

Tourism PEI Valuation of NHL Partnership Study | Report

JULY 15th, 2026

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Background & Methodology

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Study Objectives

By combining **SponsorPulse's assessment of market value** with **IMI's measurement of consumer impact**, the study provides a comprehensive evaluation of sponsorship performance—measuring both the value of the rights acquired and the value those rights generate with consumers. This integrated framework allows organizations to move beyond traditional asset valuation and quantify sponsorship performance in terms of measurable business outcomes, consumer influence, and long-term return on investment.

Objectives

The objective of this work was to provide Tourism PEI with a comprehensive assessment of the value generated through its NHL partnership by combining two complementary approaches:

- Estimate the market value of the sponsorship assets based on existing information, comparable sponsorship valuations, and historical performance.
- Estimate the consumer impact created by the partnership, including the influence on awareness, perceptions, consideration, advocacy, and future behaviour.
- Provide an evidence-based estimate of total sponsorship value across Years 1 and 2, while identifying the additional research required to produce a fully quantified ROI and economic impact assessment.
- Evaluate the current Year 3 partnership through primary consumer research to establish both current value and future return on investment.

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Overview of Study Design

The valuation combines the complementary strengths of SponsorPulse™ and IMI International to provide a more complete assessment than either approach alone.

Completed Prior to This Study

PHASE 1

HISTORICAL PARTNERSHIP VALUATION (YRS 1 & 2)

- Using existing sponsorship information, historical data and proprietary valuation methodologies, IMI and SponsorPulse estimated the total value created by Tourism PEI's NHL partnership across key assets including:
  - NHL All-Star Game
  - 4 Nations Face-Off
  - NHL Game-related exposure and activation
  - Associated partnership assets
- This work produced an estimated total partnership value range of $6.7M–$10.4M, excluding the broader economic impact generated through tourism and destination visitation, which would require separate

CURRENT FOCUS

PHASE 2

YEAR 3 CONSUMER IMPACT & ROI MEASUREMENT

- To provide a fully quantified valuation of the current partnership, IMI recommends primary consumer research across the partnership's most important markets (Atlantic Canada, Ontario, Quebec and Alberta and Northeastern United States)
- Deliverables:
  1. Overall sponsorship awareness
  2. Attribution of Tourism PEI to the NHL partnership
  3. Brand perception and destination favourability
  4. Travel consideration and behavioural intent
  5. Advocacy and recommendation
  6. Incremental value generated by the partnership
  7. Overall sponsorship ROI
  8. Value created to date and projected future value as exposure increases

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Overview of Methodology

Screening Criteria

Canadians & New England State Residents aged 18 to 70, who have travelled in the past year, with no critical industry affiliations

Oversample of Key Canadian Regions (ATL, QC, ON, AB & BC) also achieved

Timeline

June 12th – 24th, 2026

Methodology

14-minute survey online

Sample

Total Canada: n=1699 (includes n=1184 OS)

Atlantic Residents: n=511 (includes n=480 OS)

Total New England: n=450

Total CA NHL Fans: n=1,214

Total NE NHL Fans: n=262

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Questionnaire Design & Flow

SECTION 1

SCREENING AND GENERAL LANDSCAPE

- Key Demographics (Age, Gender, Region)
- Regional Qualification
- Personally travelled in the past year (any type)
- *Additional demographic and profiling questions ask at end of survey*

SECTION 2

PREVIOUS VACATION TRAVEL HABITS

- Travel habits when travelling for leisure/vacation (general)
- Who they travelled with, average length of stay, typical accommodations, planning, average spend
- Locations they have traveled to in the past

SECTION 3

DEEP DIVE INTO MOST RECENT PEI TRIP

- Understanding of their most recent trip to PEI in the Past 5 Years
- How they travelled, when they visited, how long they stayed, who they travelled with, accommodations, average spend, planning
- Future intent to travel to PEI

SECTION 4

NHL PARTNERSHIP INSIGHTS

- NHL fandom and engagement
- Campaign evaluation (see next slide for details), measuring recall and impact of historical PEI Tourism X NHL campaigns

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Overview of Campaign Tested

After evaluating consumers travel habits and intentions, all respondents were exposed to 2 pieces of stimuli that reflect historical PEI x NHL campaigns.

Respondents were shown (1) the "Hockey Fans Come to Play" TV Spot and (2) a collage of examples from previous campaigns.

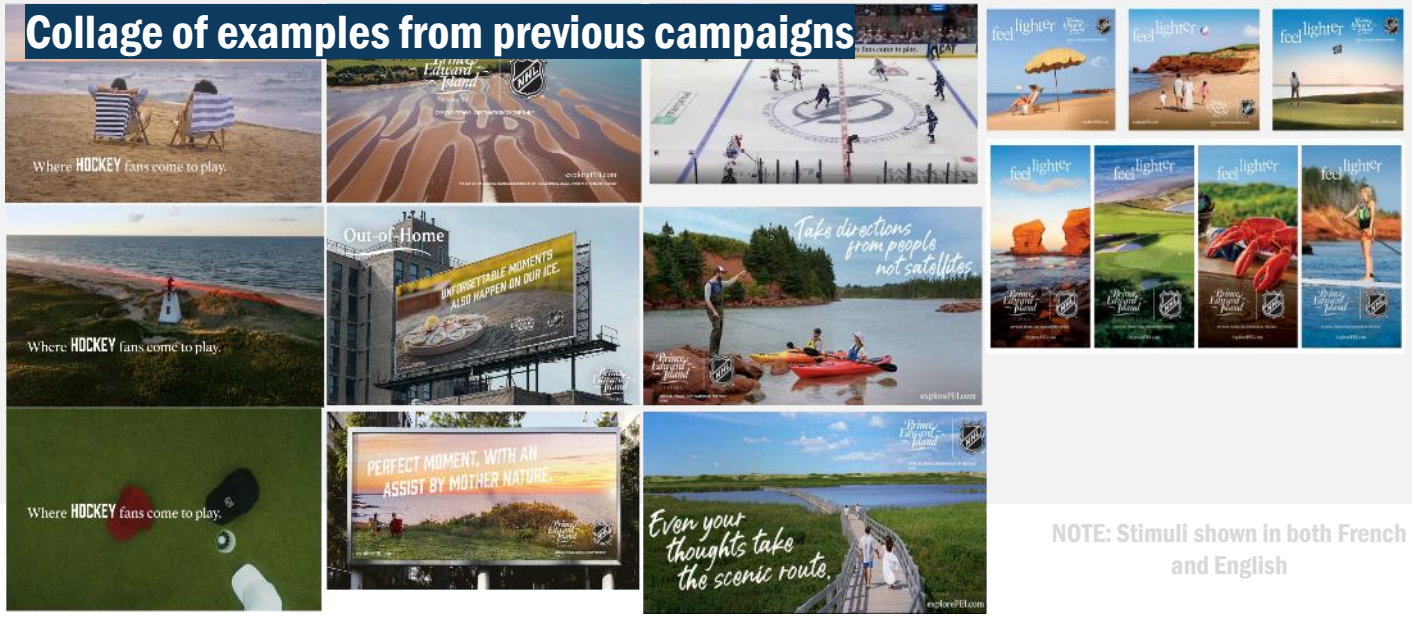
Once they viewed *both* stimuli, there were asked a series of questions on their thoughts and opinions of the campaign. Questions asked included:

- Awareness, familiarity, source of awareness
- Message comprehension
- First thoughts & feelings, what they liked
- Impact on behaviour and action likely to take as a result

"Hockey Fans Come to Play" TV Spot

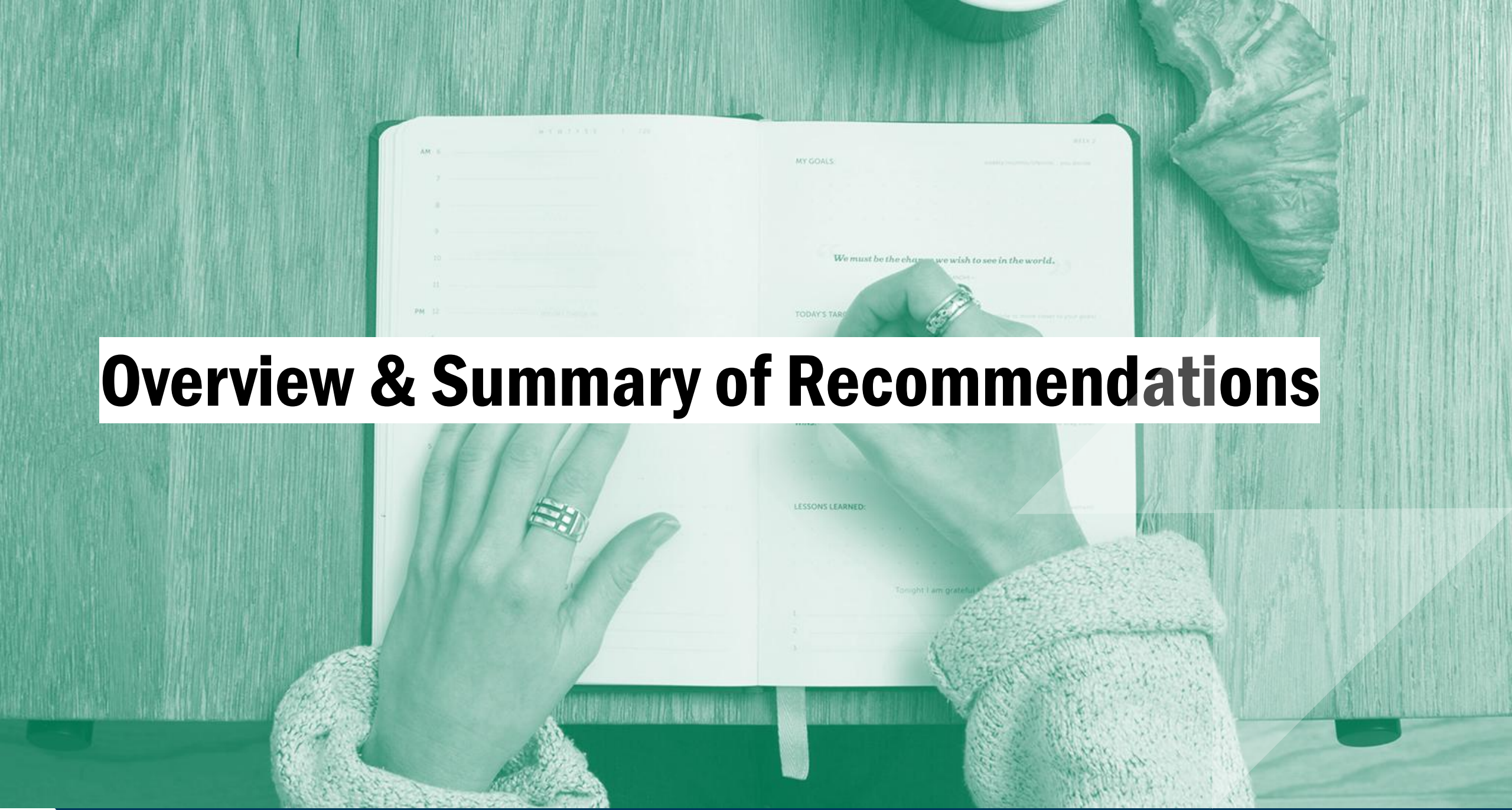


Collage of examples from previous campaigns



NOTE: Stimuli shown in both French and English

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Overview & Summary of Recommendations

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From Awareness to Action: Measuring the True ROI of Tourism Marketing Spend ($)

The ultimate objective of marketing, advertising and sponsorship is not simply to create awareness—it is to generate measurable business outcomes. Effective campaigns must succeed across three progressive stages. First, they must **reach** consumers by building awareness. Second, they must **influence** perceptions by increasing interest, favourability and consideration. Most importantly, they must inspire **action**—encouraging behaviours that move consumers closer to visiting the destination.

