

Visitor Profile – PEI Campers

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The following provides a brief profile of overnight pleasure travel parties to PEI who stayed in campgrounds or trailer parks while on PEI. The profile is based on the results of the 2018–2019 visitor exit survey conducted by Tourism PEI from July 1st, 2018 to June 30th, 2019.

1. PEI Visitor Overview

- An estimated 1,589,800 *individual visitors* travelled to PEI from July 1st, 2018 to June 30th, 2019.
- Excluding cruise ship and motor coach tourists, approximately 1,464,400 visitors, or 512,700 travel parties, exited PEI by way of PEI's three main exit points (Confederation Bridge, Wood Islands ferry terminal, and Charlottetown Airport).
 - Of these, an estimated 93 percent (479,100 *parties*) stayed at least one night in PEI (see Figure 1).
- As seen in Figure 2, approximately 87 percent of those who stayed at least one night in PEI visited the province primarily for pleasure purposes (417,600 *parties*).
- Approximately eight percent travelled to PEI for business purposes (36,300 *parties*) and five percent (25,200 *parties*) visited for another purpose (e.g., to attend a wedding or family reunion, for educational study, etc.).

Figure 1: Total Travel Market in PEI
(Total Travel Parties $N = 512,737$)

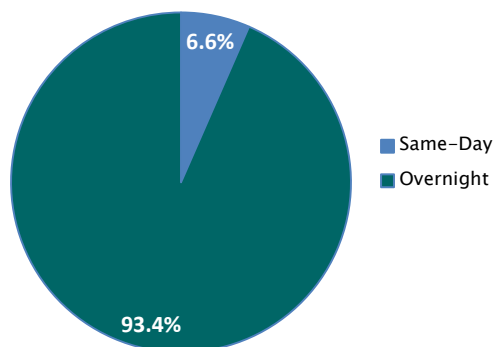
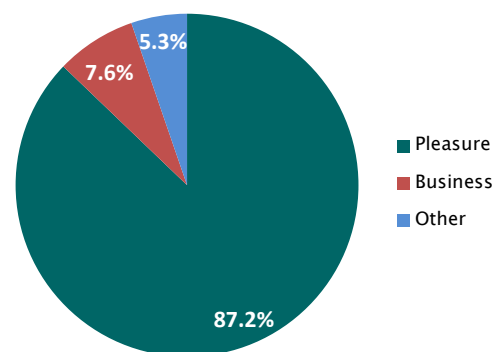


Figure 2: Overnight Travel Market in PEI
(Total Overnight Parties $N = 479,108$)



2. Total Overnight Market by Accommodation Type

- Approximately, 512,700 travel parties departed PEI during the study period (July 1st, 2018 to June 30th, 2019). Of these, 93 percent (479,100 parties) stayed at least one night in PEI (see Figure 3) regardless of their trip purpose (i.e., business, pleasure, or other). These overnight parties generated over 2.2 million overnight stays (nights) in PEI (see Figure 4).
- Of these, 31 percent of overnight travel parties stayed in a hotel/motel/resort, 21 percent stayed in a cottage or cabin, **13 percent stayed in a campground or trailer park**, 13 percent stayed at a home of friends or relatives, nine percent stayed in two or more types of accommodations, five percent stayed in a B&B/tourist home, four percent stayed in an inn, two percent stayed at an owned property, and two percent stayed in other types of accommodation.

Figure 3: Total Overnight Travel Parties by Accommodation Type
(Total N = 479,108 parties)

