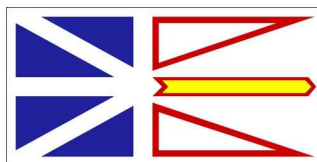


EXIT SURVEY REPORT SERIES: ES2023-15



NEWFOUNDLAND AND LABRADOR

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

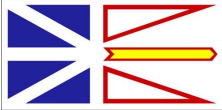
Prepared by:

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

July 28, 2025

Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®





NEWFOUNDLAND AND LABRADOR



Market Profile

Total Newfoundland and Labrador Visitors to PEI in 2023

14,300

person arrivals

NL Overnight Pleasure Travellers

11,900

person arrivals

NL Overnight Pleasure Travel Parties

4,400

party arrivals

Average Party Size for NL Overnight Pleasure Travellers

2.71

persons

Total Overnight Stays in PEI by NL Overnight Pleasure Travellers

21,900

nights

Average Trip Duration in PEI by NL Overnight Pleasure Travellers

5.00

nights

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

2.78

nights

Estimated Total Direct Expenditures in PEI by NL Overnight Pleasure Travellers

\$8.5

million

Average Spending by NL Overnight Pleasure Travellers

\$143.86

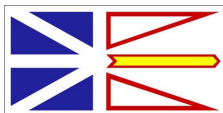
per person per night

Average Spending by NL Overnight Pleasure Travellers

\$1,946.73

per party per visit



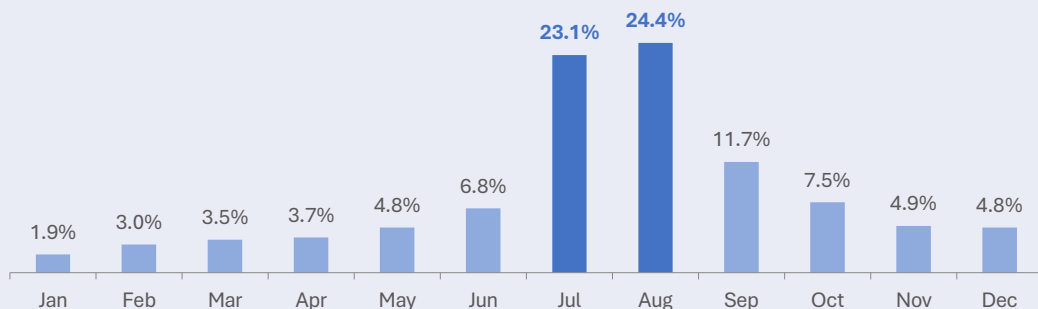


