



Department of Tourism, Culture, Industry and Innovation

## Newfoundland and Labrador Provincial Tourism Performance 2016

### Highlights

- 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%
<b>Sub-total (air and auto)</b>	<b>481,451</b>	<b>n/a</b>	<b>n/a</b>
Non-resident visitors - cruise	21,563	23,545	9.2%
<b>Grand Total</b>	<b>503,014</b>	<b>n/a</b>	<b>n/a</b>

	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
<b>Sub-total (air and auto)</b>	<b>\$490.9</b>	<b>n/a</b>	<b>n/a</b>
Non-resident expenditures - cruise	\$1.9	\$2.1	10.5%
<b>Grand Total</b>	<b>\$492.8</b>	<b>n/a</b>	<b>n/a</b>

# Provincial Tourism Performance Indicators

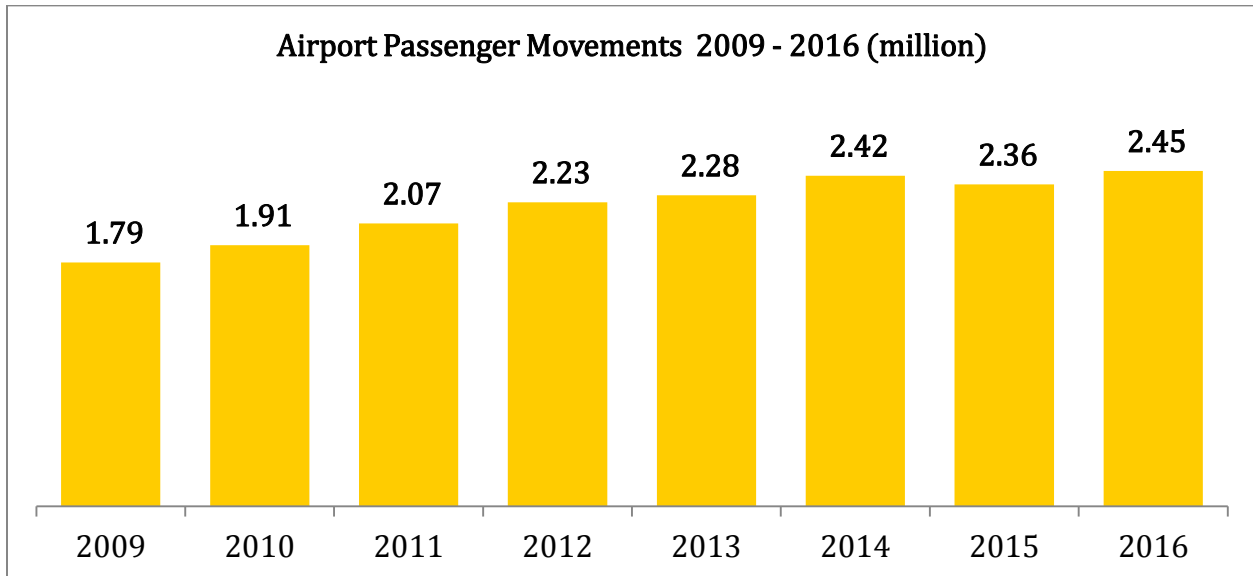
## Provincial Airports



2,453,257  
Passenger movements



4.1%



Source: Airport Authorities of St. John's, Gander, Deer Lake, Stephenville, St. Anthony, Wabush and Goose Bay

- Setting a new record, the number of boarding and deplaning passengers at the province's seven major airports reached an estimated 2.45 million during 2016, an increase of 4.1% over 2015.
- Increasing from 1.50 million to nearly 1.57 million passenger movements (+4.3%), **St. John's International Airport** benefited from the installation of the Category 3 Instrument Landing System (Cat 3 ILS). The introduction of this new technology has increased the airfield's accessibility to 99% during low visibility conditions. In its first full year of operation, the Cat 3 ILS resulted in a significant improvement in the reliability of flight operations at the airport, with an estimated 920 flights able to operate that would have previously been impacted by low visibility conditions.
- After a record-setting 2015, **Gander International Airport** suffered a 2.4% decline in passenger movements (173,690), halting the growing trend experienced during 2009 to 2015 period. The decline is attributed in part to decreased seat capacity and a reduction in commuters to Western Canada.
- Passenger movements at **Deer Lake Regional Airport** increased 7.2% in 2016, continuing the growing trend experienced between 2009 and 2015 and setting another record at nearly 365,700. This robust performance was the result of a strong tourism season and increased activity for the Muskrat Falls project, offsetting the decline in traffic to Alberta.
- Passenger traffic also increased in Stephenville (11.8%), Goose Bay (17.7%) and St. Anthony (12.2%) but decreased in Wabush (-16.1%).

## Marine Atlantic Ferry Service



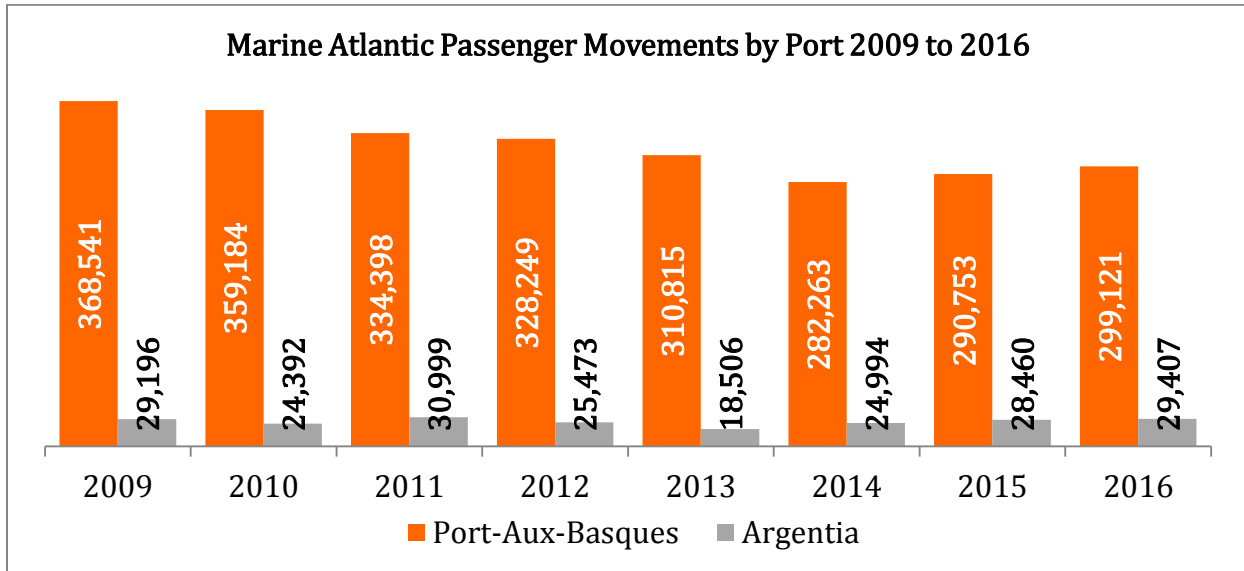
1,726  
Ferry  
crossings



328,528  
Passenger  
movements



120,732  
Passenger-  
related vehicles



Source: Marine Atlantic traffic reports

- Marine Atlantic reported another solid year in 2016, with traffic increasing for the second year in a row, reversing several years of declines.
- Overall Marine Atlantic passenger movements between Newfoundland and Nova Scotia reached 328,528 in 2016, an increase of 2.9% over 2015 while the number of passenger related vehicles increased to 120,732 (+4.5%) during the same period.
- The service between **Port Aux Basques** and North Sydney registered 1,644 crossings during 2016, 73 more than in the previous year, resulting in 299,121 passenger movements (+2.9%) and 107,947 passenger related vehicle movements (+4.5%).
- The seasonal service (June to September) between **Argentia** and North Sydney registered 82 crossings, 2 more than in the previous season, resulting in 29,407 passenger movements and 12,785 passenger related vehicle movements, increasing 3.3% and 4.8% respectively.

