



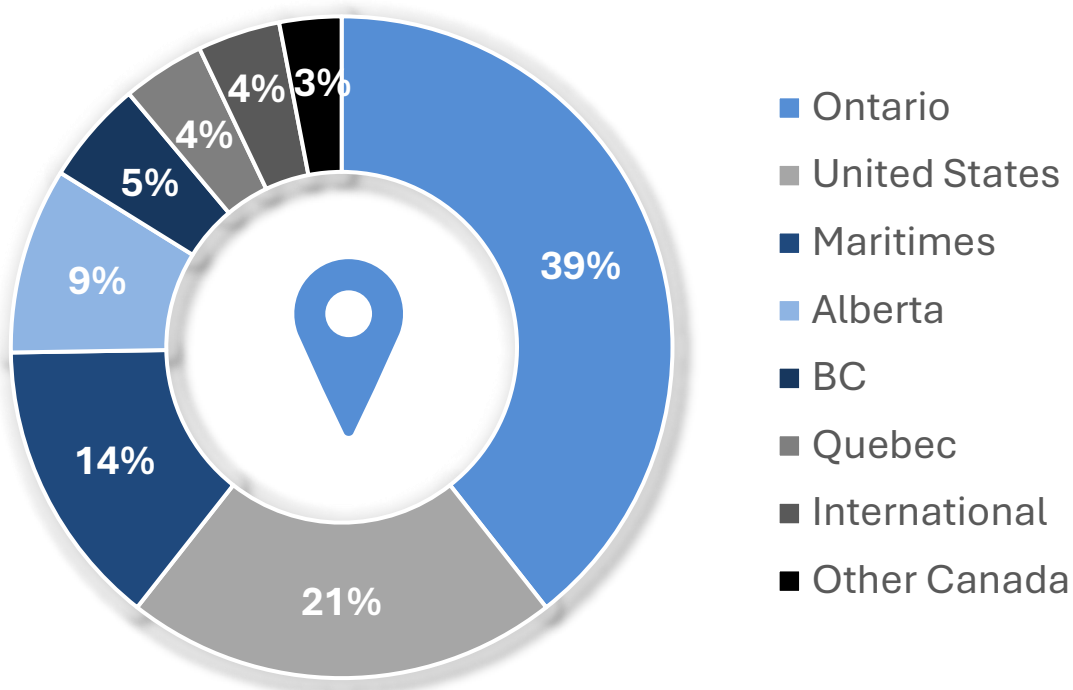
# Fall Visitor Profile

Leisure travellers visiting Newfoundland and Labrador in the fall months of September and October want to experience the province's diverse scenery, natural landscapes and coastlines. Slightly older and staying longer than other visitors, fall vacationers are seeking to connect with locals while experiencing history, culture, and local cuisine. They can be found exploring hiking trails, parks, and natural areas. More than other visitors, they are interested in Indigenous culture and history, as well as archeological and geological sites.

## +34%

Fall vacation visitation to NL has increased significantly since 2011

## WHERE THEY COME FROM



Fall visitors are most likely to be visiting for vacation (38%) or to visit friends and relatives (36%). **This profile focuses on fall vacation visitors.**

Most fall vacation visitors come from Ontario (39%), with a significant share visiting from the United States (21%) and the Maritimes (14%). Quebec vacationers are less likely to travel to NL in fall, preferring the spring and summer months.

