

# 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.

## 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

## WHERE THEY COME FROM

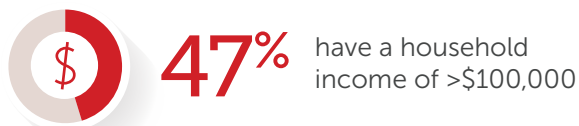
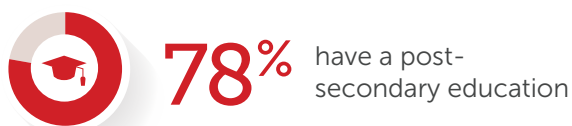


## WHEN THEY VISIT

70% arrive between June and August



## WHO THEY ARE



## CHARACTERISTICS OF THEIR TRIP

Travellers arrive by



Air travellers spend 52% more than auto travellers



Average spend is

**\$3,417**

Parties from Ontario \$3,750 and Other Canada \$3,617 spend above average

## 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

## WHY THEY CHOSE NL

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.



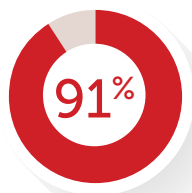
**63%**  
are first-time  
visitors



chose NL based on  
word-of-mouth  
recommendations  
from peers

## TOP EXPERIENCES

### OUTDOOR



Walking In and  
Around Communities

 **79%** HIKING

 **60%** VISITING  
NATIONAL  
PARKS

 **55%** SEABIRD  
WATCHING

 **53%** WHALE  
WATCHING

### CULTURAL



Historic Sites

 **78%** EXPLORING  
SMALL  
COMMUNITIES

 **76%** LIGHTHOUSES

 **72%** CULINARY

 **79%** GALLERIES/  
EXHIBITS

## TRIP PLANNING

Canadians prefer to **book 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%**

### TOP PLANNING WEBSITES (BY TYPE)

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

### TOP SOURCES FOR BOOKING ACCOMMODATIONS

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



of travellers  
share their  
NL travel  
experiences

 **62%** EMAIL OR TEXT

 **53%** FACEBOOK

 **23%** TRIPADVISOR



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



of travellers use  
Visitor Information  
Centres (VICs)

 **90%** OBTAINED  
BROCHURES  
AND MAPS

 **40%** RECEIVED  
TRIP PLANNING  
ASSISTANCE

 **8%** BOOKED  
ACCOMMODATIONS  
ON-SITE