



# 2023 PEI Exit Survey Visitor Profile Camper Profile



Total Overnight  
**52,769**  
parties

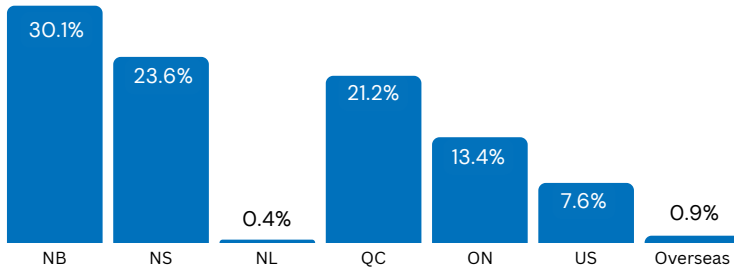
Average Party Size  
**3.10**  
persons

Average Spend  
**\$1,721**  
per party per visit

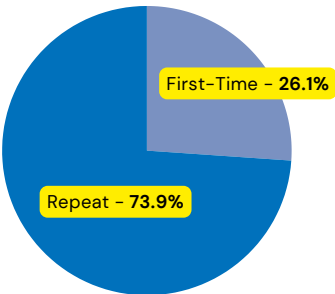
Average Trip Duration  
**5.82**  
nights

Total Expenditures  
**\$90.8 million**  
estimated

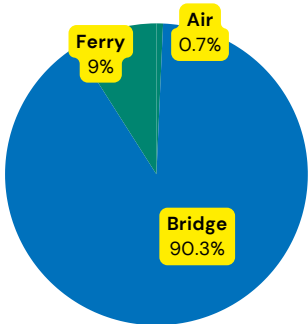
## Origin



## Type of Visitation (past five years)



## Exit Point



## Top 3 Reasons to Visit

- Holiday, vacation
- Short getaway
- Attend events, festivals, attractions

## Top 3 Attractive Features

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

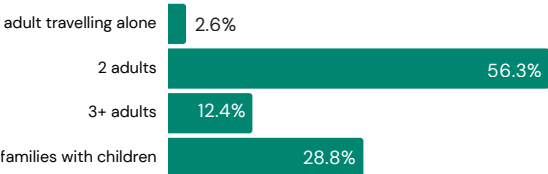
## Top 3 Travel Expenditures

- Accommodations (33%)
- Restaurants (17%)
- Vehicle Operation (16%)

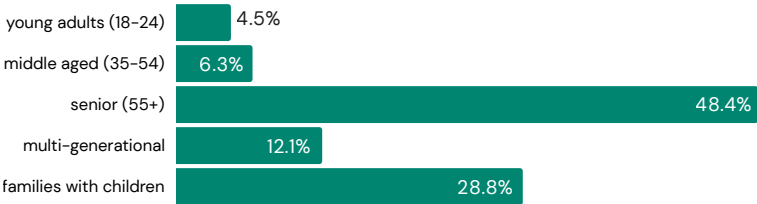
## Future Visits

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

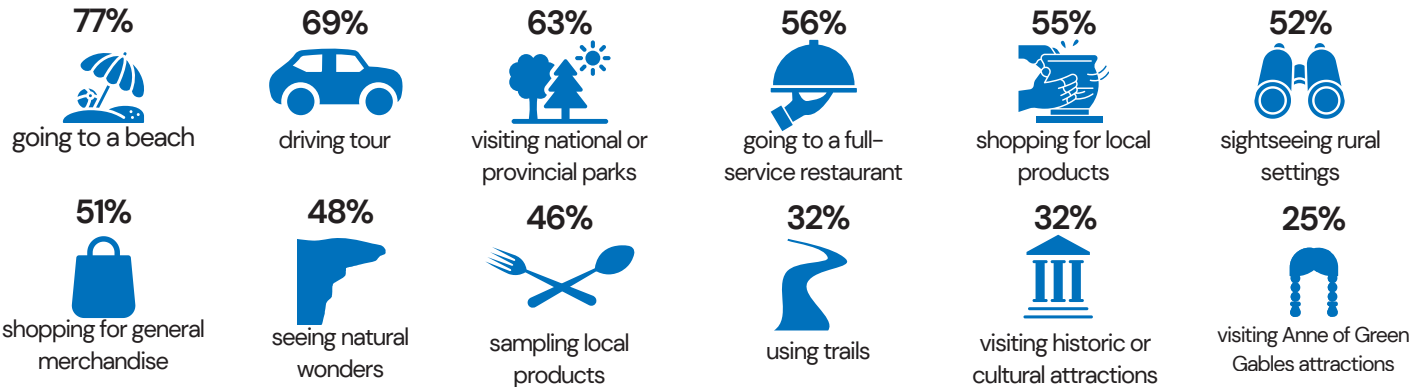
## Party Characteristics



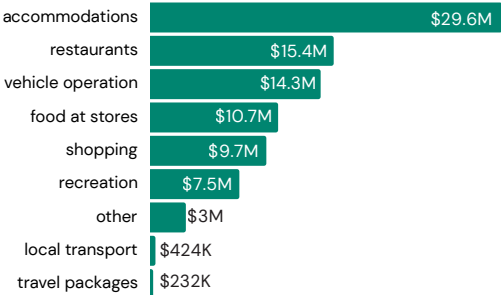
## Age Characteristics



## Top Activities



## Estimated Direct Expenditures



## Regions Visited