## Cruise activity



**33,933**  
Passenger arrivals



**3.5%**

**16,515**  
Crew arrivals

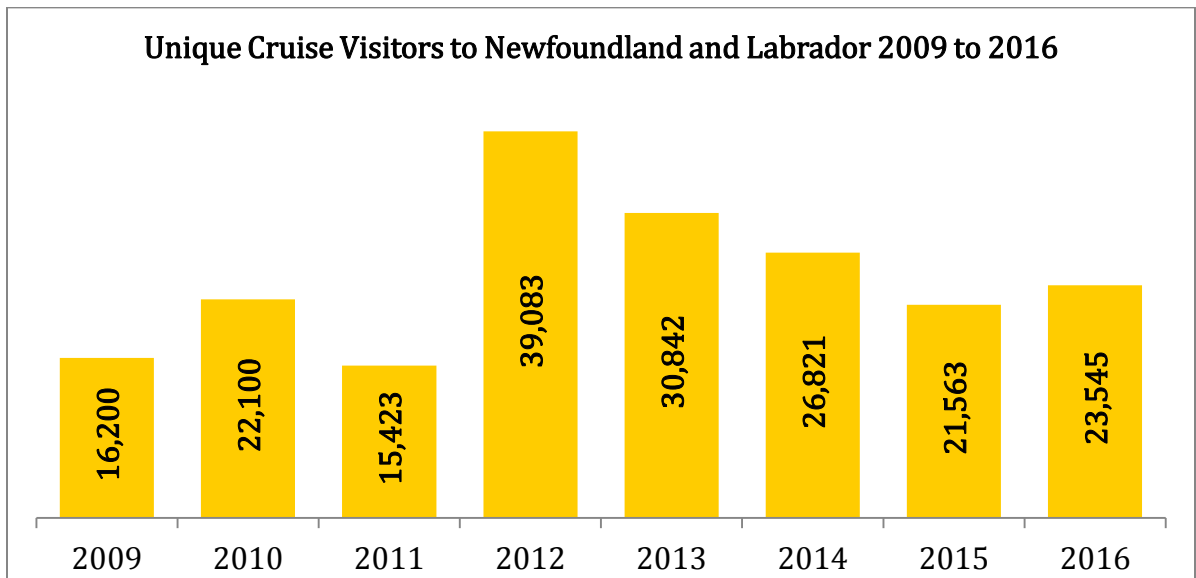


**9.1%**

**23,545**  
Unique passengers



**9.2%**



*Source: Cruise Association of Newfoundland and Labrador*

- The Cruise Association of Newfoundland and Labrador (CANL) reported a solid season in 2016, recording 66 port calls to 22 different ports by 22 vessels.
- A review of detailed itinerary information provided by CANL indicates that the province received approximately 23,545 unique<sup>1</sup> cruise visitors during the 2016 cruise season, an increase of 9.2% compared to the previous season.
- In addition to two more vessels visiting the province, the increase in unique cruise ship visitation can also be attributed to the highest overall passenger load factor (95%) in four years and the east coast of Newfoundland experiencing ideal cruise conditions, resulting in no weather related cancellations in the area.
- Total passenger arrivals decreased 3.5% to 33,933 and crew arrivals decreased 9.1% to 16,515.

<sup>1</sup> Unique cruise visitors is Department of Business, Tourism, Culture, Industry and Innovation 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 Accommodations - Occupancy



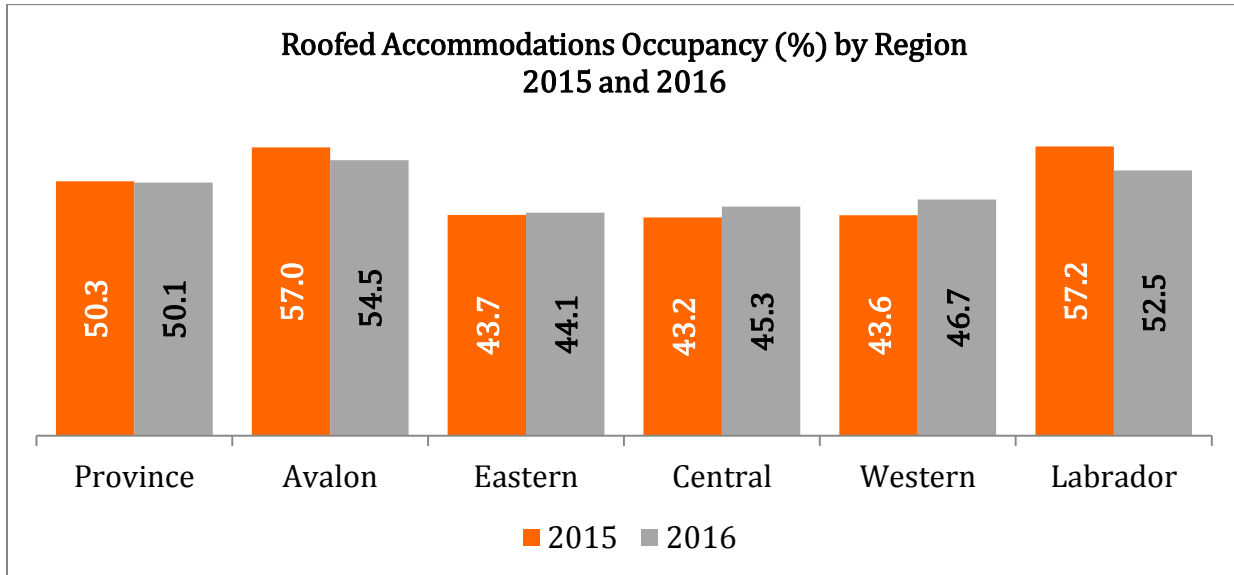
2.88 million  
Room nights  
available



1.44 million  
Room nights  
sold



50.1%  
Occupancy  
rate



Source: Department of Tourism, Culture, Industry and Innovation

- Preliminary roofed accommodation occupancy rates on a provincial level reached 50.1% for the period ending December 2016, a decrease of 0.2 percentage points compared to 50.3% in 2015.<sup>2</sup>
- Accommodation performance has been mixed at the regional level, with preliminary increases reported in the Western Region (3.1 points), the Central Region (2.1 points) and the Eastern Region (0.4 points) while the Avalon Peninsula (-2.5 points) and Labrador (-4.7 points) reported decreases in the January to December 2016 occupancy rates.

<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. Data is current as of April 27, 2017

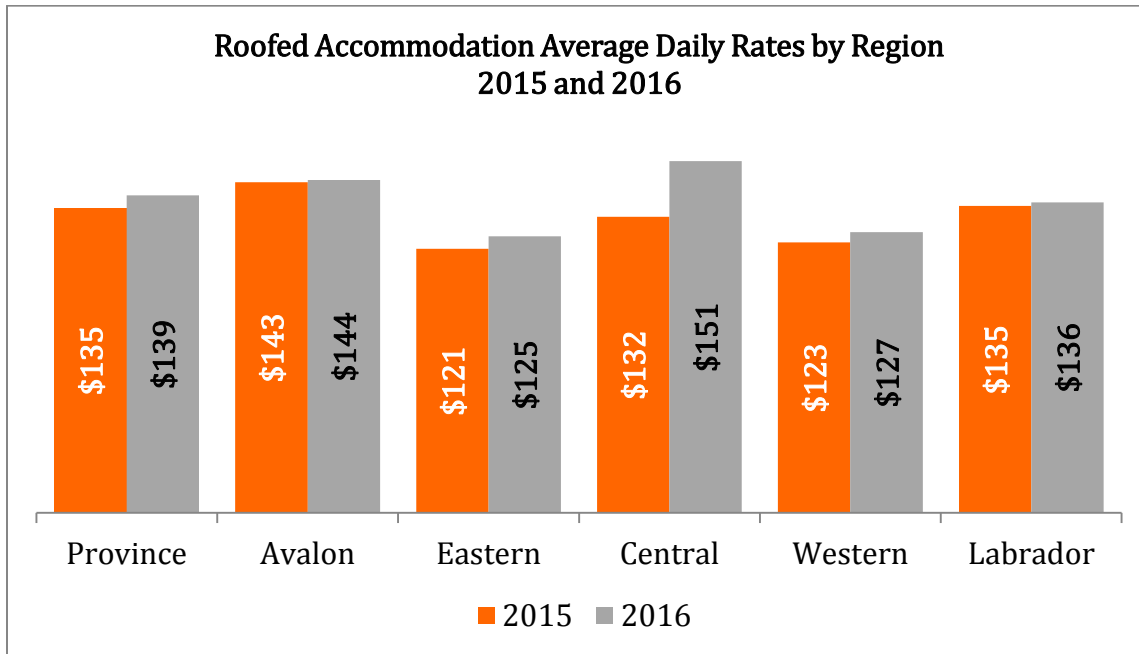
## Roofed Accommodations - Average Daily Rates



**\$199.9 million**  
Room Revenue



**\$139**  
Average Daily Rate



Source: Department of Tourism, Culture, Industry and Innovation

- Average daily room rates continued to increase in the province in 2016, with preliminary data indicating an increase of 3.0% at the provincial level.
- Average daily room rates are up in all regions, with the Central Region registering the largest increase at 15%, from \$132 in 2015 to \$151 in 2016. This increase in the Central Region is due to the increased occupancy and significantly higher average daily rates at the Fogo Island Inn in 2016 than in 2015.
- Average daily room rates also rose in other regions, with increases ranging from less than 1% on the Avalon Peninsula, 1% in Labrador, 3% in the Western Region to 4% in the Eastern Region.