At IMI International, our evaluation extends well beyond traditional awareness metrics. While awareness is an essential first step, it is only valuable if it leads to meaningful consumer actions that ultimately contribute to tourism growth and return on investment. Our Action Framework measures the extent to which campaigns motivate consumers to actively engage with the destination.

Within this study, we evaluate a broad range of behaviours that represent increasing levels of travel intent, including:

- Searching online for Prince Edward Island travel information.
- Visiting tourism and travel websites.
- Searching through Google, travel booking platforms and AI tools such as ChatGPT, Claude and Gemini.
- Talking with friends and family about visiting PEI.
- Seeking travel recommendations from others.
- Researching accommodations, pricing and transportation.
- Planning future trips.
- Ultimately booking or visiting Prince Edward Island.

These actions provide the strongest indication that the campaign is successfully moving consumers through the travel decision journey—from awareness, to consideration, to intent, and ultimately to visitation. Measuring these behaviours enables Tourism PEI to quantify not only the campaign's communications effectiveness, but also its ability to generate tangible tourism outcomes and maximize the return on marketing investment.

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Overall Summary

The findings indicate that the **Tourism PEI–NHL partnership is performing strongly across the three fundamental objectives of destination marketing: Reach, Influence and Action**. The campaign has generated broad awareness, strengthened interest in visiting Prince Edward Island and motivated substantial numbers of consumers to undertake behaviours that respondents **state were taken as a direct result of seeing the Tourism PEI campaign**.

Across Canada and the Northeast United States:

- **6.45 million** consumers report taking **at least one action** as a direct result of the campaign.
- **5.69 million** sought additional information about Prince Edward Island online.
- **3.68 million** discussed Prince Edward Island with friends, family or others.
- **2.92 million** progressed to researching accommodations, transportation, planning or booking travel.
- **315,000** reported booking or visiting Prince Edward Island.

The results are notable not only because of their scale, but because they are consistently observed across multiple audiences. The partnership demonstrates meaningful performance among **men and women, younger and older adults, long-time Canadians and newcomers to Canada, previous visitors and consumers who have never visited Prince Edward Island**. This breadth of engagement indicates the campaign is reaching existing tourism audiences while expanding awareness, consideration and travel planning among prospective future visitors.

Against IMI International's Action Standards, developed through the evaluation of thousands of marketing and sponsorship campaigns across more than 40 global markets, the Tourism PEI–NHL partnership demonstrates very strong performance throughout the consumer journey—from awareness, to destination interest, to campaign-attributed actions.

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Strategic Outlook Going forward – A Pipeline has been Created

The Tourism PEI–NHL partnership has established a **strong platform for future tourism growth by successfully moving millions** of consumers beyond awareness into active destination consideration and travel planning.

The partnership has created a substantial pipeline of prospective travellers:

- **8.5 million** consumers are aware of the Tourism PEI campaign.
- **4.0 million** state they would definitely consider visiting Prince Edward Island.
- **3.1 million** state they would definitely book a future trip.
- **2.6 million** have actively searched for PEI travel information through Google, Expedia or AI platforms.
- **1.2 million** have discussed or are actively planning a trip to Prince Edward Island.

Given the substantial future opportunity identified through this research, **it is important that Tourism PEI maintains a consistent national presence to convert today's awareness, consideration and travel planning into future bookings, visitation, repeat travel and advocacy.**

Based on the collective evidence—including campaign reach, consumer perceptions, destination interest, campaign-attributed behaviours and IMI International's comparative benchmarking and valuation framework—IMI International is confident in recommending the continuation and optimization of the Tourism PEI–NHL partnership over the next three to five years.

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Tourism PEI–NHL Partnership Valuation

Overall Conclusion

Based on the quantitative evidence, comparative benchmarking and proprietary valuation framework presented in this report, **IMI International is confident that the Tourism PEI–NHL partnership has delivered substantial measurable marketing value**.

The partnership is estimated to have generated:

- **$74.8 million to $346.5 million in gross layered comparative partnership value over approximately three years**

The results demonstrate strong and consistent performance across the complete destination-marketing journey:

1. **Reach**: 8.5 million consumers aware.
2. **Influence and Engagement**: 6.5 million reporting at least one campaign-attributed action.
3. **Travel Outcome**: 315,000 booking or visiting PEI as of June 2026

The NHL also remains the leading sports property in Canada and provides Tourism PEI with a premium national platform. Significant opportunity remains, as a substantial audience—including many NHL fans—has not yet become aware of the campaign.

Recommendation: Continue and Optimize

IMI International confidently recommends continuing and optimizing the Tourism PEI–NHL partnership over the next three to five years.

The recommendation is supported by:

- Robust quantitative research across Canada and priority Northeast U.S. markets.
- A significant value that far exceeds investment to date
- Consistently strong performance across reach, perception, travel interest and action.
- Results that compare favourably with IMI's established Action Standards.
- Significant measured engagement among both previous and prospective first-time visitors.
- Broad performance across gender, age, NHL fandom and time lived in Canada.
- Substantial remaining opportunity to expand campaign awareness and travel consideration.
- The continued strength of the NHL as Canada's premier national sports property.

Continued investment should be supported by ongoing creative optimization, activation planning and independent measurement to ensure Tourism PEI continues to expand reach, strengthen destination consideration and progress more consumers toward future travel.

This recommendation is based solely on the findings of the June 2026 research and the partnership's comparative performance against IMI International's established Action Standards and proprietary valuation framework, developed through the evaluation of more than 30,000 partnerships and thousands of campaigns across more than 40 global markets.

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IMI's Professional Opinion and Recommendation

- **Based on the evidence presented, IMI International recommends that Tourism PEI continue its partnership with the NHL over the next three to five years.** The NHL remains Canada's premier sports property, providing unmatched national reach and engagement within Tourism PEI's priority markets.
- Significant opportunity also remains as this partnership is many years from reaching the point of diminishing return. A substantial proportion of the target audience (Canadians and Northeast United States) have yet to become aware of the campaign, including many NHL fans. Continued investment, supported by ongoing optimization and measurement, provides a credible opportunity to expand campaign reach, strengthen destination consideration and increase the number of consumers progressing toward future travel to Prince Edward Island.
- **This recommendation is based solely on the findings of this research and the campaign's comparative performance against IMI International's Action Standards and evaluation framework, developed through the assessment of thousands of marketing, advertising and sponsorship campaigns worldwide.**

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Detailed Findings

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1. Awareness/Reach of the Campaign

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Awareness Created by the Campaign reached over 8,500,000 people in travel areas around Prince Edward Island.

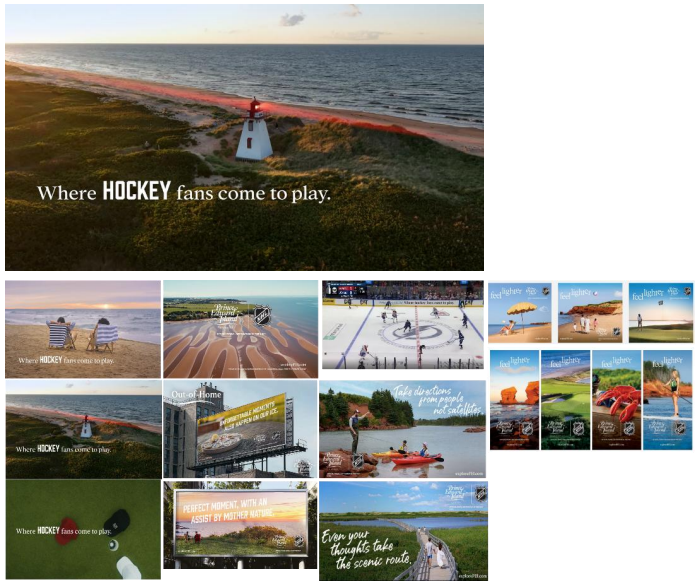
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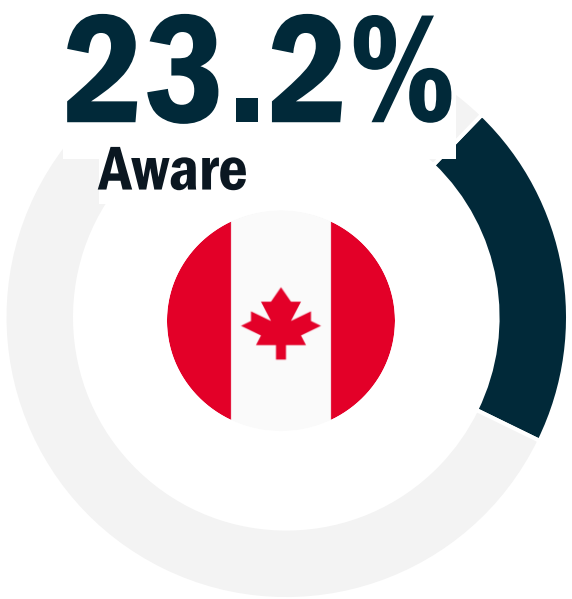
Canadians' Awareness of the Campaign

Based on a robust, nationally representative sample of 1,699 Canadians, the campaign has achieved a strong level of national awareness, reaching 23.2% of Canadians—equivalent to approximately 6.6 million people. This represents a solid foundation for a destination marketing initiative and provides a substantial audience from which to build greater attention, interest and consideration for Prince Edward Island. **With continued investment and optimization, a realistic strategic objective would be to increase awareness to approximately 40% over the next three years, expanding the campaign's influence and strengthening its ability to drive future visitation and tourism growth.**

PEI Tourism X NHL Campaign Reach (Aided)

% Among Total Gen Pop





6.56MM

Canadians Reached by the Campaign(s)

Q.51 Prior to this survey, do you recall seeing this NHL-PEI tourism campaign connected to Prince Edward Island shown in the images above?
Base: Total Canada (n=1,699)
NOTE: Sizing Based on an Estimated 28.3M CA Residents 18+

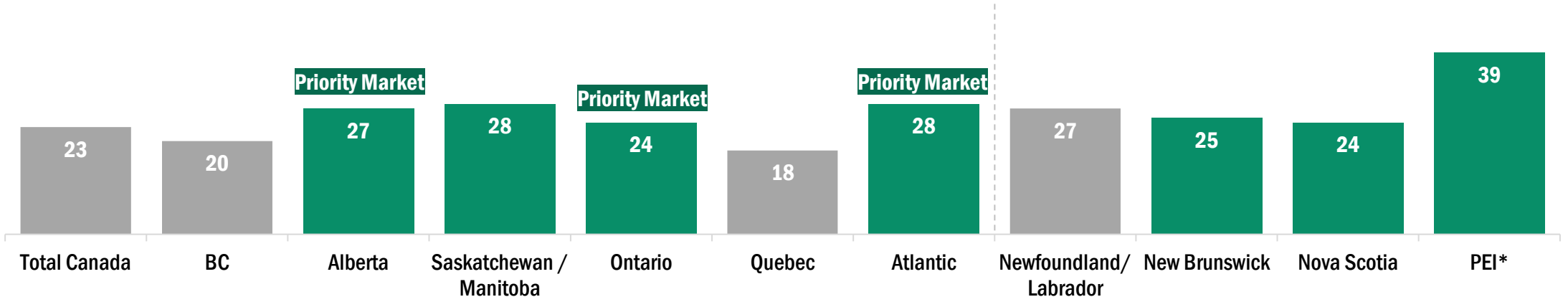
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Awareness of the Campaign – By Geography

The campaign has generated broad awareness well beyond its home region, while achieving significantly higher awareness in the strategic priority markets of Ontario and Atlantic Canada.

