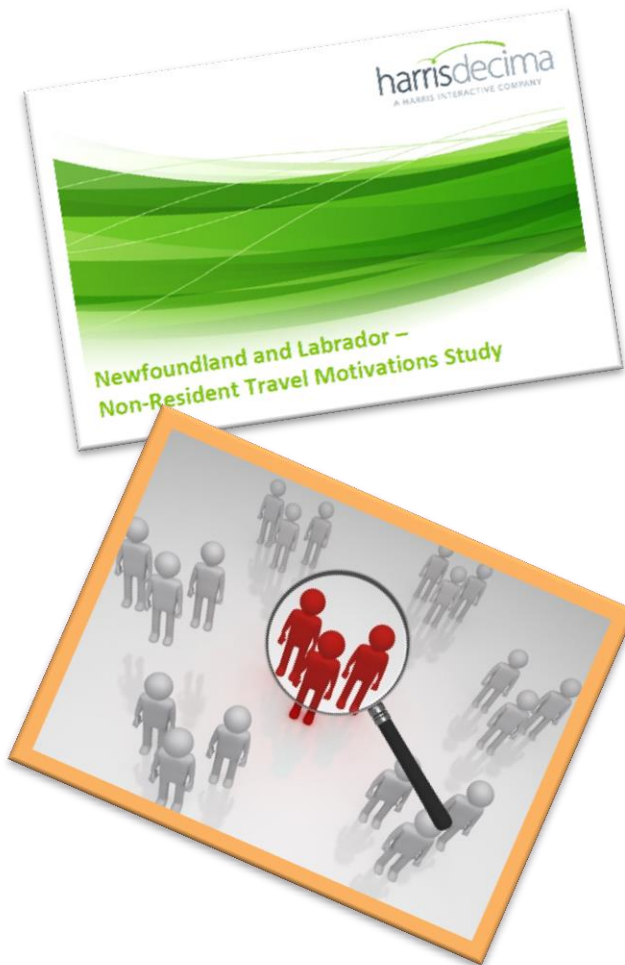


The Canadian Vacation Travel Market

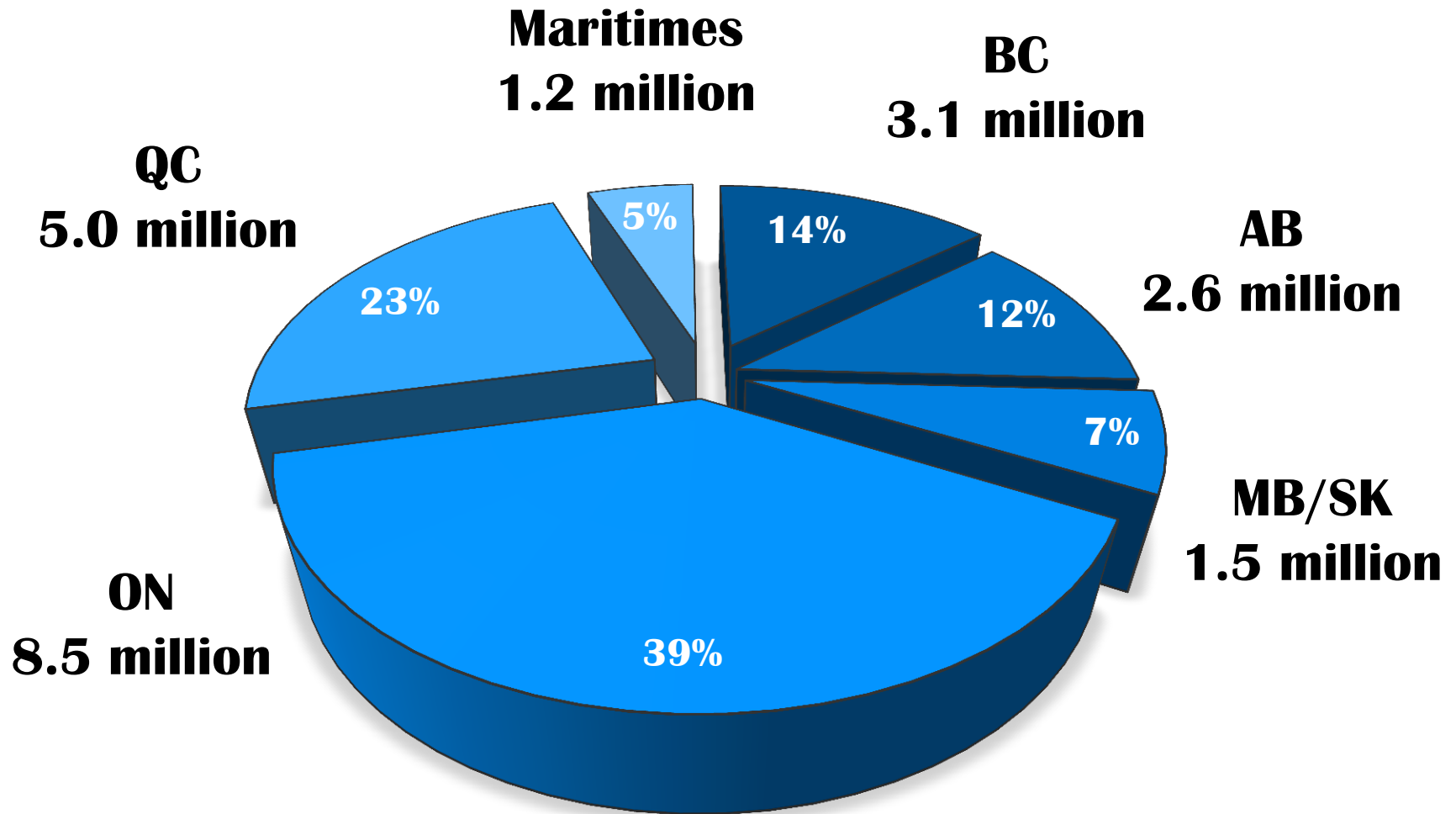
**Hospitality Newfoundland and Labrador
Annual Conference and Trade Show
Gander, 27 February 2014**

The Canadian Vacation Travel Market

- **82% of vacation visitors to province are from Canada (May to October)**
- **Source: Non-resident Travel Attitudes and Motivations study, Nov 2013**
 - ❑ **Understand general travel attitudes, preferences and motivations**
 - ❑ **Understand perceptions of Newfoundland and Labrador**
 - ❑ **Understand travel planning behaviour**
- **3 segments**
 - ❑ **Canadian travellers (1,500)**
 - ❑ **US travellers (500)**
 - ❑ **Past travellers and those interested in travelling to the province (1,050)**

