

Newfoundland and Labrador Resident Travel Survey

February 2024

Background and Survey Methodology

- In 2023, resident travel remained a significant component of tourism activity in the province. To evaluate in-province peak season (May to October) 2023 resident travel and to inform marketing campaigns and experience development, the Department of Tourism, Culture, Arts and Recreation conducted a survey with NL residents to find out about their trips during the peak season 2023, including trip purpose, participation in activities and experiences, spending, use of accommodations, as well as their travel intentions for next 12 months
- The NL resident travel survey was conducted online between November 8 and November 22, 2023; the sample included 600 NL residents age 18 or older. Survey results were weighted by age, gender and region of residence and are representative of the province's adult population (age 18 and older). Where possible, comparisons to the 2021 and 2022 peak seasons have been included

Abbreviations: VFR (trip purpose) – visiting friends and relatives

Key Insights



When it comes to leisure travel, residents have put any remaining pandemic concerns on the backburner and increased travel once again in 2023. As more residents took overnight pleasure trips, travel patterns continue to change, impacting how much (number of trips) and for what reason (e.g. vacation, VFR) residents travel in their home province. Three-year trending indicates that residents are most likely to take just one or two in-province overnight pleasure trips during the peak season, staying 3-4 nights away from home, with most of their trips taken to visit family and friends (VFR)



During the peak season 2023, most overnight pleasure trips residents took were within the province. However, travel incidence within the province decreased slightly while it increased to other destinations outside Canada and remained the same as in 2022 to destinations in Canada. For a second year in a row, VFR travel dominated in 2023. However, shorter in-province trips (1-2 nights) decreased, resulting in a small increase in average trip length. Additionally, the predominant reason among travellers for not travelling in-province was a trip to another province, suggesting that amid increased financial concerns, residents have to make tough decisions about where to spend their travel dollars



In-province travel has provided residents with the opportunity to experience many memorable moments with family and friends with whom they have been spending time during their in-province trips over the past few seasons. It will likely continue to be a major motivator for future trips, and building on residents' positive experiences during the past seasons will not only be a critical factor in maintaining the travel momentum but also for enticing residents to do more and spend more



Although intentions for in-province travel in 2024 remain strong, more and more residents are impacted by concerns over travel affordability, rising travel costs as well as inflation and the increasing cost of living. Understanding residents' sense of value will continue to be critical for the province's ability to motivate residents to continue to travel at home, especially for vacation. In 2023, a significant increase in residents' satisfaction levels with 'value for money' for their in-province trips may be an indication that residents appreciate travel opportunities at home that fit their travel budgets. Facing their economic realities, residents are likely to be receptive to travel deals and packages which could push them to take a trip at home as they may feel the need to reconsider more expensive out-of-province travel options

Summary

Financial Situation of NL Households

- Most residents indicated that their household finances are unchanged (39%) while significantly fewer residents are better (12%) or much better (3%) off than they were a year ago. However, nearly half of residents reported that their household finances are worse or much worse off, with those residents aged 35-54 significantly more likely to indicate that their household finances are much worse off
- Four in five residents made various large purchases in 2023, including the purchase of electronic devices, home renovations, home furnishings, appliances and vehicles, indicating that a large share of residents does have some discretionary spending power. When it comes to spending on travel, the same share of residents reported spending on a vacation trip in the province and in Canada as did in 2022 while significantly more residents spent money on a vacation trip outside Canada, suggesting that travel patterns might be returning to what they were pre-pandemic

Peak Season Travel in NL (May to October 2023)

- **May to October Travel:** 42% percent of residents took an overnight pleasure trip within the province during the peak season 2023, averaging 1.8 in-province trips. While in-province travel continued to dominate residents' travel activity, more residents than in 2022 took overnight trips to other destinations outside Canada. Among residents who did not take an overnight trip in 2023, concerns over the cost of travel, affordability, other priorities and inflation were top barriers to travelling, affecting a higher share of residents
- **Trip Purpose:** As in 2022, VFR travel dominated in 2023, with nearly half of residents travelling for this purpose. This compares to 34% of residents who travelled for vacation. Residents also tended to go on more than one trip for the same purpose as well as on multiple trips for different purposes
- **Top In-province Destinations:** As in 2022, St. John's/North East Avalon and the Central region were the most popular destinations, in terms of share of residents visiting, share of trips taken and share of nights. While residents spent on average of 3.7 nights away from home during their trips, stays in Labrador (4.6 nights) and the Central region (4.6 nights) exceeded this average. Top destinations varied somewhat by trip purpose, with the Capital region staying popular regardless of trip purpose. Eastern (41%) and Western (39%) region residents were by far the most likely to have taken at least one overnight pleasure trip within their own region

Summary

- **Travel Parties:** Residents were most likely to travel with a spouse or partner only (36%). 19% of residents travelled with children under the age of 12 and 12% with teenaged children (12-17 years), indicating that families with children remain a significant travel segment
- **Accommodations used:** While 2 in 5 residents (39%) reported that they stayed in a hotel, motel or resort during their trips, generally the most popular type of accommodation used, for the first time in 3 years, just as many residents stayed with family or friends (41%). 1 in 5 residents stayed in other types of paid accommodations such as vacation homes, cabins, cottages and private houses not owned by family or friends. At 11%, the use of campgrounds was similar to previous years. To book their paid accommodations, more residents than in 2022 booked with the accommodation provider directly either by phone and fewer online, while the use of online travel agencies and short-term rental platforms remained at 2022 levels
- **Top Activities & Attractions:** As in 2022, on their peak season trips within the province, residents were most likely to take in local restaurants, walking and hiking trails, beaches, local pubs and bars as well as historic sites but to a lower extent than in previous years. As well, participation in specific activities remained generally low with the exception of hiking and walking
- **Most Memorable Moments:** As in 2021 and 2022, by far the most memorable moments of residents' trips included spending time with family and friends. The province's nature and scenery, sampling local food and meeting friendly people provided highlights for many others. Residents were generally highly satisfied with many aspects of their trips, most notably with restaurants, accommodations, and customer service whereas satisfaction with value for money, signage and public transportation was lagging other trip aspects. Based on this year's travel experiences, the vast majority of NL residents (94%) said they would consider taking an overnight pleasure trip in NL again in 2024, while 86% of residents would highly recommend the province as a vacation destination
- **Trip Spending:** Spending on in-province trips by residents was typical given the types and length of trips they took, with spending per trip averaging \$560, slightly higher than in 2022 (\$512). Spending for the majority of trips (55%) remained below \$500. Representing only 1% of trips, spending of \$3,000 or more per trip was rare. Spending levels varied by trip purpose, with those residents taking vacation trips spending more per trip (\$710) than those travelling for VFR (\$428) or those taking a getaway trip (\$510)

Summary

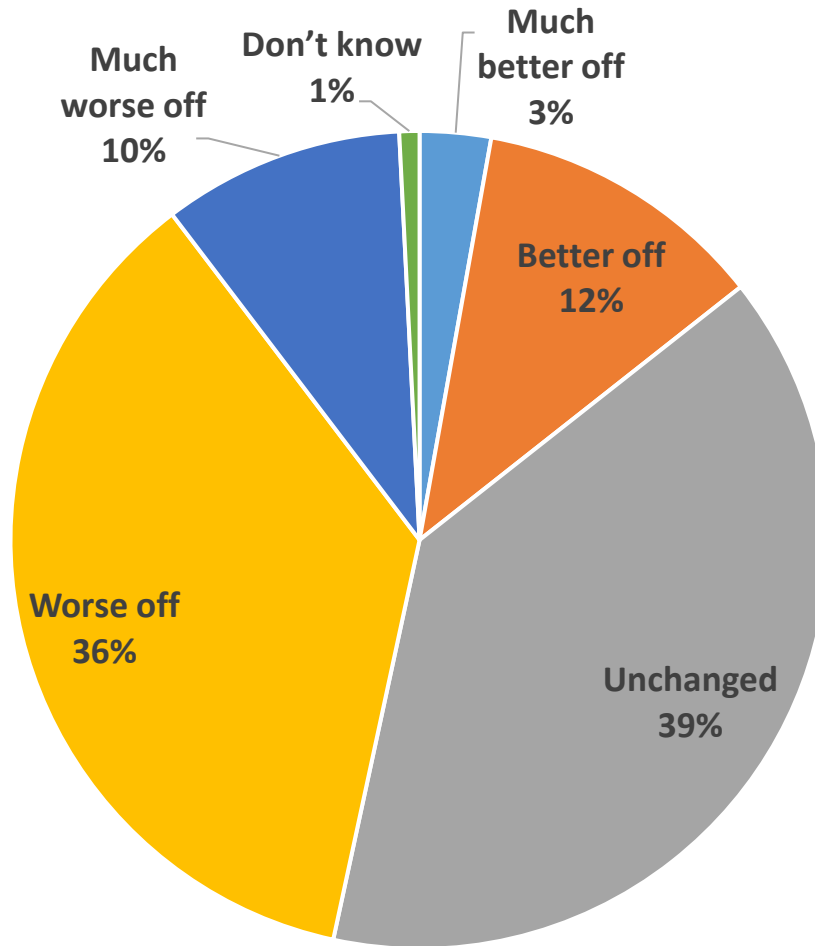
2023-2024 Travel Intentions – Next 12 Months

- **Future Travel Intentions:** Just under half of residents are planning to take an overnight pleasure trip in NL between November 2023 and October 2024. One quarter of residents currently do not have any plans to travel in-province in the next 12 months. In-province travel intentions are consistent among residents of all age groups. Of those who currently do not have in-province travel plans, 30% are planning trips to other destinations while over 2 in 5 (44%) have no other travel plans at all. Travel intentions among residents remain at similar levels as in the past 2 years
- **Barriers to Travel:** While apprehensions related to COVID still weigh on a small share of residents (6%) when it comes to travel in the next 12 months, affordability of travel, travel costs and high gasoline prices are increasingly impacting residents' travel plans, trending again as top barriers to in-province travel and affecting a higher share of residents in 2023 than in 2022
- **Trip Timing – next 12 months:** Among residents with in-province travel plans for the next 12 months, travel during the peak months July and August 2024 is the most favoured, with 57% of residents planning to do so, while the spring shoulder (May/June – 30%) is also promising some potential. 23% of those with travel plans indicated they might take an in-province overnight pleasure trip during the winter (December through March), well below the 34% of residents who indicated to do so in the 2022 survey

Financial Situation of Households

How has your household's financial situation changed compared to 12 months ago?

All residents (n=600)



Change in household financial situation compared to 12 months ago, by age

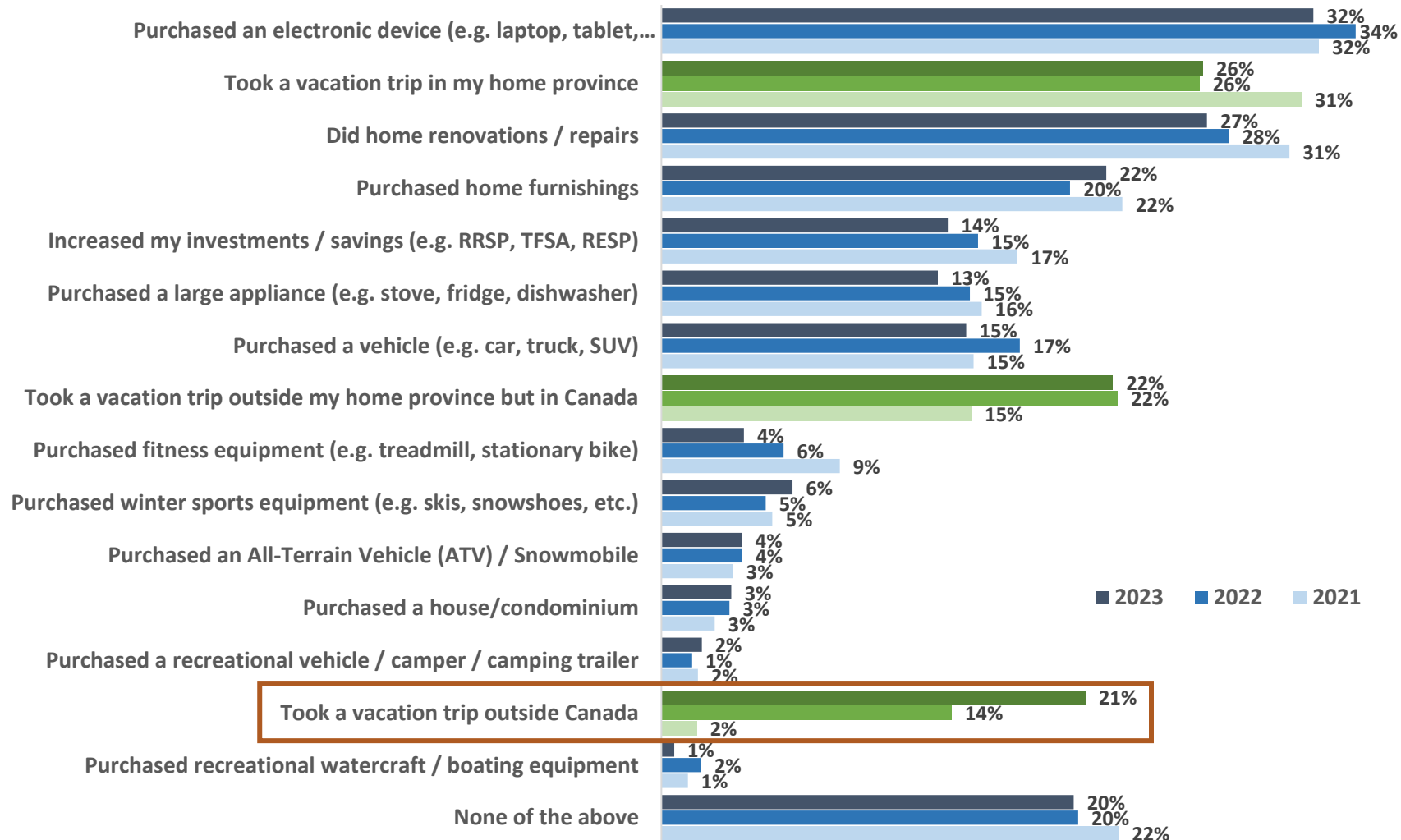
| | 18-34 | 35-54 | 55+ |
|-----------------|-------|-------|-----|
| Much better off | 8% | 3% | 1% |
| Better off | 18% | 14% | 7% |
| Unchanged | 33% | 32% | 46% |
| Worse off | 28% | 37% | 40% |
| Much worse off | 10% | 14% | 6% |

- Pleasure travel is dependent on available discretionary household funds which have been impacted by the rising costs of living over the past years, including high levels of inflation and interest
- At 39%, the largest share of residents indicated that their household finances are unchanged compared to a year ago
- Over one third, however, reported that their finances are worse off (36%), with another 10% being much worse off
- A comparatively small share of residents indicated that they are financially much better (3%) or better off (12%)
- The change in households' financial situation varies by age, with significantly more of those aged 18 to 34 reporting that they are better or much better off than residents of older age groups
- Whereas those aged 55+ are the most likely to indicate that their financial situation is unchanged, residents aged 35 to 54 are the most likely to report to be financially much worse off

Large Purchases by Residents

Have you done any of the following in 2023?

All residents (n=600 [2023, 2022] / n=530 [2021])



- In terms of large purchases residents made in 2023, electronic devices (32%), home renovations (27%), in-province vacations (26%) and vacations in Canada (22%) received top mentions
- 1 in 5 residents purchased home furnishings (22%) while more than 1 in 10 purchased a vehicle (15%) and increased investments/savings (14%)
- 20% of residents did not make any of these purchases, with residents aged 55+ the most likely not to make any of these purchases (24%) compared to just 12% among those aged 18-34
- While large purchase patterns among residents did not change much in 2023 compared to 2021 and 2022, travel patterns among residents appear to be resetting from pandemic levels
- Most notably, the share of residents taking vacation trips abroad jumped from 14% in 2022 to 21% in 2023 while the same shares of residents as in 2022 took vacation trips in the province (26%) and out of province in Canada (22%)

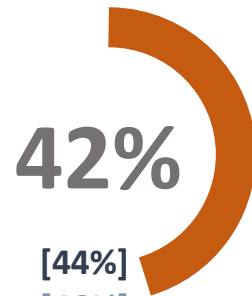
Peak Season Travel

Did you take an overnight pleasure trip between May and October 2023?

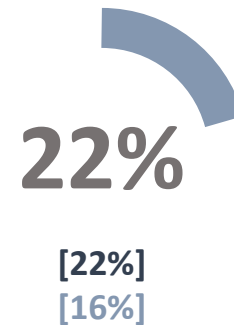
All residents (n=594)



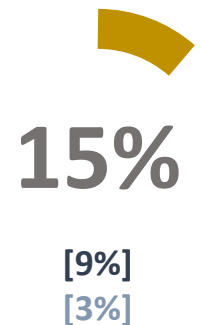
In-province



In Canada (outside NL)



Other destinations (outside Canada)



- During the May to October 2023 period, nearly 3 in 5 NL residents (58%) took an overnight pleasure trip, up from 55% during the same period in 2022
- As in previous years, residents mostly travelled in-province, with over 2 in 5 (42%) doing so. This compares to 22% of residents who travelled outside the province to other destinations in Canada and 15% who travelled abroad
- ON and NS were by far the top destinations residents visited outside their own province, followed by QC and AB, with Florida, Nevada and the Caribbean topping destinations outside of Canada
- With the COVID emergency behind, residents continue to feel more comfortable travelling, with pleasure travel abroad in particular gaining additional steam compared to 2022
- While in-province travel has remained at similar levels over the past 3 seasons, it is interesting to note that domestic travel did not further increase in 2023

Peak Season Travel

Did you take an overnight pleasure trip between May and October 2023?

