



Department of Tourism, Culture and Recreation Backgrounder Year-End Provincial Tourism Performance 2008 and Early Tourism Outlook 2009

Tourism Performance 2008

Highlights:

- From January 1, 2008 to December 31, 2008, there were an estimated 480,100 non-resident visits to Newfoundland and Labrador, a **decrease of 2.0%** over the same period in 2007. Non-resident tourism expenditures in the Province from January 1, 2008 to December 31, 2008 were estimated to be \$369.3 million, an increase of 3.3% over the same period in 2007.

Mode	2006		2007		2008	
	Visits	Expenditures \$M	Visits	Expenditures \$M	Visits	Expenditures \$M
Auto	121,900	\$73.0	127,500	\$76.7	114,100	\$70.6
Air	349,700	\$290.5	333,900	\$278.5	346,200	\$297.1
Cruise	24,800	\$1.9	28,700	\$2.2	19,800	\$1.6
Total	496,400	\$365.4	490,100	\$357.4	480,100	\$369.3

Source: Department of Tourism, Culture and Recreation, Strategic Planning and Policy Division

Note: Based on results from the 2003/2004 Newfoundland and Labrador Air and Auto Exit Survey Program and annual Travel Indicator Program. Data subject to revisions.

- The small decline in visitation (-2.0%) experienced during 2008 followed the -1.3% decline recorded during 2007. This decline in two consecutive years was in contrast to the growth cycle experienced between 2003 and 2006 (average annual growth over this time period was 4%). The decline in 2008 is attributed to fewer non-resident automobile and cruise visitors which offset the increases recorded in non-resident airline visitors.
- Airport passenger movements at the Province's six major airports increased 5% during 2008 to 1.8 million passenger movements. Increases have been recorded for Gander (+33%), Wabush (+21%), Deer Lake (+6%), St. John's (+3%) and Goose Bay (+2%) while decreases were recorded at St. Anthony (-2%) and Stephenville (-1%).
- Based on these estimates, non-resident airline visits increased 3.7% to 346,200 for the period ending December 2008. The increase in air arrivals has arisen in part because of an increase in

air access as measured by the total number of flights and airline seats available in the peak travel season of 2008.

- Total Marine Atlantic ferry passenger traffic in 2008 reached approximately 387,600 passengers, a decrease of -7% compared with 2007. Non-resident auto visitors decreased by -11% for the period January 1, 2008 to December 31, 2008 to approximately 114,100 travellers. Residents exiting the province via Marine Atlantic also declined -3% compared to last year.
- As noted the number of non-resident automobile visitors traveling to the province decreased -11% over last year's levels. This increase is being driven by less visitors from the province's primary target markets of Ontario (-15%) and to a lesser extent from the Maritimes (-7%). The number of automobile visitors decreased from all other geographic origins as well and included declines from the United States (-18%). Automobile traffic from the United States has dropped steadily for the last seven years (2002 to 2008).
- Cruise Newfoundland and Labrador reported 102 port calls during the 2007 cruise season, down from 105 recorded in 2006. Even with the small drop in port calls, passenger and crew visits reached 36,885 and 18,546 respectively, increases of about 8% each over the 2006 cruise season. During the 2007 cruise season, 45 different communities (26 Island portion, 19 Labrador) in the province received at least one port call in 2007, up from 35 different communities (20 Island portion, 15 Labrador) during the 2006 season.
- Unique cruise ship visitors (*a count of one regardless of the number of port calls made by the visitor*) during 2007 reached 19,800 a decrease of -31% over levels achieved during the 2007 cruise season, The number of unique cruise ship visitors has been trending upwards for the period 2003 to 2007.
- The Meetings, Conventions and Incentive Travel (MC&IT) market in Newfoundland and Labrador remained solid during 2008. Major meeting and convention activity, for those exceeding 50 delegates, in the St. John's destination area increased significantly over 2007 levels with an expected increase of over 16,000 delegates to about 36,400 for 2008 marking a record high. While the number of delegates increased, the number of conventions decreased from 100 last year to 78, reflecting a rise in the number of relatively large conventions.
- Based on available information (90% return rate as of January 27, 2009), 2008 roofed accommodation occupancy rates for the Province increased 3.3 points over the previous year. Occupancy levels, during 2008, increased at least one point in all regions of the province with the exception of Eastern region. Specifically, increases were reported for the Avalon Peninsula (+2 points), Central region (+3 points), Western region (+4 points) and Labrador (+8 points). Occupancy levels decreased -1 point in the Eastern region. These figures will be adjusted as final data for 2008 is received from operators.
- Between January 1, 2008 and December 31, 2008 the Department of Tourism, Culture and Recreation received 73,771 inquiries for travel guides and related material from all sources including web, e-mail, telephone and other correspondence. In addition 859,232 visits were registered at the province's tourism website www.newfoundlandandlabrador.com Compared to the same time period in 2007, this represents a 13% increased interest in Newfoundland and Labrador as a travel destination.