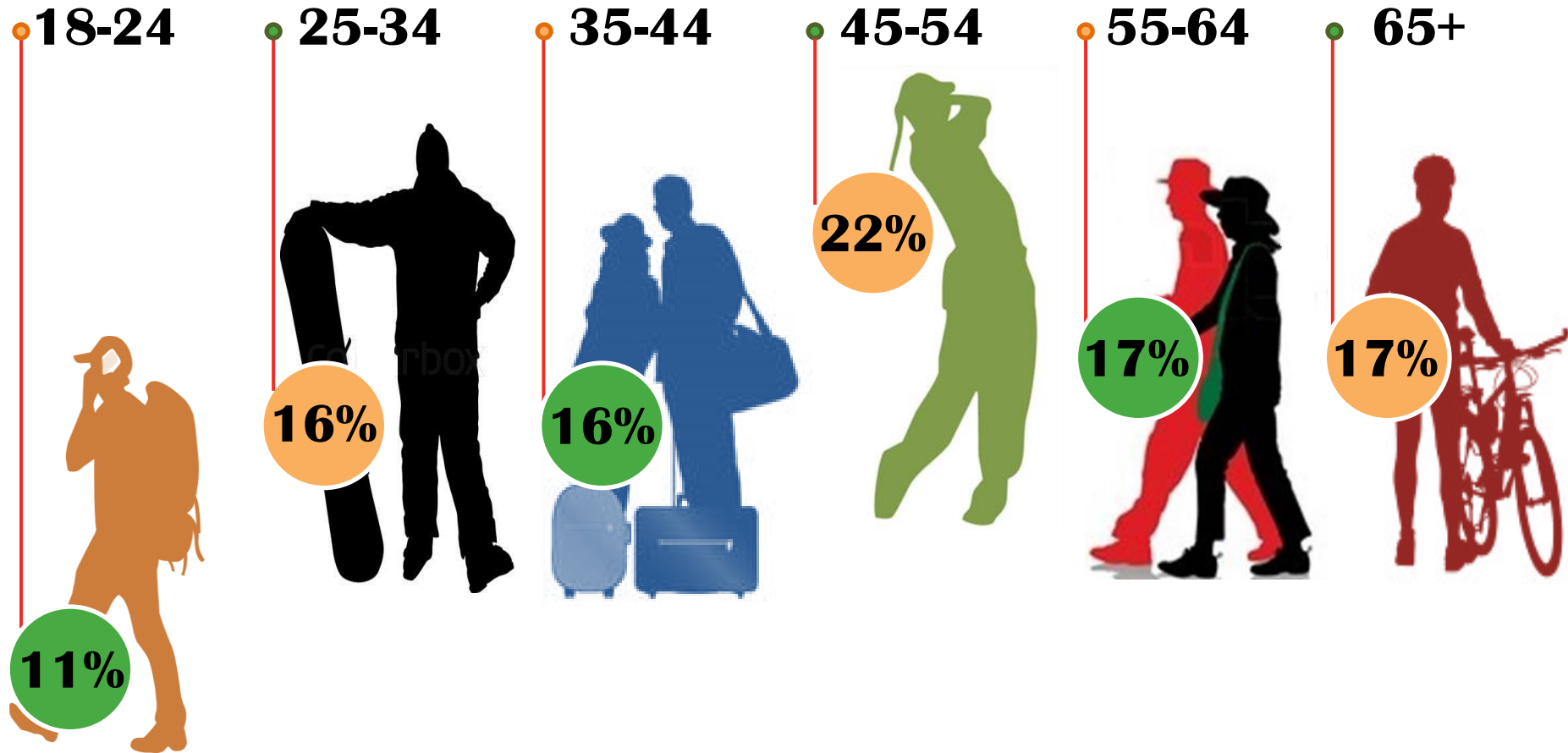


Market Size



22 million potential vacation travellers in Canada

Canadian Travellers by Age



Vacation travel market dominated by 45+ year olds

Other Market Characteristics



2.6
people, on average,
per household

13%
have friends or
relatives in NL



25%
with children
under 18 at home

83%
were born in