By Age

| | All residents | 18-34 | 35-54 | 55+ |
|-------------------------------|---------------|------------|------------|------------|
| Sample size | 594 | 81 | 204 | 309 |
| Overnight trip | 58% | 61% | 59% | 55% |
| Overnight trip in NL | 42% | 39% | 44% | 43% |
| Overnight trip in Canada | 22% | 28% | 23% | 20% |
| Overnight trip outside Canada | 15% | 18% | 16% | 12% |

By Region of Residence

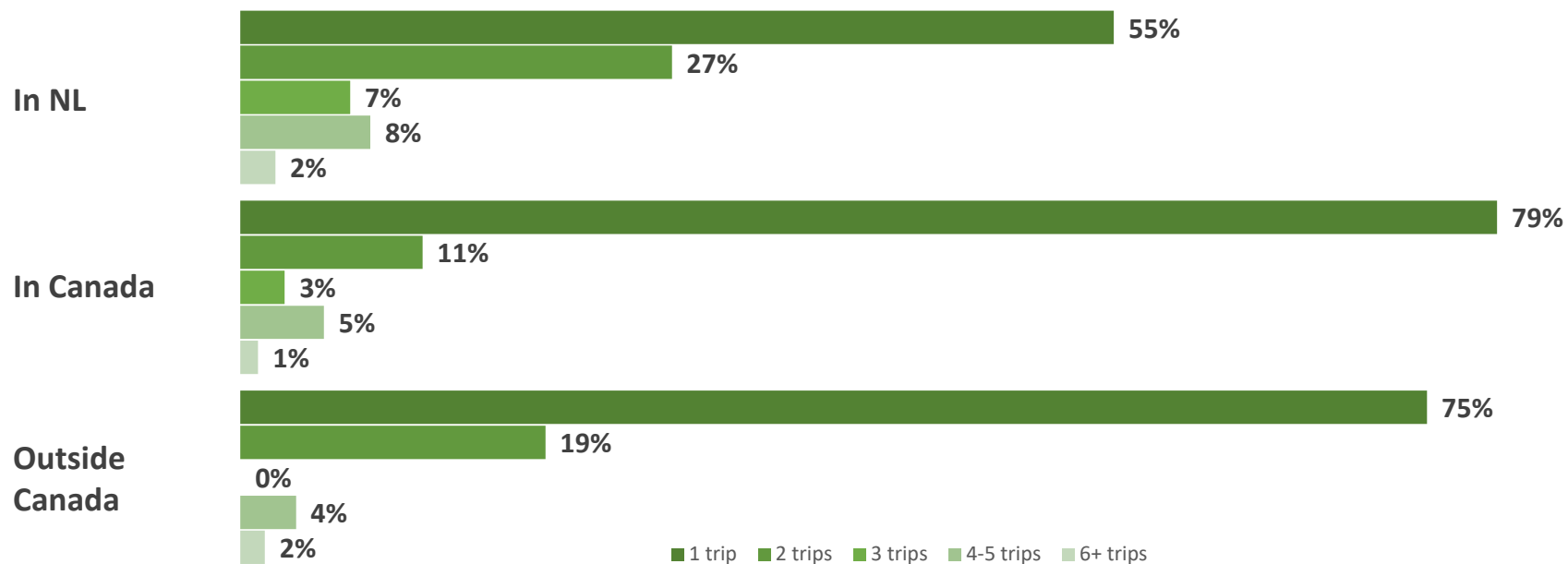
| | All residents | St. John's | Other Eastern | Central | Western/ Labrador |
|-------------------------------|---------------|------------|---------------|------------|-------------------|
| Sample size | 594 | 297 | 107 | 102 | 88 |
| Overnight trip | 58% | 59% | 56% | 65% | 52% |
| Overnight trip in NL | 42% | 38% | 43% | 54% | 43% |
| Overnight trip in Canada | 22% | 27% | 18% | 26% | 16% |
| Overnight trip outside Canada | 15% | 19% | 12% | 13% | 9% |

- Travel incidence overall, as well as rates of travel within the province and travel outside the province within Canada were similar across all age groups. Travel incidence particularly increased among residents aged 18-34 (61%) compared to 2022 (52%), driven by a significant increase in travel outside Canada
- Residents of all ages were similarly likely to take an overnight trip in NL as well as to other destinations in Canada and abroad, with the incidence for in-province travel staying similar to 2022
- Residents of all regions in the province were equally likely to take an overnight trip. While residents of the Central region were the most likely to take an in-province trip, St. John's residents were the most likely to take a trip abroad
- Residents of the Eastern region were more likely than residents of other regions to show increased travel activity compared to 2022, with a significantly higher share of these residents taking trips abroad (12% v. 3% in 2022)

Overnight Pleasure Trips

Overnight pleasure trips taken between May and October 2023

By Destination (In NL n=256; In Canada n=134; Outside Canada n=87)



Average **1.8** trips taken in-province



Average **1.4** trips taken to other destinations in Canada



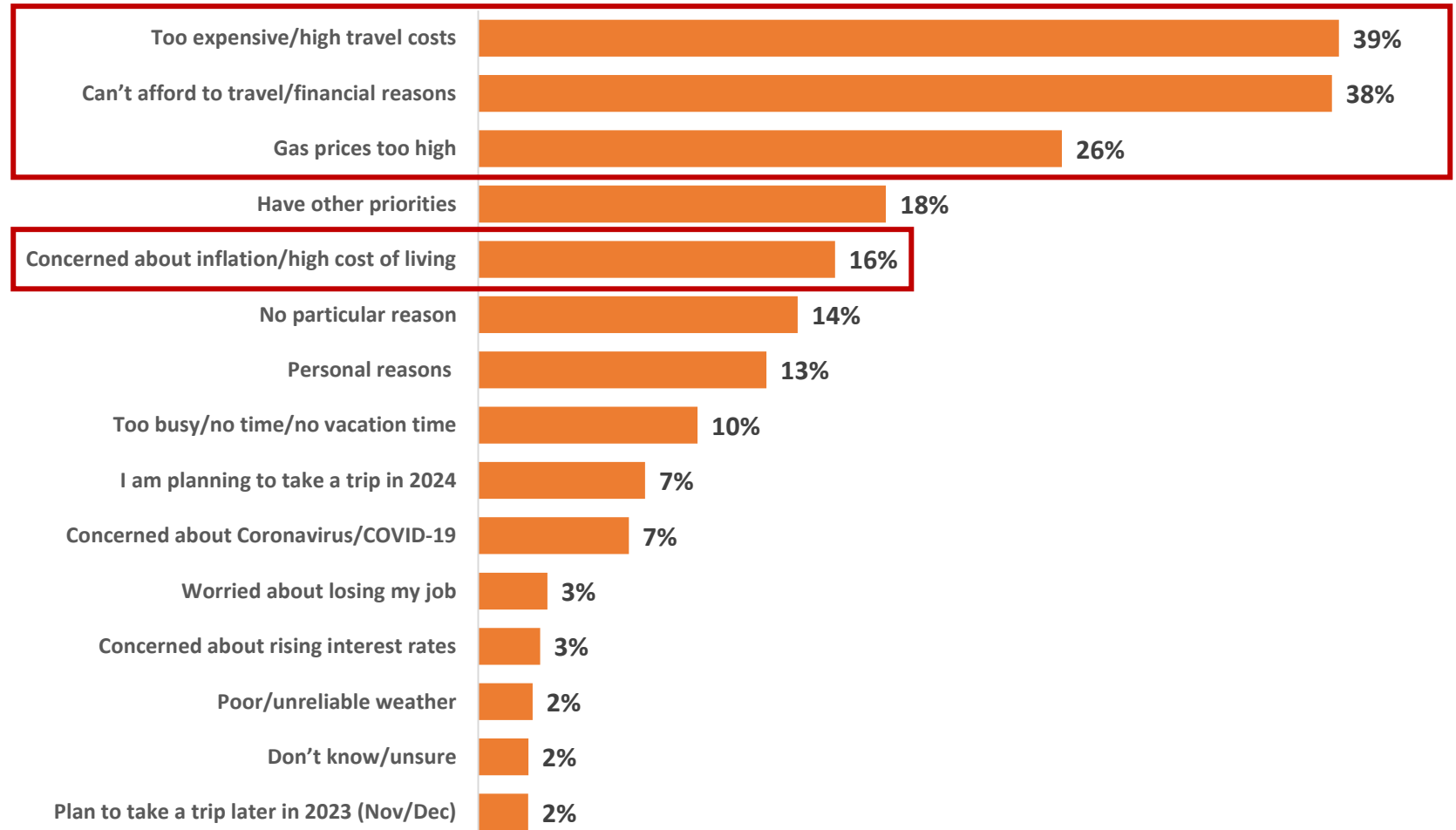
Average **1.4** trips taken to destinations outside Canada

- Over half of residents (55%) who travelled in-province made just one trip while another 27% took two trips. Fewer than 1 in 5 residents (17%) took three trips or more in the province
- 4 in 5 of residents who travelled to other Canadian destinations took just one trip there, with another 11% taking two trips while nearly 1 in 10 took 3 or more trips. The share of residents taking multiple trips to other Canadian destinations remained similar to 2022 (21% v. 24%)
- While the vast majority of residents (75%) took just one trip abroad, the share of those with 2 trips (19%) more than doubled compared to 2022 (8%)
- Trip frequency in 2023 shifted in favour of trips to destinations outside Canada, with residents who travelled there taking an average of 1.4 trips, up from 1.1 in 2022 while the average number of trips decreased slightly for travel both within NL (from 2.0 to 1.8) and to other destinations in Canada (from 1.6 to 1.4)

Barriers to Travel

Reasons for not taking overnight pleasure trips between May and October 2023

Residents who did not take a trip between May and October 2023 (n=244)

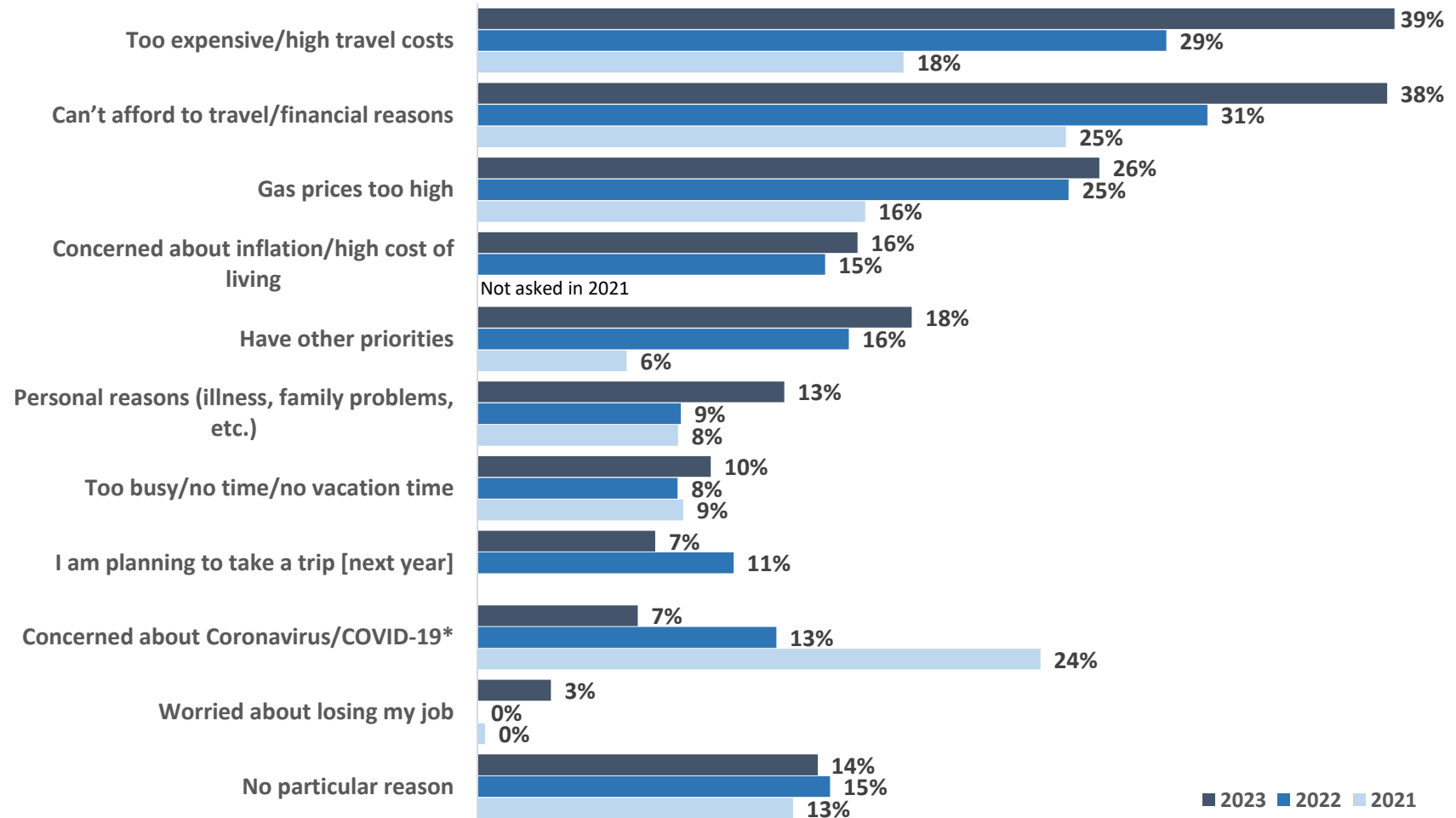


- Similar to 2022, while residents did not take overnight pleasure trips in 2023 for a variety of reasons, it was mostly affordability and cost issues which prevented them from travelling
- While concerns over travelling during the COVID pandemic waned considerably compared to 2022, 7% of NL residents still cited COVID as a reason for not travelling
- Concerns over travel costs (39%), affordability (38%), and high gas prices (26%) continued to increase, with inflation and the high cost of living (16%) adding to residents' travel concerns
- Nearly one fifth of residents cited other priorities as a reason for not travelling while just over 1 in 10 had no particular reason (14%) or personal reasons (13%)
- While top reasons for not travelling were similar across all age segments, residents aged 35-54 were more likely to cite financial reasons and costs while those aged 18-34 were more likely to be worried about losing their jobs

Barriers to Travel

Reasons for not taking overnight pleasure trips between May and October 2023 – 3 year trending –

Residents who did not take a trip between May and October (2023: n=244; 2022: n=249; 2021: n=248)



* Slight change in question category in 2023

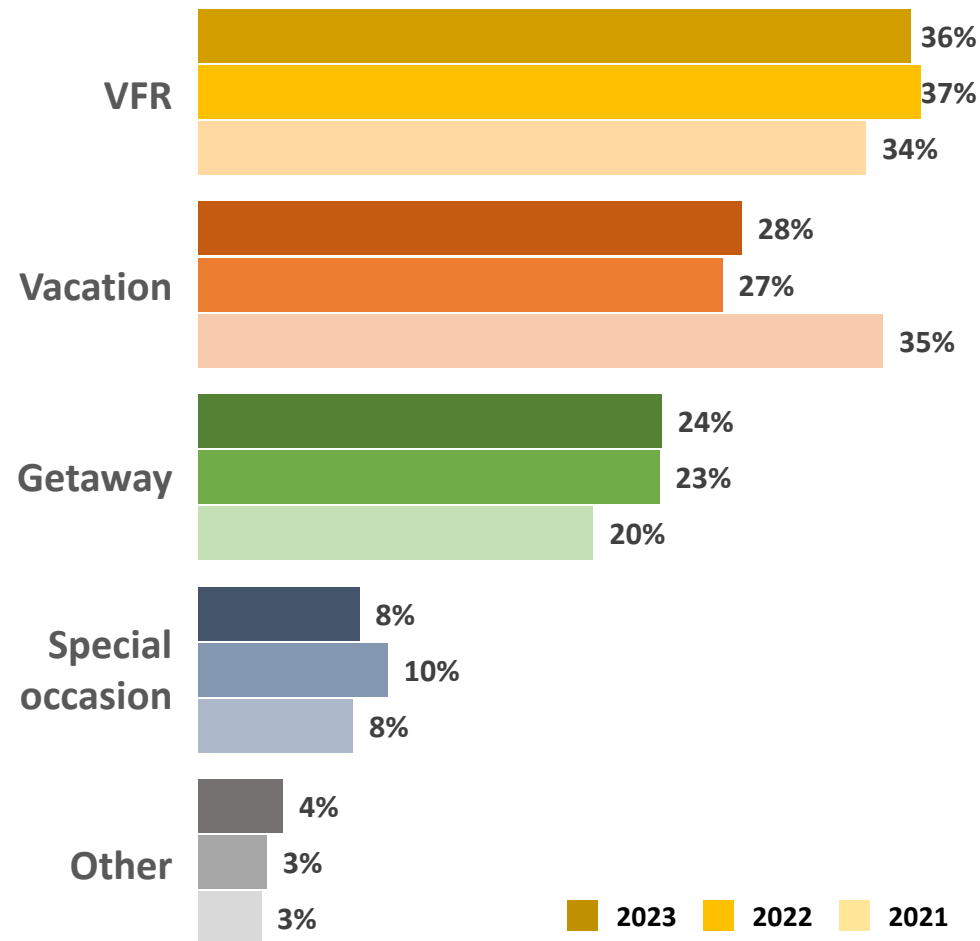
- With the COVID emergency ending in NL in March 2022, health concerns are no longer driving residents' decision not to travel, however, even in 2023, nearly 1 in 10 residents (7%) still feel some level of unease about it when it comes to taking a pleasure trip
- Concerns related to travel costs, on the other hand, have not only been topping residents' reasons for not taking a trip but have increased significantly since 2021
- While the share of residents who did not take a pleasure trip for financial reasons increased significantly from 25% in 2021 to 38% in 2023, the share of residents who find it too expensive to travel more than doubled, from 18% in 2021 to 39% in 2023
- Nearly one fifth of residents cited other priorities as a reason for not travelling while just over 1 in 10 had no particular reason (14%) or personal reasons (13%)

Main Purpose of Pleasure Trips

Main purpose of overnight pleasure trips in NL between May and October 2023

Residents who took an overnight pleasure trip (n=257 [2023] / n=268 [2022] / n=247 [2021])

Share of trips, by purpose



17%

of residents visited a destination for the

first time

First-time destinations

- Bonavista and area
- Burgeo
- Codroy Valley
- Conche
- Dildo
- Elliston
- Gander
- Gros Morne
- Harbour Breton
- Port Rexton
- Salvage
- St. John's / Signal Hill
- Trinity
- Twillingate

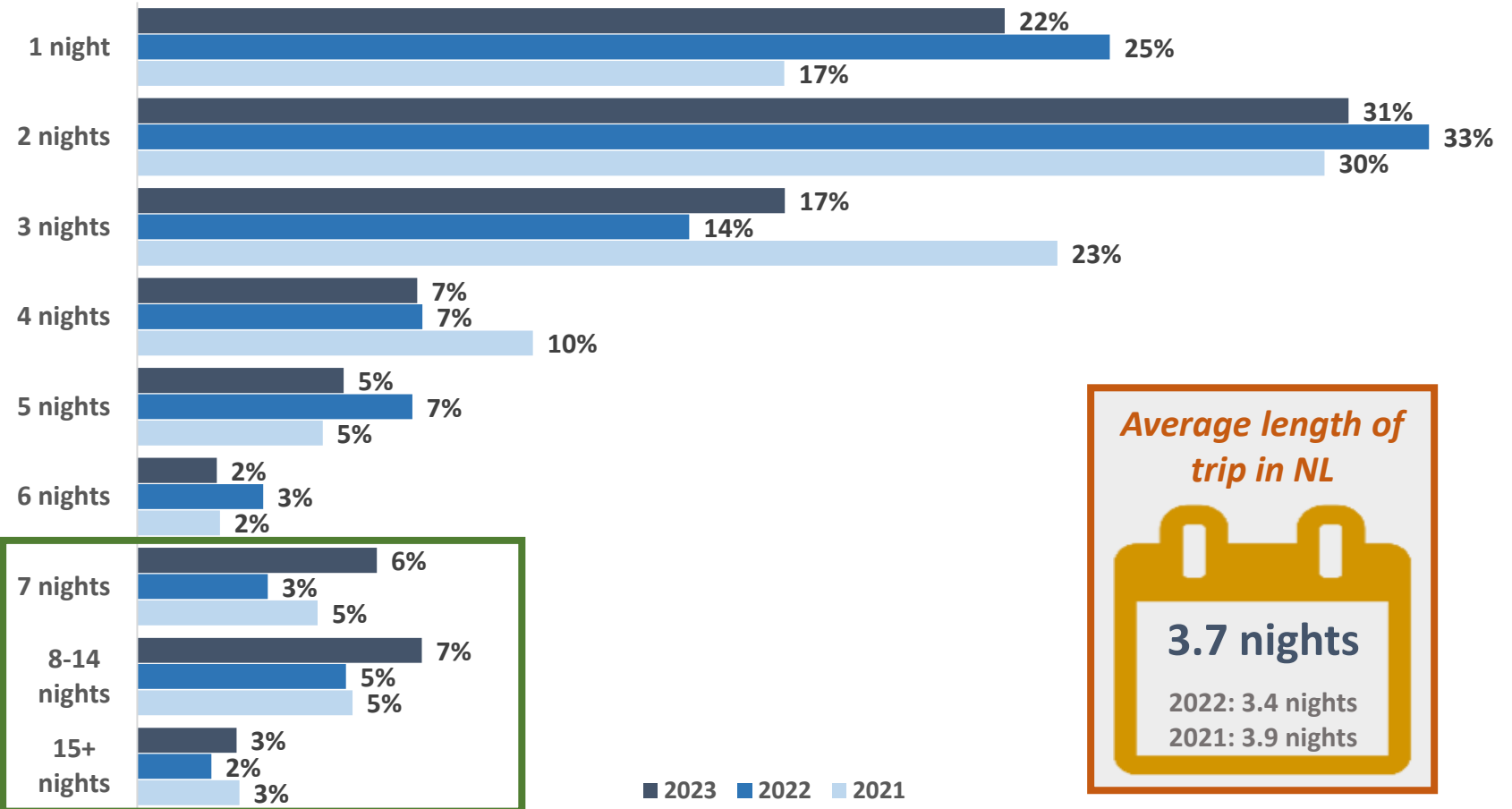
- As in 2022, VFR travel dominated during the peak season in 2023, with over one third of trips (36%) taken by residents for this purpose
- At 28%, the share of vacation trips stayed similar to the past peak season in 2022 and considerably below the level seen in 2021 (35%)
- The share of getaway trips also stayed at 2022 levels, accounting for one quarter of trips taken by residents and slightly above the level in 2021
- 8% of residents' trips were taken for a special event or occasion (e.g. weddings, birthdays, anniversaries, tournaments)
- Overall, nearly half of residents (45%) took at least one VFR trip while just over one third (34%) took at least one vacation trip [not shown on slide, graph refers to trips]
- 17% of residents who took overnight in-province trips visited a destination for the first time, including a range of attractions as well as communities across the whole province

