



Department of Tourism, Culture and Recreation Backgrounder Year-End Provincial Tourism Performance 2006 and Tourism Outlook 2007

Highlights:

- From January 1, 2006 to December 31, 2006, there were an estimated 496,400 non-resident visits to Newfoundland and Labrador, **an increase of 5.6%** over the same period in 2005. Non-resident tourism expenditures in the Province from January 1, 2006 to December 31, 2006 were estimated to be \$366 million, an increase of 8.8% over the same period in 2005.

Mode	2004		2005		2006 f	
	Visits	Expenditures \$M	Visits	Expenditures \$M	Visits	Expenditures \$M
Auto	126,300	\$73.4	128,500	\$75.9	121,900	\$73.0
Air	305,300	\$245.9	316,100	\$258.9	349,700	\$290.5
Cruise	17,700	\$1.3	25,600	\$1.9	24,800	\$1.9
Total	449,300	\$320.6	470,200	\$336.7	496,400	\$366.3

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 province's overall growth in 2006 was **fueled largely by increases in non-resident air (+11%)**. Combined resident and non-resident air passenger movements in and out of the province increased 4% in 2006 and accounted for the **largest share** of all traffic movements annually. A more competitive airline industry and a busy convention year (especially in St. John's and Corner Brook) contributed to continued tourism growth in the province.
- Despite the positive overall increase in provincial tourism visitation and expenditures, tourism operators in some of the province's regions reported fewer visitors than in 2005. Sluggish auto traffic in particular contributed to a mixed regional tourism picture as evidenced by mixed results in accommodation occupancy and site/facility visitation. Urban centres benefitted from the continuing increase in air travellers. Burgeoning air travel and increased visitation in urban areas are trends evident across Canada.
- Total Marine Atlantic ferry passenger traffic in 2006 declined 3% compared with 2005. Non-resident auto visitors decreased by 5% for the period January 1, 2006 to December 31, 2006 to

approximately 121,900 travellers. Residents exiting the province via Marine Atlantic declined 1% compared to last year.

- Airport passenger movements at the Province's six major airports increased 5% during 2006 to 1.7 million passenger movements. Increases have been recorded for Deer Lake (+3%), St. John's (+6%), St. Anthony (3%), Stephenville (+29%) and Wabush (+16%) while decreases have been recorded for Gander (-9%) and Goose Bay (-10%).
- Based on these estimates, non-resident airline visits increased 11% for the period ending December 2006.
- Cruise Newfoundland and Labrador reported 105 port calls during the 2006 cruise season, up from 97 recorded in 2005. Passenger visits reached 34,262; a decline of about 5% over the 2005 cruise season.
- Based on available information (96% return rate as of March 21, 2007), 2006 roofed accommodation occupancy rates increased 1 point over the previous year for the Province as a whole. Increases were reported for the Western Region (+1 point), Central Region (+2 points) and Labrador Region (+2 points) while occupancy levels were unchanged for the Avalon Region. Performances in the Eastern region declined 6 points in 2006 compared to 2005. These figures may be adjusted as final data for 2006 is received from operators
- While more resident auto travellers opted to stay home in 2006, this did not necessarily mean that they travelled more throughout the province. Lower numbers of visitors were recorded at many of the province's regional museums, Visitor Information Centres, natural and historic attractions and public and commercial campgrounds. The visitation rates at natural and historic attractions are also a function of the declining school-age population in the Province.
- Travel by both car and motorcoach was influenced by the sharp rise in gasoline prices which peaked during the prime travel season but these prices eased after September 2006. This continuing trend from auto to air was supported by improved air travel options, the availability of discount airline carriers and changing consumer preferences. Travellers, like the Province's affluent, well-educated markets, are often cash rich but time poor; increasingly travel trends indicate that they are opting for shorter, more frequent trips throughout the year.

Comparative Performance

- Canada registered strong domestic demand in 2006 despite high gas prices and an exchange rate with favourable conditions for international travel by Canadians. Canadian travel to the US has risen overall in 2006 (6.8% to September) and overseas travel by Canadians also rose for the first nine months of 2006.
- Canadian domestic travel also remained strong during the summer months. The Conference Board of Canada has attributed this resurgence of domestic travel to the greater focus on marketing Canadian destinations by provincial and regional tourism agencies.
- While overall visitation estimates for each of the Atlantic Canadian Province's are not strictly comparable due to different methodologies. Available data suggests that 2006 performance in Newfoundland and Labrador is out performing levels reported in the other Atlantic Provinces. While Newfoundland and Labrador expects to record a 5.1% increase in non-resident visits, Nova Scotia is expecting a 1% increase. Prince Edward Island is expecting a season on par with 2005 while preliminary estimates from New Brunswick suggest a decline of 3% in non-resident visits. (See Table II below).

Table II - Non-Resident Tourist Visitation and Expenditures Other Atlantic Provinces 2004, 2005 and 2006						
Province	2004		2005		2006 f	
	Visits	Expenditures \$M	Visits	Expenditures \$M	Visits	Expenditures \$M
PEI	979,000	\$309	979,000	\$318	979,000	\$327
NS	2,204,000	\$1,308	2,093,800	\$1,282	2,114,700	\$1,313
NB	1,775,000	\$1,140	1,792,800	\$1,174	1,739,000	\$1,162

Source: Province of Nova Scotia, New Brunswick, Prince Edward Island, ACOA/Tourism Atlantic and Department of Tourism, Culture and Recreation calculations.
Note: Data are preliminary estimates only and subject to change at source.