Canada



22 Million
Vacation/Pleasure
Travellers
In CANADA

11%
immigrated more
than 15 years ago



50%
with min. of
university degree



6%
immigrated less
than 15 years ago

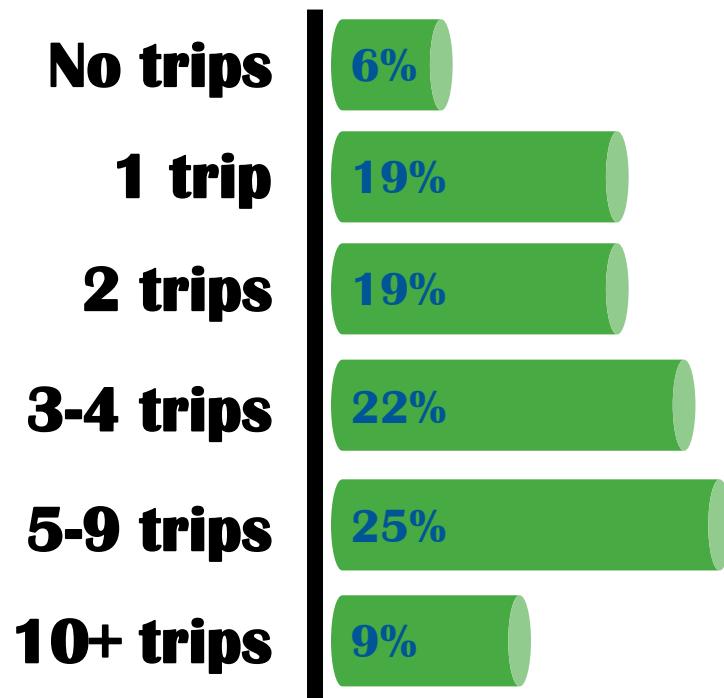


29%
with incomes greater
than \$100,000

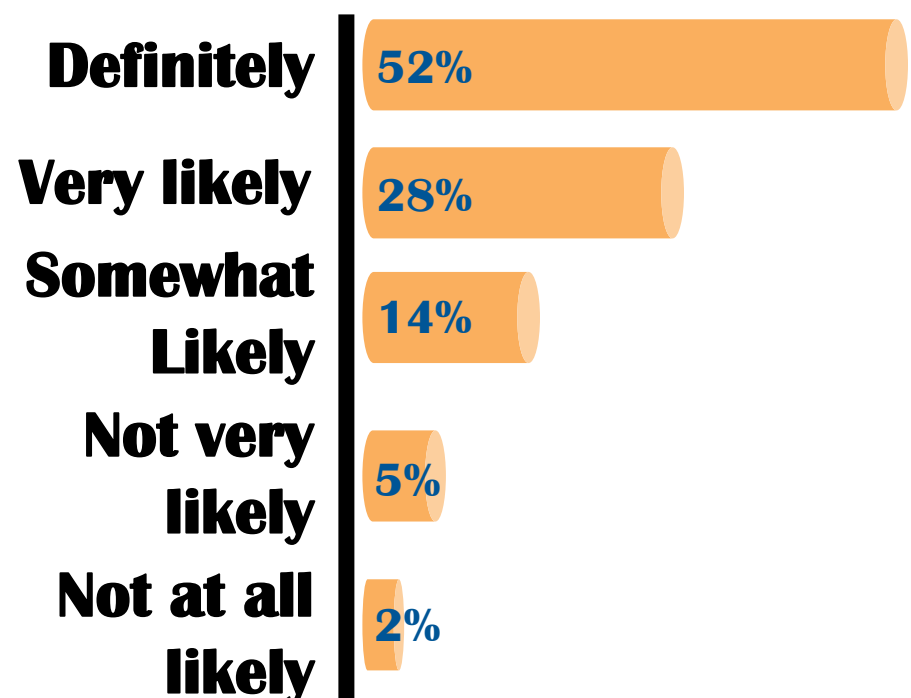


Vacation Travel

Travel Incidence (past 3 years)

