

EXIT SURVEY REPORT SERIES: ES2023-17



# ONTARIO

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

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July 29, 2025

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





## ONTARIO



### Market Profile

Total Ontario Visitors  
to PEI  
in 2023

**239,200**

*person arrivals*

ON Overnight Pleasure  
Travellers

**213,300**

*person arrivals*

ON Overnight Pleasure  
Travel Parties

**71,500**

*party arrivals*

Average Party Size for ON  
Overnight Pleasure  
Travellers

**2.98**

*persons*

Total Overnight Stays in  
PEI by ON Overnight  
Pleasure Travellers

**444,600**

*nights*

Average Trip Duration in  
PEI by ON Overnight  
Pleasure Travellers

**6.23**

*nights*

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

**3.99**

*nights*

Estimated Total Direct  
Expenditures in PEI by ON  
Overnight Pleasure  
Travellers

**\$201.3**

*million*

Average Spending by ON  
Overnight Pleasure  
Travellers

**\$151.50**

*per person per night*

Average Spending by ON  
Overnight Pleasure  
Travellers

**\$2,814.87**

*per party per visit*



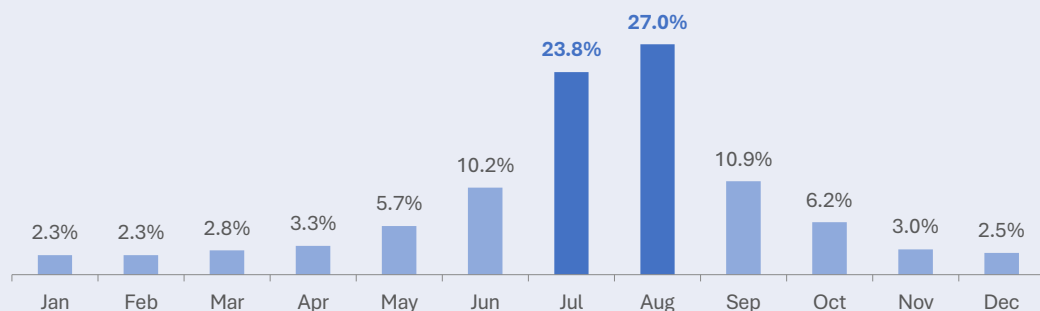


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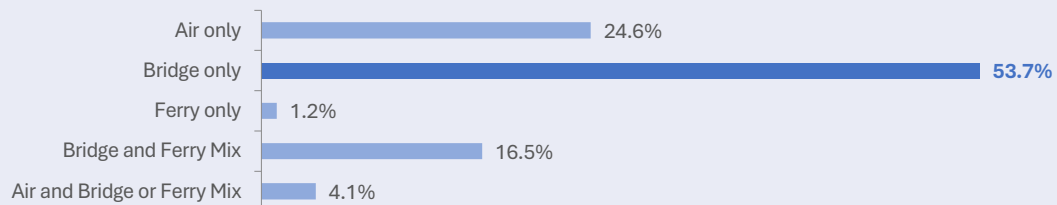


