



**Department of Tourism, Culture and Recreation
Backgrounder
Year-End Provincial Tourism Performance 2005 and Tourism Outlook 2006**

Highlights:

From January 1, 2005 to December 31, 2005, there were an estimated 469,600 non-resident visits to Newfoundland and Labrador, **an increase of 4.5%** over the same period in 2004. Non-resident tourism expenditures in the Province from January 1, 2005 to December 31, 2005 were estimated to be \$336 million, an increase of 4.8% over the same period in 2004.

Table I Summary of Estimates* of Non-Resident Tourism Visitation and Expenditures All Modes Newfoundland and Labrador 2003, 2004						
Mode	2003		2004		2005	
	Visits	Expenditures \$M	Visits	Expenditures \$M	Visits	Expenditures \$M
Auto	140,400	\$74.2	126,200	\$73.3	127,800	\$75.5
Air	269,900	\$224.7	305,400	\$246.0	316,200	\$259.0
Cruise	14,100	\$1.0	17,700	\$1.3	25,600	\$1.9
Total	424,400	\$299.9	449,300	\$320.6	469,600	\$336.4
Source: Department of Tourism, Culture and Recreation, Strategic Planning and Policy Division Note: Estimates of all modes have been revised based on results from the 2003/2004 Newfoundland and Labrador Air and Auto Exit Survey Program.						

The province's overall growth in 2005 was **fueled largely by increases in non-resident air and cruise travellers (+4% and +41%, respectively)**. Combined resident and non-resident air passenger movements in and out of the province increased 7% in 2005 and accounted for the **largest share** of all traffic movements annually. A more competitive airline industry, a busy convention year (especially in St. John's) and increases in the cruise industry all contributed to continued tourism growth in the province.

Despite the positive overall increase in provincial tourism visitation and expenditures, tourism operators in some of the province's regions reported fewer visitors than in 2004. Sluggish auto traffic in particular contributed to a mixed regional tourism picture while urban centres benefitted from the continuing increase in air and cruise travellers. Burgeoning air travel and increased visitation in urban areas are trends being played out across Canada.

In 2005, total Marine Atlantic ferry passenger traffic in 2005 was on par to slightly down compared with 2004. Non-resident auto visitors increased by 1% for the period January 1, 2005 to December 31, 2005

while residents exiting the province declined by 4% over the same period. Exiting buses declined 14% in 2005, compared to 2004.

While more resident auto travellers opted to stay home in 2005, this did not necessarily mean that they travelled more throughout the province. Lower numbers of visitors were recorded at some of the province's regional museums, Visitor Information Centres, natural and historic attractions and public and commercial campgrounds. Overall, Provincial Historic Sites visitation increased 13%, driven by a surge in visitation at the refurbished Cape Bonavista Lighthouse.

Travel by both car and motorcoach was influenced by the sharp rise in gasoline prices, especially during the second quarter of 2005, and the continuing shift from auto to air travel. This three-year trend was supported by improved air travel options, the availability of discount airline carriers and changing consumer preferences. Travellers are increasingly opting for shorter, more frequent trips throughout the year.

Roofed accommodation occupancy rates for the period January 1, 2005 to December 31, 2005 increased two points over the same period in 2004. Increases were reported for the following regions: Avalon (+2 points) and Labrador (+7 points). Par performances were reported in the Eastern, Central and Western Regions. Commercial campground occupancy rates for May 2005 to October 2005 were on par with the same period in 2004.

Tourism inquiries remained strong, reaching 86,480 for the period January 1, 2005 to December 31, 2005, up 10.4% compared with the same period in 2004. This demonstrated continued strong interest in the province as a tourism destination.

Comparative Performance

In Canada, the Statistics Canada National Tourism Indicators for the third quarter of 2005 estimated that tourism expenditures edged up .3%, the ninth consecutive quarterly increase although this was a marked slowdown from previous quarters. Domestic tourism spending grew .9% and continued to drive overall growth in tourism in Canada. Meanwhile, spending by international visitors to Canada fell for the third, consecutive quarter, dropping 1.2% in the third quarter of 2005.

A strong Canadian economy, with final domestic demand up 1.0% in the third quarter of 2005 and personal disposable income up 1.2% per person, also spurred domestic tourism spending. The upswing in gasoline prices and the continuing fall in the US dollar relative to the Canadian dollar may have fueled the slowdown in international travel from the US.

Overall, in the Atlantic Provinces, Tourism Atlantic is reporting an overall 1.4% decline in visitation but a 1.3% growth in revenues. Newfoundland and Labrador travel/tourism activity is out performing levels recorded in the other Atlantic Provinces.

In 2005, Nova Scotia reported a decline of 5% in non-resident visitation and a 2% decline in non-resident revenues. This was largely due to a drop in auto traffic, especially from the United States (20%) while non-resident air travel increased only slightly at 1%. Prince Edward Island reported a par season in non-resident visitation in 2005 while related revenues were estimated to have risen 3%. New Brunswick reported an estimated 1% increase in non-resident visitation in 2005 and an associated estimated increase of 3% in non-resident revenues.

Gains were attributed to increase air travel, the rising popularity of urban tourism, a strong meetings and conventions market and cruise ship activity. Losses were attributed mainly to decreased intra regional travel, declining auto, RV and motorcoach travellers.

Table II Non-Resident Tourist Visitation and Expenditures Other Atlantic Provinces 2003 and 2004						
Province	2003		2004		2005	
	Visits	Expenditures \$M	Visits	Expenditures \$M	Visits	Expenditures \$M
PEI	1,100,000	\$347	979,000	\$309	979,000	\$318
NS	2,140,000	\$1,270	2,204,000	\$1,308	2,093,800	\$1,282
NB	1,868,000	\$1,200	1,775,000	\$1,140	1,792,800	\$1,174
Maritime Provinces Average	1,703,000	\$939	1,653,000	\$919	1,621,900	\$925
Source: Province of Nova Scotia, New Brunswick, Prince Edward Island, ACOA/Tourism Atlantic and Department of Tourism, Culture and Recreation calculations. Note: Data are estimates only and subject to change at source.						