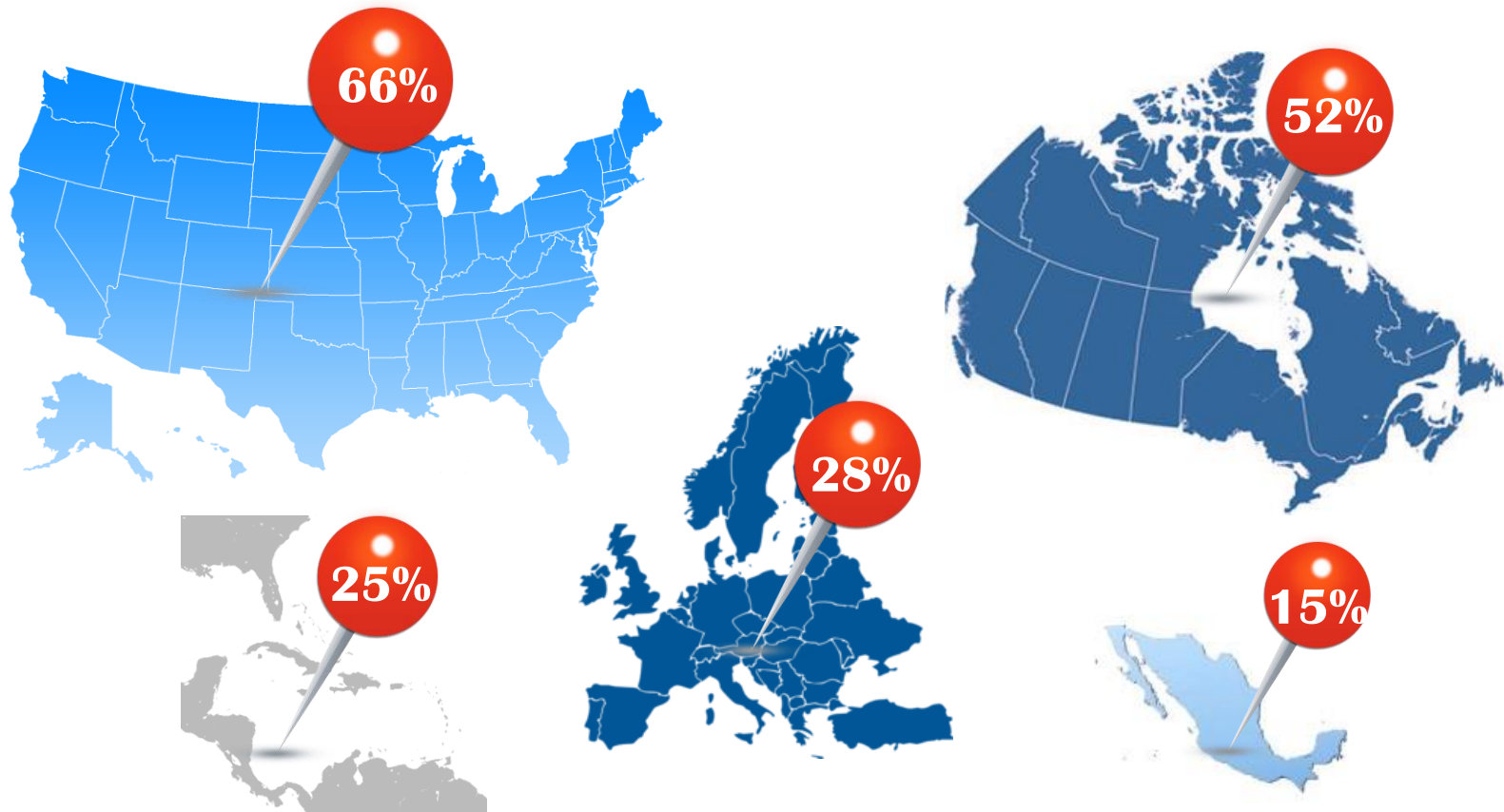


Likely to Travel for Vacation (next year)