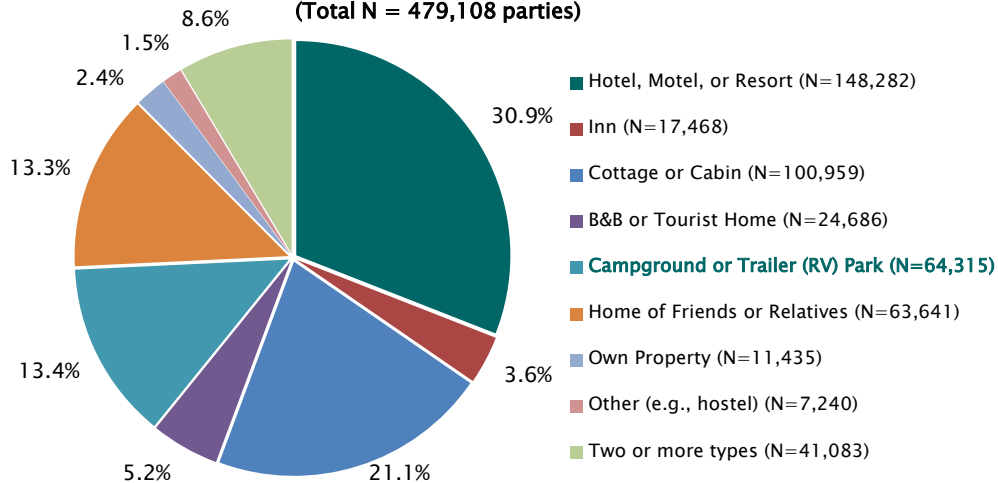
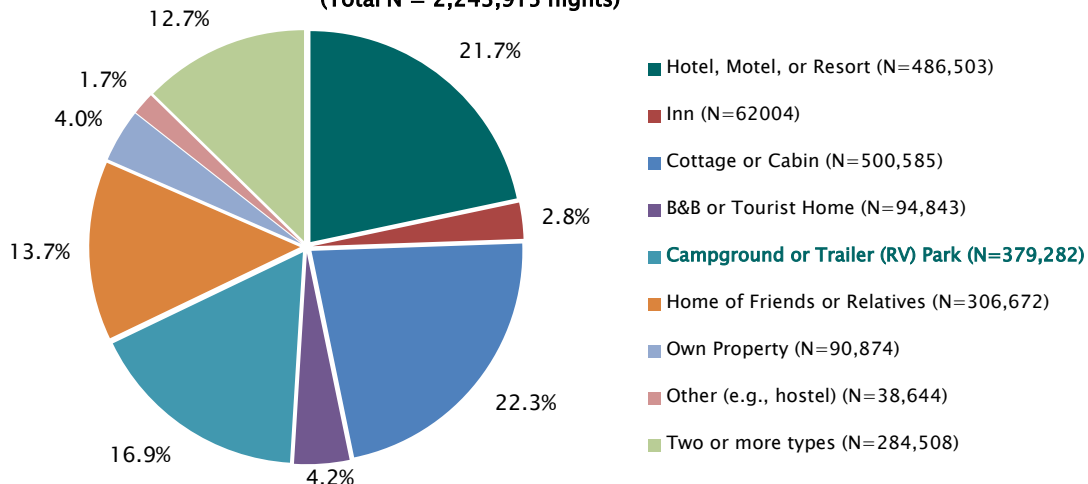
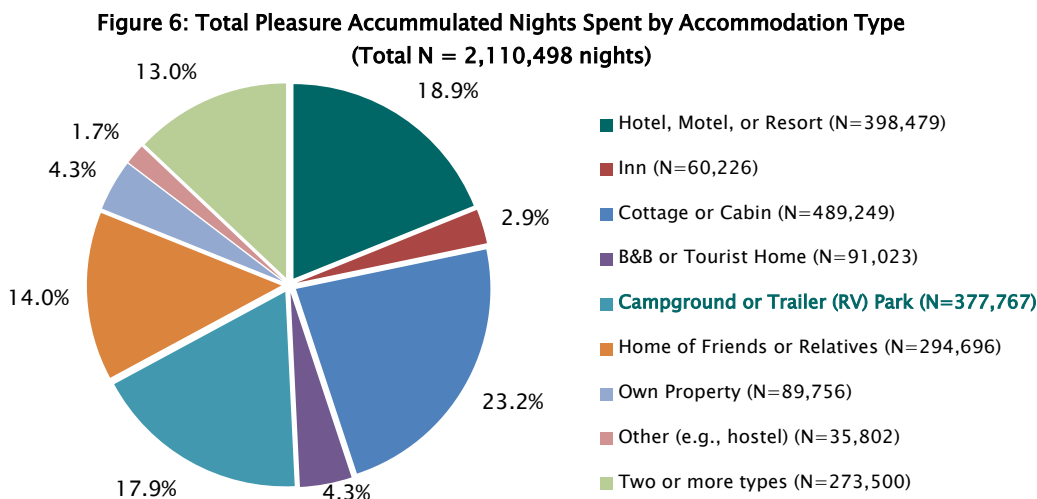
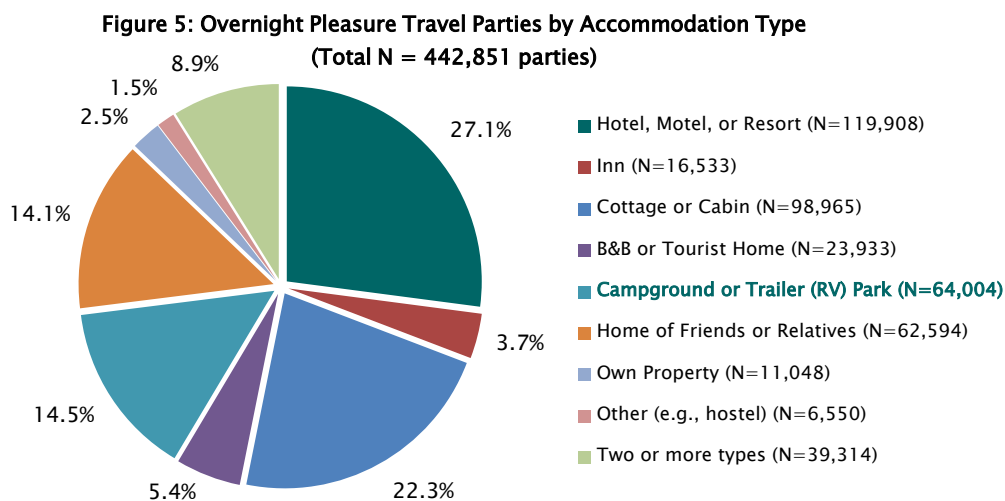


Figure 4: Total Accumulated Nights Spent by Accommodation Type
(Total N = 2,243,915 nights)



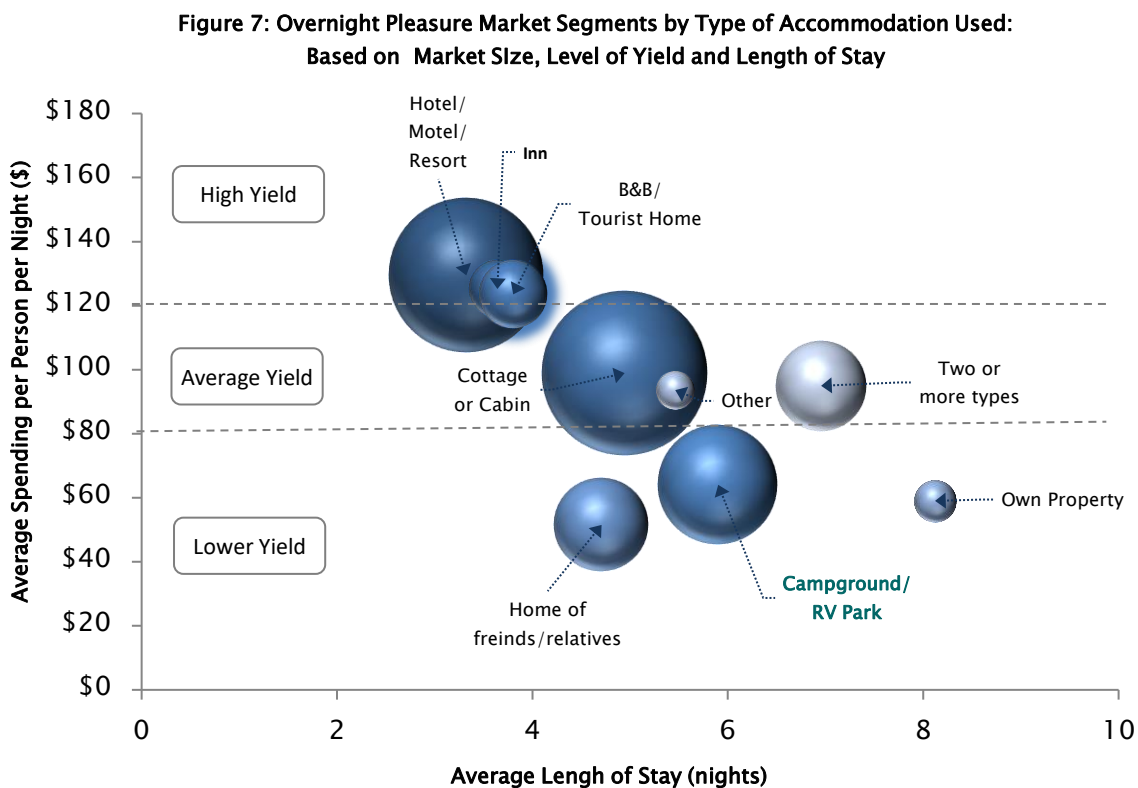
3. Overnight Pleasure Market by Accommodation Type

