



**Department of Tourism, Culture, Industry and Innovation (TCII)
Year-To-Date (YTD) Tourism Highlights September 2017***

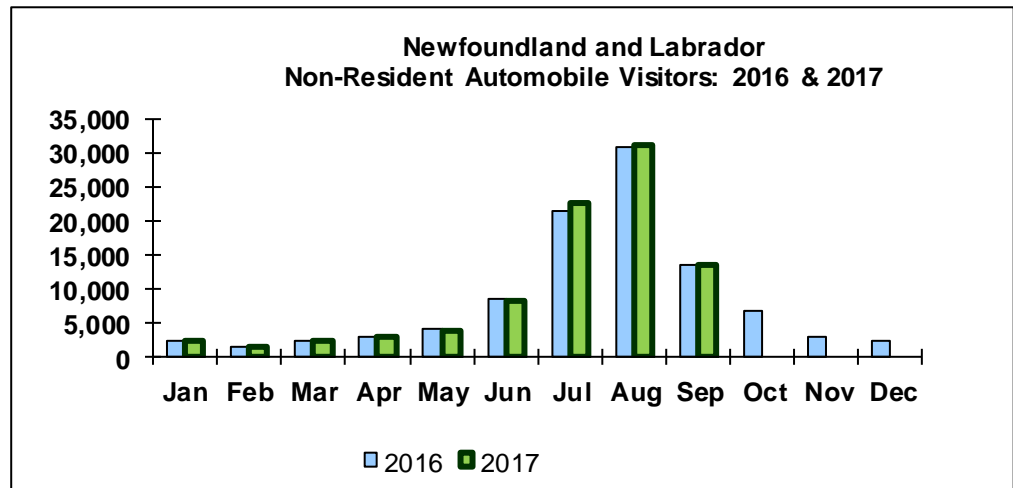
(*Data presented is subject to change, reporting period may vary by indicator)

- The number of non-resident automobile visitors travelling to the province reached 89,331 to the end of September 2017, an increase of 0.9% compared to the same time period of last year.
- The number of boarding and deplaning passengers recorded at the province’s seven major airports reached 1,872,427 passengers for the period ending September 2017, a decrease of 2.1% compared to the same time period of last year.
- Available information indicates that the provincial accommodations occupancy rate reached 52.9% for the period ending August 2017, an increase of 2.0 points¹ over last year.

Key Tourism Indicators January to September 2017

Marine Atlantic

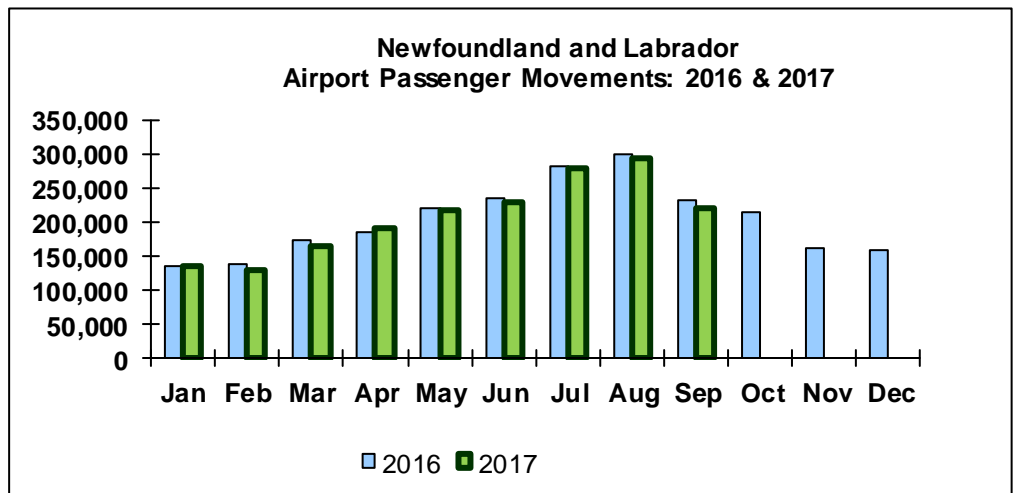
- Overall, Marine Atlantic passenger movements (both directions) reached 283,963 to the end of September 2017, an increase of 0.9% over last year. Passenger-related vehicle movements also increased 1.2% during the same period to 104,806 vehicles.
- The number of non-resident automobile visitors traveling to the province is estimated to have reached 89,331 for the period ending September 2017, an increase of 0.9% over 2016 levels. The number of residents exiting by automobile also increased 3.7% to 51,131 over the same period.



