



## Department of Tourism, Culture and Recreation Backgrounder Year-End Provincial Tourism Performance 2010 and Early Tourism Outlook 2011

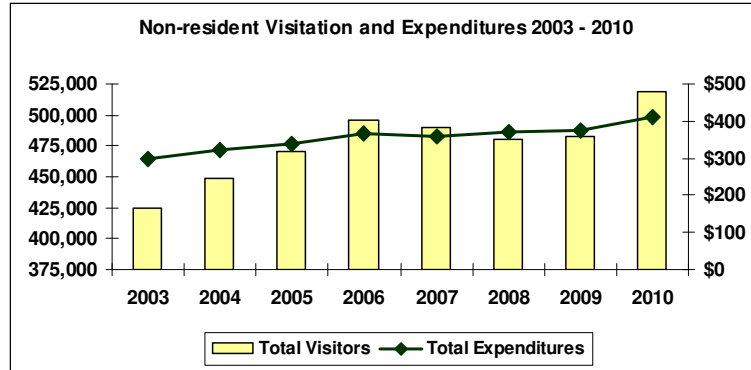
### Tourism Performance 2010

#### Overall Visitation and Expenditures:

- Newfoundland and Labrador's tourism industry has performed very well during 2010. Departmental estimates indicate that the province received approximately 518,500 non-resident visitors from January 1 to December 31, 2010, representing an **increase of 7.3%** over 2009. Associated expenditures are estimated to have reached \$410.6M, a **9.6% increase** over 2009 levels.

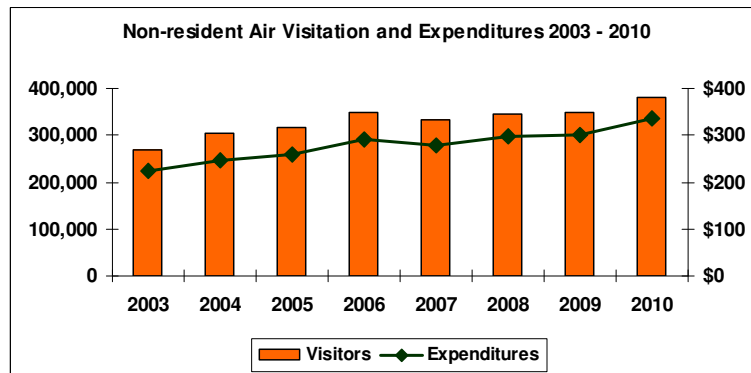
<b>Table I - Summary of Estimates of Non-Resident Tourism Visitation and Expenditures Newfoundland and Labrador 2009 and 2010</b>						
Mode	2009		2010		Percent Change	
	Visitors	Expenditures \$M	Visitors	Expenditures \$M	Visitors	Expenditures \$M
Auto	118,700	\$73.6	116,200	\$73.8	-2.1	0.3
Air	348,300	\$299.7	380,200	\$335.0	9.2	11.8
Cruise	16,200	\$1.3	22,100	\$1.8	36.9	38.5
Total	483,200	\$374.6	518,500	\$410.6	7.3	9.6
<p><b>Source:</b> Department of Tourism, Culture and Recreation, Tourism Research Division  <b>Note:</b> Based on results from the 2003/2004 Newfoundland and Labrador Air and Auto Exit Survey Program and annual Travel Indicator Program. Data subject to revisions.</p>						

- The large increase in overall non-resident visitation (7.3%) in 2010 is attributed to an increase in the number of non-resident air visitors (+9%) and unique cruise visitors (+37%) which offset the decrease recorded in the number of non-resident automobile visitors (-2%).
- Non-resident visitation remains high on a historical basis, with a compound annual growth rate (CAGR) of approximately 3% since 2003, with the number of visitors in 2010 representing a record: for the first time, the province welcomed well in excess of 500,000 visitors. Total non-resident expenditures have also been growing steadily at a CAGR of 4.6% over the same period, also reaching an all-time high of almost \$411 million in 2010.



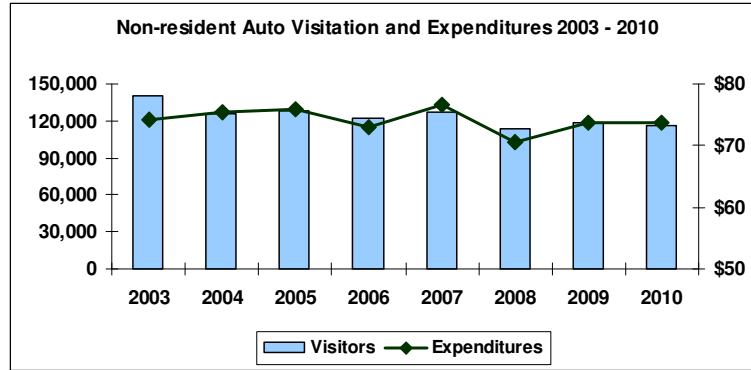
### Travel by Air

- Airport passenger movements at the Province's seven major airports increased 7% during 2010 to 1.9 million. While increases were recorded at St. John's, Gander, Deer Lake, Wabush and Goose Bay, decreases were recorded for Stephenville and St. Anthony.
- Non-resident airline visitation is estimated to have increased 9.2% to 380,200 for the 12 month period ending December 2010. This continues the growth trend evident over the last number of years which has seen the share of non-resident visitors by air growing from 64% in 2003 to 73% in 2010. At the same time, the share of non-resident expenditures grew from 75% to 82%.



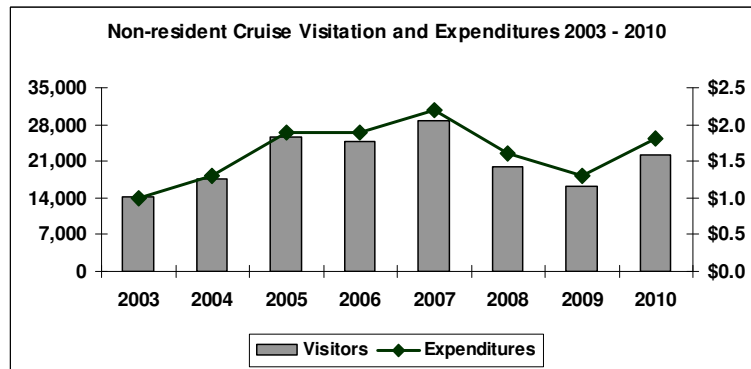
### Travel by Automobile

- Total Marine Atlantic ferry passenger traffic in 2010 reached 383,576 passengers, a decrease of 4% compared with 2009. Non-resident auto visitation decreased by 2% for the period January 1 to December 31, 2010 to approximately 116,200 travellers. Residents exiting the province via Marine Atlantic decreased 5% compared to last year.
- The 2% decrease in non-resident automobile visitors traveling to the province is driven by fewer visitors from the province's primary target markets of Ontario and the Maritimes (-2% and -5% respectively). The number of automobile visitors also decreased from all other geographic regions with the exception of the United States. Automobile traffic from the United States increased 11% over 2009 levels, halting a declining trend evident for the period 2002 to 2009.
- Overall non-resident automobile visitation has been trending downwards over the last number of years. Automobile visitors accounted for 22% of the total visitors recorded during 2010, down from 33% in 2003. While auto visitation has decreased by an average rate of 3% per year over this period, expenditures have remained fairly steadily in the \$71-\$76 million range.



### Travel by Cruise Ship

- Despite the loss of 26 scheduled port calls due to weather, operational or regulatory related issues, Cruise Newfoundland and Labrador reported 133 port calls to 48 different ports during the 2010 cruise season, up from 107 port calls and 35 ports recorded in 2009. Cruise ship passenger visits reached 32,968, an increase of 33% over the number recorded during 2009. Crew visits also increased 34% during the 2010 season to 17,584.
- Unique cruise ship visitors (*a count of one regardless of the number of port calls made by the visitor*) during 2010 reached 22,100, an increase of 37% over the 2009 cruise season. The increase registered during the 2010 season reversed the drop recorded in the two previous cruise seasons. Unique cruise visitation continues to represent 3% to 6% of the total non-resident visitation.



### The JUNO Awards

- During April 12-18, 2010, St. John's hosted the 39th JUNO Awards. The JUNO Awards is Canada's premiere music awards show, recognizing Canadian artists for excellence of achievement in recorded music. The weeklong celebration in St. John's included many events including Ruckus on the Edge, JUNO Cup, JUNOFest, JUNO Fan FARE, songwriter's Circle and culminated in the live JUNO broadcast. In addition to the planned events, a number of independent concerts were held during the week.
- The capital city benefited from increased accommodation utilization and airport passenger movements while increased media exposure promoted the province to the rest of Canada. Statistics from BBM Canada indicate that the audience for the television broadcast was 1.6 million viewers, up 31% compared to 2009 and that the awards were watched all or in part by 6.5 million Canadians, up 59%. TCR estimates that the advertising equivalent value of the media coverage was \$2.8 million.

- With 111,900 passenger movements, the St. John's International Airport experienced a 9.3% increase over April 2009 while roofed accommodation performance in St. John's (Economic Zone 19) also increased significantly. The table below summarizes the increase in overall room night sales, occupancy levels, room revenue and average daily rates.

	April 2009	April 2010	Change
Room Nights Sales	39,411	47,419	20.3%
Occupancy Rate	55.1	64.9	9.8 points
Room Revenue (\$M)	\$4.3	\$5.6	29.6%
Average Daily Rate	\$109	\$117	7.7%
Source: Accommodation Module, Tourism Destination Management System (TDMS)			

### **The Cupids 400<sup>th</sup> Anniversary Celebrations**

- The Cupids 400<sup>th</sup> Anniversary Celebrations was a major event during 2010. This year-long celebration commemorated the founding of Cupids, the first English settlement in Canada, by John Guy and his colonists in 1610.
- Over 200 individual events were staged as part of this celebration throughout the Northern Avalon Peninsula region, culminating in the six-day Cupids Cove Soiree in August which attracted over 25,000 visitors.
- One of the many highlights of these celebrations was the official opening of the Cupids Legacy centre, a new state-of-the-art visitor Interpretation facility which hosted about 9,500 visitors, almost 4 times the level recorded during 2009 at the Cupids museum.

