

2023 PEI Exit Survey Visitor Profile Mid Atlantic, USA



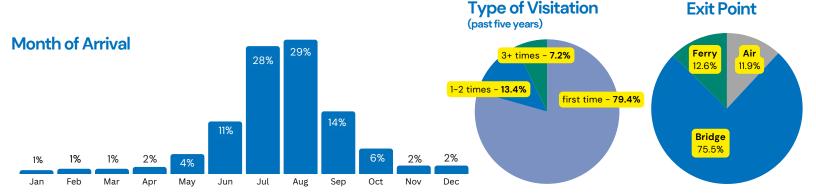


Total Visitors 12,500 persons

Average Party Size 2.85 persons

Average Spend \$2,077 per person per visit **Average Trip Duration** 4.88 nights

Total Expenditures \$8.1 million estimated



Top 3 Reasons to Visit

- · Holiday, vacation
- Short getaway
- Visit friends and / or relatives

Top 3 Attractive Features

- Natural beauty and pastoral settings
- Beaches and coastline
- World of Anne of Green Gables and L.M. Montgomery

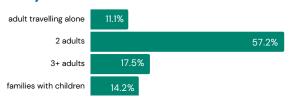
Top 3 Travel Expenditures

- Accommodations (42%)
- Restaurants (22%)
- Vehicle Operation (8%)

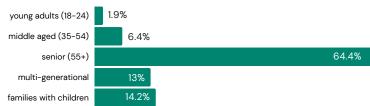
Future Visits

- 97% would recommend PEI
- 83% would visit again

Party Characteristics



Age Characteristics



Top Activities



visiting national or provincial parks



going to a fullservice restaurant

65%

going to a beach



Gables attractions

52% 51%

visiting Anne of Green

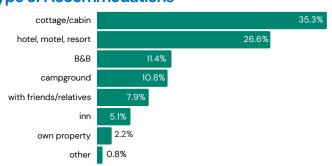
72% sampling local products

shopping for general visiting historic or merchandise cultural attractions



24% going to a museum or art gallery

Type of Accommodations



Regions Visited