¹ **Occupancy rate:** This is the total number of room or units sold divided by the total number of room or units available during the month. It represents the utilization rate of the sample reporting at time of publication. Occupancy levels are subject to revision pending further reporting by the Province’s accommodation operators.

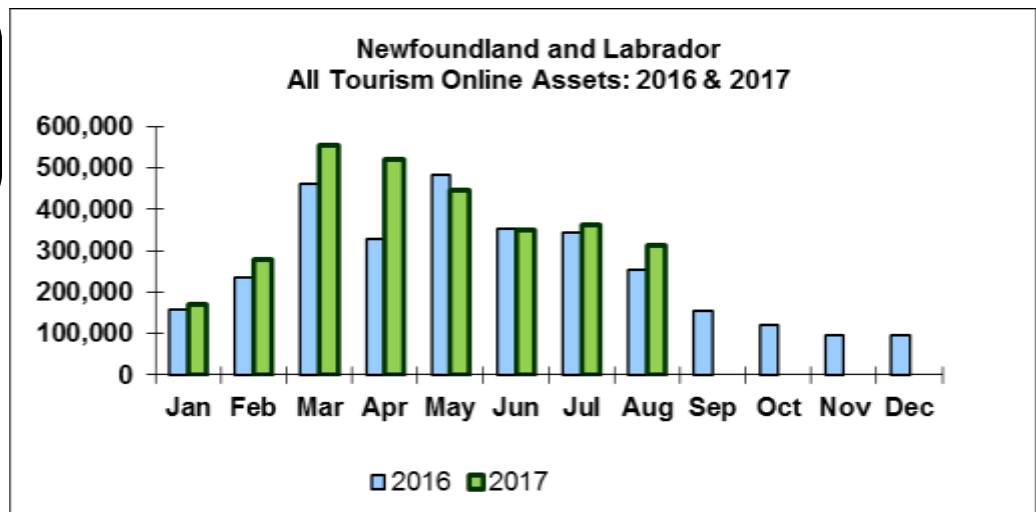
Air Passenger Movements

- Airport activity (boarding and deplaning passenger movements) for St. John's, Gander, Deer Lake, Stephenville, St. Anthony, Goose Bay and Wabush reached 1,872,427 passenger movements for the period ending September 2017, a decrease of 2.1% over the same time period in 2016.
- The Department of Tourism, Culture, Industry and Innovation (TCII) through the Sector Research Division (Tourism) is currently reviewing the 2016 exit survey data collected at selected major airports. Estimates related to the level of non-resident air visitation during 2016 and 2017 will be available at a later date.



