

Travel Survey of PEI Residents

TOP-LINE REPORT

Wave 6: September 21 to October 4, 2020

Tourism PEI
Department of Economic Growth, Tourism and Culture

October 8, 2020



Introduction

Background

- The global COVID-19 pandemic (the “pandemic”) has profoundly shocked the global economy and has disproportionately affected the tourism sector.
- The pandemic has affected consumer behaviours, preferences and travel intentions. Recent research conducted by Destination Canada indicates that the pandemic has had a significant impact on resident sentiment towards tourism and welcoming non-resident visitors.¹
- Understanding Prince Edward Island (“PEI”) resident sentiment towards tourism and visitors, their travel intentions, and any consumer behaviour changes that resulted from the pandemic, will be key for informing the tourism sector’s recovery on PEI.
- There is no playbook for a return to tourism as PEI emerges from what may be the most abrupt shock to the global economy and society in modern history.

¹ Destination Canada. *Weekly COVID-19 Resident Sentiment 2020-06-23*

Study Purpose and Objectives

The main purpose of this study is to support PEI's tourism recovery. This study aims to inform tourism strategy and investment decisions and has the following objectives:

1. To gain insights into PEI residents' mindset and their outlook on travel and tourism. Specifically, resident sentiment towards welcoming visitors, comfort level with distance and modes of travel, activity preferences and comfort level, and financial impact.
2. To gain insights into consumer safety concerns, product preferences and expectations
3. To inform marketing strategy development, messaging and tactics.

Methodology

Sampling

- Tourism PEI used an online survey-based methodology to collect data from PEI residents and inform this study.
- Tourism PEI is fielding the survey over six waves, each for two weeks, to track any trends between July 13th and October 3rd and to inform planning throughout the short and mid-term.
- Tourism PEI has collected email addresses of 33,078 PEI residents who participated in a variety of studies from 2003 to present (e.g. festival and event studies such as PEI 2014 Celebrations, etc.).
- Of these 33,078 residents, Tourism PEI randomly selected 2,765 residents to participate in each wave of the study.
- This study has a goal of 384 completed survey responses for each wave of the survey. This will produce results that are representative of the population within \pm five percent, 19 times out of 20.
- This represents a response rate of approximately 14 percent.

Survey Statistics and Samples

- Wave 6 of the survey was sent via email on September 21, 2020 and reminders to complete the survey were sent to **2,766 participants** on September 25 and September 29.
- During this survey period, a total of 340 surveys were collected. This is a collection rate of **14.8 percent** (based on 2,293 valid email addresses) but includes non-residents of PEI.
- A total of **313 surveys** were used. This is an overall response rate of **13.7 percent**.
- In terms of statistical accuracy, a sample of this size has a sampling error of **±5.53 percent** at a 95 percent confidence level.
- That is, if the same survey were conducted 100 times, the results in this report would fall within a range of plus or minus 5.38 percent, 95 times out of the 100 times that the survey was conducted.

Survey Statistics and Samples (cont'd)

	Wave 1: Jul. 13 to Jul. 26	Wave 2: Jul. 27 to Aug. 9	Wave 3: Aug. 10 to Aug. 23	Wave 4: Aug. 24 to Sep. 6	Wave 5: Sep. 7 to Sep. 20	Wave 6: Sep. 21 to Oct. 3
Number of E-mails Invited to the Survey ^{a)}	2,267	2,270	2,263	2,205	2,266	2,293
Surveys Started	639	535	476	469	480	439
Start Rate (of all valid e-mails invited)	28.2%	23.6%	21.0%	21.3%	21.2%	19.1%
Surveys Collected ^{b)}	442	372	333	324	358	340
Collection Rate (of all valid e-mails invited)	19.5%	16.4%	14.7%	14.7%	15.8%	14.8%
Surveys Used ^{c)}	401	339	308	291	331	313
Completion/Use Rate (of all collected surveys)	90.7%	91.1%	92.5%	89.8%	92.5%	92.1%
Response Rate (of all invited surveys)	17.7%	14.9%	13.6%	13.2%	14.6%	13.7%
Margin of Error ^{d)}	±4.89%	±5.32%	±5.58%	±5.74%	±5.38%	±5.53%

Note: ^{a)} Number of e-mails invited to the survey indicates only the number of valid email addresses (excludes bounced emails).

^{b)} Surveys collected include unfinished surveys.

