SHORT-HAUL SIGHTSEERS





Short-Haul Sightseers are largely rural middle-aged and older Atlantic-Canadian families. They are repeat visitors that are drawn to the Island through friends and family connections and familiarity. Short-Haul Sightseers are middle-class visitors that often travel as a family unit and stay in a mix of accommodation types. They are attracted to nature and family-oriented activities such as festivals and events, fun parks, and sporting events. They are strong users of traditional media. Casual and family dining are popular restaurant choices with this segment.

Market Sizing 1

Total Population



Total Households

Target Group: 1,904,704 | 7.5% Target Group: 747,746 | 7.3% Market: 25,424,121 Market: 10,275,783

Demographics 1

Average Household Income



Education 16.7%

University Degree

Family Composition

0.73 (100)

Children per Household

Marital Status



64.3% (114)

Married/Common-Law

Median Household Maintainer Age



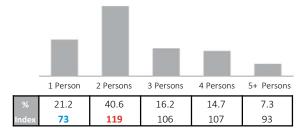
Labour Force Participation



62.4% (97)

Participation Rate

Household Size



Travel in Prince Edward Island ³

Repeat Visitors

85.8% (113)

Average spend per party in PEI

> \$1,168.83 (94)

Average Total Nights in Paid Accommodations

> 3.3 (90)

PEI as Primary Destination

> 88.9 (108)

Geographic Distribution 1

Carrage Material State	Т	arget Group	Market			
Census Metropolitan Area (CMA)	% of % of Index		Index	HH Count	% of Market	
Halifax, NS	3.7	16.7	217	188,031	1.70	
St. John's, NL	2.4	22.5	293	89,854	0.81	
Saint John, NB	2.0	30.4	396	55,561	0.50	
Fredericton, NB	1.7	31.2	406	46,211	0.42	
Moncton, NB	1.4	17.8	232	64,426	0.58	
Cape Breton, NS	1.1	21.2	276	44,191	0.40	

Key Tourism Activities 3

Anne of Green Gables Attractions



20.6% (77)

Sightseeing/Driving

Tour

63.1%

(95)

Birthplace of Confederation Attractions



11.9% (68)

Sampling Local

Culinary

Going to a Beach



(93)

Shopping for Local Crafts/Souvenirs



55.9% (100)

Visiting Historical and **Cultural Attractions**



33.0% (86)



38.4% (82)

National or **Provincial Parks**

41.5% (84)

Visiting Friends and Family



44.1% (114)

Visiting a Theme, Fun, or Amusement Park



16.3% (129)

Water-based Activities

5.1% (107) Attending a Sports Event (Spectator)

4.0% (118)

SHORT-HAUL SIGHTSEERS





Accommodation Preferences 3







Hotel/Motel 31.2% (95)

Friends/relatives 22.2% (107)

Cottage / Cabins * 25.4% (109)

Camping

5.4%

15.9% (95)(74)

3.8% (79)

* Cottage/Cabin includes vacation homes, apartments, and condos.

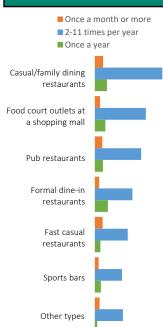
Booked Accommodations through Peer-to-Peer Provider (e.g. AirBnB, VRBO, Home Away, etc.)



21.2%

(85)

Restaurant Type ²



%	Index	%	Index	%	Index	
	a month more	2-11 times per year		Once a year		
6.3	141	51.1	117	9.3	105	
4.1	76	38.7	98	8.1	95	
5.7	139	35.1	104	6.2	100	
3.3	104	28.5	92	10.0	93	
6.0	95	25.0	99	4.3	110	
3.0	149	20.6	103	4.7	83	
3.7	98	21.4	104	1.9	85	

Media Highlights ²



Newspaper

17 hours/week 211 minutes/day (107)(116)

0.9 hours/week (81)

Magazine

Internet (((1))

12 minutes/day (137)

214 minutes/day (97)

Social Media Use ⁴						Brand Actions Using Social Media ⁴		Index
f	Facebook 81.5% (100)	You Tube	YouTube 67.8% (99)	[p]	Pinterest 36.5% (122)	Like brand on Facebook	37.2	95
in	LinkedIn 31.4%	6	Instagram 29.0%	B	Twitter 24.1%	Subscribe to brand email newsletter	19.0	98
	(81) WhatsApp		(86) Podcasts		(92) Snapchat	Subscribe to brand channel on YouTube	9.7	74
	20.7% (64)	(64) (88)		11.7% (94)	Follow brand on Instagram	8.7	68	
blog	Blogs 8.2% (81)	9	Health/Fitness 6.6% (85)	(a)	Reddit 4.8% (64)	Join an exclusive online community of consumers who also like the brand	8.6	84
\$P	3.1% (71)	••	Flickr 2.2% (63)		Tinder 1.7% (58)	Follow brand on Twitter	6.1	77