



**Department of Business, Tourism, Culture and Rural Development  
Year-End Provincial Tourism Performance 2014**

**Tourism Performance 2014**

**Overall Visitation and Expenditures:**

Newfoundland and Labrador recorded another successful year in tourism in 2014. Estimates indicate that the province received approximately 507,900 non-resident visitors from January 1 to December 31, 2014, representing an increase of 2% over 2013. Associated expenditures are estimated to have reached \$491.1 million, a 5.2% increase over 2013.

<b>Table I - Summary of Estimates of Non-Resident Tourism Visitation and Expenditures Newfoundland and Labrador 2013 and 2014</b>						
<b>Mode</b>	<b>2013</b>		<b>2014</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	99,900	\$92.2	92,600	\$87.1	-7.3	-5.4
Air	367,200	\$372.5	388,400	\$401.6	5.8	7.9
Cruise	30,800	\$2.7	26,800	\$2.4	-13.0	-11.1
Total	497,900	\$467.4	507,900	\$491.1	2.0	5.2
<p><b>Source:</b> Department of Business, Tourism, Culture and Rural Development, 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, 2014 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 6% over 2013 levels to an estimated 388,400 visitors. Expenditures for non-resident air visitors are estimated to have reached \$401.6 million, up 7.9% over 2013.

2014 is the fifth year in a row of declining non-resident auto traffic, with overall visitation declining 7.3% compared to the year before. Declines were realized in most auto markets during 2014: Maritimes -5.2%,

Ontario -11.6%, Quebec -0.6%, other Canada -6.4% and the United States -9.8%. Spending by auto visitors registered a decrease of 5.4% to \$87.1 million.

A review of detailed itinerary information provided by Cruise Newfoundland and Labrador indicates that the province received approximately 26,800 unique<sup>1</sup> cruise visitors during the 2014 cruise season. This performance follows the record of 39,100 unique visitors set in the 2012 cruise season and still represents the fourth highest level ever achieved since record keeping started in 1998. During the 2014 cruise season, the province was experiencing a trend towards smaller expedition ships which fits well with the nature and scale of our destination.

## **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 2,420,206 passengers for the period ending December 2014, an increase of 6.4% compared to 2013. St. John's, Gander, Deer Lake, Goose Bay, Stephenville and St. Anthony all reported increases in passenger movements (6%, 6%, 8%, 25%, 32% and 15% respectively) while Wabush reported a decline (-8%).

### ***Marine Atlantic***

Overall Marine Atlantic passenger movements between Newfoundland and Nova Scotia reached 307,257 for the period ending December 2014, a decrease of 6.7% over 2013 levels while the number of passenger related vehicles decreased 5.7% during the same period. The annual service between **Port Aux Basques** and North Sydney registered 1,530 crossings, 127 fewer than in the previous year, resulting in 282,263 passenger movements (-9.2%) and 99,014 passenger related vehicles movements (-8.6%). The seasonal service (June to September) between **Argentia** and North Sydney registered 76 crossings, 16 more than in the previous season, resulting in 24,994 passenger movements and 11,011 passenger related vehicle movements, increasing 35.0% and 32.6% respectively compared to 2013.

More crossings at Argentia during 2014 were due in part to significant decreases in the number of crossings the previous season when damage sustained by the MV Blue Puttees in August resulted in the cancellation of the service at Argentia for several weeks.

### ***Cruise Activity***

Newfoundland and Labrador recorded its highest levels ever of passenger arrivals on cruise ships for the 2012 season. Although the numbers have dropped from these record levels over the past couple of years, Cruise Newfoundland and Labrador reported another successful cruise season in 2014. The province recorded 69 port calls to 26 different ports by 20 vessels. Passenger and crew arrivals reached 36,539 and 17,266 respectively. As noted previously, at 26,800, the number of unique cruise visitors recorded was the fourth highest level ever achieved in the province.

