

EXIT SURVEY REPORT SERIES: ES2023-16



# QUEBEC

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

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Department of Fisheries, Tourism, Sport and Culture

July 29, 2025

*Prince Edward Island*  
CANADA  
OFFICIAL TRAVEL DESTINATION OF THE NHL®





## QUEBEC



### Market Profile

Total Quebec Visitors  
to PEI  
in 2023

**147,300**

*person arrivals*

QC Overnight Pleasure  
Travellers

**124,300**

*person arrivals*

QC Overnight Pleasure  
Travel Parties

**42,800**

*party arrivals*

Average Party Size for QC  
Overnight Pleasure  
Travellers

**2.91**

*persons*

Total Overnight Stays in  
PEI by QC Overnight  
Pleasure Travellers

**267,300**

*nights*

Average Trip Duration in  
PEI by QC Overnight  
Pleasure Travellers

**6.25**

*nights*

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

**5.26**

*nights*

Estimated Total Direct  
Expenditures in PEI by QC  
Overnight Pleasure  
Travellers

**\$112.3**

*million*

Average Spending by QC  
Overnight Pleasure  
Travellers

**\$144.49**

*per person per night*

Average Spending by QC  
Overnight Pleasure  
Travellers

**\$2,624.16**

*per party per visit*



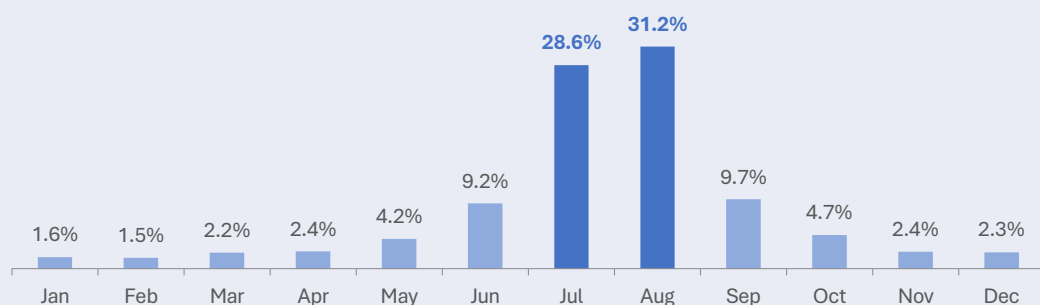


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### When Visitors Come and How They Visit PEI

