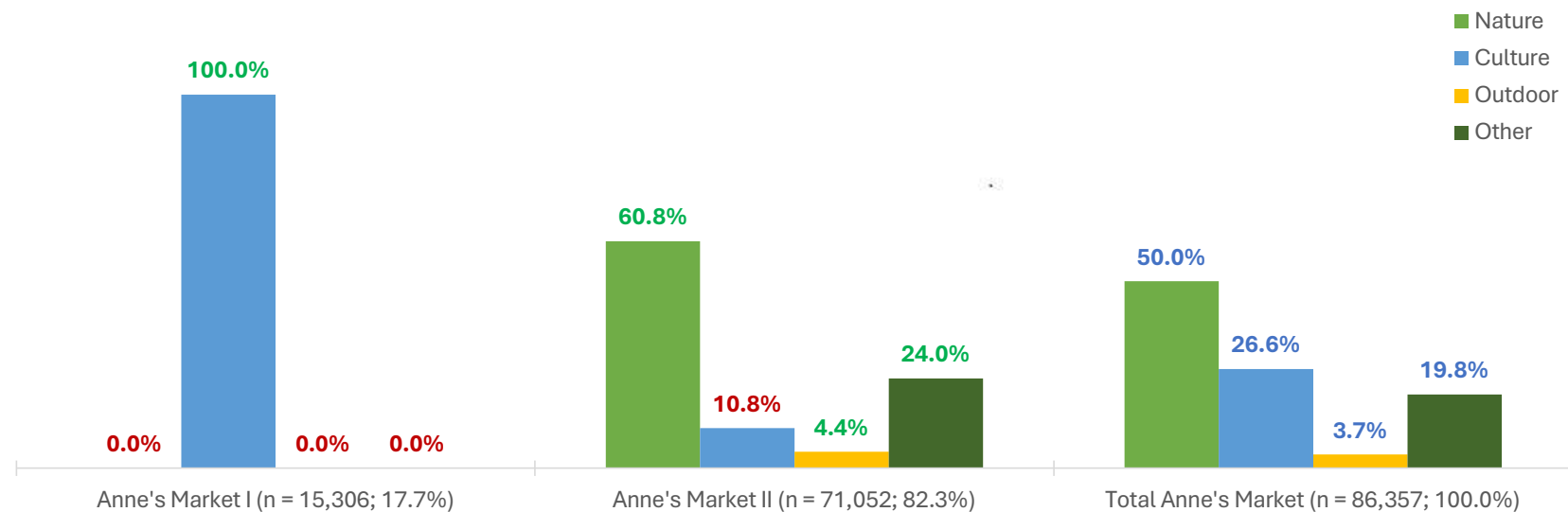
Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level; Anne's market I indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI. Anne's market II indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI.

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## 5-2. Primary Features that Attracted

Figure 10: Primary Feature that Attracted to PEI by Anne's Markets in 2023



Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

Anne's market I indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI.

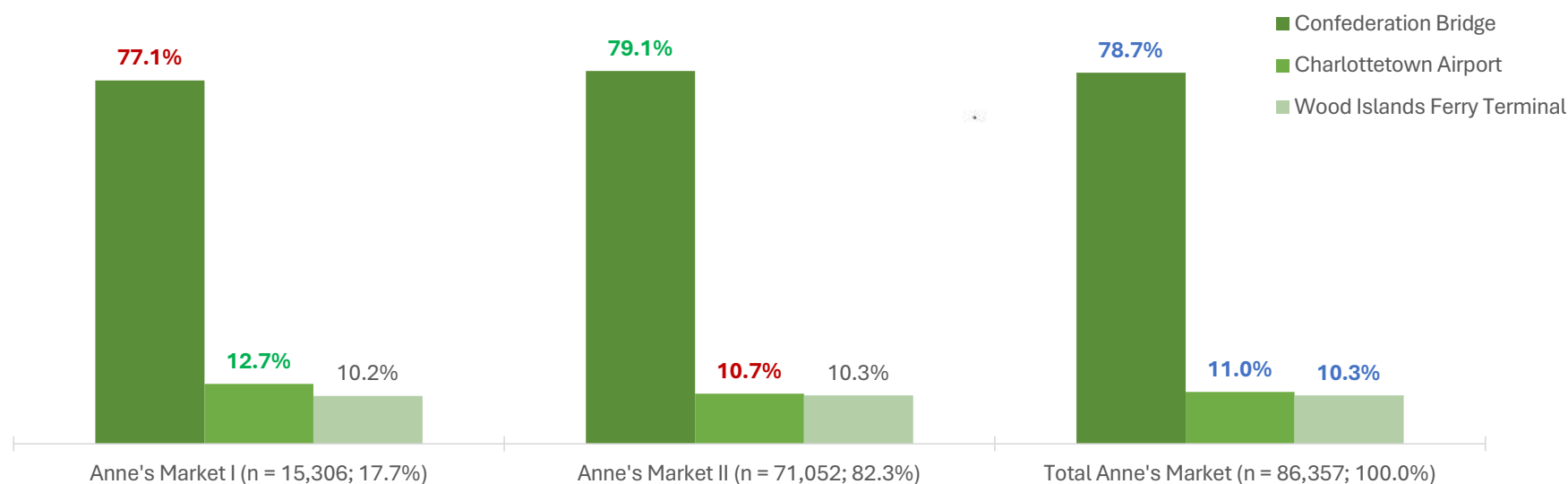
Anne's market II indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI.

