Canada

Canadian travellers view Newfoundland and Labrador (NL) as having a unique culture, and describe the province as welcoming, friendly, down-to-earth, authentic, and adventurous.

WHERE THEY COME FROM
- 81% of all vacation visitors to the province arrive from Canada
- 50% of travellers are from Ontario

WHO THEY ARE
- 77% are over the age of 45
- 78% have a post-secondary education
- 47% have a household income of >$100,000

CHARACTERISTICS OF THEIR TRIP
- Travellers arrive by:
  - Air: 73%
  - Car: 27%
- 70% of travellers stay in hotels/motels
- 53% travel as couples with no children
- Air travellers spend more than auto travellers
- Average spend is $3,417
  - Parties from Ontario: $3,750
  - Other Canada: $3,617
- 10.4 nights average length of stay

DESTINATION CANADA’S EXPLORER QUOTIENT

Canadian travellers to NL are primarily made up of two profiles from Destination Canada’s Explorer Quotient (EQ)

AUTHENTIC EXPERIencers
- Middle-aged and older couples and families
- Located in and around Canada’s largest cities and wealthiest neighbourhoods
- Actively use social media and research and book travel online
- Leisure activities include taking in arts, theatre, history, and culture

When travelling, they:
- Enjoy learning about, and interacting with, different cultures
- Connect with local people and history and value unique experiences
- Want to escape the stresses of their daily routines
- Enjoy crossing destinations off their bucket list

REJUVENATORS
- Middle-aged and older couples and families with average incomes
- Rural and suburban, live primarily in suburbs and small towns in Ontario
- Use the internet at below-average rates
- Prefer traditional media like television and radio
- Leisure activities include enjoying nature, hunting, fishing, and camping

When travelling, they:
- Seek nature-centric getaways to recharge their spiritual batteries
- Appreciate a more authentic way of life
- Seek a sense of community and engage in local activities

WHEN THEY VISIT
- 70% arrive between June and August
- Arrive between May 8, Jun 14, Jul 26, Aug 30, Sep 17, Oct 5

TOP FIVE IMPRESSIONS OF NL
1. Beautiful outdoor scenery and landscapes
2. People are friendly and welcoming
3. Authentic Canadian experiences
4. Proud to tell people I have visited
5. Great place to see wildlife in its natural habitat
They are attracted by our natural environment, wildlife, attractions, and our unique blend of culture, history, and heritage. Canadian travellers see NL as a bucket list destination.

WHY THEY CHOSE NL

63% are first-time visitors
7% chose NL based on word-of-mouth recommendations from peers

TOP EXPERIENCES

OUTDOOR

- 79% HIKING
- 60% VISITING NATIONAL PARKS
- 55% SEABIRD WATCHING
- 53% WHALE WATCHING

CULTURAL

- 80% Historic Sites
- 78% EXPLORING SMALL COMMUNITIES
- 76% LIGHTHOUSES
- 72% CULINARY
- 79% GALLERIES/EXHIBITS

TRIP PLANNING

Canadians prefer to plan online, but still value traditional/offline sources. When here on the ground, travellers rely on printed brochures, local tourism service personnel and residents, along with the NL Traveller’s Guide.

On average, Canadians begin planning their trip 4.5 months prior to arrival.

1-3 MTH: 37%
4-6 MTH: 37%
7-12 MTH: 16%

PLANNING WEBSITES (BY TYPE)

1. Destination
2. Accommodations
3. NewfoundlandLabrador.com
4. Attractions/activities
5. Traveller reviews

94% of travellers share their NL travel experiences

62% EMAIL OR TEXT
53% FACEBOOK
23% TRIPADVISOR

57% of travellers use Visitor Information Centres (VICs)

90% OBTAINED BROCHURES AND MAPS
40% RECEIVED TRIP PLANNING ASSISTANCE
8% BOOKED ACCOMMODATIONS ON-SITE

Facebook is the most popular social media planning tool before/during travel.

SOURCES FOR SELECTING ACCOMMODATIONS

1. Website of specific accommodations
2. Online hotel search/booking sites
3. TripAdvisor
4. NL Traveller’s Guide
5. NewfoundlandLabrador.com

Sources: 2016 Provincial Visitor Exit Survey – Newfoundland and Labrador Tourism (Results based on peak travel season May-October) | 2018 Global Tourism Watch – Destination Canada