Vacation travellers from international markets (excluding the US) are intrigued by Newfoundland and Labrador’s natural beauty and natural attractions such as icebergs, landscapes, and wildlife. A large share of these visitors are from Europe and they are particularly interested in outdoor activities such as hiking.

**WHERE THEY COME FROM**

- 32% of international visitors are from the UK (2.1% of all vacationers to NL)
- 18% of international visitors are from Germany (1.2% of all vacationers to NL)

**TOP 3 INTERNATIONAL SOURCE MARKETS**

- UK 2.1%
- Germany 1.2%
- Australia 0.8%

**WHO THEY ARE**

- 72% are over the age of 45
- 54% are 55+
- 81% have a post-secondary education
- 43% have a household income of >$100,000
- 75% are first-time visitors

**CHARACTERISTICS OF THEIR TRIP**

- 48% of international vacationers travel as couples with no children
- 55% of UK visitors
- 49% of German visitors
- 75% of travellers stay in hotels/motels
- Average spend is $3,446
- 10.9 nights

11.3 UK | 13.1 Germany
WHY THEY CHOSE NL

- 46% Nature & Wildlife
- 10% Specific Areas
- 9% Bucket List
- 6% Outdoor Activities
- 6% People Culture Heritage

Top sites of interest include East Coast Trail, Gros Morne National Park, and St. John's.

TOP EXPERIENCES

OUTDOOR
- 87% Walking In and Around Communities
- 82% Hiking
- 66% Seabird Watching
- 58% Visiting National Parks
- 53% Iceberg Viewing

CULTURAL
- 78% Lighthouse Experiences
- 76% Historic Sites
- 67% Culinary
- 61% Exploring Small Communities
- 43% Galleries/Exhibits

TRIP PLANNING

International visitors prefer to plan online but still value traditional/ offline resources such as printed brochures, printed travel guide books, the NL Traveller’s Guide, and personal recommendations.

On average, International vacationers begin planning their trip 5.8 months in advance.

TOP TRIP PLANNING SOURCES USED PRIOR TO TRAVELLING
1. Destination websites
2. Local accommodation websites
3. Attraction websites
4. NewfoundlandLabrador.com
5. Printed travel guide books

TOP SOURCES FOR SELECTING ACCOMMODATIONS
- 68% Online Hotel Search/Booking Sites
- 32% Accommodation Websites
- 6% Trip Advisor

This market is significantly more likely to use VICs compared to the US and Canada.

Source: 2016 Provincial Visitor Exit Survey – Newfoundland and Labrador Tourism. Results based on peak travel season May - October.