PEI Tourism X NHL Campaign Reach (Aided)

% Among Total Gen Pop



* Low base size, for directional results only
Q.51 Prior to this survey, do you recall seeing this NHL-PEI tourism campaign connected to Prince Edward Island shown in the images above?
Base: Total Canada (n=515); Northeast US (n=450)

= significantly higher than Total Canada at 95% CI

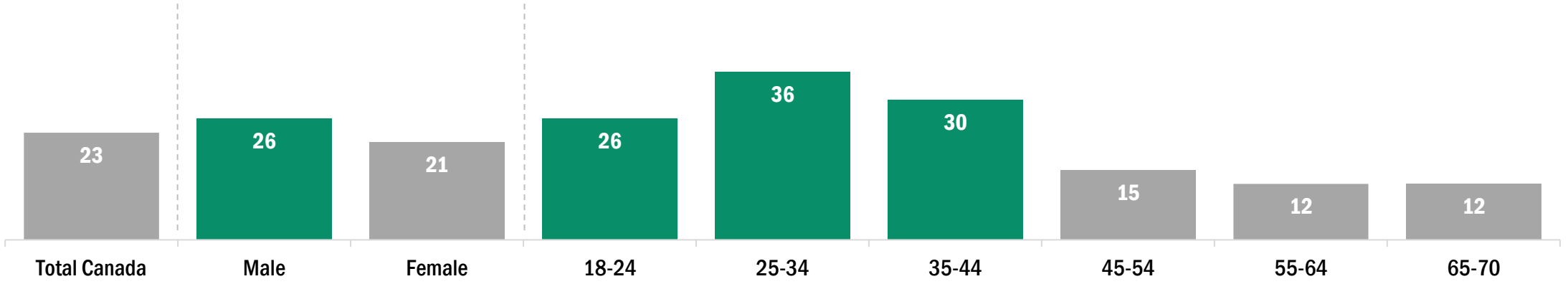
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Awareness of the Campaign – By Key Demographics

Campaign awareness is equally strong among men and women while over-indexing among Canadians aged 18–44. This is particularly encouraging, as these younger audiences represent the future of domestic travel. Reaching them today creates a long-term opportunity to build familiarity, consideration and repeat visitation to Prince Edward Island over the coming decades.

PEI Tourism X NHL Campaign Reach (Aided)

% Among Total Gen Pop



Q.51 Prior to this survey, do you recall seeing this NHL-PEI tourism campaign connected to Prince Edward Island shown in the images above?
Base: Total Canada (n=515)

= significantly higher than Total Canada at 95% CI

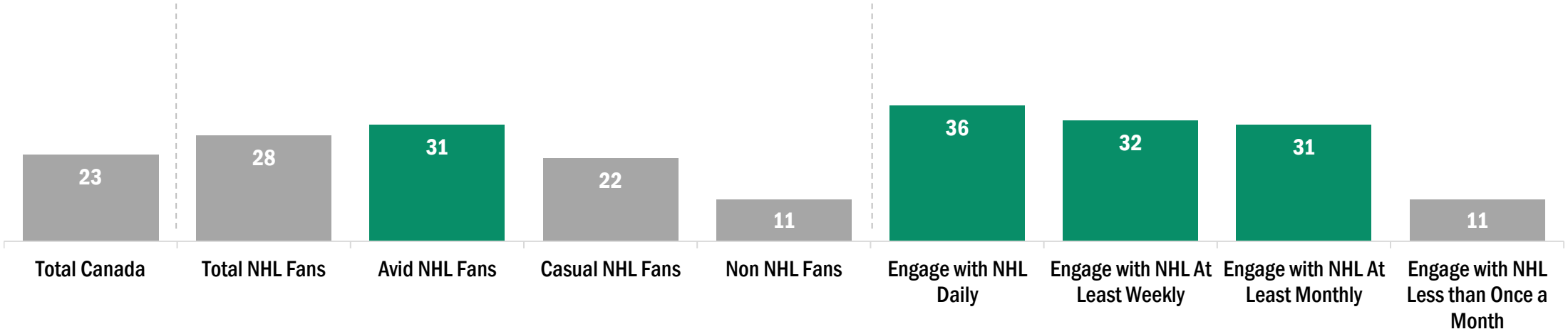
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Awareness of the Campaign – By NHL & Hockey Engagement

With 73% of Canadians identifying as NHL fans, the NHL provides an ideal platform to achieve broad national reach. Campaign awareness is strongest among NHL fans, validating the effectiveness of the partnership, while also generating meaningful awareness among non-fans—extending the campaign's influence beyond the sport and into the broader Canadian population.

PEI Tourism X NHL Campaign Reach (Aided)

% Among Total Gen Pop



Q.51 Prior to this survey, do you recall seeing this NHL-PEI tourism campaign connected to Prince Edward Island shown in the images above?
Base: Total Canada (n=515)

= significantly higher than Total Canada at 95% CI

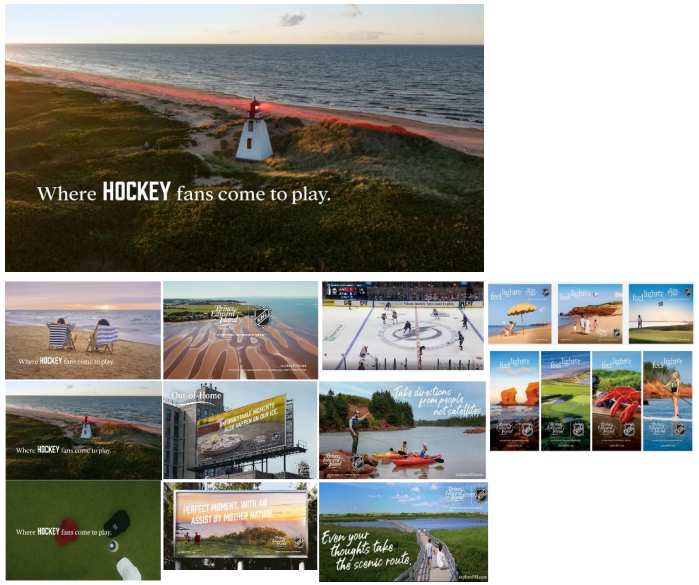
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North East USA Residents Aware of the Campaign

Survey's completed in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

PEI Tourism X NHL Campaign Reach (Aided)

% Among Total Gen Pop



19%
Aware



22% Among NHL Fans

2.0MM
North East USA Residents Reached by the Campaign(s)

25% of people in Massachusetts were aware

Q.51 Prior to this survey, do you recall seeing this NHL-PEI tourism campaign connected to Prince Edward Island shown in the images above?
Base: Northeast US (n=450)
NOTE: Sizing Based on an Estimated 10.1M NE US Residents 18+

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Approximately 70% of Canadians not yet aware of the Tourism PEI campaign are NHL fans, representing significant remaining upside. As Canada's most widely followed sports property—well ahead of the NFL, NBA, MLB and CFL—the NHL remains the premier platform to efficiently expand campaign awareness, strengthen destination consideration and reach millions of additional potential travellers.

Looking Forward:

The campaign has established a strong national foundation. Based on the current levels of awareness, reach and familiarity, Tourism PEI can confidently continue investing in this partnership over the next three to five years, with significant upside remaining to reach millions of additional Canadians and further strengthen destination consideration.

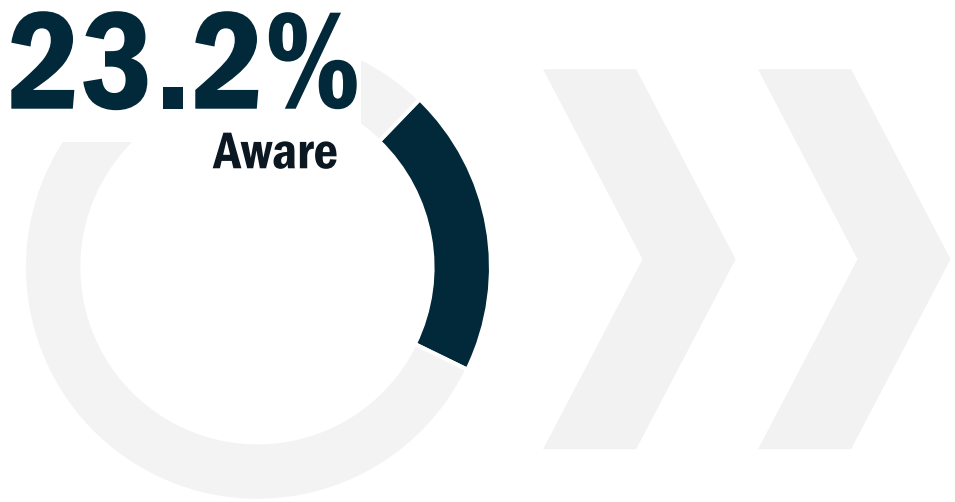
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Canadians' Awareness of the Campaign

Campaign familiarity now exceeds 80%—an excellent result compared with IMI's Action Standards across 20,000+ campaigns. Recent campaign activity has significantly accelerated both awareness and familiarity, demonstrating that continued investment is successfully strengthening Prince Edward Island's presence in consumers' minds.

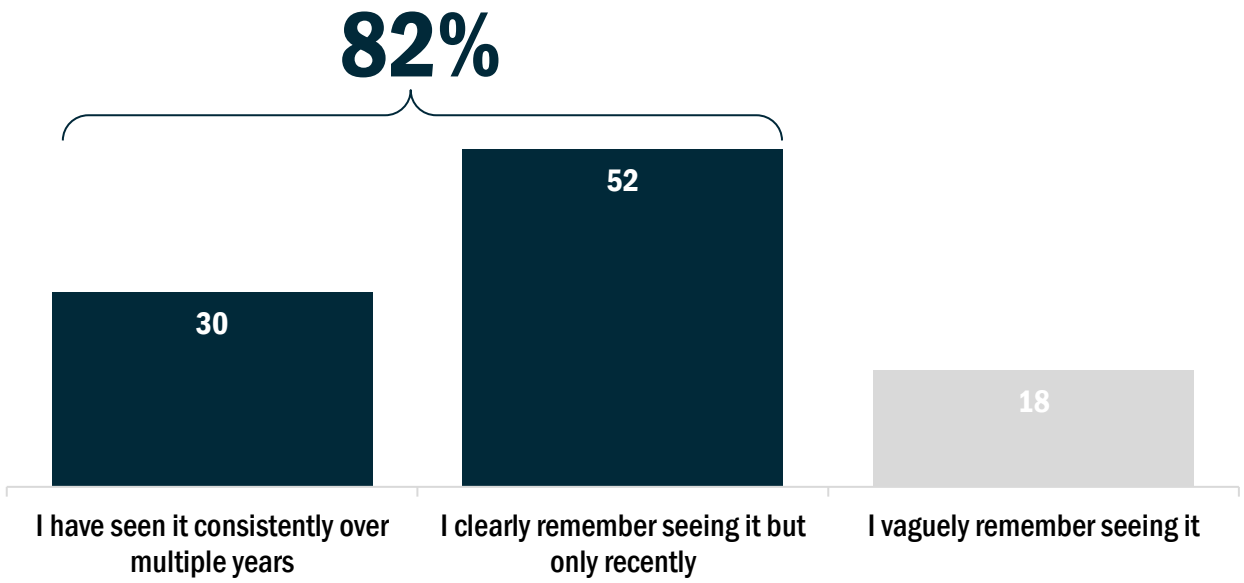
PEI Tourism X NHL Campaign Reach (Aided)

% Among Total Gen Pop



Familiarity with PEI Tourism X NHL Campaign

% Among Total Aware of Campaign



Q.51 Prior to this survey, do you recall seeing this NHL-PEI tourism campaign connected to Prince Edward Island shown in the images above?
Q. Which of the following best describes your familiarity with this campaign?
Base: Total Canada (n=1,699)

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2. Perception of the Campaign

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Perceptions of the Campaign

Campaign perception is exceptionally strong, with approximately 70% of consumers expressing a positive reaction and fewer than 4% reporting a negative impression across Canada and the Northeast U.S. These results outperform IMI's Action Standards and indicate the campaign is successfully changing perceptions while building the attention, consideration and intent required to drive future visitation to Prince Edward Island.