NEWFOUNDLAND AND LABRADOR

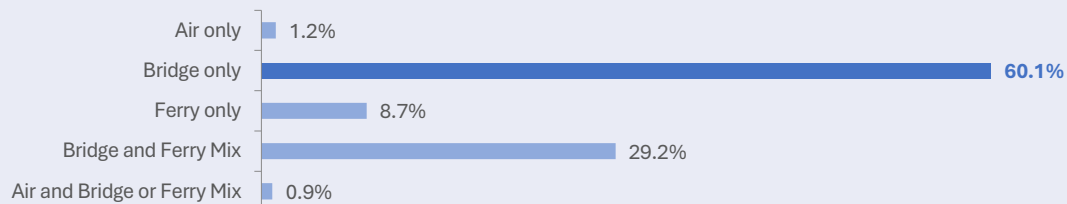


When Visitors Come and How They Visit PEI

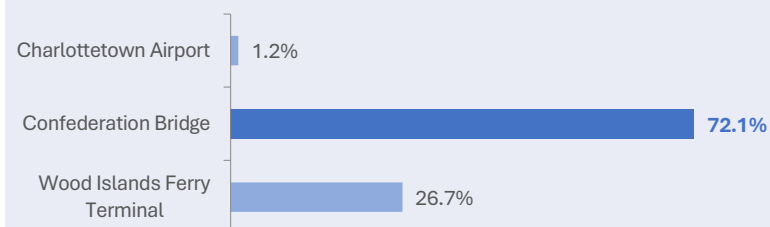
Month of Visit by NL Residents in 2023



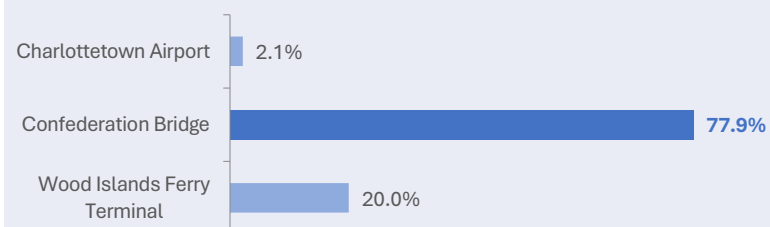
Mix of Entry and Exit Points



Entry Point



Exit Point



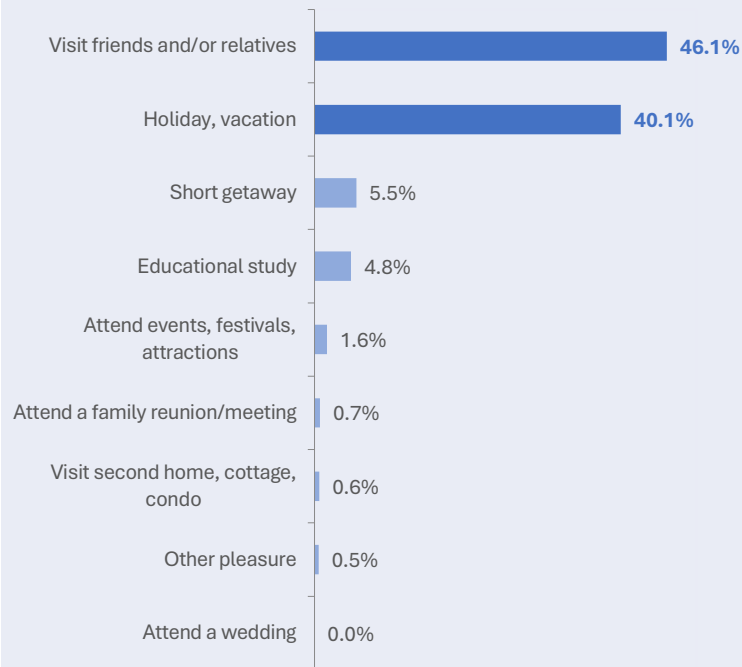


NEWFOUNDLAND AND LABRADOR

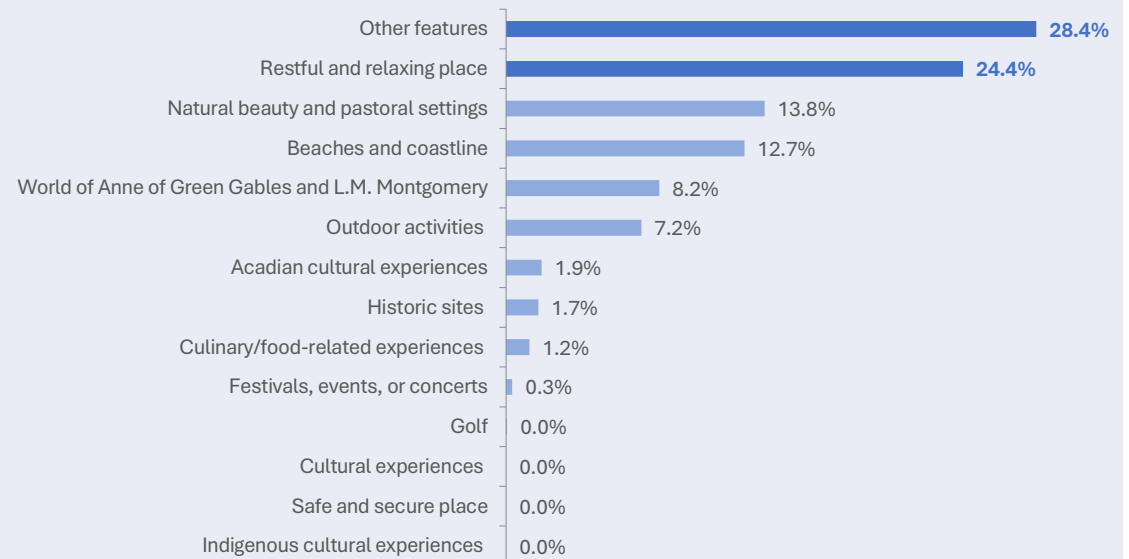


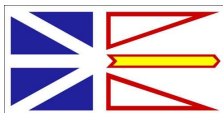
Why Visitors Come

Trip Purpose



Primary Features that Attracted



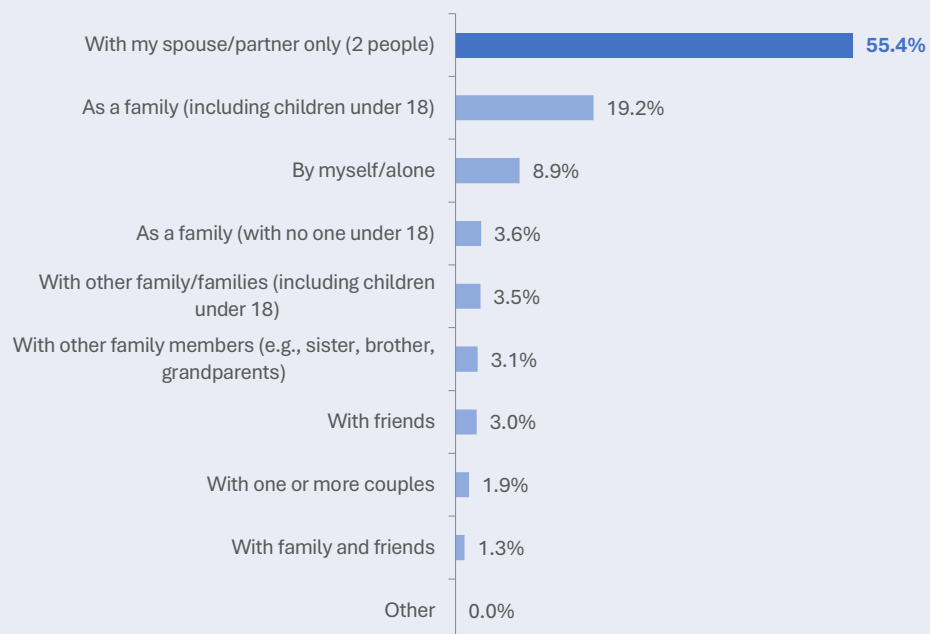


NEWFOUNDLAND AND LABRADOR

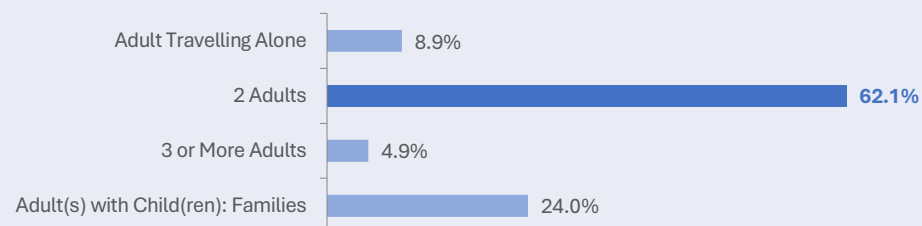


