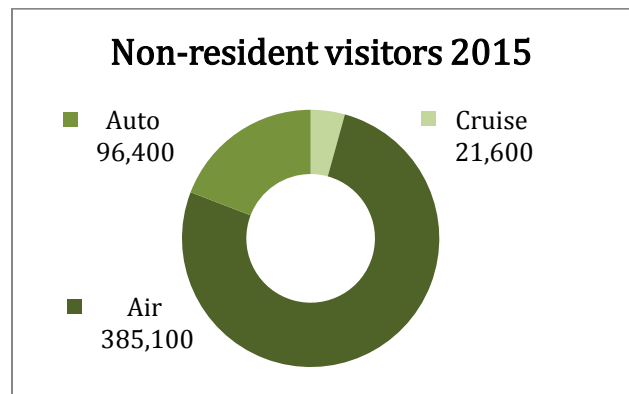
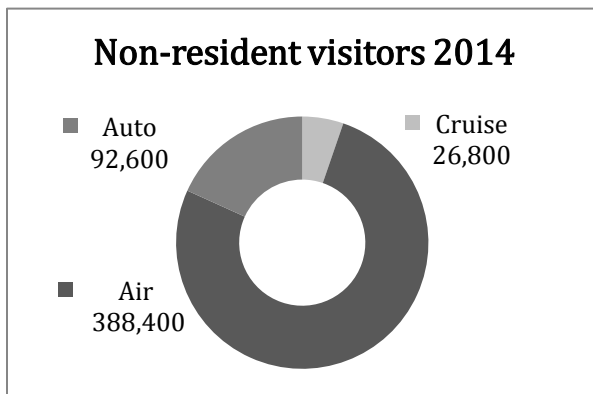


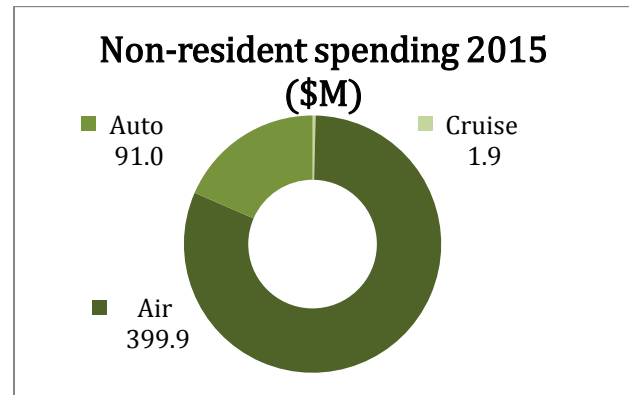
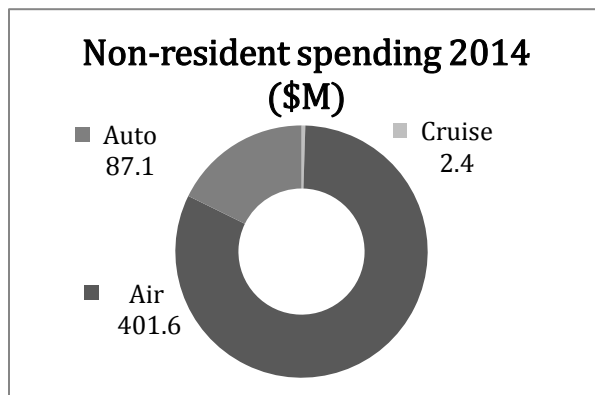
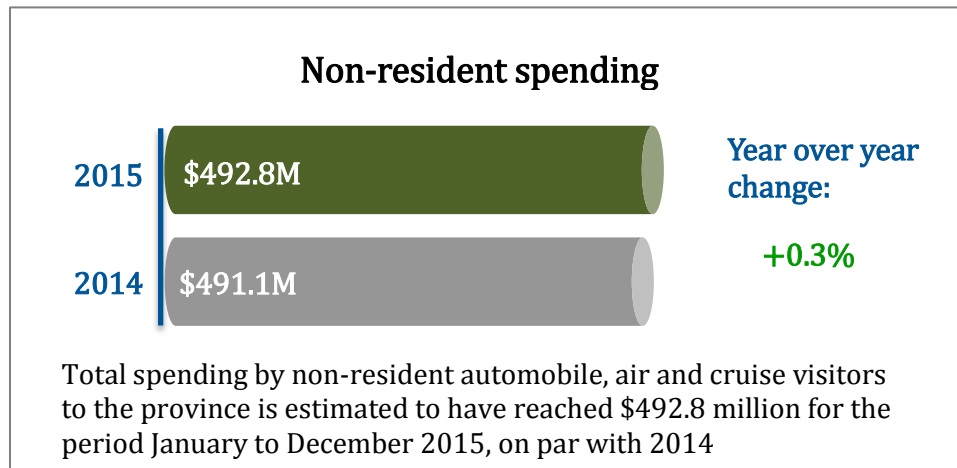
Year-end Provincial Tourism Performance 2015

Highlights



- Non-resident visitors travelling to the province by air continue to represent the largest segment of the market. During 2015, an estimated 385,100 visitors arrived in the province by air, a decrease of almost 1% compared to 2014 levels.

- Reaching 96,400, non-resident auto visitors increased 4.0%, with all Canadian markets contributing to this growth: Maritimes +2.1%, Ontario +11.2%, Quebec +1.4% and other Canada +5.3%.
- A review of detailed itinerary information provided by the Cruise Association of Newfoundland and Labrador (CANL) indicates that the province received approximately 21,600 unique¹ cruise visitors during the 2015 cruise season, a decrease of 19.6% compared to the previous season.



- Non-resident air travellers spent an estimated \$399.9 in the province, accounting for the largest share (81%) of all non-resident spending in 2015. Spending was on par with 2014 levels.
- Spending by non-resident auto visitors increased 4.5% in 2015, reaching an estimated \$91.0 million, nearly \$4 million more than in 2014.
- Spending by cruise visitors decreased 20.8%, from \$2.4 million in 2014 to \$1.9 in 2015.

¹ Unique cruise visitors is Department of Business, Tourism, Culture and Rural Development 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 whereby passengers are counted at every port call

Other Provincial Tourism Performance Information

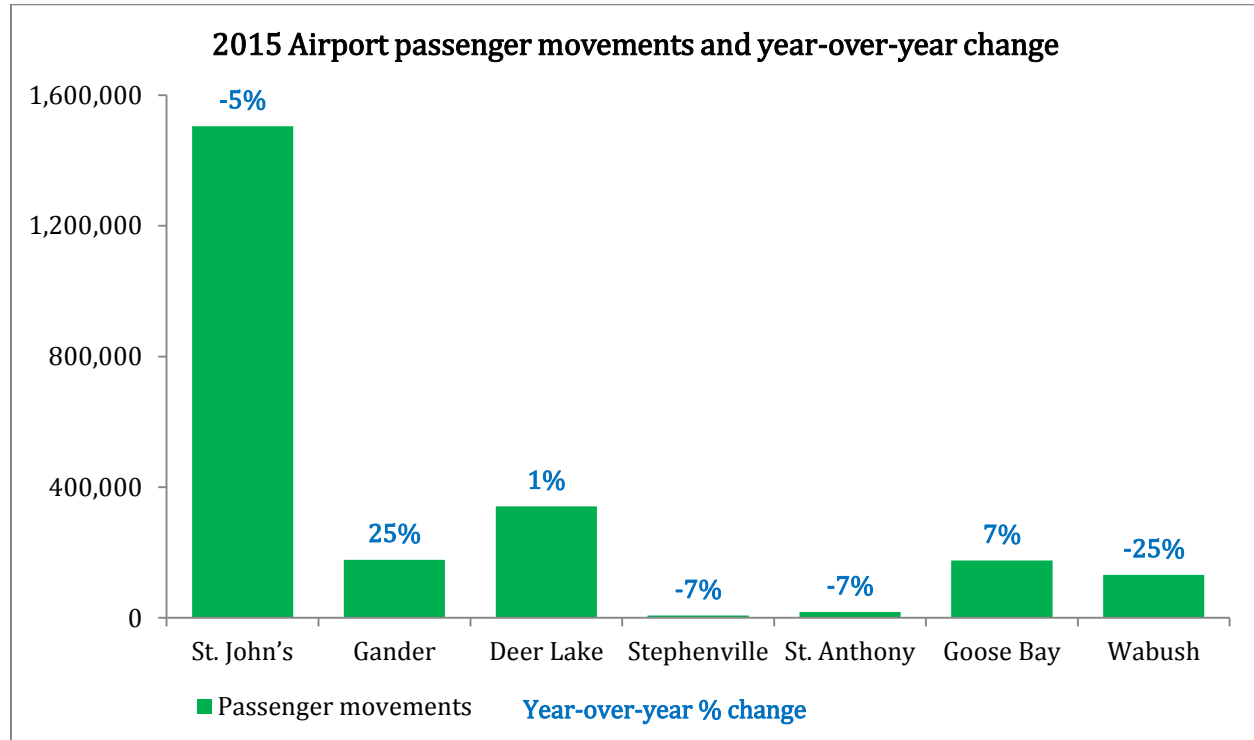
Provincial airports



2,355,593
Passenger movements



2.7%



- The decline from 1.58 million passengers to 1.50 million passengers at the **St. John's International Airport** had a significant impact on overall provincial performance as the closing of the primary runway in July to complete infrastructure and paving work associated with the installation of the Category III landing system, combined with the poorest July weather on record impacted thousands of travellers.
- **Gander International Airport** reported a record number of passenger movements (177,990) in 2015 due to additional capacity and new routes offered by the airlines.
- **Deer Lake Regional Airport** also reported a record number of passenger movements (341,069) in 2015 due to additional capacity and routes offered by the airlines.
- Airport passenger movements at **Wabush Airport** were heavily impacted by daily runway closures from 1 pm to 1 am for resurfacing work during the period 15 June – 21 September, 2015. Airlines also cut back on seat capacity due to reduced business activity in the area.

