



North Cape Coastal Drive Region Overnight Visitor Profile

EXIT SURVEY REPORT SERIES: ES2018-2019-10

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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 North Cape Coastal Drive (NCCD) region for pleasure purposes**, including Tignish, Alberton, Mill River, O'Leary, West Point, North Cape, Tyne Valley, Mont Carmel, Miscouche, Lower New Annan, Abram-Village. Therefore, this visitor profile outlines overnight pleasure visitors and does not represent other types of visitors to the NCCD 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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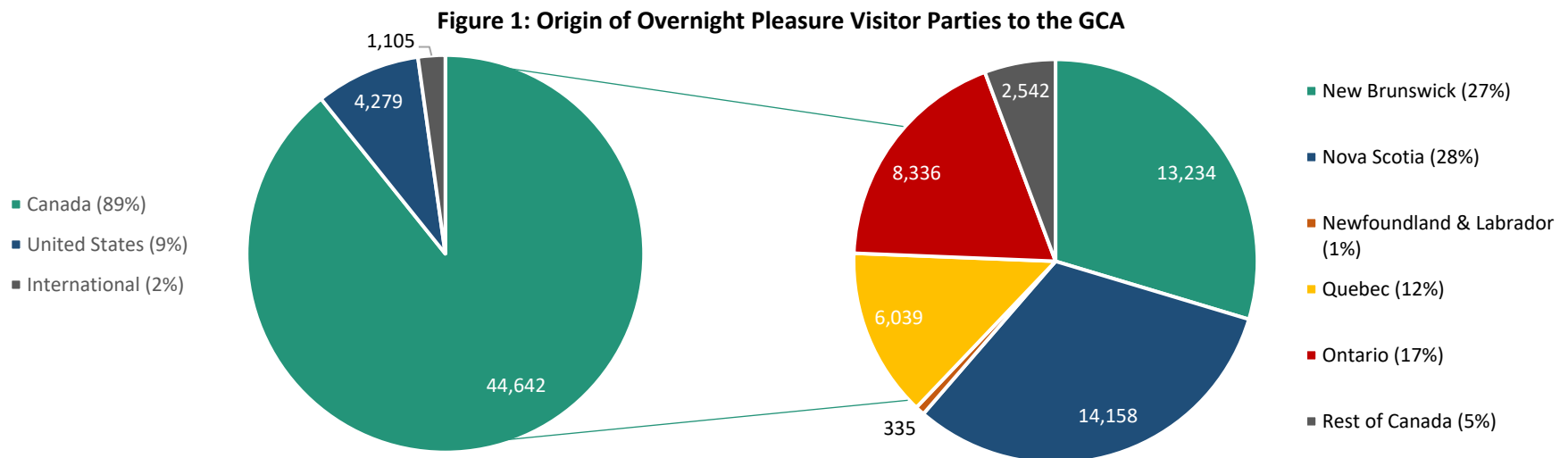
Overnight Pleasure Visitors to the North Cape Coastal Drive Region

MARKET AND PARTY SIZE

In total, approximately 50,027 visitor parties (10% of 479,100 all overnight pleasure visitor parties) stayed at least one night in the North Cape Coastal Drive (“NCCD”) region during July 1, 2018 to June 30, 2019 (the “study period”). The average party size of overnight pleasure NCCD visitors was 2.82 people. The average party size was lowest during the January-April winter off-season at 2.36 people and highest during the July-August main season at 3.07 people. Please see Annex A, Table 1.

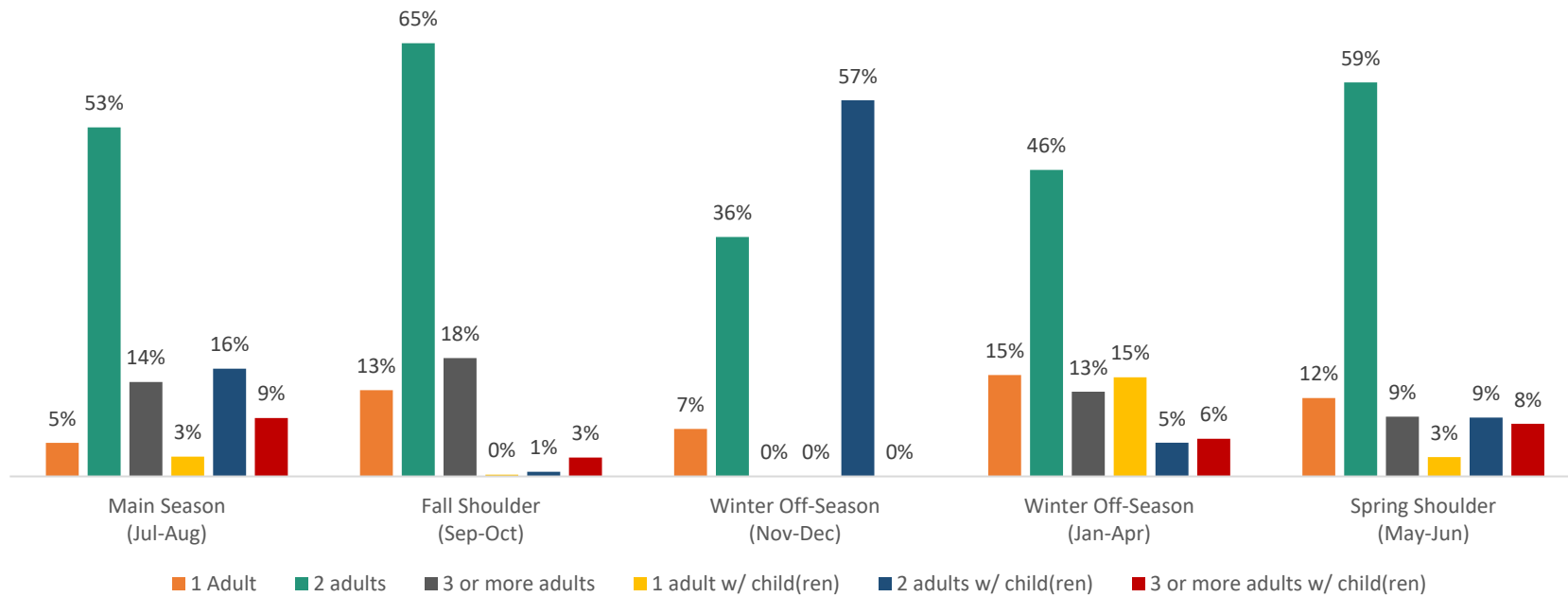
ORIGIN

The geographic markets that made up the greatest proportion of overnight pleasure visitor parties were Nova Scotia (28.3%), New Brunswick (26.5%), Ontario (16.7%), and Quebec (12.1%). During the two winter off-seasons (January to April and November to December), the majority (81%) of NCCD visitors were from Nova Scotia and New Brunswick. Please see Annex A, Table 2.



NCCD VISITOR PARTY COMPOSITION AND AGE

Figure 2: NCCD Visitor Party Composition by Tourism Season



The majority (75%) of NCCD visitor parties were comprised of only adults. Approximately 46 percent of NCCD visitor parties were comprised of adults aged 55 and over, 9 percent were between the ages of 35 and 54, and 7 percent were comprised of millennials (aged 18 to 34). Approximately 25 percent of NCCD visitor parties were adults with child(ren) and 13 percent were comprised of travellers of varying age generations. Please see Annex A, Tables 3, 4A, 4B, 4C and 5.

