

**2002/2003**  
**Travel/Tourism Indicators for Newfoundland & Labrador**

### Selected Travel/Tourism Indicators for Newfoundland and Labrador: 2000, 2001 and 2002

	2001	2002	2003	% Change 01/02	% Change 02/03	% Change 01/03
<b>Marine Atlantic Ferry Service (Both Directions)</b>						
Passengers Carried	481,560	528,972	457,228	9.8	-13.6	-5.1
Passenger Related Vehicles	153,880	172,726	151,188	12.2	-12.5	-1.7
Commercial Related Vehicles	78,963	79,092	81,169	0.2	2.6	2.8
Non-Resident Auto Visitors	141,675	161,442	140,401	14.0	-13.0	-0.9
Residents Exiting by Auto	97,061	101,036	86,941	4.1	-14.0	-10.4
Airport Passenger Movements	1,368,968	1,281,933	1,361,728	-6.4	6.2	-0.5
Direct International Arrivals (St. John's)	15,392	17,097	15,939	11.1	-6.8	3.6
Occupancy Levels (St. John's)	69.7	69.3	70.5	-0.6	1.7	1.1
Information Centres	119,476	137,139	126,701	14.8	-7.6	6.0
Car Rental Revenue (St. John's Airport)	\$9,820,883	\$9,383,240	\$11,454,405	-4.5	22.1	16.6
Exiting Buses	235	237	193	0.9	-18.6	-17.9
Cruise Ship Passenger Visits	24,397	25,410	20,351	4.2	-19.9	-16.6

*Please refer to the note on the next page for the time period covered by each travel/tourism indicator presented.*

**Notes:**

1. *Passengers carried by Marine Atlantic covers the period January to December.*
2. *Passenger related traffic carried by Marine Atlantic covers the period January to December.*
3. *Commercial related traffic carried by Marine Atlantic covers the period January to December.*
4. *Non-resident Auto covers the period January to December.*
5. *Residents exiting by Automobile covers the period January to December.*
6. *Airport passenger movements at the province's six major airports covers the period January to December.*
7. *Direct International Arrivals covers the period January to December.*
8. *Occupancy levels for St. John's covers the period January to December as reported by Pannell Kerr Forster; (Airport Plaza, Best Western Travellers Inn, Hotel Newfoundland, Delta Hotel, First City Motel, Holiday Inn, Quality Hotel (Journey's End) and Hotel St. John's).*
9. *Information Centres covers the period mid May to mid October.*
10. *Car Rental Revenue at the St. John's airport covers the period January to December.*
11. *The number of exiting buses covers the period May to October.*
12. *The number of cruise ship passengers covers the cruise season.*

## **2003 Travel/Tourism Indicators For Newfoundland and Labrador**

### Introduction

The Strategic Planning and Policy Division, Department of Tourism, Culture and Recreation is responsible for the maintenance of a travel/tourism data base that permits the monitoring of various travel/tourism statistical indicators. This is achieved through the co-operation of many industry stakeholders and Departmental staff that provide data to the division on a regular basis.

### Purpose

The purpose of this document is to provide current travel/tourism statistics on the province's travel/tourism industry. It includes a brief discussion of each available travel/tourism indicator with supporting tables summarizing the data for the 2002 and 2003 time periods.

### Travel/Tourism Indicators

**1. Marine Atlantic Passenger and Vehicle Traffic** Data provide by Marine Atlantic indicates that between January and December 2003, 457,228 passengers and 151,188 passenger related vehicles were carried on the ferry system operating between Newfoundland and Nova Scotia. These volumes each represent decreases of 13.6% and 12.5% respectively over the same time period last year.

In addition 81,169 commercial related vehicles were carried by Marine Atlantic between January and December 2003, an increase of 2.6% over 2002 levels.

**2. Non-Resident Automobile Visitors** Data provided by both Marine Atlantic and The Canadian Food and Inspection Agency (CFIA) indicates that non-resident automobile visitors to the province reached 140,401 between January and December 2003. This is a decrease of 13.0% over 2002 levels and on par with 2001.

Travellers from the Maritimes decreased 14% during this time period to 59,021 visitors while travellers from Ontario decreased 12% to 44,582.

Other origins include Quebec (8,354), a decrease of 5%, Western Canada (9,603), a decrease of 13% and visitors from the United States (18,789), a decrease of 17% over last year.