Background and Early Tourism Outlook 2006:

The first years of the 21st century in travel were marked by a series of unprecedented global events from terrorism to war to global health scares. Although the events of 2005 were no less dramatic, the tsunami in Asia and the hurricanes in the US have not had the widespread impact on travel that marked the events of the preceding four years. The global tourism industry is considered to have turned a corner and is anticipating continued recovery in 2006.

International travel and domestic travel in Canada have been slowly but steadily recovering, driven by a relatively stable geopolitical environment, expansion in key markets, low cost air carriers and pent-up demand from the SARs crisis, among other things. High energy costs, however, will undoubtedly play a part in determining travel trends in the coming months as some consumers become more cautious about their ability to afford a leisure trip.

Consolidation in the air sector is bringing more stability to the airline industry and Air Canada has posted a solid recovery. While the cost of air travel is still sensitive to rises in fuel prices, low cost carriers will continue to drive growth and provide consumer choice. Such factors should also ensure that growth continues, although at a possibly slower pace, during 2006.

National economic forecasts show Newfoundland and Labrador leading the country in overall growth in 2006 (projected 6.4%). The Conference Board of Canada's Canadian Tourism Research Institute (CTRI) is forecasting provincial tourism growth of 4.6% in overnight visits for Newfoundland and Labrador in 2006.

In Canada, Newfoundland and Labrador's main market, consumer spending is anticipated to remain solid, with consumer spending driving economic growth. US markets account for approximately 13% of total provincial market share. While US markets have been slowed by Hurricane Katrina and the drag on consumer spending from high energy costs, they are slowly recovering and are expected to rebuild in 2006.

While the tourism outlook is generally positive for 2006, the tourism sector could still be slowed by external shocks such as large-scale terrorist attacks and health scares. The tourism industry is more robust and confident that there are procedures in place to cope with both anticipated and unanticipated shocks. Furthermore, travel research is showing that international travellers in particular are becoming more accustomed to risks.

High fuel prices will continue to influence travel patterns and behaviours. They are deepening the shift from driving to flying, resulting in shorter haul vacations by car or deferred travel. Rising airfares may dampen air travel demand. High heating costs are thought to be a factor in the possible delay in trip planning in the first quarter of 2006. This may lead to pent up demand in later quarters of 2006, pushing later season industry growth.

Accommodations

The Province's hotel sector is buoyant, especially in St. John's where there has been major hotel expansion in the last two years with at least one large-scale accommodation development planned for 2006 with planned 10-story hotel on the Battery site, pending approvals. This will bring the city's accommodation roster to highest-ever levels, in concert with the rising demand from business travel from a buoyant oil and gas industry and anticipated record-breaking convention travel forecast for 2006.

Meetings, Convention and Cruise

Destination St. John's reported 30,000 convention delegates in 2005, up 20% from the 25,000 reported in 2004. They are forecasting an on par season in 2006, holding at the record level recorded in 2005. The St. John's International Airport Authority is forecasting growth of 7% in overall air passenger movements through the Province's major air gateway in 2006. The Cruise Association of Newfoundland and Labrador (CANAL) is forecasting a par season with respect to passenger and crew visits. The number of port calls is expected to decline because of new security policies and procedures of the Canadian Border Security Agency (CBSA).

Regional Travel

Continuing growth in multi-season tourism on the Province's west coast, record air passenger movements at Deer Lake and planned expansion in the Humber Valley all point to continued growth in 2006. Low levels of snowfall have slowed growth in the early part of 2006 but visitation is expected to pick up as the year unfolds.

The completion of the Trans Labrador Highway, the revitalization and new investment in Destination Labrador as a tourism development agency and the development of Torngat Mountains National Park will spur visitation in Labrador in the future.

Newfoundland and Labrador's abundant natural and cultural assets and diverse and unique products are finding highly receptive markets, as confirmed by our growth. The opening of *The Rooms* in 2005 signaled a positive message about the quality, value and visibility of our tourism offerings. Targeted efforts to refresh and enhance existing products, strengthen key infrastructure and extend tourism seasons will make the province more market ready.

In the province's regions, the Department of TCR and industry partners will build on what is already generating solid demand in the marketplace. We are working to expand core attractions and products and fill in gaps to encourage extended stays and higher yield. We are focusing on strategies for the winter and shoulder season. We are investing in promoting Labrador's snowmobile trails. We recognize the need to upgrade our Visitor Centres and Provincial Historic Sites. We are developing an Internet Marketing Strategy and a new, dynamic tourism website.

Table III (below) provides an at-a-glance summary of key indicators of provincial tourism performance for 2005.

Table IV (below) contains a summary of selected provincial travel and tourism indicators for 2003, 2004 and 2005.

Appendix 1 contains a detailed listing of all Newfoundland and Labrador travel and tourism indicators.

**Table III
Key Provincial Travel/Tourism Indicators At-A-Glance to December 2005**

	Key Travel/Tourism Indicator	% Increase Compared to the Same Time Period of 2004	% Decrease Compared to the Same Time Period of 2004
1	Passenger Traffic on Marine Atlantic		On Par to Slightly Down
2	Non-Residents Exiting (auto)	+1%	
3	Residents Exiting (auto)		-4%
4	Vehicle Traffic on Marine Atlantic	On Par to Slightly Up	
5	Exiting Buses		-14%
6	Airport Passenger Movements	+7%	
7	Non-Residents Exiting (air)	+4%	
8	Cruise Ship Passenger Movements	+41%	
9	Roofed Accommodation Occupancy Rates	+ 2 Percentage Points	
10	Provincial Visitor Information Centres		On Par to Slightly Down
11	Convention Delegates	+20%	
12	Tourism Inquiries (All Sources)	+ 10.4%	

Source: Department of Tourism, Culture and Recreation, Strategic Planning and Policy Division.