Marine Atlantic ferry service



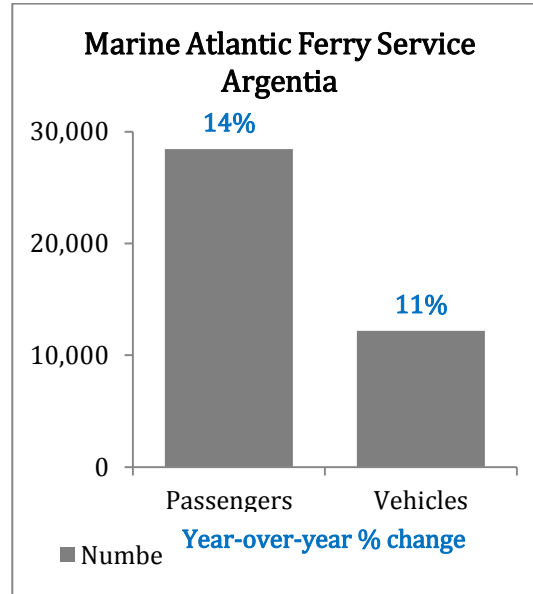
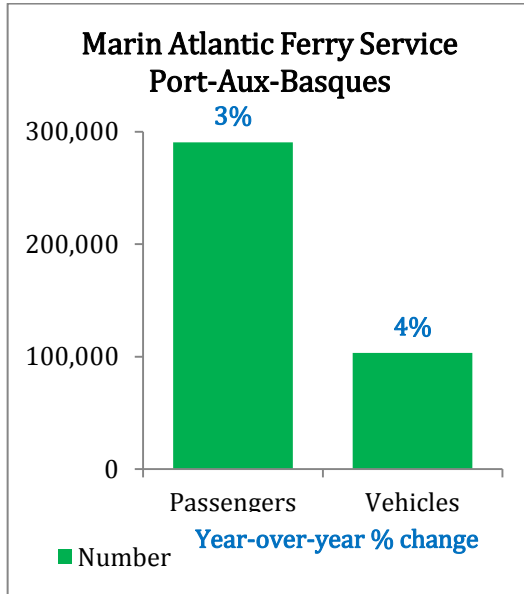
1,654
Ferry
crossings



319,213
Passenger
movements



115,502
Passenger-
related vehicles



- Marine Atlantic reported a solid year during 2015, with traffic rebounding after declining steadily during the previous five seasons.
- Overall Marine Atlantic passenger movements between Newfoundland and Nova Scotia reached 319,213 for the period ending December 2015, an increase of 3.9% over 2014 levels.
- In 2015, Marine Atlantic carried 115,502 passenger related vehicles, an increase of 5.0%.
- The service between **Port Aux Basques** and North Sydney registered 1,574 crossings, 44 more than in the previous year, resulting in 290,753 passenger movements (+3.0%) and 103,302 passenger related vehicles movements (+4.3%).
- The seasonal service (June to September) between **Argentina** and North Sydney registered 80 crossings, 4 more than in the previous season, resulting in 28,460 passenger movements and 12,200 passenger related vehicle movements, increasing 14% and 11% respectively.
- The Argentina service in particular benefited from a 30% discount on fares on the Argentina ferry run for bookings that were made between 25 February and 25 March 2015. This was the first time the Crown corporation has offered such discounts.
- In addition, Marine Atlantic attributes the 2015 gains to decreased gasoline prices and a decrease in overall ferry rates in 2015 due to a lower fuel surcharge.

Cruise activity



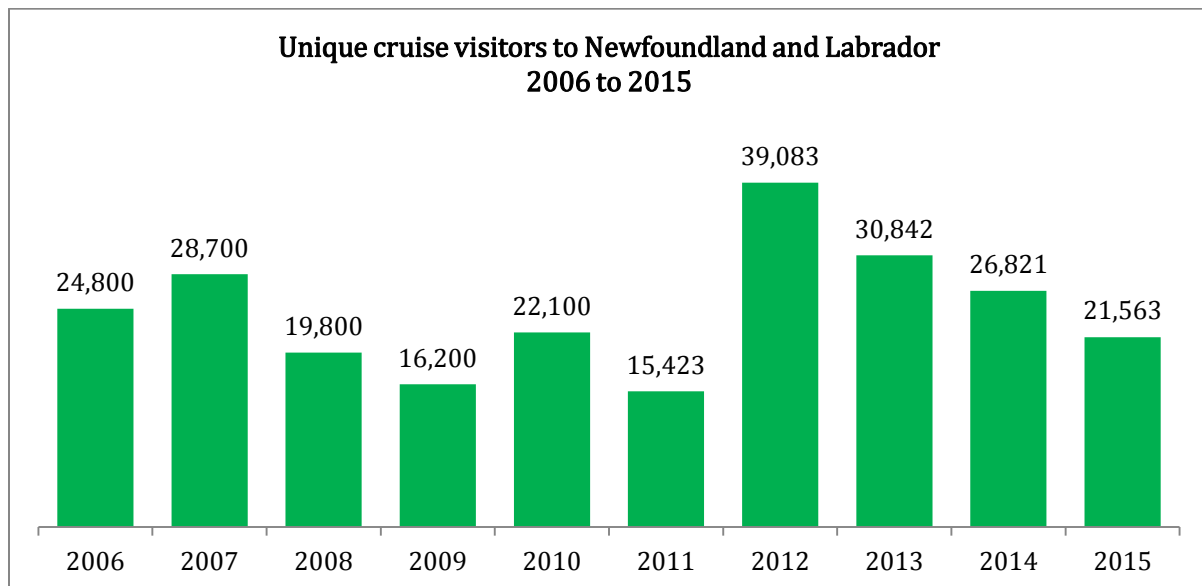
35,162
Passenger
arrivals



18,161
Crew
arrivals



21,563
Unique
passengers



- Despite weather and mechanical issues causing 13 canceled port calls, the Cruise Association of Newfoundland and Labrador (CANL) reported another solid year for cruise ship visits for the 2015 season, welcoming 20 vessels making 53 port calls to 16 different ports.
- Passenger arrivals reached 35,162, a decrease of 3.8% compared to the 2014 cruise season, with crew arrivals increasing 5.2% to 18,161.
- A review of detailed itinerary information provided by CANL indicates that approximately 21,563 unique cruise passengers visited the province, a decrease of 20% compared to the previous season. The decrease is a reflection of a shift over the past few years to smaller expedition style ships touring the province which fits well with the nature and scale of our destination and is a strategy supported by CANL.