- As seen in Figure 5, a total of 442,851 overnight **pleasure** travel parties generated over 2.1 million overnight stays (nights) in PEI (see Figure 6).
 - Of these, approximately 27 percent stayed in a hotel/motel/resort, making this the most popular type of accommodation. The seasonal nature of many other accommodation types may contribute to this.
 - Approximately 22 percent stayed in a cottage/cabin, **15 percent stayed in a campground or trailer park**, 14 percent stayed at a home of friends or relatives, nine percent stayed in two or more accommodation types, five percent stayed in a B&B, four percent stayed at an inn, three percent stayed at an owned property, and two percent stayed in other accommodations.



3.1. Yield and Length of Stay by Accommodation Type

- Figure 7 presents the **overnight pleasure visitor segments (by accommodation type)** across three dimensions including market size based on the number of estimated visitors (relative size of the bubbles), the average length of stay (horizontal axis), and average spend per-person-per-night (vertical axis).
- The high-yield segment (i.e., visitors with the highest average spending per-person-per-night) includes “hotel/motel/resort” (\$129.46), “inn” (\$125.21), and “B&B” (\$123.53). These segments have an average length of stay of 3.32, 3.64, and 3.80 nights, respectively.
- The average-yield segment consists of “cottage/cabin” (\$98.92), “two or more types” (\$94.96), and “other” (\$93.61). These segments have an average length of stay of 4.94, 6.96, and 5.46 nights, respectively.
- “**campground or trailer (RV) park**” (\$64.04), “own property” (\$59.02), and “home of friends/relatives” (\$51.51) visitor types are in the low-yield segment and have an average length of stay of 5.90, 8.12, and 4.71 nights, respectively.
- Looking at the relative size of the visitor segments, campground/RV park are one of the top three accommodation types used by overnight pleasure visitors to PEI. While they represent a low-yield segment in terms of average spending per-person-per-night, they do have one of the longest average lengths of stay.

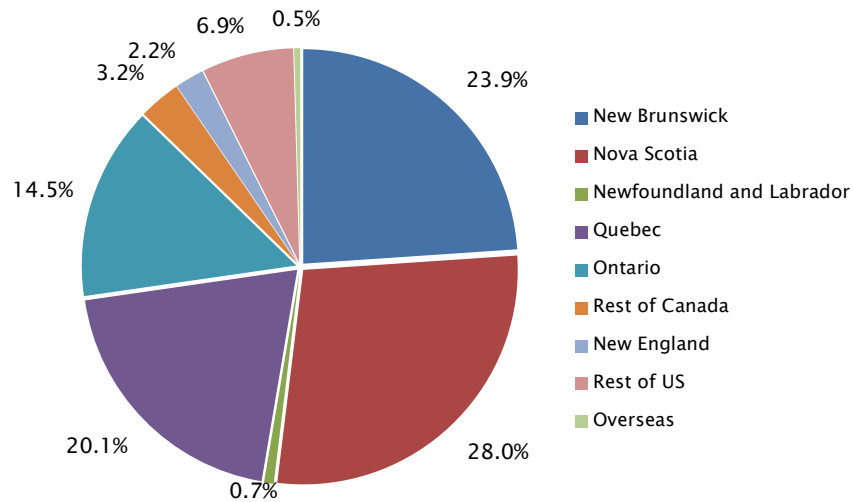


4. Profile of PEI Campers¹⁾

The following presents information on PEI campers based on a segment of *2018–2019 Visitor Exit Survey* respondents who indicated they visited PEI for pleasure purposes and stayed at least one night in a campground or RV park.

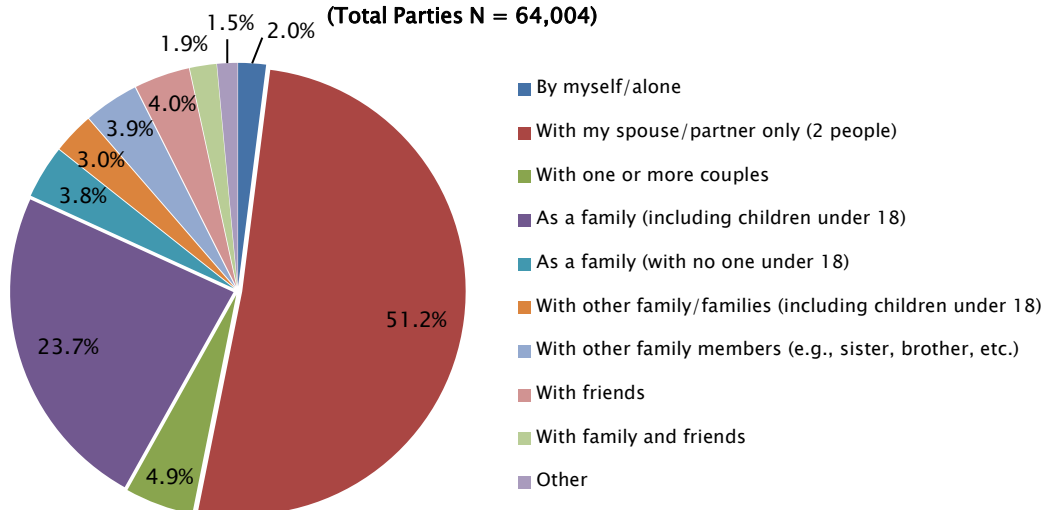
4.1. Origin

Figure 8: Origin of PEI Campers
(Total Parties N = 64,004)