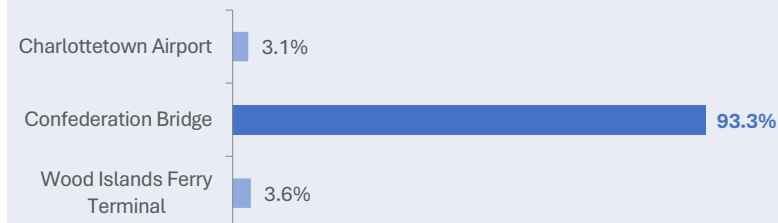
Month of Visit by QC Residents in 2023



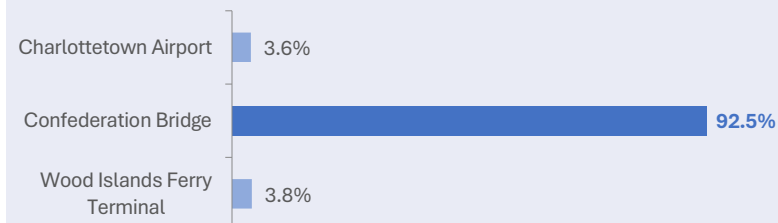
Mix of Entry and Exit Points



Entry Point



Exit Point



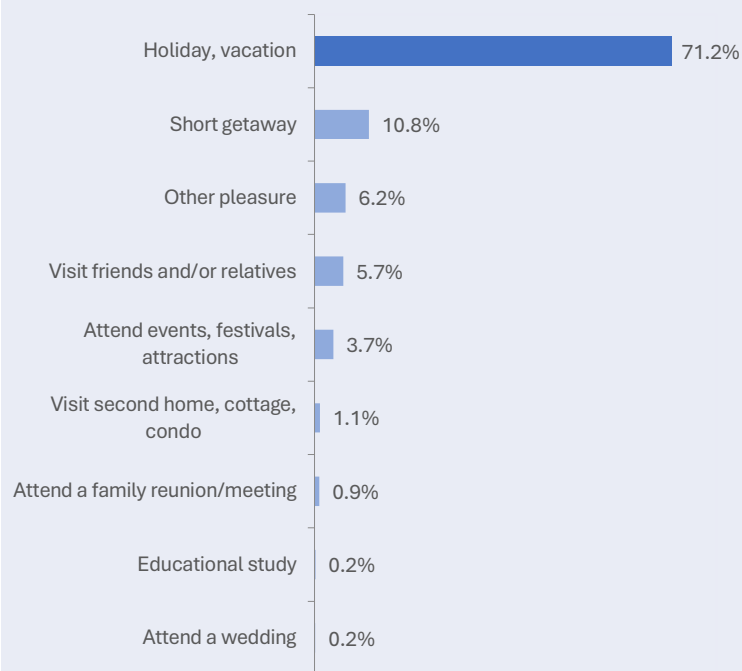


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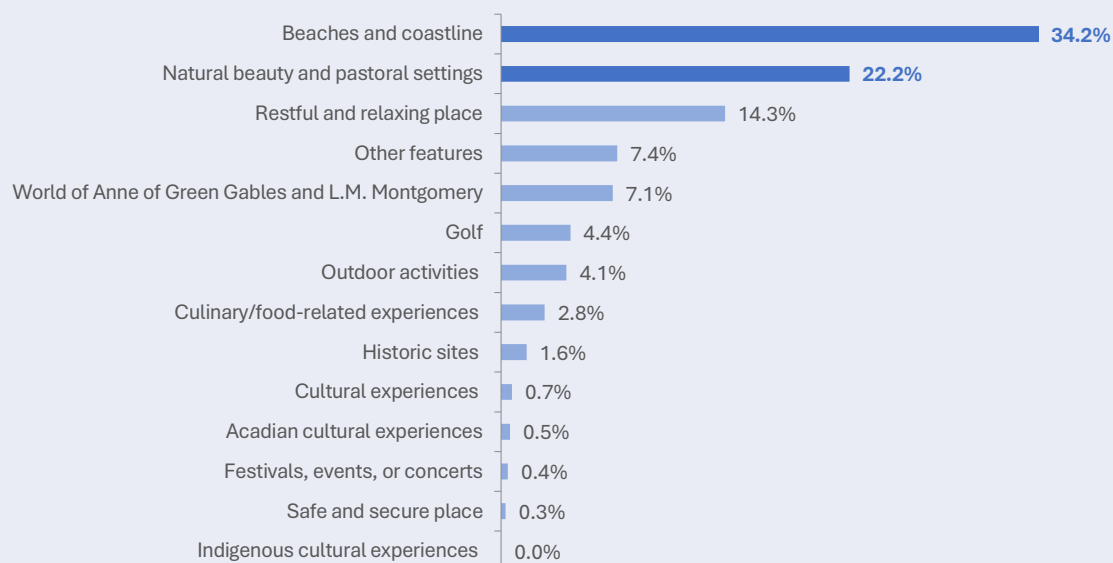