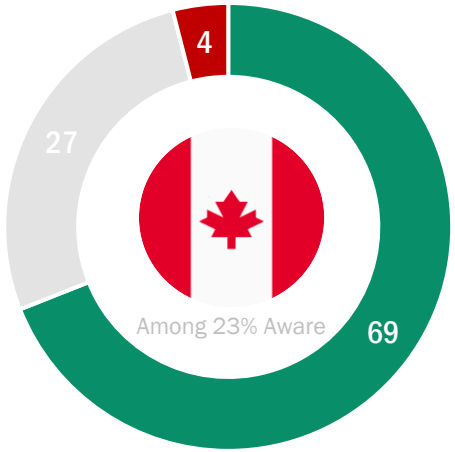
Reaction Towards The Campaign

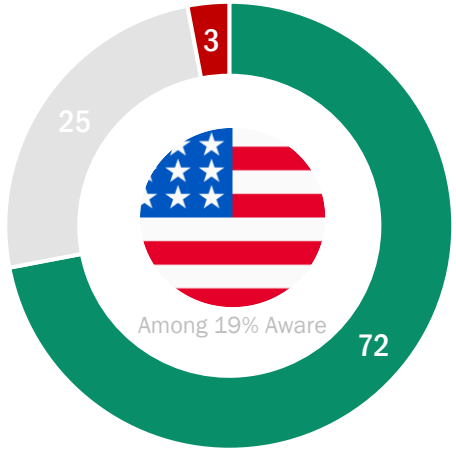
% Among Aware of Campaign

IMI Performance Rating



Indicates top 10% of Campaigns





- Positive
- Neutral
- Negative

IMI Benchmark
Positive >50%
Negative <10%

Q. Overall, how positive or negative are your feelings toward this campaign?
Base: Aware Canada (n=395), Aware NE US (n=85)

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3. Interest in Visiting PEI as a Result of the Campaign

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Interest in Visiting PEI Created by the Campaign

The Tourism PEI campaign is generating a significant and positive impact on interest in visiting PEI. Among those aware of the campaign, 52% in Canada and 58% across key USA markets report increased interest in travelling to PEI—well above IMI's Targets of 35%. With fewer than 5% reporting a negative impact, the results confirm that the creative, messaging and execution have done an excellent job of priming consumers across Canada and the NE U.S. to consider and ultimately visit PEI.

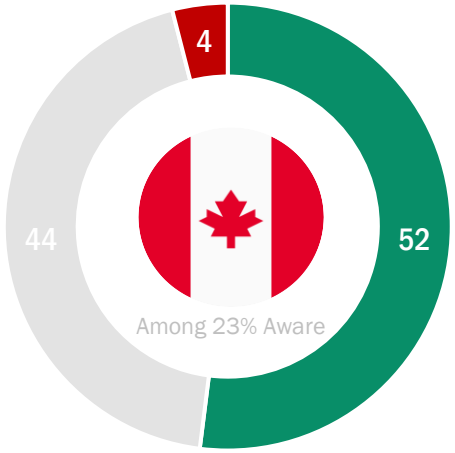
Impact of the Campaign on Interest in Visiting

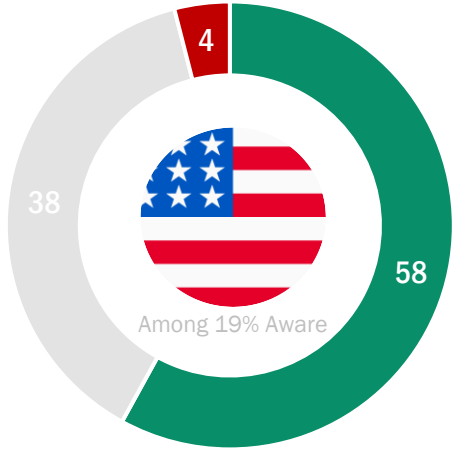
% Among Aware of Campaign

IMI Performance Rating



Indicates top 10% of Campaigns





- Increased
- No Change/Impact
- Decreased

IMI Benchmark
Positive >35%
Negative <10%

Q.How does this campaign impact your interest in visiting Prince Edward Island?
Base: Aware Canada (n=395), Aware NE US (n=85)

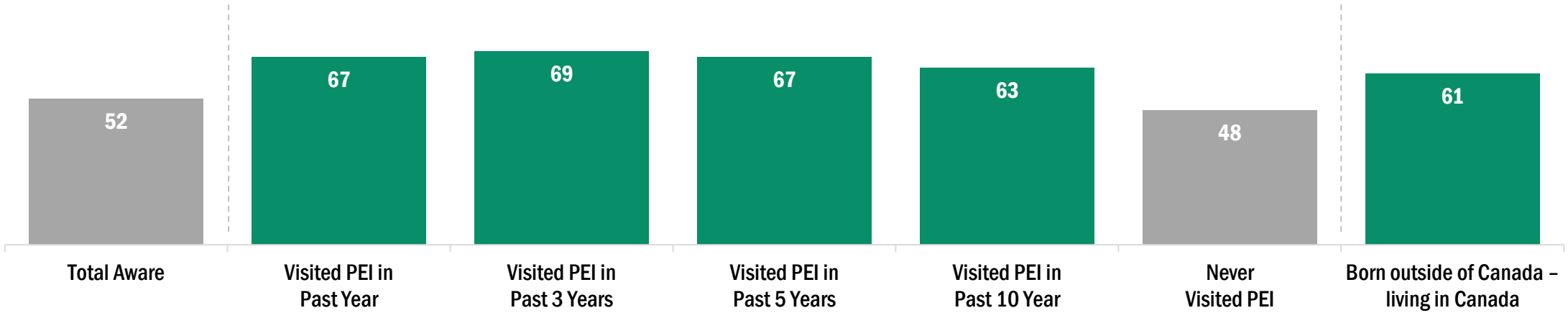
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Interest in Visiting PEI Created by the Campaign

The campaign is performing exceptionally well across all visitor profiles, increasing interest among recent visitors, past visitors and—most importantly—Canadians who have never visited Prince Edward Island, and Newcomers to Canada that were born outside of our country. Influencing first-time visitors is the ultimate objective of destination marketing, making this one of the strongest indicators of the campaign's success and a significant achievement for the Tourism PEI–NHL partnership.

Impact of the Campaign on Interest in Visiting – INCREASED Interest in Visiting PEI

% Selected Increased, Among Aware of Campaign



= significantly higher than Total at 95% CI

Q.How does this campaign impact your interest in visiting Prince Edward Island?
Base: Aware Canada (n=395)

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4. Actions Taken Due To The Campaign

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From Awareness to Action: Measuring the True ROI of Tourism Marketing

From Awareness to Action: The objective of marketing, advertising and sponsorship is to progress consumers through three stages:



REACH

Build awareness



INFLUENCE

Increase interest, favourability and consideration



ACTION

Encourage behaviours associated with future visitation

While awareness is an essential first step, Tourism PEI's long-term objective is to encourage measurable consumer actions that move people closer to visiting Prince Edward Island. To assess this, respondents were asked: **"As a result of seeing this campaign, which actions, if any, have you taken?"**

Respondents were presented with an aided list of actions aligned with the partnership objectives, together with **"None of the above".** The wording **"if any"** and the explicit opt-out were included to minimize response bias and avoid any expectation that an action should be reported.

Actions measured included online searches, tourism website visits, discussions with family and friends, travel recommendations, AI and booking platform searches, researching accommodations and transportation, planning future trips, and ultimately booking or visiting PEI.

Results represent **self-reported behaviours that respondents attribute to the campaign.** Although survey research cannot independently verify individual actions, this methodology has been consistently applied by **IMI International and SponsorPulse across thousands of campaigns in more than 40 markets worldwide**, providing a robust and comparable framework for evaluating whether campaigns are associated with meaningful consumer engagement beyond awareness.

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Action and Impact the PEI NHL Partnership has Created

Tourism PEI–NHL partnership is generating substantial consumer action. Among consumers aware of the campaign, 75.9% of Canadians and 74.9% of consumers in the Northeast U.S. report taking at least one action associated with the travel planning process. The consistency of these results across both markets is a strong indicator that the campaign is successfully moving consumers beyond awareness and consideration.

The findings are particularly credible because respondents had no incentive to report taking an action. The question explicitly asked, "Which actions, if any, have you taken?" and included "None of the above" as an equally valid response. Approximately one-quarter of respondents selected no action, while the remaining respondents reported a wide range of behaviours—from researching accommodations (20.2%) and transportation (15–15.4%), to planning future travel (9.5–15.1%) and ultimately booking or visiting PEI (3.4–3.8%). This distribution demonstrates thoughtful response rather than uniformly positive reporting.

Although individual actions cannot be independently verified through survey research, this methodology provides a robust and credible measure of campaign-attributed behaviour and has been applied consistently by IMI International and SponsorPulse across thousands of campaigns in more than 40 markets worldwide. Against these benchmarks, action levels approaching 75% among consumers aware of a campaign represent exceptionally strong performance and provide compelling evidence that the Tourism PEI–NHL partnership is influencing meaningful consumer behaviours associated with future travel.

Impact of Campaign on Behaviours % Among Aware of Campaign	% Among Aware (CA)	% Among Aware (NE US)
ANY ACTION (NET 1+)	76%	75%
ANY Search for More Info (Online/Google etc.)	66%	69%
Searched online for PEI travel information	32%	30%
Searched using Google or another search engine	32%	25%
Visited a tourism/travel website	25%	24%
Searched using AI tools such as ChatGPT, Claude, or Gemini	20%	28%
Searched on Expedia or another travel booking platform	16%	23%
ANY Talk Value (Talk with friends/family etc.)	43%	44%
Talked to friends/family about visiting PEI	32%	31%
Asked others for travel recommendations about PEI	22%	19%
ANY Planning (planned/looked/booked)	35%	33%
Looked at accommodations or pricing	20%	20%
Looked at flights or transportation options	15%	15%
Discussed/planned a future trip	15%	10%
Booked or visited PEI	4%	3%
Did Nothing	24%	25%

Q.59 As a result of seeing this campaign, which actions, if any, have you taken?
Base: Aware Canada (n=395), Aware NE US (n=85)

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Action and Impact the PEI NHL Partnership has Created

The Tourism PEI–NHL partnership has generated substantial consumer engagement across Canada. Among Canadians aged 18–70 who are aware of the campaign, an estimated 5.0 million report taking at least one action associated with planning or considering a trip to Prince Edward Island. The scale of these behaviours demonstrates meaningful movement beyond awareness into active destination consideration.

