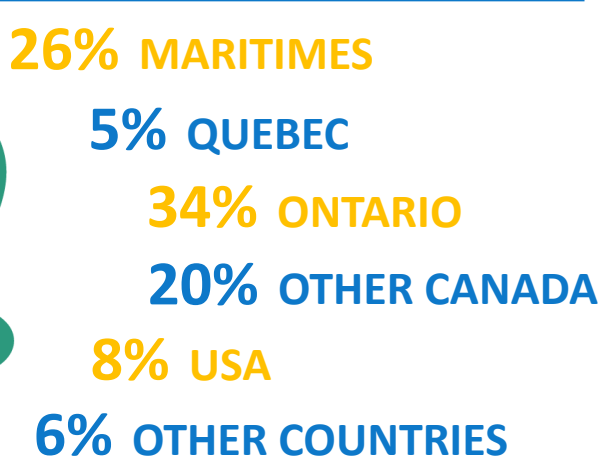


NON-RESIDENT VISITORS

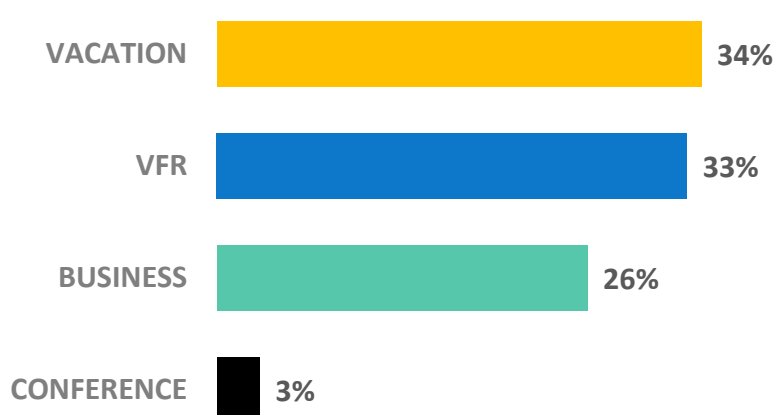
2016 EXIT SURVEY HIGHLIGHTS

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

