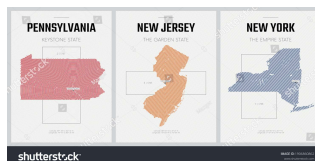


EXIT SURVEY REPORT SERIES: ES2023-19



MIDDLE 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®





MIDDLE ATLANTIC, USA



Market Profile

Total Middle Atlantic Visitors to PEI in 2023 12,500 <i>person arrivals</i>	M.A. Overnight Pleasure Travellers 11,200 <i>person arrivals</i>	M.A. Overnight Pleasure Travel Parties 3,900 <i>party arrivals</i>	Average Party Size for M.A. Overnight Pleasure Travellers 2.85 <i>persons</i>	Total Overnight Stays in PEI by M.A. Overnight Pleasure Travellers 19,100 <i>nights</i>
Average Trip Duration in PEI by M.A. Overnight Pleasure Travellers 4.88 <i>nights</i>	Average Nights Stayed in Paid Accommodation in PEI by M.A. Overnight Pleasure Travellers 4.06 <i>nights</i>	Estimated Total Direct Expenditures in PEI by M.A. Overnight Pleasure Travellers \$8.1 <i>million</i>	Average Spending by M.A. Overnight Pleasure Travellers \$149.41 <i>per person per night</i>	Average Spending by M.A. Overnight Pleasure Travellers \$2,076.88 <i>per party per visit</i>

Note: Middle Atlantic region includes the following US states: New York, Pennsylvania, and New Jersey.



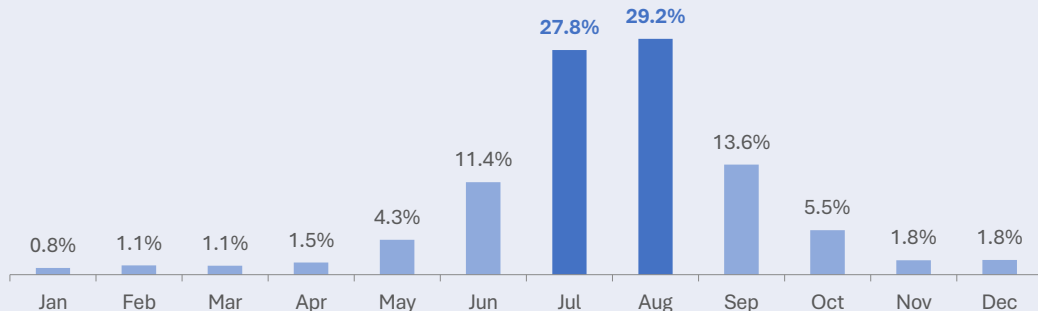


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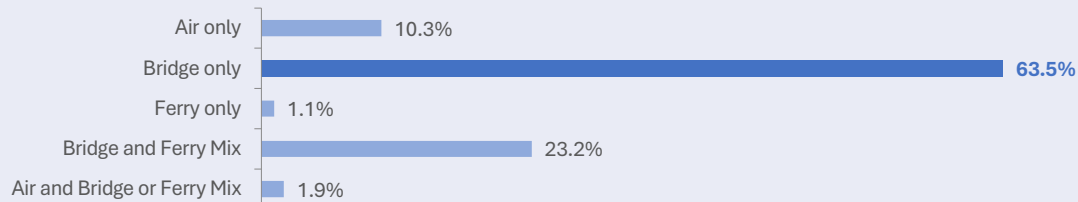


When Visitors Come and How They Visit PEI

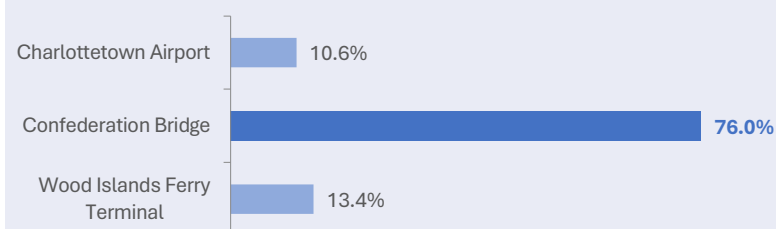
Month of Visit by Middle Atlantic Residents in 2023