- 5.0 million Canadians took at least one attributed action.
- 2.1 million searched online for information about PEI.
- 2.1 million talked with friends or family about visiting PEI.
- 1.33 million researched accommodations or pricing.
- 1.01 million looked at flights or transportation options.
- 989,000 discussed or planned a future trip to PEI.
- 249,000 reported booking or visiting Prince Edward Island.

Collectively, these findings demonstrate substantial consumer engagement across multiple stages of the travel decision journey—from initial information seeking and word-of-mouth advocacy through to active trip planning and reported visitation.

Impact of Campaign on Behaviours % Among Aware of Campaign	% Among Aware (CA)	# Canadians Taking Action
ANY ACTION (NET 1+)	76%	4.97MM
ANY Search for More Info (Online/Google etc.)	66%	4.34MM
Searched online for PEI travel information	32%	2.06MM
Searched using Google or another search engine	32%	2.09MM
Visited a tourism/travel website	25%	1.63MM
Searched using AI tools such as ChatGPT, Claude, or Gemini	20%	1.29MM
Searched on Expedia or another travel booking platform	16%	1.02MM
ANY Talk Value (Talk with friends/family etc.)	43%	2.80MM
Talked to friends/family about visiting PEI	32%	2.08MM
Asked others for travel recommendations about PEI	22%	1.42MM
ANY Planning (planned/looked/booked)	35%	2.26MM
Looked at accommodations or pricing	20%	1.33MM
Looked at flights or transportation options	15%	1.00MM
Discussed/planned a future trip	15%	989K
Booked or visited PEI	4%	249K
Did Nothing	24%	1.57MM

Q.59 As a result of seeing this campaign, which actions, if any, have you taken?
Base: Aware Canada (n=395)

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Action and Impact the PEI NHL Partnership has Created

The Tourism PEI–NHL partnership is generating meaningful engagement across the Northeast United States. Within the six-state region of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont (approximately 10.7 million adults aged 18–70), an estimated 1.47 million people report taking at least one action associated with planning or considering a trip to Prince Edward Island. The consistency of these findings with Canada demonstrates the campaign's ability to influence consumer behaviour across one of Tourism PEI's highest-priority international markets.

- 1.47 million adults took at least one attributed action.
- 580,000 searched online for information about PEI.
- 441,000 talked with friends or family about visiting PEI.
- 400,000 researched accommodations or pricing.
- 300,000 looked at flights or transportation options.
- 190,000 discussed or planned a future trip to PEI.
- 66,000 reported booking or visiting Prince Edward Island.

Collectively, these results demonstrate substantial engagement throughout the Northeast U.S., with hundreds of thousands of consumers progressing from campaign awareness to active travel research and planning. This provides Tourism PEI with a strong foundation to convert growing interest into future visitation from one of its most accessible and strategically important U.S. markets.

Impact of Campaign on Behaviours % Among Aware of Campaign	% Among Aware (us)	# NE US Residents Taking Action
ANY ACTION (NET 1+)	75%	1.47MM
ANY Search for More Info (Online/Google etc.)	69%	1.35MM
Searched online for PEI travel information	30%	582K
Searched using Google or another search engine	25%	483K
Visited a tourism/travel website	24%	468K
Searched using AI tools such as ChatGPT, Claude, or Gemini	28%	555K
Searched on Expedia or another travel booking platform	23%	452K
ANY Talk Value (Talk with friends/family etc.)	44%	872K
Talked to friends/family about visiting PEI	31%	607K
Asked others for travel recommendations about PEI	19%	366K
ANY Planning (planned/looked/booked)	33%	653K
Looked at accommodations or pricing	20%	397K
Looked at flights or transportation options	15%	295K
Discussed/planned a future trip	10%	186K
Booked or visited PEI	3%	66K
Did Nothing	25%	494K

Q.59 As a result of seeing this campaign, which actions, if any, have you taken?
Base: Aware NE US (n=85)

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Action and Impact the PEI NHL Partnership has Created

The Tourism PEI–NHL partnership has generated substantial consumer engagement across Canada and the Northeast United States. Based on the measured markets, an estimated 6.45 million consumers report taking at least one campaign-attributed action, with more than 2.9 million progressing to higher-value travel planning behaviours, including researching accommodations, transportation, discussing future travel or ultimately booking or visiting Prince Edward Island.

- The scale of engagement is significant:
- 6.45 million people took at least one campaign-attributed action.
- 5.69 million actively searched online or sought additional information about PEI.
- 3.68 million discussed Prince Edward Island with friends, family or others.
- 2.92 million researched, planned or booked travel to PEI.
- 1.72 million researched accommodations or pricing.
- 1.30 million looked at flights or transportation options.
- 1.18 million discussed or planned a future trip.
- 315,000 reported booking or visiting Prince Edward Island.

Collectively, these findings demonstrate that the Tourism PEI–NHL partnership is achieving more than broad awareness. It is engaging millions of consumers across the travel decision journey—from information seeking and word-of-mouth to active trip planning and reported visitation. Against IMI International's Action Standards, the breadth and scale of these campaign-attributed behaviours represent a strong indication that the partnership is making a meaningful contribution toward Tourism PEI's long-term tourism and visitation objectives.

Impact of Campaign on Behaviours % Among Aware of Campaign	# Canadians Taking Action	# NE US Residents Taking Action	# Combined CA+US Taking Action
ANY ACTION (NET 1+)	4.97MM	1.47MM	6.45MM
ANY Search for More Info (Online/Google etc.)	4.34MM	1.35MM	5.69MM
Searched online for PEI travel information	2.06MM	582K	2.64MM
Searched using Google or another search engine	2.09MM	483K	2.58MM
Visited a tourism/travel website	1.63MM	468K	2.09MM
Searched using AI tools such as ChatGPT, Claude, or Gemini	1.29MM	555K	1.85MM
Searched on Expedia or another travel booking platform	1.02MM	452K	1.47MM
ANY Talk Value (Talk with friends/family etc.)	2.80MM	872K	3.68MM
Talked to friends/family about visiting PEI	2.08MM	607K	2.69MM
Asked others for travel recommendations about PEI	1.42MM	366K	1.79MM
ANY Planning (planned/looked/booked)	2.26MM	653K	2.91MM
Looked at accommodations or pricing	1.33MM	397K	1.72MM
Looked at flights or transportation options	1.00MM	295K	1.30MM
Discussed/planned a future trip	989K	186K	1.18MM
Booked or visited PEI	249K	66K	315K
Did Nothing	1.57MM	494K	2.07MM

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5. Valuation & Potential Economic Impact

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5.1 Partnership Value Based on:

1. Reach
2. Impact
3. Action

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Tourism PEI–NHL Partnership - IMI International Comparative Partnership Valuation

Prepared June 2026

Valuation Overview

IMI International's proprietary Comparative Partnership Valuation Framework estimates the market value created through sponsorship, partnership activation and supporting marketing activity.

The framework draws upon:

- 30+ years of sponsorship and partnership valuation experience.
- Evaluation of 30,000+ partnerships across North America and international markets.
- **20+ years** of media-effectiveness and campaign valuation research representing **billions of dollars in advertising, sponsorship and marketing investment**.
- Thousands of campaigns evaluated across tourism, financial services, telecommunications, retail, consumer goods, sport, entertainment and other categories.
- Comparative benchmarks developed across 40+ global markets, including extensive experience in Canada and the United States.

Unlike traditional media-valuation approaches that focus primarily on potential audience delivery, impressions or advertising equivalency, **IMI evaluates measured consumer outcomes achieved in market**.

The evaluation considers three progressively more valuable stages:

1. **Reach** — measurable awareness of the Tourism PEI campaign.
2. **Action and Engagement** — actions consumers report taking as a result of seeing the campaign.
3. **Travel Outcome** — reported booking or visitation DIRECTLY attributed by respondents to the partnership and campaign.

The research quantifies the consumer outcomes achieved. IMI's valuation framework then applies proprietary comparative market-value ranges to those measured outcomes.

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Tourism PEI–NHL Partnership - IMI International Comparative Partnership Valuation

Quantitative Research Foundation

The valuation is grounded in comprehensive quantitative research completed in **June 2026**:

- **Canada**: n=1,699 respondents aged 18–70.
- **Northeast United States**: n=450 respondents aged 18–70.
- **Combined study base**: n=2,149

The Northeast U.S. research covered Tourism PEI's priority markets of: **Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont**.

The Canadian sample provides a margin of sampling error of approximately **±2.4 percentage points, 19 times out of 20**, for results based on the full national sample. Subgroup results have wider margins of error.

The valuation reflects the **cumulative impact measured in June 2026 following approximately three years of partnership activity, activation, advertising and supporting marketing investment**. It should not be interpreted as value generated exclusively during the 2025–26 NHL season.

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Tourism PEI–NHL Partnership - IMI International Comparative Partnership Valuation

IMI International's Assessment

Taken collectively, the evidence is internally consistent across multiple measures of campaign performance, including:

- Campaign awareness and familiarity.
- Consumer perceptions of the campaign.
- Increased interest in visiting Prince Edward Island.
- Campaign-attributed information seeking and travel research.
- Trip planning, booking and reported visitation.
- Comparative performance against IMI's Action Standards.
- IMI's proprietary partnership valuation framework.

While each measure has its own strengths and limitations, the convergence of evidence across these evaluation dimensions provides IMI International with a high degree of confidence in the overall assessment.

REACH

The campaign has established awareness among an estimated **8.5 million consumers** across Canada and the Northeast United States.
Reach is broad-based across: Men and women: Younger and older adult cohorts: Newcomers: Previous PEI visitors and those who have never visited.
This breadth demonstrates that the partnership is not dependent on one demographic or visitor segment.

ACTION

An estimated 6.5 million consumers report taking at least one action as a result of seeing the campaign.
These actions include searching for information, discussing PEI with others, visiting travel websites and researching accommodations and transportation. The partnership is therefore doing more than creating visibility—it is encouraging consumers to engage actively with Prince Edward Island as a potential travel destination.
Particularly encouraging is the campaign's impact among people who have never previously visited PEI, supporting the potential to expand the province's future visitor base rather than solely reinforcing demand among previous travelers.

TRAVEL OUTCOME

Approximately 315,000 consumers report booking or visiting Prince Edward Island as a result of seeing the campaign (this would not be in 2026, rather since the start of the NHL Partnership).

This should not be interpreted as independently verified incremental visitation. However, it represents a substantial population attributing a high-value travel outcome to the campaign and is an important indicator of the partnership's ability to move consumers through the destination decision process.

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Tourism PEI–NHL Partnership - IMI International Comparative Partnership Valuation

Valuation Summary

Applying IMI International's proprietary valuation framework, the Tourism PEI–NHL partnership is estimated to have generated a **gross layered comparative partnership value of approximately $74.8 million to $346.5 million** over the cumulative three-year period. This equates to an annualized comparative value of approximately:

- **$24.9 million to $115.5 million per year**

The valuation is founded on three measured consumer outcomes:

1. **8.5 million people** are aware of the Tourism PEI campaign.
2. **6.5 million people** report taking at least one action as a result of seeing the campaign.
3. **315,000 people** report booking or visiting Prince Edward Island as a result of the campaign.

These outcomes represent increasing levels of consumer impact across the target markets in Canada and the NE USA. Awareness and familiarity establishes market presence; action and engagement moves consumers into information seeking and travel consideration; booking or visitation represents the highest-value outcome measured.

The valuation therefore extends beyond potential media exposure and reflects the comparative value of **measured consumer responses achieved in market**.