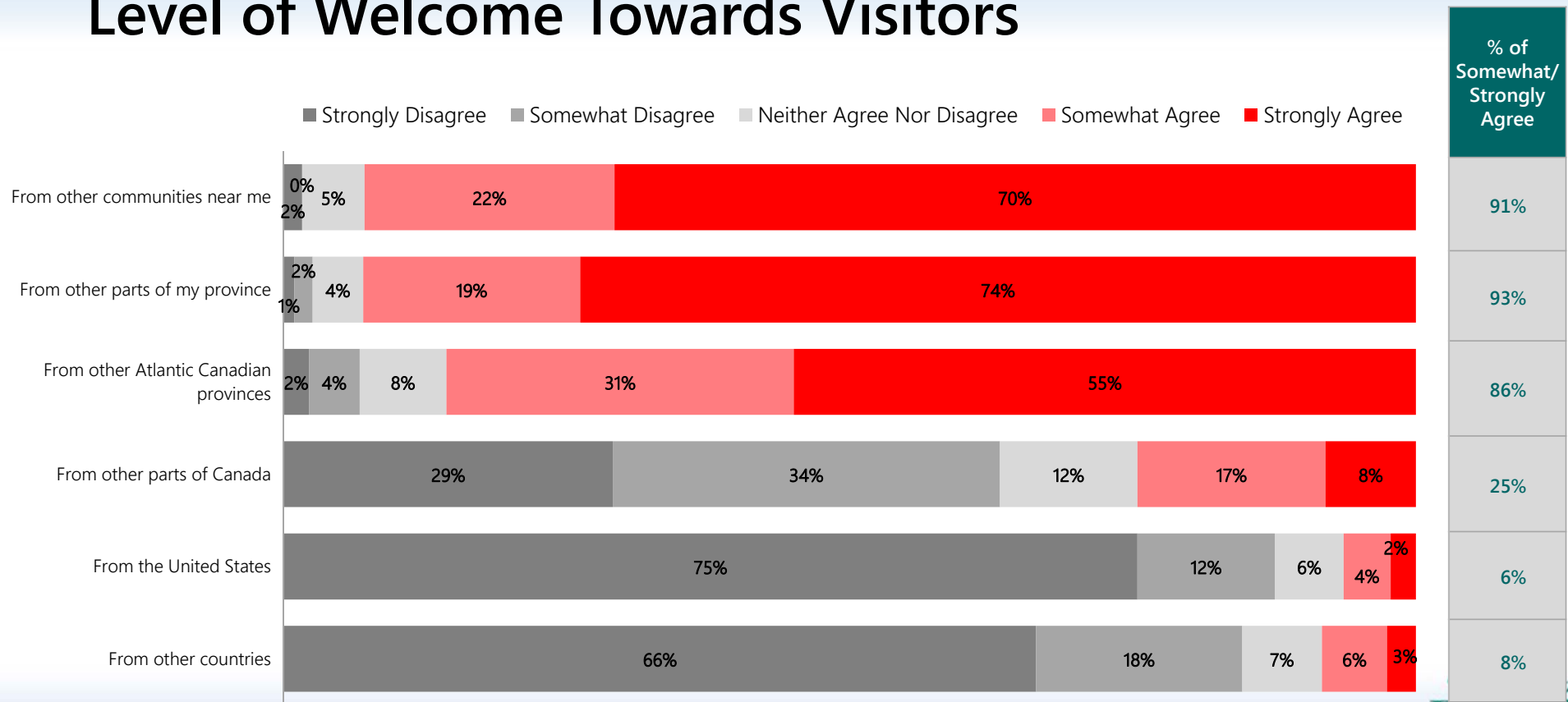
^{c)} Surveys used indicate those who completed the online survey and cleaned samples.

^{d)} Margin of error is at the 95% confidence level based on 126,900 PEI adult population (18 and over).



Resident Sentiment Indexes

Level of Welcome Towards Visitors



Base: Total samples (n=313)

Q31: To what extent do you agree or disagree with each of the following statements? "I would welcome visitors travelling to my community"



Level of Welcome Towards Visitors (Urban vs. Rural)

<i>"I would welcome visitors to my community"</i>		Urban/Suburban (n=165; 52.7%)	Rural (n=148; 47.3%)	Total (n=313; 100.0%)
From other communities near me	% of Somewhat/ Strongly Agree	90%	93%	91%
	Mean (based on 5-point scale)	4.55	4.58	4.56
From other parts of my province	% of Somewhat/ Strongly Agree	93%	93%	93%
	Mean (based on 5-point scale)	4.66	4.60	4.63
From other Atlantic Canadian provinces	% of Somewhat/ Strongly Agree	86%	85%	86%
	Mean (based on 5-point scale)	4.32	4.32	4.32
From other parts of Canada	% of Somewhat/ Strongly Agree	23%	26%	25%
	Mean (based on 5-point scale)	2.34	2.47	2.40
From the United States	% of Somewhat/ Strongly Agree	5%	7%	6%
	Mean (based on 5-point scale)	1.41	1.51	1.46
From other countries	% of Somewhat/ Strongly Agree	8%	8%	8%
	Mean (based on 5-point scale)	1.60	1.59	1.60

Q31: To what extent do you agree or disagree with each of the following statements? *"I would welcome visitors travelling to my community"*

