

VACATION VISITOR PROFILE

Canada

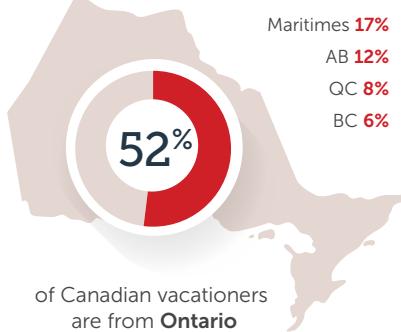
Canada is Newfoundland and Labrador's largest source market, with vacationers drawn to the province by its natural landscapes, people, and unique culture. For many, it is a destination they have always wanted to visit.



WHERE THEY COME FROM

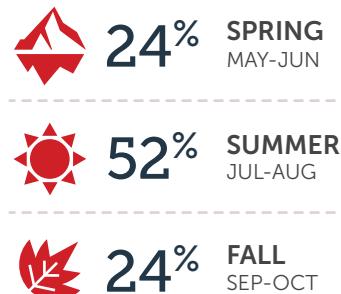


of all vacation visitors to the province arrive from Canada



of Canadian vacationers are from Ontario

WHEN THEY VISIT



WHO THEY ARE



60%
are first-time visitors



65%
are over the age of 45



19% with HHI of >\$200K
60%
have a household income of >\$100,000



travel as couples with no children



travel solo

CHARACTERISTICS OF THEIR TRIP

TRAVELLERS ARRIVE BY



53%

of Maritime vacationers drive to the province

AVERAGE SPEND

\$3,591

Parties from ON (\$3,637), AB (\$4,195), and BC (\$4,957) spend above average.

AVERAGE LENGTH OF STAY

10.8 nights

Vacationers from ON have the highest Visitor Yield (spending per person, per night)

TRAVELLERS STAY IN



hotels & motels



bed & breakfasts

vacation homes, cabins, etc.



short-term rentals

TYPE OF VACATION



Experience nature/natural wonders



Sightseeing to experience famous or historical sites



Hiking or walking



Touring by car, camper/RV, or motorcycle

NEWFOUNDLAND AND LABRADOR'S TARGET TRAVELLER SEGMENTS

CULTURED TRAVELLERS

- Urban/suburban middle-aged couples and families with above-average household income.
- Primarily located in Ontario and Alberta, they live in and around major cities: Toronto, Ottawa-Gatineau, Calgary, and Edmonton.
- Light consumption of TV; above-average internet and social media usage.
- When travelling they:
 - Visit Newfoundland and Labrador by air.
 - Immerse themselves in cultural and culinary experiences.
 - Enjoy connecting with locals and attending festivals and events.
 - Value higher-end experiences, products, and services.

RESPONSIBLE REJUVENATORS

- Typically retired, empty-nester couples found in suburban, rural, and urban areas across Ontario, British Columbia, and the Maritimes.
- Heavy consumption of TV and radio; light internet use; average social media.
- When travelling they:
 - Are equally likely to fly/drive to Newfoundland and Labrador.
 - Connect with local people and culture.
 - Seek out historic/educational sites, along with festivals and events.
 - Enjoy soft outdoor activities such as nature and wildlife viewing.
 - Prefer authentic experiences over material indulgence.
 - Take pride in responsible travel that aligns with their ethical and environmental principles.

WHY THEY CHOSE NL



Scenery, landscapes, coastline, and ocean



Bucket list/always wanted to visit



People, culture, and history



Icebergs



Family ties/connections

OTHER MOTIVATIONS

- Wildlife in its natural habitat **17%**
- Previously visited and wanted to come back **16%**
- Whales and other marine life **15%**
- Word of mouth & personal recommendations **13%** (7% in 2016)

TOP EXPERIENCES



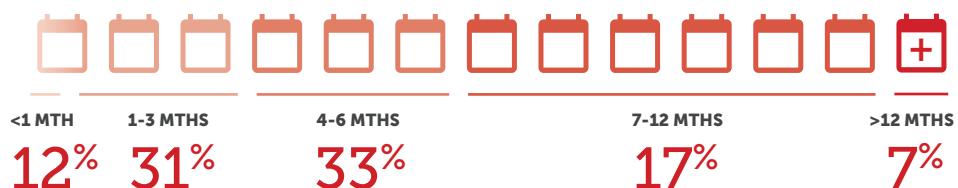
TRIP PLANNING

TOP INFORMATION SOURCES

TRIP PLANNING

- Attraction websites
- Recommendations from family/friends
- Specific NL destination websites
- NewfoundlandLabrador.com
- Hotel search/booking websites

HOW FAR AHEAD DO CANADIANS START TRIP PLANNING?



VISITOR INFORMATION CENTRES (VICs)



BOOKING ACCOMMODATIONS

- Directly with the accommodation online/email
- Short term rental platforms
- Online travel agency
- Directly with the accommodation by phone

WHILE TRAVELLING

- Local residents
- Local service personnel
- Attraction websites
- Brochures
- Specific NL destination websites

AFTER VISITING