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

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1 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 performance decreased slightly during 2014. Occupancy rates on a provincial level reached 51.0%, a decrease of 0.6 percentage points over 2013's 51.6%.<sup>2</sup> Performance was mixed at the regional level, with increases in Eastern (4.7 points) and Western regions (1.5 points) leading the province. Occupancy rates on the Avalon decreased 3.5 points, in the Central region 0.8 points and in Labrador 4.8 points. Average daily room rates were up across the board, with the provincial average daily rate up 4.4% to \$133. At 8.7%, the Central region recorded that highest increase in average daily rates compared to other regions. Rate increases were more moderate in the Eastern region (+1.2%) and the Western region (+2.0%) and surpassed 4% in both the Avalon region and Labrador.

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

<b>Region</b>	<b>2013</b>	<b>2014</b>	<b>Point Change</b>	<b>Average Daily Rate</b>
Province	51.6	51.0	-0.6	\$133.39 (+4.4%)
Avalon	66.3	62.8	-3.5	\$144.72 (+4.8%)
Eastern	36.7	41.4	4.7	\$118.80 (+1.2%)
Central	41.0	40.2	-0.8	\$120.86 (+8.7%)
Western	39.0	40.5	1.5	\$119.14 (+2.0%)
Labrador	61.2	56.4	-4.8	\$132.75 (+4.1%)

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

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

Visitation to the provincial VICs was down 1.5% overall for the operating period 17 May to 27 September 2014. The centres at St. John's and Deer Lake airports increased 4.4% while the number of visitors at the gateway centres located at Port Aux Basques and Argentia decreased 3.4%. The remaining highway centres reported a decrease of 9.7% in the number of visitors.

Specifically, the centres located at Argentia and the St. John's airport reported increases of 2.5% and 7.5% respectively in the number of visitors while all other centres reported decreases in the number of visitors (Notre Dame Junction -21.6%, Clarenville -8.1%, Port Aux Basques -5.8%, Whitbourne -14.3%, Deer lake Highway -0.6% and the Deer lake Airport -0.3%.

Based on available information, the regional visitor information centres in Marystown, Goobies and Newville all have reported increases in visitation during the 2014 operating season while the centres in Baie Verte, Bay Roberts, Corner Brook, Grand Falls-Windsor, Green Bay, Harbour Grace, Hawkes Bay, Irish Loop, Fortune and St. Anthony all reported decreases in the number of visitors seen during the 2014 operating season.

#### **Provincial Historic Sites**

Excluding the Bonavista Lighthouse<sup>3</sup>, Provincial Historic Sites reported an increase of 8.5% in visitation for the operating period May to October 2014, with performance mixed for the individual sites and seven of the ten sites reporting increases: Lester Garland Premises (15%), Mockbeggar Property (+37%), Hiscock House (12%), Trinity Interpretation Centre (4%), Commissariat House (29%), Newman Wine

<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.

<sup>3</sup> Visitor counts excluded due to different counting procedure than in 2013, numbers not comparable

Vaults (89%), and Cupids Plantation (5%). Decreases were reported at Heart's Content Cable Station (-4%), Point Amour Lighthouse (-5%) and Boyd's Cove (-1%).

The larger increases reported at the Newman Wine Vault and the Mockbeggar Property is due in part to the expanded operating season during 2014 while visits to Boyd's Cove were impacted by a closure from 29 August to 5 Oct due to renovation and maintenance issues.

Christmas events at Commissariat House held during late November and mid-December were very successful, attracting 1,406 visitors over a four day period, up from 1,160 visitors recorded during 2013 for similar events. Attendance at Christmas events at Commissariat House has been increasing year over year since 2008.

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

Overall, visits to National Historic Sites were down 13.5% for the operating season ending October 2014. All sites with the exception of the Port au Choix and the Ryan Premises reported a decrease in the number of visitors received during the 2014 operating season.

Visitor decreases were reported at Castle Hill (-9%), L' Anse Aux Meadows (-5%), Hawthorne Cottage (-9%), Signal Hill (Cabot Tower -27%), the Cape Spear Visitor Centre (-2%) and Red Bay (-11%) while Port au Choix and the Ryan Premises reported increases of 4% and 0.2% respectively.

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

Camping activity increased 7.8% at **Gros Morne National Park** for the operating period ending 31 October, 2014 while the number of visitors recorded at the Western Brook Pond Boat Tour increased 4% over 2013 levels and the number of visitors reported at the Lobster Cove Lighthouse increased 1%.