Length of Overnight Pleasure Trips

Trip length of overnight pleasure trips taken in NL between May and October 2023

Residents who took overnight pleasure trips in NL (n=257 [2023] / n=268 [2022] / n=247 [2021])

Share of trips, by number of nights



Average length of trip in NL

3.7 nights

2022: 3.4 nights
2021: 3.9 nights

- Similar to 2022, the majority of trips taken by residents were short trips during the 2023 peak season, with over half of trips just 1 (22%) or 2 nights (31%) long. However, the overall share of these shorter trips decreased somewhat compared to 2022, from 58% to 53%
- 3-night stays (17%) increased slightly over 2022, with overall short trips (1-3 nights) continuing to account for 7 in 10 trips as during the past 2 peak seasons
- At 5% and 2% respectively, only a small share of trips taken by residents in the province during the peak season 2023 were 5 or 6 nights long
- Compared to 2022 (11%), significantly more trips (16%) taken by residents were 7 nights or longer, pushing the average length of residents' in-province trips to 3.7 nights, up from 3.4 nights in 2022

Length of Overnight Pleasure Trips

Trip length of overnight pleasure trips taken in NL between May and October 2023, by purpose

Residents who took overnight pleasure trips in NL (Vacation n=77; VFR n=116; Getaway n=82)



Vacation

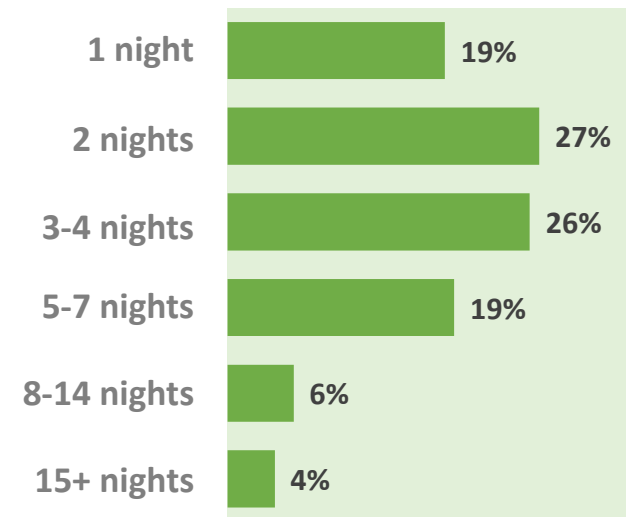


VFR*

*VFR: visiting relatives or friends

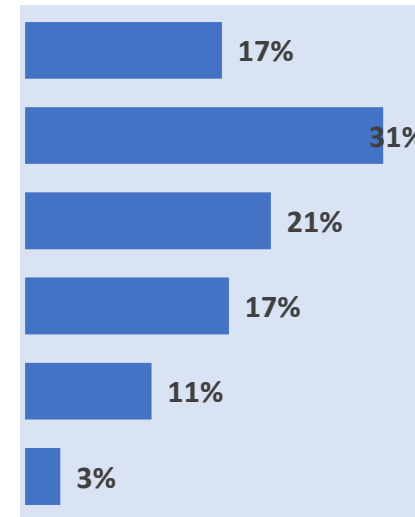


Getaway

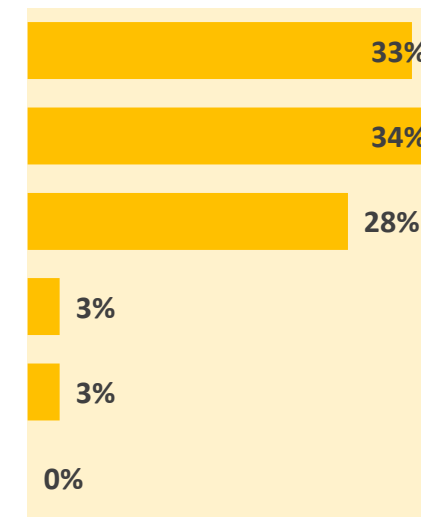


Average trip length

4.2 nights



4.3 nights



2.3 nights

- While trip length varied by trip purpose, trips of 2 nights were the most common for vacation (27%), VFR (31%) and getaway trips (34%)
- Trips of 3-4 nights were also quite common among all three segments, with travellers significantly more likely to take 3 night trips rather than 4 nights
- Not surprisingly, trips of 1-4 nights accounted for over 9 in 10 getaway trips while that trip length represented just over 7 in 10 trips respectively for vacation and VFR purposes
- While 13% of vacation trips were 7 nights long, just 10% of vacation trips were 8 nights or longer. At 14%, these longer trips were slightly more common among VFR travellers
- Average trip length was similar for vacation (4.2 nights) and VFR trips (4.3 nights), while getaway trips were considerably shorter at 2.3 nights

Length of Overnight Pleasure Trips

Trip length of overnight pleasure trips taken in NL between May and October 2023, by purpose – 3 year trending –

Residents who took overnight pleasure trips in NL (Vacation n=77; VFR n=116; Getaway n=82)



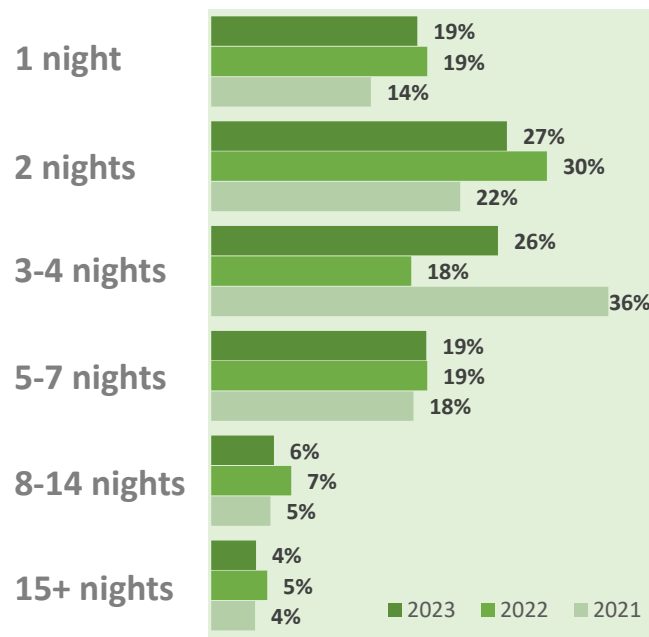
Vacation



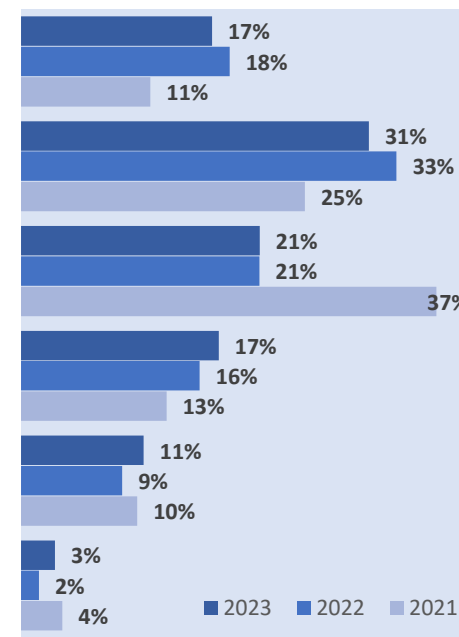
VFR



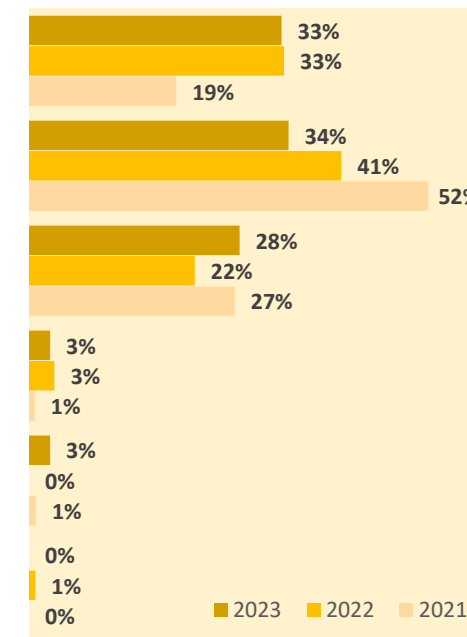
Getaway



| Average trip length (nights) | 2023 | 2022 | 2021 |
|------------------------------|------|------|------|
| | 4.2 | 4.3 | 4.3 |



| Average trip length (nights) | 2023 | 2022 | 2021 |
|------------------------------|------|------|------|
| | 4.3 | 3.9 | 4.8 |



| Average trip length (nights) | 2023 | 2022 | 2021 |
|------------------------------|------|------|------|
| | 2.3 | 2.3 | 2.2 |

- Over the past 3 peak seasons, the average trip length was most varied among those who took VFR trips in the province, ranging from a high of 4.8 nights to a low of 3.9 nights while vacation and getaway trips recorded similar average number of nights
- Shorter vacation trips of 1-4 nights prevail, representing about 7 in 10 trips. Longer trips (5+ nights) have stayed at the same level, indicating that residents may prefer shorter vacation trips in NL
- VFR trips are showing a somewhat different trend, with longer trips slightly increasing. Trips of 5+ nights accounted for 31% of all VFR trips, up from 26% in 2022 and 27% in 2021
- Due to their nature, getaway trips have not varied much, however, trip length has notably been different from 2021 in both 2022 and 2023.
- 2022 and 2023 may be an indication that getaway travellers are equally likely to get away for 1 or 2 nights, with 3-night trips picking up in 2023

Primary Destinations Visited

Primary destinations and nights spent of overnight pleasure trips taken in NL between May and October 2023

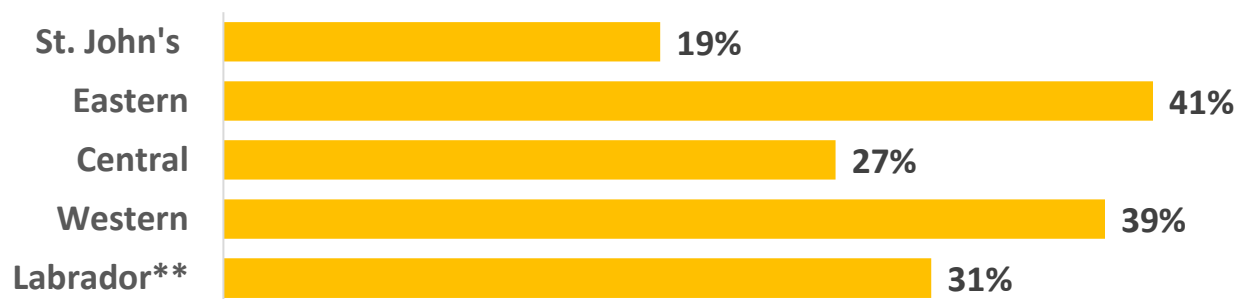
Residents who took overnight pleasure trips in NL (n=244)

| Region of Visit (Destination) | Share of Residents Visiting* | Share of Trips | Share of Nights | Average Length of Stay |
|-------------------------------|------------------------------|----------------|-----------------|------------------------|
| St. John's/NE Avalon | 37% | 27% | 26% | 3.6 nights |
| Other Avalon | 19% | 15% | 11% | 2.8 nights |
| Eastern | 20% | 14% | 13% | 3.3 nights |
| Central | 29% | 24% | 30% | 4.6 nights |
| Western | 25% | 19% | 18% | 3.5 nights |
| Labrador** | 2% | 1% | 1% | 4.6 nights |

* Percentages exceed 100% due to residents reporting on multiple in-province trips they took

** Small sample size, interpret with caution

Share of residents who travelled in their region of residence



Read: 39% of **Western** region residents who travelled in the province during the 2023 peak season took at least one overnight pleasure trip with a primary destination in the **Western** region

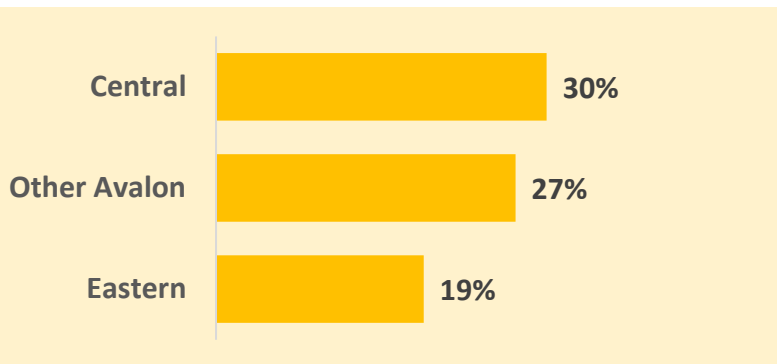
- During the peak season 2023, residents travelled to all regions of the province, with St. John's/NE Avalon being the most popular destination
- The province's capital region welcomed 37% of residents who took a trip this past season, accounting for a 27% share of in-province trips made and 26% of in-province nights spent
- As in 2022, the Central region was the second most popular among residents, with 29% of residents visiting and about one quarter of trips (24%) made there. However, the region garnered the highest share of nights (30%)
- Length of stay varied by region visited, with nearly 2 nights in the difference between the longest (Central – 4.6 nights) and shortest (Other Avalon – 2.8 nights) average length of stay in a region
- Eastern and Western region residents were the most likely to have taken a trip in their region of residence, with 2 in 5 residents of these regions reporting doing so for at least one trip

Primary Destinations Visited

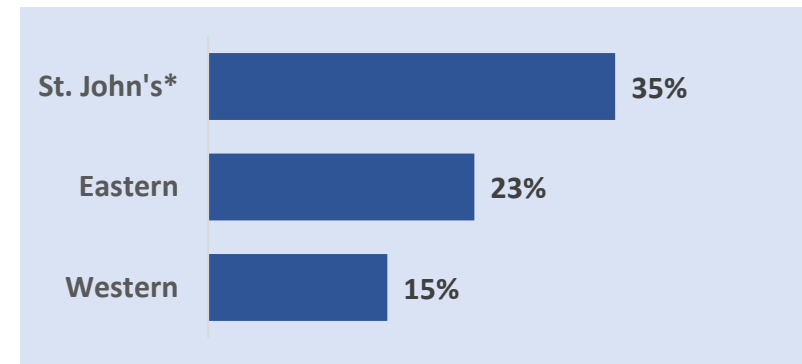
Primary destinations of overnight pleasure trips taken in NL between May and October 2023

Top destinations by region of residence (share of trips taken by regional residents to destinations)

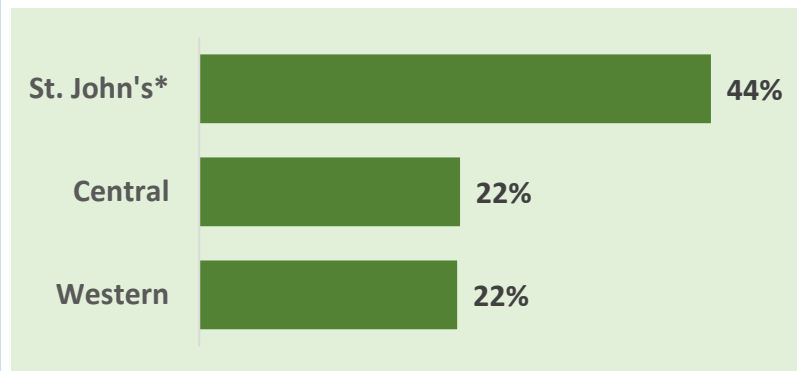
St. John's residents



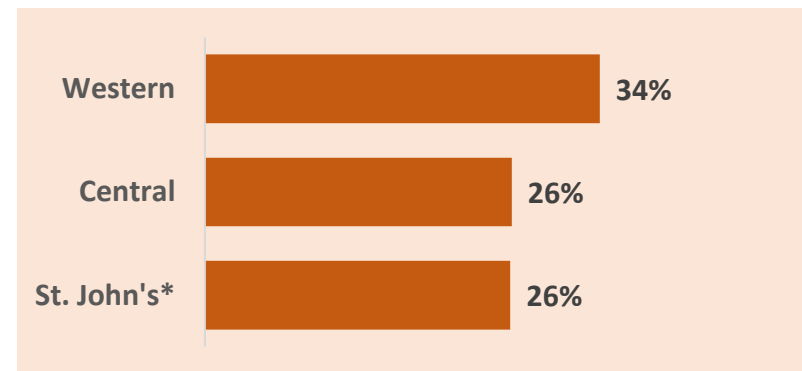
Eastern region residents



Central regions residents



Western/Labrador region residents



* St. John's / North East Avalon region

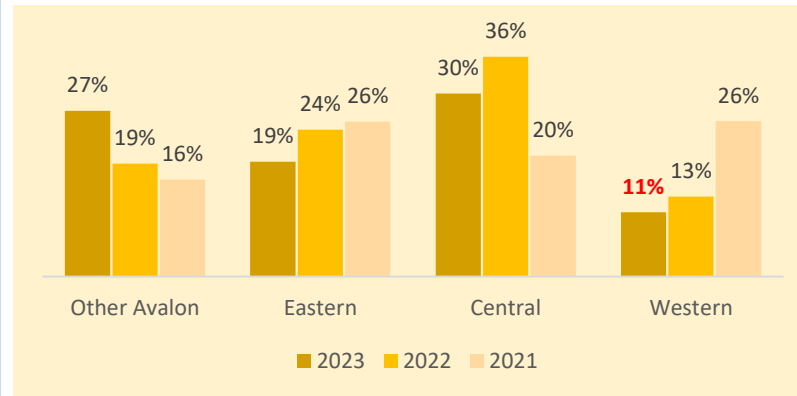
- During the peak season 2023, residents travelled to all regions of the province, however, most trips tended to be closer to home rather than farther away
- St. John's residents made most of their trips (30%) to the Central region followed by a quarter of trips to the other places on the Avalon. 1 in 5 trips was made to the Eastern region
- Taking just over one third of their trips to St. John's, Eastern region residents favoured the Capital City over any other region as a destination. One quarter of trips were taken in their own region while 15% of trips had a destination in the Western region
- Central region residents made twice as many trips to St. John's than to the Western region, and took just over 1 in 5 trips (22%) in their own region
- One third of trips by Western/Labrador region residents made had a destination in the Western region while an equal share of trips was taken to St. John's (26%) and the Central region (26%)

