



2023 PEI VISITOR EXIT SURVEY OVERALL RESULTS

EXIT SURVEY REPORT SERIES: ES2023-01

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Executive Summary

A visitor exit survey is a tool used to profile visitors and estimate their impact on a destination. An exit survey can capture the demographic composition of visitors and information about their trips such as travel party size and composition, the purpose of their trip, activities they participated in, the type of accommodation used, travel expenditures, and more.

Tourism PEI conducted a visitor exit survey for Prince Edward Island (“PEI”) from January 1 to December 31, 2023 (the “study period”). Data was collected via mail-back and online surveys. The main purpose of the 2023 Exit Survey Study (the “study”) was to provide a full-range of statistics on the volume of visitors to PEI and detailed characteristics of their trips.

In total, 10,340 surveys were used in the study. In terms of statistical accuracy, a sample of this size has a sampling error of ± 0.99 percent, at a 95 percent confidence level. It is important to note, that the information presented in this report are estimates to provide guidance only. Please exercise caution when interpreting significance of results throughout this report.

Approximately 1,615,500 people visited PEI during the study period, including cruise ship and motor coach passengers. Cruise ship passengers represented approximately seven percent of visitors, one percent of visitors were motor coach passengers, and the remainder were visitors captured at PEI’s three exit points (i.e., Confederation Bridge, Wood Islands Ferry terminal and Charlottetown Airport). Over three-quarters (79%) of visitors exited PEI via the Confederation Bridge, seven percent exited at the Wood Islands ferry, and seven percent departed PEI from the Charlottetown Airport. Excluding cruise ship and motor coach passengers, approximately 1,486,200 visitors exited PEI by way of the three exit points. These visitors are the focus of this report.

Approximately 565,400 visitor parties are estimated to have visited PEI during the study period. Approximately 80 percent of these parties (451,400 parties), stayed at least one night on PEI, while the remaining 114,300 parties visited PEI for a day trip. The geographic markets that accounted for the greatest proportions of visitor parties were New Brunswick (37% of parties), Nova Scotia (26%), Ontario (16%), and Quebec (9%). The main season (July and August) was the most popular season of travel, accounting for 38 percent of all visitor parties. The fall shoulder season (September and October) attracted 18 percent of visitor parties, and 17 percent visited during the spring shoulder season (May and June). In total, 27 percent of parties visited during the two winter off-seasons of January through April and November through December.

On average, visitor parties were comprised of 2.66 people that stayed an average of 3.56 nights on PEI. Visitor parties generated approximately \$854 million in estimated direct expenditures during the study period. All visitor parties spent an average of \$1,494.68 *per party per visit*. Same-day visitor parties spent an average of \$84.60 *per person per day* while overnight visitor parties spent an average of \$146.42 *per person per night*.

1. Introduction

1.1. BACKGROUND

- A visitor exit survey is a tool used to profile visitors and estimate their impact on a destination. It can capture visitor demographics and trip characteristics such as travel party size and composition, the purpose of their trip, regions visited, length of stay, type of accommodation used, activities participated in, expenditures, and trip evaluation.
- Prince Edward Island (“PEI”) has been conducting exit surveys since 1979 with the last study conducted in 2018 and 2019 during the period from July 1, 2018 to June 31, 2019 (the “study period”).
- The 2023 PEI Travel Survey of Visitors (Exit Survey) covered full twelve months from January 1 to December 31, 2023.
- Tourism PEI intercepted non-resident visitors at the province’s three exit points and provided them with a mail-back survey package. The survey package contained an introductory letter, a copy of the questionnaire, and a pre-paid, pre-addressed envelope for submitting responses. The survey package included a web address and a printed Quick Response (QR) code that respondents could use to access the online and mobile versions of the survey.
- In addition, those who had contacted Tourism PEI to request travel information and had participated in a contest sponsored by Tourism PEI were invited to participate in the exit survey if they had visited PEI in 2023.
- To better capture respondents those who took the ferry when visiting PEI, the 2023 customer list provided by the Northumberland Ferries Limited (NFL) was also used to solicit participation in the exit survey.
- Additional details on the study’s methodology can be found in Chapter 2.

1.2. THE STUDY PURPOSE

- The main purpose of the 2023 PEI Visitor Exit Survey was to provide a full range of statistics on the volume of visitors to PEI and detailed characteristics of their trips. Information captured includes the purpose of their trip, travel party size and composition, PEI regions visited, length of stay, type of accommodation used, activities participated in, expenditures, evaluation of trip, and demographic information about the visitors.
- The survey pursued five broad objectives:
 1. To update existing historical information on visitors to PEI.
 2. To collect critical data to measure the overall importance of tourism in PEI.
 3. To gather information regarding visitor behaviours.
 4. To identify key market segments of visitors to PEI.
 5. To enhance our knowledge and understanding of tourism (in general, and for PEI specifically).

2. Methodology

2.1. SAMPLING PROCEDURE

Target Population

- Mail-back questionnaires were distributed to non-resident visitors on PEI during the study period (January 1st to December 31st, 2023) as they exited PEI via the Charlottetown Airport, the Confederation Bridge, or the Wood Island's ferry terminal.
- The target population did not include cruise ship passengers and crew members, motor coach tourists, refugees, landed immigrants, or military Canadian residents.

Mail-back Questionnaires

- At the Charlottetown Airport, a representative of survey staff approached departing travellers and asked them if they had been visiting PEI or if they were a current resident. If they had been visiting PEI, the representative explained the research study and asked the individual if they would be willing to participate. If they agreed to participate, the individual was provided with a package containing the mail-back questionnaire.
- At the Confederation Bridge and Wood Islands ferry terminal tollbooths, employees of Strait Crossing Bridge Limited and Northumberland Ferries Limited, as well as a hired survey representative at the Northumberland Ferries Limited provided the survey package to drivers of non-PEI vehicles as they paid to exit the province (based on their motor vehicle inspection sticker). Tourism PEI provided a distribution schedule to these individuals that outlined targets for the number of questionnaires to distribute on select days of the month.
- Responding to the survey was voluntary.

Online Survey

- The survey package included a web address for the online version of the survey. Individuals who received the survey package had the option of completing the hard-copy questionnaire or the online version. Both versions of the survey were available in English and French.
- Tourism PEI also sent an email invitation to non-residents who requested PEI travel information between November 2022 and October 2023 and took the ferry when visiting PEI in 2023.

2.2. SAMPLE SUMMARY

Samples Collected and Used

- In total, 14,055 surveys were collected. Approximately 34 percent were mail-back surveys and the remainder were online surveys. The online survey includes those who received the questionnaire package and chose to complete the survey online and those who were specifically invited to participate in the online survey as described in Section 2.1.
- In addition to the direct method of soliciting participation in the exit survey, those who had contacted Tourism PEI to request a publication, eNewsletter, or had participated in a contest sponsored by Tourism PEI and took the ferry when visiting PEI were invited to participate in the exit survey if they had visited PEI in 2023. In total, 9,261 surveys were collected from this method.
- In total, 10,340 surveys were used in the study. Of these, 46 percent were mail-back surveys and 54 percent were online surveys.

Table 2-1: Samples Collected and Used

	Surveys Collected		Surveys Used		Use Rate
	<i>N</i>	%	<i>N</i>	%	%
Mail-back Survey	4,794	34.1%	4,760	46.0%	99.3%
Online Survey	9,261	65.9%	5,580	54.0%	60.3%
Total	14,055	100.0%	10,340	100.0%	73.6%

- Non-residents who visited PEI during the summer main season accounted for approximately 41 percent of the surveys used in the study. Those who visited during the spring shoulder season accounted for approximately 18 percent, fall shoulder season visitors accounted for approximately 23 percent and approximately 18% of the surveys used in the study are from those who visited PEI during the winter off-seasons of January to April and November to December 2023. See Table 2-2 for a sample summary.
- Half (50%) of the surveys used for the study were completed by non-residents who exited PEI via the Confederation Bridge. Non-resident visitors who exited PEI through the Charlottetown Airport accounted for 35 percent of surveys used, while 15 percent were completed by non-residents who exited via the Woods Island Ferry terminal.
- Surveys completed by residents of Ontario accounted for the largest proportion of the sample (32.5%), followed by residents of Quebec (11%), Nova Scotia (11%), rest of US (7%), New Brunswick (5%), and New England (5%). Approximately 19 percent of the surveys were completed by residents of the United States and seven percent of the surveys were completed by residents of other international countries.