Total = Anne's market I + Anne's market II

## 6. HOW VISITORS COME

### 6-1. Entry Point

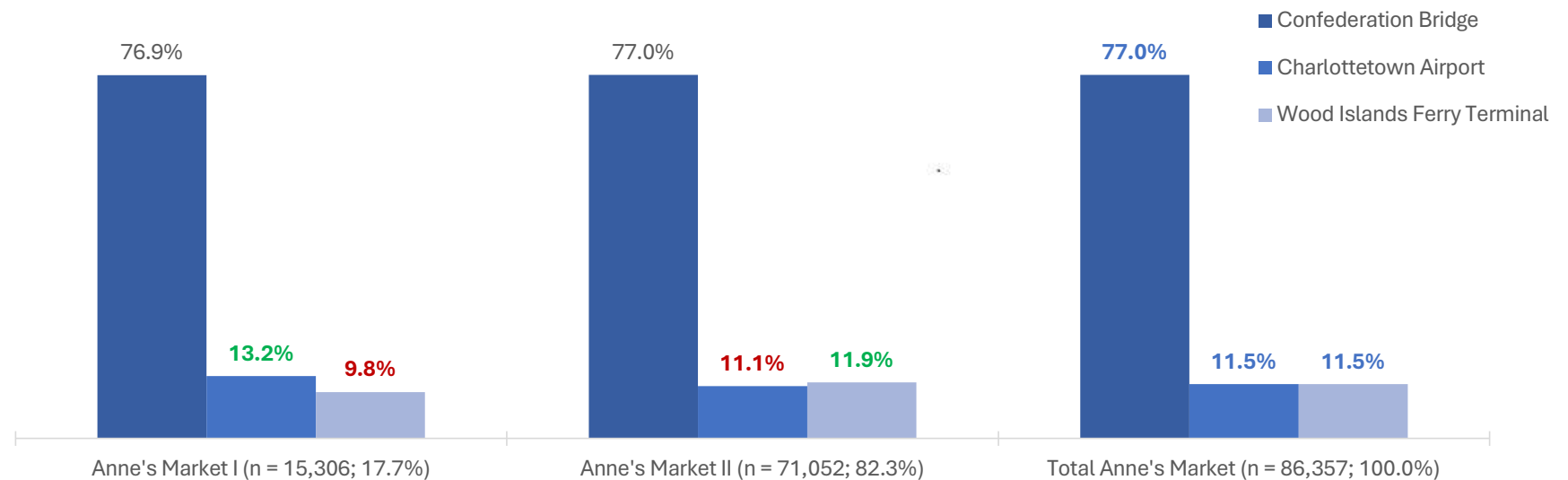
Figure 11: Entry Point by Anne's Markets in 2023



Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level; Anne's market I indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI. Anne's market II indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI.

## 6-2. Exit Point

Figure 12: Exit Point by Anne's Markets in 2023



Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

Anne's market I indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI.

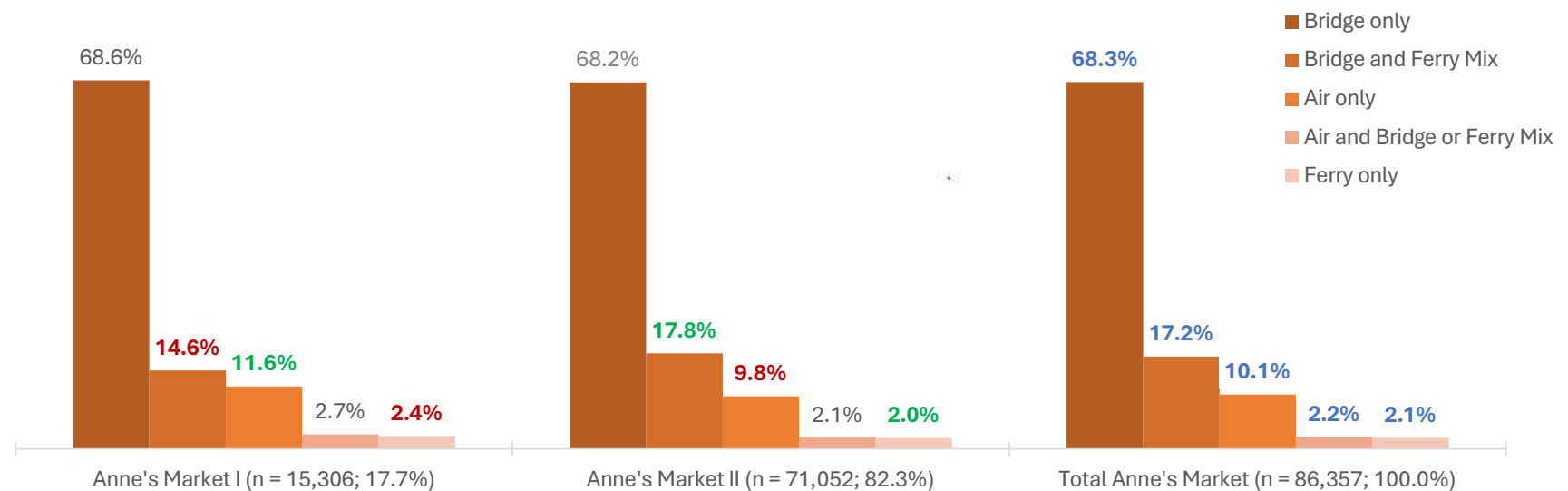
Anne's market II indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI.

Total = Anne's market I + Anne's market II



## 6-3. Mix of Entry and Exit Points

Figure 13: Mix of Entry and Exit Points by Anne's Markets in 2023



Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

Anne's market I indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI.

Anne's market II indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI.

