

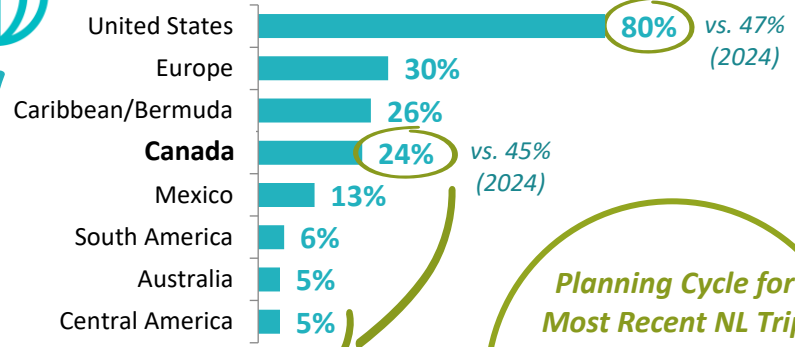
### Recent Travel Activity



On average, US travellers took **5** out of state trips in recent years



### Top Destinations Travelled in Recent Years



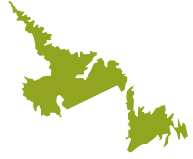
**Planning Cycle for Most Recent NL Trip**

- 65% Took 4+ months to plan their NL trip
- 58% Booked no more than 3 months in advance



**15%**

of US travellers recalled recent travel advertising or promotions over the past year specifically for **Newfoundland & Labrador**

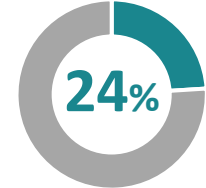


Of those who recently visited Canada went to **Newfoundland & Labrador** (Mid-Atlantic: 8% vs. New England: 4%)

### Awareness & Familiarity

NS	NB	PEI	NL
Aware	Aware	Aware	Aware
<b>61%</b>	<b>49%</b>	<b>48%</b>	<b>44%</b>
Of those <u>aware</u> , what % are familiar with what there is to see and do in that province?			
Familiar	Familiar	Familiar	Familiar
<b>65%</b>	<b>48%</b>	<b>55%</b>	<b>49%</b>

### Future Travel Considerations



Of US travellers are **'actively planning'** a trip to **Canada** (vs. 42% in 2024)



**70%**

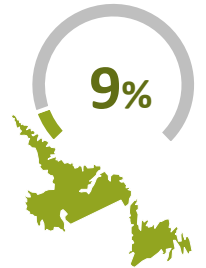
of US travellers are likely to consider travel to **at least one** Atlantic Canada province in the next 2 years (vs. 79% in 2024)

**46%** would consider travel to **Newfoundland & Labrador** in the next 2 years

**% Likely to Visit NL as Part of a Canadian Vacation Among Those Open to Taking a Canadian Trip**

**81%**

Place importance on having a **direct flight option** when considering an **Atlantic Canada vacation**



### Profile of Potential Visitors to NL (likely to travel in next 2yrs)

(n=182)



Avg. # of Recent Trips Taken (Any Location)	<b>6.4</b>	Gender	
% Likely to Visit Other Atl. Prov.		Man	<b>58%</b>
NS	<b>56%</b>	Woman	<b>42%</b>
PEI	<b>40%</b>	Age	
NB	<b>25%</b>	18-34	<b>23%</b>
		35-54	<b>40%</b>
		55-75	<b>37%</b>



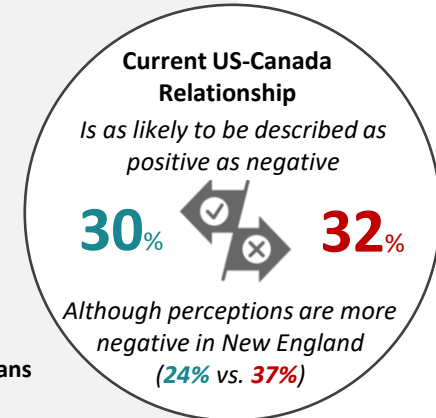
## Main Motivating Factors to Visit NL

- 54%** Having the opportunity to relax and unwind in uncrowded open spaces
- 53%** Watching whales, puffins and other marine life from land and boat tour
- 53%** Visiting charming coastal towns and fishing villages
- 50%** Enjoying unique culinary experiences
- 46%** Visiting a variety of rich historical and cultural sites
- 45%** Seeing icebergs from land and boat tour
- 39%** Visiting UNESCO World Heritage Sites
- 37%** Experiencing great hiking and trail walking opportunities
- 33%** Meeting warm and authentic locals
- 29%** Having the opportunity to take in Indigenous experiences
- 18%** Seeing the musical Come From Away in Gander, in the place, and with the people, that inspired the play

**62%**  
Consider the Come From Away musical in Gander a main or secondary reason for visiting NL

## Perceptions of US-Canada Travel & Geopolitical Situation

- 89%** have positive impressions of Canada as a place to visit
- 91%** consider Canada an appealing vacation destination right now
- 86%** are aware of the current US-Canada geopolitical situation
- 50%** believe travelling to Canada has become more expensive
- 46%** believe Americans are now generally less welcomed by Canadians
- 43%** believe it has become more difficult for Americans to cross the US-Canada border
- 25%** consider Canada less safe than it has been in the past for American visitors



## Key Considerations

1. US travel patterns have shifted, at least in the near term.
2. Concerns about feeling welcome, as well as issues related to safety, border crossing, and cost, may continue to affect travel to Canada and Atlantic Canada.
3. Despite near-term travel impacts and concerns, there remains a strong opportunity to maintain visibility and remain top-of-mind with US travellers.
4. Air access is critical.

This project was made possible through funding provided by the Atlantic Canada Agreement on Tourism (ACAT). ACAT is a nine-member pan-Atlantic initiative comprised of the Atlantic Canada Opportunities Agency, the four Atlantic Canada Tourism Industry Associations, and the four Provincial Departments responsible for tourism.