PRIMARY REASON FOR TRIP AND TYPE OF VISITATION

Over one-half (51%) of NCCD visitors indicated they travelled to Prince Edward Island (“PEI”) for a holiday or vacation, 15 percent travelled to PEI primarily to visit friends and/or relatives, and 14 percent travelled to PEI for a short getaway. These were 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 NCCD visitors had travelled to PEI to visit friends and/or relatives. Approximately 76 percent of NCCD visitors have visited PEI previously. Of these repeat visitors, approximately 29 percent had last visited PEI earlier in the same year of the trip in which they were surveyed, and 33 percent had last visited one year ago. On average, NCCD repeat visitors had visited PEI 6.51 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 87 percent of NCCD visitors. On average, NCCD visitors were away from their home for 10.2 nights during their trip. They spent an average of 5.8 nights on PEI. NCCD visitors also spent 1.5 nights in Nova Scotia and 1.3 nights in New Brunswick on average, as well as other places. During the two winter off-seasons, PEI was the primary destination of the trip for almost all NCCD visitors (98%) that visited during those seasons. Please see Annex A, Table 8.

LENGTH OF STAY AND ACCOMMODATION SUMMARY

NCCD visitors stayed an average of 5.38 nights on PEI of which 3.5 nights were in the NCCD region. Approximately 69% (4.0 nights) of nights stayed on PEI by NCCD visitors were in paid accommodations. Approximately 14% of all nights stayed in paid accommodations on PEI by NCCD visitors were secured through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.

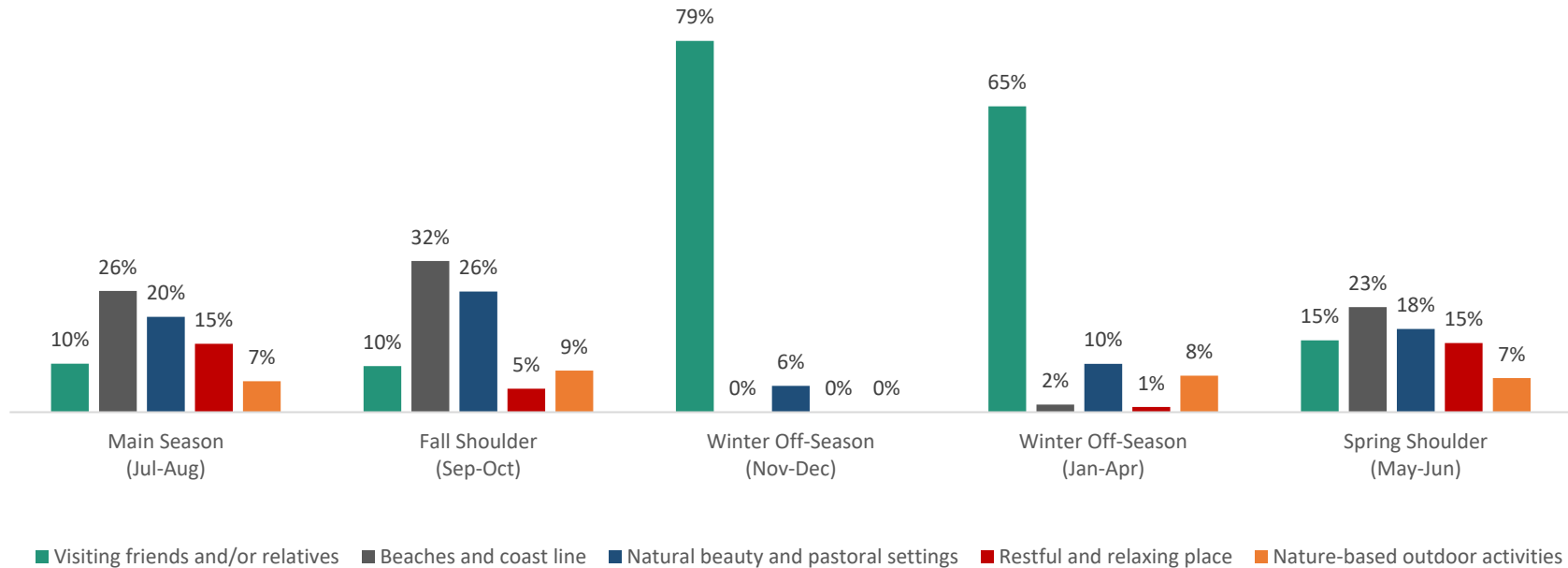
Approximately 26 percent of NCCD visitors also stayed at least one night in the Greater Charlottetown Area. While approximately 23 percent stayed at least one night in the Points East Coastal Drive region, 22 percent stayed at least one night in the Green Gables Shore region, 16 percent stayed at least one night in the Summerside area, and nine percent stayed at least one night in the Red Sands Shore region.

NCCD visitor parties stayed in a variety of accommodation types while on PEI, with the most popular types being hotel, motel or resort (24% stayed at least one night in the accommodation type), campground or RV park (20%), home of friends or relatives (17%), cottage or cabin (15%), bed and breakfast or tourist home (9%), and inn (8%). During the winter off-seasons, approximately 63 percent of NCCD visitor parties stayed at least one night at the home of a friend or relative.

Although many NCCD visitors stayed overnight in a hotel, motel, or resort, the average length of stay in these accommodation types was relatively short at 3.3 nights. Those who stayed at their own property such as a second home or cottage had the longest average length of stay at 9.6 nights, followed by those who stayed at a campground or RV park (7.4 nights), rented cottage or cabin (5.0 nights), and other (4.8 nights). Please see Annex A, Tables 9, 10, 11, and 12.

PRIMARY FEATURE THAT ATTRACTED NCCD VISITOR PARTIES TO PEI

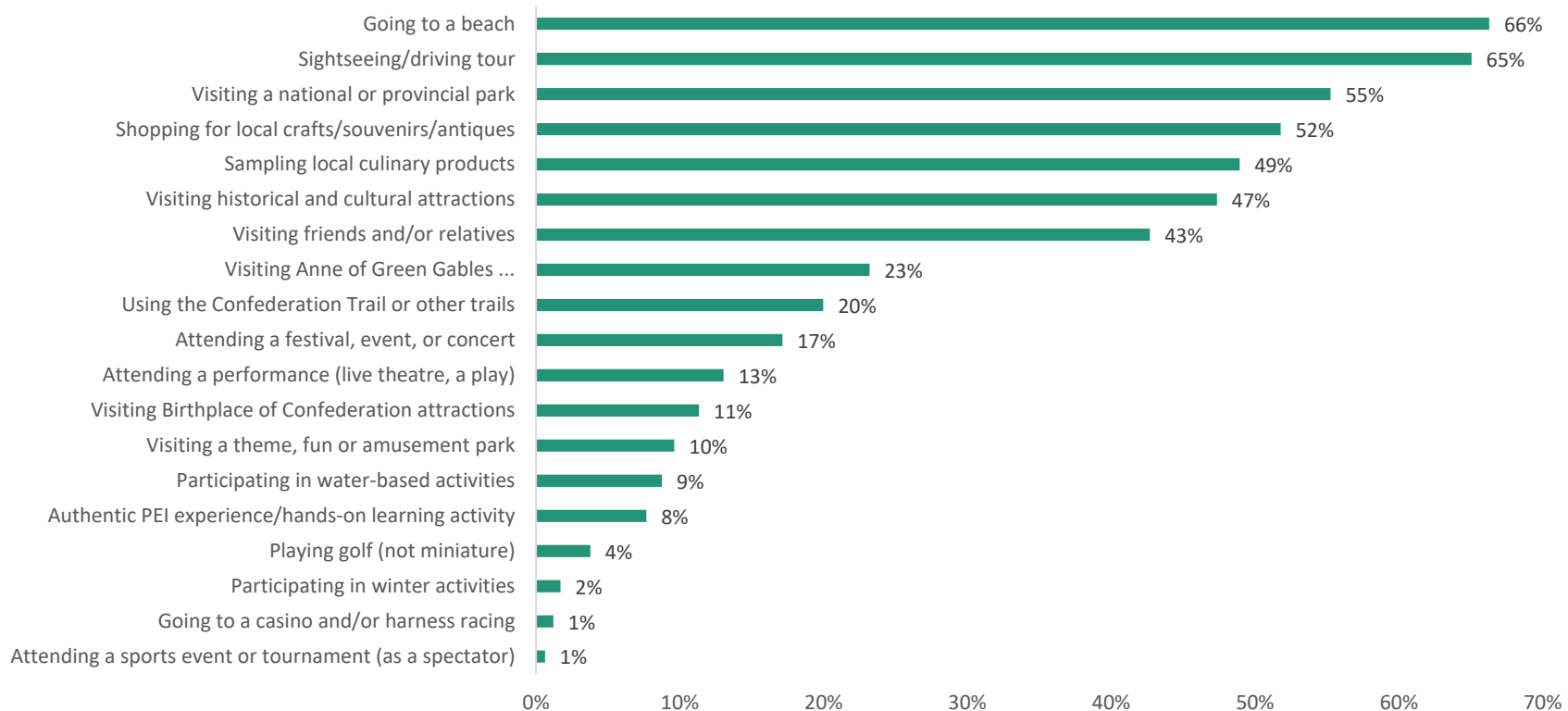
Figure 3: Top Five Overall Primary Features that Attracted NCCD Visitors to PEI, by Tourism Season



