



# 2023 PEI Exit Survey Visitor Profile New Brunswick



**Total Visitors**  
**530,400**  
persons

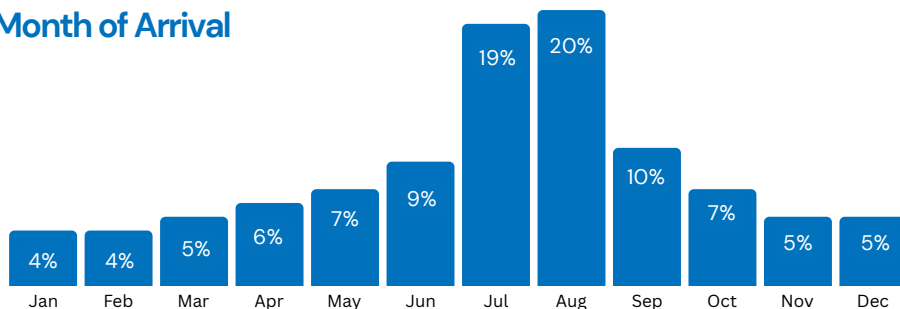
**Average Party Size**  
**2.74**  
persons

**Average Spend**  
**\$1,215**  
per person per visit

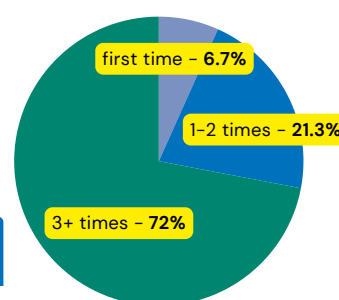
**Average Trip Duration**  
**3.41**  
nights

**Total Expenditures**  
**\$158.8 million**  
estimated

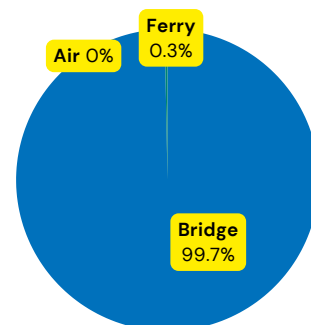
## Month of Arrival



## Type of Visitation (past five years)



## Exit Point



## Top 3 Reasons to Visit

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

## Top 3 Attractive Features

- Restful and relaxing place
- Beaches and coastlines
- Natural beauty and pastoral settings

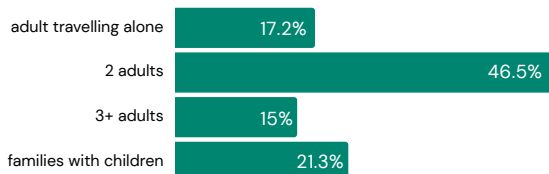
## Top 3 Travel Expenditures

- Accommodations (34%)
- Restaurants (19%)
- Shopping (14%)

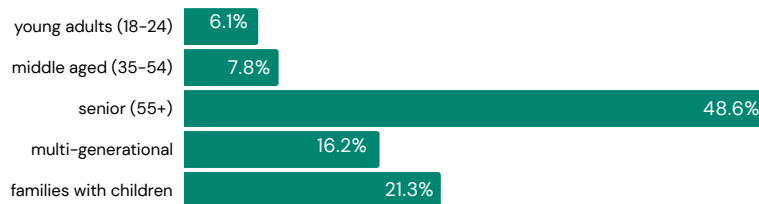
## Future Visits

- 95% would recommend PEI
- 95% would visit again

## Party Characteristics



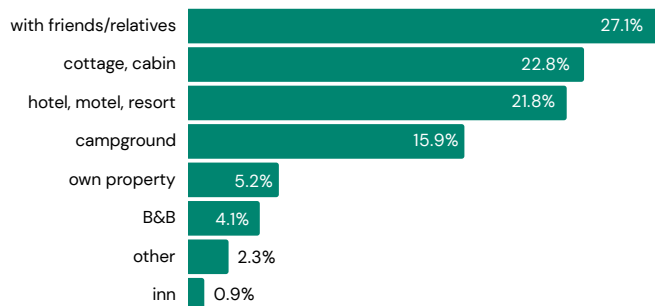
## Age Characteristics



## Top Activities



## Type of Accommodations



## Regions Visited

