



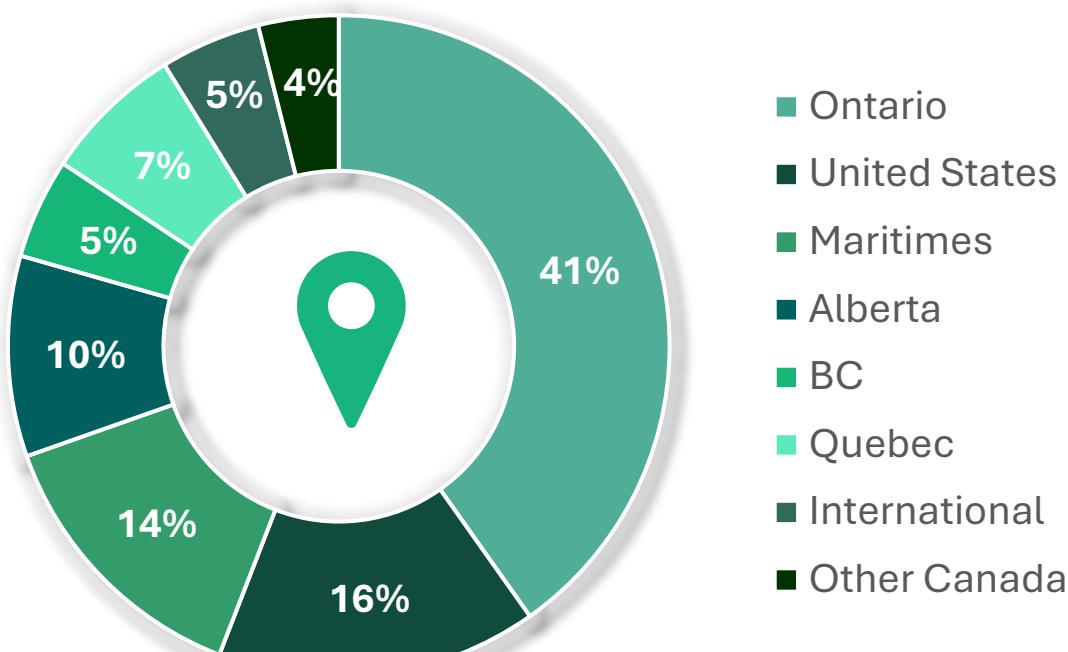
Vacation Visitor Profile

Leisure travellers visiting Newfoundland and Labrador want to experience the province's diverse scenery, natural landscapes and coastlines. For many, it is a bucket list trip. They are seeking to immerse themselves in nature, history, and culture, while engaging with locals and exploring rural communities. More than other types of visitors, vacationers are eager to hike, sample local cuisine, see icebergs, and experience wildlife in its natural habitat.

