

# International

Vacation travellers from international markets (excluding the US) visit Newfoundland and Labrador for its diverse scenery, natural landscapes and coastline. With three-quarters originating from European markets, they are seeking nature-based and outdoor experiences based around hiking, icebergs, whales, and seeing wildlife in its natural habitat.

**5%** of vacation visitors are from international markets, with the UK and Germany being top source markets.

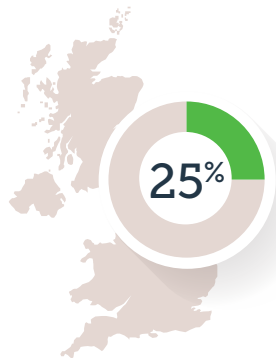


## WHERE THEY COME FROM



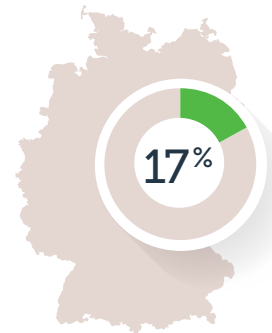
### TOP 5 INTERNATIONAL SOURCE MARKETS

UK  
GERMANY  
FRANCE  
AUSTRALIA  
SWITZERLAND



of international visitors are from the **UK**

**1.1%** of all vacationers



of international visitors are from **Germany**

**0.8%** of all vacationers

## WHO THEY ARE



are first-time visitors



are over the age of 45

37% are 18-44 | 15% are 65+

## CHARACTERISTICS OF THEIR TRIP



of international vacationers travel as couples with no children

**50%** OF UK VACATIONERS

**64%** OF GERMAN VACATIONERS

AVERAGE SPEND  
\$3,682

AVERAGE LENGTH OF STAY  
12.6 nights  
13.2 UK | 13.0 Germany

### TYPE OF VACATION



Experience nature/  
natural wonders



Sightseeing  
to experience  
historical sites



Hiking or  
walking

## WHY THEY CHOSE NL



**59%**

Scenery, landscapes,  
coastline, and ocean



**36%**

Seeing wildlife in  
its natural habitat



**27%**

Icebergs

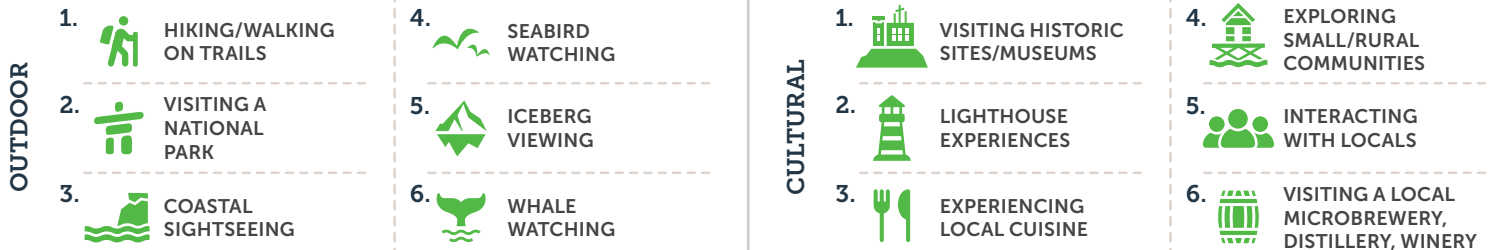


**19%**

Whales and  
marine life

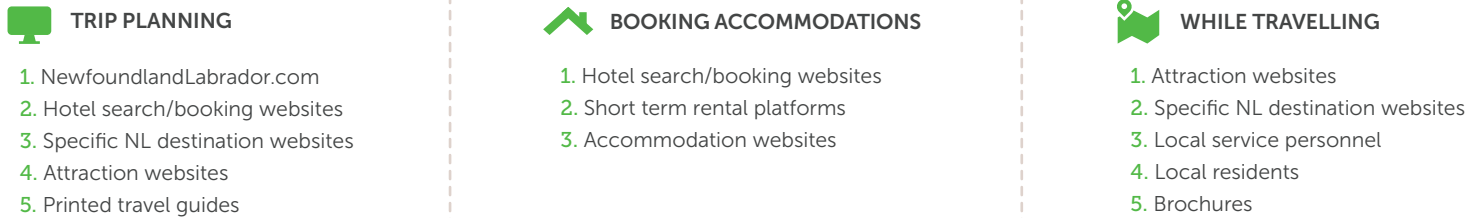


## TOP EXPERIENCES

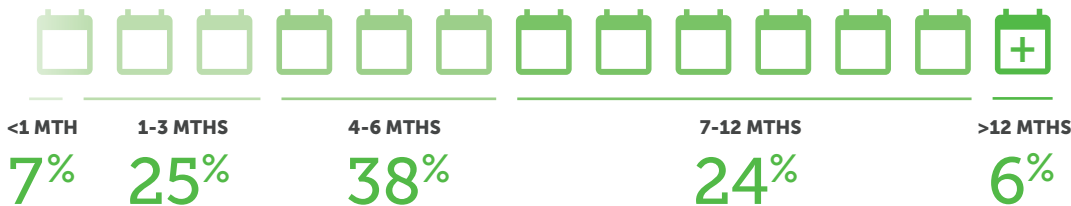


## TRIP PLANNING

### TOP INFORMATION SOURCES

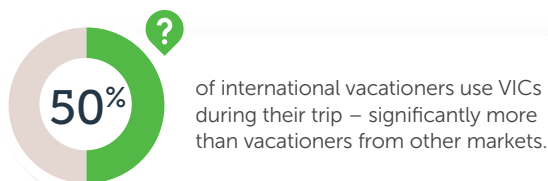


### HOW FAR AHEAD DO INTERNATIONAL VACATIONERS START TRIP PLANNING?



International vacationers plan their trips online, with NewfoundlandLabrador.com and hotel search/booking sites being top sources. Most International vacationers begin planning their trip **4-6 months** in advance.

### VISITOR INFORMATION CENTRES (VICS)



### AFTER VISITING