Over half of potential travellers do travel in a given year

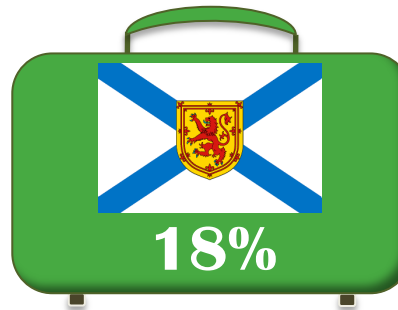
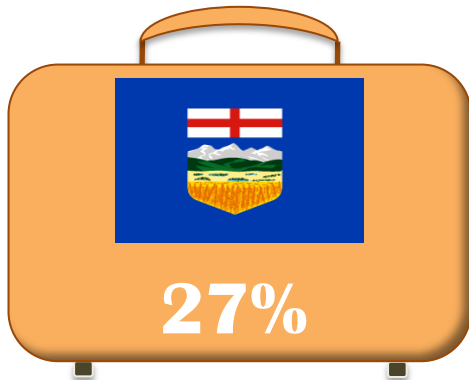
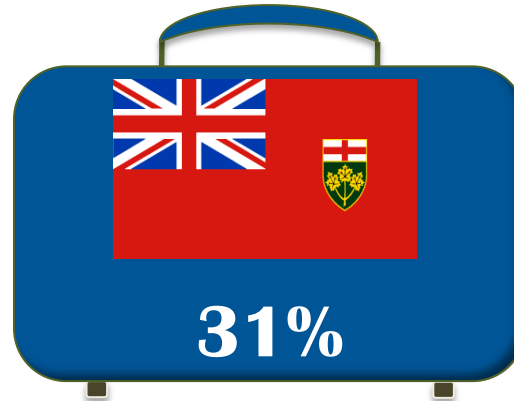
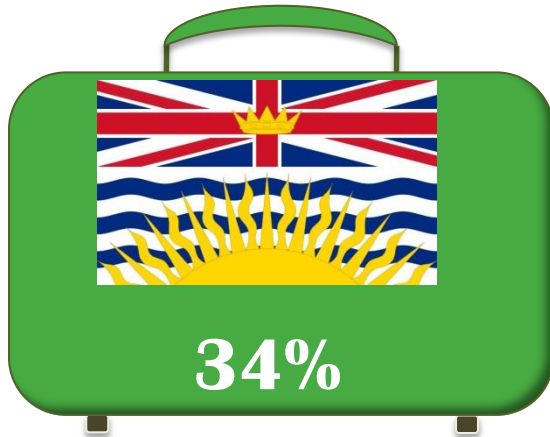
Top Vacation Destinations Visited



