



# Points East Coastal Drive Region Overnight Visitor Profile

EXIT SURVEY REPORT SERIES: ES2018-2019-09

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## Disclaimer

This visitor profile is derived from data captured through Tourism PEI's 2018-2019 Visitor Exit Survey. Tourism PEI segmented the data to focus on the results of survey respondents who indicated that they **stayed at least one night in the Points East Coastal Drive (PECD) region for pleasure purposes**, including Brudenell, Georgetown, Montague, Murray River, Wood Islands, Mount Stewart, Morell, Crowbush, Souris, St. Peter's, East Point, Greenwich. Therefore, this visitor profile outlines overnight pleasure visitors and does not represent other types of visitors to the PECD region (e.g. same-day, business, etc.). It is important to note, some visitors may have stayed in multiple tourism regions during their trip and that the information presented in this report reflects their entire time on Prince Edward Island. Please refer to Tourism PEI's Overall Results Report (*Exit Survey Report Series: ES2018-2019-01*) for an overview of Tourism PEI's 2018-2019 Visitor Exit Survey study, the methodology used, and a detailed breakdown of the surveys overall results.

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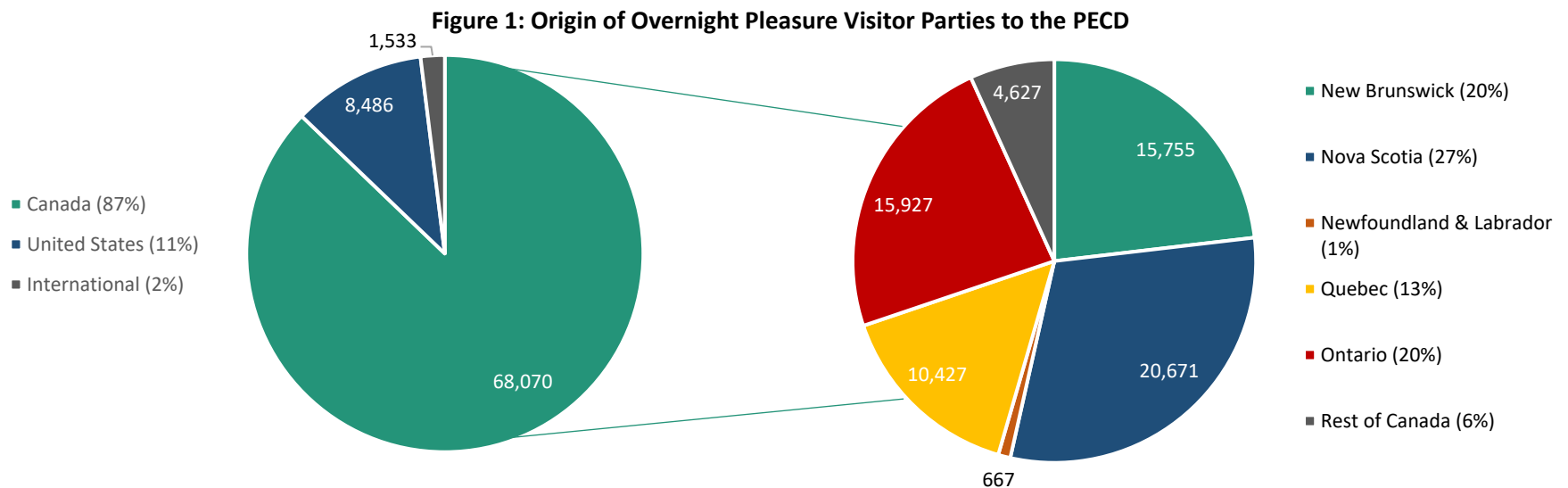
# Overnight Pleasure Visitors to the Points East Coastal Drive Region

## MARKET AND PARTY SIZE

In total, approximately 78,100 visitor parties (16% of 479,100 all overnight visitor parties) stayed at least one night in the Points East Coastal Drive (PECD) region during July 1, 2018 to June 30, 2019 (the “study period”). The average party size of overnight pleasure PECD visitors was 2.85 people. The average party size was lowest during the January-April winter off-season at 2.06 people and highest during the July-August main season at 3.20 people. Please see Annex A, Table 1.

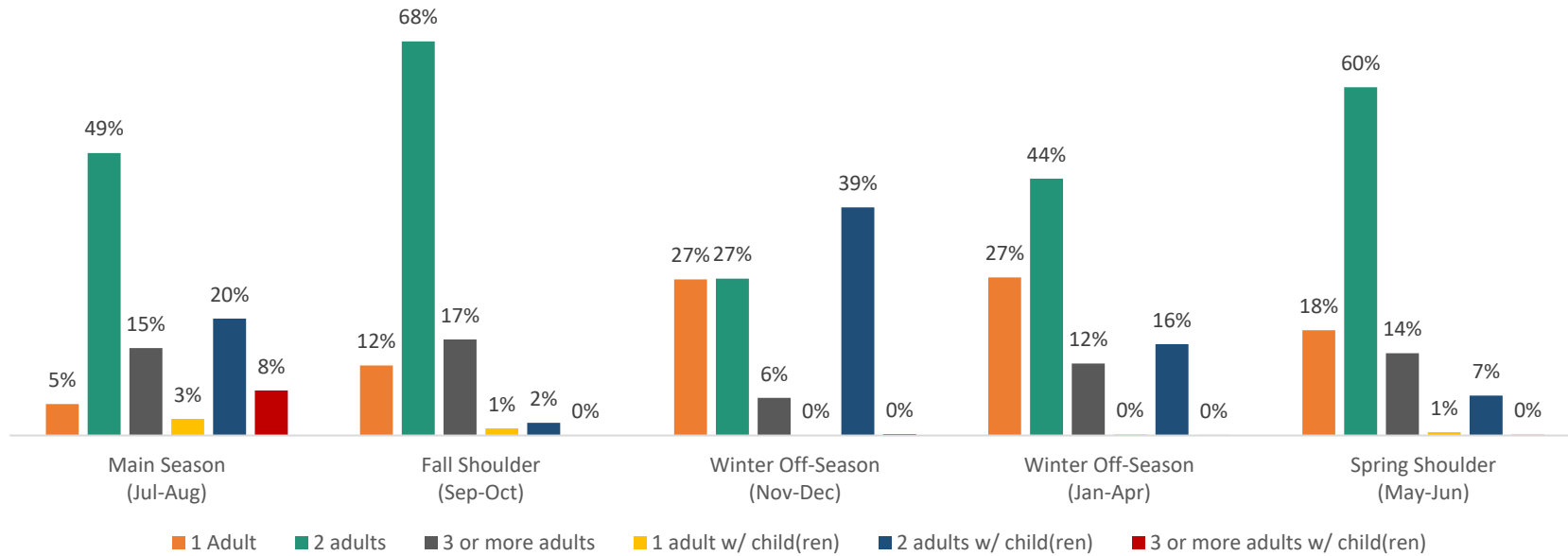
## ORIGIN

The geographic markets that made up the greatest proportion of PECD visitors were Nova Scotia (27%), Ontario (20%), New Brunswick (20%), and Quebec (13%). During the two winter off-seasons (January to April and November to December), the majority (78%) of PECD visitors were from Nova Scotia and New Brunswick. Please see Annex A, Table 2.



## PECD VISITOR PARTY COMPOSITION AND AGE

Figure 2: PECD Visitor Party Composition by Tourism Season



The majority (78%) of PECD visitor parties were comprised of only adults. Approximately 42 percent overnight pleasure parties were comprised of adults aged 55 and over, 22 percent were adults with children, 17 percent were comprised of travellers of varying age generations, 13 percent were between the ages of 35 and 54 (middle aged travellers), and seven percent of parties were comprised of millennials (aged 18 to 34). Please see Annex A, Tables 3, 4A, 4B, 4C and 5.

### PRIMARY REASON FOR TRIP AND TYPE OF VISITATION

Approximately 58 percent of PECD visitors indicated they travelled to Prince Edward Island (“PEI”) for a holiday or vacation. This was the most popular reasons for travelling to PEI in all seasons with the exception of the two winter off-seasons. In these seasons, the majority of PECD visitors

had travelled to PEI to visit friends and/or relatives. Approximately 74 percent of PECD visitors have visited PEI previously. Of these repeat visitors, approximately 36 percent of PECD visitors had last visited PEI one year ago and 26 percent had last visited earlier in the same year of the trip in which they were surveyed and. On average, PECD repeat visitors had visited PEI 5.78 times in the past five years, suggesting annual visits for some parties. Please see Annex A, Tables 6 and 7.

### **PRIMARY DESTINATION OF TRIP AND TRIP DURATION**

PEI was the primary destination of the trip for approximately 83 percent of PECD visitors. In the two winter off-seasons, PEI was the primary destination of the trip for almost all of the parties (97.1%) that visited during those seasons. On average, PECD visitors were away from their home for 10.8 nights during their trip. They spent an average of 6.1 nights on PEI. PECD visitors also spent 1.6 nights in Nova Scotia and 1.1 nights in New Brunswick on average, as well as other places. Please see Annex A, Table 8.

### **LENGTH OF STAY AND ACCOMMODATION SUMMARY**

PECD visitors stayed an average of 6.1 nights on PEI of which 4.0 nights were in the PECD region. Approximately 72% (4.4 nights) of nights stayed on PEI by PECD visitors were in paid accommodations. Approximately 21% of all nights stayed in paid accommodations on PEI by PECD visitors were secured through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.

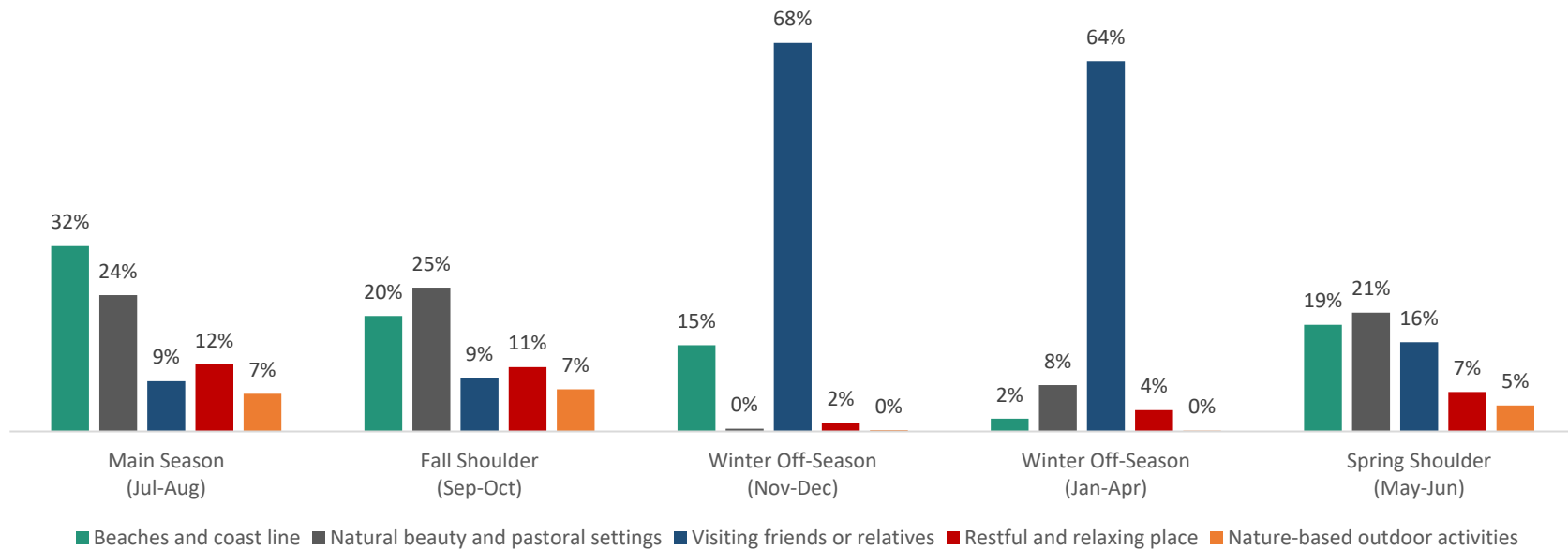
Approximately 23 percent of PECD visitors also stayed at least one night in the Greater Charlottetown Area. While approximately 23 percent stayed at least one night in the Green Gables Shore region, 14 percent stayed at least one night in the North Cape Coastal Drive region, 13 percent stayed at least one night in the Summerside area, and 8 percent stayed at least one night in the Red Sands Shore region.

PECD visitor parties stayed in a variety of accommodation types while on PEI, with the most popular types being campground or RV park (31% stayed at least one night in the accommodation type), hotel, motel or resort (30%), cottage or cabin (19%), home of friends or relatives (18%), B&B or tourist home (12%), and inn (12%).

Although many PECD visitors stayed overnight in a hotel, motel or resort, the average length of stay in these types of accommodation was relatively short at 3.5 nights. Those who stayed in an own property had the longest average length of stay at 9.5 nights, followed by those who stayed at a campground or RV park (6.1 nights), other (5.1 nights), cottage or cabin (5.0 nights), home of friends or relatives (4.3 nights), B&B or tourist home (3.8 nights), and inn (3.5 nights). Please see Annex A, Tables 9, 10, 11, and 12.

