

# 2011 Exit Survey Profile of Non-residents Participating in Pleasure Walking in/around Communities



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Labrador

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Recreation

  
Newfoundland  
Labrador

# 2011 Exit Survey – Pleasure Walking in/around Communities

## 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 Pleasure Walking in/around Communities

**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 participated in pleasure walking in/around communities 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 64% reporting they participated in pleasure walking in/around communities as a trip activity. It is estimated that between May and October 2011 approximately 101,438 travel parties or 214,538 non-residents participated in pleasure walking in/around communities.

## MODE OF TRAVEL

Seventy nine percent of the non-resident parties participating in pleasure walking in/around communities came to the province by air. This is very similar to the overall distribution of visitors by mode of travel

**Table 1**  
**2011 Non-Resident Parties participating in Pleasure Walking in/around Communities By Mode**

(% Parties – May to October)

	Overall %Parties	Pleasure Walking % Parties
Airline Visitors	79%	79%
Automobile Visitors	21%	21%

## ORIGIN

***Travellers from Ontario make up 40% of non-residents participating in Pleasure Walking in/around Communities in Newfoundland and Labrador.***

With about one fifth (21%), both residents of the Maritimes and Other Canada accounted for the second largest share of travel parties participating in pleasure walking in/around communities.

In terms of other markets, Quebec represents 5% of non-resident parties participating in pleasure walking in/around communities while 10% travelled from the United States and 4% from overseas.

Compared to travellers overall, parties participating in pleasure walking in/around communities during their visit to the province were more likely to be from Ontario and less likely to be from the Maritimes.

**Table 2**  
**2011 Non-Resident Parties participating in Pleasure Walking in/around Communities By Origin**

(% Parties – May to October)

	Overall %Parties	Pleasure Walking % Parties
Maritimes	27%	21%
Quebec	5%	5%
Ontario	35%	39%
Other Canada	20%	21%
United States	9%	10%
Overseas	4%	4%

## PURPOSE

***Most of non-resident parties participating in pleasure walking in/around communities travelled to the province for vacation/pleasure***

As can be seen in the table presented on the next page, 41% of non-resident parties participating in pleasure walking in/around communities travelled to the Province for vacation/pleasure while another 33% came to visit friends/relatives.

Six percent came to attend a convention or conference and 18% for business reasons. Only 2% of travellers participating in pleasure walking in/around communities came for some other reasons.

Compared to all travellers in general, parties participating in pleasure walking in/around communities 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 participating in Pleasure Walking in/around Communities**  
**By Purpose of Trip**  
 (% Parties – May to October)

	Overall %Parties	Pleasure Walking l % Parties
Vacation/Pleasure	34%	41%
VFR	31%	33%
Business	27%	18%
Convention/Conference	5%	6%
Other Reasons	3%	2%

## PARTY SIZE & PARTY COMPOSITION

### Average Party Size

The average party size for parties participating in pleasure walking in/around communities was 2.1 individuals. Compared to all visitors, parties participating in pleasure walking in/around communities are slightly larger.

**Table 4**  
**2011 Non-Resident Exiting Parties participating in Pleasure Walking in/around communities:**  
**Average Party Size**  
 (May to October)

	Overall	Pleasure Walking
Average Party Size	1.8	2.1

### Party Composition

One third (32%) of non-resident parties participating in pleasure walking in/around communities consisted of couple(s) with no children, with an additional 17% travelling with other family members. Almost two fifths (37%) of those participating in pleasure walking

in/around communities travelled to the province alone.

Compared to non-resident travellers in general, parties participating in pleasure walking in/around communities were more likely to be travelling without children and less likely to be travelling alone.

**Table 5**  
**2011 Non-Resident Exiting Parties participating in Pleasure Walking in/around Communities:**  
**Party Composition**  
 (% Parties May to October)

	Overall %Parties	Pleasure Walking % Parties
Alone	46%	37%
Couple(s), no children	27%	32%
Couple(s), with children	4%	5%
Other Family	14%	17%
Group of Friends	4%	5%
Business Associates	4%	4%

## LENGTH OF STAY

As can be seen in the table below, non-residents stayed, on average, 10.4 nights in the province. Parties participating in pleasure walking in/around communities stayed one night longer at 11.6 nights.

**Table 6**  
**2011 Non-Resident Parties participating in Pleasure walking in/around Communities:**  
**Average Length of Stay**  
 (May to October)

	Overall	Pleasure Walking
Average Stay	10.4	11.6

## EXPENDITURES

***Travellers participating in pleasure walking in/around communities as a trip activity reported higher than average in-province expenditures.***

Non-resident travel parties participating in pleasure walking in/around communities reported an average in-province per party expenditure of \$1,982 and an average in-province per person expenditure of \$1,016. On a per person per night basis, travel parties who participated in pleasure walking in/around communities reported an average in province expenditure of \$126.

Compared to all non-resident travel parties, parties participating in pleasure walking in/around communities reported higher than average in-province per party and per person expenditures. Specifically, per party and per person expenditures are approximately 13% higher and 6% respectively than the overall average.

Given the slightly larger party size and similar length of stay in the province for parties participating in pleasure walking in/around communities, the person per night expenditure level is lower (-8%) than the overall average.

