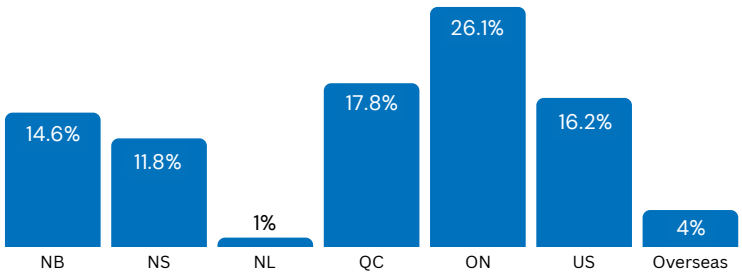
2023 PEI Exit Survey Visitor Profile
Anne Visitor Profile

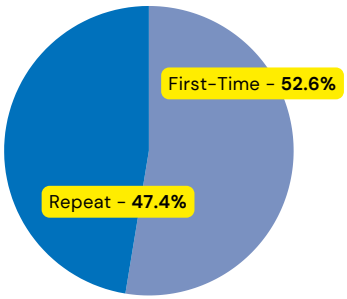
Prince Edward Island CANADA

Total Overnight	Average Party Size	Average Spend	Average Trip Duration	Total Expenditures
86,357 parties	3.23 persons	$2,544 per party per visit	5.08 nights	$220 million estimated

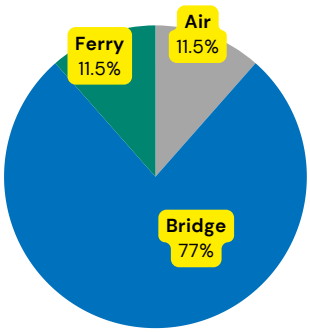
Origin



Type of Visitation
(past five years)



Exit Point



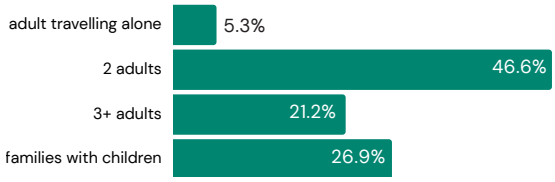
Top 3 Reasons to Visit
- Holiday, vacation
- Short getaway
- Other pleasure

Top 3 Attractive Features
- Nature
- Culture
- Outdoor

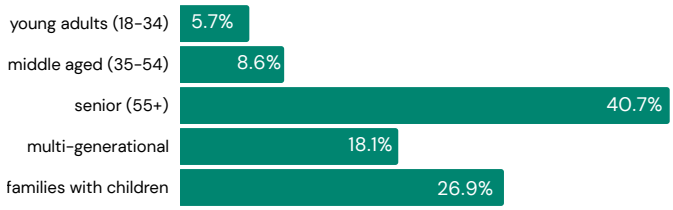
Top 3 Travel Expenditures
- Accommodations ($93M)
- Restaurants ($40M)
- Shopping ($22M)

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

Party Characteristics



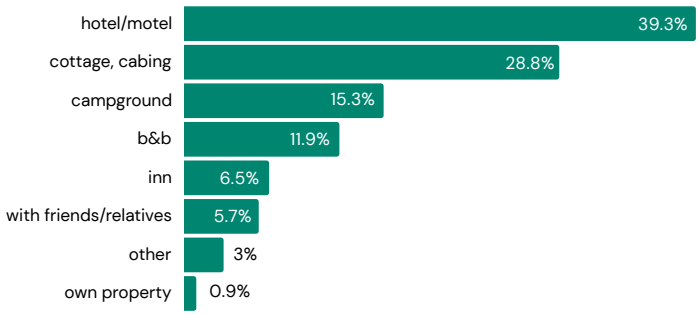
Age Characteristics



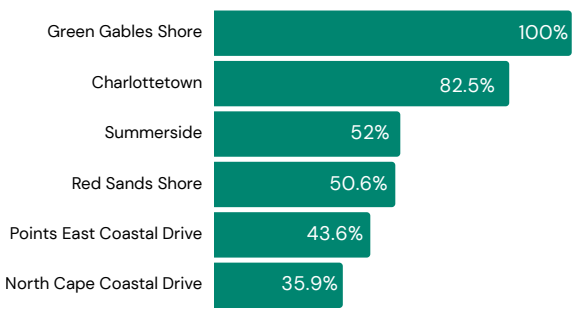
Top Activities

- 100% visiting Anne of Green Gables attractions
- 82% driving tour
- 74% going to a beach
- 72% sightseeing rural settings
- 71% going to a full-service restaurant
- 70% visiting national or provincial parks
- 68% shopping for local products
- 64% visiting historic or cultural attractions
- 63% seeing natural wonders
- 60% sampling local products
- 47% shopping for general merchandise
- 30% going to a museum or art gallery

Type of Accommodations



Regions Visited



Prepared by Tourism PEI, November 2025
Source: 2023 PEI Exit Survey - Profile of overnight pleasure parties that identified "World of Anne of Green Gables and L.M. Montgomery" as the primary feature that attracted to PEI or visited Anne of Green Gables and / or L.M. Montgomery attraction" while travelling in PEI.