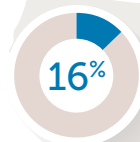


VACATION VISITOR PROFILE

USA

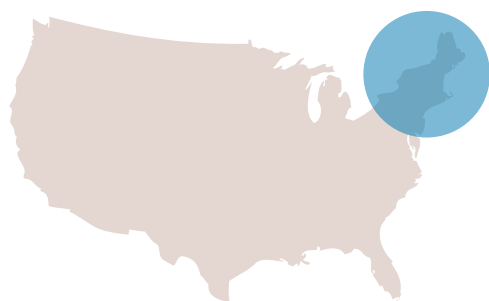
Vacation travellers from the United States are attracted to the scenery, landscapes, and wildlife of Newfoundland and Labrador. They are keen to engage with locals and explore cuisine, culture, and history. This market is also more interested than others in hunting and fishing opportunities.



of all vacation visits

This is the province's second-largest source market, after Canada.

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



20% **SPRING**
MAY-JUN



58% **SUMMER**
JUL-AUG



22% **FALL**
SEP-OCT

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%).

WHO THEY ARE



76%
are first-time visitors

They are older than other vacation visitors



79%
are over the age of 45

25% with HHI of > \$200K



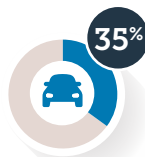
47%
have a household income of >\$150,000 (higher HHI than other markets)



92%
would recommend the province as a vacation destination to others

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%).

AVERAGE SPEND
\$4,010

AVERAGE LENGTH OF STAY
10.5 nights

US vacationers are a high-spend market.

TYPE OF VACATION



Experience nature/natural wonders



Sightseeing to experience famous or historical sites



Hiking or walking



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



Scenery, landscapes, coastline, and ocean



People, culture, and history



Seeing wildlife in its natural habitat

US VACATIONERS ARE MORE LIKELY TO

- visit national parks **56% vs. 47%**
- visit other parks/ecological reserves **42% vs. 33%**
- hunt for big game **12% vs. 3%**
- view wildlife **33% vs. 25%**
- visit geological sites/fossils **24% vs. 17%**
- take in Indigenous culture/history **31% vs. 27%**

TOP EXPERIENCES

- OUTDOOR**
- HIKING/WALKING ON TRAILS
 - COASTAL SIGHTSEEING
 - VISITING A NATIONAL PARK
 - VISITING PARKS/ECOLOGICAL RESERVES

- SEABIRD WATCHING
- ICEBERG VIEWING
- WILDLIFE VIEWING
- WHALE WATCHING

- CULTURAL**
- EXPERIENCING LOCAL CUISINE
 - EXPLORING SMALL/RURAL COMMUNITIES
 - VISITING HISTORIC SITES/MUSEUMS
 - INTERACTING WITH LOCALS

- LIGHTHOUSE EXPERIENCES
- VISITING A LOCAL MICROBREWERY, DISTILLERY, WINERY
- GALLERIES/EXHIBITS
- VISITING A LOCAL PUB FOR LIVE MUSIC

TRIP PLANNING

TOP INFORMATION SOURCES

TRIP PLANNING

- Specific NL destination websites
- Attraction websites
- Local accommodation websites
- Hotel search/booking websites
- NewfoundlandLabrador.com

BOOKING ACCOMMODATIONS

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

WHILE TRAVELLING

- Attraction websites
- Local service personnel
- Brochures
- Local residents
- 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.

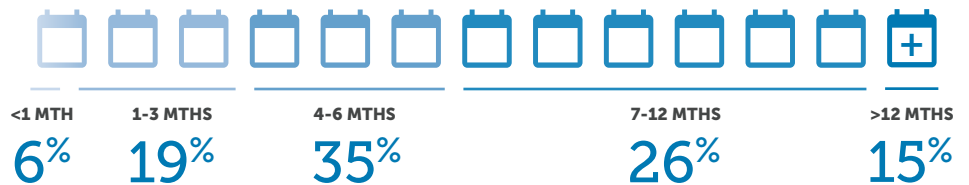


41%

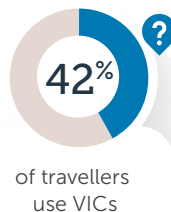
Compared to 27% of overall vacationers

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 DIRECTIONS TO ATTRACTIONS AND SERVICES/FACILITIES

RECEIVING TRIP PLANNING ASSISTANCE

USING FACILITIES