- Data to the end of October 2006 indicates that Nova Scotia is tracking a par performance with respect to overall non-resident visitation. Nova Scotia is reporting a 3% increase in air visitors and a 1% increase in non-resident auto visitors. Motorcoach visits are down 8% as the end of October. Room night sales have increased 2% for the period ending October while occupancy rates are tracking on par compared to last year. Preliminary data from Nova Scotia expects that non-resident visitation during 2006 will be 1% higher than the previous year.
- Prince Edward Island reported a decline of 1% in both ferry vehicle traffic and non-resident automobile visitors utilizing Confederation Bridge for the period ending October 2006. Other indicators include a significant increase (21%) in enplanements. Accommodations occupancy is reported to be on par with 2005. Preliminary data from Prince Edward Island is projecting that non-resident visitation during 2006 will be on par with 2005 performance pending final tabulation of 2006 results.
- New Brunswick reported an increase of one point in occupancy levels for the period ending October 2006. Based on preliminary data, New Brunswick is projecting that non-resident visitation during 2006 was down 3% compared to 2005 performance.

Background and Early Tourism Outlook 2007:

- Current challenges impacting the travel/tourism industry at both the national and provincial levels include the elimination of the Visitors GST/HST Rebate Program, the Western Hemisphere Travel Initiative (WHTI), the Canadian Border Services Agency regulations, Marine Atlantic and air access.
- Looking ahead to 2007, it is anticipated that Canada's solid economic performance will continue and ensure that Canadian business and leisure travelers have the financial means and disposable income necessary to travel in the coming months. This may bode well for Newfoundland and Labrador whose main non-resident markets remain Ontario-East. The latest Travel Intentions Survey by the Canadian Tourism Research Institute (CTRI) estimates that nearly 44% of Canadians polled in June said they planned to take a vacation between November 2006 and April 2007.
- Both air prices and hotel rates rose slightly in 2006 and high gasoline prices may still keep Canadians closer to home in 2007. As of December 2006, capacity and frequency of non-stop flights to Newfoundland and Labrador from central Canada increased significantly in January 2007 compared to January 2006. This increase is offset, however, by decreases in capacity and frequency from Halifax to St. John's and to destinations in central and western parts of the island. Although there is no change in capacity to Labrador from Halifax, the decreases to the island

portion of the province are significant enough to result in an overall reduction of 9% in air capacity to the Province in winter 2007, compared to winter 2006. This is compounded by a reduction of about 5% in intra-provincial capacity.

- As of December 2006 capacity provided to St. John's by low cost carriers has also been reduced from 36% of total capacity in 2006 to just 28% of total capacity in 2007. While low cost carriers provided 35% of total capacity to other destinations in the Province in 2006, there is no service to be provided by low cost carriers in any regions other than St. John's in 2007. The Department of Tourism, Culture and Recreation is continuing to track air capacity closely and will be adjusting this forecast to reflect monitoring information on the air capacity picture as 2007 unfolds.
- There are signs that the US economy will continue to cool in 2007 and American travel remains soft. Newfoundland and Labrador's US market is important developmentally but is comparatively small, just 12% of our total non-resident market. The overall outlook on the US economy remains more pessimistic suggesting continuing declines in US visitors to Canada in 2007.
- The recent US decision to implement the Western Hemisphere Travel Initiative (WHTI) may impact discretionary travel to Canada. This initiative, effective January 23, 2007 requires travelers crossing border point by air into the U.S., including American citizens returning from Canada must present a passport or air NEXUS card. This requirement will be extended, not later than June 1, 2009 to include travelers crossing at land and marine border points.
- It is expected that Canada's economy will likely weather the slowdown in US economic activity in 2007. The European economy is performing well in 2006 but expected to slow somewhat into 2007 as oil prices remain high and interest rates rise. Strong export growth will continue to drive the Asia-Pacific market and the Chinese and Japanese markets are expected to do well. Overseas visitors account for just 8% of the province's non-resident parties.
- St. John's is poised for another good year in 2007, given that the outlook for the outlook for conventions continues to be robust. May 2007 is anticipated to be a big month with very few open room blocks available at the main conference hotels. Fall 2007 also looks very strong. The following year in 2008 also is showing strong bookings.
- St. John's Airport passenger traffic exceeded 1.2 million passenger movements during 2006, a full 6% increase over 2005. This growth matches the forecast noted by the authority in January 2006. The one million passenger mark was reached in 2004, a full six years ahead of their original forecast. The St. John's Airport Authority expects passenger movements to increase 13% over the next four years (2007 to 2010).
- On January 1, 2005, the Government of Canada placed a two-year freeze on rates charged by Marine Atlantic. The freeze remained in effect until December 31, 2006. Marine Atlantic recently announced an increase of 1% in rates (one way) for both passengers and vehicle traffic for the 2007 season. Rates for onboard accommodations (cabins/sleepers etc) remain unchanged from last year. This combined with high gas prices and the exchange rate, could add a further (small) disincentive to non-resident auto travel especially from such long haul markets as Ontario and the US.
- Cruise Newfoundland and Labrador has 87 port calls tentatively booked for the 2007 cruise season so far (cited from www.cruisefundandlabrador.com as of January 22, 2007). This is on par with pre-bookings of the previous (2006) cruise season.

