



**Department of Tourism, Culture and Recreation Backgrounder Year-End Provincial Tourism Performance 2013**

**Tourism Performance 2013**

**Overall Visitation and Expenditures:**

Newfoundland and Labrador’s tourism industry recorded a small decrease during 2013. Departmental estimates indicate that the province received approximately 497,900 non-resident visitors from January 1 to December 31, 2013, representing a decrease of 1.5% over 2012. Associated expenditures are estimated to have reached \$467.4M, a 1.9% increase over 2012 levels.

<b>Table I - Summary of Estimates of Non-Resident Tourism Visitation and Expenditures Newfoundland and Labrador 2012 and 2013</b>						
<b>Mode</b>	<b>2012</b>		<b>2013</b>		<b>Percent Change</b>	
	<b>Visitors</b>	<b>Expenditures \$M</b>	<b>Visitors</b>	<b>Expenditures \$M</b>	<b>Visitors</b>	<b>Expenditures \$M</b>
Auto	106,200	\$96.4	99,900	\$92.2	-5.9	-4.4
Air	360,000	\$359.1	367,200	\$372.5	2.0	3.7
Cruise	39,100	\$3.4	30,800	\$2.7	-21.2	-20.6
<b>Total</b>	<b>505,300</b>	<b>\$458.9</b>	<b>497,900</b>	<b>\$467.4</b>	<b>-1.5</b>	<b>1.9</b>
<p><b>Source:</b> Department of Tourism, Culture and Recreation, Tourism Research Division  <b>Note:</b> Based on results from the 2011 Newfoundland and Labrador Air and Auto Exit Survey Program and annual Travel Indicator Program. Data subject to revisions.</p>						

As in recent years, 2013 once again realized increased passenger levels at the province’s seven major airports as airlines boosted non-stop seat capacity and extended many of their services. Non-resident air travel – the largest segment of our market – increased by 2% over 2012 levels to an estimated 367,200 visitors. Expenditures for non-resident air visitors are estimated to reach \$372.5 million, up 3.7% over 2012.

2013 is the fourth year in a row of declining non-resident auto traffic, with overall visitation declining 5.9% compared to the year before. The number of auto visitors dropped below 100,000 for the first time

since 1986. Declines were realized in all auto markets during 2013: Maritimes -6.7%, Ontario -7.2, Quebec -3.7%, other Canada -2.1%, United States -3.1% and other countries -29.2%. Spending by auto visitors registered a decrease of 4.4% to \$92.2 million, with the higher travel prices unable to offset the decline in the number of non-resident travellers.

A review of detailed itinerary information provided by Cruise Newfoundland and Labrador indicates that the province received approximately 30,842 unique<sup>1</sup> cruise visitors during the 2013 cruise season. This performance follows the record of 39,083 unique visitors set in the 2012 cruise season and still represents the second highest level ever achieved. During the 2013 cruise season, the province was experiencing a trend towards smaller ships which fits well with the nature and scale of our destination. There was also an increase in homeporting activity out of St. John's. 2013 cruise performance was also impacted in part by the North American Emissions Control Area Legislation (ECA).

## **Other Provincial Tourism Performance Information**

### ***Airport Activity***

The number of boarding and deplaning passengers at the province's seven major airports reached **new record levels** with 2,274,490 passengers for the period ending December 2013, an increase of 1.7% compared to 2012. St. John's, Gander, Deer Lake, Goose Bay and St. Anthony all reported increases in passenger movements (3%, 6%, 2%, 3% and 1% respectively) while Wabush and Stephenville reported declines for 2013 (-8% each).

### ***Marine Atlantic***

Overall Marine Atlantic passenger movements between Newfoundland and Nova Scotia reached 329,321 for the period ending December 2013, a decrease of 6.9% over 2012 levels while the number of passenger related vehicles decreased 6.2% during the same period. The annual service between **Port Aux Basques** and North Sydney registered 1,657 crossings, 130 fewer than in the previous year, resulting in 310,815 passenger movements (-5.3%) and 108,345 passenger related vehicles movements (-4.3%). The seasonal service (June to September) between **Argentia** and North Sydney registered 60 crossings, 10 fewer than in the previous season, resulting in 18,506 passenger movements and 8,305 passenger related vehicle movements, declining 27.4% and 25.0% respectively compared to 2012.

Fewer crossings at both ports were due in part, to damage sustained by the *MV Blue Puttees* in August, which resulted in the cancellation of the service to Argentia for several weeks in August. As well, mechanical issues and extreme weather conditions caused additional service cancellations.