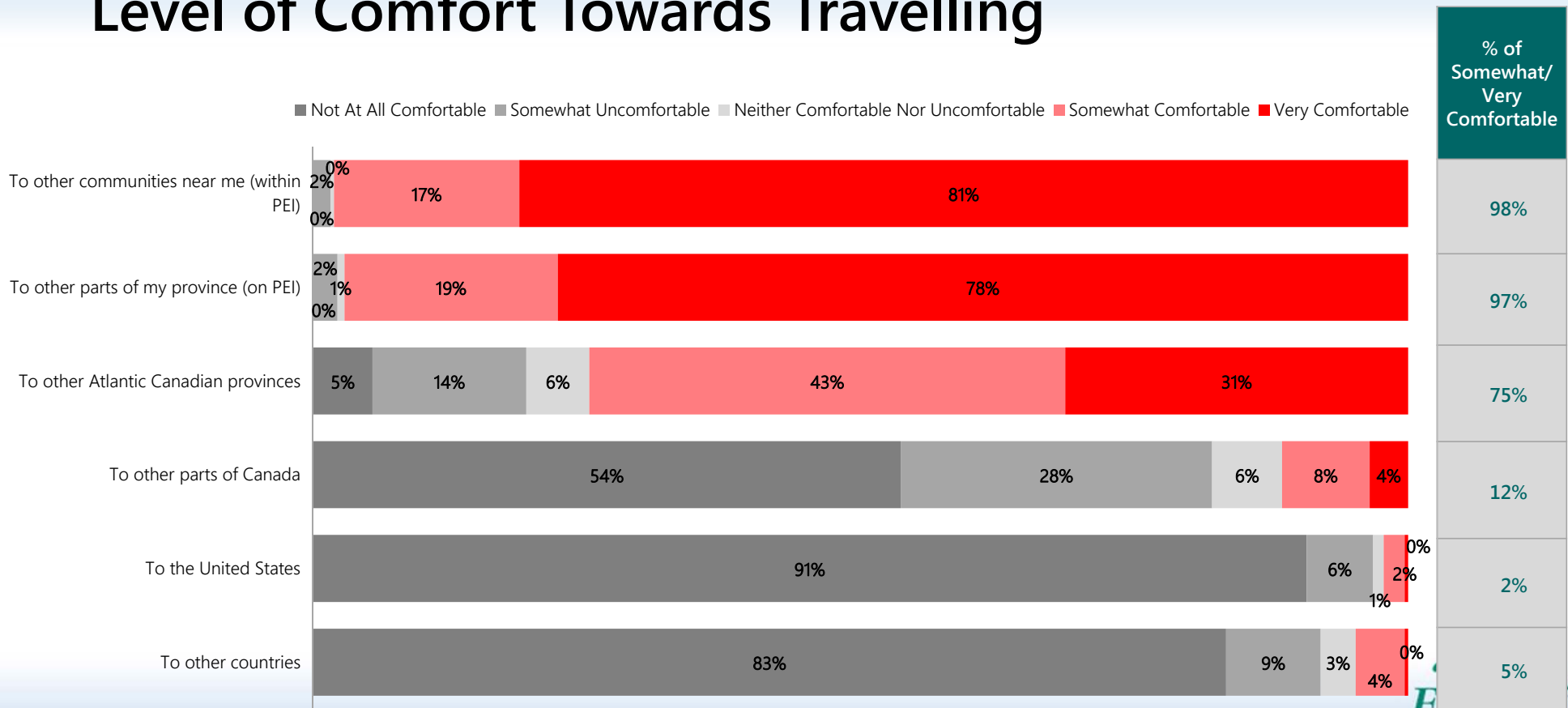
Level of Welcome Towards Visitors (Trend)

<i>"I would welcome visitors to my community"</i>		Wave 1: Jul. 13 to Jul. 26 (n=401)	Wave 2: Jul. 27 to Aug. 9 (n=339)	Wave 3: Aug. 10 to Aug. 23 (n=308)	Wave 4: Aug. 24 to Sep. 6 (n=291)	Wave 5: Sep. 7 to Sep. 20 (n=331)	Wave 6: Sep. 21 to Oct. 3 (n=313)
From other communities near me	% of Somewhat/ Strongly Agree	89%	93%	92%	92%	92%	91%
	Mean (based on 5-point scale)	4.47	4.55	4.59	4.60	4.59	4.56
From other parts of my province	% of Somewhat/ Strongly Agree	91%	94%	93%	94%	94%	93%
	Mean (based on 5-point scale)	4.52	4.62	4.62	4.65	4.66	4.63
From other Atlantic Canadian provinces	% of Somewhat/ Strongly Agree	75%	85%	86%	84%	88%	86%
	Mean (based on 5-point scale)	3.93	4.22	4.26	4.30	4.37	4.32
From other parts of Canada	% of Somewhat/ Strongly Agree	21%	30%	33%	32%	27%	25%
	Mean (based on 5-point scale)	2.32	2.57	2.71	2.72	2.60	2.40
From the United States	% of Somewhat/ Strongly Agree	3%	3%	4%	5%	7%	6%
	Mean (based on 5-point scale)	1.29	1.29	1.39	1.43	1.51	1.46
From other countries	% of Somewhat/ Strongly Agree	6%	5%	7%	7%	8%	8%
	Mean (based on 5-point scale)	1.51	1.49	1.62	1.64	1.63	1.60

Green Bold Number indicates significantly higher than previous wave at 95% confidence level.