Table III (below) provides an at-a-glance summary of key indicators of provincial tourism performance for 2006.

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

Table III - Key Provincial Travel/Tourism Indicators At-A-Glance to December 2006

#	Key Travel/Tourism Indicator	% Increase Compared to the Same Time Period of 2005	% Decrease Compared to the Same Time Period of 2005
1	Passenger Traffic on Marine Atlantic		-3%
2	Non-Residents Exiting (auto)		-5%
3	Residents Exiting (auto)		-1%
4	Vehicle Traffic on Marine Atlantic		-2%
5	Exiting Buses		-2%
6	Airport Passenger Movements	+5%	
7	Non-Residents Exiting (air)	+11%	
8	# of different Ports Visited (Cruise)	+3%	
9	# of Total Port Calls	+8%	
10	Cruise Ship Passenger Movements		-5%
11	Roofed Accommodation Occupancy Rates	+ 1 Point	
12	Provincial Visitor Information Centres		-7%
13	Meetings and Conventions	+9%	
14	Convention Delegates	+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 March 21, 2007 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 and City of Corner Brook.

Appendix 1
Detailed 2006 Travel/Tourism Indicators
Newfoundland and Labrador

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

As of March 21, 2007

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Note bene: The following travel and tourism indicators are for the 2006 operating season. Comparisons are to the same time period of 2005.

Marine Atlantic

- Overall passenger traffic on the Marine Atlantic Ferry System decreased 3% during 2006 while passenger related vehicle traffic on the Marine Atlantic Ferry System decreased 2%.
- It is estimated that non-resident automobile visits decreased 5% covering the period January to December. Traffic from the Maritimes decreased 3% while the number of visitors from Ontario decreased 10%. Visitors from Quebec decreased 1% compared to last year while the number of visitors reported from the USA declined 3%. Automobile visitors from Western Canada increased 6% during 2006.
- Residents travelling outside the province via Marine Atlantic decreased 1% during 2006.
- Exiting bus traffic on the Marine Atlantic Ferry System decreased 2% between May and October 2006 (- 3 buses).

Airports

- Airport passenger movement at the Province's six major airports increased 5% during 2006 to 1.7 million passenger movements. Increases have been recorded for Deer Lake (+5%), St. John's (+6%), St. Anthony (+3%), Stephenville (+29%) and Wabush (+16%) while decreases have been recorded at Gander (-9%) and Goose Bay (-10%).
- Based on these estimates, non-resident airline visits increased 11% for the period ending December 2006.

Accommodation Occupancy Rates

- Based on available information (96% return rate as of March 21, 2007), 2006 roofed accommodation occupancy rates increased 1 point over the previous year for the Province as a whole. Increases were reported for the Western Region (+1 point), Central Region (+2 points) and Labrador Region (+2 points) while occupancy levels were unchanged for the Avalon Region. Performances in the Eastern region declined 6 points in 2006 compared to 2005. These figures may be adjusted as final data for 2006 is received from operators.
- Based on available information (84% return rate of March 21, 2007), preliminary commercial campground occupancy rates for May to October 2006 were on par with last year.

Cruise

- Cruise ship passenger visits reached 34,262 during the 2006 cruise season, a decrease of 5% over the 2005 cruise season. A total of 105 port calls were recorded during 2006, up from the 97 recorded during the 2005 cruise season.

Meetings and Conventions

- The number of meetings and conventions delegates reported by Destination St. John's and the City of Corner Brook increased over last year. Specifically Destination St. John's reported 26,089 meetings and conventions delegates during 2006, an increase of 4% over 2005 while the City of Corner Brook reported 7,006 delegates, more than double the number reported the previous year.

Visitor Information Centres

- The number of visitors to the system of Provincial visitor information centres between May and September/October declined 7% over the 2005 operating seasons. Decreases were reported at

North Sydney (-14%), Clarendville (-10%), Argentia (-20), Port Aux Basques (-10%) and Notre Dame Junction (-3%). Partly because of improved signage, the VIC in Deer Lake reported an increase of 6% while visits to the Whitbourne VIC increased 1%.

- Visitor information services at the Gentara Building (Water Street) operated by the City of St. John's received 11,022 visitors between June and September 2006, an increase of 12% compared to 2005 levels. Non-resident visits increased 16% while resident visits decreased 8%.
- Visitor information services provided by the City of Corner Brook received 10,426 visitors during the 2006 operating season, a decrease of 18% compared to 2005 levels.