Total = Anne's market I + Anne's market II

## 6-4. Rental Vehicle Usage and Location of the Vehicle Pick-Up

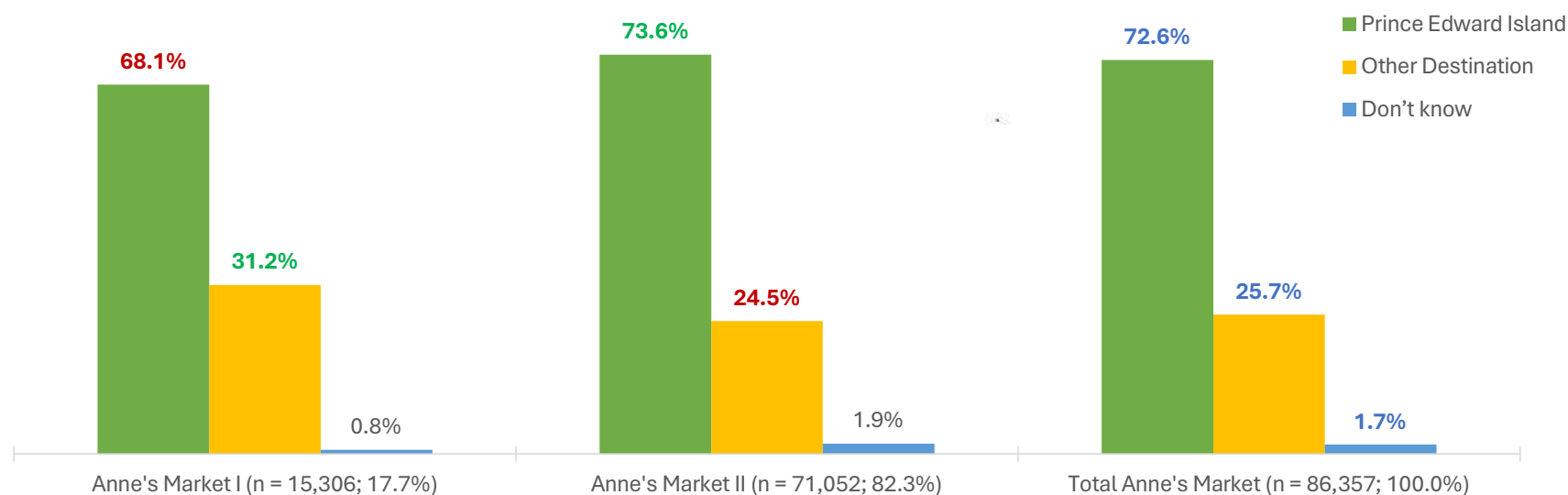
	Those Who Were Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were NOT Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
Overnight Pleasure Parties N (%)	15,306 (17.7%)	71,051 (82.3%)	86,357 (100.0%)
Rental Vehicle Usage			
Yes	32.4%	21.6%	23.5%
No	67.6%	78.4%	76.5%
Location of the Vehicle Pick-Up	4,964 (24.4%)	15,364 (75.6%)	20,328 (100.0%)
Prince Edward Island	29.0%	33.3%	32.3%
New Brunswick	3.1%	7.1%	6.1%
Nova Scotia	44.9%	45.3%	45.2%
Quebec	3.6%	3.1%	3.2%
Ontario	1.2%	3.4%	2.8%
Other Canadian provinces	1.2%	0.6%	0.7%
New England states	14.1%	5.9%	7.9%
Other US states	3.0%	1.4%	1.8%

Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

## 7. WHERE VISITORS STAY

### 7-1. Primary Destination of the Trip

Figure 14: Primary Destination of the Trip by Anne's Markets in 2023



Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level; Anne's market I indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI. Anne's market II indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI.

## 7-2. Trip Duration

	Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
Overnight Pleasure Parties N (%)	15,306 (17.7%)	71,051 (82.3%)	86,357 (100.0%)
Average Trip Duration			
Total Nights of the Trip	9.73	11.00	10.77
Nights stayed in PEI	3.73	5.37	5.08
(Nights in paid accommodations in PEI)	(3.49)	(4.65)	(4.44)
(Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, etc.)	(1.18)	(1.87)	(1.75)
Nights stayed in New Brunswick	1.15	1.34	1.31
Nights stayed in Nova Scotia	2.06	2.07	2.07
Nights stayed in Newfoundland and Labrador	0.21	0.33	0.31
Nights stayed in Magdalen Islands	0.11	0.13	0.13
Nights stayed elsewhere	2.46	1.76	1.88

Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

### 7-3. Overnight Stays in PEI Region (Parties)

	Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
Overnight Pleasure Parties N (%)	15,306 (17.7%)	71,051 (82.3%)	86,357 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Region *			
Greater Charlottetown Area	52.3%	44.2%	45.7%
Green Gables Shore	45.4%	44.0%	44.3%
Summerside	8.7%	16.7%	15.3%
Points East Coastal Drive	6.3%	13.3%	12.1%
North Cape Coastal Drive	5.5%	9.2%	8.5%
Red Sands Shore	3.3%	8.4%	7.5%
<b>Total Overnight Stays (Parties)</b>	<b>18,616</b>	<b>96,555</b>	<b>115,171</b>
(%)	(16.2%)	(83.8%)	(100.0%)

Note: \* Results were based on multiple responses; % was based on number of overnight pleasure parties in each segment.

## 7-4. Overnight Stays in PEI Region (Nights)

	Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
Overnight Pleasure Parties N (%)	15,306 (17.7%)	71,051 (82.3%)	86,357 (100.0%)
<b>Total Accumulated Nights Spent by Parties in the Specific Region *</b>			
Green Gables Shore	41.8%	39.5%	39.8%
Greater Charlottetown Area	41.0%	27.6%	29.3%
Summerside	6.2%	10.3%	9.7%
Points East Coastal Drive	4.1%	10.1%	9.3%
Red Sands Shore	3.2%	7.0%	6.5%
North Cape Coastal Drive	3.7%	5.5%	5.3%
<b>Total Overnight Stays (Nights)</b>	<b>57,188</b>	<b>381,458</b>	<b>438,646</b>
(%)	(13.0%)	(87.0%)	(100.0%)

Note: \* Results were based on multiple responses; % was based on total overnight stays (nights) in each segment.

