

EXIT SURVEY REPORT SERIES: ES2023-20



SOUTH ATLANTIC, USA

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®





SOUTH ATLANTIC, USA



Market Profile

Total South Atlantic Visitors to PEI in 2023 28,900 <i>person arrivals</i>	S.A. Overnight Pleasure Travellers 20,800 <i>person arrivals</i>	S.A. Overnight Pleasure Travel Parties 8,100 <i>party arrivals</i>	Average Party Size for S.A. Overnight Pleasure Travellers 2.58 <i>persons</i>	Total Overnight Stays in PEI by S.A. Overnight Pleasure Travellers 40,800 <i>nights</i>
Average Trip Duration in PEI by S.A. Overnight Pleasure Travellers 5.08 <i>nights</i>	Average Nights Stayed in Paid Accommodation in PEI by S.A. Overnight Pleasure Travellers 3.84 <i>nights</i>	Estimated Total Direct Expenditures in PEI by S.A. Overnight Pleasure Travellers \$16.1 <i>million</i>	Average Spending by S.A. Overnight Pleasure Travellers \$152.45 <i>per person per night</i>	Average Spending by S.A. Overnight Pleasure Travellers \$1,999.03 <i>per party per visit</i>

Note: South Atlantic region includes the following US states: Maryland, Delaware, Washington D.C. (District of Columbia), West Virginia, Virginia, North Carolina, South Carolina, Georgia, and Florida.



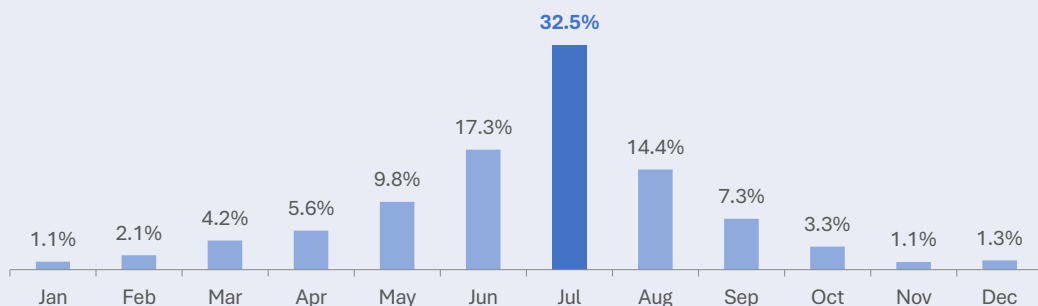


SOUTH ATLANTIC, USA

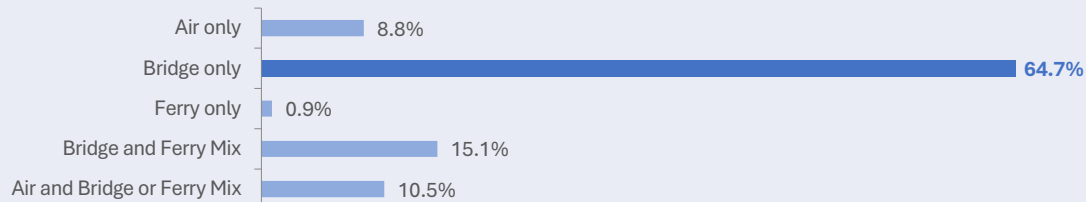


When Visitors Come and How They Visit PEI

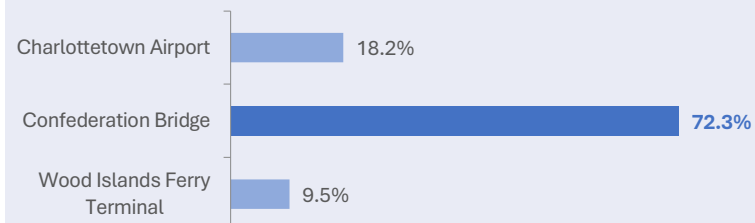
Month of Visit by South Atlantic Residents in 2023