Provincial Parks and Reserves

- During the 2006 operating season there were 56,535 camping units registered at the system of Provincial Parks, an increase of 813 units or 1.5% higher than 2005. Despite this small increase, nine of the 13 Provincial Parks reported a decline in the number of camping units registered during the 2006 season.
- Parks in the Western Region and the Labrador Straits area reported 17,415 camping units for the 2006 season, a decline of 7% over 2005. Six of the seven Provincial Parks located in the Western Region and the Labrador Straits area reported declines during 2006, the exception being Squires Memorial.
- The two parks in the Central region reported 9,050 camping units for the 2006 season, an increase of 3% over 2005 levels. Activity increased at Notre Dame Park while the number of units registered at Dildo Run decreased.
- The two parks located in the Eastern region reported 6,402 camping units, a decrease of 4% over the 2005 camping season. Both Frenchman's Cove on the Burin Peninsula and Lockston Path on the Bonavista Peninsula reported declines.
- The two parks located on the Avalon Peninsula reported 23,668 camping units for the 2006 season, an increase of 10% over 2005. Both La Manche and Butter Pot Provincial Parks reported increases during the 2006 camping season. This is in part because of the increasing resident population of the Avalon region.
- Cape St. Mary's and Burnt Cape Ecological Reserves both reported increases during the 2006 operating season. Specifically Cape St. Mary's increased 3% to 17,371 visitors while 887 visitors were reported for Burnt Cape, an increase of 8%.

Salmonier Nature Park

- Approximately 32,000 people visited Salmonier Nature Park between June and October 2006, an increase of almost 20% over the 2005 operating season. General visitation and group visits increased during 2006 while the number of visitors associated with school visits decreased.

System of Provincial Historic Sites

- The system of Provincial Historic Sites (PHS) received 65,787 visitors between June and September 2006, an increase of 2% over the same time period of last year. Despite this overall increase in visitation, six of the 10 Provincial Historic Sites reported declines during the 2006 operating season.
- Increases were reported at the Bonavista Lighthouse, Mockbeggar Plantation, Commissariat House and Boyd's Cove while the remaining six sites reported declines.

- Bus tour and other group visits reached 394 groups between June and September 2006, a drop of 50 groups or 11% lower than the same time period of last year.

System of Regional Provincial Museums

- Visitation to the Provincial System of Regional Museums was mixed during the 2006 operating season. Specifically the Seamen's Museum on the Burin Peninsula reported 4,295 visits, an increase of 2% over the 2005 operating season. Visitation levels to the Logger's Exhibit and Mary March Museum decreased 20% and 22% respectively to 3,215 and 6,221 visitors.

System of National Historic Sites

- As visitation to the Province's National Historic Sites during the 2006 operating season were for the most part down from the 2005 season, seven of the eight National Historic Sites are reporting declines in the number of visitors.
- All three National Historic Sites in the Western Region and the Labrador Straits area reported declines or on par visitation. Specifically, L' Anse aux Meadows reported 27,378 visitors for the 2006 operating season, a drop of 6% over 2005. The number of visitors to Red Bay for the 2006 operating season declined 9% to 8,462 while the number of visitors to Port Au Choix National Historic Site decreased 10% to 9,492 visitors.
- The Ryan Premises on the Bonavista Peninsula was the only National Historic Site to record increased visitation during the 2006 operating season. This site reported 7,335 visitors during the 2006 operating season, an increase of 4% over the 2005 season.
- Visitation to Castle Hill and Hawthorne Cottage (both on the Avalon Peninsula) also reported lower visitation levels for the 2006 operating season. Specifically, Castle Hill received 11,308 visitors for the 2006 operating season, a decrease of 11% over 2005 while Hawthorne Cottage has decreased 32% to 3,909 visitors.
- The number of visitors to Cape Spear National Historic Site (Avalon Peninsula) also declined compared to 2005 levels. Specifically the Visitor Centre decreased 16% to 23,374 visitors during the 2006 operating season while the Cape Spear Lighthouse declined 33% to 5,923.
- Signal Hill Cabot Tower (Avalon Peninsula) reported 45,548 visitors during the 2006 operating season, down 6% compared to last year. Data for the Visitor Information Centre which opened late because of renovations were not available to date.

Terra Nova National Park

- Camper nights in the two campgrounds within Terra Nova National Park reached 13,158 for the 2006 camping season ending September, a decline of 809 camper nights or 6% lower than last year.
- The number of bus tours visiting Terra Nova during the 2006 season ending September increased over 2005 levels. Specifically Terra Nova received 122 bus tours and 4,150 passengers, increased of 18% and 36% respectively.
- Visitation to the Visitor Information Marine Centre increased 18% to 11,005 for the period ending September.

Gros Morne National Park

- Camper nights in the five campgrounds within Gros Morne National Park reached 9,988 for the 2006 camping season ending September, a decline of 880 camper nights or 8% lower than the last year.

- The number of bus tours visiting Gros Morne declined during 2006 season ending September. Specifically Gros Morne received 213 bus tours, a decline of 11% over 2005 levels. Because of higher load factors, the number of passengers was on par with the previous year (7,024).
- Western Brook Pond and Trout River Pond Boat tours also reported lower numbers during the 2006 season ending September as approximately 27,367 people reported using the boat tours, a decline of 2% over last year.
- Visitation ending September 2006 to the Discovery Centre, Visitor Centre, Lobster Cove Lighthouse and Broom Point were generally down compared to 2005 levels. The number of visitors to the Discovery Centre declined 10 to 23,643 while the number of visitors to the Visitor Centre also declined 10 to 40,858. The number of visitors reported at Broom Point decreased 15% to 6,751 while this the number of visitors to the Lobster Cove Lighthouse increased 2% to 17,328.

