



2023 PEI Exit Survey Visitor Profile Nova Scotia



Total Visitors
384,100
persons

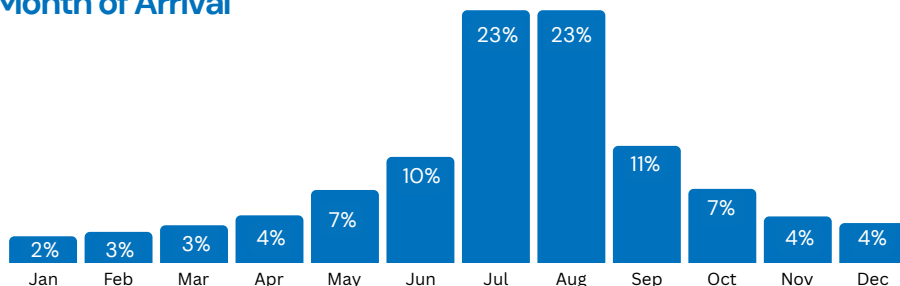
Average Party Size
2.94
persons

Average Spend
\$1,607
per party per visit

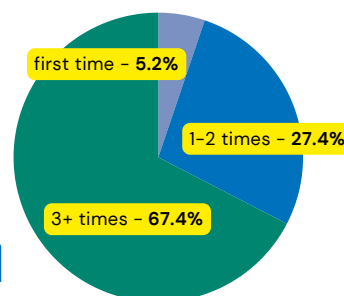
Average Trip Duration
3.92
nights

Total Expenditures
\$174 million
estimated

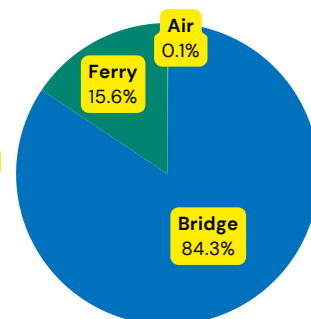
Month of Arrival



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

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

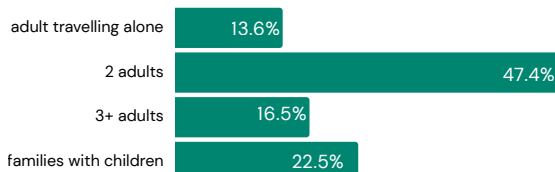
Top 3 Travel Expenditures

- Accommodations (39%)
- Restaurants (18%)
- Shopping (11%)

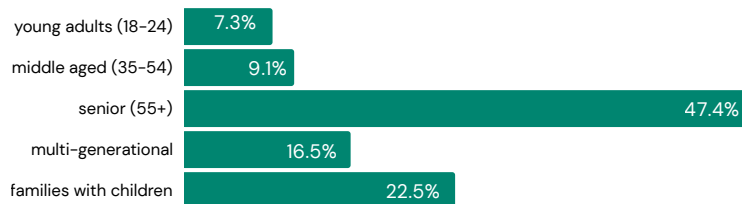
Future Visits

- 95% would recommend PEI
- 96% would visit again

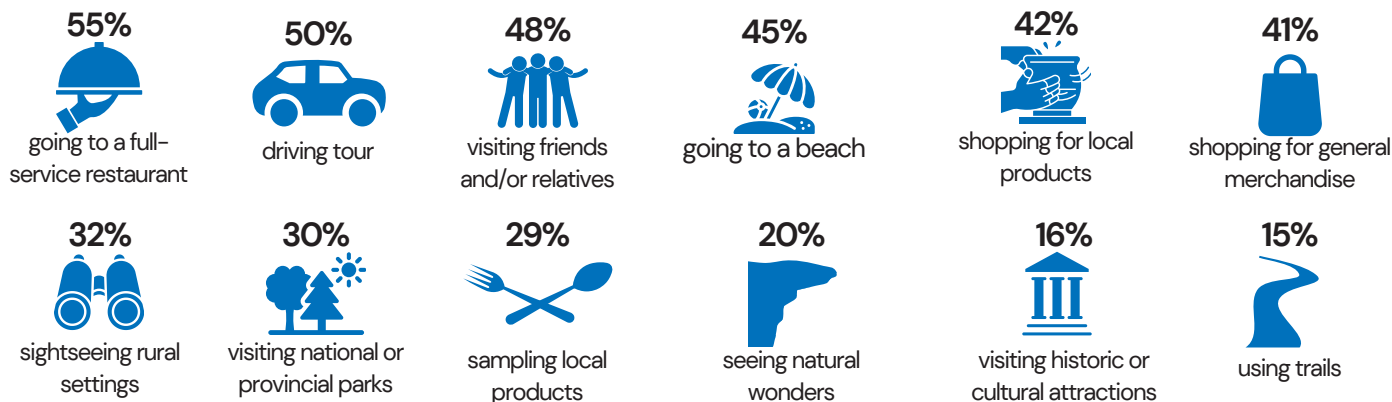
Party Characteristics



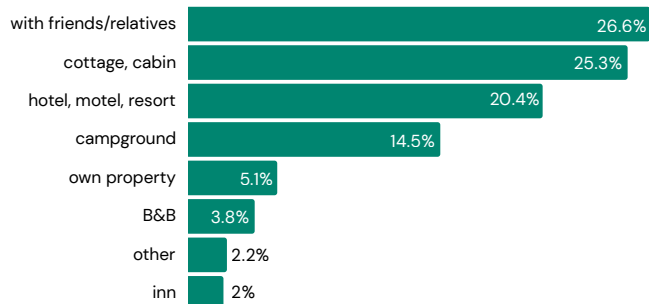
Age Characteristics



Top Activities



Type of Accommodations



Regions Visited