Red Bold Number indicates significantly lower than previous wave at 95% confidence level.

Level of Comfort Towards Travelling



Base: Total samples (n=313)

Q7: To what extent do you feel comfortable or uncomfortable with each of the following statements? "I feel comfortable to travel"



Level of Comfort Towards Travelling (Urban vs. Rural)

<i>"I feel comfortable to travel"</i>		Urban/Suburban (n=165; 52.7%)	Rural (n=148; 47.3%)	Total (n=313; 100.0%)
To other communities near me (within PEI)	% of Somewhat/Very Comfortable	98%	99%	98%
	Mean (based on 5-point scale)	4.75	4.80	4.78
To other parts of my province (on PEI)	% of Somewhat/Very Comfortable	97%	97%	97%
	Mean (based on 5-point scale)	4.73	4.72	4.73
To other Atlantic Canadian provinces	% of Somewhat/Very Comfortable	74%	76%	75%
	Mean (based on 5-point scale)	3.81	3.81	3.81
To other parts of Canada	% of Somewhat/Very Comfortable	12%	11%	12%
	Mean (based on 5-point scale)	1.83	1.75	1.79
To the United States	% of Somewhat/Very Comfortable	3%	1%	2%
	Mean (based on 5-point scale)	1.17	1.13	1.15
To other countries	% of Somewhat/Very Comfortable	5%	4%	5%
	Mean (based on 5-point scale)	1.35	1.24	1.30

Q7: To what extent do you feel comfortable or uncomfortable with each of the following statements? *"I feel comfortable to travel"*

Level of Comfort Towards Travelling (Trend)

<i>"I feel comfortable to travel"</i>		Wave 1: Jul. 13 to Jul. 26 (n=401)	Wave 2: Jul. 27 to Aug. 9 (n=339)	Wave 3: Aug. 10 to Aug. 23 (n=308)	Wave 4: Aug. 24 to Sep. 6 (n=291)	Wave 5: Sep. 7 to Sep. 20 (n=331)	Wave 6: Sep. 21 to Oct. 3 (n=313)
To other communities near me	% of Somewhat/Very Comfortable	93%	97%	97%	97%	98%	98%
	Mean (based on 5-point scale)	4.43	4.74	4.75	4.78	4.81	4.78
To other parts of my province	% of Somewhat/Very Comfortable	91%	98%	95%	96%	97%	97%
	Mean (based on 5-point scale)	4.43	4.70	4.68	4.72	4.77	4.73
To other Atlantic Canadian provinces	% of Somewhat/Very Comfortable	40%	60%	65%	74%	76%	75%
	Mean (based on 5-point scale)	2.96	3.47	3.56	3.80	3.94	3.81
To other parts of Canada	% of Somewhat/Very Comfortable	9%	14%	14%	14%	17%	12%
	Mean (based on 5-point scale)	1.70	1.89	1.98	2.03	2.13	1.79
To the United States	% of Somewhat/Very Comfortable	1%	2%	2%	2%	4%	2%
	Mean (based on 5-point scale)	1.10	1.10	1.14	1.20	1.23	1.15
To other countries	% of Somewhat/Very Comfortable	4%	4%	5%	4%	5%	5%
	Mean (based on 5-point scale)	1.26	1.27	1.36	1.37	1.40	1.30

Green Bold Number indicates significantly higher than previous wave at 95% confidence level.

Red Bold Number indicates significantly lower than previous wave at 95% confidence level.

Consumer Behaviour and Travel-related Opinions

Level of Comfort Towards Activities (Trend)

	Wave 1: Jul. 13 to Jul. 26 (n=401)	Wave 2: Jul. 27 to Aug. 9 (n=339)	Wave 3: Aug. 10 to Aug. 23 (n=308)	Wave 4: Aug. 24 to Sep. 6 (n=291)	Wave 5: Sep. 7 to Sep. 20 (n=331)	Wave 6: Sep. 21 to Oct. 3 (n=313)
Attending small outdoor gatherings with friends/family	94%	96%	94%	94%	94%	95%
Dining in at restaurants	77%	81%	84%	86%	85%	88%
Shopping at the mall	72%	76%	76%	78%	81%	80%
Staying overnight at paid fixed-roof accommodations (hotels, B&Bs, cottages, etc.)	68%	72%	74%	79%	76%	78%
Going to farmer's markets	64%	68%	69%	73%	67%	67%
Staying overnight at paid campgrounds	58%	65%	60%	55%	58%	61%
Attending large gatherings such as sporting events, concerts, or festivals outdoors	36%	44%	47%	46%	51%	50%
Going to bars, lounges, night clubs, pubs	17%	22%	26%	26%	27%	29%
Attending large gatherings such as sporting events, concerts, or festivals indoors	13%	18%	22%	26%	26%	26%
Using public transit	12%	15%	18%	20%	21%	20%
None of the above	2%	1%	1%	2%	3%	2%

Q9. Once governments lift the protective measures put in place to fight COVID-19, which of the following would you be comfortable doing...