## PRIMARY FEATURE THAT ATTRACTED PECD VISITOR PARTIES TO PEI

Figure 3: Top Five Overall Primary Features that Attracted PECD Visitors to PEI, by Tourism Season

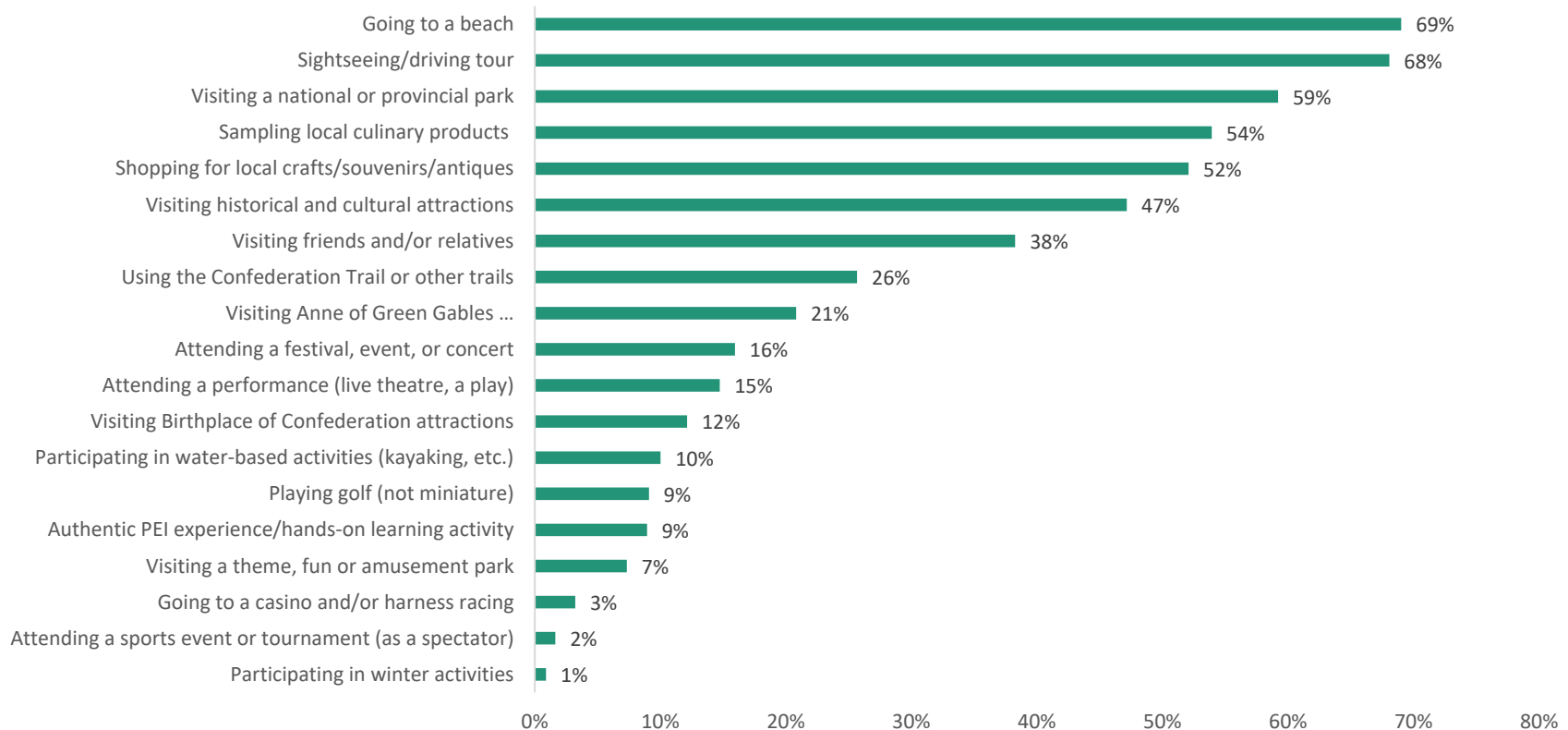


Approximately 24 percent of PECD visitor parties were primarily attracted to PEI by the beaches and coast line. Natural beauty and pastoral settings were the primary feature that attracted 21 percent of PECD visitors, 18 percent were attracted for visiting friends and/or relatives, ten percent were attracted to PEI because they consider it a restful and relaxing place, and six percent were attracted by nature-based outdoor activities. Please see Annex A, Table 13.



## ACTIVITIES PARTICIPATED IN WHILE ON PEI

**Figure 4: Activities Participated in by PECD Visitors**



Going to a beach was the most popular activity participated in by PECD visitors (69%). Over the full year, other popular activities included sightseeing/driving tour (68%), visiting a national or provincial park (59%), sampling local culinary products (54%), shopping for local crafts, souvenirs or antiques (52%), visiting historical and cultural attractions (47%), visiting friends and/or relatives (38%), and using the Confederation Trail or other trails (26%). Please see Annex A, Table 14.

## **OTHER REGIONS VISITED AND EXPLORATION OF PEI'S COASTAL DRIVES**

Approximately 65 percent of PECD visitor parties visited the Greater Charlottetown Area during their visit.<sup>1</sup> While 50 percent visited the Green Gables Shore region, 36 percent visited the Red Sands Shore region, 32 percent visited the Summerside area, and 25 percent visited the North Cape Coastal Drive region.

The majority (77%) of PECD visitors stated that they explored the Points East Coastal Drive, while 46 percent explored the Central Coastal Drive and 24 percent explored the North Cape Coastal Drive. Please see Annex A, Table 15 and 16.

## **TRIP EXPENDITURES**

PECD visitor parties spent an average of \$987 per party per visit on PEI. This spending was highest among those who visited during the main season (\$1,224) and lowest among those who visited during the January-April winter off-season (\$383). The items that accounted for the greatest proportion of PECD visitor party spending per party per day were accommodations (\$345; 35%), food and beverage at restaurants, bars, etc. (\$188; 19%), vehicle operation (\$112; 11%), food and beverage at stores (\$104; 11%), and shopping (\$101; 10%). See Annex A, Tables 17A and 17B.

## **TRIP EVALUATION**

PECD visitors were pleased with various aspects of their trip to PEI including the quality of customer service (96% rated this four or five on a five-point scale), accommodation service and quality (95%), the variety of things to see and do (94%), restaurant service and quality (94%), transportation service and quality (88%), and prices of goods and services (80%).

Approximately 94 percent of PECD visitor parties felt that their trip to PEI generated good value for the money that they spent. Almost all PECD visitor parties felt that their visit to PEI was a good way to spend their time (98%) and that they were satisfied with their trip to PEI (98%). Approximately seven percent of PECD visitor parties indicated they experienced a problem or had a complaint about their trip to PEI. Despite these complaints, approximately 98 percent of all PECD visitor parties stated they would recommend PEI as a travel destination to others and 96 percent agreed that they would visit PEI again. Please see Annex A, Table 18.

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<sup>1</sup> A visit was defined as staying overnight, dining, visiting an attraction, or participating in an activity in the region, and not travelling through the region only.

## Annex A - PECD Visitor Custom Tables

**TABLE 1: AVERAGE PARTY SIZE AND NUMBER OF NIGHTS STAYED BY TOURISM SEASON**

|  | 2018 Jul-Aug<br>Main Season |                | 2018 Sep-Oct<br>Fall Shoulder |                | 2018 Nov-Dec<br>Winter Off-Season |               | 2019 Jan-Apr<br>Winter Off-Season |                | 2019 May-Jun<br>Spring Shoulder |                | Total<br>12 Months Full-Year |                 |
|--|-----------------------------|----------------|-------------------------------|----------------|-----------------------------------|---------------|-----------------------------------|----------------|---------------------------------|----------------|------------------------------|-----------------|
| <b>Overnight Pleasure Parties</b>      | <b>41,606</b>               | <b>(53.3%)</b> | <b>15,439</b>                 | <b>(19.8%)</b> | <b>3,797</b>                      | <b>(4.9%)</b> | <b>8,091</b>                      | <b>(10.4%)</b> | <b>9,156</b>                    | <b>(11.7%)</b> | <b>78,089</b>                | <b>(100.0%)</b> |
| <b>Average Party Size</b>              | <b>3.2</b>                  |                | <b>2.42</b>                   |                | <b>2.68</b>                       |               | <b>2.06</b>                       |                | <b>2.76</b>                     |                | <b>2.85</b>                  |                 |
| Avg. Number of Male Travellers         | 1.56                        |                | 1.07                          |                | 1.6                               |               | 0.8                               |                | 1.63                            |                | 1.39                         |                 |
| Avg. Number of Female Travellers       | 1.64                        |                | 1.35                          |                | 1.08                              |               | 1.26                              |                | 1.13                            |                | 1.46                         |                 |
| Avg. Number of Children                | 0.64                        |                | 0.05                          |                | 0.82                              |               | 0.2                               |                | 0.18                            |                | 0.43                         |                 |
| Avg. Number of Adult Travellers        | 2.56                        |                | 2.37                          |                | 1.86                              |               | 1.86                              |                | 2.58                            |                | 2.42                         |                 |
| <b>Average Number of Nights Stayed</b> | <b>6.83</b>                 |                | <b>5.72</b>                   |                | <b>5.93</b>                       |               | <b>4.35</b>                       |                | <b>4.95</b>                     |                | <b>6.09</b>                  |                 |

**TABLE 2: ORIGIN OF PECD VISITOR PARTIES BY TOURISM SEASON**

|                                   | 2018 Jul-Aug<br>Main Season |                | 2018 Sep-Oct<br>Fall Shoulder |                | 2018 Nov-Dec<br>Winter Off-Season |               | 2019 Jan-Apr<br>Winter Off-Season |                | 2019 May-Jun<br>Spring Shoulder |                | Total<br>12 Months Full-Year |                 |
|-----------------------------------|-----------------------------|----------------|-------------------------------|----------------|-----------------------------------|---------------|-----------------------------------|----------------|---------------------------------|----------------|------------------------------|-----------------|
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| <b>Canada</b>                     | <b>36,615</b>               | <b>88.0%</b>   | <b>12,630</b>                 | <b>81.8%</b>   | <b>3,356</b>                      | <b>88.4%</b>  | <b>7,677</b>                      | <b>94.9%</b>   | <b>7,792</b>                    | <b>85.1%</b>   | <b>68,070</b>                | <b>87.2%</b>    |
| New Brunswick                     | 6,624                       | 15.9%          | 3,141                         | 20.3%          | 1,384                             | 36.4%         | 3,557                             | 44.0%          | 1,049                           | 11.5%          | 15,755                       | 20.2%           |
| Nova Scotia                       | 9,832                       | 23.6%          | 3,404                         | 22.0%          | 1,525                             | 40.2%         | 2,744                             | 33.9%          | 3,166                           | 34.6%          | 20,671                       | 26.5%           |
| Newfoundland & Labrador           | 340                         | 0.8%           | 76                            | 0.5%           | 18                                | 0.5%          | 0                                 | 0.0%           | 233                             | 2.5%           | 667                          | 0.9%            |
| Quebec                            | 7,502                       | 18.0%          | 1,701                         | 11.0%          | 0                                 | 0.0%          | 287                               | 3.5%           | 937                             | 10.2%          | 10,427                       | 13.4%           |
| Ontario                           | 10,066                      | 24.2%          | 2,973                         | 19.3%          | 430                               | 11.3%         | 854                               | 10.6%          | 1,604                           | 17.5%          | 15,927                       | 20.4%           |
| Rest of Canada                    | 2,253                       | 5.4%           | 1,335                         | 8.6%           | 0                                 | 0.0%          | 235                               | 2.9%           | 804                             | 8.8%           | 4,627                        | 5.9%            |
| <b>United States</b>              | <b>4,648</b>                | <b>11.2%</b>   | <b>1,958</b>                  | <b>12.7%</b>   | <b>398</b>                        | <b>10.5%</b>  | <b>357</b>                        | <b>4.4%</b>    | <b>1,125</b>                    | <b>12.3%</b>   | <b>8,486</b>                 | <b>10.9%</b>    |
| New England                       | 1,578                       | 3.8%           | 511                           | 3.3%           | 82                                | 2.2%          | 188                               | 2.3%           | 427                             | 4.7%           | 2,786                        | 3.6%            |
| Rest of US                        | 3,070                       | 7.4%           | 1,447                         | 9.4%           | 316                               | 8.3%          | 169                               | 2.1%           | 697                             | 7.6%           | 5,699                        | 7.3%            |
| <b>International</b>              | <b>343</b>                  | <b>0.8%</b>    | <b>851</b>                    | <b>5.5%</b>    | <b>42</b>                         | <b>1.1%</b>   | <b>57</b>                         | <b>0.70%</b>   | <b>240</b>                      | <b>2.6%</b>    | <b>1,533</b>                 | <b>2.0%</b>     |

**TABLE 3: PECD VISITOR PARTY COMPOSITION BY TOURISM SEASON**

|   | 2018 Jul-Aug  |                | 2018 Sep-Oct  |                | 2018 Nov-Dec      |               | 2019 Jan-Apr      |                | 2019 May-Jun    |                | Total               |                 |
|---|---------------|----------------|---------------|----------------|-------------------|---------------|-------------------|----------------|-----------------|----------------|---------------------|-----------------|
|   | Main Season   |                | Fall Shoulder |                | Winter Off-Season |               | Winter Off-Season |                | Spring Shoulder |                | 12 Months Full-Year |                 |
| <b>Overnight Pleasure Parties</b>                               | <b>41,606</b> | <b>(53.3%)</b> | <b>15,439</b> | <b>(19.8%)</b> | <b>3,797</b>      | <b>(4.9%)</b> | <b>8,091</b>      | <b>(10.4%)</b> | <b>9,156</b>    | <b>(11.7%)</b> | <b>78,089</b>       | <b>(100.0%)</b> |
| <b>Party Characteristics</b>                                    |               |                |               |                |                   |               |                   |                |                 |                |                     |                 |
| By myself/alone   | 2,255         | 5.4%           | 1,864         | 12.1%          | 1,022             | 26.9%         | 2,206             | 27.3%          | 1,663           | 18.2%          | 9,010               | 11.5%           |
| With my spouse/partner only (2 people)                          | 18,648        | 44.8%          | 9,655         | 62.5%          | 972               | 25.6%         | 3,261             | 40.3%          | 4,732           | 51.7%          | 37,268              | 47.7%           |
| With one or more couples  | 1,904         | 4.6%           | 575           | 3.7%           | 0                 | 0.0%          | 78                | 1.0%           | 245             | 2.7%           | 2,802               | 3.6%            |
| As a family (including children under 18)                       | 10,526        | 25.3%          | 525           | 3.4%           | 63                | 1.7%          | 1,299             | 16.1%          | 668             | 7.3%           | 13,081              | 16.8%           |
| As a family (with no one under 18)                              | 1,416         | 3.4%           | 496           | 3.2%           | 0                 | 0.0%          | 305               | 3.8%           | 247             | 2.7%           | 2,464               | 3.2%            |
| With other family/families (including children under 18)        | 1,091         | 2.6%           | 0             | 0.0%           | 0                 | 0.0%          | 17                | 0.2%           | 24              | 0.3%           | 1,132               | 1.4%            |
| With other family members (e.g., sister, brother, grandparents) | 2,162         | 5.2%           | 849           | 5.5%           | 301               | 7.9%          | 10                | 0.1%           | 618             | 6.8%           | 3,940               | 5.0%            |
| With friends  | 1,746         | 4.2%           | 1,009         | 6.5%           | 0                 | 0.0%          | 602               | 7.4%           | 804             | 8.8%           | 4,161               | 5.3%            |
| With family and friends   | 1,320         | 3.2%           | 186           | 1.2%           | 0                 | 0.0%          | 0                 | 0.0%           | 143             | 1.6%           | 1,649               | 2.1%            |
| Other   | 539           | 1.3%           | 281           | 1.8%           | 1,439             | 37.9%         | 312               | 3.9%           | 11              | 0.1%           | 2,582               | 3.3%            |
| <b>Party Composition</b>  |               |                |               |                |                   |               |                   |                |                 |                |                     |                 |
| Adult travelling alone  | 2,255         | 5.4%           | 1,864         | 12.1%          | 1,022             | 26.9%         | 2,206             | 27.3%          | 1,663           | 18.2%          | 9,010               | 11.5%           |
| 2 adults  | 20,270        | 48.7%          | 10,493        | 68.0%          | 1,027             | 27.0%         | 3,583             | 44.3%          | 5,501           | 60.1%          | 40,874              | 52.3%           |
| 3 or more adults  | 6,276         | 15.1%          | 2,557         | 16.6%          | 246               | 6.5%          | 1,005             | 12.4%          | 1,300           | 14.2%          | 11,384              | 14.6%           |
| 1 adult with child(ren)   | 1,187         | 2.9%           | 188           | 1.2%           | 0                 | 0.0%          | 14                | 0.2%           | 52              | 0.6%           | 1,441               | 1.8%            |
| 2 adults with child(ren)  | 8,385         | 20.2%          | 337           | 2.2%           | 1,494             | 39.3%         | 1,275             | 15.8%          | 630             | 6.9%           | 12,121              | 15.5%           |
| 3 or more adults with child(ren)                                | 3,234         | 7.8%           | 0             | 0.0%           | 9                 | 0.2%          | 7                 | 0.1%           | 11              | 0.1%           | 3,261               | 4.2%            |
| <b>Age Composition</b>  |               |                |               |                |                   |               |                   |                |                 |                |                     |                 |
| Millennial (18 to 34) Travellers                                | 3,119         | 7.5%           | 1,091         | 7.1%           | 253               | 6.7%          | 64                | 0.8%           | 1,243           | 13.6%          | 5,770               | 7.4%            |
| Middle Aged (35 to 54) Travellers                               | 4,676         | 11.2%          | 1,920         | 12.4%          | 603               | 15.9%         | 993               | 12.3%          | 1,586           | 17.3%          | 9,778               | 12.5%           |
| Senior (55 and over) Travellers                                 | 14,506        | 34.9%          | 8,879         | 57.5%          | 925               | 24.4%         | 3,818             | 47.2%          | 4,604           | 50.3%          | 32,732              | 41.9%           |
| Multi-generation Travellers                                     | 6,500         | 15.6%          | 3,024         | 19.6%          | 513               | 13.5%         | 1,919             | 23.7%          | 1,030           | 11.3%          | 12,986              | 16.6%           |
| Families/Adult(s) with child(ren)                               | 12,806        | 30.8%          | 525           | 3.4%           | 1,502             | 39.6%         | 1,296             | 16.0%          | 692             | 7.6%           | 16,821              | 21.5%           |