### ***Cruise Activity***

Newfoundland and Labrador recorded its highest levels ever of passenger arrivals on cruise ships for the 2012 season. Although the numbers dropped from these record levels, Cruise Newfoundland and Labrador reported another successful year for cruise ship visits for the 2013 season. Specifically, the province recorded 64 port calls to 23 different ports by 20 vessels. Passenger and crew arrivals reached 41,376 and 20,444 respectively. As noted previously, the number of unique cruise visitors recorded was the second highest level ever achieved in the province.

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<sup>1</sup> Unique cruise visitors is Department of Tourism, Culture and Recreation estimate, based on an itinerary review, of cruise visitation counting passengers only once regardless of the number of port calls. This differs from Cruise Newfoundland estimates of passenger visits (discussed later) whereby passengers are counted at every port call

### **Roofed accommodation occupancy**

Roofed accommodation performance in the province increased during 2013. Preliminary occupancy rates on a provincial level reached 51.7%, an increase of 1.5 percentage points over 2012's 50.2%.<sup>2</sup>

Accommodation performance has been mixed at the regional level, with increases reported in Labrador (3.6 points) and on the Avalon Peninsula (3.2 points) leading the province. Preliminary occupancy rates in the Central region increased 2.2 points while the occupancy rate in the Western region remained on par with 2012 levels. Only the Eastern region reported a decrease in occupancy for 2013 (-4.1 points).

### **Newfoundland and Labrador Roofed Accommodation Occupancy Levels by Region**

<b>Region</b>	<b>2012</b>	<b>2013</b>	<b>Point Change</b>	<b>Average Daily Rate</b>
Province	50.2	51.7	1.5	\$127.91 (+5.7%)
Avalon	63.1	66.3	3.2	\$138.28 (+5.4%)
Eastern	40.9	36.8	-4.1	\$117.31 (+2.6%)
Central	39.1	41.3	2.2	\$111.12 (+4.6%)
Western	39.1	39.1	0.0	\$117.16 (+5.4%)
Labrador	57.6	61.2	3.6	\$127.52 (+9.6%)

*Accommodation Module, Tourism Destination Management System (TDMS)*

Average daily room rates were up across the board, with the provincial average daily rate up 5.7% to \$128. Average daily rates increased in the Avalon region (+5%), Eastern (+3%), Central (+5%), Western (+5%) and Labrador (+10%).

While the preliminary occupancy rate in the Eastern region (Burin/Bonavista Peninsula) decreased during 2013, there were notable differences within the region. The Bonavista Peninsula occupancy rate increased by 0.2 points while the occupancy rate on the Burin Peninsula decreased 14.2 points as maintenance work performed on the Terra Nova FPSO at the Marystown shipyard was less than 2012, when long term rentals were filling up available rooms in the area.

### **Visitor Information Centres (VICs)**

Visitation to the provincial VICs was up 3.5% overall for the operating period May 17<sup>th</sup> to September 27<sup>th</sup> 2013. The centres at St. John's and Deer Lake airports increased 4.0% while the number of visitors at the gateway centres located at Port Aux Basques and Argentia increased 4.1%. The remaining highway centres reported an increase of 4.1% in the number of visitors.

Specifically, the centres located at Deer Lake Highway, Argentia and the St. John's airport reported the largest increases of 11.2%, 9.0% and 6.8% respectively. Other centres reporting increases included Whitbourne (2.8%) and Notre Dame Junction (0.6%) while the centres in Clarendville (-1.4%), Port Aux Basques (-1.4) and the Deer Lake airport (-0.4%) all reported decreases. It should be noted that some centres, including Notre Dame Junction and Argentia, experienced shortened opening hours during the operating season.

### **Provincial Historic Sites**

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<sup>2</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 Historic Sites reported a decrease of 0.3% in visitation for the 2013 operating season ending October with performance mixed at the individual sites. Increases were recorded at Commissariat House (14%), Trinity Interpretation Centre (13%), Heart's Content Cable Station (10%), Cupids Plantation (+10%), Bonavista Lighthouse (5%) and Point Amour Lighthouse (4%) while decreases in visitation were reported for Newman Wine Vaults (July/August -34%), Mockbeggar Property (-26%), Lester Garland Premises (-8%), Boyd's Cove (-8%) and Hiscock House (-5%). The decrease of the Newman Wine Vaults and the Mockbeggar Property were impacted by reduced operating hours during the 2013 season.

