

EXIT SURVEY REPORT SERIES: ES2023-21



OVERSEAS

AS A TRAVEL MARKET FOR PEI: RESULTS FROM THE 2023 EXIT SURVEY

Prepared by:

Research and Engagement Division of Tourism PEI
Department of Fisheries, Tourism, Sport and Culture

July 29, 2025

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®





OVERSEAS



Market Profile

Total Overseas
Visitors to PEI
in 2023

22,800

person arrivals

Overseas Overnight
Pleasure Travellers

18,900

person arrivals

Overseas Overnight
Pleasure Travel Parties

7,400

party arrivals

Average Party Size for
Overseas Overnight
Pleasure Travellers

2.57

persons

Total Overnight Stays in
PEI by Overseas Overnight
Pleasure Travellers

49,800

nights

Average Trip Duration in
PEI by Overseas Overnight
Pleasure Travellers

6.75

nights

Average Nights Stayed in
Paid Accommodation in
PEI by Overseas Overnight
Pleasure Travellers

3.99

nights

Estimated Total Direct
Expenditures in PEI by
Overseas Overnight
Pleasure Travellers

\$20.5

million

Average Spending by
Overseas Overnight
Pleasure Travellers

\$160.36

per person per night

Average Spending by
Overseas Overnight
Pleasure Travellers

\$2,779.85

per party per visit



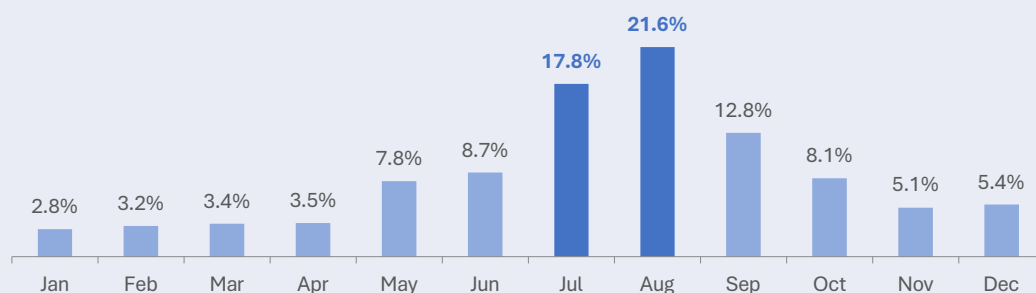


OVERSEAS

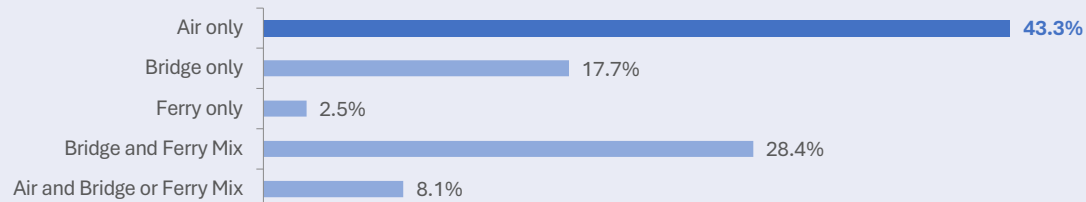


When Visitors Come and How They Visit PEI

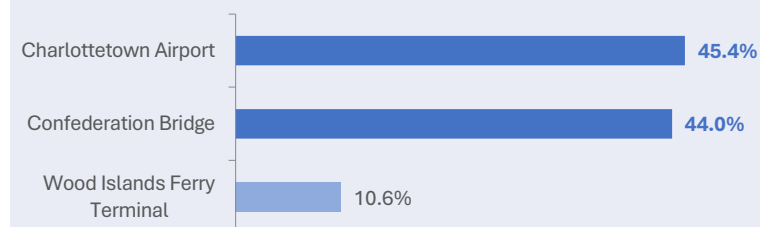
Month of Visit by International Visitors to PEI in 2023



