



2023 PEI Exit Survey Visitor Profile Overseas



Total Visitors
22,800
persons

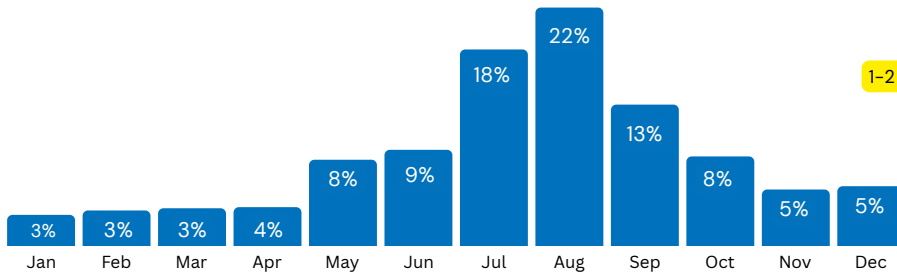
Average Party Size
2.57
persons

Average Spend
\$2,780
per party per visit

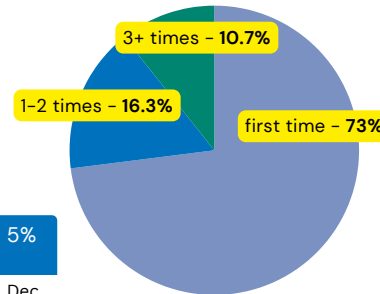
Average Trip Duration
6.75
nights

Total Expenditures
\$20.5 million
estimated

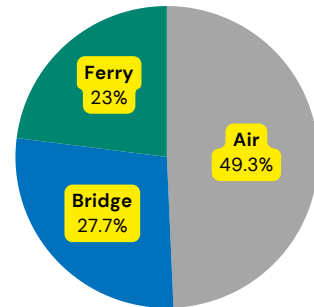
Month of Arrival



Type of Visitation (past five years)



Exit Point



Top 3 Reasons to Visit

- Holiday, vacation
- Visit friends and / or relatives
- Educational study

Top 3 Attractive Features

- Natural beauty and pastoral settings
- World of Anne of Green Gables and L.M. Montgomery
- Beaches and coastline

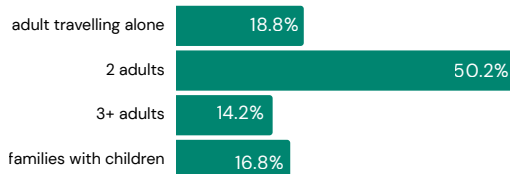
Top 3 Travel Expenditures

- Accommodations (31%)
- Restaurants (20%)
- Food and beverages at stores (11%)

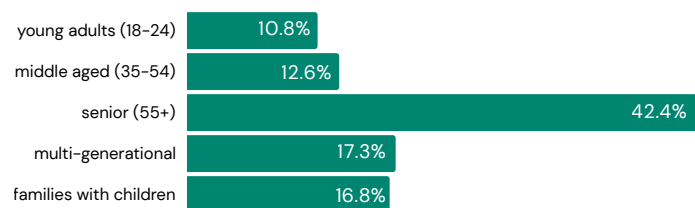
Future Visits

- 90% would recommend PEI
- 86% would visit again

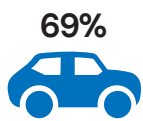
Party Characteristics



Age Characteristics



Top Activities



69%

driving tour



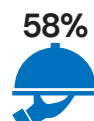
60%

sightseeing rural settings



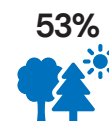
59%

going to a beach



58%

going to a full-service restaurant



53%

visiting national or provincial parks



53%

shopping for local products



53%

seeing natural wonders



50%

sampling local products



45%

visiting Anne of Green Gables attractions



44%

shopping for general merchandise



43%

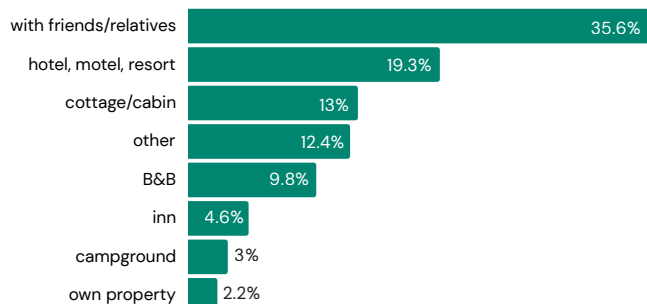
visiting historic or cultural attractions



37%

visiting friends and/or relatives

Type of Accommodations



Regions Visited