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



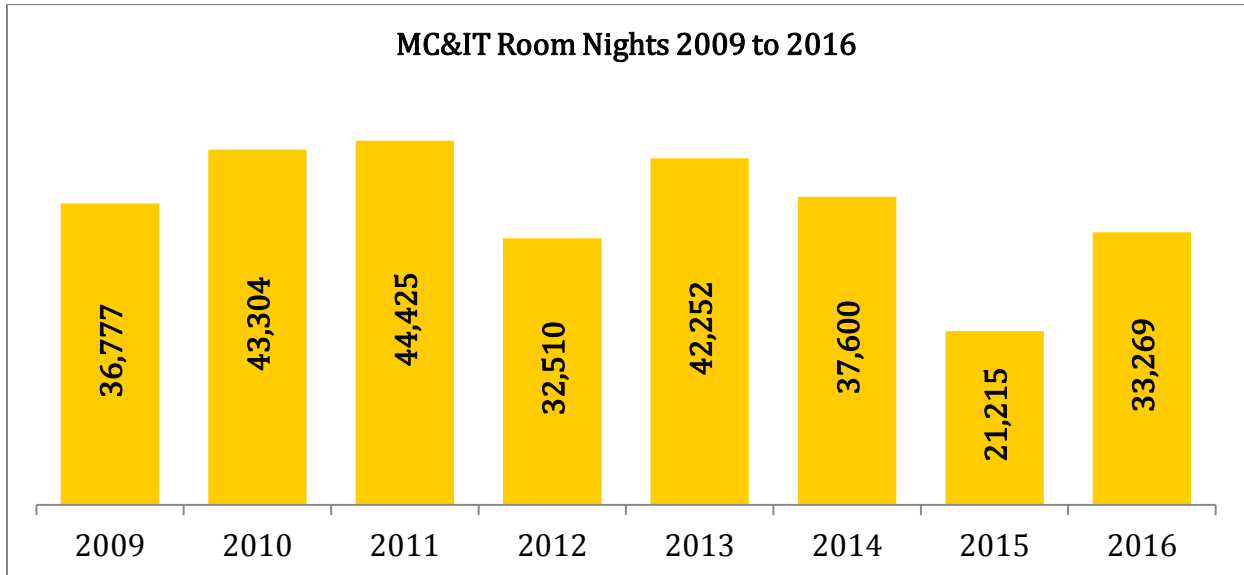
**105**  
Large events



**24,888**  
Delegates



**33,269**  
Room nights



Source: Destination St. John's

- The St. John's Convention Centre was closed during 2015 due to ongoing construction and renovations. As a result, MCIT events and delegates declined 17% and 13% respectively over 2014.
- With the Convention Centre re-opening in May 2016, 2016 was a strong year for MC&IT. Room nights sold reached 33,269 (for large events with a minimum of 50 room nights sold), a 9% increase compared to 2015. The number of events also increased from 82 in 2015 to 105, as did the number of delegates, from 21,215 in 2015 to 24,888 in 2016.

## Provincial Visitor Information Centres (VICs)



**132,760**  
Total visitors



**8.8%**

**63,495**  
Visitors to airport centres



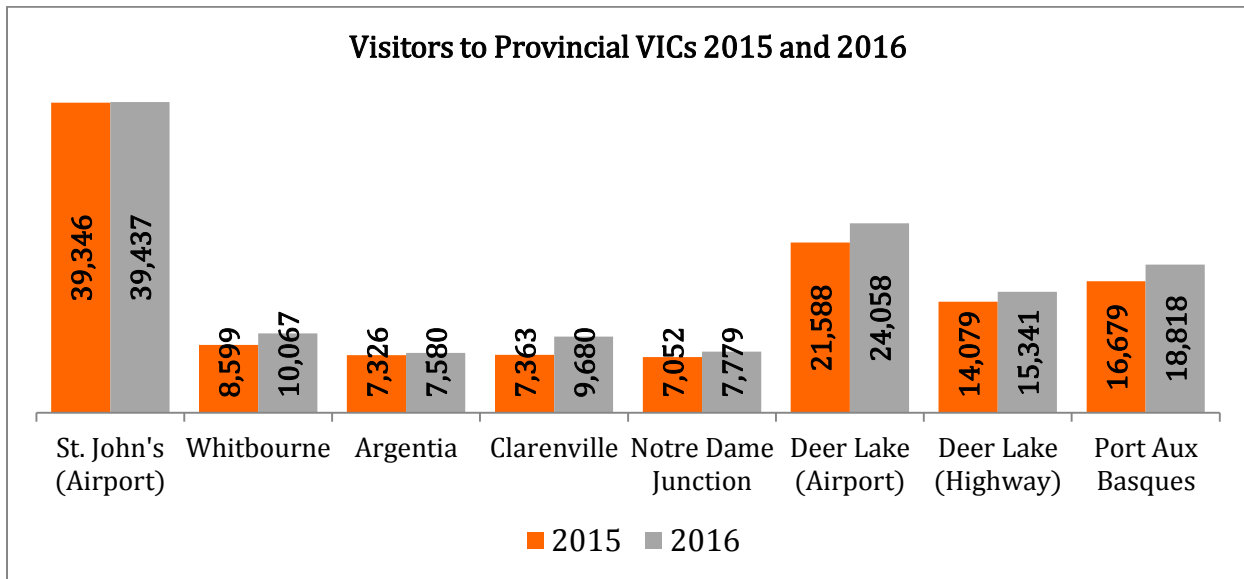
**4.2%**

**26,398**  
Visitors to gateway centres



**10.0%**

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



Source: Department of Tourism, Culture, Industry and Innovation

- Visitation to the provincial Visitor Information Centres increased 8.8% overall to 132,760 for the operating period May 18 to September 30, 2016.
- With 63,495 visitors, the airport centres in St. John's and Deer Lake increased 4.2% on a combined basis while the number of visitors at the gateway centres located at Port Aux Basques and Argentia increased 10.0% to 26,398. Welcoming 42,867 visitors, the remaining highway centres reported an increase of 15.6% in the number of visitors.
- On an individual basis, all provincially operated VICs reported increases during the 2016 operating season: Clarenceville +32%, Whitbourne +17%, Port Aux Basques +13%, Deer Lake Airport +11%, Notre Dame Junction +10%, Deer Lake Highway +9%, Argentia +4% and St. John's Airport +0.2%.



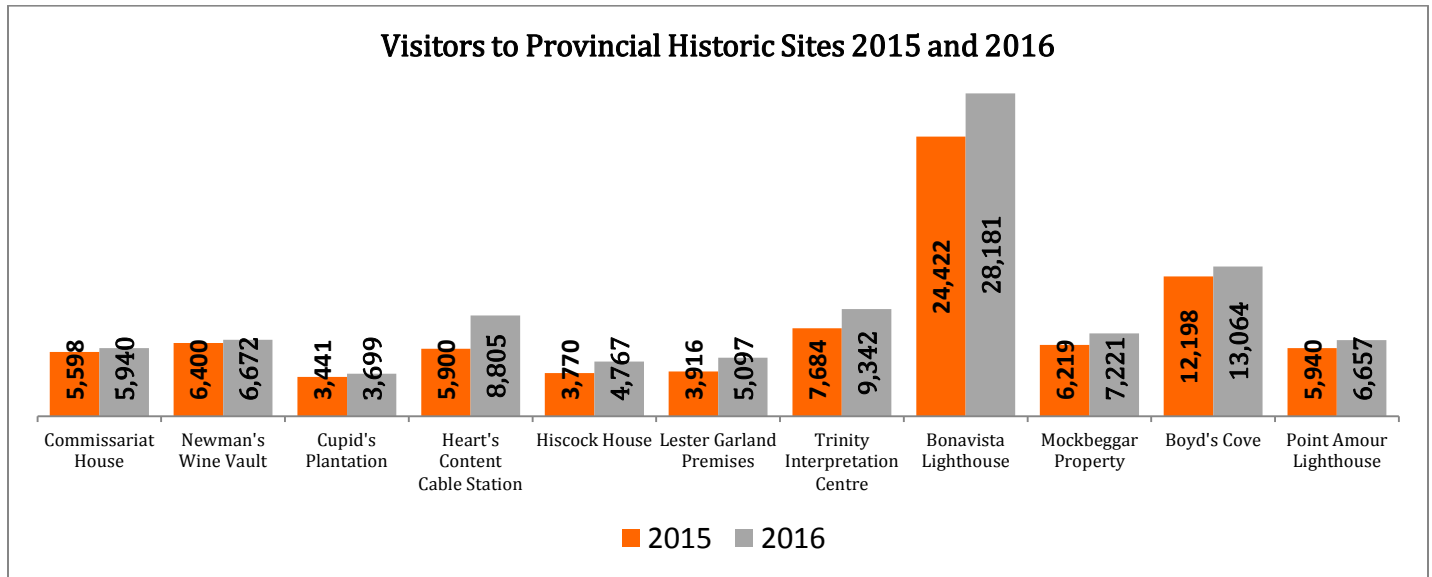
## Provincial Historic Sites



99,445  
Total visitors



16.3%



Source: Department of Tourism, Culture, Industry and Innovation

- Visitation to Provincial Historic Sites reached 99,445 during the 2016 operating season, an increase of 16.3% over the 2015 season.
- At over 28,000 visitors, the Cape Bonavista Lighthouse registered the highest number of visitors (+15% over 2015) while the Boyd's Cove Beothuk Interpretation Centre welcomed over 13,000 visitors (+7%).
- All other sites also registered increased visitation in 2016: Heart's Content Cable Station +49%, Hiscock House +26%, Lester Garland Premises +29%, Trinity Interpretation Centre +22%, Mockbeggar Property +16%, Point Amour Lighthouse +12%, Cupid's Plantation +8%, Commissariat House +6% and Newman's Wine Vault +4%.
- The significant growth in visitation has been attributed to a number of factors including local and community partnerships, enhanced programming, better local/regional promotion, a longer operating season at some sites, the high number of icebergs in 2016 in the vicinity of some sites and more group/motor coach visits.
  - The significant increase at Heart's Content Cable Station is attributed to the celebration surrounding the 150th anniversary of the landing of the first successful transatlantic cable.
  - Christmas events at Commissariat House held in late November and early December were very successful, attracting 1,519 visitors over the five day period, up from 1,434 visitors recorded during 2015. Attendance of the Christmas events at Commissariat House has been increasing year over year since 2008.