Approximately 23 percent of NCCD visitor parties were primarily attracted to PEI by visiting friends and/or relatives. Beaches and coast line was the primary feature that attracted 22% of NCCD visitors, 19 percent were attracted by the natural beauty and pastoral settings, 10 percent were primarily attracted to PEI because they consider it a restful and relaxing place, and seven percent were primarily attracted to PEI to attend nature-based outdoor activities. Please see Annex A, Table 13.

ACTIVITIES PARTICIPATED IN WHILE ON PEI

Figure 4: Activities Participated in by NCCD Visitors



Going to a beach (66%) and sightseeing/taking a driving tour (65%) were the most popular activities participated in by NCCD visitors. The only exception was during the two winter off-seasons, where visiting friends and/or relatives was the most popular activity engaged in (89%). Other popular activities that NCCD visitors participated in visiting a national or provincial park (55.3%), shopping for local crafts, souvenirs or antiques (51.8%), sampling local culinary products (48.9%), visiting historical and cultural attractions (47.3%), and visiting friends and/or relatives (42.7%). Please see Annex A, Table 14.

OTHER REGIONS VISITED AND EXPLORATION OF PEI'S COASTAL DRIVES

Approximately one-half (54%) of NCCD visitor parties visited the Greater Charlottetown Area during their visit.¹ While 54 percent visited the Summerside area, 52 percent visited the Green Gables Shore region, 39 percent visited the Points East Coastal Drive region, and 37 percent visited the Red Sands Shore region.

The majority (73%) of NCCD visitors stated that they explored the North Cape Coastal Drive, while 46 percent explored the Central Coastal Drive and 36 percent explored the Points East Coastal Drive. Please see Annex A, Table 15 and 16.

TRIP EXPENDITURES

NCCD visitor parties spent an average of \$832 per party per visit on PEI. This spending was highest among those who visited during the main season (\$1,046) and lowest among those who visited during either the January-April winter off-season (\$493). The items that accounted for the greatest proportion of NCCD visitor party spending per party per day were accommodations (\$252; 30%), food and beverage at restaurants, bars, etc. (\$152; 18%), shopping (\$100; 12%), and vehicle operation (\$99; 12%). See Annex A, Tables 17A and 17B.

TRIP EVALUATION

NCCD 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 (94%), restaurant service and quality (94%), the variety of things to see and do (89%), transportation service and quality (85%), and prices of goods and services (80%).

Approximately 92 percent of NCCD visitor parties felt that their trip to PEI generated good value for the money that they spent. Almost all NCCD 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 (97%). Approximately ten percent of NCCD visitor parties indicated they experienced a problem or had a complaint about their trip to PEI. Despite these complaints, approximately 97 percent of all NCCD 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.

¹ 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 - NCCD Visitor Custom Tables

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

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Average Party Size	3.07		2.60		3.06		2.36		2.46		2.82	
Avg. Number of Male Travellers	1.37		1.29		1.44		0.97		1.13		1.28	
Avg. Number of Female Travellers	1.70		1.31		1.62		1.39		1.33		1.54	
Avg. Number of Children	0.58		0.21		1.13		0.42		0.31		0.50	
Avg. Number of Adult Travellers	2.49		2.38		1.93		1.94		2.14		2.31	
Average Number of Nights Stayed	6.80		5.47		3.51		4.70		5.17		5.83	

TABLE 2: ORIGIN OF NCCD VISITOR PARTIES 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	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Canada	21,029	86.0%	7,280	85.1%	3,812	99.9%	5,946	99.0%	6,575	91.3%	44,642	89.2%
New Brunswick	5,007	20.5%	1,860	21.7%	1,384	36.3%	1,837	30.6%	3,146	43.7%	13,234	26.5%
Nova Scotia	5,977	24.4%	1,710	20.0%	1,711	44.8%	3,049	50.8%	1,711	23.7%	14,158	28.3%
Newfoundland & Labrador	112	0.5%	104	1.2%	0	0.0%	119	2.0%	0	0.0%	335	0.7%
Quebec	3,932	16.1%	1,169	13.7%	22	0.6%	287	4.8%	629	8.7%	6,039	12.1%
Ontario	4,481	18.3%	1,759	20.6%	694	18.2%	582	9.7%	820	11.4%	8,336	16.7%
Rest of Canada	1,521	6.2%	678	7.9%	0	0.0%	72	1.2%	271	3.8%	2,542	5.1%
United States	2,849	11.7%	877	10.3%	4	0.1%	32	0.5%	517	7.2%	4,279	8.6%
New England	1,076	4.4%	285	3.3%	0	0.0%	0	0.0%	229	3.2%	1,590	3.2%
Rest of US	1,774	7.3%	591	6.9%	4	0.1%	32	0.5%	288	4.0%	2,689	5.4%
International	570	2.3%	396	4.6%	0	0.0%	28	0.47%	111	1.5%	1,105	2.2%

TABLE 3: NCCD VISITOR PARTY COMPOSITION BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Party Characteristics												
By myself/alone	1,239	5.1%	1,113	13.0%	273	7.2%	918	15.3%	852	11.8%	4,395	8.8%
With my spouse/partner only (2 people)	11,293	46.2%	4,990	58.3%	575	15.1%	2,764	46.0%	4,104	57.0%	23,726	47.4%
With one or more couples	1,283	5.2%	274	3.2%	0	0.0%	0	0.0%	51	0.7%	1,608	3.2%
As a family (including children under 18)	5,533	22.6%	81	0.9%	2,165	56.7%	1,397	23.3%	1,084	15.0%	10,260	20.5%
As a family (with no one under 18)	582	2.4%	245	2.9%	0	0.0%	0	0.0%	330	4.6%	1,157	2.3%
With other family/families (including children under 18)	595	2.4%	244	2.9%	0	0.0%	7	0.1%	275	3.8%	1,121	2.2%
With other family members (e.g., sister, brother,	1,473	6.0%	552	6.5%	781	20.5%	907	15.1%	189	2.6%	3,902	7.8%
With friends	1,187	4.9%	615	7.2%	22	0.6%	13	0.2%	109	1.5%	1,946	3.9%
With family and friends	820	3.4%	346	4.0%	0	0.0%	0	0.0%	210	2.9%	1,376	2.8%
Other	444	1.8%	92	1.1%	0	0.0%	0	0.0%	0	0.0%	536	1.1%
Party Composition												
Adult travelling alone	1,239	5.1%	1,113	13.0%	273	7.2%	918	15.3%	852	11.8%	4,395	8.8%
2 adults	12,870	52.6%	5,589	65.3%	1,378	36.1%	2,777	46.2%	4,281	59.4%	26,895	53.8%
3 or more adults	3,483	14.2%	1,526	17.8%	0	0.0%	768	12.8%	649	9.0%	6,426	12.8%
1 adult with child(ren)	732	3.0%	22	0.3%	0	0.0%	898	14.9%	210	2.9%	1,862	3.7%
2 adults with child(ren)	3,971	16.2%	59	0.7%	2,165	56.7%	305	5.1%	640	8.9%	7,140	14.3%
3 or more adults with child(ren)	2,153	8.8%	244	2.9%	0	0.0%	341	5.7%	572	7.9%	3,310	6.6%
Age Composition												
Millennial (18 to 34) Travellers	1,996	8.2%	241	2.8%	63	1.7%	634	10.6%	614	8.5%	3,548	7.1%
Middle Aged (35 to 54) Travellers	3,401	13.9%	930	10.9%	0	0.0%	107	1.8%	177	2.5%	4,615	9.2%
Senior (55 and over) Travellers	9,140	37.4%	4,994	58.4%	1,588	41.6%	3,447	57.4%	3,854	53.5%	23,023	46.0%
Multi-generation Travellers	3,054	12.5%	2,062	24.1%	0	0.0%	275	4.6%	1,136	15.8%	6,527	13.0%
Families/Adult(s) with child(ren)	6,856	28.0%	325	3.8%	2,165	56.7%	1,544	25.7%	1,422	19.7%	12,312	24.6%