**3. Residents Exiting by Automobile** Data provided by Marine Atlantic and The Canadian Food and Inspection Agency (CFIA) indicates that 86,941 Newfoundland and Labrador residents exited the province by automobile between January and December 2003. This represents a decrease of 14.0% over 2002 levels.

**4. Airport Traffic** Data provided by the Airport Managers to Transport Canada indicates that 1,361,728 passengers boarded or deplaned at the Province's six major airports between January and December 2003. These 1,361,728 passengers represents an increase of 6.2% over 2002 levels.

The level of activity at the province's airports continues to be impacted by airline restructuring, air access and lingering effects of the terrorist attack on the World Trade Centre in New York on September 11, 2001. Significant increases at St. John's and Deer Lake airports drove the provincial increase.

While airport traffic increased 6.2% at the Provincial level between January and December 2003, significant variation was evident at the airport level. Specifically St. John's and Deer Lake Airport reported increases of 9% and 14% to 949,879 and 171,634 passenger movements respectively. Wabush Airport was the only other major airport in the province to report an increase in activity during 2003 (+4% to 50,350 passenger movements).

Gander, Stephenville and Goose Bay Airports all reported declines during 2003 ranging from -5% at Gander, -6% at Goose Bay and -42% at Stephenville.

**5. Direct International Arrivals- St. John's Airport** Data provided by Customs and Excise indicated that there was 15,939 non-resident arrivals between January and December 2003, a decrease of 6.8% over the same time period of 2002.

Direct arrivals to the end of December 2003 included 380 from Germany, 4,194 from Great Britain and 661 from France (excluding St. Pierre and Miquelon). This level from Great Britain is on par with 2002 arrivals while direct arrivals from Germany and France have decreased significantly over the previous year.

In addition 5,204 direct arrivals were reported from the French islands of St. Pierre and Miquelon between January and December 2003, a decrease of 4% over last year's volume. As well 10,512 Newfoundland and Labrador residents returned to the Province, a decrease of 22% from the number of returning residents reported between January and December 2002.

**6. Provincial Archives** Data provided by the Provincial Archives of Newfoundland and Labrador indicates that 7,498 users/researchers utilized the services at the Colonial Building between January and December 2003. This represents a decrease of 6.7% over last year.

**7. System of Provincial Museums** Data available in the Department indicates the system of Provincial Museums attracted 33,601 visitors covering the operating period ending December 2003. This level of activity represents a decrease of 10% over the 2002 season. With the exception of last year the number of visits to the system of museums had been declining since 1997.

**System of Provincial Museums (continued)**

Specifically the Provincial Museum of

Newfoundland and Labrador attracted 16,267 visitors between January and December 2002. This represents a decrease of 12% over 2002.

The Mary March Museum, Grand Falls/Windsor attracted 8,150 visitors between May and October 2003, a decrease of 8% over 2002 levels while the Logging Museum in Beothuck Park (Grand Falls/Windsor) attracted 4,172 visitors between May and September 2003, an increase of 20% over last years level. The Seamen's Museum, Grand Bank attracted 5,012 visitors between of May and October 2003 a decrease of 20% over last years levels.

**8. Accommodation Trends** Data collected in Pannell Kerr Forster's (PKF) sample of *St. John's* hotels achieved an occupancy rate of 71% for the months of January to December 2003, an increase of 2% from the level reported during the same time period of 2002.

In line with the increase in occupancy, the PKF sample of *St. John's* hotels also achieved a 3% higher average daily rate for the months of January to December at \$113.47 compared to \$110.43 for the months of January to December 2002. Revenue per available room for *St. John's* also increased to \$80.00 for January to December 2003 from the \$76.53 reported for the months of January to December 2002.

**9. Car Rental Revenue-St. John's Airport** Data provided by the Airports Managers Office indicates car rental revenue of approximately \$11.5 million between January and December 2003, an increase of 22% over the same time period of 2002. Passenger movements through *St. John's* Airport also increased during this time period (+9%).

**10. Skier Visits** Data provided by Marble Mountain indicate that skier visits reached approximately 70,167 during the 2002/2003 ski season. This represents an increase of 12% compared to the 2001/2002 ski season. Data for White Hills and Copper Creek during the 2002and 2003 ski season were not available.

**11. Passenger Arrivals (Fortune Ferry Terminal)**Data provided by Customs and Excise indicate 13,153 arrivals at Fortune between May and October 2003. This represents a decrease of 0.5% over the same time period of 2002.