Table 2-2: Samples Used by Exit Point, Origin, and Tourism Season

	2023 Jan-Apr Winter Off-Season		2023 May-Jun Spring Shoulder Season		2023 Jul-Aug Summer Main Season		2023 Sep-Oct Fall Shoulder Season		2023 Nov-Dec Winter Off-Season		Total Full-Year	
Total Sample	992	(9.6%)	1,899	(18.4%)	4,248	(41.1%)	2,407	(23.3%)	794	(7.7%)	10,340	(100.0%)
Exit Point												
Charlottetown Airport	619	62.4%	729	38.4%	1,014	23.9%	846	35.1%	439	55.3%	3,647	35.3%
Confederation Bridge	373	37.6%	929	48.9%	2,463	58.0%	1,151	47.8%	253	31.9%	5,169	50.0%
Wood Islands Ferry	0	0.0%	241	12.7%	771	18.1%	410	17.0%	102	12.8%	1,524	14.7%
Origin												
Canada	860	86.7%	1,353	71.2%	3,220	75.8%	1,635	67.9%	663	83.5%	7,731	74.8%
New Brunswick	121	12.2%	92	4.8%	196	4.6%	89	3.7%	62	7.8%	560	5.4%
Nova Scotia	136	13.7%	158	8.3%	476	11.2%	232	9.6%	120	15.1%	1,122	10.9%
Newfoundland and Labrador	17	1.7%	36	1.9%	57	1.3%	33	1.4%	13	1.6%	156	1.5%
Quebec	46	4.6%	177	9.3%	685	16.1%	184	7.6%	41	5.2%	1,133	11.0%
Ontario	378	38.1%	577	30.4%	1,313	30.9%	758	31.5%	336	42.3%	3,362	32.5%
Manitoba	23	2.3%	55	2.9%	65	1.5%	33	1.4%	8	1.0%	184	1.8%
Saskatchewan	19	1.9%	22	1.2%	43	1.0%	28	1.2%	8	1.0%	120	1.2%
Alberta	55	5.5%	114	6.0%	218	5.1%	145	6.0%	47	5.9%	579	5.6%
British Columbia	58	5.8%	113	6.0%	153	3.6%	116	4.8%	22	2.8%	462	4.5%
Rest of Canada	7	0.7%	9	0.5%	14	0.3%	17	0.7%	6	0.8%	53	0.5%
United States	72	7.3%	409	21.5%	796	18.7%	568	23.6%	85	10.7%	1,930	18.7%
New England	20	2.0%	111	5.8%	230	5.4%	135	5.6%	19	2.4%	515	5.0%
Middle Atlantic	14	1.4%	37	1.9%	130	3.1%	90	3.7%	7	0.9%	278	2.7%
South Atlantic	11	1.1%	94	4.9%	157	3.7%	111	4.6%	15	1.9%	388	3.8%
Rest of US	27	2.7%	167	8.8%	279	6.6%	232	9.6%	44	5.5%	749	7.2%
International	60	6.0%	137	7.2%	232	5.5%	204	8.5%	46	5.8%	679	6.6%

Sample Size and Margin of Error

- The margin of error associated with the total sample and the specific sub-groups used (i.e. tourism season) in this report is summarized in Table 2-3. In terms of statistical accuracy, the actual margin of error for each market will vary slightly due to minor variations in the sample size.
- Overall, a sample of this size has a sampling error of ± 0.95 percent at a 95 percent confidence level, though the margins of error for the five sub-groups are higher [winter off-season (January-April) = $\pm 3.10\%$; spring shoulder season = $\pm 2.23\%$; main season = $\pm 1.49\%$; fall shoulder season = $\pm 1.97\%$; winter off-season (November-December) = $\pm 3.45\%$].
- The sample can be segmented into same-day and overnight visitors. Due to the smaller sample size, the margin of error for the sub-group of same-day visitors is $\pm 3.61\%$, while the margin of error for overnight visitors is $\pm 0.99\%$.
- Please note, this is a guideline only. Caution should be applied when interpreting significance testing throughout this report.

Table 2-3: Sample Size and Margin of Error

	Same-Day		Overnight		Total	
	Sample Size	Margin of Error ^{a)}	Sample Size	Margin of Error ^{a)}	Sample Size	Margin of Error ^{a)}
2023 Jan-Apr Winter Off-Season	121	± 8.89	871	± 3.30	992	± 3.10
2023 May-Jun Spring Shoulder Season	131	± 8.54	1,768	± 2.30	1,899	± 2.23
2023 Jul-Aug Summer Main Season	230	± 6.44	4,018	± 1.53	4,248	± 1.49
2023 Sep-Oct Fall Shoulder Season	157	± 7.79	2,250	± 2.04	2,407	± 1.97
2023 Nov-Dec Winter Off-Season	94	± 10.07	700	± 3.67	794	± 3.45
Full-Year (12 months)	733	± 3.61	9,607	± 0.99	10,340	± 0.95

Note: ^{a)} Margin of error indicates % of total number of parties used in each sub-group at the 95% confidence level.

2.3. DATA PROCESSING AND WEIGHTING

Data Processing and Error Detection

- All mail-back questionnaires were reviewed manually to determine if they were complete and coherent.
- Data were captured, coded, verified, and then merged with online survey data.
- Electronic verifications were also made to identify any outliers and to correct them.
- Statistical reliability and validity tests, and consistency controls were also conducted during this process.

Data Imputation

- Some data used in the study were imputed. For example, missing travel party size, total nights stayed on PEI, and/or total trip spending were imputed if the remainder of the fields on the questionnaire were valid.
- The target populations were partitioned into same-day and overnight visitor parties, three exit points, 12 months (based on departure date), and five tourism seasons [winter off-season (January-April), spring shoulder season, summer main season, fall shoulder season, and winter off-season (November-December)], and 22 origins of visitors (12 Canada provinces and territories including New Brunswick, Nova Scotia, Newfoundland and Labrador, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, Nunavut, Northwest Territories, and Yukon; nine US regions such as New England, Middle Atlantic, South Atlantic, East North Central, West North Central, East South Central, West South Central, Mountain, and Pacific, Alaska & Hawaii; and International visitors).
- Total imputation was carried out for all the factors above and for strata that were outside the scope of the questionnaire distribution. For these out-of-scope factors, the characteristics of visitors were estimated using the 2012, 2014 and 2018-2019 PEI exit survey data sets.
- Total imputation was also performed for any in-scope factors that received an insufficient number of surveys for some specific segments (i.e., same-day visitors) to meet minimum requirements (a combination of a minimum number of questionnaires and maximum weight) based on the exit point traffic counts.

Bias Adjustment and Weighting the Sample

- For estimation purposes, the responses obtained through the questionnaires must be treated as a simple random sample from the total traffic in each stratum (three exit points, by same-day and overnight visitors, by origin and by month).
- The data may be subject to some degree of “*distribution bias*” since not all categories of visitors are represented in the distribution or to a “*non-response bias*” because the individuals replying may not be representative of the visitor population.

- Weighting techniques used in the estimation process attempt to reduce the effect of biases and were also performed to determine aggregate visitor parties' characteristics. Therefore, using the calculated weights, estimates can be obtained for a variety of trip and visitor characteristics. These estimates take the form of totals, averages, and percentages. They can also be obtained at different levels.
- The final survey sample was weighted by same-day and overnight visitor parties, three exit points, five tourism seasons, and the 22 origins of visitor parties. This aligns with the total PEI visitor parties within the *PEI Tourism Volume Model*, which utilizes traffic data collected through the three exit points.
- Weighting values were calculated by using a mix of traffic data provided by the Charlottetown Airport Authority, Strait Crossing Bridge Limited, Northumberland Ferries Limited, and the PEI Department of Fisheries, Tourism, Sport and Culture, and results obtained from the mail-back and online surveys.
- According to the traffic data and exit survey information, it was estimated that approximately 565,428 non-resident parties visited PEI during the study period, segmented as follows:
 - By same-day (20% or 114,000 visitor parties) and overnight (80% or 451,400 visitor parties).
 - By exit point: airport (7% or 41,200 visitor parties), bridge (86% or 485,500 visitor parties), and ferry (7% or 38,800 visitor parties).
 - By tourism season: January-April winter off-season (17% or 98,000 visitor parties), spring shoulder season (17% or 96,200 visitor parties), summer main season (38% or 214,100 visitor parties), fall shoulder season (18% or 102,300 visitor parties), and November-December winter off-season (10% or 54,400 visitor parties).
 - By market: New Brunswick (37% or 208,800 visitor parties), Nova Scotia (26% or 145,100 visitor parties), Newfoundland and Labrador (1% or 5,400 visitor parties), Quebec (9% or 52,600 visitor parties), Ontario (16% or 90,000 visitor parties), Rest of Canada (4% or 19,600 visitor parties), New England (2% or 12,900 visitor parties), Middle Atlantic (1% or 4,300 visitor parties), South Atlantic (1% or 10,400 visitor parties), Rest of US (1% or 5,900 visitor parties), and International (2% or 9,000).
- These figures were used to weight the survey data and adjust the survey results. Therefore, results in this report are based on the weighted values rather than on the raw scores of the sample.
- Despite the weighting of the sample to address biases, it is important to note that results may not reflect all actual responses of each party or individuals in the party because the application of the weighting scheme was not based on all survey questions.

