

11-FEB-2020



## Visitor Profile:

*World of Anne of Green Gables and L.M. Montgomery*

Prepared by: Tourism PEI



## Contents

Prince Edward Island Visitor Economy Overview .....	1
Same Day and Overnight Visitation .....	1
Primary Reason for Overnight Pleasure Visits to PEI .....	2
Anne Visitor Profile .....	3
Defining Anne Visitors.....	3
Visitor Volume.....	3
Travel Party Composition.....	4
Type of Visitation .....	5
Place of Residence .....	5
Market Size, Length of Stay and Yield.....	6
Activities Participated in While Travelling on PEI .....	6
Gender and Age .....	7
Mother Tongue and Marital Status .....	8
Education and Employment Status.....	9
Annual Household Income.....	10

### Report contact:

Keith A. Hansen, MBA - Manager of Research and Business Intelligence  
Tourism PEI  
Department of Economic Growth, Tourism and Culture  
[kahansen@gov.pe.ca](mailto:kahansen@gov.pe.ca) | 902-368-4237

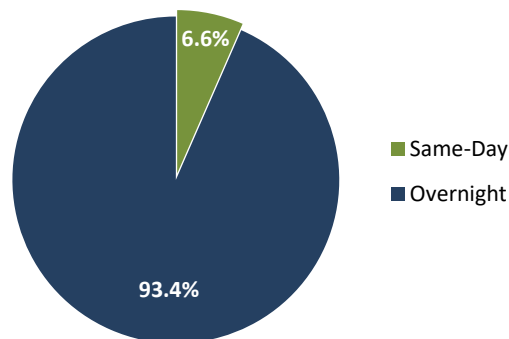
# Prince Edward Island Visitor Economy Overview

The following Anne of Green Gables and L.M. Montgomery visitor profile is based on data obtained from the 2018-2019 Prince Edward Island Visitor Exit Survey, which was conducted during the period of July 1<sup>st</sup>, 2018 and June 30<sup>th</sup>, 2019 (the “study period”).

## SAME DAY AND OVERNIGHT VISITATION

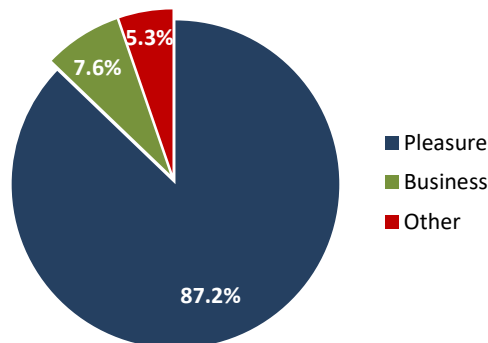
There were an estimated 512,737 travel parties that departed Prince Edward Island (“PEI”) during the study period (July 1<sup>st</sup>, 2018 to June 30<sup>th</sup>, 2019). The majority (93.4 percent) stayed at least one night in PEI.

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



When isolating the overnight visitor parties, 87.2 percent visited PEI primarily for pleasure purposes. While approximately 7.6 percent travelled to PEI for business purposes and 5.3 percent visited for another purpose (e.g. to attend a wedding or family reunion, for educational study, etc.).

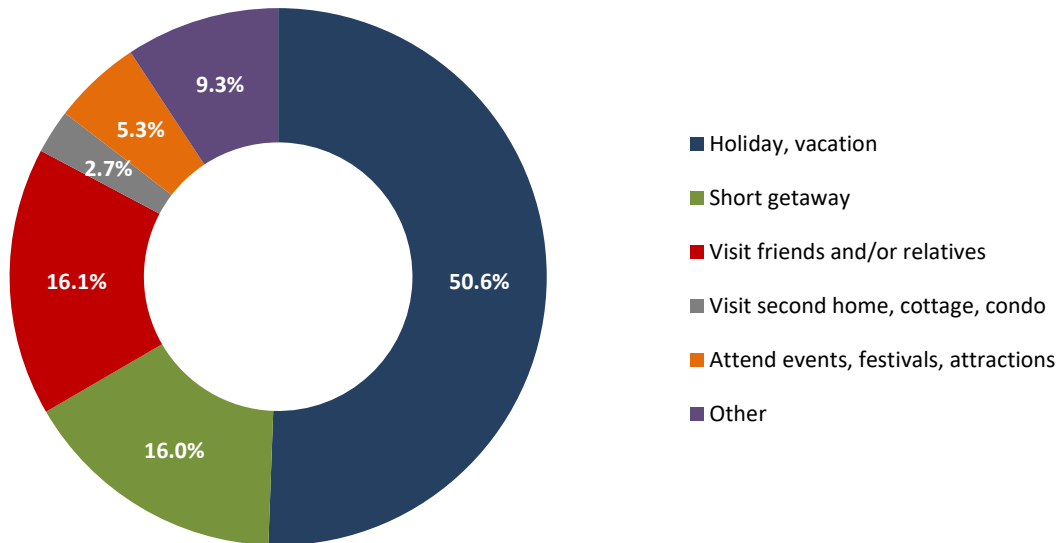
**Figure 2: Overnight Travel Market in PEI  
(Total Overnight Parties N = 479,108)**



### PRIMARY REASON FOR OVERNIGHT PLEASURE VISITS TO PEI

Of those visitor parties which travelled to PEI for pleasure purposes and stayed at least one night (417,622 parties), 50.6 percent did so for a holiday or vacation, 16.1 percent came to visit friends and/or relatives and 16.0 percent came to PEI for a short getaway.

