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. 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**
- 15% Maritimes
- 6% Quebec
- 40% Ontario
- 20% Other Canada
- 13% USA
- 6% Other Countries

### Travel Mode
- 72% of visitors travelled by Air
- 28% of visitors travelled by Auto

### Party Composition
- 21% travel alone
- 51% travel as couples
- 12% travel with other family

### Expenditures
- Average spending per PARTY: $3,470
- Average spending per PERSON: $1,681
- Average spending per PERSON per NIGHT: $200

### Expenditure Patterns
- 43% Accommodations
- 40% Crafts & Souvenirs
- 21% Restaurants
- 17% Transportation
- 6% Groceries
- 5% Entertainment

### Top Destinations Visited
- 72% St. John’s
- 45% Gros Morne Area
- 43% Gander/Twillington Area
- 38% Clarenville/Bonavista Area

### Top Accommodations
- 37% Hotels/Motels
- 20% Bed & Breakfasts
- 8% Commercial Cabins/Cottages
- 8% Campgrounds

### Top Trips to Do and See
- PLEASURE WALKING
- HIKING
- EXPLORING COMMUNITIES

### Top Attractions
- Lighthouses
- Local Cuisine
- National Parks
- Seabird Watching
- Whale Watching
- Galleries/Artists
- Sightseeing/Local Tour
- Nature Parks/Ecological Reserves

### Demographics
- 6 in 10 vacation visitors are 55 or older
- 8 in 10 vacation visitors have at least a university degree
- Nearly 5 in 10 vacation visitors earn $100,000+

### Visitor Exit Survey Highlights
- 2016 Exit Survey Highlights
- Accommodations
- Restaurants
- Groceries
- Activities & Experiences
- Arts, Crafts & Souvenirs
- Transportation
- Local Cuisine
- National Parks
- Seabird Watching
- Whale Watching
- Galleries/Artists
- Sightseeing/Local Tour
- Nature Parks/Ecological Reserves

### Visitor Characteristic
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