Roofed accommodation occupancy



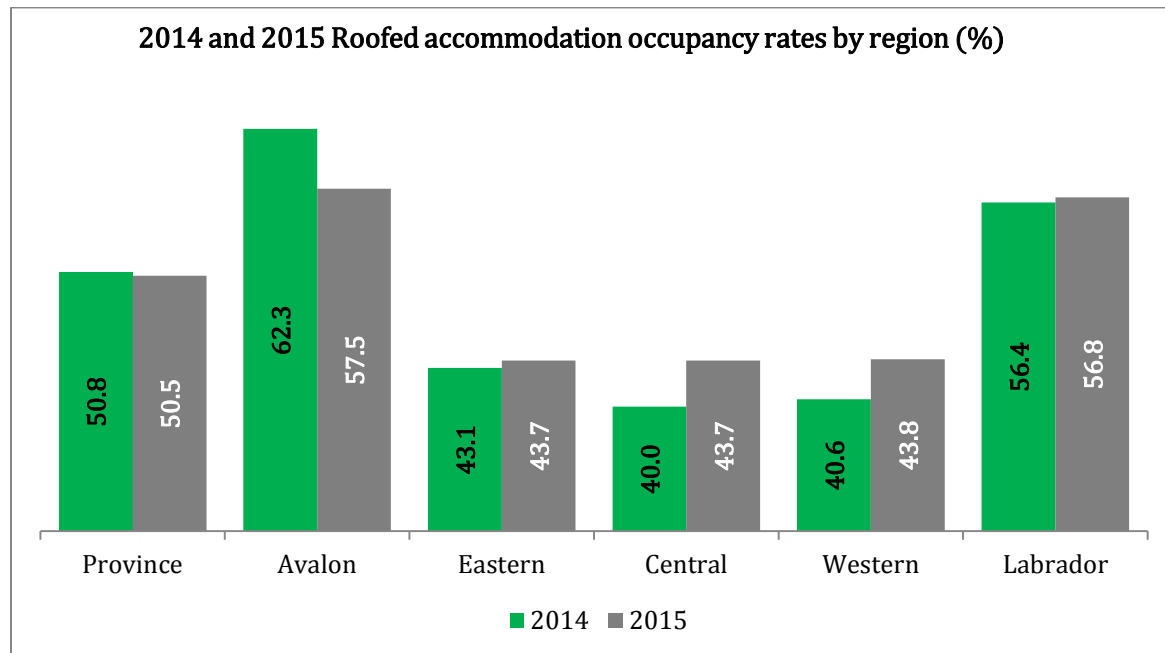
2,764,366
Room nights
available



1,396,614
Room nights
sold



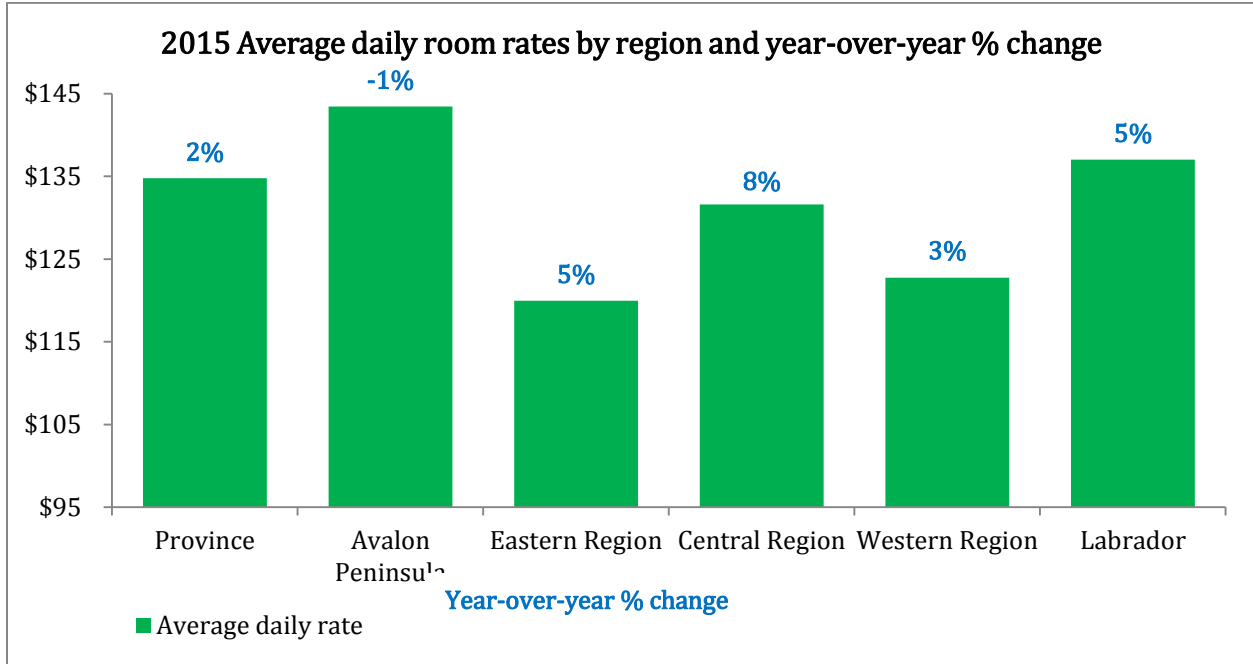
50.5%
Occupancy
rate



- Roofed accommodation occupancy rates on a provincial level reached 50.5% for the period ending December 2015, a decrease of 0.3 percentage points over the same time period of 2014 (50.8%).²
- Accommodation performance was mixed at the regional level, with increases reported in the Central Region (3.7 points), Western Region (3.2 points), Eastern Region (0.6 points) and Labrador (0.4 points) while preliminary occupancy rates for the Avalon Peninsula indicate a drop of 4.8 points in 2015.
- The decline for Avalon is attributed, in part, to additional capacity offered by the Jag Hotel (84 year round rooms) and by Memorial University's MacPherson College (254 seasonal rooms May to August) on the supply side as well as the decline in meetings/conference activity in St. John's on the demand side. As a result, the St. John's/North East Avalon area experienced a drop of 6.1

² 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.

points in the occupancy rate whereas occupancy rates in the other areas of the Avalon Peninsula decreased 1.6 points compared to 2014 levels.



- Average daily room rates were mostly up across the regions, with the provincial average rate increasing 1.8% to nearly \$135.
- Average daily rates also increased across most of the regions, with the Central region registering the largest increase at 8.0%, from \$121 in 2014 to \$131 in 2015.
- The Eastern Region, Labrador and Western Region increased 5.3%, 4.7% and 3.3% respectively.
- Average daily rates decreased 0.6% on the Avalon Peninsula. This decline is attributed to performance in the St. John's area where the average daily rate declined by 1% due to a decrease in demand.

Meetings, Conventions and Incentive Travel (MC&IT)



- With the St. John's Convention Centre closed during 2015 due to ongoing construction and renovations, activity related to the MCIT market declined this year compared to 2014.
- The number of large events (minimum of 50 room nights sold) decreased from 99 to 82, with the number of room nights and delegates associated with these events reaching 30,562 and 21,215 respectively, declining 19% and 13% compared to 2014.