## When Visitors Come and How They Visit PEI

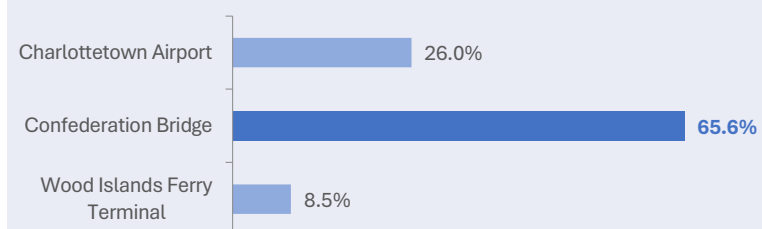
Month of Visit by ON Residents in 2023



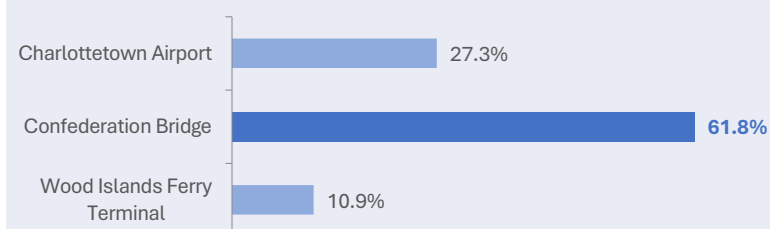
Mix of Entry and Exit Points



Entry Point



Exit Point



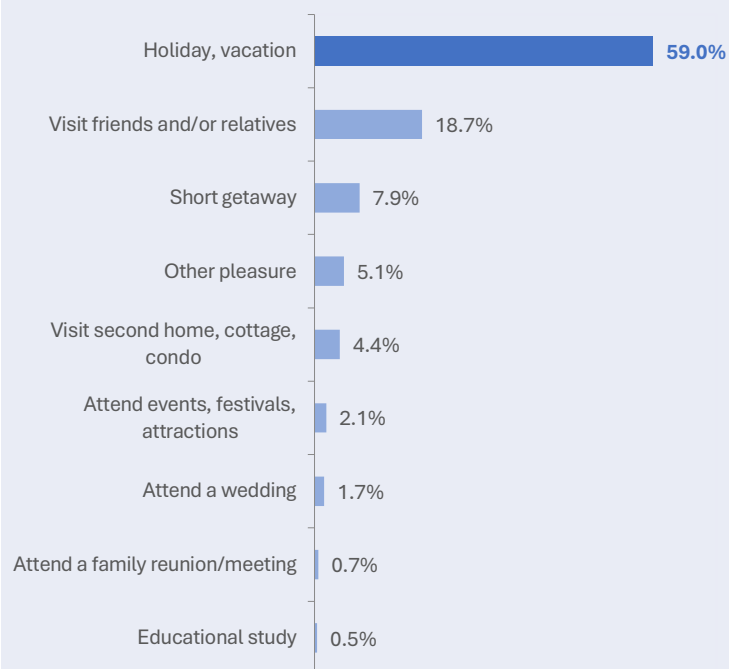


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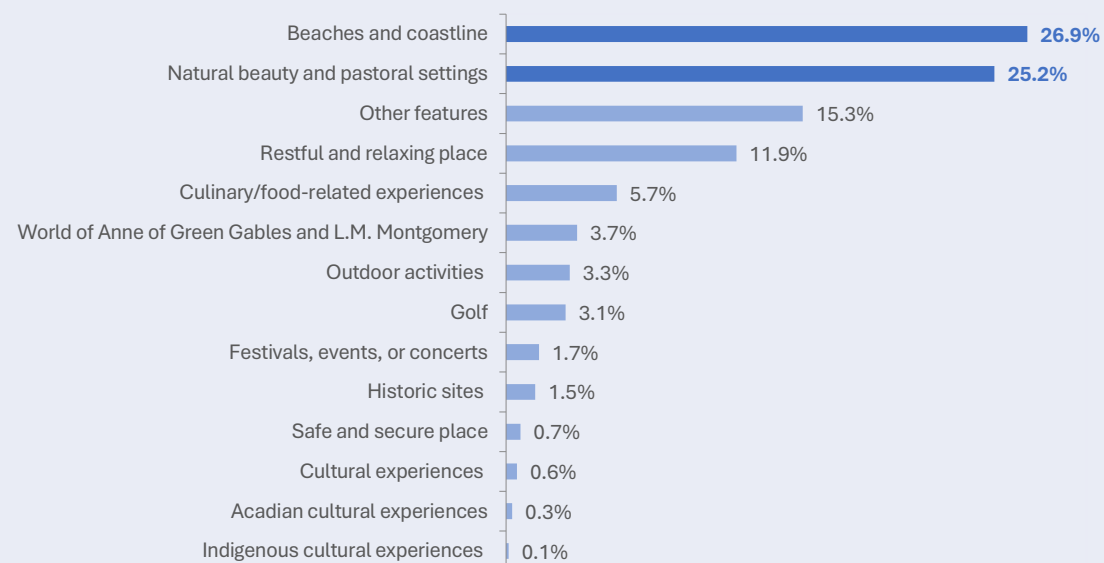