Colony of Avalon (Ferryland)

- The number of visitors between May and October reached 18,650, an increase of 19% over the same time period of 2005.

Cupids Museum

- The number of visitors reported at the Cupids Museum reached 2,897 during the 2006 operating season, an increase of 9% over the same time period of 2005.

Labrador Straits Ferry

- Traffic carried on the ferry between St. Barbe and Blanc Sablon increased for the operating period May to October 2006. Specifically passenger traffic increased 2% to 62,735 people while vehicle traffic increased 8% to 22,048 for the same time period. It is noted that these increases in part were because to a strong performance in May and June (+20%) while the peak travel months of July and August were down 3%. Travel during the fall (September and October) was down 2%.

Labrador West

- Approximately 980 people signed the guest book at the Labrador West Visitor Information Centre between June and September 2006, a decline of 3% over 2005 levels.
- The number of motorcoach groups and associated passengers declined compared to last season. Specifically Labrador West received nine motorcoach groups with 445 passengers, decreases of 10% and 15% respectively.

Labrador Interpretation Centre

- Approximately 3,100 visitors were reported at the Labrador Interpretation Centre during the 2006 operating season, a decrease of 11% compared to 2005.

Arrivals from St. Pierre and Miquelon (SPM)

- Direct arrivals at the St. John's airport by residents of SPM reached 4,110 for the period January to December 2006, a decline of 3% over the same time period of 2005.
- Direct arrivals at Fortune by residents of SPM reached 3,862 for the period May to October 2006, a decrease of 4% over the same time period of 2005.

Tables 1-25 with detailed travel and tourism indicators follow below.

Table 1. Marine Atlantic Passenger and Vehicle Traffic: January to December									
Marine Atlantic Traffic	Port Aux Basques to North Sydney, NS Service			Argentia to North Sydney, NS Service			Total Newfoundland to Nova Scotia Service		
	2005	2006	% Change	2005	2006	% Change	2005	2006	% Change
Passengers Carried	383,294	372,187	-2.9	34,811	33,149	-4.8	418,105	405,336	-3.1
Passenger Related Vehicles Carried (PRV'S)	124,134	122,046	-1.7	13,617	13,092	-3.9	137,751	135,138	-1.9
# of Crossings	1,982	2,086	5.2	80	80	0.0	2,062	2,166	5.0

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.

Table 2. Non-Resident Automobile Visitors by Origin: January to December 2005 and 2006			
Origin	2005	2006	% Change
Maritimes	57,483	55,939	-2.7
Ontario	37,023	33,266	-10.1
Quebec	7,736	7,638	-1.3
Western Canada	8,335	8,840	6.1
United States	16,392	15,976	-2.5
Province	128,502	121,964	-5.2

Source: Marine Atlantic and Agriculture Canada
Note: Categories may not add to the total because of rounding.

Table 3. Residents Exiting by Automobile: January to December 2005 and 2006			
Origin	2005	2006	% Change
Newfoundland & Labrador	79,221	78,718	-0.6

Source: Marine Atlantic and Agriculture Canada

Table 4. Airport Passenger Movements: January to December 2005 and 2006			
Airport	2005	2006	% Change
St. John's	1,175,172	1,243,002	5.8
Gander	70,155	63,527	-9.4
Deer Lake	225,094	235,286	4.5
Stephenville	11,370	14,715	29.4
St. Anthony	20,449	21,141	3.4
Goose Bay	104,612	94,422	-9.7
Wabush	57,993	67,180	15.8
Province	1,664,845	1,739,273	4.5
Source: Airport Managers, Transport Canada			

Table 5. System of Regional Museums: Operating Season 2005 and 2006			
Museum	2005	2006	% Change
Mary March Museum	7,993	6,221	-22.2
Seamen's Museum	4,224	4,295	1.7
Logging Museum	3,996	3,215	-19.5
Overall	16,213	13,731	-15.3
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 Seamen's Museum covers the period May to October. Data presented for the Logging Museum covers the period May to September.			

Table 6. *Occupancy & *Average Daily Rates by Region: January to December 2005 and 2006

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

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

	2005	2006	Change
Province			
Occupancy Rate	44.4	45.2	0.8
Average Daily Rate	\$96.65	\$98.45	1.9
Avalon Peninsula			
Occupancy Rate	54.4	54.4	0.0
Average Daily Rate	\$111.38	\$111.89	0.5
Eastern Region			
Occupancy Rate	41.8	36.1	-5.7
Average Daily Rate	\$95.40	\$95.78	0.3
Central Region			
Occupancy Rate	36.0	38.4	2.4
Average Daily Rate	\$77.27	\$80.34	4.0
Western Region			
Occupancy Rate	37.6	38.9	1.3
Average Daily Rate	\$84.09	\$86.97	3.4
Labrador			
Occupancy Rate	41.3	43.7	2.4
Average Daily Rate	\$82.20	\$84.21	2.4
<p>Source: Accommodation Module, Tourism Destination Management System (TDMS II) Notes: Data presented is current as of March 21, 2007 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.</p>			