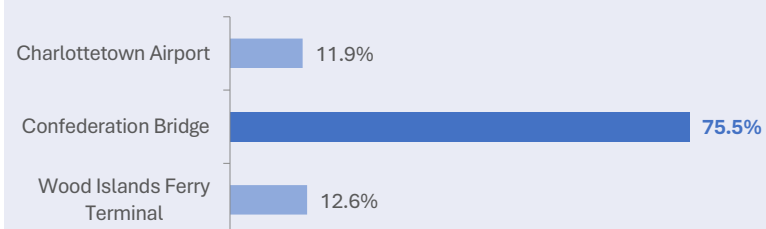
Mix of Entry and Exit Points



Entry Point



Exit Point



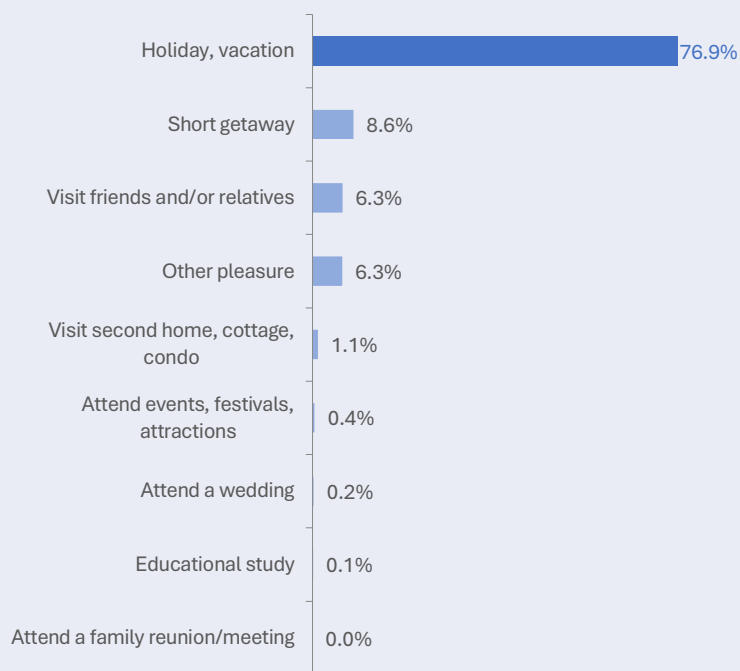


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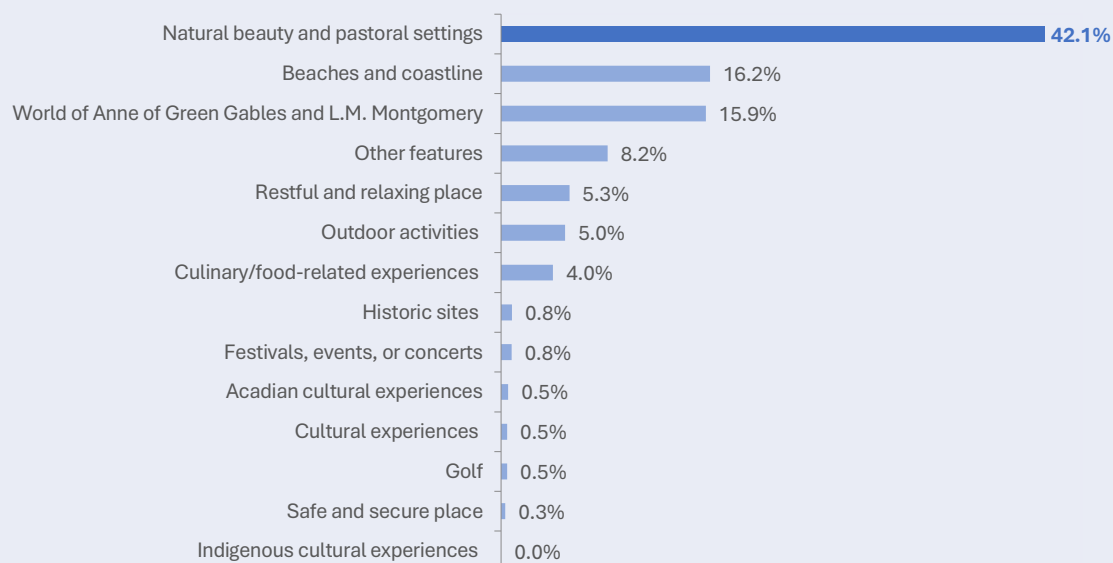