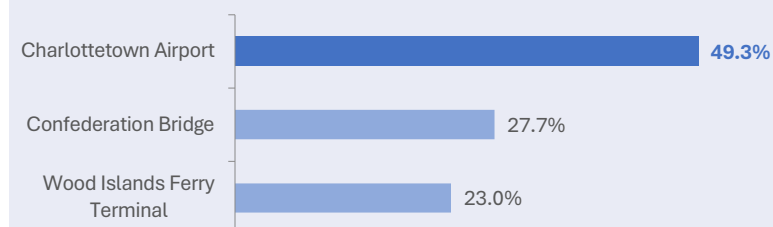
Mix of Entry and Exit Points



Entry Point



Exit Point



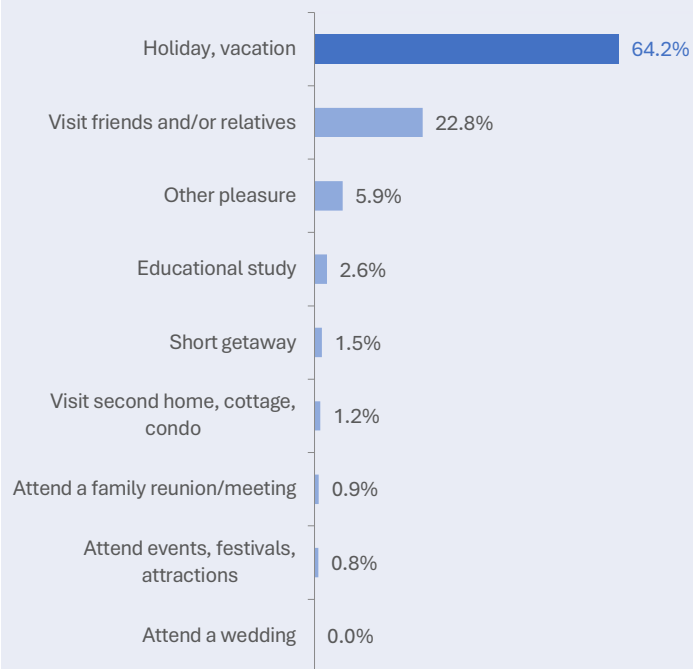


OVERSEAS

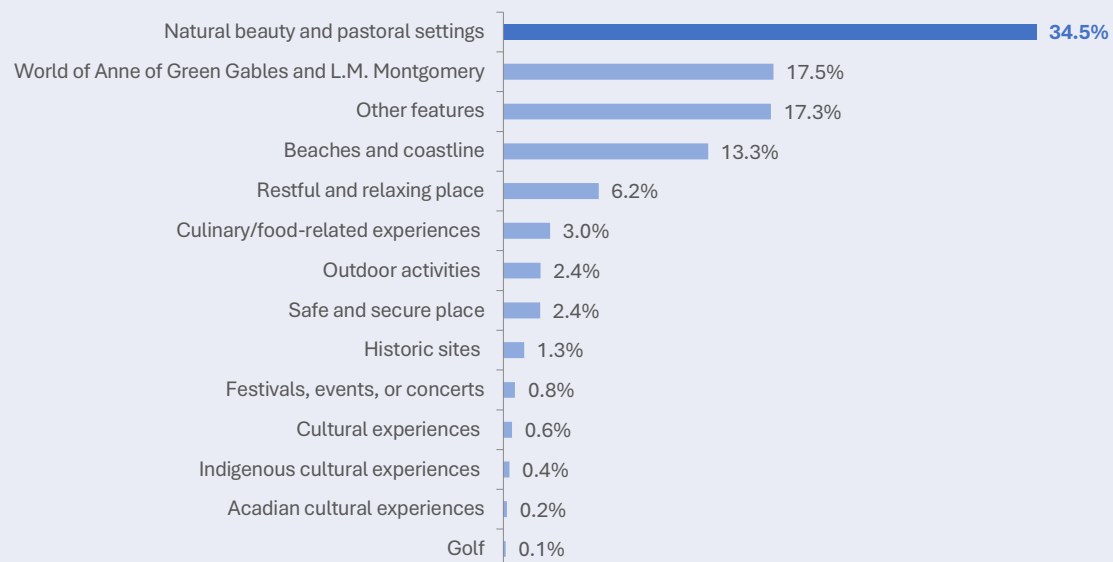


Why Visitors Come

Trip Purpose



Primary Features that Attracted



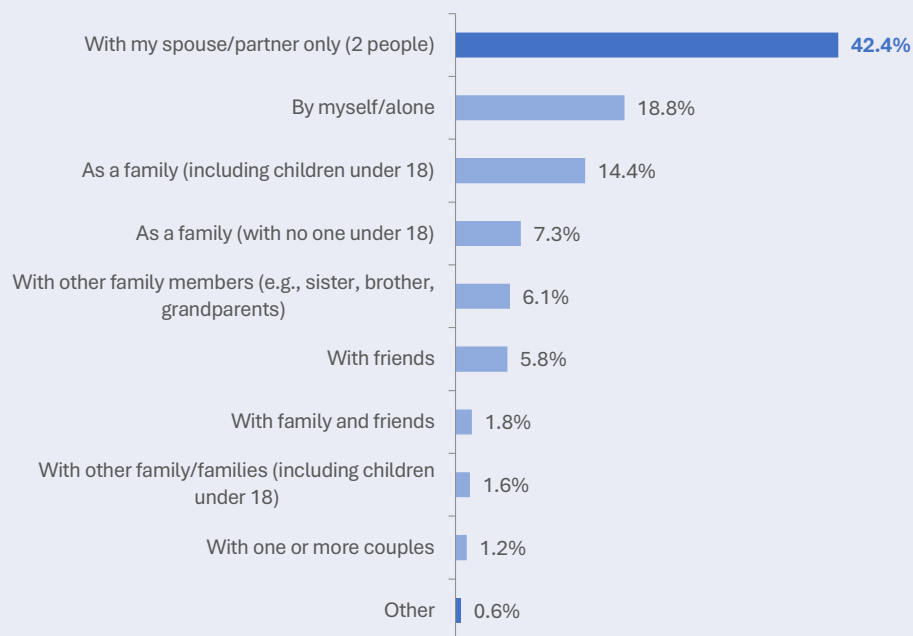


