



**Department of Tourism, Culture and Recreation
Backgrounder
Where Do the Newfoundland and Labrador
Travel/Tourism Numbers Come From?**

Introduction:

- This backgrounder provides an overview of the Newfoundland and Labrador Travel/Tourism Indicators and how the Department of Tourism, Culture and Recreation estimates travel volumes and associated expenditures for any given year. This overview consists of a description and listing of the travel/tourism indicators and the data sources used to calculate annual travel volumes and associated expenditures. This latter information is illustrated with examples for the 2007 travel/tourism season.

The Travel/Tourism Indicators

- 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 travel/tourism statistical indicators. This is achieved through the co-operation of many industry stakeholders and Departmental staff who provide data to the Division on a regular basis.
- These indicators are compiled monthly and reviewed at mid-season and year-end. This allows for month-over-month and year-over-year comparisons, as well as for tracking and monitoring long-term trends. These statistics are published at www.stats.gov.nl.ca/Statistics/Tourism/.

Primary Indicators (used in conjunction with exit surveys to estimate levels of non-resident visits and expenditures)

- Marine Atlantic Traffic Reports for Port Aux Basques and Argentia
- Census of Motor Vehicle data (Licence plate data) from Canadian Food Inspection Agency (CFIA) for Port Aux Basques and Argentia
- Boarding Passengers statistics by Airline and Airport
- Trip itinerary and passenger data provided by the Cruise Ship Authority of Newfoundland and Labrador (CANAL).

Secondary Indicators

- Deplaning Passenger statistics by Airline and Airport
- Transport Canada Airport Traffic Statistics by Atlantic Canada Airport
- Provincial Chalet Visitation (overall and by facility)
- Provincial Historic Site Visitation (overall and by facility)
- Cape St. Mary's Visitation
- Provincial Park Statistics (overall, by region and by facility)
- Passenger Arrivals (Fortune Customs Office)
- Labrador Straits Ferry
- Regional Museum Visitation (overall and by facility)
- National Park Visitation (Terra Nova and Gros Morne)
- National Historic Sites (by site)
- Skier Visits (Marble Mountain)
- Exiting Bus Traffic via Marine Atlantic
- Salmonier Nature Park
- Labrador West VIC Visits
- Colony of Avalon (Ferryland)
- Accommodations Database maintained by the Strategic Planning and Policy Division, Department of Tourism, Culture and Recreation, under the *Tourism Establishment Act and Regulations*. This is a monthly census of roofed accommodations and commercial campgrounds based on data remitted from licensed operators.

The Non-Resident Numbers

1. Non-Resident Automobile Volumes and Expenditures

Data Sources:

- **Marine Atlantic Traffic Reports.** This monthly traffic report supplied by Marine Atlantic outlines by port and direction, the volumes of entering and exiting passengers and passenger related vehicles.
- **Census of Motor Vehicle Reports.** This monthly report supplied by Canadian Food and Inspection Agency (CFIA) is a census (count) by origin of all vehicle licence plates inspected at the vehicle inspection stations in Port Aux Basques or Argentia. The non-resident and resident proportions of exiting volumes are estimated using this data.
- **Latest Auto Exit Survey.** This survey is conducted at intervals under the direction of the Strategic Planning and Policy Division, Department of Tourism, Culture and Recreation. The primary purpose of this survey is to collect various trip and visitor characteristics including origin of visitors and expenditure patterns for a sample of non-resident automobile visitors. The last auto exit survey implemented was undertaken in 2003/04 and the results were published in 2006 in the *2003-2004 Exit Survey Program Highlights* (Department of Tourism, Culture and Recreation: 2006) and available at www.gov.nl.ca/Statistics/.
- **Statistics Canada.** This agency calculates the Consumer Price Index (CPI). It is a measure to reflect the change in prices from one year to the next. This index is utilized in non-survey years to aid in the calculation of non-resident expenditures.

Example Calculation for the 2007 Non-Resident Automobile Volumes

- The data presented in the following table is for illustration purposes only and does not reflect the actual/real situation

	A	B	C
Month	Exiting Passengers	Non-Resident %	# of Non-Residents
January	7,399	0.595	4,402
February	4,467	0.470	2,099
March	7,798	0.425	3,314
April	8,038	0.334	2,685
May	11,343	0.352	3,993
June	18,914	0.505	9,543
July	44,051	0.678	29,865
August	59,952	0.677	40,615
September	20,159	0.642	12,949
October	12,709	0.569	7,231
November	6,446	0.453	2,920
December	6,091	0.461	2,808
Total	207,367		122,425

Column

- A:** From the monthly Marine Atlantic Traffic Reports
B: From the monthly Census of Motor Vehicle Counts by Agriculture Canada
C: Column A X Column B, then summed for an estimate of Non-Resident Automobile Visitors

Note: This calculation is usually done by port of exit (Port Aux Basques or Argentia) and then combined.