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 NCCD VISITORS BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Gender												
Male	8,139	33.3%	3,175	37.1%	575	15.1%	1,514	25.2%	2,956	41.0%	16,359	32.7%
Female	16,309	66.7%	5,379	62.9%	3,241	84.9%	4,493	74.8%	4,248	59.0%	33,670	67.3%
Age												
18 to 24	1,057	4.3%	0	0.0%	63	1.7%	17	0.3%	66	0.9%	1,203	2.4%
25 to 34	2,844	11.6%	523	6.1%	0	0.0%	1,234	20.5%	1,255	17.4%	5,856	11.7%
35 to 44	3,574	14.6%	841	9.8%	2,165	56.7%	438	7.3%	480	6.7%	7,498	15.0%
45 to 54	4,926	20.1%	1,341	15.7%	211	5.5%	696	11.6%	975	13.5%	8,149	16.3%
55 to 64	6,721	27.5%	2,754	32.2%	570	14.9%	1,550	25.8%	2,523	35.0%	14,118	28.2%
65 to 74	4,295	17.6%	2,755	32.2%	807	21.1%	1,897	31.6%	1,182	16.4%	10,936	21.9%
75 and over	1,031	4.2%	340	4.0%	0	0.0%	175	2.9%	723	10.0%	2,269	4.5%
Mother Tongue												
English	18,247	74.6%	6,187	72.3%	2,369	62.1%	5,380	89.6%	6,407	88.9%	38,590	77.1%
French	5,561	22.7%	1,800	21.0%	1,384	36.3%	627	10.4%	665	9.2%	10,037	20.1%
Other	640	2.6%	566	6.6%	63	1.7%	0	0.0%	131	1.8%	1,400	2.8%

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 NCCD VISITORS BY TOURISM SEASON (CONT'D)

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Marital Status												
Single	3,993	16.3%	1,840	21.5%	655	17.2%	973	16.2%	1,216	16.9%	8,677	17.3%
Married/living common law	19,780	80.9%	6,189	72.4%	2,950	77.3%	5,012	83.4%	5,445	75.6%	39,376	78.7%
Other	656	2.7%	525	6.1%	211	5.5%	14	0.2%	542	7.5%	1,948	3.9%
Not Stated	19	0.1%	0	0.0%	0	0.0%	7	0.1%	0	0.0%	26	0.1%
Average Number of Children Living in the Household *												
17 years and younger	6,057 ^{a)}	24.8% ^{b)}	448 ^{a)}	5.2% ^{b)}	2,165 ^{a)}	56.7% ^{b)}	990 ^{a)}	16.5% ^{b)}	1,766 ^{a)}	24.5% ^{b)}	11,425 ^{a)}	22.8% ^{b)}
	2.02^{c)}		2.51^{c)}		2.00^{c)}		2.01^{c)}		1.80^{c)}		2.00^{c)}	
18 years and older	3,345 ^{a)}	13.7% ^{b)}	1,461 ^{a)}	17.1% ^{b)}	22 ^{a)}	0.6% ^{b)}	198 ^{a)}	3.3% ^{b)}	1,205 ^{a)}	16.7% ^{b)}	6,231 ^{a)}	12.5% ^{b)}
	1.62^{c)}		1.58^{c)}		3.00^{c)}		2.02^{c)}		1.79^{c)}		1.66^{c)}	
Education												
Some school	410	1.7%	22	0.3%	0	0.0%	322	5.4%	265	3.7%	1,019	2.0%
High school diploma	2,498	10.2%	1,160	13.6%	593	15.5%	1,047	17.4%	1,159	16.1%	6,457	12.9%
Some post-secondary	2,835	11.6%	1,334	15.6%	781	20.5%	358	6.0%	204	2.8%	5,512	11.0%
Graduated community/technical college	7,573	31.0%	2,606	30.5%	992	26.0%	2,050	34.1%	1,935	26.9%	15,156	30.3%
Graduated university (undergraduate degree)	6,581	26.9%	1,786	20.9%	1,384	36.3%	1,406	23.4%	1,246	17.3%	12,403	24.8%
Post graduate degree/professional designation	4,531	18.5%	1,645	19.2%	67	1.8%	815	13.6%	2,394	33.2%	9,452	18.9%
Not Stated	19	0.1%	0	0.0%	0	0.0%	10	0.2%	0	0.0%	29	0.1%

Note: * While ^{a)} and ^{b)} indicate the valid number and percent of respondents who reported the number of children living in the household, ^{c)} 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 NCCD VISITORS BY TOURISM SEASON (CONT'D)

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Employment Status												
Working full time	11,966	48.9%	3,389	39.6%	2,165	56.7%	1,932	32.2%	3,481	48.3%	22,933	45.8%
Working part time or seasonally	2,273	9.3%	222	2.6%	0	0.0%	1,002	16.7%	659	9.1%	4,156	8.3%
Unemployed	390	1.6%	0	0.0%	0	0.0%	305	5.1%	0	0.0%	695	1.4%
Retraining or upgrading	76	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	76	0.2%
Retired	8,076	33.0%	4,294	50.2%	1,378	36.1%	2,758	45.9%	2,805	38.9%	19,311	38.6%
Homemaker	495	2.0%	197	2.3%	0	0.0%	0	0.0%	210	2.9%	902	1.8%
Student	396	1.6%	28	0.3%	63	1.7%	0	0.0%	11	0.2%	498	1.0%
Other	756	3.1%	424	5.0%	211	5.5%	0	0.0%	38	0.5%	1,429	2.9%
Not Stated	19	0.1%	0	0.0%	0	0.0%	10	0.2%	0	0.0%	29	0.1%
Annual Household Income												
Under \$40,000	2,623	10.7%	1,662	19.4%	655	17.2%	933	15.5%	618	8.6%	6,491	13.0%
\$40,000 to \$59,999	4,302	17.6%	1,078	12.6%	0	0.0%	281	4.7%	1,096	15.2%	6,757	13.5%
\$60,000 to \$79,999	3,239	13.2%	1,320	15.4%	421	11.0%	1,692	28.2%	1,237	17.2%	7,909	15.8%
\$80,000 to \$99,999	4,052	16.6%	1,064	12.4%	570	14.9%	649	10.8%	643	8.9%	6,978	13.9%
\$100,000 to \$124,999	2,781	11.4%	947	11.1%	0	0.0%	19	0.3%	1,355	18.8%	5,102	10.2%
\$125,000 to \$149,999	2,157	8.8%	534	6.2%	211	5.5%	357	5.9%	770	10.7%	4,029	8.1%
\$150,000 to \$174,999	984	4.0%	521	6.1%	1,954	51.2%	607	10.1%	83	1.2%	4,149	8.3%
\$175,000 to \$199,999	940	3.8%	216	2.5%	0	0.0%	7	0.1%	61	0.8%	1,224	2.4%
\$200,000 or more	1,398	5.7%	254	3.0%	4	0.1%	203	3.4%	446	6.2%	2,305	4.6%
Not Stated	1,971	8.1%	958	11.2%	0	0.0%	1,258	20.9%	895	12.4%	5,082	10.2%