4.2. Party Characteristics

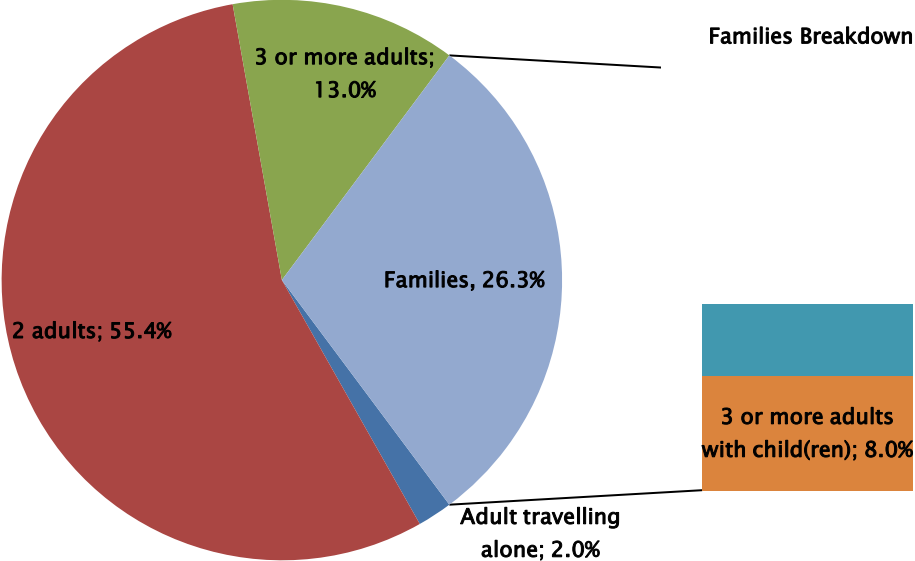
Figure 9: Characteristics of Parties
(Total Parties N = 64,004)



¹⁾ Hereafter, results indicate a profile of *overnight pleasure travel parties who stayed in a campground or trailer park* while in PEI during the period from July 1st, 2018 to June 30th, 2019 (N=64,004 parties).

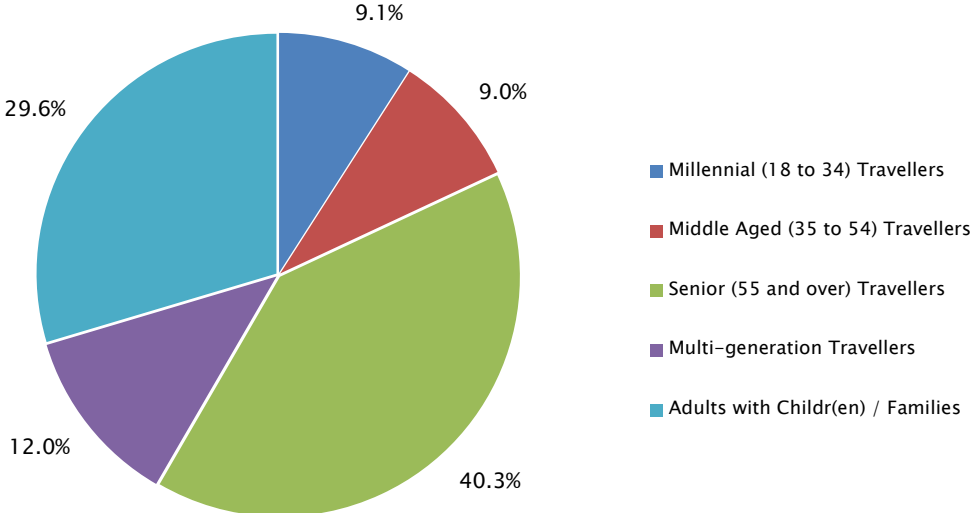
4.3. Party Composition

Figure 10: Composition of Parties
(Total Parties N = 64,004)



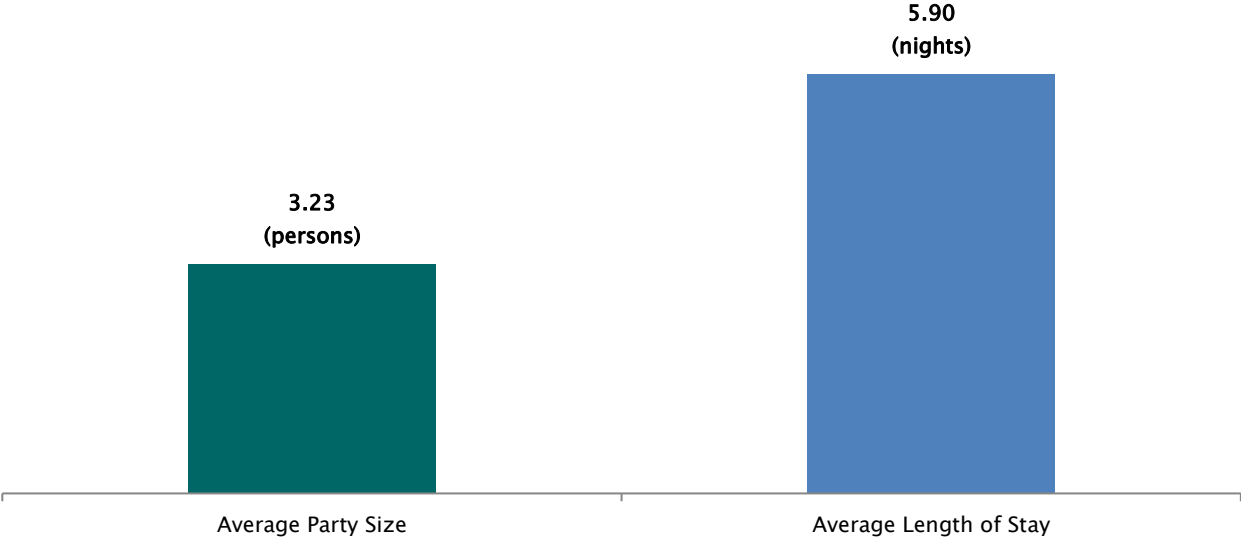
4.4. Age Composition

Figure 11: Composition of Age in the Parties
(Total Parties N = 64,004)



