



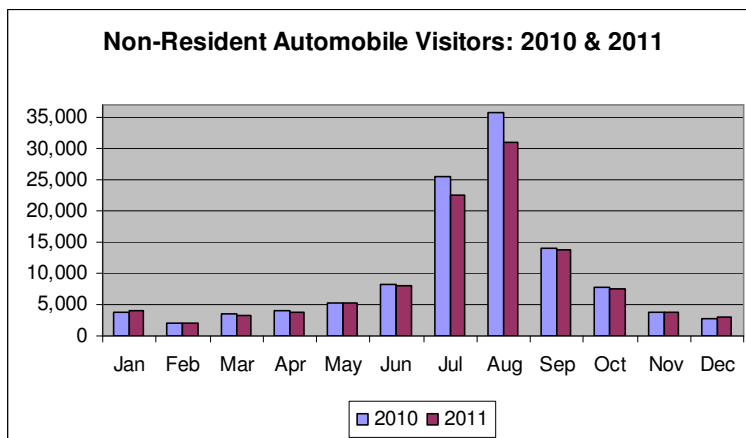
**Department of Tourism, Culture and Recreation (TCR)
Year-To-Date (YTD) Tourism Highlights December 2011***
(*Interval measured provided for each indicator. Intervals may vary)

- Airport passenger movements at the province’s major airports reached 2,068,681 for the period ending December 2011, an increase of 8.2% over 2010 levels.
- Available provincial accommodation occupancy rate reached 51.1% for the period ending December 2011, an increase from 50.1% reported the previous year (+ 1.0 percentage point¹).
- Marine Atlantic passenger movements (both directions) reached 365,397 to the end of December 2011, a decrease of 4.7% over 2010 levels.
- The number of non-resident automobile visitors to the province reached 108,054 to the end of December 2011, a decrease of 7.0% over the same time period of last year.

Key Tourism Indicators January to December 2011

Marine Atlantic

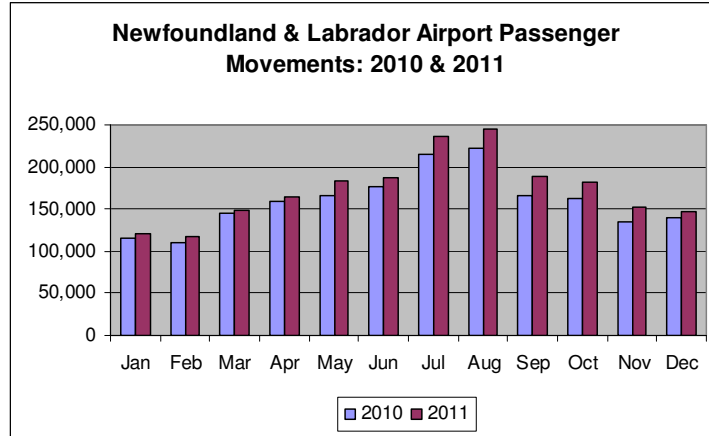
- Overall, Marine Atlantic passenger movements (both directions) reached 365,397 to end of December 2011, a decrease of 4.7% over last year. Passenger-related vehicles movements also decreased 3.9% during the same period to 127,333 vehicles.
- The number of non-resident automobile visitors traveling to the province is estimated to have reached 108,054 for the period ending December 2011, a decrease of 7.0% over 2010 levels. The number of residents exiting by automobile also decreased 1.1% to 70,748 over the same period.



¹ **Occupancy rate:** This is the total number of room or units sold divided by the total number of room or units available during the month. 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.

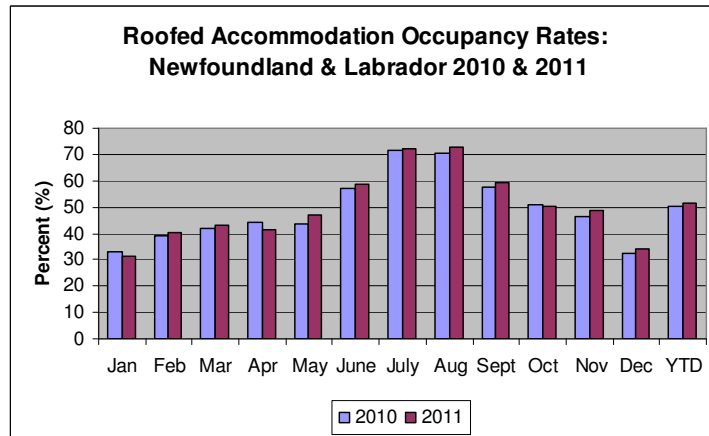
Air Passenger Movements²

- Airport activity (boarding and deplaning passenger movements) for St. John's, Gander, Deer Lake, Stephenville, St. Anthony, Goose Bay and Wabush reached 2,068,681 for the period ending December 2011, an increase of 8.2% over the same time period in 2010.



Accommodations

- Accommodation occupancy as available (approximately 98% coverage of all provincially licensed room nights) reached 51.1%, for the period ending December 2011, an increase of 1.0 percentage point from 50.1% for the same period in 2010.