## Why Visitors Come

Trip Purpose



Primary Features that Attracted



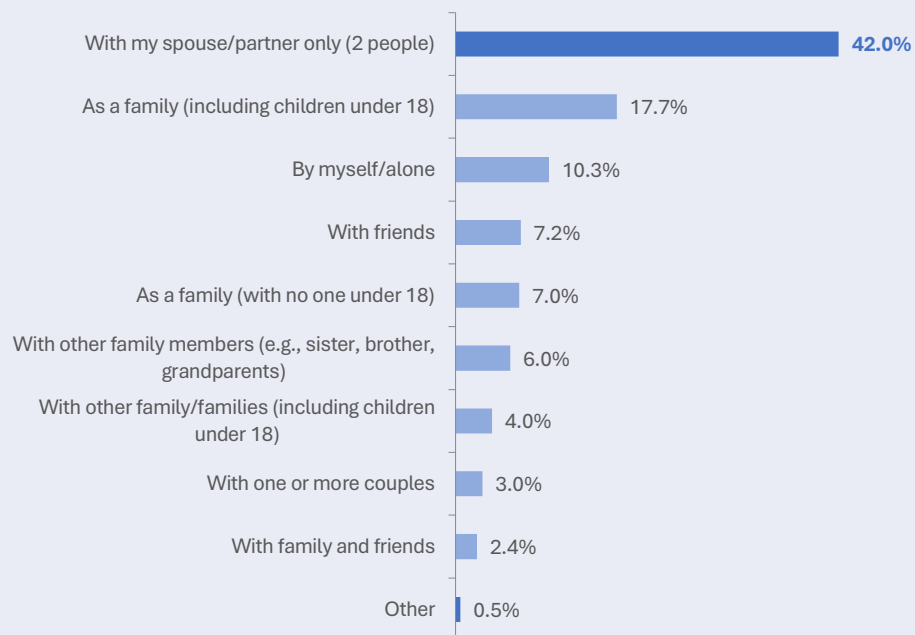


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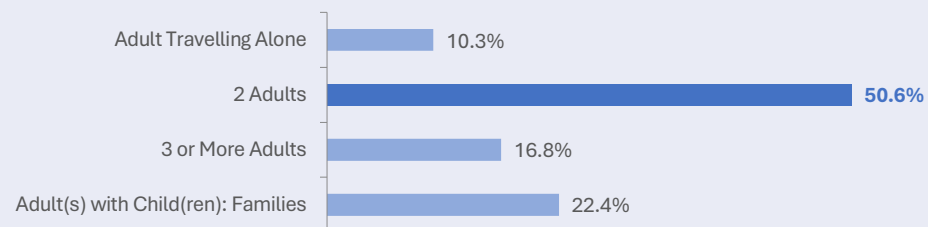