Who Visits PEI

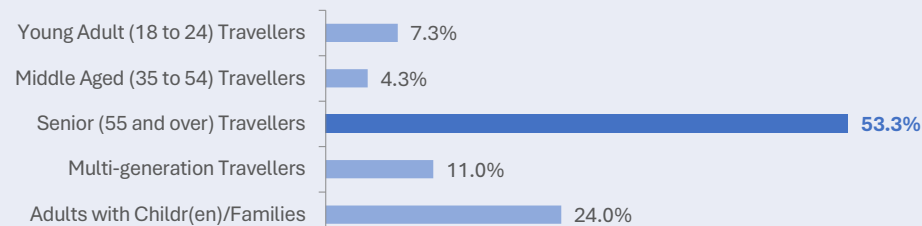
Party Characteristics

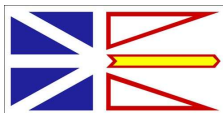


Party Composition



Age Composition



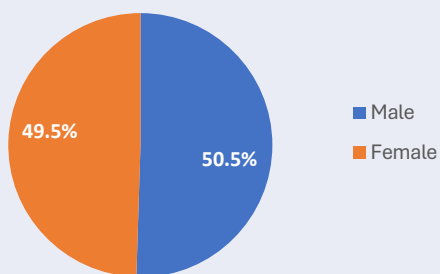


NEWFOUNDLAND AND LABRADOR

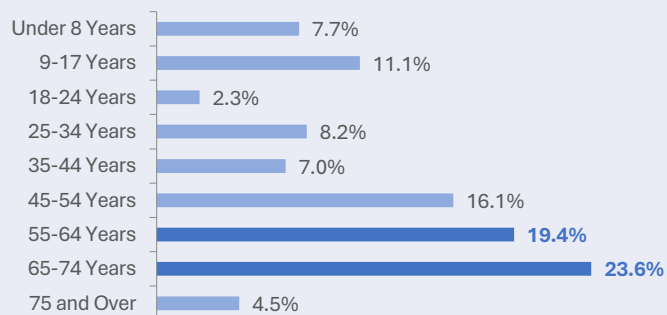


Who Visits PEI (cont'd)

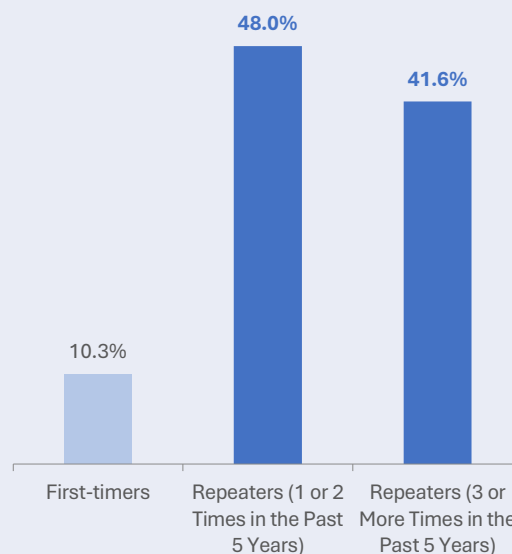
Gender of Individual Travellers



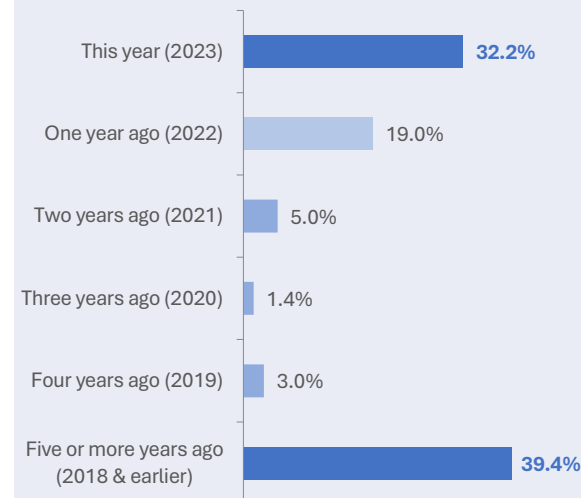
Age of Individual Travellers

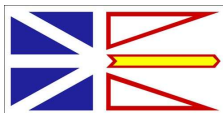


Type of Visitation



Repeat Visit Pattern
(Average Number of Times Visited PEI in the Past Five Years \approx 3.76 times)