OVERSEAS

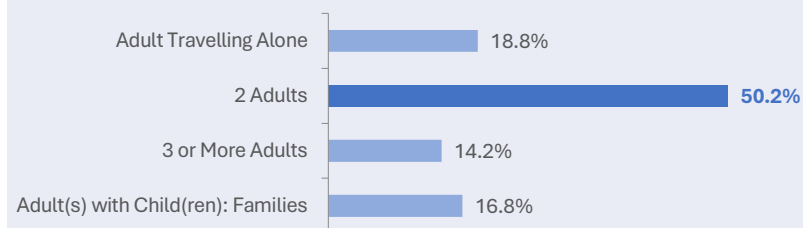


Who Visits PEI

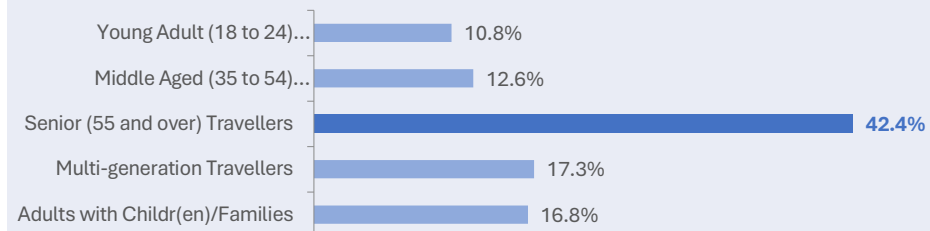
Party Characteristics



Party Composition



Age Composition



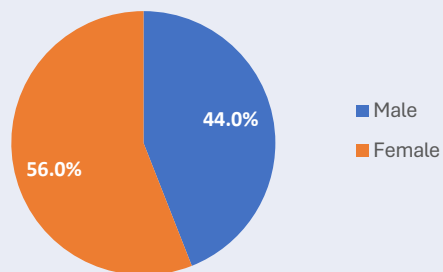


OVERSEAS

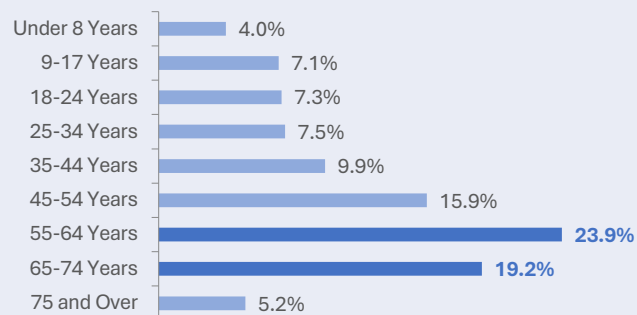


Who Visits PEI (cont'd)

