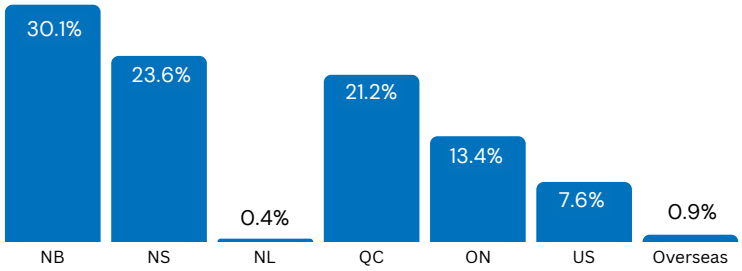
2023 PEI Exit Survey Visitor Profile
Camper Profile

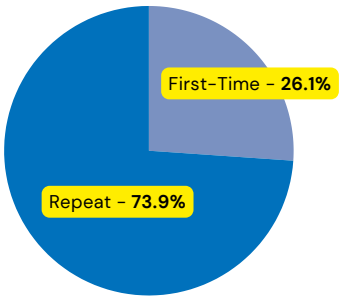
Prince Edward Island CANADA

Total Overnight	Average Party Size	Average Spend	Average Trip Duration	Total Expenditures
52,769 parties	3.10 persons	$1,721 per party per visit	5.82 nights	$90.8 million estimated

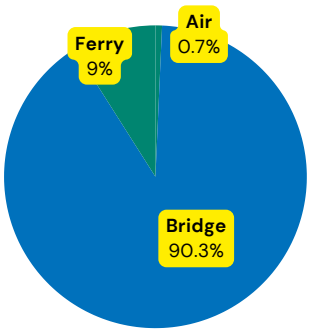
Origin



Type of Visitation
(past five years)



Exit Point



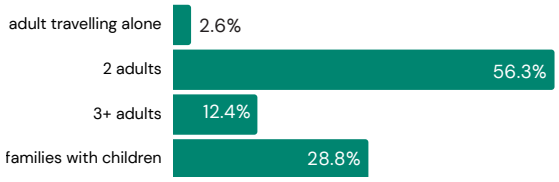
Top 3 Reasons to Visit
- Holiday, vacation
- Short getaway
- Attend events, festivals, attractions

Top 3 Attractive Features
- Beaches and coastline
- Natural beauty and pastoral settings
- Restful and relaxing place

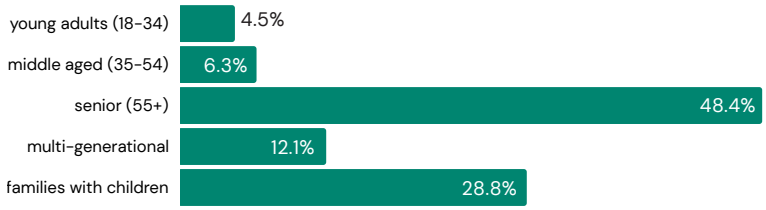
Top 3 Travel Expenditures
- Accommodations (33%)
- Restaurants (17%)
- Vehicle Operation (16%)

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

Party Characteristics



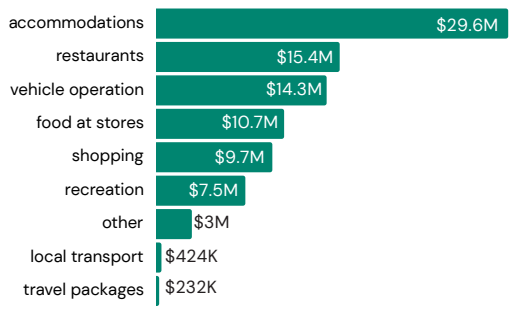
Age Characteristics



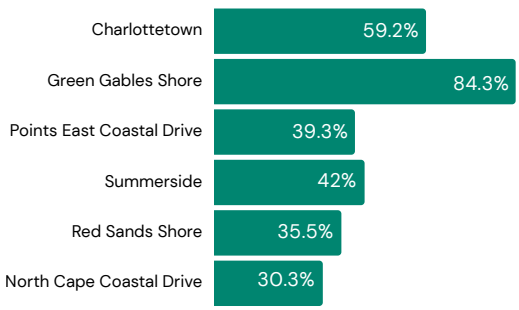
Top Activities

- 77% going to a beach
- 69% driving tour
- 63% visiting national or provincial parks
- 56% going to a full-service restaurant
- 55% shopping for local products
- 52% sightseeing rural settings
- 51% shopping for general merchandise
- 48% seeing natural wonders
- 46% sampling local products
- 32% using trails
- 32% visiting historic or cultural attractions
- 25% visiting Anne of Green Gables attractions

Estimated Direct Expenditures



Regions Visited



Prepared by Tourism PEI, July 2025
Source: 2023 PEI Exit Survey