

# ATLANTIC CONNECTIONS



Atlantic Connections are mostly mature singles and couples spread out in rural and suburban settings. This visitor segment is generally a short-haul visitor originating from within Atlantic Canada but is also found across Ontario. Atlantic Connections visit the Island often and in all seasons of the year. They have strong ties to the Island and are often motivated to visit PEI by family & friends and festivals & events. They are laid back and take comfort in things that are familiar. When it comes to restaurants, they lean towards casual family dining and pubs. They are not enthusiastic about technology and are mixed users of traditional media. While not strong users of social media, they have a high use rate of Facebook.

## Market Sizing <sup>1</sup>



Total Population



Total Households

Target Group: 1,558,146 | 6.1%  
Market: 25,424,121

Target Group: 664,548 | 6.5%  
Market: 10,275,783

## Demographics <sup>1</sup>

Average Household Income



\$84,603  
(84)

Family Composition



0.57  
(78)

Children per Household

Education



14.9%  
(58)

University Degree

Marital Status



60.5%  
(107)

Married/Common-Law

Median Household Maintainer Age



60  
(111)

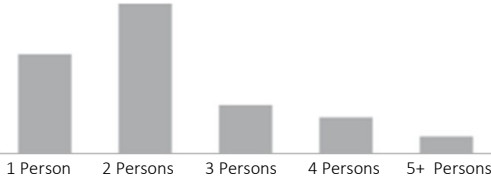
Labour Force Participation



55.3%  
(86)

Participation Rate

Household Size



	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	28.2	42.3	13.9	10.4	5.1
Index	98	124	91	76	65

## Travel in Prince Edward Island <sup>3</sup>

Repeat Visitors

86.6%  
(115)

Average Total Nights in Paid Accommodations

3.1  
(86)

Average spend per party in PEI

\$1,053.19  
(85)

PEI as Primary Destination

88.9  
(108)

## Geographic Distribution <sup>1</sup>

Census Metropolitan Area (CMA)	Target Group			Market	
	% of Group	% of CMA	Index	HH Count	% of Market
Cape Breton, NS	2.0	34.5	500	44,191	0.40
Halifax, NS	1.4	5.7	83	188,031	1.70
St. John's, NL	1.4	11.9	173	89,854	0.81
Saint John, NB	1.2	16.9	245	55,561	0.50
Fredericton, NB	1.1	18.3	265	46,211	0.42
Moncton, NB	1.0	12.3	178	64,426	0.58

## Key Tourism Activities <sup>3</sup>

Anne of Green Gables Attractions



20.0%  
(75)

Birthplace of Confederation Attractions



10.7%  
(61)

Going to a Beach



48.7%  
(82)

Shopping for Local Crafts/Souvenirs



51.7%  
(92)

Sightseeing/Driving Tour



63.5%  
(93)

Sampling Local Culinary



30.8%  
(80)

Visiting Historical and Cultural Attractions



36.6%  
(78)

National or Provincial Parks



40.0%  
(78)

Visiting Friends and Family



45.3%  
(117)

Visit Casino / Racino



4.3%  
(164)

Attending a Festival, Event, or Concert



18.9%  
(112)

Attending a Sports Event (Spectator)



4.7%  
(139)

# ATLANTIC CONNECTIONS



Vacation Booking <sup>2</sup>		%	Index
Book through a hotel directly		39.6	108
Book through an airline directly		35.3	113
Book through an on-line travel agency		28.1	96
Book through a full service travel agent		22.7	94
Book through airline/hotel website		19.7	90
Other services		13.8	89
Book a package tour		12.6	90
Book through a discount/last minute agency		9.8	117

Accommodation Preferences <sup>3</sup>		
Hotel/Motel 32.9% (100)	Friends/relatives 23.4% (112)	Cottage / Cabins * 23.9% (103)
Camping 14.9% (89)	B&B 5.1% (71)	Inn 3.4% (70)

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

Restaurant Type <sup>2</sup>	Once a month or more		2-11 times per year		Once a year	
	%	Index	%	Index	%	Index
Casual/family dining restaurants	5.7	126	47.4	109	9.0	102
Food court outlets at a shopping mall	4.9	92	35.7	90	7.9	93
Pub restaurants	5.3	129	34.0	100	5.8	93
Formal dine-in restaurants	3.8	118	25.2	82	8.1	75
Fast casual restaurants	5.4	86	22.7	90	3.9	100
Sports bars	2.8	139	18.6	94	4.9	85
Other types	3.6	96	22.4	110	2.5	113

Booked Accommodations through Peer-to-Peer Provider (e.g. AirBnB, VRBO, Home Away, etc.)		20.7% (85)
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Media Highlights <sup>2</sup>		
Radio 18 hours/week (125)	Television 220 minutes/day (111)	Newspaper 1.0 hours/week (87)
Magazine 13 minutes/day (150)	Internet 201 minutes/day (90)	

Social Media Use <sup>4</sup>			
	Facebook 83.2% (103)		YouTube 67.1% (98)
	LinkedIn 29.5% (76)		Instagram 27.5% (81)
	WhatsApp 18.9% (58)		Podcasts 12.3% (85)
	Blogs 7.9% (78)		Health/Fitness 7.0% (90)
	Dating App 2.9% (66)		Flickr 2.3% (66)
	Pinterest 35.6% (119)		Twitter 24.0% (91)
	Snapchat 11.0% (89)		Reddit 4.9% (64)
	Tinder 1.3% (45)		

Brand Actions Using Social Media <sup>4</sup>		%	Index
Like brand on Facebook		37.6	96
Subscribe to brand email newsletter		18.0	93
Subscribe to brand channel on YouTube		9.3	71
Follow brand on Instagram		8.2	64
Join an exclusive online community of consumers who also like the brand		7.9	77
Follow brand on Twitter		6.0	75