



2023 PEI Exit Survey Visitor Profile New Brunswick



Total Visitors
530,400
persons

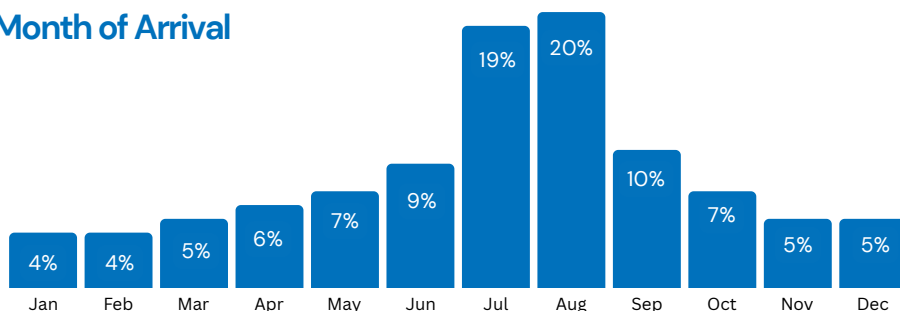
Average Party Size
2.74
persons

Average Spend
\$1,215
per party per visit

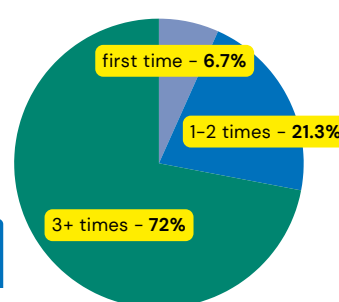
Average Trip Duration
3.41
nights

Total Expenditures
\$158.8 million
estimated

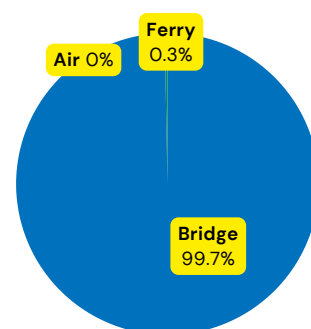
Month of Arrival



Type of Visitation (past five years)



Exit Point



Top 3 Reasons to Visit

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

Top 3 Attractive Features

- Restful and relaxing place
- Beaches and coastlines
- Natural beauty and pastoral settings

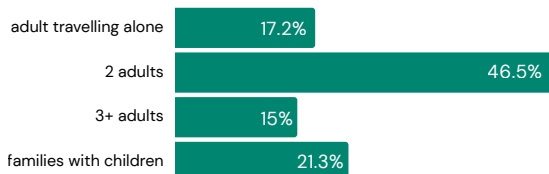
Top 3 Travel Expenditures

- Accommodations (34%)
- Restaurants (19%)
- Shopping (14%)

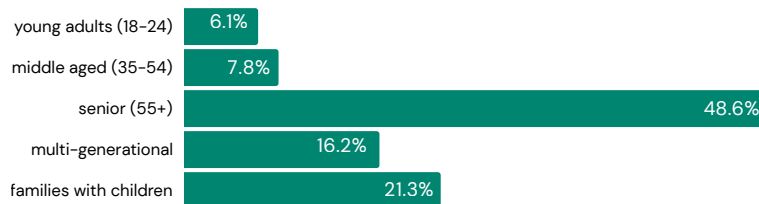
Future Visits

- 95% would recommend PEI
- 95% would visit again

Party Characteristics



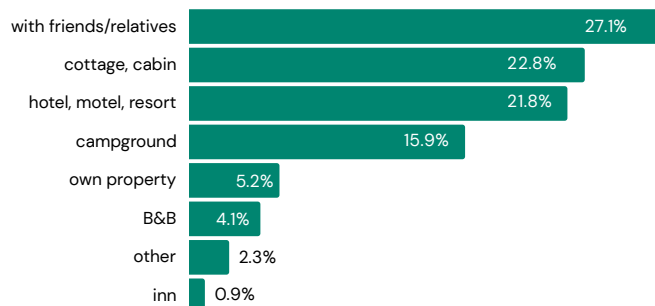
Age Characteristics



Top Activities



Type of Accommodations



Regions Visited