### **Other Market Information**

#### ***Roofed accommodation occupancy***

- Roofed accommodation performance in Newfoundland and Labrador is on track to increase over 2009 levels. Based on data received to date, the provincial roofed accommodation occupancy rate<sup>1</sup> reached 50.3% for the period ending December, an increase of 2.1 percentage points over 2009. The average daily rate reached \$111 for the same period, an increase of 3.3%. Most regions of the province have reported growth in occupancy, however, at varying levels.
- Occupancy levels in Labrador have increased significantly at almost 10 points, driven in part by increased activity in the mining sector and improved access via the Trans Labrador Highway. Occupancy levels have increased by almost 3 points on the Avalon Peninsula, in part due to the increases reported in the meetings and convention market and the Juno's in April.
- While the Central and Western regions also reported improved accommodation occupancy, increases were more modest with 1.1 points and 0.1 points respectively. Occupancy levels in the Eastern regions (Burin/Bonavista) were down 0.1 points compared to 2010. The performance in the Eastern Region was impacted in part by Hurricane Igor in September 2010, resulting in lost available nights and forcing some operators to close early for the season.

---

<sup>1</sup> Occupancy rate: This is the total number of rooms or units sold divided by the total number of rooms or units available during the reporting period. It represents the utilization rate of the sample reporting at time of publication. Occupancy levels are subject to revision pending further reporting by the province's accommodation operators.

### **Provincial Parks**

- The camping season at the provincial Parks went very well during 2010, with the number of registered camping units increasing 6% over the levels recorded in 2009. Camping activity varied significantly by region: the 6 parks in the western region recorded an increase of 7% while the only provincial park in the Labrador Straits area recorded a decrease of 2%. Further east, results are mixed as well, with camping activity at the two provincial parks located on the Avalon Peninsula declining 0.4% while the Eastern and Central regions (two provincial parks each) reported increases of 19% and 8% respectively.

### **National / Provincial Historic Sites / Visitor Information Centres**

- Visitation to the province's National Historic Sites increased 5% during the 2010 operating season while visits to the Provincial Historic Sites and Visitor Information Centres increased 8% and 4% respectively during the 2010 operating season.

### **Meetings, Conventions and Incentive Travel**

- After declines in 2009, the Meetings, Conventions and Incentive Travel (MC & IT) market in St. John's picked up steam again in 2010, particularly in the large conventions segment (those with at least 50 guest rooms per night): robust meetings and conventions activity had many a downtown St. John's hotel in a "sold out" position. The number of large conventions registered during 2010 was 95, up from 81 in the previous year, with the number of delegates increasing by 31% to 22,900. Room nights sold rebounded 19% over 2009 (+6,800) to reach 43,300.

### **Tourism inquiries**

- With the increasing impact of advanced technologies on travel planning and communications with travellers, the department has seen a dramatic shift to the use of electronic and online sources for traveller requests and inquiries. Excluding 16,000 inquiries from Atlantic Canada House during the 2010 Olympics, TCR received approximately 57,500 inquiries for travel guides and related material from all sources including web, e-mail, telephone and other correspondence between January 1 and December 31, 2010. In addition, 1,197,727 visits were registered at the province's tourism website [www.newfoundlandlabrador.com](http://www.newfoundlandlabrador.com). Compared to 2009, this represents a 10% increase in interest in the province as a travel destination.

## **Comparative Performance with Canada and other Atlantic Provinces**

- Based on available performance measures and travel indicators, Newfoundland and Labrador's tourism performance in 2010 was generally better than that reported by the other Atlantic Canadian provinces. This is particularly true in regards to airport passenger movements, provincial occupancy rates and estimated room night sales, with Newfoundland and Labrador's growth rate surpassing those reported by each of the other Atlantic Canada provinces. Summary tables on various performance indicators are presented below and on the next page.

### **Atlantic Canada Airport Passenger Movements**

	2009	2010	Percentage Change
Newfoundland and Labrador	1,785,274	1,911,193	7.1%
New Brunswick	1,042,115	1,093,438	4.9%
Prince Edward Island	277,667	289,597	4.3%
Nova Scotia	3,538,102	3,646,099	3.1%

Source: Transport Canada, in co-operation with Airport Managers

### Atlantic Canada Roofed Accommodation Occupancy Levels

	2009	2010	Point Change
Newfoundland and Labrador	48.2	50.3	2.1 points
Prince Edward Island	40.6	41.7	1.1 points
Nova Scotia	47.0	47.0	0.0 points
New Brunswick	51.0	51.0	0.0 points
Sources: PEI, NS, NB: Provincial Department's of Tourism (Websites), NL: Accommodation Module, Tourism Destination Management System (TDMS).			

### Atlantic Canada Roofed Accommodation Room Night Sales

	2009	2010	Percentage Change
Newfoundland and Labrador	1,256,600	1,322,200	5.2%
Prince Edward Island	564,600	570,300	1.0%
New Brunswick	1,702,500	1,710,800	0.5%
Nova Scotia	2,517,000	2,528,000	0.4%
Sources: PEI, NS, NB: Provincial Department's of Tourism (Websites), NL: Accommodation Module, Tourism Destination Management System (TDMS).			

Keeping in mind the different methodologies used by the other provinces in collecting and reporting tourism performance indicators, the following is a snapshot of 2010 compared to 2009:

- **Nova Scotia** is reporting an increase of 1% in non-resident visits for the period ending December 2010, with automobile travel increasing 2% but air visitation declining 1%. The roofed accommodation occupancy rate is on par compared to the same time period last year.
- **Prince Edward Island** is reporting a decrease of 0.4% in non-resident automobile traffic on the Confederation Bridge as well as a 4% increase in airport passenger movements between January and December 2010. The 2010 roofed accommodation occupancy rate is up just over 1 point.
- **New Brunswick** is reporting an increase of 5% in airport passenger movements up to December while the roofed accommodation occupancy rate is on par compared to last year. The number of US residents crossing the border into New Brunswick by automobile is up 9% for the first eleven months of the year.

Overnight trips to **Canada** for the period January to December 2010 increased 2% over 2009. This increase has been driven by growth in Canada's key and other overseas markets (+7%) while visitation from the US is up almost 1%. Specifically, arrivals by air increased 5.5% while overnight trips by automobile dropped almost 2%. Other modes of travel from the US increased just under 2%. The number of overnight visitors from the UK (the next biggest market after the US) remains on par with 2009 whereas all other core markets show strong increases, ranging from 7% for France to 19% for Japan.

Outbound trips by Canadians increased over 9% in 2010. Influenced by a strong Canadian dollar, overnight trips by Canadians to the US are up 11% and up 6% to other destinations.

## Key Trends and Tourism Outlook 2011

### **Impact of Economic Conditions**

- According to the UN World Travel Organization (UNWTO), international tourism in 2010 continues to recover from the 2009 decline. In its latest edition of the *World Tourism Barometer* (Advance Release January 2011), the UNWTO reports that international tourist arrivals have exceeded the record achieved in the pre-crisis year 2008. UNWTO estimates that international tourist arrivals will grow 6.7% – a stronger than expected rebound; more moderate growth of 4-5% is expected in 2011. While tourist arrivals are evidence of an industry in recovery mode, tourism spending is still lagging as travellers tend to focus on ‘value for money’, stay closer to home or spend less time travelling. As a result, tourism operators are seeing lower yields as they face tougher competition and use pricing strategies to attract customers.
- The organization also notes that economic recovery is fragile and uneven: while advanced economies are still challenged by continued economic uncertainties, potentially increasing interest rates, unemployment and deficit reduction policies, emerging destinations are driving economic growth. Furthermore, as 2010 and the start of 2011 have shown, natural disasters and extreme weather events remain a constant uncertainty for the industry. New taxes on travel and tourism (UK, Germany, Italy) are also expected to have a dampening impact on demand.
- The fragile nature of the worldwide economic recovery is evident in the latest Nielsen Global Consumer Confidence Index as confidence levels around the world slipped in Q3 and Q4 2010. Although consumer confidence in Canada is above the global average, 2010 ended with a decrease in December, resulting from financial and unemployment concerns. While 28% (up from 22% in Q3) of Canadians maintain that they have no spare cash, the priority for many Canadians is using spare cash to pay off debts (34%) and putting it into savings (24%). Other spending priorities have shifted somewhat in Q4 compared to Q3 from *holidays and vacations* (24% in Q3, down to 20% in Q4) to *new clothes* (22%, up from 19% in Q3) and *out-of-home entertainment* (21%, up from 18% in Q3).

### **Canada Overview**

- However, recent travel intentions surveys still indicate Canadians’ readiness to spend on holidays and vacations. The Conference Board of Canada (CBoC) reports in its *November – December 2010 Travel Exclusive* that more Canadians are planning a winter vacation this year than last year (63.7% compared to 56.6%); however, the share of people planning to stay in Canada declined slightly from 12.3% to 11.9%. Albertans (75%) and British Columbians (70%) are the most likely to take a winter vacation, and they are also the most likely to take their longest winter vacation in Canada, while Atlantic Canadians are the least likely in both respects. The CBoC notes that the strength of the Canadian dollar as well as lower package prices are fuelling intentions for increased outbound travel for the longest winter vacation.
- A recent survey of Canadian travellers commissioned by the Canadian Tourism Commission (CTC) found that, in general, intentions for pleasure travel remain strong, with 36% indicating that they will travel more in the next three years than they did in the past three years. Inter-regional travel in Canada (i.e. people travelling outside of their own “backyards” to other destinations in the country) is also expected to grow compared to last year, with 71% of domestic travellers planning to take an out-of region pleasure trip in 2011 (up from 65% in 2010).<sup>2</sup>
- Based on the CTC survey results, demand for vacation trips to Newfoundland and Labrador (4+ nights) is expected to increase as the number of domestic travellers most likely to visit the province in 2011 has increased in most regions (exceptions are Atlantic Canada and Alberta).

---

<sup>2</sup> *Global Tourism Watch Canada Report 2010*, a study undertaken by the Canadian Tourism Commission in partnership with the Province of Newfoundland and Labrador and other partners

The province is most popular with travellers from Ontario for longer vacation trips (4+ nights), while Atlantic Canadians are the most inclined in the country to come for a visit on a short getaway trip (2-3 nights). This aligns with the CBoC's forecast of a 2.1% increase in domestic overnight pleasure visits in 2011 for the province.