Camping Activity at Provincial Parks



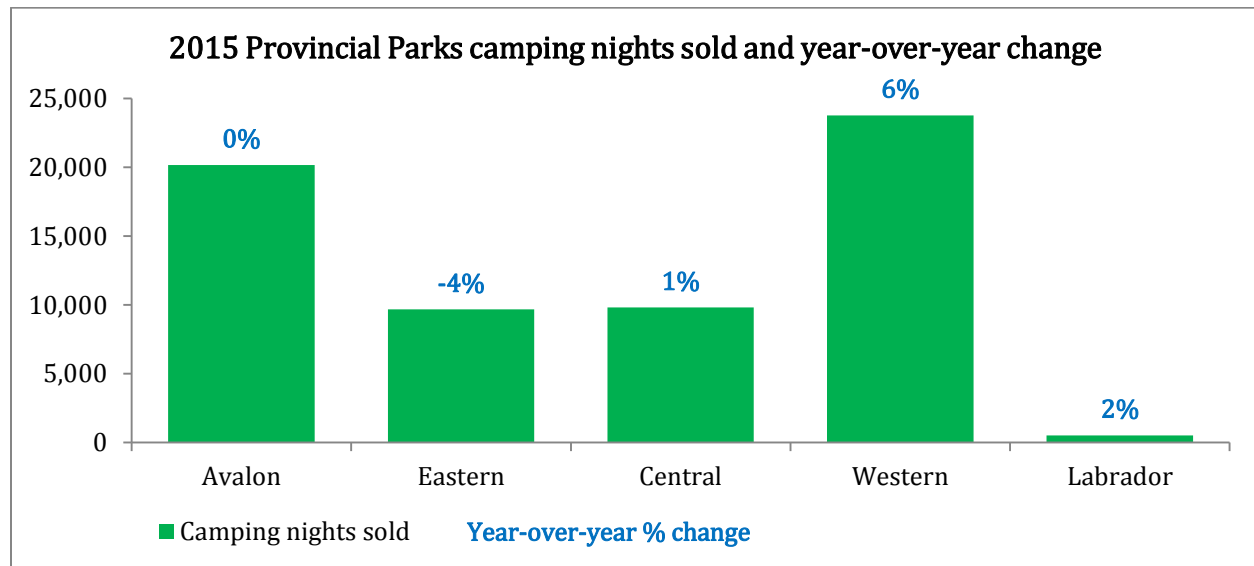
63,916
Camping nights sold



55.0%
Occupancy rate



N/A
Non-resident campers

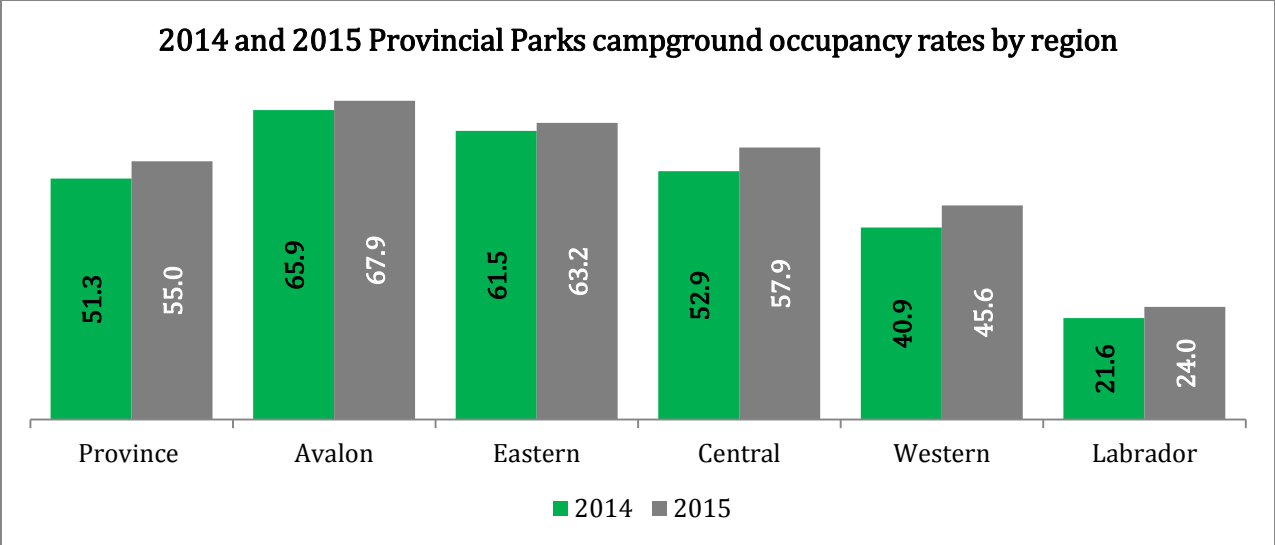


Source: Parks and Natural Areas Division, Department of Environment and Conservation

- The number of camping units registered at the Provincial Parks reached 63,916 during the 2015 camping season, an increase of 1.6% over 2014.
- With an increase of 6%, the Western region reported the largest gain in camping nights sold at the six parks located in that region.
- Dildo Run and Notre Dame – the two parks in the Central region – registered a small increase of 1% while Pinware River in Labrador was up 1.6%.
- At -0.1% and -3.9% respectively, declines in camping activity were recorded at the two parks on the Avalon Peninsula (Butter Pot, La Manche) as well as at the two parks in the Eastern region (Frenchman’s Cove, Lockston Path)

Campground occupancy

- Provincial Parks recorded an overall occupancy rate of 55% during the 2015 camping season, up 3.7 percentage points compared to the previous year.
- All regions of the province experienced an increase in Provincial Park occupancy ranging from 1.7 points in the Eastern region to 5.0 points for Provincial Parks located in the Central region.
- On a park by park basis, 12 of the 13 Provincial Parks recorded an increase in occupancy levels while only one (Lockston Path) reported a decline. Butter Pot Provincial Park (Avalon region) and Barachois Pond Provincial Park recorded the highest seasonal occupancy rate (69% each) while Pinware River Provincial Park (Labrador Straits) recorded the lowest rate at 24%.

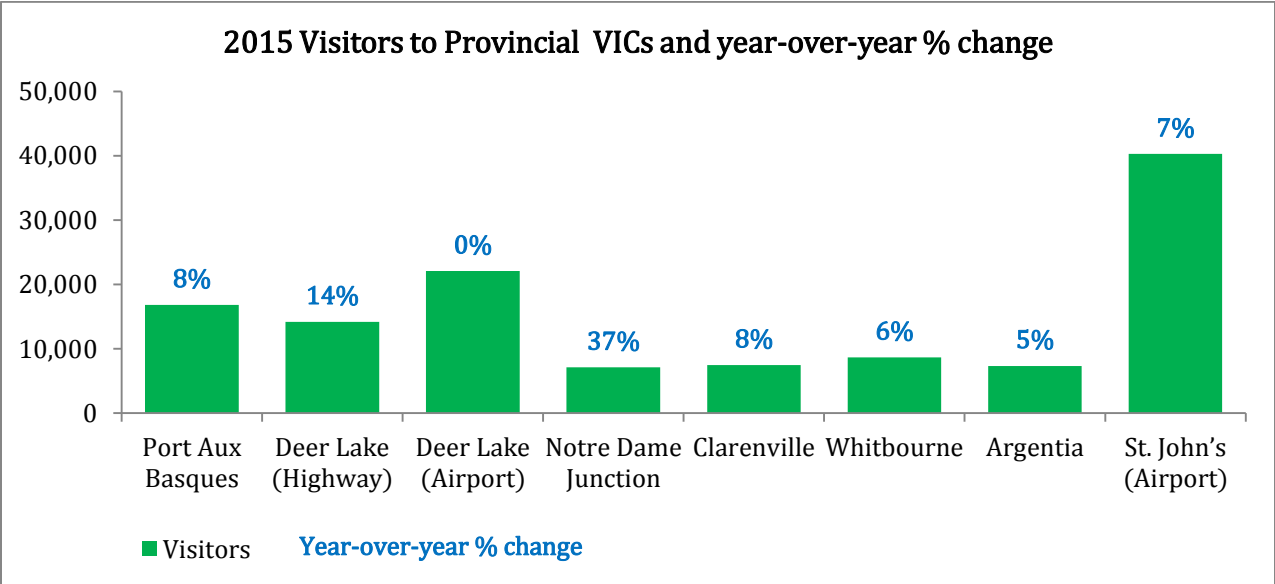


Source: Parks and Natural Areas Division, Department of Environment and Conservation

Provincial Visitor Information Centres (VICs)



Airport centres: St. John's, Deer Lake; Gateway centres: Port-Aux-Basques, Argenticia



- At 124,017 visitors, visitation to the provincial VIC's increased 7.8% overall for the operating period May 15 to October 2, 2015.
- With 62,361 visitors, the airport centres St. John's and Deer Lake increased 4.5% on a combined basis while the number of visitors at the gateway centres located at Port Aux Basques and Argientia (24,182) increased 7.0%. Welcoming 37,474 visitors, the remaining highway centres reported an increase of 14.4% in the number of visitors.
- The large increase at Notre Dame Junction is attributed to the closure of the regional centre in Grand Falls/Windsor and the reduced operating hours at the regional centre in Newville.
- Estimates indicate that visitation to the provincial VICs by residents increased approximately 5% while VIC visitation attributed to non-resident travellers increased about 9%.

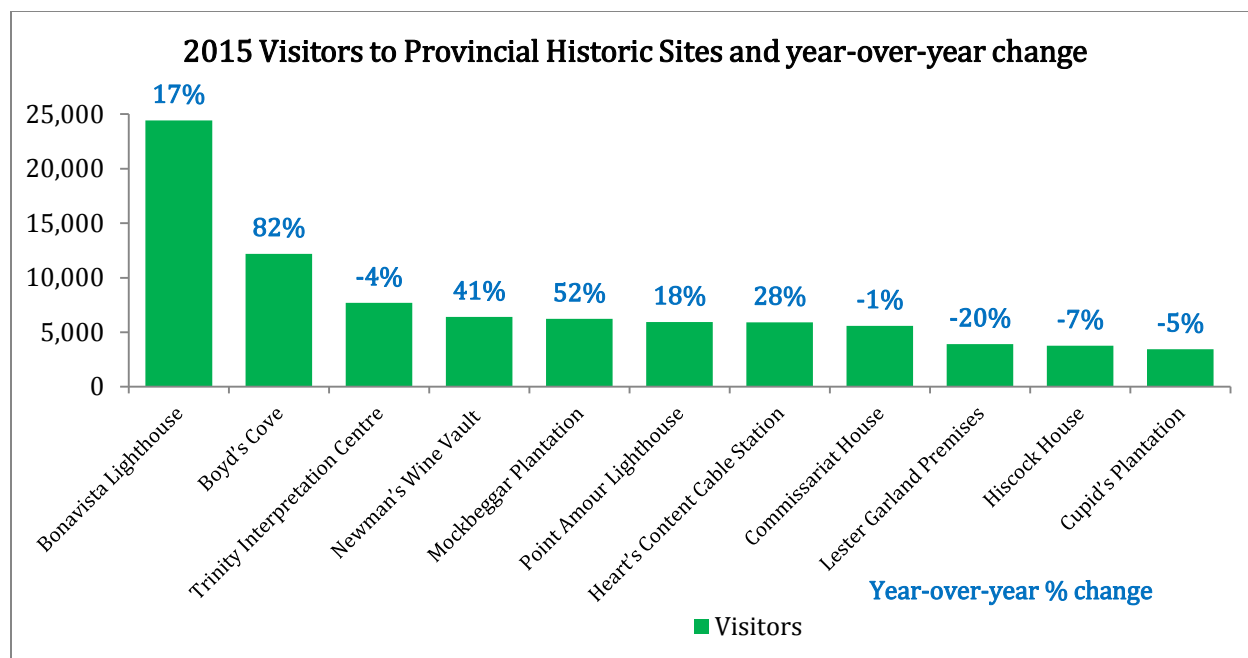
Provincial Historic Sites



85,488
Total visitors



18.7%



Note: Boyd's Cove was closed August 29th to October 5th, 2014 for renovations/maintenance issues.