% of those who took a trip in past 3 years

US, Canada are most popular vacation destinations

Top Canadian Vacation Destinations



% of those who took a trip within Canada in past 3 years

BC, ON are favourite Canadian vacation destinations

Travel to Newfoundland and Labrador



Over one quarter of Canadian travellers have visited the province

Factors Impacting Out-of-Province Travel



Can't afford it

1/2

of those unlikely to take an out-of-province vacation trip



No time / too busy

1/4



Personal reasons

2 in 10

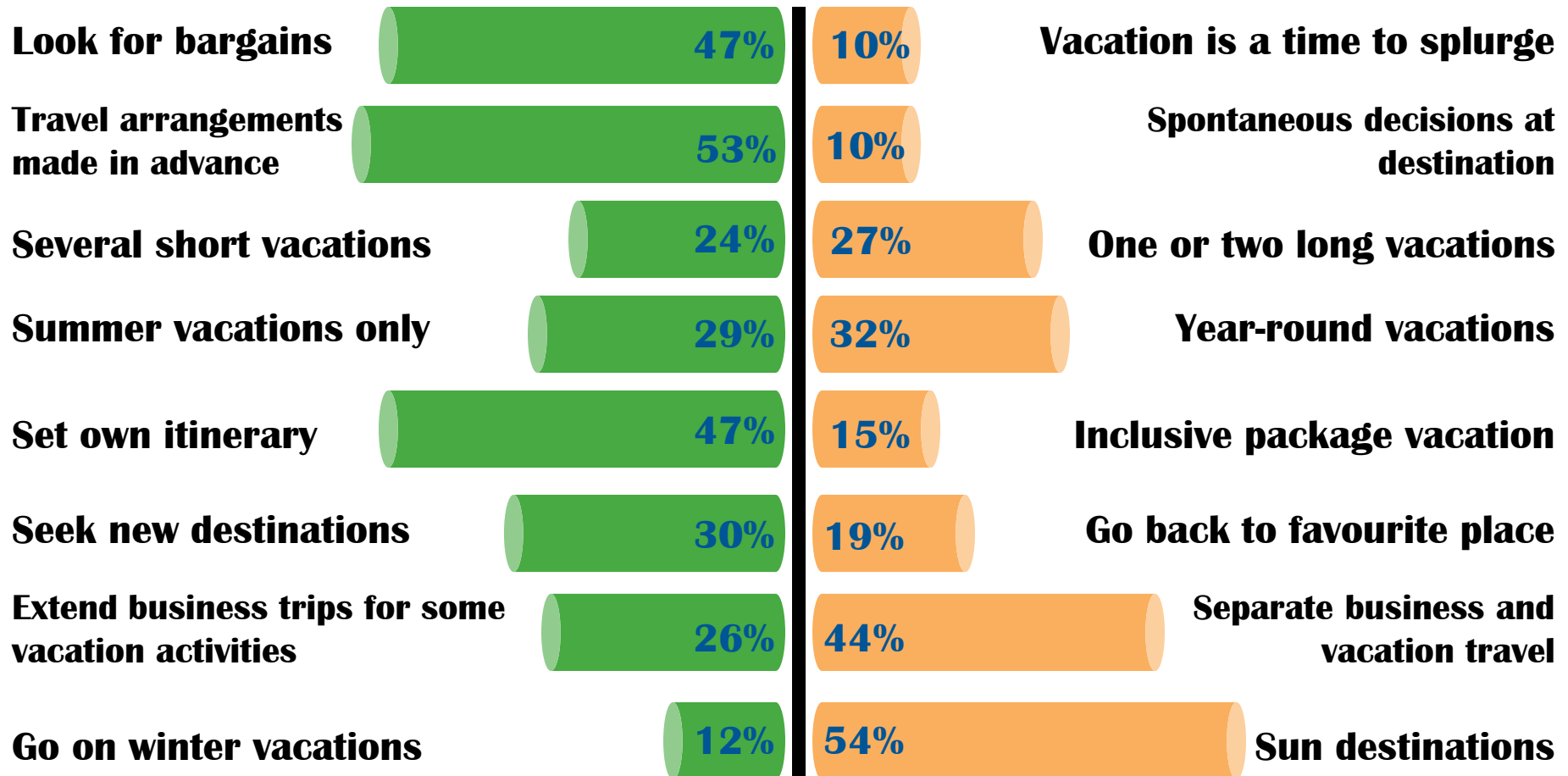


**Prefer to spend
on other things**

More than 1 in 10

**Affordability is the top concern for Canadians
limiting out-of-province vacation travel**

Vacation Travel Preferences



Canadians have diverse vacation travel preferences

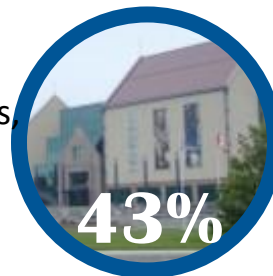
Important Vacation Travel Experiences



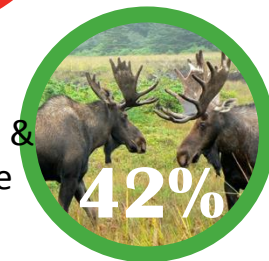
Local artisan products and crafts



Museums, galleries, exhibits



Nature & Wildlife



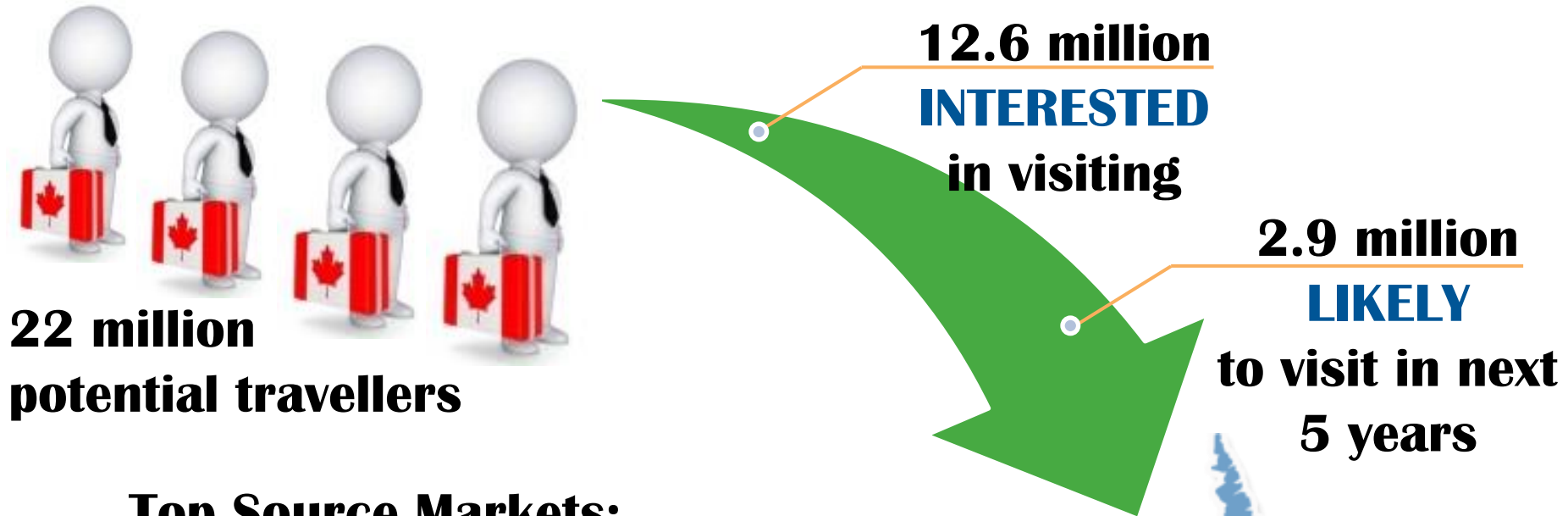
Connecting with the destination is important

Top of Mind Vacation Destinations



**Competition for mind share is tough
among vacation destinations**

Potential for Newfoundland and Labrador



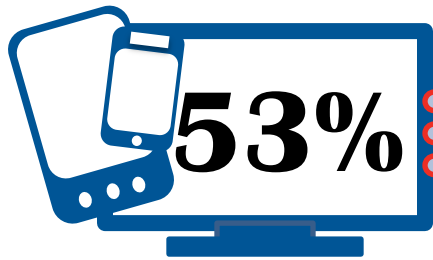
Top Source Markets:



Market potential supports continued tourism momentum in the province

Impact of Advertising

**Awareness of NL
advertising among