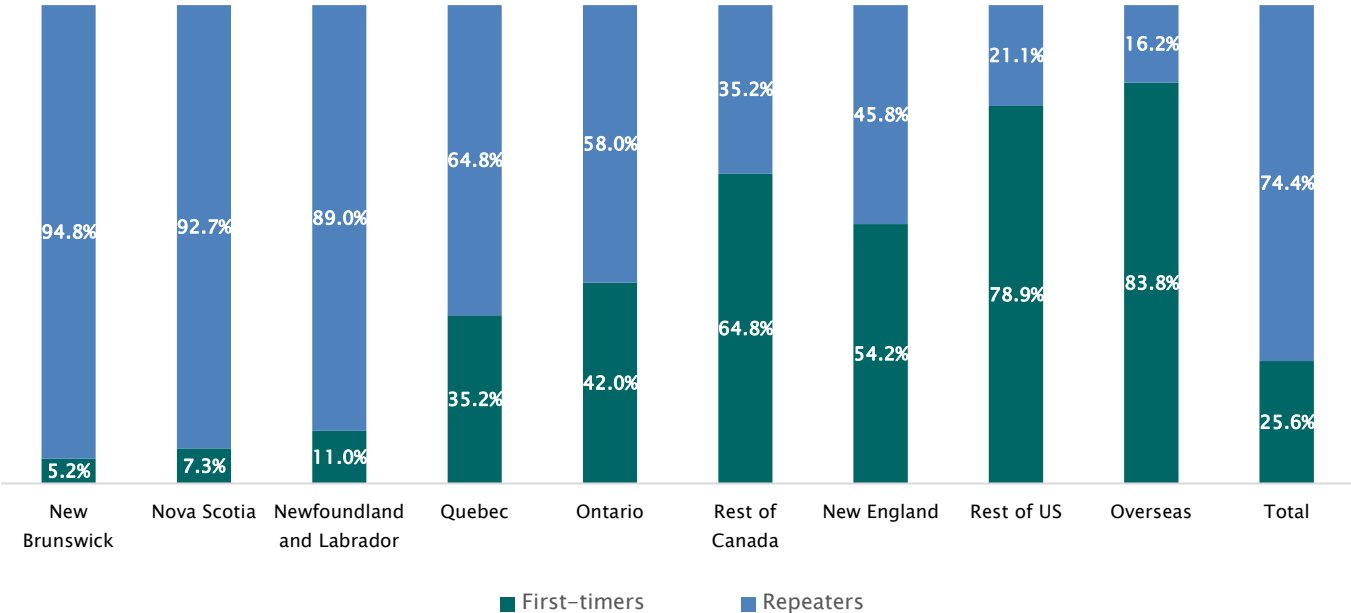
4.5. Average Travel Party Size and Length of Stay