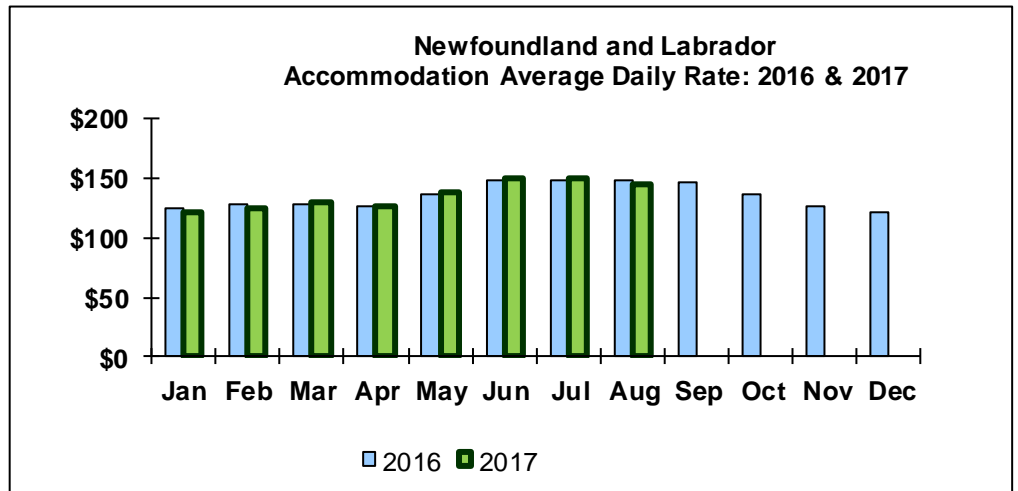
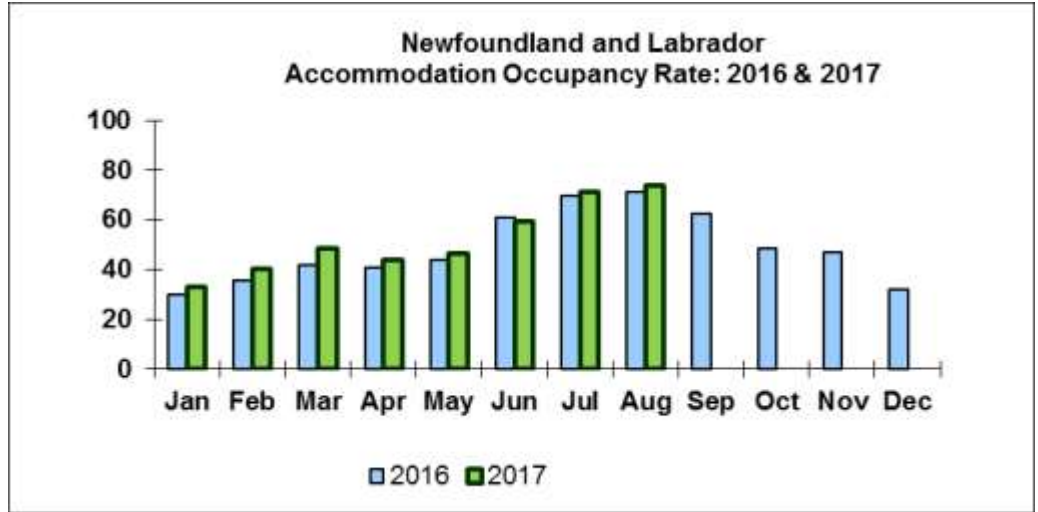
Digital Assets

- Newfoundland and Labrador Tourism online assets include www.newfoundlandlabrador.com , www.icebergfinder.com , the new itinerary planner and various campaign and conversion pages.
- Visits to all of the digital assets were reached 2,986,493 for the period ending August 2017, an increase of 14.2% over the same time period of 2016.



Accommodations

- Accommodation occupancy as available (approximately 98% coverage) of all provincially licensed room nights) reached 52.9%, for the period ending August 2017, an increase of 2.0 points compared to the same period in 2016.
- The average daily rate as available (approximately 98% coverage) of all provincially licensed room nights) reached \$139 for the period ending July 2017, a decrease of 0.5% compared to last year.



Background Tourism Performance 2015/2016

- In 2016, the Department of Tourism, Culture, Industry and Innovation (TCII) conducted its Non-resident Visitor Exit Survey. The results of this survey are critical inputs to estimate non-resident visitor numbers as well as non-resident visitor spending. As TCII is still processing the results of the survey, some estimates are not available at the time of writing. These estimates include: non-resident air visitation as well as non-resident air and auto spending. This also affects the availability of total visitation and spending estimates.
- Non-resident automobile visitation to the province reached an estimated 101,000 visitors in 2016, an increase of 4.8% compared to 2015 levels.
- A review of detailed itinerary information provided by the Cruise Association of Newfoundland and Labrador (CANL) indicates that the province received approximately 23,545 unique cruise visitors during the 2016 cruise season, an increase of 9.2% compared to the previous season.

2015 – 2016 Non-resident Visitors by Mode of Transportation

	2015	2016	Year-over-Year Change
Non-resident visitors – air	385,068	n/a	n/a
Non-resident visitors – auto	96,383	101,004	4.8%
Sub-total (air and auto)	481,451	n/a	n/a
Non-resident visitors - cruise	21,563	23,545	9.2%
Grand Total	503,014	n/a	n/a

	2015	2016	Year-over-Year Change
Non-resident expenditures – air	\$399.9	n/a	n/a
Non-resident expenditures – auto	\$91.0	n/a	n/a
Sub-total (air and auto)	\$490.9	n/a	n/a
Non-resident expenditures - cruise	\$1.9	\$2.1	10.5%
Grand Total	\$492.8	n/a	n/a

About These Statistics

The Sector Research Division (Tourism), Department of Tourism, Culture, Industry and Innovation is responsible for the maintenance of a travel/tourism data base that permits the monitoring of various statistical indicators. This is achieved through the co-operation of many industry stakeholders and Departmental staff that provide data to the division on a regular basis.