Christmas events at Commissariat House held during late November were very successful, attracting 1,160 visitors over a two day period, up from 1,066 visitors recorded during 2012. Attendance at Christmas events at Commissariat House has been increasing year over year since 2008.

An additional 1,165 visitors were received during special events at the Newman Wine Vaults during May, June, September and October 2013 while 25 guests enjoyed a concert at the Mockbeggar Property on December 2, 2013.

### ***National Historic Sites***

Overall, visits to National Historic Sites were down 5.0% for the operating season ending October 2013. On a site by site basis, performance was mixed, with only 3 of the 8 sites reporting increases. Visitor increases were reported at the Cape Spear Visitor Centre (23%), Red Bay (18%) and the Ryan Premises (11%). Declines were recorded at Port Au Choix (-28%), Castle Hill (-14%), Signal Hill (Cabot Tower, -10%), L'Anse Aux Meadows (-9%) and Hawthorne Cottage (-4%).

The drop in visitation to Castle Hill is due in part to the loss of several Marine Atlantic ferry crossings in August 2013 as the Argentia service was suspended. Port Au Choix visitation was impacted by a shorter operating season. The increase in visitation to Red Bay can be attributed in part to the designation as a UNESCO world heritage site which significantly raised awareness of and interest in the site.

### ***Selected Attractions***

With the exception of the Labrador Interpretation Centre, visits to the system of Provincial and Regional Museums were down for the 2013 season ending October. The Labrador Interpretation Centre recorded 2,034 visitors, an increase of 26% over 2012. However, visitation at this site during 2012 was impacted significantly by closures of the facility due to forest fires.

The number of visitors reported at the Mary March Provincial Museum and The Provincial Seamen's Museum declined 13% and 14% respectively while The Loggers Life Provincial Museum reported 2,399 visitors, a decrease of 19% over 2012 levels.

*The Rooms* located in St. John's reported 49,317 visitors during the peak season May to October 2013, a decrease of 1% over 2012 levels. For the January to December period, the museum reported 74,929 visitors, a decrease of almost 9% over 2012 levels.

Performance at both Cape St. Mary's Ecological Reserve and Mistaken Point Ecological Reserve were lower during the 2013 operating season. Cape St. Mary's Ecological reserve reported 11,780 visitors, down 19% compared to 2012, continuing the declining trend that started in 2010. Officials indicated that 2013 visitation was impacted in part by the disruption in Marine Atlantic ferry services to Argentia.

Mistaken Point Ecological Reserve received 1,139 visitors during the 2013 operating season, down 19% compared to the 2012 season. Officials indicated that 2013 visitation was impacted by the number of interpreters available for the guided tours (2 during 2013 versus 3 during 2012). It should be noted that 2013 visitation was still above pre-2012 levels when only 2 interpreters were available for the tours.

Visits to the Colony of Avalon (Ferryland) decreased 11% for the 2013 operating season of June to September, continuing a declining trend for a fifth straight year. The Bell Island #2 Mine also experienced a 1% decrease in the number of visitors for the June to September time period of 2013. Visitation to Salmonier Nature Park increased 4% for the 2013 operating season, with increases reported in both the general and group visitation categories. Tropical storm Leslie impacted visitation to Salmonier Nature Park, forcing an early closure during 2012.

### ***Selected Provincial Ferries***

Passenger levels carried on the Labrador Straits ferry reached 78,614 for the period May to October 2013, down 1.5% compared to 2012 while the number of passenger vehicles (TEUs) decreased 1.8% to 33,025. The number of passengers on the ferry between Farewell and Fogo Island/Change Islands reached 47,037 for the period May to October 2012, a decrease of 14% compared to 2012, with the number of passenger vehicles (TEUs) decreasing 11% to 24,227.

### ***Activity at National Parks***

Camping activity decreased 5% at **Gros Morne National Park** for the 2013 operating season ending October. The number of visitors reported at the various facilities within the park boundaries was mixed during the 2013 season: the number of visitors recorded at the Western Brook Pond Boat Tour, the Lobster Cove Lighthouse and Broom Point increased 3%, 10% and 37% respectively. However, the number of visitors to the Discovery Centre and the Visitor Centre decreased -6%, and -21% respectively. While the number of bus tours visiting Gros Morne was down 4% (8 buses) compared to 2012, the average number of passengers was up by 7 people per bus during the 2013 season resulting in an increase of 20% in terms of passengers carried.