Example Calculation for the 2007 Non-Resident Automobile Expenditures

- Data collected in the 2003/2004 auto exit survey indicates that the average expenditure per non-resident automobile visitor was (adjusted by CPI) \$602.
- Total In-province expenditures = 122,425 X \$602 = \$73,699,900

A Couple of Assumptions for Non-Resident Automobile Visitors and Expenditures

- The distribution of exiting vehicles is equal to the distribution of exiting passengers.
- Trip/Visitor expenditure levels and patterns during the survey period (if not annual) can be utilized during off survey time periods.

Reporting Period

- Non-resident auto volumes and expenditures are normally prepared for two time periods; June to September and January to December. It should be noted that the methodology allows for reporting on a monthly basis.

2. Non-Resident Air Volumes and Expenditures

Data Sources:

- **Boarding Passenger Statistics.** Monthly traffic reports supplied by the various airlines serving the province provides the volume of passengers boarding aircraft at the province's six major airports- St. John's, Gander, Deer Lake, Stephenville, Wabush and Goose Bay.
- **Latest Air Exit Survey.** This regular survey is conducted under the direction of the Strategic Planning and Policy Division, Department of Tourism, Culture and Recreation. The primary purpose is to collect various trip and visitor characteristics including the non-resident and resident shares of boarding passengers, the origin of visitors and expenditure patterns for a sample of non-resident air visitors. The last auto exit survey implemented was undertaken in 2003/04 and the results were published in 2006 in the *2003-2004 Exit Survey Program Highlights* (Department of Tourism, Culture and Recreation: 2006) and available at www.gov.nl.ca/Statistics/.
- **Statistics Canada.** This agency calculates the Consumer Price Index (CPI). It is a measure to reflect the change in prices from one year to the next. This index is utilized in non-survey years to aid in the calculation of non-resident expenditures.

Example Calculation for the 2007 Non-Resident Air Volumes

- Because of confidentiality requirements the data presented in the following table is for illustration purposes only and does not reflect the actual/real situation.

	A	B	C	D
Airline/Airport	Boarding Passengers	Eligible Proportion	Non-Resident %	# of Non-Residents
Airline 1	2,000	0.4557	0.3111	284
Airline 2	79,500	0.9292	0.5422	40,053
Airline 3	162,900	0.9194	0.2798	41,906
Airline 4	139,500	0.9550	0.1111	14,809
Airline 5	116,200	0.9359	0.4455	48,449
Total	500,100			145,501

Column

- A: From the monthly Boarding Passenger Statistics reported by the various airlines and airport.
B: From the latest air exit survey. Boarding passengers are reduced to reflect in-eligible travellers such as commuting to work etc.
C: From the latest air exit survey. The volume of non-resident travellers

D: Column A X Column B X Column C, then summed for an estimate of Non-Resident Air Visitors

Note: This calculation is usually done by month by airline and airport and then combined.

Example Calculation for the 2007 Non-Resident Air Expenditures

- Data collected in the 2003/2004 air exit survey indicates that the average expenditure per non-resident air visitor was (adjusted by CPI) \$834.
- Total In-province expenditures = 145,501 X \$834 = \$121,347,800

A Couple of Assumptions for Non-Resident Air Visitors and Expenditures

- The share of eligible travellers and the proportions of boarding passengers that are non-resident or resident travellers reported during the survey period (if not annual) can be utilized during off survey periods.
- Trip/Visitor expenditure levels and patterns during the survey period can be utilized during off survey time periods.

Reporting Period

- Non-resident air volumes and expenditures are normally prepared for two time periods; June to September and January to December. It should be noted that the methodology allows for reporting on a quarterly basis.

3. Non-Resident Cruise Volumes and Expenditures

Data Sources:

- **Visitor Statistics and Expenditures.** Data for non-resident cruise visitors are based on trip itinerary and passenger data provided by the Cruise Ship Authority of Newfoundland and Labrador (CANAL). Estimates reflect activity during the full cruise season and represent a departmental estimate of non-resident individuals. This differs from overall passenger visits reported by CANAL due to multiple port visits by some cruise ships.
- Cruise Expenditures is based on survey data collected by the Economic Development and Tourism Department, City of St. John's. Expenditures reflect spending by passengers on shopping, restaurants, dockside tours and shore excursions. The economic impact associated with cruise ship visits to the province is much larger and includes for example port fees and pilotage fees.

4. The Resident Numbers

Data Source:

- The province currently utilizes the Travel Survey of Residents of Canada (TSRC) for estimating in-province trips and expenditures by Newfoundland and Labrador residents.
- The 2007 TSRC indicates that residents took 2, 741,000 overnight and same day trips with associated reallocated expenditures of \$432.3 million.

Questions and Further Information

If you have any questions or require further information please contact:

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