



2023 PEI Exit Survey Visitor Profile Mid Atlantic, USA



Total Visitors
12,500
persons

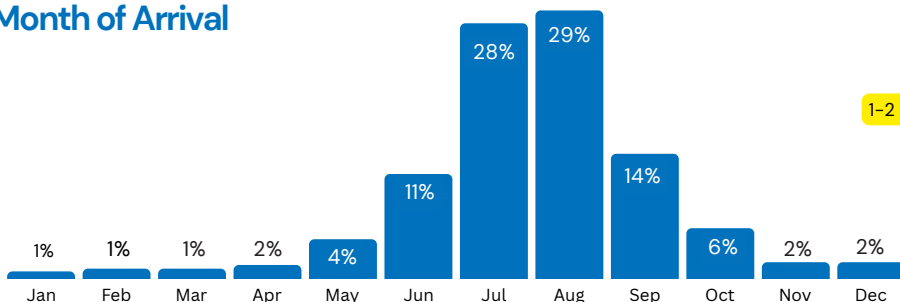
Average Party Size
2.85
persons

Average Spend
\$2,077
per party per visit

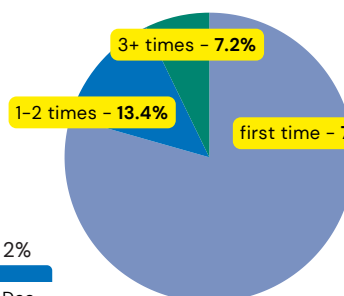
Average Trip Duration
4.88
nights

Total Expenditures
\$8.1 million
estimated

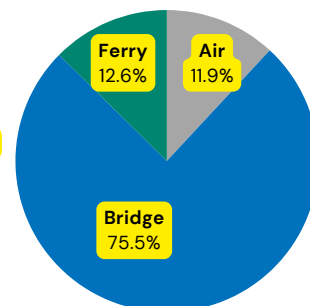
Month of Arrival



Type of Visitation (past five years)



Exit Point



Top 3 Reasons to Visit

- Holiday, vacation
- Short getaway
- Visit friends and / or relatives

Top 3 Attractive Features

- Natural beauty and pastoral settings
- Beaches and coastline
- World of Anne of Green Gables and L.M. Montgomery

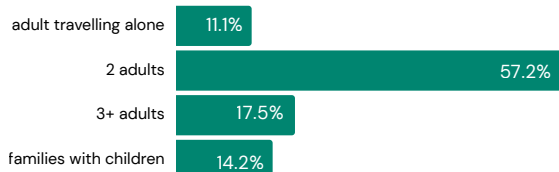
Top 3 Travel Expenditures

- Accommodations (42%)
- Restaurants (22%)
- Vehicle Operation (8%)

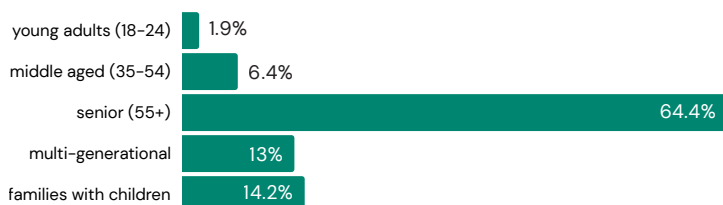
Future Visits

- 97% would recommend PEI
- 83% would visit again

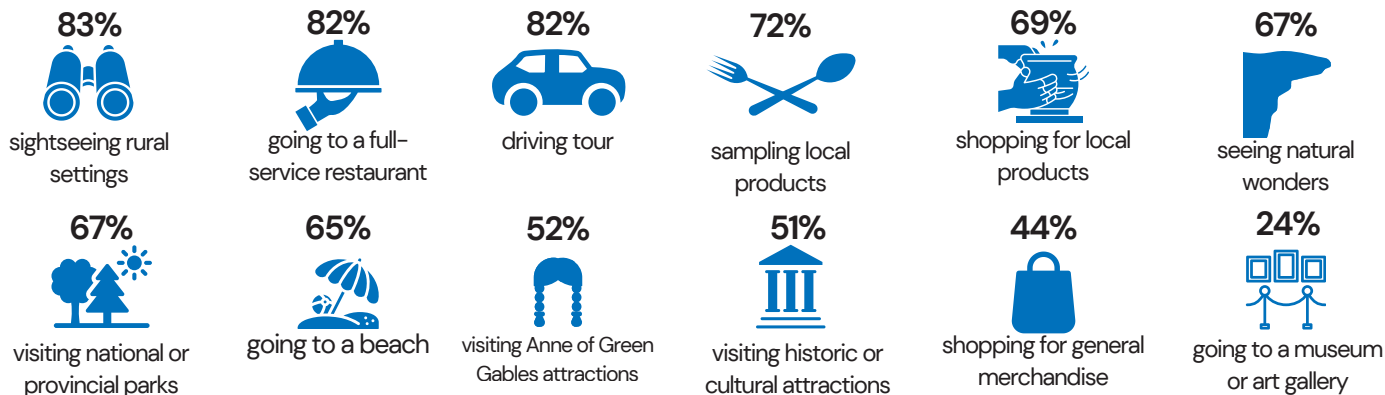
Party Characteristics



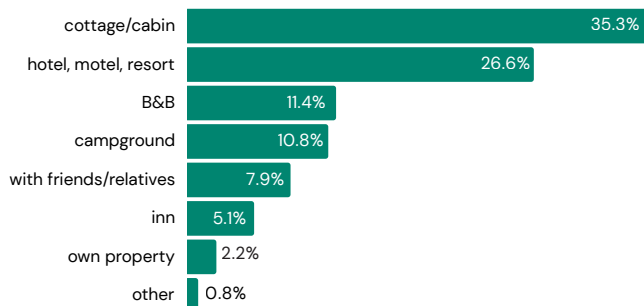
Age Characteristics



Top Activities



Type of Accommodations



Regions Visited

