

2023 PEI Exit Survey Visitor Profile South Atlantic, USA



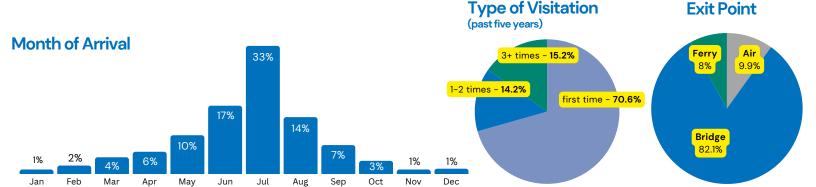


Total Visitors 28,900 persons

Average Party Size 2.58 persons

Average Spend \$1,999 per person per visit **Average Trip Duration** 5.08 nights

Total Expenditures \$16.1 million estimated



Top 3 Reasons to Visit

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

Top 3 Attractive Features

- Natural beauty and pastoral settings
- World of Anne of Green Gables and L.M. Montgomery
- Culinary/food-related experiences

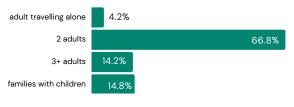
Top 3 Travel Expenditures

- Accommodations (37%)
- Restaurants (21%)
- Shopping (10%)

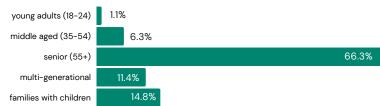
Future Visits

- 91% would recommend PEI
- 86% would visit again

Party Characteristics



Age Characteristics



Top Activities





sightseeing rural settings

56%

visiting historic or cultural attractions



sampling local products

56%

shopping for local products



service restaurant



shopping for general merchandise



visiting Anne of Green Gables attractions

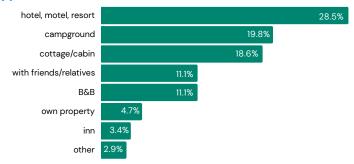


25%

going to a museum or art gallery

Type of Accommodations

going to a beach



Regions Visited