- In addition, the CBoC forecasts a 1.1% increase in domestic overnight business visits in 2011, a moderate benefit from growth in travel spending by Canadian businesses that is mostly driven by a planned increase in domestic trips.

### **United States Overview**

- With a decrease in the consumer confidence index in December to 52.5 (from 54.3 in November), US consumer confidence is no worse off now than a year ago but consumers' assessment of the current state of the economy and labour market remains weak. High unemployment continues to dampen consumers' willingness to spend, resulting in constrained leisure travel growth. While putting spare cash into savings (36%) and paying of debts (33%) is as much or even more so a priority for Americans as it is for Canadians, spending on holidays and vacations is lagging (19%) but remains ahead of spending on new clothes (17%) and out-of-home entertainment (16%).
- After languishing since February 2009, the *Ypartnership/US Travel Association Traveler Sentiment Index™* has soared to its highest level since April 2007. The overall February 2011 TSI now stands at 95.2, up 8 points from October 2010. The February survey revealed a substantial increase in the "Affordability of travel" index (up to 118.2 in February 2011 from 105.2 in October 2010), suggesting that consumers are increasingly more positive about their ability to afford to travel. Demand for leisure travel is up slightly for the first two quarters in 2011 (55% planning at least one overnight leisure trip, up from 53%). However, new TSA security measures (full body scanners and pat-downs) will likely result in cut backs in air travel while the bed bug problems of 2010 still weigh on the minds of travellers.
- As Americans remain cautious about spending on travel, a "new frugal" attitude has been developing. With concerns about the affordability of travel due to increasing transportation, hotel and gasoline prices, travellers, above all, will demand more value for their dollar, resulting in more comparison shopping and a willingness to travel spontaneously with a good deal.
- While dollar parity remains a concern for US travellers, overall travel costs to visit Canada are expected to be lower in Q1 because of significant declines in average airfares. Furthermore, Atlantic Canada in particular will see significant increases in direct air capacity from the US (33% in Q1; 18% in Q2), with direct air access to Newfoundland and Labrador also increasing by 30% in both Q1 and Q2 (6,000 seats each quarter compared to 4,600 each quarter in 2009). In 2011, Canada is expected to benefit moderately from US traveller intentions with a 1.7% increase in overnight visits while overnight travel to this province will remain fairly flat at +0.7%.

### **International Overview**

- On a global scale, spending on holidays and vacations (33%) remains a higher priority than using spare cash to pay off debts (29%), and recent reports and statistics indicate a strengthened vacation demand in Canada's European core travel markets including the UK, France and Germany. For both the German and UK markets the outlook remains positive, with 66% of UK travellers planning a long haul holiday (compared to 35% who are planning a "staycation") while 49% of German travellers will travel at least the same as in 2010.
- On the down side, both Germany and the UK travel markets are faced with new or increased travel taxes: The UK Air Passenger Duty (APD) has risen exponentially in recent years, most recently in November 2009 and 2010. It will remain one of the biggest challenges for the travel industry in the next few years -- more than a third (37%) of UK holidaymakers say they will reduce



their flying due to the APD increase, with a further 8% planning to stop flying altogether.

- The German air passenger duty, passed into law last November, will tax all passengers initially departing from German airports, according to a final destination principle. The tax ranges from €8 for short-haul flights to €25 for medium-haul flight and €45 for long-haul flights. It has been estimated that this tax could reduce the number of departing passengers from German airports by 1.6 million.
- Despite a slight improvement in recent travel trends to this country, deteriorating price competitiveness and weak supplier trends point to dampened UK and German travel demand to Canada over the near term. While the average cost of a seven-night stay is expected to increase 13.4% in Q1 2011 for UK travellers, Germans are faced with an even larger increase of 19.9%. These costs are mainly driven by an increase in airfares from both countries. It remains to be seen whether in light of these challenges the 3.1% growth in travel from overseas markets forecast by CBoC will materialize for this province.

### **Other Indicators**

- The Department of Tourism, Culture and Recreation received 12,957 inquiries for travel guides and related material from all sources including web, e-mail, telephone and other correspondence for the period ending February 2011. As well, 158,183 visits were registered at the province's tourism website [www.newfoundlandlabrador.com](http://www.newfoundlandlabrador.com) for the same time period. Compared to 2010, this represents a 0.6% decrease in interest in the province as a travel destination.
- Cruise Newfoundland and Labrador is reporting 120 ports of call that are tentatively booked for the 2011 cruise season, with more expected as itineraries are released by the cruise companies.
- As of early mid March, based on current confirmed bookings and historical booking pace, the 2011 MC&IT market in St. John's area is ahead of 2010 levels by almost 6%.

### **Air Access**

- After soaring fuel prices quickly destroyed a promising year for airlines in 2008 and a crashing economy wiped out the benefit of falling fuel price in 2009, 2010 marks the year when the industry is returned to profits. Capacity cuts and restraints on growth were seen as helping carriers demand high enough prices to make money. However, that has also translated into higher fares for travellers. Furthermore, airlines have become so reliant on ancillary fees (e.g. baggage charges, change fees) that it has become their easiest way to find new money, and their profitability now relies on those fees. For passengers, these fees are as "attractive" as the new airport security procedures involving full body scanners.
- For Newfoundland and Labrador, however, positive trends in air transportation continued in 2010 as the province benefited from improvements in inbound capacity and decreased airfares. While the province's seven major airports reported approximately 1.8 million passenger movements during 2009 (down 2.4% over 2008), statistics to the end of December 2010 indicate an increase of approximately 7% over the same 2009 period. Despite the decrease recorded in 2009, airport passenger movements have been generally increasing at approximately 3.4% annually since 1993 and 2010 levels represent a new record at 1.9 million passenger movements.
- Tourism performance with respect to air travel indicates that increased capacity and reduced price levels have had a significant impact on non-resident air visitation with a 9% increase to December 2010, surpassing 2006's 350,000 record-setting air visitor mark.
- Of particular significance to tourism in the province is the government's new five year air access strategy which was announced in October 2010. *Taking Flight: An Air Access Strategy for*

*Newfoundland and Labrador* aims to enhance Newfoundland and Labrador's air transportation access by working collaboratively with airports and other partners in supporting their efforts to attract new flights and spur additional demand. The complete strategy can be found at [www.business.gov.nl.ca](http://www.business.gov.nl.ca)

### **Marine Atlantic Gulf Ferry Service**

- The service provided by Marine Atlantic is critical to the tourism industry. It is the first and last impression given to all travelers, particularly to non-resident automobile visitors. During 2009, Marine Atlantic recorded 397,737 and 138,273 passenger and passenger related vehicle movements, increasing 3% and 5% respectively over the previous year. Statistics to the end of 2010 indicate a 3.6% decrease in passenger and a 4.2% decrease in vehicle movements while non-resident automobile visitation dropped 2.1% to 116,200.
- The ferry service and its impact on tourism continue to be a main concern for government and industry. Strong perceptions that services to passengers are still not meeting expectations have persisted through 2010, as Marine Atlantic faced similar problems with its fleet as in 2009, including vessel breakdowns as well as severe weather events. As in 2009, some of the worst problems occurred at the height of the tourism season. Furthermore, Marine Atlantic retired its MV *Caribou* ahead of schedule at the end of November 2010. While one of its two new vessels, the MV *Blue Puttees*, is already in service as of February 2011, the company's second new vessel, the MV *Highlanders* will replace the MV *Joseph and Clara Smallwood* but will not be in service until the spring.
- The Gulf ferry service received a welcome boost in 2010 with new investments of \$521 million by the federal government to renew the Marine Atlantic fleet and shore facilities, with the goal to improve capacity and reliability of its services. The new fleet is expected to enhance capacity, increase service reliability and on time performance as well as provide customers with more modern amenities.
- From a tourism perspective, improvements in service efficiency and particularly reliability will enhance visitors' travel experience and ensure they can get to their destinations as planned and tourism operators don't lose business due to cancellations related to the ferry service. Reduced costs and increased fuel efficiency are hoped to be passed on to passengers in the form of reduced ticket prices, to make the ferry service more affordable and more appealing to a larger number of potential visitors.
- While retail gas prices in Newfoundland and Labrador were considerably higher in 2010 than in 2009 for the first part of the year (January through May), prices during the peak tourism season were at comparable levels. With non-resident auto visitation down 2% in 2010 and given the issues Marine Atlantic was facing throughout the year, it is difficult to assess the impact of ticket and gasoline prices. However, it can be assumed that the combined effect of increased ferry fares, ferry service reliability issues, increased inbound direct air capacity and significantly reduced airfares potentially contributed to decreased auto visitation.
- Gas prices at the pump remain a concern for the province's tourism industry and current trends already point to potential increases in the year ahead. Global oil demand in 2010 grew at 2.5% over the year before (almost double the International Energy Agency's original forecast for 2010) and rising oil costs are putting the squeeze on transportation companies and consumers. With the civil unrest in the Middle East, oil prices are reaching highs not seen since 2008, raising concerns that the fragile global recovery is in danger. Triple-digit oil prices have been associated with economic problems in the past and create headaches for a number of industries, including airlines, the impact of which is sure to be felt in the tourism industry.

### **Key 2011 Events and Celebrations Impacting Future Travel**

- In 2010, the Olympic and Paralympic Winter Games, JUNO week and Cupids 400 celebrations provided the province with unique opportunities to showcase itself to Canada and the world. While there are currently no events of the same magnitude scheduled for 2011, Newfoundland and Labrador tourism will be able to benefit from a number of events generally stimulating resident and non-resident tourism activity. These include:
- The TELUS Cup, which will return to Newfoundland & Labrador for the first time since 1989. St. John's will be host to Canada's National Midget Championship, where the Fog Devils welcome five regional champions. The tournament will take place 18-24 April, 2011.
- In 2011, Festival 500, together with *The Phenomenon of Singing* International Symposium will take place in July and coincide with the 41st World Conference of the International Council for Traditional Music. Festival 500 is a unique international choral festival that has attracted more than ten thousand participants from 33 countries over the last decade.