Table 7. Skier Visits: Operating Season Marble Mountain 2004/05 and 2005/06

	2004/2005	2005/2006	% Change
Skier Visits	81,324	80,734	-0.7
Source: Marble Mountain Development Corporation			

Table 8. Passenger Arrivals (Fortune Ferry Terminal): May to October 2005 and 2006

Origin	2005	2006	% Change
Returning Residents	3,303	3,045	-7.8
St. Pierre & Miquelon	4,035	3,862	-4.3
Other Canadians	4,259	4,063	-4.6
United States	469	382	-18.6
Other Countries	270	206	-23.7
Overall	12,336	11,558	-6.3

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

Table 9. Exiting Bus Traffic via Marine Atlantic: May to October 2005 and 2006

	2005	2006	% Change
Number of Exiting Buses	176	173	-1.7

Source: Marine Atlantic Traffic Reports.

Table 10 (a). Provincial Chalet Visits: Operating Season 2005 & 2006

Provincial Chalet	2005 Season	2006 Season
Port Aux Basques	24,686	21,611
Deer Lake	16,138	17,796
Notre Dame Junction	9,011	9,280
Clareville	9,081	8,562
Whitbourne	11,138	11,462
Argentia	8,253	6,746
North Sydney, NS	23,700	22,802
Total	102,007	99,259

Source: Strategic Tourism Product Development Division, Department of Tourism, Culture & Recreation

Notes: The 2005 operating season and included May 5 to October 11 for Port Aux Basques, May 12 to October 4 for North Sydney, Deer Lake and Whitbourne, May 12 to September 27 for Notre Dame and May 19 to September 27 for Argentia and Clareville. The 2006 operating season included May 8 to November 15 for Port Aux Basques, May 8 to November 15 for Deer Lake, May 8 to October 31 for North Sydney, Notre Dame Junction and Whitbourne, May 8 to October 31 for Clareville and May 8 to October 10 for Argentia. The chalet statistics do not include telephone calls to the various centres.

Table 10 (b). Provincial Chalet Visits: May to September/October 2005 & 2006

Provincial Chalet	2005	2006	% Change
Port Aux Basques	24,657	22,150	-10.2
Deer Lake	16,138	17,118	6.1
Notre Dame Junction	9,011	8,762	-2.8
Clarenville	9,081	8,186	-9.9
Whitbourne	11,138	11,232	0.8
Argentia	8,253	6,621	-19.8
North Sydney, NS	23,700	20,411	-13.9
Total	101,978	94,480	-7.4

Source: Strategic Tourism Product Development Division, Department of Tourism, Culture & Recreation

Note: Because of the difference in operating seasons between 2005 and 2006 as described in Table 10 (a) notes, this table selects a common interval in order to compare performance.

Table 11(a). Provincial Historic Site Visits: Operating Season 2005 and 2006

Provincial Chalet	2005 Season	2006 Season
Cape Bonavista Lighthouse	19,343	23,851
Heart's Content Cable Station	5,857	5,548
Ryan Shop Mercantile Building	5,015	4,255
Point Amour Lighthouse	6,735	5,409
Trinity Interpretation Centre	6,195	4,626
Quidi Vidi Battery	3,759	3,873
Mockbeggar Plantation	3,085	4,549
Hiscock House	4,549	3,710
Commissariat House	1,954	2,872
Boyd's Cove	8,784	9,140
Province	65,276	67,833

Source: Heritage Division, Department of Tourism, Culture & Recreation

Notes: The 2005 operating season for Cape Bonavista Lighthouse and Boyd's Cove covers the period May 16 to September 30, 2005. The 2005 operating season for all other sites is May 30 to September 30, 2005. Statistics for Commissariat House do not include the 787 people visiting under the "Doors Open" program on September 10th and 11th. The 2006 operating season for Cape Bonavista Lighthouse, Ryan Shop Mercantile Building, Trinity Interpretation Centre, Mockbeggar Plantation and Hiscock House covers the period May 20 to October 29, 2006. The operating season for all other sites is May 20 to September 29, 2006. Statistics for Commissariat House do not include the 781 people visiting under the "Doors Open" program on September 9th and 10th.

Table 11(b). Provincial Historic Site Visits: June to September 2005 and 2006

Historic Site	2005	2006	% Change
Cape Bonavista Lighthouse	19,068	22,876	20.0
Heart's Content Cable Station	5,787	5,458	-5.7
Ryan Shop Mercantile Building	4,980	4,149	-16.7
Point Amour Lighthouse	6,731	5,316	-21.0
Trinity Interpretation Centre	6,160	4,531	-26.4
Quidi Vidi Battery	3,735	3,696	-1.0
Mockbeggar Plantation	3,079	4,369	41.9
Hiscock House	4,514	3,625	-19.7
Commissariat House	1,951	2,812	44.1
Boyd's Cove	8,477	8,955	5.6
Province	64,482	65,787	2.0

Source: Heritage Division, Department of Tourism, Culture & Recreation

Notes: Because of the difference in operating seasons between 2005 and 2006 as described in Table 11 (a) notes, this table selects a common interval in order to compare performance.