Early Tourism Outlook 2009:

- Performance in the Tourism industry follows economic cycles. Despite small declines in the last couple of years, non-resident visitation to Newfoundland and Labrador has increased on average 2% annually (13% in total) over the past six years (2003 to 2008).

- 2009 will certainly be a challenging year and growth prospects, particularly in the short term remain uncertain as economic worries continue to spread, offsetting the positive effect of declining gasoline prices. The global credit crunch and continuing stock market losses have left many Canadian households very uncertain about general finances including plans for travel.
- According to the Conference Board of Canada, consumer confidence has fallen to its lowest level since Canada entered its last economic recession in the early 90s. All components of the index declined in the early part of the fourth quarter as survey respondents reported that it was not a good time to make major purchases (including travel). Views about their current and future financial situation continue to deteriorate.
- Consumer confidence declined in all regions of the country in November with the exception of the Atlantic (Nova Scotia being a primary market) provinces and in particular Newfoundland and Labrador. While Ontario, another primary market for province posted only a small decline in consumer confidence during November, there index has dropped significantly since September.
- According to the Conference Board of Canada Travel Intention survey (October 2008), only 39% of Canadians intended to take a winter vacation (November to April) this year, down from the 48% reported one year earlier. The largest drop was in trips to the US and other international destinations. In addition to the poor economic conditions, the weaker Canadian dollar has likely tarnished the appeal of winter trip outside of Canada.
- While the largest drop in travel intentions was for USA and international trips (above), plans for domestic trips by Canadians also fell. The decline in plans for domestic trips has fallen steadily in the last three October surveys.
- The outlook of US travel to Canada, which accounts for about 12% of the Newfoundland and Labrador market, remains weak with US consumer confidence levels near record lows, US consumers are much more pessimistic about current and future economic conditions.
- Forecasts suggest travel by US residents is on a declining trend and worsening economic conditions will hamper growth in US leisure travel over the medium term. Research also suggests that the focus will be on value with travelers choosing lower cost accommodations and destinations as well as taking shorter trips.
- While overall leisure travel intentions in the United Kingdom appeared to be holding steady however economic concerns have potential travelers choosing short haul destinations over trips to the United States and Canada.
- The largest travel company in Germany is optimistic about growth prospects for the winter season however higher product prices and fuel surcharges have hurt demand for long haul destinations. Demand for travel in the latter part of 2009 is more cautious as economic conditions worsen.
- Canada's price competitiveness is expected to increase against most competitive destinations in the first quarter of 2009, in large part because of the weakening Canadian dollar. The latest competitive price analysis suggests that while average airfares to Canada are expected to increase slightly from many key markets, broader increases in airfares to other destinations will contribute to improved price competitiveness for Canada during the first quarter.

Newfoundland and Labrador Early Outlook Information 2009:

- For the Meetings, Conventions and Incentive Travel (MC&IT) market in Newfoundland and Labrador, tentative bookings for 2009 and 2010 suggest growth in this market as bookings to date are outpacing last year's levels.
- Cruise Newfoundland and Labrador has 136 port calls tentatively booked for the 2009 cruise season so far (cited from www.cruisefree.com as of January 22, 2009). While more bookings are expected by Cruise Newfoundland and Labrador, this level is below the 152 port calls recorded during the 2008 cruise season. It is noted that the 2009 tentative bookings are currently ahead of 2007 port calls (102).
- Tourism inquiries and web site visits continue to be robust during the early part of 2009 as data to the end of January indicates an increase in the level of interest in the province as a vacation destination. Interest as measured by inquiries and website visits showed a 13% increase for the period January to December 2008.
- Looking ahead to 2009 and 2010, the province also will be celebrating two notable historic milestones including the Life and Voyages of Captain Robert (Bob) Bartlett of Brigus in 2009 and the 400th Anniversary of the founding of Cupers Cove Colony (Cupids) in 2010. The new Newfoundland and Labrador Tourism Vision is expected in 2009.
- Other upcoming events include the hosting of the East Coast Music Awards in Corner Brook in late February and early March 2009 and the hosting of the Juno Awards in St. John's in April 2010. Cain's Quest which is a 2,300 km snowmobile race through Labrador's wilderness will take place in March 2009 and include the communities of Labrador City, Churchill Falls, Makkovik, Postville, Rigolet, and Happy Valley-Goose Bay.

Table II (below) provides an at-a-glance summary of key indicators of provincial tourism performance for 2008.

Appendix 1 contains a detailed listing of all available Newfoundland and Labrador travel and tourism indicators.