### **Challenges to the Newfoundland and Labrador Tourism Industry**

- Although the global tourism industry has shown robust growth in 2010, there is still uncertainty about the economic recovery, with unemployment levels remaining at high levels and recent waning consumer confidence. While recent survey results indicate robust domestic tourism demand, the strong Canadian dollar and the rise in oil and gasoline prices remain a challenge.
- Transportation and access issues continue to be a priority for the province's tourism industry. While 2010 saw significant improvements in air access, further efforts are required to reduce air access costs and maintain the momentum in creating additional capacity. Based on industry reports, this will be a great challenge in 2011 as airfares are trending upwards and airlines are increasing capacity at a conservative pace. With respect to airline fees, more bold moves by the airlines are expected as they try to minimize their fees and pass them on to consumers. Expectations are also very high for a vastly improved and dependable Marine Atlantic ferry service. The dialogue between Marine Atlantic, all levels of government and industry must continue to ensure the services meet the demands of both non-resident and resident travelers.
- Technology advances continue to not only change travel experiences and communications with travellers but have also raised expectations of hassle-free and more accessible travel. The province and industry have made great progress in utilizing new technology solutions and recognized the impact of social networks that have created a new breed of traveller. However, as technologically advanced tools are becoming more and more prevalent in driving the choice of destination, tailoring of holidays and defining new ways of booking and paying for travel, providing the infrastructure and know-how to enable the use of these technologies to their full potential continues to be of highest importance for the province.

# **Detailed 2010 Travel/Tourism Indicators Newfoundland and Labrador**

Tourism Research Division  
Department of Tourism, Culture and Recreation

March 18, 2011

<b>KEY PROVINCIAL TRAVEL AND TOURISM INDICATORS AT A GLANCE</b>				
<b>#</b>	<b>Key Travel/Tourism Indicator</b>	<b>2009</b>	<b>2010</b>	<b>Change</b>
1	Passenger Traffic on Marine Atlantic	397,737	383,576	-3.6%
2	Non-Residents Exiting (auto)	118,688	116,189	-2.1%
3	Residents Exiting (auto)	75,017	71,549	-4.6%
4	Vehicle Traffic on Marine Atlantic	138,273	132,532	-4.2%
5	Exiting Buses	105	110	4.8%
6	Airport Passenger Movements	1,785,274	1,911,193	7.1%
7	Non-Residents Exiting (air)	348,335	380,201	9.1%
8	Cruise Ship Port Calls	107	133	24.3%
9	Cruise Ship Passenger Movements	24,828	32,968	32.8%
10	Unique Cruise Ship Passengers	16,167	22,130	36.9%
11	Roofed Accommodation Occupancy Rates	48.2	50.3	2.1 points
12	Provincial Parks (camping units)	58,540	62,102	6.1%
13	Provincial Visitor Information Centres	132,188	136,751	3.5%
14	Meetings and Conventions (St. John's)	81	95	17.3%
15	Convention Room Nights (St. John's)	36,472	43,304	18.7%
16	Inquirers/Website Visits	1,141,709	1,255,227	9.9%

**Source:** Department of Tourism, Culture and Recreation, Tourism Research Division.

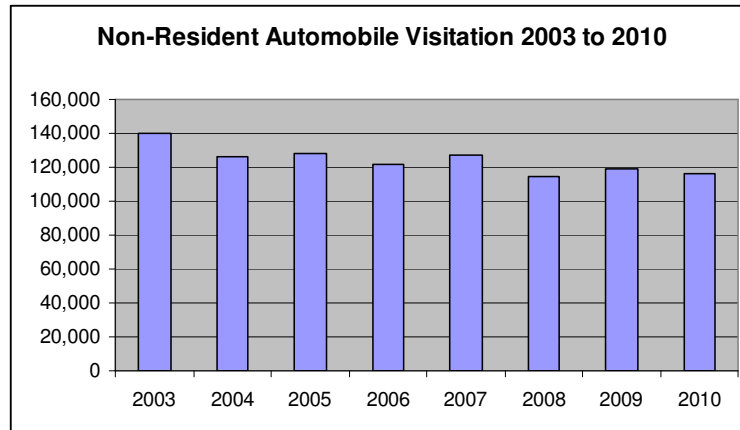
**Notes:**

1. Passengers carried by Marine Atlantic covers the period January to December.
2. Non-resident Auto visits cover the period January to December.
3. Residents exiting by Automobile cover the period January to December. A decrease in residents means less leaving the province by automobile to travel to destinations outside the province. This may not necessarily translate into more in-province travel by residents.
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 cover the period January to December.
7. Non-resident air visitors cover the period January to December.
- 8, 9, 10. The number of cruise ship port calls and associated passengers covers the cruise season.
11. Roofed accommodation occupancy levels cover the period January to December 2010. Data is current as of March 18, 2011 and is subject to revisions pending further reporting by the Province's operators. Increase or decrease is presented as % point change.
12. Camping units registered at the System of Provincial Parks (camping season)
13. Visitors to the system of Provincial VIC'S covers the period May to October
- 14, 15. As reported by Destination St. John's for groups of +50 or more delegates.
16. Tourism Marketing Division. Data is for January to December

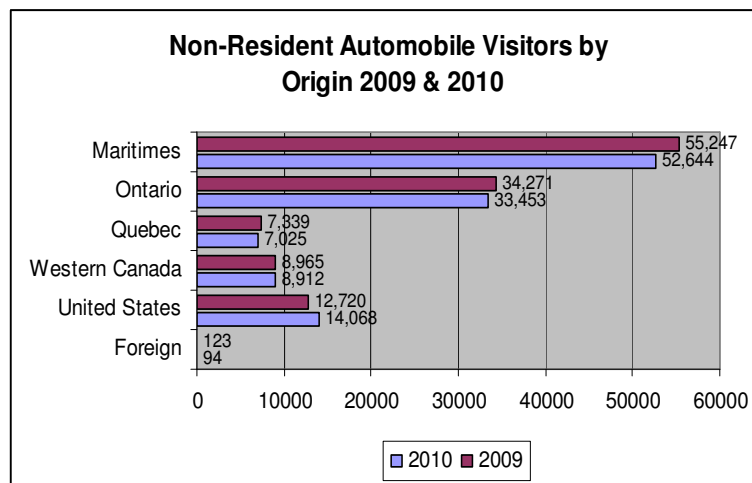
The following travel and tourism indicators are for the 2010 operating season. Comparisons are to the same time period of 2009. Tables 1-24 with detailed travel and tourism indicators follow this section.

**Travel by Automobile/Marine Atlantic (Reference Tables 1, 2, 3 and 10)**

- Overall passenger traffic on the Marine Atlantic Ferry System (both directions) reached 383,576 during 2010, a decrease of 4% compared to 2009. Passenger related vehicle traffic on the Marine Atlantic Ferry System also increased 4%.
- It is estimated that non-resident automobile visits decreased 2% to 116,189 for the period ending December 2010.



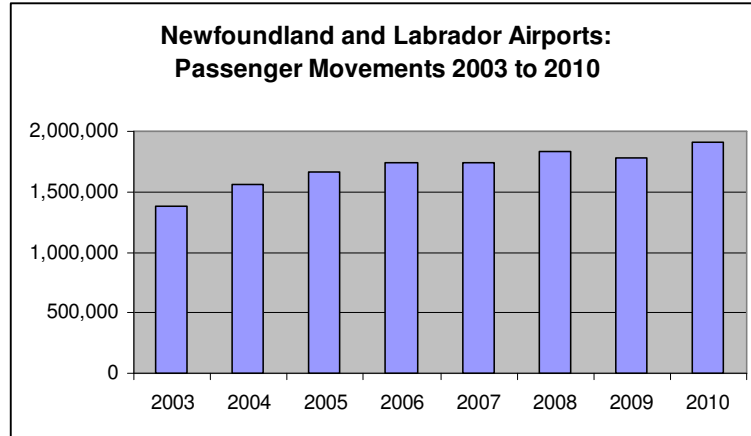
- Traffic from the province's primary target markets (the Maritimes and Ontario) decreased 5% and 2% respectively to 52,644 and 33,453 visitors. The number of visitors from Quebec also decreased 4% to 7,025 while the number of visitors from Western Canada decreased 1% to 8,912. The number of visitors reported from the USA increased 11% to 14,068, halting a declining trend evident for the period 2002 to 2009.



- Residents travelling outside the province via Marine Atlantic decreased approximately 5% during 2010 to 71,549
- Exiting bus traffic on the Marine Atlantic Ferry System increased 5% between May and October 2010 to 110 buses (+5 buses).

**Travel by Air/Airports (Reference Table 4)**

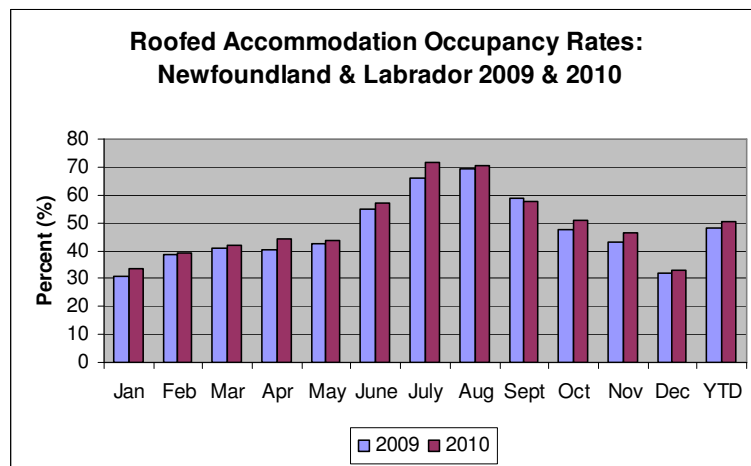
- Airport passenger movements at the Province’s seven major airports increased 7.1% during 2010 to 1,911,193 passenger movements. While increases were recorded at St. John’s (8%), Gander (9%), Deer Lake (0.4%), Wabush (28%) and Goose Bay (4%), Stephenville (-20%) and St. Anthony (-7%) registered decreases.



- Based on these estimates, non-resident visits by air increased 9% to 380,200 for the period ending December 2010.