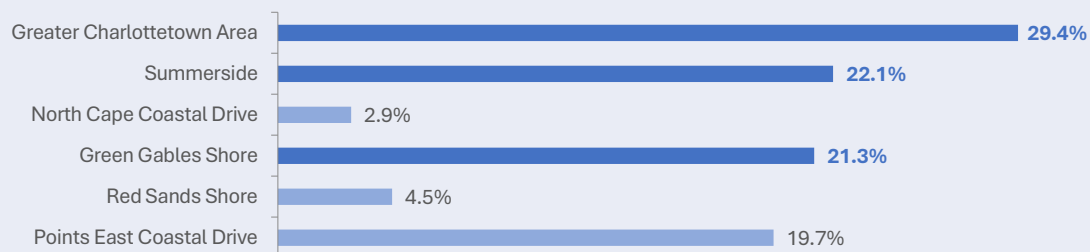


NEWFOUNDLAND AND LABRADOR

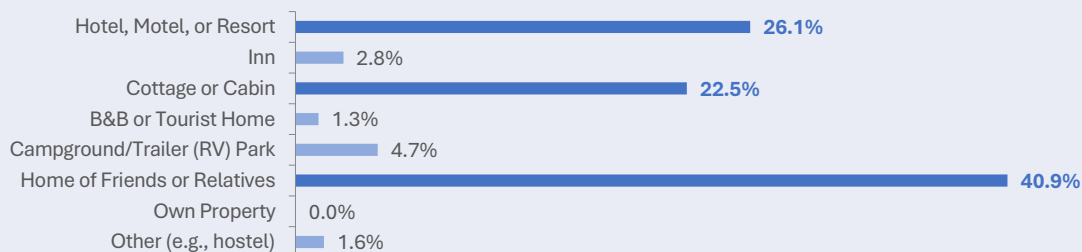


Where Visitors Stay

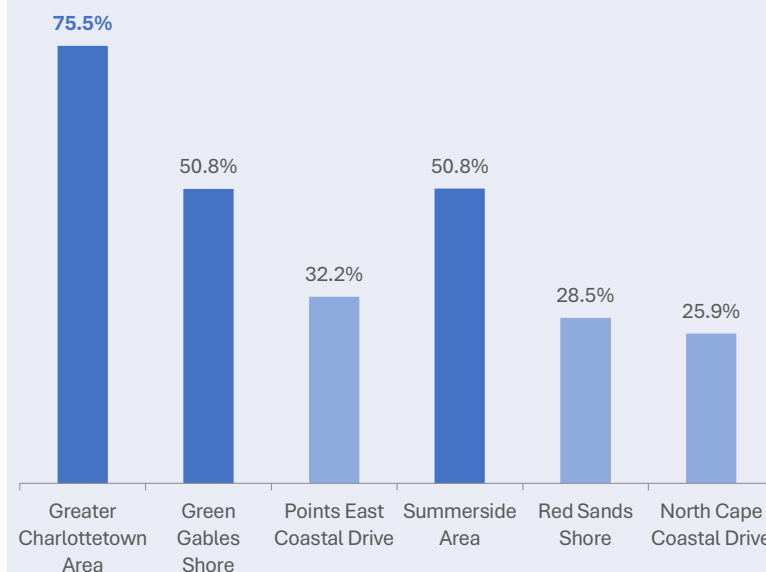
Overnight Stays in PEI Region (Percent based on Total Nights Stayed)

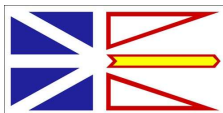


Overnight Stays in Type of Accommodation (Percent based on Total Nights Stayed)