**Figure 3: Overnight Pleasure Travel Market in PEI  
(Total Travel Parties N = 417,622)**



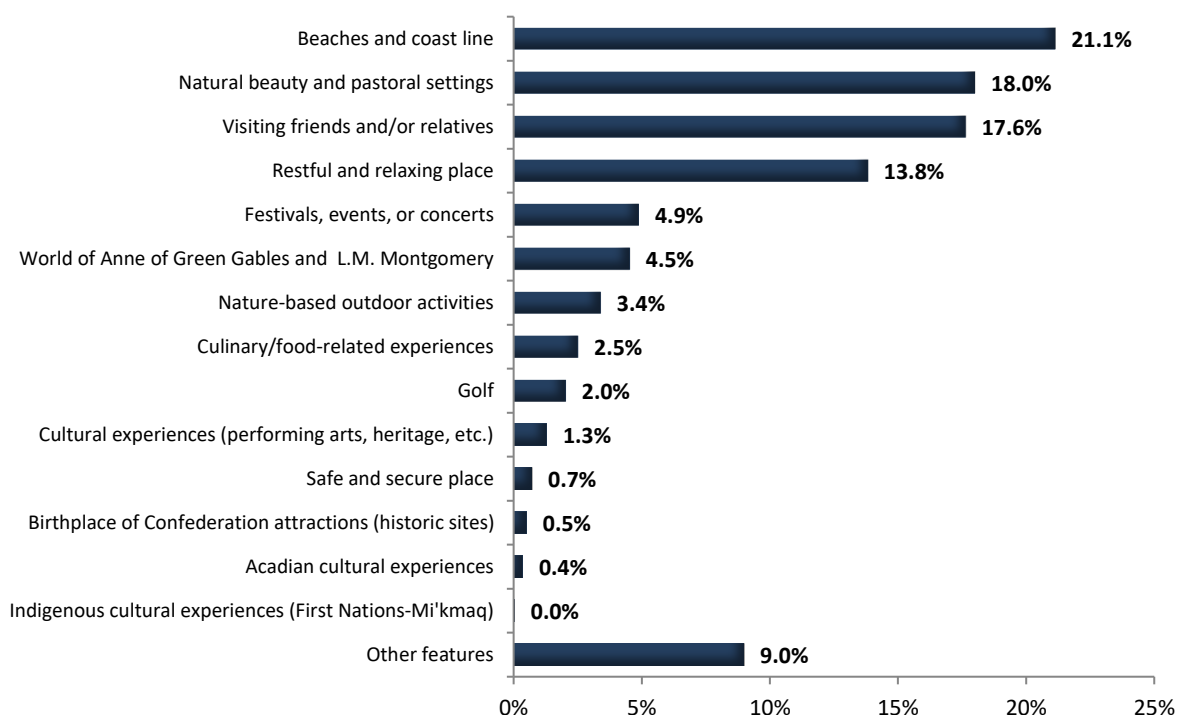
Note: When the overnight pleasure market is referred to in this report it includes all types of visitation noted in Figure 4.

# Anne Visitor Profile

## DEFINING ANNE VISITORS

The 2018-2019 PEI Visitor Exit Survey asked respondents to select the primary feature that attracted them to PEI. One of the options presented was “World of Anne of Green Gables and L.M. Montgomery” This visitor profile focuses on the survey responses of overnight pleasure travellers which stated that the World of Anne of Green Gables and L.M. Montgomery was the primary feature that attracted them to visit PEI (“Anne Visitors”).

**Figure 4: Primary Features that Attracted Overnight Pleasure Travellers to PEI (Valid Total Travel Parties N = 442,304)**



Anne Visitors accounted for 4.5 percent of all overnight pleasure visitor parties to PEI during the study period. This ranks Anne of Green Gables and L.M. Montgomery behind PEI’s natural environment (beach and coastline/natural beauty and pastoral settings), but ahead of culinary, golf and birthplace of confederation attractions as a primary motivator for overnight pleasure visitation to PEI. Approximately nine percent of visitors said they were attracted to PEI by “other” features. A large proportion of parties who visited PEI during the winter months were attracted by “other” features.

## VISITOR VOLUME

Anne Visitor’s accounted for 4.5 percent of all overnight pleasure visitor parties (total of 442,204 overnight pleasure visitor parties) during the study period (i.e. July 1<sup>st</sup>, 2018 to June 30<sup>th</sup>, 2019). This amounts to approximately 68,800 individual overnight pleasure visitors or 5.1 percent of all overnight

pleasure visitors. This makes the *World of Anne of Green Gables and L.M. Montgomery* the sixth-highest primary motivator for overnight pleasure visitation to PEI during the study period.

### TRAVEL PARTY COMPOSITION

Anne Visitors come to PEI with travel parties that vary in composition. Most Anne Visitor travel parties (42.9 percent) consist of two adults. Although it is important to note, Anne Visitors are more likely to be travelling as a family with children (31.6 percent versus 26.3 percent) and as parties of three or more adults (20.9 percent versus 15.5 percent) than the average overnight pleasure visitor party to PEI. Anne Visitor parties are also more likely to have multiple generations (24.3 percent versus 15.7 percent) and less likely to consist of only seniors (26.7 percent versus 41.1 percent) than the average overnight pleasure visitor party to PEI.