This comprehensive travel and tourism database includes as its primary/core indicators counts of marine and air passenger movements (including estimates of non-resident visitors) at the major entry/exit points in the province. Secondary indicators includes performance measures/visitation statistics for numerous facilities and sites in the province as well as the collection of detailed operating statistics for the province's accommodation sector (availability, sales, occupancy and related revenues for all licensed operators).

This can be accessed at http://www.tcii.gov.nl.ca/tourism/tourism_research/stats/index.html

Sector Research Division (Tourism); October 18, 2017

2017 DEPARTMENT OF TOURISM, CULTURE, INDUSTRY AND INNOVATION FLASH SHEET - KEY TRAVEL AND TOURISM INDICATORS YEAR-TO-DATE (YTD)

Key Travel & Tourism Indicator	YTD % Change	YTD	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	Oct	Nov	Dec
Number of Marine Atlantic Crossings (Both Directions) ¹	-1.0	1,311	100	87	98	123	152	176	206	210	179			
Passenger Traffic on Marine Atlantic (Both Directions) ²	0.9	283,963	9,542	7,124	9,835	15,446	19,580	33,032	74,454	77,489	37,461			
Non-Residents Exiting (auto) ³	0.9	89,331	2,562	1,554	2,355	3,020	4,037	8,313	22,830	31,119	13,541			
Residents Exiting (auto) ⁴	3.7	51,131	2,481	1,985	2,624	4,684	4,954	6,867	10,116	11,587	5,833			
Vehicle Traffic on Marine Atlantic (Both Directions) ⁵	1.2	104,806	2,981	1,987	2,925	5,250	7,129	12,767	27,332	28,797	15,638			
Airport Passenger Movements ⁶	-2.1	1,872,427	137,122	130,550	164,767	193,314	218,741	230,672	280,394	294,273	222,594			
Non-Resident Exiting (air) ⁷														
Roofed Accommodation Occupancy Rates ⁸	2.0 points	52.9	33.2	40.1	48.4	43.9	46.5	59.2	71.1	73.7				
Roofed Accommodation Average Daily Rate ⁹	-0.5	\$139	\$122	\$125	\$130	\$126	\$139	\$150	\$150	\$145				
Provincial Museums ¹⁰	-26.1	30,066	-	-	-	-	6,733	9,985	13,348				-	-
Provincial Historic Sites ¹¹	-2.0	93,606	Closed	Closed	Closed	Closed	2,290	16,045	29,203	27,525	18,543			Closed
National Historic Sites ¹²	26.3	145,674	Closed	Closed	Closed	Closed	3,211	24,649	47,152	47,204	23,458		Closed	Closed
Provincial Visitor Information Centres (VICs) ¹³	6.4	140,310	-	-	-	-	7,009	27,008	41,758	40,931	23,604		-	-

Notes:

1. The number of crossings between Newfoundland and Nov Scotia by Marine Atlantic (both directions). Covers the period January to September
2. Passengers carried (both directions) by Marine Atlantic cover the period January to September.
3. Non-resident auto visits cover the period January to September.
4. Residents exiting by Automobile cover the period January to September. A decrease in residents means less leaving the province by automobile to travel to destinations outside the province. This may not necessarily translated into more in-province travel by residents.
5. Passenger-related traffic carried (both directions) by Marine Atlantic covers the period January to September.
6. Airport passenger movements at the province's seven major airports (St. John's, Gander, Deer Lake, Stephenville, St. Anthony, Goose Bay and Wabush) cover the period January to September
7. Non-resident air visits cover the period January to September. Estimates are based on results from the 2016 Provincial Exit Survey Program and 2016 airport boarding passenger volumes.
- 8, 9. Roofed accommodation occupancy and average daily rates cover the period January to August. Data is current as of October 18, 2017 and is subject to revisions pending further reporting by the Province's operators. Increase or decrease in occupancy levels is presented as point change. Increase or decrease in average daily rate is percent change
10. The System of Provincial Museums (*The Rooms*, Mary March, Seamen's and Labrador Interpretation Centre) covers the period May 1 – July 31.
11. The System of Provincial Historic Sites covers the operating season ending September.
12. The System of National Historic Sites covers the season ending September.
13. Visitors to the system of Provincial VIC'S cover the period May 18 – September 29