PEI Regions Visited





NEWFOUNDLAND AND LABRADOR



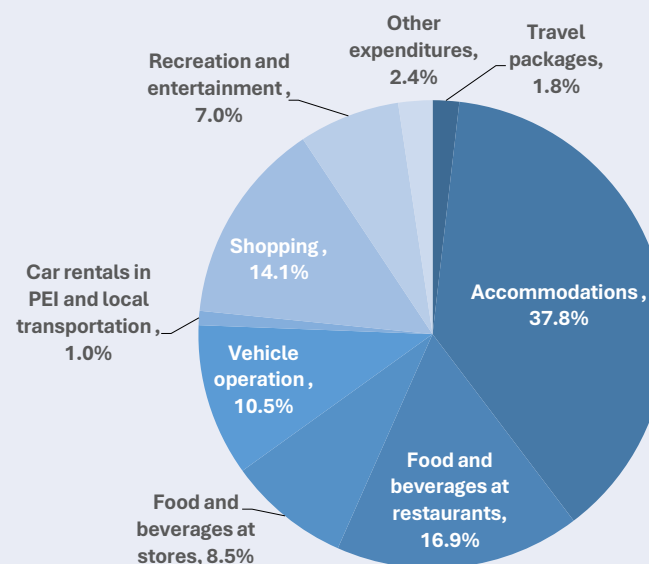
What Visitors Do

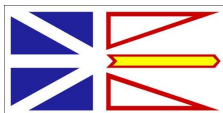
Top Activities Participated in



What Visitors Spend

Distribution of Travel Expenditures
(Total Direct Expenditures ≈ \$8.5 million)



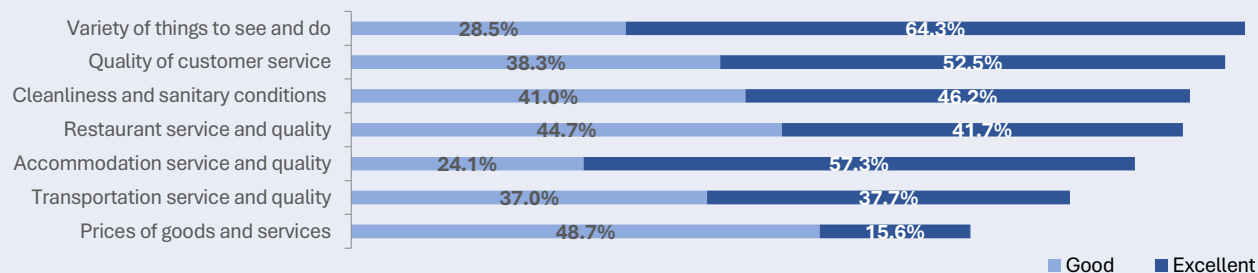


NEWFOUNDLAND AND LABRADOR

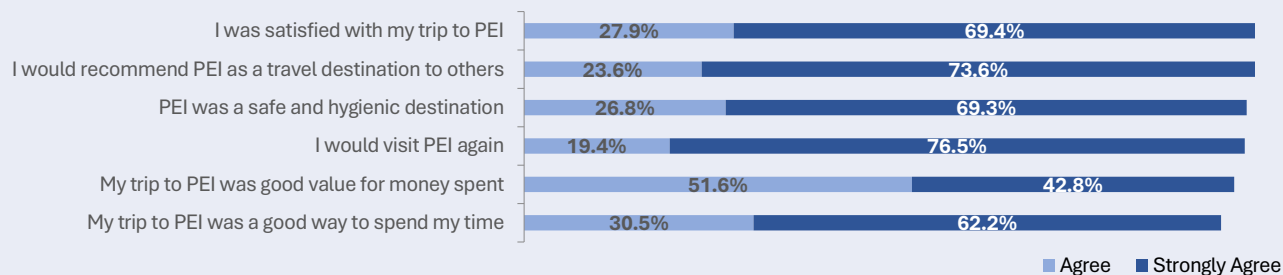


How PEI Rates

Rating of Travel Services and Quality



Travel Evaluation and Behavioural Intentions



Instance of Complaints