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 NCCD VISITORS BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Visitors	75,113	(53.3%)	22,212	(15.8%)	11,689	(8.3%)	14,162	(10.1%)	17,700	(12.6%)	140,880	(100.0%)
Gender												
Male	33,465	44.6%	11,050	49.7%	5,497	47.0%	5,841	41.2%	8,119	45.9%	63,974	45.4%
Female	41,648	55.4%	11,162	50.3%	6,192	53.0%	8,321	58.8%	9,581	54.1%	76,906	54.6%
Age												
Under 8 Years	5,193	6.9%	59	0.3%	3,908	33.4%	1,554	11.0%	1,115	6.3%	11,830	8.4%
9 – 17 Years	9,059	12.1%	1,760	7.9%	422	3.6%	941	6.6%	1,155	6.5%	13,337	9.5%
18 – 24 Years	3,339	4.4%	138	0.6%	63	0.5%	10	0.1%	387	2.2%	3,937	2.8%
25 – 34 Years	7,228	9.6%	2,261	10.2%	0	0.0%	2,444	17.3%	2,129	12.0%	14,062	10.0%
35 – 44 Years	8,481	11.3%	1,399	6.3%	4,118	35.2%	1,295	9.1%	1,089	6.2%	16,383	11.6%
45 – 54 Years	10,715	14.3%	3,040	13.7%	211	1.8%	739	5.2%	1,848	10.4%	16,553	11.8%
55 – 64 Years	16,778	22.3%	6,702	30.2%	781	6.7%	2,779	19.6%	5,769	32.6%	32,810	23.3%
65 – 74 Years	11,159	14.9%	6,072	27.3%	2,164	18.5%	3,149	22.2%	3,004	17.0%	25,549	18.1%
75 Years and over	3,161	4.2%	781	3.5%	22	0.2%	1,251	8.8%	1,204	6.8%	6,419	4.6%

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	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Holiday, vacation	15,069	61.6%	4,942	57.8%	785	20.6%	925	15.4%	3,618	50.2%	25,339	50.7%
Short getaway	3,123	12.8%	2,152	25.2%	0	0.0%	305	5.1%	1,228	17.0%	6,808	13.6%
Visit friends and/or relatives	1,471	6.0%	599	7.0%	1,054	27.6%	3,716	61.9%	856	11.9%	7,696	15.4%
Visit second home, cottage, condo	391	1.6%	589	6.9%	0	0.0%	125	2.1%	590	8.2%	1,695	3.4%
Attend events, festivals, attractions	1,800	7.4%	30	0.4%	0	0.0%	0	0.0%	210	2.9%	2,040	4.1%
Other pleasure	2,593	10.6%	241	2.8%	1,977	51.8%	935	15.6%	702	9.7%	6,448	12.9%

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 Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Type of Visitation												
First-Time Visitors	6,752	27.6%	3,290	38.5%	67	1.8%	796	13.3%	1,141	15.8%	12,046	24.1%
Repeat Visitors	17,696	72.4%	5,264	61.5%	3,749	98.2%	5,211	86.7%	6,062	84.2%	37,982	75.9%
Last Trip to PEI*												
This year	2,434	13.8%	1,682	31.9%	2,946	78.6%	3,031	58.2%	1,025	16.9%	11,118	29.3%
One year ago	7,027	39.7%	1,302	24.7%	570	15.2%	1,022	19.6%	2,453	40.5%	12,374	32.6%
Two years ago	1,772	10.0%	813	15.4%	0	0.0%	305	5.9%	941	15.5%	3,831	10.1%
Three years ago	1,189	6.7%	0	0.0%	0	0.0%	0	0.0%	168	2.8%	1,357	3.6%
Four years ago	991	5.6%	30	0.6%	22	0.6%	616	11.8%	252	4.2%	1,911	5.0%
Five or more years ago	4,282	24.2%	1,438	27.3%	211	5.6%	238	4.6%	1,223	20.2%	7,392	19.5%
Average Number of Times Visited PEI in the Past Five Years*												
Mean (Group Median)	4.26 (3.05)		6.43 (2.43)		14.92 (16.42)		8.98 (7.41)		5.82 (4.24)		6.51 (3.79)	

Note: * Repeat visitors only.

TABLE 8: PRIMARY DESTINATION AND TRIP DURATION BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Primary Destination of the Trip												
Prince Edward Island	20,083	82.1%	7,161	83.7%	3,601	94.4%	6,000	99.9%	6,545	90.9%	43,390	86.7%
Other Destination	4,198	17.2%	1,392	16.3%	215	5.6%	7	0.1%	659	9.1%	6,471	12.9%
Don't Know/Not Stated	166	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	166	0.3%
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	12.73	100.0%	9.95	100.0%	4.37	100.0%	6.57	100.0%	8.13	100.0%	10.22	100.0%
Nights stayed in PEI	6.80	53.4%	5.47	55.0%	3.51	80.4%	4.70	71.5%	5.17	63.6%	5.83	57.1%
Nights in Paid Accommodation	5.24	(77.1%)	4.09	(74.8%)	0.54	(15.3%)	1.81	(38.5%)	3.59	(69.4%)	4.03	(69.2%)
Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, Home Away, etc.	0.77	(14.7%)	0.78	(19.0%)	0.06	(10.2%)	0.00	(0.0%)	0.45	(12.6%)	0.58	(14.4%)
Nights stayed in NB	1.67	13.1%	1.26	12.7%	0.39	8.9%	0.57	8.6%	0.84	10.4%	1.25	12.2%
Nights stayed in NS	1.87	14.6%	1.82	18.3%	0.39	8.9%	0.72	11.0%	0.93	11.4%	1.47	14.4%
Nights stayed in NL	0.61	4.8%	0.32	3.2%	0.01	0.2%	0.36	5.4%	0.31	3.8%	0.44	4.3%
Nights stayed in Magdalen Islands	0.22	1.8%	0.11	1.1%	0.00	0.0%	0.00	0.0%	0.04	0.5%	0.13	1.3%
Nights stayed elsewhere	1.56	12.3%	0.98	9.8%	0.07	1.6%	0.23	3.5%	0.83	10.2%	1.08	10.6%

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 Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Average Number of Nights Stayed in PEI	6.80		5.47		3.51		4.70		5.17		5.83	
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)												
North Cape Coastal Drive	3.97		2.71		2.79		3.72		2.91		3.48	
Points East Coastal Drive	0.86		0.71		0.00		0.36		0.34		0.64	
Greater Charlottetown Area	0.58		0.82		0.47		0.38		0.72		0.61	
Green Gables Shore	0.75		0.66		0.15		0.15		0.48		0.58	
Summerside Area	0.38		0.43		0.11		0.08		0.47		0.35	
Red Sands Shore	0.26		0.13		0.00		0.00		0.26		0.19	
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)												
North Cape Coastal Drive	3.97		2.71		2.79		3.72		2.91		3.48	
Points East Coastal Drive	3.16		2.10		n/a		6.63		1.65		2.79	
Green Gables Shore	2.86		2.47		1.00		4.47		2.33		2.64	
Greater Charlottetown Area	2.34		1.85		1.47		6.31		2.94		2.31	
Summerside Area	2.13		1.61		2.00		1.03		5.03		2.15	
Red Sands Shore	1.96		1.44		n/a		1.00		2.60		1.97	