2.4. SURVEY INSTRUMENT

- The PEI exit survey questionnaire gathers information on the travel habits of visitors travelling to PEI including the following:
 - Usual place of residence (country, province/state, city, postal code/zip code);
 - Date of entry and exit (day, month, year);
 - Entry and exit points;
 - Rental car usage and location of rental car pick-up;
 - Party size, party characteristics, and composition;
 - Primary reason for trip;
 - Primary features that attracted visitors to PEI;
 - Primary destination of the trip and trip duration;
 - Overnight stays on PEI regions and type of accommodation used;
 - PEI regions visited during the trip;
 - Activities participated in while travelling on PEI;
 - Type of visitation, last trip to PEI, and number visits;
 - Travel expenditures;
 - Ratings of travel services, the incidence of complaints, and future behavioural intentions; and
 - Demographic information.
- For consistency, the 2023 PEI visitor exit questionnaire was basically the same as the 2018-2019 exit questionnaire with the following exceptions:
 - The following question was deleted in the 2023 survey: Q. While staying in PEI, did you explore coastal drives? If yes, which coastal drive of Prince Edward Island did you explore during this trip? (*Check all that apply.*)
- The 2023 exit survey included a question that listed travel activities and asked the respondent to indicate which activities they or members of their travel party had participated in while on PEI. The following travel activities were slightly modified and newly added:
 - The following activity was deleted:
 - Visiting Birthplace of Confederation attractions (e.g., Founders' Hall, Province House)
 - The following two activities were modified:
 - Driving tour (scenic drives/views); and
 - Visiting historic/heritage sites, or cultural attractions

- The following 15 activities were added:
 - Seeing natural wonders;
 - Sightseeing, appreciating pastoral or rural settings;
 - Visiting historic/heritage sites, or cultural attractions;
 - Going to a museum or art gallery;
 - Going to a full-service restaurant;
 - Experiencing night-life activities (bars, nightclubs, etc.);
 - Going to a casino/racino (Charlottetown or Summerside);
 - Shopping for general merchandise;
 - Playing disc golf;
 - Participating in recreational motorized activities (ATV, snowmobiling, motorized water-crafting, etc.);
 - Participating in nature-based outdoor activities (bird watching, nature photography, northern lights, etc.);
 - Participating in recreational fishing or hunting;
 - Participating in cold-weather activities (skiing, snowboarding, snowshoeing, etc.); and
 - Health and wellness activities (yoga, spa, sauna, etc.)

3. Non-Resident Visitors and Travel Parties in 2023

- In total, approximately 1.62 million people visited PEI during the study period (January 1st to December 31st, 2023). This includes 119,488 cruise ship passengers (7% of total visitors) and 9,742 motor coach tourists (1% of total visitors). Please see Figure 3-1 and Table 3-1.
- The remaining visitors accessed PEI through our three main exit points (i.e. Confederation Bridge, Woods Islands ferry and Charlottetown Airport). An estimated 1.49 million visitors accessed PEI via these exit points (92% of total visitors). It is important to note, this number excludes motor coach passengers who would have exited via the Confederation Bridge or Wood Islands ferry.
- The majority (86%) of visitors captured at PEI's three exit points had exited PEI via the Confederation Bridge, while seven percent had exited via the Wood Islands ferry, and seven percent had left by airplane at the Charlottetown Airport (see Table 3-2).
- Approximately 565,428 travel parties are estimated to have visited PEI during the study period, excluding motor coach and cruise travellers (see Table 3-3). These parties are the subject of this report.
- Approximately 20 percent of travel parties did not stay overnight on PEI during their trip (114,000 parties), while the remaining 451,400 parties (80%) stayed at least one night on PEI.
- Among same-day travel parties, 38 percent visited PEI during the main season, 18 percent visited during the fall shoulder season, 17 percent visited during the January to April winter off-season, 17 percent visited during the spring shoulder, and 10 percent visited in the November to December winter off-season (see Table 3-4).
- Visitation by overnight travel parties followed a similar pattern. Approximately 40 percent of overnight travel parties visited PEI during the main season, 18 percent visited in the fall shoulder season, 17 percent visited between January and April, 17 percent visited in the spring shoulder season, and about ten percent visited in November or December.
- New Brunswick accounted for approximately 37 percent of all visitor parties, 26 percent were from Nova Scotia, 16 percent were from Ontario, nine percent were from Quebec, six percent were from the United States, and two percent were from another international country (i.e. a country other than the United States and Canada). Please see Table 3-5.

3.1. OVERVIEW OF TOTAL VISITATION

Figure 3-1: Total Visitation in 2023

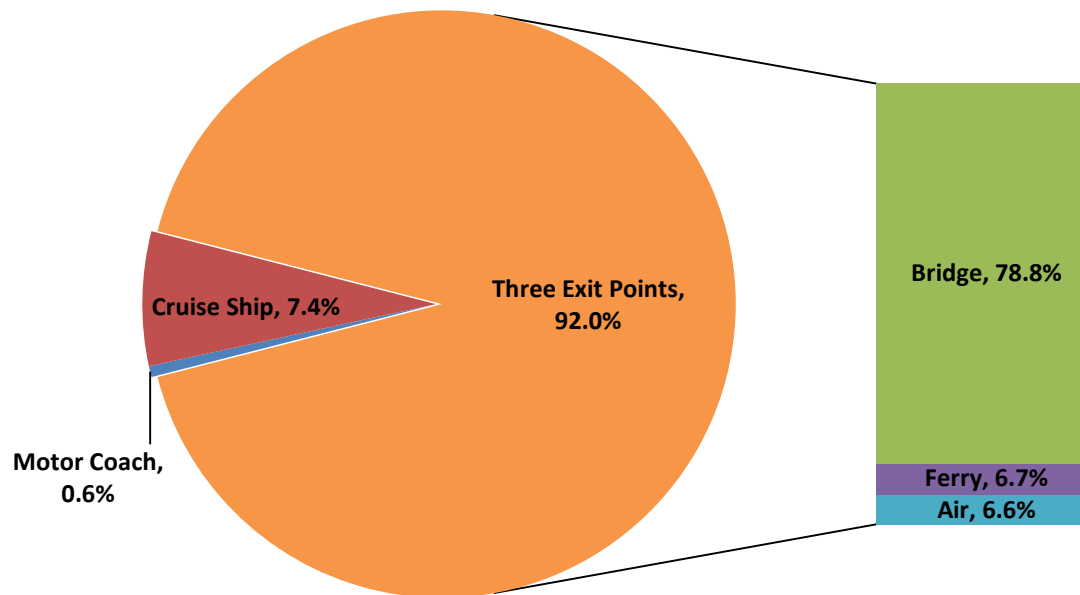


Table 3-1: Estimated Number of Visitors in 2023

	Number of Visitors	Percent of Visitors
Visitors by Exit Point	1,486,251	92.0%
Bridge	1,272,476	78.8%
Ferry	107,950	6.7%
Air	105,825	6.6%
Motor Coach Tourists	9,742	0.6%
Cruise Travellers	119,488	7.4%
Total	1,615,481	100.0%