Note: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

**TABLE 4A: DEMOGRAPHIC CHARACTERISTICS OF PECD VISITORS BY TOURISM SEASON**

|                                   | 2018 Jul-Aug<br>Main Season |                | 2018 Sep-Oct<br>Fall Shoulder |                | 2018 Nov-Dec<br>Winter Off-Season |               | 2019 Jan-Apr<br>Winter Off-Season |                | 2019 May-Jun<br>Spring Shoulder |                | Total<br>12 Months Full-Year |                 |
|-----------------------------------|-----------------------------|----------------|-------------------------------|----------------|-----------------------------------|---------------|-----------------------------------|----------------|---------------------------------|----------------|------------------------------|-----------------|
| <b>Overnight Pleasure Parties</b> | <b>41,606</b>               | <b>(53.3%)</b> | <b>15,439</b>                 | <b>(19.8%)</b> | <b>3,797</b>                      | <b>(4.9%)</b> | <b>8,091</b>                      | <b>(10.4%)</b> | <b>9,156</b>                    | <b>(11.7%)</b> | <b>78,089</b>                | <b>(100.0%)</b> |
| <b>Gender</b>                     |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| Male                              | 16,222                      | 39.0%          | 5,592                         | 36.2%          | 889                               | 23.4%         | 1,700                             | 21.0%          | 3,573                           | 39.0%          | 27,976                       | 35.8%           |
| Female                            | 25,270                      | 60.7%          | 9,847                         | 63.8%          | 2,908                             | 76.6%         | 6,381                             | 78.9%          | 5,583                           | 61.0%          | 49,989                       | 64.0%           |
| Other                             | 115                         | 0.3%           | 0                             | 0.0%           | 0                                 | 0.0%          | 10                                | 0.1%           | 0                               | 0.0%           | 125                          | 0.2%            |
| <b>Age</b>                        |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| 18 to 24                          | 1,078                       | 2.6%           | 35                            | 0.2%           | 253                               | 6.7%          | 55                                | 0.7%           | 199                             | 2.2%           | 1,620                        | 2.1%            |
| 25 to 34                          | 4,880                       | 11.7%          | 1,648                         | 10.7%          | 0                                 | 0.0%          | 322                               | 4.0%           | 1,287                           | 14.1%          | 8,137                        | 10.4%           |
| 35 to 44                          | 8,014                       | 19.3%          | 1,134                         | 7.3%           | 658                               | 17.3%         | 1,304                             | 16.1%          | 1,346                           | 14.7%          | 12,456                       | 16.0%           |
| 45 to 54                          | 8,168                       | 19.6%          | 2,495                         | 16.2%          | 1,394                             | 36.7%         | 2,511                             | 31.0%          | 1,340                           | 14.6%          | 15,908                       | 20.4%           |
| 55 to 64                          | 11,346                      | 27.3%          | 5,109                         | 33.1%          | 928                               | 24.4%         | 1,692                             | 20.9%          | 2,634                           | 28.8%          | 21,709                       | 27.8%           |
| 65 to 74                          | 7,410                       | 17.8%          | 3,949                         | 25.6%          | 237                               | 6.2%          | 2,185                             | 27.0%          | 1,782                           | 19.5%          | 15,563                       | 19.9%           |
| 75 and over                       | 711                         | 1.7%           | 1,069                         | 6.9%           | 326                               | 8.6%          | 23                                | 0.3%           | 568                             | 6.2%           | 2,697                        | 3.5%            |
| <b>Mother Tongue</b>              |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| English                           | 31,455                      | 75.6%          | 12,744                        | 82.5%          | 3,797                             | 100.0%        | 6,870                             | 84.9%          | 7,861                           | 85.9%          | 62,727                       | 80.3%           |
| French                            | 8,932                       | 21.5%          | 2,181                         | 14.1%          | 0                                 | 0.0%          | 1,172                             | 14.5%          | 1,149                           | 12.6%          | 13,434                       | 17.2%           |
| Other                             | 1,220                       | 2.9%           | 514                           | 3.3%           | 0                                 | 0.0%          | 49                                | 0.6%           | 145                             | 1.6%           | 1,928                        | 2.5%            |

Note: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

**TABLE 4B: DEMOGRAPHIC CHARACTERISTICS OF PECD VISITORS BY TOURISM SEASON (CONT'D)**

|   | 2018 Jul-Aug<br>Main Season |                     | 2018 Sep-Oct<br>Fall Shoulder |                     | 2018 Nov-Dec<br>Winter Off-Season |                     | 2019 Jan-Apr<br>Winter Off-Season |                     | 2019 May-Jun<br>Spring Shoulder |                     | Total<br>12 Months Full-Year |                     |
|---|-----------------------------|---------------------|-------------------------------|---------------------|-----------------------------------|---------------------|-----------------------------------|---------------------|---------------------------------|---------------------|------------------------------|---------------------|
| <b>Overnight Pleasure Parties</b>                           | <b>41,606</b>               | <b>(53.3%)</b>      | <b>15,439</b>                 | <b>(19.8%)</b>      | <b>3,797</b>                      | <b>(4.9%)</b>       | <b>8,091</b>                      | <b>(10.4%)</b>      | <b>9,156</b>                    | <b>(11.7%)</b>      | <b>78,089</b>                | <b>(100.0%)</b>     |
| <b>Marital Status</b>                                       |                             |                     |                               |                     |                                   |                     |                                   |                     |                                 |                     |                              |                     |
| Single  | 5,273                       | 12.7%               | 1,943                         | 12.6%               | 1,250                             | 32.9%               | 909                               | 11.2%               | 2,472                           | 27.0%               | 11,847                       | 15.2%               |
| Married/living common law                                   | 35,274                      | 84.8%               | 13,022                        | 84.3%               | 1,163                             | 30.6%               | 5,667                             | 70.0%               | 6,385                           | 69.7%               | 61,511                       | 78.8%               |
| Other   | 1,040                       | 2.5%                | 474                           | 3.1%                | 1,384                             | 36.4%               | 1,210                             | 15.0%               | 274                             | 3.0%                | 4,382                        | 5.6%                |
| Not Stated  | 19                          | 0.0%                | 0                             | 0.0%                | 0                                 | 0.0%                | 305                               | 3.8%                | 25                              | 0.3%                | 349                          | 0.4%                |
| <b>Average Number of Children Living in the Household *</b> |                             |                     |                               |                     |                                   |                     |                                   |                     |                                 |                     |                              |                     |
| 17 years and younger  | 12,570 <sup>a)</sup>        | 30.2% <sup>b)</sup> | 585 <sup>a)</sup>             | 3.8% <sup>b)</sup>  | 2,051 <sup>a)</sup>               | 54.0% <sup>b)</sup> | 3,101 <sup>a)</sup>               | 38.3% <sup>b)</sup> | 1,255 <sup>a)</sup>             | 13.7% <sup>b)</sup> | 18,561 <sup>a)</sup>         | 23.8% <sup>b)</sup> |
|   | <b>1.85<sup>c)</sup></b>    |                     | <b>1.63<sup>c)</sup></b>      |                     | <b>2.29<sup>c)</sup></b>          |                     | <b>1.82<sup>c)</sup></b>          |                     | <b>2.13<sup>c)</sup></b>        |                     | <b>1.90<sup>c)</sup></b>     |                     |
| 18 years and older  | 6,520 <sup>a)</sup>         | 15.7% <sup>b)</sup> | 1,,899 <sup>a)</sup>          | 12.3% <sup>b)</sup> | 278 <sup>a)</sup>                 | 7.3% <sup>b)</sup>  | 1,412 <sup>a)</sup>               | 17.5% <sup>b)</sup> | 1,600 <sup>a)</sup>             | 17.5% <sup>b)</sup> | 11,710 <sup>a)</sup>         | 15.0% <sup>b)</sup> |
|   | <b>1.50<sup>c)</sup></b>    |                     | <b>1.88<sup>c)</sup></b>      |                     | <b>1.21<sup>c)</sup></b>          |                     | <b>1.15<sup>c)</sup></b>          |                     | <b>1.53<sup>c)</sup></b>        |                     | <b>1.51<sup>c)</sup></b>     |                     |
| <b>Education</b>  |                             |                     |                               |                     |                                   |                     |                                   |                     |                                 |                     |                              |                     |
| Some school   | 248                         | 0.6%                | 114                           | 0.7%                | 0                                 | 0.0%                | 312                               | 3.9%                | 134                             | 1.5%                | 808                          | 1.0%                |
| High school diploma   | 2,830                       | 6.8%                | 637                           | 4.1%                | 110                               | 2.9%                | 1,250                             | 15.5%               | 622                             | 6.8%                | 5,449                        | 7.0%                |
| Some post-secondary   | 4,181                       | 10.0%               | 1,938                         | 12.6%               | 2                                 | 0.1%                | 175                               | 2.2%                | 901                             | 9.8%                | 7,197                        | 9.2%                |
| Graduated community/technical college                       | 10,278                      | 24.7%               | 4,073                         | 26.4%               | 937                               | 24.7%               | 1,480                             | 18.3%               | 2,069                           | 22.6%               | 18,837                       | 24.1%               |
| Graduated university (undergraduate degree)                 | 12,461                      | 30.0%               | 4,850                         | 31.4%               | 2,371                             | 62.4%               | 1,421                             | 17.6%               | 2,221                           | 24.3%               | 23,324                       | 29.9%               |
| Post graduate degree/professional designation               | 11,589                      | 27.9%               | 3,826                         | 24.8%               | 377                               | 9.9%                | 3,147                             | 38.9%               | 3,196                           | 34.9%               | 22,135                       | 28.3%               |
| Not Stated  | 19                          | 0.0%                | 0                             | 0.0%                | 0                                 | 0.0%                | 305                               | 3.8%                | 14                              | 0.2%                | 338                          | 0.4%                |

Note: \* While <sup>a)</sup> and <sup>b)</sup> indicate the valid number and percent of respondents who reported the number of children living in the household, <sup>c)</sup> indicates the average number of children living in the household based on the valid number of respondents: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.