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	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Total Accumulated Parties Staying at Least One Night in the Specified Region												
Greater Charlottetown Area	6,023	24.6%	3,788	44.3%	1208	31.7%	358	6.0%	1,761	24.4%	13,138	26.3%
Points East Coastal Drive	6,649	27.2%	2,912	34.0%	0	0.0%	328	5.5%	1,481	20.6%	11,370	22.7%
Green Gables Shore	6,380	26.1%	2,284	26.7%	575	15.1%	198	3.3%	1,476	20.5%	10,913	21.8%
Summerside Area	4,424	18.1%	2,277	26.6%	211	5.5%	493	8.2%	673	9.3%	8,078	16.1%
Red Sands Shore	3,202	13.1%	801	9.4%	0	0.0%	7	0.1%	714	9.9%	4,724	9.4%
Total Accumulated Nights Spent by Parties in the Specific Region												
North Cape Coastal Drive	97,180	58.5%	23,220	49.6%	10,649	79.3%	22,360	79.3%	20,986	56.2%	174,395	59.7%
Points East Coastal Drive	21,069	12.7%	6,112	13.1%	0	0.0%	2,174	7.7%	2,450	6.6%	31,805	10.9%
Greater Charlottetown Area	14,072	8.5%	7,015	15.0%	1,777	13.2%	2,262	8.0%	5,187	13.9%	30,313	10.4%
Green Gables Shore	18,230	11.0%	5,643	12.1%	575	4.3%	884	3.1%	3,452	9.3%	28,784	9.9%
Summerside Area	9,408	5.7%	3,669	7.8%	422	3.1%	509	1.8%	3,382	9.1%	17,390	6.0%
Red Sands Shore	6,271	3.8%	1,152	2.5%	0	0.0%	7	0.0%	1,858	5.0%	9,288	3.2%
Total Overnight Stays (Nights)	166,230	100.0%	46,811	100.0%	13,423	100.0%	28,196	100.0%	37,315	100.0%	291,975	100.0%

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

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation												
Hotel, Motel, or Resort	7,262	23.0%	4,187	36.1%	637	16.4%	1,242	18.7%	2,199	23.8%	15,527	24.7%
Campground or Trailer (RV) Park	9,604	30.4%	1,065	9.2%	0	0.0%	898	13.5%	1,065	11.5%	12,632	20.1%
Home of Friends or Relatives	2,390	7.6%	1,154	9.9%	3,031	78.1%	3,113	46.9%	996	10.8%	10,684	17.0%
Cottage or Cabin	4,914	15.6%	1,883	16.2%	0	0.0%	612	9.2%	2,289	24.7%	9,698	15.4%
B&B or Tourist Home	3,030	9.6%	1,617	13.9%	0	0.0%	470	7.1%	812	8.8%	5,929	9.4%
Inn	2,801	8.9%	1,111	9.6%	0	0.0%	165	2.5%	1,077	11.6%	5,154	8.2%
Other (e.g., hostel)	938	3.0%	530	4.6%	0	0.0%	10	0.2%	282	3.0%	1,760	2.8%
Own Property	637	2.0%	65	0.6%	211	5.4%	133	2.0%	529	5.7%	1,575	2.5%
Total Overnight Stays (Parties)	31,576	100.0%	11,612	100.0%	3,879	100.0%	6,643	100.0%	9,249	100.0%	62,959	100.0%
Total Accumulated Nights Spent by Parties in the Specific Type of Accommodation												
Campground or Trailer (RV) Park	70,874	42.6%	8,076	17.2%	0	0.0%	7,591	26.9%	6,816	18.3%	93,357	32.0%
Hotel, Motel, or Resort	25,320	15.2%	13,614	29.1%	1,788	13.3%	2,663	9.4%	8,477	22.7%	51,862	17.8%
Cottage or Cabin	26,488	15.9%	9,191	19.6%	0	0.0%	3,764	13.3%	9,235	24.7%	48,678	16.7%
Home of Friends or Relatives	9,972	6.0%	4,690	10.0%	9,737	72.5%	11,280	40.0%	3,666	9.8%	39,345	13.5%
B&B or Tourist Home	12,529	7.5%	3,765	8.0%	0	0.0%	1,385	4.9%	3,359	9.0%	21,038	7.2%
Own Property	8,554	5.1%	1,140	2.4%	1,899	14.1%	1,336	4.7%	2,203	5.9%	15,132	5.2%
Inn	7,652	4.6%	4,586	9.8%	0	0.0%	165	0.6%	1,879	5.0%	14,282	4.9%
Other (e.g., hostel)	4,859	2.9%	1,783	3.8%	0	0.0%	20	0.1%	1,696	4.5%	8,358	2.9%
Total Overnight Stays (Nights)	166,248	100.0%	46,845	100.0%	13,424	100.0%	28,204	100.0%	37,331	100.0%	292,052	100.0%

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

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Average Number of Nights Stayed in PEI	6.80		5.47		3.51		4.70		5.17		5.83	
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)												
Campground or Trailer (RV) Park	2.90		0.94		0.00		1.26		0.94		1.86	
Hotel, Motel, or Resort	1.04		1.59		0.47		0.44		1.18		1.04	
Cottage or Cabin	1.08		1.07		0.00		0.63		1.28		0.97	
Home of Friends or Relatives	0.41		0.55		2.55		1.88		0.51		0.79	
B&B or Tourist Home	0.51		0.44		0.00		0.23		0.47		0.42	
Own Property	0.35		0.13		0.50		0.22		0.30		0.30	
Inn	0.31		0.54		0.00		0.03		0.26		0.29	
Other (e.g., hostel)	0.20		0.21		0.00		0.00		0.23		0.17	
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)												
Own Property	13.44		17.57		9.00		10.05		4.13		9.60	
Campground or Trailer (RV) Park	7.38		7.56		n/a		8.45		6.37		7.38	
Cottage or Cabin	5.39		4.87		n/a		6.16		4.03		5.02	
Other (e.g., hostel)	5.18		3.36		n/a		2.00		6.00		4.75	
Home of Friends or Relatives	4.17		4.06		3.21		3.62		3.68		3.68	
B&B or Tourist Home	4.13		2.33		n/a		2.95		4.13		3.55	
Hotel, Motel, or Resort	3.49		3.25		2.80		2.14		3.86		3.34	
Inn	2.73		4.13		n/a		1.00		1.74		2.77	

TABLE 13: PRIMARY FEATURE THAT ATTRACTED OVERNIGHT NCCD 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	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Valid Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,191	(14.4%)	50,015	(100.0%)
Visiting friends and/or relatives *	2,535	10.4%	845	9.9%	3,031	79.4%	3,932	65.5%	1,106	15.4%	11,449	22.9%
Beaches and coast line	6,340	25.9%	2,768	32.4%	0	0.0%	97	1.6%	1,618	22.5%	10,823	21.6%
Natural beauty and pastoral settings	4,986	20.4%	2,208	25.8%	215	5.6%	622	10.4%	1,280	17.8%	9,311	18.6%
Restful and relaxing place *	3,575	14.6%	430	5.0%	0	0.0%	68	1.1%	1,063	14.8%	5,136	10.3%
Nature-based outdoor activities *	1,622	6.6%	761	8.9%	0	0.0%	470	7.8%	526	7.3%	3,379	6.8%
Festivals, events, or concerts	1,182	4.8%	0	0.0%	0	0.0%	0	0.0%	238	3.3%	1,420	2.8%
World of Anne of Green Gables and L.M. Montgomery	693	2.8%	364	4.3%	0	0.0%	0	0.0%	132	1.8%	1,189	2.4%
Culinary/food-related experiences	263	1.1%	59	0.7%	0	0.0%	315	5.2%	320	4.5%	957	1.9%
Cultural experiences (performing arts, heritage, etc.) *	0	0.0%	310	3.6%	0	0.0%	165	2.7%	14	0.2%	489	1.0%
Golf	208	0.9%	236	2.8%	0	0.0%	16	0.3%	0	0.0%	460	0.9%
Safe and secure place *	196	0.8%	0	0.0%	0	0.0%	0	0.0%	36	0.5%	232	0.5%
Acadian cultural experiences *	193	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	193	0.4%
Birthplace of Confederation attractions (historic sites)	99	0.4%	63	0.7%	0	0.0%	0	0.0%	14	0.2%	176	0.4%
Indigenous cultural experiences (First Nations-Mi'kmaq) *	19	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19	0.0%
Other features	2,535	10.4%	510	6.0%	570	14.9%	322	5.4%	844	11.7%	4,781	9.6%

