Vacation travellers from the USA are attracted to Newfoundland and Labrador by its nature and wildlife, seeking experiences in a destination they have always wanted to visit. More than any other market, this market is also interested in experiencing the province’s hunting and fishing opportunities.

**WHERE THEY COME FROM**

- Over 1/3 of US vacationers are from the New England 18% and Mid-Atlantic 17% states, making these states key for NL within the US market, but visitors come from all corners of the US.
  - New York 9%
  - Florida 8%
  - Massachusetts 7%
  - California 6%
  - Pennsylvania 6%

**WHO THEY ARE**

- 45% are over the age of 45
- 63% are 55+
- 95% have a post-secondary education
- 63% have a household income of >$100,000
- 76% are first-time visitors

**CHARACTERISTICS OF THEIR TRIP**

- While most American visitors travel to the province by air, the drive market is strong among US vacationers, with more travelling by car at 36% compared to vacation visitors overall at 28%
- 72% of travellers stay in hotels/motels
- 46% travel as couples with no children

**DESTINATION CANADA’S EXPLORER QUOTIENT**

The Explorer Quotient provides tourism businesses with valuable insights into why and how different people like to travel. Going beyond traditional market research, it takes a deeper look at individuals’ personal beliefs, social values, and worldviews. From this data, we glean why different types of travellers seek out entirely different travel experiences.

**ARRIVE BY**

- 36% by car
- 64% by air

**US travellers are primarily made up of Older Authentic Experiencers:**

- Older couples and families – largely aged 55+
- Well-educated empty nesters that work in (or retired from) white-collar careers.
- They tend to own their homes and earn above-average incomes.
- They plan their trips in advance – requesting literature prior to their trip and are more likely to visit in the summer months.
- Older Authentic Experiencers consume print media and TV at high rates and are receptive to outdoor advertisements. Although less engaged on social media, this group is comfortable with planning and booking travel online.

**VACATION VISITOR PROFILE**

- The US is NL’s second-largest source market after Canada, accounting for 13% of all vacation visits
- 73% of US vacation visits occur from July to September
- 45% of US vacationers are from the New England states, making these states key for NL within the US market, but visitors come from all corners of the US.
  - New York 9%
  - Florida 8%
  - Massachusetts 7%
  - California 6%
  - Pennsylvania 6%

**WHEN THEY VISIT**

- 1/3 of US vacationers are from the New England states, making these states key for NL within the US market, but visitors come from all corners of the US.
  - New York 9%
  - Florida 8%
  - Massachusetts 7%
  - California 6%
  - Pennsylvania 6%
WHY THEY CHOSE NL

23% Nature & Wildlife
18% Bucket List
16% Specific Areas
12% Hunting / Fishing
7% People Culture Heritage

Top sites of interest include: L’Anse aux Meadows, Gros Morne National Park, Fogo Island, & Western NL

TOP EXPERIENCES

OUTDOOR
79% Walking In and Around Communities

CULTURAL
71% Exploring Small Communities

HISTORIC SITES
70%
LIGHTHOUSES
74%
CULINARY
64%
GALLERIES/ EXHIBITS
43%

TRIP PLANNING

American visitors prefer to plan online but still value traditional/offline resources such as the NL Traveller’s Guide and personal recommendations.

On average, Americans begin planning their trip 6.2 months in advance

TOP TRIP PLANNING SOURCES USED PRIOR TO TRAVELLING
1. Destination websites
2. Local accommodation websites
4. Attraction websites
5. Review websites
6. NewfoundlandLabrador.com

TOP SOURCES FOR SELECTING ACCOMMODATIONS

ACCOMMODATION WEBSITES
58%

TOP TRIP PLANNING SOURCES USED DURING TRAVEL
1. Local residents
2. Local service personnel
3. Printed brochures
4. Destination websites
5. NL Traveller’s Guide

VICS ARE IMPORTANT FOR US AUTO TRAVELLERS
75% USED A VIC

49% USED A VIC SPECIFICALLY FOR TRIP PLANNING ASSISTANCE

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