**TABLE 4C: DEMOGRAPHIC CHARACTERISTICS OF PECD VISITORS BY TOURISM SEASON (CONT'D)**

|                                   | 2018 Jul-Aug<br>Main Season |                | 2018 Sep-Oct<br>Fall Shoulder |                | 2018 Nov-Dec<br>Winter Off-Season |               | 2019 Jan-Apr<br>Winter Off-Season |                | 2019 May-Jun<br>Spring Shoulder |                | Total<br>12 Months Full-Year |                 |
|-----------------------------------|-----------------------------|----------------|-------------------------------|----------------|-----------------------------------|---------------|-----------------------------------|----------------|---------------------------------|----------------|------------------------------|-----------------|
| <b>Overnight Pleasure Parties</b> | <b>41,606</b>               | <b>(53.3%)</b> | <b>15,439</b>                 | <b>(19.8%)</b> | <b>3,797</b>                      | <b>(4.9%)</b> | <b>8,091</b>                      | <b>(10.4%)</b> | <b>9,156</b>                    | <b>(11.7%)</b> | <b>78,089</b>                | <b>(100.0%)</b> |
| <b>Employment Status</b>          |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| Working full time                 | 23,208                      | 55.8%          | 5,780                         | 37.4%          | 898                               | 23.6%         | 3,909                             | 48.3%          | 4,694                           | 51.3%          | 38,489                       | 49.3%           |
| Working part time or seasonally   | 2,772                       | 6.7%           | 1,402                         | 9.1%           | 0                                 | 0.0%          | 915                               | 11.3%          | 449                             | 4.9%           | 5,538                        | 7.1%            |
| Unemployed                        | 413                         | 1.0%           | 0                             | 0.0%           | 0                                 | 0.0%          | 315                               | 3.9%           | 102                             | 1.1%           | 830                          | 1.1%            |
| Retraining or upgrading           | 76                          | 0.2%           | 0                             | 0.0%           | 0                                 | 0.0%          | 16                                | 0.2%           | 12                              | 0.1%           | 104                          | 0.1%            |
| Retired                           | 11,864                      | 28.5%          | 6,878                         | 44.5%          | 1,263                             | 33.3%         | 1,667                             | 20.6%          | 3,565                           | 38.9%          | 25,237                       | 32.3%           |
| Homemaker                         | 1,186                       | 2.9%           | 583                           | 3.8%           | 1,426                             | 37.5%         | 633                               | 7.8%           | 121                             | 1.3%           | 3,949                        | 5.1%            |
| Student                           | 1,179                       | 2.8%           | 35                            | 0.2%           | 211                               | 5.6%          | 17                                | 0.2%           | 148                             | 1.6%           | 1,590                        | 2.0%            |
| Other                             | 890                         | 2.1%           | 761                           | 4.9%           | 0                                 | 0.0%          | 315                               | 3.9%           | 52                              | 0.6%           | 2,018                        | 2.6%            |
| Not Stated                        | 19                          | 0.0%           | 0                             | 0.0%           | 0                                 | 0.0%          | 305                               | 3.8%           | 14                              | 0.2%           | 338                          | 0.4%            |
| <b>Annual Household Income</b>    |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| Under \$40,000                    | 4,147                       | 10.0%          | 1,479                         | 9.6%           | 291                               | 7.7%          | 936                               | 11.6%          | 650                             | 7.1%           | 7,503                        | 9.6%            |
| \$40,000 to \$59,999              | 4,527                       | 10.9%          | 2,192                         | 14.2%          | 668                               | 17.6%         | 1,240                             | 15.3%          | 1,421                           | 15.5%          | 10,048                       | 12.9%           |
| \$60,000 to \$79,999              | 6,138                       | 14.8%          | 1,403                         | 9.1%           | 1,740                             | 45.8%         | 334                               | 4.1%           | 1,656                           | 18.1%          | 11,271                       | 14.4%           |
| \$80,000 to \$99,999              | 6,060                       | 14.6%          | 2,408                         | 15.6%          | 0                                 | 0.0%          | 1,626                             | 20.1%          | 923                             | 10.1%          | 11,017                       | 14.1%           |
| \$100,000 to \$124,999            | 6,770                       | 16.3%          | 2,223                         | 14.4%          | 844                               | 22.2%         | 373                               | 4.6%           | 738                             | 8.1%           | 10,948                       | 14.0%           |
| \$125,000 to \$149,999            | 4,206                       | 10.1%          | 1,518                         | 9.8%           | 18                                | 0.5%          | 493                               | 6.1%           | 809                             | 8.8%           | 7,044                        | 9.0%            |
| \$150,000 to \$174,999            | 2,928                       | 7.0%           | 794                           | 5.1%           | 0                                 | 0.0%          | 23                                | 0.3%           | 390                             | 4.3%           | 4,135                        | 5.3%            |
| \$175,000 to \$199,999            | 1,522                       | 3.7%           | 894                           | 5.8%           | 0                                 | 0.0%          | 7                                 | 0.1%           | 796                             | 8.7%           | 3,219                        | 4.1%            |
| \$200,000 or more                 | 2,356                       | 5.7%           | 912                           | 5.9%           | 68                                | 1.8%          | 534                               | 6.6%           | 962                             | 10.5%          | 4,832                        | 6.2%            |
| Not Stated                        | 2,952                       | 7.1%           | 1,616                         | 10.5%          | 169                               | 4.4%          | 2,524                             | 31.2%          | 811                             | 8.9%           | 8,072                        | 10.3%           |

Note: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

**TABLE 5: GENDER AND AGE OF INDIVIDUAL OVERNIGHT PECD VISITORS BY TOURISM SEASON**

|                                    | 2018 Jul-Aug<br>Main Season |                | 2018 Sep-Oct<br>Fall Shoulder |                | 2018 Nov-Dec<br>Winter Off-Season |               | 2019 Jan-Apr<br>Winter Off-Season |               | 2019 May-Jun<br>Spring Shoulder |                | Total<br>12 Months Full-Year |                 |
|------------------------------------|-----------------------------|----------------|-------------------------------|----------------|-----------------------------------|---------------|-----------------------------------|---------------|---------------------------------|----------------|------------------------------|-----------------|
| <b>Overnight Pleasure Visitors</b> | <b>133,043</b>              | <b>(59.8%)</b> | <b>37,413</b>                 | <b>(16.8%)</b> | <b>10,187</b>                     | <b>(4.6%)</b> | <b>16,679</b>                     | <b>(7.5%)</b> | <b>25,240</b>                   | <b>(11.3%)</b> | <b>222,562</b>               | <b>(100.0%)</b> |
| <b>Gender</b>                      |                             |                |                               |                |                                   |               |                                   |               |                                 |                |                              |                 |
| Male                               | 64,799                      | 48.7%          | 16,501                        | 44.1%          | 6,070                             | 59.6%         | 6,462                             | 38.7%         | 14,896                          | 59.0%          | 108,728                      | 48.9%           |
| Female                             | 68,244                      | 51.3%          | 20,912                        | 55.9%          | 4,117                             | 40.4%         | 10,217                            | 61.3%         | 10,344                          | 41.0%          | 113,834                      | 51.1%           |
| <b>Age</b>                         |                             |                |                               |                |                                   |               |                                   |               |                                 |                |                              |                 |
| Under 8 Years                      | 11,688                      | 8.8%           | 644                           | 1.7%           | 2,932                             | 28.8%         | 312                               | 1.9%          | 774                             | 3.1%           | 16,350                       | 7.3%            |
| 9 – 17 Years                       | 14,978                      | 11.3%          | 188                           | 0.5%           | 181                               | 1.8%          | 1,296                             | 7.8%          | 849                             | 3.4%           | 17,492                       | 7.9%            |
| 18 – 24 Years                      | 7,123                       | 5.4%           | 314                           | 0.8%           | 514                               | 5.0%          | 105                               | 0.6%          | 605                             | 2.4%           | 8,661                        | 3.9%            |
| 25 – 34 Years                      | 14,144                      | 10.6%          | 2,589                         | 6.9%           | 738                               | 7.2%          | 331                               | 2.0%          | 3,313                           | 13.1%          | 21,115                       | 9.5%            |
| 35 – 44 Years                      | 18,658                      | 14.0%          | 2,964                         | 7.9%           | 713                               | 7.0%          | 2,537                             | 15.2%         | 3,768                           | 14.9%          | 28,640                       | 12.9%           |
| 45 – 54 Years                      | 18,950                      | 14.2%          | 4,732                         | 12.6%          | 75                                | 0.7%          | 3,605                             | 21.6%         | 3,968                           | 15.7%          | 31,330                       | 14.1%           |
| 55 – 64 Years                      | 28,429                      | 21.4%          | 12,254                        | 32.8%          | 1,648                             | 16.2%         | 3,711                             | 22.2%         | 6,464                           | 25.6%          | 52,506                       | 23.6%           |
| 65 – 74 Years                      | 16,423                      | 12.3%          | 10,276                        | 27.5%          | 293                               | 2.9%          | 4,167                             | 25.0%         | 4,193                           | 16.6%          | 35,352                       | 15.9%           |
| 75 Years and over                  | 2,650                       | 2.0%           | 3,452                         | 9.2%           | 3,093                             | 30.4%         | 615                               | 3.7%          | 1,306                           | 5.2%           | 11,116                       | 5.0%            |

**TABLE 6: PRIMARY REASON FOR TRIP TO PEI BY TOURISM SEASON**

|                                       | 2018 Jul-Aug  |                | 2018 Sep-Oct  |                | 2018 Nov-Dec      |               | 2019 Jan-Apr      |                | 2019 May-Jun    |                | Total               |                 |
|---------------------------------------|---------------|----------------|---------------|----------------|-------------------|---------------|-------------------|----------------|-----------------|----------------|---------------------|-----------------|
|                                       | Main Season   |                | Fall Shoulder |                | Winter Off-Season |               | Winter Off-Season |                | Spring Shoulder |                | 12 Months Full-Year |                 |
| <b>Overnight Pleasure Parties</b>     | <b>41,606</b> | <b>(53.3%)</b> | <b>15,439</b> | <b>(19.8%)</b> | <b>3,797</b>      | <b>(4.9%)</b> | <b>8,091</b>      | <b>(10.4%)</b> | <b>9,156</b>    | <b>(11.7%)</b> | <b>78,089</b>       | <b>(100.0%)</b> |
| Holiday, vacation                     | 30,747        | 73.9%          | 8,318         | 53.9%          | 1,399             | 36.8%         | 622               | 7.7%           | 4,005           | 43.7%          | 45,091              | 57.7%           |
| Short getaway                         | 3,781         | 9.1%           | 3,983         | 25.8%          | 0                 | 0.0%          | 16                | 0.2%           | 1,216           | 13.3%          | 8,996               | 11.5%           |
| Visit friends and/or relatives        | 2,033         | 4.9%           | 1,450         | 9.4%           | 917               | 24.2%         | 4,306             | 53.2%          | 1,612           | 17.6%          | 10,318              | 13.2%           |
| Visit second home, cottage, condo     | 863           | 2.1%           | 155           | 1.0%           | 603               | 15.9%         | 1,676             | 20.7%          | 538             | 5.9%           | 3,835               | 4.9%            |
| Attend events, festivals, attractions | 1,765         | 4.2%           | 699           | 4.5%           | 0                 | 0.0%          | 23                | 0.3%           | 375             | 4.1%           | 2,862               | 3.7%            |
| Other pleasure                        | 2,417         | 5.8%           | 833           | 5.4%           | 878               | 23.1%         | 1,448             | 17.9%          | 1,410           | 15.4%          | 6,986               | 8.9%            |

Note: Other pleasure includes attending a wedding, attending a family reunion/meeting, etc.; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

**TABLE 7: TYPE OF VISITATION AND LAST TRIP TO PEI BY TOURISM SEASON**

|  | 2018 Jul-Aug<br>Main Season |                | 2018 Sep-Oct<br>Fall Shoulder |                | 2018 Nov-Dec<br>Winter Off-Season |               | 2019 Jan-Apr<br>Winter Off-Season |                | 2019 May-Jun<br>Spring Shoulder |                | Total<br>12 Months Full-Year |                 |
|--|-----------------------------|----------------|-------------------------------|----------------|-----------------------------------|---------------|-----------------------------------|----------------|---------------------------------|----------------|------------------------------|-----------------|
| <b>Overnight Pleasure Parties</b>                                  | <b>41,606</b>               | <b>(53.3%)</b> | <b>15,439</b>                 | <b>(19.8%)</b> | <b>3,797</b>                      | <b>(4.9%)</b> | <b>8,091</b>                      | <b>(10.4%)</b> | <b>9,156</b>                    | <b>(11.7%)</b> | <b>78,089</b>                | <b>(100.0%)</b> |
| <b>Type of Visitation</b>  |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| First-Time Visitors  | 11,313                      | 27.2%          | 5,600                         | 36.3%          | 0                                 | 0.0%          | 1,217                             | 15.0%          | 2,081                           | 22.7%          | 20,211                       | 25.9%           |
| Repeat Visitors  | 30,294                      | 72.8%          | 9,839                         | 63.7%          | 3,797                             | 100.0%        | 6,874                             | 85.0%          | 7,075                           | 77.3%          | 57,879                       | 74.1%           |
| <b>Last Trip to PEI*</b>   |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| This year  | 4,562                       | 15.1%          | 2,843                         | 28.9%          | 3,007                             | 79.2%         | 2,868                             | 41.7%          | 1,533                           | 21.7%          | 14,813                       | 25.6%           |
| One year ago   | 12,104                      | 40.0%          | 2,828                         | 28.7%          | 720                               | 19.0%         | 2,559                             | 37.2%          | 2,866                           | 40.5%          | 21,077                       | 36.4%           |
| Two years ago  | 2,600                       | 8.6%           | 669                           | 6.8%           | 55                                | 1.4%          | 1,228                             | 17.9%          | 386                             | 5.5%           | 4,938                        | 8.5%            |
| Three years ago  | 1,073                       | 3.5%           | 141                           | 1.4%           | 2                                 | 0.1%          | 0                                 | 0.0%           | 441                             | 6.2%           | 1,657                        | 2.9%            |
| Four years ago   | 877                         | 2.9%           | 426                           | 4.3%           | 0                                 | 0.0%          | 7                                 | 0.1%           | 118                             | 1.7%           | 1,428                        | 2.5%            |
| Five or more years ago   | 9,078                       | 30.0%          | 2,931                         | 29.8%          | 13                                | 0.3%          | 212                               | 3.1%           | 1,732                           | 24.5%          | 13,966                       | 24.1%           |
| <b>Average Number of Times Visited PEI in the Past Five Years*</b> |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| <b>Mean (Group Median)</b>   | <b>4.98 (3.06)</b>          |                | <b>4.97 (2.78)</b>            |                | <b>11.30 (11.82)</b>              |               | <b>7.89 (4.81)</b>                |                | <b>5.28 (2.96)</b>              |                | <b>5.78 (3.40)</b>           |                 |

Note: \* Repeat visitors only.

