

# International

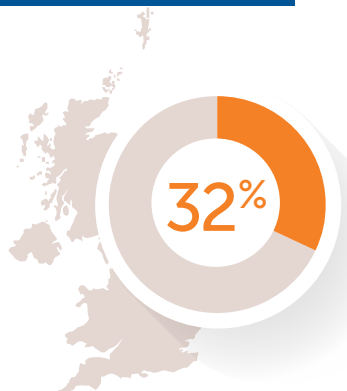
Vacation travellers from international markets (excluding the US) are intrigued by Newfoundland and Labrador's natural beauty and natural attractions such as icebergs, landscapes, and wildlife. A large share of these visitors are from Europe and they are particularly interested in outdoor activities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

## 6%

of NL vacation visitors are from international markets, half of which originate from the UK and Germany.

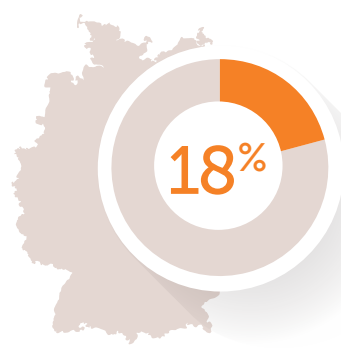


## WHERE THEY COME FROM



of international visitors are from the **UK**

**2.1%** of all vacationers to NL



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

**10.9**  
nights

average length of stay  
**11.3** UK | **13.1** GERMANY

Average spend is

**\$3,446**

## WHY THEY CHOSE NL



**46%**  
Nature & Wildlife



**10%**  
Specific Areas

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



**9%**  
Bucket List



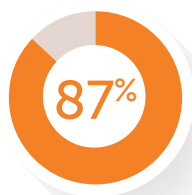
**6%**  
Outdoor Activities  
Hiking & Camping



**6%**  
People Culture Heritage

## TOP EXPERIENCES

### OUTDOOR



Walking In and Around Communities



**82%** HIKING



**66%** SEABIRD WATCHING

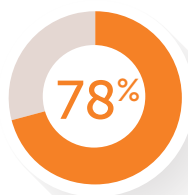


**58%** VISITING NATIONAL PARKS



**53%** ICEBERG VIEWING

### CULTURAL



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 TRIP PLANNING SOURCES USED DURING TRAVEL

1. Printed brochures
2. Local service personnel
3. Local residents
4. Attraction websites
5. NL Traveller's Guide

### TOP SOURCES FOR SELECTING ACCOMMODATIONS



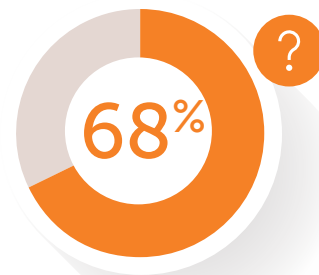
ONLINE HOTEL SEARCH /BOOKING SITES



ACCOMMODATION WEBSITES



TRIP ADVISOR



of international travellers use Visitor Information Centres (VICs)

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