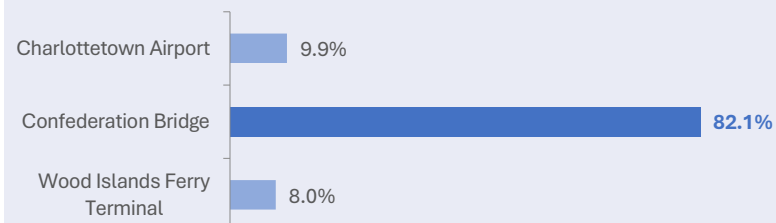
Mix of Entry and Exit Points



Entry Point



Exit Point



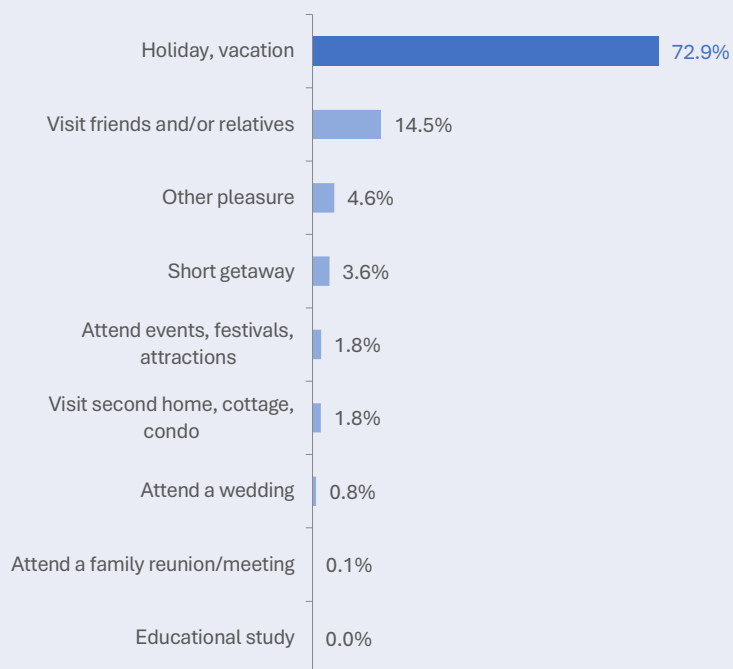


SOUTH ATLANTIC, USA

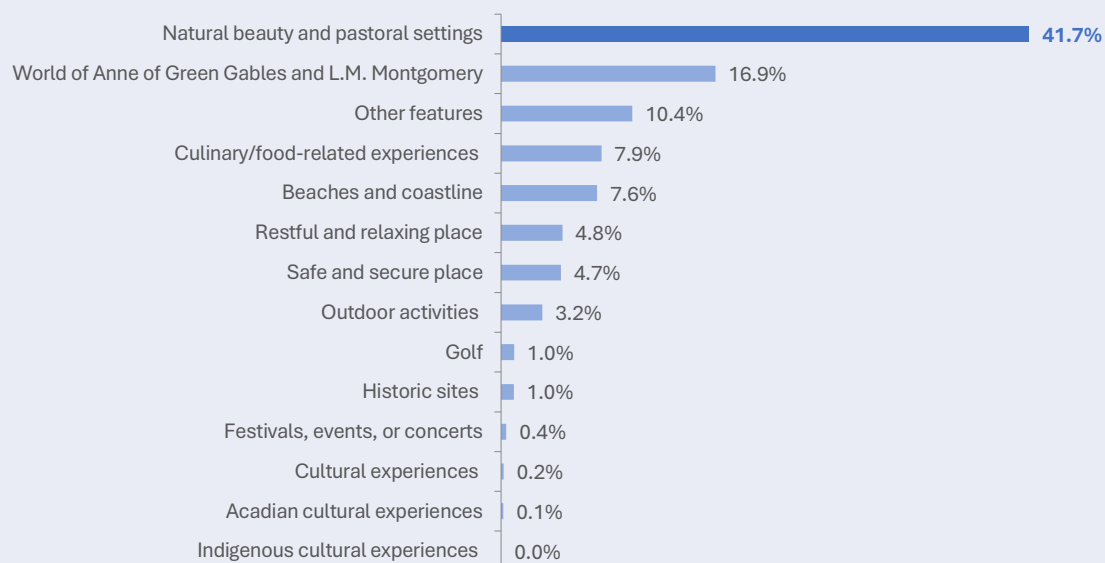


Why Visitors Come

Trip Purpose



Primary Features that Attracted



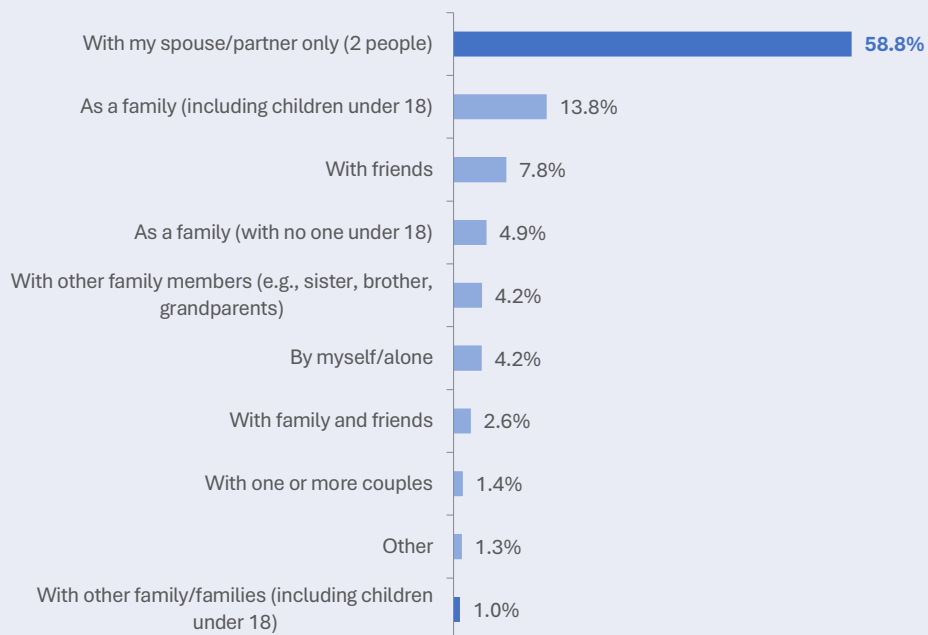