**TABLE 8: PRIMARY DESTINATION AND TRIP DURATION BY TOURISM SEASON**

|   | 2018 Jul-Aug<br>Main Season |                | 2018 Sep-Oct<br>Fall Shoulder |                | 2018 Nov-Dec<br>Winter Off-Season |                | 2019 Jan-Apr<br>Winter Off-Season |                | 2019 May-Jun<br>Spring Shoulder |                | Total<br>12 Months Full-Year |                 |
|---|-----------------------------|----------------|-------------------------------|----------------|-----------------------------------|----------------|-----------------------------------|----------------|---------------------------------|----------------|------------------------------|-----------------|
| <b>Overnight Pleasure Parties</b>   | <b>41,606</b>               | <b>(53.3%)</b> | <b>15,439</b>                 | <b>(19.8%)</b> | <b>3,797</b>                      | <b>(4.9%)</b>  | <b>8,091</b>                      | <b>(10.4%)</b> | <b>9,156</b>                    | <b>(11.7%)</b> | <b>78,089</b>                | <b>(100.0%)</b> |
| <b>Primary Destination of the Trip</b>  |                             |                |                               |                |                                   |                |                                   |                |                                 |                |                              |                 |
| <b>Prince Edward Island</b>   | <b>33,514</b>               | <b>80.6%</b>   | <b>11,925</b>                 | <b>77.2%</b>   | <b>3,753</b>                      | <b>98.8%</b>   | <b>7,791</b>                      | <b>96.3%</b>   | <b>7,523</b>                    | <b>82.2%</b>   | <b>64,506</b>                | <b>82.6%</b>    |
| Other Destination   | 7,728                       | 18.6%          | 3,443                         | 22.3%          | 35                                | 0.9%           | 300                               | 3.7%           | 1,544                           | 16.9%          | 13,050                       | 16.7%           |
| Don't Know/Not Stated   | 364                         | 0.9%           | 71                            | 0.5%           | 9                                 | 0.2%           | 0                                 | 0.0%           | 89                              | 1.0%           | 533                          | 0.7%            |
| <b>Average Trip Duration</b>  |                             |                |                               |                |                                   |                |                                   |                |                                 |                |                              |                 |
| Total Nights of the Trip  | 12.42                       | 100.0%         | 10.85                         | 100.0%         | 6.33                              | 100.0%         | 6.02                              | 100.0%         | 9.64                            | 100.0%         | 10.83                        | 100.0%          |
| <b>Nights stayed in PEI</b>   | <b>6.83</b>                 | <b>54.9%</b>   | <b>5.72</b>                   | <b>52.7%</b>   | <b>5.93</b>                       | <b>93.6%</b>   | <b>4.35</b>                       | <b>72.2%</b>   | <b>4.95</b>                     | <b>51.3%</b>   | <b>6.09</b>                  | <b>56.2%</b>    |
| Nights in Paid Accommodation  | <b>5.19</b>                 | <b>(76.0%)</b> | <b>4.64</b>                   | <b>(81.1%)</b> | <b>3.62</b>                       | <b>(61.1%)</b> | <b>1.11</b>                       | <b>(25.5%)</b> | <b>3.29</b>                     | <b>(66.6%)</b> | <b>4.36</b>                  | <b>(71.6%)</b>  |
| Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc. | <b>0.97</b>                 | <b>(18.7%)</b> | <b>0.82</b>                   | <b>(17.6%)</b> | <b>2.94</b>                       | <b>(81.2%)</b> | <b>0.24</b>                       | <b>(21.9%)</b> | <b>0.73</b>                     | <b>(22.1%)</b> | <b>0.93</b>                  | <b>(21.4%)</b>  |
| Nights stayed in NB   | 1.43                        | 11.5%          | 0.98                          | 9.0%           | 0.28                              | 4.4%           | 0.51                              | 8.4%           | 1.03                            | 10.7%          | 1.14                         | 10.6%           |
| Nights stayed in NS   | 1.64                        | 13.2%          | 2.09                          | 19.2%          | 0.07                              | 1.1%           | 0.82                              | 13.6%          | 1.47                            | 15.2%          | 1.55                         | 14.3%           |
| Nights stayed in NL   | 0.56                        | 4.5%           | 0.27                          | 2.5%           | 0.04                              | 0.6%           | 0.26                              | 4.4%           | 0.65                            | 6.7%           | 0.46                         | 4.2%            |
| Nights stayed in Magdalen Islands   | 0.57                        | 4.6%           | 0.38                          | 3.5%           | 0.00                              | 0.0%           | 0.00                              | 0.0%           | 0.22                            | 2.2%           | 0.40                         | 3.7%            |
| Nights stayed elsewhere   | 1.40                        | 11.3%          | 1.41                          | 13.0%          | 0.02                              | 0.4%           | 0.08                              | 1.4%           | 1.33                            | 13.8%          | 1.19                         | 11.0%           |

Note: While percent in parentheses of “nights in paid accommodation” indicates % for nights stayed in PEI (**bold blue colour**), percent in parentheses in “nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.” indicates % for nights in paid accommodation (**bold red colour**).

**TABLE 9: AVERAGE LENGTH OF STAY IN PEI REGIONS BY TOURISM SEASON**

|  | 2018 Jul-Aug<br>Main Season |         | 2018 Sep-Oct<br>Fall Shoulder |         | 2018 Nov-Dec<br>Winter Off-Season |        | 2019 Jan-Apr<br>Winter Off-Season |         | 2019 May-Jun<br>Spring Shoulder |         | Total<br>12 Months Full-Year |          |
|--|-----------------------------|---------|-------------------------------|---------|-----------------------------------|--------|-----------------------------------|---------|---------------------------------|---------|------------------------------|----------|
| Overnight Pleasure Parties   | 41,606                      | (53.3%) | 15,439                        | (19.8%) | 3,797                             | (4.9%) | 8,091                             | (10.4%) | 9,156                           | (11.7%) | 78,089                       | (100.0%) |
| Average Number of Nights Stayed in PEI   | 6.83                        |         | 5.72                          |         | 5.93                              |        | 4.35                              |         | 4.95                            |         | 6.09                         |          |
| <b>Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)</b> |                             |         |                               |         |                                   |        |                                   |         |                                 |         |                              |          |
| Points East Coastal Drive  | 4.47                        |         | 3.43                          |         | 5.38                              |        | 3.20                              |         | 3.22                            |         | 4.03                         |          |
| Green Gables Shore   | 0.83                        |         | 0.70                          |         | 0.00                              |        | 0.10                              |         | 0.55                            |         | 0.66                         |          |
| Greater Charlottetown Area   | 0.56                        |         | 0.80                          |         | 0.54                              |        | 0.49                              |         | 0.53                            |         | 0.59                         |          |
| North Cape Coastal Drive   | 0.46                        |         | 0.35                          |         | 0.00                              |        | 0.42                              |         | 0.25                            |         | 0.39                         |          |
| Summerside Area  | 0.31                        |         | 0.34                          |         | 0.00                              |        | 0.09                              |         | 0.27                            |         | 0.27                         |          |
| Red Sands Shore  | 0.20                        |         | 0.11                          |         | 0.00                              |        | 0.04                              |         | 0.12                            |         | 0.15                         |          |
| <b>Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)</b>           |                             |         |                               |         |                                   |        |                                   |         |                                 |         |                              |          |
| Points East Coastal Drive  | 4.47                        |         | 3.43                          |         | 5.38                              |        | 3.20                              |         | 3.22                            |         | 4.03                         |          |
| Green Gables Shore   | 3.14                        |         | 2.42                          |         | 1.00                              |        | 8.10                              |         | 2.60                            |         | 2.92                         |          |
| North Cape Coastal Drive   | 2.90                        |         | 1.86                          |         | n/a                               |        | 10.34                             |         | 1.56                            |         | 2.68                         |          |
| Greater Charlottetown Area   | 2.47                        |         | 2.49                          |         | 2.90                              |        | 4.61                              |         | 2.21                            |         | 2.56                         |          |
| Summerside Area  | 2.37                        |         | 1.79                          |         | 1.00                              |        | 1.98                              |         | 2.06                            |         | 2.14                         |          |
| Red Sands Shore  | 2.00                        |         | 1.60                          |         | 1.00                              |        | 1.00                              |         | 1.88                            |         | 1.87                         |          |

**TABLE 10: OVERNIGHT STAYS IN OTHER PEI REGIONS BY TOURISM SEASON**

|   | 2018 Jul-Aug   |                | 2018 Sep-Oct  |                | 2018 Nov-Dec      |               | 2019 Jan-Apr      |                | 2019 May-Jun    |                | Total               |                 |
|---|----------------|----------------|---------------|----------------|-------------------|---------------|-------------------|----------------|-----------------|----------------|---------------------|-----------------|
|   | Main Season    |                | Fall Shoulder |                | Winter Off-Season |               | Winter Off-Season |                | Spring Shoulder |                | 12 Months Full-Year |                 |
| <b>Overnight Pleasure Parties</b>   | <b>41,606</b>  | <b>(53.3%)</b> | <b>15,439</b> | <b>(19.8%)</b> | <b>3,797</b>      | <b>(4.9%)</b> | <b>8,091</b>      | <b>(10.4%)</b> | <b>9,156</b>    | <b>(11.7%)</b> | <b>78,089</b>       | <b>(100.0%)</b> |
| <b>Total Accumulated Parties Staying at Least One Night in the Specified Region</b> |                |                |               |                |                   |               |                   |                |                 |                |                     |                 |
| Greater Charlottetown Area  | 9,386          | 22.6%          | 4,934         | 32.0%          | 709               | 18.7%         | 867               | 10.7%          | 2,203           | 24.1%          | 18,099              | 23.2%           |
| Green Gables Shore  | 11,033         | 26.5%          | 4,449         | 28.8%          | 9                 | 0.2%          | 101               | 1.2%           | 1,956           | 21.4%          | 17,548              | 22.5%           |
| North Cape Coastal Drive  | 6,649          | 16.0%          | 2,912         | 18.9%          | 0                 | 0.0%          | 328               | 4.1%           | 1,481           | 16.2%          | 11,370              | 14.6%           |
| Summerside Area   | 5,366          | 12.9%          | 2,955         | 19.1%          | 9                 | 0.2%          | 375               | 4.6%           | 1,198           | 13.1%          | 9,903               | 12.7%           |
| Red Sands Shore   | 4,191          | 10.1%          | 1,018         | 6.6%           | 9                 | 0.2%          | 312               | 3.9%           | 586             | 6.4%           | 6,116               | 7.8%            |
| <b>Total Accumulated Nights Spent by Parties in the Specific Region</b>             |                |                |               |                |                   |               |                   |                |                 |                |                     |                 |
| Points East Coastal Drive   | 185,830        | 65.4%          | 52,950        | 59.9%          | 20,424            | 90.8%         | 25,940            | 73.7%          | 29,494          | 65.1%          | 314,638             | 66.2%           |
| Green Gables Shore  | 34,607         | 12.2%          | 10,749        | 12.2%          | 9                 | 0.0%          | 819               | 2.3%           | 5,082           | 11.2%          | 51,266              | 10.8%           |
| Greater Charlottetown Area  | 23,205         | 8.2%           | 12,290        | 13.9%          | 2,049             | 9.1%          | 3,994             | 11.3%          | 4,869           | 10.7%          | 46,407              | 9.8%            |
| North Cape Coastal Drive  | 19,294         | 6.8%           | 5,421         | 6.1%           | 0                 | 0.0%          | 3,394             | 9.6%           | 2,320           | 5.1%           | 30,429              | 6.4%            |
| Summerside Area   | 12,690         | 4.5%           | 5,289         | 6.0%           | 9                 | 0.0%          | 743               | 2.1%           | 2,468           | 5.4%           | 21,199              | 4.5%            |
| Red Sands Shore   | 8,371          | 2.9%           | 1,630         | 1.8%           | 9                 | 0.0%          | 312               | 0.9%           | 1,106           | 2.4%           | 11,428              | 2.4%            |
| <b>Total Overnight Stays (Nights)</b>   | <b>283,997</b> | <b>100.0%</b>  | <b>88,329</b> | <b>100.0%</b>  | <b>22,500</b>     | <b>100.0%</b> | <b>35,202</b>     | <b>100.0%</b>  | <b>45,339</b>   | <b>100.0%</b>  | <b>475,367</b>      | <b>100.0%</b>   |

**TABLE 11: OVERNIGHT STAYS IN TYPE OF ACCOMMODATION USED BY TOURISM SEASON**

|   | 2018 Jul-Aug<br>Main Season |                | 2018 Sep-Oct<br>Fall Shoulder |                | 2018 Nov-Dec<br>Winter Off-Season |               | 2019 Jan-Apr<br>Winter Off-Season |                | 2019 May-Jun<br>Spring Shoulder |                | Total<br>12 Months Full-Year |                 |
|---|-----------------------------|----------------|-------------------------------|----------------|-----------------------------------|---------------|-----------------------------------|----------------|---------------------------------|----------------|------------------------------|-----------------|
| <b>Overnight Pleasure Parties</b>   | <b>41,606</b>               | <b>(53.3%)</b> | <b>15,439</b>                 | <b>(19.8%)</b> | <b>3,797</b>                      | <b>(4.9%)</b> | <b>8,091</b>                      | <b>(10.4%)</b> | <b>9,156</b>                    | <b>(11.7%)</b> | <b>78,089</b>                | <b>(100.0%)</b> |
| <b>Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation</b> |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| Campground or Trailer (RV) Park   | 17,551                      | 48.1%          | 3,004                         | 17.7%          | 570                               | 14.9%         | 367                               | 4.2%           | 2,005                           | 21.0%          | 23,497                       | 31.1%           |
| Hotel, Motel, or Resort   | 13,224                      | 36.2%          | 5,175                         | 30.5%          | 634                               | 16.6%         | 647                               | 7.4%           | 3,164                           | 33.1%          | 22,844                       | 30.2%           |
| Cottage or Cabin  | 7,628                       | 20.9%          | 4,150                         | 24.5%          | 259                               | 6.8%          | 723                               | 8.2%           | 1,781                           | 18.7%          | 14,541                       | 19.2%           |
| Home of Friends or Relatives  | 4,502                       | 12.3%          | 1,379                         | 8.1%           | 713                               | 18.7%         | 5,117                             | 58.2%          | 1,488                           | 15.6%          | 13,199                       | 17.5%           |
| B&B or Tourist Home   | 4,808                       | 13.2%          | 2,984                         | 17.6%          | 0                                 | 0.0%          | 305                               | 3.5%           | 1,124                           | 11.8%          | 9,221                        | 12.2%           |
| Inn   | 4,010                       | 11.0%          | 2,237                         | 13.2%          | 1394                              | 36.5%         | 26                                | 0.3%           | 1,255                           | 13.1%          | 8,922                        | 11.8%           |
| Own Property  | 1,208                       | 3.3%           | 422                           | 2.5%           | 603                               | 15.8%         | 1941                              | 22.1%          | 567                             | 5.9%           | 4,741                        | 6.3%            |
| Other (e.g., hostel)  | 1118                        | 3.1%           | 621                           | 3.7%           | 211                               | 5.5%          | 30                                | 0.3%           | 166                             | 1.7%           | 2,146                        | 2.8%            |
| <b>Total Overnight Stays (Parties)</b>  | <b>36,498</b>               | <b>100.0%</b>  | <b>16,968</b>                 | <b>100.0%</b>  | <b>3,814</b>                      | <b>100.0%</b> | <b>8,789</b>                      | <b>100.0%</b>  | <b>9,545</b>                    | <b>100.0%</b>  | <b>75,614</b>                | <b>100.0%</b>   |
| <b>Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation</b>            |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| Campground or Trailer (RV) Park   | 109,541                     | 38.6%          | 18,273                        | 20.7%          | 1,572                             | 7.0%          | 6,783                             | 19.3%          | 8,280                           | 18.2%          | 144,449                      | 30.4%           |
| Hotel, Motel, or Resort   | 46,633                      | 16.4%          | 20,021                        | 22.7%          | 1,277                             | 5.7%          | 1,666                             | 4.7%           | 9,294                           | 20.5%          | 78,891                       | 16.6%           |
| Cottage or Cabin  | 41,087                      | 14.5%          | 20,048                        | 22.7%          | 1,493                             | 6.6%          | 2,360                             | 6.7%           | 7,134                           | 15.7%          | 72,122                       | 15.2%           |
| Home of Friends or Relatives  | 23,378                      | 8.2%           | 5,434                         | 6.1%           | 4,920                             | 21.9%         | 16,908                            | 48.0%          | 6,657                           | 14.7%          | 57,297                       | 12.0%           |
| Own Property  | 26,826                      | 9.4%           | 5,660                         | 6.4%           | 1437                              | 6.4%          | 5,723                             | 16.3%          | 5,502                           | 12.1%          | 45,148                       | 9.5%            |
| B&B or Tourist Home   | 20,119                      | 7.1%           | 9,597                         | 10.9%          | 0                                 | 0.0%          | 1,220                             | 3.5%           | 4,457                           | 9.8%           | 35,393                       | 7.4%            |
| Inn   | 12,672                      | 4.5%           | 5,389                         | 6.1%           | 9701                              | 43.1%         | 174                               | 0.5%           | 3,339                           | 7.4%           | 31,275                       | 6.6%            |
| Other (e.g., hostel)  | 3,777                       | 1.3%           | 3955                          | 4.5%           | 2,110                             | 9.4%          | 370                               | 1.1%           | 713                             | 1.6%           | 10,925                       | 2.3%            |
| <b>Total Overnight Stays (Nights)</b>   | <b>284,033</b>              | <b>100.0%</b>  | <b>88,377</b>                 | <b>100.0%</b>  | <b>22,510</b>                     | <b>100.0%</b> | <b>35,204</b>                     | <b>100.0%</b>  | <b>45,376</b>                   | <b>100.0%</b>  | <b>475,500</b>               | <b>100.0%</b>   |