- Visitation to Provincial Historic Sites reached 85,488 during the 2015 operating season, an increase of 18.7% over the 2014 season.
- At over 24,000 visitors, the Cape Bonavista Lighthouse registered the highest number of visitors while Boyd's Cove welcomed over 12,000 visitors as the second most visited Provincial Historic Site.
- The significant growth in visitation is attributed to a number of factors including local and community partnerships, enhanced programming, better local and regional promotion, longer

operating seasons at some sites, the high number of icebergs in 2015 and more group/motor coach visits.

- Performance was mixed for the individual sites with increases recorded at Boyd’s Cove (82%), the Mockbeggar Property (52%), Newman Wine Vault (41%), Heart’s Content Cable Station (28%), Point Amour Lighthouse (18%) and the Bonavista Lighthouse (17%).
- Decreases in visitation were recorded at the Lester Garland Premises (-20%), Hiscock House (-7%), Cupid’s Plantation (-5%), the Trinity Interpretation Centre (-4%) and Commissariat House (-1%).
- The decrease at Cupid’s Plantation (primarily an outdoor site) is attributed to the poor July weather while the decrease in visitation at the three Trinity sites is attributed, in part, to fewer group visits (500 person visits were recorded at each of the Trinity sites during August 2014 by Scout groups).
- Christmas events at Commissariat House held in late November and early December 2015 were very successful, attracting 1,434 visitors over the five day period, slightly up from 1,423 visitors recorded during 2014. Attendance of the Christmas events at Commissariat House has been increasing year over year since 2008.

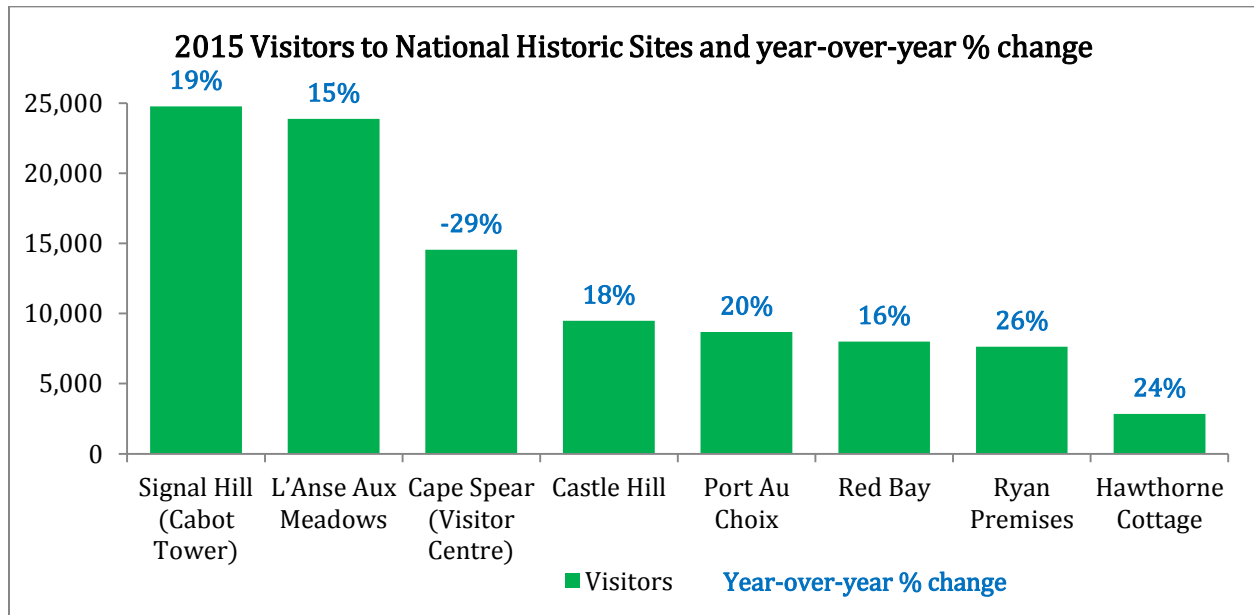
National Historic Sites



99,841
Total visitors



7.7%



Source: Parks Canada

- Overall, the National Historic Sites in this province recorded 99,841 visitors during the 2015 operating season, an increase of 7.7% over 2014.

- At nearly 25,000 and 24,000 visitors respectively, Cabot Tower on Signal Hill and L'Anse Aux Meadows were the top two visited National Historic Sites in the province.
- With the exception of the Cape Spear Visitor Centre, 2015 visitation levels recorded at each of the National Historic Sites surpassed those reached in the 2014 season.
- Increases were recorded at the Ryan Premises (26%), Hawthorne Cottage (24%), Port au Choix (20%), Signal Hill (Cabot Tower, 19%), Castle Hill (18%), Red Bay (16%) and L'Anse Aux Meadows (15%).
- Visitation to the Cape Spear Visitor Centre (primarily an outdoor site) decreased 29% during the 2015 operating season, with the decline being attributed to the poor July weather.

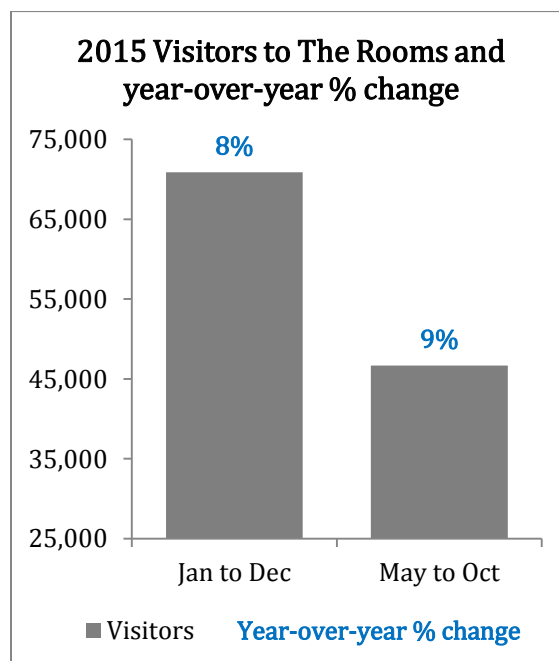
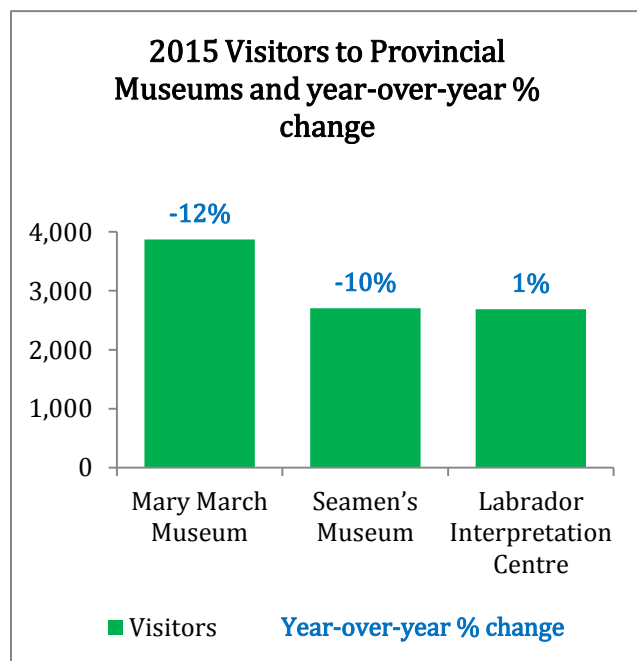
Provincial Museums