Notes:

1. Passengers carried by Marine Atlantic covers the period January to December.
2. Non-resident Auto visits covers the period January to December.
3. Residents exiting by Automobile covers the period January to December. While shown in the debit column, a decrease in residents means fewer leaving the province by automobile to travel to destinations outside the province. This has not necessarily translated into greater in-province travel by residents who have also been impacted by the price of fuel.
4. Passenger related traffic carried by Marine Atlantic covers the period January to December.
5. The number of exiting buses covers the period May to October.
6. Airport passenger movements at the province's seven major airports covers the period January to December.
7. Non-resident air visitors covers the period January to December.
8. The number of cruise ship passengers covers the cruise season.
9. Roofed accommodation occupancy levels covers the period January to December. Data is current as of February 12, 2006 and is subject to revisions pending further reporting by the Province's operators. Increase or decrease is presented as % point change.
10. Visitors to the system of Provincial VIC'S covers the period June to September
- 11 As reported by Destination St. John's for groups of +50 or more delegates.
12. Tourism inquiries represent requests for the travel guide and related materials between January and December 2005.

**Table IV
Selected Travel/Tourism Indicators for Newfoundland and Labrador: 2003, 2004 and 2005***

	2003	2004	2005	% Change 03/04	% Change 04/05	% Change 03/05
Marine Atlantic Ferry Service						
Passengers Carried	457,228	419,199	416,347	-8.3	-0.7	-8.9
Non-Residents Exiting	140,401	126,194	127,834	-10.1	1.3	-9.0
Residents Exiting	86,941	81,421	78,131	-6.3	-4.0	-10.1
Passenger Related Vehicles	151,188	137,280	137,166	-9.2	-0.1	-9.3
Buses Exiting	193	204	176	5.7	-13.7	-8.8
Airport Passenger Movements (Boarding and Deplaning)						
Province	1,384,773	1,557,909	1,664,970	12.5	6.9	20.2
St. John's Airport	949,879	1,083,213	1,175,173	14.0	8.5	23.7
Gander Airport	84,524	84,573	70,155	0.1	-17.0	-17.0
Deer Lake Airport	171,634	200,963	225,364	17.1	12.1	31.3
Stephenville Airport	21,911	20,001	11,225	-8.7	-43.9	-48.8
St. Anthony Airport	23,045	23,490	20,449	1.9	-12.9	-11.3
Goose Bay Airport	83,430	90,913	104,612	9.0	15.1	25.4
Wabush Airport	50,350	54,756	57,993	8.8	5.9	15.2
Cruise Ship Passenger Visits	20,351	25,401	35,929	24.8	41.4	76.5
Roofed Accommodation Occupancy Levels - Increase or decrease presented as % point change						
Province	46.1	44.1	46.3	-2.0	2.2	0.2
Avalon Region	58.3	54.2	56.4	-4.1	2.2	-1.9
Eastern Region	42.5	42.7	42.8	0.2	0.1	0.3
Central Region	39.0	36.3	36.0	-2.7	-0.3	-3.0
Western Region	39.2	38.0	38.4	-1.2	0.4	-0.8
Labrador Region	39.3	39.1	46.4	-0.2	7.3	7.1
Provincial Visitor Information Centres						
Province	119,186	97,180	97,267	-18.5	0.1	-18.4
North Sydney, Nova Scotia	25,489	20,282	22,270	-20.4	9.8	-12.6
Port Aux Basques	28,631	24,077	23,427	-15.9	-2.7	-18.2
Deer Lake	21,967	16,422	15,451	-25.2	-5.9	-29.7

**Table IV
Selected Travel/Tourism Indicators for Newfoundland and Labrador: 2003, 2004 and 2005***

	2003	2004	2005	% Change 03/04	% Change 04/05	% Change 03/05
Notre Dame Junction	11,063	9,386	8,498	-15.2	-9.5	-23.2
Clarenville	10,319	8,794	8,802	-14.8	0.1	-14.7
Whitbourne	13,407	10,594	10,674	-21.0	0.8	-20.4
Argentia	8,310	7,625	8,145	-8.2	6.8	-2.0
Tourism Inquiries						
Overall	76,464	78,318	86,480	2.4	10.4	13.1
Web Site	36,891	38,758	43,444	5.1	12.1	17.8
Toll Free (1-800)	27,315	23,984	21,374	-12.2	-10.9	-21.7
Other	12,258	15,576	21,662	27.1	39.1	76.7

*Please refer to the notes below for the time period covered by each travel/tourism indicator presented.

Source: Department of Tourism, Culture and Recreation, Strategic Planning and Policy Division.

Notes:

1. Passengers carried by Marine Atlantic covers the period January to December.
2. Non-resident Auto visits covers the period January to December.
3. Residents exiting by Automobile covers the period January to December.
4. Passenger related traffic carried by Marine Atlantic covers the period January to December.
5. The number of exiting buses covers the period May to October.
6. Airport passenger movements at the province's seven major airports covers the period January to December.
7. The number of cruise ship passengers covers the cruise season.
8. Roofed accommodation occupancy levels covers the period January to December. Data is current as of February 12, 2006 and is subject to revisions pending further reporting by the Province's operators.
9. Visitors to the system of Provincial VIC'S covers the period June to September.
10. Tourism Inquires reflect requests for Travel Guides and related material. Data covers the period January to December.

www.stats.gov.nl.ca/statistics/

Appendix 1
Detailed 2005 Travel/Tourism Indicators
for Newfoundland and Labrador

Strategic Planning and Policy Division
Department of Tourism, Culture and Recreation

As at February 19, 2006

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Note bene: The following travel and tourism indicators are for the 2005 operating season. Comparisons are to the same time period of 2004.