Camping activity during 2013 at **Terra Nova National Park** increased 7% over the 2012 season while the number of visitors reported at the Visitor Centre increased 11%. Terra Nova reported a decrease of 24% in the number of bus tours (19 buses) for the 2013 season while the number of passengers carried only decreased 7% due to an increase in the number of passengers per bus (7 more per bus).

### ***Camping Activity at Provincial Parks***

Final statistics indicate the number of camping units registered at the Provincial Parks increased 3% for the 2013 operating season. The number of camp sites sold during 2013 increased in most regions with the exception of the Avalon Peninsula and at Pinware River Provincial Park in Labrador.

Camping activity on the Avalon Peninsula remained on par with 2012 levels while camping activity at Pinware River in Labrador decreased 22.5%. Part of the decrease is connected to the numerous forest fires in the area as well as bad weather in the early part of the season. Camping activity in the Eastern, Central and Western regions increased 4.7%, 8.0% and 2.6% respectively over 2012 levels.

Camping activity attributed to in-province (resident) travel increased 3% while camping activity attributed to non-resident travel decreased by almost 1%, mainly due to a drop in camping by US residents.

### Newfoundland and Labrador Provincial Campsite Nights Sold by Region

	2012	2013	Percentage Change
Province	64,173	65,891	2.7
Avalon	21,428	21,428	0.0
Eastern	9,288	9,728	4.7
Central	10,293	11,120	8.0
Western	22,537	23,129	2.6
Labrador	627	486	-22.5

*Parks and Natural Areas Division, Department of Environment and Conservation*

### Newfoundland and Labrador Provincial Campsite Nights Sold by Visitor Origin

	2012	2013	Percentage Change
Province	64,173	65,891	2.7
Newfoundland and Labrador residents	55,108	56,888	3.2
Other Canada	6,903	7,023	1.7
United States	1,503	1,352	-10.0
Other Countries	659	628	-4.7

*Parks and Natural Areas Division, Department of Environment and Conservation*

### Meetings, Conventions and Incentive Travel (MC&IT)

2013 was an exceptional year for the MC&IT sector. Destination St. John's reported 104 MC&IT events of at least 50 room nights during 2013, matching the record set in 2011. It was also up from the 90 reported in 2012, a year in which some events were cancelled due to the strike at the St. John's International Airport.

The number of delegates at the 104 events reached a record high of 25,907, an increase of 17% over 2012 levels. Total room nights attributed to the 104 events reached 42,252, up 30% compared to 2012, but lower than the number of room nights achieved in both 2010 and 2011.

### Traveller Engagements

Advanced technologies continue to impact travel planning and communication with travellers, and the department maintains its lead role in the province in utilizing these new means in attracting and informing current and potential visitors. TCR launched its tourism mobile app in July 2012 for iPhone and iPad. It is an extensive, complete and current source of Newfoundland & Labrador travel information and includes smart searching and location services which enable users to discover the nearest tourism product such as accommodations, restaurants to finding a specific activity. Users can also access the latest news, blogs and social media postings.

Data covering the period January to December 2013 indicates that the iPhone and iPad HD mobile app was downloaded 11,602 times. In addition, Newfoundland and Labrador's social media activity gained more momentum, with statistics indicating that exposure of the province to potential visitors was extremely well received during 2013: compared to 2012, "Likes" on Facebook increased 52%, the number of Twitter followers rose 96% and views on YouTube were up 258%.

Between January 1 and December 31, 2013, TCR received approximately 51,991 inquiries for travel guides and related material from all sources including web, e-mail, telephone and other correspondence.

In addition, in excess of 1.8 million visits were registered at the province's tourism website [www.newfoundlandlabrador.com](http://www.newfoundlandlabrador.com). Compared to 2012, this represents a 21% increase in interest in the province as a travel destination.

