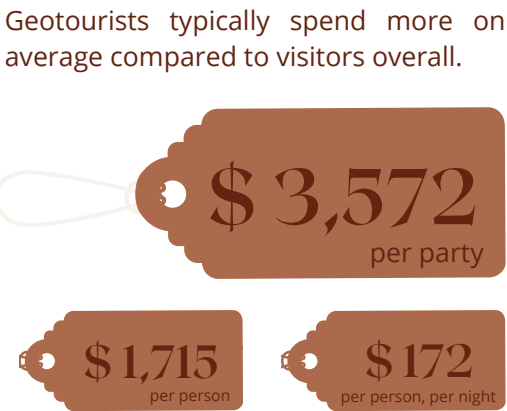
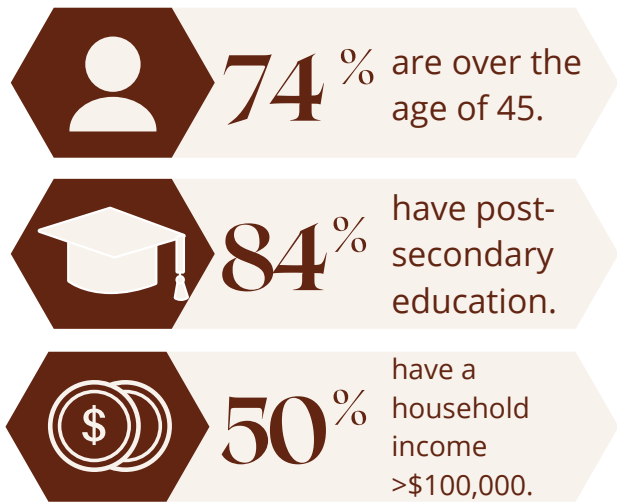
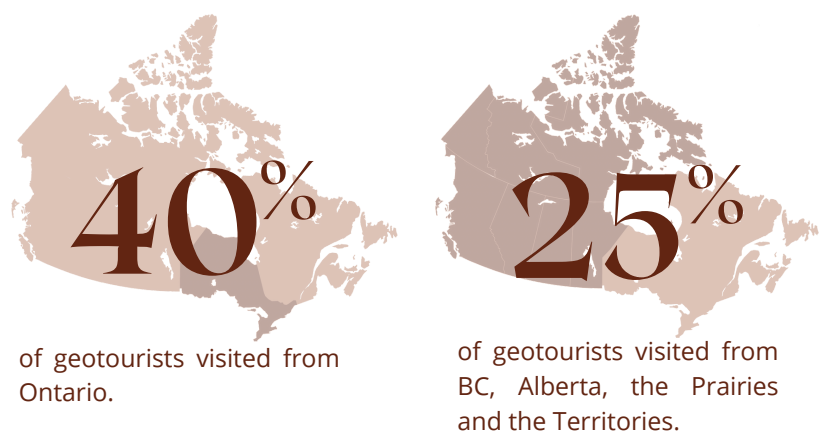


# Geotourists

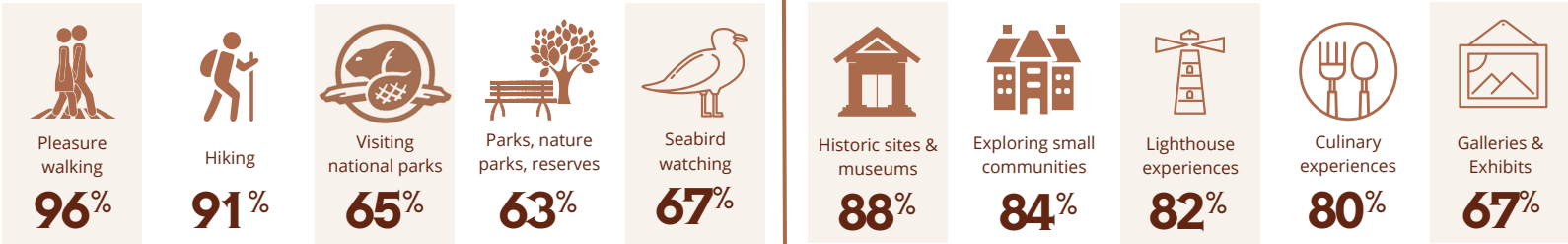
Geotourism is an ever-growing niche in the tourism industry. It can be loosely defined as tourism offerings that are themed around a meaningful geological asset or experience.

Because of how our province came together, the geology of Newfoundland and Labrador is extraordinarily diverse and interesting! With geological treasures in every region, this province is a spectacular destination for travellers with varying levels of interest in geology. In 2016, 29% of vacation visitors took part in geological tours or fossil observation during their trip to the province; a notable increase from 2011.



Geotourists visiting our province are more likely to participate in other outdoor activities like pleasure walking, hiking, seabird watching, and visiting parks.

Geotourists to the province also show significantly higher levels of participation in cultural experiences. They have interests in historic sites, museums, galleries and they enjoy exploring small communities, lighthouses, and local cuisine.



Percentages represent the number of geotourists who also enjoyed the corresponding activity.