Source: 2023 PEI Tourism Volume Model

3.2. ESTIMATED NUMBER OF VISITORS

Table 3-2: Estimated Number of Visitors in 2023 by Month and Exit Point ¹⁾

	Air ²⁾		Bridge ³⁾				Ferry ³⁾				Estimated Total Number of Visitors	
	Number of Non-resident Passengers (Visitors)		Number of Non-resident Vehicles (Parties)		Estimated Number of Visitors		Number of Non-resident Vehicles (Parties)		Estimated Number of Visitors			
	N	%	N	%	N	%	N	%	N	%	N	%
2023 Jan	4,058	3.8%	18,519	3.8%	35,950	2.8%	n/a	n/a	n/a	n/a	40,008	2.7%
Feb	4,325	4.1%	22,153	4.6%	41,932	3.3%	n/a	n/a	n/a	n/a	46,257	3.1%
Mar	4,238	4.0%	22,810	4.7%	49,887	3.9%	n/a	n/a	n/a	n/a	54,125	3.6%
Apr	4,391	4.1%	27,859	5.7%	58,847	4.6%	n/a	n/a	n/a	n/a	63,238	4.3%
May	7,776	7.3%	33,569	6.9%	76,967	6.0%	2695	6.9%	7,740	7.2%	92,483	6.2%
Jun	12,698	12.0%	46,500	9.6%	126,027	9.9%	5485	14.1%	4792	4.4%	143,517	9.7%
Jul	16,956	16.0%	90,179	18.6%	291,560	22.9%	10063	26.0%	25366	23.5%	333,882	22.5%
Aug	19,625	18.5%	88,819	18.3%	286,727	22.5%	10853	28.0%	40244	37.3%	346,596	23.3%
Sep	11,852	11.2%	49,838	10.3%	125,124	9.8%	5371	13.9%	18760	17.4%	155,736	10.5%
Oct	9,752	9.2%	36,215	7.5%	78,410	6.2%	2622	6.8%	6849	6.3%	95,011	6.4%
Nov	5,224	4.9%	24,784	5.1%	50,948	4.0%	1,228	3.2%	2,654	2.5%	58,826	4.0%
Dec	4,930	4.7%	24,255	5.0%	50,097	3.9%	461	1.2%	1,545	1.4%	56,572	3.8%
Total	105,825	100.0%	485,500	100.0%	1,272,476	100.0%	38,778	100.0%	107,950	100.0%	1,486,251	100.0%
		(7.1%)				(85.6%)				(7.3%)		(100.0%)

Note: ¹⁾ This table only includes visitation to PEI via three exit points and excludes motor coach tourists and cruise ship passengers.

²⁾ Information about monthly air passengers was provided by the Charlottetown Airport Authority and the number of non-resident air passengers (visitors) was estimated by using the OAG Analyser database (OAG Aviation Worldwide Ltd.).

³⁾ These data only include non-resident, non-commercial traffic and exclude autos towing utility trailers, motorcycles, and buses. For the bridge and ferry, each vehicle is considered a travel party. To convert the number of travel parties on the bridge and ferry to visitors, the average party size at both exit points was used. Data on average party size per month was derived from the 2023 Prince Edward Island Travel Survey of Visitors (PEI Exit Survey).

3.3. ESTIMATED NUMBER OF TRAVEL PARTIES

Table 3-3: Estimated Number of Same-Day and Overnight Travel Parties in 2023 by Month and Exit Point

	Air (7.3%)			Bridge (85.9%)			Ferry (6.9%)			Grand Total (100.0%)		
	Same-Day	Overnight	Total	Same-Day	Overnight	Total	Same-Day	Overnight	Total	Same-Day	Overnight	Total
2023 Jan	16	1,560	1,576	4,812	13,707	18,519	n/a	n/a	n/a	4,828	15,267	20,095
Feb	12	1,679	1,691	4,370	17,783	22,153	n/a	n/a	n/a	4,382	19,462	23,844
Mar	19	1,641	1,660	6,130	16,680	22,810	n/a	n/a	n/a	6,149	18,321	24,470
Apr	27	1,697	1,724	7,904	19,955	27,859	n/a	n/a	n/a	7,931	21,652	29,583
May	55	2,978	3,033	9,877	23,692	33,569	26	2,669	2,695	9,958	29,339	39,297
Jun	85	4,833	4,918	11,361	35,139	46,500	145	5,340	5,485	11,591	45,312	56,903
Jul	85	6,495	6,580	17,462	72,717	90,179	220	9,843	10,063	17,767	89,055	106,822
Aug	109	7,534	7,643	17,406	71,413	88,819	233	10,620	10,853	17,748	89,567	107,315
Sep	75	4,530	4,605	11,559	38,279	49,838	134	5,237	5,371	11,768	48,046	59,814
Oct	64	3,706	3,770	10,112	26,103	36,215	79	2,543	2,622	10,255	32,352	42,607
Nov	36	1,989	2,025	7,110	17,674	24,784	42	1,186	1,228	7,188	20,849	28,037
Dec	36	1,889	1,925	4,435	19,820	24,255	13	448	461	4,484	22,157	26,641
Total	619	40,531	41,150	112,538	372,962	485,500	892	37,886	38,778	114,049	451,379	565,428
	(1.5%)	(98.5%)	(100.0%)	(23.2%)	(76.8%)	(100.0%)	(2.3%)	(97.7%)	(100.0%)	(20.2%)	(79.8%)	(100.0%)

Source: 2023 PEI Tourism Volume Model

3.4. NUMBER OF TRAVEL PARTIES BY TOURISM SEASON, SAME-DAY AND OVERNIGHT, AND TRIP PURPOSE

Table 3-4: Number of Travel Parties in 2023 by Season, Same-Day and Overnight, and Trip Purpose

	Same-Day (20.2%)		Overnight (79.8%)								Grand Total (100.0%)	
			Pleasure (86.5%)		Business (8.8%)		Other (4.7%)		Sub-Total (100.0%)			
	N	%	N	%	N	%	N	%	N	%	N	%
Jan-Apr Winter Off-Season	23,290	20.4%	53,785	13.8%	14,999	37.6%	5,918	27.9%	74,702	16.5%	97,992	17.3%
May-Jun Spring Shoulder Season	21,549	18.9%	63,359	16.2%	8,607	21.6%	2,685	12.7%	74,651	16.5%	96,200	17.0%
Jul-Aug Summer Main Season	35,515	31.1%	168,576	43.2%	3,868	9.7%	6,178	29.1%	178,622	39.6%	214,137	37.9%
Sep-Oct Fall Shoulder Season	22,023	19.3%	70,174	18.0%	6,861	17.2%	3,363	15.9%	80,398	17.8%	102,421	18.1%
Nov-Dec Winter Off-Season	11,672	10.2%	34,378	8.8%	5,556	13.9%	3,072	14.5%	43,006	9.5%	54,678	9.7%
Total	114,049	100.0%	390,272	100.0%	39,891	100.0%	21,216	100.0%	451,379	100.0%	565,428	100.0%

Source: Mixed results of 2023 PEI Tourism Volume Model and 2023 PEI Exit Survey

Note: The “Other” category in trip purpose includes ‘attend a wedding,’ ‘attend a family reunion/meeting,’ ‘educational study,’ and so on.

3.5. NUMBER OF TRAVEL PARTIES BY TOURISM SEASON AND ORIGIN

Table 3-5: Number of Travel Parties in 2023 by Tourism Season and Origin

	2023 Jan-Apr Winter Off-Season		2023 May-Jun Spring Shoulder Season		2023 Jul-Aug Summer Main Season		2023 Sep-Oct Fall Shoulder Season		2023 Nov-Dec Winter Off-Season		Total Full-Year	
Total Parties	97,992	(17.3%)	96,200	(17.0%)	214,137	(37.9%)	102,421	(18.1%)	54,678	(9.7%)	565,428	(100.0%)
Canada	92,450	94.3%	87,037	90.5%	196,553	91.8%	93,786	91.6%	51,758	94.7%	521,584	92.2%
New Brunswick	48,139	49.1%	33,340	34.7%	64,051	29.9%	36,701	35.8%	26,588	48.6%	208,819	36.9%
Nova Scotia	24,384	24.9%	25,928	27.0%	54,194	25.3%	26,497	25.9%	14,139	25.9%	145,142	25.7%
Newfoundland & Labrador	824	0.8%	745	0.8%	2,062	1.0%	1,146	1.1%	658	1.2%	5,435	1.0%
Quebec	5,398	5.5%	7,735	8.0%	27,507	12.8%	8,751	8.5%	3,197	5.8%	52,588	9.3%
Ontario	11,478	11.7%	15,529	16.1%	40,458	18.9%	16,678	16.3%	5,879	10.8%	90,022	15.9%
Manitoba	296	0.3%	476	0.5%	819	0.4%	468	0.5%	112	0.2%	2,171	0.4%
Saskatchewan	159	0.2%	182	0.2%	525	0.2%	294	0.3%	45	0.1%	1,205	0.2%
Alberta	768	0.8%	1,554	1.6%	4,446	2.1%	1,903	1.9%	767	1.4%	9,438	1.7%
British Columbia	974	1.0%	1,510	1.6%	2,404	1.1%	1,288	1.3%	357	0.7%	6,533	1.2%
Nunavut	1	0.0%	4	0.0%	10	0.0%	20	0.0%	2	0.0%	37	0.0%
North Territories	22	0.0%	17	0.0%	23	0.0%	12	0.0%	8	0.0%	82	0.0%
Yukon	7	0.0%	17	0.0%	54	0.0%	28	0.0%	6	0.0%	112	0.0%
United States	4,243	4.3%	7,460	7.8%	14,560	6.8%	6,770	6.6%	1,857	3.4%	34,890	6.2%
New England	1,559	1.6%	2,123	2.2%	5,577	2.6%	2,685	2.6%	956	1.7%	12,900	2.3%
Middle Atlantic	249	0.3%	760	0.8%	2,182	1.0%	957	0.9%	190	0.3%	4,338	0.8%
South Atlantic	1,732	1.8%	3,116	3.2%	4,138	1.9%	1,143	1.1%	293	0.5%	10,422	1.8%
East North Central	169	0.2%	433	0.5%	807	0.4%	504	0.5%	111	0.2%	2,024	0.4%
West North Central	53	0.1%	152	0.2%	327	0.2%	243	0.2%	34	0.1%	809	0.1%
East South Central	51	0.1%	133	0.1%	238	0.1%	132	0.1%	48	0.1%	602	0.1%
West South Central	109	0.1%	136	0.1%	316	0.1%	230	0.2%	36	0.1%	827	0.1%
Mountain	256	0.3%	306	0.3%	438	0.2%	446	0.4%	143	0.3%	1,589	0.3%
Pacific, Alaska, and Hawaii	65	0.1%	301	0.3%	537	0.3%	430	0.4%	46	0.1%	1,379	0.2%
International	1,299	1.3%	1,703	1.8%	3,024	1.4%	1,865	1.8%	1,063	1.9%	8,954	1.6%