Figure 5: Anne Visitors Travel Party Composition

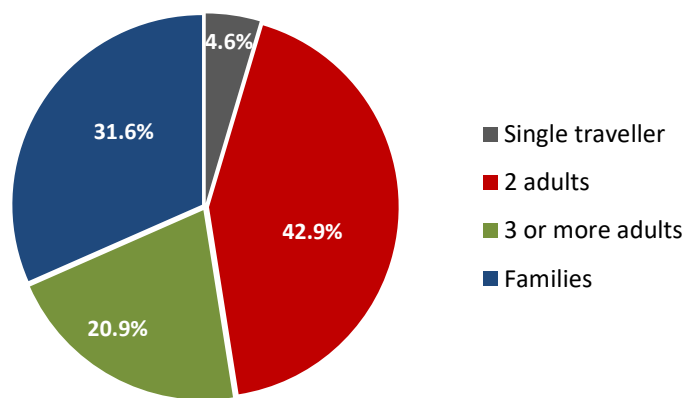


Table 1: Composition of Travel Parties by Primary Feature that Attracted Visitors to PEI (%)

	Natural Beauty and Pastoral Settings	Beaches and Coast Line	World of Anne of Green Gables	Birthplace of Conf. Attractions	Festivals Events or Concerts	Golf	Culinary	Culture	Nature-based Outdoor Activities	Indigenous or Acadian Culture	Visiting Friends or Relatives	Restful or Safe Place	Other Features	Total
<b>Valid Party Size (N)</b>	79,658	93,512	20,074	2,294	21,660	9,022	11,158	5,773	15,084	1,846	78,023	64,384	39,815	442,204
<b>(%)</b>	(18.0%)	(21.1%)	(4.5%)	(0.5%)	(4.9%)	(2.0%)	(2.5%)	(1.3%)	(3.4%)	(0.4%)	(17.6%)	(14.6%)	(9.0%)	(100.0%)
<b>Party Composition</b>														
Adult travelling alone	5.1	6.7	4.6	7.2	5.7	9.2	6.2	10.7	7.7	3.3	25.8	3.4	9.1	9.5
2 adults	59.6	42.0	42.9	62.5	55.7	46.2	58.9	72.2	49.6	69.1	46.3	46.9	42.3	48.8
3 or more adults	16.6	11.1	20.9	20.5	19.9	42.2	22.4	6.5	20.3	11.5	11.0	18.6	13.3	15.5
Families	18.6	40.3	31.6	9.7	18.7	2.5	12.5	10.6	22.4	16.1	16.9	31.0	35.3	26.3
<b>Age Composition</b>														
Millennial (18 to 34) travellers	6.4	8.7	6.9	0.8	4.8	2.5	3.4	2.3	5.9	1.0	6.1	4.1	5.7	6.1
Middle-aged (35 to 54) travellers	8.4	9.3	10.6	8.9	13.0	15.1	13.2	2.0	9.5	2.1	13.8	12.0	11.1	10.8
Senior (55 and over) travellers	50.6	28.0	26.7	72.8	39.8	60.5	49.1	72.0	41.3	80.8	50.1	35.9	36.9	41.1
Multi-generation travellers	16.0	13.8	24.3	7.8	23.8	19.4	21.8	13.2	20.9		13.1	17.0	11.0	15.7
Adults with child(ren) / families	18.6	40.3	31.6	9.7	18.7	2.5	12.5	10.6	22.4	16.1	16.9	31.0	35.3	26.3

Note: 'Blank in some cells' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

TYPE OF VISITATION

**Table 2: Type of Visitation by Primary Feature that Attracted Visitors to PEI (%)**

	Natural Beauty and Pastoral Settings	Beaches and Coast Line	World of Anne of Green Gables	Birthplace of Conf. Attractions	Festivals Events or Concerts	Golf	Culinary	Culture	Nature-based Outdoor Activities	Indigenous or Acadian Culture	Visiting Friends or Relatives	Restful or Safe Place	Other Features	Total
<b>Valid Party Size (N)</b>	<b>79,658</b>	<b>93,512</b>	<b>20,074</b>	<b>2,294</b>	<b>21,660</b>	<b>9,022</b>	<b>11,158</b>	<b>5,773</b>	<b>15,084</b>	<b>1,846</b>	<b>78,023</b>	<b>64,384</b>	<b>39,815</b>	<b>442,204</b>
<b>(%)</b>	<b>(18.0%)</b>	<b>(21.1%)</b>	<b>(4.5%)</b>	<b>(0.5%)</b>	<b>(4.9%)</b>	<b>(2.0%)</b>	<b>(2.5%)</b>	<b>(1.3%)</b>	<b>(3.4%)</b>	<b>(0.4%)</b>	<b>(17.6%)</b>	<b>(14.6%)</b>	<b>(9.0%)</b>	<b>(100.0%)</b>
First-time Travel Parties	39.1	25.6	<b>63.2</b>	54.0	6.1	20.3	31.1	14.1	20.0	28.0	5.1	8.8	17.0	21.8
Repeat Travel Parties	60.9	74.4	<b>36.8</b>	46.0	93.9	79.7	68.9	85.9	80.0	72.0	94.9	91.2	83.0	78.2

Anne of Green Gables and L.M. Montgomery is a key motivator driving overnight pleasure visitation to PEI for the first time. Anne Visitors are the most likely of any of PEI’s overnight pleasure market segments to be first-time visitors.