Results were based on multiple responses; While **Green Bold Number** indicates significantly higher than previous wave at 95% confidence level, **Red Bold Number** indicates significantly lower than previous wave at 95% confidence level.

Conditions for Safe Travel and Visitor Confidence (Trend)

	Wave 1: Jul. 13 to Jul. 26 (n=401)	Wave 2: Jul. 27 to Aug. 9 (n=339)	Wave 3: Aug. 10 to Aug. 23 (n=308)	Wave 4: Aug. 24 to Sep. 6 (n=291)	Wave 5: Sep. 7 to Sep. 20 (n=331)	Wave 6: Sep. 21 to Oct. 3 (n=313)
A vaccine for COVID-19 is available	84%	82%	79%	81%	81%	84%
A treatment for COVID-19 is available	57%	57%	56%	62%	60%	63%
The number of active COVID-19 cases is declining in the area I'm interested in visiting	56%	55%	56%	61%	62%	59%
The number of active COVID-19 cases is declining in the area where I live	49%	43%	39%	44%	47%	42%
Government restrictions related to COVID-19 (e.g. physical distancing policies, travel restrictions) are relaxed in the area where I live	32%	37%	34%	39%	34%	43%
Government restrictions related to COVID-19 (e.g. physical distancing policies, travel restrictions) are relaxed in the area I'm interested in visiting	32%	38%	37%	45%	37%	38%
International travel restrictions are relaxed	12%	12%	12%	18%	18%	19%
I feel safe travelling now	3%	4%	5%	3%	5%	4%
None of the above	1%	3%	3%	1%	2%	2%

Q10. Which of the following conditions would make you feel **most** confident that it is safe to travel again?

Results were based on multiple responses; While **Green Bold Number** indicates significantly higher than previous wave at 95% confidence level, **Red Bold Number** indicates significantly lower than previous wave at 95% confidence level.

COVID-19's Effect on Your Next Holiday (Trend)

<i>% of Somewhat/Strongly Agree</i>	Wave 1: Jul. 13 to Jul. 26 (n=401)	Wave 2: Jul. 27 to Aug. 9 (n=339)	Wave 3: Aug. 10 to Aug. 23 (n=308)	Wave 4: Aug. 24 to Sep. 6 (n=291)	Wave 5: Sep. 7 to Sep. 20 (n=331)	Wave 6: Sep. 21 to Oct. 3 (n=313)
I will seek out locations employing strong public health and safety practices (e.g., cleaning, crowd control between people, etc.)	85%	85%	82%	83%	85%	86%
I will avoid crowds	85%	85%	83%	85%	88%	85%
I will spend more time in nature	84%	80%	79%	81%	75%	81%
I will seek out attractions and activities with crowd control to maintain social distancing	75%	72%	80%	78%	73%	75%
I will participate in outdoor attractions and activities	72%	74%	76%	75%	72%	79%
I will avoid attractions	71%	68%	66%	67%	69%	66%
I will only do one or two things per day to limit social interaction	65%	60%	62%	58%	55%	60%
I will spend less	53%	53%	53%	49%	45%	52%
I will participate in indoor attractions and activities	20%	24%	29%	30%	30%	31%
I will seek to fill my day with as many attractions/activities as possible	10%	9%	12%	11%	10%	12%

Q11. How will the COVID-19 pandemic affect your next holiday?

Results were based on multiple responses; While **Green Bold Number** indicates significantly higher than previous wave at 95% confidence level, **Red Bold Number** indicates significantly lower than previous wave at 95% confidence level.

Importance of Destination Attributes (Trend)

<i>% of Somewhat/Very Important</i>	Wave 1: Jul. 13 to Jul. 26 (n=401)	Wave 2: Jul. 27 to Aug. 9 (n=339)	Wave 3: Aug. 10 to Aug. 23 (n=308)	Wave 4: Aug. 24 to Sep. 6 (n=291)	Wave 5: Sep. 7 to Sep. 20 (n=331)	Wave 6: Sep. 21 to Oct. 3 (n=313)
Cleanliness and sanitation at the destination	100%	98%	99%	98%	98%	99%
Feeling safe at the destination	99%	98%	97%	98%	98%	98%
Flexible operator cancellation policies	92%	91%	91%	93%	95%	93%
Ease of a trip cancellation	92%	90%	92%	93%	95%	95%
Reasonable prices	91%	90%	92%	93%	93%	94%
Availability of accommodations	90%	90%	90%	94%	92%	95%
Natural beauty	86%	87%	89%	86%	83%	89%
Scenic drives/vistas	85%	83%	82%	85%	80%	87%
Local foods and cuisine	78%	82%	83%	85%	81%	84%
Accessibility to the destination	77%	77%	82%	81%	82%	86%
Availability of restaurants and dining (excluding fast food restaurants)	77%	79%	87%	85%	84%	86%
Beaches	76%	74%	73%	70%	71%	71%
Variety of things to do and see	74%	74%	82%	81%	72%	78%
Low cost deals available for the destination	74%	75%	76%	79%	74%	80%

Q12. How **important** are each of the following **conditions** or **attributes** when choosing a destination for an out-of-town pleasure or vacation trip of one or more nights as travel restrictions are lifted?; Results were based on multiple responses; While **Green Bold Number** indicates significantly higher than previous wave at 95% confidence level, **Red Bold Number** indicates significantly lower than previous wave at 95% confidence level.

