

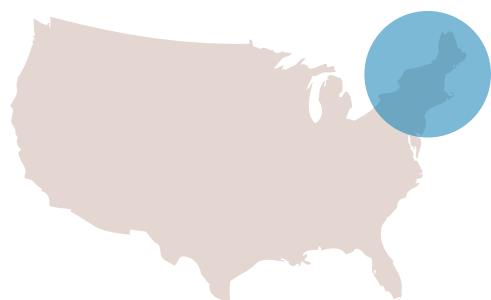
VACATION VISITOR PROFILE

USA

Vacation travellers from the United States are attracted to the scenery, landscapes, and wildlife of Newfoundland and Labrador. They are keen to engage with locals and explore cuisine, culture, and history. This market is also more interested than others in hunting and fishing opportunities.

Newfoundland & Labrador

WHERE THEY COME FROM



OVER 1/3

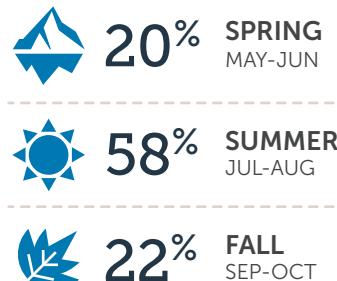
of US vacationers are from the Mid Atlantic (19%) and New England (15%) states. While these states are key, visitors come from all corners of the US.

New York 9%
Pennsylvania 7%
Florida 7%

Massachusetts 6%
California 6%

WHEN THEY VISIT

GENERAL US VACATIONERS



WHO THEY ARE



76%

are first-time visitors



79%

are over the age of 45

CHARACTERISTICS OF THEIR TRIP

TRAVELLERS ARRIVE BY



While most US vacationers travel to the province by air, more of this market chooses to travel by car (35%) compared to other vacation visitors (28%).

This seasonal breakdown does not include those visiting the province specifically for hunting. When US hunters are included, there is a smaller proportion of visits during spring (17%) and summer (49%) with a larger proportion in fall (34%).

AVERAGE SPEND
\$4,010

AVERAGE LENGTH OF STAY
10.5 nights

US vacationers are a high-spend market.

25% with HHI of > \$200K



47%

have a household income of > \$150,000 (higher HHI than other markets)



92%

would recommend the province as a vacation destination to others

TYPE OF VACATION

66% Experience nature/natural wonders

53% Sightseeing to experience famous or historical sites

27% Hiking or walking

25% Touring by car, camper/RV, or motorcycle

US vacationers were notably more likely to say their vacation was a trip to experience nature/natural wonders (66% vs. 59%) or a hiking trip (27% vs. 22%).



WHY THEY CHOSE NL

 54%

Scenery, landscapes, coastline, and ocean

 33%

People, culture, and history

 31%

Seeing wildlife in its natural habitat

TOP EXPERIENCES

| OUTDOOR | 1.  HIKING/WALKING ON TRAILS |
|---------|--|
| 2. |  COASTAL SIGHTSEEING |
| 3. |  VISITING A NATIONAL PARK |
| 4. |  VISITING PARKS/ECOLOGICAL RESERVES |

| 5. |  SEABIRD WATCHING |
|----|--|
| 6. |  ICEBERG VIEWING |
| 7. |  WILDLIFE VIEWING |
| 8. |  WHALE WATCHING |

| CULTURAL | 1.  EXPERIENCING LOCAL CUISINE |
|----------|---|
| 2. |  EXPLORING SMALL/RURAL COMMUNITIES |
| 3. |  VISITING HISTORIC SITES/MUSEUMS |
| 4. |  INTERACTING WITH LOCALS |

| 5. |  LIGHTHOUSE EXPERIENCES |
|----|---|
| 6. |  VISITING A LOCAL MICROBREWERY, DISTILLERY, WINERY |
| 7. |  GALLERIES/EXHIBITS |
| 8. |  VISITING A LOCAL PUB FOR LIVE MUSIC |

TRIP PLANNING

TOP INFORMATION SOURCES

TRIP PLANNING

1. Specific NL destination websites
2. Attraction websites
3. Local accommodation websites
4. Hotel search/booking websites
5. NewfoundlandLabrador.com

BOOKING ACCOMMODATIONS

1. Directly with the accommodation online/email
2. Short term rental platforms
3. Online travel agency
4. Directly with the accommodation by phone

WHILE TRAVELLING

1. Attraction websites
2. Local service personnel
3. Brochures
4. Local residents
5. Specific NL destination websites

US vacationers generally plan their trips further in advance. The majority of planning is online, although once on the ground in the province they value traditional resources.

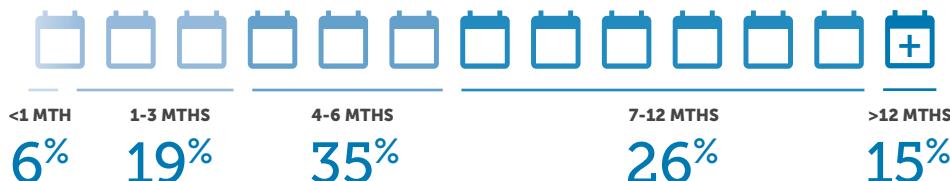


41%

Compared to 27% of overall vacationers

of US vacationers planned their trip 6 months or more in advance

HOW FAR AHEAD DO US VACATIONERS START TRIP PLANNING?



TOP VISITOR INFORMATION CENTRE (VIC) SERVICES



OBTAINING BROCHURES AND MAPS

RECEIVING TRIP PLANNING ASSISTANCE



RECEIVING DIRECTIONS TO ATTRACTIONS AND SERVICES/FACILITIES



USING FACILITIES