PLACE OF RESIDENCE

While the majority of Anne Visitors are from Canada (57 percent), there are a disproportionate amount from the United States (33 percent versus 8.3 percent) and overseas markets (10 percent versus 2.4 percent) when compared to the average overnight pleasure visitor to PEI. Within Canada, New Brunswick (12.3 percent), Nova Scotia (12.0 percent) and Newfoundland and Labrador (0.5 percent), accounted for 24.8 percent of all Anne Visitor parties, while Ontario (15.5 percent) and Quebec (8.6 percent) accounted for a further 24.1 percent.

**Table 3: Travel Parties Place of Residence by Primary Feature that Attracted Visitors to PEI (%)**

	Natural Beauty and Pastoral Settings	Beaches and Coast Line	World of Anne of Green Gables	Birthplace of Conf. Attractions	Festivals Events or Concerts	Golf	Culinary	Culture	Nature-based Outdoor Activities	Indigenous or Acadian Culture	Visiting Friends or Relatives	Restful or Safe Place	Other Features	Total
<b>Valid Party Size (N)</b>	<b>79,658</b>	<b>93,512</b>	<b>20,074</b>	<b>2,294</b>	<b>21,660</b>	<b>9,022</b>	<b>11,158</b>	<b>5,773</b>	<b>15,084</b>	<b>1,846</b>	<b>78,023</b>	<b>64,384</b>	<b>39,815</b>	<b>442,204</b>
<b>(%)</b>	<b>(18.0%)</b>	<b>(21.1%)</b>	<b>(4.5%)</b>	<b>(0.5%)</b>	<b>(4.9%)</b>	<b>(2.0%)</b>	<b>(2.5%)</b>	<b>(1.3%)</b>	<b>(3.4%)</b>	<b>(0.4%)</b>	<b>(17.6%)</b>	<b>(14.6%)</b>	<b>(9.0%)</b>	<b>(100.0%)</b>
New Brunswick	15.8	28.6	<b>12.3</b>		44.9	22.1	25.6	32.4	27.7	44.3	33.5	37.5	25.5	28.0
Nova Scotia	21.2	24.7	<b>12.0</b>	17.5	47.6	34.0	20.8	42.9	32.0	1.2	41.5	37.0	44.5	31.6
Newfoundland and Labrador	0.6	0.7	<b>0.5</b>	1.2	1.0	1.8		0.5	0.8		1.8	1.4	0.7	1.0
Quebec	12.3	17.0	<b>8.6</b>	14.9	1.1	18.5	8.6	2.5	9.8	18.1	1.3	7.6	5.7	9.2
Ontario	20.6	18.8	<b>15.5</b>	35.8	2.8	15.1	27.0	11.4	12.9	6.5	12.5	10.1	11.2	15.0
Rest of Canada	8.2	4.1	<b>7.7</b>	20.8	1.4	3.4	6.8	1.3	3.3	4.1	3.6	1.7	4.9	4.6
New England	4.9	2.0	<b>4.0</b>	2.0	0.4	0.4	1.0	1.5	3.2	19.4	1.4	2.4	2.2	2.6
Rest of US	12.2	2.8	<b>29.3</b>	5.5	0.7	2.5	6.8	4.9	8.1	6.3	1.8	1.6	3.9	5.7
Overseas	4.2	1.2	<b>10.0</b>	2.4	0.1	2.2	3.3	2.7	2.1		2.5	0.6	1.3	2.4