## Why Visitors Come

Trip Purpose



Primary Features that Attracted



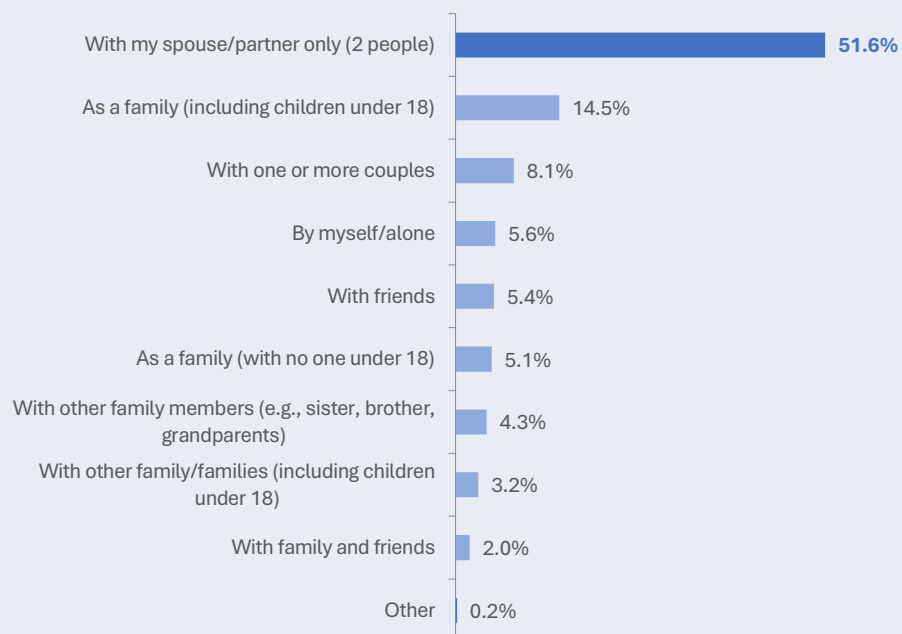


## QUEBEC

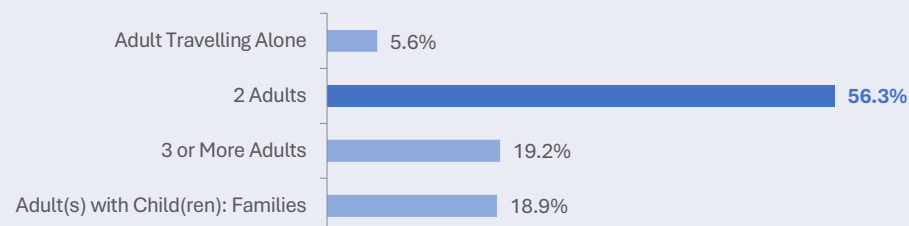


### Who Visits PEI

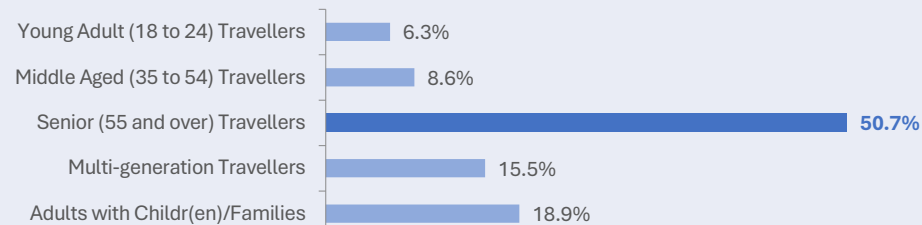
#### Party Characteristics



#### Party Composition



#### Age Composition



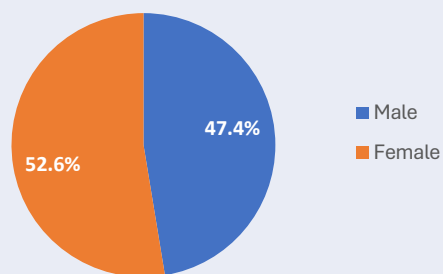


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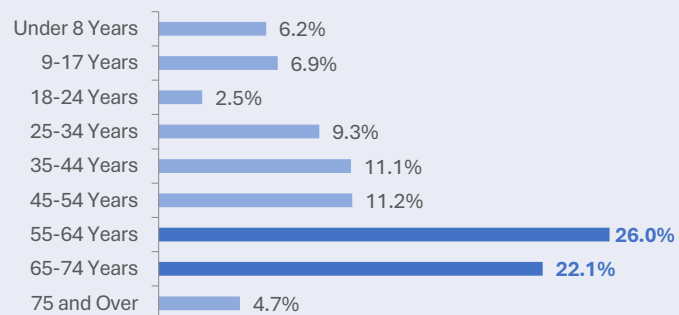