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Tourism PEI–NHL Partnership - IMI International Comparative Partnership Valuation

Measuring Campaign-Attributed Action

Respondents aware of the campaign were asked: **Q. "As a result of seeing this campaign, which actions, if any, have you taken?"**

Respondents aware of the Partnership were shown an aided list of actions aligned with the objectives of the Tourism PEI–NHL partnership, including:

- Searching online for PEI travel information.
- Visiting tourism or travel websites.
- Talking with friends or family about visiting PEI.
- Asking others for PEI travel recommendations.
- Searching through Google, booking platforms or AI tools.
- Researching accommodations, pricing or transportation.
- Discussing or planning a future trip.
- Booking or visiting Prince Edward Island.
- None of the above.

The wording **"if any"** and inclusion of **"None of the above"** ensured respondents were not required or encouraged to report an action. Approximately one-quarter of campaign-aware respondents reported taking no action, while others selected behaviours ranging from information seeking to reported booking or visitation.

The findings therefore represent **actions respondents report taking as a result of seeing the campaign**, rather than behaviours inferred from potential reach or media exposure.

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Tourism PEI–NHL Partnership Valuation

Overall Conclusion

Based on the quantitative evidence, comparative benchmarking and proprietary valuation framework presented in this report, **IMI International is confident that the Tourism PEI–NHL partnership has delivered substantial measurable marketing value**.

The partnership is estimated to have generated:

- **$74.8 million to $346.5 million in gross layered comparative partnership value over approximately three years**

The results demonstrate strong and consistent performance across the complete destination-marketing journey:

1. **Reach**: 8.5 million consumers aware.
2. **Influence and Engagement**: 6.5 million reporting at least one campaign-attributed action.
3. **Travel Outcome**: 315,000 booking or visiting PEI as of June 2026

The NHL also remains the leading sports property in Canada and provides Tourism PEI with a premium national platform. Significant opportunity remains, as a substantial audience—including many NHL fans—has not yet become aware of the campaign.

Recommendation: Continue and Optimize

IMI International confidently recommends continuing and optimizing the Tourism PEI–NHL partnership over the next three to five years.

The recommendation is supported by:

- Robust quantitative research across Canada and priority Northeast U.S. markets.
- A significant value that far exceeds investment to date
- Consistently strong performance across reach, perception, travel interest and action.
- Results that compare favourably with IMI's established Action Standards.
- Significant measured engagement among both previous and prospective first-time visitors.
- Broad performance across gender, age, NHL fandom and time lived in Canada.
- Substantial remaining opportunity to expand campaign awareness and travel consideration.
- The continued strength of the NHL as Canada's premier national sports property.

Continued investment should be supported by ongoing creative optimization, activation planning and independent measurement to ensure Tourism PEI continues to expand reach, strengthen destination consideration and progress more consumers toward future travel.

This recommendation is based solely on the findings of the June 2026 research and the partnership's comparative performance against IMI International's established Action Standards and proprietary valuation framework, developed through the evaluation of more than 30,000 partnerships and thousands of campaigns across more than 40 global markets.

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Tourism PEI–NHL Partnership - IMI International Comparative Partnership Valuation

Valuation Summary

CONSUMER OUTCOME	MEASURED POPULATION	IMI COMPARATIVE VALUE PER PERSON	ESTIMATED COMPARATIVE VALUE — 3-YEAR CUMULATIVE	ANNUALIZED COMPARATIVE VALUE
1. Campaign Awareness	**8.5 million**	**$0.50–$1.50**	**$4.3M–$12.8M**	**$1.4M–$4.3M**
2. Campaign-Attributed Action 1+ Action	**6.5 million**	**$6–$15**	**$39.0M–$97.5M**	**$13.0M–$32.5M**
3. Reported Booking or Visit to PEI	**315,000**	**$100–$750**	**$31.5M–$236.3M**	**$10.5M–$78.8M**
		TPEI- NHL Partnership Value	**$74.8M–$346.5M**	**$24.9M–$115.5M**

IMI Comparative Partnership Valuation

Annualized Comparative Value represents the cumulative estimated value divided by approximately three years. It is included for comparative purposes and should not be interpreted as value generated during any single year or NHL season.

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Tourism PEI–NHL Partnership - IMI International Comparative Partnership Valuation

Interpretation and Valuation Controls

This analysis estimates **comparative partnership and marketing value**. It does not represent:

- Audited financial value or revenue.
- A formal economic-impact assessment.
- Independently verified incremental visitation.
- Verified visitor expenditures.
- Government tax revenue or GDP contribution.
- Guaranteed future travel.
- Value created exclusively during the 2025–26 NHL season.

The valuation is described as **layered** because it recognizes additional value as consumers progress from awareness to engagement and ultimately to reported booking or visitation.

The populations overlap: consumers who acted are also generally aware, and consumers who booked or visited may also have completed earlier-stage actions. The total should therefore be interpreted only within IMI's layered valuation methodology, where each stage represents an additional level of value created through progression along the consumer decision journey.

The broad valuation range reflects differences in the relative value of outcomes by category, level of engagement and potential longer-term commercial contribution. It is intentionally presented as a range rather than as a single definitive financial amount.

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5.2 Economic Impact based on NHL – PEI Partnership Specific Stated Travel

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Estimated Economic Impact of Tourism Generated Through the NHL Partnership

As part of the partnership evaluation, IMI estimated the potential economic contribution associated with travel influenced by the Tourism PEI and NHL partnership.

According to Tourism PEI, Prince Edward Island welcomed a record **1.71 million non-resident visitors in 2024**, generating **$520.7 million in direct visitor spending**. This equates to an average direct expenditure of approximately **$304 per visitor**. Based on IMI's evaluation, approximately **315,000 consumers reported booking or travelling to Prince Edward Island following exposure to the NHL partnership**. If every trip were assumed to be entirely incremental, this would represent approximately:

- **315,000 visitors : $95.9 million in direct visitor spending** : Approximately **$145–$175 million in total economic activity**, after accounting for indirect and induced economic effects using standard tourism economic multipliers.

However, while respondents identified the NHL partnership as influencing their travel decision, it would not be appropriate to conclude that every trip occurred exclusively because of the partnership. Many travellers may have been influenced by multiple factors, making an incremental attribution approach more rigorous and defensible.

Estimated Incremental Attribution	Incremental Visitors	Direct Visitor Spending	Estimated Total Economic Contribution*
33% (Very Conservative)	103,950	$31.7 million	$47.6M–$57.1M
66% (Recommended)	**207,900**	**$63.3 million**	**$95.0M–$114.0M**
100% (Too optimistic)	315,000	$95.9 million	$145.0 - $175.0M

Accordingly, IMI recommends presenting a **66% incremental attribution scenario** as the primary estimate, with a more conservative **33% scenario** as a sensitivity analysis.

*Estimated using conventional tourism economic multipliers that account for direct, indirect and induced economic effects.

The **66% attribution scenario** is considered the most appropriate planning estimate. Unlike traditional destination marketing metrics that rely solely on awareness or intent, this evaluation is based on consumers who reported taking a tangible travel-related action following exposure to the partnership. While not all travel can be attributed exclusively to the NHL relationship, the results indicate that the partnership likely generated **tens of millions of dollars in incremental visitor spending**, with an estimated broader economic contribution of **approximately $95 million to $114 million** under the recommended scenario.

Source: Tourism PEI, PEI Sets New Tourism Record with 1.7 Million Visitors in 2024 and the 2024–2025 Tourism PEI Annual Report, reporting 1.71 million visitors and $520.7 million in direct visitor spending, equivalent to approximately $304 per visitor.

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5.3 Future Intentions based on the TPEI and NHL Partnership

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Strategic Outlook = Future Potential Travel to PEI due to the NHL Partnership

Strategic Outlook

The Tourism PEI–NHL partnership has established a strong platform for future tourism growth by successfully moving millions of consumers beyond awareness into active destination consideration and travel planning.

The partnership has created a substantial pipeline of prospective travellers:

- **8.5 million** consumers are aware of the Tourism PEI campaign.
- **4.0 million** state they would definitely consider visiting Prince Edward Island.
- **3.1 million** state they would definitely book a future trip.
- **2.6 million** have actively searched for PEI travel information through Google, Expedia or AI platforms.
- **1.2 million** have discussed or are actively planning a trip to Prince Edward Island.

Approximately **80% of the measured impact has been generated across Canada**, with the remaining **20%** occurring within Tourism PEI's priority Northeast U.S. markets. Performance is consistently strong across gender, age, long-time Canadians and newcomers to Canada, as well as among previous visitors and consumers who have never visited Prince Edward Island.

Significant opportunity remains. Millions of Canadians and Northeast U.S. consumers—including many NHL fans—have yet to be reached. Continued investment should focus on reinforcing awareness, strengthening destination preference and converting today's consideration into tomorrow's visitation.

Based on the collective evidence—including campaign reach, consumer perceptions, destination interest, campaign-attributed behaviours and IMI International's comparative benchmarking and valuation framework—IMI International is confident in recommending the continuation and optimization of the Tourism PEI–NHL partnership over the next three to five years.

Impact of Campaign % Among Aware of Campaign	% Among Aware (CA)	# Canadians Taking Action	% Among Aware (US)	# NE US Residents Taking Action	# Combined CA+US Taking Action
INTENTION: Definitely Will Consider PEI Trip	48%	3.14MM	42%	825K	3.97MM
COMMITMENT: Definitely Will Book PEI Trip	36%	2.36MM	39%	766K	3.12MM
HAVE DONE: Searched Google/Expedia/AI	32%	2.09MM	25%	491K	2.58MM
HAVE DONE: Discussed or Planned Trip	15%	984K	10%	196K	1.18MM
HAVE DONE: Booked or Visited PEI	4%	249K	3%	66K	315K

Base: Aware Canada (n=395), Aware NE US (n=85)

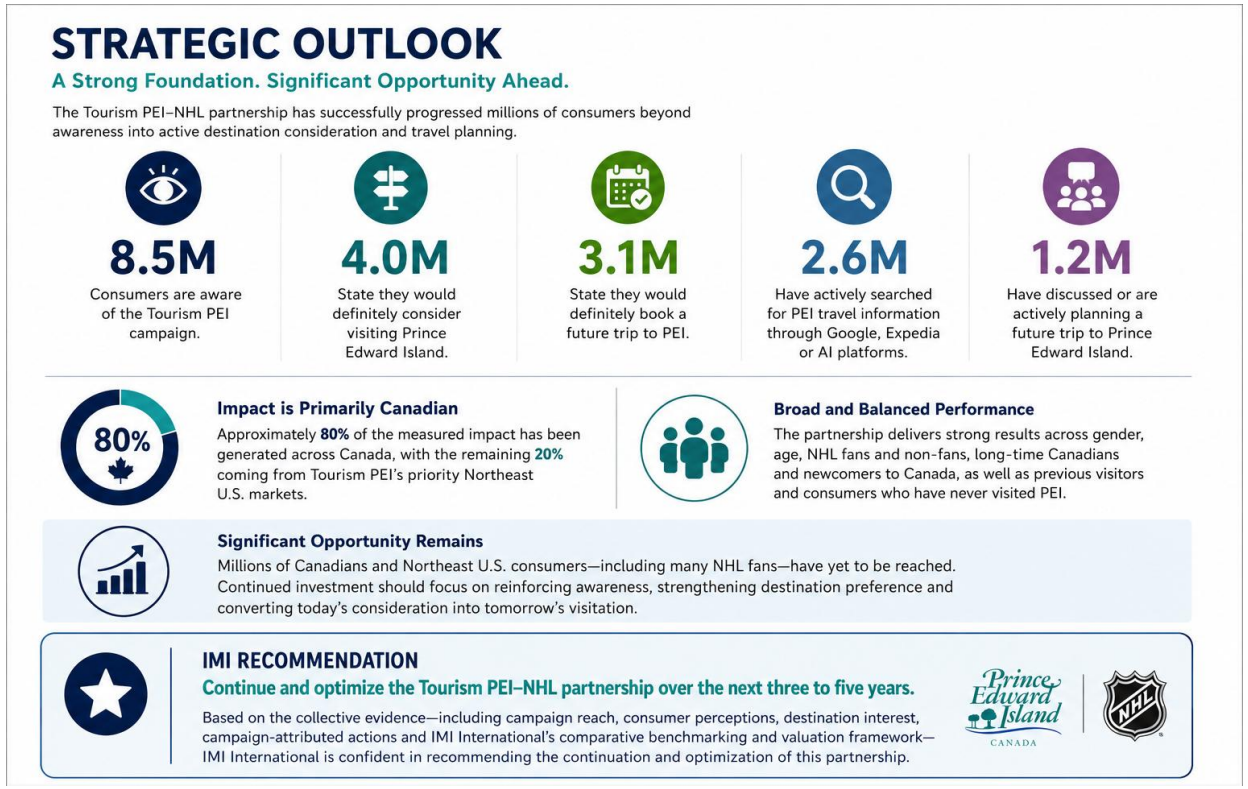
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IMI International's Recommendation

Continue and Optimize the Tourism PEI–NHL Partnership (2027–2031)

Based on the collective quantitative evidence, comparative benchmarking and IMI International's proprietary valuation framework, IMI is confident in recommending the continuation of the Tourism PEI–NHL partnership for the next three to five years.