Marine Atlantic

Overall passenger traffic on the Marine Atlantic Ferry System decreased 0.7% during 2005 while passenger related vehicle traffic on the Marine Atlantic Ferry System decreased 0.1%.

Non-resident automobile visits are estimated to have increased 1.3% covering the period January to December. Traffic from the Maritimes increased 5% while the number of visitors from Quebec increased 1%. Visitors from Ontario decreased 2% compared to last year while the number of visitors reported from Western Canada and the USA declined 4% and 8% respectively.

Residents travelling outside the province via Marine Atlantic decreased 4% during 2005.

Exiting bus traffic on the Marine Atlantic Ferry System decreased 14% between May and October (-28 buses).

Airports

Airport passenger movements at the Province's seven major airports increased 7% during 2005. Increases were reported at Goose Bay (+15%), Deer Lake (+12%), St. John's (+9%) and Wabush (+6%) while decreases were reported at Gander (-17%), St. Anthony (-13%) and Stephenville (-44%).

Non-resident airline visits are estimated to have increased 3.6% for the period ending December 2005.

Accommodation Occupancy Rates

Available/reported (as of February 12, 2006) roofed accommodation occupancy rates, for the period ending December, in the Province increased 2 points over the previous year. Increases were reported for the Avalon (+2 points) and Labrador (+7 points). On par performances were reported in Eastern, Western and Central regions.

Preliminary data indicates commercial campground occupancy rates for May to October 2005 are on par with last year (27% vs 28% last year).

Cruise

Cruise ship passenger visits reached 35,929 during the 2005 cruise season, an increase of 41% over the 2004 cruise season. A total of 97 port calls were recorded during 2005.

Visitor Information Centres

While the number of visitors to the system of Provincial visitor information centres between June and September was on par with last year (+0.1%) significant differences were evident at the regional level. Increases were reported at North Sydney (+10%), Clarenville (0.1%), Argentia (+7%) and Whitbourne (+1%) while decreases were reported at Port Aux Basques (-3%), Deer Lake (-6%), and Notre Dame Junction (-10%).

Visitor information services at the St. John's Airport and the Gentara Building (Water Street) operated by the City of St. John's increased over the 2004 operating year (+2% and +7% respectively).

Provincial Parks and Reserves

During the 2005 operating season there were 55,722 camping units registered at the system of Provincial Parks, a decrease of 691 units or 1.2% lower than 2004. While some individual parks experienced increases during 2005, regional comparisons indicate declines or slight increase during the camping season.

Parks in the Western/Labrador Straits region reported 18,750 camping units for the 2005 season, a decline of 4% over 2004 while parks in the Eastern region reported a decline of 6% to 6,633 camping units.

Parks on the Avalon Peninsula reported 21,544 camping units during 2005, an increase of 1% over 2004 while parks in the Central region also reported an increase of 3% to 8,795 camping units.

Cape St. Mary's and Burnt Cape Ecological Reserves recorded mixed seasons during the 2005 operating season. Specifically Cape St. Mary's decreased 3% to 16,797 visitors while 825 visitors were reported for Burnt Cape, an increase of 5%.

Salmonier Nature Park

Approximately 26,700 people visited Salmonier Nature Park between June and October 2005, a decrease of 9% over the 2004 operating season. While general visitation and group visits decreased during 2005, the number of school visits increased significantly.

System of Provincial Historic Sites

The system of Provincial Historic Sites (PHS) received 55,462 visitors between July and September 2005, an increase of 13% over the same time period of last year. This increase is being driven by the large increase (+48%) reported at the Bonavista Lighthouse. Without this large increase, visitation to the system of provincial historic sites is only on par (+2%) compared to last year.

Three of the ten provincial historic sites reported declines in visitation during the 2005 operating season (Heart's Content Cable Station, Hiscock House and Commissariat House) while the remaining seven sites all reported increases during 2005.

While overall general visitation increased, bus tour and other group visits reached 358 groups between July and September 2005, a drop of 27 groups or 7% lower than the same time period of last year.

The Rooms

Between July 4 and December 31, 2005 there were 35,258 paying visitors at The Rooms. This includes all paying visitors to the Provincial Museum of Newfoundland and Labrador, the Provincial Art Gallery and the Provincial Archives.

System of Regional Provincial Museums

Visitation to the Provincial System of Regional Museums decreased during the 2005 operating season. Specifically the Seamen's Museum on the Burin Peninsula reported 4,224 visits, a decrease of 12% over the 2004 operating season while visitation levels to the Logger's Exhibit decreased 11% to 3,996. Mary March Museum reported a decrease of only 1% to 7,993 visitors.

System of National Historic Sites

Parks Canada experienced a series of rotating strikes during August 2004 resulting in lower than anticipated visitation statistics for 2004. The fact that 2005 operating statistics are mostly lower than those for 2004 suggests an overall decline in the utilization of National Historic Sites in the Province.

Visitation to the Province's National Historic Sites during the 2005 operating season are for the most part down from the 2004 season as five of the eight National Historic Sites are reporting declines in the number of visitors.

All three National Historic Sites in the Western Region/Labrador Straits area are reporting declines or on par visitation. Specifically, L' Anse aux Meadows is reporting 28,660 visitors for the 2005 operating season, a drop of 13% over 2004. The number of visitors to Red Bay for the 2005 operating season declined 5% to 9,246 while the number of visitors to Port Au Choix increased by only 1% to 10,579 visitors.