About These Statistics

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

Strategic Planning and Policy Division; February 3, 2009

TABLE II: KEY PROVINCIAL TRAVEL AND TOURISM INDICATORS AT A GLANCE TO DECEMBER 2008			
#	Key Travel/Tourism Indicator	% Increase Compared to the Same Time Period of 2007	% Decrease Compared to the Same Time Period of 2007
1	Passenger Traffic on Marine Atlantic		-7%
2	Non-Residents Exiting (auto)		-11%
3	Residents Exiting (auto)		-3%
4	Vehicle Traffic on Marine Atlantic		-7%
5	Exiting Buses		-3%
6	Airport Passenger Movements	+5%	
7	Non-Residents Exiting (air)	+4%	
8	# of Total Port Calls	+49%	
9	Cruise Ship Passenger Movements		-12%
10	Unique Cruise Ship Passengers		-31%
11	Roofed Accommodation Occupancy Rates	+3 Points	
12	Provincial Visitor Information Centres		-9%
13	Meetings and Conventions (St. John's)		-22%
14	Convention Delegates (St. John's)	+80%	
15	Inquirers/Website Visits	+13%	

Source: Department of Tourism, Culture and Recreation, Strategic Planning and Policy 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. While shown in the debit column, a decrease in residents means fewer leaving the province by automobile to travel to destinations outside the province. This has not necessarily translated into greater in-province travel by residents who have also been impacted by the price of fuel.
4. Passenger related traffic carried by Marine Atlantic covers the period January to December.
5. The number of exiting buses covers the period May to October.
6. Airport passenger movements at the province=s seven major airports cover the period January to December.
7. Non-resident air visitors cover the period January to December.
- 8, 9, 10. The number of cruise ship port calls and associated passengers covers the cruise season.
11. Roofed accommodation occupancy levels cover the period January to December. Data is current as of January 27, 2009 and is subject to revisions pending further reporting by the Province=s operators. Increase or decrease is presented as % point change.
12. Visitors to the system of Provincial VIC=S covers the period May to September/October
- 13, 14 As reported by Destination St. John=s for groups of +50 or more delegates.
15. Tourism Marketing Division. Data is for January to December

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Detailed 2008 Travel/Tourism Indicators
Newfoundland and Labrador

Strategic Planning and Policy Division
Department of Tourism, Culture and Recreation

As of January 27, 2009

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Note bene: The following travel and tourism indicators are for the 2008 operating season. Comparisons are to the same time period of 2007.

Marine Atlantic

- Overall passenger traffic on the Marine Atlantic Ferry System decreased -7% during 2008 while passenger related vehicle traffic on the Marine Atlantic Ferry System also decreased -7%.
- It is estimated that non-resident automobile visits decreased -11% covering the period January to December. Traffic from the province's primary target markets for the 2008 advertising campaign (the Maritimes and Ontario) decreased -7% and -15% respectively compared to 2007 levels.
- The number of visitors from Quebec decreased -12% compared to last year while the number of visitors from Western Canada decreased -3%. The number of visitors reported from the USA declined -18. Automobile traffic from the United States has dropped steadily for the last seven years (2002 to 2008).
- Residents travelling outside the province via Marine Atlantic decreased 3% during 2008.
- Exiting bus traffic on the Marine Atlantic Ferry System decreased -3% between May and October 2008 (- 5 buses).

Airports

- Airport passenger movements at the Province's six major airports increased 5.3% during 2008 to 1.8 million passenger movements. Increases have been recorded for Gander (+33%), Wabush (+21%), Deer Lake (+3%), St. John's (+3%) and Goose Bay (+2%) while decreases were recorded at St. Anthony (-2%) and Stephenville (-1%).
- Based on these estimates, non-resident airline visits increased 4% for the period ending December 2008.

Accommodation Occupancy Rates

- Based on available information (90% return rate as of January 27, 2009), 2008 roofed accommodation occupancy rates for the Province increased 3.3 points over the previous year. Occupancy levels, during 2008, increased at least one point in all regions of the province with the exception of Eastern region. Specifically increases were reported for the Avalon Peninsula (+2 points), Central region (+3 points), Western region (+4 points) and Labrador (+8 points). Occupancy levels decreased -1 point in the Eastern region. These figures will be adjusted as final data for 2008 is received from operators.
- Based on available information (87% return rate of January 27, 2009), preliminary commercial campground occupancy rates for May to October 2008 decreased less than 1 point (-0.5 points) over 2007 levels. These figures will be adjusted as final data for 2008 is received from operators.

Cruise

- Cruise ship passenger visits reached 32,347 during the 2008 cruise season, a decrease of -12% over the number recorded during the 2007 cruise season. A total of 152 port calls were recorded during 2008, down from the 102 recorded during the 2007 cruise season.
- A review of detailed cruise itinerary information shows the province received 19,800 unique cruise visitors (a count of one regardless of the number of port calls made by the visitors), a decrease of -31% over the previous year (2007).

Meetings, Conventions, Incentive Travel (MCIT) and Events

- The number of meetings and conventions delegates (meeting of 50 or more delegates) reported by Destination St. John's increased over last year. Preliminary data indicates an expected increase of 16,000 delegates to about 36,400 for 2008 marking a record year. While the number of delegates increased, the number of conventions decreased from 100 last year to 78, reflecting a rise in the number of relatively large conventions.