**Detailed 2013 Travel/Tourism Indicators  
Newfoundland and Labrador**

Tourism Research Division  
Department of Tourism, Culture and Recreation

May 28, 2014



KEY PROVINCIAL TRAVEL AND TOURISM INDICATORS AT A GLANCE				
#	Key Travel/Tourism Indicator	2012	2013	Change
1	Passenger Traffic on Marine Atlantic	353,722	329,321	-6.9
2	Non-Residents Exiting (auto)	106,197	99,919	-5.9
3	Residents Exiting (auto)	66,879	61,467	-8.1
4	Vehicle Traffic on Marine Atlantic	124,309	116,650	-6.2
5	Airport Passenger Movements	2,235,844	2,275,356	1.8
6	Non-Residents Exiting (air)	360,015	367,172	2.0
7	Cruise Ship Port Calls	81	64	-21.0
8	Cruise Ship Passenger Movements	46,623	41,376	-11.3
9	Unique Cruise Ship Passengers	39,083	30,842	-21.1
10	Roofed Accommodation Occupancy Rates	50.2	51.7	1.5 percentage points
11	Provincial Parks (camping units)	64,173	65,891	2.7
12	Provincial Visitor Information Centres	113,575	117,593	3.5
13	Meetings and Conventions (St. John's)	90	104	15.6
14	Convention Room Nights (St. John's)	32,344	42,252	30.6
15	Convention Delegates (St. John's)	22,089	25,907	17.3
16	Inquirers/Website Visits	1,592,559	1,924,988	20.9

**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. Airport passenger movements at the province's seven major airports cover the period January to December.
6. Non-resident air visitors cover the period January to December.
- 7, 8, 9. The number of cruise ship port calls and associated passengers covers the cruise season.
10. Roofed accommodation occupancy levels cover the period January to December. Data is current as of May 28, 2014 and is subject to revisions pending further reporting by the Province's operators. Increase or decrease is presented as % point change.
11. Camping units registered at the System of Provincial Parks (camping season)
12. Visitors to the system of Provincial VIC's covers the period May to October
- 13, 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/tables are for the 2012 and 2013 operating season. Comparisons are to the same time period of 2012.

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<b>Table 1. Marine Atlantic Passenger and Vehicle Traffic: January to December</b>									
<b>Marine Atlantic Traffic</b>	<b>Port Aux Basques to North Sydney, NS Service</b>			<b>Argentia to North Sydney, NS Service</b>			<b>Total Newfoundland to Nova Scotia Service</b>		
	<b>2012</b>	<b>2013</b>	<b>% Change</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
Passengers Carried	328,249	310,815	-5.3	25,473	18,506	-27.4	353,722	329,321	-6.9
Passenger Related Vehicles Carried (PRVs)	113,230	108,345	-4.3	11,079	8,305	-25.0	124,309	116,650	-6.2
# of Crossings	1,787	1,657	-7.3	70	60	-14.3	1,857	1,717	-7.5

**Source:** Marine Atlantic Traffic Reports  
**Note:** The Port Aux Basques to North Sydney service operates year round while the Argentia to North Sydney service operates between June and September.

<b>Table 2. Non-Resident Automobile Visitors by Origin: January to December 2012 and 2013</b>			
<b>Origin</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
Maritimes	50,216	46,860	-6.7
Ontario	29,033	26,942	-7.2
Quebec	6,411	6,173	-3.7
Western Canada	7,510	7,353	-2.1
United States	12,902	12,499	-3.1
Foreign	137	97	-29.2
Province	106,197	99,919	-5.9

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

<b>Table 3. Residents Exiting by Automobile: January to December 2012 and 2013</b>			
<b>Origin</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
Newfoundland & Labrador	66,879	61,467	-8.1

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

<b>Airport</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
St. John's	1,448,309	1,486,945	2.7
Gander	126,225	133,595	5.8
Deer Lake	306,071	310,756	1.5
Stephenville	6,209	5,702	-8.2
St. Anthony	16,655	16,801	0.9
Goose Bay	125,427	130,432	4.0
Wabush	206,948	191,125	-7.6
Province	2,235,844	2,275,356	1.8

**Source:** Airport Managers, Transport Canada. Annual data for Wabush 2012 has been estimated

<b>Museum</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
Mary March Provincial Museum	4,584	3,997	-12.8
Provincial Seamen's Museum	3,476	3,000	-13.7
Loggers Life Provincial Museum	2,947	2,399	-18.6
Labrador Interpretation Centre	1,619	2,034	25.6
Overall	12,626	11,430	-9.5

**Source:** Heritage Division, Department of Tourism, Culture & Recreation.  
**Notes:** Data presented for Mary March Museum, Provincial Seamen's Museum and the Labrador Interpretation Centre covers the period May to October. Data presented for the Loggers Life Museum covers the period May to September.