The number of visitors to the Ryan Premises on the Bonavista Peninsula reached 7,039 during the 2005 operating season, a decline of 7% over the 2004 season.

Visitation to Castle Hill and Hawthorne Cottage (both on the Avalon Peninsula) were the only two National Historic Sites to report increased numbers for the 2005 operating season. Specifically, Castle Hill received 12,770 visitors for the 2005 operating season, an increase of 4% over 2004 while Hawthorne Cottage has increased 33% to 5,705 visitors.

The number of visitors to Cape Spear National Historic Site (Avalon Peninsula) is mixed compared to 2004 levels. Specifically the Visitor Centre increased 4% to 27,867 visitors during the 2005 operating season while the Cape Spear Lighthouse declined 10% to 9,057 visitors.

The number of visitors to Signal Hill National Historic site (Avalon Peninsula) was also down during 2005. Visitation to Cabot Tower declined 3% during the 2005 operating season while the number of visitors to the Visitor information Centre decreased 13%.

System of National Parks

Parks Canada experienced a series of rotating strikes during August 2004 resulting in lower than anticipated visitation statistics for 2004. The fact that statistics for 2005 are mostly lower than those for 2004 suggests an overall decline in the utilization of National Parks in the Province.

Terra Nova National Park

Camper nights in the two campgrounds within Terra Nova National Park reached 14,174 for the 2005 camping season, a decline of 1326 camper nights or 1% lower than last year.

Unfortunately the number of bus tours visiting Terra Nova for the full 2005 season is not available however the number of bus tours and bus tour visitors visiting the park for the period ending August declined over 2004 levels. Terra Nova received 81 bus tours and 2,937 passengers to the end of August, declines of 17% and 4% respectively.

Visitation to the Marine Centre and Activity Centre also decreased over 2004 levels. Specifically the number of visitors to the Marine Centre declined 24% to 9,377 while visitors to the Activity Centre decreased 23% to 2,880.

Gros Morne National Park

Camper nights in the five campgrounds within Gros Morne National Park reached 10,907 for the 2005 camping season, a decline of 1,366 camper nights or 11% lower than the last year.

The number of bus tours and bus tour visitors visiting Gros Morne declined during 2005. Specifically Gros Morne received 246 bus tours and 7,249 passengers, declines of 47% and 45% respectively.

Western Brook Pond and Trout River Pond Boat tours are also reporting lower numbers during the 2005 season as approximately 27,944 people reported using the boat tours, a decline of 5% over last year.

Visitation to the Discovery Centre, Visitor Centre, Lobster Cove Lighthouse and Broom Point is mixed. For the 2005 operating season the number of visitors to the Discovery Centre declined 3% to 26,628 while the number of visitors to the Visitor Centre declined 7% to 46,434. Contrasting this the number of visitors to the Lobster Cove Lighthouse and Broom Point increased 2% and 25% respectively to 17,148 and 8,057 visitors.

Colony of Avalon (Ferryland)

The number of visitors between May and October reached 15,697, a decrease of 9% over the same time period of 2004.

Labrador Straits Ferry

Traffic carried on the ferry between St. Barbe and Blanc Sablon declined for the operating period June to October 2005. Specifically passenger traffic decreased 5% to 56,525 people while vehicle traffic dropped 7% to 18,426 for the same time period.

Labrador West

Approximately 1,000 people signed the guest book at the Labrador West Visitor Information Centre between June and September 2005, a decline of 4% over 2004 levels.

The number of motorcoach groups and associated passengers was on par with last season. Specifically Labrador West received 10 motorcoach groups with 522 passengers.

Labrador Interpretation Centre

Approximately 3,500 visitors were reported at the Labrador Interpretation Centre during the 2005 operating season, an increase of 40% compared to 2004.

Arrivals from St. Pierre and Miquelon (SPM)

Direct arrivals at the St. John's airport by residents of SPM reached 4,245 for the period January to December 2005, a decline of 13% over the same time period of 2004.

Direct arrivals at Fortune by residents of SPM reached 4,035 for the period May to October 2005, an increase of 11% over the same time period of 2004.

Table 1. Marine Atlantic Passenger and Vehicle Traffic: January to December									
Marine Atlantic Traffic	Port Aux Basques to North Sydney, NS Service			Argentia to North Sydney, NS Service			Total Newfoundland to Nova Scotia Service		
	2004	2005	% Change	2004	2005	% Change	2004	2005	% Change
Passengers Carried	385,806	381,536	-1.1	33,393	34,811	4.2	419,199	416,347	-0.7
Passenger Related Vehicles Carried (PRV'S)	124,490	123,549	-0.8	12,790	13,617	6.5	137,280	137,166	-0.1
# of Crossings	1,949	1,973	1.2	76	80	5.3	2,025	2,053	1.4

Source: Marine Atlantic Traffic Reports

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

Table 2. Non-Resident Automobile Visitors by Origin: January to December 2004 and 2005			
Origin	2004	2005	% Change
Maritimes	54,515	57,065	4.7
Ontario	37,517	36,868	-1.7
Quebec	7,650	7,711	0.8
Western Canada	8,612	8,297	-3.7
United States	17,843	16,360	-8.3
Province	126,194	127,834	1.3

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 2004 and 2005			
Origin	2004	2005	% Change
Newfoundland & Labrador	81,421	78,131	-4.0

Source: Marine Atlantic and Agriculture Canada

Table 4. Airport Passenger Movements: January to December 2004 and 2005			
Airport	2004	2005	% Change
St. John's	1,083,213	1,175,173	8.5
Gander	84,573	70,155	-17.0
Deer Lake	200,963	225,364	12.1
Stephenville	20,001	11,225	-43.9
St. Anthony	23,490	20,449	-12.9
Goose Bay	90,913	104,612	15.1
Wabush	54,756	57,993	5.9
Province	1,557,909	1,664,970	6.9
Source: Airport Managers, Transport Canada			

Table 5. System of Regional Museums: Operating Season 2004 and 2005			
Museum	2004	2005	% Change
Mary March Museum	8,061	7,993	-0.8
Seamen's Museum	4,794	4,224	-11.9
Logging Museum	4,511	3,996	-11.4
Overall	17,366	16,213	-6.6
Source: Cultural Heritage Division, Department of Tourism, Culture & Recreation.			
Notes:			
Data presented for Mary March Museum covers the period May to October.			
Data presented for the Seamen's Museum covers the period May to October.			
Data presented for the Logging Museum covers the period May to September.			