## Who Visits PEI

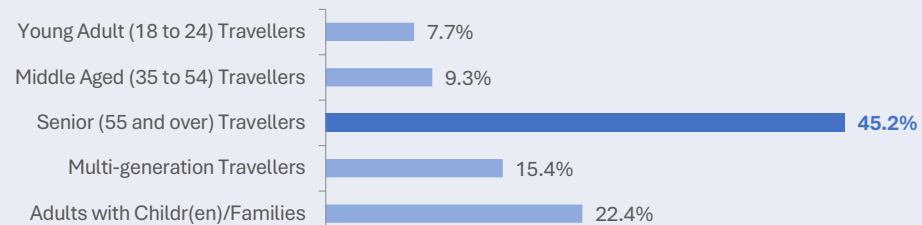
### Party Characteristics



### Party Composition



### Age Composition



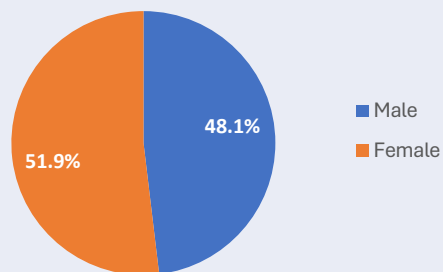


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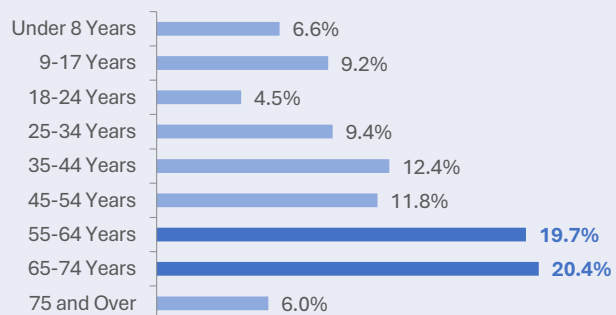


## Who Visits PEI (cont'd)

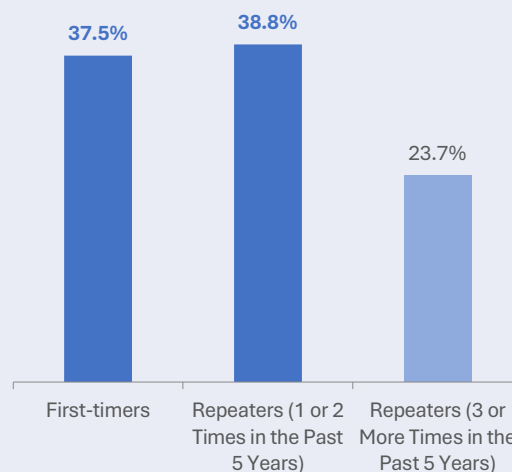
Gender of Individual Travellers



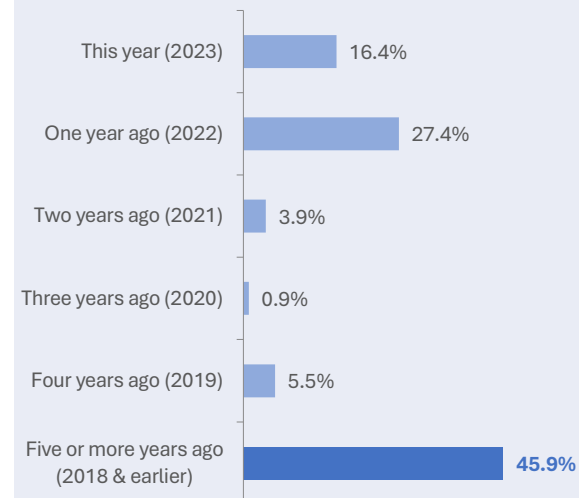
Age of Individual Travellers



Type of Visitation



Repeat Visit Pattern  
(Average Number of Times Visited PEI in the Past Five Years ≈ 3.01 times)



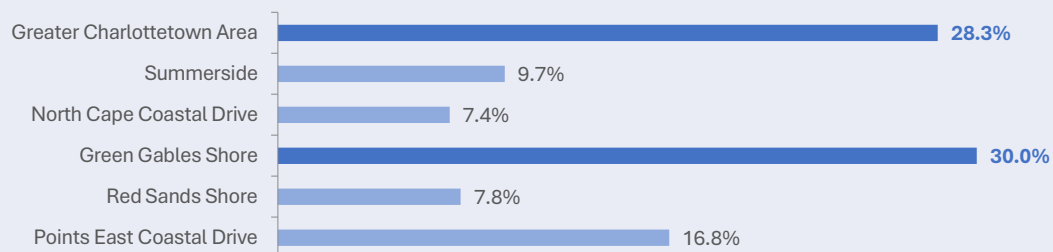


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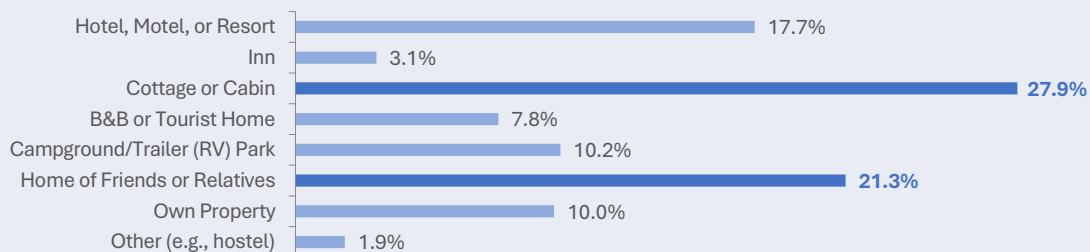


