



2023 PEI Exit Survey Visitor Profile

Culture-Oriented Visitor Profile



Total
565,428
parties

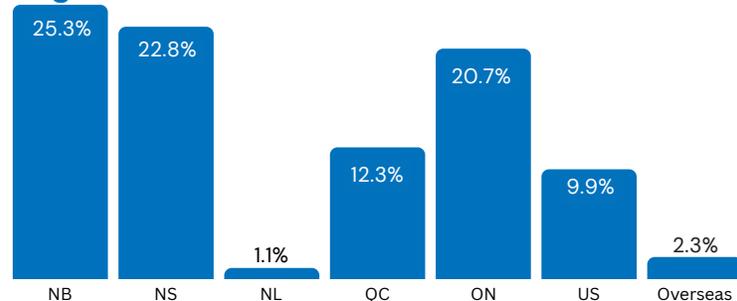
Average Party Size
3.01
persons

Average Spend
\$2,284
per party per visit

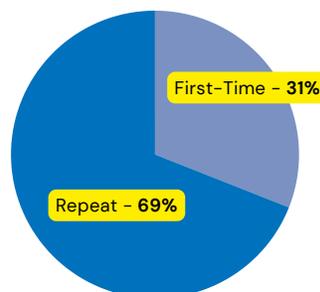
Average Trip Duration
5.11
nights

Total Expenditures
\$515 million
estimated

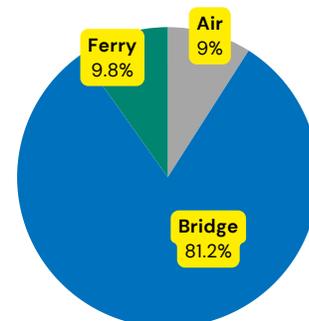
Origin



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

- Nature
- Other
- Culture

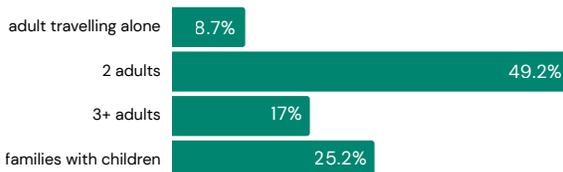
Top 3 Travel Expenditures

- Accommodations (\$201M)
- Restaurants (\$95M)
- Shopping (\$53M)

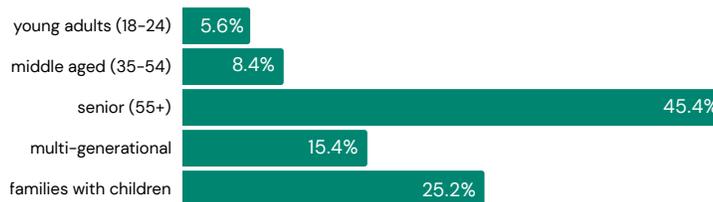
Future Visits

- 96% would recommend PEI
- 93% would visit again

Party Characteristics



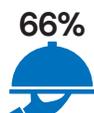
Age Characteristics



Top Activities



70%
driving tour



66%
going to a full-service restaurant



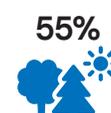
65%
going to a beach



60%
shopping for local products



57%
sightseeing rural settings



55%
visiting national or provincial parks



50%
sampling local products



47%
visiting historic or cultural attractions



47%
seeing natural wonders



47%
shopping for general merchandise

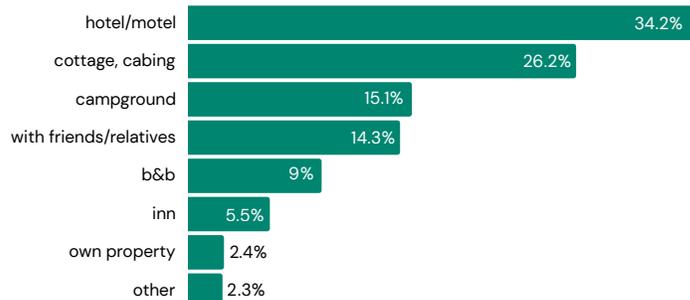


38%
visiting Anne of Green Gables attractions



29%
visiting friends and/or relatives

Type of Accommodations



Regions Visited