## 7-5. Average Length of Stay in PEI Region

	Those Who Were <u>Primarily Attracted</u> <u>by</u> World of Anne of Green Gables and L.M. Montgomery <u>AND</u> Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery <u>BUT</u> Participated in Visiting Anne related Attractions	Total
Overnight Pleasure Parties <i>N (%)</i>	15,306 (17.7%)	71,051 (82.3%)	86,357 (100.0%)
Average Number of Nights Stayed in PEI	3.73	5.37	5.08
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)			
Green Gables Shore	1.56	2.12	2.02
Greater Charlottetown Area	1.53	1.48	1.49
Summerside Area	0.23	0.55	0.49
Points East Coastal Drive	0.15	0.54	0.47
Red Sands Shore	0.12	0.38	0.33
North Cape Coastal Drive	0.14	0.30	0.27
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)			
Green Gables Shore	3.44	4.82	4.57
Red Sands Shore	3.56	4.46	4.39
Points East Coastal Drive	2.45	4.09	3.94
Greater Charlottetown Area	2.93	3.35	3.26
Summerside Area	2.64	3.29	3.23
North Cape Coastal Drive	2.52	3.23	3.15

Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.



## 7-6. Overnight Stays in Type of Accommodation (Parties)

	Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
<b>Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation *</b>			
Hotel, Motel, or Resort	47.9%	37.4%	39.3%
Cottage or Cabin	22.5%	30.2%	28.8%
Campground/Trailer (RV) Park	10.7%	16.3%	15.3%
B&B or Tourist Home	13.0%	11.7%	11.9%
Inn	10.3%	5.7%	6.5%
Home of Friends or Relatives	3.1%	6.3%	5.7%
Other (e.g., hostel)	2.4%	3.1%	3.0%
Own Property	0.1%	1.1%	0.9%
<b>Total Overnight Stays (Parties)</b>	<b>16,813</b>	<b>79,421</b>	<b>96,234</b>
<b>(%)</b>	<b>(17.5%)</b>	<b>(82.5%)</b>	<b>(100.0%)</b>

Note: \* Results were based on multiple responses; % was based on number of overnight pleasure parties in each segment.

## 7-7. Overnight Stays in Type of Accommodation (Nights)

	Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
Overnight Pleasure Parties N (%)	15,306 (17.7%)	71,051 (82.3%)	86,357 (100.0%)
<b>Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation *</b>			
Cottage or Cabin	21.9%	31.4%	30.1%
Hotel, Motel, or Resort	35.9%	24.8%	26.2%
Campground/Trailer (RV) Park	13.9%	18.2%	17.6%
B&B or Tourist Home	11.3%	9.2%	9.5%
Home of Friends or Relatives	5.4%	7.4%	7.2%
Inn	7.7%	3.6%	4.2%
Other (e.g., hostel)	3.7%	2.9%	3.0%
Own Property	0.1%	2.5%	2.2%
<b>Total Overnight Stays (Nights)</b>	<b>57,188</b>	<b>381,458</b>	<b>438,646</b>
(%)	(13.0%)	(87.0%)	(100.0%)

Note: \* Results were based on multiple responses; % was based on number of total overnight stays (nights) in each segment.

## 7-8. Average Length of Stay in Type of Accommodation

	Those Who Were Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery <u>AND</u> Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery <u>BUT</u> Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
<b>Average Number of Nights Stayed in PEI</b>	<b>3.73</b>	<b>5.37</b>	<b>5.08</b>
<b>Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Type of Accommodation Stayed)</b>			
Cottage or Cabin	<b>0.82</b>	<b>1.68</b>	<b>1.53</b>
Hotel, Motel, or Resort	1.34	1.33	<b>1.33</b>
Campground/Trailer (RV) Park	<b>0.52</b>	<b>0.98</b>	<b>0.90</b>
B&B or Tourist Home	0.42	0.49	<b>0.48</b>
Home of Friends or Relatives	<b>0.20</b>	<b>0.40</b>	<b>0.36</b>
Inn	<b>0.29</b>	<b>0.19</b>	<b>0.21</b>
Other (e.g., hostel)	0.14	0.16	<b>0.15</b>
Own Property	<b>0.01</b>	<b>0.14</b>	<b>0.11</b>
<b>Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in Each Type of Accommodation)</b>			
Own Property	<b>5.00</b>	<b>12.52</b>	<b>12.36</b>
Home of Friends or Relatives	6.41	6.35	<b>6.36</b>
Campground/Trailer (RV) Park	<b>4.89</b>	<b>5.98</b>	<b>5.85</b>
Cottage or Cabin	<b>3.63</b>	<b>5.58</b>	<b>5.31</b>
Other (e.g., hostel)	<b>5.78</b>	<b>4.99</b>	<b>5.11</b>
B&B or Tourist Home	<b>3.26</b>	<b>4.24</b>	<b>4.05</b>
Hotel, Motel, or Resort	<b>2.80</b>	<b>3.55</b>	<b>3.39</b>
Inn	<b>2.82</b>	<b>3.43</b>	<b>3.26</b>

Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

## 7-9. PEI Regions Visited

	Those Who Were Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were NOT Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
Overnight Pleasure Parties N (%)	15,306 (17.7%)	71,051 (82.3%)	86,357 (100.0%)
Green Gables Shore	100.0%	100.0%	100.0%
Greater Charlottetown Area	84.1%	82.1%	82.5%
Summerside Area	38.0%	55.0%	52.0%
Red Sands Shore	42.3%	52.4%	50.6%
Points East Coastal Drive	32.0%	46.1%	43.6%
North Cape Coastal Drive	25.0%	38.2%	35.9%

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 Numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