55,945
Total visitors

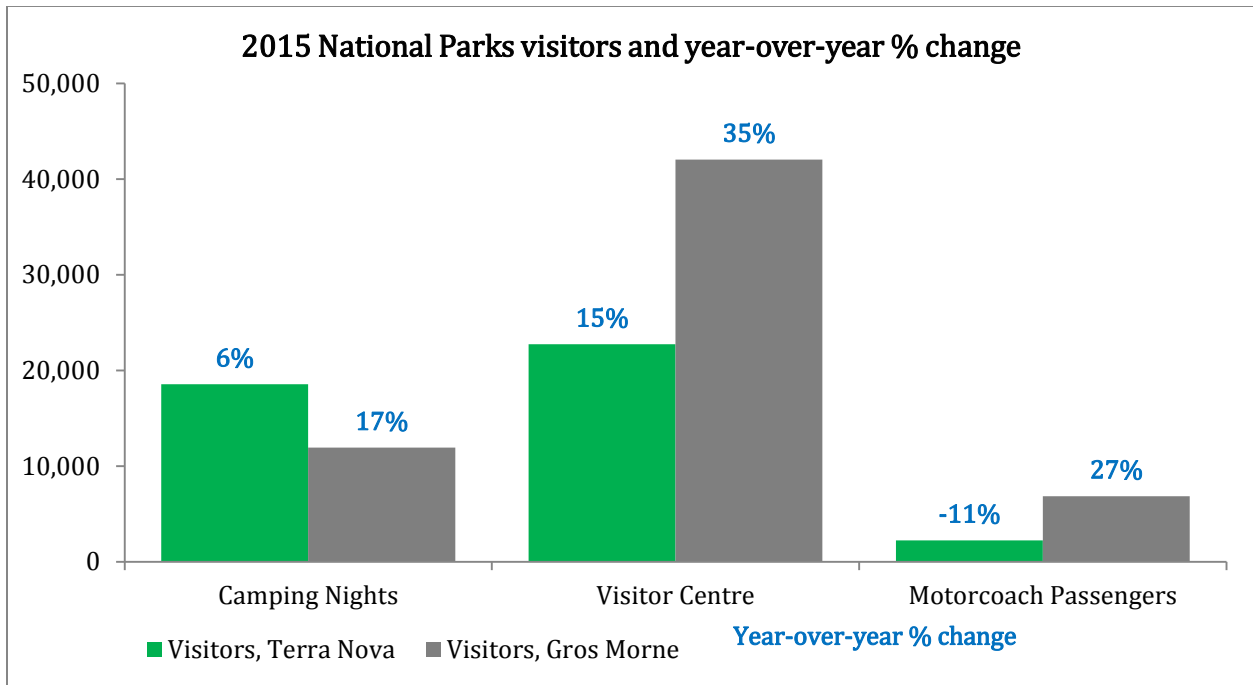


6.1%



- Visitation to Provincial Museums increased 6% to 55,945 visitors between May and October 2015.
- On a museum by museum basis, performance was mixed: while visitation to the Labrador Interpretation Centre increased 1%, visitation at the Mary March Provincial Museum and at the Provincial Seamen's Museum decreased 12% and 10% respectively.
- For the peak season period May to October, *The Rooms* welcomed 46,700 visitors, increasing 9% over 2014. For the January to December period, this provincial museum reported 70,881 visitors, an increase of 8%.

Terra Nova and Gros Morne National Parks



Source: Parks Canada

- Overall, 207,000 visitors came to see **Gros Morne National Park**, an increase of 12.5% compared to visitor levels in 2014.
- With nearly 12,000 nights sold, camping activity at the park increased 17.0% for the operating period ending October 2015. Camping nights at **Terra Nova National Parks** also increased (6%), reaching over 18,500 nights during the 2015 operating season.
- With over 42,000 and 22,500 visitors respectively, the Visitor Centres at both Gros Morne and Terra Nova welcomed significantly more guests in 2015 than they did in 2014.
- While the number of motorcoach visits increased at both parks, the number of motorcoach passengers decreased 11% at Terra Nova reaching 2,248 and increased 27% at Gros Morne, reaching 6,864.
- In addition, other attractions within Gros Morne National Park registered increased activity, with both the Lobster Cove Lighthouse (+29%) and the Discovery Centre (+8%) welcoming approximately 25,000 visitors. Taking on 28,286 visitors and increasing 18%, the Western Brook Pond boat tour proved popular once again in 2015.
- The number of visitors reported at Broom Point increased 12%, reaching nearly 8,500 during the 2015 operating season.

Other Indicators (as available)

Attractions

- **Johnson Geo Centre**

For the full year January to December 2015, visitation decreased to 51,027, or 2%, compared to the previous year while the centre experienced a 4% decrease to 35,856 visitors during the 2015 May to October peak season.

- **Railway Coastal Museum**

Visitation decreased 11% to 13,992 visitors during the 2015 operating season. Visitation to the museum has been decreasing over the past three seasons (2013 to 2015).

- **#2 Mine Tour on Bell Island**

The number of visitors increased 21% between June and October 2015 to 11,990. The number of visitors recorded to date is the highest of the past decade and has been attributed, in part, to an increased presence on both traditional and social media as well as the fact that 2015 was Come Home Year.

- **Salmonier Nature Park**

The number of visitors increased 14% between June and October 2015 to 48,409. The number of group visitors increased 18% to 5,819 while general visitation was up 14%, reaching 42,590. The number of visitors recorded at the park has increased steadily for the past four seasons (2012 to 2015).

- **Colony of Avalon**

Compared to 2014, the number of visitors reported decreased 29% between June and October to 12,168, resulting in the lowest level of visitation over the past 17 seasons. With this attraction being mainly an outdoor experience, officials have attributed this significant decrease to record-setting poor weather in July. It was also affected by the many flight cancellations and re-routings at St. John's International Airport due to ongoing runway construction, resulting in the loss of many a potential visitor.

- **Cape St. Mary's Ecological Reserve**

Visitation increased 12% to 13,758 during the 2015 operating season. Visitation to the reserve has been increasing steadily for the period 2013 to 2015.

- **Mistaken Point Ecological Reserve**

Visitation increased 43% to 1,135 visitors during the 2015 operating season. This significant increase can in part be attributed to two additional interpreters hired for the 2015 season. It should be noted that visitation during the 2014 operating season was affected by poor road conditions.

- **Matthew Legacy Site**

Compared to 2014, the number of visitors increased 16% between May and September to 7,885, continuing the growing trend of the past three seasons. Officials note more local and regional advertising for attractions and sites on the Bonavista Peninsula as having a positive impact on visitation.

- **Sealer's Interpretation Centre**

Visitation increased 3% to 5,286 during the 2015 operating season, maintaining the high level of interest that was sparked by the grand opening in June 2014.

- **Elliston Puffin Site**

Visitation increased 18% during the 2015 operating season to over 18,300.

- **North Atlantic Aviation Museum**

The number of visitors increased 32% between May and October 2015 to 7,774. The number of visitors during the early part of the season has increased steadily for the past four years. The increase in the number of visitors during 2015 is attributed to a significant increase in RV groups and bus tours as well as more awareness/advertising through publications such as Motorcoach Canada and Harvest Hosts-RV.

- **Salmonid Interpretation Centre**

Visitation increased 13% during the 2015 operating season to 21,296, continuing the growth experienced in the last three seasons. In addition, 2015 was the first year since 2010 that visitation levels surpassed the 20,000-mark. A slightly longer operating season and the poor July weather driving people indoors have contributed to the growth in 2015.

Ferry Services

- **Labrador Straits ferry**

Compared to 2014, traffic increased during the May to October 2015 period. The number of passengers grew to 78,836 (+5%) whereas passenger related vehicles (both directions) increased 8% to 33,983.

- **St. Pierre and Miquelon ferry**

Arrivals at the Customs Office in Fortune increased 12% for the May to October 2015 period to 9,934 passengers. This increase reverses the steady decline in arrivals experienced in the previous three seasons. The 2015 increase was mainly driven by a 21% growth in the number of residents from other Canadian provinces, the United States and other countries returning to Canada via Fortune (3,787). The number of Newfoundland and Labrador residents returning from St. Pierre and Miquelon also increased 21%, reaching 2,906. At 3,241, the number of residents of St. Pierre and Miquelon arriving in the province at Fortune was down 2% compared to 2014 levels.

Commercial/private campgrounds

- Preliminary occupancy rates reported by commercial/private campgrounds reached of 61% for the May to October 2015 time period, an increase of almost 5 points over 2014 levels.

Traveller Engagements

- Newfoundland and Labrador Tourism online sites include www.newfoundlandlabrador.com , www.icebergfinder.com and various campaign pages. During 2015, all of these sites recorded 2.6 million sessions, an increase of 21% compared to 2014.

- Sessions on www.newfoundlandnlabrador.com reached nearly 2.1 million, exceeding 2 million sessions for the first time ever, representing an increase of 7.3% over 2014 levels.
- Visits to www.icebergfinder.com decreased 4.9% to 192,176. Despite the decrease in visits to the site, 2015 remained historically high, representing the second highest level on record dating back to 2007.
- Campaign pages associated with “*Gros Morne Magic*” and the new 2015 campaign “*Off Kilter Places*” attracted almost 379,000 visits for the January to December 2015 period.
- At approximately 460,600, referrals from www.newfoundlandlabrador.com to tourism operators (clicks on business listings or packages) continued to be very strong in 2015, registering an increase of 23% compared to the previous year. Growth in referrals from the business listings reached 19% while referrals from packages increased 72%.
- Newfoundland and Labrador’s **social media** postings were well received during 2015; with statistics indicating that exposure of the province’s tourism product through social media continues to reach a wider audience.
 - Engagements through Facebook (likes, shares and comments) and Twitter followers increased 38% and 42% respectively, with Facebook likes surpassing the 100,000 mark for the first time ever.
 - Instagram (a photo sharing platform) was added to the social media tool box in January 2015 and has seen steady month-over-month increases in the number of followers, reaching nearly 16,000 by the end of December 2015.
 - Video views through YouTube and the new Facebook video player have grown a combined 80% for the period ending December 2015 to more than 1.9 million views.