Newfoundland and Labrador residents returning to the province between May and October 2002 decreased 8% to 3,489 travellers while 3,925 residents of *St. Pierre and Miquelon* travelled to the province during the same time period, an increase of 2% over 2002 levels.

**12. Bus Traffic Via Marine Atlantic** Data provided by Marine Atlantic indicates that 193 buses exited the province between May and October 2003. This is a decrease of 44 buses or 19% lower than 2002 levels.

**13. Provincial Chalets** Data available in the department indicates that 126,701 travellers visited the province's seven chalets between mid May and mid October 2003. This represents a decrease of 7.6% over the same time period of 2002.

**Provincial Chalets (Continued)** Three of the seven chalets operated by the province recorded increases in visitation during the 2003 season while four reported declines. The overall decrease is due in part to the significant decrease (-14%) in Marine Atlantic Ferry traffic but it is interesting to note that the three centres reporting increases were in Eastern Newfoundland while those in the Western region reported declines.

Specifically travellers visiting the centre at Argentia increased 16% to 8,489 visitors while visitors to Clarenville and Whitbourne increased 5% and 2% respectively to 10,821 and 14,064 visitors.

As noted the remaining four centres in the province reported decreases in visitation between mid May and mid October 2003. This included Port Aux Basques -6% to 30,253 visitors, Deer Lake -14% to 23,269 visitors, Notre Dame Junction -8% to 11,611 visitors and North Sydney -17% to 28,194 visitors.

**14. Provincial Historic Sites** Data available in the department indicates that 61,411 travellers and 461 groups visited the province's system of historic sites between mid June and mid October 2003. This volume of Travellers/visitors represent a decrease of 6% over the same time period of last year while the number of groups decreased by 19% compared to the number visiting in 2002.

After recording a significant increase (+45%) in visitation during the 2002 season the number of visitors to the system declined during 2003, however it should be noted that the level of visits experienced during this season is still higher than the volume reported during the 1999 to 2001 time period. The number of groups reported during 2003 also decreased from the previous season and is approximately three fifths of the number recorded in 1998 (838).

Specifically during the 2003 operating season visitation to the Quidi Vidi Battery increased 13% to 3,796 visitors while visitation to the Point Amour Lighthouse and the Heart's Content Cable Station increased 4% and 3% respectively to 5,904 and 7,628 visitors.

All other Provincial Historic Sites reported declines during the 2003 operating season. The Ryan Shop Mercantile Building reported 6,033 visitors between mid June and mid October, a decrease of 16% over 2002 while the Hiscock House and The Trinity Interpretation Centre decreased 8% and 4% to 4,996 and 6,459 visitors respectively.

The number of visitors to the Beothuck Interpretation Centre at Boyd's Cove decreased 2% to 8,038 visitors while visitors to Mockbeggar Property and the Bonavista Lighthouse reached 3,198 and 12,349 decreases of 16% and 3% respectively over 2002.

Visitation to the Commissariat House in St. John's reached 3,010 visitors between mid June and mid October, a decrease of 40% over last year. Visits at this site during 2003 represents the lowest level recorded dating back to 1990.

**15. Terra Nova National Park** Data provided by Terra Nova National Park indicates

18,322 camper nights were registered at Newman Sound and Malady Head campgrounds during the 2003 camping season. This represents a decrease of 13.5% over the number of camper nights registered during 2002.

Other indicators covering the 2003 operating season include 141 motorcoaches and 4,781 motorcoach passengers, decreases of 23% and 13% respectively over 2002 levels. Decreases were also reported in visitation for the Marine Centre (-25%) while visitation at the Activity Centres increased over 2002 levels (+11%). Group tenting at Terra Nova increased during 2003 while the number of nights associated with back country camping was on par with last year. Utilization of the boat docking facilities decreased during the 2003 operating season.

**16. Gros Morne National Park** Data provided by Gros Morne National Park indicates that 9,939 vehicles passed through the Wiltondale gateway during the 2003 operating season, a decrease of 8% over 2002 while camper nights reported at Berry Hill, Green Point, Lomond, Shallow Bay and Trout River reached 14,896 nights during the 2002 camping season; a decrease of 6% over the same time period of 2002.

Other indicators include 482 motorcoach visits and 15,613 motorcoach passengers during 2003, decreases of 13% and 11% respectively over last years levels. In addition Western Brook and Trout River Boat tours recorded 30,723 visitors during the 2003 operating season, a decrease of 2% over 2002 levels.