## 8. WHAT VISITORS DO

	Those Who Were <u>Primarily Attracted</u> <u>by</u> World of Anne of Green Gables and L.M. Montgomery <u>AND</u> Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery <u>BUT</u> Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
Visiting Anne of Green Gables and related attractions	100.0%	100.0%	<b>100.0%</b>
Driving tour (scenic drives/views)	<b>75.2%</b>	<b>83.2%</b>	<b>81.8%</b>
Going to a beach	<b>60.7%</b>	<b>76.9%</b>	<b>74.1%</b>
Sightseeing, appreciating pastoral or rural settings	73.6%	71.1%	<b>71.5%</b>
Going to a full-service restaurant	72.3%	71.2%	<b>71.4%</b>
Visiting a national or provincial park	69.0%	70.5%	<b>70.2%</b>
Shopping for local products	<b>63.8%</b>	<b>68.6%</b>	<b>67.7%</b>
Visiting historic/heritage sites, or cultural attractions	<b>61.0%</b>	<b>64.9%</b>	<b>64.2%</b>
Seeing natural wonders	62.8%	63.4%	<b>63.3%</b>
Sampling local culinary products	<b>54.1%</b>	<b>60.9%</b>	<b>59.7%</b>
Shopping for general merchandise	<b>42.1%</b>	<b>47.6%</b>	<b>46.7%</b>
Going to a museum or art gallery	31.4%	30.0%	<b>30.2%</b>
Using the Confederation Trail or other trails	<b>15.6%</b>	<b>23.6%</b>	<b>22.2%</b>
Visiting friends and/or relatives	<b>7.7%</b>	<b>18.4%</b>	<b>16.5%</b>
Visiting a theme, fun or amusement park	<b>13.4%</b>	<b>16.7%</b>	<b>16.1%</b>

Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

## 8. WHAT VISITORS DO (cont'd)

	Those Who Were <u>Primarily Attracted</u> <u>by</u> World of Anne of Green Gables and L.M. Montgomery <u>AND</u> Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery <u>BUT</u> Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
Attending a live performance/entertainment	17.9%	15.4%	15.9%
Participating in nature-based outdoor activities	9.7%	15.4%	14.4%
Participating in water-based activities	7.1%	15.7%	14.1%
Attending a festival, event, or concert	7.2%	11.8%	11.0%
Experiencing night-life activities	7.3%	6.5%	6.7%
Taking part in an authentic PEI experience	2.1%	7.4%	6.5%
Playing golf (not miniature)	0.8%	5.4%	4.6%
Other	2.5%	4.7%	4.3%
Participating in recreational fishing or hunting	1.6%	4.8%	4.2%
Going to a casino/racino (Charlottetown or Summerside)	0.8%	3.7%	3.2%
Health and wellness activities (yoga, spa, sauna, etc.)	2.2%	1.6%	1.7%
Attending a sports event or tournament (as a spectator)	0.6%	1.6%	1.4%
Participating in recreational motorized activities	0.1%	1.0%	0.8%
Playing disc golf	0.0%	1.0%	0.8%
Participating in cold-weather activities	0.1%	0.1%	0.1%

Note: **Green numbers** indicate significantly higher and **red numbers** indicate significantly lower than the other group, at 95% confidence level.

## 9. WHAT VISITORS SPEND

### 9-1. Estimated Total Direct Expenditures

	Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
<b>Estimated Total Direct Expenditures (%)</b>	<b>\$29,094,350</b>	<b>\$190,558,479</b>	<b>\$219,652,829</b>
Travel packages (if purchased)	\$1,435,272	\$5,140,473	\$6,575,746
Accommodations	\$10,727,943	\$81,846,922	\$92,574,865
Food and beverages at restaurants	\$5,680,387	\$34,162,527	\$39,842,914
Food and beverages at stores	\$1,392,632	\$13,277,939	\$14,670,571
Vehicle operation	\$2,627,821	\$16,141,719	\$18,769,541
Car rentals in PEI and local transportation	\$1,347,035	\$6,257,476	\$7,604,511
Shopping	\$3,204,505	\$18,479,281	\$21,683,785
Recreation and entertainment	\$1,980,032	\$11,143,515	\$13,123,547
Other expenditures	\$698,723	\$4,108,628	\$4,807,351

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.



## 9-2. Percentage of Each Item of Estimated Total Direct Expenditures

	Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery <u>AND</u> Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery <u>BUT</u> Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
<b>Estimated Total Direct Expenditures (%)</b>	<b>(13.2%)</b>	<b>(86.8%)</b>	<b>(100.0%)</b>
Travel packages (if purchased)	4.9%	2.7%	3.0%
Accommodations	36.9%	43.0%	42.1%
Food and beverages at restaurants	19.5%	17.9%	18.1%
Food and beverages at stores	4.8%	7.0%	6.7%
Vehicle operation	9.0%	8.5%	8.5%
Car rentals in PEI and local transportation	4.6%	3.3%	3.5%
Shopping	11.0%	9.7%	9.9%
Recreation and entertainment	6.8%	5.8%	6.0%
Other expenditures	2.4%	2.2%	2.2%

### 9-3. Average Spending per Party per Visit

	Those Who Were Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were NOT Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051(82.3%)</b>	<b>86,357 (100.0%)</b>
<b>Estimated Total Direct Expenditures (%)</b>	<b>\$1,900.85</b>	<b>\$2,681.99</b>	<b>\$2,543.54</b>
Travel packages (if purchased)	\$93.77	\$72.35	\$76.15
Accommodations	\$700.90	\$1,151.94	\$1,072.00
Food and beverages at restaurants	\$371.12	\$480.82	\$461.37
Food and beverages at stores	\$90.99	\$186.88	\$169.88
Vehicle operation	\$171.69	\$227.18	\$217.35
Car rentals in PEI and local transportation	\$88.01	\$88.07	\$88.06
Shopping	\$209.36	\$260.08	\$251.09
Recreation and entertainment	\$129.36	\$156.84	\$151.97
Other expenditures	\$45.65	\$57.83	\$55.67
<b>Average Length of Stay (nights)</b>	<b>3.73</b>	<b>5.37</b>	<b>5.08</b>
<b>Average Party Size (persons)</b>	<b>2.89</b>	<b>3.30</b>	<b>3.23</b>
<b>Estimated Number of Individual Travellers</b>	<b>44,204</b>	<b>234,800</b>	<b>279,004</b>

