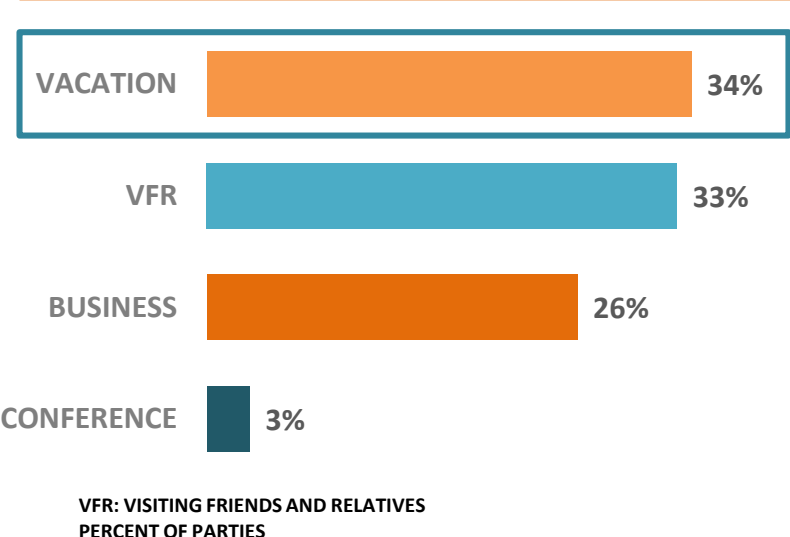


VACATION VISITORS

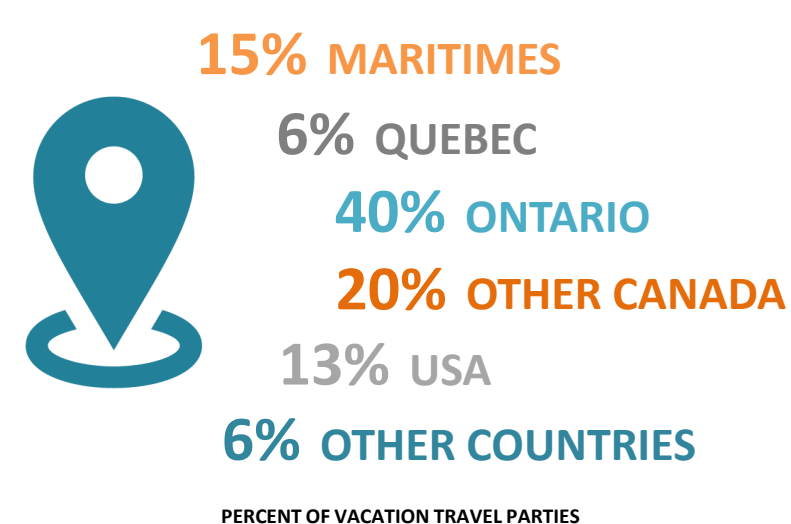
2016 EXIT SURVEY HIGHLIGHTS

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 Argientia) and the major air exit points St. John's, Deer Lake, Gander and Goose Bay. Of all the visitors who travel to the province between May and October, 34% come here for vacation. Results below focus on these vacation visitors.