Importance of Destination Attributes (Trend)...cont'd

<i>% of Somewhat/Very Important</i>	Wave 1: Jul. 13 to Jul. 26 (n=401)	Wave 2: Jul. 27 to Aug. 9 (n=339)	Wave 3: Aug. 10 to Aug. 23 (n=???)	Wave 4: Aug. 24 to Sep. 6 (n=291)	Wave 5: Sep. 7 to Sep. 20 (n=331)	Wave 6: Sep. 21 to Oct. 3 (n=313)
Land-based outdoor recreational activities (e.g. golf, hiking trails, etc.)	69%	68%	66%	68%	66%	72%
Wilderness and wildlife	60%	59%	58%	56%	58%	63%
Different cultures, histories and ways of life	60%	60%	63%	62%	58%	66%
National or provincial parks	59%	58%	58%	56%	53%	59%
Local products including crafts/antiques/souvenirs	59%	55%	58%	60%	56%	60%
Historic sites and cultural attractions	58%	57%	61%	63%	60%	69%
Having friends or relatives living there	50%	44%	49%	45%	48%	48%
Water-based outdoor recreational activities (e.g., canoeing, fishing, etc.)	48%	46%	56%	46%	45%	44%
Pastoral settings	48%	50%	46%	49%	45%	51%
Shopping opportunities and facilities	47%	50%	54%	50%	50%	53%
Museums and art galleries	36%	39%	42%	40%	40%	43%
Festivals and events	31%	35%	42%	36%	34%	40%
Nightlife and entertainment	19%	24%	30%	25%	22%	28%
Spa and wellness	17%	19%	27%	23%	21%	27%

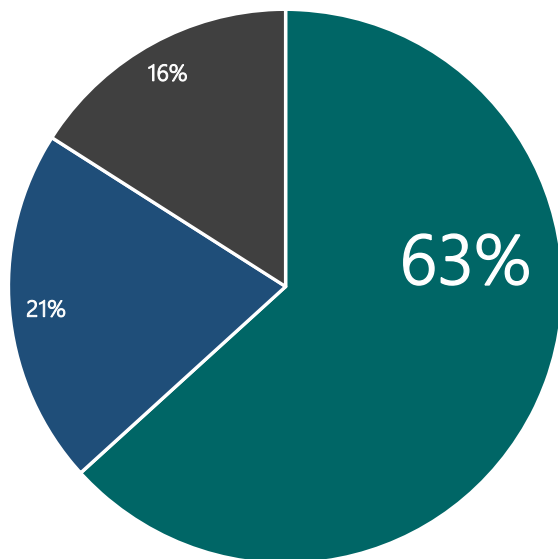
Q12. How **important** are each of the following **conditions** or **attributes** when choosing a destination for an out-of-town pleasure or vacation trip of one or more nights as travel restrictions are lifted?; Results were based on multiple responses; While **Green Bold Number** indicates significantly higher than previous wave at 95% confidence level, **Red Bold Number** indicates significantly lower than previous wave at 95% confidence level.

Short-term Travel Intentions

(Next Three Months)

Short-term Intra-Provincial Travel Intention Rate

Intention Rate for Intra-Provincial Travel
(Total $n = 313$)



■ Yes (n=198) ■ No (n=65) ■ Don't Know (n=50)



40% of those who intend to travel intra-provincially, or **26%** of all adult PEI people indicated that they are likely to take an **overnight trip within PEI** in the next three months (September to November 2020).

Q24. Based on the "Renew PEI, Together" plan, PEI moved to relax restrictions for "Phase 4" since June 26, 2020. Do you plan to take **any trips within PEI (same-day and/or overnight intra-provincial travel)** in the next three months?
Q26. Does this include an **overnight** trip within PEI?

PEI Regions to be Visited in the Short-term

	Wave 1: Jul. 13 to Jul. 26 (n=318)	Wave 2: Jul. 27 to Aug. 9 (n=265)	Wave 3: Aug. 10 to Aug. 23 (n=246)	Wave 4: Aug. 24 to Sep. 6 (n=224)	Wave 5: Sep. 7 to Sep. 20 (n=220)	Wave 6: Sep. 21 to Oct. 3 (n=198)
A destination in the Points East Coastal Drive	75%	71%	64%	66%	57%	64%
A destination in the Green Gables Shore	61%	57%	56%	46%	40%	39%
A destination in the North Cape Coastal Drive region	52%	52%	53%	45%	43%	37%
A destination in the Greater Charlottetown Area (including Charlottetown, Stratford, and Cornwall)	48%	40%	43%	46%	44%	54%
A destination in the Red Sands Shore	46%	41%	39%	33%	30%	32%
A destination in the Summerside Area (including St. Eleanors, Slemon Park, Linkletter, Travellers Rest)	40%	35%	32%	27%	37%	31%

Q25. Which regions of PEI do you plan to visit in the next three months? Select all that apply.