Canadian travellers**



**Increased
INTEREST
in visiting**

Among those
who have seen
or heard
advertising

**Increased
LIKELIHOOD
of visiting**

**Increased
ACTUAL
visits**

Among those
who were
considering a
trip

Advertising creates market momentum

Associations with Newfoundland and Labrador as a Vacation Destination

A word cloud for Gros Morne National Park. The words are arranged in a circular pattern, with larger words in the center and smaller words towards the edges. The colors are primarily blue and orange. The words include:

- Gros Morne
- Local Culture
- Wilderness
- St. John's
- Nature
- Barren
- Touring
- Boating/Cruises
- Friendly People
- Islands
- Cold
- Beautiful
- History
- Remote
- Visiting Family
- George Street
- Rugged
- Windy
- Fishing Villages
- Lakes
- Lighthouses
- L'Anse Aux Meadows
- Outports
- UNESCO Sites
- Whale Watching
- Fishing
- Hiking
- Parks
- Seafood
- Distant
- Scenery
- Music

Conclusion

- **Healthy Canadian travel market, with high demand for vacation travel**
- **Competition for mind share and selection is tough among vacation destinations**
- **Experiences connecting the traveller to the destination are very important for vacation destination selection**
- **High levels of advertising awareness and interest in travelling to the province create market momentum**



Province is well positioned to take advantage of the Canadian travel market

THANK YOU!