Why Visitors Come

Trip Purpose



Primary Features that Attracted



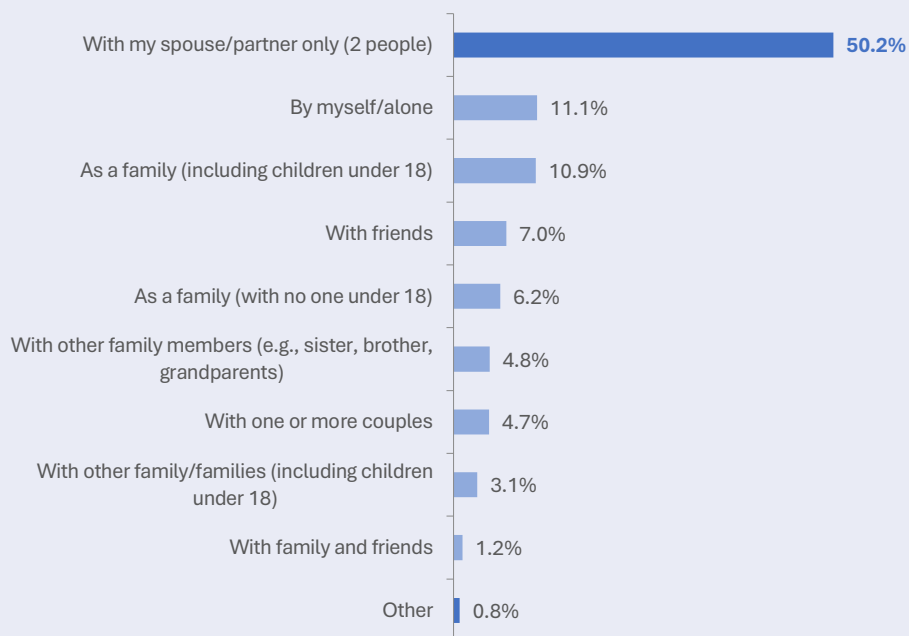


MIDDLE ATLANTIC, USA

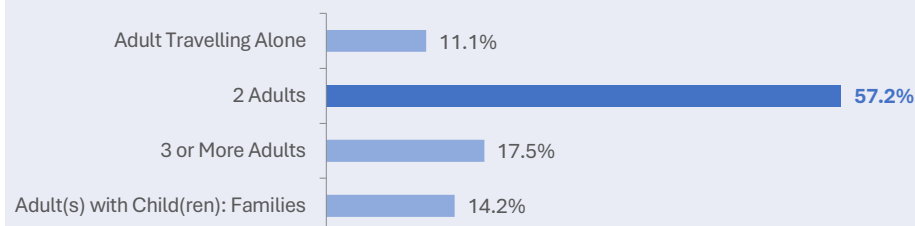


Who Visits PEI

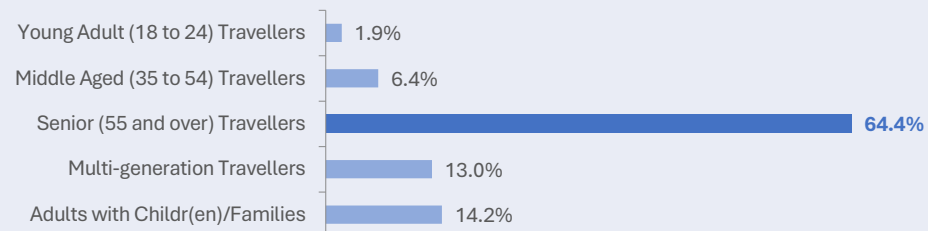
Party Characteristics



Party Composition



Age Composition



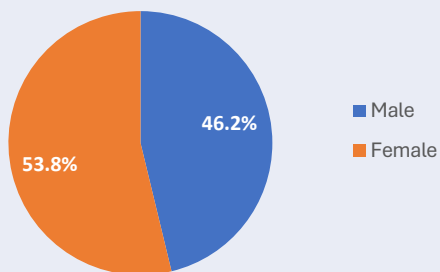