Source: 2023 PEI Tourism Volume Model

US regions and states: **New England** = Maine, New Hampshire, Vermont, Massachusetts, Connecticut, and Rhode Island; **Middle Atlantic** = New York, Pennsylvania, and New Jersey; **South Atlantic** = Maryland, Delaware, Washington D.C. (District of Columbia), West Virginia, Virginia, North Carolina, South Carolina, Georgia, and Florida; **East North Central** = Wisconsin, Michigan, Illinois, Indiana, and Ohio; **West North Central** = North Dakota, South Dakota, Minnesota, Iowa, Nebraska, Kansas, and Missouri; **East South Central** = Kentucky, Tennessee, Mississippi, and Alabama; **West South Central** = Oklahoma, Arkansas, Texas, and Louisiana; **Mountain** = Montana, Idaho, Wyoming, Nevada, Utah, Colorado, New Mexico, and Arizona; **Pacific, Alaska & Hawaii** = Washington, Oregon, California, Alaska, and Hawaii

4. Summary of 2023 Exit Survey Overall Results

4.1. FULL-YEAR

- As presented in Table 4-1, in total, approximately 565,428 visitor parties travelled to PEI in 2023. Of these, approximately 80 percent stayed at least one night in the province (451,379 parties).
- Overnight travel parties spent over two million nights on PEI and the average length of stay on PEI was 4.46 nights.
- Parties from New Brunswick accounted for 24 percent of total nights spent on PEI while those from Ontario accounted for 23 percent and Nova Scotia accounted for 23 percent of total nights spent on PEI.
- The total estimated direct spending by visitors to PEI in 2023 was over \$854 million. Parties who stayed at least one night on PEI accounted for almost all of this spending at more than \$832 million (98%).
- The overall average spending *per party per visit* was \$1,494.68, including same-day and overnight visitors. Among overnight visitor parties, average spending *per party per visit* was \$1,807.62. Parties from New Brunswick and Nova Scotia had the lowest average spending at \$1,161.88 and \$1,546.85 *per party per visit*, respectively. Overnight parties from 1) International markets, 2) Ontario, and 3) Nunavut, Northwest Territories & Yukon had the highest *per party per visit* spending at \$2,798.06, \$2,778.43, and \$2,733.87, respectively.
- While the overall average spending *per person per day* for same-day visitor parties was \$84.60, its *per person per night* for overnight visitor parties was \$146.42. Among overnight visitor parties, average spending *per party per night* for business travel parties (\$216.60) to PEI was significantly higher than it was for pleasure (\$140.90) or other purpose (\$169.05) of overnight visitor parties.
- Overnight parties from international countries had the highest *per person per night* spending at \$163.29 while parties from New Brunswick had the lowest average spending at \$135.41 *per person per night*.

Table 4-1: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2023 Full-Year

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	565,428	100.0%	2.66	3.56	2,012,522	100.0%	\$1,494.68		\$853,523,841	100.0%
Same-Day Total	114,049	20.2%	2.23	0.00	0	0.0%	\$188.88	\$84.60	\$21,530,257	2.5%
Overnight Total	451,379	79.8%	2.77	4.46	2,012,522	100.0%	\$1,807.62	\$146.42	\$831,993,584	97.5%
Overnight by Trip Purpose	451,379	100.0%	2.77	4.46	2,012,522	100.0%	\$1,807.62	\$146.42	\$831,993,584	100.0%
Pleasure	390,272	86.5%	2.85	4.67	1,823,093	90.6%	\$1,874.69	\$140.90	\$745,332,968	89.6%
Business	39,891	8.8%	2.03	2.79	111,104	5.5%	\$1,227.64	\$216.60	\$49,676,033	6.0%
Other Purpose	21,216	4.7%	2.69	3.69	78,326	3.9%	\$1,679.15	\$169.05	\$36,984,583	4.4%
Overnight by Market	451,379	100.0%	2.77	4.46	2,012,522	100.0%	\$1,807.62	\$146.42	\$831,993,584	100.0%
Canada	413,381	91.6%	2.78	4.37	1,807,643	89.8%	\$1,775.26	\$145.89	\$748,974,694	90.0%
New Brunswick	147,118	32.6%	2.64	3.25	478,461	23.8%	\$1,161.88	\$135.41	\$173,098,996	20.8%
Nova Scotia	121,090	26.8%	2.84	3.76	455,745	22.6%	\$1,546.85	\$144.88	\$188,012,170	22.6%
Newfoundland & Labrador	4,780	1.1%	2.65	4.91	23,482	1.2%	\$1,934.11	\$148.37	\$9,390,201	1.1%
Quebec	44,750	9.9%	2.88	6.14	274,894	13.7%	\$2,594.34	\$146.70	\$117,130,827	14.1%
Ontario	77,111	17.1%	2.94	6.08	468,647	23.3%	\$2,778.43	\$155.39	\$214,740,283	25.8%
Manitoba & Saskatchewan	3,100	0.7%	3.05	4.97	15,415	0.8%	\$2,312.56	\$152.65	\$7,216,394	0.9%
Alberta & British Columbia	15,205	3.4%	2.65	5.88	89,455	4.4%	\$2,532.40	\$162.43	\$38,760,090	4.7%
Nunavut, Northwest Territories & Yukon	227	0.1%	2.44	6.80	1,543	0.1%	\$2,733.87	\$165.10	\$625,733	0.1%
United States	30,130	6.7%	2.64	5.04	151,724	7.5%	\$2,023.96	\$152.21	\$61,087,037	7.3%
New England	11,390	2.5%	2.61	5.50	62,659	3.1%	\$2,066.82	\$144.09	\$23,574,440	2.8%
Middle Atlantic	4,019	0.9%	2.82	4.86	19,546	1.0%	\$2,072.23	\$150.84	\$8,297,019	1.0%
South Atlantic	8,185	1.8%	2.56	5.04	41,290	2.1%	\$1,986.30	\$153.58	\$16,455,700	2.0%
Rest of US	6,536	1.4%	2.68	4.32	28,229	1.4%	\$1,961.91	\$169.41	\$12,759,877	1.5%
International	7,868	1.7%	2.54	6.76	53,155	2.6%	\$2,798.06	\$163.29	\$21,931,854	2.6%

Note: ^{a)} per person per day basis; ^{b)} per person per night basis

4.2. JANUARY-APRIL WINTER OFF-SEASON

- As seen in Table 4-2, in total, approximately 97,992 parties visited PEI during the January-April winter off-season in 2023. This represents 17 percent of all parties that visited PEI during the study period. Of these, approximately 76 percent stayed at least one night in the province (74,702 parties).
- These overnight parties stayed an average of 3.34 nights on PEI and accounted for 12 percent of total nights spent on PEI (249,500 nights).
- Approximately 37 percent of overnight parties who visited during the January-April winter off-season were from New Brunswick and 25 percent were from Nova Scotia. Combined, these parties accounted for approximately 61 percent of total nights spent on PEI during this season.
- Total direct expenditures by those who visited during the January-April winter off-season were over \$74 million, with spending by overnight parties totalling approximately \$70 million. Though parties from New Brunswick and Nova Scotia accounted for approximately 72 percent of overnight parties during this season, they accounted for 52 percent of total expenditures.
- Overall, parties who visited during the January-April winter off-season spent an average of \$777.64 *per party per visit*. Spending by same-day parties was \$153.62 *per party per visit* and spending by overnight parties was \$932.16 *per party per visit*. Spending by overnight parties from a country outside of Canada (\$2,919.58), Manitoba/Saskatchewan (\$2,444.99), rest of US (\$2,014.39), and Alberta/British Columbia (\$1,812.77) had the highest *per party per visit* spending.
- While the overall average spending *per person per day* for same-day visitor parties was \$79.36, spending *per person per night* for overnight visitor parties was \$153.62. Among overnight visitor parties, average spending *per party per night* for business travel parties (\$222.23) to PEI was significantly higher than it was for pleasure (\$113.98) or other purpose (\$172.39) of overnight visitor parties.
- Overnight parties from rest of US, Alberta/British Columbia, and international countries had the highest *per person per night* spending at \$172.59, \$166.39, and \$160.66, respectively while parties from Newfoundland and Labrador, New Brunswick, and Nova Scotia had the lowest average spending *per person per night* at \$114.71, \$116.92 and \$119.10, respectively.