Primary Destinations Visited

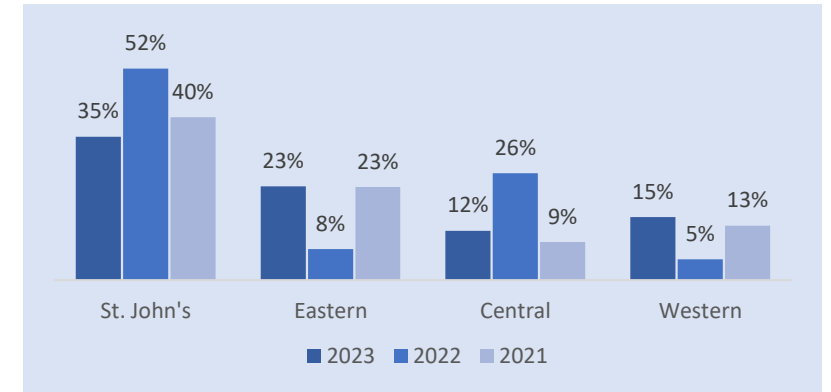
Primary destinations of overnight pleasure trips taken in NL between May and October 2023 – 3 year trending –

Top destinations by region of residence (share of trips taken by regional residents to destinations)

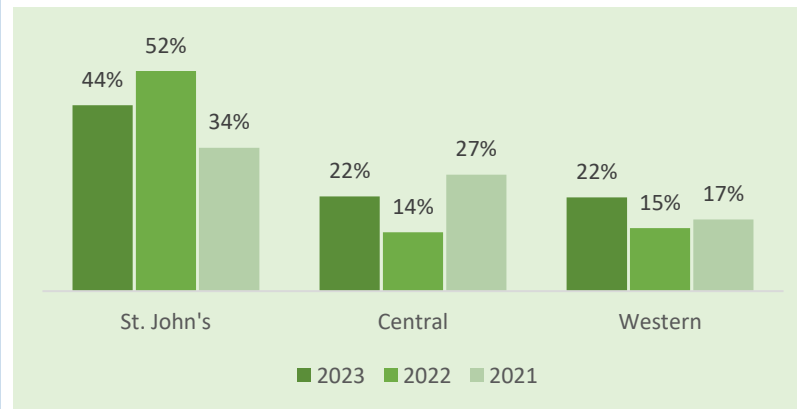
St. John's residents



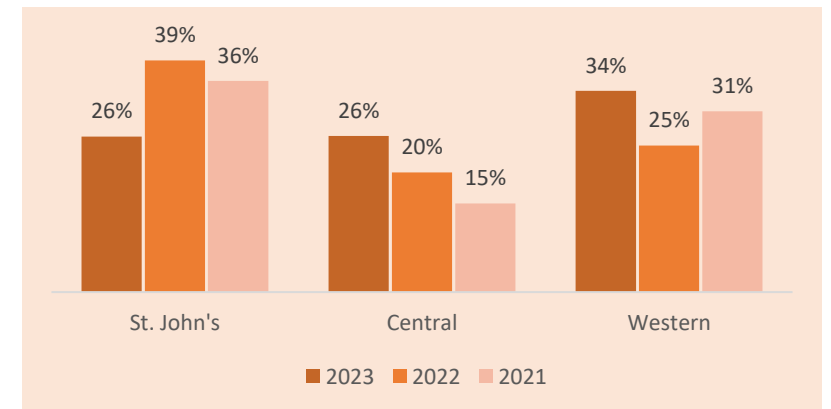
Eastern region residents



Central regions residents



Western/Labrador region residents



*** St. John's / North East Avalon region**

- It appears that over the past 3 peak seasons, residents' top primary trip destinations have changed somewhat
- While St. John's residents favoured the Western and Eastern regions the most for their trips in 2021, the Central and Other Avalon regions took that role in 2023, with the share of trips declining to both the Western and Eastern regions for the past 2 seasons
- Eastern region residents continue to favour St. John's as a trip destination; overall, their 2023 trip destinations resemble those of the 2021 season
- St. John's also remains the favoured trip destination of Central region residents, with the share of trips within the Central region and to the Western up slightly compared to the 2022 peak season
- Western/Labrador region residents were more likely to stay closer to home in 2023, with the share of trips declining to St. John's but picking up to both the Western and Central regions

Primary Destinations Visited

Destinations of overnight pleasure trips taken in NL between May and October 2023, shares of trips by purpose

Residents who took overnight pleasure trips in NL (Vacation n=77; VFR n=116; Getaway n=82)



Vacation



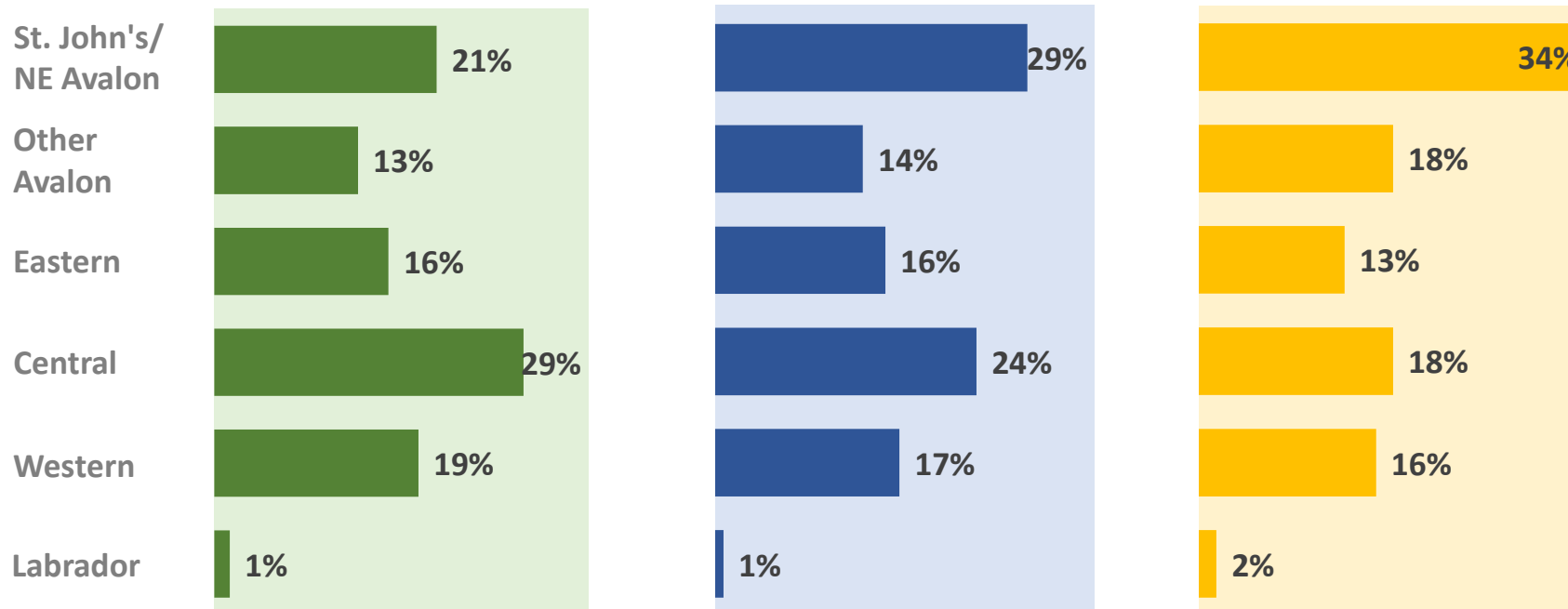
VFR*

*VFR: visiting relatives or friends



Getaway

Destination of trip



- While residents visited all regions across the province during their overnight pleasure trips, primary trip destinations varied somewhat by trip purpose
- The Central region continues to be a popular vacation destination, with nearly 3 in 10 vacation trips made there. With 1 in 5 trips respectively, St. John's and the Western region were equally popular destinations with vacation travellers in 2023
- With 24% of trips, the Central region was popular among residents who travelled to visit relatives or friends, only to be topped by St. John's where residents made 29% of all VFR trips
- At 34%, St. John's was by far the most popular destination for getaway trips. Other Avalon (outside St. John's), the Central and Western regions were similarly likely getaway trip destinations, with those travellers making just under 1 in 5 trips respectively to these regions

Primary Destinations Visited

Destinations of overnight pleasure trips taken in NL between May and October 2023, shares of trips by purpose – 3 year trending –

Residents who took overnight pleasure trips in NL (Vacation n=77; VFR n=116; Getaway n=82)



Vacation

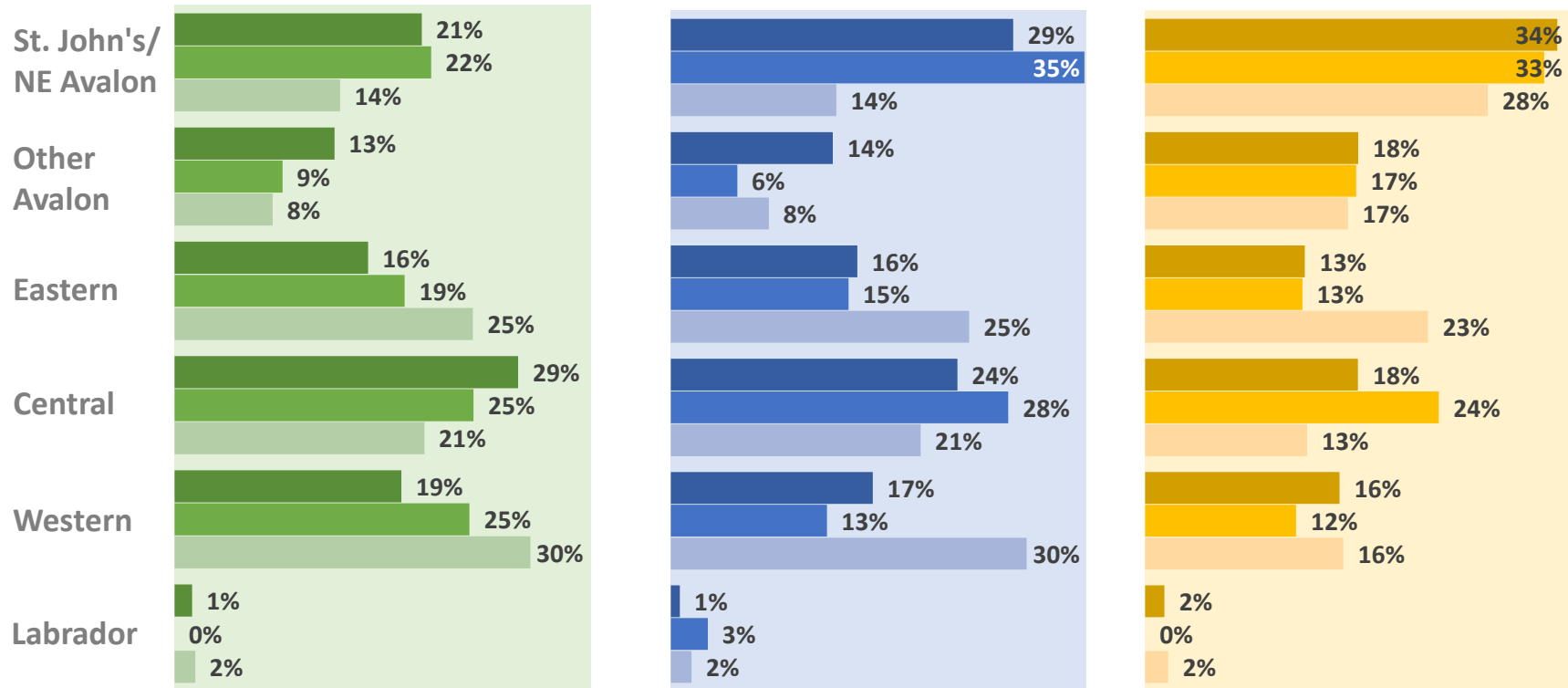


VFR



Getaway

Destination of trip

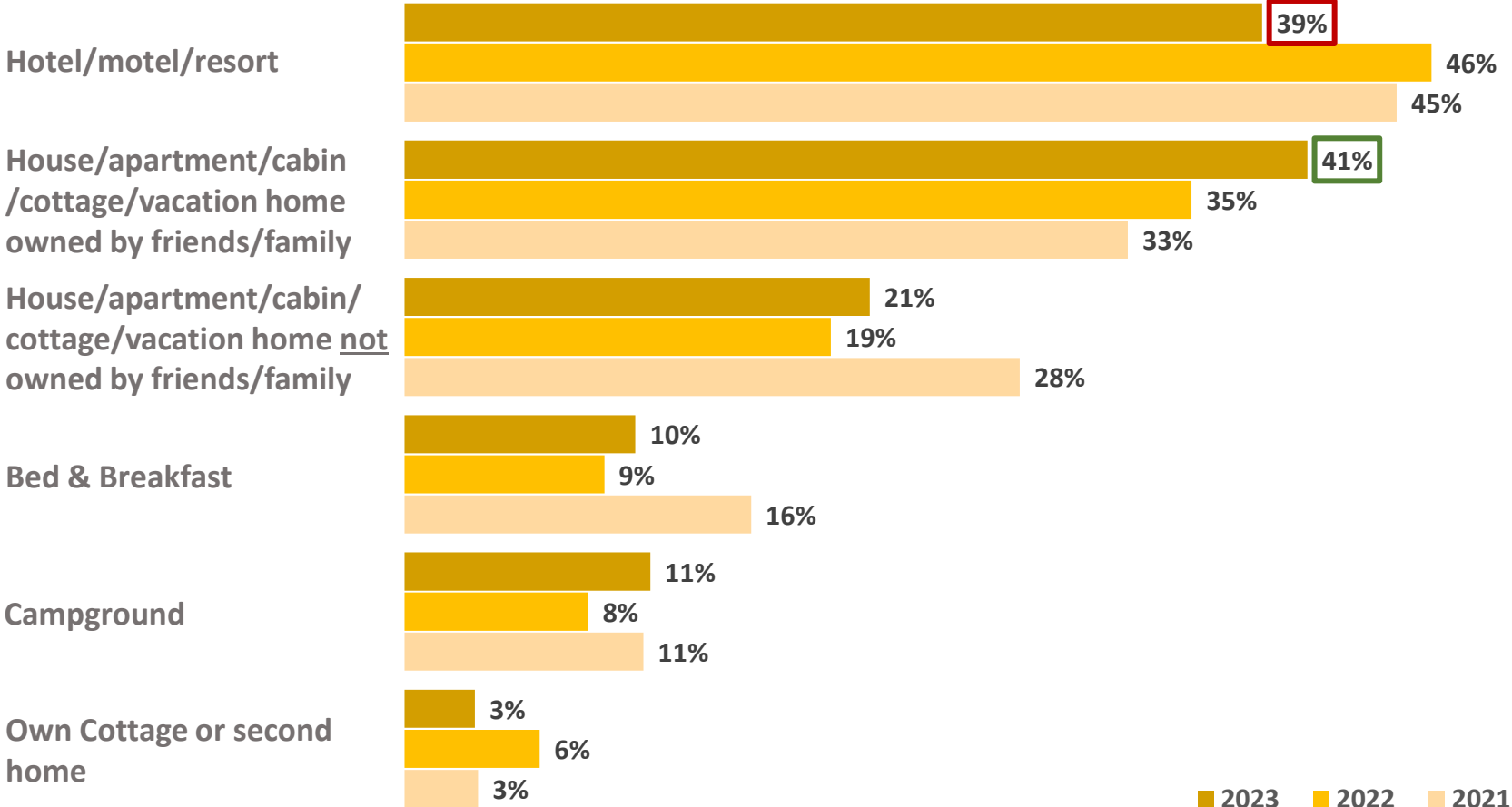


- With the COVID pandemic in the rearview mirror for the majority of in-province travellers, it is interesting to see whether travel patterns are changing
- The desire to travel to bigger urban centres was low during the height of the pandemic in general which was also the case for St. John's for the province's VFR and vacation travellers. In 2022 and 2023, St. John's regained its popularity. It also remained the top destination for those who took getaway trips
- Among vacation travellers, the Western region has lost some steam, with the Central region picking it up as did the Avalon region (outside of St. John's)
- While VFR travellers were likely catching up from the pandemic visiting family and friends in St. John's in 2022, the area continued to be popular in 2023. The Avalon region also saw a considerable increase in the share of VFR trips
- The share of trips by all segments to the Eastern region remains well below the level seen in 2021

Accommodations

Accommodations used during overnight pleasure trips taken in NL between May and October 2023

Residents who took overnight pleasure trips in NL (n=257 [2023] / n=268 [2022] / n=247 [2021])



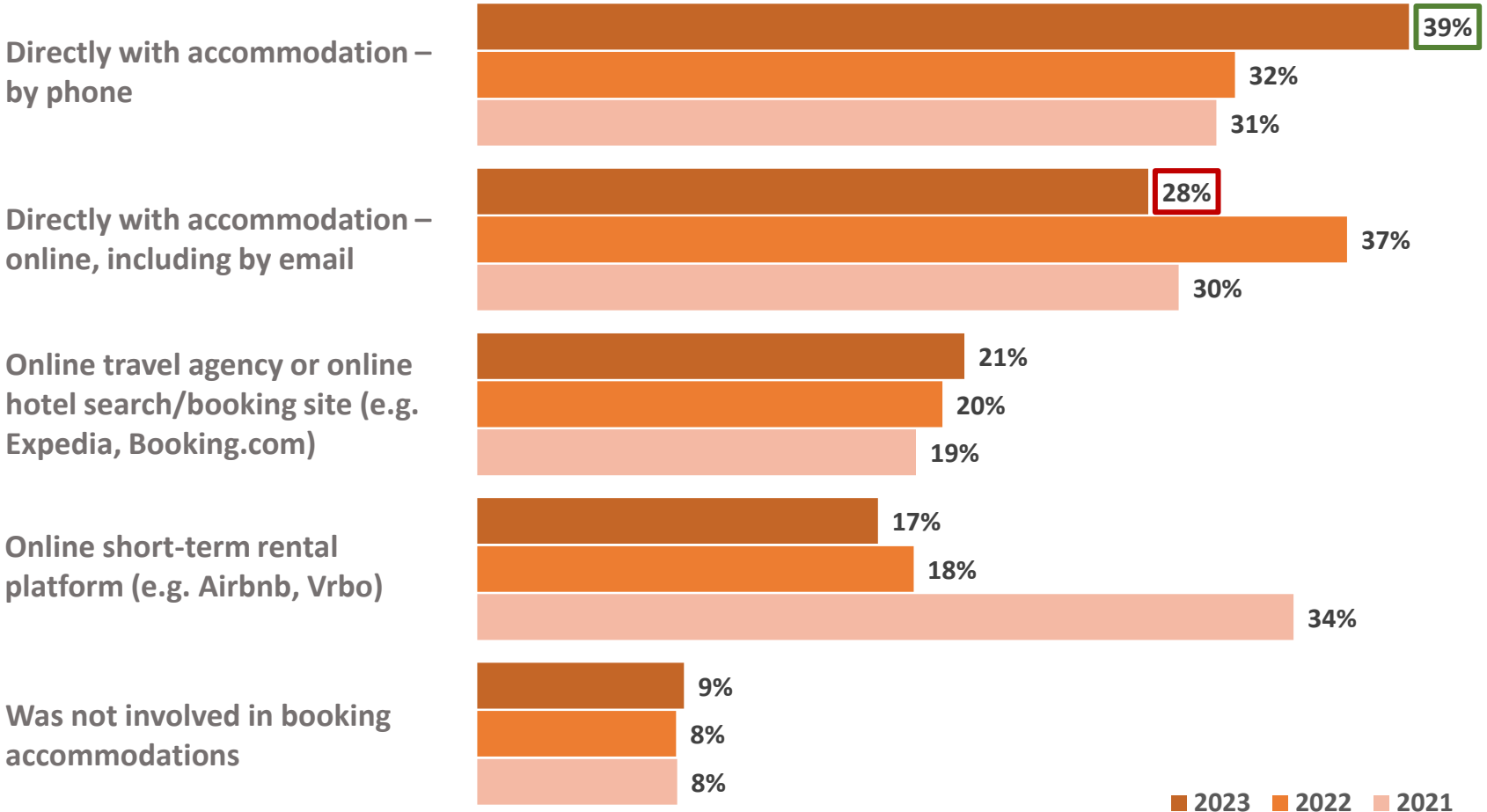
Percentages exceed 100% due to multiple choice response