+29%

Vacation/leisure
visitation has grown
significantly since 2011

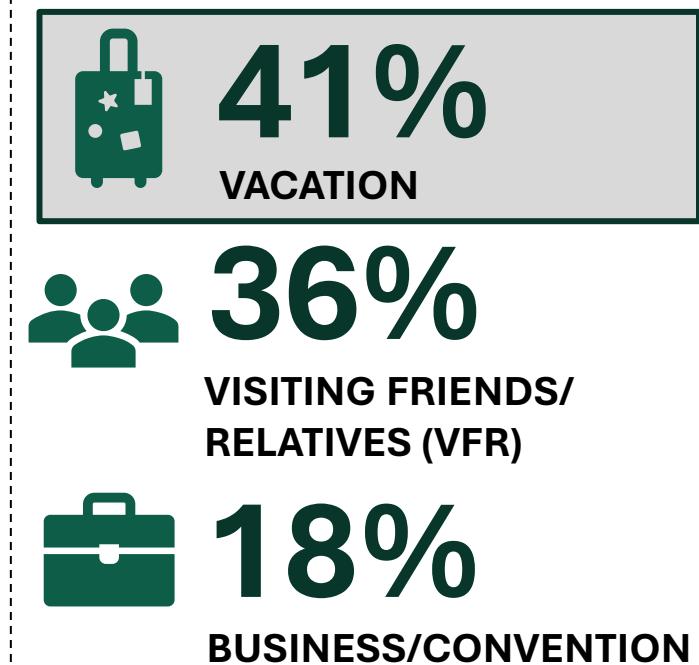
WHERE THEY COME FROM



Most vacation visitors are from Canada (79%), with smaller shares from the United States (16%) and overseas (5%). Top overseas vacation markets include the UK and Germany.

A large share of vacation visitors consistently come from Ontario (41%) and the Maritimes (14%). Ten percent are from Alberta, 7% from Quebec, and 5% from BC.

VISITOR TRIP PURPOSE



41% of visitors to Newfoundland and Labrador come for vacation/leisure, while 36% come to visit friends and relatives.

This profile focuses on [vacation visitors](#).

WHO THEY ARE



67% of vacationers are over the age of 45

26% are 18-44 | 27% are 65+



61% have average household incomes (HHI) of \$100,000+

20% have HHI of \$200,000+



37% are repeat visitors, while 63% were visiting for the first time



Most vacation visitors travel to the province by air, with just over one quarter travelling by vehicle. The drive market is particularly strong from the Maritimes (53%), Quebec (34%) and the US (35%)

CHARACTERISTICS OF THEIR TRIP



44% of vacationers travel to NL as couples with no children

23% travel solo | 13% travel with friends

10.8
nights

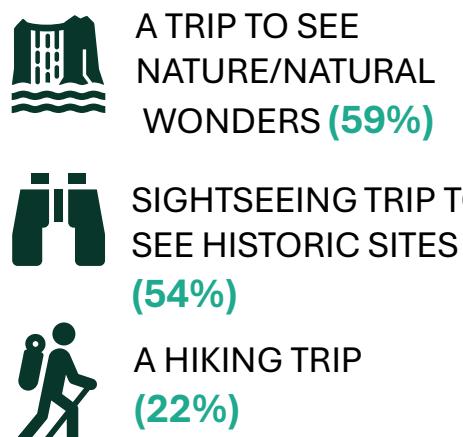
14.0 Alberta visitors
12.7 BC visitors
12.6 International visitors
12.2 Quebec visitors
10.5 US visitors
10.3 Ontario visitors

average length of stay
in NL for vacationers

AVERAGE TRIP SPEND IN NL

\$3,659

TYPE OF NL VACATION



Vacationers also describe their trips as a touring vacation by car/camper/motorcycle (21%), a trip to enjoy arts/culture (9%), and an outdoor adventure trip (8%)

Vacation travel parties spend **\$3,659** on average during their trip, with vacationers from BC (\$4,957), Alberta (\$4,195) and the US (\$4,010) having the highest travel party spend. Visitors from Ontario have the **highest visitor yield** (spending per person, per night in the province)



WHY THEY CHOSE NL



Vacation visitors choose NL for its scenery, natural landscapes, coastlines and ocean. For many, NL is a destination they have always wanted to visit, making it a bucket list trip. They are motivated to visit to meet local people and explore culture and history, as well as the opportunity to experience icebergs, and view wildlife in its natural habitat. Vacationers were also motivated to visit by family connections to NL, to see whales, by previous visits, and positive word-of-mouth recommendations from family/friends. Others wanted to see specific places such as Gros Morne National Park, L'Anse aux Meadows, St. John's, Fogo Island and Twillingate.

TOP EXPERIENCES

OUTDOOR


72%

HIKING

+7% GUIDED HIKING


COASTAL SIGHTSEEING

VISITING NATIONAL PARKS

ICEBERG VIEWING

SEABIRD WATCHING

WHALE WATCHING

CULTURAL


69%
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, visiting national parks, iceberg viewing, and seabird and whale watching are **top outdoor experiences** for vacation visitors.