Figure 12: Average Travel Party Size and Average Length of Stay

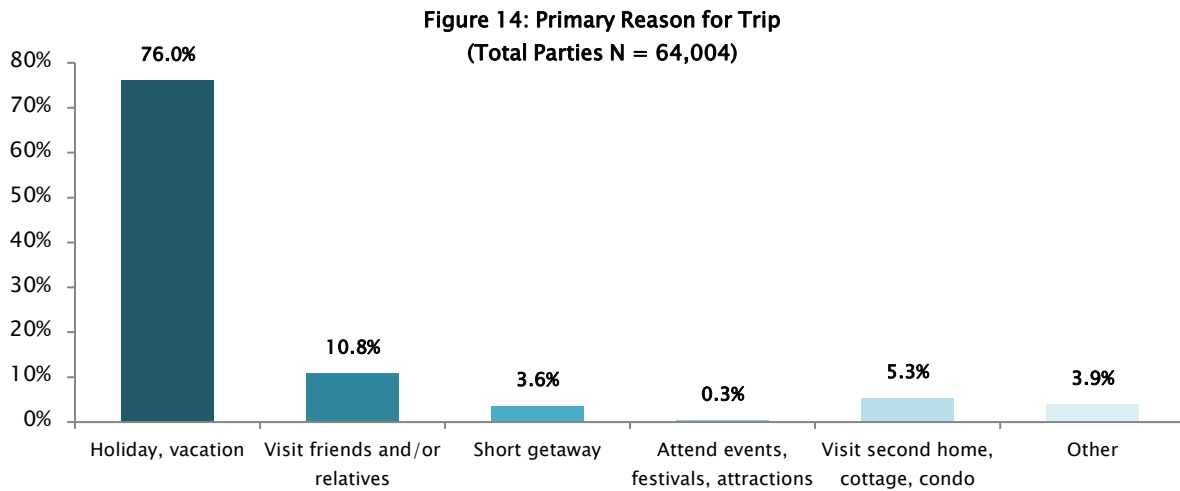


4.6. Type of Visitation

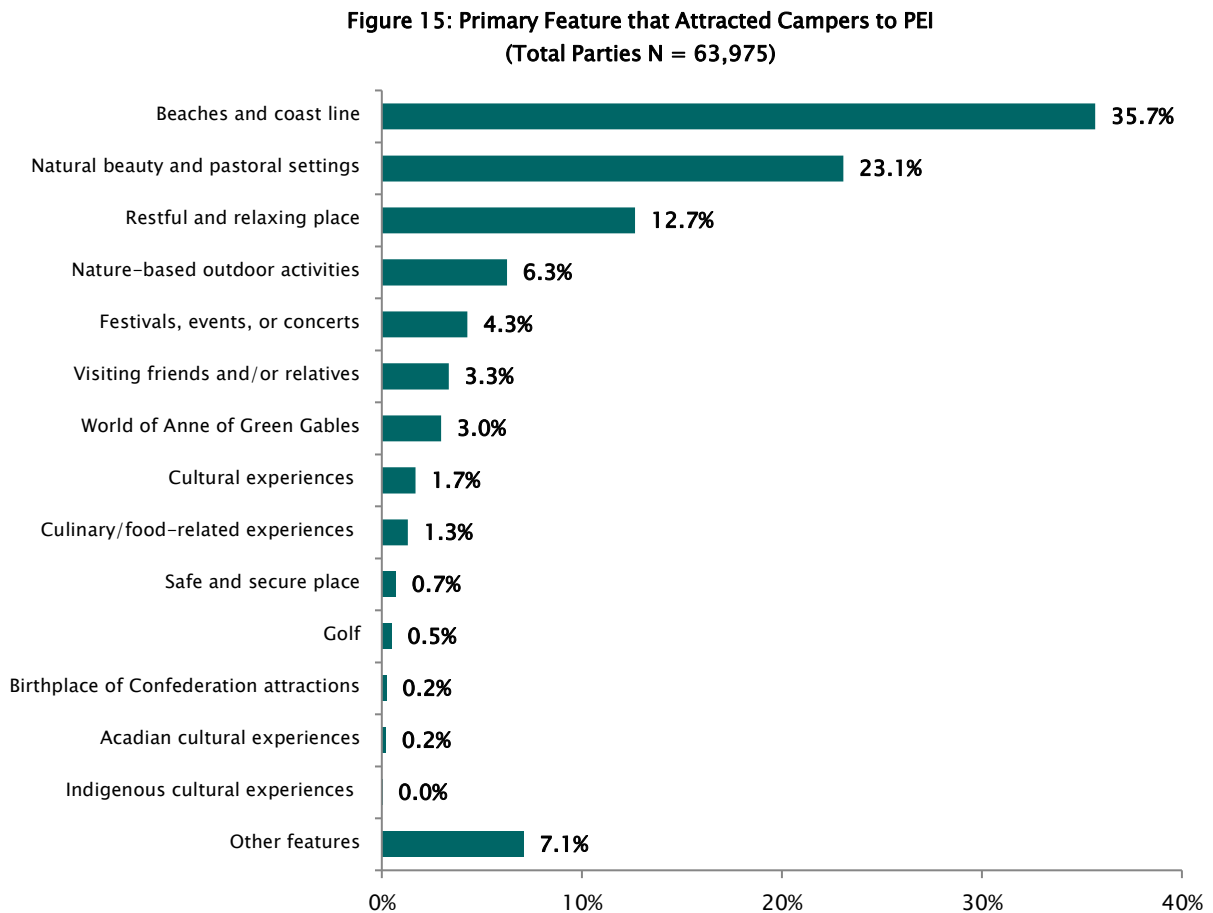
Figure 13: Type of Visitation by Geographic Market