Visitor Information Centres

- The number of visitors to the system of Provincial visitor information centres between May/June and October 2008 was 95,398 a decline of -9% over the 2007 operating seasons. Decreased in visitation were reported at the majority of the Provincial centres including Deer Lake (-30%), Notre Dame Junction (-13%), Clarenville (-25%), Whitbourne (-21%), Argenteia (-16%), Port Aux Basques (-14%). Increase were reported at North Sydney (+2%) and the centre at the Deer Lake Airport (+55%). The centre located at the Deer Lake Airport opened June 11, 2007.
- Visitor information services operated at the St. John's International Airport received 34,700 visitors during the 2008 operating season (January to December), a decline of -20% over last year.
- Visitor information services at the Gentara Building (Water Street) operated by the City of St. John's received 15,005 visitors between June and September 2008, an increase of 7% compared to 2007 levels. Non-resident visits increased 6% while resident visits increased 14%.

Provincial Parks and Reserves

- During the 2008 operating season there were 51,695 camping units registered at the system of Provincial Parks, an increase of 2% over the level achieved during the 2007 season.
- The number of camping units registered in the two parks located in the eastern region increased 11% to 6,818 while the number of units registered in the seven parks within the western region increased 2% to 16,890 units. The number of camping units recorded in the two parks located in the central region decreased -1% to 7,792 units while the number of camping units registered in the two parks on the Avalon Peninsula increased approximately 1% to 20,195
- Cape St. Mary=s and Burnt Cape Ecological Reserves reported mixed performance during the 2008 operating season (May 1 to October 15). Specifically the number of visitors to Cape St. Mary=s decreased 27% to 14,044 visitors while 724 visitors were reported for Burnt Cape, an increase of 11%.

Salmonier Nature Park

- Approximately 30,500 people visited Salmonier Nature Park between June and October 2008, a decrease of 7% over the 2007 operating season. General visitation and group visits decreased by -4% during 2008 while the number of visitors associated with school visits decreased -40%.

System of Provincial Historic Sites

- The system of Provincial Historic Sites (PHS) received 47,535 visitors between May and October 2008. During this period the system of Provincial Historic Sites reported 309 groups (motorcoach/school groups etc).
- 2008 visitor counts can not be compared to visitation levels reported in previous years due to change in methodology. Only visitors entering the building (receiving tickets) were counted during the 2008 operating season. During 2007, visitor counts included estimates for people "on site" but not entering the building.

System of Regional Provincial Museums

- The Provincial System of Regional Museums reported mixed performance during the 2008 operating season. Specifically the Logger=s Exhibit received 3,518 between May and September, an increase of 9% over the 2007 operating season while Mary March Museum visitation decreased -3% to 6,191 for the May to October time period.
- Unfortunately The Seamen's Museum located on the Burin Peninsula closed June 14, 2008 due to a fire at the facility. Prior to the closure the museum reported 599 visitors.
- Approximately 5,150 visitors were reported at the Labrador Interpretation Centre during the 2008 operating season (January to December), an increase of 17% compared to 2007.

System of National Historic Sites

- Seven of the eight National Historic sites reported a decline in the number of visitors during the 2008 operating season.
- All three of the National Historic Sites in the Western Region and the Labrador Straits area reported declines during 2008. Specifically, L= Anse aux Meadows reported 25,710 visitors for the 2008 operating season, a decrease of -8% over 2007 while the number of visitors reported at Port au Choix declined -16% to 7,708. The number of visitors to Red Bay National Historic Site decreased -2% to 7,804 visitors.
- The Ryan Premises on the Bonavista Peninsula reported 7,005 visitors during the 2008 operating season, an increase of 2% over the 2007 season. This site was the only National Historic site to report an increase during the 2008 season. This increase was attributed in part to increased bus tour and school group traffic in June and July.
- Visitation to Castle Hill and Hawthorne Cottage (both on the Avalon Peninsula) also reported lower visitation levels for the 2008 operating season. Specifically, Castle Hill received 9,492 visitors for the 2008 operating season, a decrease of -8% over 2007 while Hawthorne Cottage visitation levels decreased -4% to 3,609 visitors.
- Visitation to Signal Hill (Cabot Tower) and Cape Spear (Visitor Centre) also declined during the 2008 operating season. Specifically, Signal Hill reported 54,593 visitors, a decrease of -19% over the 2007 operating season. The number of visitors reported at Cape Spear declined -28% to 19,280 visitors.

Terra Nova National Park

- Camper nights in the two campgrounds within Terra Nova National Park reached 12,059 for the 2008 camping season ending October, a decrease of 1,881 camper nights or -14% lower than last year.
- Bus tours activity at Terra Nova during the 2008 season ending October decreased compared to 2007 levels. Specifically Terra Nova received 106 bus tours down 21 bus tours or -17% lower than 2007 level. The number of passenger carried on the buses decreased -26% to 2,919 passengers reflecting a drop in load factors from 31 passengers per bus in 2007 to 28 during the 2008 season.
- Visitation to the Visitor Centre decreased -29% to 8795 for the period ending October.