Top cultural experiences for vacationers include enjoying local food, exploring rural communities, visiting historic sites and lighthouses. They also enjoy connecting with locals, taking in local music, and visiting local breweries and distilleries.

Participation in Outdoor Experiences	Overall Visitors	Vacation Visitors
Hiking/walking on trails - total	60%	74%
Hiking/walking on trails - general	60%	72%
Hiking/walking on trails - guided	4%	7%
Coastal sightseeing	45%	56%
Whale Watching (NET)	28%	43%
Whale watching – from land	18%	26%
Whale watching – from boat tour	15%	27%
Seabird watching (puffins, gannets, murres, etc.) (NET)	28%	47%
Seabird watching – from land	20%	34%
Seabird watching – from boat tour	14%	24%
Visiting a beach	31%	32%
Visiting a national park	27%	47%
Iceberg viewing	22%	36%
Visiting other parks/ ecological reserves	20%	33%
Wildlife viewing (on my own)	17%	25%
Sightseeing boat tour	13%	25%
Geological tour/ fossil observation	10%	17%
Ocean fishing (i.e. cod fishing)	8%	7%
All-terrain/Utility Vehicle (ATV/UTV) Touring	6%	3%
Birdwatching (birding/other than seabirds)	4%	5%
Canoeing/kayaking/rafting	4%	5%
Visiting a botanical garden	4%	5%
Angling (fresh water)	3%	3%
Golfing	3%	2%
Mountain biking/cycling/fatbiking	2%	2%
Wildlife viewing/birdwatching with a guide/at a nature park	1%	2%
Hunting (big game – bear, moose, caribou)	1%	3%
Hunting (small game – hare, grouse)	<1%	<1%
Rented an e-bike	<1%	1%
None of these	7%	1%

Participation in Cultural Experiences	Overall Visitors	Vacation Visitors
Experiencing local cuisine	64%	69%
Exploring small/rural communities	52%	67%
Interacting/connecting with locals	50%	57%
Historic sites/museums/interpretation centres	46%	67%
Lighthouse experiences	38%	60%
Visiting a local pub to experience live music	36%	43%
Visiting a local microbrewery, distillery, or winery	34%	43%
Visiting galleries/exhibits	25%	36%
Experiencing the nightlife	23%	23%
Attending theatre/other live performances	11%	17%
Experiencing Indigenous culture/traditions/history	10%	15%
Visiting archeological sites (interpretive tour/ hands-on dig)	9%	18%
Attending a music festival/concert	8%	10%
Participated at a special program at an attraction/site	6%	8%
Attending a food/drink themed festival (e.g. Roots, Rants and Roars; Brigus Blueberry Festival, etc.)	4%	4%
Participating in local culinary tours/activities (e.g. foraging, food tours)	3%	3%
Attending/participating in a sports event/tournament	3%	2%
Participating in craft workshop (painting, pottery, boatbuilding, etc.)	1%	1%
None of these	4%	1%



TRIP PLANNING

Vacation visitors plan their trips online, but also value **recommendations from family and friends**. On the ground, they engage with local residents and service personnel.

TRIP PLANNING HORIZON



11%

LESS THAN 1 MONTH

29%

1-3 MONTHS

34%

4-6 MONTHS

19%

7-12 MONTHS

8%

MORE THAN 12 MONTHS

Just over one third (**34%**) of vacationers begin planning their NL trip **4-6** months in advance, with **19%** planning **7-12** months out.



