

EXIT SURVEY REPORT SERIES: ES2023-18



NEW ENGLAND, USA

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®





NEW ENGLAND, USA



Market Profile

Total New England
Visitors to PEI
in 2023

35,600

person arrivals

N.E. Overnight Pleasure
Travellers

29,400

person arrivals

N.E. Overnight Pleasure
Travel Parties

11,200

party arrivals

Average Party Size for N.E.
Overnight Pleasure
Travellers

2.62

persons

Total Overnight Stays in
PEI by N.E. Overnight
Pleasure Travellers

61,900

nights

Average Trip Duration in
PEI by N.E. Overnight
Pleasure Travellers

5.52

nights

Average Nights Stayed in
Paid Accommodation in
PEI by N.E. Overnight
Pleasure Travellers

4.13

nights

Estimated Total Direct
Expenditures in PEI by
N.E. Overnight Pleasure
Travellers

\$23.2

million

Average Spending by N.E.
Overnight Pleasure
Travellers

\$143.28

per person per night

Average Spending by N.E.
Overnight Pleasure
Travellers

\$2,069.50

per party per visit

Note: New England region includes the following US states: Maine, New Hampshire, Vermont, Massachusetts, Connecticut, and Rhode Island.



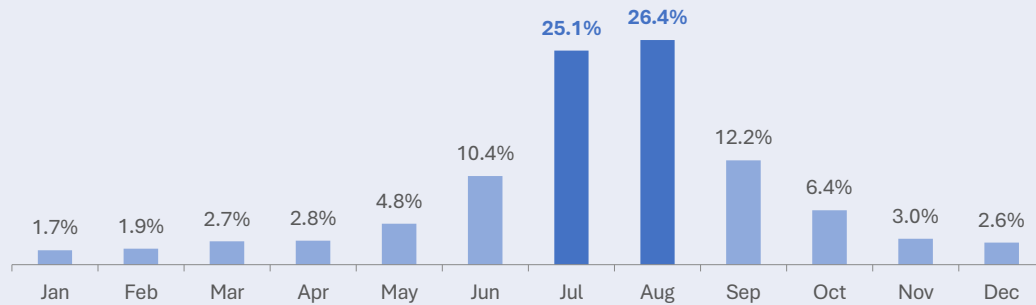


NEW ENGLAND, USA

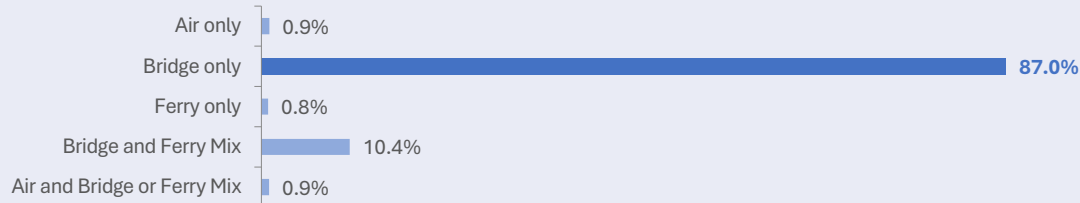


When Visitors Come and How They Visit PEI

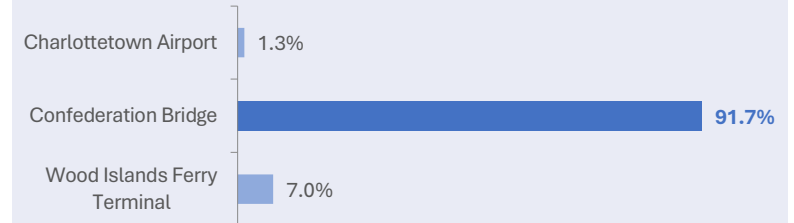
Month of Visit by New England Residents in 2023