MARKET SIZE, LENGTH OF STAY AND YIELD

Figure 6: Overnight Pleasure Market Segments Based on Yield and Length of Stay

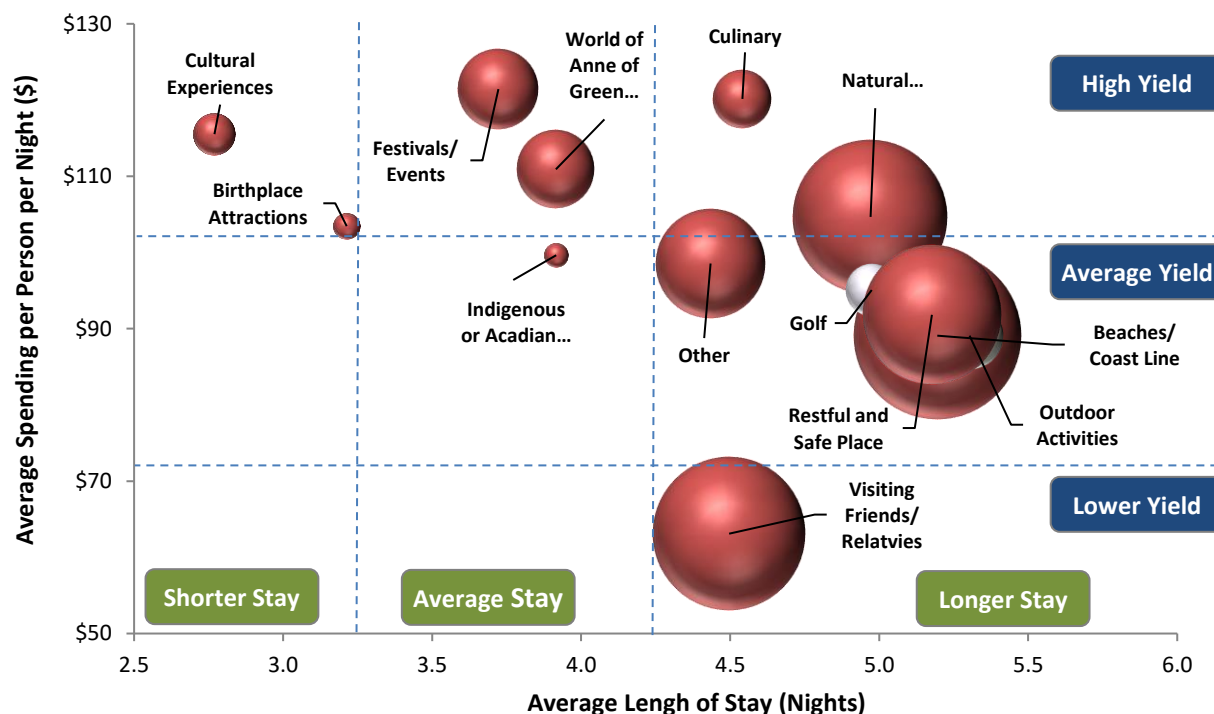


Figure 6 above illustrates PEI’s overnight pleasure market segments across three dimensions: market size (relative size of the bubbles), average length of stay (x-axis), and average spending per person per night (y-axis).

Anne Visitors are a high-yield visitor segment for PEI with what would be considered an average length of stay for overnight pleasure visitors. Anne Visitors spend \$110.91 per person per night. Only “festivals and events” (\$121.44), “culinary” (\$120.15) and “cultural experiences” (\$115.52) visitor segments spent more per person per night.

Anne Visitors stay an average of 3.92 nights, this is the third-longest average stay amongst the high-yield visitor segments behind natural beauty and pastoral settings (4.97 nights) and culinary (4.54 nights). When comparing the relative size, length of stay and yield of PEI’s overnight pleasure market segments, Anne Visitors can be considered an invaluable “niche” market for overnight pleasure visitation to PEI.

ACTIVITIES PARTICIPATED IN WHILE TRAVELLING ON PEI

Anne Visitors partake in a wide variety of activities while travelling on PEI. Anne Visitors are **significantly more likely** than PEI’s average overnight pleasure visitor to shop for local crafts/souvenirs/antiques (73.5 percent vs. 54.6 percent), visit a historical and cultural attraction (73.5 percent vs. 41.7 percent), or attend a live theatre or play (32.4 percent versus 14.5 percent). Anne Visitors are **significantly less likely** than PEI’s average overnight pleasure visitor to visit a friend or relative (9 percent vs. 36.4 percent) or play golf (0.5 percent vs. 6.2 percent).



**Table 4: Activities Participated in by Primary Feature that Attracted Visitors to PEI (%)**

	Natural Beauty and Pastoral Settings	Beaches and Coast Line	World of Anne of Green Gables	Birthplace of Conf. Attractions	Festivals Events or Concerts	Golf	Culinary	Culture	Nature-based Outdoor Activities	Indigenous or Acadian Culture	Visiting Friends or Relatives	Restful or Safe Place	Other Features	Total
<b>Valid Party Size (N)</b>	<b>79,482</b>	<b>93,067</b>	<b>20,007</b>	<b>2,293</b>	<b>21,660</b>	<b>9,022</b>	<b>11,158</b>	<b>5,774</b>	<b>15,018</b>	<b>1,846</b>	<b>77,153</b>	<b>63,540</b>	<b>36,655</b>	<b>436,675</b>
<b>(%)</b>	<b>(18.2%)</b>	<b>(21.3%)</b>	<b>(4.6%)</b>	<b>(0.5%)</b>	<b>(5.0%)</b>	<b>(2.1%)</b>	<b>(2.6%)</b>	<b>(1.3%)</b>	<b>(3.4%)</b>	<b>(0.4%)</b>	<b>(17.7%)</b>	<b>(14.6%)</b>	<b>(8.4%)</b>	<b>(100.0%)</b>
Sightseeing/driving tour	81.6	74.1	<b>74.6</b>	74.2	46.7	42.0	72.5	51.4	63.8	72.2	35.6	72.0	48.9	63.5
Going to a beach	64.7	89.9	<b>64.9</b>	36.5	36.9	37.9	49.9	40.2	61.6	53.1	30.9	61.2	44.3	58.9
Shopping for local crafts/souvenirs/antiques	66.4	61.7	<b>73.5</b>	67.0	43.9	33.9	55.9	64.4	46.9	51.1	30.2	65.9	43.9	54.6
Visiting a national or provincial park	65.9	73.1	<b>66.6</b>	48.0	30.4	23.8	46.6	40.4	66.4	36.0	18.4	52.8	39.1	51.2
Sampling local culinary products	56.9	52.5	<b>50.8</b>	58.4	32.6	46.6	79.3	43.7	37.1	58.2	31.6	52.4	40.4	47.5
Visiting historical and cultural attractions	61.5	48.6	<b>73.5</b>	84.0	16.0	20.4	46.6	44.3	43.3	47.2	13.3	46.1	30.9	41.7
Visiting friends and/or relatives	21.5	22.4	<b>9.0</b>	15.0	27.6	22.2	23.9	28.0	19.0	63.2	97.4	22.5	35.6	36.4
Visiting Anne of Green Gables and/or Lucy Maud Montgomery attractions	36.6	27.8	<b>97.0</b>	47.9	4.7	11.4	21.1	21.5	15.2	11.6	5.2	21.4	19.3	24.8
Visiting a theme, fun or amusement park	12.3	22.7	<b>19.5</b>	0.0	11.2	4.5	10.7	1.7	13.1	12.0	3.4	28.5	27.0	16.4
Using the Confederation Trail or other trails (cycling, walking, etc)	19.3	18.5	<b>20.0</b>	17.2	5.7	4.1	14.8	6.5	55.4	5.6	8.4	13.0	15.8	15.9
Attending a festival, event, or concert	14.3	9.2	<b>14.4</b>	12.3	85.9	5.3	18.0	28.2	16.8	13.2	10.0	11.5	12.3	15.6
Attending a performance (live theatre, a play)	16.6	10.9	<b>32.4</b>	14.2	24.1	4.6	6.3	57.5	14.6	10.8	9.6	13.4	13.8	14.5
Visiting Birthplace of Confederation attractions	19.1	12.8	<b>23.9</b>	81.3	9.0	8.0	13.4	9.3	7.2	12.0	2.9	8.0	9.8	11.6
Playing golf (not miniature)	4.8	5.6	<b>0.5</b>	3.0	3.7	95.6	2.7	0.2	1.8	0.0	2.9	7.0	3.4	6.2
Participating in water-based activities (kayaking, fishing, etc.)	5.0	10.6	<b>4.3</b>	3.9	1.2	0.9	5.9	3.4	14.6	1.0	2.2	6.0	5.9	5.9
Taking part in an authentic PEI experience/hands-on learning activity	5.2	7.1	<b>6.0</b>	6.4	1.2	2.7	10.1	0.2	5.4	3.1	3.3	4.2	3.9	4.8
Attending a sports event or tournament (as a spectator)	1.0	1.3	<b>0.5</b>	0.0	12.5	0.0	0.5	0.0	2.6	0.0	3.2	2.7	8.9	2.9
Going to a casino and/or harness racing (in Charlottetown and/or Summerside)	2.2	1.4	<b>2.6</b>	0.0	4.1	2.8	1.7	1.1	1.6	0.0	2.0	4.9	3.2	2.5
Participating in winter activities (skiing, snowboarding, snowmobiling, etc.)	0.1	0.3	<b>0.0</b>	0.0	0.0	0.0	2.7	0.2	6.0	0.0	1.9	2.2	0.5	1.1