Table 6. The Rooms: July 4, 2005 to December 31, 2005			
The Rooms	2004	2005	% Change
Number of Visitors	Not Open	35,258	n/a
Source: The Rooms Corporation of Newfoundland and Labrador			
Notes:			
The Rooms included the Provincial Museum of Newfoundland and Labrador, the Archives of Newfoundland and Labrador and the Art Gallery of Newfoundland and Labrador.			
The Rooms opened to the public July 4, 2005.			

Table 7. *Occupancy & *Average Daily Rates by Region: January to December 2004 and 2005			
<i>*Change in Occupancy presented as % point Change while</i>			
<i>*Change in Average Daily Rate is is presented as % Change</i>			
	2004	2005	Change
Province			
Occupancy Rate	44.1	46.3	2.2
Average Daily Rate	\$91.95	\$99.18	5.5
Avalon Peninsula			
Occupancy Rate	54.2	56.4	2.2
Average Daily Rate	\$107.23	\$112.38	5.2
Eastern Region			
Occupancy Rate	42.7	42.8	0.1
Average Daily Rate	\$81.79	\$97.20	18.8
Central Region			
Occupancy Rate	36.3	36.0	-0.3
Average Daily Rate	\$75.05	\$78.24	4.3
Western Region			
Occupancy Rate	38.0	38.4	0.4
Average Daily Rate	\$82.17	\$85.44	4.0
Labrador			
Occupancy Rate	39.1	46.4	7.3
Average Daily Rate	\$79.49	\$85.63	7.7
Source: Accommodation Module, Tourism Destination Management System (TDMS II)			
Notes:			
Data presented is subject to revision pending receipt of further data from the province's operators and the occupancy and average daily rate data should be considered as preliminary/estimates and is based on the sample (properties) reporting.			

Table 8. Skier Visits: Operating Season 2003/04 and 2004/05			
	2003/2004	2004/2005	% Change
Skier Visits	75,249	81,324	8.1
Source: Marble Mountain Development Corporation			

Table 9. Passenger Arrivals (Fortune Ferry Terminal): May to October 2004 and 2005			
Origin	2004	2005	% Change
Returning Residents	3,543	3,303	-6.8
St. Pierre & Miquelon	3,630	4,035	11.2
Other Canadians	4,401	4,259	-3.2
United States	527	469	-11.0
Other Countries	318	270	-15.1
Overall	12,419	12,336	-0.7

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

Table 10. Exiting Bus Traffic via Marine Atlantic: May to October 2004 and 2005			
	2004	2005	% Change
Number of Exiting Buses	204	176	-13.7

Source: Marine Atlantic Traffic Reports.

Table 11 (a). Provincial Chalet Visits: Operating Season 2004 & 2005		
Provincial Chalet	2004 Season	2005 Season
Port Aux Basques	24,663	24,686
Deer Lake	16,926	16,138
Notre Dame Junction	9,711	9,011
Clareville	9,091	9,081
Whitbourne	10,919	11,138
Argentia	7,714	8,253
North Sydney, NS	21,114	23,700
Total	100,138	102,007

Source: Strategic Tourism Product Development Division, Department of Tourism, Culture & Recreation

Notes:
The 2004 operating season was May 20 to September 28. The 2005 operating season varied by centre and included May 5 to October 11 for Port Aux Basques, May 12 to October 4 for North Sydney, Deer Lake and Whitbourne, May 12 to September 27 for Notre Dame and May 19 to September 27 for Argentia and Clareville. The chalet statistics do not include telephone calls to the various centres.

Table 11 (b). Provincial Chalet Visits: June to September 2004 & 2005			
Provincial Chalet	2004	2005	% Change
Port Aux Basques	24,077	23,427	-2.7
Deer Lake	16,422	15,451	-5.9
Notre Dame Junction	9,386	8,498	-9.5
Clarendville	8,794	8,802	0.1
Whitbourne	10,594	10,674	0.8
Argentia	7,625	8,145	6.8
North Sydney, NS	20,282	22,270	9.8
Total	97,180	97,267	0.1

Source: Strategic Tourism Product Development Division, Department of Tourism, Culture & Recreation

Note:
Because of the difference in operating seasons between 2004 and 2005 as described in Table 11 (a) notes, this table selects a common interval in order to compare performance.

Table 12(a). Provincial Historic Site Visits: Operating Season 2004 and 2005		
Provincial Chalet	2004 Season	2005 Season
Cape Bonavista Lighthouse	12,956	19,343
Heart's Content Cable Station	5,774	5,857
Ryan Shop Mercantile Building	4,168	5,015
Point Amour Lighthouse	5,765	6,735
Trinity Interpretation Centre	5,322	6,195
Quidi Vidi Battery	2,757	3,759
Mockbeggar Plantation	2,477	3,085
Hiscock House	4,204	4,549
Commissariat House	3,673	1,954
Boyd's Cove	7,524	8,784
Province	54,620	65,276

Table 12(a). Provincial Historic Site Visits: Operating Season 2004 and 2005		
Provincial Chalet	2004 Season	2005 Season
Source: Cultural Heritage Division, Department of Tourism, Culture & Recreation		
Notes: The 2004 operating season covers the period June 21 to October 8, 2004. The 2005 operating season for Cape Bonavista Lighthouse and Boyd's Cove covers the period May 16 to September 30, 2005. The 2005 operating season for all other sites is May 30 to September 30, 2005. Statistics for Commissariat House do not include the 787 people visiting under the "Doors Open" program on September 10 th and 11 th .		