**Table 7**  
**2011 Non-Resident Parties participating in Pleasure Walking in/around Communities**  
**Expenditure Levels: (May to October)**

	Overall	Pleasure Walking
Average per Party Expenditure	\$1,751	\$1,982
Average per Person Expenditure	\$960	\$1,016
Average per person per Night Expenditure	\$137	\$126

## ACCOMMODATION NIGHTS

Most nights by non-resident parties participating in pleasure walking in/around communities were spent with relatives (27%) followed by nights in hotels/motels(24%). In terms of other commercial accommodations, 12% of nights of those who participated in pleasure walking in/around communities while on their trip in the province were spent in B&B/Country Inns and 6% in national, provincial or private campgrounds.

Non-resident parties participating pleasure walking in/around communities reporting similar accommodation utilization as travellers overall.

**Table 8**  
**2011 Non-Resident Travel Parties participating in Pleasure Walking in/around Communities**  
**% of Party Nights by Type of Accommodation**  
(May to October)

	Overall % of Nights	Pleasure Walking % of Nights
Hotel/Motel	26%	24%
Commercial Cabins/Cottages	4%	4%
B&B/Country Inns	9%	12%
Houses of Relatives	28%	27%
Houses of Friends	9%	10%
Private Cabins/Cottages	5%	6%
Campgrounds – All Types	6%	6%
All Other Types of Accommodation	12%	11%



## DESTINATIONS

*St. John's, Gros Morne and Gander/Twillingate East to Terra Nova are key destinations for non-resident visitors participating in pleasure walking*



*St. Anthony, Newfoundland*

The most popular areas of the Province visited by non-residents participating in pleasure walking in/around communities include the St. John's CMA, Gros Morne and Gander/Twillingate east to Terra Nova.

Non-resident travel parties participating in pleasure walking in/around communities reported very similar destination visits as travellers overall but were more likely to have travelled to popular destinations.

**Table 9**

**2011 Non-Resident Travel Parties participating in Pleasure Walking in/around Communities**

**Areas of Province Visited (and stayed at least one overnight)**

(% Parties - May to October)

	Overall	Pleasure Walking
Zone 1: Rigolet to Nain	0.3%	0.0%
Zone 2: Labrador West/Churchill Falls	0.5%	0.3%
Zone 3: Happy Valley/Goose Bay/Northwest River	0.6%	0.8%
Zone 4: Mary's Harbour to Cartwright	0.7%	0.9%
Zone 5: Labrador Straits (L'Anse Au Clair to Red Bay)	1.9%	2.4%
Zone 6: Viking Trail, St. Anthony South West to Plum Point, East to Roddington/Englee	12.3%	15.9%
Zone 7: Gros Morne Area, Viking Trail North to and including Plum Point	23.2%	28.9%
Zone 8: Deer Lake/Humber Area	12.3%	13.5%
Corner Brook/Massey Drive	11.5%	11.0%
Zone 9: Stephenville/Port-au-Port/Burgeo	6.0%	6.1%
Zone 10: Port-aux-Basques/Doyles/Rose Blanche	8.2%	9.1%
Zone 11: Baie Verte/La Scie/Green Bay	4.2%	5.3%
Zone 12: Grand Falls Windsor Area	8.2%	8.7%
Zone 13: Bay D'Espoir Area	0.8%	0.7%
Zone 14: Gander/Twillingate East to Terra Nova	21.7%	24.6%
Zone 15: Clarenville/Bonavista Peninsula Area	18.7%	22.8%
Zone 16: Burin Peninsula	3.3%	3.8%
Zone 17: North West Avalon	8.2%	9.2%
Zone 18: Argentia/Placentia Area	5.4%	6.1%
Zone 19: North East Avalon (Excluding St. John's and Mount Pearl)	8.6%	9.8%
St. John's CMA (including Mount Pearl)	66.3%	68.5%
Zone 20: Southern Shore Area	5.0%	6.5%

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.

## DEMOGRAPHICS

*Non-resident visitors participating in pleasure walking in/around communities in Newfoundland and Labrador tend to be older, well-educated and affluent and are very similar in that respect to non-resident visitors overall.*

Over two fifths (46%) of non-resident visitors to the Province who participated in pleasure walking in/around communities during May to October of 2011 were age 55 or older, including 19% who were 65 years or older.

Over four fifths (82%) of non-resident visitors that participated in pleasure walking in/around communities as a trip activity graduated university (52% with an undergraduate degree and 30% with a post-graduate degree), while 7% indicated a level of education less than high school..

Almost one half (47%) of travel parties that participated in pleasure walking in/around communities reported had an average annual household income of greater than \$100,000 while only 10% reported incomes of less than \$40,000.

**Table 10**  
2011 Non-Resident Visitors participating in Pleasure Walking in/around Communities  
Age

	Overall	Pleasure Walking
Under 35	20%	21%
35 – 44	13%	12%
45 – 54	22%	21%
55 – 64	27%	27%
65 and Over	19%	19%

**Table 11**  
2011 Non-Resident Visitors participating in Pleasure Walking in/around Communities  
Education

	Overall	Pleasure Walking
High School or Less	9%	7%
Community/Technical College	13%	11%
University	51%	52%
Post Graduate	27%	30%

**Table 12**  
2011 Non-Resident Visitors participating in Pleasure Walking in/around Communities  
Household Income

	Overall	Pleasure Walking
Less than \$40,000	8%	10%
\$40,000 - \$69,999	21%	21%
\$70,000 - \$99,999	22%	22%
\$100,000 or more	49%	47%