



# 2023 PEI Exit Survey Visitor Profile Overseas



**Total Visitors**  
**22,800**  
persons

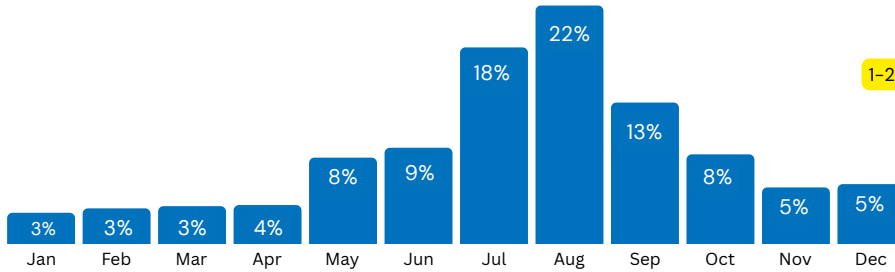
**Average Party Size**  
**2.57**  
persons

**Average Spend**  
**\$2,780**  
per person per visit

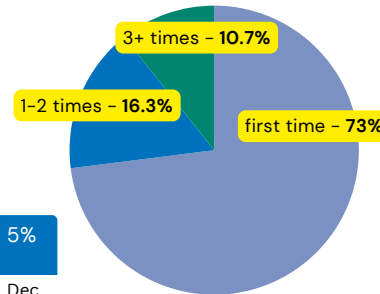
**Average Trip Duration**  
**6.75**  
nights

**Total Expenditures**  
**\$20.5 million**  
estimated

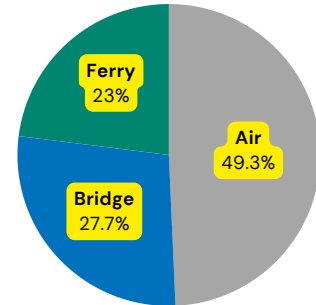
## Month of Arrival



## Type of Visitation (past five years)



## Exit Point



## Top 3 Reasons to Visit

- Holiday, vacation
- Visit friends and / or relatives
- Educational study

## Top 3 Attractive Features

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

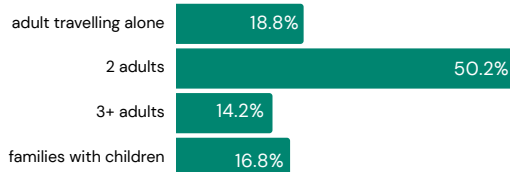
## Top 3 Travel Expenditures

- Accommodations (31%)
- Restaurants (20%)
- Food and beverages at stores (11%)

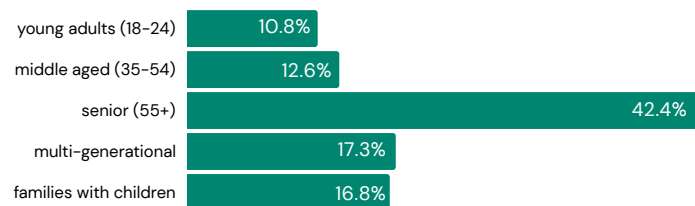
## Future Visits

- 90% would recommend PEI
- 86% would visit again

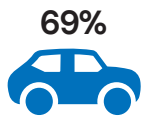
## Party Characteristics



## Age Characteristics



## Top Activities



69%

driving tour



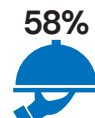
60%

sightseeing rural settings



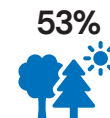
59%

going to a beach



58%

going to a full-service restaurant



53%

visiting national or provincial parks



53%

shopping for local products



53%

seeing natural wonders



50%

sampling local products



45%

visiting Anne of Green Gables attractions



44%

shopping for general merchandise



43%

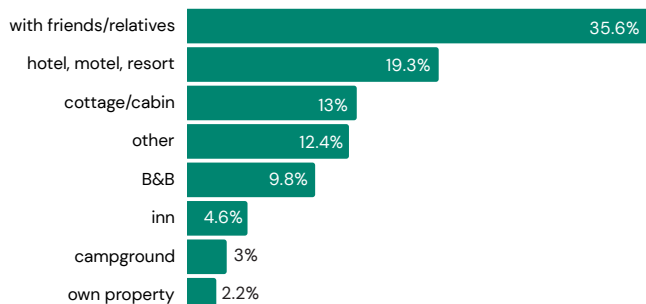
visiting historic or cultural attractions



37%

visiting friends and/or relatives

## Type of Accommodations



## Regions Visited

