



# 2023 PEI Exit Survey Visitor Profile

## Anne Visitor Profile



Total Overnight  
**86,357**  
parties

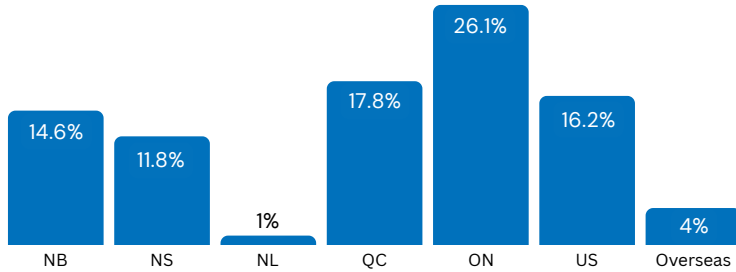
Average Party Size  
**3.23**  
persons

Average Spend  
**\$2,544**  
per party per visit

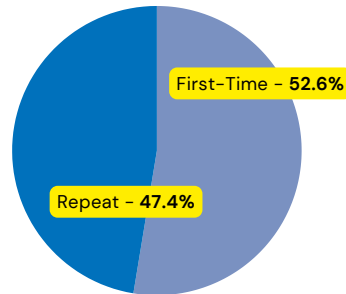
Average Trip Duration  
**5.08**  
nights

Total Expenditures  
**\$220 million**  
estimated

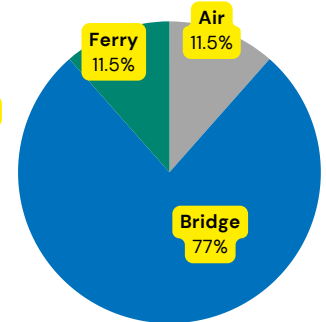
### Origin



### Type of Visitation (past five years)



### Exit Point



### Top 3 Reasons to Visit

- Holiday, vacation
- Short getaway
- Other pleasure

### Top 3 Attractive Features

- Nature
- Culture
- Outdoor

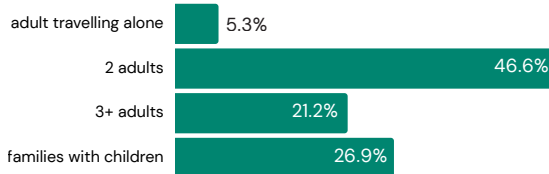
### Top 3 Travel Expenditures

- Accommodations (\$93M)
- Restaurants (\$40M)
- Shopping (\$22M)

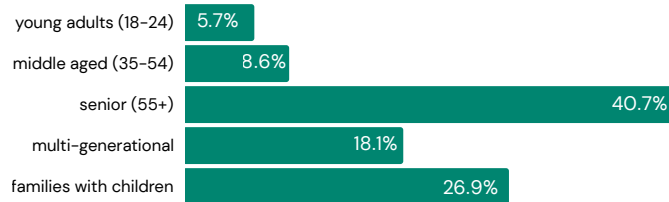
### Future Visits

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

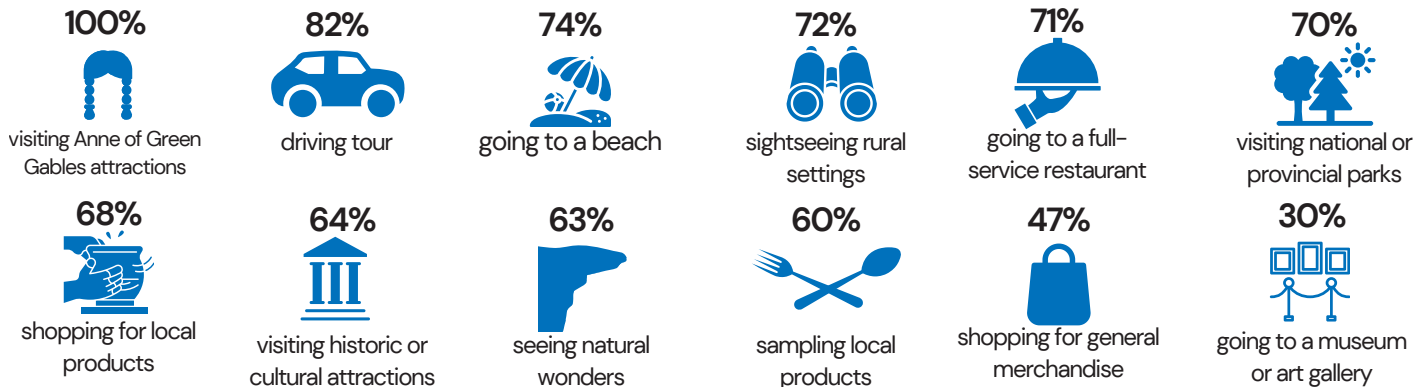
### Party Characteristics



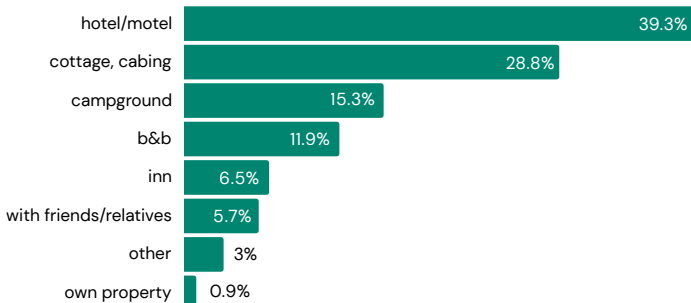
### Age Characteristics



### Top Activities



### Type of Accommodations



### Regions Visited