<b>Visitors</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
# of Visitors (January to December)	82,095	74,929	-8.7
# of Visitors (May to October)	49,837	49,317	-1.0

**Source: The Rooms**

<b>Table 7. *Occupancy &amp; *Average Daily Rates by Region: January to December 2012 and 2013</b>			
<i>*Change in Occupancy presented as % point Change while *Change in Average Daily Rate is presented as % Change</i>			
	<b>2012</b>	<b>2013</b>	<b>Change</b>
<b>Province</b>			
Occupancy Rate	50.2	51.7	1.5
Average Daily Rate	\$121.02	\$127.91	5.7
<b>Avalon Peninsula</b>			
Occupancy Rate	63.1	66.3	3.2
Average Daily Rate	\$131.24	\$138.28	5.4
<b>Eastern Region</b>			
Occupancy Rate	40.9	36.8	-4.1
Average Daily Rate	\$114.37	\$117.31	2.6
<b>Central Region</b>			
Occupancy Rate	39.1	41.3	2.2
Average Daily Rate	\$106.23	\$111.12	4.6
<b>Western Region</b>			
Occupancy Rate	39.1	39.1	0.0
Average Daily Rate	\$111.15	\$117.16	5.4
<b>Labrador</b>			
Occupancy Rate	57.6	61.2	3.6
Average Daily Rate	\$116.29	\$127.52	9.6
<b>Source:</b> Accommodation Module, Tourism Destination Management System (TDMS II)			
<b>Notes:</b> Data presented is current as of May 28, 2014 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 2011/12 and 2012/13</b>			
	<b>2011/2012</b>	<b>2012/2013</b>	<b>% Change</b>
Ski Days	100	83	-17.0
Skier Visits	72,470	66,069	-8.8
<b>Source:</b> Marble Mountain Development Corporation			

<b>Origin</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
Returning Residents	3,773	2,906	-23.0
St. Pierre & Miquelon	3,636	3,243	-10.8
Other Canadians	3,416	2,530	-25.9
United States	326	278	-14.7
Other Countries	209	143	-31.6
<b>Overall</b>	<b>11,360</b>	<b>9,100</b>	<b>-19.9</b>

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

	<b>2012</b>	<b>2013</b>	<b>% Change</b>
Number of Exiting Buses	85	90	5.9

**Source:** Marine Atlantic Traffic Reports.

<b>Provincial Chalet</b>	<b>2012 Season</b>	<b>2013 Season</b>
Port Aux Basques	17,435	16,232
Deer Lake (Highway)	11,486	12,208
Deer Lake (Airport)	33,337	28,061
Notre Dame Junction	6,679	6,562
Clarendville	7,823	7,431
Whitbourne	9,497	9,386
Argentia	6,800	6,518
North Sydney, NS	8,808	CLOSED
St. John's (Airport)	56,442	59,405
<b>Total</b>	<b>158,307</b>	<b>145,803</b>

**Source:** Strategic Tourism Product Development Division, Department of Tourism, Culture & Recreation. Season may vary

<b>Provincial Chalet</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
Port Aux Basques	16,464	16,232	-1.4
Deer Lake (Highway)	10,979	12,208	11.2
Deer Lake (Airport)	22,028	21,938	-0.4
Notre Dame Junction	6,522	6,562	0.6
Clarenceville	7,537	7,431	-1.4
Whitbourne	9,133	9,386	2.8
Argentia	5,980	6,518	9.0
St. John's (Airport)	34,932	37,318	6.8
<b>Province (Total)</b>	<b>113,575</b>	<b>117,593</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>2012</b>	<b>2013</b>	<b>% Change</b>
Cape Bonavista Lighthouse	10,230	10,771	5.3
Heart's Content Cable Station	4,372	4,798	9.7
Ryan Shop Mercantile Building	4,632	4,248	-8.3
Point Amour Lighthouse	5,057	5,260	4.0
Trinity Interpretation centre	6,779	7,639	12.7
Quidi Vidi Battery	Not Open	Not Open	n/a
Mockbeggar Plantation	4,038	3,019	-25.2
Hiscock House	3,792	3,613	-4.7
Commissariat House	3,942	4,426	12.2
Boyd's Cove	8,817	8,144	-7.6
Newman's Wine Vault (July and August)	1,844	1,212	-34.3
Cupid's Plantation	3,132	3,432	9.6
<b>Province (total)</b>	<b>56,635</b>	<b>56,562</b>	<b>-0.1</b>

**Source:** Heritage Division, Department of Tourism, culture and Recreation The Mockbeggar Plantation and Newman's Wine Vault operated at reduced hours during the 2013 season  
2013 statistics for the Mockbeggar Plantation includes 25 visitors at the Christmas concert held December 2<sup>nd</sup>.  
2012 & 2013 statistics for the Commissariat House includes visitors at the Christmas at the Commissariat events (1,066 in 2012 & 1,160 in 2013).  
2012 & 2013 statistics for Newman's Wine Vault excludes 1,165 visitors during special events held in May, June, September and October.