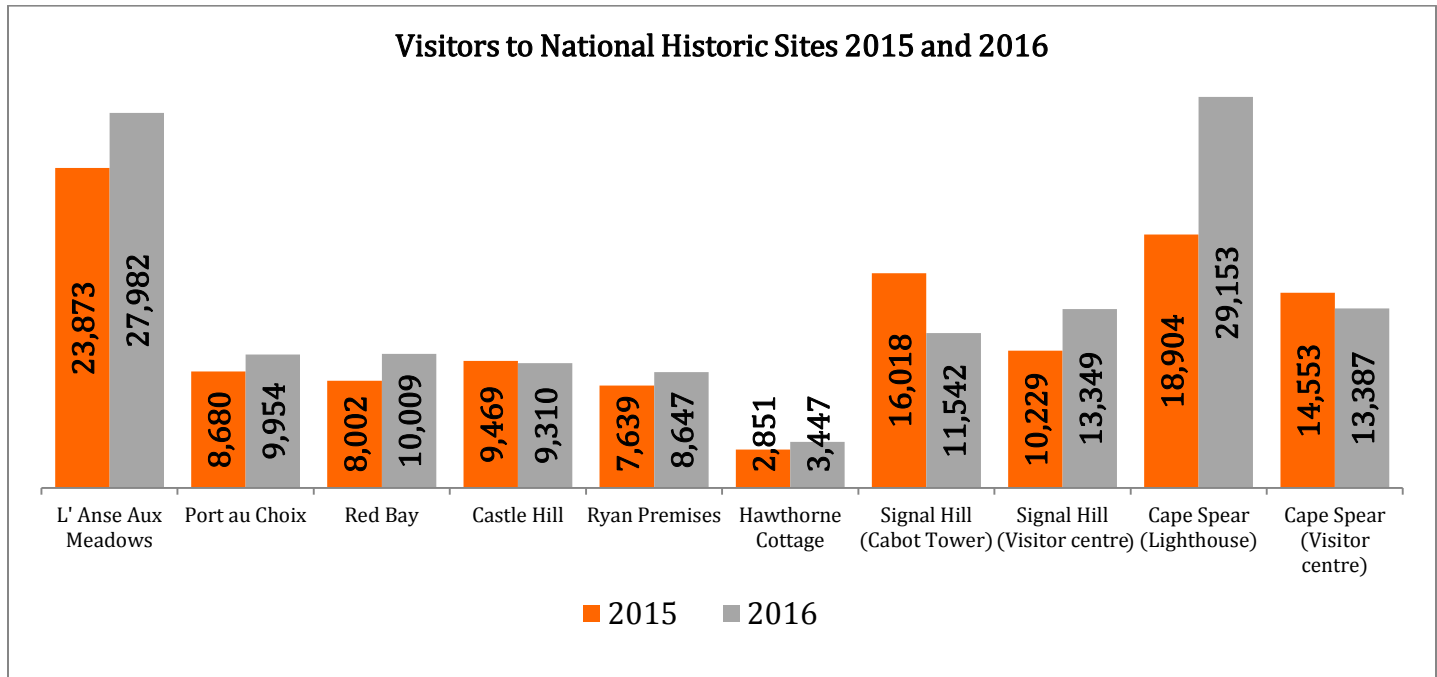
## National Historic Sites



94,368  
Total visitors



3.6%



Source: Parks Canada

- Excluding Signal Hill (Cabot Tower) which was closed until August 1, 2015 and again in September and October 2016 due to parking lot construction, National Historic Sites recorded 94,368 visitors during the 2016 operating season, an increase of 3.6% over 2015.
- At over 29,000 and nearly 28,000 visitors respectively, the Cape Spear Lighthouse (+54%) and L'Anse Aux Meadows (+17%) were the top two visited National Historic Sites in the province.
- With the exception of the Cape Spear Visitor Centre (-8%) and Castle Hill in Placentia (-2%), 2016 visitation levels at all the National Historic Sites surpassed those reached in the 2015 season: Red Bay +26%, Hawthorne Cottage +21%, Port au Choix +15% and the Ryan Premises +14%.
- With the ongoing disruptions in access to Signal Hill (Cabot Tower) during both 2015 and 2016, visitation levels at Cabot Tower declined, however, visitation to the Signal Hill Visitor Centre increased significantly (31%) during the 2016 operating season.

## Provincial Museums (May to October)



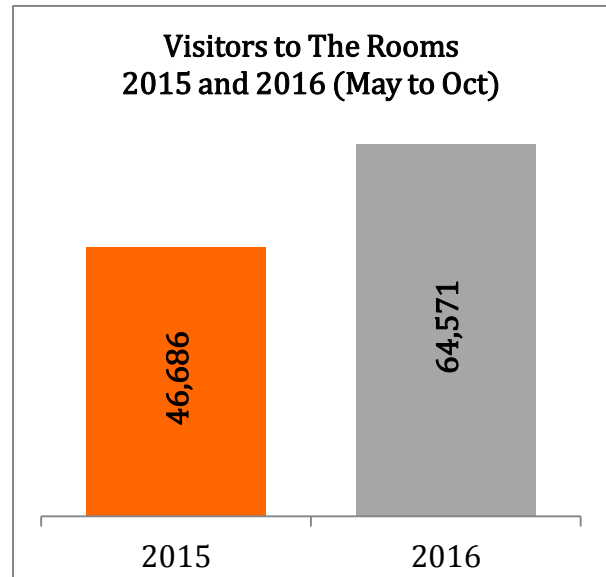
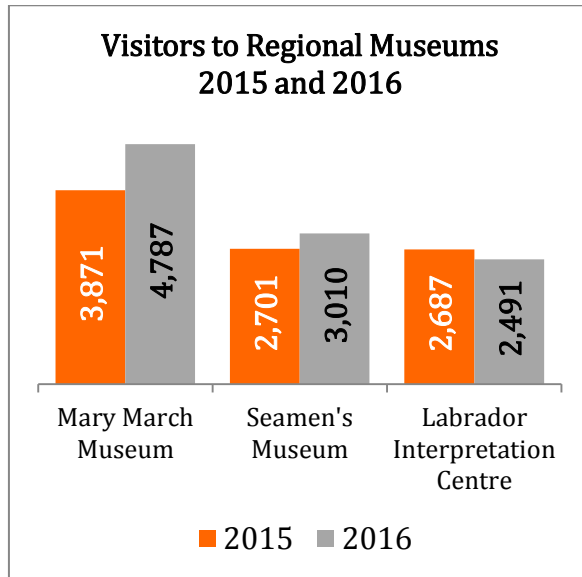
**74,859  
Total Visitors**



**10,288 Visitors to  
Regional Museums**



**64,571 Visitors to  
*The Rooms***



Source: Department of Tourism, Culture, Industry and Innovation

- Visitation to all Provincial Museums increased 34% to nearly 75,000 visitors during the May to October period in 2016.
- Visitation to the three Regional Museums reached 10,288 during the operating season 2016, an increase of 11%. Performance was mixed at the individual museums and included increases at Mary March Provincial Museum (24%) and the Provincial Seamen's Museum (11%) while visitation at the Labrador Interpretation Centre decreased 7%.
  - The increase at the Provincial Seamen's Museum is attributed, in part, to the popular children-centred interactive exhibition on Newfoundland carnivorous plants held in June.
  - The increase at the Mary March Museum is due to an increase in the number of bus tours as companies were looking for an alternative attraction to the Salmonoid Interpretation Centre as access to the centre was limited as a result of bridge repairs.
  - The decrease reported at the Labrador Interpretation Centre is attributed, in part, to significantly fewer groups visiting the Centre during June and July.
- The Rooms attracted 64,571 visitors during the peak season May to October 2016, an increase of 38% over last year while visitation for the full year January to December (91,403) increased 29%. The significant increase in visitation during this period is attributed to the July opening of the *Royal Newfoundland Regiment Gallery* showcasing the Beaumont Hamel/First World War Exhibit.