Results were based on multiple responses; **Green Bold Number** indicates significantly higher than previous wave at 95% confidence level. **Red Bold Number** indicates significantly lower than previous wave at 95% confidence level.



Accommodation Types to be Used on PEI in the Short-term

	Wave 1: Jul. 13 to Jul. 26 (n=178)	Wave 2: Jul. 27 to Aug. 9 (n=140)	Wave 3: Aug. 10 to Aug. 23 (n=118)	Wave 4: Aug. 24 to Sep. 6 (n=115)	Wave 5: Sep. 7 to Sep. 20 (n=88)	Wave 6: Sep. 21 to Oct. 3 (n=80)
Camping/ Trailer Park	47%	45%	34%	43%	24%	19%
Rented Cottage/Cabin (including Vacation Home, Appt., Condo)	34%	40%	39%	25%	27%	21%
Hotel/Motel/Resort	31%	30%	34%	39%	42%	44%
Home of Friends or Relatives	28%	25%	17%	17%	28%	33%
Inn	11%	12%	7%	14%	9%	10%
Own Property	9%	6%	6%	4%	9%	10%
B&B/Tourist Home	3%	2%	3%	3%	5%	5%
Other (e.g., Hostel)	1%	1%	0%	2%	1%	0%

Q27. For your overnight trip plan(s) within PEI, what type of accommodations are you planning to use? Select all that apply.

Results were based on multiple responses; **Green Bold Number** indicates significantly higher than previous wave at 95% confidence level. **Red Bold Number** indicates significantly lower than previous wave at 95% confidence level.

Likelihood of Participating in Activities While Travelling on PEI in the Short-term

<i>% of Somewhat/Very Likely</i>	Wave 1: Jul. 13 to Jul. 26 (n=401)	Wave 2: Jul. 27 to Aug. 9 (n=339)	Wave 3: Aug. 10 to Aug. 23 (n=308)	Wave 4: Aug. 24 to Sep. 6 (n=291)	Wave 5: Sep. 7 to Sep. 20 (n=331)	Wave 6: Sep. 21 to Oct. 3 (n=313)
Going to a beach	86%	85%	84%	78%	63%	52%
Visiting friends and/or relatives	84%	84%	84%	85%	81%	82%
Sightseeing/driving tour	79%	80%	81%	79%	74%	75%
Visiting a provincial park	77%	75%	68%	60%	51%	48%
Dining in restaurants	74%	78%	84%	84%	81%	83%
Visiting a national park	72%	73%	66%	61%	52%	51%
Visiting a public park/green space	71%	73%	62%	56%	56%	54%
Sampling local culinary products	68%	67%	74%	66%	58%	61%
Using the Confederation Trail or other trails (cycling, walking, etc.)	62%	64%	59%	56%	59%	62%
Shopping for local crafts/souvenirs/antiques	49%	51%	52%	49%	42%	41%

Q28. How likely are you to visit or participate in any of the following **attractions** and **travel activities** in PEI in the next three months?

Green Bold Number indicates significantly higher than previous wave at 95% confidence level. **Red Bold Number** indicates significantly lower than previous wave at 95% confidence level.



Likelihood of Participating in Activities While Travelling on PEI in the Short-term...cont'd

<i>% of Somewhat/Very Likely</i>	Wave 1: Jul. 13 to Jul. 26 (n=401)	Wave 2: Jul. 27 to Aug. 9 (n=339)	Wave 3: Aug. 10 to Aug. 23 (n=308)	Wave 4: Aug. 24 to Sep. 6 (n=291)	Wave 5: Sep. 7 to Sep. 20 (n=331)	Wave 6: Sep. 21 to Oct. 3 (n=313)
Visiting historical and cultural attractions	43%	40%	36%	29%	18%	21%
Participating in water-based activities (kayaking, tuna fishing, etc.)	42%	37%	40%	30%	21%	12%
Playing golf (not miniature)	29%	23%	28%	25%	24%	22%
Attending a performance (live theatre, play)	19%	18%	21%	17%	22%	20%
Taking part in an authentic PEI experience/hands-on learning activity (lobster fishing, clam digging, pottery, etc.)	19%	19%	19%	13%	10%	6%
Attending a festival, event, or concert	17%	17%	19%	18%	19%	21%
Attending a sports event or tournament (as a spectator)	16%	18%	18%	18%	18%	23%
Going to a casino and/or harness racing (in Charlottetown and/or Summerside)	13%	14%	11%	9%	10%	12%
Visiting a theme, fun or amusement park	12%	12%	12%	8%	4%	4%