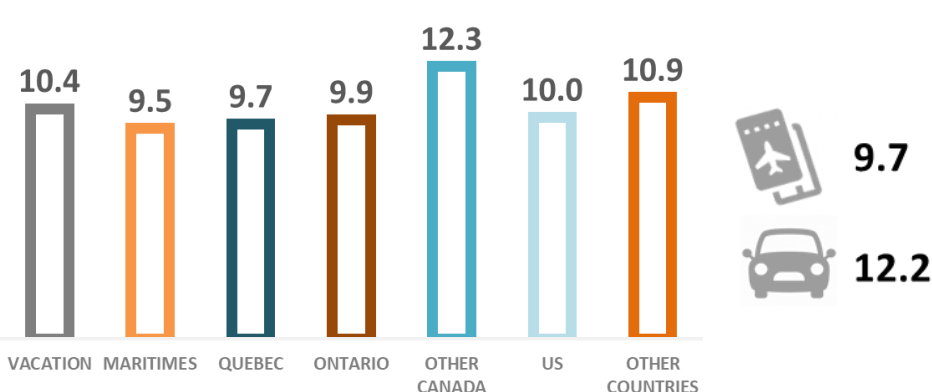
PURPOSE



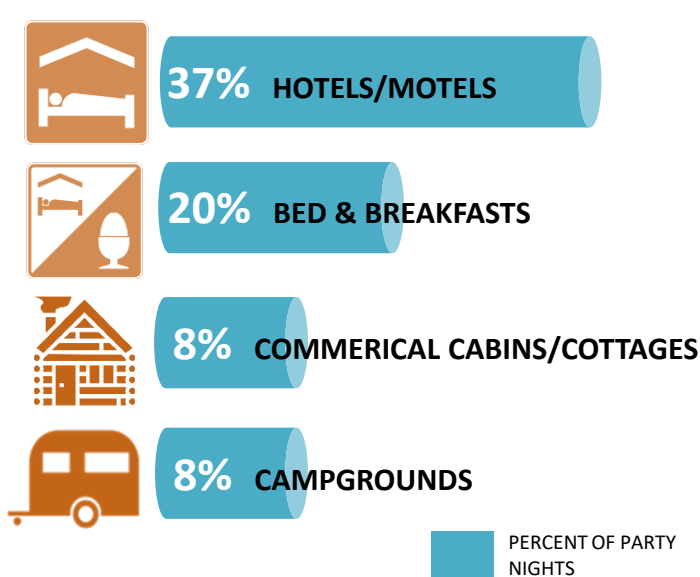
VISITOR ORIGIN



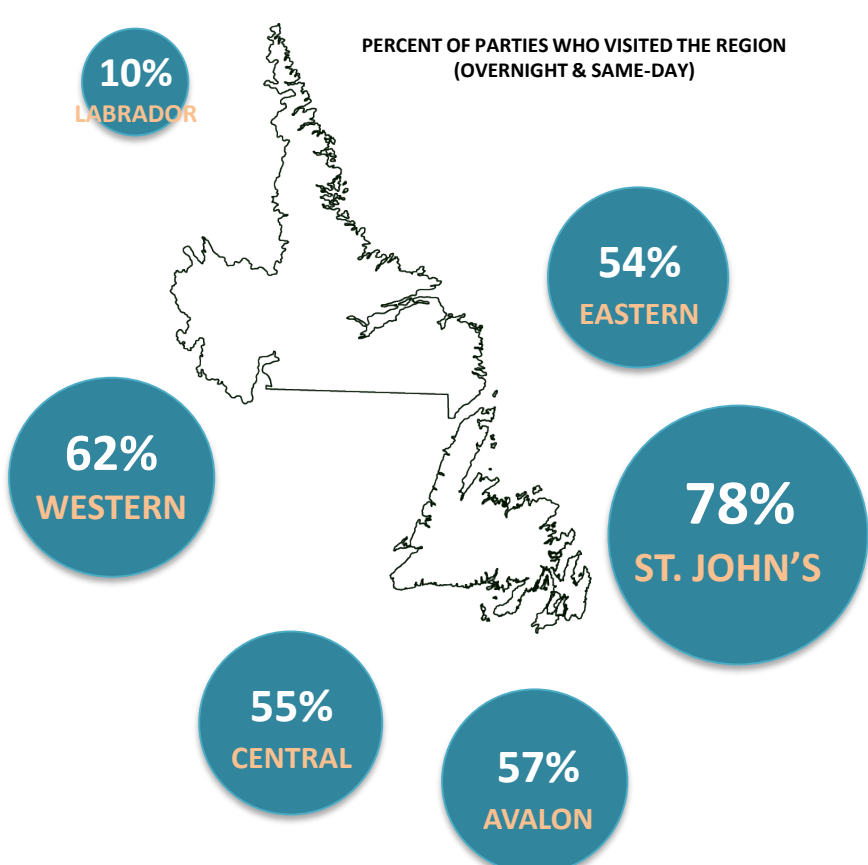
LENGTH OF STAY IN THE PROVINCE (NIGHTS)