Table 12. Terra Nova National Park Visitation (Operating Season to September) 2005 and 2006

Terra Nova Park	2005	2006	% Change
Camper Nights	13,967	13,158	-5.8
Marine Centre	9,343	11,005	17.8
Motorcoach Visits	103	122	18.4
Motorcoach Passengers	3,055	4,150	35.8

Source: Parks Canada, Terra Nova National Park

Table 13. Gros Morne National Park Visitation: (Operating Season to September) 2005 and 2006			
Gros Morne Park	2005	2006	% Change
# of Visitors (June to September)	135,110	133,317	-1.3
Camper Nights	10,868	9,988	-8.1
Visitors (Discovery Centre)	26,132	23,643	-9.5
Visitors (Visitor Centre)	45,355	40,858	-9.9
Visitors (Lighthouse)	16,967	17,328	2.0
Visitors (Broom Point)	7,913	6,751	-14.7
Motorcoach Visits	240	213	-11.3
Motorcoach Passengers	7,031	7,024	-0.01
Boat Tours (People)	27,884	27,367	-1.9
Source: Parks Canada, Gros Morne National Park			

Table 14. National Historic Sites: (Operating Season) 2005 and 2006			
Historic Site	2005	2006	% Change
L'Anse Aux Meadows	28,988	27,378	-5.6
Port Au Choix	10,579	9,492	-10.3
Red Bay	9,246	8,462	-8.5
Castle Hill	12,770	11,308	-11.4
Ryan Premises	7,039	7,335	4.2
Hawthorne Cottage	5,705	3,909	-31.5
Signal Hill (Cabot Tower)	48,366	45,548	-5.8
Cape Spear (Visitor Centre)	27,867	23,374	-16.1
Cape Spear (Lighthouse)	8,776	5,923	-32.5
Source: Parks Canada, L'Anse Aux Meadows, Port Au Choix, Red Bay, Castle Hill, Hawthorne Cottage, Ryan Premises, Signal Hill and Cape Spear National Historic Sites.			
Notes: Data presented for Signal Hill Cabot Tower covers the period May to October; Data presented for Cape Spear Visitor Centre covers the period May to September; Data presented for Cape Spear Lighthouse covers the period May to October; Data presented for Hawthorne Cottage covers the period May to September; Data presented for Red Bay covers the period June to October; Data presented for Port au Choix covers the period June to October; Data presented for Ryan Premises covers the period May to October; Data presented for L'Anse Aux Meadows covers the period June to October. Data presented for Castle Hill covers the period May to October.			

Table 15. Provincial Parks: Camping Units Registered (Operating Season) 2005 and 2006			
Provincial Park	2005	2006	% Change
Barachois Pond	8,944	8,318	-7.0
Blow Me Down	1,086	899	-17.2
J. T. Cheeseman	2,931	2,025	-30.9
Pinware River	497	438	-11.9
Pistolet Bay	1,411	1,264	-10.4
Sandbanks	1,403	1,282	-8.6
Squires Memorial	2,478	3,189	28.7
Western & Labrador Straits Region	18,750	17,415	-7.1
Dildo Run	1,681	1,608	-4.3
Notre Dame	7,114	7,442	4.6
Central Region	8,795	9,050	2.9
Frenchman's Cove	2,930	2,800	-4.4
Lockston Path	3,703	3,602	-2.7
Eastern Region	6,633	6,402	-3.5
Butter Pot	15,632	16,832	7.7
La Manche	5,912	6,836	15.6
Avalon Region	21,544	23,668	9.9
Province	55,722	56,535	1.5
<p>Source: Parks & Natural Areas Division, Department of Environment and Conservation.</p> <p>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.</p>			

Table 16. Cape St. Mary's and Burnt Cape Ecological Reserve: (Operating Season) 2005 and 2006			
	2005	2006	% Change
Number of Visitors Cape St. Mary's	16,797	17,371	3.4
Number of Visitors Burnt Cape	825	887	7.5
<p>Source: Parks & Natural Areas Division, Department of Environment and Conservation.</p>			

Table 17. Salmonier Nature Park: June to October 2005 and 2006			
Visitors	2005	2006	% Change
General Visitation	21,280	26,387	24.0
Group Visits	2,671	3,077	15.2
School Visits/Groups	2,737	2,516	-8.1
# of Visitors	26,688	31,980	19.8
Source: Salmonier Nature Park, Inland Fish and Wildlife Division, Department of Environment and Conservation			

Table 18. Colony of Avalon (Ferryland): May to October 2005 and 2006			
Visitors	2005	2006	% Change
# of Visitors	15,697	18,650	18.8
Source: Colony of Avalon Foundation (Ferryland)			

Table 19. Cupids Museum: (Operating Season) 2005 and 2006			
Visitors	2005	2006	% Change
# of Visitors	2,654	2,897	9.2
Source: Cupids Museum			

