

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.

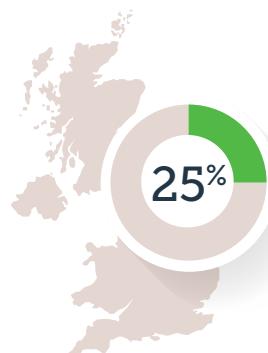


WHERE THEY COME FROM



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



79%

are first-time visitors



57%

are over the age of 45

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



16% with HHI of >\$200K

55%

have a household income of >\$100,000

CHARACTERISTICS OF THEIR TRIP



44%

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

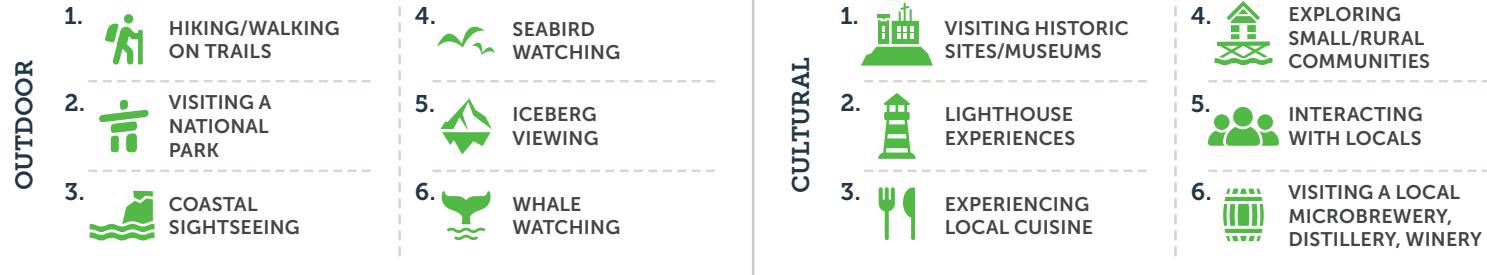


19%

Whales and marine life



TOP EXPERIENCES

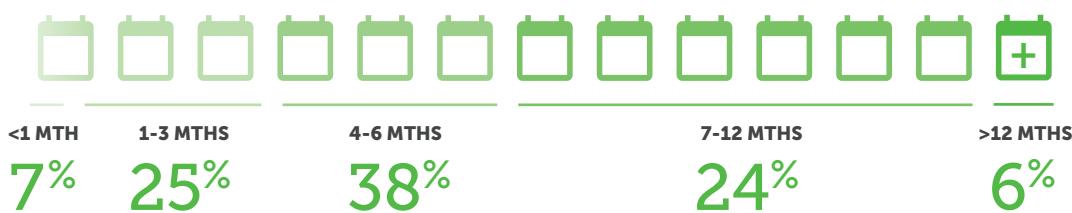


TRIP PLANNING

TOP INFORMATION SOURCES

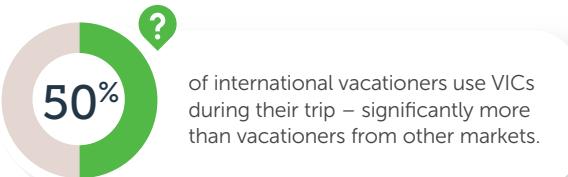
TRIP PLANNING	BOOKING ACCOMMODATIONS	WHILE TRAVELLING
1. NewfoundlandLabrador.com 2. Hotel search/booking websites 3. Specific NL destination websites 4. Attraction websites 5. Printed travel guides	1. Hotel search/booking websites 2. Short term rental platforms 3. Accommodation websites	1. Attraction websites 2. Specific NL destination websites 3. Local service personnel 4. Local residents 5. Brochures

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