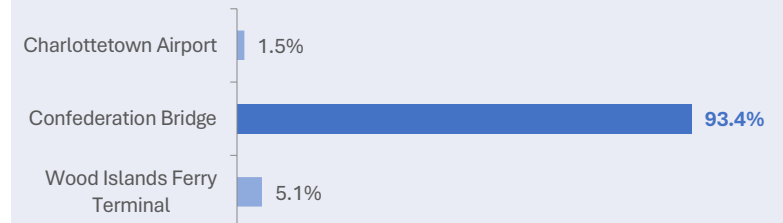
Mix of Entry and Exit Points



Entry Point



Exit Point



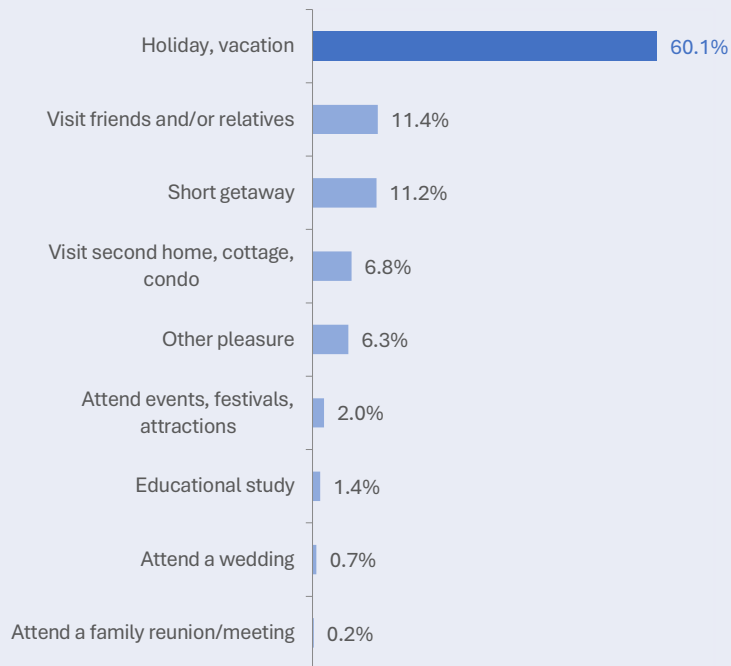


NEW ENGLAND, USA

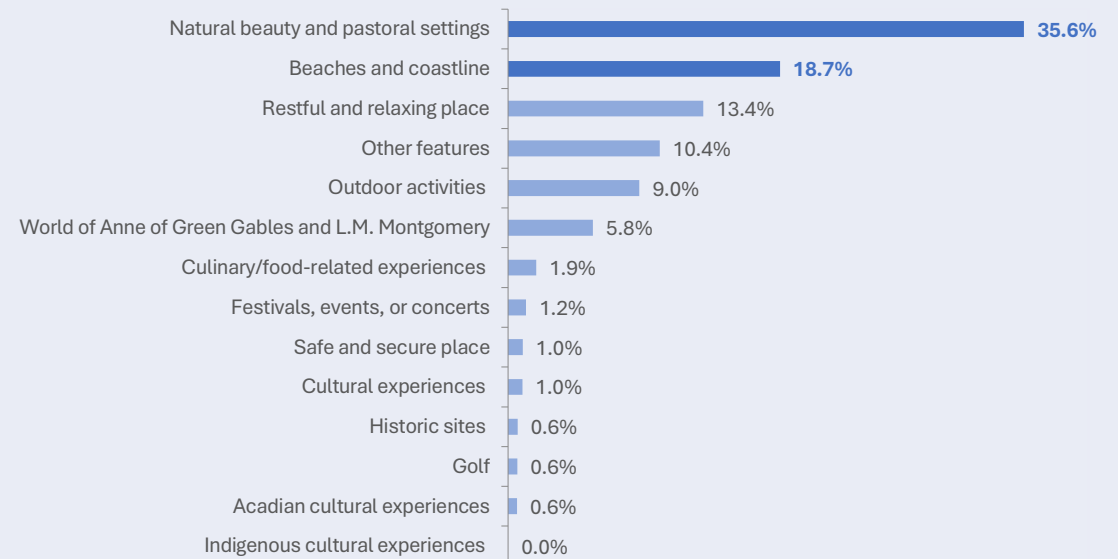


Why Visitors Come

Trip Purpose



Primary Features that Attracted



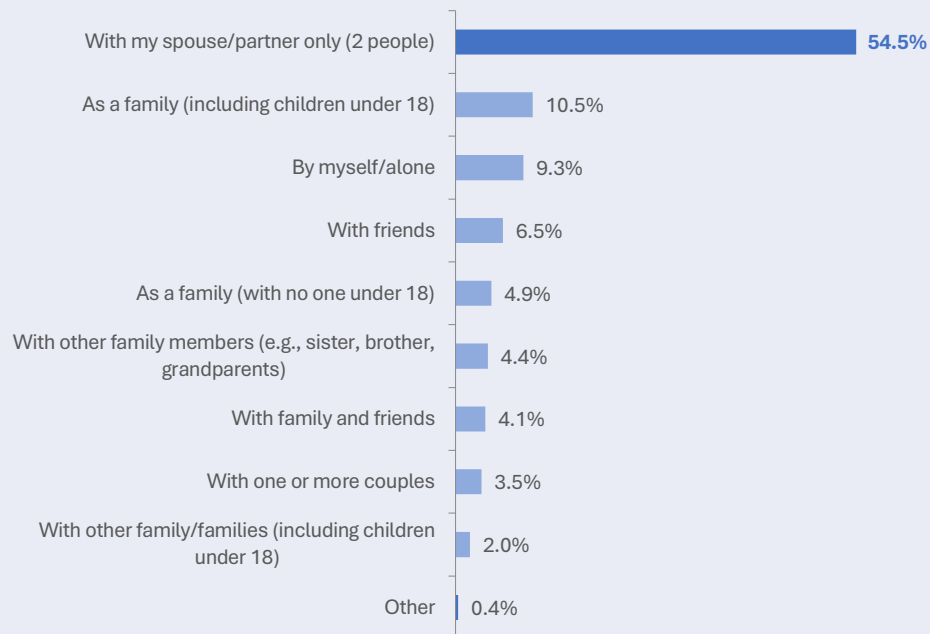