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 Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Valid Overnight Pleasure Parties	24,406	(49.5%)	8,244	(16.7%)	3,816	(7.7%)	5,997	(12.2%)	6,863	(13.9%)	49,326	(100.0%)
Going to a beach	19,251	78.9%	5,457	66.2%	2,169	56.8%	1,545	25.8%	4,271	62.2%	32,693	66.3%
Sightseeing/driving tour	18,907	77.5%	5,871	71.2%	1,287	33.7%	1,553	25.9%	4,470	65.1%	32,088	65.1%
Visiting a national or provincial park	16,653	68.2%	5,017	60.9%	785	20.6%	1,082	18.0%	3,716	54.1%	27,253	55.3%
Shopping for local crafts/souvenirs/antiques	15,424	63.2%	5,372	65.2%	425	11.1%	1,122	18.7%	3,197	46.6%	25,540	51.8%
Sampling local culinary products (lobster,	13,374	54.8%	4,401	53.4%	996	26.1%	1,711	28.5%	3,649	53.2%	24,131	48.9%
Visiting historical and cultural attractions	14,320	58.7%	4,918	59.7%	785	20.6%	361	6.0%	2,971	43.3%	23,355	47.3%
Visiting friends and/or relatives	7,870	32.2%	1,861	22.6%	3,812	99.9%	4,932	82.2%	2,582	37.6%	21,057	42.7%
Visiting Anne of Green Gables and/or Lucy Maud	7,036	28.8%	3,144	38.1%	4	0.1%	354	5.9%	900	13.1%	11,438	23.2%
Using the Confederation Trail or other trails	5,382	22.1%	2,349	28.5%	575	15.1%	321	5.4%	1,224	17.8%	9,851	20.0%
Attending a festival, event, or concert	5,212	21.4%	1,233	15.0%	781	20.5%	211	3.5%	1,017	14.8%	8,454	17.1%
Attending a performance (live theatre, a play)	4,406	18.1%	874	10.6%	570	14.9%	0	0.0%	579	8.4%	6,429	13.0%
Visiting Birthplace of Confederation attractions	3,461	14.2%	1,347	16.3%	0	0.0%	172	2.9%	609	8.9%	5,589	11.3%
Visiting a theme, fun or amusement park	3,448	14.1%	272	3.3%	0	0.0%	305	5.1%	716	10.4%	4,741	9.6%
Participating in water-based activities (kayaking,	3,119	12.8%	299	3.6%	570	14.9%	172	2.9%	157	2.3%	4,317	8.8%
Taking part in an authentic PEI experience/hands-	2,607	10.7%	436	5.3%	211	5.5%	364	6.1%	166	2.4%	3,784	7.7%
Playing golf (not miniature)	981	4.0%	392	4.8%	211	5.5%	16	0.3%	266	3.9%	1,866	3.8%
Participating in winter activities (skiing,	0	0.0%	0	0.0%	211	5.5%	627	10.5%	0	0.0%	838	1.7%
Going to a casino and/or harness racing (in	372	1.5%	77	0.9%	0	0.0%	0	0.0%	70	1.0%	594	1.2%
Attending a sports event or tournament (as a	163	0.7%	92	1.1%	0	0.0%	43	0.7%	11	0.2%	309	0.6%

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 NCCD 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	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Greater Charlottetown Area	14,404	58.9%	5,514	64.5%	1,418	37.2%	1,346	22.4%	4,127	57.3%	26,809	53.6%
Summerside Area	14,467	59.2%	5,470	64.0%	785	20.6%	2,066	34.4%	3,956	54.9%	26,744	53.5%
Green Gables Shore	15,894	65.0%	4,984	58.3%	575	15.1%	680	11.3%	3,938	54.7%	26,071	52.1%
Points East Coastal Drive	10,841	44.3%	4,489	52.5%	785	20.6%	638	10.6%	2,915	40.5%	19,668	39.3%
Red Sands Shore	10,855	44.4%	3,642	42.6%	575	15.1%	629	10.5%	2,582	35.8%	18,283	36.5%

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	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
North Cape Coastal Drive	18,517	75.7%	6,175	72.2%	3,183	83.4%	3,735	62.2%	4,799	66.6%	36,409	72.8%
Central Coastal Drive (One Drive, Two Shores: Green Gables Shore and Red Sands Shore)	13,584	55.6%	4,585	53.6%	575	15.1%	839	14.0%	3,313	46.0%	22,896	45.8%
Points East Coastal Drive	10,203	41.7%	4,296	50.2%	785	20.6%	631	10.5%	2,085	28.9%	18,000	36.0%

Note: Results were based on multiple responses.

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

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Estimated Total Direct Expenditures (\$)	\$25,580,932		\$4,659,658		\$3,121,227		\$2,964,188		\$5,300,365		\$41,626,370	
Travel package	\$1,496,753		\$84,957		\$133,155		\$200,186		\$71,774		\$1,986,825	
Accommodations	\$7,899,317		\$1,799,129		\$557,560		\$708,450		\$1,637,642		\$12,602,098	
Food and beverage at restaurants, bars, etc.	\$4,403,165		\$988,676		\$697,089		\$454,182		\$1,058,693		\$7,601,804	
Food and beverage at stores	\$2,862,945		\$391,518		\$275,107		\$238,546		\$645,713		\$4,413,829	
Vehicle operation	\$2,853,350		\$558,748		\$588,801		\$409,223		\$538,843		\$4,948,966	
Car rentals in PEI and local transportation	\$413,333		\$54,562		\$22,907		\$136,978		\$69,263		\$697,043	
Shopping	\$2,582,856		\$505,474		\$651,487		\$349,653		\$890,499		\$4,979,969	
Recreation and entertainment	\$1,859,195		\$183,625		\$169,262		\$188,468		\$286,487		\$2,687,038	
Other expenditures	\$1,210,019		\$92,968		\$25,859		\$278,502		\$101,450		\$1,708,798	
% of Estimated Total Direct Expenditures	(61.5%)		(11.2%)		(7.5%)		(7.1%)		(12.7%)		(100.0%)	
Travel package	5.9%		1.8%		4.3%		6.8%		1.4%		4.8%	
Accommodations	30.9%		38.6%		17.9%		23.9%		30.9%		30.3%	
Food and beverage at restaurants, bars, etc.	17.2%		21.2%		22.3%		15.3%		20.0%		18.3%	
Food and beverage at stores	11.2%		8.4%		8.8%		8.0%		12.2%		10.6%	
Vehicle operation	11.2%		12.0%		18.9%		13.8%		10.2%		11.9%	
Car rentals in PEI and local transportation	1.6%		1.2%		0.7%		4.6%		1.3%		1.7%	
Shopping	10.1%		10.8%		20.9%		11.8%		16.8%		12.0%	
Recreation and entertainment	7.3%		3.9%		5.4%		6.4%		5.4%		6.5%	
Other expenditures	4.7%		2.0%		0.8%		9.4%		1.9%		4.1%	