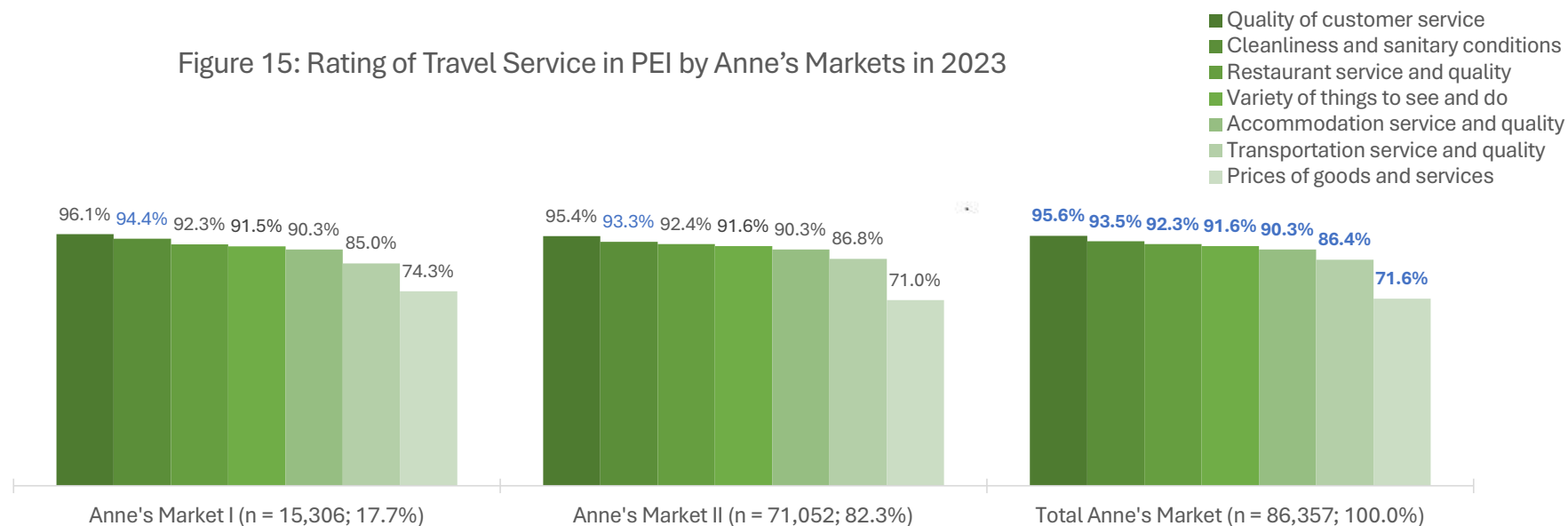
## 9-4. Average Spending per Person per Night

	Those Who Were <u>Primarily Attracted</u> by World of Anne of Green Gables and L.M. Montgomery <u>AND</u> Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery <u>BUT</u> Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051(82.3%)</b>	<b>86,357 (100.0%)</b>
<b>Estimated Total Direct Expenditures (%)</b>	<b>\$176.24</b>	<b>\$151.14</b>	<b>\$154.98</b>
Travel packages (if purchased)	\$8.69	\$4.08	\$4.64
Accommodations	\$64.98	\$64.92	\$65.32
Food and beverages at restaurants	\$34.41	\$27.10	\$28.11
Food and beverages at stores	\$8.44	\$10.53	\$10.35
Vehicle operation	\$15.92	\$12.80	\$13.24
Car rentals in PEI and local transportation	\$8.16	\$4.96	\$5.37
Shopping	\$19.41	\$14.66	\$15.30
Recreation and entertainment	\$11.99	\$8.84	\$9.26
Other expenditures	\$4.23	\$3.26	\$3.39
<b>Average Length of Stay (nights)</b>	<b>3.73</b>	<b>5.37</b>	<b>5.08</b>
<b>Average Party Size (persons)</b>	<b>2.89</b>	<b>3.30</b>	<b>3.23</b>
<b>Estimated Number of Individual Travellers</b>	<b>44,204</b>	<b>234,800</b>	<b>279,004</b>

## 10. HOW PEI RATES

### 10-1. Rating of Travel Services

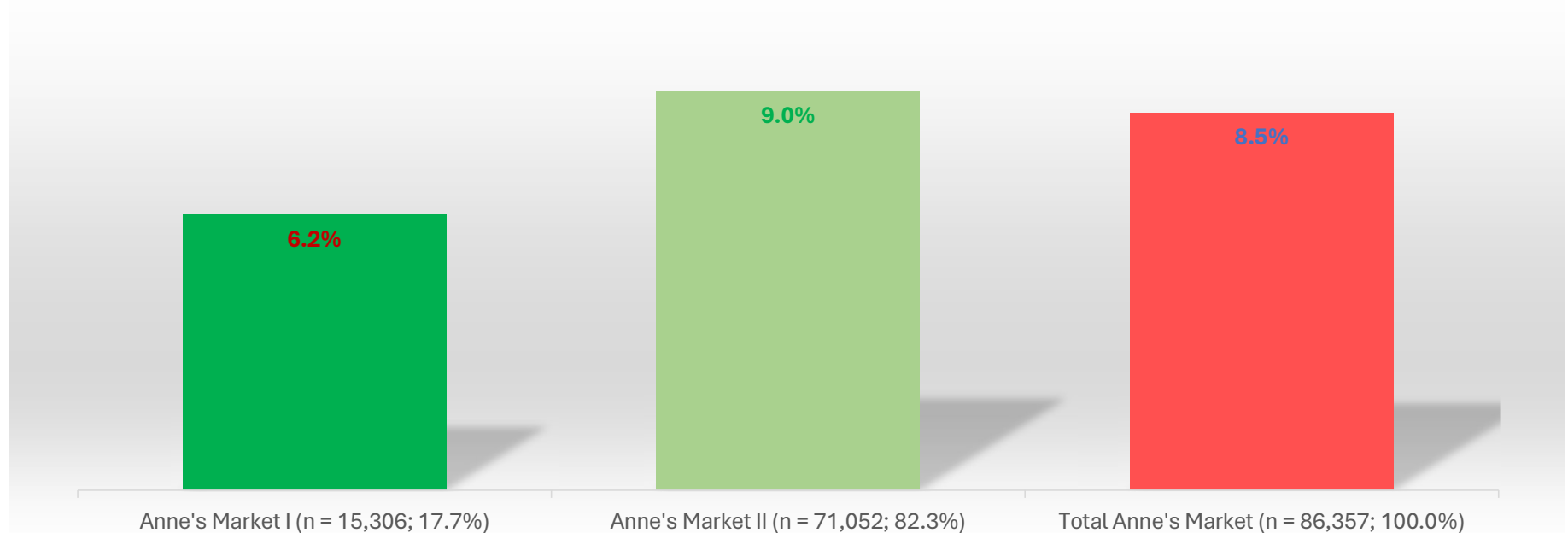
Figure 15: Rating of Travel Service in PEI by Anne's Markets in 2023