**TABLE 12: AVERAGE LENGTH OF STAY IN ACCOMMODATION TYPE BY TOURISM SEASON**

|  | 2018 Jul-Aug  |                | 2018 Sep-Oct  |                | 2018 Nov-Dec      |               | 2019 Jan-Apr      |                | 2019 May-Jun    |                | Total               |                 |
|--|---------------|----------------|---------------|----------------|-------------------|---------------|-------------------|----------------|-----------------|----------------|---------------------|-----------------|
|  | Main Season   |                | Fall Shoulder |                | Winter Off-Season |               | Winter Off-Season |                | Spring Shoulder |                | 12 Months Full-Year |                 |
| <b>Overnight Pleasure Parties</b>  | <b>41,606</b> | <b>(53.3%)</b> | <b>15,439</b> | <b>(19.8%)</b> | <b>3,797</b>      | <b>(4.9%)</b> | <b>8,091</b>      | <b>(10.4%)</b> | <b>9,156</b>    | <b>(11.7%)</b> | <b>78,089</b>       | <b>(100.0%)</b> |
| <b>Average Number of Nights Stayed in PEI</b>  | <b>6.83</b>   |                | <b>5.72</b>   |                | <b>5.93</b>       |               | <b>4.35</b>       |                | <b>4.95</b>     |                | <b>6.09</b>         |                 |
| <b>Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)</b> |               |                |               |                |                   |               |                   |                |                 |                |                     |                 |
| Campground or Trailer (RV) Park  | 2.63          |                | 1.18          |                | 0.41              |               | 0.84              |                | 0.90            |                | 1.85                |                 |
| Hotel, Motel, or Resort  | 1.12          |                | 1.30          |                | 0.34              |               | 0.21              |                | 1.01            |                | 1.01                |                 |
| Cottage or Cabin   | 0.99          |                | 1.30          |                | 0.39              |               | 0.29              |                | 0.78            |                | 0.92                |                 |
| Home of Friends or Relatives   | 0.56          |                | 0.35          |                | 1.29              |               | 2.09              |                | 0.72            |                | 0.73                |                 |
| Own Property   | 0.64          |                | 0.37          |                | 0.38              |               | 0.71              |                | 0.60            |                | 0.58                |                 |
| B&B or Tourist Home  | 0.48          |                | 0.62          |                | 0.00              |               | 0.15              |                | 0.49            |                | 0.45                |                 |
| Inn  | 0.30          |                | 0.35          |                | 2.55              |               | 0.02              |                | 0.36            |                | 0.40                |                 |
| Other (e.g., hostel)   | 0.09          |                | 0.26          |                | 0.55              |               | 0.05              |                | 0.08            |                | 0.14                |                 |
| <b>Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)</b>    |               |                |               |                |                   |               |                   |                |                 |                |                     |                 |
| Own Property   | 22.20         |                | 13.40         |                | 2.38              |               | 2.94              |                | 9.65            |                | 9.51                |                 |
| Campground or Trailer (RV) Park  | 6.24          |                | 6.07          |                | 2.75              |               | 18.45             |                | 4.11            |                | 6.14                |                 |
| Other (e.g., hostel)   | 3.38          |                | 6.37          |                | 10.00             |               | 12.37             |                | 4.35            |                | 5.10                |                 |
| Cottage or Cabin   | 5.39          |                | 4.83          |                | 5.77              |               | 3.26              |                | 4.01            |                | 4.96                |                 |
| Home of Friends or Relatives   | 5.19          |                | 3.94          |                | 6.90              |               | 3.30              |                | 4.46            |                | 4.34                |                 |
| B&B or Tourist Home  | 4.18          |                | 3.22          |                | n/a               |               | 4.00              |                | 3.96            |                | 3.84                |                 |
| Inn  | 3.16          |                | 2.41          |                | 6.96              |               | 6.74              |                | 2.66            |                | 3.50                |                 |
| Hotel, Motel, or Resort  | 3.53          |                | 3.87          |                | 2.01              |               | 2.58              |                | 2.94            |                | 3.45                |                 |

**TABLE 13: PRIMARY FEATURE THAT ATTRACTED OVERNIGHT PECD VISITOR PARTIES TO PEI BY TOURISM SEASON**

|   | 2018 Jul-Aug  |                | 2018 Sep-Oct  |                | 2018 Nov-Dec      |               | 2019 Jan-Apr      |                | 2019 May-Jun    |                | Total               |                 |
|---|---------------|----------------|---------------|----------------|-------------------|---------------|-------------------|----------------|-----------------|----------------|---------------------|-----------------|
|   | Main Season   |                | Fall Shoulder |                | Winter Off-Season |               | Winter Off-Season |                | Spring Shoulder |                | 12 Months Full-Year |                 |
| <b>Overnight Pleasure Parties</b>   | <b>41,606</b> | <b>(53.3%)</b> | <b>15,439</b> | <b>(19.8%)</b> | <b>3,797</b>      | <b>(4.9%)</b> | <b>8,091</b>      | <b>(10.4%)</b> | <b>9,156</b>    | <b>(11.7%)</b> | <b>78,089</b>       | <b>(100.0%)</b> |
| <b>Valid Overnight Pleasure Parties</b>   | <b>41,604</b> | <b>(53.3%)</b> | <b>15,440</b> | <b>(19.8%)</b> | <b>3,796</b>      | <b>(4.9%)</b> | <b>8,092</b>      | <b>(10.4%)</b> | <b>9,141</b>    | <b>(11.7%)</b> | <b>78,073</b>       | <b>(100.0%)</b> |
| Beaches and coast line  | 13,422        | 32.3%          | 3,101         | 20.1%          | 570               | 15.0%         | 180               | 2.2%           | 1,696           | 18.6%          | 18,969              | 24.3%           |
| Natural beauty and pastoral settings  | 9,866         | 23.7%          | 3,864         | 25.0%          | 18                | 0.5%          | 653               | 8.1%           | 1,890           | 20.7%          | 16,291              | 20.9%           |
| Visiting friends and/or relatives *   | 3,643         | 8.8%           | 1,444         | 9.4%           | 2568              | 67.7%         | 5,217             | 64.5%          | 1,420           | 15.5%          | 14,292              | 18.3%           |
| Restful and relaxing place *  | 4,861         | 11.7%          | 1,729         | 11.2%          | 57                | 1.5%          | 300               | 3.7%           | 628             | 6.9%           | 7,575               | 9.7%            |
| Nature-based outdoor activities *   | 2,730         | 6.6%           | 1,131         | 7.3%           | 9                 | 0.2%          | 10                | 0.1%           | 414             | 4.5%           | 4,294               | 5.5%            |
| Festivals, events, or concerts  | 1,213         | 2.9%           | 251           | 1.6%           | 0                 | 0.0%          | 16                | 0.2%           | 891             | 9.7%           | 2,371               | 3.0%            |
| Culinary/food-related experiences (lobster, seafood, beer, wine, farm products, etc.) | 913           | 2.2%           | 647           | 4.2%           | 0                 | 0.0%          | 315               | 3.9%           | 446             | 4.9%           | 2,321               | 3.0%            |
| World of Anne of Green Gables and L.M. Montgomery                                     | 884           | 2.1%           | 608           | 3.9%           | 0                 | 0.0%          | 10                | 0.1%           | 319             | 3.5%           | 1,821               | 2.3%            |
| Golf  | 664           | 1.6%           | 603           | 3.9%           | 0                 | 0.0%          | 32                | 0.4%           | 501             | 5.5%           | 1,800               | 2.3%            |
| Cultural experiences (performing arts, heritage, etc.) *                              | 163           | 0.4%           | 381           | 2.5%           | 4                 | 0.1%          | 16                | 0.2%           | 261             | 2.9%           | 825                 | 1.1%            |
| Safe and secure place *   | 226           | 0.5%           | 281           | 1.8%           | 0                 | 0.0%          | 0                 | 0.0%           | 36              | 0.4%           | 543                 | 0.7%            |
| Acadian cultural experiences *  | 76            | 0.2%           | 30            | 0.2%           | 0                 | 0.0%          | 0                 | 0.0%           | 11              | 0.1%           | 117                 | 0.1%            |
| Birthplace of Confederation attractions (historic sites)                              | 60            | 0.1%           | 22            | 0.1%           | 0                 | 0.0%          | 0                 | 0.0%           | 11              | 0.1%           | 93                  | 0.1%            |
| Other features  | 2883          | 6.9%           | 1348          | 8.7%           | 570               | 15.0%         | 1343              | 16.6%          | 617             | 6.7%           | 6761                | 8.7%            |

Note: \* Items were modified or added in the 2018-2019 Exit Survey; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

**TABLE 14: ACTIVITIES PARTICIPATED IN BY TOURISM SEASON**

|   | 2018 Jul-Aug<br>Main Season |                | 2018 Sep-Oct<br>Fall Shoulder |                | 2018 Nov-Dec<br>Winter Off-Season |               | 2019 Jan-Apr<br>Winter Off-Season |                | 2019 May-Jun<br>Spring Shoulder |                | Total<br>12 Months Full-Year |                 |
|---|-----------------------------|----------------|-------------------------------|----------------|-----------------------------------|---------------|-----------------------------------|----------------|---------------------------------|----------------|------------------------------|-----------------|
| <b>Overnight Pleasure Parties</b>                       | <b>41,606</b>               | <b>(53.3%)</b> | <b>15,439</b>                 | <b>(19.8%)</b> | <b>3,797</b>                      | <b>(4.9%)</b> | <b>8,091</b>                      | <b>(10.4%)</b> | <b>9,156</b>                    | <b>(11.7%)</b> | <b>78,089</b>                | <b>(100.0%)</b> |
| <b>Valid Overnight Pleasure Parties</b>                 | <b>41,367</b>               | <b>(54.0%)</b> | <b>15,129</b>                 | <b>(19.8%)</b> | <b>3,226</b>                      | <b>(4.2%)</b> | <b>7,776</b>                      | <b>(10.2%)</b> | <b>9,084</b>                    | <b>(11.9%)</b> | <b>76,582</b>                | <b>(100.0%)</b> |
| Going to a beach  | 35,241                      | 85.2%          | 9,463                         | 62.5%          | 2,230                             | 69.1%         | 887                               | 11.4%          | 5,034                           | 55.4%          | 52,855                       | 69.0%           |
| Sightseeing/driving tour                                | 31,595                      | 76.4%          | 12,019                        | 79.4%          | 2,416                             | 74.9%         | 877                               | 11.3%          | 5,220                           | 57.5%          | 52,127                       | 68.1%           |
| Visiting a national or provincial park                  | 29,695                      | 71.8%          | 10,489                        | 69.3%          | 318                               | 9.9%          | 768                               | 9.9%           | 4,073                           | 44.8%          | 45,343                       | 59.2%           |
| Sampling local culinary products (lobster, potatoes,    | 24,590                      | 59.4%          | 8,424                         | 55.7%          | 1,027                             | 31.8%         | 2,165                             | 27.8%          | 5,090                           | 56.0%          | 41,296                       | 53.9%           |
| Shopping for local crafts/souvenirs/antiques            | 25,242                      | 61.0%          | 9,148                         | 60.5%          | 371                               | 11.5%         | 1,558                             | 20.0%          | 3,560                           | 39.2%          | 39,879                       | 52.1%           |
| Visiting historical and cultural attractions            | 22,852                      | 55.2%          | 8,605                         | 56.9%          | 790                               | 24.5%         | 779                               | 10.0%          | 3,088                           | 34.0%          | 36,114                       | 47.2%           |
| Visiting friends and/or relatives                       | 11,359                      | 27.5%          | 3,686                         | 24.4%          | 3,157                             | 97.9%         | 7,334                             | 94.3%          | 3,768                           | 41.5%          | 29,304                       | 38.3%           |
| Using the Confederation Trail or other trails (cycling, | 11,910                      | 28.8%          | 4,263                         | 28.2%          | 781                               | 24.2%         | 867                               | 11.1%          | 1,838                           | 20.2%          | 19,659                       | 25.7%           |
| Visiting Anne of Green Gables and/or Lucy Maud          | 10,611                      | 25.7%          | 3,733                         | 24.7%          | 9                                 | 0.3%          | 166                               | 2.1%           | 1,421                           | 15.6%          | 15,940                       | 20.8%           |
| Attending a festival, event, or concert                 | 6,857                       | 16.6%          | 2,516                         | 16.6%          | 570                               | 17.7%         | 600                               | 7.7%           | 1,666                           | 18.3%          | 12,209                       | 15.9%           |
| Attending a performance (live theatre, a play)          | 7,215                       | 17.4%          | 2,592                         | 17.1%          | 613                               | 19.0%         | 207                               | 2.7%           | 655                             | 7.2%           | 11,282                       | 14.7%           |
| Visiting Birthplace of Confederation attractions (e.g., | 5,573                       | 13.5%          | 2,342                         | 15.5%          | 579                               | 17.9%         | 0                                 | 0.0%           | 794                             | 8.7%           | 9,288                        | 12.1%           |
| Participating in water-based activities (kayaking,      | 5,669                       | 13.7%          | 518                           | 3.4%           | 570                               | 17.7%         | 172                               | 2.2%           | 743                             | 8.2%           | 7,672                        | 10.0%           |
| Playing golf (not miniature)                            | 4,370                       | 10.6%          | 1,309                         | 8.7%           | 570                               | 17.7%         | 16                                | 0.2%           | 706                             | 7.8%           | 6,971                        | 9.1%            |
| Taking part in an authentic PEI experience/hands-on     | 4,423                       | 10.7%          | 1,456                         | 9.6%           | 80                                | 2.5%          | 312                               | 4.0%           | 583                             | 6.4%           | 6,854                        | 8.9%            |
| Visiting a theme, fun or amusement park                 | 4,626                       | 11.2%          | 398                           | 2.6%           | 0                                 | 0.0%          | 312                               | 4.0%           | 281                             | 3.1%           | 5,617                        | 7.3%            |
| Going to a casino and/or harness racing (in             | 1,446                       | 3.5%           | 672                           | 4.4%           | 66                                | 2.0%          | 0                                 | 0.0%           | 285                             | 3.1%           | 2,469                        | 3.2%            |
| Attending a sports event or tournament (as a            | 504                         | 1.2%           | 255                           | 1.7%           | 362                               | 11.2%         | 108                               | 1.4%           | 23                              | 0.3%           | 1,252                        | 1.6%            |
| Participating in winter activities (skiing,             | 0                           | 0.0%           | 0                             | 0.0%           | 333                               | 10.3%         | 348                               | 4.5%           | 0                               | 0.0%           | 681                          | 0.9%            |

Note: Results were based on multiple responses; Valid overnight parties indicate only those who reported the activities they participated in while in PEI; '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments; \* Item was added in the 2018-2019 Exit Survey.