## Where Visitors Stay

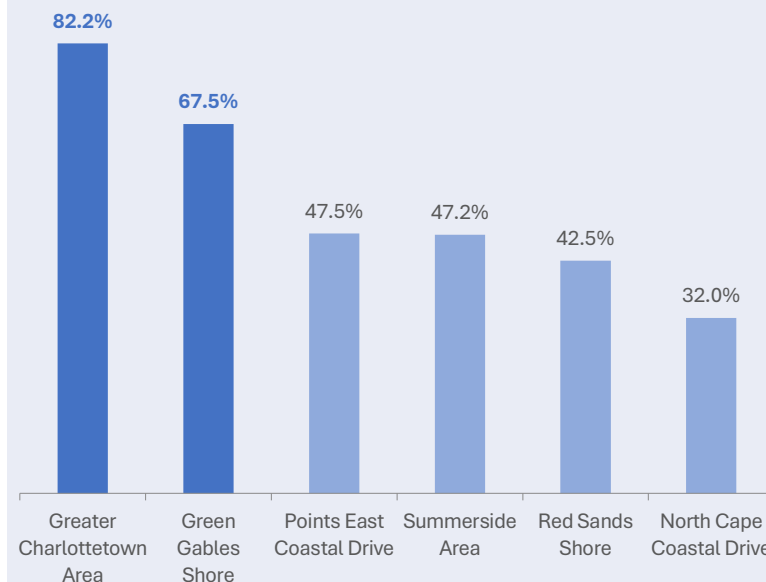
Overnight Stays in PEI Region (Percent based on Total Nights Stayed)