Visitation to Broom Point, The Discovery Centre, Lobster Cove Lighthouse and the Visitor Centre all decreased during the 2003 season. Specifically Broom Point decreased 2% to 8,948 visitors while 32,061 visitors were reported at the Discovery Centre for the 2003 season, a decrease of 5%. Activity at the Lobster Cove Lighthouse and the Visitor Centre decreased 19% and 22% to 19,403 and 46,873 visitors respectively.

**17. National Historic Sites** The system of the National Historic Sites operating in the province recorded mixed visitation levels during the 2003 season operating season.

Specifically L'Anse Aux Meadows reported 33,974 visitors between May and October 2003, an increase of 2% over 2002 levels. Red Bay National Historic Site received 10,414 visitors between June and October 2003, an increase of 5% over last years levels while Port Au Choix reported 14,057 visitors between June and October, an increase of 6%.

Visits to Castle Hill increased during 2003 (+2% to 15,896 visitors) while visits to The Ryan Premises and Hawthorne Cottage decreased during the 2003 operating season (-2% to 8,457 visitors and -4% to 5,682 visitors respectively).

Visitation to Signal Hill decreased during the 2003 operating season while visits to Cape Spear were mixed. Specifically the Signal Hill Visitor Centre reported a decrease of 14% to 8,320 for the operating season ending September 2003 while Cabot Tower decreased 6% to 33,160 visitors for the period ending August.



**National Historic Sites (Continued)** The Visitor Centre at Cape Spear reported an increase during the 2003 operating season while visitation at the Cape Spear Lighthouse decreased 6% for the period ending September 2003.

**18. Provincial Parks** Data available in the Department indicates that 58,537 camping units were registered at the system of parks up to September 15, 2003. This represents an increase of 6,864 units or 13.3% over the same time period of 2002.

While camping units increased 13.3% at the provincial level up to September 15, 2003 differences were evident at the regional and more specifically the park level (see table 18). The seven parks located in the Western and Labrador Straits region reported 21,844 camping units, an increase of 11% over last season while the two parks located in the Avalon region increased 15% to 20,107 camping units.

The two parks located in the Eastern Region reported an increase of 23% to 7,230 camping units registered up to September 15, 2003 while the two parks located in the Central Region recorded an increase of 9% to 9,356 camping units.

**19. Cape St. Mary's Ecological Reserve** Data available in the Department indicates that between May and early October 2003 22,177 visitors were reported at Cape St. Mary's. This represents an increase of 23% over the same time period of 2002.

**20. Salmonier Nature Park** Data available from Salmonier Nature Park indicates that between June and October 2003 36,424 visitors were reported at the nature park. This represents an increase of 4% over 2002 levels. Increased were reported in two of three program areas including group and school visits (+6% and +195% respectively). General visitation during 2002 decreased 2% to 31,107 visitors.

**21. Colony of Avalon (Ferryland)** Data provided by the Colony of Avalon indicates that the archaeology site in Ferryland was visited by 17,310 travellers between May and October 2003, a decrease of 6.3% over 2002 levels. Visitation to the archaeology site has been increasing for the period 1994 to 2002

**22. Railcar & ACVB Visitor Centres (St. John's)** Data provided by the City of St. John's indicates that 11,656 people visited the railcar on the waterfront between June 15 and August 31, 2003; an increase of 24% over 2002 levels. The number of people utilizing the service at the railcar has been declining for the period 1997 to 2002.

The number of non-resident visitors utilizing the centre increased 32% to 8,282 while resident visitation from outside the capitol city increased 14% to 375. Visits from city residents increased over 2002 levels (+6% to 2,999).

**22. Railcar & ACVB Visitor Centres (St. John's)** The Avalon Convention and Visitors Bureau operates an information booth at the St. John's airport. Between June and September 2003 this booth received 38,653 visitors, an increase of 36% over the same time period last year. Passenger movements through St. John's Airport also increased during this time period (+9%).

**23. Cruise Ship Visits** Data provided by the Cruise Ship Authority of Newfoundland and Labrador indicates that 15 cruise ships visited 77 ports of call around the province during the 2003 season compared to 14 ships and 90 ports of call in 2002.