**Accommodation Occupancy Rates (Reference Table 7)**

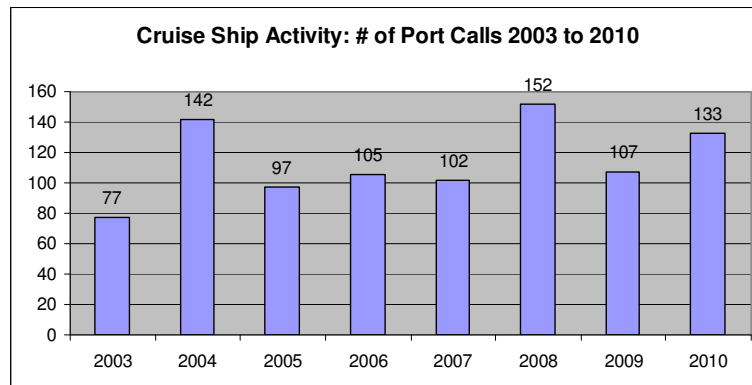
- Based on available information, 2010 roofed accommodation occupancy rates for the province increased 2.1 points over the previous year. Most regions of the province have reported growth in occupancy, however at varying levels. Occupancy levels in Labrador increased by almost 10 points while levels increased by almost 3 points on the Avalon. Performance in the other regions was more modest and included Eastern (-0.1 points), Central (1.1 points) and Western (0.1 points). These figures will be adjusted as final data for 2010 is received from operators.



- Based on available information, preliminary commercial campground occupancy rates for May to October 2010 increased 0.9 points to 40.9% over 2009 levels. These figures will be adjusted as final data for 2010 is received from operators.

### Cruise (Reference Table 24)

- Cruise ship activity during the 2010 cruise season resulted in 133 port calls to 48 different ports around the province. This compares to 107 port calls and 35 ports recorded during 2009.



- Cruise ship passenger visits reached 32,968 during the 2010 cruise season, an increase of 33% over the number recorded during 2009. Crew visits also increased 34% during the 2010 season to 17,584
- A review of detailed cruise itinerary information shows the province received 22,100 unique cruise visitors (a count of one regardless of the number of port calls made by the visitor), an increase of 37% over the previous year.

### Meetings, Conventions, Incentive Travel (MC & IT) and Events (Reference Table 22)

- After declines in 2009, the Meetings, Conventions and Incentive Travel (MC&IT) market in St. John's rebounded in 2010. The number of large conventions (those with at least 50 guest rooms per night) registered during 2010 was 95, up from 81 recorded the previous year.
- Room nights utilized by major meetings and convention delegates during 2010 reached approximately 43,300 compared to 36,500 in the previous year (+19%). The number of attending delegates increased 30% over 2009 levels to 22,900.

### Visitor Information Centres (Reference Tables 11 (a), 11 (b) and 21)

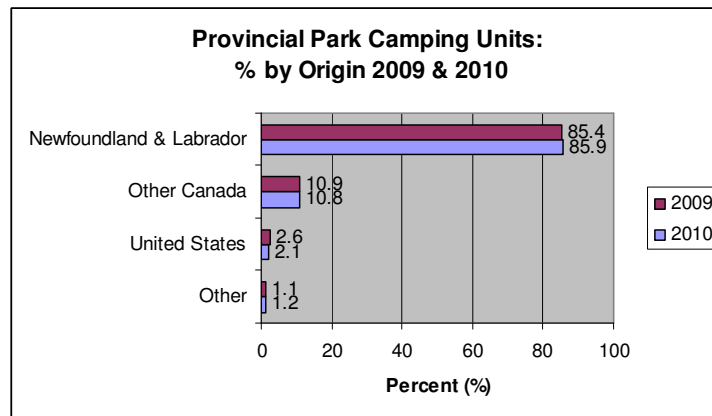
- The number of visitors to the system of provincial visitor information centres between May and October 2010 was 136,751. This represents an increase of 3.5% over the 2009 operating season.
- Increases in visitation were reported at the gateway ports of Port Aux Basques and Argentia (5% each) and at the two airport locations of St. John's and Deer Lake (23% and 10% respectively).
- All other highway centres reported decreases in the number of visitors recorded during the 2010 season. Specifically, the centre at Deer Lake recorded a drop of 9% while the centre at Notre Dame Junction decreased 1%. Other decreases included Clarendville (-4%) and the centre at Whitbourne (-11%). The centre at North Sydney, NS, also reported a decrease of 15% in the number of visitors.
- Visitor information services at the Gentara Building (Water Street) operated by the City of St. John's received 11,004 visitors between June and September 2010, a decline of 15% compared to 2009 levels. Non-resident visits decreased 12% while visits by residents of Newfoundland and Labrador decreased 28%.

### Provincial Parks and Reserves (Reference tables 16 (a), 16 (b) and 17)

- During the 2010 operating season, there were 62,102 camping units registered at the system of Provincial Parks, an increase of 6% over the 2009 season. Regional performance varied significantly.



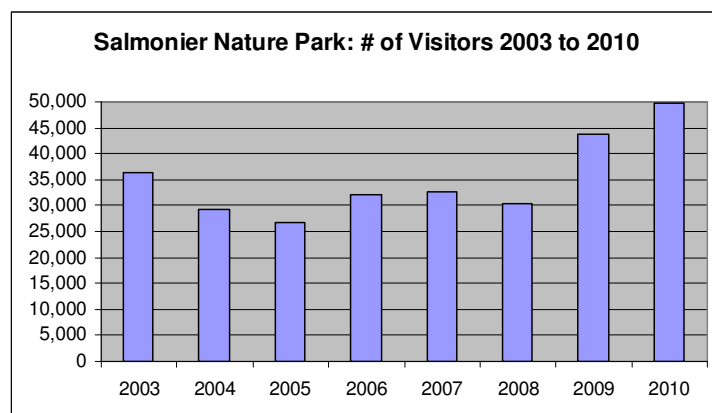
- The number of camping units registered in the two parks located in the Avalon Peninsula region decreased 0.4% to 22,017 while the number of units registered in the eastern region increased 19% to 9,208 units. The number of camping units recorded in the two parks located in the central region increased 8% to 9,424 units while the number of camping units registered in the seven parks in the western/Labrador region increased approximately 7% to 21,453.
- Camping in the provincial parks continues to be mainly a resident activity, with residents accounting for 86% of the camping units registered during 2010. Camping units registered by residents increased 7% during the 2010 season while non-resident camping units increased 3%.



- Cape St. Mary's, Burnt Cape and Mistaken Point Ecological Reserves reported mixed performances during the 2010 operating season (May 1 to October 15). Specifically, the number of visitors to Cape St. Mary's increased 21% to 19,791 while the number of visitors reported at Burnt Cape decreased 24% to 583 visitors. The number of visitors to Mistaken Point decreased 0.4% to 802.

**Salmonier Nature Park (Reference Table 18)**

- Approximately 49,700 people visited Salmonier Nature Park between June and October 2010, an increase of 14% over the 2009 operating season. General visitation increased 18% to 44,200 visitors while the number of visitors associated with group visits (school and recreation) decreased 13% to 5,500.



**System of Provincial Historic Sites (Reference Table 12)**

- The system of Provincial Historic Sites (PHS) received 48,821 visitors between May and October 2010. This represents an increase of 8% over 2009. The number of group visits (motorcoach / school groups etc.) reported reached 318.

- Cape Bonavista Lighthouse reported an increase of 12% in the number of visitors during the 2010 season while the Mockbeggar Plantation increased 10%. The number of visitors reported at Hiscock House and the Ryan Shop Mercantile Building increased 12% and 19% respectively. The Trinity Interpretation Centre was closed during 2010 due to renovations.
- Heart's Content Cable Station reported an increase of 14% in the number of visitors during the 2010 operating season while Boyd's Cove reported an increase of 9%. The three sites in the St. John's area reported mixed visitation levels with the Newman's Wine Vault reporting an increase of 12% while the Commissariat House and Quidi Vidi Battery reported declines of 22% and 5% respectively. Point Amour Lighthouse in the Labrador Straits area reported a decline of 5% in the number of visitors received during the 2010 operating season.

#### **System of Regional Provincial Museums (Reference Table 5, 6)**

- The Logger's Exhibit received 3,165 visitors between May and September, an increase of 6% over the 2009 operating season while Mary March Museum visitation decreased 10% to 5,422 for the May to October time period.
- The Seamen's Museum located on the Burin Peninsula was closed for most of the 2008 season due to fire on June 14, 2008. During 2009 and 2010, exhibits were presented off site and for only a limited time. During the 2009 and 2010 operating seasons, 4,050 and 3,498 visitors respectively were reported at these temporary exhibits.
- Approximately 4,200 visitors were reported at the Labrador Interpretation Centre during the 2010 operating season (January to December), an increase of 19% compared to 2009. Visits recorded between May and October increased 5% to approximately 2,600.

#### **System of National Historic Sites (Reference Table 15)**

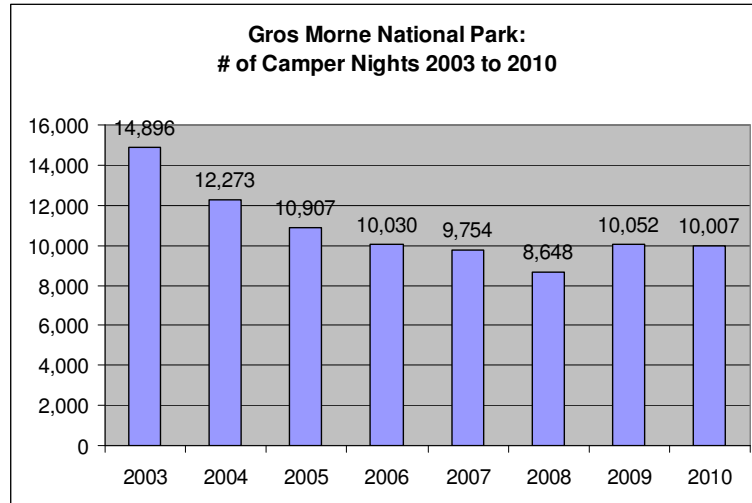
- L'Anse aux Meadows National Historic Site reported 30,113 visitors for the 2010 operating season, an increase of 10% over 2009 while the number of visitors reported at Port au Choix increased 13% to 8,786. The number of visitors to Red Bay National Historic Site increased 10% to 8,384 visitors.
- The Ryan Premises on the Bonavista Peninsula reported 6,477 visitors during the 2010 operating season, an increase of 6% over the 2009 season.
- Visitation to Castle Hill and Hawthorne Cottage (both on the Avalon Peninsula) reported mixed visitation levels for the 2010 operating season. Specifically, Castle Hill received 11,468 visitors, an increase of 5% over 2009 while Hawthorne Cottage visitation levels decreased 17% to 4,840 visitors. This decrease can, in part, be attributed to the 2009 events related to Life and Voyages of Captain Robert (Bob) Bartlett of Brigus that resulted in a significant increase (62%) during that operating year.
- Visitation to Signal Hill (Cabot Tower) and Cape Spear (Visitor Centre) was also mixed during the 2010 operating season. While Signal Hill reported 40,841 visitors, an increase of 9% over the 2009 operating season, the number of visitors reported at Cape Spear decreased 8% to 21,216 visitors.