## Camping Activity at Provincial Parks



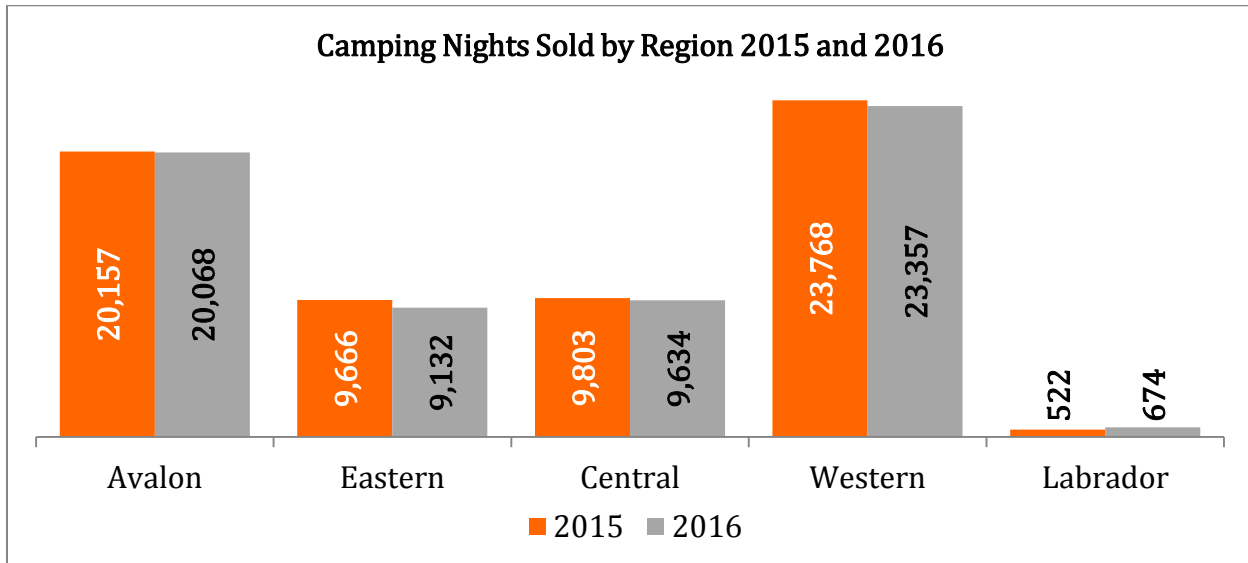
62,865  
Camping nights sold



50,160  
Resident campers



12,705  
Non-resident campers



Source: Department of Tourism, Culture, Industry and Innovation

- The number of camping units registered at the Provincial Parks reached 62,865 during the 2016 camping season, a decrease of nearly 2% over 2015.
- The number of camping units registered to residents of Newfoundland and Labrador increased 4% over the 2015 camping season while camping units registered to non-residents decreased almost 12%.
- The number of camping units registered during the 2016 camping season decreased in all regions with the exception of Labrador where the only Provincial Park in the region realized an increase of 29%.
- The six provincial parks located in Western Newfoundland recorded a combined drop of nearly 2% in registered camping units although individual park performance was mixed, with Blow Me Down and Pistolet Bay each reporting 10% increases.
- Dildo Run and Notre Dame – the two parks in the Central region – both registered a decrease of 4% and 1% respectively.
- In the Eastern region, Lockston Path recorded a healthy 8% increase in registered camping units while Frenchman's Cove declined nearly 16%.
- On the Avalon, both parks (Butter Pot, -0.8%; La Manche, +0.3%) stayed nearly unchanged compared to the 2015 camping season.

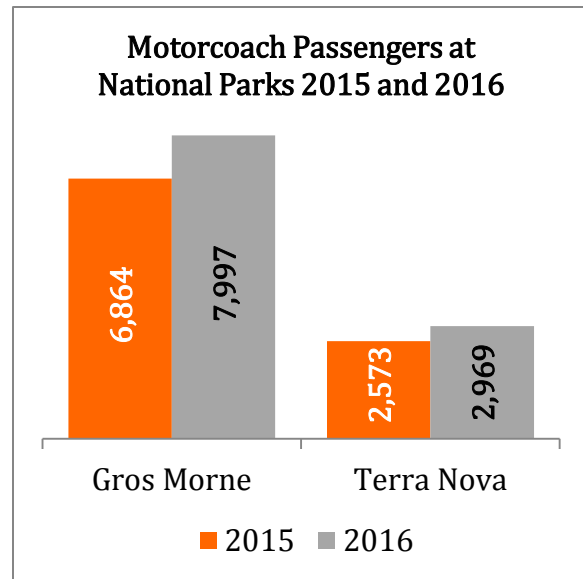
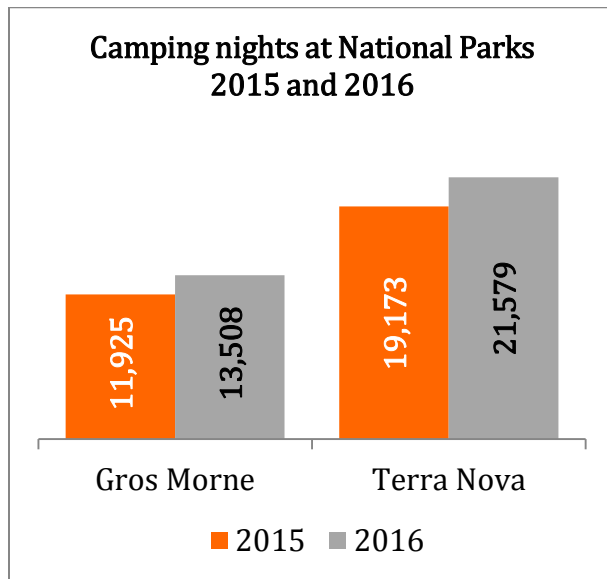
## Gros Morne and Terra Nova National Parks



**35,087 Total  
Camping nights**



**10,966 Total  
Motorcoach passengers**



Source: Parks Canada

- Overall, 240,000 visitors came to see **Gros Morne National Park**, an increase of 16% compared to visitor levels in 2015.
- With over 13,000 nights sold, camping activity at the park increased 13% for the operating period ending October 2016. Camping nights at **Terra Nova National Park** also increased (13%), reaching over 21,000 nights during the 2015 operating season.
- With over 43,000 and 26,000 visitors respectively, the Visitor Centres at both Gros Morne and Terra Nova welcomed significantly more guests in 2016 than they did in 2015.
- At 85 in Terra Nova and 225 at Gros Morne, the number of motorcoach visits increased at both parks, with the number of motorcoach passengers increasing 15% at Terra Nova reaching 2,969 and increasing 17% at Gros Morne, reaching nearly 8,000.
- In addition, other attractions within Gros Morne National Park registered increased activity, with the Lobster Cove Lighthouse welcoming nearly 27,000 visitors (+11%) while visitation at the Discovery Centre reached nearly 35,000 (+36%). Taking on over 35,500 visitors and increasing 26%, the Western Brook Pond boat tour proved popular once again in 2016 as it did over the past few years. The number of visitors reported at Broom Point increased 20%, reaching over 10,200 during the 2015 operating season.
- Attraction visitation within Terra Nova also increased during the operating season 2016, with significant increases (more than doubled visitation) reported at the Activity Centre, boat docking facilities and utilization of back country camping.

## Other Indicators (as available)

### Attractions

Increased visitation statistics to the vast majority of provincial attractions – located across all areas and regions of the province – during 2016, in combination with anecdotal evidence from individual tourism operators commenting about the busy season they experienced, show that tourism continues to be an economic driver in Newfoundland and Labrador, with visitors taking advantage of the many and varied experiences our destination has to offer. Thanks to all for sharing their data and insights.

- **Railway Coastal Museum**  
The number of visitors at the Railway Coastal Museum (9,502) decreased 8% between May and October 2016. Officials noted that only a small in-house advertising budget was available and attributed the decline to changes to the programming approach and partnership arrangements with less than the usual exposure on social media.
- **Johnson Geo centre**  
The number of visitors at the Johnson Geo Centre increased 6% to 37,832 between May and October 2016. Visitation for the full 12 months of the year indicates a decline of 1% to 50,327 visitors.
- **Quidi Vidi Plantation**  
The Quidi Vidi Plantation received 20,433 visitors between June and September 2016, representing an increase of 15%. Visits have been steadily increasing for the period 2013 to 2016.
- **#2 Mine Tour**  
The number of visitors reported at the #2 Mine Tour on Bell Island increased 7% to 12,731 between June and September 2016. Officials note that 2016 visitation levels were strong, building on the success of the 2015 Come Home Year celebrations when the site attracted a record number of visitors.
- **Manuels River Interpretation Centre**  
The number of visitors at the Manuels River Interpretation Centre increased 3% to 3,551 between May and October 2016. Officials attributed the increase to enhanced programming at the centre including trivia nights, paint and pinot (wine) nights, coffee and canvas nights, dinner/lunch with a movie as well as an open house, a young scientist program and the popular bobber race fundraiser.
- **Cupid's Legacy Centre**  
At 8,313, the number of visitors at the Cupids Legacy Centre declined slightly (0.4%) during the 2016 season compared to 2015. Prior to the 2016 operating season, visits had been steadily increasing for the period 2011 to 2015.
- **Wooden Boat Museum**  
The number of visitors at the Wooden Boat Museum reached 2,645 during the 2016 season, an increase of 20% compared to 2015 levels. Visits have been steadily increasing for the period

2013 to 2016. Officials are expecting a banner year in 2017 as the Museum celebrates its 20<sup>th</sup> anniversary.

- **Salmonier Nature Park**

Group visitation at the Salmonier Nature Park decreased 23% between June and October 2016 to 4,465 visitors. Officials note that weather played a role in the decline in group visitors, particularly in the early part of the season. Transportation and budget issues were also noted as the reason for cancelling regular group visits by the MUN Biology Department.

- **Colony of Avalon**

Compared to 2015, the number of visitors reported at the Colony of Avalon (Ferryland) increased 28% to 15,518 for the June to October 2016 period, returning the site to more normal visitation levels after an extremely poor season in 2015 which was affected by poor weather and flight cancellations at St. John's International Airport due to runway construction.