## FALL VISITOR TRIP PURPOSE



## 38%

**VACATION**



## 36%

**VISITING FRIENDS/RELATIVES (VFR)**



## 24%

**BUSINESS/CONVENTION**



**Hunting** is included as a vacation/leisure trip purpose and accounts for **14%** of fall vacation visitation.

## WHO THEY ARE



## 76%

are over the age of 45; fall vacation visitors are notably older than other vacationers

**23%** are 18-44 | **38%** are 65+



## 59%

have average household incomes (HHI) of \$100,000+

**18%** have HHI of \$200,000+



## 41%

are repeat visitors and are more likely to have visited NL before compared to other vacationers



## 71%

Fly to NL



## 29%

Drive to NL

Most fall vacation visitors travel to NL by air, but they are slightly more likely than other vacationers to drive

## CHARACTERISTICS OF THEIR TRIP



## 45%

of fall vacationers travel to NL as couples with no children

**27%** travel solo | **16%** travel with friends

## 12.2

nights

average length of stay in NL; fall vacationers **stay longer** than other vacationers

**10.8 nights** vacation visitors overall  
**9.3 nights** spring vacation visitors

## AVERAGE TRIP SPEND IN NL

# \$3,534

Fall vacation visitors spend slightly less than peak summer vacationers (\$3,659), but **16%** more than spring vacationers (\$3,052)

## TYPE OF NL VACATION



A trip to see nature/natural wonders



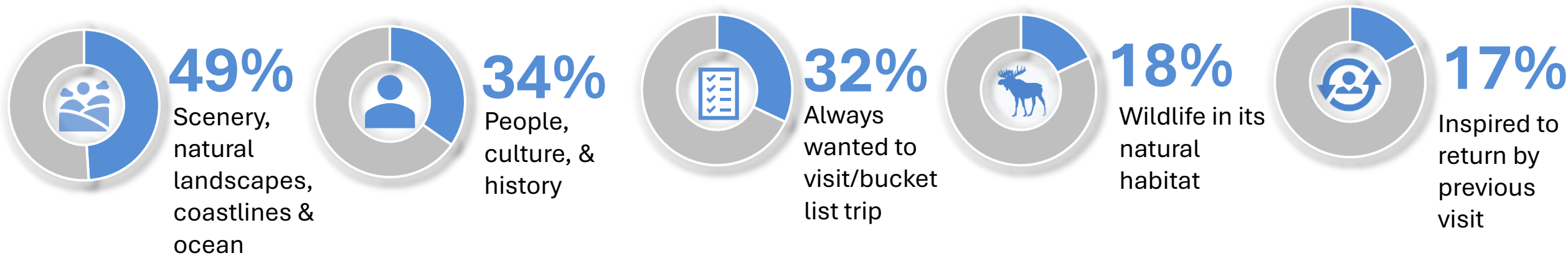
Sightseeing trip to see historic sites



A hiking trip



## WHY THEY CHOSE NL



Fall vacation visitors choose NL for its scenery, natural landscapes, coastlines and ocean. More so than other vacation visitors, they are motivated to visit to meet local people and explore culture and history. For many, NL is a destination they have always wanted to visit, making it a bucket list trip. The opportunity to see wildlife in its natural habitat and a positive previous trip experience are also top reasons for visiting among fall visitors.

## TOP EXPERIENCES

### OUTDOOR



**66%**

HIKING

+8% GUIDED HIKING



COASTAL  
SIGHTSEEING



VISITING  
NATIONAL  
PARKS



VISITING OTHER  
PARKS/  
ECOLOGICAL  
RESERVES

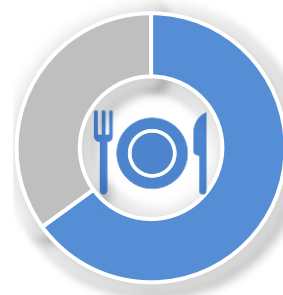


VISITING  
A BEACH



SIGHTSEEING  
BOAT  
TOUR

### CULTURAL



**65%**

LOCAL CULINARY  
EXPERIENCES



EXPLORING  
RURAL  
COMMUNITIES



VISITING  
HISTORIC  
SITES



LIGHTHOUSE  
EXPERIENCES



CONNECTING  
WITH  
LOCAL PEOPLE



VISITING A  
LOCAL PUB  
FOR LIVE MUSIC

Hiking, coastal sightseeing/ beaches, visiting national parks and other types of parks/ ecological reserves are **top outdoor experiences** for fall vacation visitors.

