The 2016 Visitor Exit Survey served to update and enhance existing information on non-resident visitors to Newfoundland and Labrador. It was conducted to improve annual estimates of visitation and expenditures and to update visitor characteristics. Interviews were conducted with individuals leaving Newfoundland and Labrador through six major exit points. The 2016 survey 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, Deer Lake, Gander and Goose Bay. Results below focus on visitors during the peak travel period May to October.

**VISITOR ORIGIN**

- **26%** MARITIMES
- **5%** QUEBEC
- **34%** ONTARIO
- **20%** OTHER CANADA
- **8%** USA
- **6%** OTHER COUNTRIES

**PURPOSE**

- **38%** VACATION
- **33%** VISIT RELATIVES
- **26%** BUSINESS
- **5%** CONFERENCE

**TRAVEL MODE**

- **84%** of visitors travelled by AIR
- **16%** of visitors travelled by AUTO

**PARTY COMPOSITION**

- **47%** travel alone
- **30%** travel as couples
- **10%** travel with other family
- **13%** travel with friends

**LENGTH OF STAY IN THE PROVINCE (NIGHTS)**

- **10.8** OVERALL
- **10.4** VACATION
- **11.6** VISIT RELATIVES
- **9.8** BUSINESS
- **5.8** CONFERENCE

**TOP ACCOMMODATIONS**

- **32%** HOUSES OF RELATIVES
- **26%** HOTELS/MOTELS
- **8%** BED & BREAKFASTS
- **5%** RENTED VACATION HOME

**EXPENDITURES**

- **$2,095** Average spending per PARTY
- **$1,169** Average spending per PERSON
- **$174** Average spending per PERSON per NIGHT

**TOP DESTINATIONS VISITED**

- **64%** ST. JOHN’S
- **24%** GANDER/ TWILLINGATE AREA
- **20%** GROS MORNE AREA
- **19%** CLARENVILLE/ BONAVISTA AREA

**TYPE OF VISIT**

- **35%** VACATION
- **65%** VISIT RELATIVES

**DEMOGRAPHICS**

- **NEARLY 5 IN 10 VISITORS ARE 55 OR OLDER**
- **ALMOST 8 IN 10 VISITORS HAVE AT LEAST A UNIVERSITY DEGREE**
- **ABOUT 5 IN 10 VISITORS EARN $100,000+**

**PLEASURE WALKING**

- **Hiking**
- **Local Cuisine**
- **Exploring Communities**
- **Historic Sites/Museums**
- **Lighthouses**
- **Live Music at Local Pubs**
- **Whale Watching**
- **Galleries & Exhibits**
- **National Parks**
- **Sea Birds Watching**
- **Wildlife Viewing**