NEW ENGLAND, USA

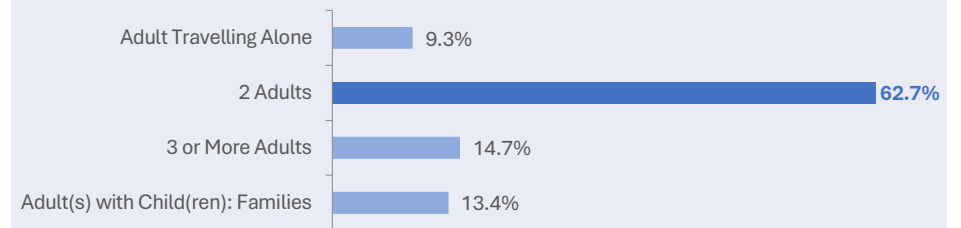


Who Visits PEI

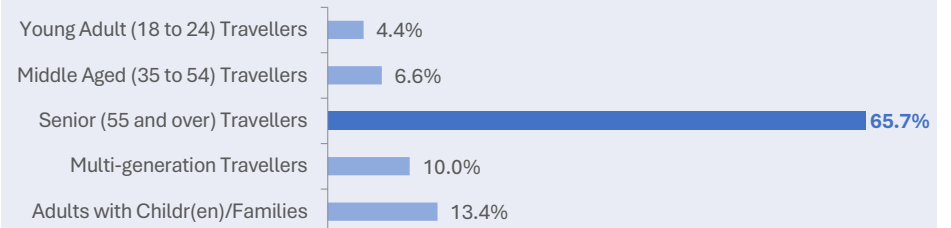
Party Characteristics



Party Composition



Age Composition



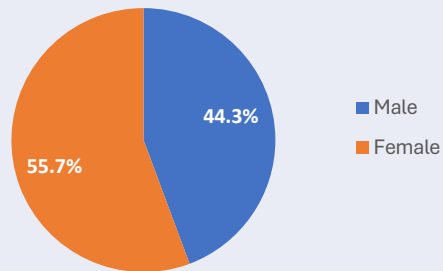


NEW ENGLAND, USA

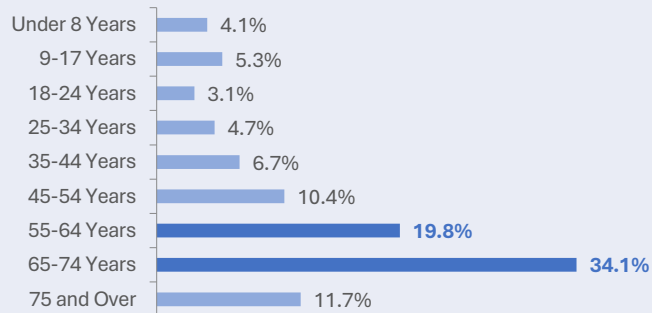


Who Visits PEI (cont'd)