**Top cultural experiences** for fall vacationers include enjoying local food, exploring rural communities, and visiting historic sites. They also show higher levels of interest in indigenous culture, archeological and geological sites.

## TRIP PLANNING

Fall visitors plan their trips online, with specific NL destination websites and recommendations from family/friends being top sources.

## TRIP PLANNING HORIZON



**12%**

LESS THAN  
1 MONTH

**35%**

1-3 MONTHS

**23%**

4-6 MONTHS

**20%**

7-12 MONTHS

**10%**

MORE THAN  
12 MONTHS

Nearly half (**47%**) of fall vacationers begin planning their NL trip **less than 3** months in advance.



### TOP TRIP PLANNING SOURCES – PRIOR TO TRIP

1. Specific NL destination websites
2. Recommendations from family/friends
3. Attraction websites
4. NewfoundlandLabrador.com
5. Hotel search/booking sites



### TOP TRIP PLANNING SOURCES – DURING TRIP

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



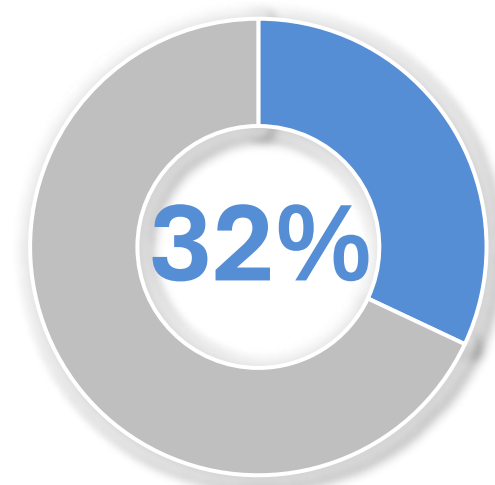
ACCOMMODATION  
WEBSITES



HOTEL SEARCH/  
BOOKING SITES



SHORT-TERM RENTAL  
PLATFORMS

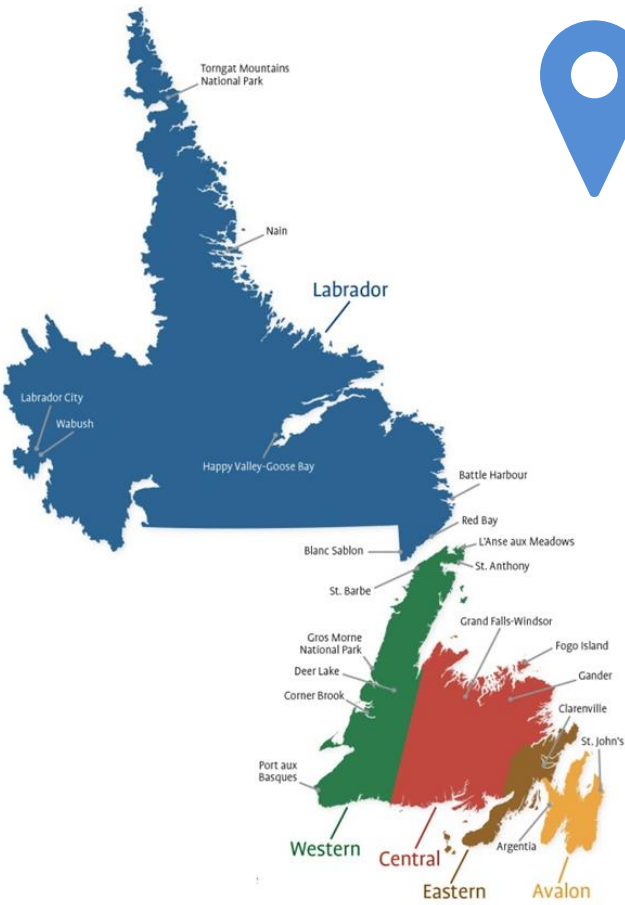


At **32%**, fall vacationers are less likely to use Visitor Information Centres (VICs) during their NL trip than other vacationers (38%). This is influenced by a higher share on repeat visitors in the fall.