These 15 cruise ships visiting/reported in 2003 accounted for 20,351 passenger and 11,933 crew visits to the various (77) ports of call. Passenger visits decreased 20% over the 2002 season while the number of port call decreased 14%. The number of port calls experienced during the 2003 cruise season reversed/stalled the continued growth in this industry over the past number of years.

St. John's was the most popular port of call in 2003 receiving 16 visits accounting for 8,108 passenger and 4,782 crew visits decreases of 33% and 21% respectively.

**24. Strait of Belle Isle Ferry Service** Data provided by the Department of Work Services and Transportation indicates 23,229 vehicle and 69,946 passenger movements between St. Barbe and Blanc Sablon between May and October 2003. This represents increases of 13% and 12% respectively over the number of vehicles and passenger movements recorded in 2002.

**25. Labrador West Visitation** Data provided by the Labrador West Tourism Association indicates that 2,900 visitors signed the guest book at the visitor information centre in Wabush between June and September 2003, a decrease of 7% over the level reported in 2002.

In addition the Labrador West Tourism Association reported 1,300 visitors through 25 motorcoach/group tours up significantly from the 708 visitors and 16 motorcoach/groups tours reported in 2002.

**Table 1. Marine Atlantic Passenger and Vehicle Traffic: January to December**

Marine Atlantic Traffic	Port Aux Basques to North Sydney, NS Service			Argentina to North Sydney, NS Service			Total Newfoundland to Nova Scotia Service		
	2002	2003	% Change	2002	2003	% Change	2002	2003	% Change
Passengers Carried	479,758	417,964	-12.9	49,214	39,264	-20.2	528,972	457,228	-13.6
Passenger Related Vehicles Carried (PRV'S)	155,147	136,566	-12.0	17,579	14,622	-16.8	172,726	151,188	-12.5
Commercial Related Vehicles Carried (CRV'S)	78,787	80,772	2.5	305	397	30.2	79,092	81,169	2.6
# of Crossings	2,150	2,020	-6.0	80	76	-5.0	2,230	2,096	-6.0

**Source: Marine Atlantic Traffic Reports**

*Note: The Port Aux Basques to North Sydney service operates year round while the Argentina to North Sydney service operated between June and September.*

**Table 2. Non-Resident Automobile Visitors by Origin: January to December**

Origin	2002	2003	% Change
Maritimes	68,251	59,021	-13.5
Ontario	50,562	44,582	-11.8
Quebec	8,794	8,354	-5.0
Western Canada	11,083	9,603	-13.4
United States	22,687	18,789	-17.2
Province	161,442	140,401	-13.0

**Source: Marine Atlantic and Agriculture Canada**

*Note: Categories may not add to the total due to rounding.*

**Table 3. Residents Exiting by Automobile: January to December**

Origin	2002	2003	% Change
Newfoundland & Labrador	101,036	86,941	-14.0

**Source: Marine Atlantic and Agriculture Canada**

**Table 4. Airport Passenger Movements: January to December**

Airport	2002	2003	% Change
St. John's	868,643	949,879	9.4
Gander	88,519	84,524	-4.5
Deer Lake	150,556	171,634	14.0
Stephenville	37,482	21,911	-41.5
Goose Bay	88,359	83,430	-5.6
Wabush	48,374	50,350	4.1
Province	1,281,933	1,361,728	6.2

**Source: Airport Managers, Transport Canada**

**Table 5. Direct International Arrivals (St. John's Airport): January to December**

Origin	2002	2003	% Change
Returning Residents	13,392	10,512	-21.5
Other Canadians	1,686	1,083	-35.8
Great Britain	4,213	4,194	-0.5
Germany	555	380	-31.5
France	868	661	-23.8
St. Pierre & Miquelon	5,399	5,204	-3.6
United States	774	317	-59.0
Japan	9	14	55.6
Other Countries	3,593	4,086	13.7
Overall (Non-Residents)	17,097	15,939	-6.8

Source: Customs & Excise, Revenue Canada (St. John's Office).