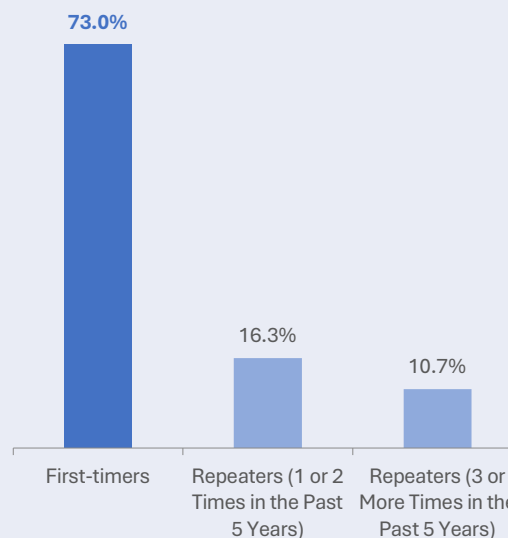
Gender of Individual Travellers



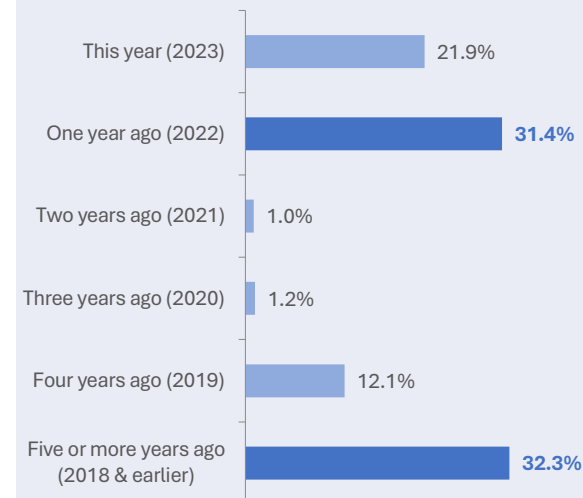
Age of Individual Travellers



Type of Visitation



Repeat Visit Pattern
(Average Number of Times Visited PEI in the Past Five Years ≈ 3.00 times)



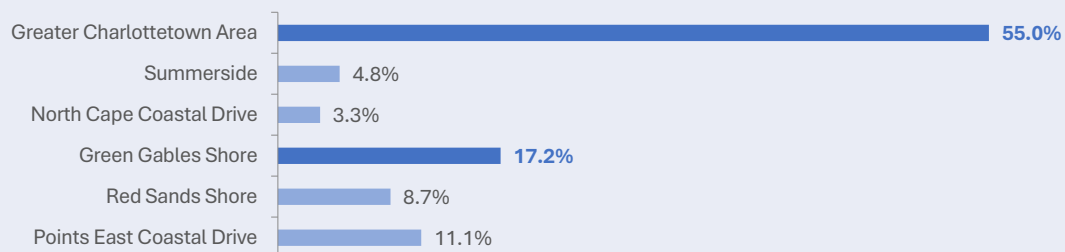


OVERSEAS

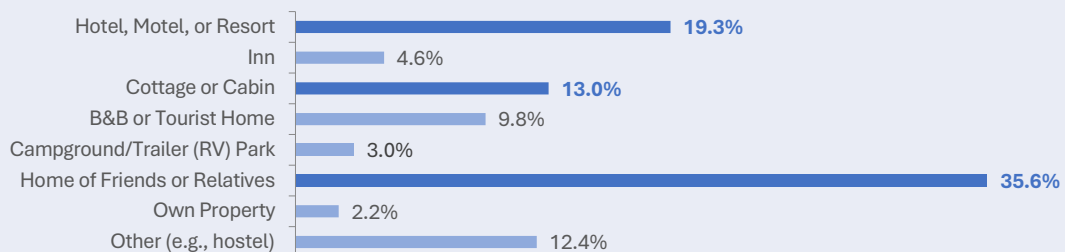


Where Visitors Stay

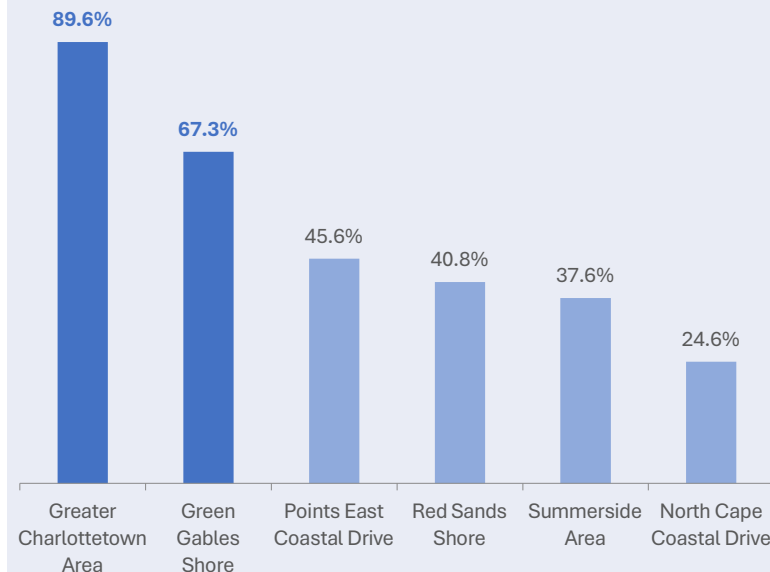
Overnight Stays in PEI Region (Percent based on Total Nights Stayed)