TOP TRIP PLANNING SOURCES - PRIOR TO TRIP

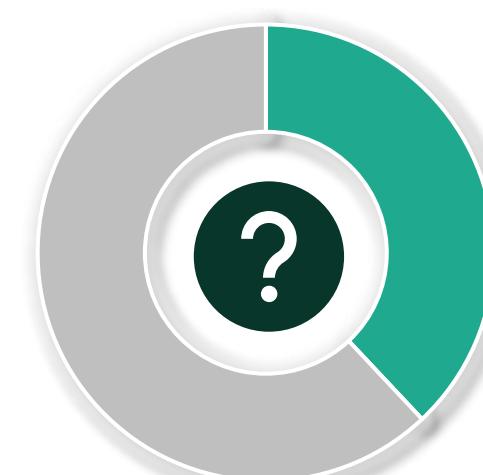
1. Specific NL destination websites
2. Attraction websites
3. NewfoundlandLabrador.com
4. Recommendations from family/friends
5. Hotel search/booking sites



TOP TRIP PLANNING SOURCES - DURING TRIP

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

TOP VIC SERVICES USED



OBTAINING BROCHURES & MAPS



UTILIZING WASHROOM FACILITIES



RECEIVING DIRECTIONS



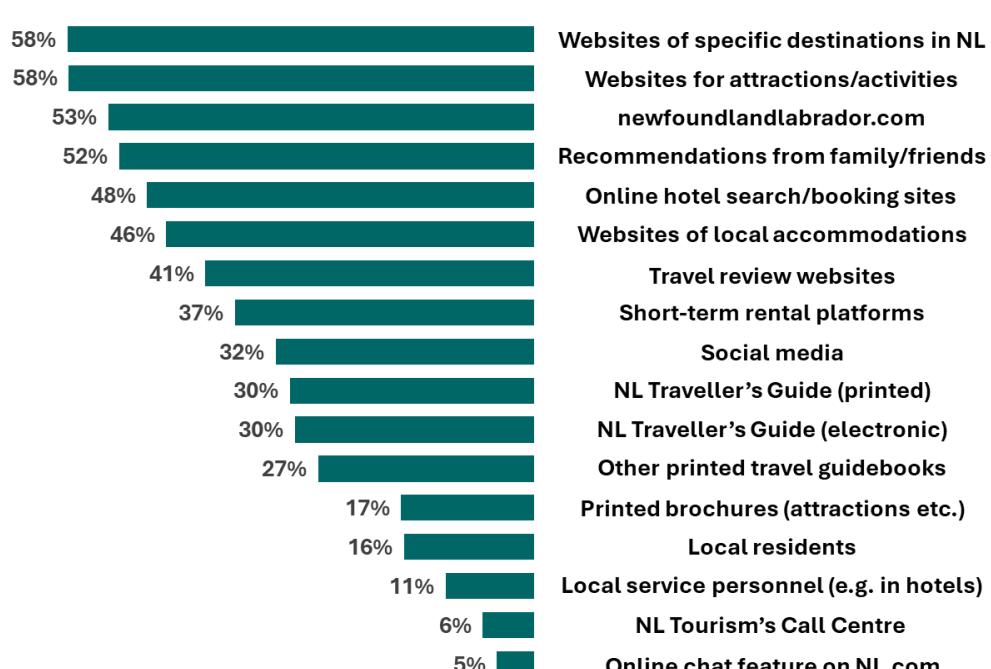
TRIP PLANNING ASSISTANCE

38% of vacationers use **Visitor Information Centres (VICs)** during their NL trip

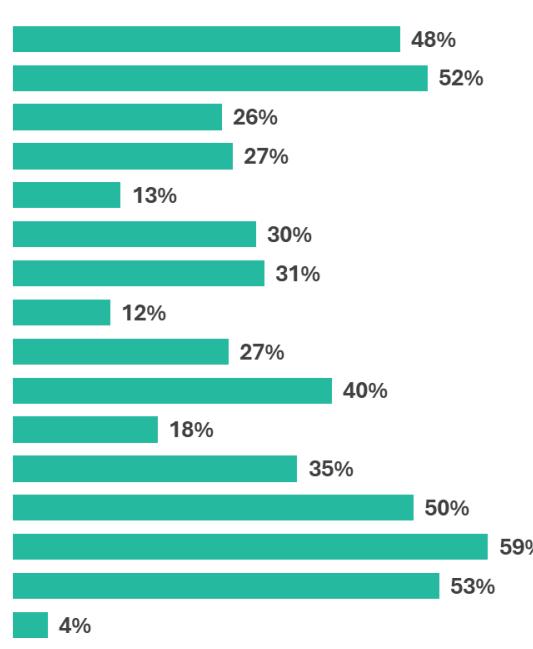
VIC Services Used	%
Obtained brochures/maps	76%
Used the washrooms	64%
Received directions to attractions/sites of interest	60%
Received directions to services/facilities	32%
Received assistance with trip planning	31%
Accessed Wi-Fi to use my own device(s)	20%
Booked an activity/experience	5%
Booked accommodations	2%
Accessed a computer located at the VIC	1%