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 NCCD VISITORS BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Average Spending per Party per Visit	\$1,046.34		\$544.80		\$817.93		\$493.46		\$735.86		\$832.08	
Travel package	\$61.22		\$9.93		\$34.89		\$33.33		\$9.96		\$39.72	
Accommodations	\$323.11		\$210.35		\$146.11		\$117.94		\$227.36		251.9*1	
Food and beverage at restaurants, bars, etc.	\$180.10		\$115.59		\$182.68		\$75.61		\$146.98		\$151.95	
Food and beverage at stores	\$117.10		\$45.78		\$72.09		\$39.71		\$89.64		\$88.23	
Vehicle operation	\$116.71		\$65.33		\$154.30		\$68.12		\$74.81		\$98.93	
Car rentals in PEI and local transportation	\$16.91		\$6.38		\$6.00		\$22.80		\$9.62		\$13.93	
Shopping	\$105.65		\$59.10		\$170.73		\$58.21		\$123.63		\$99.55	
Recreation and entertainment	\$76.05		\$21.47		\$44.36		\$31.37		\$39.77		\$53.71	
Other expenditures	\$49.49		\$10.87		\$6.78		\$46.36		\$14.08		\$34.16	
Average Spending per Person per Night	\$50.10		\$38.36		\$75.97		\$44.58		\$57.89		\$50.65	
Travel package	\$2.93		\$0.70		\$3.24		\$3.01		\$0.78		\$2.42	
Accommodations	\$15.47		\$14.81		\$13.57		\$10.65		\$17.88		\$15.33	
Food and beverage at restaurants, bars, etc.	\$8.62		\$8.14		\$16.97		\$6.83		\$11.56		\$9.25	
Food and beverage at stores	\$5.61		\$3.22		\$6.70		\$3.59		\$7.05		\$5.37	
Vehicle operation	\$5.59		\$4.60		\$14.33		\$6.15		\$5.88		\$6.02	
Car rentals in PEI and local transportation	\$0.81		\$0.45		\$0.56		\$2.06		\$0.76		\$0.85	
Shopping	\$5.06		\$4.16		\$15.86		\$5.26		\$9.73		\$6.06	
Recreation and entertainment	\$3.64		\$1.51		\$4.12		\$2.83		\$3.13		\$3.27	
Other expenditure	\$2.37		\$0.77		\$0.63		\$4.19		\$1.11		\$2.08	
Average Party Size	3.07		2.60		3.06		2.36		2.46		2.82	
Estimated Number of Overnight Pleasure Visitors	75,113		22,212		11,689		14,162		17,700		140,876	
Average Length of Stay in the GCA	6.80		5.47		3.51		4.70		5.17		5.83	

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: NCCD VISITORS' TRIP EVALUATION BY TOURISM SEASON

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-	
	M ^{a)}	% ^{b)}	M ^{a)}	% ^{b)}	M ^{a)}	% ^{b)}	M ^{a)}	% ^{b)}	M ^{a)}	% ^{b)}	M ^{a)}	% ^{b)}
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Rating of Travel Services	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}	M^{a)}	%^{b)}
Quality of customer service	4.60	95.3%	4.65	94.1%	4.65	100.0%	4.62	93.8%	4.62	97.8%	4.62	95.5%
Accommodation service and quality	4.50	92.1%	4.56	94.6%	4.75	100.0%	4.70	100.0%	4.64	96.3%	4.55	93.9%
Restaurant service and quality (excluding fast food)	4.43	91.9%	4.57	94.3%	4.43	100.0%	4.46	92.9%	4.45	96.6%	4.46	93.5%
Variety of things to see and do	4.51	92.1%	4.46	86.9%	3.49	48.8%	4.58	93.8%	4.41	89.4%	4.45	89.4%
Transportation service and quality	4.24	82.8%	4.51	94.3%	4.44	100.0%	3.84	57.3%	4.15	93.6%	4.25	85.3%
Prices of goods and services	4.04	78.5%	4.22	83.3%	4.24	67.9%	4.11	84.3%	4.02	82.2%	4.08	80.0%
Complaints												
Yes	2,187	9.0%	1,307	15.3%	570	14.9%	0	0.0%	682	9.6%	4,746	9.8%
No	22,061	91.0%	7,247	84.7%	3,245	85.1%	4,518	100.0%	6,457	90.4%	43,528	90.2%
Travel Evaluation and Future Intentions												
I was satisfied with my trip to PEI.	4.65	97.1%	4.77	99.3%	4.47	100.0%	4.70	98.1%	4.65	97.9%	4.66	97.9%
My trip to PEI was a good way to spend my time.	4.68	98.5%	4.76	98.2%	4.47	100.0%	4.58	97.0%	4.59	94.6%	4.65	97.8%
I would recommend PEI as a travel destination to others.	4.68	96.4%	4.83	98.9%	4.42	98.3%	4.72	97.0%	4.65	98.0%	4.69	97.3%
I would visit PEI again.	4.70	95.7%	4.74	95.8%	4.60	100.0%	4.82	93.8%	4.69	95.6%	4.71	95.8%
My trip to PEI was good value for money spent.	4.49	94.0%	4.59	91.0%	4.26	85.0%	4.40	92.6%	4.42	90.4%	4.47	92.1%

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

^{b)} 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 Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Entry Point												
Confederation Bridge	20,415	83.5%	6,758	79.0%	3,161	82.8%	5,737	95.5%	6,313	87.6%	42,384	84.7%
Wood Islands ferry (from Nova Scotia)	2,245	9.2%	712	8.3%	570	14.9%	0	0.0%	627	8.7%	4,154	8.3%
Charlottetown Airport	1,788	7.3%	1,084	12.7%	85	2.2%	270	4.5%	264	3.7%	3,491	7.0%
Exit Point												
Confederation Bridge	19,652	80.4%	6,676	78.1%	3,727	97.7%	5,687	94.7%	6,637	92.1%	42,379	84.7%
Wood Islands Ferry (to Nova Scotia)	2,956	12.1%	725	8.5%	4	0.1%	0	0.0%	253	3.5%	3,938	7.9%
Charlottetown Airport	1,840	7.5%	1,152	13.5%	85	2.2%	319	5.3%	314	4.4%	3,710	7.4%
Mix of Entry and Exit Points												
Bridge only	17,786	72.8%	5,935	69.4%	3,157	82.7%	5,687	94.7%	6,030	83.7%	38,595	77.1%
Bridge and Ferry Mix	4,335	17.7%	1,437	16.8%	575	15.1%	0	0.0%	776	10.8%	7,123	14.2%
Air only	1,734	7.1%	1,054	12.3%	85	2.2%	270	4.5%	226	3.1%	3,369	6.7%
Ferry only	433	1.8%	0	0.0%	0	0.0%	0	0.0%	47	0.7%	480	1.0%
Air and Bridge or Ferry Mix	160	0.7%	128	1.5%	0	0.0%	50	0.8%	126	1.7%	464	0.9%

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

	2018 Jul-Aug Main Season		2018 Sep-Oct Fall Shoulder		2018 Nov-Dec Winter Off-Season		2019 Jan-Apr Winter Off-Season		2019 May-Jun Spring Shoulder		Total 12 Months Full-Year	
Overnight Pleasure Parties	24,448	(48.9%)	8,553	(17.1%)	3,816	(7.6%)	6,007	(12.0%)	7,203	(14.4%)	50,027	(100.0%)
Rental Car Usage												
Yes	3,006	12.3%	2,166	25.3%	0	0.0%	820	13.7%	1,393	19.3%	7,385	14.8%
No	21,442	87.7%	6,387	74.7%	3,816	100.0%	5,187	86.3%	5,811	80.7%	42,643	85.2%
Location of Pick-Up												
Prince Edward Island	561	18.7%	500	23.1%	0	0.0%	334	40.7%	384	27.6%	1,779	24.1%
New Brunswick	548	18.2%	417	19.3%	0	0.0%	165	20.1%	622	44.7%	1,752	23.7%
Nova Scotia	418	13.9%	347	16.0%	0	0.0%	0	0.0%	154	11.1%	919	12.4%
Quebec	203	6.8%	0	0.0%	0	0.0%	0	0.0%	27	1.9%	230	3.1%
Ontario	146	4.9%	52	2.4%	0	0.0%	0	0.0%	0	0.0%	198	2.7%
Other province	154	5.1%	0	0.0%	0	0.0%	305	37.2%	61	4.4%	520	7.0%
New England state	0	0.0%	218	10.1%	0	0.0%	0	0.0%	61	4.4%	279	3.8%
Other US state	976	32.5%	632	29.2%	0	0.0%	16	2.0%	84	6.0%	1,708	23.1%

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