Gros Morne National Park

- Camper nights in the five campgrounds within Gros Morne National Park reached 8,648 for the 2008 camping season ending October, a decline of 1,106 camper nights or -11% lower than the last year.
- The number of bus tours visiting Gros Morne decreased during 2008 season ending October. Specifically Gros Morne received 202 bus tours, a decrease of -33% over 2007 levels. Passenger carried on the tour buses reached 6,833 a decrease of -32% over the previous year.
- Western Brook Pond and Trout River Pond Boat tours also reported lower numbers during the 2008 season ending October as approximately 25,100 people reported using the boat tours, a decrease of -11% over last year.
- Visitation ending October 2008 to the Discovery Centre, Visitor Centre, Lobster Cove Lighthouse and Broom Point was also down compared to 2007 levels. The number of visitors to the Discovery Centre decreased -10% to 24,895 while the number of visitors at Broom Point decreased -7% to 6,519. The number of visitors reported at the Lobster Cove Lighthouse declined -6% to 15,446 while the number of visitors to the Visitor Centre declined -25% to 31,768.

Colony of Avalon (Ferryland)

- The number of visitors between May and October reached 20,043, a decrease of -3% over the same time period of 2007.

Cupids Museum

- The number of visitors reported at the Cupids Museum reached 2,039 during the 2008 operating season, a decrease of -16% over the same time period of 2007.

Labrador Straits Ferry

- Overall traffic carried on the ferry between St. Barbe and Blanc Sablon (both directions) increased for the operating period May to October 2008 however the number of tour buses declined. Specifically passenger traffic increased 2% to 64,949 people while general vehicle traffic increased 3% to 23,434 for the same time period. The number of tour buses carried on the Straits ferry declined -17% to 130.

Arrivals from St. Pierre and Miquelon (SPM)

- Direct arrivals at the St. John's airport by residents of SPM reached 4,298 for the period January to December 2008, an increase of 3% over the same time period of 2007.
- Direct arrivals at Fortune by residents of SPM reached 4,007 for the period May to October 2008, an increase of 7% over the same time period of 2007.

Tables 1-24 with detailed travel and tourism indicators follow below.

Marine Atlantic Traffic	Port Aux Basques to North Sydney, NS Service			Argentia to North Sydney, NS Service			Total Newfoundland to Nova Scotia Service		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
Passengers Carried	380,966	360,942	-5.3	34,686	26,700	-23.0	415,652	387,642	-6.7
Passenger Related Vehicles Carried (PRV=S)	127,683	121,029	-5.2	13,591	10,673	-21.5	141,274	131,702	-6.8
# of Crossings	2,100	2,079	-1.0	79	76	-3.8	2,179	2,155	-1.1

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

Origin	2007	2008	% Change
Maritimes	57,591	53,478	-7.1
Ontario	37,296	31,797	-14.7
Quebec	7,271	6,391	-12.1
Western Canada	9,408	9,130	-3.0
United States	15,644	13,186	-18.0
Foreign	179	153	-14.5
Province	127,497	114,095	-10.5

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

Origin	2007	2008	% Change
Newfoundland & Labrador	76,634	74,602	-2.7

Source: Marine Atlantic Traffic Reports and CFIA

Table 4. Airport Passenger Movements: January to December 2007 and 2008			
Airport	2007	2008	% Change
St. John's	1,185,302	1,222,461	3.1
Gander	72,630	96,261	32.5
Deer Lake	278,532	293,848	5.5
Stephenville	12,277	12,156	-1.0
St. Anthony	21,134	20,663	-2.2
Goose Bay	95,921	97,856	2.0
Wabush	71,344	86,416	21.1
Province	1,737,140	1,829,661	5.3

Source: Airport Managers, Transport Canada

Table 5. System of Regional Museums: Operating Season 2007 and 2008			
Museum	2007	2008	% Change
Mary March Museum	6,402	6,191	-3.3
Seamen's Museum	4,734	599	n/a
Logging Museum	3,237	3,518	8.7
Overall	14,373	10,308	n/a

Source: Heritage Division, Department of Tourism, Culture & Recreation.
Notes: Data presented for Mary March Museum covers the period May to October. Data presented for the Logging Museum covers the period May to September. The Seamen's Museum closed for the season June 14, 2008 due to a fire.

