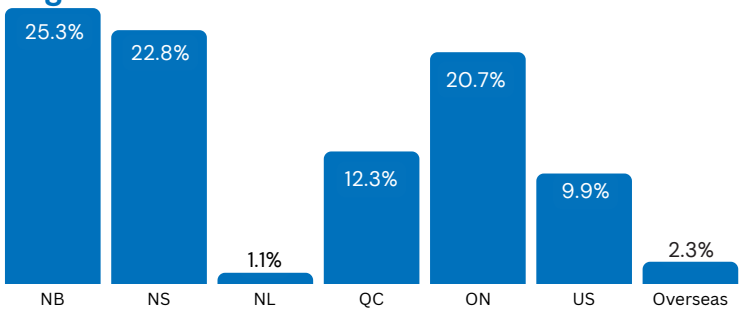
2023 PEI Exit Survey Visitor Profile
Culture-Oriented Visitor Profile

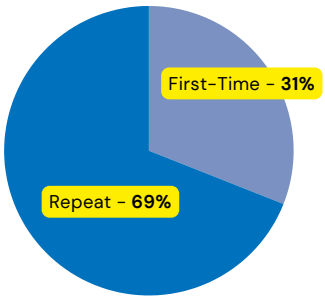
Prince Edward Island CANADA

Total	Average Party Size	Average Spend	Average Trip Duration	Total Expenditures
565,428 parties	3.01 persons	$2,284 per party per visit	5.11 nights	$515 million estimated

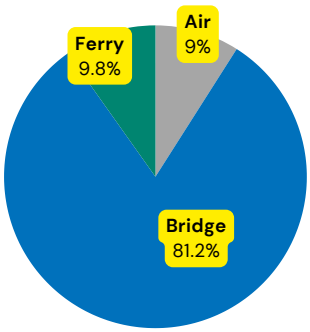
Origin



Type of Visitation
(past five years)



Exit Point



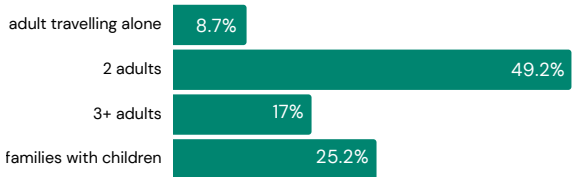
Top 3 Reasons to Visit
- Holiday, vacation
- Short getaway
- Visit friends and/or relatives

Top 3 Attractive Features
- Nature
- Other
- Culture

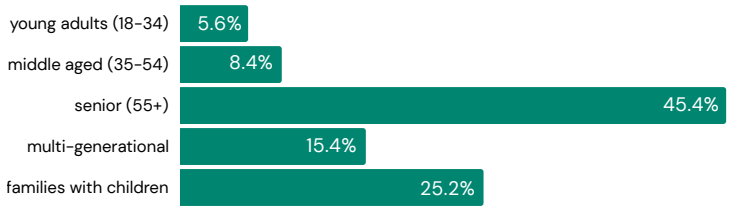
Top 3 Travel Expenditures
- Accommodations ($201M)
- Restaurants ($95M)
- Shopping ($53M)

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

Party Characteristics



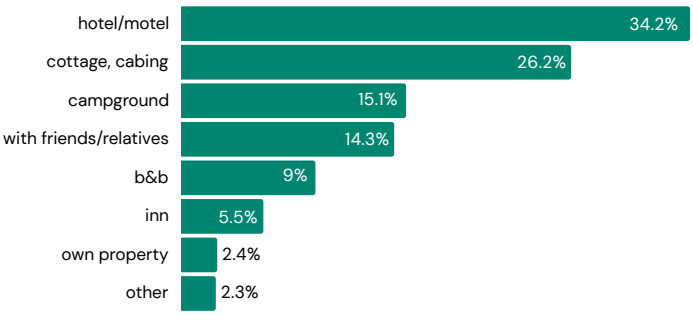
Age Characteristics



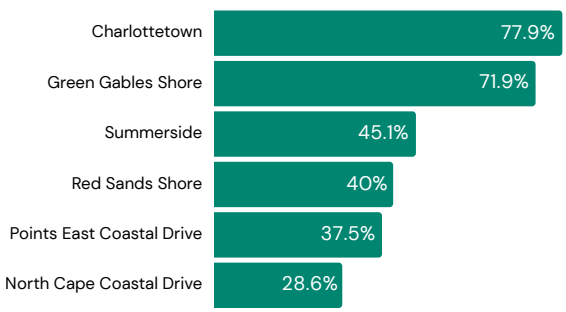
Top Activities

- 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



Prepared by Tourism PEI, December 2025
Source: A Profile of Cultural Tourism in PEI: Results from the 2023 Exit Survey.