#### **Terra Nova National Park (Reference Table 13)**

- Camper nights in the two campgrounds within Terra Nova National Park reached 13,441 for the 2010 camping season ending September, an increase of 1,072 camper nights or 9% higher than last year.
- Bus tour activity at Terra Nova finished the 2010 season ending September with 82 tours, down 6 tours or 7% below 2009 levels. Despite this drop, the number of passengers carried on the buses increased 25% to 2,792, reflecting an increase to 34 passengers per bus in 2010, up from 25 during the 2009 season.

**Gros Morne National Park (Reference Table 14)**

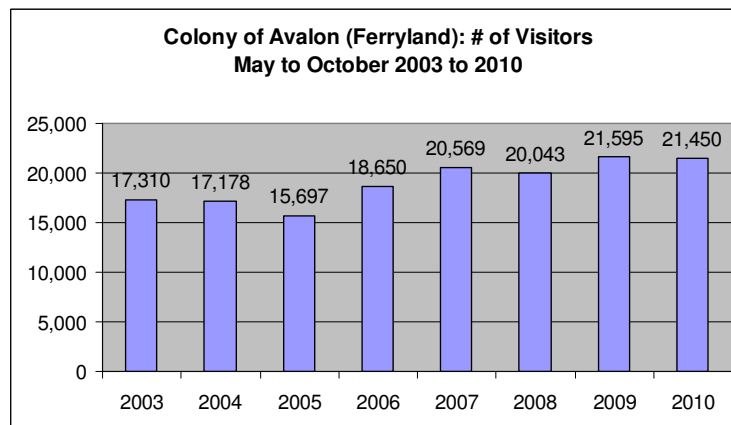
- Camper nights in the five campgrounds within Gros Morne National Park reached 10,007 for the 2010 camping season ending October, a decrease of 45 camper nights or 0.4% lower than last year. As can be seen in the chart, the number of camper nights reported the last two seasons represents a stabilization of performance after declines during the previous 6 seasons.



- With 163, the number of bus tours visiting Gros Morne decreased 7% in the 2010 season ending October. Passengers carried on the tour buses reached 5,217, a decrease of 1% over 2009.
- Western Brook Pond and Trout River Pond Boat tours reported a small decrease during the 2010 season ending October, as approximately 25,400 people took the boat tours, a decrease of 1% over last year.
- Visitation to the Discovery Centre, Visitor Centre, Lobster Cove Lighthouse and Broom Point was mixed during the season ending October 2010. The number of visitors to the Discovery Centre increased 3% to 26,336, visits to the visitor centre increased 3% to 37,043 and visitors reported at Broom Point decreased 4% to 7,139. Visitation to the Lobster Cove Lighthouse increased 44% to 20,232 which can be attributed to increased programming and special events at the lighthouse.

**Colony of Avalon (Ferryland) (Reference Table 19)**

- After an all time high in 2009, visitation to Ferryland during the 2010 operating season continued to be strong as the number of visitors reached 21,450, just under 1% less than in the 2009 season.

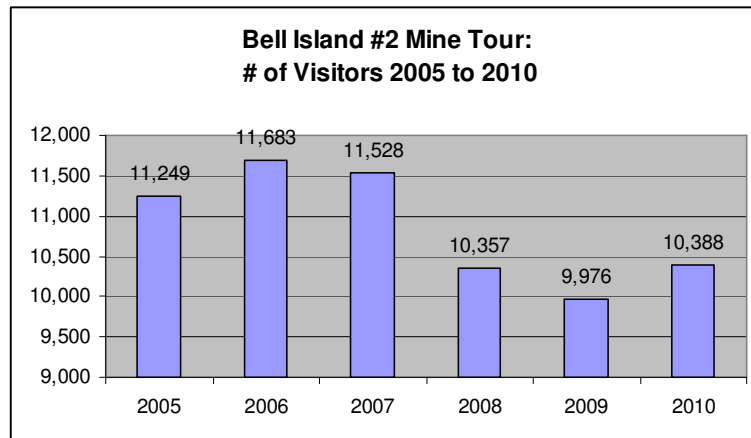


**Cupids Legacy Centre (Reference Table 20)**

- The Cupids 400<sup>th</sup> Anniversary Celebrations was a major event during 2010. This yearlong celebration commemorated the founding of Cupids, the first English settlement in Canada, by John Guy and his colonists in 1610.
- Over 200 individual events were staged as part of this celebration throughout the Northern Avalon Peninsula region, culminating in the six-day Cupids Cove Soiree in August which attracted over 25,000 visitors.
- One of the many highlights of these celebrations was the official opening of the Cupids Legacy centre, a new state-of-the-art visitor Interpretation facility which hosted about 9,500 visitors, almost 4 times the level recorded during 2009 at the Cupids museum.

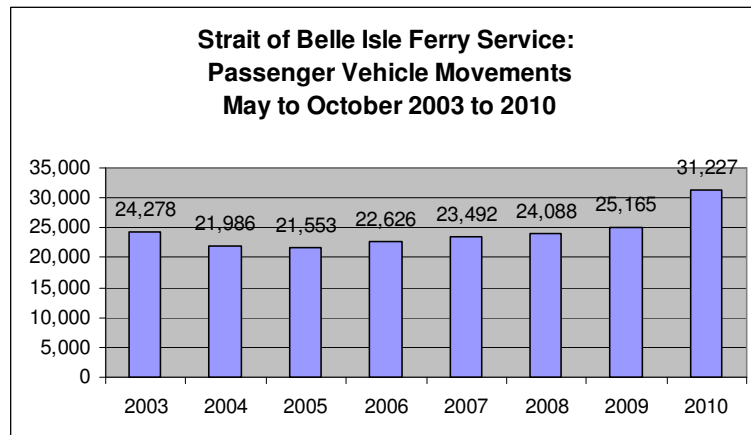
**Bell Island # 2 Mine Tour (Reference Table 25)**

- The number of visitors to the #2 Mine tour on Bell Island reached 10,388 during the 2010 operating season, an increase of 4% over the number recorded during the 2009 season. The Mine recorded this increase despite its early closing due to damage by hurricane Igor.



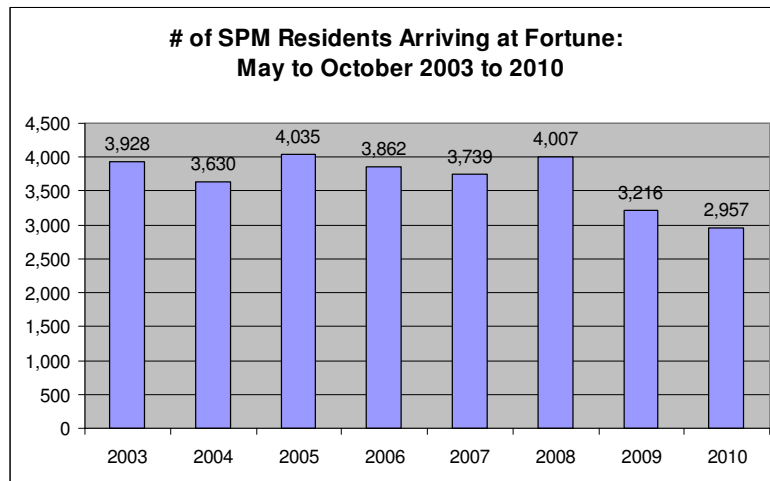
**Labrador Straits Ferry (Reference Table 23)**

- Overall passenger traffic carried on the ferry between St. Barbe and Blanc Sablon (both directions) increased 19% to 77,350 for the operating period May to October 2010. In addition, the number of passenger related vehicles increased 24% to 31,227 for the same time period. According to local operators, part of this increase in traffic is due to the completion of the Trans Labrador Highway.



**Arrivals from St. Pierre and Miquelon (SPM)**

- Direct arrivals at the St. John’s airport by residents of SPM are estimated to have reached 4,700 for the period January to December 2010, an increase of 9% over 2009 levels, in part due to additional direct capacity which increased 21% from 5,300 in 2009 to 6,400 seats in 2010.
- Direct arrivals at Fortune by residents of SPM reached 3,216 for the period May to October 2009, a decrease of 20% over 2008. Recent decreases can in part be attributed to maintenance issues with the ferries and new passport regulations



Tables 1-24 with detailed travel and tourism indicators follow below.