<b>Table 13. Terra Nova National Park Visitation (Operating Season ending October) 2012 and 2013</b>			
<b>Terra Nova Park</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
Camper Nights	16,134	17,222	6.7
Visitor Centre	13,839	15,324	10.7
Activity Centre	3,613	2,355	-34.8
Motorcoach Visits	79	60	-24.0
Motorcoach Passengers	2,367	2,210	-6.6
<b>Source:</b> Parks Canada, Terra Nova National Park			

<b>Table 14. Gros Morne National Park Visitation: (Operating Season ending October) 2012 and 2013</b>			
<b>Gros Morne Park</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
# of Visitors (June to October)	182,000	192,000	5.5
Camper Nights	9,923	9,457	-4.7
Visitors (Discovery Centre)	25,827	24,302	-5.9
Visitors (Visitor Centre)	49,476	38,878	-21.4
Visitors (Lighthouse)	17,482	19,239	10.1
Visitors (Broom Point)	6,174	8,476	37.3
Motorcoach Visits	195	187	-4.1
Motorcoach Passengers	5,484	6,573	19.9
Boat Tours (People)	22,400	22,993	2.6
Interpretation Programs	18,831	n/a	n/a
<b>Source:</b> Parks Canada, Gros Morne National Park			



<b>Table 15 (a). National Historic Sites: (Operating Season) 2012 and 2013</b>		
<b>Historic Site</b>	<b>2012 Season</b>	<b>2013 Season</b>
L'Anse Aux Meadows	24,226	21,952
Port Au Choix	9,676	7,004
Red Bay	6,669	7,699
Castle Hill	10,650	8,815
Ryan Premises	5,542	6,067
Hawthorne Cottage	2,614	2,518
Signal Hill (Cabot Tower)	57,242	51,398
Cape Spear (Visitor Centre)	16,872	20,761
<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.		

<b>Table 15 (b). National Historic Sites: (Operating Season) 2012 and 2013</b>			
<b>Historic Site</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
L'Anse Aux Meadows	24,226	21,952	-9.4
Port Au Choix	9,676	7,004	-27.6
Red Bay	6,526	7,699	18.0
Castle Hill	10,217	8,815	-13.7
Ryan Premises	5,471	6,067	10.9
Hawthorne Cottage	2,614	2,518	-3.7
Signal Hill (Cabot Tower)	57,242	51,398	-10.2
Cape Spear (Visitor Centre)	16,872	20,761	23.1
Total	132,844	126,214	-5.0
<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. The table reflects the same operating months for both years.			

<b>Table 16 (a). Provincial Parks: Camping Units Registered (Operating Season) 2012 and 2013 by Park</b>			
<b>Provincial Park</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
Barachois Pond	12,302	12,177	-1.0
Blow Me Down	1,060	1,016	-4.2
J. T. Cheeseman	2,918	2,996	2.7
Pinware River (Labrador)	627	486	-22.5
Pistolet Bay	1,512	1,492	-1.3
Sandbanks	1,101	1,394	26.6
Squires Memorial	3,644	4,054	11.3
<b>Western &amp; Labrador Straits Region</b>	<b>23,164</b>	<b>23,615</b>	<b>1.9</b>
Dildo Run	2,682	3,264	21.7
Notre Dame	7,611	7,856	3.2
<b>Central Region</b>	<b>10,293</b>	<b>11,120</b>	<b>8.0</b>
Frenchman's Cove	5,444	5,535	1.7
Lockston Path	3,844	4,193	9.1
<b>Eastern Region</b>	<b>9,288</b>	<b>9,728</b>	<b>4.7</b>
Butter Pot	14,919	14,840	-0.5
La Manche	6,509	6,588	1.2
<b>Avalon Region</b>	<b>21,428</b>	<b>21,428</b>	<b>0.0</b>
Province	64,173	65,891	2.7
<b>Source:</b> Parks & Natural Areas Division, Department of Environment and Conservation.			
<b>Notes:</b> 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) 2012 and 2013 by Origin</b>			
	<b>2011</b>	<b>2012</b>	<b>% Change</b>
Newfoundland and Labrador	55,108	56,888	3.2
Other Canada	6,903	7,023	1.7
United States	1,50	1,352	-10.0
Other Countries	659	628	-4.7
<b>Province</b>	<b>64,173</b>	<b>65,891</b>	<b>2.7</b>