The number of visitors reported at the Visitor Centre, Discovery Centre, Broom Point and the pool decreased 18%, 1%, 11% and 23% respectively compared to the same period last year while the number of bus tours visiting Gros Morne for the period ending October 2014 decreased 7% over 2013, with the number of bus tour passengers declining 11%.

Camping activity increased 1.5% at **Terra Nova National Park** for the operating period ending 31 October, 2014. Visitation to the Visitor Centre increased 16% while the number of visitors reported at the Activity Centre increased 19%. The number of bus tours and passengers visiting Terra Nova for the period ending 31 October increased 6% and 12% respectively when compared to the same time period of last year.

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

The number of camping units registered at the province's system of Provincial Parks reached 62,913 during the 2014 camping season, a decrease of 4.5% compared to 2013 levels.

The two Provincial Parks located in the Eastern region reported an increase of 3% in the number of camping units registered during 2014 while the one park in Labrador reported a 6% increase. All other regions reported a decline in camping activity during 2014 and include a decline of 6% on the Avalon, a 3% drop in the Western region and a 13% decline in camping activity in Central Newfoundland.

On a park by park basis, five of thirteen Provincial Parks recorded an increase in camping activity in 2014 while eight reported a decline. La Manche Provincial park (Avalon region) recorded the largest increase (+6%) while Sandbanks Provincial Park (Western region) recorded the largest decline (-20%).

Camping activity attributed to residents of the province decreased 5% for the 2014 operating season while camping attributed to non-residents declined 3%.

#### **Newfoundland and Labrador Provincial Parks: Camping Units Registered by Region**

	<b>2013</b>	<b>2014</b>	<b>Percentage Change</b>
<b>Province by Region</b>	65,891	62,913	-4.5
Avalon	21,428	20,183	-5.8
Eastern	9,728	10,062	3.4
Central	11,120	9,710	-12.7
Western	23,129	22,444	-3.0
Labrador	486	514	5.8
<b>Province by Origin</b>			
Resident Camping Units	56,888	54,139	-4.8
Non-Resident Camping Units	9,003	8,774	-2.5

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

Provincial Parks recorded an overall occupancy rate of 51.3% during the 2014 camping season, down 2.5 points compared to the previous year.

The two Provincial Parks located in the Eastern region reported an increase of 2 points in their occupancy rate while the one park in Labrador reported a 1 point increase. All other regions reported a decline in occupancy levels, including a decline of 4 points on the Avalon, a 1 point drop in the Western region and a 8 point decline in Central Newfoundland.

On a park by park basis, five of thirteen Provincial Parks recorded an increase in occupancy levels during 2014 while eight reported a decline. Butter Pot Provincial Park (Avalon region) recorded the highest seasonal occupancy rate (68%) while Pinware River Provincial Park (Labrador Straits) recorded the lowest seasonal occupancy rate (22%).

#### **Newfoundland and Labrador Provincial Parks: Occupancy Rates by Region**

	<b>2013</b>	<b>2014</b>	<b>Point Change</b>
<b>Province by Region</b>	53.8	51.3	-2.5
Avalon	69.9	65.9	-4.0
Eastern	59.4	61.5	2.1
Central	60.6	52.9	-7.7
Western	42.2	40.9	-1.3
Labrador	20.5	21.6	1.1

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

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

2014 was a great year for the meetings and conventions sector, with 99 events of at least 50 room nights, down just 5 events from the record of 104 set in 2013. However, the number of delegates was below the record level reached in 2013, down 5.5% to 24,490. Total room nights attributed to the 99 events reached 37,600, down 11% compared to 2013.

### ***Provincial Museums***

With the exception of the Loggers Life Provincial Museum, visits to Provincial and Regional Museums increased during the 2014 operating season ending October. The **Labrador Interpretation Centre** recorded 2,665 visitors, an increase of 31% over 2013. This increase in part is due to enhanced services and programming.

The number of visitors reported at the **Mary March Provincial Museum** and The **Provincial Seamen's Museum** increased 10% and 0.2% respectively while The **Loggers Life Provincial Museum** reported 1,825 visitors, a decrease of 24% over 2013 levels.

**The Rooms** located in St. John's reported 42,681 visitors during the peak season May to October 2014, a decrease of 13% over 2013 levels. For the January to December period, the museum reported 65,384 visitors, also a decrease of 13% over 2013 levels.