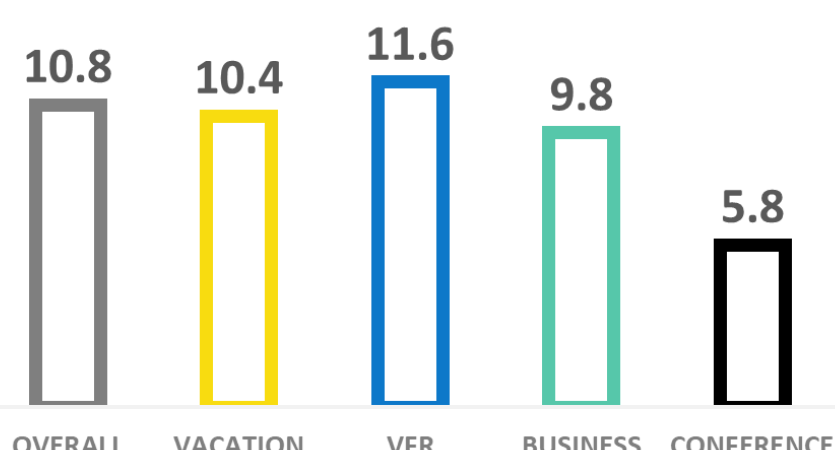


PURPOSE

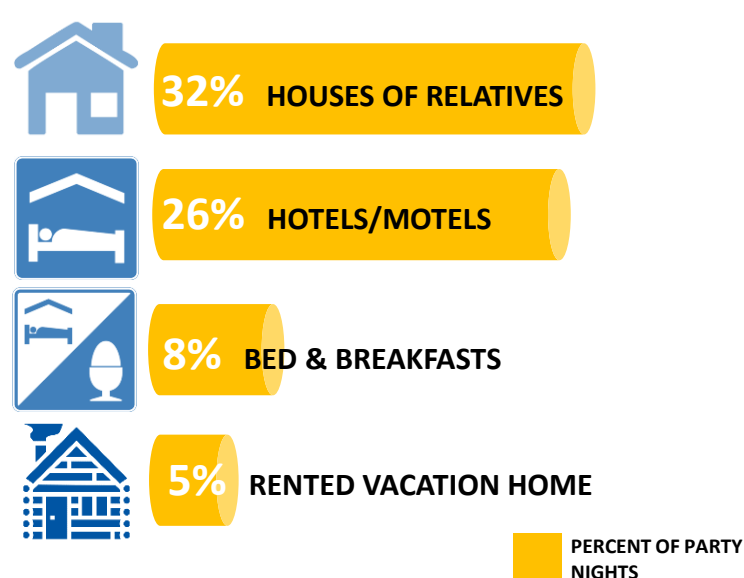


*VISITING FRIENDS AND RELATIVES
PERCENT OF PARTIES

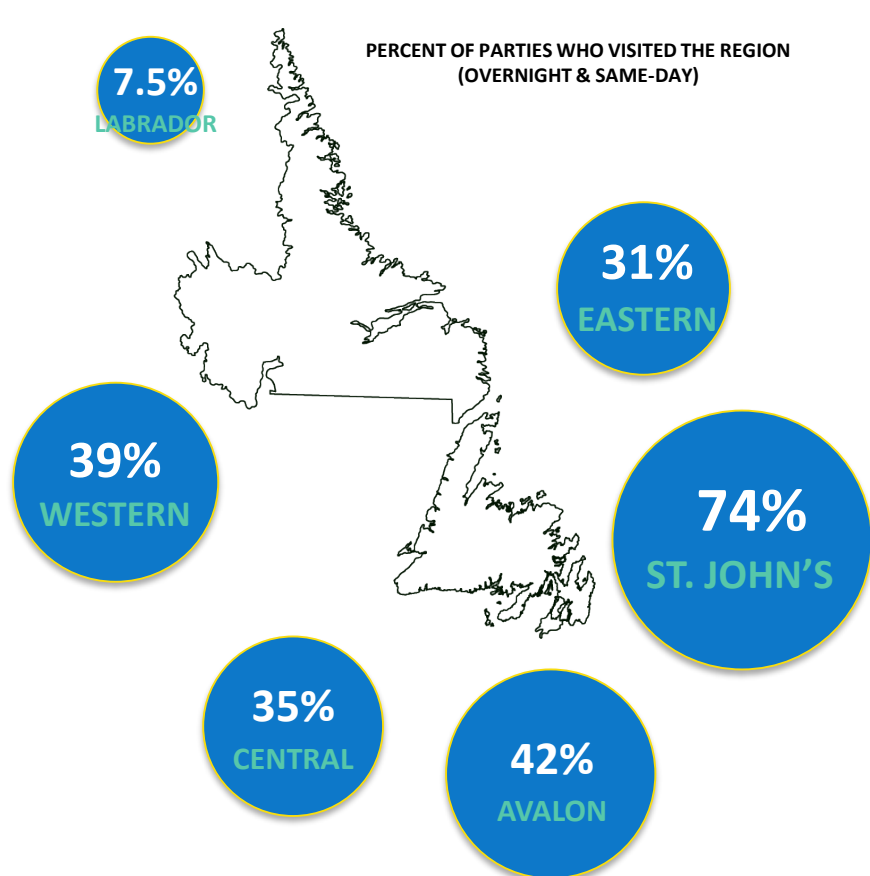
LENGTH OF STAY IN THE PROVINCE (NIGHTS)