SOUTH ATLANTIC, USA

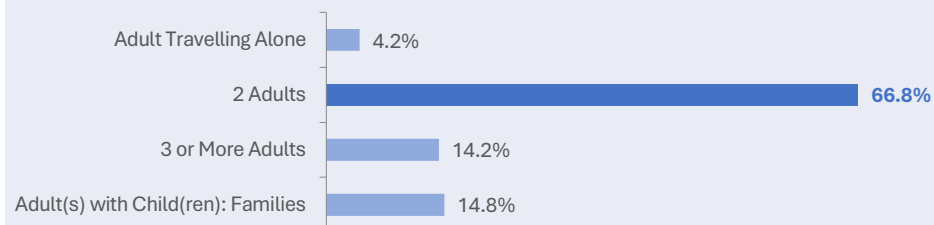


Who Visits PEI

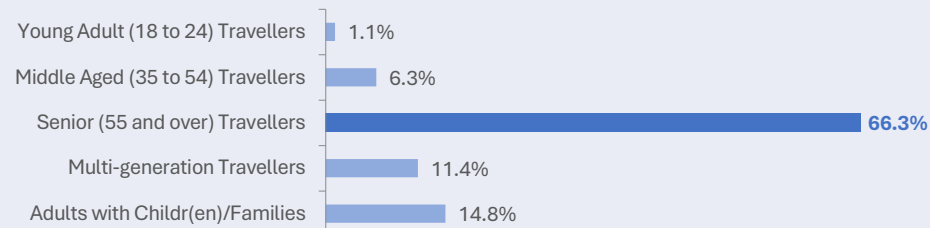
Party Characteristics



Party Composition



Age Composition



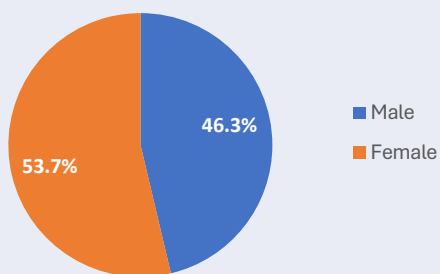


SOUTH ATLANTIC, USA

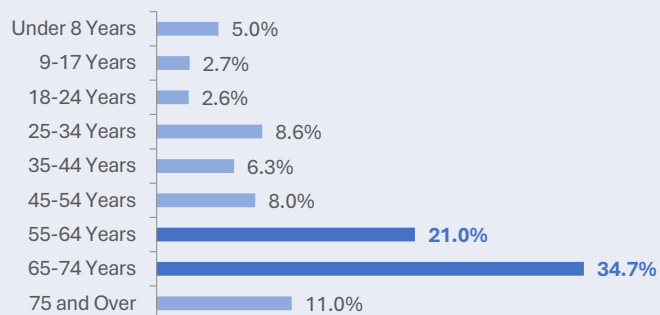


