



2023 PEI Exit Survey Visitor Profile Quebec



Total Visitors
147,300
persons

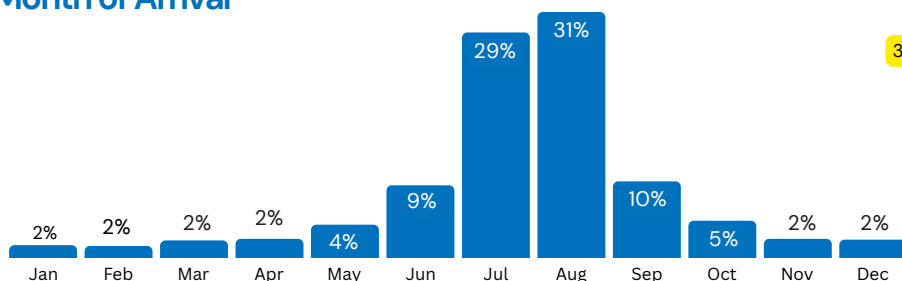
Average Party Size
2.91
persons

Average Spend
\$2,624
per party per visit

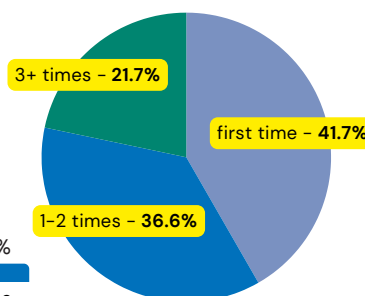
Average Trip Duration
6.25
nights

Total Expenditures
\$112.3 million
estimated

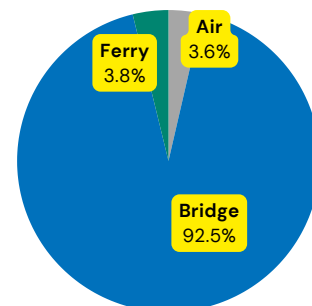
Month of Arrival



Type of Visitation (past five years)



Exit Point



Top 3 Reasons to Visit

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

Top 3 Attractive Features

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

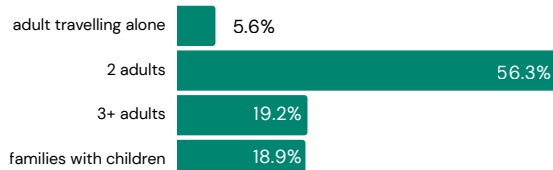
Top 3 Travel Expenditures

- Accommodations (42%)
- Restaurants (18%)
- Vehicle Operation (10%)

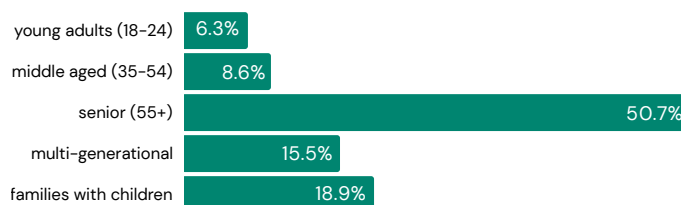
Future Visits

- 96% would recommend PEI
- 92% would visit again

Party Characteristics



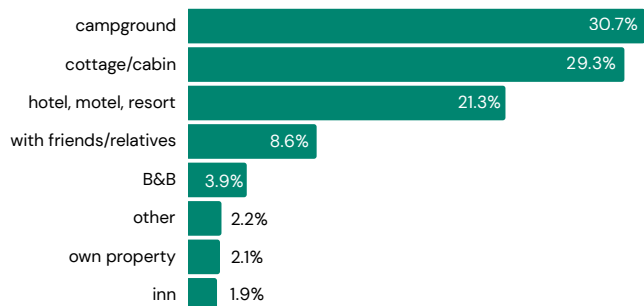
Age Characteristics



Top Activities



Type of Accommodations



Regions Visited