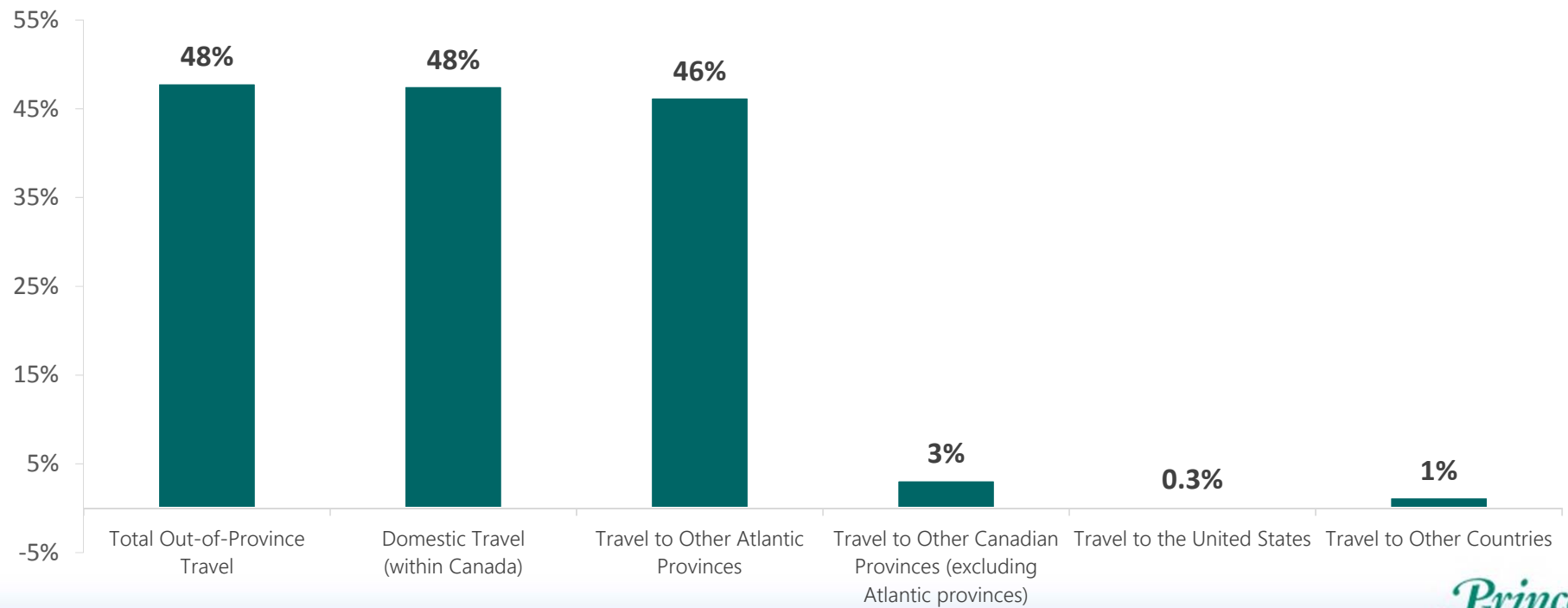
Q28. How likely are you to visit or participate in any of the following **attractions** and **travel activities** in PEI in the next three months?

Green Bold Number indicates significantly higher than previous wave at 95% confidence level. **Red Bold Number** indicates significantly lower than previous wave at 95% confidence level.



Short-term (September - November) Out-of-Province Travel Intention Rates

Intention Rates for Overnight Out-of-Province Travel (Total $n = 313$)



Q29. Do you plan to take any **out-of-province trips** of one or more nights away from home for pleasure or vacation purposes in the **next three months**?

Short-term Travel Intention Rates Summary

	Wave 1: Jul. 13 to Jul. 26 (n=401)	Wave 2: Jul. 27 to Aug. 9 (n=339)	Wave 3: Aug. 10 to Aug. 23 (n=308)	Wave 4: Aug. 24 to Sep. 6 (n=291)	Wave 5: Sep. 7 to Sep. 20 (n=331)	Wave 6: Sep. 21 to Oct. 3 (n=313)
Total Intra-Provincial Travel (within PEI)	79%	78%	80%	77%	66%	63%
Overnight Intra-Provincial Travel (within PEI)	44%	41%	38%	40%	27%	26%
Total Out-of-Province Travel	29%	43%	46%	46%	51%	48%
Domestic Travel (within Canada)	29%	43%	45%	45%	51%	48%
Travel to Other Atlantic Provinces	28%	41%	44%	45%	49%	46%
Travel to Other Canadian Provinces (excluding Atlantic provinces)	4%	5%	6%	2%	5%	3%
Travel to the United States	1%	0.3%	1%	0%	1%	0.3%
Travel to Other Countries	1%	1%	0.3%	1%	1%	1%

Green Bold Number indicates significantly higher than previous wave at 95% confidence level.

Red Bold Number indicates significantly lower than previous wave at 95% confidence level.