Who Visits PEI (cont'd)

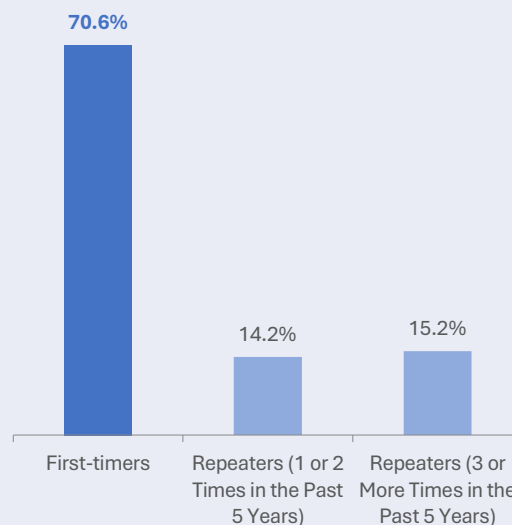
Gender of Individual Travellers



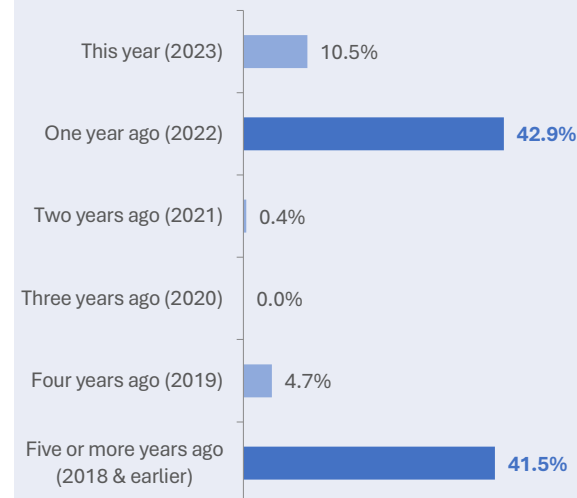
Age of Individual Travellers



Type of Visitation



Repeat Visit Pattern
(Average Number of Times Visited PEI in the Past Five Years \approx 2.78 times)