### Who Visits PEI (cont'd)

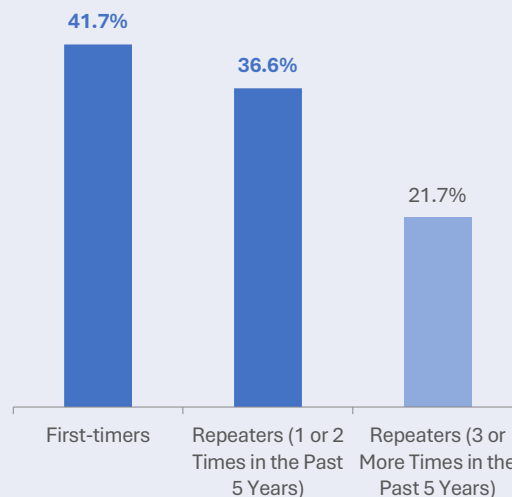
Gender of Individual Travellers



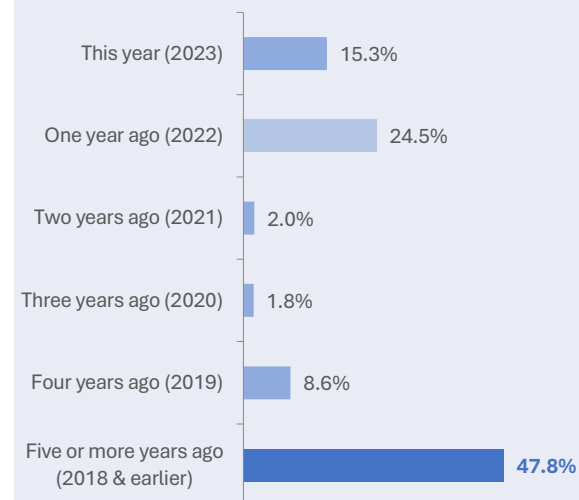
Age of Individual Travellers



Type of Visitation



Repeat Visit Pattern  
(Average Number of Times Visited PEI in the Past Five Years ≈ 3.18 times)



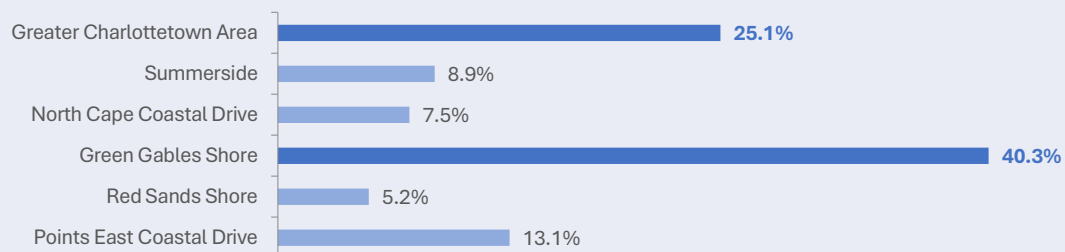


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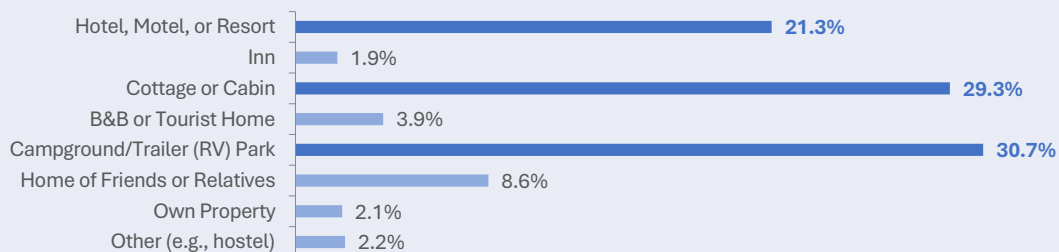