Table 4-2: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2023 January-April Winter Off-Season

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	97,992	100.0%	2.07	2.55	249,463	100.0%	\$777.64		\$73,569,842	100.0%
Same-Day Total	23,290	23.8%	1.94	0.00	0	0.0%	\$153.62	\$79.36	\$3,577,694	4.9%
Overnight Total	74,702	76.2%	2.12	3.34	249,463	100.0%	\$932.16	\$131.80	\$69,992,147	95.1%
Overnight by Trip Purpose	74,702	100.0%	2.12	3.34	249,463	100.0%	\$932.16	\$131.80	\$69,992,147	100.0%
Pleasure	53,785	72.0%	2.33	3.60	193,698	77.6%	\$957.14	\$113.98	\$51,887,253	74.1%
Business	14,999	20.1%	1.45	2.44	36,606	14.7%	\$787.92	\$222.23	\$11,911,624	17.0%
Other Purpose	5,918	7.9%	1.86	3.24	19,159	7.7%	\$1,038.30	\$172.39	\$6,193,270	8.8%
Overnight by Market	74,702	100.0%	2.12	3.34	249,463	100.0%	\$932.16	\$131.80	\$69,992,147	100.0%
Canada	70,120	93.9%	2.11	3.24	227,351	91.1%	\$877.84	\$128.61	\$62,022,046	88.6%
New Brunswick	34,350	46.0%	2.01	2.65	91,011	36.5%	\$623.34	\$116.92	\$21,411,780	30.6%
Nova Scotia	19,234	25.7%	2.00	3.23	62,213	24.9%	\$770.49	\$119.10	\$14,819,540	21.2%
Newfoundland & Labrador	738	1.0%	1.98	4.98	3,679	1.5%	\$1,132.41	\$114.71	\$835,722	1.2%
Quebec	4,506	6.0%	2.99	4.38	19,716	7.9%	\$1,681.11	\$128.50	\$7,575,071	10.8%
Ontario	9,197	12.3%	2.19	4.35	39,994	16.0%	\$1,449.75	\$152.32	\$13,333,353	19.0%
Manitoba & Saskatchewan	409	0.5%	3.23	5.47	2,239	0.9%	\$2,444.99	\$138.12	\$1,000,001	1.4%
Alberta & British Columbia	1,656	2.2%	2.18	5.01	8,295	3.3%	\$1,812.77	\$166.39	\$3,001,942	4.3%
Nunavut, Northwest Territories & Yukon	30	0.0%	1.50	6.80	204	0.1%	\$1,487.93	\$145.88	\$44,638	0.1%
United States	3,457	4.6%	2.35	3.71	12,837	5.1%	\$1,367.02	\$156.93	\$4,685,577	6.7%
New England	1,342	1.8%	2.21	3.28	4,397	1.8%	\$1,027.92	\$141.90	\$1,379,467	2.0%
Middle Atlantic	235	0.3%	2.11	4.02	945	0.4%	\$1,297.68	\$152.98	\$304,955	0.4%
South Atlantic	1,282	1.7%	2.49	3.60	4,616	1.9%	\$1,401.37	\$156.07	\$1,796,551	2.6%
Rest of US	598	0.8%	2.42	4.82	2,880	1.2%	\$2,014.39	\$172.59	\$1,204,604	1.7%
International	1,125	1.5%	2.20	8.24	9,275	3.7%	\$2,919.58	\$160.66	\$3,284,524	4.7%

Note: ^{a)} per person per day basis; ^{b)} per person per night basis

4.3. MAY-JUNE SPRING SHOULDER SEASON

- As shown in Table 4-3, the spring shoulder season accounted for approximately 17 percent of total travel parties (96,200 parties). Overnight parties visiting PEI during the spring shoulder season stayed an average of 4.24 nights and 316,600 nights in total (16% of total nights spent on PEI).
- Approximately 26 percent of overnight parties who visited PEI during the spring shoulder season were from Nova Scotia, 23 percent were from Ontario, and 21 percent were from New Brunswick.
- Total estimated direct expenditures by parties who visited during the spring shoulder season were over \$136.3 million. Direct spending by parties who stayed overnight totalled over \$132.6 million.
- Overall, parties who visited during the spring shoulder season spent \$1,398.23 *per party per visit*. Same-day parties spent \$168.20 *per party per visit* while overnight parties spent \$1,749.92 *per party per visit*. Overnight parties from Ontario (\$2,590.86), Nunavut, Northwest Territories & Yukon (\$2,450.14), international countries (\$2,356.69), Quebec (\$2,280.64), Alberta/British Columbia (\$2,167.12), and South Atlantic (\$2,040.88) had the highest *per party per visit* spending.
- While the overall average spending *per person per day* for same-day visitor parties was \$81.38, spending *per person per night* for overnight visitor parties was \$148.25. Among overnight visitor parties, average spending *per party per night* for business travel parties (\$226.86) to PEI was significantly higher than it was for pleasure (\$140.76) or other purpose (\$166.34) of overnight visitor parties.
- Overnight parties from Nunavut, Northwest Territories & Yukon, Ontario, and Alberta/British Columbia had the highest *per person per night* spending at \$209.85, \$173.50, and \$169.70, respectively while parties from New Brunswick, Nova Social, and New England had the lowest average spending *per person per night* at \$135.28, \$145.08 and \$146.04, respectively.

Table 4-3: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2023 May-June Spring Shoulder Season

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	96,200	100.0%	2.62	3.29	316,565	100.0%	\$1,398.23		\$136,267,897	100.0%
Same-Day Total	21,549	22.4%	2.07	0.00	0	0.0%	\$168.20	\$81.38	\$3,624,532	2.7%
Overnight Total	74,651	77.6%	2.78	4.24	316,565	100.0%	\$1,749.92	\$148.25	\$132,643,366	97.3%
Overnight by Trip Purpose	74,651	100.0%	2.78	4.24	316,565	100.0%	\$1,749.92	\$148.25	\$132,643,366	100.0%
Pleasure	63,359	84.9%	2.86	4.44	281,022	88.8%	\$1,787.28	\$140.76	\$115,010,984	86.7%
Business	8,607	11.5%	2.15	2.98	25,662	8.1%	\$1,451.69	\$226.86	\$12,690,112	9.6%
Other Purpose	2,685	3.6%	2.96	3.68	9,881	3.1%	\$1,812.35	\$166.34	\$4,942,270	3.7%
Overnight by Market	74,651	100.0%	2.78	4.24	316,565	100.0%	\$1,749.92	\$148.25	\$132,643,366	100.0%
Canada	66,975	89.7%	2.80	4.15	278,059	87.8%	\$1,725.84	\$148.25	\$117,191,558	88.4%
New Brunswick	22,061	29.6%	2.91	2.98	65,797	20.8%	\$1,172.25	\$135.28	\$25,860,995	19.5%
Nova Scotia	21,113	28.3%	2.92	3.85	81,242	25.7%	\$1,631.62	\$145.08	\$34,448,456	26.0%
Newfoundland & Labrador	647	0.9%	2.15	3.42	2,214	0.7%	\$1,183.01	\$161.07	\$765,406	0.6%
Quebec	6,601	8.8%	2.68	5.62	37,097	11.7%	\$2,280.64	\$151.30	\$15,054,528	11.3%
Ontario	13,007	17.4%	2.64	5.65	73,450	23.2%	\$2,590.86	\$173.50	\$33,699,255	25.4%
Manitoba & Saskatchewan	595	0.8%	2.32	4.50	2,676	0.8%	\$1,609.35	\$154.21	\$957,563	0.7%
Alberta & British Columbia	2,915	3.9%	2.42	5.28	15,391	4.9%	\$2,167.12	\$169.70	\$6,317,149	4.8%
Nunavut, Northwest Territories & Yukon	36	0.0%	2.17	5.39	194	0.1%	\$2,450.14	\$209.85	\$88,205	0.1%
United States	6,179	8.3%	2.66	4.79	29,579	9.3%	\$1,930.04	\$151.73	11,923,843	9.0%
New England	1,885	2.5%	2.73	4.79	9,037	2.9%	\$1,912.68	\$146.04	\$3,605,396	2.7%
Middle Atlantic	697	0.9%	2.99	3.95	2,750	0.9%	\$1,775.14	\$150.57	\$1,237,275	0.9%
South Atlantic	2,279	3.1%	2.43	5.48	12,498	3.9%	\$2,040.88	\$153.31	\$4,651,170	3.5%
Rest of US	1,318	1.8%	2.77	4.02	5,295	1.7%	\$1,843.70	\$165.54	\$2,430,001	1.8%
International	1,497	2.0%	2.39	5.96	8,926	2.8%	\$2,356.69	\$165.40	\$3,527,965	2.7%