Table 12(b). Provincial Historic Site Visits: July to September 2004 and 2005			
Historic Site	2004	2005	% Change
Cape Bonavista Lighthouse	11,798	17,445	47.9
Heart's Content Cable Station	5,178	4,835	-6.6
Ryan Shop Mercantile Building	3,669	4,138	12.8
Point Amour Lighthouse	5,116	5,931	15.9
Trinity Interpretation Centre	4,740	5,007	5.6
Quidi Vidi Battery	2,530	3,066	21.2
Mockbeggar Plantation	2,247	2,721	21.1
Hiscock House	3,719	3,654	-1.7
Commissariat House	3,401	1,577	-53.6
Boyd's Cove	6,616	7,088	7.1
Province	49,014	55,462	13.2
Source: Cultural Heritage Division, Department of Tourism, Culture & Recreation			
Notes: The 2004 operating season covers the period June 21 to October 8, 2004. The 2005 operating season for Cape Bonavista Lighthouse and Boyd's Cove covers the period May 16 to September 30, 2005. The 2005 operating season for all other sites is May 30 to September 30, 2005. Statistics for Commissariat House do not include the 787 people visiting under the "Doors Open" program on September 10 th and 11 th .			

Table 13. Terra Nova National Park Visitation (Operating Season) 2004 and 2005			
Terra Nova Park	2004	2005	% Change
Camper Nights	14,306	14,174	-0.9
Marine Centre	12,345	9,377	-24.0
Activity Centre	3,731	2,880	-22.8
Motorcoach Visits	118	n/a	n/a

Table 13. Terra Nova National Park Visitation (Operating Season) 2004 and 2005			
Terra Nova Park	2004	2005	% Change
Motorcoach Passengers	3,758	n/a	n/a
Source: Parks Canada, Terra Nova National Park			

Table 14. Gros Morne National Park Visitation: (Operating Season) 2004 and 2005			
Gros Morne Park	2004	2005	% Change
# of Visitors (June to September)	160,000	157,000	-1.9
Camper Nights	12,273	10,907	-11.1
Visitors (Discovery Centre)	27,547	26,628	-3.3
Visitors (Visitor Centre)	50,131	46,434	-7.4
Visitors (Lighthouse)	16,750	17,148	2.4
Visitors (Broom Point)	6,469	8,057	24.5
Motorcoach Visits	465	246	-47.1
Motorcoach Passengers	13,284	7,249	-45.4
Boat Tours (People)	29,502	27,944	-5.3
Source: Parks Canada, Gros Morne National Park			

Table 15. National Historic Sites: (Operating Season) 2004 and 2005			
Historic Site	2004	2005	% Change
L'Anse Aux Meadows	32,942	28,660	-13.0
Port Au Choix	10,504	10,579	0.7
Red Bay	9,738	9,246	-5.1
Castle Hill	12,316	12,770	3.7
Ryan Premises	7,549	7,039	-6.8
Hawthorne Cottage	4,303	5,705	32.6
Signal Hill (Visitor Centre)	6,745	5,861	-13.1
Signal Hill (Cabot Tower)	49,668	48,366	-2.6
Cape Spear (Visitor Centre)	26,905	27,867	3.6
Cape Spear (Lighthouse)	10,006	9,057	-9.5

Table 15. National Historic Sites: (Operating Season) 2004 and 2005

Historic Site	2004	2005	% Change
Source: Parks Canada, L'Anse Aux Meadows, Port Au Choix, Red Bay, Castle Hill, Hawthorne Cottage, Ryan Premises, Signal Hill and Cape Spear National Historic Sites.			
Notes: Data presented for Signal Hill Visitor Centre covers the period May to October; Data presented for Signal Hill Cabot Tower covers the period May to October; Data presented for Cape Spear Visitor Centre covers the period May to October; Data presented for Cape Spear Lighthouse covers the period May to October; 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 June to October. Data presented for Castle Hill covers the period May to October.			

Table 16. Provincial Parks: Camping Units Registered (Operating Season) 2004 and 2005			
Provincial Park	2004	2005	% Change
Barachois Pond	9,831	8,944	-9.0
Blow Me Down	987	1,086	10.0
J. T. Cheeseman	2,688	2,931	9.0
Pinware River	445	497	11.7
Pistolet Bay	1,989	1,411	-29.1
Sandbanks	1,217	1,403	15.3
Squires Memorial	2,364	2,478	4.8
Western & Labrador Straits Region	19,521	18,750	-3.9
Dildo Run	1,748	1,681	-3.8
Notre Dame	6,832	7,114	4.1
Central Region	8,580	8,795	2.5
Frenchman's Cove	3,100	2,930	-5.5
Lockston Path	3,934	3,703	-5.9
Eastern Region	7,034	6,633	-5.7
Butter Pot	15,523	15,632	0.7
La Manche	5,755	5,912	2.7
Avalon Region	21,278	21,544	1.3
Province	56,413	55,722	-1.2
Source: Parks & Natural Areas Division, Department of Environment and Conservation.			
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.			

Table 17. Cape St. Mary's & Burnt Cape Ecological Reserve: (Operating Season) 2004 and 2005			
	2004	2005	% Change
Number of Visitors Cape St. Mary's	17,245	16,797	-2.6

Table 17. Cape St. Mary's & Burnt Cape Ecological Reserve: (Operating Season) 2004 and 2005			
	2004	2005	% Change
Number of Visitors Burnt Cape	789	825	4.6
Source: Parks & Natural Areas Division, Department of Environment and Conservation.			

