



2023 PEI Exit Survey Visitor Profile Newfoundland



Total Visitors
14,300
persons

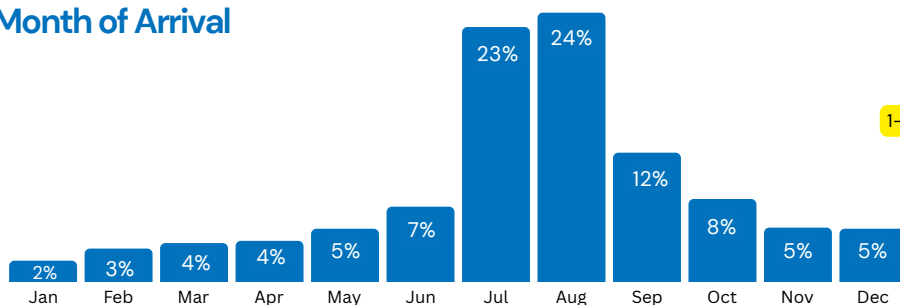
Average Party Size
2.71
persons

Average Spend
\$1,947
per person per visit

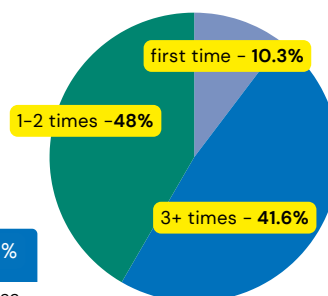
Average Trip Duration
5.00
nights

Total Expenditures
\$8.5 million
estimated

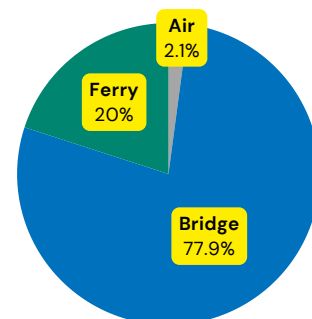
Month of Arrival



Type of Visitation (past five years)



Exit Point



Top 3 Reasons to Visit

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

Top 3 Attractive Features

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

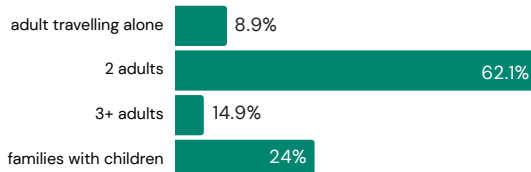
Top 3 Travel Expenditures

- Accommodations (38%)
- Restaurants (17%)
- Shopping (14%)

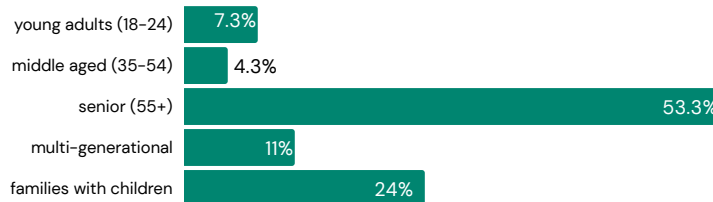
Future Visits

- 97% would recommend PEI
- 96% would visit again

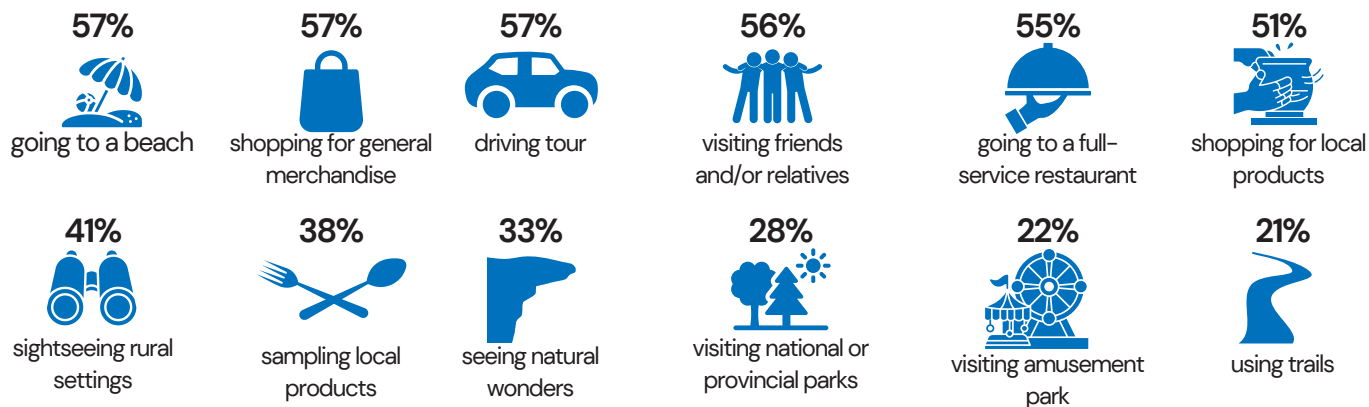
Party Characteristics



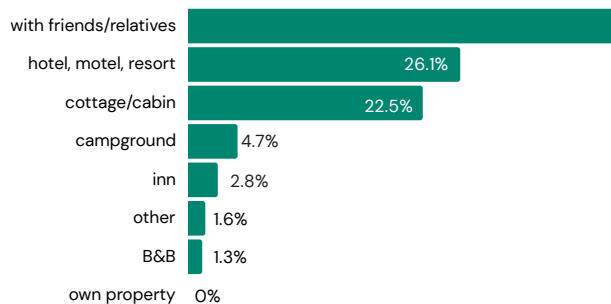
Age Characteristics



Top Activities



Type of Accommodations



Regions Visited