MIDDLE ATLANTIC, USA

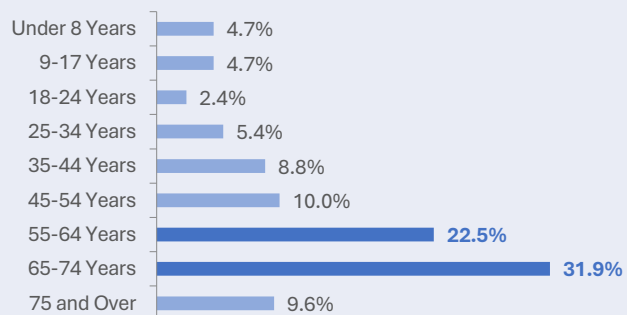


Who Visits PEI (cont'd)

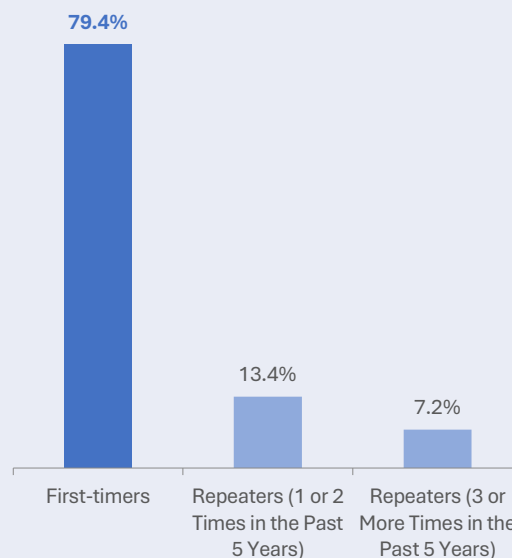
Gender of Individual Travellers



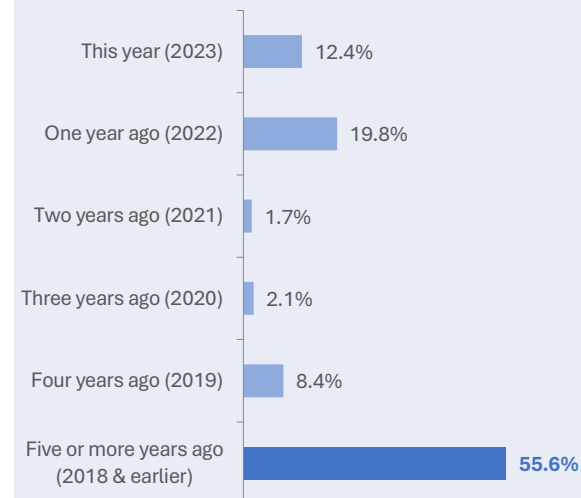
Age of Individual Travellers



Type of Visitation



Repeat Visit Pattern
(Average Number of Times Visited PEI in the Past Five Years ≈ 2.55 times)



