

2011 Exit Survey Profile of Non-residents Visiting an Archaeological Site



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Labrador
Tourism Research Division
Department of Tourism, Culture and
Recreation

2011 Exit Survey – Profile of Archaeological Site Visitors

PROJECT OVERVIEW

The 2011 Exit Survey served to update and enhance existing historical information on non-resident visitors to this province. The program was undertaken to improve annual estimates of visitation and expenditure as well as to update visitor characteristics.

In addition to visitor characteristics, the survey also served to provide insight in visitors' motivations, attitudes, perceptions and opinions related to various aspects of our Tourism offering.

METHODOLOGY

Interviews were conducted with individuals leaving the Province through four major exit points. The 2011 Exit Survey Program covered all vehicle-related exit points from the Island portion of the province (Port Aux Basques and Argentia) and the major air exit points — St. John's and Deer Lake which represented 81% of all boarding passengers at the province's seven major airports.

At each exit point, a short survey (referred to as partition survey) was administered using palm pilot technology to gather key information and identify non-resident visitors exiting the province. A longer survey (referred to as main survey) was distributed to all willing non-resident travelers at each exit point.

The partition survey collected information related to origin, trip purpose, party size, length of stay and party composition. The main survey collected data on the characteristics of non-resident visitors, including destinations visited, participation in activities, expenditures and demographics.

Overall, a total of 17,279 partition interviews were conducted with non-residents exiting the Province at the four exit points and 4,083 questionnaires (main surveys) were returned. Survey participants had the

option of returning the main questionnaire via drop boxes at the exit points, by mail or responding online.

Table 1 shows the breakdown of surveys collected.

Table 1
2011 Exit Survey Program
Number of Non-Residents Surveyed

Survey	Air Jan-Apr Nov-Dec	Air May-Oct	Auto May-Oct	Total
Partition	2,853	10,972	3,454	17,279
Main	506	2,060	1,517	4,083

A detailed weighting system was applied to ensure the survey sample reflected the exiting non-resident population. It should be noted that the margin of error associated with the data varies depending on the size of the sample. Margin of error increase as sample sizes decrease.

Profile of Non-resident Archaeological Site Visitors

Note to readers: Unless otherwise stated, results for business travellers include those travelling to the province for conventions/conferences.

This **Profile** report focuses on non-resident visitors who visited an archaeological site as a trip activity during the peak travel season of May to October.

The total estimate of non-resident parties visiting Newfoundland and Labrador during the May to October period is 158,456 with 16% reporting they visited an archaeological site as a trip activity. It is estimated that between May and October 2011 approximately 25,112 travel parties or 55,876 non-residents visited an archaeological site.

MODE OF TRAVEL

Seventy-four percent of the non-resident parties visiting an archaeological site came to the province by air. Compared to all travellers in general, parties visiting an archaeological site are slightly more likely to have travelled to the province by auto (26% versus 21%)

Table 1
2011 Non-Resident Parties Visiting an Archaeological Site

By Mode

(% Parties – May to October)

	Overall %Parties	Visiting an Archaeological Site % Parties
Airline Visitors	79%	74%
Automobile Visitors	21%	26%

ORIGIN

Travellers from Ontario and Other Canada make up 64% of non-residents visiting an archaeological site in Newfoundland and Labrador.

Table 2 presents the origins of travel parties who visited the province and reported visiting an archaeological site in 2011. Almost two fifths (38%) came from Ontario, the province's largest source market. With about one quarter (26%), residents of other Canada accounted for the second largest share of travel parties visiting an archaeological site.

In terms of other markets, Quebec represented 5% of non-resident parties visiting an archaeological site while 13% arrived from the Maritimes. As well, fifteen percent travelled from the United States while 3% were from overseas.

Compared to travellers overall, parties visiting an archaeological site during their visit to the province were more likely to be from other Canada and the United States and less likely to be from the Maritimes.

Table 2
2011 Non-Resident Parties Visiting an Archaeological Site
By Origin

(% Parties – May to October)

	Overall %Parties	Visiting an Archaeological Site % Parties
Maritimes	27%	13%
Quebec	5%	5%
Ontario	35%	38%
Other Canada	20%	26%
United States	9%	15%
Overseas	4%	3%

PURPOSE

The majority of non-resident parties visiting an archaeological site travelled to the province for vacation/pleasure.

As can be seen in the table presented on the next page, 64% of non-resident parties visiting an archaeological site travelled to the province for vacation/pleasure while another 22% came to visit friends/relatives.

Five percent came to attend a convention or conference and 9% for business reasons. Only 0.5% of travellers visiting an archaeological site came for some other reasons.

Compared to all travellers in general, parties visiting an archaeological site were more likely to be in the province for vacation/pleasure purposes and less likely to be visiting for business reasons.