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



PEI Regions Visited



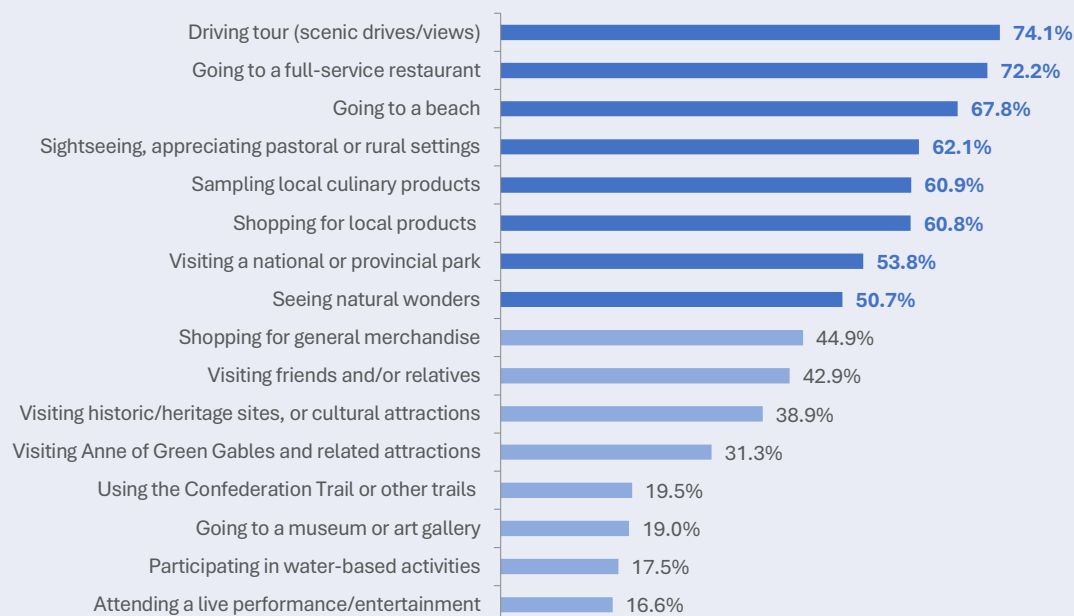


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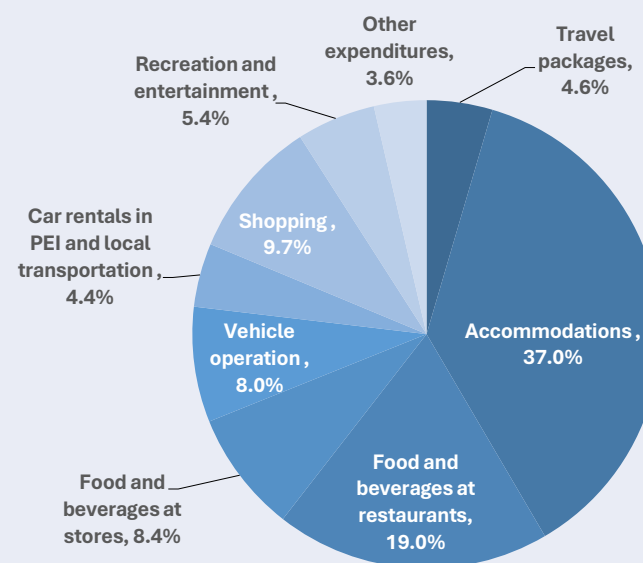
## What Visitors Do

Top Activities Participated in



## What Visitors Spend

Distribution of Travel Expenditures  
(Total Direct Expenditures ≈ \$201.2 million)



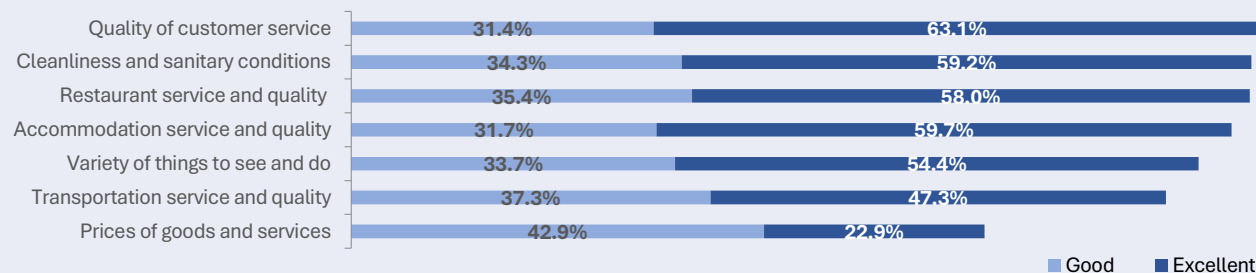


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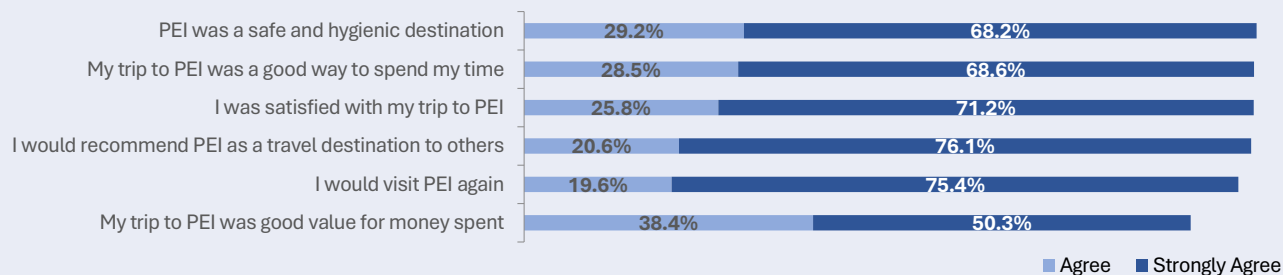


## How PEI Rates

Rating of Travel Services and Quality



Travel Evaluation and Behavioural Intentions



Instance of Complaints