- **Mistaken Point Ecological Reserve**

The number of visitors at the Mistaken Point Ecological Reserve almost doubled to 2,003 from 1,135 visitors in the previous season. Officials have attributed the increase, in part, to the UNESCO designation of Mistake Point Ecological Reserve on July 17, 2016.

- **Myrick Wireless interpretation Centre**

Visitation to the Myrick Wireless Interpretation Centre (Cape Race) increased 37% to 1,759 between July and September 2016 while the Edge of Avalon Interpretive Centre welcomed 9,265 visitors (+12%) for the period May to October 2016. Officials attributed the increase, in part, to the UNESCO designation of Mistake Point Ecological Reserve in July 2016.

- **Matthew Legacy Site**

Compared to 2015, the number of visitors reported at the Matthew Legacy Site increased 12% to 8,770 between June and September 2016, continuing the growing trend of the past four seasons. Officials note more local and regional advertising for attractions and sites on the Bonavista Peninsula has had a positive impact on visitation.

- **Sealer's Interpretation Centre**

The number of (paid) visitors at the Sealer's Interpretation Centre (Home from the Sea) reached 5,404 during the 2016 operating season, an increase of 2% compared to 2015. The number of paying visitors to view the exhibits has been steadily growing since 2014. In 2016 (first year of tracking), there were an additional 1,607 unpaid entries into the building to visit the gift boutique, receive directions, use the washrooms and other services available at the centre.

- **Durrell Museum**

The number of visitors at the Durrell Museum reached 4,260 during the 2016 season, an increase of 17% compared to 2015. This increase is due, in part, to a longer season compared to 2015 and halts the declines experienced for the period 2013 to 2015.

- North Atlantic Aviation Museum**  
The number of visitors at the North Atlantic Aviation Museum increased 26% to 9,828 between May and October 2016, continuing the growing trend of the past three seasons. The growth in the number of visitors during 2016 is attributed to increased awareness and advertising through publications such as *Motorcoach Canada*, *Harvest Hosts-RV* and *Downhome Explore* as well as through familiarization tours.
- Salmonoid Interpretation Centre**  
The number of visitors at the Salmonoid Interpretation Centre decreased 19% to 17,147 for the June to September 2016 period. Officials attributed the decline to ongoing bridge repairs which caused limited / no access to the site by larger vehicles, particularly bus tours and large RVs.
- Newfoundland Insectarium**  
The number of visitors at the Newfoundland Insectarium reached 25,002 during the 2016 season, an increase of 0.3% compared to 2015 levels. Visits have been steadily increasing for the period 2014 to 2016.
- Burgeo Museum**  
The number of visitors at the Burgeo Museum decreased 50% to 356 during 2016. Seasonal visits were traditionally in the order of 600-700, however, officials note the poor condition of Route 480 and the negative publicity on social media affected visitation.
- Rose Blanche Lighthouse**  
The number of visitors at the Rose Blanche Lighthouse reached 5,090 during the 2016 season, an increase of 5% compared to 2015 levels. Visits have been steadily increasing for the period 2014 to 2016.
- Norstead Viking Village**  
The Norstead Viking Village reported 10,805 visitors during the 2016 season, an increase of 24% compared to 2015. Visits have been steadily increasing for the period 2013 to 2016.
- Battle Harbour Historic Properties**  
The number of visitors (overnight and same day) to the Battle Harbour Historic Properties reached 675 during the 2016 season, an increase of 3% compared to 2015 levels. Visits have been steadily increasing for the period 2014 to 2016.

## Ferry Services

- Labrador Straits Ferry**  
Traffic on the Labrador Straits ferry increased during May to October 2016, with the number of passengers and passenger related vehicles (both directions) increasing 6% and 5% respectively over 2015 levels.



## Commercial/private campgrounds

- Preliminary occupancy rates reported by commercial/private campgrounds reached 59% for the May to October 2016 period, a decrease of 0.4 percentage points over 2015 levels.

## Traveller Engagements

Advanced technologies continue to impact visitors' travel planning, communication and decision making behaviours. The department continues to maintain its lead role in the province by utilizing these new means in attracting, converting and informing current and potential visitors to Newfoundland and Labrador.

- Newfoundland and Labrador Tourism online sites include [www.newfoundlandlabrador.com](http://www.newfoundlandlabrador.com), [www.icebergfinder.com](http://www.icebergfinder.com), the new itinerary planner and various campaign pages. Between January and December 2016, all of these sites combined recorded 3.1 million sessions, an increase of 17% compared to 2015.
  - Sessions to the end of December on [www.newfoundlandlabrador.com](http://www.newfoundlandlabrador.com) reached 2.3 million, an increase of 9.6% over 2015 levels
  - Sessions to the end of December on [www.icebergfinder.com](http://www.icebergfinder.com) increased 6.7% to 204,969.
- In January 2016 the province unveiled the new **Itinerary Planner** which provides travellers with a customizable approach to building a personalized itinerary of activities, attractions and destinations. These itineraries are sharable on social media sites and can be linked to tourism businesses creating greater exposure and potentially more bookings/sales. During its first year, the itinerary planner had 90,185 visits and directed 19,332 referrals to tourism operators.
- Newfoundland and Labrador Tourism's goal is to provide leads to tourism operators by driving users from [www.newfoundlandlabrador.com](http://www.newfoundlandlabrador.com) and campaign pages to individual tourism operators' website/email addresses.
  - To the end of 2016, overall business listings on [www.newfoundlandlabrador.com](http://www.newfoundlandlabrador.com) were viewed approximately 1.1 million times, an increase of 13% over 2015, while direct referrals to tourism operators during the same period increased 24% to 560,826.
- Newfoundland and Labrador's social media postings were well received during 2016, with statistics indicating that exposure of the province's tourism product through social media continues to reach a wider audience.
  - **Facebook** continues to be the primary channel of social communications for the province. Total engagements through Facebook (likes, shares, plays and comments) increased 35% to over 2.7 million engagements overall. Facebook "Likes" specifically increased 34% compared to last year, reaching 143,363 by year's end.
  - **Twitter** followers increased 21%, reaching 46,665 while **YouTube** subscribers (7,982) and total video views (2.3 million) increased 14% and 15% respectively compared to 2015.
  - **Instagram**, added to the social media tool box in January 2015, is quickly becoming one of the primary channels of growth for engagements with the brand, with subscribers increasing to 39,937 as of December 2016, up a significant 150% over 2015.

## Comparative Performance Atlantic Provinces and Canada 2016

- Based on available performance measures and travel indicators, Newfoundland and Labrador's 2016 tourism performance appears to be at lower levels compared to those experienced in the other Atlantic Canadian provinces.
- During 2016, PEI outperformed all other Atlantic Canadian provinces with respect to growth in airport passenger movements, in terms of roofed accommodation occupancy rate increases and percent growth in room night sales.
- While Newfoundland and Labrador posted a healthy increase in airport passenger movements, the province lagged in accommodation performance.

### Atlantic Canada Airport Passenger Movements

	2015	2016	Percentage Change
Newfoundland and Labrador	2,355,593	2,453,257	4.1
Nova Scotia (Halifax only)	3,702,705	3,908,799	5.6
New Brunswick	1,297,961	1,330,420	2.5
Prince Edward Island	316,628	354,234	11.9

*Source: Transport Canada, in co-operation with Airport Managers. Includes some 2016 estimates*

### Atlantic Canada Roofed Accommodation Occupancy Levels

	2015	2016	Point Change
Newfoundland and Labrador	50.3	50.1	-0.2
Nova Scotia	41.0	44.0	3.0
New Brunswick	52.2	55.4	3.2
Prince Edward Island	44.4	48.0	3.6

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

### Atlantic Canada Roofed Accommodation Room Night Sales

	2015	2016	Percentage Change
Newfoundland and Labrador	1,419,900	1,441,500	1.5
Nova Scotia	1,172,000	1,241,000	5.9
New Brunswick	1,660,500	1,743,500	5.0
Prince Edward Island	591,600	650,400	9.9

*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 2016 performance compared to the same time period in 2015:

## **Nova Scotia**

- Non-resident visits in 2016 increased 8% over 2015, with automobile travel increasing 7% and air visitation increasing 11%.
- The number of boarding and deplaning passengers increased nearly 6% in 2016 compared to 2015 levels.
- Roofed accommodation occupancy rates were up 3 percentage points during 2016, with room night sales increasing 6%.

## **Prince Edward Island**

- Private vehicle traffic exiting PEI on the Confederation Bridge was up 10% in 2016 while the number of vehicles exiting PEI via ferry (Wood Island) was down 14% compared to last year.
- The number of boarding and deplaning passengers in 2016 increased nearly 12% compared to 2015 levels.
- The roofed accommodation occupancy rate increased almost 4 percentage points during 2016, with room night sales growing approximately 10%.

## **New Brunswick**

- The number of boarding and deplaning passengers in 2016 increased 2.5% compared to 2015.
- The roofed accommodation occupancy rate is up 3 percentage points, with room night sales increasing over 5% for the period ending December 2016.
- The number of US residents crossing the border into the province by automobile increased 7% between January and November 2016.