Table 6. Labrador Interpretation Centre Northwest River (Operating Season)			
Visitors	2007	2008	% Change
# of Visitors	4,411	5,148	16.7

Source: Labrador Interpretation Centre
Notes: Data for the Labrador Interpretation Centre covers the period January to December

Table 7. *Occupancy & *Average Daily Rates by Region: January to December 2007 and 2008

**Change in Occupancy presented as % point Change while*

**Change in Average Daily Rate is presented as % Change*

	2007	2008	Change
Province			
Occupancy Rate	46.3	49.6	3.3
Average Daily Rate	\$101.38	\$107.10	5.6
Avalon Peninsula			
Occupancy Rate	56.4	58.7	2.3
Average Daily Rate	\$112.61	\$118.21	5.0
Eastern Region			
Occupancy Rate	40.3	39.6	-0.7
Average Daily Rate	\$100.66	\$103.85	3.2
Central Region			
Occupancy Rate	38.6	41.3	2.7
Average Daily Rate	\$84.28	\$90.59	7.5
Western Region			
Occupancy Rate	38.9	42.6	3.7
Average Daily Rate	\$92.13	\$96.04	4.2
Labrador			
Occupancy Rate	44.1	51.9	7.8
Average Daily Rate	\$90.56	\$98.43	8.7

Source: Accommodation Module, Tourism Destination Management System (TDMS II)

Notes: Data presented is current as of January 27, 2009 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 2006/07 and 2007/08

	2006/2007	2007/2008	% Change
Skier Visits	88,152	95,270	8.1

Source: Marble Mountain Development Corporation

Table 9. Passenger Arrivals (Fortune Ferry Terminal): May to October 2007 and 2008			
Origin	2007	2008	% Change
Returning Residents	2,823	3,596	27.4
St. Pierre & Miquelon	3,739	4,007	7.2
Other Canadians	3,417	2,966	-13.2
United States	378	305	-19.3
Other Countries	159	228	43.4
Overall	10,516	11,102	5.6

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

Table 10. Exiting Bus Traffic via Marine Atlantic: May to October 2007 and 2008			
	2007	2008	% Change
Number of Exiting Buses	158	153	-3.2

Source: Marine Atlantic Traffic Reports.

Table 11 (a). Provincial Visitor Information Centre Visits: Operating Season 2007 & 2008		
Provincial Chalet	2007 Season	2008 Season
Port Aux Basques	17,293	15,395
Deer Lake	20,271	14,270
Deer Lake (Airport)	11,707	20,203
Notre Dame Junction	10,506	9,154
Clareville	8,817	6,615
Whitbourne	11,706	9,311
Argentia	7,635	6,443
North Sydney, NS	16,970	17,334
Total	104,905	98,725

Source: Strategic Tourism Product Development Division, Department of Tourism, Culture & Recreation
Notes: The 2007 operating season included May 7 to November 15 for Port Aux Basques and Deer Lake, June 11 to November 15 for Deer Lake (Airport), May 7 to October 30 for Notre Dame Junction, May 7 to October 32 for Clareville, Whitbourne and North Sydney and May 7 to October 10 for Argentia. The 2008 operating season included May 5 to November 8 for Port Aux Basques and Deer Lake (Airport), May 5 to October 31 for Deer Lake, and North Sydney, May 5 to October 24 for Notre Dame Junction, Clareville and Whitbourne, May 5 to October 17 for Argentia. The Centre statistics does not include telephone calls.

Provincial Chalet	2007	2008	% Change
Port Aux Basques	17,160	14,756	-14.0
Deer Lake	20,182	14,225	-29.5
Deer Lake (Airport)	11,435	17,723	55.0
Notre Dame Junction	10,468	9,124	-12.8
Clarenville	8,803	6,602	-25.0
Whitbourne	11,683	9,274	-20.6
Argentia	7,635	6,387	-16.3
North Sydney, NS	16,970	17,307	2.0
Total	104,336	95,398	-8.6

Source: Strategic Tourism Product Development Division, Department of Tourism, Culture & Recreation
Note: Because of the difference in operating seasons between 2007 and 2008 as described in Table 11 (a) notes, this table selects a common interval in order to compare performance. The Centre at the Deer Lake Airport opened June 11, 2007 The Centre statistics does not include telephone calls.

Provincial Historic Site	2008 Season (# of Visitors)	2008 Season (# of Groups)
Cape Bonavista Lighthouse	8,469	35
Heart's Content Cable Station	4,790	38
Ryan Shop Mercantile Building	4,247	23
Point Amour Lighthouse	5,797	75
Trinity Interpretation Centre	3,987	23
Quidi Vidi Battery	2,009	3
Mockbeggar Plantation	3,628	3
Hiscock House	3,900	23
Commissariat House	2,298	17
Boyd's Cove	8,410	69
Province	47,535	309

Source: Heritage Division, Department of Tourism, Culture & Recreation
Notes: The 2008 operating season for Quidi Vidi Battery covers the period July 1 to October 3, 2008. The operating season for Cape Bonavista Lighthouse, Ryan Shop Mercantile Building, Trinity Interpretation Centre, Mockbeggar Plantation and Hiscock House covers the period May 17 to October 10, 2008. The operating season for Heart's Content Cable Station, Point Amour Lighthouse, Commissariat House and Boyd's Cove covers the period May 17 to October 3, 2008.

2008 visitor counts can not be compared to previous years due to a change in methodology. Only visitors entering the building (receiving tickets) were counted in 2008. 2007 visitor counts included estimates for people "on site" but not entering the building.