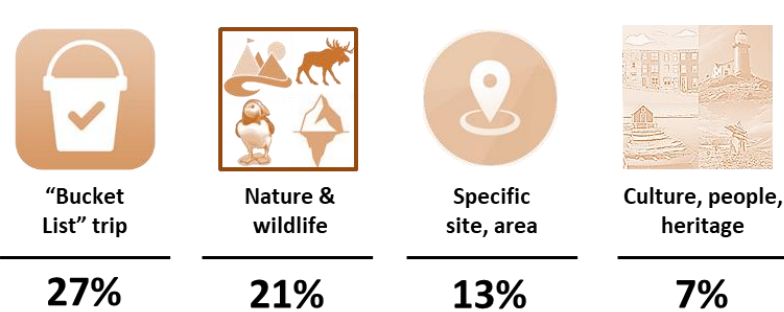
TOP ACCOMMODATIONS



VISITATION TO REGIONS



TOP TRIP MOTIVATORS



DEMOGRAPHICS

AGE



6 IN 10 VACATION VISITORS ARE 55 OR OLDER

EDUCATION



8 IN 10 VACATION VISITORS HAVE AT LEAST A UNIVERSITY DEGREE

HOUSEHOLD INCOME

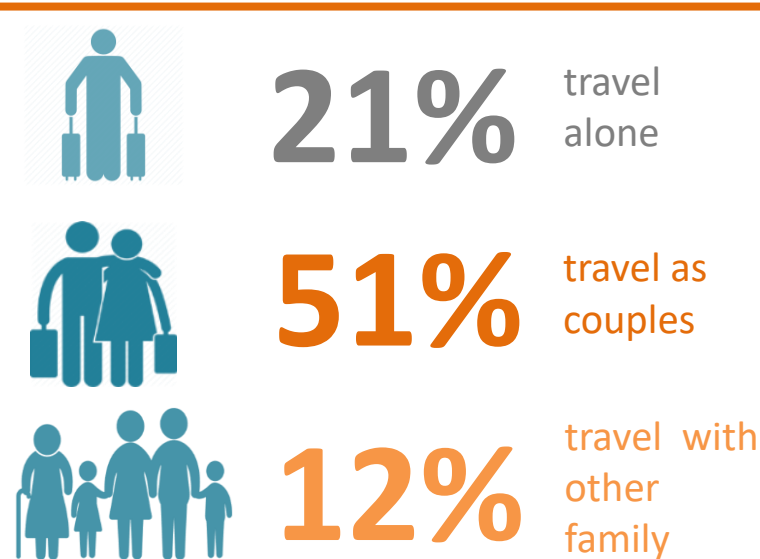


NEARLY 5 IN 10 VACATION VISITORS EARN \$100,000+

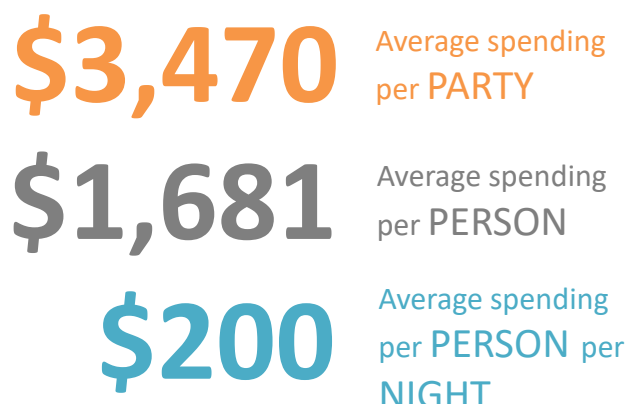
TRAVEL MODE



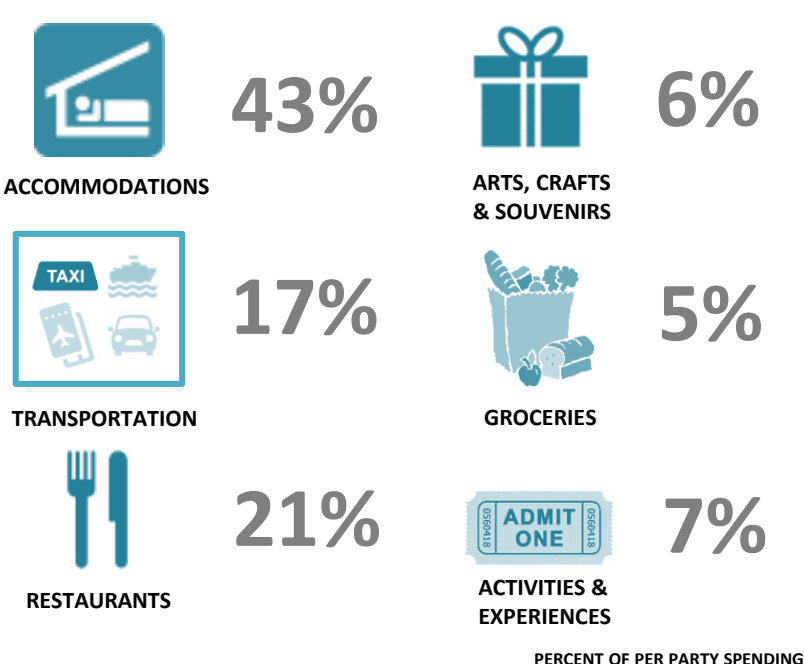
PARTY COMPOSITION



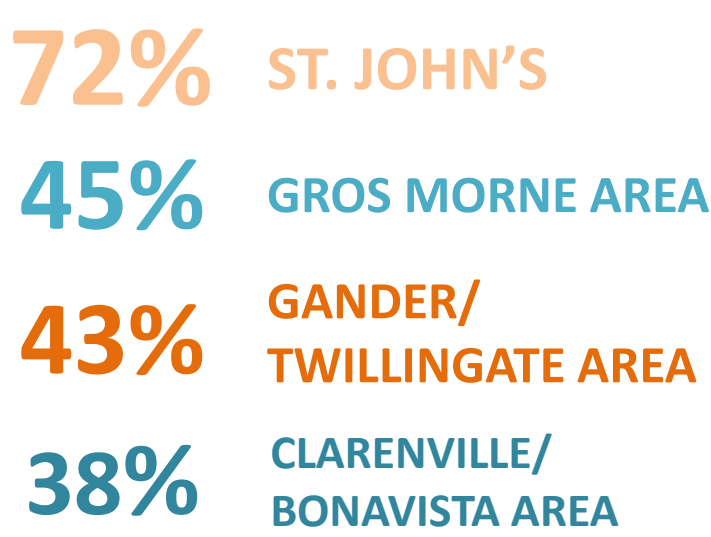
EXPENDITURES



EXPENDITURE PATTERNS



TOP DESTINATIONS VISITED



TOP THINGS TO DO AND SEE