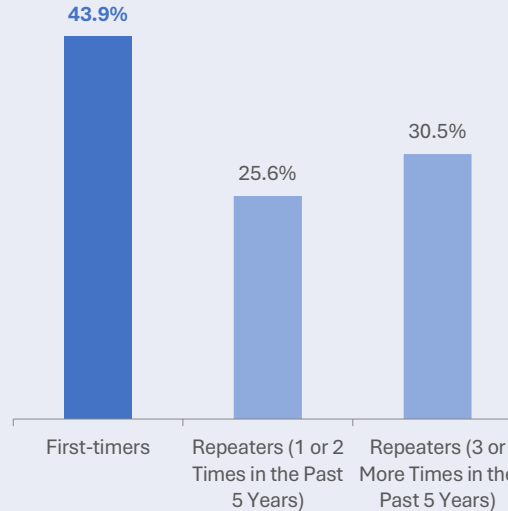
Gender of Individual Travellers



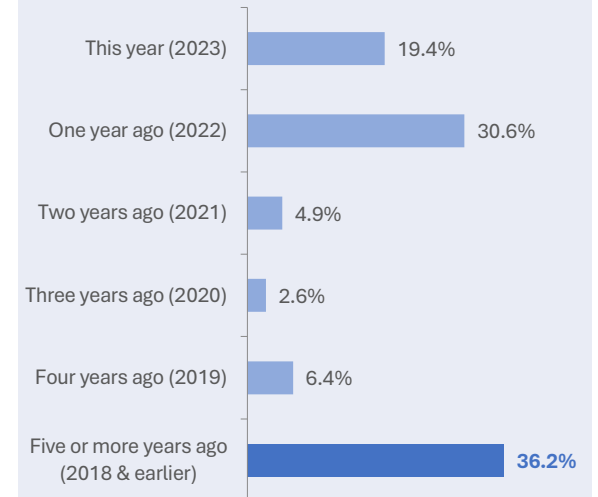
Age of Individual Travellers



Type of Visitation



Repeat Visit Pattern
(Average Number of Times Visited PEI in the Past Five Years \approx 3.62 times)



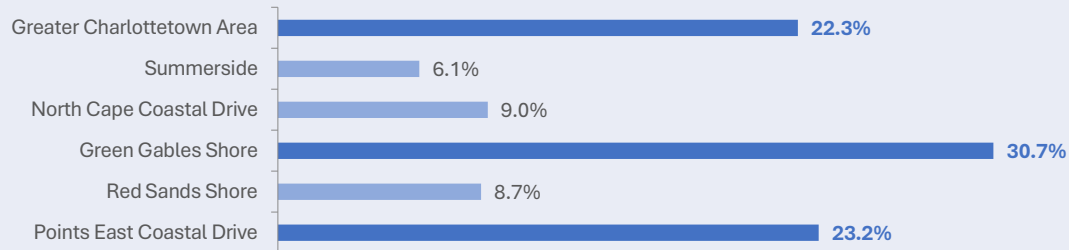


NEW ENGLAND, USA

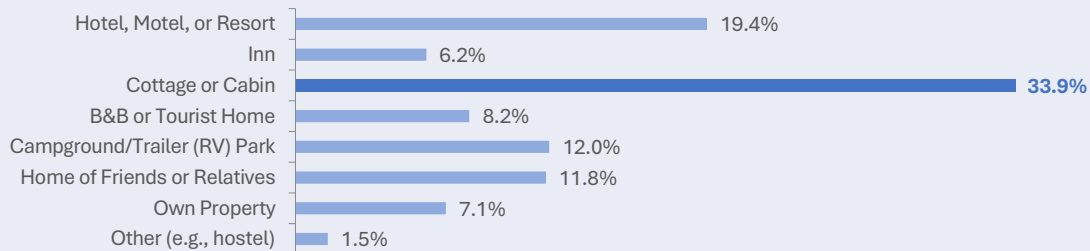


Where Visitors Stay

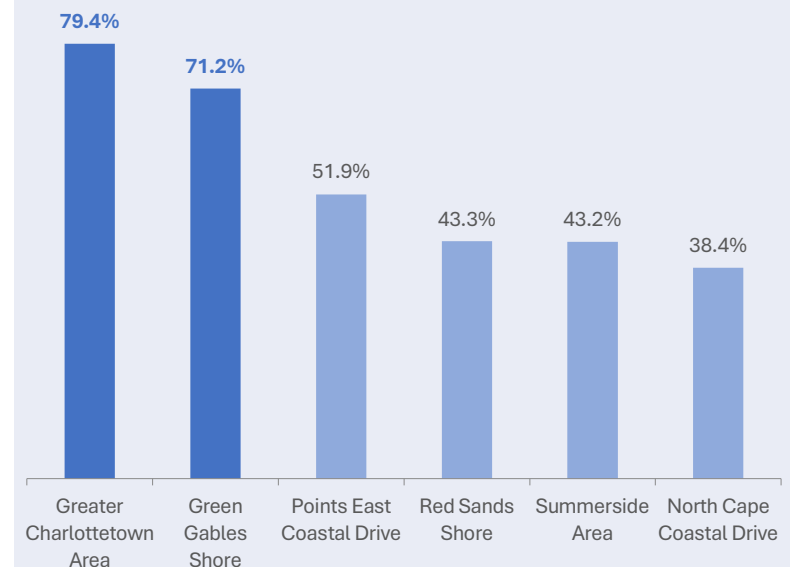
Overnight Stays in PEI Region (Percent based on Total Nights Stayed)