- The average daily rate as available (approximately 98% coverage of all provincially licensed room nights) reached \$116 for the period ending December 2011, an increase of 3.9% compared to last year.

² Non-resident air visitor estimates are not available at the time of publication due to the implementation of the Department's 2011 air exit survey (January to December). Estimates will be prepared after the completion of the survey in 2012.

Background Tourism Performance 2010

- Non-resident tourism activity increased during 2010. An estimated 518,500 non-resident visitors came to the province, representing a 7.3% increase over 2009 levels. An increase in non-resident air and cruise visitation was responsible for the overall increase, more than offsetting declines in automobile travel. Spending by non-residents visitors to the province increased totaling \$411 million up 9.6% over 2009.
- Non-resident visitation remains high on a historical basis with a compounded annual growth rate (CAGR) of approximately 3% since 2003. Total non-resident expenditures have also been growing steadily at a CAGR of almost 5% over the same period.

About These Statistics

The Tourism Research Division, Department of Tourism, Culture and Recreation is responsible for the maintenance of a travel/tourism data base that permits the monitoring of various statistical indicators. This is achieved through the co-operation of many industry stakeholders and Departmental staff that provide data to the division on a regular basis. This comprehensive travel and tourism database includes as its primary/core indicators counts of marine and air passenger movements (including estimates of non-resident visitors) at the major entry/exit points in the province. Secondary indicators includes performance measures/visitation statistics for numerous facilities and sites in the province as well as the collection of detailed operating statistics for the province's accommodation sector (availability, sales, occupancy and related revenues for all licensed operators). This can be accessed at <http://www.tcr.gov.nl.ca/tcr/stats/index.html>

Tourism Research Division; February 20, 2012

2011 DEPARTMENT OF TOURISM, CULTURE AND RECREATION FLASH SHEET - KEY TRAVEL AND TOURISM INDICATORS YEAR-TO-DATE (YTD)

Key Travel & Tourism Indicator	YTD % Change	YTD	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	Oct	Nov	Dec
Passenger Traffic on Marine Atlantic (Both Directions) ¹	-4.7	365,397	11,942	8,903	14,066	20,578	24,820	32,747	79,088	79,067	39,100	24,351	15,213	15,522
Non-Residents Exiting (auto) ²	-7.0	108,054	3,897	2,084	3,185	3,796	5,278	8,113	22,474	30,985	13,856	7,614	3,673	3,097
Residents Exiting (auto) ³	-1.1	70,748	2,846	2,351	3,785	6,605	5,740	7,045	11,965	11,929	6,034	4,930	3,688	3,832
Vehicle Traffic on Marine Atlantic (Both Directions) ⁴	-3.9	127,333	3,521	2,287	3,863	6,986	8,491	12,143	27,790	28,025	15,127	8,807	5,086	5,207
Exiting Buses (Marine Atlantic) ⁵	-29.1	78	-	-	-	-	9	13	17	14	19	6	-	-
Airport Passenger Movements ⁶	8.2	2,068,681	119,767	116,829	147,980	165,113	182,768	187,424	236,333	243,966	188,091	181,279	152,692	146,439
Roofed Accommodation Occupancy Rates ⁷	1.0 point	51.1	31.5	40.5	43.2	41.6	47.0	58.6	72.2	73.0	59.4	50.6	48.3	33.8
Roofed Accommodation Average Daily Rate ⁷	3.9	\$116	\$102	\$108	\$107	\$107	\$114	\$121	\$122	\$122	\$120	\$117	\$112	\$109
Provincial Historic Sites ⁸	7.8	50,938	Closed	Closed	Closed	Closed	1,110	7,449	17,813	16,547	7,320	699	Closed	Closed
National Historic Sites ⁹	-8.3	120,435	Closed	Closed	Closed	Closed	3,647	18,792	37,287	42,504	15,197	3,008	Closed	Closed
Provincial Visitor Information Centres (VICs) ¹⁰	-0.1	136,276	-	-	-	-	9,597	21,298	39,554	37,299	20,251	8,277	-	-

Notes:

1. Passengers carried (both directions) by Marine Atlantic cover 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 translated into more in-province travel by residents.
4. Passenger-related traffic carried (both directions) by Marine Atlantic covers the period January to December.
5. The number of exiting buses (Marine Atlantic) covers the period May to October.
6. Airport passenger movements at the province's seven major airports (St. John's, Gander, Deer Lake, Stephenville, St. Anthony, Goose Bay and Wabush) cover the period January to December. Non-resident air visitor estimates are not available at the time of publication due to the implementation of the Department's 2011 air exit survey (January to December). Estimates will be prepared at the completion of the survey in 2012.
7. Roofed accommodation occupancy and average daily rates cover the period January to December. Data is current as of February 20, 2012 and is subject to revisions pending further reporting by the Province's operators. Increase or decrease in occupancy levels is presented as point change. Increase or decrease in average daily rate is percent change
8. The System of Provincial Historic Sites covers the operating season ending October.
9. The System of National Historic Sites covers the operating season ending October.
10. Visitors to the system of Provincial VIC'S cover the period May to October.

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