**Table 6. Provincial Archives: January to December**

	2002	2003	% Change
Number of Users/Researchers	8,039	7,498	-6.7

Source: Provincial Archives of Newfoundland and Labrador

**Table 7. System of Provincial Museums: Operating Season to December**

Museum	2002	2003	% Change
Provincial Museum of Newfoundland and Labrador	18,505	16,267	-12.1
Mary March Museum	8,965	8,150	-8.3
Seamen's Museum	6,255	5,012	-19.9
Logging Museum	3,486	4,172	19.7
<b>Overall</b>	<b>37,211</b>	<b>33,601</b>	<b>-9.7</b>

**Source: Cultural Heritage Division, Department of Tourism, Culture & Recreation.**

*Notes: The Provincial Museum of Newfoundland and Labrador operates year round. The Mary March and Seamen's Museum operate between May and October while the Logging Museum operates between May and September.*

*Data presented for the Provincial Museum of Newfoundland and Labrador covers the period January to December.*

*Data presented for Mary March Museum covers the period May to October.*

*Data presented for the Logging Museum covers the period May to September.*

*Data presented for the Seamen's Museum covers the period May to October.*

**Table 8. Accommodation Trends: *St. John's* (January to December)**

<i>St. John's</i>	2002	2003	% Change
Occupancy Rates	69.3	70.5	1.7
Average Daily Rate	\$110.43	\$113.47	2.8
Revenue Per Available Room	\$76.53	\$80.00	4.5

**Source: Pannell Kerr Forster Consulting Inc. "Trends in the Canadian Hotel Industry"**



**Table 9. Car Rental Revenue (St. John's Airport): January to December**

	2002	2003	% Change
Car Rental Revenue	\$9,383,240	\$11,454,405	22.1

Source: City of St. John's and St. John's Airport Authority

**Table 10. Skier Visits: Operating Season**

	2001/2002	2002/2003	% Change
Skier Visits	62,508	70,167	12.3

Source: Marble Mountain

**Table 11. Passenger Arrivals (Fortune Ferry Terminal): May to October**

Origin	2002	2003	% Change
Returning Residents	3,771	3,489	-7.5
St. Pierre & Miquelon	3,845	3,928	2.2
Other Canadians	4,786	4,834	1.0
United States	637	595	-6.6
Other Countries	186	307	65.1
Overall	13,225	13,153	-0.5

Source: Customs & Excise, Revenue Canada (Fortune Office).

**Table 12. Exiting Bus Traffic via Marine Atlantic: May to October**

	2002	2003	% Change
Number of Exiting Buses	237	193	-18.6

Source: Marine Atlantic Traffic Reports.

**Table 13. Provincial Chalet Visits: Operating Season to mid October**

Provincial Chalet	2002	2003	% Change
Port Aux Basques	32,138	30,253	-5.9
Deer Lake	27,092	23,269	-14.1
Notre Dame Junction	12,670	11,611	-8.4
Clareville	10,341	10,821	4.6
Whitbourne	13,766	14,064	2.2
Argentia	7,323	8,489	15.9
North Sydney, NS	33,809	28,194	-16.6
<b>Total</b>	<b>137,139</b>	<b>126,701</b>	<b>-7.6</b>

**Source: Tourism Division, Department of Tourism, Culture & Recreation**

*Notes:*

*The 2002 operating season for Argentia is May 15 to October 2 while the remaining centres operated May 15 to October 15.*

*The 2003 operating season for Argentia is May 15 to September 30 while the remaining centres operated May 15 to October 14.*

*The chalet statistics do not include telephone calls to the various centres.*

**Table 14. Provincial Historic Site Visits: Mid June to Mid October**

Year/Time Period		Operating Days	# of Visitors	# of Groups
1998	June 15-Oct 2	110	64,129	838
1999	June 19-Oct 8	112	56,018	752
2000	June 12-Oct 6	117	46,087	501
2001	June 11-Oct 5	117	45,321	446
2002	June 17-Oct 11	117	65,638	568
2003	June 16-Oct 10	117	61,411	461

Historic Site	2002	2003	% Change
Cape Bonavista Lighthouse	12,702	12,349	-2.8
Heart's Content Cable Station	7,428	7,628	2.7
Ryan Shop Mercantile Building	7,198	6,033	-16.2
Point Amour Lighthouse	5,695	5,904	3.7
Trinity Interpretation Centre	6,746	6,459	-4.3
Quidi Vidi Battery	3,365	3,796	12.8
Mockbeggar Plantation	3,806	3,198	-16.0
Hiscock House	5,418	4,996	-7.8
Commissariat House	5,058	3,010	-40.5
Boyd's Cove	8,222	8,038	-2.2
Province	65,638	61,411	-6.4

**Source: Cultural Heritage Division, Department of Tourism, Culture & Recreation**

*Notes:*

*The 2002 operating season covers the period June 17 to October 11, 2002.*

*The 2003 operating season covers the period June 16 to October 10, 2003. The visitation statistics for Commissariat House excludes the number of visitors taking part in the Doors Open Program (1,436).*