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

### GENDER AND AGE

Anne Visitors are the most likely to be female (60.8 percent) of all of PEI’s overnight pleasure visitor segments. While the majority of Anne Visitors are seniors aged 55+ (38 percent), they are much more likely to be aged 9 to 17 (14.3 percent versus 9.4 percent) and 35 to 44 years (17 percent versus 13.6 percent) than the average overnight pleasure visitor to PEI. This is consistent with the family-based composition of many Anne Visitor travel parties.



**Table 5: Gender and Age of Individual Visitors by Primary Feature that Attracted Visitors to PEI (%)**

	Natural Beauty and Pastoral Settings	Beaches and Coast Line	World of Anne of Green Gables	Birthplace of Conf. Attractions	Festivals Events or Concerts	Golf	Culinary	Culture	Nature-based Outdoor Activities	Indigenous or Acadian Culture	Visiting Friends or Relatives	Restful or Safe Place	Other Features	Total
<b>Valid Visitor Size (N)</b>	<b>225,001</b>	<b>327,484</b>	<b>68,813</b>	<b>9,697</b>	<b>64,720</b>	<b>41,689</b>	<b>32,736</b>	<b>12,542</b>	<b>47,356</b>	<b>4,647</b>	<b>175,365</b>	<b>214,812</b>	<b>127,761</b>	<b>1,352,623</b>
<b>(%)</b>	<b>(16.6%)</b>	<b>(24.2%)</b>	<b>(5.1%)</b>	<b>(0.7%)</b>	<b>(4.8%)</b>	<b>(3.1%)</b>	<b>(2.4%)</b>	<b>(0.9%)</b>	<b>(3.5%)</b>	<b>(0.3%)</b>	<b>(13.0%)</b>	<b>(15.9%)</b>	<b>(9.4%)</b>	<b>(100.0%)</b>
<b>Gender</b>														
Male	44.7	47.6	<b>39.2</b>	44.0	41.8	73.4	51.6	39.9	51.0	42.7	44.8	43.2	44.6	46.0
Female	55.3	52.4	<b>60.8</b>	56.0	58.2	26.6	48.4	60.1	49.0	57.3	55.2	56.8	55.4	54.0
<b>Age</b>														
Under 8 Years	6.0	13.3	<b>7.2</b>	2.8	2.5	2.0	6.7	1.1	8.0	9.8	8.6	9.2	11.3	8.9
9-17 Years	7.7	12.3	<b>14.3</b>	3.0	12.2	1.4	3.2	5.1	7.9	5.7	4.1	10.9	11.8	9.4
18-24 Years	2.5	5.4	<b>4.0</b>	0.8	10.1	0.1	1.8	6.8	2.4	0.8	2.3	3.5	2.7	3.7
25-34 Years	10.0	11.3	<b>10.0</b>	1.7	6.2	5.1	8.6	2.5	9.2	2.5	8.9	8.6	7.9	9.2
35-44 Years	10.9	16.0	<b>17.0</b>	7.7	11.2	14.7	13.7	5.3	13.8	5.1	10.9	13.8	16.5	13.6
45-54 Years	10.0	12.1	<b>9.9</b>	9.2	15.1	16.4	14.7	8.6	14.9	5.9	13.8	15.2	15.0	13.0
55-64 Years	23.7	16.9	<b>17.8</b>	31.4	18.3	31.7	29.6	32.7	25.2	25.8	21.4	17.8	15.8	20.1
65-74 Years	23.2	10.8	<b>16.8</b>	35.9	17.5	25.7	17.5	23.9	16.0	33.0	19.9	16.2	14.8	17.1
75 and Over	5.9	1.8	<b>3.1</b>	7.4	6.8	3.0	4.2	14.0	2.6	11.4	10.2	4.8	4.2	4.9