- Residents used a variety of accommodations during their overnight trips in NL. While hotel/motel/resorts remained a top choice among paid accommodations, the share of residents staying there decreased from 46% to 39% in 2023
- At the same time, the share of residents staying at a place owned by family or friends increased from 35% to 41%, slightly topping hotels in 2023
- Similar to 2022, 1 in 5 residents (21%) stayed at a house, cabin or vacation home that is not owned by friends or family while just 10% opted for a B&B
- Just over 1 in 10 residents (11%) stayed at a campground while 3% stayed at a cottage they own or a second home
- Overall, two thirds of residents (67%) who took a trip in the province during the 2023 peak season reported that they staid at least one night in paid accommodations, down slightly from 69% in 2022 and considerably below the 77% who did so in 2021

Accommodations

Booking method for paid accommodations

Residents who took overnight pleasure trips in NL and stayed in paid accommodations (n=171 [2023] / n=185 [2022] / n=187 [2021])

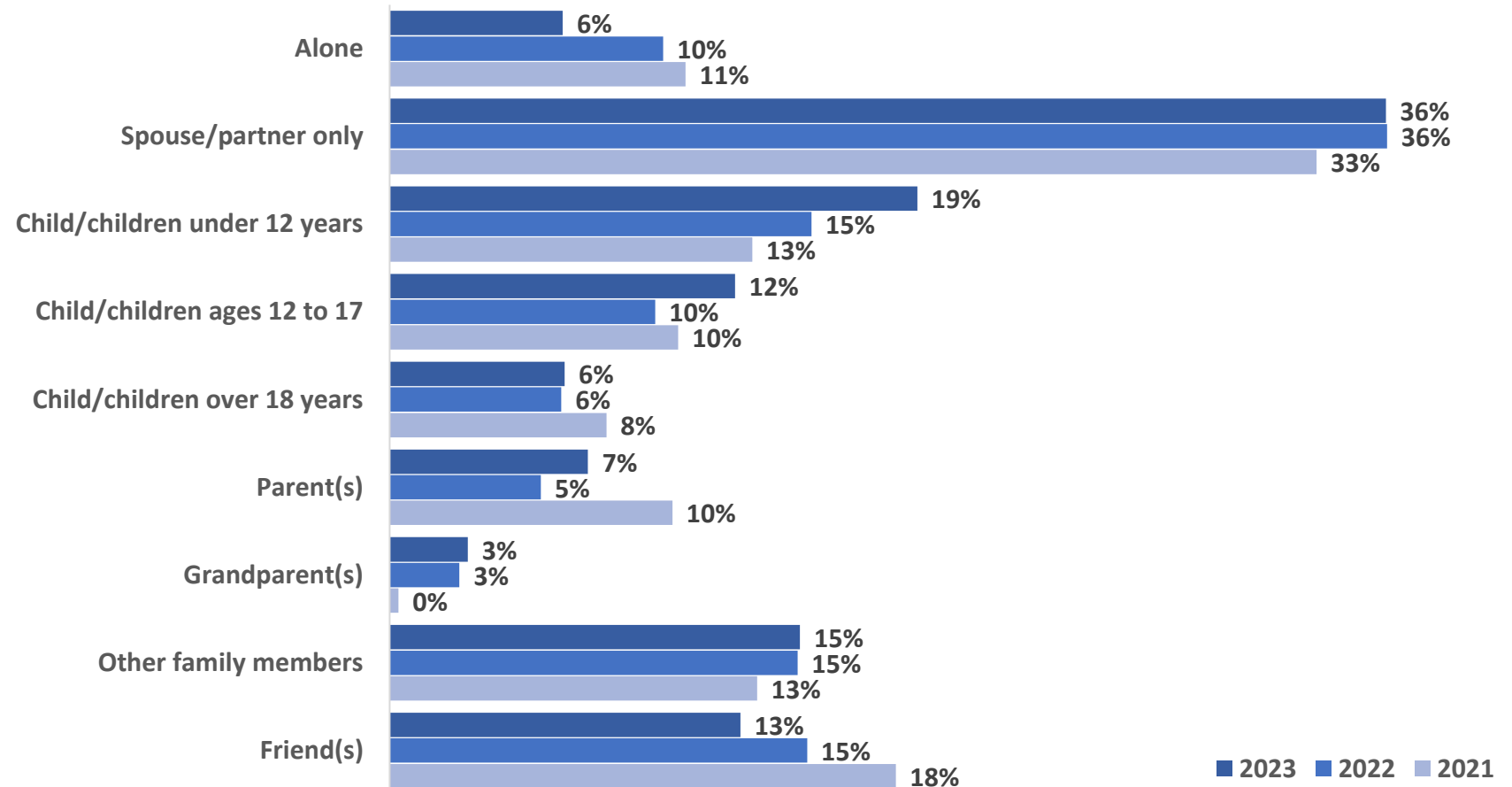


- Residents used various methods to book their paid accommodations. In contrast to 2022, booking directly with accommodations by phone (39%) was the most favoured booking method in 2023. This method was a top choice particularly among those residents who are 55 years or older (49%)
- Booking directly with accommodations online (28%) was a lot less popular than in 2022, with the decrease driven by those aged 35 or older
- 1 in 5 residents used online travel agencies to book their places of stay, with younger residents aged 18-34 (36%) preferring this method over any other, and were more than twice as likely than those aged 55+ (15%) to do so
- Just under 1 in 5 residents (17%) used online short-term rental platforms to book their accommodations, a similar share as in 2022. The use of these platforms remains a preferred method among those 18-34 years old (24%), rather than those aged 55+ (12%)

Travel Parties

Travel parties during overnight pleasure trips taken in NL between May to October 2022

Residents who took an overnight trip in NL (n=257 [2023] / n=268 [2022] / n=247 [2021])



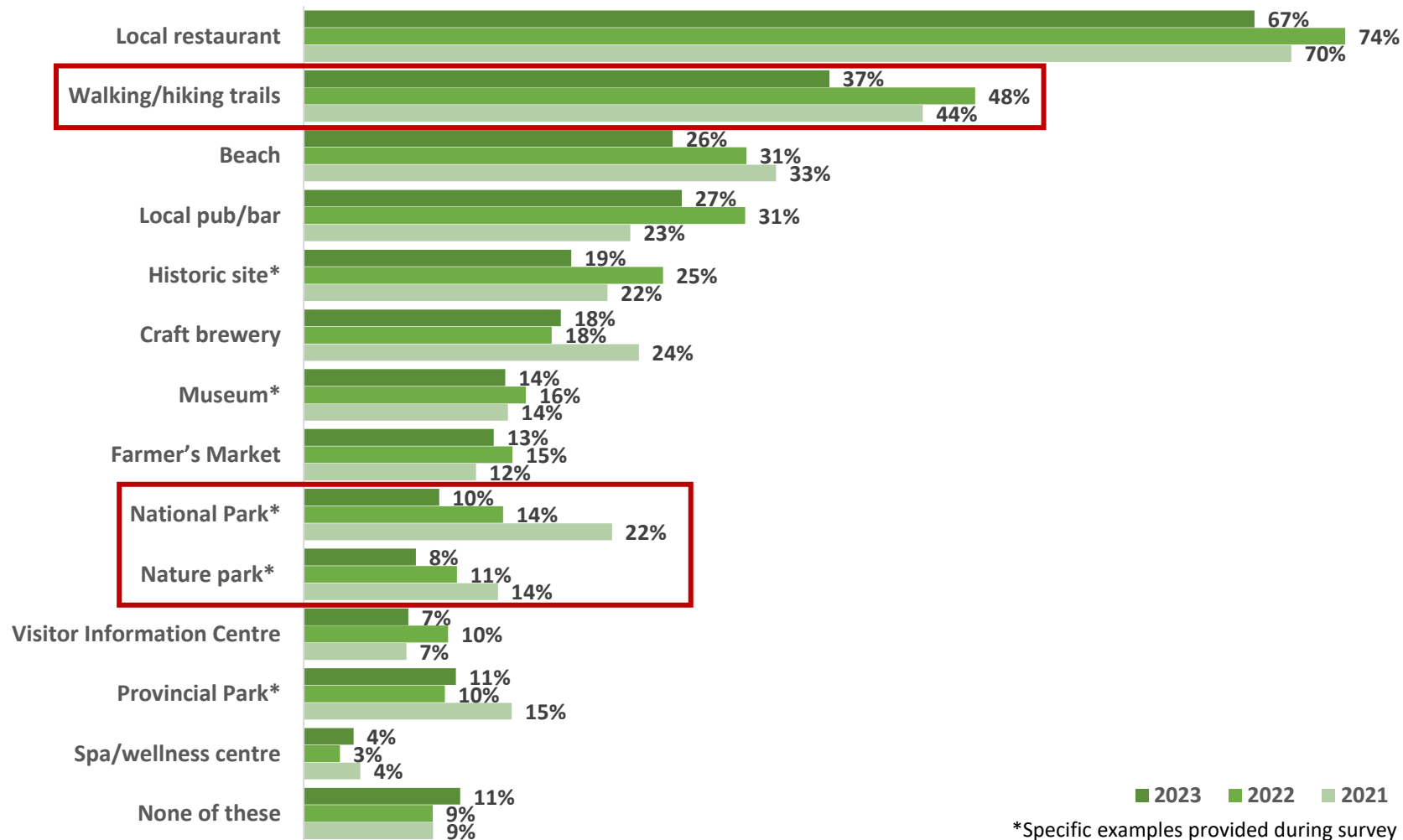
Percentages exceed 100% due to multiple choice response

- Travel parties during the peak season 2023 remained somewhat similar to those in 2022 and 2021
- While the share of solo travellers (6%) decreased slightly, residents continue to mainly travel with a spouse or partner only, with over one third doing so (36%)
- There was slight increase in travel with children under the age of 12 (19%), while just over 1 in 10 residents travelled with teenaged children (12-17 years). This suggests that families with children continue to be a significant travel segment in the province
- Fewer than 1 in 10 residents indicated that they travelled with children over 18 (6%), with parents (7%) or grandparents (3%) which remained comparable to previous peak seasons
- Travel with friends continued to decline slightly, with 13% of residents including friends in their travel party, down from 15% and 18% respectively in 2022 and 2021

Place and Attraction Visits

Places and attractions visited during overnight pleasure trips taken in NL between May and October 2023

Residents who took overnight pleasure trips in NL (n=257 [2023] / n=268 [2022] / n=247 [2021])

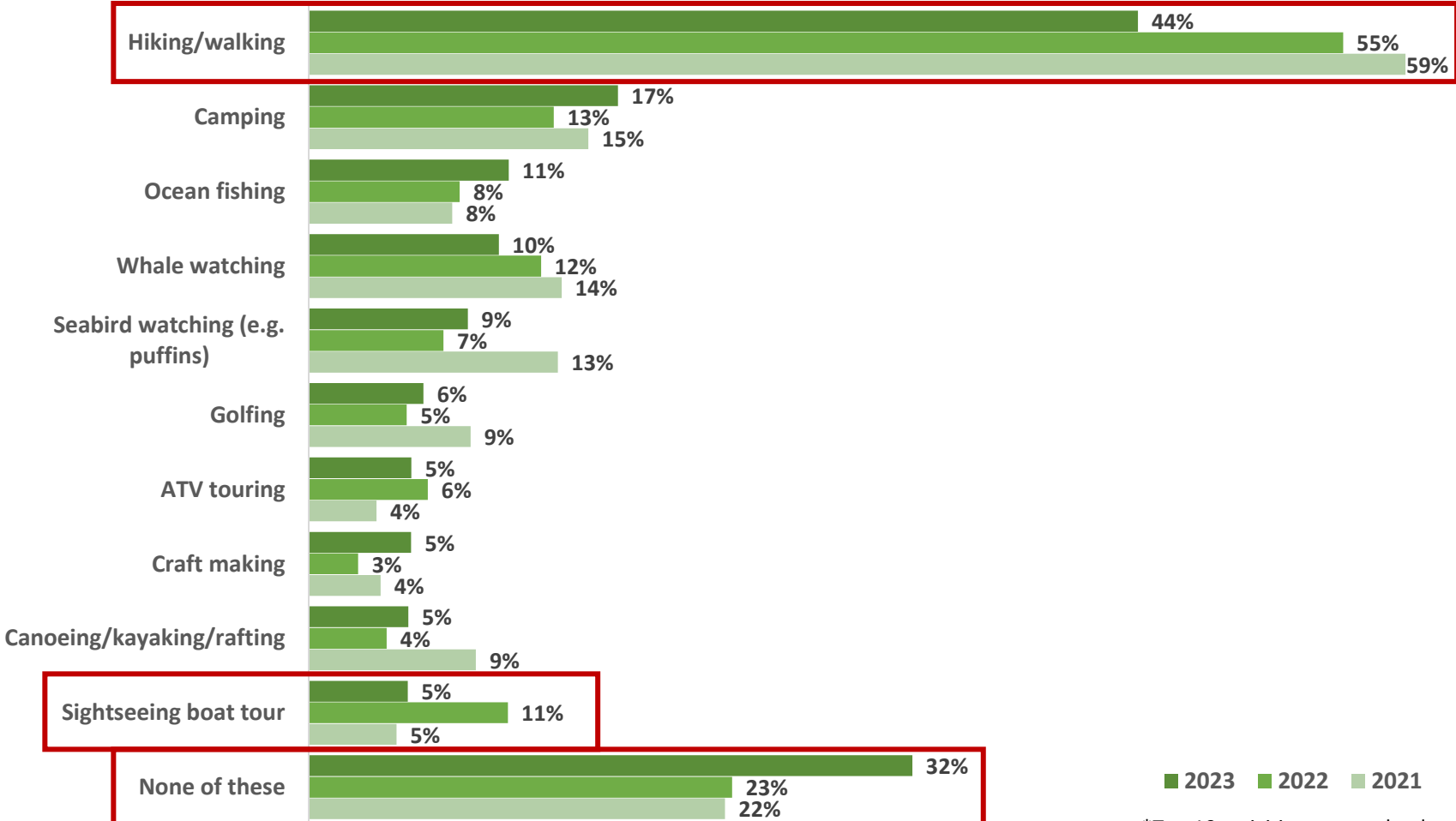


- As in 2021 and 2022, residents visited various sites, places and attractions while travelling in the province in 2023, however, the share of residents visiting decreased for most places/attractions
- In contrast to travel during the pandemic when residents were seeking open and outdoor spaces, visits to National Parks, Nature parks, hiking trails and beaches continued to notably decrease in 2023
- Despite the decrease, local restaurants (67%) and hiking trails (37%) continue to top the list of residents' favourite attractions
- Historic site visits (19%) remain popular however, compared to 2022 (25%), visits likely decreased in 2023 as residents took advantage of free entry to the sites during *Come Home* year in 2022
- The decreases in place and attraction visits is likely the result of a combination of factors, including a reduced number of trips, higher levels of VFR travel, different trip destinations and increased costs

Travel Activities

Participation in activities* during overnight pleasure trips taken in NL between May and October 2023

Residents who took overnight pleasure trips in NL (n=257 [2023] / n=268 [2022] / n=247 [2021])



■ 2023 ■ 2022 ■ 2021

*Top 10 activities reported only

- While hiking/walking remained the most popular activity among residents, with just over 2 in 5 engaging in it, the share of residents doing so dropped significantly in 2023
- Most other activities remained at similar participation levels as in the past two peak seasons, with camping being the only activity that saw a more notable increase compared to 2022
- Water-based activities such as ocean fishing, whale watching and seabird watching remained among the more popular activities, with sightseeing boat tours decreasing significantly
- One third of residents (32%) did not participate in any of these activities
- Participation in many activities remained low at less than 10%, with the participation levels for a number of activities driven by younger residents (18-34), including ocean fishing, whale watching, golfing and craft making

Memorable Experiences

Most memorable experiences during overnight pleasure trips taken in NL between May and October 2023

Residents who took overnight pleasure trips in NL (n=257)



Spending time with family and friends



Friendly people



Local restaurant and food experiences



Beauty of the province, nature, scenery



Sites and attractions, sightseeing

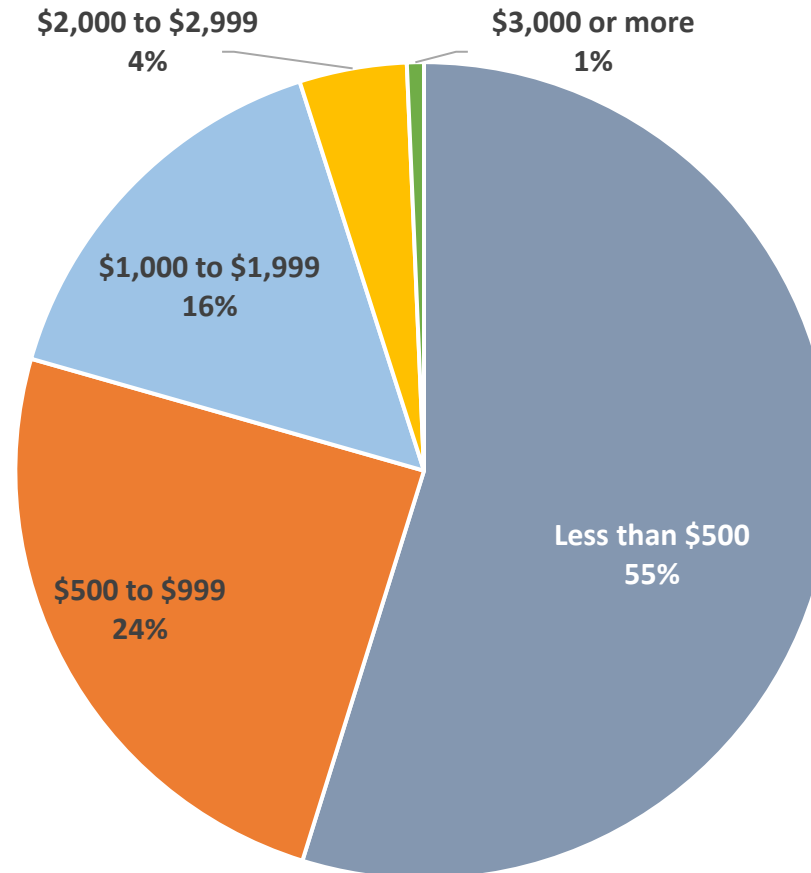
- As in past travel seasons, residents reported a great variety of memorable experiences but they continue to enjoy spending time with family and friends more than anything else
- For many residents, outdoor activities like hiking, fishing, camping and the beach provided a host of memorable experiences during their trips, with the province's natural beauty and amazing scenery being most memorable
- Many residents' memorable trip experiences continue to be associated with local eating places and the food they offered as well as friendly people/locals they met
- While some residents enjoyed the drive and the "getting there", a fair share of residents enjoyed sightseeing as well as specific sites and attractions (e.g. Brimstone Head, Cape Spear, Gander Aviation Museum, The Rooms)
- Being able to just 'get out of the house', 'get out of the city' and relax provided good experiences for many residents