TRIP PLANNING SOURCES RANKED

Before Trip



During Trip



TOP SOURCES TO BOOK ACCOMMODATIONS



ACCOMMODATION WEBSITES



HOTEL SEARCH/BOOKING SITES



SHORT-TERM RENTAL PLATFORMS



20%

ACCESSING WIFI

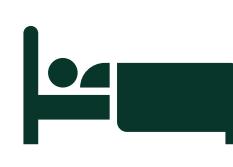
TOP ACCOMMODATIONS USED



91% of vacationers spent *at least 1 night* in some type of commercial/paid accommodations



41% of vacationers' NL trip spending went towards accommodations



HOTEL/MOTEL
60%



SHORT-TERM RENTAL (VACATION HOME, COTTAGE, CABIN, ETC.)
31%



BED & BREAKFAST
25%



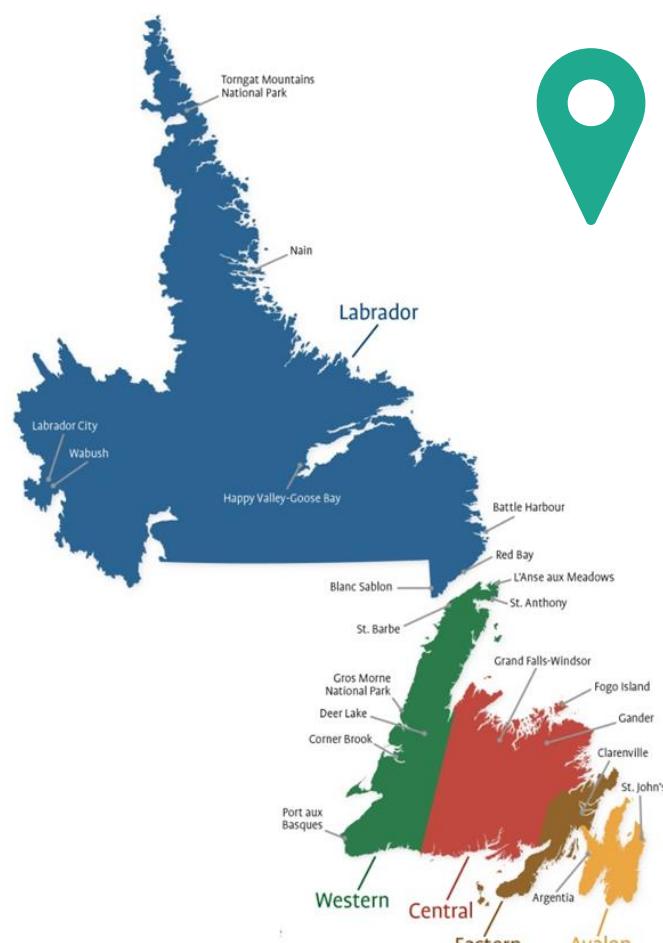
FRIENDS & FAMILY
18%



CAMPGROUNDS
12%



REGIONAL DESTINATIONS



77%	54%	52%	51%	55%	9%
ST. JOHN'S AREA	AVALON	EASTERN	CENTRAL	WESTERN	LABRADOR

Regional visitation patterns are impacted by a visitor's mode of travel to the province and their entry point. Over three quarters of vacation visitors visit the St. John's area (same day or overnight visits), making it the most visited area of the province. Over half of vacationers also reported visiting the Western region (55%), the Avalon outside of the St. John's area (54%), the Eastern region (52%) and the Central region (51%). Nearly 1 in 10 vacationers visited Labrador (9%).