**TABLE 15: OTHER PEI REGIONS VISITED BY PECD VISITORS DURING THE TRIP BY TOURISM SEASON**

|                                   | 2018 Jul-Aug  |                | 2018 Sep-Oct  |                | 2018 Nov-Dec      |               | 2019 Jan-Apr      |                | 2019 May-Jun    |                | Total               |                 |
|-----------------------------------|---------------|----------------|---------------|----------------|-------------------|---------------|-------------------|----------------|-----------------|----------------|---------------------|-----------------|
|                                   | Main Season   |                | Fall Shoulder |                | Winter Off-Season |               | Winter Off-Season |                | Spring Shoulder |                | 12 Months Full-Year |                 |
| <b>Overnight Pleasure Parties</b> | <b>41,606</b> | <b>(53.3%)</b> | <b>15,439</b> | <b>(19.8%)</b> | <b>3,797</b>      | <b>(4.9%)</b> | <b>8,091</b>      | <b>(10.4%)</b> | <b>9,156</b>    | <b>(11.7%)</b> | <b>78,089</b>       | <b>(100.0%)</b> |
| Greater Charlottetown Area        | 28,711        | 69.0%          | 10,510        | 68.1%          | 1,179             | 31.1%         | 4,441             | 54.9%          | 6,221           | 67.9%          | 51,062              | 65.4%           |
| Green Gables Shore                | 25,233        | 60.6%          | 8,616         | 55.8%          | 579               | 15.2%         | 247               | 3.1%           | 4,263           | 46.6%          | 38,938              | 49.9%           |
| Red Sands Shore                   | 17,288        | 41.6%          | 6,346         | 41.1%          | 579               | 15.2%         | 889               | 11.0%          | 3,066           | 33.5%          | 28,168              | 36.1%           |
| Summerside Area                   | 14,243        | 34.2%          | 5,941         | 38.5%          | 579               | 15.2%         | 840               | 10.4%          | 2,984           | 32.6%          | 24,587              | 31.5%           |
| North Cape Coastal Drive          | 11,039        | 26.5%          | 5,156         | 33.4%          | 579               | 15.2%         | 425               | 5.3%           | 2,573           | 28.1%          | 19,772              | 25.3%           |

Note: Results were based on multiple responses. A “visit” was defined as staying overnight, dining, visiting an attraction, or participating in an activity in the region, and not travelling through the region only.

**TABLE 16: EXPLORATION OF PEI COASTAL DRIVE BY TOURISM SEASON**

|  | 2018 Jul-Aug  |                | 2018 Sep-Oct  |                | 2018 Nov-Dec      |               | 2019 Jan-Apr      |                | 2019 May-Jun    |                | Total               |                 |
|--|---------------|----------------|---------------|----------------|-------------------|---------------|-------------------|----------------|-----------------|----------------|---------------------|-----------------|
|  | Main Season   |                | Fall Shoulder |                | Winter Off-Season |               | Winter Off-Season |                | Spring Shoulder |                | 12 Months Full-Year |                 |
| <b>Overnight Pleasure Parties</b>  | <b>41,606</b> | <b>(53.3%)</b> | <b>15,439</b> | <b>(19.8%)</b> | <b>3,797</b>      | <b>(4.9%)</b> | <b>8,091</b>      | <b>(10.4%)</b> | <b>9,156</b>    | <b>(11.7%)</b> | <b>78,089</b>       | <b>(100.0%)</b> |
| Points East Coastal Drive  | 34,214        | 82.2%          | 13,522        | 87.6%          | 2,758             | 72.6%         | 2,682             | 33.1%          | 6,576           | 71.8%          | 59,752              | 76.5%           |
| Central Coastal Drive (One Drive, Two Shores:<br>Green Gables Shore and Red Sands Shore) | 21,437        | 51.5%          | 9,077         | 58.8%          | 579               | 15.2%         | 627               | 7.7%           | 3,802           | 41.5%          | 35,522              | 45.5%           |
| North Cape Coastal Drive   | 10,704        | 25.7%          | 4,582         | 29.7%          | 579               | 15.2%         | 702               | 8.7%           | 1,970           | 21.5%          | 18,537              | 23.7%           |

Note: Results were based on multiple responses.

**TABLE 17A: ESTIMATED TOTAL DIRECT TRAVEL EXPENDITURES BY PECD VISITORS BY TOURISM SEASON**

|   | 2018 Jul-Aug        |                | 2018 Sep-Oct        |                | 2018 Nov-Dec       |               | 2019 Jan-Apr       |                | 2019 May-Jun       |                | Total               |                 |
|---|---------------------|----------------|---------------------|----------------|--------------------|---------------|--------------------|----------------|--------------------|----------------|---------------------|-----------------|
|   | Main Season         |                | Fall Shoulder       |                | Winter Off-Season  |               | Winter Off-Season  |                | Spring Shoulder    |                | 12 Months Full-Year |                 |
| <b>Overnight Pleasure Parties</b>               | <b>41,606</b>       | <b>(53.3%)</b> | <b>15,439</b>       | <b>(19.8%)</b> | <b>3,797</b>       | <b>(4.9%)</b> | <b>8,091</b>       | <b>(10.4%)</b> | <b>9,156</b>       | <b>(11.7%)</b> | <b>78,089</b>       | <b>(100.0%)</b> |
| <b>Estimated Total Direct Expenditures (\$)</b> | <b>\$50,905,490</b> |                | <b>\$12,556,820</b> |                | <b>\$3,366,699</b> |               | <b>\$3,095,745</b> |                | <b>\$7,113,359</b> |                | <b>\$77,038,115</b> |                 |
| Travel package                                  | \$1,076,493         |                | \$330,136           |                | \$8,327            |               | \$119,067          |                | \$356,963          |                | \$1,890,986         |                 |
| Accommodations                                  | \$18,538,329        |                | \$4,598,671         |                | \$1,468,107        |               | \$349,371          |                | \$1,973,125        |                | \$26,927,604        |                 |
| Food and beverage at restaurants, bars, etc.    | \$9,720,058         |                | \$2,268,913         |                | \$470,295          |               | \$759,724          |                | \$1,485,276        |                | \$14,704,266        |                 |
| Food and beverage at stores                     | \$5,271,638         |                | \$1,237,248         |                | \$402,339          |               | \$395,089          |                | \$781,689          |                | \$8,088,003         |                 |
| Vehicle operation                               | \$5,368,587         |                | \$1,573,093         |                | \$410,865          |               | \$492,590          |                | \$871,619          |                | \$8,716,754         |                 |
| Car rentals in PEI and local transportation     | \$990,830           |                | \$394,926           |                | \$50,879           |               | \$16,024           |                | \$295,860          |                | \$1,748,520         |                 |
| Shopping  | \$4,987,405         |                | \$1,227,646         |                | \$200,938          |               | \$702,502          |                | \$786,781          |                | \$7,905,272         |                 |
| Recreation and entertainment                    | \$3,478,779         |                | \$677,981           |                | \$209,012          |               | \$80,596           |                | \$298,105          |                | \$4,744,473         |                 |
| Other expenditures                              | \$1,473,370         |                | \$248,206           |                | \$145,938          |               | \$180,782          |                | \$263,940          |                | \$2,312,236         |                 |
| <b>% of Estimated Total Direct Expenditures</b> | <b>(66.1%)</b>      |                | <b>(16.3%)</b>      |                | <b>(4.4%)</b>      |               | <b>(4.0%)</b>      |                | <b>(9.2%)</b>      |                | <b>(100.0%)</b>     |                 |
| Travel package                                  | 2.1%                |                | 2.6%                |                | 0.2%               |               | 3.8%               |                | 5.0%               |                | 2.5%                |                 |
| Accommodations                                  | 36.4%               |                | 36.6%               |                | 43.6%              |               | 11.3%              |                | 27.7%              |                | 35.0%               |                 |
| Food and beverage at restaurants, bars, etc.    | 19.1%               |                | 18.1%               |                | 14.0%              |               | 24.5%              |                | 20.9%              |                | 19.1%               |                 |
| Food and beverage at stores                     | 10.4%               |                | 9.9%                |                | 12.0%              |               | 12.8%              |                | 11.0%              |                | 10.5%               |                 |
| Vehicle operation                               | 10.5%               |                | 12.5%               |                | 12.2%              |               | 15.9%              |                | 12.3%              |                | 11.3%               |                 |
| Car rentals in PEI and local transportation     | 1.9%                |                | 3.1%                |                | 1.5%               |               | 0.5%               |                | 4.2%               |                | 2.3%                |                 |
| Shopping  | 9.8%                |                | 9.8%                |                | 6.0%               |               | 22.7%              |                | 11.1%              |                | 10.3%               |                 |
| Recreation and entertainment                    | 6.8%                |                | 5.4%                |                | 6.2%               |               | 2.6%               |                | 4.2%               |                | 6.2%                |                 |
| Other expenditures                              | 2.9%                |                | 2.0%                |                | 4.3%               |               | 5.8%               |                | 3.7%               |                | 3.0%                |                 |

Note: Total expenditures in each tourism season were calculated as follows: Number of parties × average spending per party per visit or Number of overnight pleasure visitors × average length of stay × average spending per person per night (see Table 17B).

**TABLE 17B: ESTIMATED AVERAGE SPENDING BY PECD VISITORS BY TOURISM SEASON**

|  | 2018 Jul-Aug      |                | 2018 Sep-Oct    |                | 2018 Nov-Dec      |               | 2019 Jan-Apr      |                | 2019 May-Jun    |                | Total               |                 |
|--|-------------------|----------------|-----------------|----------------|-------------------|---------------|-------------------|----------------|-----------------|----------------|---------------------|-----------------|
|  | Main Season       |                | Fall Shoulder   |                | Winter Off-Season |               | Winter Off-Season |                | Spring Shoulder |                | 12 Months Full-Year |                 |
| <b>Overnight Pleasure Parties</b>                      | <b>41,606</b>     | <b>(53.3%)</b> | <b>15,439</b>   | <b>(19.8%)</b> | <b>3,797</b>      | <b>(4.9%)</b> | <b>8,091</b>      | <b>(10.4%)</b> | <b>9,156</b>    | <b>(11.7%)</b> | <b>78,089</b>       | <b>(100.0%)</b> |
| <b>Average Spending per Party per Visit</b>            | <b>\$1,223.51</b> |                | <b>\$813.32</b> |                | <b>\$886.67</b>   |               | <b>\$382.62</b>   |                | <b>\$776.91</b> |                | <b>\$986.54</b>     |                 |
| Travel package   | \$25.87           |                | \$21.38         |                | \$2.19            |               | \$14.72           |                | \$38.99         |                | \$24.22             |                 |
| Accommodations   | \$445.57          |                | \$297.86        |                | \$386.65          |               | \$43.18           |                | \$215.50        |                | \$344.83            |                 |
| Food and beverage at restaurants, bars, etc.           | \$233.62          |                | \$146.96        |                | \$123.86          |               | \$93.90           |                | \$162.22        |                | \$188.30            |                 |
| Food and beverage at stores                            | \$126.70          |                | \$80.14         |                | \$105.96          |               | \$48.83           |                | \$85.37         |                | \$103.57            |                 |
| Vehicle operation                                      | \$129.03          |                | \$101.89        |                | \$108.21          |               | \$60.88           |                | \$95.20         |                | \$111.63            |                 |
| Car rentals in PEI and local transportation            | \$23.81           |                | \$25.58         |                | \$13.40           |               | \$1.98            |                | \$32.31         |                | \$22.39             |                 |
| Shopping   | \$119.87          |                | \$79.52         |                | \$52.92           |               | \$86.83           |                | \$85.93         |                | \$101.23            |                 |
| Recreation and entertainment                           | \$83.61           |                | \$43.91         |                | \$55.05           |               | \$9.96            |                | \$32.56         |                | \$60.76             |                 |
| Other expenditures                                     | \$35.41           |                | \$16.08         |                | \$38.44           |               | \$22.34           |                | \$28.83         |                | \$29.61             |                 |
| <b>Average Spending per Person per Night</b>           | <b>\$56.06</b>    |                | <b>\$58.66</b>  |                | <b>\$55.77</b>    |               | <b>\$42.68</b>    |                | <b>\$56.97</b>  |                | <b>\$56.87</b>      |                 |
| Travel package   | \$1.19            |                | \$1.54          |                | \$0.14            |               | \$1.64            |                | \$2.86          |                | \$1.40              |                 |
| Accommodations   | \$20.41           |                | \$21.48         |                | \$24.32           |               | \$4.82            |                | \$15.80         |                | \$19.88             |                 |
| Food and beverage at restaurants, bars, etc.           | \$10.70           |                | \$10.60         |                | \$7.79            |               | \$10.47           |                | \$11.90         |                | \$10.85             |                 |
| Food and beverage at stores                            | \$5.81            |                | \$5.78          |                | \$6.67            |               | \$5.45            |                | \$6.26          |                | \$5.97              |                 |
| Vehicle operation                                      | \$5.91            |                | \$7.35          |                | \$6.81            |               | \$6.79            |                | \$6.98          |                | \$6.43              |                 |
| Car rentals in PEI and local transportation            | \$1.09            |                | \$1.85          |                | \$0.84            |               | \$0.22            |                | \$2.37          |                | \$1.29              |                 |
| Shopping   | \$5.49            |                | \$5.74          |                | \$3.33            |               | \$9.69            |                | \$6.30          |                | \$5.84              |                 |
| Recreation and entertainment                           | \$3.83            |                | \$3.17          |                | \$3.46            |               | \$1.11            |                | \$2.39          |                | \$3.50              |                 |
| Other expenditure                                      | \$1.62            |                | \$1.16          |                | \$2.42            |               | \$2.49            |                | \$2.11          |                | \$1.71              |                 |
| <b>Average Party Size</b>                              | <b>3.2</b>        |                | <b>2.42</b>     |                | <b>2.68</b>       |               | <b>2.06</b>       |                | <b>2.76</b>     |                | <b>2.85</b>         |                 |
| <b>Estimated Number of Overnight Pleasure Visitors</b> | <b>133,043</b>    |                | <b>37,413</b>   |                | <b>10,187</b>     |               | <b>16,679</b>     |                | <b>25,240</b>   |                | <b>222,562</b>      |                 |
| <b>Average Length of Stay in the GCA</b>               | <b>5.49</b>       |                | <b>4.77</b>     |                | <b>3.16</b>       |               | <b>5.34</b>       |                | <b>4.84</b>     |                | <b>5.21</b>         |                 |