### ***Other indicators***

Compared to the previous year, the number of visitors reported at the **Colony of Avalon** (Ferryland) increased 3% between June and October 2014. This increase has been attributed in part to the great weather experienced in July as well as the recent discovery of a 17<sup>th</sup> century crucifix.

The number of visitors reported at the **#2 Mine Tour on Bell Island** increased 9% during the 2014 operating season (June to September). The number of children visiting the mine increased 15% while the number of adults increased 6%.

Compared to 2013, the number of visitors reported at the **Matthew Legacy site** remained on par with 2013 (-0.6%) between June and September.

Arrivals at the Customs Office in Fortune (**St. Pierre and Miquelon ferry**) declined 3% for the May to October 2014 period. This decrease continues the steady decline in arrivals for the past four seasons. The 2014 decrease is mainly driven by the drop in the number of Newfoundland and Labrador residents returning from St. Pierre and Miquelon (-17%). Residents of St. Pierre and Miquelon arriving in the province at Fortune were up 2% compared to 2013 levels while residents from other Canadian provinces, the United States and other countries returning to Canada via Fortune increased 6% compared to last year.

Compared to 2013, traffic on the **Labrador Straits ferry** between the Island portion of the province and Labrador decreased during the May to October 2014 period. Specifically, the number of passengers and passenger related vehicles (both directions) declined 4% and 5% respectively.

Visitation to **Salmonier Nature Park** increased 3% for the 2014 operating season ending August, with increases reported in general visitation (+5%) and declines in group visitation (-6%) which is attributed to increased bus prices.

Visitation to the **Cape St. Mary's Ecological Reserve** increased 4% during the 2014 operating season reversing a steady decline experienced between 2010 and 2013. Officials had indicated that 2013 visitation was impacted in part by the disruption in Marine Atlantic ferry services to Argentina.

Visitation to **Mistaken Point Ecological Reserve** declined 30% during the 2014 operating season. This decrease was due in part to poor road conditions which led the late opening of the site.

Commercial/private campgrounds in the province reported an occupancy rate of 57% for the May to October 2014 period, an increase of approximately 4 points over 2013 levels.

### ***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 to attract and inform current and potential visitors to Newfoundland and Labrador.

In July 2012, the former Department of Tourism, Culture and Recreation (TCR) launched its tourism app, an extensive, complete and current source of Newfoundland and Labrador travel information. It includes a range of smart searching and location services, from discovering the nearest restaurant to finding a boat tour operator close by. Users can also access the latest news, blogs and social media postings.

The iPhone and iPad apps have been available at the *iStore* since June 2012 and by December, were downloaded a combined 5,901 times. For 2013, the first full year of availability, the iPhone and iPad apps were downloaded a combined 11,602 times. During 2014, the iPhone and iPad apps were downloaded 10,098 times, a decrease of 13.0% compared to 2013. This decline came from both downloads to the iPad and iPhone (-14% and -12% respectively).

Newfoundland and Labrador's social media postings were extremely well received during 2014, with statistics indicating increased exposure of the province's tourism product through a variety of social media channels. As a result, Facebook Likes, Twitter followers and YouTube subscribers all increased significantly over 2013 levels at 61%, 65% and 64% respectively.

Starting in 2015, the new Department of Business, Tourism, Culture and Rural Development (BTCRD) announced that Instagram (photo sharing platform) has been added to the Newfoundland and Labrador Tourism social media toolbox.

Between 1 January and 31 December, 2014, the department also received 38,065 inquiries for travel guides and related material from all sources including web, e-mail, telephone and other correspondence. In addition, 1,937,582 visits were registered at the province's tourism website [www.newfoundlandlabrador.com](http://www.newfoundlandlabrador.com). Compared to 2013, interest in the province as a travel destination increased 2% over last year.

## Comparative Performance Atlantic Provinces and Canada 2014

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.

Specifically, Newfoundland and Labrador was second only to Prince Edward Island with respect to growth in overall airport passenger movements, however, accommodation occupancy rates and room night sales fared better in the other Atlantic Canadian provinces. Summary information on various performance indicators for the Atlantic Provinces is presented in the following tables.