Vacation visitors explore many areas of Newfoundland and Labrador, with St. John's (56%), Gros Morne National Park (33%), Gander/Twillingate (33%), and the Clarenville/Bonavista Peninsula (31%) areas being top **overnight** destinations in the province. The chart below shows visitation patterns to various areas or economic zones, highlighting both overall visitation to an area (same day or overnight visits) as well as the share of vacationers that stayed overnight in each area.

VISITATION BY VACATION VISITORS TO ECONOMIC ZONES (2023)	VISITED AREA (SAME-DAY OR OVERNIGHT)	STAYED OVERNIGHT IN AREA
Zone 1: Rigolet to Nain	0.1%	0%
Zone 2: Labrador West/Churchill Falls	1%	1%
Zone 3: Happy Valley/Goose Bay/Northwest River	1%	1%
Zone 4: Mary's Harbour to Cartwright	2%	1%
Zone 5: Labrador Straits (L'Anse Au Clair to Red Bay)	5%	4%
Zone 6: Viking Trail, St. Anthony southwest to Plum Point, East to Roddickton/Englee	16%	13%
Zone 7: Gros Morne Area, Viking Trail North to and including Plum Point	38%	33%
Zone 8: Deer Lake/Humber Area	22%	14%
Corner Brook/Massey Drive	11%	6%
Zone 9: Stephenville/Port-au-Port/Burgeo	7%	4%
Zone 10: Port-aux-Basques/Doyles/Rose Blanche	11%	8%
Zone 11: Baie Verte/La Scie/Green Bay	7%	4%
Zone 12: Grand Falls Windsor Area	11%	6%
Zone 13: Bay D'Espoir/Coast of Bays Area	1%	1%
Zone 14: Gander/Twillingate East to Terra Nova	40%	33%
Zone 15: Clarenville/Bonavista Peninsula Area	39%	31%
Zone 16: Burin Peninsula	6%	3%
Zone 17: Northwest Avalon	23%	9%
Zone 18: Argentia/Placentia Area	7%	2%
Zone 19: Northeast Avalon (Excluding St. John's)	30%	11%
City of St. John's	65%	56%
Zone 20: Southern Shore Area	24%	8%

TIMING OF VISIT



May-Jun



Jul-Aug



Sep-Oct

23%

52%

26%

When looking at the peak May to October period, the majority of vacationers visit during the months of July and August (52%), with similar shares visiting during the spring (23%) and fall (26%) shoulder season months.