## **Canada**

- Overnight **foreign visitation to Canada** grew nearly 11% in 2016. Visits from the US increased nearly 10%, with automobile visitation increasing 7% and air visitation up 17%. Visits from the US by other modes of travel increased 4%.
- Visits from the 10 other core markets increased 16%. This increase was led by significant growth in arrivals from emerging markets such as South Korea, China, India and Mexico (more than 10% each) while growth from mature markets (Australia, UK, France and Germany) ranged from 9% to 17% compared to 2015 levels.
- Impacted by a weak Canadian dollar, overnight trips by Canadians to the US decreased 7% during 2016. However, overnight trips by Canadians to other destinations continued to rise, with the total number of trips taken between January and December growing 4%.

**Detailed 2016 Travel/Tourism Indicators  
Newfoundland and Labrador**

Sector Research Division (Tourism)  
Department of Tourism, Culture, Industry and Innovation

April 2017

<b>KEY PROVINCIAL TRAVEL AND TOURISM INDICATORS AT A GLANCE</b>				
<b>#</b>	<b>Key Travel/Tourism Indicator</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
1	Passenger Traffic on Marine Atlantic	319,213	328,528	2.9
2	Non-Residents Exiting (auto)	96,383	101,004	4.8
3	Residents Exiting (auto)	60,737	60,651	-0.1
4	Vehicle Traffic on Marine Atlantic	115,502	120,732	4.5
5	Airport Passenger Movements	2,355,593	2,453,257	4.1
6	Non-Residents Exiting (air)	385,068	n/a	n/a
7	Cruise Ship Port Calls	53	66	24.5
8	Cruise Ship Passenger Movements	35,162	33,933	-3.5
9	Unique Cruise Ship Passengers	21,563	23,545	9.2
10	Roofed Accommodation Occupancy Rates	50.3	50.1	-0.2 percentage points
11	Provincial Parks (camping units)	63,916	62,865	-1.6
12	Provincial Visitor Information Centres	124,017	132,760	8.8
13	Meetings and Conventions (St. John's)	82	105	28.0
14	Convention Room Nights (St. John's)	30,562	33,269	8.9
15	Convention Delegates (St. John's)	21,215	24,888	17.3
16	Website Visits	2,078,963	2,277,547	9.6

**Source:** Department of Tourism, Culture, Industry and Innovation, Sector Research Division (Tourism).

**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. Will be released pending the 2016 exit survey results.
- 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 April 27, 2017 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 Division (Marketing). Data is for January to December

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Marine Atlantic Traffic	Port Aux Basques to North Sydney, NS Service			Argentina to North Sydney, NS Service			Total Newfoundland to Nova Scotia Service		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
Passengers Carried	290,753	299,121	2.9	28,460	29,407	3.3	319,213	328,528	2.9
Passenger Related Vehicles Carried (PRVs)	103,302	107,947	4.5	12,200	12,785	4.8	115,502	120,732	4.5
Number of Crossings	1,574	1,644	4.4	80	82	2.5	1,654	1,726	4.4

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

Origin	2015	2016	% Change
Maritimes	45,357	46,064	1.6
Ontario	26,484	27,439	3.6
Quebec	6,222	7,522	20.9
Western Canada	7,243	8,748	20.8
United States	10,920	11,063	1.3
Foreign	159	168	5.7
Province	96,383	101,004	4.8

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

Origin	2015	2016	% Change
Newfoundland & Labrador	60,737	60,651	-0.1

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



<b>Table 4. Airport Passenger Movements: January to December 2015 and 2016</b>			
<b>Airport</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
St. John's	1,504,605	1,568,950	4.3
Gander	177,990	173,690	-2.4
Deer Lake	341,069	365,681	7.2
Stephenville	6,966	7,790	11.8
St. Anthony	18,077	20,285	12.2
Goose Bay	175,516	206,582	17.7
Wabush	131,370	110,279	-16.1
Province	2,355,593	2,453,257	4.1

**Source:** Airport Managers, Transport Canada.  
Note: Goose Bay Airport estimated for November and December 2016

<b>Table 5. Cruise Ship Statistics for Newfoundland and Labrador 2015 and 2016</b>						
<b>Port (NL)</b>	<b>2015</b>			<b>2016</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	17	7,719	16,758	23	7,449	16,188
Corner Brook	12	5,565	10,565	9	4,240	8,351
Rest of the Province	24	4,877	7,839	34	4,826	9,394
<b>Total (NL)</b>	<b>53</b>	<b>18,161</b>	<b>35,162</b>	<b>66</b>	<b>16,515</b>	<b>33,933</b>
St. Pierre and Miquelon	6	1,883	2,201	9	1,443	2,694

**Source:** Cruise Newfoundland and Labrador

<b>Table 6. Strait of Belle Isle Ferry Service: May to October 2015 and 2016</b>			
<b>Both Directions</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Passenger Movements	78,836	83,815	6.3
Passenger Vehicle Movements	33,983	35,798	5.3

**Source:** Department of Transportation and Works

<b>Table 7. *Occupancy &amp; *Average Daily Rates by Region: January to December 2015 and 2016</b>			
<i>*Change in Occupancy presented as % point Change while *Change in Average Daily Rate is presented as % Change</i>			
	<b>2015</b>	<b>2016</b>	<b>Change</b>
<b>Province</b>			
Occupancy Rate	50.3	50.1	-0.2
Average Daily Rate	\$134.62	\$138.70	3.0
<b>Avalon Peninsula</b>			
Occupancy Rate	57.0	54.5	-2.5
Average Daily Rate	\$143.42	\$143.73	0.2
<b>Eastern Region</b>			
Occupancy Rate	43.7	44.1	0.4
Average Daily Rate	\$120.50	\$125.19	3.9
<b>Central Region</b>			
Occupancy Rate	43.2	45.3	2.1
Average Daily Rate	\$131.50	\$150.87	14.7
<b>Western Region</b>			
Occupancy Rate	43.6	46.7	3.1
Average Daily Rate	\$122.98	\$126.55	2.9
<b>Labrador</b>			
Occupancy Rate	57.2	52.5	-4.7
Average Daily Rate	\$135.21	\$136.12	0.9
<b>Source:</b> Department of Tourism, Culture, Industry and Innovation, Accommodation Module, Tourism Destination Management System (TDMS II)			
<b>Notes:</b> Data presented is current as of April 27, 2017 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. Tourist Arrivals (St. Pierre and Miquelon): May to September 2015 and 2016</b>			
<b>Tourist Arrivals</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
<b>BY AIR</b>			
Canadians	846	963	13.8
Americans	116	131	12.9
Other Countries	139	146	5.0
<b>SUBTOTAL (AIR)</b>	<b>1,101</b>	<b>1,240</b>	<b>12.6</b>
<b>BY SEA</b>			
Canadians	5,963	7,039	18.1
Americans	332	812	144.6
Other Countries	133	1,805	1257.1
<b>SUBTOTAL (SEA)</b>	<b>6,427</b>	<b>9,656</b>	<b>50.2</b>
<b>OVERALL</b>			
Canadians	6,808	8,002	17.5
Americans	448	943	110.5
Other Countries	272	1,951	617.1
<b>GRAND TOTAL</b>	<b>7,528</b>	<b>10,896</b>	<b>44.7</b>
<b>Source:</b> St. Pierre and Miquelon Tourism			
Notes: Canadian arrivals include residents of Newfoundland and Labrador. The Route Halifax – St. Pierre yacht race 2016 was held in July and attracted 13 sailboats from Canada, France, USA and the United Kingdom. Also 2016 represented the 200 <sup>th</sup> Anniversary of when St. Pierre became a French territory from the British (1816-2016)			

<b>Table 9. Provincial Visitor Information Centre Visits: Operating Season 2015 &amp; 2016</b>		
<b>Provincial Chalet</b>	<b>2015 Season</b>	<b>2016 Season</b>
Port Aux Basques	16,843	18,818
Deer Lake (Highway)	14,200	15,341
Deer Lake (Airport)	32,975	35,758
Notre Dame Junction	7,119	7,779
Clarenville	7,472	9,680
Whitbourne	8,692	10,067
Argentia	7,353	7,580
St. John's (Airport)	59,368	63,367
<b>Total</b>	<b>154,022</b>	<b>168,390</b>
<b>Source:</b> Department of Tourism, Culture, Industry and Innovation. Season may vary		

<b>Provincial Chalet</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Port Aux Basques	16679	18,818	12.8
Deer Lake (Highway)	14,079	15,341	9.0
Deer Lake (Airport)	21,588	24,058	11.4
Notre Dame Junction	7,052	7,779	10.3
Clarenville	7,363	9,680	31.5
Whitbourne	8,599	10,067	17.1
Argentia	7,326	7,580	3.5
St. John's (Airport)	39,346	39,437	0.2
<b>Province (Total)</b>	<b>122,032</b>	<b>132,760</b>	<b>8.8</b>

**Source:** Department of Tourism, Culture, Industry and Innovation. 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>2015</b>	<b>2016</b>	<b>% Change</b>
Cape Bonavista Lighthouse	24,422	28,181	15.4
Heart's Content Cable Station	5,900	8,805	49.2
Lester Garland Premises	3,916	5,097	30.2
Point Amour Lighthouse	5,940	6,657	12.1
Trinity Interpretation Centre	7,684	9,342	21.6
Quidi Vidi Battery	Not Open	Not Open	Not Open
Mockbeggar Plantation	6,219	7,221	16.1
Hiscock House	3,770	4,767	26.4
Commissariat House	5,598	5,940	6.1
Boyd's Cove	12,198	13,064	7.1
Newman's Wine Vault	6,400	6,672	4.3
Cupid's Plantation	3,441	3,699	7.5
<b>Province (Total)</b>	<b>85,488</b>	<b>99,445</b>	<b>16.3</b>