Comparative Performance Atlantic Provinces and Canada 2015

- Based on available performance measures and travel indicators, Newfoundland and Labrador’s tourism performance is similar to levels experienced in the other Atlantic Canadian provinces. Newfoundland and Labrador ranked fourth with respect to change in overall airport passenger movements and was one of two airports in Atlantic Canada to report a drop in passenger movements during 2015.
- While Nova Scotia recorded the largest change in accommodation occupancy rates at two percentage points, it still lagged New Brunswick’s (52.2%) and this province’s occupancy levels (50.7%). In terms of room night sales, Nova Scotia and PEI recorded gains of about 1% to 2% whereas New Brunswick and Newfoundland and Labrador remained flat compared to 2014.

Summary information on various performance indicators for the Atlantic Provinces is presented in the following tables.

Atlantic Canada Airport Passenger Movements

	2014	2015	Percentage Change
Newfoundland and Labrador	2,420,206	2,355,593	-2.7
Nova Scotia	3,861,039	3,889,893	0.7
New Brunswick	1,294,227	1,297,961	0.3
Prince Edward Island	317,827	316,628	-0.4

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

Atlantic Canada Roofed Accommodation Occupancy Levels

	2014	2015	Point Change
Newfoundland and Labrador	50.8	50.7	-0.1
Nova Scotia	48.0	50.0	2.0
New Brunswick	51.8	52.2	0.4
Prince Edward Island	44.0	44.4	1.4

*Sources: PEI, NS, NB: Provincial Departments of Tourism (Websites)
NL: Accommodation Module, Tourism Destination Management System (TDMS)*

Atlantic Canada Roofed Accommodation Room Night Sales

	2014	2015	Percentage Change
Newfoundland and Labrador	1,391,600	1,396,600	0.4
Nova Scotia	2,506,000	2,531,000	1.0
New Brunswick	1,660,900	1,662,400	0.0
Prince Edward Island	579,800	591,600	2.0

*Sources: PEI, NS, NB: Provincial Departments 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 YTD November/December 2015 performance compared to the same time period in 2014.

Nova Scotia is reporting an increase of 6% in non-resident visits for the period ending December 2015, with automobile travel increasing 9% compared to the same period in 2014 and air visitation decreasing 2%. Airport passenger movements to December were up approximately 1%. The roofed accommodation occupancy rate was also up 2 points compared to 2014 levels.

Recording an increase of less than 1%, **New Brunswick's** airport passenger movements were up slightly for January to December 2015, while the roofed accommodation occupancy rate also increased less than 1 point during 2015. With the extremely favourable exchange rate, the number of US residents crossing the border into the province by automobile for the first eleven months of the year increased 8% when compared to 2014 levels.

Prince Edward Island is reporting that non-resident automobile traffic on the Confederation Bridge was up 6% for the January to December time period while airport passenger movements decreased 0.4% during 2015. The roofed accommodation occupancy rate was up just over 1 point for the period January to December 2015.

In 2015, overnight foreign visitation to **Canada** was up 7.5% compared to 2014. With the favourable exchange rate, overnight trips from the US increased 8.3% and included a 9.9% increase in automobile visits and 6.4% increase in visits by air. Visits from Destination Canada's 11 core markets increased 7.9% while visits from the rest of the world 5.0% compared with 2014 levels.

Overnight trips by **Canadians** to the US and other countries decreased 3.7% in 2015. Likely driven by a weak Canadian dollar compared to the US dollar, overnight trips by Canadians to the US decreased 10.0%, however, trips to other destinations increased by a significant 10.0%.

Detailed 2015 Travel/Tourism Indicators Newfoundland and Labrador

Tourism Research Division
Department of Business, Tourism, Culture and Rural Development

March 2016

KEY PROVINCIAL TRAVEL AND TOURISM INDICATORS AT A GLANCE				
#	Key Travel/Tourism Indicator	2014	2015	Change
1	Passenger Traffic on Marine Atlantic	307,257	319,213	3.9
2	Non-Residents Exiting (auto)	92,644	96,383	4.0
3	Residents Exiting (auto)	58,459	60,737	3.9
4	Vehicle Traffic on Marine Atlantic	110,025	115,502	5.0
5	Airport Passenger Movements	2,420,206	2,355,593	-2.7
6	Non-Residents Exiting (air)	388,364	385,068	-0.9
7	Cruise Ship Port Calls	69	53	-23.2
8	Cruise Ship Passenger Movements	36,539	35,162	-3.8
9	Unique Cruise Ship Passengers	26,821	21,563	-19.6
10	Roofed Accommodation Occupancy Rates	50.8	50.5	-0.3 percentage points
11	Provincial Parks (camping units)	62,913	63,916	1.6
12	Provincial Visitor Information Centres	115,041	124,017	7.8
13	Meetings and Conventions (St. John's)	99	82	-17.2
14	Convention Room Nights (St. John's)	37,600	30,562	-18.7
15	Convention Delegates (St. John's)	24,490	21,215	-13.4
16	Website Visits	1,937,583	2,078,963	7.3

Source: Department of Business, Tourism, Culture and Rural Development, 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 March 28, 2016 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

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Marine Atlantic Traffic	Port Aux Basques to North Sydney, NS Service			Argentia to North Sydney, NS Service			Total Newfoundland to Nova Scotia Service		
	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
Passengers Carried	282,263	290,753	3.0	24,994	28,460	13.9	307,257	319,213	3.9
Passenger Related Vehicles Carried (PRVs)	99,014	103,302	4.3	11,011	12,200	10.8	110,025	115,502	5.0
Number of Crossings	1,530	1,574	2.9	76	80	5.3	1,606	1,654	3.0

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.

Origin	2014	2015	% Change
Maritimes	44,422	45,357	2.1
Ontario	23,813	26,484	11.2
Quebec	6,139	6,222	1.4
Western Canada	6,889	7,243	5.3
United States	11,275	10,920	-3.2
Foreign	114	159	39.5
Province	92,644	96,383	4.0

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

Origin	2014	2015	% Change
Newfoundland & Labrador	58,459	60,737	3.9

Source: Marine Atlantic Traffic Reports and CFIA

Airport	2014	2015	% Change
St. John's	1,576,130	1,504,605	-4.5
Gander	141,984	177,990	25.4
Deer Lake	336,786	341,069	1.3
Stephenville	7,502	6,966	-7.1
St. Anthony	19,340	18,077	-6.5
Goose Bay	163,399	175,516	7.4
Wabush	175,065	131,370	-25.0
Province	2,420,206	2,355,593	-2.7

Source: Airport Managers, Transport Canada.

Museum	2014	2015	% Change
Mary March Provincial Museum	4,389	3,871	-11.8
Provincial Seamen's Museum	3,005	2,701	-10.1
Labrador Interpretation Centre	2,665	2,687	0.8
Overall	10,059	9,259	-8.0

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

Visitors	2014	2015	% Change
Number of Visitors (January to December)	65,385	70,881	8.4
Number of Visitors (May to October)	42,681	46,686	9.4

Source: The Rooms

Table 7. *Occupancy & *Average Daily Rates by Region: January to December 2014 and 2015			
<i>*Change in Occupancy presented as % point Change while *Change in Average Daily Rate is presented as % Change</i>			
	2014	2015	Change
Province			
Occupancy Rate	50.8	50.5	-0.3
Average Daily Rate	\$132.36	\$134.74	1.8
Avalon Peninsula			
Occupancy Rate	62.3	57.5	-4.8
Average Daily Rate	\$144.29	\$143.45	-0.6
Eastern Region			
Occupancy Rate	43.1	43.7	0.6
Average Daily Rate	\$113.89	\$119.96	5.3
Central Region			
Occupancy Rate	40.0	43.7	3.7
Average Daily Rate	\$121.44	\$131.21	8.0
Western Region			
Occupancy Rate	40.6	43.8	3.2
Average Daily Rate	\$118.95	\$122.82	3.3
Labrador			
Occupancy Rate	56.4	56.8	0.4
Average Daily Rate	\$130.82	\$137.01	4.7
Source: Accommodation Module, Tourism Destination Management System (TDMS II)			
Notes: Data presented is current as of March 28, 2016 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.			

Table 8. Skier Visits: Operating Season Marble Mountain 2013/2014 and 2014/2015			
	2013/2014	2014/2015	% Change
Ski Days	85	87	2.4
Skier Visits	67,078	61,931	-7.7
Source: Marble Mountain Development Corporation			

Origin	2014	2015	% Change
Returning Residents	2,402	2,906	21.0
St. Pierre & Miquelon	3,307	3,241	-2.0
Other Canadians	2,713	3,215	18.5
United States	256	317	23.8
Other Countries	167	255	52.7
Overall	8,845	9,934	12.3

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

	2014	2015	% Change
Number of Exiting Buses	73	89	21.9

Source: Marine Atlantic Traffic Reports.

Provincial Chalet	2014 Season	2015 Season
Port Aux Basques	15,647	16,843
Deer Lake (Highway)	12,511	14,200
Deer Lake (Airport)	26,809	32,670
Notre Dame Junction	5,201	7,119
Clarenville	6,958	7,472
Whitbourne	8,200	8,692
Argentia	7,038	7,353
St. John's (Airport)	56,822	59,368
Total	139,186	153,717

Source: Strategic Tourism Product Development Division, Department of Business, Tourism, Culture & Rural development. Season may vary
Note: Deer Lake Airport Visitor Information Centre was not open January to April 2014.