TOP ACCOMMODATIONS



VISITATION TO REGIONS

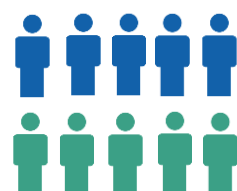


TYPE OF VISIT



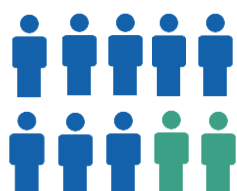
DEMOGRAPHICS

AGE



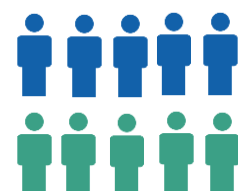
NEARLY 5 IN 10 VISITORS ARE 55 OR OLDER

EDUCATION



ALMOST 8 IN 10 VISITORS HAVE AT LEAST A UNIVERSITY DEGREE

HOUSEHOLD INCOME

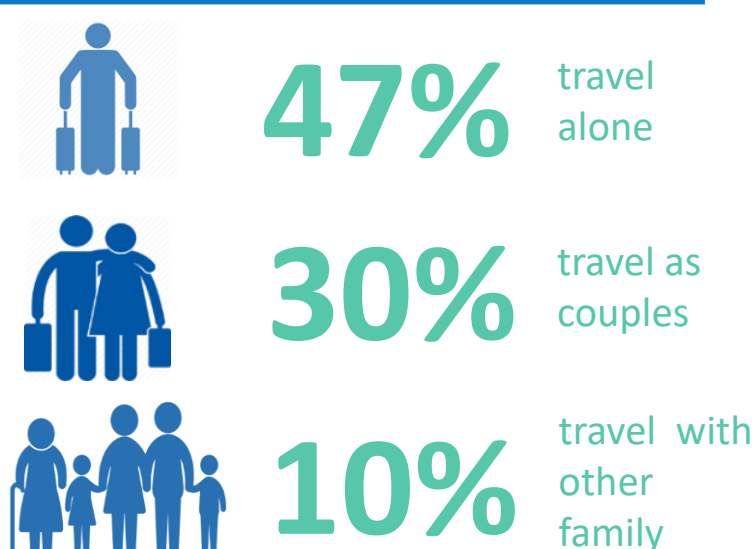


ABOUT 5 IN 10 VISITORS EARN \$100,000+

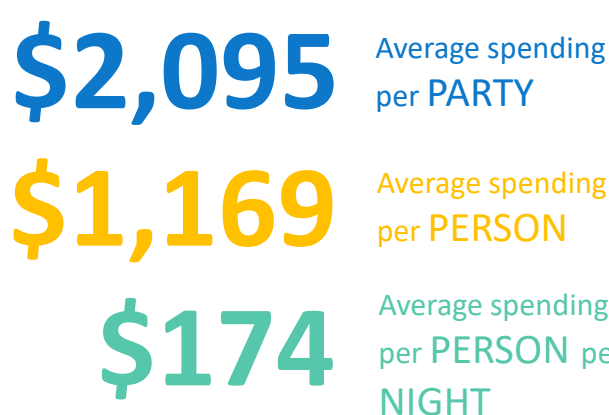
TRAVEL MODE



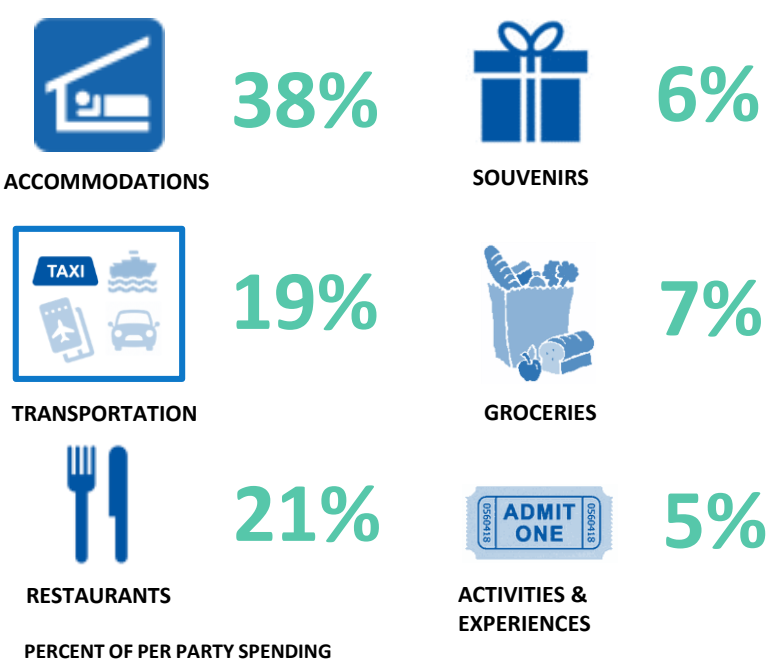
PARTY COMPOSITION



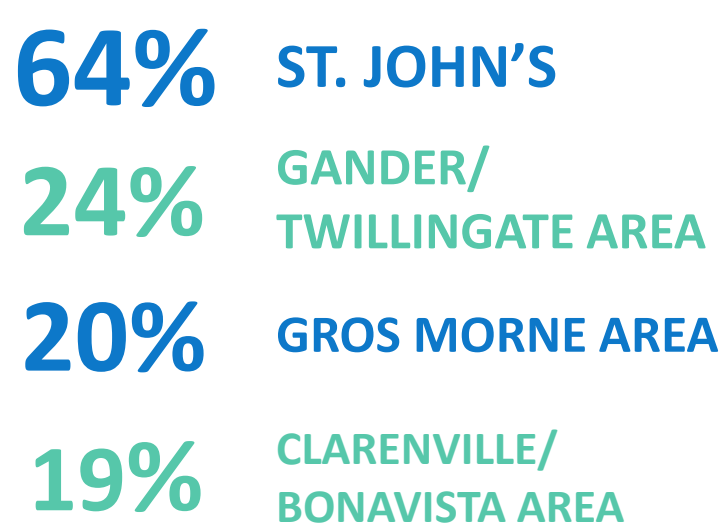
EXPENDITURES



EXPENDITURE PATTERNS



TOP DESTINATIONS VISITED



TOP THINGS TO DO AND SEE

- PLEASURE WALKING
- HIKING
- LOCAL CUISINE
- EXPLORING COMMUNITIES
- HISTORIC SITES/MUSEUMS
- LIGHTHOUSES
- LIVE MUSIC AT LOCAL PUBS
- WHALE WATCHING
- GALLERIES & EXHIBITS
- NATIONAL PARKS
- SEABIRD WATCHING
- WILDLIFE VIEWING