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

**TABLE 18: PECD VISITORS' TRIP EVALUATION BY TOURISM SEASON**

|  | 2018 Jul-Aug<br>Main Season |                       | 2018 Sep-Oct<br>Fall Shoulder |                       | 2018 Nov-Dec<br>Winter Off-Season |                       | 2019 Jan-Apr<br>Winter Off-Season |                       | 2019 May-Jun<br>Spring Shoulder |                       | Total<br>12 Months Full-Year |                       |
|--|-----------------------------|-----------------------|-------------------------------|-----------------------|-----------------------------------|-----------------------|-----------------------------------|-----------------------|---------------------------------|-----------------------|------------------------------|-----------------------|
| <b>Overnight Pleasure Parties</b>                        | <b>41,606</b>               | <b>(53.3%)</b>        | <b>15,439</b>                 | <b>(19.8%)</b>        | <b>3,797</b>                      | <b>(4.9%)</b>         | <b>8,091</b>                      | <b>(10.4%)</b>        | <b>9,156</b>                    | <b>(11.7%)</b>        | <b>78,089</b>                | <b>(100.0%)</b>       |
| <b>Rating of Travel Services</b>                         | <b>M<sup>a)</sup></b>       | <b>%<sup>b)</sup></b> | <b>M<sup>a)</sup></b>         | <b>%<sup>b)</sup></b> | <b>M<sup>a)</sup></b>             | <b>%<sup>b)</sup></b> | <b>M<sup>a)</sup></b>             | <b>%<sup>b)</sup></b> | <b>M<sup>a)</sup></b>           | <b>%<sup>b)</sup></b> | <b>M<sup>a)</sup></b>        | <b>%<sup>b)</sup></b> |
| Quality of customer service                              | 4.65                        | 96.7%                 | 4.70                          | 95.5%                 | 4.71                              | 92.6%                 | 4.46                              | 97.2%                 | 4.58                            | 96.8%                 | 4.64                         | 96.4%                 |
| Accommodation service and quality                        | 4.56                        | 93.8%                 | 4.63                          | 97.6%                 | 4.61                              | 100.0%                | 4.00                              | 90.0%                 | 4.56                            | 92.1%                 | 4.56                         | 94.5%                 |
| Variety of things to see and do                          | 4.60                        | 95.4%                 | 4.53                          | 92.5%                 | 4.69                              | 90.0%                 | 4.41                              | 86.2%                 | 4.55                            | 94.3%                 | 4.57                         | 94.0%                 |
| Restaurant service and quality (excluding fast food)     | 4.45                        | 93.2%                 | 4.44                          | 94.4%                 | 4.13                              | 97.2%                 | 4.41                              | 96.2%                 | 4.49                            | 89.6%                 | 4.44                         | 93.5%                 |
| Transportation service and quality                       | 4.42                        | 92.5%                 | 4.47                          | 92.4%                 | 3.17                              | 42.7%                 | 4.51                              | 88.3%                 | 4.30                            | 85.5%                 | 4.32                         | 87.6%                 |
| Prices of goods and services                             | 4.03                        | 76.8%                 | 4.30                          | 89.1%                 | 4.19                              | 81.3%                 | 4.02                              | 86.6%                 | 4.06                            | 76.3%                 | 4.09                         | 80.4%                 |
| <b>Complaints</b>  |                             |                       |                               |                       |                                   |                       |                                   |                       |                                 |                       |                              |                       |
| <b>Yes</b>   | <b>2,837</b>                | <b>6.9%</b>           | <b>1,287</b>                  | <b>8.4%</b>           | <b>131</b>                        | <b>3.5%</b>           | <b>618</b>                        | <b>8.7%</b>           | <b>701</b>                      | <b>7.9%</b>           | <b>5,574</b>                 | <b>7.3%</b>           |
| <b>No</b>  | <b>38,383</b>               | <b>93.1%</b>          | <b>14,123</b>                 | <b>91.6%</b>          | <b>3,611</b>                      | <b>96.5%</b>          | <b>6,503</b>                      | <b>91.3%</b>          | <b>8,159</b>                    | <b>92.1%</b>          | <b>70,779</b>                | <b>92.7%</b>          |
| <b>Travel Evaluation and Future Intentions</b>           |                             |                       |                               |                       |                                   |                       |                                   |                       |                                 |                       |                              |                       |
| I would recommend PEI as a travel destination to others. | 4.76                        | 97.3%                 | 4.86                          | 98.8%                 | 4.93                              | 100.0%                | 4.83                              | 99.5%                 | 4.74                            | 96.5%                 | 4.80                         | 97.8%                 |
| I was satisfied with my trip to PEI.                     | 4.73                        | 96.8%                 | 4.83                          | 99.3%                 | 4.73                              | 100.0%                | 4.70                              | 99.7%                 | 4.63                            | 97.8%                 | 4.73                         | 97.8%                 |
| My trip to PEI was a good way to spend my time.          | 4.73                        | 97.4%                 | 4.84                          | 99.6%                 | 4.57                              | 84.8%                 | 4.79                              | 99.7%                 | 4.69                            | 97.2%                 | 4.75                         | 97.4%                 |
| I would visit PEI again.                                 | 4.73                        | 94.5%                 | 4.80                          | 95.9%                 | 5.00                              | 100.0%                | 4.90                              | 99.6%                 | 4.70                            | 94.0%                 | 4.77                         | 95.5%                 |
| My trip to PEI was good value for money spent.           | 4.51                        | 94.1%                 | 4.74                          | 99.4%                 | 4.31                              | 82.4%                 | 4.49                              | 89.0%                 | 4.44                            | 89.6%                 | 4.54                         | 93.5%                 |

Note: Results (mean values, percent and complaints) were based on those who rated or reported each of the items. <sup>a)</sup> Mean values (M) were based on a 5-point Likert-type scale;

<sup>b)</sup> Percentages (%) indicate the percentage of respondents who rated the item 4 or 5.

**TABLE 19: ENTRY AND EXIT POINT BY TOURISM SEASON**

|                                       | 2018 Jul-Aug<br>Main Season |                | 2018 Sep-Oct<br>Fall Shoulder |                | 2018 Nov-Dec<br>Winter Off-Season |               | 2019 Jan-Apr<br>Winter Off-Season |                | 2019 May-Jun<br>Spring Shoulder |                | Total<br>12 Months Full-Year |                 |
|---------------------------------------|-----------------------------|----------------|-------------------------------|----------------|-----------------------------------|---------------|-----------------------------------|----------------|---------------------------------|----------------|------------------------------|-----------------|
| <b>Overnight Pleasure Parties</b>     | <b>41,606</b>               | <b>(53.3%)</b> | <b>15,439</b>                 | <b>(19.8%)</b> | <b>3,797</b>                      | <b>(4.9%)</b> | <b>8,091</b>                      | <b>(10.4%)</b> | <b>9,156</b>                    | <b>(11.7%)</b> | <b>78,089</b>                | <b>(100.0%)</b> |
| <b>Entry Point</b>                    |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| Confederation Bridge                  | 28,884                      | 69.4%          | 10,061                        | 65.2%          | 2,656                             | 69.9%         | 7,283                             | 90.0%          | 5,453                           | 59.6%          | 54,337                       | 69.6%           |
| Wood Islands ferry (from Nova Scotia) | 9,107                       | 21.9%          | 3,241                         | 21.0%          | 845                               | 22.3%         | 439                               | 5.4%           | 2,697                           | 29.5%          | 16,329                       | 20.9%           |
| Charlottetown Airport                 | 3,616                       | 8.7%           | 2,137                         | 13.8%          | 296                               | 7.8%          | 368                               | 4.5%           | 1,006                           | 11.0%          | 7,423                        | 9.5%            |
| <b>Exit Point</b>                     |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| Confederation Bridge                  | 28,647                      | 68.9%          | 9,452                         | 61.2%          | 3,272                             | 86.2%         | 7,637                             | 94.4%          | 5,960                           | 65.1%          | 54,968                       | 70.4%           |
| Wood Islands Ferry (to Nova Scotia)   | 9,101                       | 21.9%          | 3,544                         | 23.0%          | 416                               | 11.0%         | 0                                 | 0.0%           | 2,111                           | 23.1%          | 15,172                       | 19.4%           |
| Charlottetown Airport                 | 3,858                       | 9.3%           | 2,443                         | 15.8%          | 108                               | 2.8%          | 454                               | 5.6%           | 1,086                           | 11.9%          | 7,949                        | 10.2%           |
| <b>Mix of Entry and Exit Points</b>   |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| Bridge only                           | 23,213                      | 55.8%          | 7,932                         | 51.4%          | 2,491                             | 65.6%         | 7,198                             | 89.0%          | 4,426                           | 48.3%          | 45,260                       | 58.0%           |
| Bridge and Ferry Mix                  | 10,695                      | 25.7%          | 3,356                         | 21.7%          | 693                               | 18.3%         | 439                               | 5.4%           | 2,456                           | 26.8%          | 17,639                       | 22.6%           |
| Air only                              | 3,407                       | 8.2%           | 2,040                         | 13.2%          | 66                                | 1.7%          | 368                               | 4.5%           | 982                             | 10.7%          | 6,863                        | 8.8%            |
| Ferry only                            | 3,632                       | 8.7%           | 1,611                         | 10.4%          | 274                               | 7.2%          | 0                                 | 0.0%           | 1,164                           | 12.7%          | 6,681                        | 8.6%            |
| Air and Bridge or Ferry Mix           | 660                         | 1.6%           | 500                           | 3.2%           | 273                               | 7.2%          | 86                                | 1.1%           | 128                             | 1.4%           | 1,647                        | 2.1%            |



**TABLE 20: RENTAL CAR USAGE AND LOCATION OF RENTAL CAR PICK-UP BY TOURISM SEASON**

|                                   | 2018 Jul-Aug<br>Main Season |                | 2018 Sep-Oct<br>Fall Shoulder |                | 2018 Nov-Dec<br>Winter Off-Season |               | 2019 Jan-Apr<br>Winter Off-Season |                | 2019 May-Jun<br>Spring Shoulder |                | Total<br>12 Months Full-Year |                 |
|-----------------------------------|-----------------------------|----------------|-------------------------------|----------------|-----------------------------------|---------------|-----------------------------------|----------------|---------------------------------|----------------|------------------------------|-----------------|
| <b>Overnight Pleasure Parties</b> | <b>41,606</b>               | <b>(53.3%)</b> | <b>15,439</b>                 | <b>(19.8%)</b> | <b>3,797</b>                      | <b>(4.9%)</b> | <b>8,091</b>                      | <b>(10.4%)</b> | <b>9,156</b>                    | <b>(11.7%)</b> | <b>78,089</b>                | <b>(100.0%)</b> |
| <b>Rental Car Usage</b>           |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| <b>Yes</b>                        | <b>5,607</b>                | <b>13.5%</b>   | <b>3,849</b>                  | <b>24.9%</b>   | <b>20</b>                         | <b>0.5%</b>   | <b>798</b>                        | <b>9.9%</b>    | <b>2,216</b>                    | <b>24.2%</b>   | <b>12,490</b>                | <b>16.0%</b>    |
| No                                | 35,999                      | 86.5%          | 11,590                        | 75.1%          | 3,777                             | 99.5%         | 7,293                             | 90.1%          | 6,940                           | 75.8%          | 65,599                       | 84.0%           |
| <b>Location of Pick-Up</b>        |                             |                |                               |                |                                   |               |                                   |                |                                 |                |                              |                 |
| <b>Prince Edward Island</b>       | <b>1,318</b>                | <b>23.5%</b>   | <b>787</b>                    | <b>20.4%</b>   | <b>18</b>                         | <b>90.0%</b>  | <b>149</b>                        | <b>18.7%</b>   | <b>714</b>                      | <b>32.2%</b>   | <b>2,986</b>                 | <b>23.9%</b>    |
| New Brunswick                     | 1,242                       | 22.2%          | 1,152                         | 29.9%          | 0                                 | 0.0%          | 165                               | 20.7%          | 752                             | 33.9%          | 3,311                        | 26.5%           |
| Nova Scotia                       | 897                         | 16.0%          | 467                           | 12.1%          | 0                                 | 0.0%          | 135                               | 16.9%          | 423                             | 19.1%          | 1,922                        | 15.4%           |
| Quebec                            | 294                         | 5.2%           | 78                            | 2.0%           | 0                                 | 0.0%          | 0                                 | 0.0%           | 65                              | 2.9%           | 437                          | 3.5%            |
| Ontario                           | 162                         | 2.9%           | 0                             | 0.0%           | 0                                 | 0.0%          | 28                                | 3.5%           | 56                              | 2.5%           | 246                          | 2.0%            |
| Other province                    | 227                         | 4.0%           | 60                            | 1.6%           | 0                                 | 0.0%          | 305                               | 38.2%          | 99                              | 4.5%           | 691                          | 5.5%            |
| New England state                 | 58                          | 1.0%           | 97                            | 2.5%           | 0                                 | 0.0%          | 0                                 | 0.0%           | 14                              | 0.6%           | 169                          | 1.4%            |
| Other US state                    | 1,409                       | 25.1%          | 1,208                         | 31.4%          | 2                                 | 10.0%         | 16                                | 2.0%           | 94                              | 4.2%           | 2,729                        | 21.8%           |

Note: '0' or '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.