### Atlantic Canada Airport Passenger Movements

	2013	2014	Percentage Change
Newfoundland and Labrador	2,275,356	2,420,206	6.4
Nova Scotia	3,755,886	3,861,039	2.8
New Brunswick	1,231,245	1,294,227	5.1
Prince Edward Island	296,301	317,827	7.3

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

### Atlantic Canada Roofed Accommodation Occupancy Levels

	2013	2014	Point Change
Newfoundland and Labrador	51.6	51.0	-0.6
Nova Scotia	46.0	48.0	2.0
New Brunswick	51.0	52.0	1.0
Prince Edward Island	40.9	42.1	1.2

Sources: PEI, NS, NB: Provincial Departments of Tourism (Websites)

NL: Accommodation Module, Tourism Destination Management System (TDMS)

### Atlantic Canada Roofed Accommodation Room Night Sales

	2013	2014	Percentage Change
Newfoundland and Labrador	1,365,098	1,349,100	-1.2
Nova Scotia	2,442,000	2,508,000	2.7
New Brunswick	1,601,019	1,653,573	3.3
Prince Edward Island	549,800	575,871	4.7

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 year-end (December) 2014 performance compared to the same time period in 2013.

**Nova Scotia** is reporting a 1% increase in non-resident visits for the period ending December 2014, with automobile travel decreasing 2% compared to the same period in 2013 and air visitation increasing 7%. Airport passenger movements to December were up by almost 3%. The roofed accommodation occupancy rate was also up 2 points compared to 2013 levels.

Recording an increase of 5%, **New Brunswick's** airport passenger movements were up significantly for 2014, while the roofed accommodation occupancy rate increased 1 point. The number of US residents



crossing the border into the province by automobile for the first 11 months of the year was down 7% when compared to 2013 levels.

**Prince Edward Island** is reporting that non-resident automobile traffic on the Confederation Bridge was up approximately 2% for the year while airport passenger movements increased 7% during 2014. The roofed accommodation occupancy rate was up just over 1 point for the period January to December 2014.

For the period January to December 2014, overnight foreign visitation to Canada was up approximately 3%. Overnight trips from the US increased just under 1% and included a 1.3% decrease in automobile visits and 7.5% increase in visits by air. Visits from other countries increased 9.6% compared to 2013 levels.

***Overnight trips by Canadians*** to the US and other countries increased 1.5% 2014, continuing the previous year's upwards trend. Due in part to a weak Canadian dollar, overnight trips by Canadians to the US decreased 1.8% however trips to other destinations increased 9.6%.

**Detailed 2014 Travel/Tourism Indicators  
Newfoundland and Labrador**

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

March 2015

KEY PROVINCIAL TRAVEL AND TOURISM INDICATORS AT A GLANCE				
#	Key Travel/Tourism Indicator	2013	2014	Change
1	Passenger Traffic on Marine Atlantic	329,321	307,257	-6.7
2	Non-Residents Exiting (auto)	99,919	92,644	-7.3
3	Residents Exiting (auto)	61,467	58,459	-4.9
4	Vehicle Traffic on Marine Atlantic	116,650	110,025	-5.7
5	Airport Passenger Movements	2,275,356	2,420,206	6.4
6	Non-Residents Exiting (air)	367,172	388,364	5.8
7	Cruise Ship Port Calls	64	69	7.8
8	Cruise Ship Passenger Movements	41,376	36,539	-11.7
9	Unique Cruise Ship Passengers	30,842	26,821	-13.0
10	Roofed Accommodation Occupancy Rates	51.6	51.0	-0.6 percentage points
11	Provincial Parks (camping units)	65,891	62,913	-4.5
12	Provincial Visitor Information Centres	113,708	111,952	-1.5
13	Meetings and Conventions (St. John's)	104	99	-4.8
14	Convention Room Nights (St. John's)	42,252	37,600	-11.0
15	Convention Delegates (St. John's)	25,907	24,490	-5.5
16	Website Visits	1,872,997	1,937,582	3.4

**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 17, 2015 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 2013 and 2014 operating season. Comparisons are to the same time period of 2013 and 2014.