The partnership has demonstrated strong performance across **Reach, Influence and Action**, established a substantial pipeline of prospective travellers, and continues to offer significant upside through expanded awareness, deeper consumer engagement and increased destination consideration across Canada's premier sports property.



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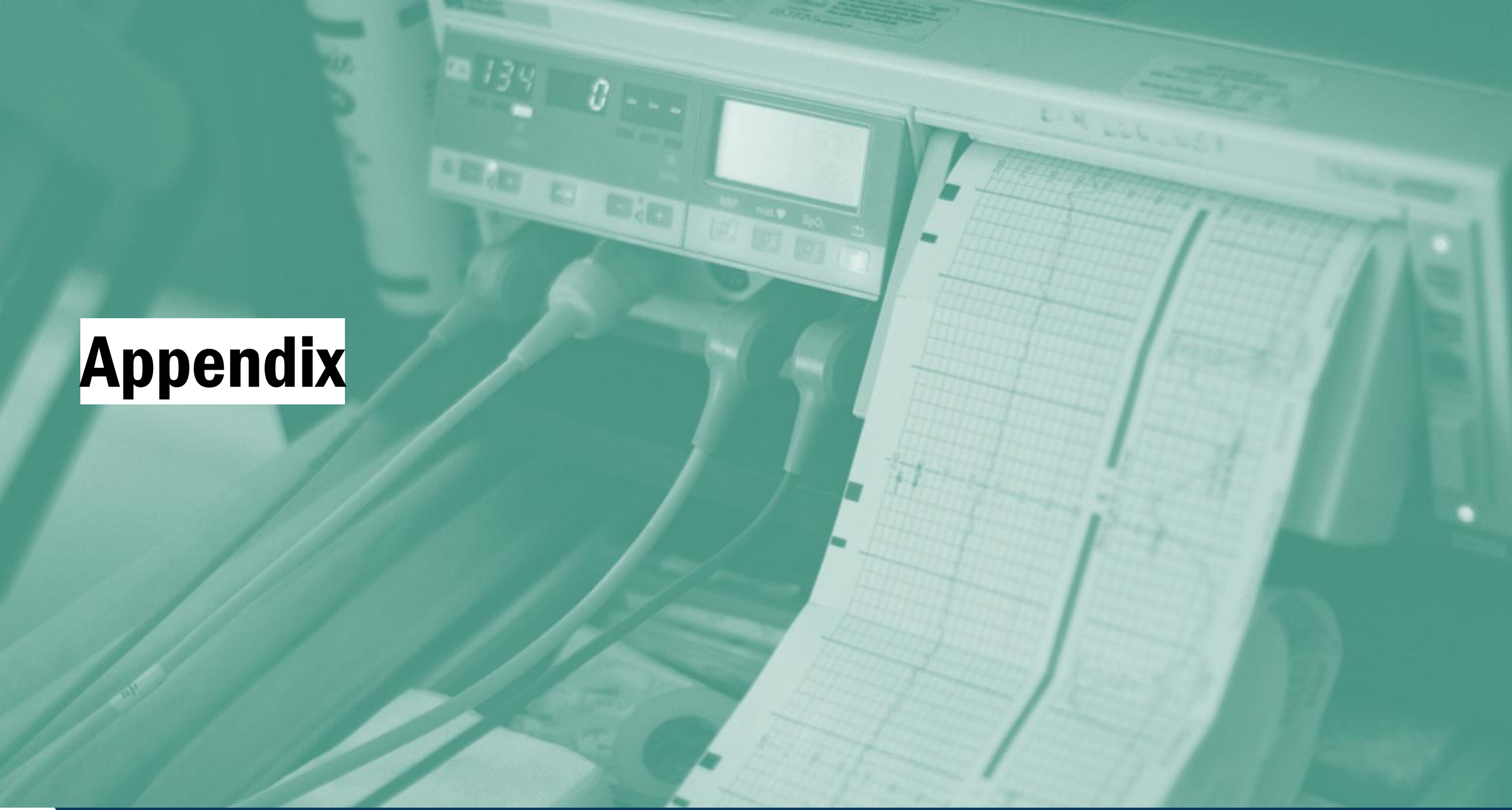
For more information please contact: Don Mayo, Global Managing Partner
@ dmayo@consultimi.com



Tourism PEI Valuation of NHL Partnership Study | Report

JULY 15th, 2026

Appendix



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Agreement with Statements

% Strongly Agree	TOTAL	Aware NHL-PEI Campaign	Unaware NHL-PEI Campaign	Very Familiar with Campaign	Familiar with Campaign	Aware But Not Very/SW Familiar with Campaign	Total NHL Fans	Avid NHL Fans	Casual NHL Fans	Not an NHL Fan
I am more likely to consider destinations connected to sports or major events - agree	35	61	27	88	69	36	42	50	28	13

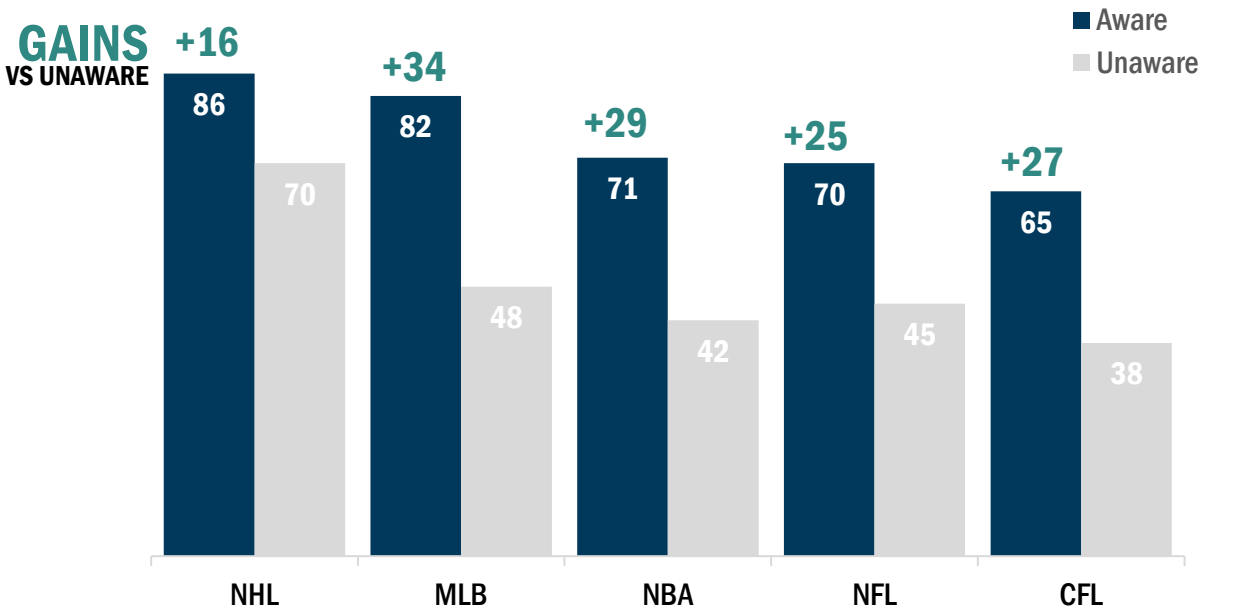
Q.49 Please indicate how much you agree or disagree with the following statements
Base: Total Canada (n=1,699); Northeast US (n=450)

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Mutually beneficial impact: Huge upside continuing and PEI/NHL Partnership

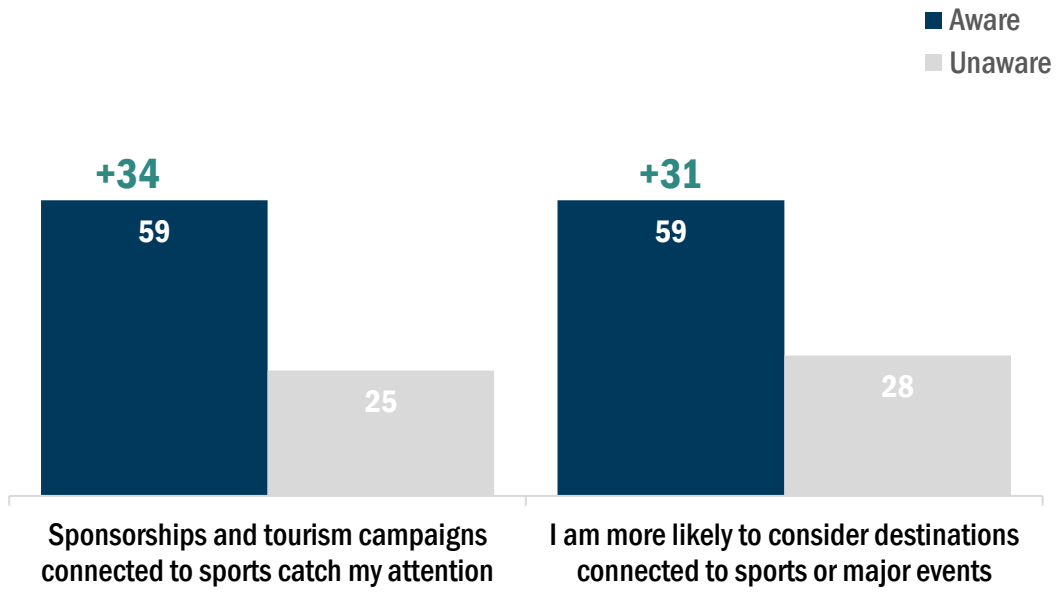
League Fandom – Impact of Campaign on Fandom

% Total Fans, Among Total Gen Pop



Agreement with Statements...