## List of Tables

Table 1	Marine Atlantic Passenger and Vehicle Traffic: January to December 2009 and 2010
Table 2	Non-Resident Automobile Visitors by Origin: January to December 2009 and 2010
Table 3	Residents Exiting by Automobile: January to December 2009 and 2010
Table 4	Airport Passenger Movements: January to December 2009 and 2010
Table 5	System of Regional Museums: Operating Season 2009 and 2010
Table 6	Labrador Interpretation Centre: (Operating Season) 2009 and 2010
Table 7	Occupancy & Average Daily Rates by Region: January to December 2009 and 2010
Table 8	Skier Visits: Operating Season 2008/2009 and 2009/2010
Table 9	Passenger Arrivals (Fortune Ferry Terminal): May to October 2009 and 2010
Table 10	Exiting Bus Traffic via Marine Atlantic: May to October 2009 and 2010
Table 11 (a)	Provincial Information Centre Visits: Operating Season 2009 and 2010
Table 11 (b)	Provincial Information Centre Visits: May to October 2009 & 2010
Table 12	Provincial Historic Site Visits: Operating Season 2009 and 2010
Table 13	Terra Nova National Park Visitations (Operating Season) 2009 and 2010
Table 14	Gros Morne National Park Visitation: (Operating Season) 2009 and 2010
Table 15	National Historic Sites Visitation: (Operating Season) 2009 and 2010
Table 16 (a)	Provincial Parks: Camping Units Registered (Operating Season) 2009 and 2010 by Park
Table 16 (b)	Parks: Camping Units Registered (Operating Season) 2009 and 2010 by Origin
Table 17	Cape St. Mary's, Burnt Cape & Mistaken Point Ecological Reserve: (Operating Season) 2009 and 2010
Table 18	Salmonier Nature Park: June to October 2009 and 2010
Table 19	Colony of Avalon (Ferryland): May to October 2009 and 2010
Table 20	Cupids Legacy Centre (Operating Season) 2010
Table 21	Gentara Building (St. John's VIC): June to September 2009 and 2010
Table 22	MCIT and Event Statistics: City of St. John's 2009 and 2010
Table 23	Strait of Belle Isle Ferry Service: May to October 2009 and 2010
Table 24	Cruise Ship Statistics for Newfoundland and Labrador 2009 and 2010
Table 25	Bell Island # 2 Mine Tour: Operating Season 2009 and 2010

Marine Atlantic Traffic	Port Aux Basques to North Sydney, NS Service			Argentia to North Sydney, NS Service			Total Newfoundland to Nova Scotia Service		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
Passengers Carried	368,541	359,184	-2.5	29,196	24,392	-16.5	397,737	383,576	-3.6
Passenger Related Vehicles Carried (PRVs)	126,132	122,239	-3.1	12,141	10,293	-15.2	138,273	132,532	-4.2
# of Crossings	1,867	2,052	9.9	72	74	2.8	1,939	2,126	9.6

**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.

Origin	2009	2010	% Change
Maritimes	55,247	52,644	-4.7
Ontario	34,271	33,453	-2.4
Quebec	7,339	7,025	-4.3
Western Canada	8,965	8,912	-0.6
United States	12,720	14,068	10.6
Foreign	123	94	-23.6
Province	118,688	116,189	-2.1

**Source:** Marine Atlantic Traffic Reports and CFIA  
**Note:** Categories may not add to the total because of rounding.

Origin	2009	2010	% Change
Newfoundland & Labrador	75,017	71,549	-4.6

**Source:** Marine Atlantic Traffic Reports and CFIA

<b>Table 4. Airport Passenger Movements: January to December 2009 and 2010</b>			
<b>Airport</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
St. John's	1,223,944	1,318,713	7.7
Gander	92,189	100,487	9.0
Deer Lake	267,851	268,919	0.4
Stephenville	12,993	10,373	-20.2
St. Anthony	18,729	17,473	-6.7
Goose Bay	91,490	95,469	4.3
Wabush	78,078	99,759	27.8
Province	1,785,274	1,911,193	7.1
<b>Source:</b> Airport Managers, Transport Canada			

<b>Table 5. System of Regional Museums: Operating Season 2009 and 2010</b>			
<b>Museum</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
Mary March Provincial Museum	6,039	5,422	-10.2
Provincial Seamen's Museum	4,050	3,498	n/a
Loggers Life Provincial Museum	2,980	3,165	6.2
Overall	13,069	12,085	n/a
<b>Source:</b> Heritage Division, Department of Tourism, Culture & Recreation.			
<b>Notes:</b> Data presented for Mary March Museum covers the period May to October. Data presented for the Loggers Life Museum covers the period May to September. The Seamen's Museum was closed for most of the 2008 season due to a fire while the 2009 and 2010 season was off-site and only for a limited time.			

<b>Table 6. Labrador Interpretation Centre, Northwest River</b>			
<b>Visitors</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
# of Visitors (January to December)	3,495	4,165	19.2
# of Visitors (May to October)	2,509	2,633	4.9
<b>Source:</b> Labrador Interpretation Centre			



<b>Table 7. *Occupancy &amp; *Average Daily Rates by Region: January to December 2009 and 2010</b>			
<i>*Change in Occupancy presented as % point Change while</i>			
<i>*Change in Average Daily Rate is presented as % Change</i>			
	<b>2009</b>	<b>2010</b>	<b>Change</b>
<b>Province</b>			
Occupancy Rate	48.2	50.3	2.1
Average Daily Rate	\$107.86	\$111.40	3.3
<b>Avalon Peninsula</b>			
Occupancy Rate	58.2	61.0	2.8
Average Daily Rate	\$118.93	\$122.18	2.7
<b>Eastern Region</b>			
Occupancy Rate	43.2	43.1	-0.1
Average Daily Rate	\$101.00	\$101.05	0.0
<b>Central Region</b>			
Occupancy Rate	38.9	40.0	1.1
Average Daily Rate	\$94.19	\$97.66	3.7
<b>Western Region</b>			
Occupancy Rate	41.6	41.7	0.1
Average Daily Rate	\$98.30	\$103.98	5.8
<b>Labrador</b>			
Occupancy Rate	45.0	54.8	9.8
Average Daily Rate	\$98.32	101.42	3.2
<b>Source:</b> Accommodation Module, Tourism Destination Management System (TDMS II)			
<b>Notes:</b> Data presented is current as of March 18, 2011 and is subject to revision pending receipt of further data from the province's operators. Occupancy and average daily rate data should be considered as preliminary/estimates and is based on the sample (properties) reporting.			

<b>Table 8. Skier Visits: Operating Season Marble Mountain 2007/08 and 2008/09</b>			
	<b>2008/2009</b>	<b>2009/2010</b>	<b>% Change</b>
Ski Days	104	86	-17.3
Skier Visits	90,705	84,962	-6.3
<b>Source:</b> Marble Mountain Development Corporation			

<b>Origin</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
Returning Residents	2,454	2,954	20.4
St. Pierre & Miquelon	3,216	2,957	-8.1
Other Canadians	2,201	2,851	29.5
United States	242	272	12.4
Other Countries	149	165	10.7
<b>Overall</b>	<b>8,262</b>	<b>9,199</b>	<b>11.3</b>

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

	<b>2009</b>	<b>2010</b>	<b>% Change</b>
Number of Exiting Buses	105	110	4.8

**Source:** Marine Atlantic Traffic Reports.

<b>Provincial Chalet</b>	<b>2009 Season</b>	<b>2010 Season</b>
Port Aux Basques	18,534	19,209
Deer Lake (Highway)	14,835	14,799
Deer Lake (Airport)	31,844	35,634
Notre Dame Junction	8,700	8,546
Clarenville	8,220	7,833
Whitbourne	10,107	8,884
Argentia	8,273	8,669
North Sydney, NS	16,055	12,944
St. John's (Airport)	36,768	42,730
<b>Total</b>	<b>153,336</b>	<b>159,248</b>

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

**Notes:** The 2009 operating season included May 4 to October 31 for Port Aux Basques, Deer Lake (Highway), and North Sydney, May 4 to October 24 for Notre Dame Junction, Clarenville and Whitbourne, May 4 to October 17 for Argentia

The 2010 operating season included May 3 to October 12 for Port Aux Basques, Deer Lake (Highway), Notre Dame Junction, Clarenville, and Argentia, May 4 to October 12 for North Sydney and May 12 to October 12 for Whitbourne.

The Centres at the Deer Lake and St. John's Airports are year round operations. Centre statistics do not include telephone calls or e-mails.

<b>Provincial Chalet</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
Port Aux Basques	18,285	19,209	5.1
Deer Lake (Highway)	14,674	13,377	-8.8
Deer Lake (Airport)	23,015	25,245	9.7
Notre Dame Junction	8,648	8,546	-1.2
Clarenville	8,163	7,833	-4.0
Whitbourne	9,955	8,884	-10.8
Argentia	8,242	8,669	5.2
North Sydney, NS	15,237	12,940	-15.1
St. John's (Airport)	25,969	32,048	23.4
<b>Province (Total)</b>	<b>132,188</b>	<b>136,751</b>	<b>3.5</b>

**Source:** Strategic Tourism Product Development Division, Department of Tourism, Culture & Recreation  
The Centre statistics do not include telephone calls or e-mails. The table reflects the same operating dates for both years.

<b>Provincial Historic Site</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
Cape Bonavista Lighthouse	8,511	9,541	12.1
Heart's Content Cable Station	4,603	5,226	13.5
Ryan Shop Mercantile Building	4,338	5,162	19.0
Point Amour Lighthouse	4,982	4,754	-4.6
Trinity Interpretation centre	4,013	Not Open	n/a
Quidi Vidi Battery	1,661	1,577	-5.1
Mockbeggar Plantation	3,266	3,592	10.0
Hiscock House	3,549	3,965	11.7
Commissariat House	2,715	2,124	-21.8
Boyd's Cove	8,205	8,948	9.1
Newman's Wine Vault	3,525	3,932	11.5
<b>Province (total)</b>	<b>49,368</b>	<b>48,821</b>	<b>7.6 (Excludes TIC)</b>

**Source:** Heritage Division, Department of Tourism, culture and Recreation

**Notes:** The 2009 operating season for Boyd's Cove was May 16 to October 30 All other sites were open May 16 to October 9. The 2010 operating season Boyd's Cove (May 22 to October 31), Quidi Vidi (July 23 to October 8), Newman's Wine Vault (May 28 to September 6), Point Amour (June 11 to October 8). All other sites were open May 22 to October 8. Increases and decreases presented use comparable dates and season of operation as available

<b>Table 13. Terra Nova National Park Visitation (Operating Season ending September) 2009 and 2010</b>			
<b>Terra Nova Park</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
Camper Nights	12,369	13,441	8.7
Motorcoach Visits	88	82	-6.8
Motorcoach Passengers	2,236	2,792	24.9
<b>Source:</b> Parks Canada, Terra Nova National Park			

<b>Table 14. Gros Morne National Park Visitation: (Operating Season ending October) 2009 and 2010</b>			
<b>Gros Morne Park</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
# of Visitors (June to October)	174,000	186,000	6.9
Camper Nights	10,052	10,007	-0.4
Visitors (Discovery Centre)	25,626	26,336	2.8
Visitors (Visitor Centre)	36,083	37,043	2.7
Visitors (Lighthouse)	14,018	20,232	44.3
Visitors (Broom Point)	7,457	7,139	-4.3
Motorcoach Visits	175	163	-6.9
Motorcoach Passengers	5,278	5,217	-1.2
Boat Tours (People)	25,704	25,386	-1.2
Interpretation Programs	17,982	19,894	10.6
<b>Source:</b> Parks Canada, Gros Morne National Park			