- Per trip spending by residents during the 2023 peak season varied greatly, ranging from less than \$100 to over \$3,000
- Similar to past seasons, per trip spending was typical considering the types of trips residents took, their destinations and trip length
- For the majority of trips taken in the province (55%), residents spent less than \$500, with spending for another 24% of trips between \$500 and \$999
- While residents spent between \$1,000 and \$2,000 on just under 1 in 5 trips (16%), spending of more than \$2,000 per trip was much less common at just 5%
- Spending patterns varied somewhat by age group, with residents aged 35 to 54 being more likely than other age groups to have spent less than \$500 per trip (58%). This compares to 48% among residents aged 18-34 and 53% among those aged 55 or older. At just 4-5%, trip spending of \$2,000 or more was uncommon for all age segments

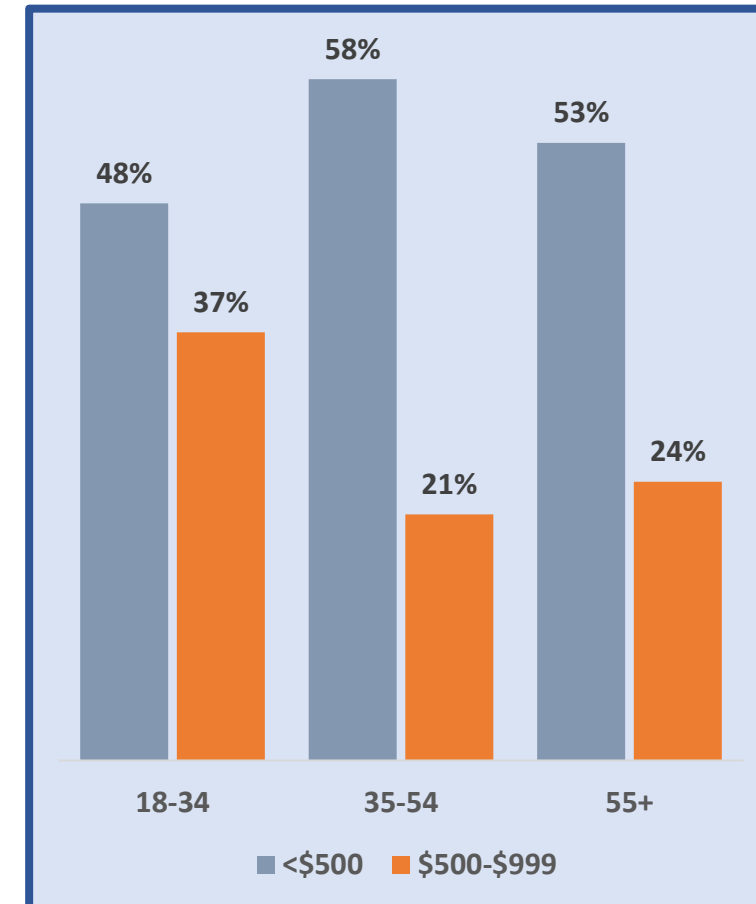
Trip Spending

Spending on overnight pleasure trips taken in NL between May and October 2023

Residents who took overnight pleasure trips in NL (n=257); [Spending per trip](#)



Per trip spending, by age

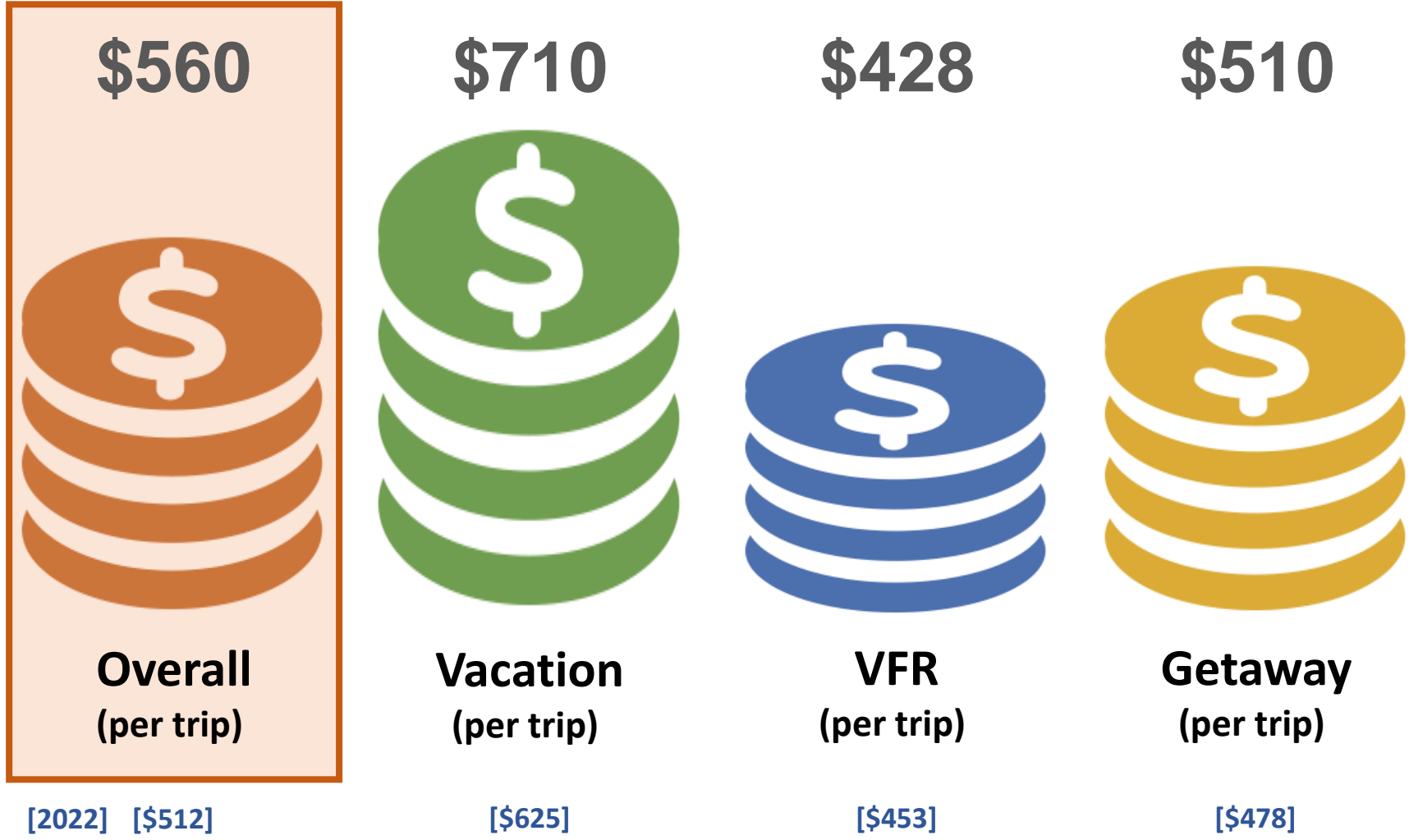


Trip Spending

Spending on overnight pleasure trips taken in NL between May and October 2023

Residents who took overnight pleasure trips in NL (n=245)

- Residents reported an average spending of \$560 per trip made in the province during the 2023 peak season, up from \$512 during the 2022 peak season
- Average per trip spending varied by trip purpose, with residents travelling for vacation spending more on average per trip (\$710) than those travelling to visit friends or relatives (\$428) and those on a getaway trip (\$510)
- Vacation travellers spent, on average, 66% more per trip than VFR travellers and 39% more than getaway travellers
- Per trip spending was highest among those aged 55 or older (\$580) and lowest among those aged 18-34 (\$532) while those aged 35-54 spent \$543 per trip during the 2023 peak season
- Considering the average number of in-province trips residents took during the 2023 peak season and the average spending per trip, residents spent a total of \$1,007, on average, travelling overnight in the province. This is similar to the amount spent in 2022 (\$1,010)



Visitor Satisfaction

Satisfaction with aspects of overnight pleasure trips taken in NL between May and October 2023

Residents who took overnight pleasure trips in NL rating their satisfaction at 8 or higher (scale of 1-10)

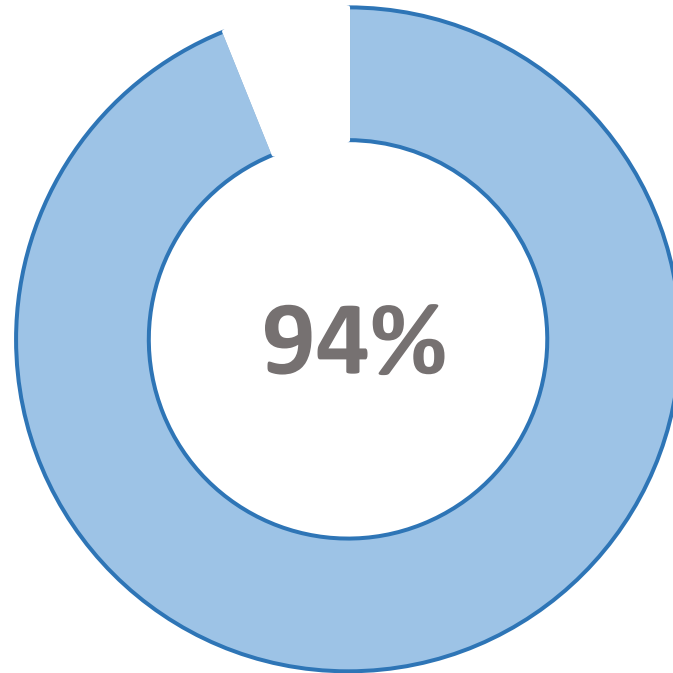


- Residents who travelled in the province this past season were generally highly satisfied with various aspects of their trips, even at higher or similar levels as reported in 2022
- Highest satisfaction levels were noted for customer service in restaurants (77%) as well as paid accommodation amenities and facilities (77%), with campgrounds (76%) and local cuisine (75%) also receiving very high ratings
- Similarly high shares of residents were also very satisfied with their experiences, activities and attractions they visited (74%) as well as the visitor services they received (74%)
- Residents were somewhat less satisfied with road signage (70%), tourism signage (67%) and transportation options within the province (59%)
- Overall, two thirds of residents (67%) were highly satisfied with the 'value for money' they felt they received for their in-province travel, a significant increase over the 2022 satisfaction level (58%)

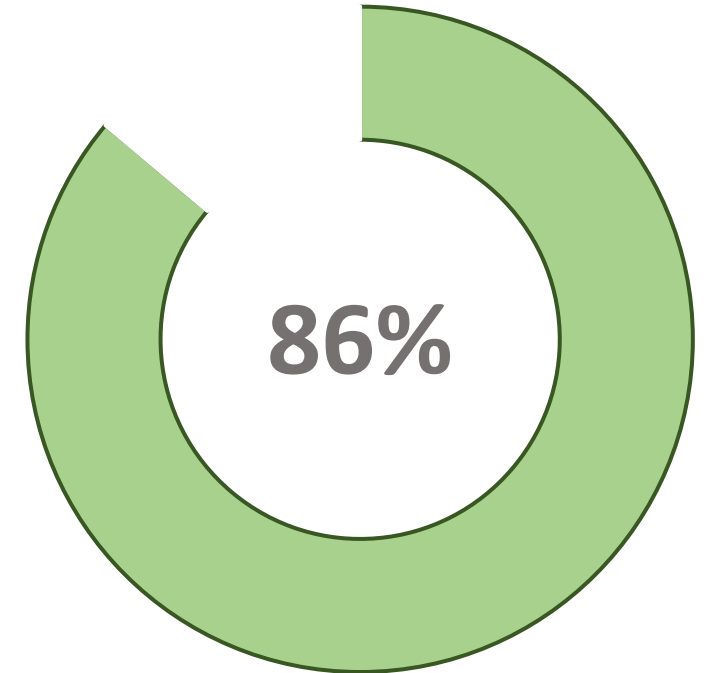
Visitor Satisfaction

Future travel based on experience with overnight pleasure trips taken in NL between May and October 2023

Residents who took overnight pleasure trips in NL (n=257)



Share of residents who would consider taking an overnight pleasure trip again in 2024



Share of residents who would highly recommend* NL as a vacation destination to a friend, family member or colleague

*based on a scale of 0-10, with 0 = not at all likely and 10 = extremely likely to recommend

- Overall, residents' travel experiences in NL during the 2023 peak season bode well for maintaining the in-province travel momentum, as 94% of in-province travellers would consider taking an overnight pleasure trip again in 2024
- Reasons why residents would travel again in the province are varied; however, more than anything else, they would like to see and do more during their trips and have experiences they have not had before
- Other top reasons include enjoying the beautiful scenery, visiting friends and family as well as seeing it as opportunity to simply "get out", "having a break" and just relax
- Many residents feel that there is lots to see in their home province, they simply love taking trips and explore something new while others prefer travelling in NL as it is less hassle and more affordable
- Based on their trip experiences, 86% of residents would highly recommend NL as a vacation destination to others

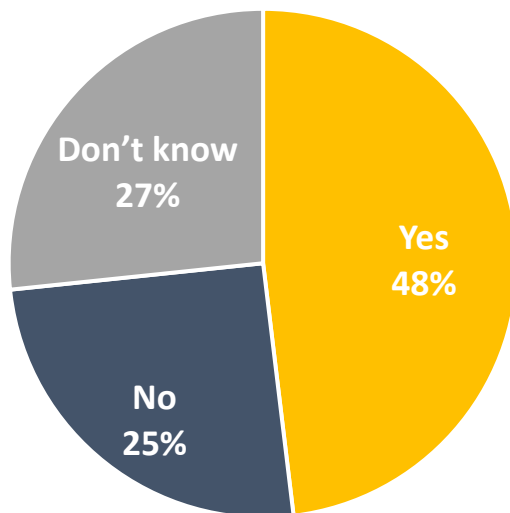
FUTURE TRAVEL PLANS
(November 2023 to October 2024)

2024 Travel Intentions

Plans to take overnight pleasure trips in NL in the next 12 months (November 2023 to October 2024)

Residents (n=600)

Residents planning to take overnight pleasure trips in NL in the next 12 months



Residents planning to take overnight pleasure trips in NL in the next 12 months, by age



Residents with no in-province trip plans who are planning to take a trip to another destination

30%

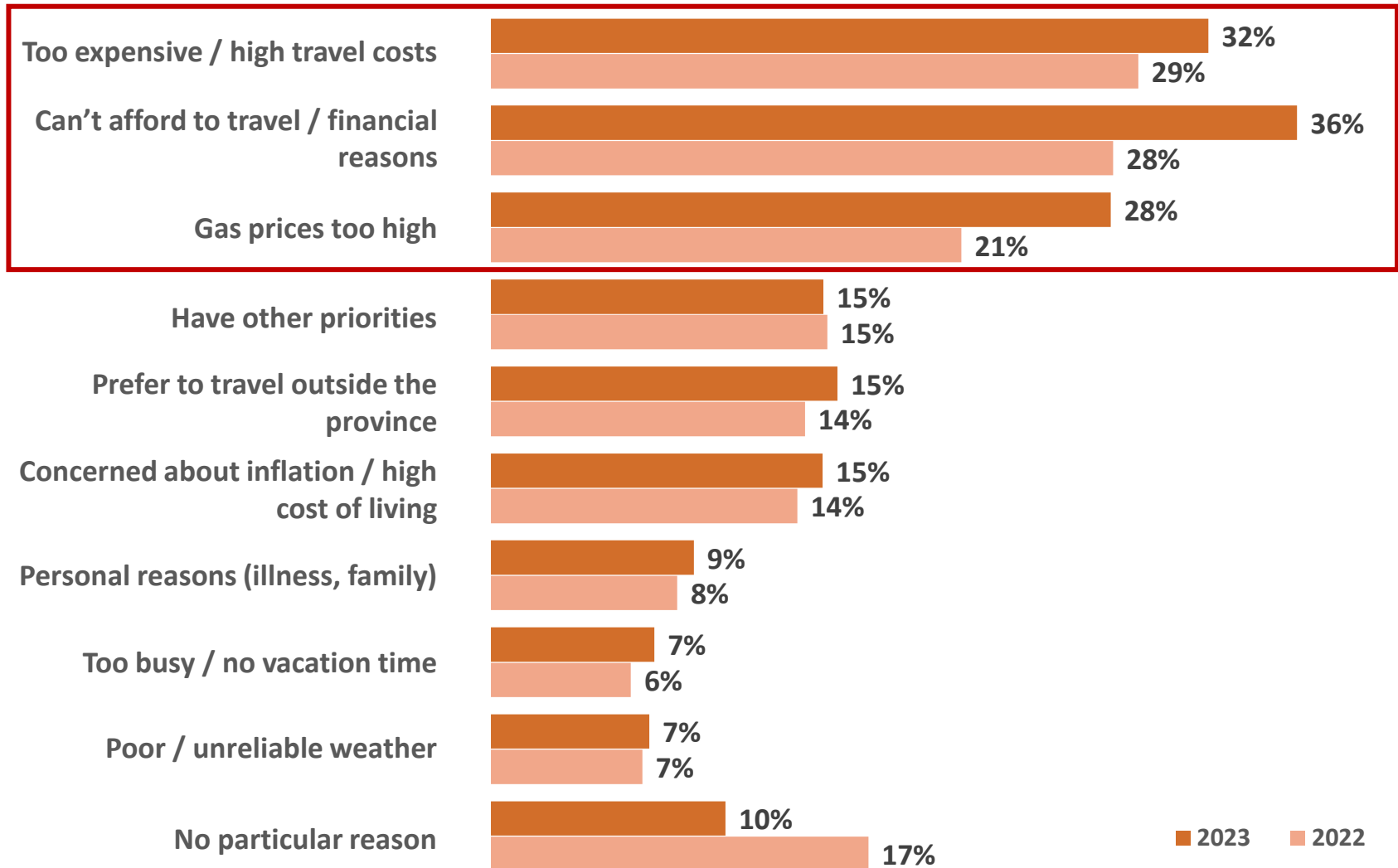
Residents with no in-province trip plans who are not planning any other trips in next 12 months

44%

- When it comes to taking an overnight pleasure trip in NL in the next 12 months, residents are relatively enthusiastic at the moment, with nearly half (48%) indicating that they are planning to do so
- Only a quarter of NL residents (25%) currently does not have any plans to take an overnight trip in the province during the next 12 months while 27% are still undecided, with the 'undecided' share increasing from 22% last year
- Plans for in-province trips in 2024 are consistent across all age groups, with those aged 18-34 the most likely (55%) to be planning an in-province trip
- Of those not planning in-province trips, 30% are planning to take at least one trip to another destination outside the province while 44% are not planning to take any trips at all in 2024
- The top destinations for current out of province trip plans are ON, NS and Florida followed by the Caribbean, AB and QC

Barriers to Future Travel in NL

Top reasons for not planning overnight pleasure trips in NL in the next 12 months (November 2023 to October 2024) Residents who do not plan to take a trip in NL (n=155)