## Where Visitors Stay

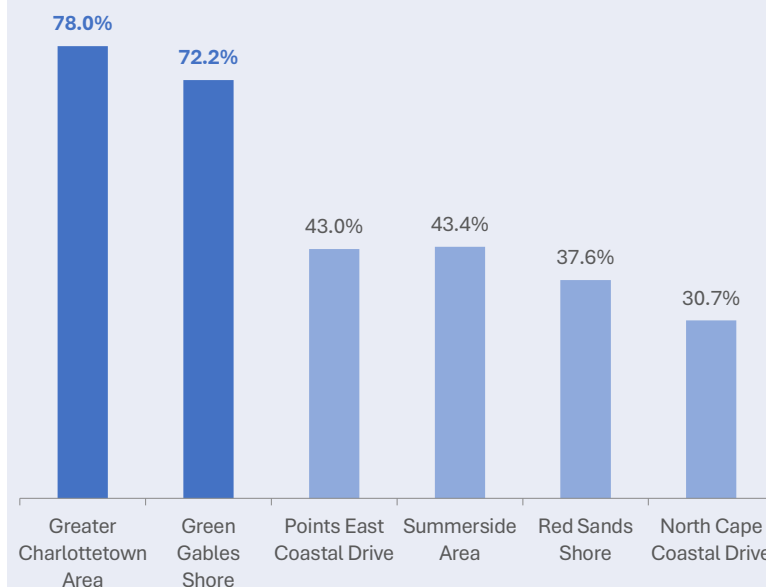
Overnight Stays in PEI Region (Percent based on Total Nights Stayed)