Table 18. Salmonier Nature Park: June to October 2004 and 2005			
Visitors	2004	2005	% Change
General Visitation	24,307	21,280	-12.5
Group Visits	3,464	2,671	-22.9
School Visits/Groups	1,461	2,737	87.3
# of Visitors	29,232	26,688	-8.7
Source: Salmonier Nature Park			

Table 19. Colony of Avalon (Ferryland): May to October 2004 and 2005			
Visitors	2004	2005	% Change
# of Visitors	17,178	15,697	-8.6
Source: Colony of Avalon (Ferryland)			

Table 20. Railcar, Gentara Building & Airport Visitor Centre (St. John's): June to September 2004 and 2005			
Visitors	2004	2005	% Change
St. John's Residents	1,989	1,628	-18.1
Other Residents of the Province	80	191	138.8
Residents (Total)	2,069	1,819	-12.1
Non-Residents	7,138	8,031	12.5
Total	9,207	9,850	7.0
St. John's Airport (June to September)	49,421	49,831	0.8
St. John's Airport (January to December)	77,452	78,582	1.5
Source: City of St. John's & Destination St. John's			
Note: The railcar was closed in 2003 and the City of St. John's operated VIC services out of the Gentara Building starting in 2004.			

Table 21. Cruise Ship Statistics for Newfoundland and Labrador 2004 and 2005

Port	2004			2005		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
St. John's	17	5,822	6,338	17	6,240	11,957
Corner Brook	6	5,086	7,089	11	5,991	12,816
St. Anthony	9	1,408	2,223	4	895	1,835
L' Anse Aux Meadows	15	1,279	1,998	5	1,104	1,748
Trinity	6	328	543	2	394	737
Bonne Bay-Gros Morne	12	501	781	12	447	606
Red Bay	11	455	590	3	744	1,351
Cox's Cove	0	0	0	3	45	60
Terra Nova	3	173	208	0	0	0
Argentia	1	250	409	0	0	0
Lapoile Bay	1	50	77	0	0	0
Ramea	6	344	532	3	150	205
Francois	3	165	269	0	0	0
Battle Harbour	5	287	451	2	97	155
Fogo Island	1	53	52	0	0	0
Cartwright	1	40	112	1	44	67
St. Brides-Cape St. Mary's	4	196	235	0	0	0
Bonavista	3	162	294	1	44	95
Fortune Hr.	1	50	77	0	0	0
Twillingate	5	276	337	0	0	0
Hopedale	2	93	209	2	97	142
Bell Island	1	40	112	0	0	0
Goose Bay	1	325	446	2	303	522
Cape Harrison	2	120	200	1	79	94

Table 21. Cruise Ship Statistics for Newfoundland and Labrador 2004 and 2005

Port	2004			2005		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
Nain	4	242	382	1	79	94
Button Island	2	120	200	2	132	169
Lark Harbour	5	75	140	5	75	93
Codroy Valley	1	53	52	0	0	0
Witless Bay	2	93	106	1	53	51
Cape Spear	4	210	287	0	0	0
Newtown	1	53	52	0	0	0
Groais Island	1	53	52	0	0	0
Rigolet	1	72	105	0	0	0
Hebron	4	215	391	3	176	236
Grey River	1	53	52	1	53	60
Cape Mugford	0	0	0	1	44	67
Conception Bay South	0	0	0	1	921	1,850
Wunderstrands	0	0	0	1	53	60
Grand Bruit	0	0	0	1	53	60
Ha Ha Bay	0	0	0	1	53	60
Voisey's Bay	0	0	0	1	53	75
Man of War Point	0	0	0	1	53	60
Indian Harbour	0	0	0	1	53	75
White Bear Islands	0	0	0	1	53	75
Nachvak Bay	0	0	0	2	97	142
Seven Islands Bay	0	0	0	2	97	142
Cape Chidley	0	0	0	1	53	75
Williams Harbour	0	0	0	1	44	95
Total	142	18,742	25,401	97	18,869	35,929

Table 21. Cruise Ship Statistics for Newfoundland and Labrador 2004 and 2005						
	2004			2005		
Port	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
Source: Cruiseship Authority of Newfoundland and Labrador Note: Red Bay, Battle Harbour, Cartwright,, Hopedale, Goose Bay, Cape Harrison, Nain, Button Island, Rigolet, Hebron, Grey River, Cape Mugford, Wunderstrands, Voisey's Bay, Man of War Point, Indian Harbour, White Bear Islands, Nachvak Bay, Seven Islands Bay, Cape Chidley and Williams Harbour are Labrador ports of call.						

Table 22. Strait of Belle Isle Ferry Service: June to October 2004 and 2005						
	Passenger Movements			Vehicle Movements		
	2004	2005	% Change	2004	2005	% Change
St. Barbe to Blanc Sablon	29,527	28,055	-5.0	9,837	9,146	-7.0
Blanc Sablon to St. Barbe	29,793	28,470	-4.4	9,871	9,280	-6.0
Total	59,320	56,525	-4.7	19,708	18,426	-6.5
Source: Department of Work, Services and Transportation						

Table 23. Labrador West Visitation: June to September 2004 and 2005			
Visitors	2004	2005	% Change
Guest Book Registration (Information Centre)	1,052	1,009	-4.1
Motorcoach/Group (Visits)	10	10	0.0
Motorcoach/Group (People)	525	522	-0.6
Source: Labrador West Tourism Association			

Table 24. Labrador Interpretation Centre: (Operating Season)			
Visitors	2004	2005	% Change
# of Visitors	2,426	3,502	44.4
Source: Labrador Interpretation Centre			

