



2023 PEI Exit Survey Visitor Profile South Atlantic, USA



Total Visitors
28,900
persons

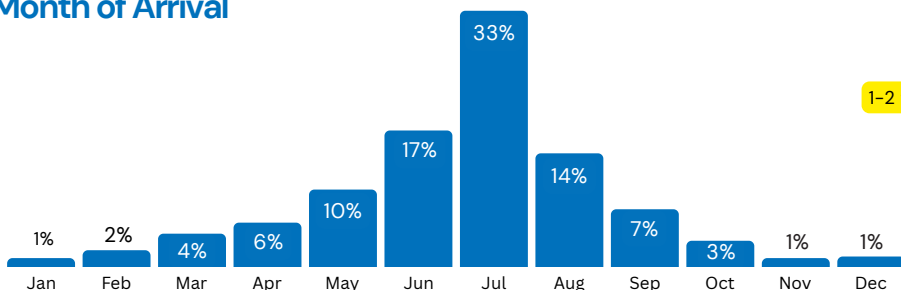
Average Party Size
2.58
persons

Average Spend
\$1,999
per party per visit

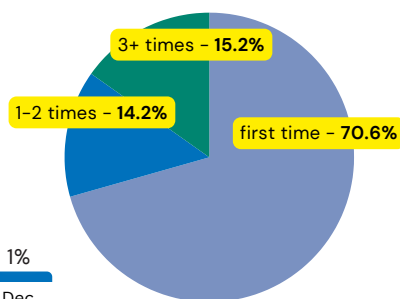
Average Trip Duration
5.08
nights

Total Expenditures
\$16.1 million
estimated

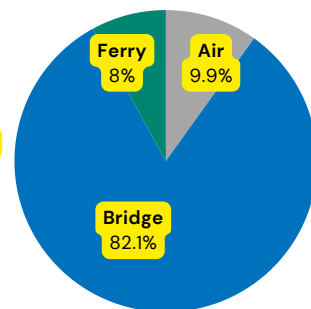
Month of Arrival



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

- Natural beauty and pastoral settings
- World of Anne of Green Gables and L.M. Montgomery
- Culinary/food-related experiences

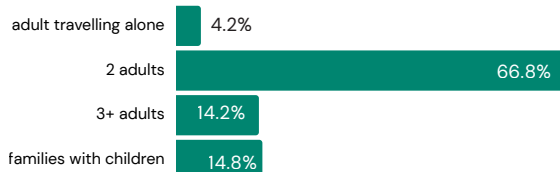
Top 3 Travel Expenditures

- Accommodations (37%)
- Restaurants (21%)
- Shopping (10%)

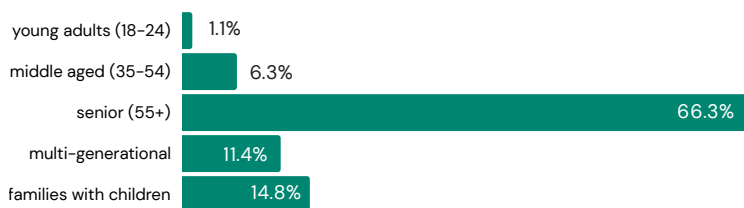
Future Visits

- 91% would recommend PEI
- 86% would visit again

Party Characteristics



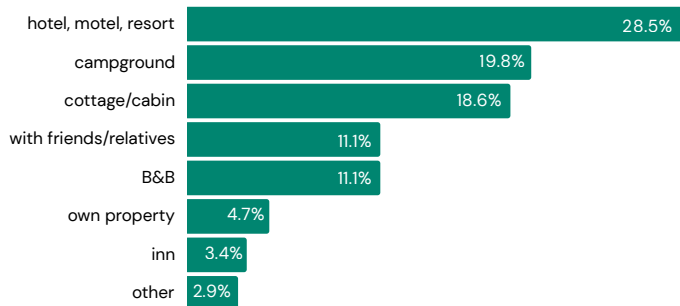
Age Characteristics



Top Activities



Type of Accommodations



Regions Visited