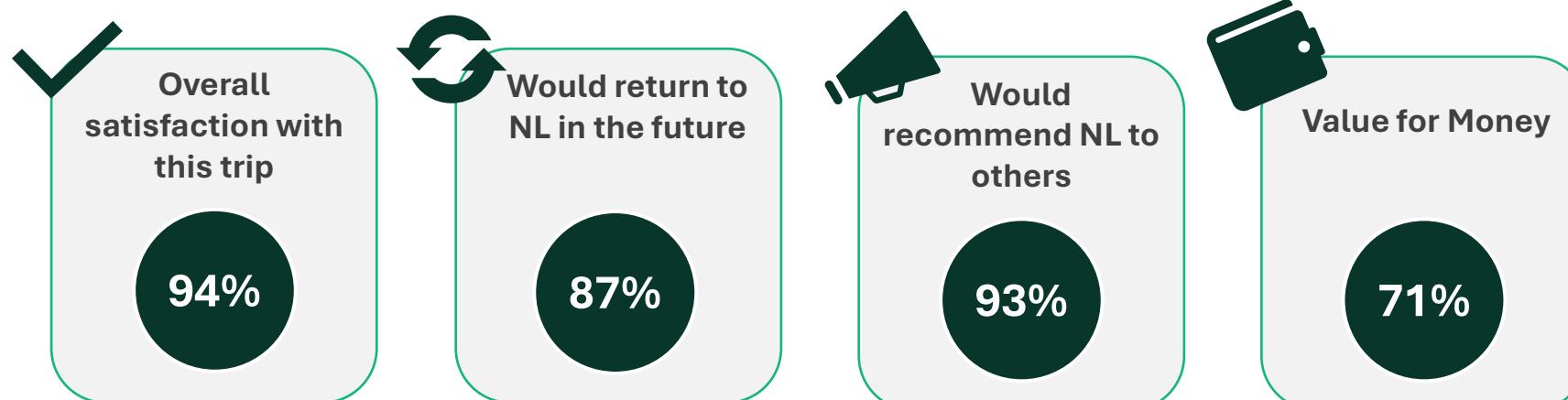
While most vacationers still visit during the peak summer months, shoulder season visitation among vacationers has grown significantly over the past decade, with vacation visitation in the spring increasing 111% and fall vacation visitation increasing 34%.



REGIONAL ATTRACTIONS, ACTIVITIES & EXPERIENCES

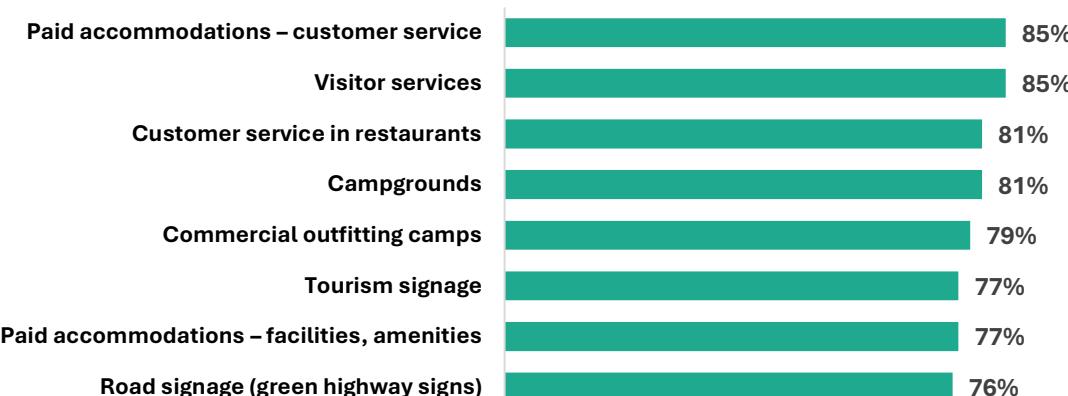
ST. JOHN'S AREA	AVALON REGION	EASTERN REGION	CENTRAL REGION	WESTERN REGION	LABRADOR
Downtown St. John's (94%)	Brigus (37%)	Bonavista (72%)	Twillingate (66%)	Gros Morne National Park (87%)	Red Bay (74%)
Signal Hill (86%)	Colony of Avalon (32%)	Cape Bonavista Lighthouse (62%)	Gander (59%)	Hiking/walking trails (67%)	Point Amour Lighthouse (60%)
Cape Spear (74%)	East Coast Trail (31%)	Trinity (61%)	Hiking/walking trails (51%)	Western Brook Pond (48%)	Labrador Coastal Drive (32%)
Quidi Vidi Village (71%)	Bay Roberts (24%)	Elliston (53%)	Terra Nova National Park (37%)	Corner Brook (47%)	Hiking/walking trails (29%)
George Street (59%)	Witless Bay Ecological Reserve boat tour (24%)	Clarenville (38%)	Whale watching/ iceberg boat tour (20%)	L'Anse Aux Meadows (39%)	Trans Labrador Highway (27%)
City hiking/walking trails (36%)	Cape St. Mary's (22%)	Skerwink Trail (29%)	Fogo Island / Change Islands (17%)	Port-au-Choix (27%)	Happy Valley-Goose Bay (19%)
Petty Harbour (36%)	Cupids (18%)	Other hiking/walking trails (29%)	Beaches - Eastport, Sandy Cove (16%)	St. Anthony (25%)	Labrador Interpretation Centre (19%)
The Rooms (35%)	Castle Hill National Historic Site (16%)	Port Union (17%)	Beothuk Interpretation Centre (13%)	Stephenville/Port au Port area (15%)	Battle Harbour (17%)
Downtown Pedestrian Mall (34%)	Mistaken Point (15%)	Whale watching/ iceberg boat tour (15%)	Springdale/King's Point (9%)	Codroy Valley (11%)	Churchill Falls/Labrador West (15%)
City parks (23%)	Cape Race (12%)	St. Pierre (8%)	Beaches - Lumsden, Musgrave Harbour (8%)	Whale watching/iceberg boat tour (8%)	Whale watching/iceberg boat tour (6%)
Whale watching/iceberg tour (19%)	Bell Island (10%)	Marystown (7%)	Salmonid Interpretation Centre (8%)	Guided hike/walk (9%)	Northwest River (4%)
Geo Centre (17%)	Heart's Content Cable Station (8%)	Grand Bank/Fortune (7%)	Baie Verte/La Scie (5%)	Humber Valley/Marble Mountain area (7%)	Cartwright (2%)
Newman Wine Vaults (4%)	Wooden Boat Museum (6%)	Rising Tide Theatre (7%)	Green Bay South – Pilley's Island, Triton, etc. (3%)	Insectarium (7%)	North coast communities (1%)
MUN Botanical Garden (4%)		Provincial Seamen's Museum (4%)			Torngat Mountains Base Camp (0.3%)