Provincial Chalet	2014	2015	% Change
Port Aux Basques	15,585	16,829	8.0
Deer Lake (Highway)	12,458	14,200	14.0
Deer Lake (Airport)	22,126	22,081	-0.2
Notre Dame Junction	5,183	7,115	37.3
Clarendville	6,937	7,467	7.6
Whitbourne	8,174	8,692	6.3
Argentia	7,018	7,353	4.8
St. John's (Airport)	37,650	40,280	7.2
Province (Total)	115,041	124,017	7.8

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

Provincial Historic Site	2014	2015	% Change
Cape Bonavista Lighthouse	20,923	24,422	16.7
Heart's Content Cable Station	4,626	5,900	27.5
Lester Garland Premises	4,893	3,916	-20.0
Point Amour Lighthouse	5,015	5,940	18.4
Trinity Interpretation Centre	7,970	7,684	-3.6
Quidi Vidi Battery	Not Open	Not Open	n/a
Mockbeggar Plantation	4,093	6,219	51.9
Hiscock House	4,059	3,770	-7.1
Commissariat House	5,633	5,598	-0.6
Boyd's Cove	6,690	12,198	82.3
Newman's Wine Vault	4,536	6,400	41.1
Cupid's Plantation	3,606	3,441	-4.6
Province (Total)	72,044	85,488	18.7

Source: Heritage Division Department of Business, Tourism, Culture and Rural Development. Season and operating hours may vary by season
Note: Boyd's Cove closed August 29th to October 5th, 2014 for renovations/maintenance issues. 2014 statistics for Lester Garland Premises, Trinity Interpretation Centre and Hiscock House include 500 person visits each related to Boy Scout activity.

Table 13. Terra Nova National Park Visitation: Operating Season ending October 2014 and 2015			
Terra Nova Park	2014	2015	% Change
Camper Nights	17,482	18,557	6.1
Visitor Centre	19,760	22,724	15.0
Activity Centre	2,910	n/a	n/a
Motorcoach Visits	64	69	7.8
Motorcoach Passengers	2,523	2,248	-10.9
Source: Parks Canada, Terra Nova National Park			

Table 14. Gros Morne National Park Visitation: (Operating Season ending October) 2014 and 2015			
Gros Morne Park	2014	2015	% Change
Number of Visitors (June to October)	184,000	207,000	12.5
Camper Nights	10,194	11,925	17.0
Visitors (Discovery Centre)	23,601	25,492	8.0
Visitors (Visitor Centre)	31,038	42,038	35.4
Visitors (Lighthouse)	19,032	24,530	28.9
Visitors (Broom Point)	7,551	8,486	12.4
Motorcoach Visits	165	187	13.3
Motorcoach Passengers	5,422	6,864	26.6
Boat Tours (People)	23,957	28,286	18.1
Source: Parks Canada, Gros Morne National Park			

Table 15. National Historic Sites: (Operating Season) 2014 and 2015

Historic Site	2014	2015	% Change
L'Anse Aux Meadows	20,796	23,873	14.8
Port Au Choix	7,263	8,680	19.5
Red Bay	6,892	8,002	16.1
Castle Hill	8,036	9,469	17.8
Ryan Premises	6,081	7,639	25.6
Hawthorne Cottage	2,305	2,851	23.7
Signal Hill (Cabot Tower)	20,898	24,774	18.5
Cape Spear (Visitor Centre)	20,408	14,553	-28.7
Total	92,679	99,841	7.7

Source: Parks Canada, L'Anse Aux Meadows, Port Au Choix, Red Bay, Castle Hill, Hawthorne Cottage, Ryan Premises, Signal Hill and Cape Spear National Historic Sites. Operating season may vary.

Signal Hill (Cabot Tower) was closed for May, June and July 2015 for renovations/maintenance issues. For the full 2014 operating season Signal Hill (Cabot Tower) received 37,360 visitors.

Table 16 (a). Provincial Parks: Camping Units Registered (Operating Season) 2014 and 2015 by Park			
Provincial Park	2014	2015	% Change
Barachois Pond	12,005	11,962	-0.4
Blow Me Down	1,053	1,175	11.6
J. T. Cheeseman	2,793	3,022	8.2
Pinware River (Labrador)	514	522	1.6
Pistolet Bay	1,280	1,651	29.0
Sandbanks	1,162	1,392	19.8
Squires Memorial	4,151	4,566	10.0
Western & Labrador Straits Region	22,958	24,290	5.8
Dildo Run	2,966	3,242	9.3
Notre Dame	6,744	6,561	-2.7
Central Region	9,710	9,803	1.0
Frenchman's Cove	5,837	5,518	-5.5
Lockston Path	4,225	4,148	-1.8
Eastern Region	10,062	9,666	-3.9
Butter Pot	13,950	13,837	-0.8
La Manche	6,233	6,320	1.4
Avalon Region	20,183	20,157	-0.1
Province	62,913	63,916	1.6

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

Table 16 (b). Provincial Parks: Camping Units registered (operating Season) 2014 and 2015 by Origin			
	2014	2015	% Change
Newfoundland and Labrador	54,139	n/a	n/a
Other Canada	6,680	n/a	n/a
United States	1,515	n/a	n/a
Other Countries	579	n/a	n/a
Province	62,913	63,916	1.6

Table 17. Cape St. Mary's, Burnt Cape and Mistaken Point Ecological Reserve: (May 1 to October 15) 2014 and 2015			
	2014	2015	% Change
Number of Visitors Cape St. Mary's	12,290	13,758	11.9
Number of Visitors Mistaken Point	796	1,135	42.6

Source: Parks & Natural Areas Division, Department of Environment and Conservation.
Notes: Very poor access roads to Mistaken Point in 2014

Table 18. Salmonier Nature Park: June to October 2014 and 2015			
Visitors	2014	2015	% Change
General Visitation	37,471	42,590	13.7
Community/Recreation and School Groups (Visitors)	4,915	5,819	18.4
Number of Visitors (Total)	42,386	48,409	14.2

Source: Salmonier Nature Park, Inland Fish and Wildlife Division, Department of Environment and Conservation

Table 19. Colony of Avalon (Ferryland): June to October 2014 and 2015			
Visitors	2014	2015	% Change
Number of Visitors	17,202	12,168	-29.3

Source: Colony of Avalon Foundation (Ferryland)

Table 20. Matthew Legacy Centre/: (Operating Season) 2014 and 2015			
Visitors	2014	2015	% Change
Number of Visitors	6,778	7,885	16.3

Source: Matthew Legacy Centre

Table 21. MC & IT and Event Statistics City of St. John's: 2014 and 2015			
	2014	2015	% Change
Number of MC & IT and Events	99	82	-17.2
Number of MC & IT and Event Room Nights	37,600	30,562	-18.7
Number of MC & IT and Event Delegates	24,490	21,215	-13.4
Source: Destination St. John's			

Table 22. Strait of Belle Isle Ferry Service: May to October 2014 and 2015			
Both Directions	2014	2015	% Change
Passenger Movements	75,335	78,836	4.6
Passenger Vehicle Movements	31,363	33,983	8.4
Source: Department of Transportation and Works			

Table 23. Bell Island # 2 Mine Tour: June to October 2014 and 2015			
Visitors	2014	2015	% Change
Number of Visitors	9,940	11,990	20.6
Source: Bell Island Heritage Society			

Table 24. North Atlantic Aviation Museum: May to October 2014 and 2015			
Visitors	2014	2015	% Change
Number of Visitors	5,900	7,774	31.8
Source: North Atlantic Aviation Museum			

Table 25. Salmonoid Interpretation Centre: June to September 2014 and 2015			
Visitors	2014	2015	% Change
Number of Visitors	18,794	21,296	13.3
Source: Salmonoid Interpretation Centre			

Table 26. Johnson GEO Centre: January to December 2014 and 2015			
Visitors	2014	2015	% Change
Number of Visitors	52,067	51,027	-2.0
Source: Johnson GEO Centre			

Table 27. Sealer's Interpretation Centre			
Visitors	2014	2015	% Change
Number of Visitors	5,146	5,286	2.7
Source: Sealer's Interpretation Centre			

Table 28. Railway Coastal Museum			
Visitors	2014	2015	% Change
Number of Visitors	15,750	13,992	-11.2
Source: Railway Coastal Museum			

Table 29. Cruise Ship Statistics for Newfoundland and Labrador 2014 and 2015						
Port	2014			2015		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
St. John's	17	7,156	17,775	17	7,719	16,758
Corner Brook	8	4,490	8,610	12	5,565	10,565
Rest of the Province	44	5,620	10,154	24	4,877	7,839
Total	69	17,266	36,539	53	18,161	35,162
Source: Cruise Newfoundland and Labrador						