4.7. Primary Reason for Trip

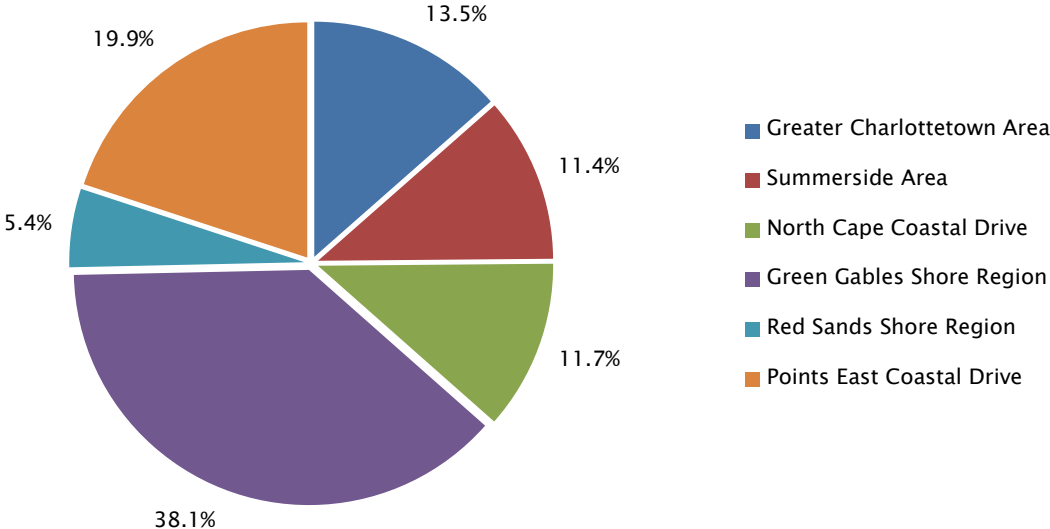


4.8. Primary Features that Attracted Campers to Visit PEI



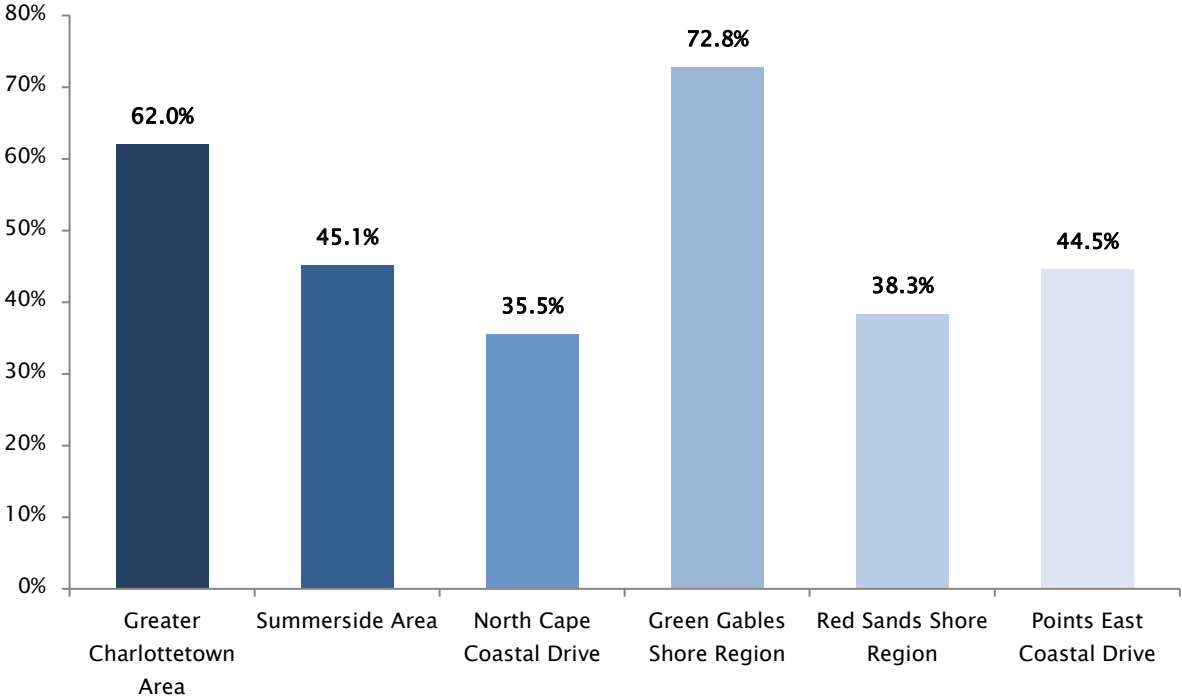
4.9. Overnight Stays in PEI Region

Figure 16: Overnight Stays in PEI Region
(Total Parties N = 88,267)



4.10. PEI Region Visited During the Trip

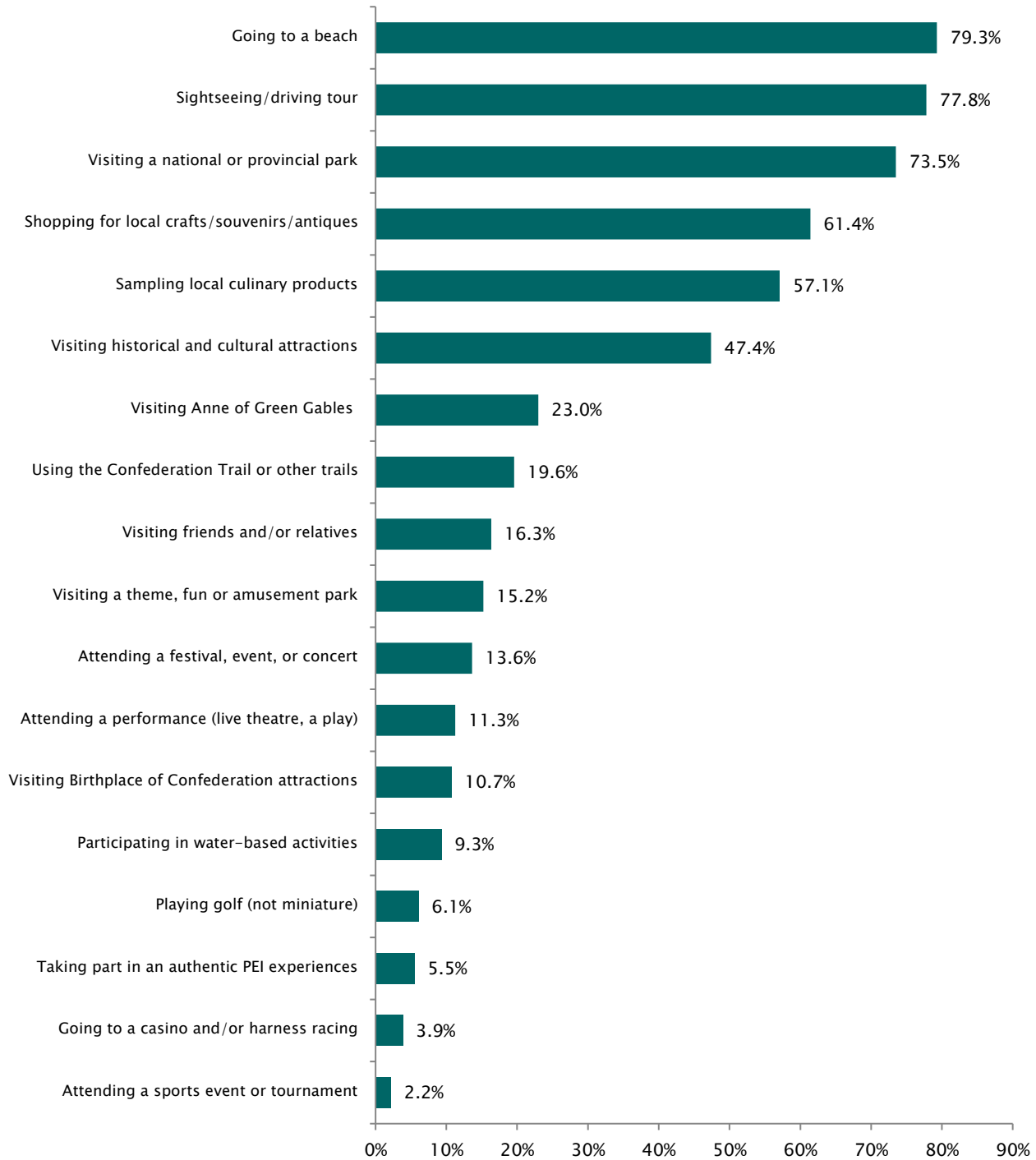
Figure 17: PEI Region Visited While on PEI
(Total Parties N = 64,004)



Note: Results were based on multiple responses.