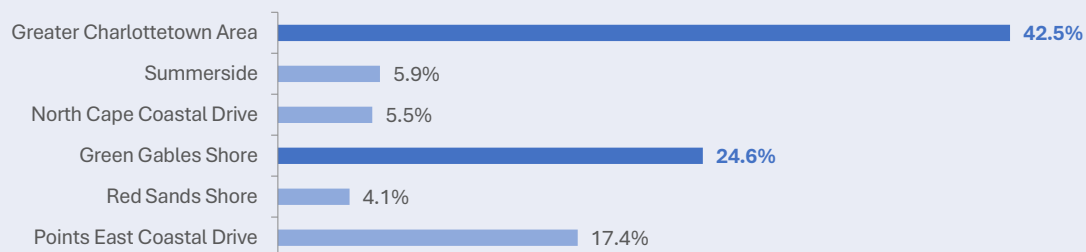


SOUTH ATLANTIC, USA

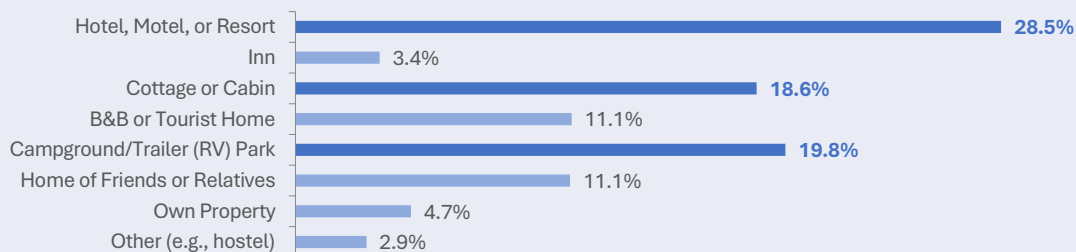


Where Visitors Stay

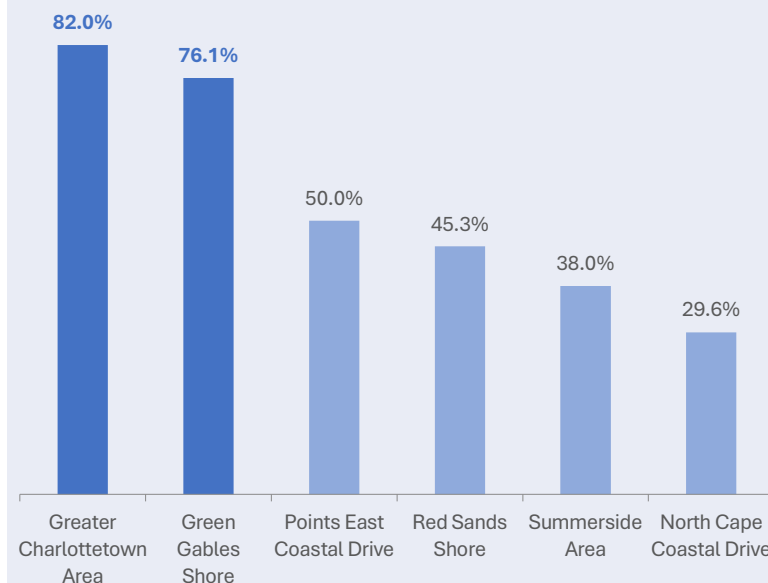
Overnight Stays in PEI Region (Percent based on Total Nights Stayed)



