



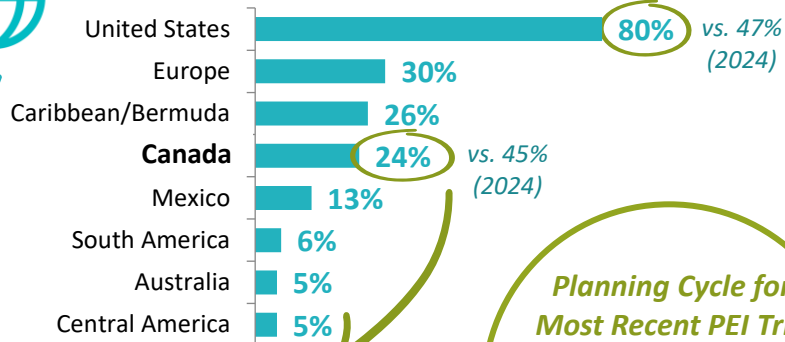
Recent Travel Activity



On average, US travellers took **5** out of state trips in recent years



Top Destinations Travelled in Recent Years



Planning Cycle for Most Recent PEI Trip

60% Took 4+ months to plan their NB trip
58% Booked up to 3 months in advance

Awareness & Familiarity



48% of US travellers are aware of PEI

Of those aware...

55% are familiar with what there is to see and do on the Island



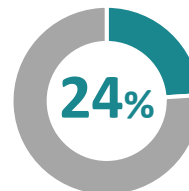
22%

of US travellers recalled recent travel advertising or promotions over the past year specifically for Prince Edward Island



Of those who recently visited Canada went to Prince Edward Island (Mid-Atlantic: 11% vs. New England: 7%)

Future Travel Considerations



Of US travellers are 'actively planning' a trip to Canada (vs. 42% in 2024)



70% of US travellers are likely to consider travel to at least one Atlantic Canada province in the next 2 years (vs. 79% in 2024)

54% would consider travel to Prince Edward Island in the next 2 years

Profile of Visitors to PEI (in past 2-3 yrs)

(n=47)*

Avg. # of Trips Taken (Any Location)	7.6	Gender	
		Man	58%
		Woman	42%
% Recently Travelled to Other Atl. Prov.		Age	
NS	50%	18-34	32%
NL	25%	35-54	46%
NB	24%	55-75	22%



Place importance on having a direct flight option when considering an Atlantic Canada vacation

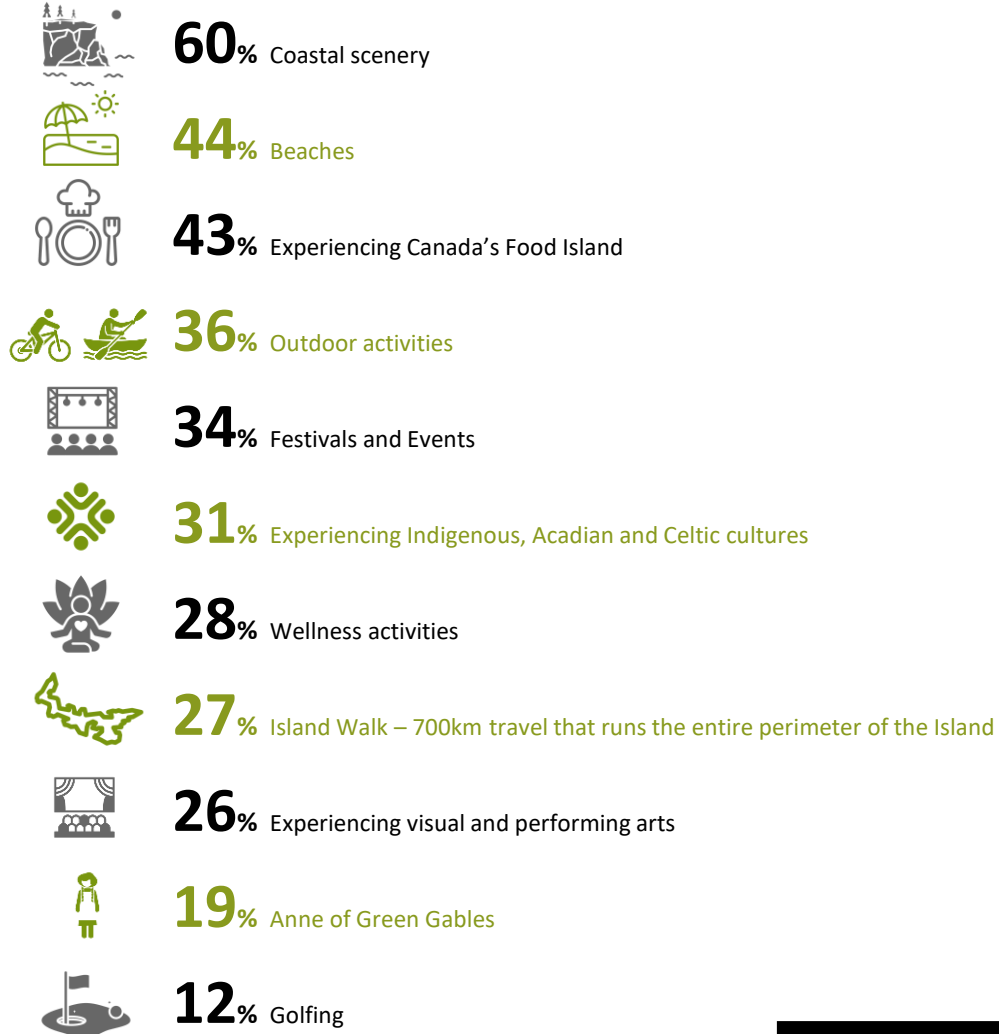


% Likely to Visit PEI as Part of a Canadian Vacation Among Those Open to Taking a Canadian Trip

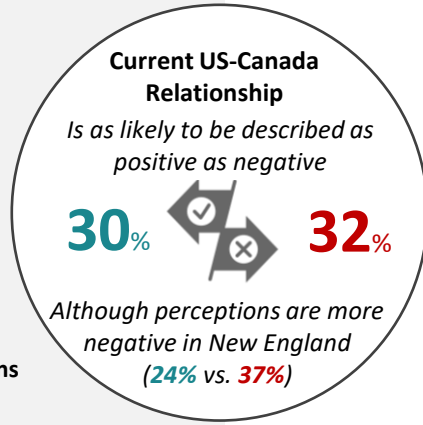




Main Motivating Factors to Visit PEI



Perceptions of US-Canada Travel & Geopolitical Situation



Key Considerations

1. US travel patterns have shifted, at least in the near term.
2. Concerns about feeling welcome, as well as issues related to safety, border crossing, and cost, may continue to affect travel to Canada and Atlantic Canada.
3. Despite near-term travel impacts and concerns, there remains a strong opportunity to maintain visibility and remain top-of-mind with US travellers.
4. Air access is critical.