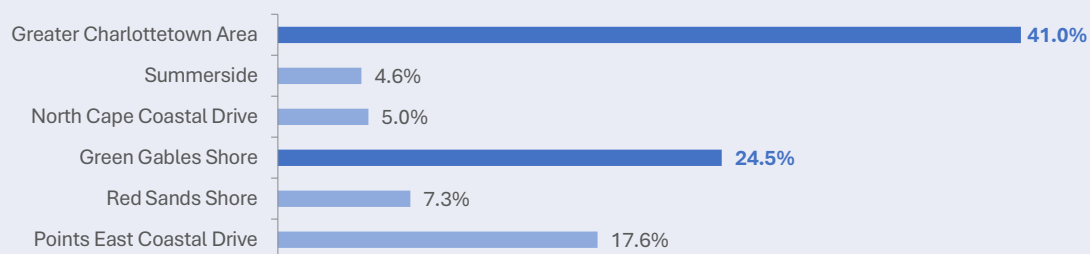


MIDDLE ATLANTIC, USA

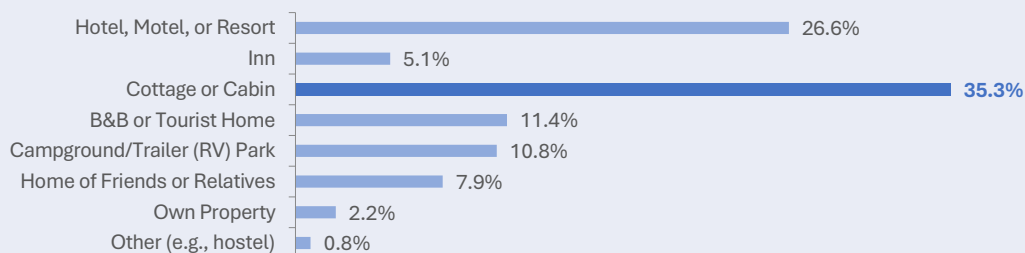


Where Visitors Stay

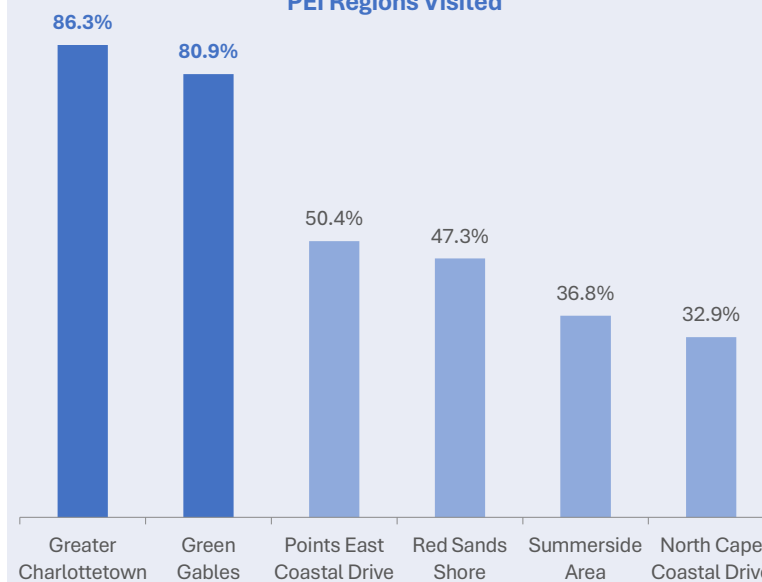
Overnight Stays in PEI Region (Percent based on Total Nights Stayed)

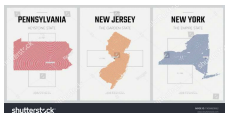


Overnight Stays in Type of Accommodation (Percent based on Total Nights Stayed)