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; Anne's market I indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI; Anne's market II indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI.

## 10-2. Instance of Complaints

Figure 16: Instance of Complaints by Anne's Markets in 2023

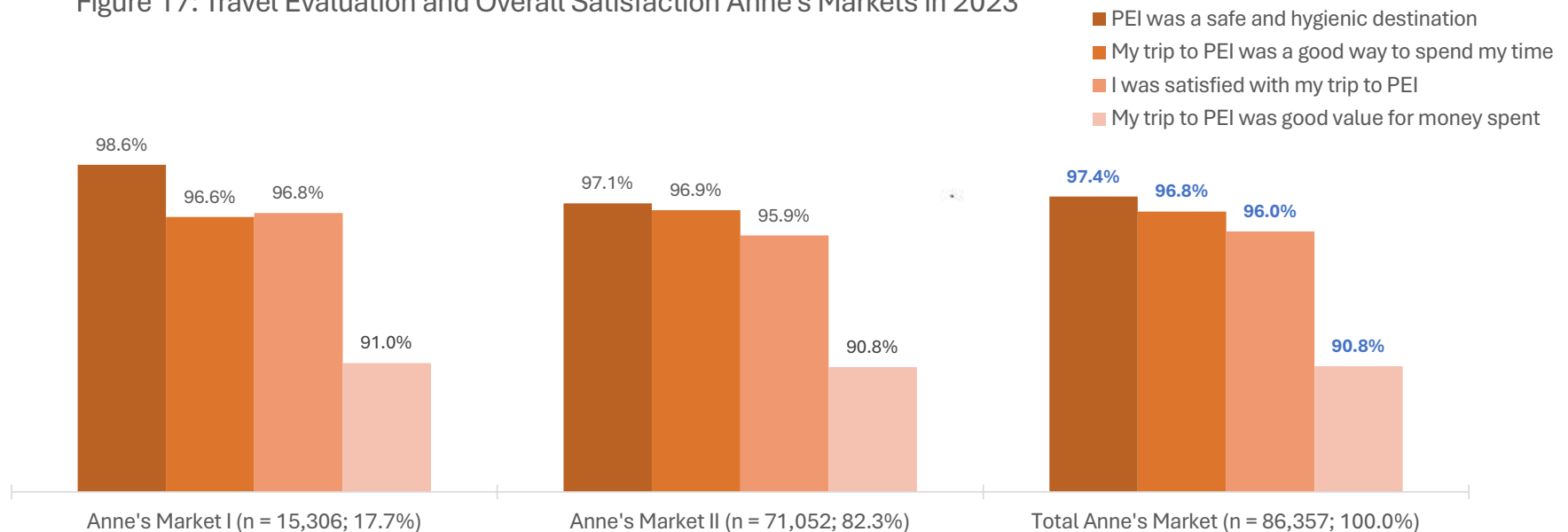


Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than the other group, at 95% confidence level.

Anne's market I indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI; Anne's market II indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI while travelling in PEI.

## 10-3. Travel Evaluation and Overall Satisfaction

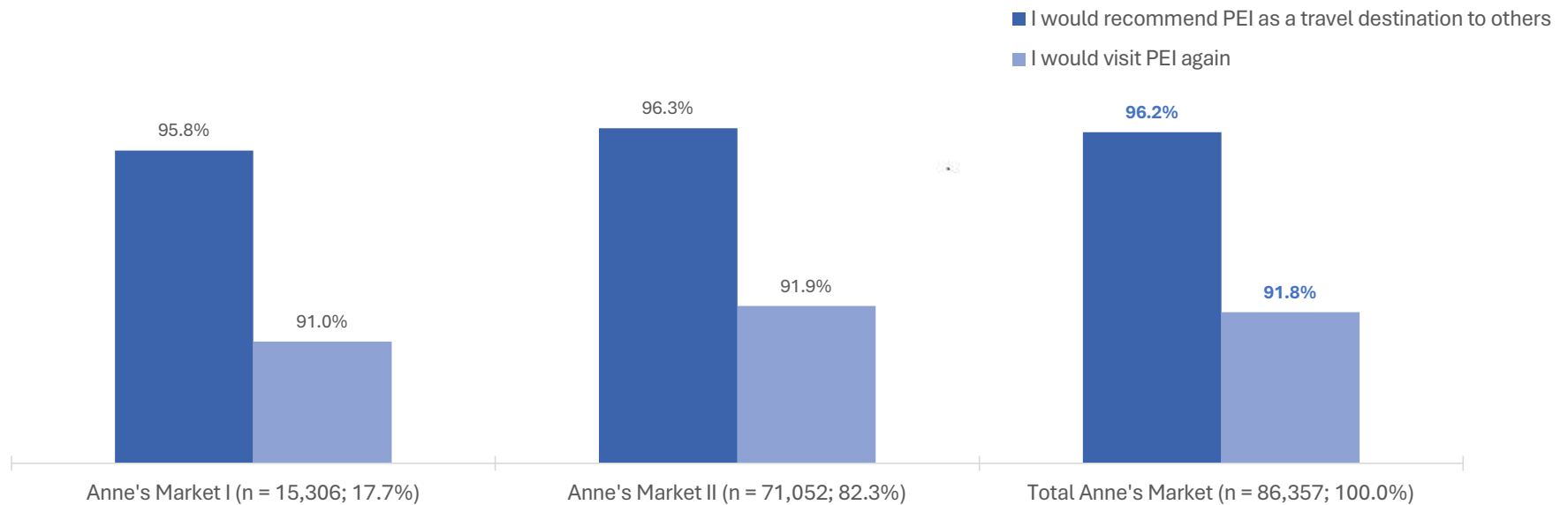
Figure 17: Travel Evaluation and Overall Satisfaction Anne's Markets in 2023