REGIONAL DESTINATIONS



70%  
ST. JOHN'S

48%  
AVALON

45%  
EASTERN

47%  
CENTRAL

55%  
WESTERN

9%  
LABRADOR

Fall vacation visitors have regional visitation patterns similar to vacation visitors visiting in the peak summer months, with a few exceptions. Fall vacationers are more likely to enter NL through a western entry point (45%) such as Deer Lake Airport (16%) or by ferry at Port-aux-Basques (29%) compared to other visitors (38%). While still the most visited area, fall vacationers are less likely to visit St. John's compared to other vacationers. They are also slightly less likely to visit the Avalon, Eastern and Central regions. After St. John's, fall vacationers are most likely to visit the Western region, with higher rates of visits and overnight stays in the Deer Lake and Corner Brook areas, the Stephenville/Port au Port area, and the Port-aux-Basques area compared to vacation visitors overall.

These visitation patterns are likely impacted by the mode of transportation - a higher share of auto travellers in fall, and differences in where fall visitors enter the province compared to other vacation visitors.

SHARE OF TRAVEL PARTIES ENTERING NL VIA...

Region	Vacation Visitors Overall	Spring Vacation Visitors	Fall Vacation Visitors
St. John's Area	77%	80%	70%
Avalon	54%	55%	48%
Eastern	52%	51%	45%
Central	51%	51%	47%
Western	55%	45%	55%
Labrador	8%	5%	9%

Entry point	All Vacation Visitors	Spring Vacation Visitors	Fall Vacation Visitors
St. John's Airport	53%	66%	46%
Deer Lake Airport	14%	11%	16%
Gander Airport	3%	2%	3%
Port-aux-Basques	24%	19%	29%
Argentia	4%	1%	3%
Western entry point	38%	30%	45%

Visitation by Vacation Visitors to Economic Zones (2023)	Visited Zone - All Vacationers	Stayed Overnight in Zone - All Vacationers	Visited Zone - Fall Vacationers	Stayed Overnight in Zone - Fall Vacationers
Zone 1: Rigolet to Nain	0.1%	0%	0%	0%
Zone 2: Labrador West/Churchill Falls	1%	1%	1%	1%
Zone 3: Happy Valley/Goose Bay/Northwest River	1%	1%	1%	1%
Zone 4: Mary's Harbour to Cartwright	2%	1%	2%	1%
Zone 5: Labrador Straits (L'Anse Au Clair to Red Bay)	5%	4%	5%	4%
Zone 6: Viking Trail, St. Anthony South West to Plum Point, East to Roddickton/Englee	16%	13%	17%	14%
Zone 7: Gros Morne Area, Viking Trail North to and including Plum Point	38%	33%	36%	32%
Zone 8: Deer Lake/Humber Area	22%	14%	26%	17%
Zone 9: Stephenville/Port au Port/Burgeo	11%	6%	13%	10%
Zone 10: Port-aux-Basques/Doyles/Rose Blanche	7%	4%	9%	6%
Zone 11: Baie Verte/La Scie/Green Bay	11%	8%	13%	9%
Zone 12: Grand Falls Windsor Area	7%	4%	7%	4%
Zone 13: Bay D'Espoir/Coast of Bays Area	11%	6%	14%	8%
Zone 14: Gander/Twillingate East to Terra Nova	1%	1%	0.4%	0.4%
Zone 15: Clarenville/Bonavista Peninsula Area	40%	33%	35%	30%
Zone 16: Burin Peninsula	39%	31%	33%	25%
Zone 17: North West Avalon	6%	3%	5%	3%
Zone 18: Argentia/Placentia Area	23%	9%	22%	9%
Zone 19: North East Avalon (Excluding St. John's)	7%	2%	7%	1%
St. John's	30%	11%	29%	11%
Zone 20: Southern Shore Area	65%	56%	59%	50%
	24%	8%	16%	6%