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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		
	2013	2014	% Change	2013	2014	% Change	2013	2014	% Change
Passengers Carried	310,815	282,263	-9.2	18,506	24,994	35.1	329,321	307,257	-6.7
Passenger Related Vehicles Carried (PRVs)	108,345	99,014	-8.6	8,305	11,011	32.6	116,650	110,025	-5.7
# of Crossings	1,657	1,530	-7.7	60	76	26.7	1,717	1,606	-6.5

**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.

Origin	2013	2014	% Change
Maritimes	46,860	44,422	-5.2
Ontario	26,942	23,813	-11.6
Quebec	6,173	6,139	-0.6
Western Canada	7,353	6,889	-6.4
United States	12,499	11,275	-9.8
Foreign	97	114	17.5
Province	99,919	92,644	-7.3

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

Origin	2013	2014	% Change
Newfoundland & Labrador	61,467	58,459	-4.9

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

<b>Airport</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
St. John's	1,486,945	1,576,130	6.0
Gander	133,595	141,984	6.3
Deer Lake	310,756	336,786	8.4
Stephenville	5,702	7,502	31.6
St. Anthony	16,801	19,340	15.1
Goose Bay	130,432	163,399	25.3
Wabush	191,125	175,065	-8.4
Province	2,275,356	2,420,206	6.4

**Source:** Airport Managers, Transport Canada.

<b>Museum</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
Mary March Provincial Museum	3,997	4,389	9.8
Provincial Seamen's Museum	3,000	3,005	0.2
Loggers Life Provincial Museum	2,399	1,825	17.8
Labrador Interpretation Centre	2,034	2,665	31.0
Overall	11,430	11,884	4.0

**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. Data presented for the Loggers Life Museum covers the period May to September.

<b>Visitors</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
# of Visitors (January to December)	74,929	65,384	-12.7
# of Visitors (May to October)	49,317	42,681	-13.5

**Source: The Rooms**

<b>Table 7. *Occupancy &amp; *Average Daily Rates by Region: January to December 2013 and 2014</b>			
<i>*Change in Occupancy presented as % point Change while *Change in Average Daily Rate is presented as % Change</i>			
	<b>2013</b>	<b>2014</b>	<b>Change</b>
<b>Province</b>			
Occupancy Rate	51.6	51.0	-0.6
Average Daily Rate	\$127.74	\$133.39	4.4
<b>Avalon Peninsula</b>			
Occupancy Rate	66.3	62.8	-3.5
Average Daily Rate	\$138.10	\$144.72	4.8
<b>Eastern Region</b>			
Occupancy Rate	36.7	41.4	4.7
Average Daily Rate	\$117.36	\$118.80	1.2
<b>Central Region</b>			
Occupancy Rate	41.0	40.2	-0.8
Average Daily Rate	\$111.14	\$120.86	8.7
<b>Western Region</b>			
Occupancy Rate	39.0	40.5	1.5
Average Daily Rate	\$116.83	\$119.14	2.0
<b>Labrador</b>			
Occupancy Rate	61.2	56.4	-4.8
Average Daily Rate	\$127.52	\$132.75	4.1
<b>Source:</b> Accommodation Module, Tourism Destination Management System (TDMS II)			
<b>Notes:</b> Data presented is current as of March 17, 2015 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 2012/13 and 2013/14</b>			
	<b>2012/2013</b>	<b>2013/2014</b>	<b>% Change</b>
Ski Days	83	85	2.4
Skier Visits	66,069	67,078	1.5
<b>Source:</b> Marble Mountain Development Corporation			

<b>Origin</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
Returning Residents	2,906	2,402	-17.3
St. Pierre & Miquelon	3,243	3,307	2.0
Other Canadians	2,530	2,713	7.2
United States	278	256	-7.9
Other Countries	143	167	16.8
<b>Overall</b>	<b>9,100</b>	<b>8,845</b>	<b>-2.8</b>

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

	<b>2013</b>	<b>2014</b>	<b>% Change</b>
Number of Exiting Buses	90	73	-18.9

**Source:** Marine Atlantic Traffic Reports.

<b>Provincial Chalet</b>	<b>2013 Season</b>	<b>2014 Season</b>
Port Aux Basques	16,232	15,647
Deer Lake (Highway)	12,208	12,511
Deer Lake (Airport)	28,061	26,809
Notre Dame Junction	6,562	5,201
Clarenceville	7,431	6,958
Whitbourne	9,386	8,200
Argentia	6,518	7,088
St. John's (Airport)	59,405	56,822
<b>Total</b>	<b>145,803</b>	<b>139,236</b>