4.11. Activities Participated in While on PEI

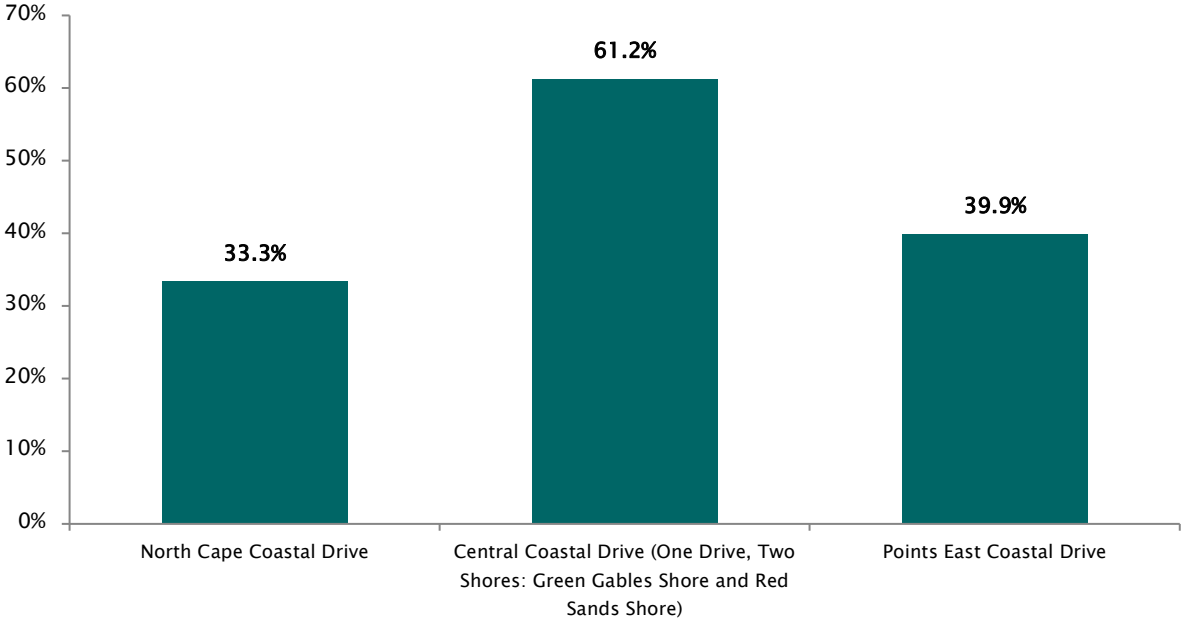
Figure 18: Activities Participated in While on PEI
(Total Parties N = 63,813)



Note: Results were based on multiple responses.

4.12. Exploring PEI Coastal Drives

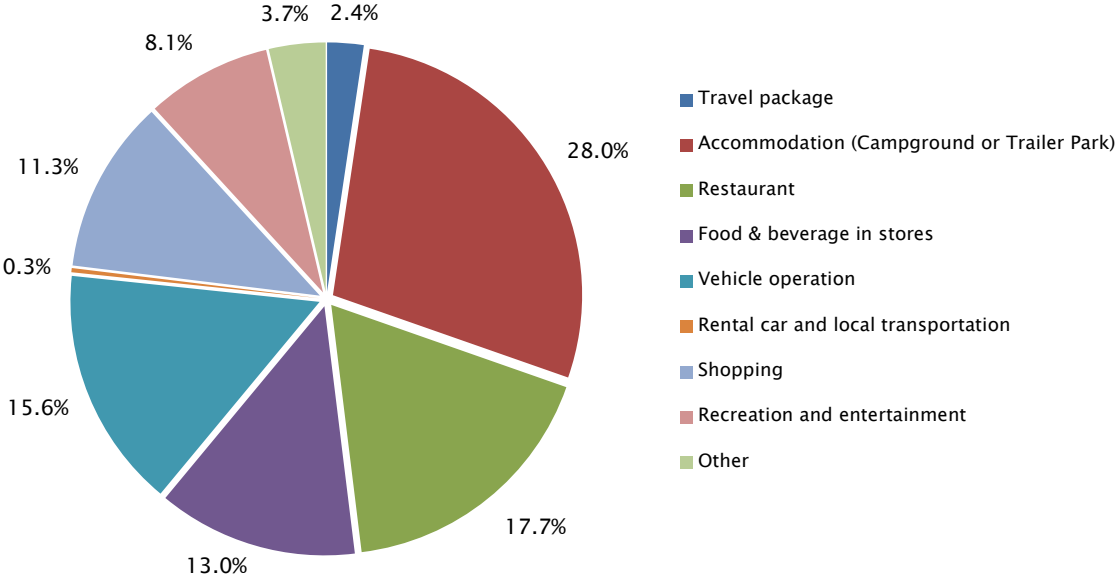
Figure 19: PEI Scenic Drive Taken While on PEI
(Total Parties N = 64,004)



Note: Results were based on multiple responses.

4.13. Travel Expenditures

Figure 20: Breakdown of Total Travel Expenditures (\$78.1M)
(Total Parties N = 64,004)



4.14. Demographic Characteristics of Campers

Table 1: Demographic Characteristics of Campers

	Parties <i>N</i>	%
Gender		
Male	24,863	38.8%
Female	39,103	61.1%
Other	38	0.1%
Age		
18 to 24	1,626	2.5%
25 to 34	7,100	11.1%
35 to 44	11,557	18.1%
45 to 54	10,951	17.1%
55 to 64	19,390	30.3%
65 to 74	12,350	19.3%
75 and over	1,030	1.6%
Mother Tongue		
English	46,660	72.9%
French	16,275	25.4%
Other	1,069	1.7%
Marital Status		
Single	6,917	10.8%
Married/living common law	54,839	85.7%
Other	2,229	3.5%
Not Stated	19	0.0%

Table 1: Demographics (cont'd)

	Parties <i>N</i>	%
Education		
Some school	734	1.1%
High-school diploma	4,367	6.8%
Some post-secondary	6,754	10.6%
Graduated community/technical college	22,525	35.2%
Graduated university (undergraduate degree)	15,840	24.7%
Post-graduate degree/professional designation	13,764	21.5%
Not Stated	19	0.0%
Employment Status		
Working full-time	31,715	49.6%
Working part-time or seasonally	4,878	7.6%
Unemployed	136	0.2%
Retraining or upgrading	19	0.0%
Retired	23,404	36.6%
Homemaker	1,437	2.2%
Student	1,651	2.6%
Other	745	1.2%
Not Stated	19	0.0%
Annual Household Income		
Under \$40,000	6,354	9.9%
\$40,000 to \$59,999	8,630	13.5%
\$60,000 to \$79,999	10,341	16.2%
\$80,000 to \$99,999	10,106	15.8%
\$100,000 to \$124,999	8,817	13.8%
\$125,000 to \$149,999	5,431	8.5%
\$150,000 to \$174,999	3,351	5.2%
\$175,000 to \$199,999	2,317	3.6%
\$200,000 or more	2,700	4.2%
Not Stated	5,957	9.3%