Note: ^{a)} per person per day basis; ^{b)} per person per night basis

4.4. JULY-AUGUST SUMMER MAIN SEASON

- The summer main season had the highest number of visitor parties (214,100 parties, 38% of total parties). Approximately 83 percent of parties who visited during the main season stayed at least one night on PEI. Main season visitors stayed an estimated 921,300 nights on PEI (46% of total nights spent on PEI) and an average of 5.16 nights per visit (Table 4-4).
- Approximately 26 percent of overnight visitor parties who visited during the main season were from Nova Scotia, while 26 percent were from New Brunswick, 20 percent were from Ontario, and 13 percent were from Quebec.
- In total, parties who visited during the main season reported direct expenditures of over \$452 million. This represents approximately 53 percent of total direct expenditures by all parties. Overnight parties who visited during the main season spent over \$443 million on PEI.
- Parties who visited during the main season spent an average of \$2,083.70 *per party per visit*. Same-day parties spent \$244.17 *per party per visit* and overnight visitor parties spent \$2,458.13 *per party per visit*. Overnight parties from Nunavut, Northwest Territories & Yukon (\$3,827.29), Ontario (\$3,354.24), international countries (\$3,408.72), Alberta/British Columbia (\$3,064.22), and Quebec (\$3,039.02) had the highest *per party per visit* spending.
- While the overall average spending *per person per day* for same-day visitor parties was \$89.01, spending *per person per night* for overnight visitor parties was \$143.67. Among overnight visitor parties, average spending *per party per night* for business travel parties (\$200.43) to PEI was significantly higher than it was for pleasure (\$141.80) or other purpose (\$179.37) of overnight visitor parties.
- Overnight parties from rest of US had the highest *per person per night* spending at \$169.94 while parties from New Brunswick had the lowest average spending at \$138.72 *per person per night*.

Table 4-4: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2023 July-August Summer Main Season

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	214,137	100.0%	3.22	4.30	921,334	100.0%	\$2,083.70		\$452,456,977	100.0%
Same-Day Total	35,515	16.6%	2.74	0.00	0	0.0%	\$244.17	\$89.01	\$8,671,563	1.9%
Overnight Total	178,622	83.4%	3.32	5.16	921,334	100.0%	\$2,458.13	\$143.67	\$443,785,414	98.1%
Overnight by Trip Purpose	178,622	100.0%	3.32	5.16	921,334	100.0%	\$2,458.13	\$143.67	\$443,785,414	100.0%
Pleasure	168,576	94.4%	3.30	5.23	882,087	95.7%	\$2,451.46	\$141.80	\$417,369,572	94.0%
Business	3,868	2.2%	3.04	3.04	11,755	1.3%	\$1,852.59	\$200.43	\$7,237,138	1.6%
Other Purpose	6,178	3.5%	3.85	4.45	27,491	3.0%	\$3,073.77	\$179.37	\$19,178,704	4.3%
Overnight by Market	178,622	100.0%	3.32	5.16	921,334	100.0%	\$2,458.13	\$143.67	\$443,785,414	100.0%
Canada	163,231	91.4%	3.35	5.09	831,648	90.3%	\$2,446.69	\$143.16	\$403,995,183	91.0%
New Brunswick	47,048	26.3%	3.29	3.90	183,544	19.9%	\$1,779.25	\$138.72	\$83,710,174	18.9%
Nova Scotia	47,128	26.4%	3.46	4.19	197,514	21.4%	\$2,111.24	\$145.66	\$99,498,695	22.4%
Newfoundland & Labrador	1,854	1.0%	3.66	5.40	10,009	1.1%	\$2,993.03	\$151.40	\$5,549,069	1.3%
Quebec	23,449	13.1%	3.13	6.67	156,446	17.0%	\$3,039.02	\$145.57	\$71,261,980	16.1%
Ontario	35,836	20.1%	3.50	6.53	233,838	25.4%	\$3,354.24	\$146.71	\$120,202,645	27.1%
Manitoba & Saskatchewan	1,262	0.7%	3.46	4.88	6,153	0.7%	\$2,628.90	\$155.80	\$3,317,666	0.7%
Alberta & British Columbia	6,568	3.7%	2.97	6.62	43,499	4.7%	\$3,064.22	\$155.89	\$20,125,807	4.5%
Nunavut, Northwest Territories & Yukon	86	0.0%	3.24	7.50	645	0.1%	\$3,827.29	\$157.53	\$329,147	0.1%
United States	12,768	7.1%	2.91	5.50	70,238	7.6%	\$2,417.47	\$150.80	\$30,849,149	7.0%
New England	5,017	2.8%	2.89	6.32	31,689	3.4%	\$2,595.22	\$142.37	\$13,020,203	2.9%
Middle Atlantic	2,023	1.1%	3.24	4.84	9,790	1.1%	\$2,345.33	\$149.59	\$4,744,597	1.1%
South Atlantic	3,280	1.8%	2.71	5.44	17,831	1.9%	\$2,306.41	\$156.35	\$7,565,020	1.7%
Rest of US	2,448	1.4%	2.97	4.46	10,929	1.2%	\$2,254.63	\$169.94	\$5,519,329	1.2%
International	2,623	1.5%	2.96	7.41	19,448	2.1%	\$3,408.72	\$155.37	\$8,941,082	2.0%

Note: ^{a)} per person per day basis; ^{b)} per person per night basis

4.5. SEPTEMBER-OCTOBER FALL SHOULDER SEASON

- As presented in Table 4-5, the fall shoulder season generated the second-highest number of visitor parties at 102,400, or approximately 18 percent of all visitor parties. Approximately 76 percent of parties who visited during the fall shoulder season stayed at least one night on PEI. Parties spent an average of 4.62 nights on PEI during this season and approximately 371,200 nights overall (18.4% of total nights spent on PEI).
- Approximately 30 percent of overnight parties who visited during the fall shoulder season were from New Brunswick, 27 percent were from Nova Scotia, 18 percent were from Ontario, 9 percent were from Quebec, and 8% percent were from the United States.
- Direct expenditures by parties who visited during the fall shoulder season totalled approximately \$145 million. Of this, spending by overnight parties was more than \$141 million.
- On average, parties who visited during the fall shoulder season spent \$1,440.19 *per party per visit*. Same-day parties spent \$175.10 *per party per visit* while parties who stayed overnight spent an average of \$1,729.97 *per party per visit*. Overnight parties from Ontario reported the highest average spending at \$2,712.44 per party per visit, followed by parties from Alberta/British Columbia (\$2,662.95) and Quebec (\$2,547.59).
- While the overall average spending *per person per day* for same-day visitor parties was \$85.69, spending *per person per night* for overnight visitor parties was \$148.20. Among overnight visitor parties, average spending *per party per night* for business travel parties (\$185.94) to PEI was significantly higher than it was for pleasure (\$146.70) or other purpose (\$130.17) of overnight visitor parties.
- Overnight parties from international countries, rest of US, and Alberta/British Columbia had the highest *per person per night* spending at \$172.03, \$169.29, and \$166.46, respectively. While parties from New Brunswick had the lowest average spending at \$133.39 *per person per night*.