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



<b>Provincial Chalet</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
Port Aux Basques	16,232	15,298	-5.8
Deer Lake (Highway)	12,208	12,129	-0.6
Deer Lake (Airport)	21,613	21,545	-0.3
Notre Dame Junction	6,562	5,147	-21.6
Clarendville	7,431	6,828	-8.1
Whitbourne	9,386	8,048	-14.3
Argentia	6,518	6,679	2.5
St. John's (Airport)	33,758	36,278	7.5
<b>Province (Total)</b>	<b>113,708</b>	<b>111,952</b>	<b>-1.5</b>

**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.

<b>Provincial Historic Site</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
Cape Bonavista Lighthouse	10,771	20,923	n/a
Heart's Content Cable Station	4,798	4,626	-3.6
Ryan Shop Mercantile Building	4,248	4,893	15.2
Point Amour Lighthouse	5,260	5,015	-4.7
Trinity Interpretation centre	7,639	7,970	4.3
Quidi Vidi Battery	Not Open	Not Open	n/a
Mockbeggar Plantation	3,019	4,093	35.6
Hiscock House	3,613	4,059	12.3
Commissariat House	4,426	5,633	27.3
Boyd's Cove	8,144	6,690	-17.9
Newman's Wine Vault	2,377	4,536	90.8
Cupid's Plantation	3,432	3,606	5.1
<b>Province (Excluding the Bonavista Lighthouse)</b>	<b>46,956</b>	<b>51,121</b>	<b>8.9</b>
<b>Province (Including the Bonavista Lighthouse)</b>	<b>57,727</b>	<b>72,044</b>	<b>n/a</b>

**Source:** Heritage Division Department of Business, Tourism, Culture and Rural Development. Season and operating hours may vary by season

Comparisons for the Bonavista Lighthouse are excluded due to change in the counting methodology

<b>Table 13. Terra Nova National Park Visitation (Operating Season ending October) 2013 and 2014</b>			
<b>Terra Nova Park</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
Camper Nights	17,222	17,482	1.5
Visitor Centre	16,676	19,760	18.55
Activity Centre	2,355	2,910	23.6
Motorcoach Visits	60	64	6.7
Motorcoach Passengers	2,210	2,523	14.2
<b>Source:</b> Parks Canada, Terra Nova National Park			

<b>Table 14. Gros Morne National Park Visitation: (Operating Season ending October) 2013 and 2014</b>			
<b>Gros Morne Park</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
# of Visitors (June to October)	192,000	184,000	-4.2
Camper Nights	9,457	10,194	7.8
Visitors (Discovery Centre)	23,782	23,601	-0.8
Visitors (Visitor Centre)	37,725	31,038	-17.7
Visitors (Lighthouse)	18,824	19,032	1.1
Visitors (Broom Point)	8,476	7,551	-10.9
Motorcoach Visits	178	165	-7.3
Motorcoach Passengers	6,096	5,422	-11.1
Boat Tours (People)	22,993	22,957	4.2
<b>Source:</b> Parks Canada, Gros Morne National Park			

<b>Table 15. National Historic Sites: (Operating Season) 2013 and 2014</b>			
<b>Historic Site</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
L'Anse Aux Meadows	21,952	20,796	-5.3
Port Au Choix	7,004	7,263	3.7
Red Bay	7,699	6,892	-10.5
Castle Hill	8,815	8,036	-8.8
Ryan Premises	6,067	6,081	0.2
Hawthorne Cottage	2,518	2,305	-8.5
Signal Hill (Cabot Tower)	51,398	37,360	-27.3
Cape Spear (Visitor Centre)	20,761	20,408	-1.7
Total	126,214	109,141	-13.5