MOTHER TONGUE AND MARITAL STATUS

**Table 6: Mother Tongue and Marital Status by Primary Feature that Attracted Visitors to PEI (%)**

	Natural Beauty and Pastoral Settings	Beaches and Coast Line	World of Anne of Green Gables	Birthplace of Conf. Attractions	Festivals Events or Concerts	Golf	Culinary	Culture	Nature-based Outdoor Activities	Indigenous or Acadian Culture	Visiting Friends or Relatives	Restful or Safe Place	Other Features	Total
<b>Valid Party Size (N)</b>	<b>79,658</b>	<b>93,512</b>	<b>20,074</b>	<b>2,294</b>	<b>21,660</b>	<b>9,022</b>	<b>11,158</b>	<b>5,773</b>	<b>15,084</b>	<b>1,846</b>	<b>78,023</b>	<b>64,384</b>	<b>39,815</b>	<b>442,204</b>
<b>(%)</b>	<b>(18.0%)</b>	<b>(21.1%)</b>	<b>(4.5%)</b>	<b>(0.5%)</b>	<b>(4.9%)</b>	<b>(2.0%)</b>	<b>(2.5%)</b>	<b>(1.3%)</b>	<b>(3.4%)</b>	<b>(0.4%)</b>	<b>(17.6%)</b>	<b>(14.6%)</b>	<b>(9.0%)</b>	<b>(100.0%)</b>
<b>Mother Tongue</b>														
English	79.1	77.9	<b>82.6</b>	66.4	90.3	78.3	88.4	78.9	76.3	32.0	87.7	81.2	85.1	81.8
French	15.0	19.1	<b>8.8</b>	24.6	8.6	18.4	9.9	18.8	22.1	65.2	10.5	17.9	12.5	15.2
Other	6.0	3.0	<b>8.6</b>	9.0	1.1	3.3	1.7	2.4	1.5	2.8	1.8	0.9	2.4	3.1
<b>Marital Status</b>														
Single	12.8	18.2	<b>20.7</b>	10.4	18.6	8.7	23.3	21.2	15.2	4.3	18.0	13.6	12.1	15.9
Married/living common law	82.4	77.9	<b>74.0</b>	89.0	77.7	90.3	73.3	70.6	82.8	92.6	71.4	81.6	84.2	78.8
Other	4.3	3.9	<b>5.2</b>	0.6	3.7	0.3	3.1	8.2	2.0	3.1	8.4	4.7	3.7	4.8
Not Stated	0.5	0.1	<b>0.1</b>			0.6	0.3				2.2	0.1	0.0	0.5

Note: 'Blank in some cells' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.



English is the dominant mother tongue of Anne Visitors (82.6 percent), but it is worth noting that Anne Visitors are more likely to select “other” (8.6 percent) for their mother tongue than the average overnight pleasure visitor to PEI (3.1 percent).

The vast majority (74 percent) of Anne Visitors noted that they were married/living in common law, 20.7 percent noted that they were single, and 5.0 percent noted other and a further 0.1 percent did not state their marital status.

EDUCATION AND EMPLOYMENT STATUS

**Table 8: Education and Employment Status by Primary Feature that Attracted Visitors to PEI (%)**

	Natural Beauty and Pastoral Settings	Beaches and Coast Line	World of Anne of Green Gables	Birthplace of Conf. Attractions	Festivals Events or Concerts	Golf	Culinary	Culture	Nature-based Outdoor Activities	Indigenous or Acadian Culture	Visiting Friends or Relatives	Restful or Safe Place	Other Features	Total
<b>Valid Party Size (N)</b>	<b>79,658</b>	<b>93,512</b>	<b>20,074</b>	<b>2,294</b>	<b>21,660</b>	<b>9,022</b>	<b>11,158</b>	<b>5,773</b>	<b>15,084</b>	<b>1,846</b>	<b>78,023</b>	<b>64,384</b>	<b>39,815</b>	<b>442,204</b>
<b>(%)</b>	<b>(18.0%)</b>	<b>(21.1%)</b>	<b>(4.5%)</b>	<b>(0.5%)</b>	<b>(4.9%)</b>	<b>(2.0%)</b>	<b>(2.5%)</b>	<b>(1.3%)</b>	<b>(3.4%)</b>	<b>(0.4%)</b>	<b>(17.6%)</b>	<b>(14.6%)</b>	<b>(9.0%)</b>	<b>(100.0%)</b>
<b>Education</b>														
Some school	1.7	1.2	0.5	1.0	2.2		0.4	10.5	0.1		1.6	2.1	0.2	1.4
High school diploma	9.9	10.0	9.7	8.5	15.4	6.8	18.6	1.3	3.2	3.6	13.6	11.1	6.9	10.5
Some post-secondary	10.8	8.9	7.4	12.4	18.2	14.1	12.6	4.3	9.2	21.7	10.0	11.9	12.5	10.8
Graduated community/technical college	22.8	29.8	24.0	34.3	28.1	22.9	20.0	16.6	34.6	50.0	27.9	31.2	26.6	27.5
Graduated university (undergraduate)	26.2	27.6	32.4	25.0	14.5	26.9	22.0	39.1	23.4	17.8	25.1	28.7	29.7	26.6
Post graduate degree/Professional designation	28.5	22.5	25.8	18.8	21.5	29.3	26.1	28.2	29.5	6.9	21.4	14.9	24.1	23.0
Not Stated	0.1	0.0	0.1				0.3				0.4	0.1	0.0	0.1
<b>Employment</b>														
Working full time	42.2	53.7	49.1	29.7	48.5	39.5	54.8	28.8	46.5	26.6	40.9	57.3	55.0	48.5
Working part time or seasonally	6.3	7.5	10.0	10.2	6.3	0.9	2.5	9.0	9.8	13.4	8.1	7.0	6.3	7.1
Unemployed	0.6	1.4	2.2	1.8	1.2	0.4	3.0	1.1	0.2		0.7	0.0	0.6	0.9
Retraining or upgrading	0.3	0.1	0.1		0.1	0.2			0.2		0.3		0.1	0.1
Retired	43.7	28.1	28.4	58.3	39.5	56.9	32.6	56.7	40.8	60.0	41.0	31.0	31.5	36.3
Homemaker	3.5	4.0	6.7		2.7	0.3	2.5	0.9	0.2		5.4	2.3	1.6	3.4
Student	1.6	3.6	3.0		1.0		1.2	0.2	1.9		1.2	0.9	1.5	1.8
Other	1.6	1.5	0.4		0.8	1.7	3.2	3.3	0.3		2.2	1.4	3.4	1.7
Not Stated	0.1	0.0	0.1				0.3				0.4	0.1	0.0	0.1