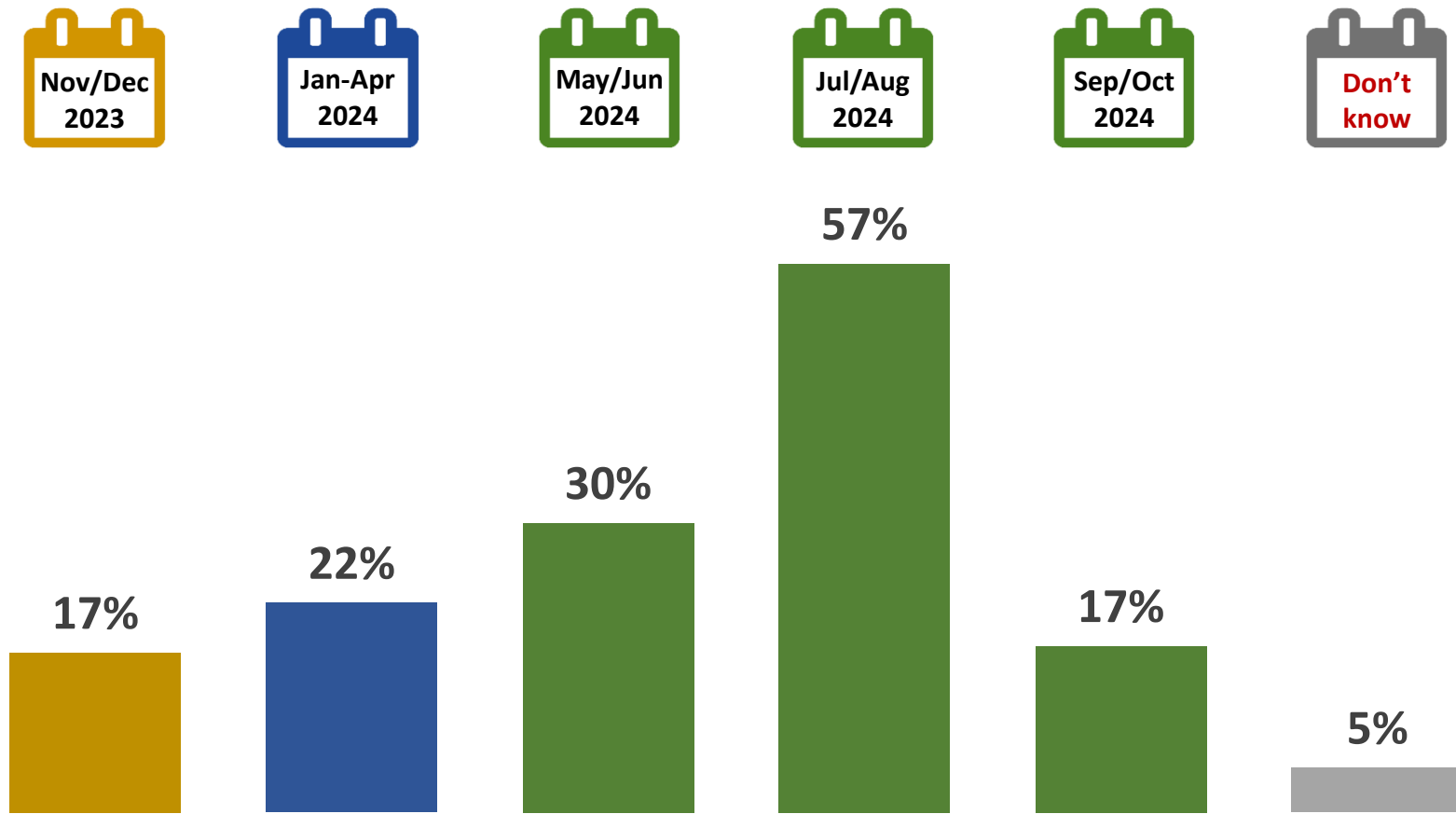


- Reasons for not planning to take overnight pleasure trips in NL in the next 12 months are varied but most notably, the top three reasons are linked to travel affordability and costs, with more residents citing them in 2023
- While financial reasons top the list of barriers at 36%, nearly as many residents (32%) find it too expensive and 28% find gas prices too high. In addition, 15% of residents are also concerned about inflation and the high cost of living
- 15% of residents have other priorities, while the same share prefer to travel outside the province
- Fewer than 1 in 10 residents respectively cite personal reasons (9%) for not travelling at home, are too busy/have no vacation time (7%) or feel impacted by poor/unreliable weather (7%)
- While in 2022 nearly 1 in 5 residents (17%) didn't have a particular reason for not taking a trip in their home province, this share decreased to 10% in 2023

Timing of Travel Intentions

Timing of currently planned overnight pleasure trips in NL in the next 12 months (November 2023 to October 2024)

Residents who plan to take an overnight pleasure trip in NL in the next 12 months (n=289)



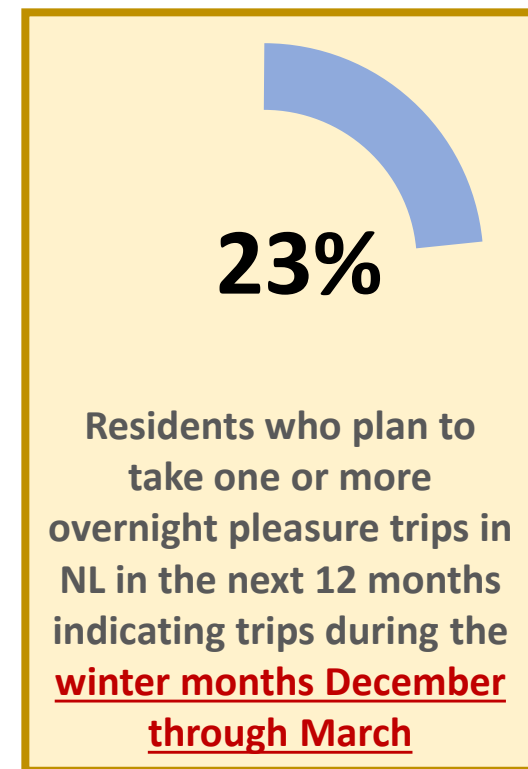
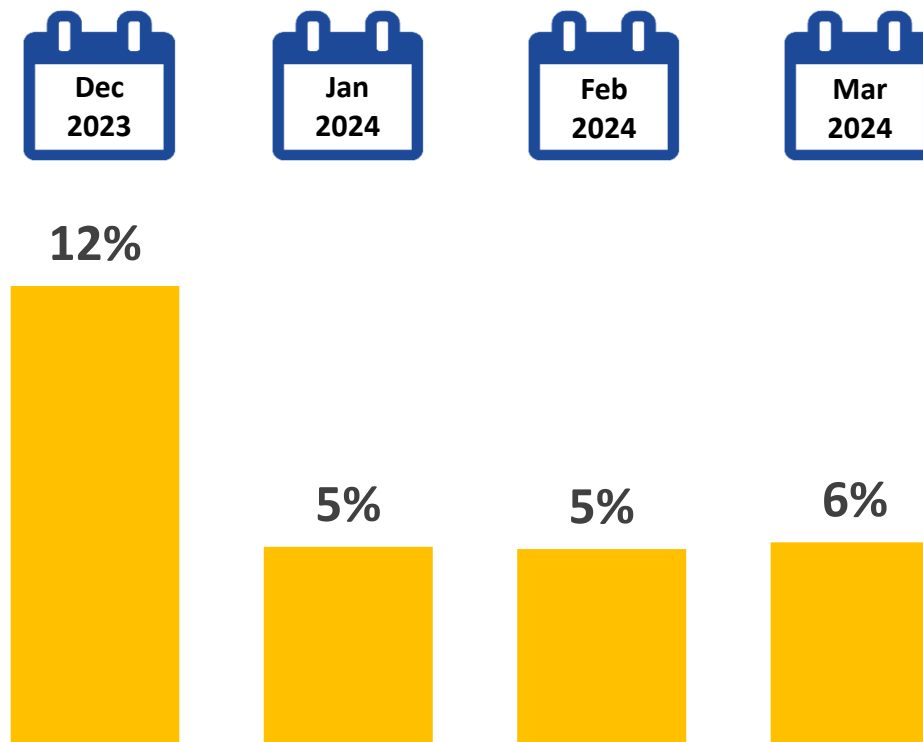
Percentages exceed 100% due to multiple response

- When it comes to the timing of trips residents are planning for the next 12 months in this province, the peak season May to October remains the most favoured time for in-province travel, including the peak months of July and August when nearly 3 in 5 (57%) are planning to take a trip, while nearly a third of residents (30%) plan a trip for the shoulder months of May and June
- Nearly 1 in 5 residents (17%) planned to be on the road before the end of 2023 (likely impacted by the holiday season), and 22% of residents are planning to take a trip during the January through April period which is likely influenced by school holidays and Easter during that period
- With a majority of residents with travel plans for the next 12 months already eyeing the next peak season for their trips, indications are that 2024 promises to be another busy travel year for residents

Winter Travel Intentions

Overnight pleasure trips in NL between December 2023 and March 2024

Residents who plan to take a trip in NL (n=289)



Combined total percentage exceeds 23% due to multiple choice response; some residents planning to travel in more than one of these months

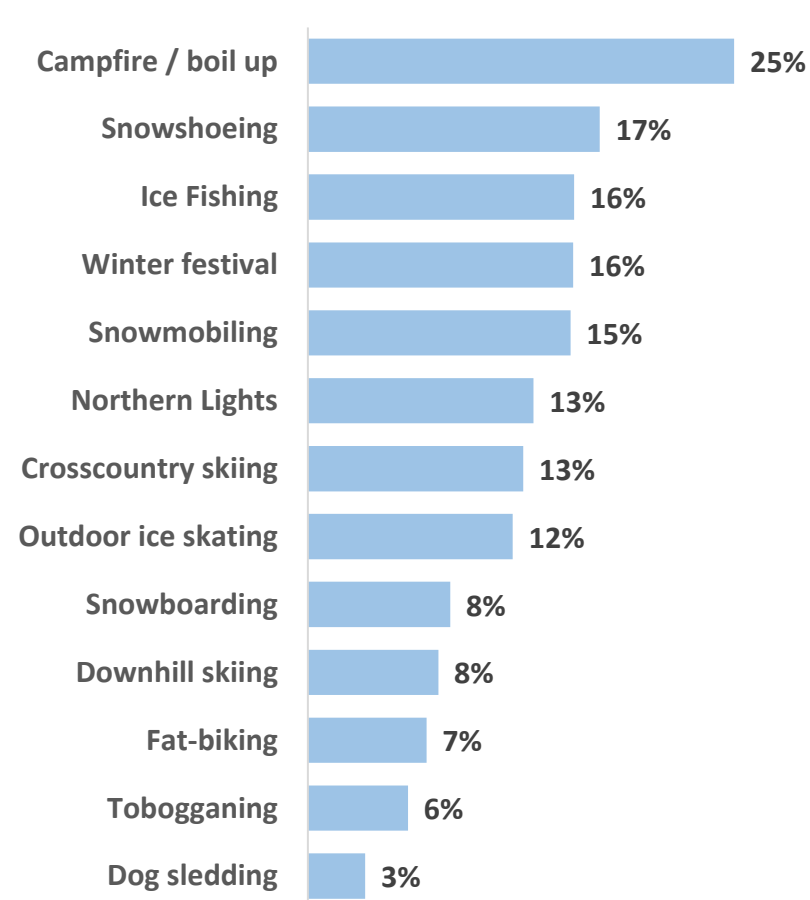
- While travel during the peak season, and particularly during the months of July and August, is very popular among residents, there is also some potential for winter travel
- Overall, 23% of residents with in-province travel plans for the next 12 months are planning to take an overnight pleasure trip during the winter months December through March, down considerably from last season's 34%
- At 12%, December is the most likely winter travel month for residents (likely driven by holiday travel), while just 5-6% of residents plan to take a trip in January, February or March respectively
- At 29%, residents aged 35-54 are significantly more likely to plan an overnight pleasure trip during the December to March period than those aged 55 or older (17%)

Winter Travel Activities

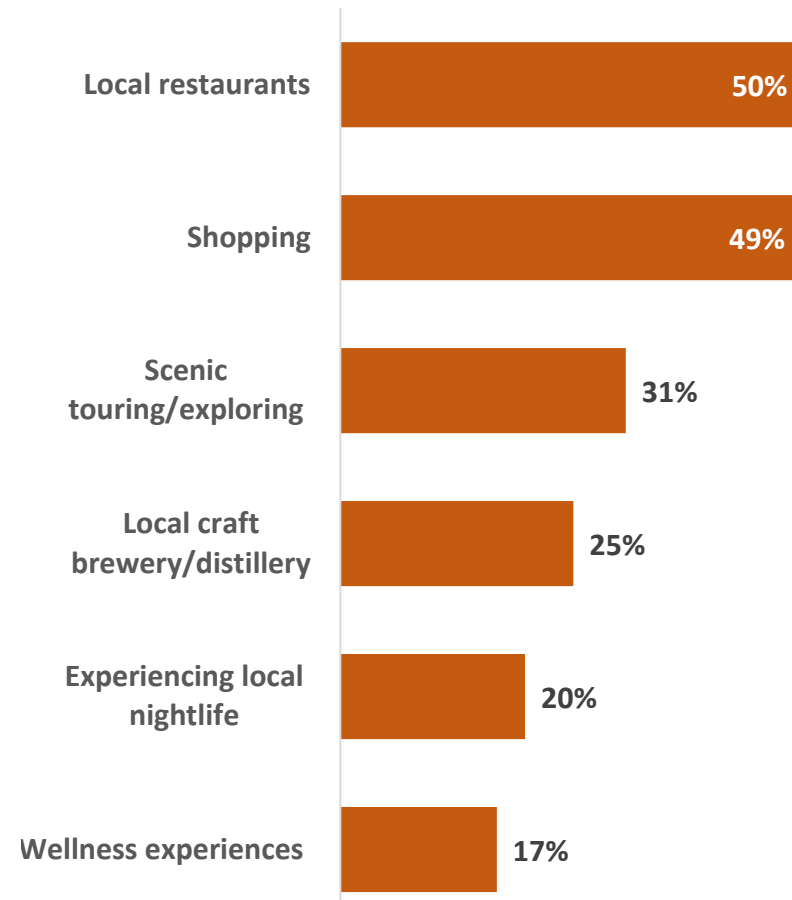
Activities of interest during winter travel

Residents who plan to take a trip in NL between December 2023 and March 2024 (n=69)

Interest in snow-based / outdoor activities



Interest in general travel activities



- While there is some potential for winter travel activity among residents, their interest to participate in snow-based and other outdoor activities is considerably lower than their interest in engaging in more general travel activities
- Among residents who plan to take a winter trip, interest is highest in experiencing local cuisine (50%) and shopping (49%)
- A smaller share of potential winter travellers would take part in scenic touring (31%), visiting a local craft brewery or distillery (25%) and experiencing local nightlife (20%)
- Fewer residents indicated that they would take part in various snow-based and other outdoor activities, with having a campfire or boil-up (25%), snowshoeing (17%) and ice fishing topping the list
- Interest in most outdoor activities is driven by younger residents (18-34) while older residents are more interested in general travel activities

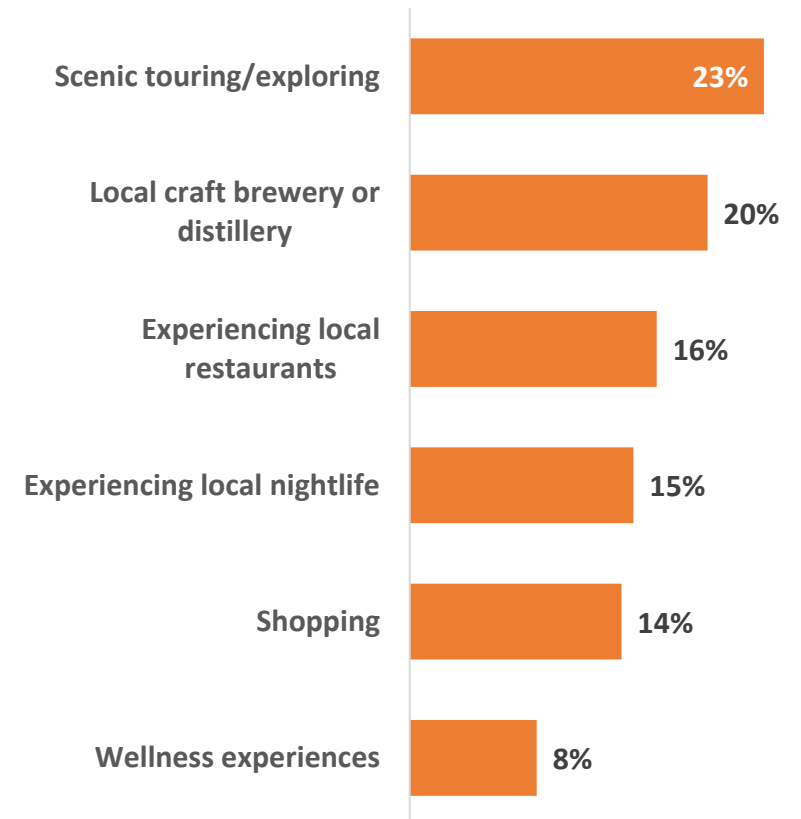
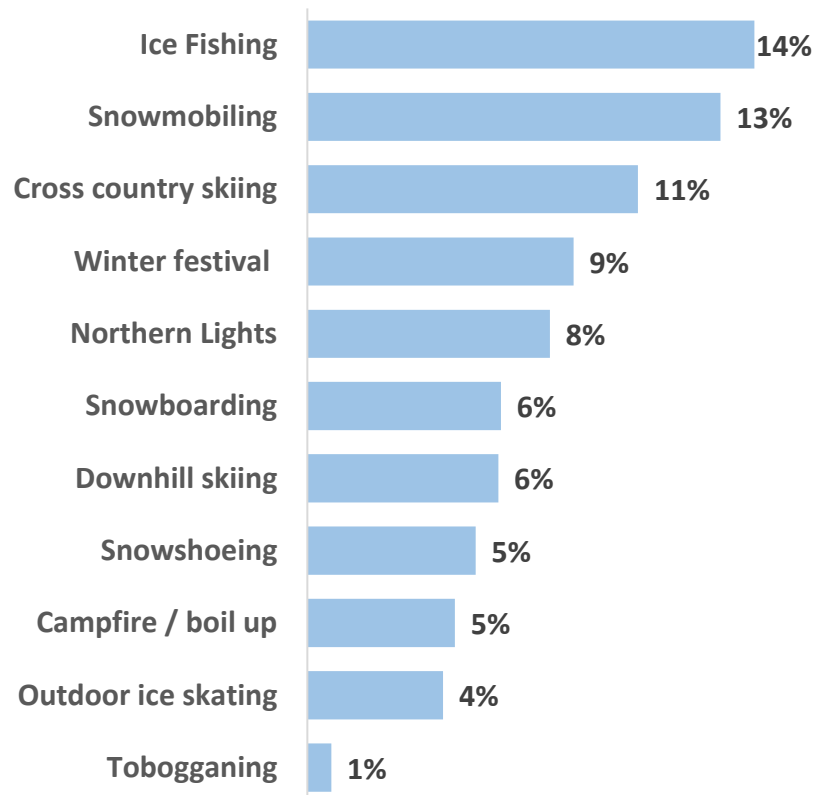
Winter Travel – Trip Anchors

Activities of interest during winter travel around which residents would plan an entire trip

Residents who plan to take a trip in NL between December 2023 and March 2024 and taking part in certain activities (n=62)