**Table 15. Terra Nova National Park Visitation (Operating Season)**

Terra Nova Park	2002	2003	% Change
Camper Nights	21,192	18,322	-13.5
Marine Centre	19,691	14,829	-24.7
Activity Centre	6,107	6,760	10.7
Motorcoach Visits	183	141	-23.0
Motorcoach Passengers	5,489	4,781	-12.9

Source: Terra Nova National Park

**Table 16. Gros Morne National Park Visitation: (Operating Season)**

Gros Morne Park	2002	2003	% Change
Wiltondale Gateway (Vehicles)	10,757	9,939	-7.6
Camper Nights	15,791	14,896	-5.7
Visitors (Discovery Centre)	33,783	32,061	-5.1
Visitors (Visitor Centre)	59,971	46,873	-21.8
Visitors (Lighthouse)	24,086	19,403	-19.4
Visitors (Broom Point)	9,172	8,948	-2.4
Motorcoach Visits	554	482	-13.0
Motorcoach Passengers	17,552	15,613	-11.0
Boat Tours (People)	31,383	30,723	-2.1

Source: Gros Morne National Park

**Table 17. National Historic Sites: Operating Season**

Historic Site	2002	2003	% Change
L'Anse Aux Meadows	33,416	33,974	1.7
Port Au Choix	13,273	14,057	5.9
Red Bay	9,887	10,414	5.3
Castle Hill	15,599	15,896	1.9
Ryan Premises	8,655	8,457	-2.2
Hawthorne Cottage	5,902	5,682	-3.7
Signal Hill (Visitor Centre)	9,621	8,320	-13.5
Signal Hill (Cabot Tower)	35,132	33,160	-5.6
Cape Spear (Visitor Centre)	28,157	42,648	51.5
Cape Spear (Lighthouse)	15,878	14,860	-6.4

**Source: L'Anse Aux Meadows, Port Au Choix, Red Bay, Castle Hill, Hawthorne Cottage, Ryan Premises, Signal Hill and Cape Spear National Historic Sites.**

*Data presented for Signal Hill Visitor Centre covers the period May to September.*

*Data presented for Signal Hill Cabot Tower covers the period June to August.*

*Data presented for Cape Spear Visitor Centre covers the period May to September.*

*Data presented for Cape Spear Lighthouse covers the period May to September.*

*Data presented for Hawthorne Cottage covers the period May to September.*

*Data presented for Red Bay covers the period June to October.*

*Data presented for Port au Choix covers the period June to October.*

*Data presented for Ryan Premises covers the period May to October.*

*Data presented for L'Anse Aux Meadows covers the period May to October.*

*Data presented for Castle Hill covers the period May to September.*

**Table 18. Provincial Parks: Camping Units Registered (Operating Season)**

Provincial Park	2002	2003	% Change
Barachois Pond	9,989	10,852	8.6
Blow Me Down	1,117	1,087	-2.7
J. T. Cheeseman	2,990	3,418	14.3
Pinware River	361	667	81.7
Pistolet Bay	1,881	1,964	4.4
Sandbanks	896	1,319	47.2
Squires Memorial	2,420	2,537	4.8
Western & Labrador Straits Region	19,654	21,844	11.1
Dildo Run	2,224	2,129	-4.3
Notre Dame	6,370	7,227	13.5
Central Region	8,594	9,356	8.9
Frenchman's Cove	2,362	3,242	37.3
Lockston Path	3,507	3,988	13.7
Eastern Region	5,869	7,230	23.2
Butter Pot	13,546	15,135	11.7
La Manche	4,010	4,972	24.0
Avalon Region	17,556	20,107	14.5
<b>Province</b>	<b>51,673</b>	<b>58,537</b>	<b>13.3</b>

**Source: Parks & Natural Areas Division, Department of Tourism, Culture and Recreation.**

*Notes: There are seven parks located in the Western & Labrador region including Barachois Pond, Blow Me Down, J.T. Cheeseman, Pistolet Bay, Sandbanks, Squires Memorial and Pinware River (Labrador Straits). The two parks located in the Central region include Dildo Run and Notre Dame while the Eastern region parks are Frenchman's Cove and Lockston Path. The two parks located on the Avalon Peninsula include Butter Pot and La Manche.*