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



PEI Regions Visited



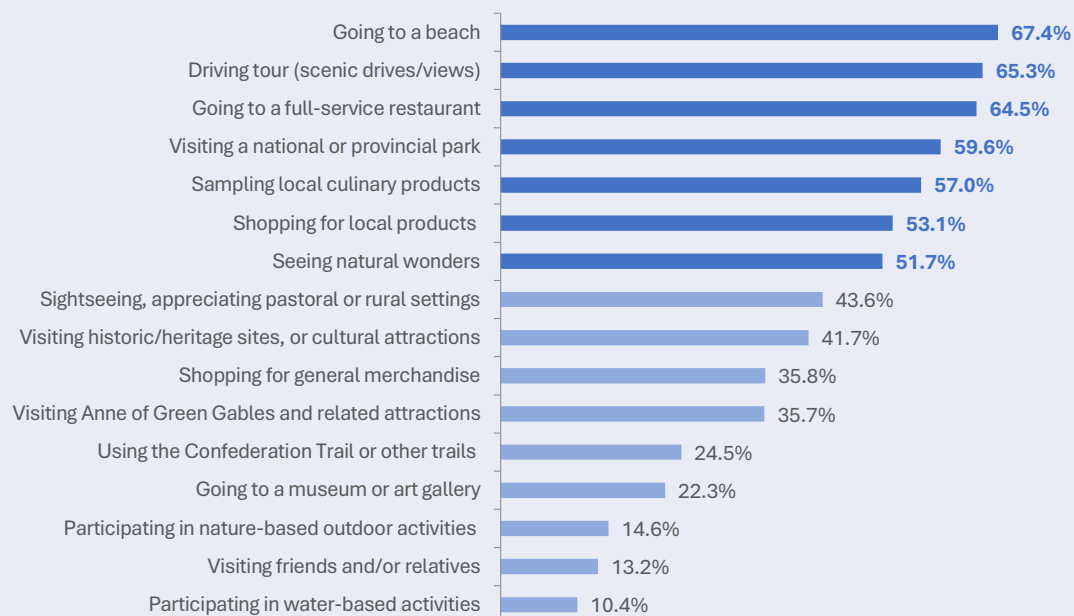


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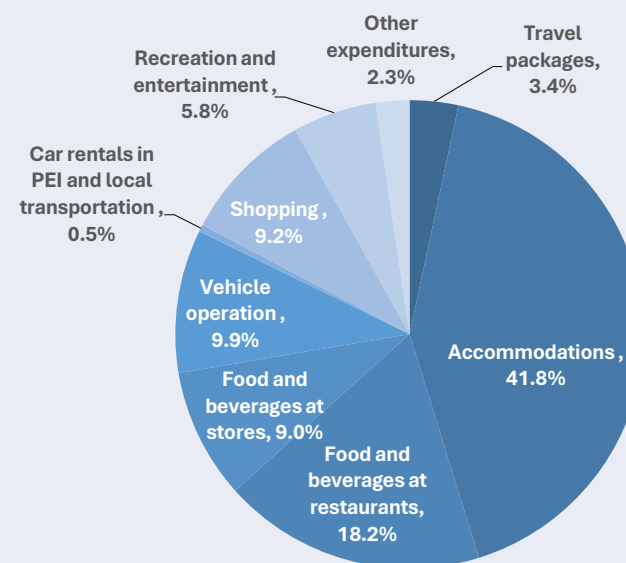
### What Visitors Do

Top Activities Participated in



### What Visitors Spend

Distribution of Travel Expenditures  
(Total Direct Expenditures ≈ \$112.3 million)





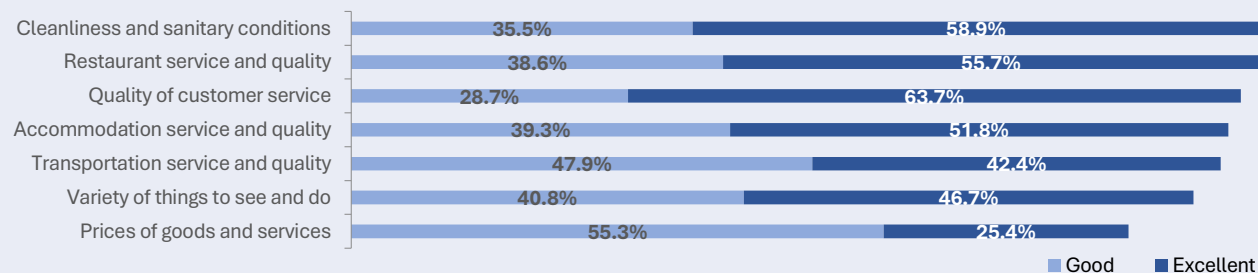


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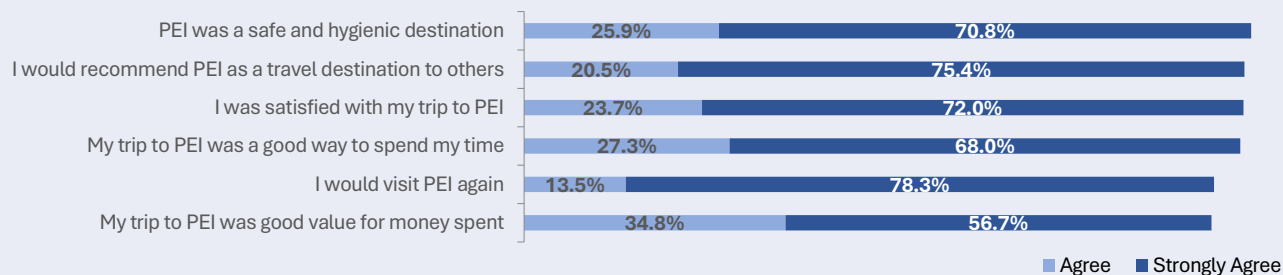


## How PEI Rates

Rating of Travel Services and Quality



Travel Evaluation and Behavioural Intentions



Instance of Complaints