Table 4-5: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2023 September-October Fall Shoulder Season

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	102,421	100.0%	2.42	3.62	371,178	100.0%	\$1,440.19		\$144,890,650	100.0%
Same-Day Total	22,023	21.5%	2.04	0.00	0	0.0%	\$175.10	\$85.69	\$3,856,179	2.7%
Overnight Total	80,398	78.5%	2.53	4.62	371,178	100.0%	\$1,729.97	\$148.20	\$141,034,471	97.3%
Overnight by Trip Purpose	80,398	100.0%	2.53	4.62	371,178	100.0%	\$1,729.97	\$148.20	\$141,034,471	100.0%
Pleasure	70,174	87.3%	2.54	4.79	336,253	90.6%	\$1,783.20	\$146.70	\$126,757,688	89.9%
Business	6,861	8.5%	2.62	3.01	20,677	5.6%	\$1,469.67	\$185.94	\$10,214,225	7.2%
Other Purpose	3,363	4.2%	2.16	4.24	14,248	3.8%	\$1,192.55	\$130.17	\$4,062,558	2.9%
Overnight by Market	80,398	100.0%	2.53	4.62	371,178	100.0%	\$1,729.97	\$148.20	\$141,034,471	100.0%
Canada	72,643	90.4%	2.54	4.55	330,860	89.1%	\$1,707.01	\$147.34	\$125,907,561	89.3%
New Brunswick	24,456	30.4%	2.53	3.34	81,734	22.0%	\$1,127.10	\$133.39	\$27,564,306	19.5%
Nova Scotia	21,745	27.0%	2.55	3.57	77,692	20.9%	\$1,347.46	\$147.79	\$29,300,512	20.8%
Newfoundland & Labrador	972	1.2%	1.97	5.20	5,053	1.4%	\$1,614.42	\$157.70	\$1,569,217	1.1%
Quebec	7,520	9.4%	2.50	6.56	49,314	13.3%	\$2,547.59	\$155.71	\$19,157,899	13.6%
Ontario	14,176	17.6%	2.54	6.77	96,040	25.9%	\$2,712.44	\$157.56	\$38,451,553	27.3%
Manitoba & Saskatchewan	696	0.9%	2.96	5.22	3,633	1.0%	\$2,440.28	\$158.05	\$1,698,438	1.2%
Alberta & British Columbia	3,019	3.8%	2.84	5.63	16,987	4.6%	\$2,662.95	\$166.46	\$8,039,456	5.7%
Nunavut, Northwest Territories & Yukon	59	0.1%	1.94	6.92	408	0.1%	\$2,138.65	\$159.53	\$126,181	0.1%
United States	6,103	7.6%	2.40	5.07	30,969	8.3%	\$1,867.93	\$153.59	\$11,352,160	8.0%
New England	2,337	2.9%	2.46	5.63	13,157	3.5%	\$1,942.79	\$140.52	\$4,540,295	3.2%
Middle Atlantic	890	1.1%	2.17	5.92	5,268	1.4%	\$2,052.62	\$159.85	\$1,826,833	1.3%
South Atlantic	1,069	1.3%	2.56	4.64	4,965	1.3%	\$1,859.82	\$156.40	\$1,988,152	1.4%
Rest of US	1,807	2.2%	2.34	4.19	7,579	2.0%	\$1,658.48	\$169.29	\$2,996,881	2.1%
International	1,652	2.1%	2.35	5.66	9,349	2.5%	\$2,284.96	\$172.03	\$3,774,749	2.7%

Note: ^{a)} per person per day basis; ^{b)} per person per night basis

4.6. NOVEMBER-DECEMBER WINTER OFF-SEASON

- As shown in Table 4-6, the fewest number of parties visited during the November-December winter off-season (54,700 parties, or 10% of all parties). Approximately 79 percent of parties who visited during this winter off-season stayed at least one night on PEI. Parties spent an average of 3.58 nights on PEI during this season and approximately 154,000 nights in total (8% of total nights spent on PEI)
- Approximately 45 percent of overnight parties who visited PEI during the November-December winter off-season were from New Brunswick while 28 percent were from Nova Scotia, eleven percent were from Ontario, and six percent were from Quebec.
- Parties who visited PEI during the November-December winter off-season reported direct spending of more than \$46.3 million. Direct expenditures by overnight parties were over \$44.5 million.
- Those who visited during the November-December winter off-season spent \$843.67 *per party per visit*. Same-day parties spent an average of \$154.24 *per party per visit* and overnight parties spent an average of \$1,026.47 *per party per visit*. Overnight parties from a country outside of Canada and Nunavut, Northwest Territories & Yukon spent considerably more than the average at \$2,475.32 and \$2,347.65 *per party per visit*, respectively.
- While the overall average spending *per person per day* for same-day visitor parties was \$79.74, spending *per person per night* for overnight visitor parties was \$140.05. Among overnight visitor parties, average spending *per party per night* for business travel parties (\$231.04) to PEI was significantly higher than it was for pleasure (\$129.69) or other purpose (\$150.16) of overnight visitor parties.
- Overnight parties from Nunavut, Northwest Territories & Yukon, international countries, Ontario, Alberta/British Columbia, and Quebec had the highest *per person per night* spending at \$176.56, \$167.71, \$162.72, \$161.64, and \$160.62, respectively while parties from Nova Social and New Brunswick had the lowest average spending *per person per night* at \$128.15 and \$129.01, respectively.

Table 4-6: Summary of Visitation, Trip Duration, and Estimated Expenditures: 2023 November-December Winter Off-Season

	Tourism Volume			Trip Duration			Tourism Value			
	Number of Travel Parties	% of Travel Parties	Average Party Size	Average # of Nights Stayed	Total Nights Stayed	% of Nights Stayed	Average Spending per Party per Visit	Average Spending per Person per Day/Night	Estimated Total Direct Spending	% of Direct Spending
Total	54,678	100.0%	2.02	2.82	153,982	100.0%	\$843.67		\$46,338,475	100.0%
Same-Day Total	11,672	21.3%	1.93	0.00	0	0.0%	\$154.24	\$79.74	\$1,800,289	3.9%
Overnight Total	43,006	78.7%	2.05	3.58	153,982	100.0%	\$1,026.47	\$140.05	\$44,538,186	96.1%
Overnight by Trip Purpose	43,006	100.0%	2.05	3.58	153,982	100.0%	\$1,026.47	\$140.05	\$44,538,186	100.0%
Pleasure	34,378	79.9%	2.03	3.78	130,033	84.4%	\$996.25	\$129.69	\$34,307,472	77.0%
Business	5,556	12.9%	2.01	2.95	16,403	10.7%	\$1,369.68	\$231.04	\$7,622,934	17.1%
Other Purpose	3,072	7.1%	2.30	2.46	7,546	4.9%	\$847.44	\$150.16	\$2,607,780	5.9%
Overnight by Market	43,006	100.0%	2.05	3.58	153,982	100.0%	\$1,026.47	\$140.05	\$44,538,186	100.0%
Canada	40,412	94.0%	2.04	3.46	139,724	90.7%	\$985.81	\$139.54	\$39,858,345	89.5%
New Brunswick	19,203	44.7%	2.00	2.94	56,376	36.6%	\$757.78	\$129.01	\$14,551,740	32.7%
Nova Scotia	11,870	27.6%	2.09	3.12	37,085	24.1%	\$837.82	\$128.15	\$9,944,966	22.3%
Newfoundland & Labrador	569	1.3%	1.99	4.44	2,527	1.6%	\$1,178.89	\$133.62	\$670,787	1.5%
Quebec	2,674	6.2%	2.06	4.61	12,322	8.0%	\$1,526.31	\$160.62	\$4,081,349	9.2%
Ontario	4,895	11.4%	2.20	5.17	25,326	16.4%	\$1,849.54	\$162.72	\$9,053,476	20.3%
Manitoba & Saskatchewan	138	0.3%	2.28	5.17	714	0.5%	\$1,758.89	\$148.92	\$242,727	0.5%
Alberta & British Columbia	1,047	2.4%	1.49	5.05	5,284	3.4%	\$1,218.47	\$161.64	\$1,275,736	2.9%
Nunavut, Northwest Territories & Yukon	16	0.0%	2.31	5.75	92	0.1%	\$2,347.65	\$176.56	\$37,562	0.1%
United States	1,623	3.8%	1.97	4.99	8,101	5.3%	\$1,413.59	\$143.79	\$2,276,308	5.1%
New England	809	1.9%	1.69	5.41	4,381	2.8%	\$1,272.04	\$139.39	\$1,029,079	2.3%
Middle Atlantic	174	0.4%	1.66	4.56	793	0.5%	\$1,053.79	\$139.21	\$183,359	0.4%
South Atlantic	275	0.6%	2.25	5.02	1,380	0.9%	\$1,653.85	\$146.58	\$454,808	1.0%
Rest of US	365	0.8%	2.54	4.24	1,547	1.0%	\$1,668.66	\$155.19	\$609,062	1.4%
International	971	2.3%	2.33	6.34	6,157	4.0%	\$2,475.32	\$167.71	\$2,403,533	5.4%

Note: ^{a)} per person per day basis; ^{b)} per person per night basis