PEI Regions Visited



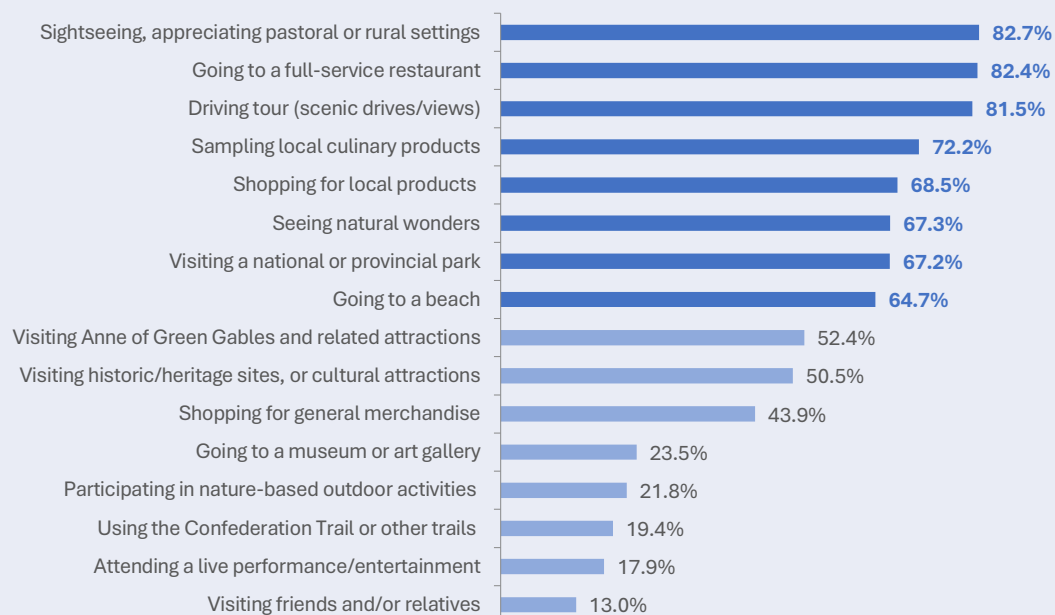


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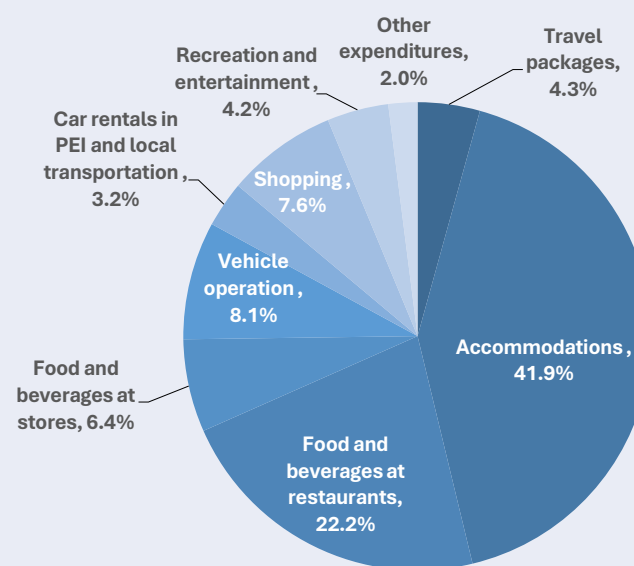
What Visitors Do

Top Activities Participated in



What Visitors Spend

Distribution of Travel Expenditures
(Total Direct Expenditures ≈ \$8.1 million)



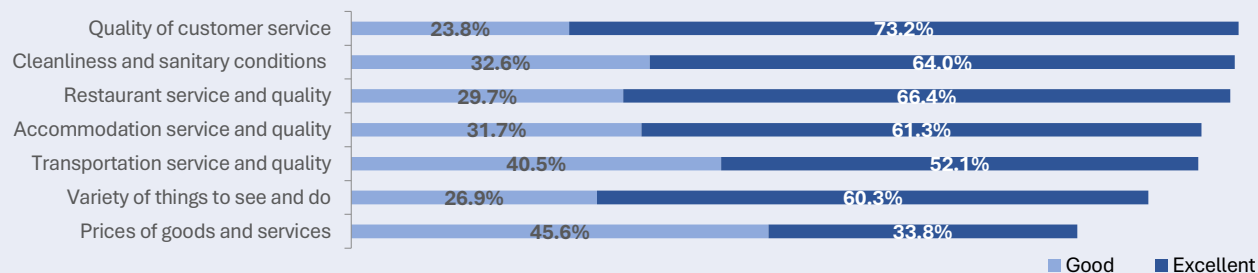


MIDDLE ATLANTIC, USA

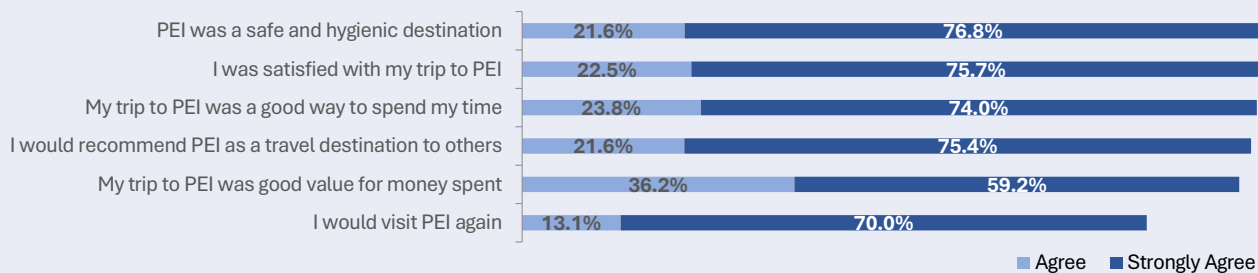


How PEI Rates

Rating of Travel Services and Quality



Travel Evaluation and Behavioural Intentions



Instance of Complaints