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



PEI Regions Visited



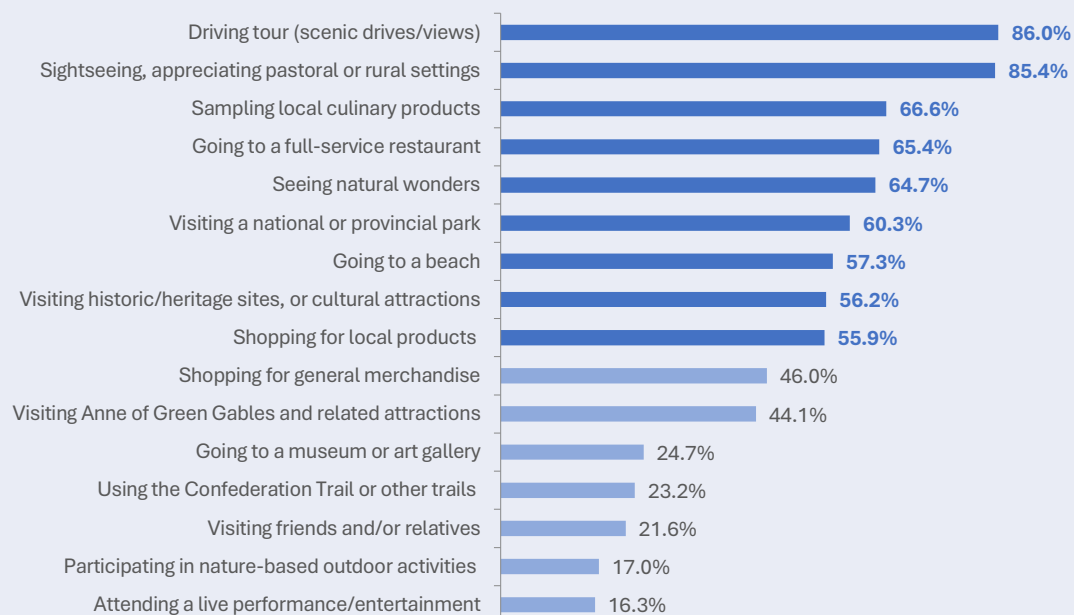


SOUTH ATLANTIC, USA



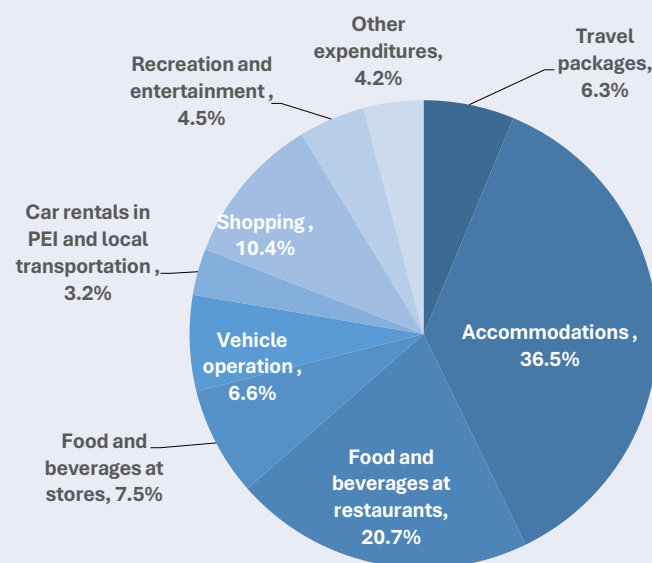
What Visitors Do

Top Activities Participated in



What Visitors Spend

Distribution of Travel Expenditures (Total Direct Expenditures ≈ \$16.1 million)



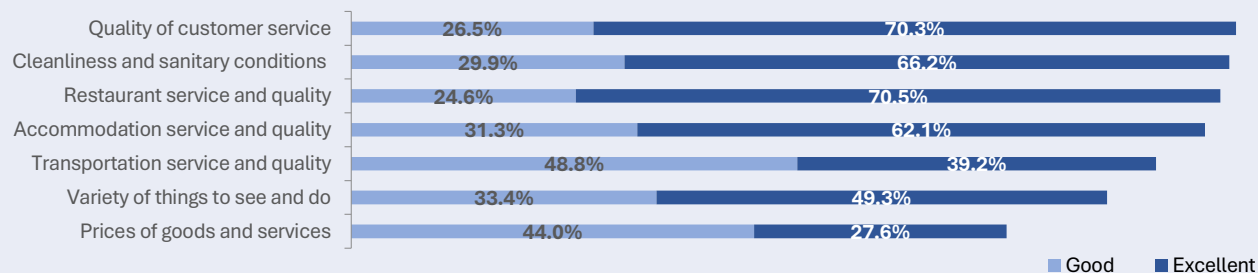


SOUTH ATLANTIC, USA

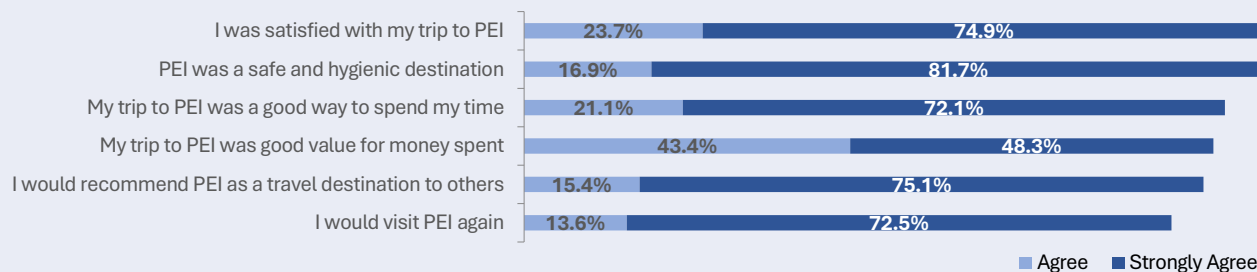


How PEI Rates

Rating of Travel Services and Quality



Travel Evaluation and Behavioural Intentions



Instance of Complaints