Table 13. Terra Nova National Park Visitation (Operating Season to August) 2007 and 2008			
Terra Nova Park	2007	2008	% Change
Camper Nights	13,940	12,059	-13.5
Visitor Centre	12,382	8,795	-29.0
Motorcoach Visits	127	106	-16.5
Motorcoach Passengers	3,965	2,919	-26.4
Source: Parks Canada, Terra Nova National Park			

Table 14. Gros Morne National Park Visitation: (Operating Season to October) 2007 and 2008			
Gros Morne Park	2007	2008	% Change
# of Visitors (June to October)	159,138	155,558	-2.2
Camper Nights	9,754	8,648	-11.3
Visitors (Discovery Centre)	27,496	24,895	-9.5
Visitors (Visitor Centre)	42,425	31,768	-25.1
Visitors (Lighthouse)	16,404	15,446	-5.8
Visitors (Broom Point)	7,017	6,519	-7.1
Motorcoach Visits	301	202	-32.9
Motorcoach Passengers	10,012	6,833	-31.8
Boat Tours (People)	28,178	25,097	-10.9
Interpretation Programs	8,198	9,963	21.5
Source: Parks Canada, Gros Morne National Park			

Table 15. National Historic Sites: (Operating Season) 2007 and 2008

Historic Site	2007	2008	% Change
L=Anse Aux Meadows	27,819	25,710	-7.6
Port Au Choix	9,212	7,708	-16.3
Red Bay	7,977	7,804	-2.2
Castle Hill	10,324	9,492	-8.1
Ryan Premises	6,895	7,005	1.6
Hawthorne Cottage	3,745	3,609	-3.6
Signal Hill (Cabot Tower)	67,480	54,593	-19.1
Cape Spear (Visitor Centre)	26,813	19,280	-28.1

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.

Notes: Data presented for L'Anse Aux Meadows, Port au Choix and Red Bay covers the period June to October. Data for Castle Hill, Ryan Premises, Hawthorne Cottage, Signal Hill (Cabot Tower) and Cape Spear (Visitor Centre) covers the period May to October.

Table 16. Provincial Parks: Camping Units Registered (Operating Season) 2007 and 2008

Provincial Park	2007	2008	% Change
Barachois Pond	6,995	8,039	14.9
Blow Me Down	958	780	-18.6
J. T. Cheeseman	1,974	1,702	-13.8
Pinware River	460	475	3.3
Pistolet Bay	1,494	1,143	-23.5
Sandbanks	1,060	1,054	-0.6
Squires Memorial	3,644	3,697	1.5
Western & Labrador Straits Region	16,585	16,890	1.8
Dildo Run	1,668	1,376	-17.5
Notre Dame	6,234	6,416	2.9
Central Region	7,902	7,792	-1.4
Frenchman=s Cove	2,649	3,455	30.4
Lockston Path	3,470	3,360	-3.1
Eastern Region	6,119	6,818	11.4
Butter Pot	14,406	14,941	3.7
La Manche	5,654	5,254	-7.1
Avalon Region	20,060	20,195	0.7
Province	50,666	51,695	2.0

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 17. Cape St. Mary=s and Burnt Cape Ecological Reserve: (May 1 to October 15) 2007 and 2008

	2007	2008	% Change
Number of Visitors Cape St. Mary=s	19,143	14,044	-26.6
Number of Visitors Burnt Cape	655	724	10.5

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

Table 18. Salmonier Nature Park: June to October 2007 and 2008			
Visitors	2007	2008	% Change
General Visitation	n/a	26,687	n/a
Group Visits	n/a	2,557	n/a
Subtotal	30,535	29,244	-4.2
School Visits/Groups	2,057	1,201	-41.6
# of Visitors (Total)	32,592	30,445	-6.6
Source: Salmonier Nature Park, Inland Fish and Wildlife Division, Department of Environment and Conservation			

Table 19. Colony of Avalon (Ferryland): May to October 2007 and 2008			
Visitors	2007	2008	% Change
# of Visitors	20,569	20,043	-2.6
Source: Colony of Avalon Foundation (Ferryland)			

Table 20. Cupids Museum: (Operating Season) 2007 and 2008			
Visitors	2007	2008	% Change
# of Visitors	2,431	2,039	-16.1
Source: Cupids Museum			

Table 21. Gentara Building Visitors Information Centre (St. John=s): June to September 2007 and 2008			
Visitors	2007	2008	% Change
St. John=s Residents	1,923	2,180	13.4
Other Residents of the Province	248	296	19.4
Residents (Total)	2,171	2,476	14.0
Non-Residents	11,794	12,529	6.2
Total	13,965	15,005	7.4
Source: City of St. John=s			

Table 22. MCIT and Event Statistics City of St. John's: 2007 and 2008 p			
	2007	2008	% Change
# of MCIT and Events	100	78	-22.0
# of MCIT and Event Delegates	20,200	36,400	80.2
Source: Destination St. John's			
Note: MCIT (Meetings, Conventions and Incentive Travel. Data for 2008 is preliminary			

