



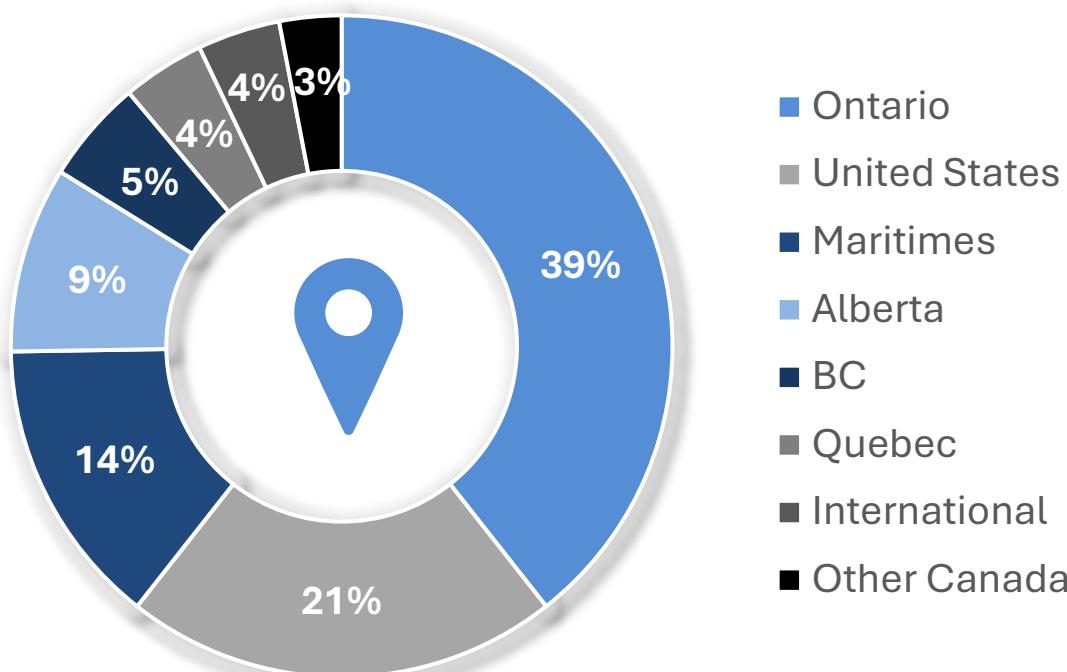
# Fall Visitor Profile

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%**

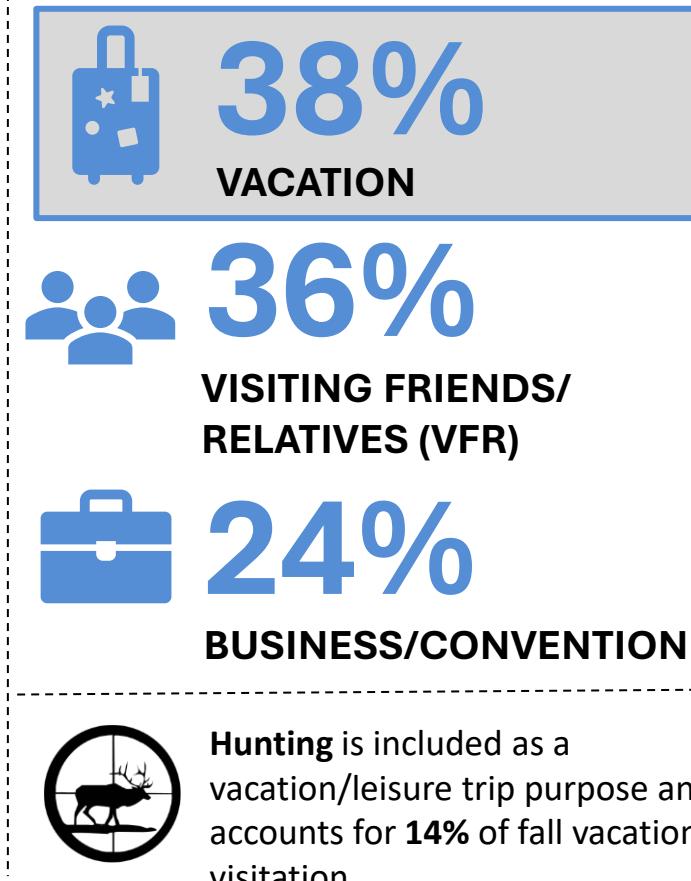
Fall vacation visitation to NL has increased significantly since 2011