Table 3
2011 Non-Resident Parties Visiting an Archaeological Site
By Purpose of Trip
 (% Parties – May to October)

	Overall %Parties	Visiting an Archaeological Site % Parties
Vacation/Pleasure	34%	64%
VFR	31%	22%
Business	27%	9%
Convention/Conference	5%	5%
Other Reasons	3%	0%

PARTY SIZE & PARTY COMPOSITION

Average Party Size

The average party size for parties visiting an archaeological site was 2.2 individuals. Compared to all visitors, parties visiting an archaeological site are slightly larger.

Table 4
2011 Non-Resident Parties Visiting an Archaeological Site: Average Party Size
 (May to October)

	Overall	Visiting an Archaeological Site
Average Party Size	1.8	2.2

Party Composition

Over two fifths (42%) of non-resident parties visiting an archaeological site consisted of couple(s) with no children, with an additional 18% travelling with other family members. Twenty five percent of those who visited an archaeological site travelled to the province alone.

Compared to non-resident travellers in general, parties visiting an archaeological site were more likely to be travelling as couple(s) without children and less likely to be travelling alone.

Table 5
2011 Non-Resident Parties Visiting an Archaeological Site: Party Composition
 (% Parties May to October)

	Overall %Parties	Visiting an Archaeological Site % Parties
Alone	46%	25%
Couple(s), no children	27%	42%
Couple(s), with children	4%	4%
Other Family	14%	18%
Group of Friends	4%	9%
Business Associates	4%	1%

LENGTH OF STAY

Travel parties visiting an archaeological site spent close to two weeks in the province during their trip.

As can be seen in the table below, non-residents stayed, on average, 10.4 nights in the province. At 12.6 nights, parties visiting an archaeological site as a trip activity stayed over two nights longer.

Table 6
2011 Non-Resident Parties Visiting an Archaeological Site: Average Length of Stay
 (May to October)

	Overall	Visiting an Archaeological Site
Average Stay	10.4	12.6

EXPENDITURES

Travellers visiting an archaeological site as a trip activity reported higher than average in-province expenditures.

Non-resident travel parties visiting an archaeological site reported an average in-province per party expenditure of \$2,643 and an average in-province per person expenditure of \$1,242. On a per person per night basis, travel parties who visited an archaeological site reported an average in-province expenditure of \$126.

Compared to all non-resident travel parties, parties visiting an archaeological site reported higher than average in-province per party and per person expenditures. Specifically, per party and per person expenditures are approximately 51% higher and 29% respectively than the overall average.

Given the slightly larger party size and longer length of stay in the province for parties visiting an archaeological site, the person per night expenditure level is lower (-8%) than the overall average.

Table 7
2011 Non-Resident Parties Visiting an Archaeological Site Expenditure Levels
(May to October)

	Overall	Visiting an Archaeological Site
Average per Party Expenditure	\$1,751	\$2,643
Average per Person Expenditure	\$960	\$1,242
Average per person per Night Expenditure	\$137	\$126

ACCOMMODATION NIGHTS

Most nights by non-resident parties visiting an archaeological site were spent in hotels/motels (28%) followed by nights in B&B/Country Inns (20%). In terms of other commercial accommodations, 6% of nights of those who visited an archaeological site while on their trip in the province were spent in commercial cabin/cottages and 12% in national, provincial or private campgrounds.

Compared to travellers overall, non-resident parties visiting an archaeological sites were more likely to stay in B&B/Country Inns and campgrounds and less likely to stay in homes of relatives.

Table 8
2011 Non-Resident Travel Parties Visiting an Archaeological Site
% of Party Nights by Type of Accommodation
(May to October)

	Overall % of Nights	Visiting an Archaeological Site % of Nights
Hotel/Motel	26%	28%
Commercial Cabins/Cottages	4%	6%
B&B/Country Inns	9%	20%
Houses of Relatives	28%	14%
Houses of Friends	9%	8%
Private Cabins/Cottages	5%	5%
Campgrounds – All Types	6%	12%
All Other Types of Accommodation	12%	8%

DESTINATIONS

St. John's, the Gros Morne/Viking Trail and the Labrador Straits area were key destinations for non-resident visitors visiting an archaeological site.



The most popular areas of the province visited by non-residents visiting an archaeological site include the St. John's CMA and the Gros Morne/Viking Trail area.

Compared to all non-resident visitors, travel parties visiting an archaeological site reported higher than average party visits to the Labrador Straits area, Western Newfoundland and the Avalon Peninsula.

