

2023 PEI Exit Survey Visitor Profile Ontario





Total Visitors 239,200 persons

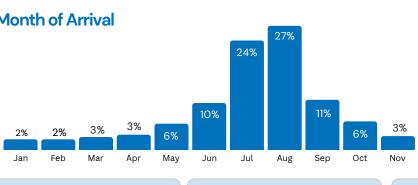
Average Party Size 2.98 persons

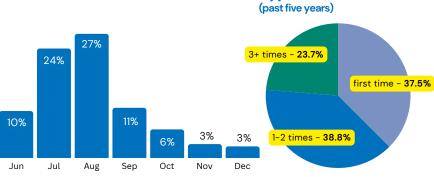
Average Spend \$2,815 per party per visit **Average Trip Duration** 6.23 nights

Type of Visitation

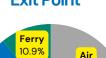
Total Expenditures \$201.3 million estimated







Exit Point



27.3%

Top 3 Reasons to Visit

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

Top 3 Attractive Features

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

Top 3 Travel Expenditures

- Accommodations (37%)
- Restaurants (19%)
- Shopping (10%)

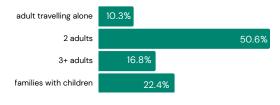
Future Visits

Bridge

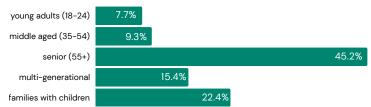
61.8%

- 97% would recommend PEI
- 95% would visit again

Party Characteristics



Age Characteristics



Top Activities



going to a fullservice restaurant

68% going to a beach 62%

sightseeing rural settings

61%

sampling local products

shopping for local products

54% visiting national or

51% seeing natural wonders

72%

shopping for general merchandise

45%

43%

visiting friends and/or relatives 39%

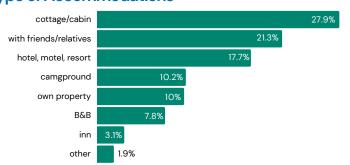
visiting historic or cultural attractions



visiting Anne of Green Gables attractions

Type of Accommodations

provincial parks



Regions Visited