**Source:** Department of Tourism, Culture, Industry and Innovation. Season and operating hours may vary by season

<b>Table 12. Terra Nova National Park Visitation: Operating Season ending October 2015 and 2016</b>			
<b>Terra Nova Park</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Camper Nights	19,173	21,579	15.9
Visitor Centre	22,794	26,312	15.4
Activity Centre	1,685	3,933	133.4
Motorcoach Visits	69	85	23.2
Motorcoach Passengers	2,573	2,969	15.4

**Source:** Parks Canada, Terra Nova National Park

<b>Table 13. Gros Morne National Park Visitation: (Operating Season ending October) 2015 and 2016</b>			
<b>Gros Morne Park</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors (June to October)	207,000	240,000	15.9
Camper Nights	11,925	13,508	13.3
Visitors (Discovery Centre)	25,492	34,787	36.5
Visitors (Visitor Centre)	42,038	43,350	3.1
Visitors (Lighthouse)	24,530	27,152	10.7
Visitors (Broom Point)	8,486	10,202	20.2
Motorcoach Visits	187	225	20.3
Motorcoach Passengers	6,864	7,997	16.5
Boat Tours (People)	28,286	35,521	25.6

**Source:** Parks Canada, Gros Morne National Park

<b>National Historic Site</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
L'Anse Aux Meadows	23,873	27,982	17.2
Port Au Choix	8,680	9,954	14.7
Red Bay	8,002	10,099	26.2
Castle Hill	9,469	9,310	-1.7
Ryan Premises	7,639	8,647	13.2
Hawthorne Cottage	2,851	3,447	20.9
Signal Hill (Cabot Tower)	16,018	11,542	-27.9
Cape Spear (Visitor Centre)	14,553	13,387	-8.0
<b>Total</b>	<b>91,085</b>	<b>94,368</b>	<b>3.6</b>
Signal Hill (Visitor Centre)	10,229	13,349	30.5
Cape Spear (Lighthouse)	18,904	29,153	54.2

**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.

**Note:** Only the month of August 2015 and 2016 is presented for Signal Hill (Cabot Tower) as the site was closed for May, June and July 2015 for renovations/maintenance issues and September 6<sup>th</sup> to October 31<sup>st</sup> 2016 as the parking lot was being resurfaced and paved. For the full 2014 operating season of May to October, Signal Hill (Cabot Tower) received 37,360 visitors.

<b>Museum</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Mary March Provincial Museum	3,871	4,787	23.7
Provincial Seamen's Museum	2,701	3,010	11.4
Labrador Interpretation Centre	2,687	2,491	-7.3
Overall	9,259	10,288	11.1

**Source:** Department of Tourism, Culture, Industry and Innovation.

	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of MC & IT and Events	82	105	28.0
Number of MC & IT and Event Room Nights	30,562	33,269	8.9
Number of MC & IT and Event Delegates	21,215	24,888	17.3

**Source:** Destination St. John's

<b>Provincial Park</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Barachois Pond	11,962	11,919	-0.4
Blow Me Down	1,175	1,299	10.6
J. T. Cheeseman	3,022	2,513	-16.8
Pinware River (Labrador)	522	674	29.1
Pistolet Bay	1,651	1,831	10.9
Sandbanks	1,392	1,307	-6.1
Squires Memorial	4,566	4,488	-1.7
<b>Western &amp; Labrador Straits Region</b>	<b>24,290</b>	<b>24,031</b>	<b>-1.1</b>
Dildo Run	3,242	3,123	-3.7
Notre Dame	6,561	6,511	-0.8
<b>Central Region</b>	<b>9,803</b>	<b>9,634</b>	<b>-1.7</b>
Frenchman's Cove	5,518	4,656	-15.6
Lockston Path	4,148	4,476	7.9
<b>Eastern Region</b>	<b>9,666</b>	<b>9,132</b>	<b>-5.5</b>
Butter Pot	13,837	13,726	-0.8
La Manche	6,320	6,342	0.3
<b>Avalon Region</b>	<b>20,157</b>	<b>20,068</b>	<b>-0.4</b>
Province	63,916	62,865	-1.6

**Source:** Department of Tourism, Culture, Industry and Innovation.  
**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>2015</b>	<b>2016</b>	<b>% Change</b>
Newfoundland and Labrador	49,524	50,160	1.3
Other Canada	14,392	8,736	-11.7
United States		2,115	
Other Countries		674	
Unknown		1,180	
<b>Province</b>	<b>63,916</b>	<b>62,865</b>	<b>-1.6</b>

<b>Table 18. Cape St. Mary's, Burnt Cape and Mistaken Point Ecological Reserve: (May 1 to October 15) 2015 and 2016</b>			
	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors Cape St. Mary's	13,758	16,014	16.4
Number of Visitors Mistaken Point	1,135	1,997	75.9
<b>Source:</b> Department of Department of Tourism, Culture, Industry and Innovation. Notes: Mistaken Point received UNESCO designation on July 17 <sup>th</sup> , 2016			

<b>Table 19. Edge of Avalon Interpretive Centre: (May to October) 2015 and 2016</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	7,217	9,265	28.4
<b>Source:</b> Edge of Avalon Interpretive Centre (Portugal Cove South) Notes: Mistaken Point received UNESCO designation on July 17 <sup>th</sup> , 2016			

<b>Table 20. Myrick Wireless Interpretation Centre: (July to September) 2015 and 2016</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	1,283	1,759	37.1
<b>Source:</b> Myrick Wireless Interpretation Centre (Cape Race)			

<b>Table 21. Salmonier Nature Park: June to October 2015 and 2016</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
General Visitation	42,590	n/a	n/a
Community/Recreation and School Groups (Visitors)	5,819	4,465	-23.3
Number of Visitors (Total)	48,409	n/a	n/a
<b>Source:</b> Salmonier Nature Park			

<b>Table 22. Colony of Avalon (Ferryland): June to October 2015 and 2016</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	12,168	15,630	28.5
<b>Source:</b> Colony of Avalon Foundation (Ferryland)			



<b>Table 23. Matthew Legacy Centre/: (Operating Season) 2015 and 2016</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	7,885	8,770	11.2
<b>Source: Matthew Legacy Centre</b>			

<b>Table 24. Bell Island # 2 Mine Tour: June to September 2015 and 2016</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	11,934	12,731	6.7
<b>Source: Bell Island Heritage Society</b>			

<b>Table 25. North Atlantic Aviation Museum: May to October 2015 and 2016</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	7,774	9,828	26.4
<b>Source: North Atlantic Aviation Museum</b>			

<b>Table 26. Salmonoid Interpretation Centre: June to September 2015 and 2016</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	21,296	17,147	-19.5
<b>Source: Salmonoid Interpretation Centre</b>			

<b>Table 27. Newfoundland Insectarium: May to October 2015 and 2016</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	24,923	25,002	0.3
<b>Source: Newfoundland Insectarium</b>			

<b>Table 28. The Rooms</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors (January to December)	70,881	91,403	29.0
Number of Visitors (May to October)	46,686	64,571	38.3
<b>Source: The Rooms, Department of Tourism, Culture, Industry and Innovation</b>			

<b>Table 29. Johnson Geo Centre</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors (January to December)	51,027	50,327	-1.4
Number of Visitors (May to October)	35,856	37,832	5.5
<b>Source:</b> The Johnson Geo Centre			

<b>Table 30. Sealer's Interpretation Centre</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	5,286	7,011	32.6
<b>Source:</b> Sealer's Interpretation Centre			

<b>Table 31. Railway Coastal Museum</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	13,992	12,372	-11.6
<b>Source:</b> Railway Coastal Museum			

<b>Table 32: Rose Blanche Lighthouse</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	4,834	5,090	5.3
<b>Source:</b> Rose Blanche Lighthouse			

<b>Table 33: Durrell Museum</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	3,635	4,260	17.2
<b>Source:</b> Durrell Museum			

<b>Table 34: Wooden Boat Museum</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	2,203	2,645	20.1
<b>Source:</b> The Wooden Boat Museum			

<b>Table 35: Burgeo Museum</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	728	356	-51.1
<b>Source: Burgeo Museum</b>			

<b>Table 36. Battle Harbour Historic Properties</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors (overnight – sameday)	653	675	3.4
<b>Source: Battle Harbour Historic Properties</b>			

<b>Table 37. Cupid’s Legacy Centre</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	8,334	8,302	-0.4
<b>Source: Cupid’s Legacy centre</b>			

<b>Table 38. Norstead Viking Village</b>			
<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>% Change</b>
Number of Visitors	8,711	10,805	24.0
<b>Source: Norstead Viking Village</b>			

<b>Table 39. Skier Visits: Operating Season Marble Mountain 2014/2015 and 2015/2016</b>			
	<b>2014/2015</b>	<b>2015/2016</b>	<b>% Change</b>
Ski Days	87	74	-14.9
Skier Visits	61,931	63,870	3.1
<b>Source: Marble Mountain Development Corporation</b>			