Table 9
2011 Non-Resident Travel Parties Visiting an Archaeological Site
Areas of Province Visited (and stayed at least one overnight)
 (% Parties - May to October)

	Overall	Visiting an Archaeological Site
Zone 1: Rigolet to Nain	0.3%	0.0%
Zone 2: Labrador West/Churchill Falls	0.5%	0.7%
Zone 3: Happy Valley/Goose Bay/Northwest River	0.6%	0.9%
Zone 4: Mary's Harbour to Cartwright	0.7%	1.7%
Zone 5: Labrador Straits (L'Anse Au Clair to Red Bay)	1.9%	6.4%
Zone 6: Viking Trail, St. Anthony South West to Plum Point, East to Roddington/Englee	12.3%	39.7%
Zone 7: Gros Morne Area, Viking Trail North to and including Plum Point	23.2%	52.1%
Zone 8: Deer Lake/Humber Area	12.3%	19.5%
Corner Brook/Massey Drive	11.5%	12.9%
Zone 9: Stephenville/Port-au-Port/Burgeo	6.0%	6.2%
Zone 10: Port-aux-Basques/Doyles/Rose Blanche	8.2%	14.6%
Zone 11: Baie Verte/La Scie/Green Bay	4.2%	5.7%
Zone 12: Grand Falls Windsor Area	8.2%	12.9%
Zone 13: Bay D'Espoir Area	0.8%	0.2%
Zone 14: Gander/Twillingate East to Terra Nova	21.7%	37.0%
Zone 15: Clarenville/Bonavista Peninsula Area	18.7%	37.7%
Zone 16: Burin Peninsula	3.3%	4.5%
Zone 17: North West Avalon	8.2%	11.4%
Zone 18: Argentia/Placentia Area	5.4%	12.7%
Zone 19: North East Avalon (Excluding St. John's and Mount Pearl)	8.6%	11.0%
St. John's CMA (including Mount Pearl)	66.3%	71.9%
Zone 20: Southern Shore Area	5.0%	12.9%

Please note that the “% of parties visiting” is not additive across Economic Zones – that is, the same visiting party could have spent at least one night in more than one Zone and therefore would be included in the percentage for all Zones visited.

“Digging the History”

As previously noted, 64% of those non-residents visiting an archaeological site were in the province for vacation/pleasure purposes.

As can be seen in the following table, vacation/pleasure travellers are more likely than travellers overall to visit attractions and sites with a historical theme/nuance. Those non-residents who visited archaeological sites were even more inclined to visit these types of attractions and sites.

Table 10
2011 Non-Resident Travel Parties Visiting an Archaeological Site
Visitation to Other (Selected) Attractions/Sites

	Overall	Vacation Pleasure	Visiting an Archaeological Site
Museums & Archives	37%	59%	73%
National Historic Sites	51%	73%	87%
Provincial Historic Sites	38%	55%	77%
Other Historic Sites	15%	24%	40%
Archaeological Sites	16%	30%	100%
Lighthouses	44%	69%	74%
Interpretation & Science Centres	25%	44%	61%

DEMOGRAPHICS

Non-resident visitors visiting an archaeological site in Newfoundland and Labrador tend to be older than non-resident visitors on average and are well-educated.

Sixty of non-resident visitors to the province who visited an archaeological site during May to October of 2011 were age 55 or older, including 29% who were 65 years or older. Compared to non-resident visitors overall, visitors who reported visiting an archaeological site as a trip activity were more likely to be over 55 years of age.

Table 11
2011 Non-Resident Visitors reporting a visit to an Archaeological Site: Age

	Overall	Visiting an Archaeological Site
Under 35	20%	14%
35 – 44	13%	8%
45 – 54	22%	18%
55 – 64	27%	31%
65 and Over	19%	29%

Over four fifths (83%) of non-resident visitors that visited an archaeological site as a trip activity graduated university (48% with an undergraduate degree and 35% with a post-graduate degree), while 6% indicated a level of education less than high school. Compared to non-resident visitors in general, those who reported visiting an archaeological site were more likely to have a post graduate degree.

Table 12
2011 Non-Resident Visitors reporting a visit to an Archaeological Site: Education

	Overall	Visiting an Archaeological Site
High School or Less	9%	6%
Community/Technical College	13%	11%
University	51%	48%
Post Graduate	27%	35%

One half (49%) of travel parties that visited an archaeological site had an average annual household income of greater than \$100,000 while only 8% reported incomes of less than \$40,000. Non-residents who reported visiting an archaeological site had very similar household incomes to the overall.

Table 13
2011 Non-Resident Visitors reporting a visit to an Archaeological Site: Average Annual Household Income

	Overall	Visiting an Archaeological Site
Less than \$40,000	8%	8%
\$40,000 - \$69,999	21%	20%
\$70,000 - \$99,999	22%	23%
\$100,000 or more	49%	49%