**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.

<b>Table 16 (a). Provincial Parks: Camping Units Registered (Operating Season) 2013 and 2014 by Park</b>			
<b>Provincial Park</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
Barachois Pond	12,177	12,005	-1.4
Blow Me Down	1,016	1,053	3.6
J. T. Cheeseman	2,996	2,793	-6.8
Pinware River (Labrador)	486	514	5.8
Pistolet Bay	1,492	1,280	-14.2
Sandbanks	1,394	1,162	-16.6
Squires Memorial	4,054	4,151	2.4
<b>Western &amp; Labrador Straits Region</b>	<b>23,615</b>	<b>22,958</b>	<b>-2.8</b>
Dildo Run	3,264	2,966	-9.1
Notre Dame	7,856	6,744	-14.2
<b>Central Region</b>	<b>11,120</b>	<b>9,710</b>	<b>-12.7</b>
Frenchman's Cove	5,535	5,837	5.5
Lockston Path	4,193	4,225	0.8
<b>Eastern Region</b>	<b>9,728</b>	<b>10,062</b>	<b>3.4</b>
Butter Pot	14,840	13,950	-6.0
La Manche	6,588	6,233	-5.4
<b>Avalon Region</b>	<b>21,428</b>	<b>20,183</b>	<b>-5.8</b>
Province	65,891	62,913	-4.5

**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) 2013 and 2014 by Origin</b>			
	<b>2013</b>	<b>2014</b>	<b>% Change</b>
Newfoundland and Labrador	56,888	54,139	-4.8
Other Canada	7,023	6,680	-4.9
United States	1,352	1,515	12.1
Other Countries	628	579	-7.8
<b>Province</b>	<b>65,891</b>	<b>62,913</b>	<b>-4.5</b>

<b>Table 17. Cape St. Mary's, Burnt Cape and Mistaken Point Ecological Reserve: (May 1 to October 15) 2013 and 2014</b>			
	<b>2013</b>	<b>2014</b>	<b>% Change</b>
Number of Visitors Cape St. Mary's	11,780	12,290	4.3
Number of Visitors Mistaken Point	1,139	796	-30.1
<b>Source:</b> Parks & Natural Areas Division, Department of Environment and Conservation.			
Notes: Very poor access roads to Mistaken Point in 2014			

<b>Table 18. Salmonier Nature Park: June to October 2013 and 2014</b>			
<b>Visitors</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
General Visitation	35,834	37,471	4.6
Community/Recreation and School Groups (Visitors)	5,060	4,913	-2.9
# of Visitors (Total)	40,894	42,384	3.6
<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 October 2013 and 2014</b>			
<b>Visitors</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
# of Visitors	16,743	17,202	2.7
<b>Source:</b> Colony of Avalon Foundation (Ferryland)			

<b>Table 20. Matthew Legacy Centre/: (Operating Season) 2013 and 2014</b>			
<b>Visitors</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
# of Visitors	6,793	6,753	-0.6
<b>Source:</b> Matthew Legacy Centre			

<b>Table 21. MC &amp; IT and Event Statistics City of St. John's: 2013 and 2014</b>			
	<b>2013</b>	<b>2014</b>	<b>% Change</b>
# of MC & IT and Events	104	99	-4.8
# of MC & IT and Event Room Nights	42,252	37,600	-11.0
# of MC & IT and Event Delegates	25,907	24,490	-5.5
<b>Source:</b> Destination St. John's			

<b>Table 22. Strait of Belle Isle Ferry Service: May to October 2013 and 2014</b>			
<b>Both Directions</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
Passenger Movements	78,614	75,335	-4.2
Passenger Vehicle Movements	33,025	31,363	-5.0
<b>Source:</b> Department of Transportation and Works			

<b>Table 23. Bell Island # 2 Mine Tour (June to September) 2013 and 2014</b>			
<b>Visitors</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
# of Visitors	9,083	9,896	9.0
<b>Source:</b> Bell Island Heritage Society			

<b>Table 24. Cruise Ship Statistics for Newfoundland and Labrador 2013 and 2014</b>						
<b>Port</b>	<b>2013</b>			<b>2014</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>
St. John's	13	5,889	12,753	17	7,156	17,775
Corner Brook	13	8,745	18,335	8	4,490	8,610
Rest of the Province	38	5,810	10,288	44	5,620	10,154
<b>Total</b>	<b>64</b>	<b>20,444</b>	<b>41,376</b>	<b>69</b>	<b>17,266</b>	<b>36,539</b>
<b>Source:</b> Cruise Newfoundland and Labrador						