## WHERE THEY COME FROM



- Ontario
- United States
- Maritimes
- Alberta
- BC
- Quebec
- International
- Other Canada

## FALL VISITOR TRIP PURPOSE



## 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



**49%**

Scenery, natural landscapes, coastlines & ocean



**34%**

People, culture, & history



**32%**

Always wanted to visit/bucket list trip



**18%**

Wildlife in its natural habitat



**17%**

Inspired to return by previous visit

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

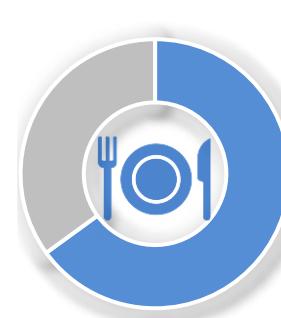


VISITING A BEACH



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

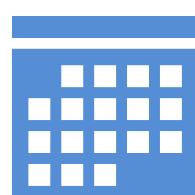
Hiking, coastal sightseeing/ beaches, visiting national parks and other types of parks/ ecological reserves are **top outdoor experiences** for fall vacation visitors.

**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



**32%**

## TOP SOURCES TO BOOK ACCOMMODATIONS



ACCOMMODATION WEBSITES



HOTEL SEARCH/ BOOKING SITES

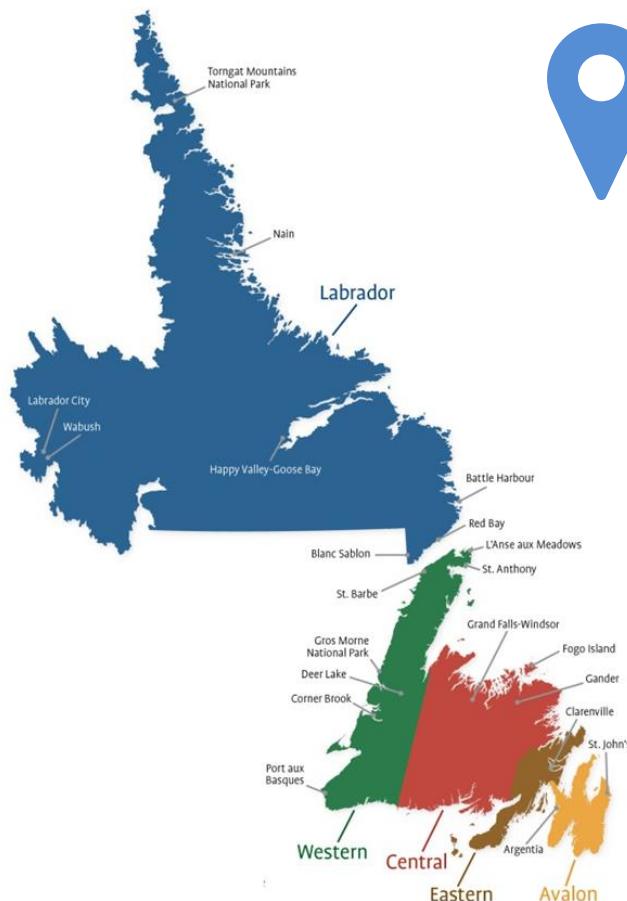


SHORT-TERM RENTAL PLATFORMS

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%
<b>Western entry point</b>	<b>38%</b>	<b>30%</b>	<b>45%</b>

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