



2023 PEI Exit Survey Visitor Profile New England, USA



Total Visitors
35,600
persons

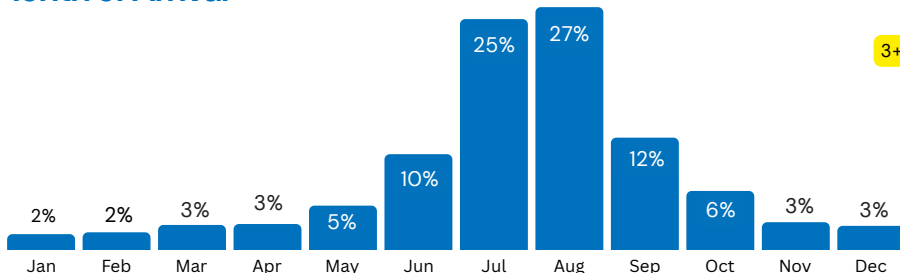
Average Party Size
2.62
persons

Average Spend
\$2,070
per party per visit

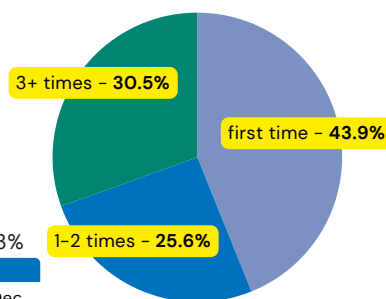
Average Trip Duration
5.52
nights

Total Expenditures
\$23.2 million
estimated

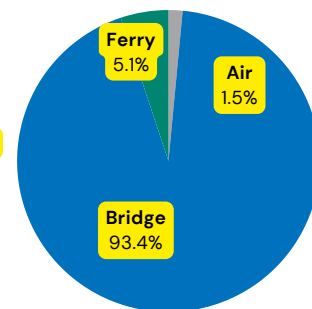
Month of Arrival



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

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

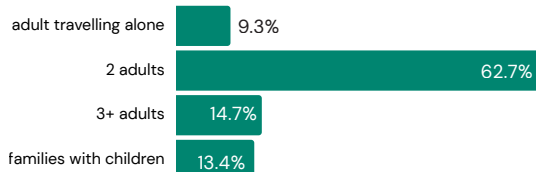
Top 3 Travel Expenditures

- Accommodations (41%)
- Restaurants (20%)
- Food and beverages at stores (9%)

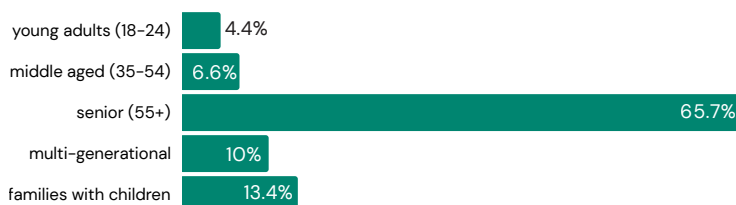
Future Visits

- 98% would recommend PEI
- 94% would visit again

Party Characteristics



Age Characteristics



Top Activities

77%

going to a full-service restaurant

73%

driving tour

72%

sightseeing rural settings

68%

going to a beach

60%

seeing natural wonders

59%

shopping for local products

59%

visiting national or provincial parks

59%

sampling local products

48%

shopping for general merchandise

43%

visiting historic or cultural attractions

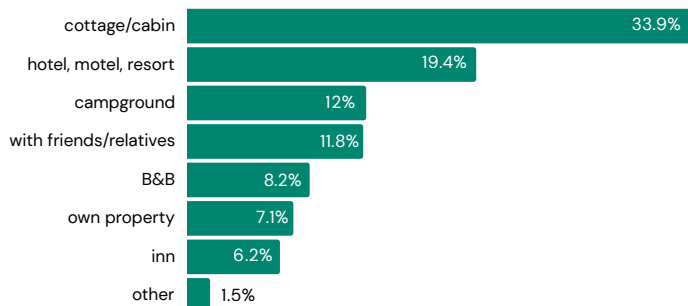
37%

visiting Anne of Green Gables attractions

34%

visiting friends and/or relatives

Type of Accommodations



Regions Visited