% Strongly Agree/Agree, Among Total Gen Pop



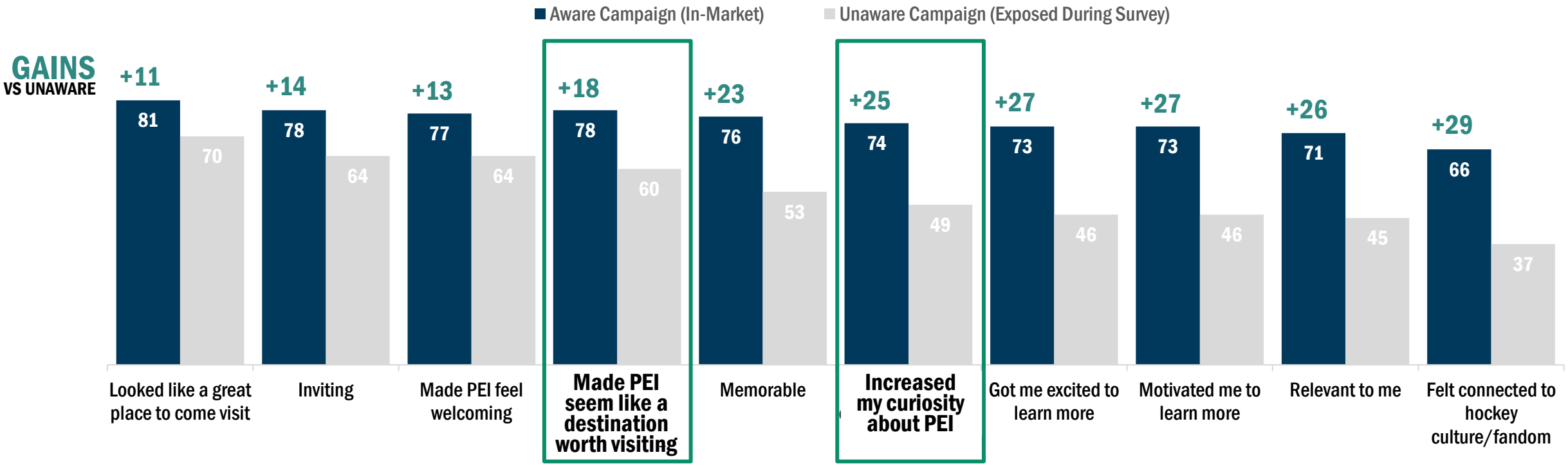
Q.41 Which of the following best describes the extent to which you watch each of the following on television or online during the course of a typical season?
Q.49 Please indicate how much you agree or disagree with the following statements
Base: Aware Campaign (n=103); Unaware Campagin (n=412)

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Future potential to make people aware and impact

Agreement with PEI Perceptions As A Results of Campaign

% Total Fans, Among Total Gen Pop



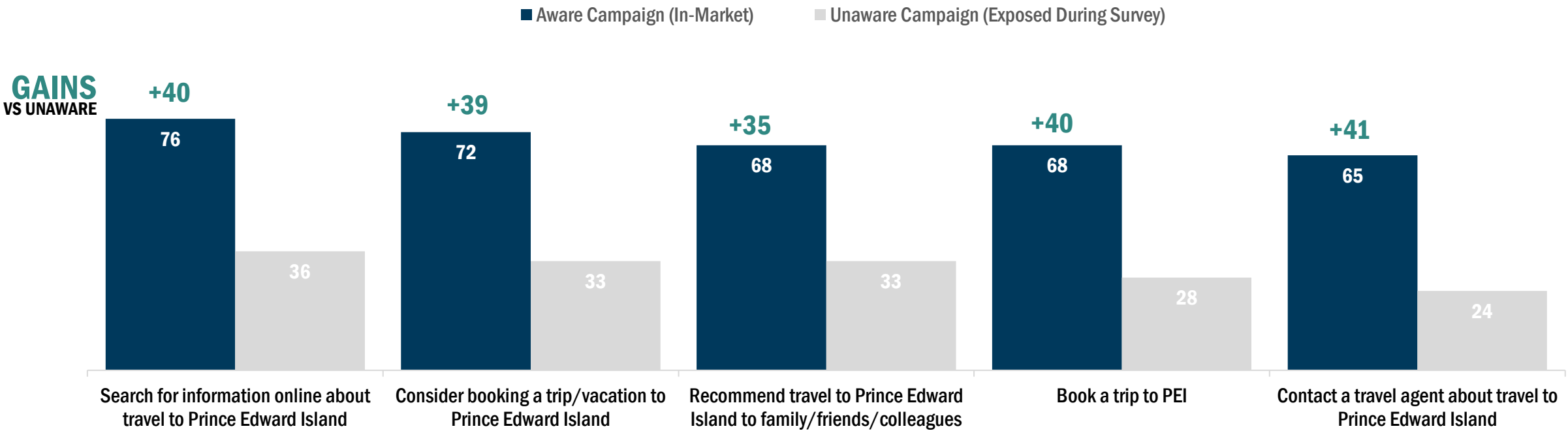
Q.60 Please indicate how strongly you agree or disagree that this campaign is...
Base: Aware Campaign (n=103); Unaware Campaign (n=412)

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Huge upside and overstated potential

Agreement with PEI Perceptions As A Results of Campaign

% Total Fans, Among Total Gen Pop



Q.61 How likely are you to do the following in the future, as a result of seeing this campaign?
Base: Aware Campaign (n=103); Unaware Campagin (n=412)

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Profiling Those Reached By the Campaign – Key Demographics and Travel Habits

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Profiling Those Familiar With the Campaign

Those familiar with the campaign skew more heavily male, 25-44 (Older Gen Z and Millennials), average income, families, and are passionate/committed NHL Fans.

In terms of average travel habits, they tend to have a higher spend and are more likely to stay at accommodations other than hotels

Key Demographics	Familiar with Campaign	Gen Pop Canada
Male	56%	50%
Female	44%	50%
18-24	13%	13%
25-34	33%	21%
35-44	30%	21%
45-54	12%	18%
55+	12%	27%
Households with Kids	65%	31%
Households without Kids	35%	69%
Household with 3 or more PPL	63%	49%
British Colombia	13%	14%
Alberta	12%	12%
Saskatchewan/Manitoba	6%	7%
Ontario	42%	40%
Quebec	18%	21%
Atlantic	7%	6%
Under $50K	13%	17%
$50K-$100K	46%	40%
$100-$150K	24%	25%
Over $150K	17%	18%
Avid NHL Fans	61%	46%
Casual NHL Fans	25%	17%
Total NHL Fans	86%	73%

Typical Habits for Leasure/Vacation Travel (Any Location)	Familiar with Campaign	Gen Pop Canada
Avg. Size Group Travel With (#)	2.5	2.5
Avg. Spend Per Person ($)	$1,772	$1,574
Accommodation Most Commonly Use (%)		
Hotel/motel/resort	67%	75%
Airbnb or vacation rental	54%	40%
Friends or family home	33%	33%
Bed & breakfast	30%	21%
Cottage/cabin	24%	17%
Campground/tent	21%	13%
RV/camper	13%	8%
Avg. Trips to PEI (#), Visted in Past 5 Years	2.2	1.8
Avg. Days Trips to PEI (#), Visted in Past 5 Years	1.4	1.0

Base: Familiar with Campaign Total (n=287), Gen Pop (n=1699)

indicates significantly higher vs. Gen Pop at 95% CI
indicates significantly lower vs. Gen Pop at 95% CI

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Profiling Last PEI Trips Among Those Familiar With the Campaign

Those familiar with the campaign & who have visited PEI in the last 5 years, show overall consistent travel habits than the general visitor. However, have directionally higher average spend (~$300 more) and are more likely to stay at a vacation rental, camper or cottage.

Habits for LAST PEI Trip for Leasure/Vacation (Visited in P5Y)	Familiar with Campaign & Visted PEI in P5Y	Gen Pop Canada & Visted PEI in P5Y
Med. Days in PEI on Most Recent Trip (#)	3	3
Med. Size Group on Most Recent Trip (#)	2	2
Avg. Spend Per Person on Most Recent PEI Trip ($)	$1,749	$1,473
Method of Travel for Most Recent PEI Trip (%)		
Air travel	52%	47%
Personal vehicle/car	49%	41%
Bus/train	27%	20%
Bridge access by vehicle	22%	21%
Ferry/boat	22%	17%
RV/camper	12%	9%
Accommodation Used For Most Recent PEI Trip (%)		
Hotel/motel/resort	49%	52%
Airbnb or vacation rental	49%	34%
Friends or family home	26%	20%
Bed & breakfast	24%	20%
Cottage/cabin	20%	14%
RV/camper	15%	9%
Campground/tent	14%	10%

Base: Familiar with Campaign Total (n=287), Gen Pop (n=1699); Familiar & Visited in P5Y (n=184)

indicates significantly higher vs. Gen Pop at 95% CI
indicates significantly lower vs. Gen Pop at 95% CI

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Profiling Those Familiar With the Campaign

NE US residents familiar with the campaign skew male, 25-34, with families, and are passionate/committed NHL Fans.

Similar to those reached in Canada, their travel habits, show higher average spend and preference for accommodations outside of standard hotels/motels/resorts.

Key Demographics	Familiar with Campaign	Gen Pop NE US
Male	68	50
Female	32	50
18-24	18	14
25-34	30	20
35-44	27	19
45-54	15	18
55+	10	29
Households with Kids	71	44
Households without Kids	29	56
Household with 3 or more PPL	65	45
Connecticut	29	24
Maine	4	9
Massachusetts	51	46
New Hampshire	8	10
Rhode Island	7	7
Vermont	1	4
Under $50K	19	26
$50K-$100K	36	35
$100-$150K	28	21
Over $150K	16	18
Avid NHL Fans	45	32
Casual NHL Fans	26	27
Total NHL Fans	70	59

Typical Habits for Leasure/Vacation Travel (Any Location)	Familiar with Campaign	Gen Pop NE US
Avg. Size Group Travel With (#)	2.7	2.4
Avg. Spend Per Person ($)	$1,603	$1,316
Accommodation Most Commonly Use (%)		
Hotel/motel/resort	76	80
Airbnb or vacation rental	53	35
Bed & breakfast	41	21
Cottage/cabin	31	18
Friends or family home	30	36
Campground/tent	24	13
RV/camper	19	6
Avg. Trips to PEI (#), Visted in Past 5 Years	1.7	1.4
Avg. Days Trips to PEI (#), Visted in Past 5 Years	1.4	1.4

Base: Familiar with Campaign Total (n=57), Gen Pop (n=450)

indicates significantly higher vs. Gen Pop at 95% CI
indicates significantly lower vs. Gen Pop at 95% CI

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Profiling Last PEI Trips Among Those Familiar With the Campaign

NE US residents familiar with the campaign & who have visited PEI in the last 5 years show overall consistent travel habits but show directionally higher use of planes, cars and buses to get to the island, and are also more likely to have stayed at a hotel or vacation rental

Habits for LAST PEI Trip for Leasure/Vacation (Visited in P5Y)	Familiar with Campaign & Visted PEI in P5Y	Gen Pop Canada & Visted PEI in P5Y
Med. Days in PEI on Most Recent Trip (#)	3	3
Med. Size Group on Most Recent Trip (#)	3	2
Avg. Spend Per Person on Most Recent PEI Trip ($)	$2,046	$1,974
Method of Travel for Most Recent PEI Trip (%)		
Personal vehicle/car	60	52
Air travel	55	49
Ferry/boat	28	32
Bus/train	26	20
Bridge access by vehicle	18	17
RV/camper	13	13
Accommodation Used For Most Recent PEI Trip (%)		
Hotel/motel/resort	62	54
Airbnb or vacation rental	42	36
Bed & breakfast	24	22
Cottage/cabin	21	16
Campground/tent	18	13
Friends or family home	17	18
RV/camper	12	11

indicates significantly higher vs. Gen Pop at 95% CI
indicates significantly lower vs. Gen Pop at 95% CI

Base: Familiar with Campaign Total (n=57), Gen Pop (n=450); Familiar & Visited in P5Y (n=41)

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