<b>Table 17. Cape St. Mary's, Burnt Cape and Mistaken Point Ecological Reserve: (May 1 to October 15) 2012 and 2013</b>			
	<b>2012</b>	<b>2013</b>	<b>% Change</b>
Number of Visitors Cape St. Mary's	14,604	11,780	-19.3
Number of Visitors Burnt Cape	574	n/a	n/a
Number of Visitors Mistaken Point	1,857	1,139	-38.7
<b>Source:</b> Parks & Natural Areas Division, Department of Environment and Conservation. Additional interpretation staff at Mistaken Point for 2012 (100 <sup>th</sup> anniversary of the sinking of the RMS Titanic)			

<b>Table 18. Salmonier Nature Park: June to October 2011 and 2012</b>			
<b>Visitors</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
General Visitation	34,520	35,834	3.8
Community/Recreation and School Groups (Visitors)	4,827	5,120	6.1
# of Visitors (Total)	39,347	40,954	4.1
<b>Source:</b> Salmonier Nature Park, Inland Fish and Wildlife Division, Department of Environment and Conservation			

<b>Table 19. Colony of Avalon (Ferryland): June to September 2012 and 2013</b>			
<b>Visitors</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
# of Visitors	17,669	15,762	-10.8
<b>Source:</b> Colony of Avalon Foundation (Ferryland)			

<b>Table 20. Cupids Legacy Centre/Museum: (Operating Season) 2012 and 2013</b>			
<b>Visitors</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
# of Visitors	4,373	7,439	70.1
<b>Source:</b> Cupids Legacy Centre/Museum Enhanced programming and marketing efforts in 2013			

<b>Table 21. MC &amp; IT and Event Statistics City of St. John's: 2012 and 2013</b>			
	<b>2012</b>	<b>2013</b>	<b>% Change</b>
# of MC & IT and Events	90	104	15.6
# of MC & IT and Event Room Nights	32,344	42,252	30.6
# of MC & IT and Event Delegates	22,089	25,907	17.3
<b>Source:</b> Destination St. John's			

<b>Table 22. Strait of Belle Isle Ferry Service: May to October 2012 and 2013</b>			
<b>Both Directions</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
Passenger Movements	79,780	78,614	-1.5
Passenger Vehicle Movements	33,643	33,025	-1.8
<b>Source:</b> Department of Transportation and Works			

<b>Table 23. Bell Island # 2 Mine Tour (Operating Season) 2012 and 2013</b>			
<b>Visitors</b>	<b>2012</b>	<b>2013</b>	<b>% Change</b>
# of Visitors	9,271	9,145	-1.4
<b>Source:</b> Bell Island Heritage Society			

<b>Table 24. Edge of Avalon Heritage Coast (May to October) 2011, 2012 and 2013</b>				
<b>Visitors</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>% Change 2012/2013</b>
Myrick Wireless Interpretation Centre (Cape Race)	1,338	2,379	1,515	-62.7
Edge of Avalon Interpretive Centre (Portugal Cove South)	6,254	8,190	5,300	-35.2
<b># of Visitors (Total)</b>	<b>7,592</b>	<b>10,569</b>	<b>6,815</b>	<b>-35.5</b>
Mistaken Point Ecological Reserve	846	1,857	1,139	-38.7
<b>Source:</b> Cape Race-PCS Heritage Inc. Mistaken Point Ecological Reserve courtesy of Parks and Natural Areas Division, Department of Environment and Conservation. Special exhibits and events and additional interpretation staff at Mistaken Point for 2012 (100 <sup>th</sup> anniversary of the sinking of the RMS Titanic)				

**Table 25. Cruise Ship Statistics for Newfoundland and Labrador 2012 and 2013**

Port	2012			2013		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
St. John's	15	6,240	13,318	13	5,889	12,753
Corner Brook	15	12,488	26,811	13	8,745	18,335
Rest of the Province	51	2,974	6,494	38	5,810	10,288
<b>Total</b>	81	21,702	46,623	64	20,444	41,376

**Source:** Cruise Newfoundland and Labrador

2012 port calls, passenger visits and crew visits excludes 4 Wanderbird itineraries as the full itineraries were unknown. Past itineraries have included up to 41 different port calls for these four cruises. Passenger visits and crew visits could be 12 each respectively per port call.