



2023 PEI Exit Survey Visitor Profile Ontario



Total Visitors
239,200
persons

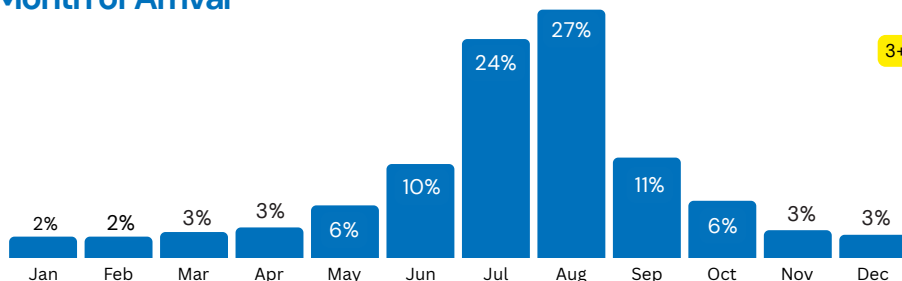
Average Party Size
2.98
persons

Average Spend
\$2,815
per party per visit

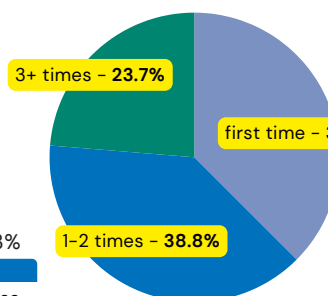
Average Trip Duration
6.23
nights

Total Expenditures
\$201.3 million
estimated

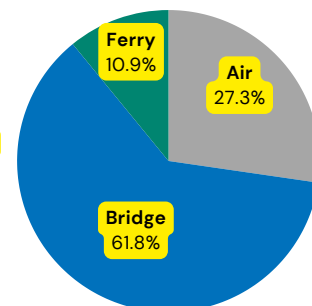
Month of Arrival



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

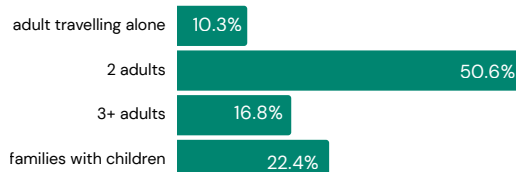
Top 3 Travel Expenditures

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

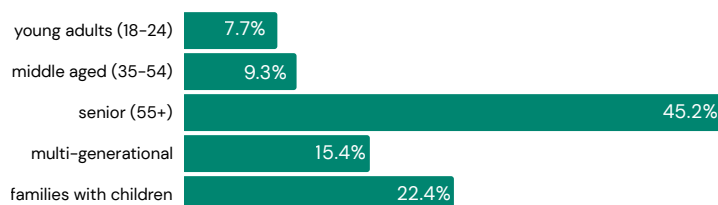
Future Visits

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

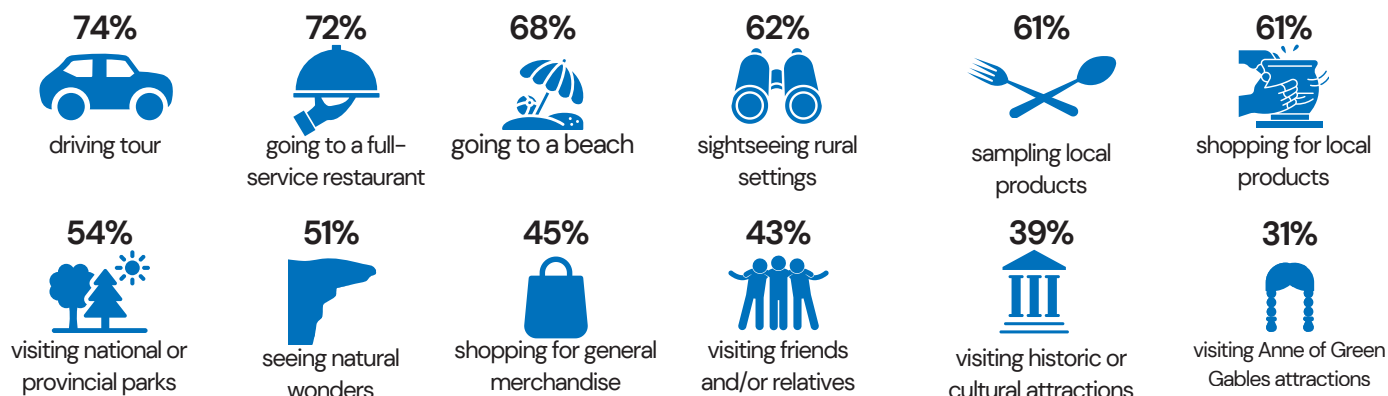
Party Characteristics



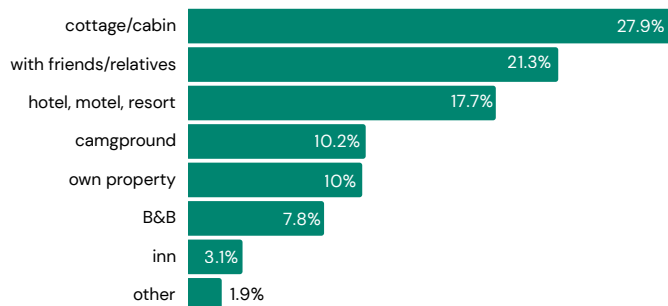
Age Characteristics



Top Activities



Type of Accommodations



Regions Visited

