

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.

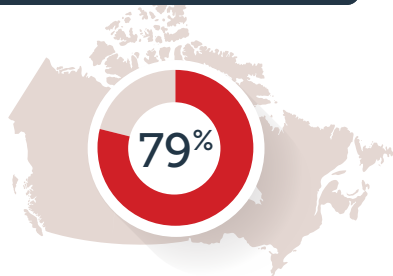
Newfoundland
& Labrador

TOP IMPRESSIONS

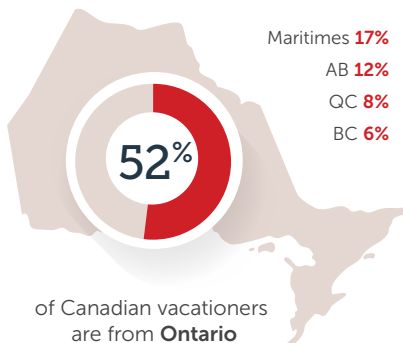
Beautiful
Welcoming
Friendly

Down-to-earth
Adventurous
Authentic

WHERE THEY COME FROM



of all vacation visitors to the province arrive from **Canada**



of Canadian vacationers are from **Ontario**

WHEN THEY VISIT



24%

SPRING
MAY-JUN



52%

SUMMER
JUL-AUG



24%

FALL
SEP-OCT

WHO THEY ARE



60%

are first-time
visitors



65%

are over the
age of 45



60%

have a household
income of >\$100,000



43%

travel as couples
with no children



23%

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



59%

hotels & motels



24%

bed & breakfasts



31%

short-term rentals

vacation homes, cabins, etc.

TYPE OF VACATION



58%

Experience nature/
natural wonders



55%

Sightseeing to
experience famous
or historical sites



21%

Hiking or
walking



20%

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



48%

Scenery, landscapes, coastline, and ocean



32%

Bucket list/always wanted to visit



28%

People, culture, and history



21%

Icebergs



19%

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

OUTDOOR

- HIKING/WALKING ON TRAILS**
- COASTAL SIGHTSEEING**
- VISITING A NATIONAL PARK**
- ICEBERG VIEWING**

- VISITING A BEACH**
- SEABIRD WATCHING**
- VISITING PARKS/ ECOLOGICAL RESERVES**
- WHALE WATCHING**

CULTURAL

- EXPERIENCING LOCAL CUISINE**
- EXPLORING SMALL/RURAL COMMUNITIES**
- VISITING HISTORIC SITES/MUSEUMS**
- LIGHTHOUSE EXPERIENCES**

- INTERACTING WITH LOCALS**
- VISITING A LOCAL PUB FOR LIVE MUSIC**
- VISITING A LOCAL MICROBREWERY, DISTILLERY, WINERY**
- GALLERIES/ EXHIBITS**

TRIP PLANNING

TOP INFORMATION SOURCES



TRIP PLANNING

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



BOOKING ACCOMMODATIONS

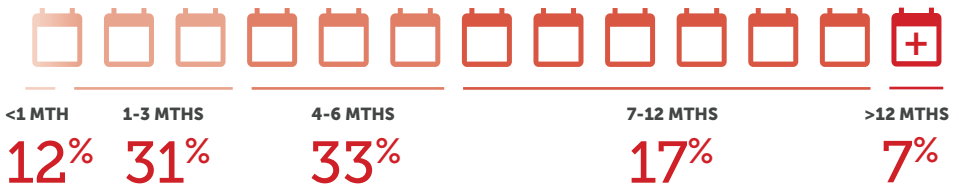
- Directly with the accommodation online/email
- Short term rental platforms
- Online travel agency
- Directly with the accommodation by phone



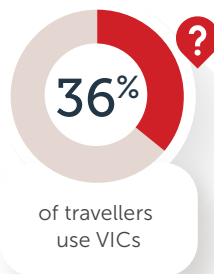
WHILE TRAVELLING

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

HOW FAR AHEAD DO CANADIANS START TRIP PLANNING?



VISITOR INFORMATION CENTRES (VICS)



75%

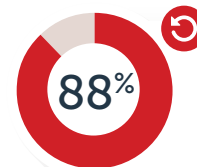
OBTAINING BROCHURES AND MAPS



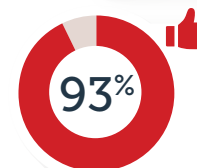
31%

RECEIVING TRIP PLANNING ASSISTANCE

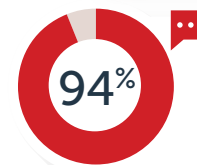
AFTER VISITING



said they would return to Newfoundland and Labrador.



were highly satisfied with their overall trip experience.



would be very/extremely likely to recommend the province as a vacation destination.