

# 2023 PEI Exit Survey Visitor Profile Mid Atlantic, USA



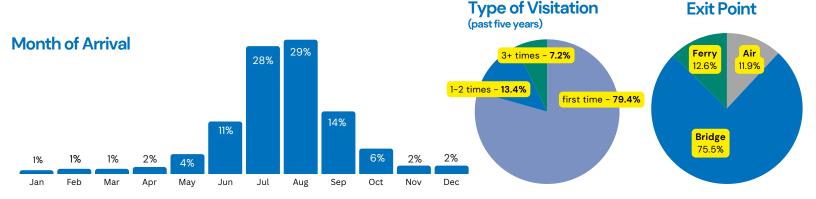


**Total Visitors** 12,500 persons

**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



#### 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

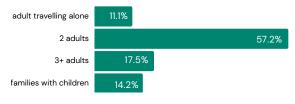
#### **Top 3 Travel Expenditures**

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

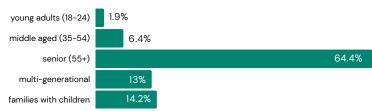
#### **Future Visits**

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

## **Party Characteristics**



# **Age Characteristics**



## **Top Activities**





visiting national or provincial parks



going to a fullservice restaurant



65%



82% 72% sampling local

products 52% 51%



visiting historic or cultural attractions



shopping for local products

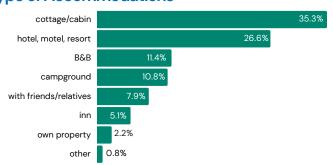


shopping for general merchandise



going to a museum or art gallery

# Type of Accommodations



### **Regions Visited**