Table 20. Gentara Building Visitors Information Centre (St. John's): June to September 2005 and 2006			
Visitors	2005	2006	% Change
St. John's Residents	1,628	1,455	-10.6
Other Residents of the Province	191	227	18.8
Residents (Total)	1,819	1,682	-7.5
Non-Residents	8,031	9,340	16.3
Total	9,850	11,022	11.9
Source: City of St. John's			

Table 21. City of Corner Brook Selected Indicators: 2005 and 2006			
	2005	2006	% Change
Motorcoach Visits	151	158	4.6
Motorcoach Passengers	5,738	6,004	4.6
Meetings and Conventions (Groups)	32	48	50.0
Meetings and Conventions (Delegates)	4,173	7,006	67.9
Visitor Centre (Visitors)	12,694	10,426	-17.9
Source: City of Corner Brook			

Table 22. Cruise Ship Statistics for Newfoundland and Labrador 2005 and 2006

Port	2005			2006		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
St. John's	17	6,240	11,957	19	7,247	14,724
Corner Brook	11	5,991	12,816	6	4,454	9,012
St. Anthony	4	895	1,835	9	1,624	3,283
L' Anse Aux Meadows	5	1,104	1,748	7	483	896
Trinity	2	394	737	1	36	90
Bonne Bay- Gros Morne	12	447	606	4	250	424
Red Bay	3	744	1,351	2	72	187
Cox's Cove	3	45	60	1	53	114
Terra Nova	0	0	0	1	53	114
Ramea	3	150	205	1	53	114
Francois	0	0	0	3	125	301
Battle Harbour	2	97	155	7	213	447
Cartwright	1	44	67	2	12	24
St. Brides- Cape St. Mary's	0	0	0	2	250	281
Bonavista	1	44	95	3	108	277
Twillingate	0	0	0	1	125	123
Hopedale	2	97	142	4	127	218
Goose Bay	2	303	522	0	0	0
Cape Harrison	1	79	94	0	0	0
Nain	1	79	94	3	91	128
Button Island	2	132	169	1	40	32
Lark Harbour	5	75	93	0	0	0
Codroy Valley	0	0	0	3	125	301
Witless Bay	1	53	51	0	0	0
Rigolet	0	0	0	2	12	24
Hebron	3	176	236	2	76	122
Grey River	1	53	60	2	72	187

Table 22. Cruise Ship Statistics for Newfoundland and Labrador 2005 and 2006

Port	2005			2006		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
Cape Mugford	1	44	67	0	0	0
Conception Bay South	1	921	1,850	1	921	1,791
Wunderstrands	1	53	60	0	0	0
Grand Bruit	1	53	60	0	0	0
Ha Ha Bay	1	53	60	0	0	0
Voisey's Bay	1	53	75	0	0	0
Man of War Point	1	53	60	1	40	32
Indian Harbour	1	53	75	0	0	0
White Bear Islands	1	53	75	0	0	0
Nachvak Bay	2	97	142	0	0	0
Seven Islands Bay	2	97	142	0	0	0
Cape Chidley	1	53	75	0	0	0
Williams Harbour	1	44	95	0	0	0
Port au Choix	0	0	0	2	72	187
Fogo Island	0	0	0	3	125	301
Burnt Cape	0	0	0	1	53	114
Tilting	0	0	0	1	53	114
Davis Inlet	0	0	0	2	12	24
Saglek Bay	0	0	0	1	36	90
Cape St. Charles	0	0	0	1	53	114
Pinsent Arm	0	0	0	2	12	24
Gannet Arm	0	0	0	2	12	24
Makkovik	0	0	0	2	12	24
Total	97	18,869	35,929	105	17,102	34,262

Source: Cruise Newfoundland and Labrador

Note: Red Bay, Battle Harbour, Cartwright, Hopedale, Goose Bay, Cape Harrison, Nain, Button Island, Rigolet, Hebron, Grey River, Cape Mugford, Wunderstrands, Voisey's Bay, Man of War Point, Indian Harbour, White Bear Islands, Nachvak Bay, Seven Islands Bay, Cape Chidley, Williams Harbour, Davis Inlet, Saglek Bay, Cape St. Charles, Pinsent Arm, Gannet Islands and Makkovik are Labrador ports of call.

Table 23. Strait of Belle Isle Ferry Service: May to October 2005 and 2006

Route	Passenger Movements			Vehicle Movements		
	2005	2006	% Change	2005	2006	% Change
St. Barbe to Blanc Sablon	30,551	31,201	2.1	10,180	10,982	7.9
Blanc Sablon to St. Barbe	30,955	31,534	1.9	10,252	11,066	7.9
Total	61,506	62,735	2.0	20,432	22,048	7.9

Source: Department of Transportation and Works

Table 24. Labrador West Visitation: June to September 2005 and 2006

Visitors	2005	2006	% Change
Guest Book Registration (Information Centre)	1,009	980	-2.9
Motorcoach/Group (Visits)	10	9	-10.0
Motorcoach/Group (People)	522	445	-14.8

Source: Labrador West Tourism Association

Table 25. Labrador Interpretation Centre Northwest River (Operating Season)

Visitors	2005	2006	% Change
# of Visitors	3,502	3,131	-10.6

Source: Labrador Interpretation Centre