*The statistics presented for 2002 cover the period up to September 16 while the data presented for 2003 covers the period up to September 15.*

**Table 19. Cape St. Mary's Ecological Reserve: (Operating Season)**

	2002	2003	% Change
Number of Visitors	18,103	22,177	22.5

**Source: Parks & Natural Areas Division, Department of Tourism, Culture and Recreation.**

*Note: The statistics presented for 2002 and 2003 cover the period May to October.*

**Table 20. Salmonier Nature Park: June to October**

Visitors	2002	2003	% Change
General Visitation	31,598	31,107	-1.6
Group Visits	2,441	2,582	5.8
School Visits/Groups	927	2,735	195.0
# of Visitors	34,966	36,424	4.2

**Source: Salmonier Nature Park**

**Table 21. Colony of Avalon (Ferryland): May to October**

Visitors	2002	2003	% Change
# of Visitors	18,473	17,310	-6.3

Source: Colony of Avalon (Ferryland)

**Table 22. Railcar & ACVB Visitor Centre (St. John's): June 15 to August 31**

Visitors	2002	2003	% Change
St. John's Residents	2,833	2,999	5.9
Other Residents of the Province	329	375	14.0
Residents (Total)	3,162	3,374	6.7
Non-Residents	6,273	8,282	32.0
<b>Total</b>	<b>9,435</b>	<b>11,656</b>	<b>23.5</b>
St. John's Airport (June to August)	20,724	29,977	44.6
St. John's Airport (June to September)	28,398	38,653	36.1

Source: City of St. John's & Avalon Convention Visitor Bureau (ACVB)



**Table 23. Cruise Ship Statistics for Newfoundland & Labrador**

Port	2002			2003		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
St. John's	18	6,077	12,191	16	4,782	8,108
Corner Brook	7	3,785	7,177	6	4,014	7,794
St. Anthony	4	176	367	6	270	425
L' Anse Aux Meadows	10	792	1,374	10	958	1,372
Trinity	3	146	275	3	140	211
Bonne Bay-Gros Morne	7	306	537	5	199	297
Red Bay	8	268	511	6	176	272
Bay Bulls	2	112	158	1	50	48
Cape Race/Mistaken Point	1	60	79	2	100	96
Terra Nova	2	310	413	1	40	47
Argentia	1	50	79	0	0	0
Port Aux Basques	2	102	147	0	0	0
Stephenville	2	88	162	0	0	0

Port	2002			2003		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
Lapoile Bay	2	110	192	1	50	48
Ramea	3	126	267	2	90	134
Francois	3	148	241	1	50	87
Battle Harbour	3	160	297	6	249	408
Fogo Island	1	36	83	0	0	0
Cartwright	0	0	0	1	40	51
St. Brides- Cape St. Mary's	1	60	79	2	90	95
Bonavista	4	154	299	2	90	124
Port Au Port	1	36	83	0	0	0
Baccalieu Island	1	60	79	0	0	0
Fortune Hr.	1	60	79	1	50	48
Twillingate	2	96	162	1	50	48
Maberly	1	60	79	0	0	0
Cape Charles	0	0	0	1	40	76
Hopedale	0	0	0	1	40	51

	2002			2003		
Port	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
Bell Island	0	0	0	1	40	51
Port Au choix	0	0	0	1	325	460
<b>Total</b>	<b>90</b>	<b>13,378</b>	<b>25,410</b>	<b>77</b>	<b>11,933</b>	<b>20,351</b>

**Source: Cruiseship Authority of Newfoundland and Labrador**

**Table 24. Strait of Belle Isle Ferry Service: May to October**

	Passenger Movements			Vehicle Movements		
	2002	2003	% Change	2002	2003	% Change
St. Barbe to Blanc Sablon	31,546	34,893	10.6	10,398	11,626	11.8
Blanc Sablon to St. Barbe	31,197	35,053	12.4	10,166	11,603	14.1
Total	62,743	69,946	11.5	20,564	23,229	13.0

Source: Department of Work, Services and Transportation

**Table 25. Labrador West Visitation: June to September**

Visitors	2002	2003	% Change
Guest Book Registration (Information Centre)	3,116	2,900	-6.9
Motorcoach/Group (Visits)	16	25	56.3
Motorcoach/Group (People)	708	1,300	83.6

Source: Labrador West Tourism Association

*Note: Labrador West hosted a Come Home Week Celebration during July 2002 with a registration of approximately 2,000 out of town guests.*