Trip anchors: Snow-based / outdoor activities

Trip anchors: General travel activities

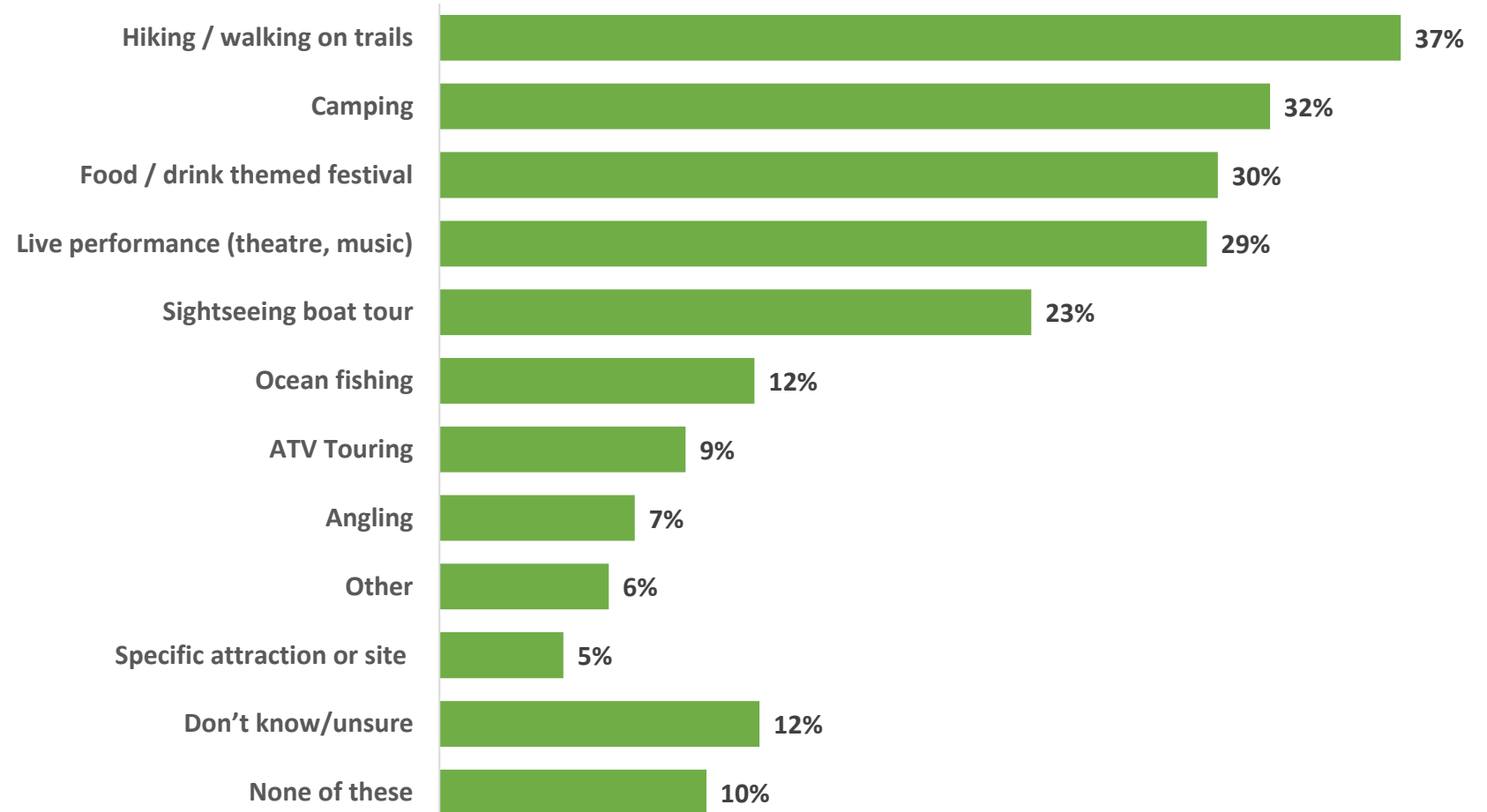


- When asked if any trip activities were important enough to plan a whole trip around it, 22% of residents who plan to take a winter trip did not identify any
- However, about 1 in 5 each of potential winter travellers indicated that they would plan a trip around scenic touring (23%), visiting a local craft brewery or distillery (20%) and experiencing a local restaurant (16%)
- When it comes to snow-based and outdoor activities, only a relatively small share of potential winter travellers indicated that they would plan a trip around a certain activity, with ice fishing (14%), snowmobiling (13%) and cross country skiing (11%) topping the list
- Attending a special winter festival or event (9%) and seeing the Northern Lights are also popular with some residents
- Given the higher cost of travel, it is likely that trip anchor interests of residents are more focused on less expensive activities than during past seasons

Trip Anchors – All Travel

Activities of interest during travel in Newfoundland and Labrador around which residents would plan an entire trip

Residents who plan to take a trip in NL between November 2023 and October 2024 (n=289)

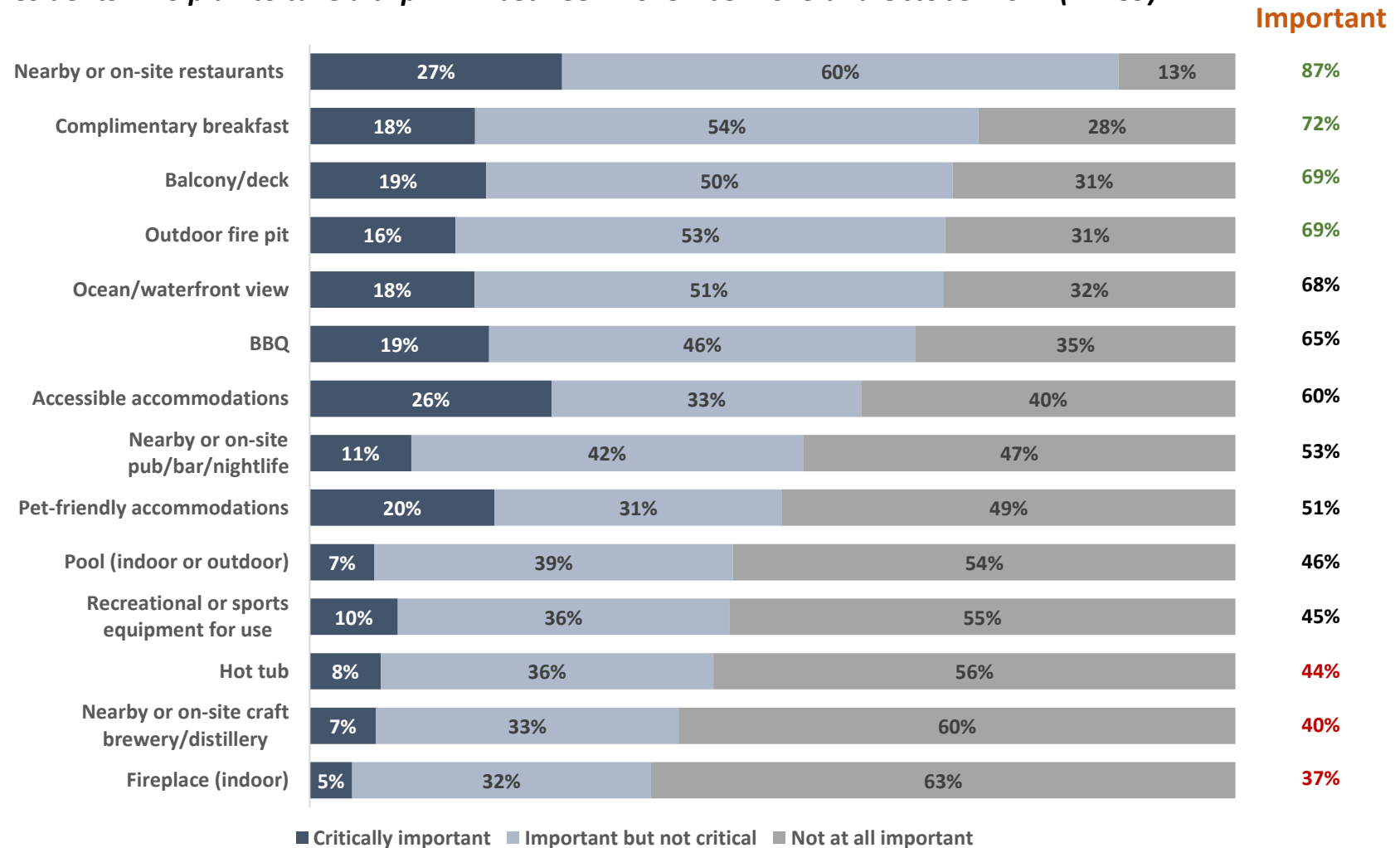


- When asked if any trip activities were important enough to plan a whole trip in the province around it, residents with in-province trips plans indicated that their top interest was hiking/walking on trails
- Approximately 1 in 3 residents respectively would plan an in-province trip around camping (32%), food/drink-themed festivals (30%) and live theatre or music performances (29%). Nearly a quarter of residents (23%) would plan a trip around a sightseeing boat tour
- Ocean fishing (12%), angling (7%) and ATV touring (9%) are more niche as a far smaller share of residents would plan trips around these activities
- It is interesting to note that 1 in 10 residents are unsure of any trip anchor activities (12%) or would not plan a trip around any of these activities (10%)
- Top trip anchor activities are similar across all age groups, however, younger residents (18-34) are significantly more likely to plan a trip around hiking and camping than older residents (55+)

Accommodation Amenities

Importance of amenities when selecting accommodations for in-province overnight pleasure trips

Residents who plan to take a trip in NL between November 2023 and October 2024 (n=289)

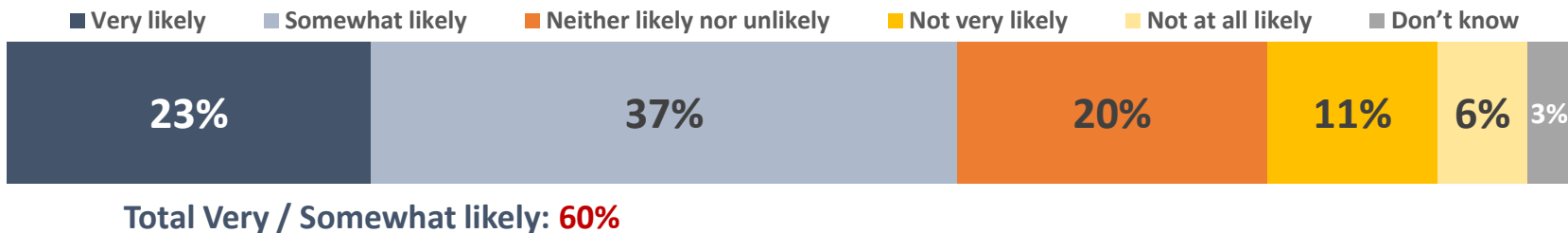


- When asked which amenities are important to them when selecting accommodations for an in-province overnight trip, residents indicated that most amenities are not overly critical to their choice but that some features carry more importance relative to others
- Overall, nearby or on-site restaurants are important to the vast majority of residents (87%), including one quarter (27%) who rated this amenity as critically important, going hand in hand with an offer of a free breakfast, rated as important by more than 7 in 10 residents
- Other important amenities include a balcony/deck, fire pit, ocean views and a BBQ, indicating that residents look for accommodations providing for pleasant settings and additional outdoor time when they are there
- While accessible accommodations and pet-friendly accommodations rank lower in overall importance, they rank high in critical importance given the specific needs of certain travellers

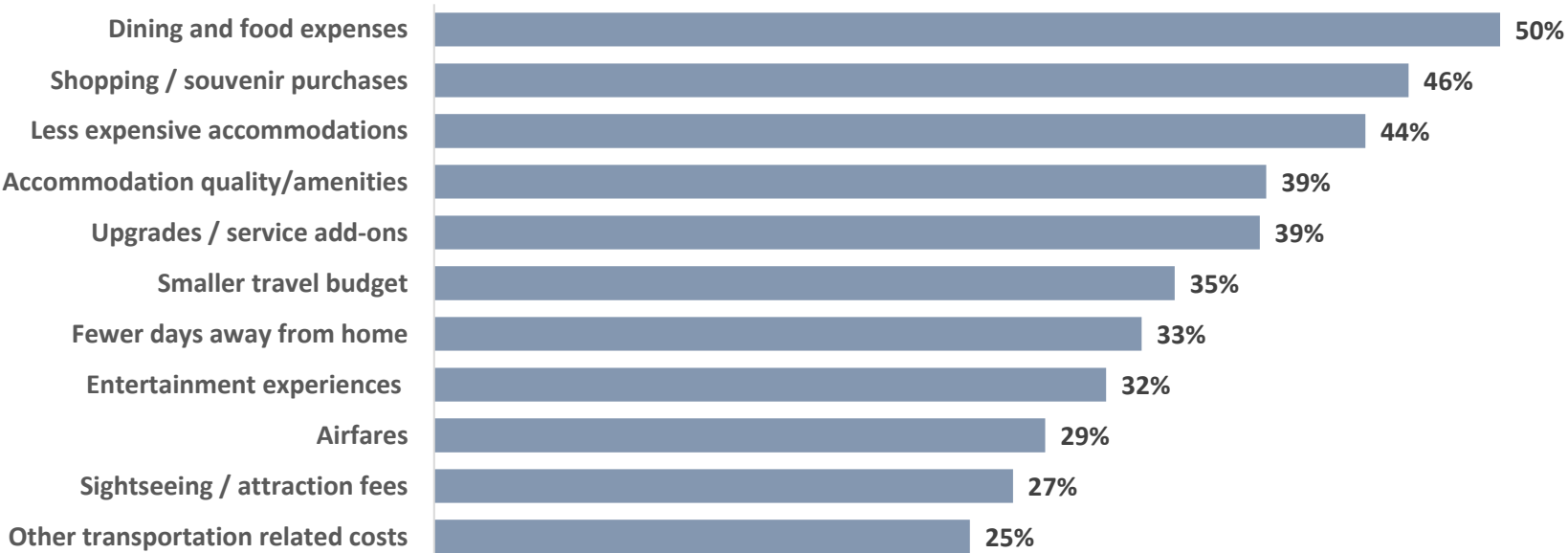
Travel Cost Saving Measures

Residents who plan to take an in-province or out of province trip in the next 12 months (November 2023 to October 2024) [n=385]

Residents' likelihood to compromise aspects of their travel experience to save money



Trip aspects on which residents would compromise to save money on a pleasure trip



- Despite rising travel costs and other financial concerns, nearly two thirds of residents are planning to take an in-province or out of province overnight pleasure trip during the next 12 months, suggesting that travel remains a priority among NL residents
- To cope with the financial concerns and still being able to travel, 3 in 5 residents (60%) are likely to compromise on aspects of their travel experience, with younger residents (18-34) being the most likely to do so (80%)
- Most residents attempting to save money would cut back on dining/food expenses (50%) while nearly as many would do less shopping (46%) or opt for less expensive accommodations (44%)
- Cutting back their overall travel budget (35%) or taking shorter trips (33%) is a potential money saving solution for one third of residents while fewer residents see compromising on airfares (29%) or other transportation costs (25%) as an option to cut travel expenses

Recommendations

- **As in 2022, costs and financial reasons impacted residents' travel intentions, however, over 40% of residents did take an average of 1.8 trips in their home province during the 2023 peak season. At an average trip length of nearly 4 nights, residents enjoyed family time and the scenery and landscapes of the province, continuing the momentum that was built in 2020, 2021 and 2022. Although residents are ramping up out-of-province travel, potential for in-province travel remains promising for the next 12 months as nearly all residents (94%) who travelled in 2023 would do so again in 2024. With residents being generally satisfied with their trips, this provides an opportunity to continue to build on the experiences of the past four years to entice more residents to travel at home and to encourage past in-province travellers to continue to do so**
- **Residents continue to discover in-province destinations and attractions for the first time, and expressed a desire to do and see more in the province, serving as a strong motivator for repeat in-province travel. In addition, many residents indicated that sightseeing and taking in sites and attractions create memorable moments for them. This suggests that discovering something new in their home province as well as showcasing destinations and sites that may be considered 'hidden gems' continue to be a solid opportunity to grow resident tourism and to stimulate interest among those who already took in-province trips to keep them travelling here**
- **As in previous years, residents continue to show a clear preference for checking out local restaurants, walking and hiking trails, beaches, pubs/bars, historic sites and craft breweries. Packages and content featuring local food and drink opportunities along with nearby hiking/walking trails, beaches, parks and historic sites may help encourage more residents to vacation in-province during the next travel season. With more residents worried about rising costs and increasing financial concerns, some residents will be particularly receptive to discounts and deals which could be offered as part of travel packages**
- **Residents continue to indicate that they enjoy the beauty of the province, nature and scenery which are also strong motivators for taking in-province trips in the future. Furthermore, over one third of residents would plan a trip around trail hiking/walking and one quarter around sightseeing boat tours, suggesting that the province's natural assets provide for a variety of opportunities to motivate resident travel, especially when combined with other experiences such local cuisine, historic sites / attractions and scenic exploring**

Recommendations

- **Spending time with family and friends has been the most memorable part of residents' trips within the province over the past four seasons. Although this may have been, in part, elevated by the effects of the COVID-19 pandemic earlier on, it is highly likely that this particular trip aspect will continue to be a significant motivator for travel in the province as it has been a stable theme since resident travel tracking began. Emphasizing the opportunity for family time while also exploring the province and taking in new sites and activities should resonate well with motivating resident travel in the future**
- **Getaway travel has been a staple among residents who have taken in-province trips over the past three peak seasons, with nearly one in three resident travellers in each season taking at least one getaway trip. Although generally shorter than trips for other purposes, these trips provide residents with the opportunity to “just get out” and fulfil their need to travel and to relax and unwind. For nearly one in ten residents, this is also a motivator to take another trip in the province. In addition, these types of trips have discretionary destinations – allowing St. John’s residents to “get out of the city” and other regional residents to “get into the city”. Furthermore, despite these trips being shorter, spending per day tends to be higher compared to trips for other purposes. Offers and/or packages that address the need to “get away”, including some food/drink options and special accommodation amenities would help encourage these special in-province trips among residents**
- **While generally fewer residents take trips for special occasions or events, 3 in 10 residents respectively indicated that they would plan an entire trip around a food/drink themed festival as well as live performances (theatre, music etc.). In addition, 9% of residents indicated that they would plan a trip around a winter festival. This suggests that the province’s wide variety of festivals and events happening throughout the year can serve as strong trip motivators for residents, including in the off-season and the winter. Given residents’ interest in the outdoors, natural scenery, scenic exploring and local cuisine, festivals and events around these themes should continue to thrive and help stimulate additional in-province travel**

Recommendations

- **When choosing accommodations for overnight in-province trips, residents value having restaurants on-site or nearby, as well as complimentary breakfast options. In addition, they are looking for outdoor amenities such as balconies, BBQs, fire pits and ocean/water views. For accommodation operators, highlighting these amenities and offerings in promotions, travel offers and listings could help attract resident bookings**
- **Satisfaction levels among residents with the perceived 'value for money' for their trips have continually been below those for most other trip aspects but have improved considerably for the 2023 peak season compared to 2022. As affordability and the cost of travel have come back as significant travel barriers and are affecting more residents, understanding residents' sense of value is key to adapting offers to get them to travel. Delivering 'value for money' remains a major factor in maintaining in-province travel momentum and continues to be important for residents as they make travel decisions in a challenging economic environment. Special offers, packages or deals that are perceived as 'good value for money' may tip the scales in favour of in-province trips as residents evaluate potential travel destinations in light of their available travel budgets and will have particular appeal among those residents who prefer to travel in-province for cost reasons**