VACATION VISITOR SATISFACTION



Overall trip satisfaction is high among vacation visitors, at 94%. Nearly 9 in 10 vacationers say they would return to NL again in the future based on their trip experience, and 93% would recommend NL to others. Perceived **value for money** remained lower, with 7 in 10 vacationers highly satisfied with this aspect of their trip.

Visitor Satisfaction - Services (% rating item 8-10 on a 1-10-point scale)



Visitor Satisfaction - Experiences (% rating item 8-10 on a 1-10-point scale)



DEMOGRAPHICS

AGE	2023
Under 18	7%
18-34	14%
35-44	12%
45-54	14%
55-64	45%
65+	27%
18-44 (total)	26%
45+ (total)	67%
55+ (total)	53%

HOUSEHOLD INCOME	2023
Less than \$40,000	4%
\$40,000 to \$69,999	16%
\$70,000 to \$99,999	19%
\$100,000 to \$149,999	25%
\$150,000 to \$199,999	16%
\$200,000 to \$249,999	10%
\$250,000 or more	10%
\$100,000 or more (total)	61%
\$150,000 or more (total)	35%
\$200,000 or more (total)	20%

Most vacationers reported comparatively high household incomes, with 61% earning \$100,000 or more, including 20% reporting household incomes of \$200,000 or more.

Compared to 2016, there were some notable shifts in the shares of some younger age segments, with a higher share of vacation visitors between 18 to 44 (26%, up from 17%). Vacationers between 18-34 increased from 10% in 2016 to 14%, while those 35-44 increased from 7% to 12%.

CONTACT / NOTES

This **vacation visitor profile** is based on data collected from TCAR's 2023 visitor exit survey and focuses on the May to October peak season period. Updates will be made as required pending new visitor data or notable changes in the profile of visitors to Newfoundland and Labrador.

Questions?

Tourism Research Team

Department of Tourism, Culture, Arts and Recreation

kristanoseworthy@gov.nl.ca

[Visitor and Market Insights - Tourism, Culture, Arts and Recreation](#)