<b>Table 15. National Historic Sites: (Operating Season) 2009 and 2010</b>			
<b>Historic Site</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
L'Anse Aux Meadows	27,323	30,113	10.2
Port Au Choix	7,783	8,786	12.9
Red Bay	7,604	8,384	10.3
Castle Hill	10,895	11,468	5.3
Ryan Premises	6,109	6,477	6.0
Hawthorne Cottage	5,801	4,840	-16.6
Signal Hill (Cabot Tower)	37,419	40,841	9.1
Cape Spear (Visitor Centre)	23,127	21,216	-8.3
<p><b>Source:</b> 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.</p> <p><b>Notes:</b> Data presented for L'Anse Aux Meadows, Port au Choix and Red Bay covers the period June to October. Data for Castle Hill, Ryan Premises, Hawthorne Cottage, Signal Hill (Cabot Tower) and Cape Spear (Visitor Centre) covers the period May to October.</p>			

<b>Table 16 (a). Provincial Parks: Camping Units Registered (Operating Season) 2009 and 2010 by Park</b>			
<b>Provincial Park</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
Barachois Pond	9,514	11,228	18.0
Blow Me Down	1,009	982	-2.7
J. T. Cheeseman	2,335	2,455	5.1
Pinware River	576	562	-2.4
Pistolet Bay	1,340	1,384	3.3
Sandbanks	1,179	1,157	-1.9
Squires Memorial	4,033	3,685	-8.6
<b>Western &amp; Labrador Straits Region</b>	<b>19,986</b>	<b>21,453</b>	<b>7.3</b>
Dildo Run	1,763	1,956	10.9
Notre Dame	6,940	7,468	7.6
<b>Central Region</b>	<b>8,703</b>	<b>9,424</b>	<b>8.3</b>
Frenchman's Cove	4,204	5,172	23.0
Lockston Path	3,540	4,036	14.0
<b>Eastern Region</b>	<b>7,744</b>	<b>9,208</b>	<b>18.9</b>
Butter Pot	15,810	15,482	-2.1
La Manche	6,297	6,535	3.8
<b>Avalon Region</b>	<b>22,107</b>	<b>22,017</b>	<b>-0.4</b>
Province	58,540	62,102	6.1

**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.

<b>Table 16 (b). Provincial Parks: Camping Units registered (operating Season) 2009 and 2010 by Origin</b>			
	<b>2009</b>	<b>2010</b>	<b>% Change</b>
Newfoundland and Labrador	50,003	53,310	6.6
Other Canada	6,361	6,718	5.6
United States	1,527	1,307	-14.4
Other Countries	649	767	18.2
<b>Province</b>	<b>58,540</b>	<b>62,102</b>	<b>6.1</b>

<b>Table 17. Cape St. Mary's and Burnt Cape Ecological Reserve: (May 1 to October 15) 2009 and 2010</b>			
	<b>2009</b>	<b>2010</b>	<b>% Change</b>
Number of Visitors Cape St. Mary's	16,344	19,791	21.1
Number of Visitors Burnt Cape	770	583	-24.3
Number of Visitors Mistaken Point	805	802	-0.4
# of Visitors (Total)	17,919	21,176	18.2
<b>Source:</b> Parks & Natural Areas Division, Department of Environment and Conservation.			

<b>Table 18. Salmonier Nature Park: June to October 2009 and 2010</b>			
<b>Visitors</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
General Visitation	37,301	44,179	18.4
Group Visits (schools and recreation)	6,317	5,503	-12.9
# of Visitors (Total)	43,618	49,682	13.9
<b>Source:</b> Salmonier Nature Park, Inland Fish and Wildlife Division, Department of Environment and Conservation			

<b>Table 19. Colony of Avalon (Ferryland): May to October 2009 and 2010</b>			
<b>Visitors</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
# of Visitors	21,595	21,450	-0.7
<b>Source:</b> Colony of Avalon Foundation (Ferryland)			

<b>Table 20. Cupids Legacy Centre/Museum: (Operating Season) 2009 and 2010</b>			
<b>Visitors</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
# of Visitors	2,436	9,461	n/a
<b>Source:</b> Cupids Legacy Centre/Museum The Legacy centre opened in 2010 as part of the 400 <sup>th</sup> celebrations and replaced the museum			

<b>Table 21. Gentara Building Visitors Information Centre (St. John's): June to September 2009 and 2010</b>			
<b>Visitors</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
St. John's Residents	2,245	1,680	-25.2
Other Residents of the Province	238	121	-49.2
Residents (Total)	2,483	1,801	-27.5
Non-Residents	10,429	9,203	-11.8
<b>Total</b>	<b>12,912</b>	<b>11,004</b>	<b>-14.8</b>
<b>Source:</b> City of St. John's			

<b>Table 22. MC &amp; IT and Event Statistics City of St. John's: 2009 and 2010</b>			
	<b>2009</b>	<b>2010</b>	<b>% Change</b>
# of MC & IT and Events	81	95	17.3
# of MC & IT and Event Room Nights	36,472	43,304	18.6
# of MC & IT and Event Delegates	17,500	22,900	30.9
<b>Source:</b> Destination St. John's			

<b>Table 23. Strait of Belle Isle Ferry Service: May to October 2009 and 2010</b>			
<b>Both Directions</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
Passenger Movements	64,814	77,350	19.3
Passenger Vehicle Movements	25,165	31,227	24.1
<b>Source:</b> Department of Transportation and Works			



**Table 24. Cruise Ship Statistics for Newfoundland and Labrador 2009 and 2010**

Port	2009			2010		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
St. John's	10	3,499	7,378	21	5,999	13,062
Corner Brook	10	3,079	6,604	5	3,913	7,758
St. Anthony	8	1,700	2,785	9	2,225	4,408
L' Anse Aux Meadows	6	315	681	7	1,079	1,259
Gros Morne National Park	2	76	212	1	34	88
Gros Morne National Park - Bonne Bay	2	838	1,305	2	137	281
Gros Morne National Park – Norris Point	7	154	95	2	252	282
Gros Morne National Park – Woody Point	6	189	185	0	0	0
Red Bay	6	988	1,561	8	443	681
Cox's Cove	3	66	55	2	160	229
Lark Harbour	5	110	75	0	0	0
Ramea	1	2	12	0	0	0
Francois	2	38	106	3	74	162
Battle Harbour	6	283	568	10	615	880
Cartwright	0	0	0	2	12	24
St. Brides- Cape St. Mary's	0	0	0	1	34	88
Bonavista	2	72	188	2	103	214
Twillingate	0	0	0	3	273	404
Hopedale	2	115	204	4	250	348
Conne River	1	380	655	1	34	88
Henley Harbour	1	22	10	2	12	24
Nain	1	70	142	2	12	24
Button Island	0	0	0	2	134	147
LaPoile	1	79	110	0	0	0
Codroy Valley	1	36	94	0	0	0

**Table 24. Cruise Ship Statistics for Newfoundland and Labrador 2009 and 2010**

Port	2009			2010		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
Rigolet	0	0	0	3	138	165
Hebron	3	185	346	3	48	100
Grey River	1	36	94	0	0	0
Wunderstrands	1	70	142	0	0	0
Man of War Cove	3	66	55	0	0	0
Torngat Mountain National Park	1	70	142	2	293	173
Torngat Mountain National Park - Nachvack Bay Fjord/Eclipse Harbour	2	115	204	1	36	76
Torngat Mountain National Park - Saglek Fjord	3	155	322	3	48	100
Argentia	0	0	0	2	134	194
Port au Choix	2	44	20	0	0	0
Fogo Island	0	0	0	1	34	88
Bateau	0	0	0	2	12	24
Bay of Islands	0	0	0	2	252	282
Burgeo	0	0	0	1	6	12
Cape Harrison	0	0	0	2	134	147
Cape Mugford	1	36	94	0	0	0
Makkovik	1	70	142	4	24	48
Fortune Harbour	0	0	0	1	67	138
Port Aux Basques	1	2	12	1	6	12
Cape Porcupine	0	0	0	1	126	141
Goose Arm	3	66	42	1	34	88
Garria Bay	0	0	0	2	68	150
Groswater Bay	1	36	94	1	36	76
Gaultois	0	0	0	1	6	12
Grand Bruit	0	0	0	1	6	12
Happy Valley/Goose Bay	0	0	0	1	126	141
Isles Aux Morts	0	0	0	1	6	12

<b>Table 24. Cruise Ship Statistics for Newfoundland and Labrador 2009 and 2010</b>						
<b>Port</b>	<b>2009</b>			<b>2010</b>		
	<b># of Port Calls</b>	<b>Crew Visits (Approx)</b>	<b>Passenger Visits</b>	<b># of Port Calls</b>	<b>Crew Visits (Approx)</b>	<b>Passenger Visits</b>
Milltown	0	0	0	1	6	12
Ramea	0	0	0	2	40	100
Terra Nova National Park	0	0	0	1	67	138
Williams Harbour	1	36	94	1	36	76
<b>Total</b>	<b>107</b>	<b>13,098</b>	<b>24,828</b>	<b>133</b>	<b>17,584</b>	<b>32,968</b>
<b>Source:</b> Cruise Newfoundland and Labrador						
<b>Note:</b> Red Bay, Battle Harbour, Cartwright, Hopedale, Henley Harbour, Nain, Button Island, Rigolet, Hebron, Wunderstrands., Man of War Cove, Torngat Mountain National Park (Nachvack Bay Fjord/Eclipse Harbour, Saglek Bay/Fjord), Cape St. Charles, Makkovik, Killing Island, Indian Harbour, Cape Mugford, Cape Porcupine, Goose Arm, Okak Bay, Groswater Bay, Hamilton Inlet, Hawkes Harbour, and Williams Harbour are Labrador ports of call.						

<b>Table 25. Bell Island # 2 Mine Tour (Operating Season) 2009 and 2010</b>			
<b>Visitors</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
# of Visitors	9,976	10,388	4.1
<b>Source:</b> Bell Island Heritage Society			