Note: ‘Blank in some cells’ indicates ‘not applicable’ rather than ‘zero’ because there are no samples in the specific segments.

Approximately **82.2 percent** of Anne Visitors noted that they have graduated from either a community/technical college (24.0 percent), university (32.4 percent) or with a post-graduate degree/professional designation (25.8%). This compares to an average of **77.5 percent** for all PEI overnight visitor parties.



Anne Visitors are less likely to be retired (28.4 percent versus 36.3 percent) and slightly more likely to be working part or full-time (59.1 percent versus 55.6 percent) than the average overnight pleasure visitor to PEI.

ANNUAL HOUSEHOLD INCOME

**Table 9: Annual Household Income by Primary Feature that Attracted Visitors to PEI (%)**

	Natural Beauty and Pastoral Settings	Beaches and Coast Line	World of Anne of Green Gables	Birthplace of Conf. Attractions	Festivals Events or Concerts	Golf	Culinary	Culture	Nature-based Outdoor Activities	Indigenous or Acadian Culture	Visiting Friends or Relatives	Restful or Safe Place	Other Features	Total
<b>Valid Party Size (N)</b>	79,658	93,512	20,074	2,294	21,660	9,022	11,158	5,773	15,084	1,846	78,023	64,384	39,815	442,204
<b>(%)</b>	<b>(18.0%)</b>	<b>(21.1%)</b>	<b>(4.5%)</b>	<b>(0.5%)</b>	<b>(4.9%)</b>	<b>(2.0%)</b>	<b>(2.5%)</b>	<b>(1.3%)</b>	<b>(3.4%)</b>	<b>(0.4%)</b>	<b>(17.6%)</b>	<b>(14.6%)</b>	<b>(9.0%)</b>	<b>(100.0%)</b>
<b>Annual Household Income</b>														
Under \$40,000	10.2	12.4	9.8	23.5	11.4	1.4	12.0	8.2	5.4	18.9	12.5	8.9	7.3	10.4
\$40,000 to \$59,999	14.9	14.7	16.0	7.4	16.1	8.8	7.7	12.7	10.2	5.9	13.3	14.9	14.1	14.0
\$60,000 to \$79,999	15.3	15.8	19.5	15.6	13.5	12.2	11.6	20.9	18.2	22.8	18.3	17.8	8.6	15.9
\$80,000 to \$99,999	13.5	13.6	13.7	7.7	12.6	17.4	12.7	10.6	15.8	7.7	10.6	12.5	15.8	13.1
\$100,000 to \$124,999	11.8	13.5	12.5	15.5	13.8	14.2	17.7	11.6	13.1	17.8	8.8	14.4	16.6	12.8
\$125,000 to \$149,999	6.4	8.2	4.6	6.3	8.6	1.2	6.7	9.0	8.9	4.4	5.5	8.0	11.9	7.4
\$150,000 to \$174,999	4.8	6.4	7.8	0.5	9.0	7.7	2.6	9.4	4.6	12.8	7.2	5.2	5.6	6.1
\$175,000 to \$199,999	2.6	3.3	2.3	8.1	0.2	11.5	1.9	7.0	1.2		3.2	2.0	1.7	2.7
\$200,000 or more	6.9	5.4	3.5	6.1	2.4	6.6	12.9	1.2	10.3		2.9	5.8	6.6	5.5
Not Stated	13.5	6.9	10.3	9.3	12.4	18.9	14.1	9.4	12.3	9.8	17.7	10.6	12.0	12.1

Note: 'Blank in some cells' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

Anne Visitors' reported household incomes that are more likely to be on the low-end of the spectrum when compared to the average overnight pleasure visitor to PEI. Anne Visitors are more likely to earn household incomes below \$100,000 (59 percent versus 53.4 percent) than the average overnight pleasure visitor to PEI. While 30.7 percent of Anne Visitors earn household incomes in excess of \$100,000, versus 35.3 percent for the average overnight visitor. As noted earlier, despite household incomes that skew to the low-end of the scale, Anne Visitors are among PEI's high-yield visitor segments, spending an average of \$110.91 per person per night.