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



PEI Regions Visited





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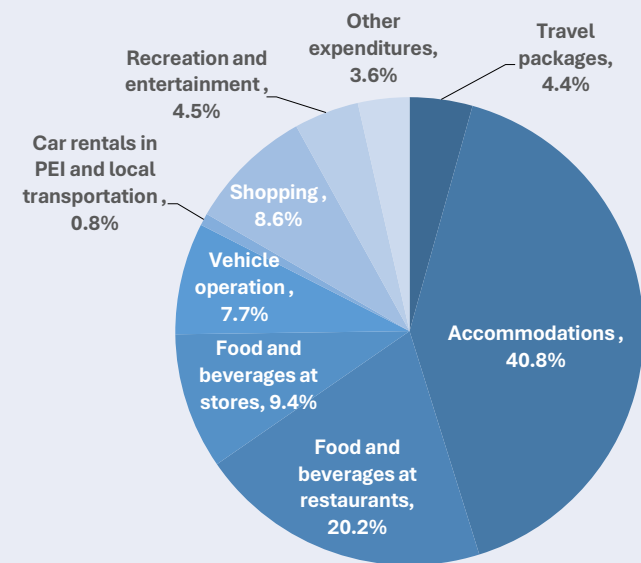
What Visitors Do

Top Activities Participated in



What Visitors Spend

Distribution of Travel Expenditures (Total Direct Expenditures ≈ \$23.2 million)



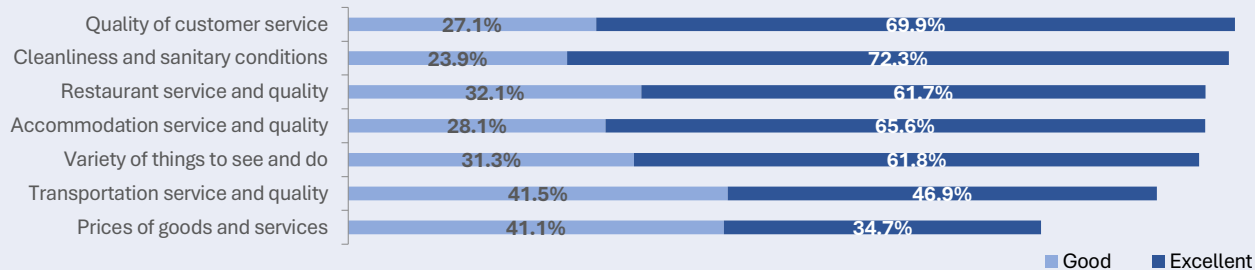


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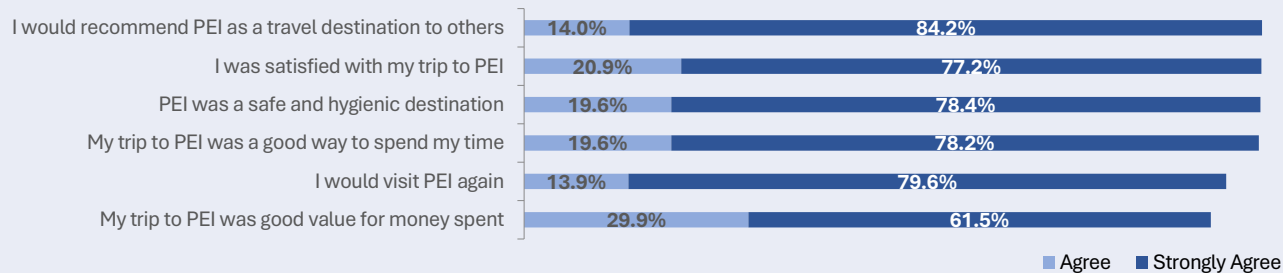


How PEI Rates

Rating of Travel Services and Quality



Travel Evaluation and Behavioural Intentions



Instance of Complaints