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; Anne's market I indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI; Anne's market II indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI.

## 10-4. Future Behavioural Intentions

Figure 18: Future Behavioural Intentions by Anne's Markets in 2023



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; Anne's market I indicates those who **were primarily attracted by** World of Anne of Green Gables and L.M. Montgomery **AND** participated in visiting Anne related attractions while travelling in PEI; Anne's market II indicates those who were **NOT** primarily attracted by World of Anne of Green Gables and L.M. Montgomery **BUT** participated in visiting Anne related attractions while travelling in PEI.

## 11. Demographic Characteristics of Respondents

	Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
<b>Gender</b>			
Male	26.2%	35.9%	<b>34.2%</b>
Female	73.7%	62.9%	<b>64.9%</b>
Other	0.1%	1.1%	<b>1.0%</b>
<b>Age</b>			
18 to 24	4.1%	1.8%	<b>2.2%</b>
25 to 34	16.6%	8.5%	<b>9.9%</b>
35 to 44	16.3%	15.1%	<b>15.3%</b>
45 to 54	19.7%	17.6%	<b>18.0%</b>
55 to 64	17.9%	22.2%	<b>21.4%</b>
65 to 74	21.0%	26.4%	<b>25.4%</b>
75 and over	4.4%	8.4%	<b>7.7%</b>
<b>Mother Tongue</b>			
English	71.6%	75.7%	<b>74.9%</b>
French	19.6%	18.0%	<b>18.3%</b>
Other	8.8%	6.3%	<b>6.8%</b>



## 11. Demographic Characteristics of Respondents (cont'd)

		Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>		<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
<b>Marital Status</b>				
Single		21.1%	15.9%	<b>16.8%</b>
Married/living common law		76.5%	78.1%	<b>77.8%</b>
Other		2.4%	6.0%	<b>5.4%</b>
<b>Average Number of Children Living in the Household *</b>				
Children 17 years and younger	Valid N	3,491	16,274	<b>19,765</b>
	(Valid %)	(22.8%)	(22.9%)	<b>(22.9%)</b>
	<b>Avg. #</b>	<b>1.79</b>	<b>1.74</b>	<b>1.75</b>
Children 18 years and older	Valid N	2,250	13,268	<b>15,518</b>
	(Valid %)	(14.7%)	(18.7%)	<b>(18.0%)</b>
	<b>Avg. #</b>	<b>1.75</b>	<b>1.44</b>	<b>1.49</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'.

## 11. Demographic Characteristics of Respondents (cont'd)

	Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
<b>Education</b>			
Some school	1.4%	0.9%	<b>1.0%</b>
High school diploma	8.7%	9.0%	<b>9.0%</b>
Some post-secondary	5.7%	9.4%	<b>8.8%</b>
Graduated community/technical college	17.5%	25.9%	<b>24.4%</b>
Graduated university (undergraduate)	25.9%	26.4%	<b>26.3%</b>
Post graduate degree/Professional designation	40.9%	28.4%	<b>30.6%</b>
<b>Employment Status</b>			
Working full time	49.0%	44.5%	<b>45.3%</b>
Working part time or seasonally	8.3%	7.3%	<b>7.5%</b>
Unemployed	3.4%	1.4%	<b>1.8%</b>
Retraining or upgrading	0.2%	0.1%	<b>0.1%</b>
Retired	29.7%	42.4%	<b>40.2%</b>
Homemaker	3.7%	1.4%	<b>1.8%</b>
Student	1.8%	1.1%	<b>1.2%</b>
Other	3.8%	1.8%	<b>2.1%</b>

## 11. Demographic Characteristics of Respondents *(cont'd)*

	Those Who Were <u>Primarily</u> Attracted by World of Anne of Green Gables and L.M. Montgomery AND Participated in Visiting Anne related Attractions	Those Who Were <u>NOT</u> Primarily Attracted by World of Anne of Green Gables and L.M. Montgomery BUT Participated in Visiting Anne related Attractions	Total
<b>Overnight Pleasure Parties N (%)</b>	<b>15,306 (17.7%)</b>	<b>71,051 (82.3%)</b>	<b>86,357 (100.0%)</b>
<b>Annual Household Income</b>			
Under \$40,000	9.4%	8.4%	<b>8.6%</b>
\$40,000 to \$59,999	15.1%	11.2%	<b>11.9%</b>
\$60,000 to \$79,999	9.8%	13.4%	<b>12.8%</b>
\$80,000 to \$99,999	10.7%	13.5%	<b>13.0%</b>
\$100,000 to \$124,999	10.1%	14.9%	<b>14.0%</b>
\$125,000 to \$149,999	14.6%	8.2%	<b>9.4%</b>
\$150,000 to \$174,999	7.3%	7.2%	<b>7.2%</b>
\$175,000 to \$199,999	4.4%	4.4%	<b>4.4%</b>
\$200,000 or more	8.8%	9.5%	<b>9.3%</b>
Not Stated	9.9%	9.3%	<b>9.4%</b>