Overnight Stays in Type of Accommodation (Percent based on Total Nights Stayed)



PEI Regions Visited





OVERSEAS



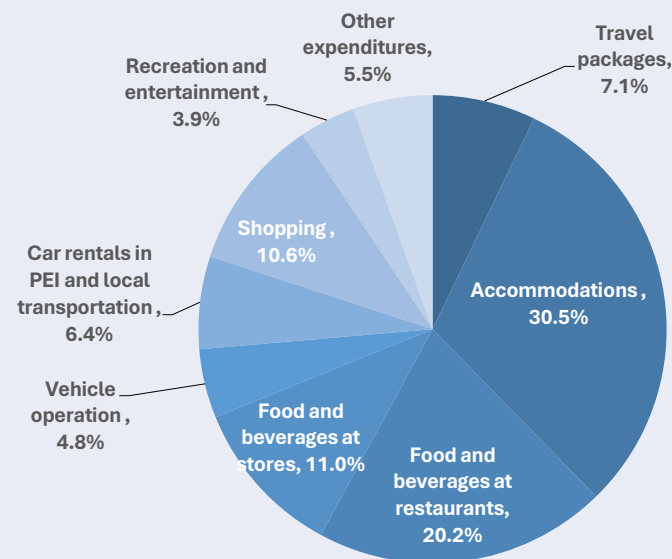
What Visitors Do

Top Activities Participated in



What Visitors Spend

Distribution of Travel Expenditures
(Total Direct Expenditures ≈ \$20.5 million)



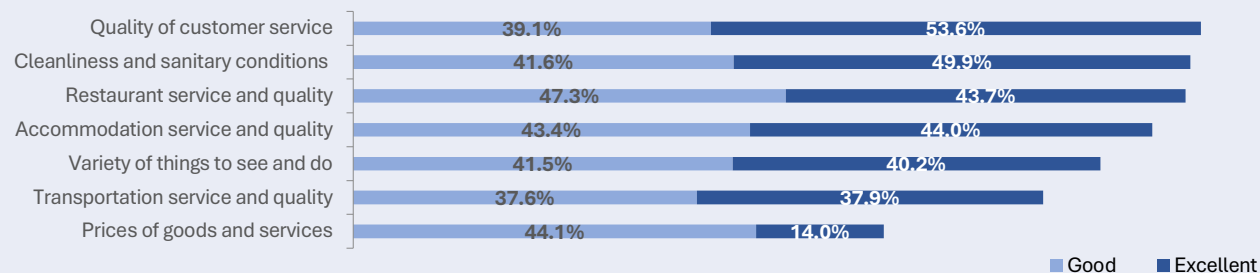


OVERSEAS

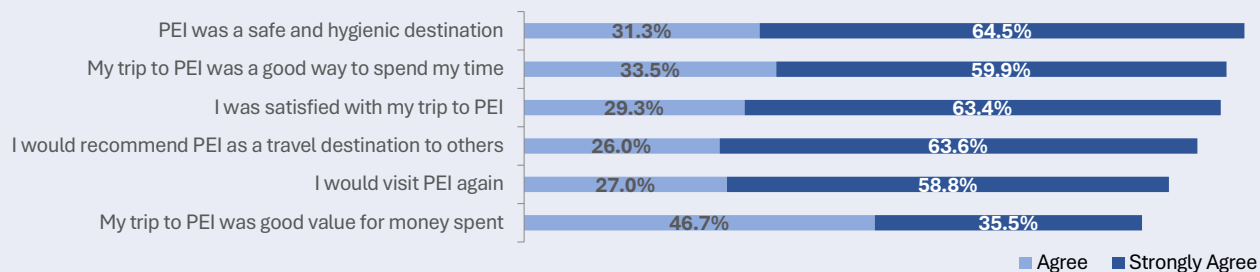


How PEI Rates

Rating of Travel Services and Quality



Travel Evaluation and Behavioural Intentions



Instance of Complaints