Table 23. Strait of Belle Isle Ferry Service: May to October 2007 and 2008			
Both Directions	2007	2008	% Change
Passenger Movements	63,420	64,949	2.4
Vehicle Movements (Excluding Tour Buses)	22,852	23,434	2.5
Tour Buses	156	130	-16.7
Source: Department of Transportation and Works			

Table 24. Cruise Ship Statistics for Newfoundland and Labrador 2007 and 2008

Port	2007			2008		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
St. John=s	14	4,692	8,696	18	7,131	15,067
Corner Brook	11	9,668	20,462	11	2,709	5,173
St. Anthony	6	1,278	2,504	8	1,318	2,670
L= Anse Aux Meadows	6	643	1,147	10	615	971
Trinity	1	53	108	0	0	0
Bonne Bay- Gros Morne	3	127	249	1	80	140
Red Bay	4	111	147	3	191	245
Cox=s Cove	0	0	0	4	119	133
Lark Harbour	0	0	0	3	66	38
Ramea	1	53	101	3	183	343
Francois	2	89	202	2	89	198
Battle Harbour	7	255	403	7	381	644
Cartwright	0	0	0	2	252	452
St. Brides- Cape St. Mary=s	0	0	0	1	101	92
Bonavista	1	36	101	2	72	203
Twillingate	0	0	0	2	181	215
Hopedale	3	127	256	4	232	392
Goose Bay	4	81	103	0	0	0
Leading Ticks	1	53	108	0	0	0
Nain	1	38	47	5	132	189
Button Island	2	91	155	3	290	540
Burnside	1	53	108	0	0	0
Codroy Valley	2	89	202	2	89	198
Trepassey	1	6	10	0	0	0
Rigolet	2	69	40	1	63	112
Hebron	1	53	108	8	426	802
Grey River	1	36	101	1	36	103
Norris Point	0	0	0	5	184	162

Table 24. Cruise Ship Statistics for Newfoundland and Labrador 2007 and 2008

Port	2007			2008		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
Woody Point	0	0	0	6	205	344
Wunderstrands	1	63	28	1	63	41
Grand Bruit	1	53	101	0	0	0
Burego	1	6	10	0	0	0
Bateau	1	6	12	0	0	0
Man of War Cove	0	0	0	3	66	38
St. Lewis	1	6	12	0	0	0
Black Tickle	1	6	12	0	0	0
Nachvack Bay/Eclipse Harbour	3	127	256	3	152	269
Seven Islands Bay	1	53	108	0	0	0
North West River	1	6	12	0	0	0
Conche	1	53	108	1	63	112
Port au Choix	1	38	47	0	0	0
Fogo Island	0	0	0	1	53	95
Change Islands	1	53	101	1	63	112
Burnt Cape/Raleigh	1	53	101	0	0	0
Tilting	1	53	101	0	0	0
Killing Island	0	0	0	1	80	123
Saglek Bay/Fjord	1	36	101	4	232	392
Cape St. Charles	3	65	119	1	63	112
Indian Harbour	0	0	0	1	108	53
Cape Mugford	0	0	0	2	89	157
Makkovik	1	6	12	1	63	41
Bay D'Espoir	1	53	101	1	53	95
Port Aux Basques	1	6	10	1	2	12
Rose Blanche	1	6	10	0	0	0
Isle Aux Morts	1	6	10	0	0	0
Cape St. Georges	1	38	47	0	0	0
Cape Porcupine	0	0	0	1	63	112

Table 24. Cruise Ship Statistics for Newfoundland and Labrador 2007 and 2008

Port	2007			2008		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
Goose Arm	0	0	0	3	66	38
Okak Bay	0	0	0	1	53	57
Groswater Bay	0	0	0	1	36	100
Hamilton Inlet	0	0	0	1	92	101
Hawkes Harbour	0	0	0	1	53	57
Raleigh	0	0	0	1	53	95
Plum Point/Bird Cove	0	0	0	1	53	95
Placentia	0	0	0	1	53	95
Seldom	0	0	0	1	53	95
Torngat Mountains	0	0	0	5	156	222
Williams Harbour	0	0	0	1	36	100
Total	102	18,546	36,885	152	17,187	32,347

Source: Cruise Newfoundland and Labrador

Note: Red Bay, Battle Harbour, Cartwright, Hopedale, Goose Bay, Nain, Button Island, Rigolet, Hebron, Shuldham Island, Bateau, St. Lewis, Black Tickle, North West River, Wunderstrands,, Man of War Cove, Nachvack Bay/Eclipse Harbour, Seven Islands Bay, Saglek Bay/Fjord, Cape St. Charles, Makkovik, Killing Island, Indian Harbour, Cape Mugford, Cape Porcupine, Goose Arm, Okak Bay, Groswater Bay, Hamilton Inlet, Hawkes harbour, Torngat Mountains and Williams Harbour are Labrador ports of call.

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