

## Travel and Tourism Statistical Glossary

### **The Travel/Tourism Indicator Program**

The Strategic Planning and Policy Division, Department of Tourism, Culture and Recreation, is responsible for the maintenance of a travel/tourism data base that permits the monitoring of various travel/tourism statistical indicators. This is achieved through the co-operation of many industry stakeholders and Departmental staff who provide data to the Division on a regular basis.

These indicators are compiled monthly and reviewed at mid-season and year-end. This allows for month-over-month and year-over-year comparisons, as well as for tracking and monitoring long-term trends. These statistics are published at [www.stats.gov.nl.ca/Statistics/Tourism/](http://www.stats.gov.nl.ca/Statistics/Tourism/).

The following provides selected definitions and terms used by the Strategic Planning and Policy Division in regards to the Travel/Tourism Indicator Program.

**Marine Atlantic Exiting Passengers:** The number of passengers boarding the Marine Atlantic ferries in Argentia and Port Aux Basques.

**Marine Atlantic Entering Passengers:** The number of passengers boarding the Marine Atlantic ferries in North Sydney, Nova Scotia

**Marine Atlantic Passenger Related Vehicles (Exiting):** The number of passenger related vehicles boarding the Marine Atlantic ferries in Argentia and Port Aux Basques. It includes automobiles, automobiles pulling trailers, campers, buses, motorcycles and bicycles.

**Marine Atlantic Passenger Related Vehicles (Entering):** The number of passenger related vehicles boarding the Marine Atlantic ferries in North Sydney, Nova Scotia. It includes automobiles, automobiles pulling trailers, campers, buses, motorcycles and bicycles.

**Licence Plate Data:** A summary of the plate of origin as collected by CFIA (Canadian, Food Inspection Agency) on vehicles exiting the province on the Marine Atlantic ferries at Argentia and Port Aux Basques.

**Non-resident Automobile Visitors:** An estimate of the number of non-resident visitors traveling to the province by automobile. This is a blended estimate utilizing the number of passengers exiting the province by the Marine Atlantic ferries at Argentia and Port Aux Basques and the origin of licence plate data provided by the Canadian Food Inspection Agency (CFIA).

**Residents Exiting by Automobile:** An estimate of the number of Newfoundland and Labrador residents traveling outside the province by automobile. This is a blended

estimate utilizing the number of passengers exiting the province by the Marine Atlantic ferries at Argentia and Port Aux Basques and the origin of licence plate data provided by the Canadian Food Inspection Agency (CFIA).

**Airport Boarding Passenger Movements:** The number of passengers boarding commercial aircraft at the province's seven major airports (St. John's, Gander, Deer Lake, Stephenville, St. Anthony, Goose Bay and Wabush).

**Airport Deplaning Passenger Movements:** The number of passengers deplaning commercial aircraft at the province's seven major airports (St. John's, Gander, Deer Lake, Stephenville, St. Anthony, Goose Bay and Wabush).

**Total Airport Passenger Movements:** The number of passengers boarding or deplaning commercial aircraft at the province's seven major airports (St. John's, Gander, Deer Lake, Stephenville, St. Anthony, Goose Bay and Wabush).

**Non-resident Airline Visitors:** An estimate of the number of non-resident visitors traveling to the province by air. This is a blended estimate utilizing the number of passengers boarding commercial aircraft at the province six major airports (St. John's, Gander, Deer Lake, Stephenville, Goose Bay and Wabush) and the Department of Tourism, Culture and Recreation's occasional Air Exit Survey Program.

**Ports of Call (Cruise Ships):** A count of the number of distinct or individual ports visited by cruise ships.

**Port Calls (Cruise Ships):** A count of the total number of ports of call made by the various cruise ships visiting the province. Each cruise ship is counted at each port of call made.

**Cruise Ship Passenger Visits:** The industry standard and is a count of the number of passengers visiting each port call. Passengers are counted at each port call made by the cruise ship.

**Cruise Ship Crew Visits:** The industry standard and is a count of the number of crew member visiting each port call. The number of crew members are counted at each port call made by the cruise ship.

**Non-Resident Cruise Ship Visitors:** Based on a review of Cruise Ship itineraries and the ports of call, this is a count of the number of individuals visiting the province on Cruise Ships. Passengers (visitors) are only counted once regardless of the number of port calls made.

**Number of rooms, units or sites (Roofed Accommodations/Commercial Campgrounds):** This is the total number of rooms, units or sites available for rent in any given month to both resident and non-resident travelers.

**Total room or site nights available (Roofed Accommodations/Commercial Campgrounds):** This is the number of rooms, units or sites available for rent multiplied by the number of nights operating during the month.

**Total room or site nights sold (Roofed Accommodations/Commercial Campgrounds):** This is the number of rooms, units or sites sold during the month. It is the addition of the number of rooms, units or sites sold for each day of the month operating.

**Occupancy rate (Roofed Accommodations/Commercial Campgrounds):** This is the total number of room, units or sites sold divided by the total number of room, units or sites available during the month. It represents the utilization rate of the sample (property, region, economic zone etc)

**Total Room or Site Revenue (Roofed Accommodations/Commercial Campgrounds):** This is the total revenue collected (including tax) collected as a result of the number of rooms, units or sites sold for each day of the month

**Average Daily Rate (Roofed Accommodations/Commercial Campgrounds):** A calculation providing the average rate charged for the rental of a room, unit or site. It is the total room, unit or site revenue divided by the total room, unit or sites nights sold.

**Number of Visitors (System of Regional Museums):** The number of resident and non-resident travelers visiting Mary March Museum, Seamen's Museum, the Logger's Museum or the Labrador Interpretation Centre during the operating seasons. Visitors are counted at each regional museum visited.

**Skier Visits:** The number of Skier Visits reported at Marble Mountain during the ski season. For example two skiers making two trips/visits to Marble Mountain represent four skier visits.

**Passenger Arrivals at Fortune:** The number of travelers clearing the Canadian Customs and Excise Office in Fortune, Newfoundland between May and October. Passenger arrivals are reported for returning Newfoundland and Labrador Residents, Other Canadians, United States Residents, Residents of St. Pierre and Miquelon and other countries.

**Exiting Buses:** The number of buses exiting Newfoundland and Labrador via the Marine Atlantic ferries at Port Aux Basques and Argientia between May and October.

**Provincial Chalet Visitors:** The number of resident and non-resident travelers visiting the system of provincially operated visitor information centres in Port Aux Basques, Deer Lake, Notre Dame Junction, Clarenville, Whitbourne, Argientia and North Sydney, Nova Scotia. Visitors are counted at every centre visited.

**Provincial Historic Site Visitors:** The number of resident and non-resident travelers visiting the system of provincially operated historic sites (Cape Bonavista Lighthouse, Heart's Content Cable Station, Ryan Shop Mercantile Building, Point Amour Lighthouse, Trinity Interpretation Centre, Quidi Vidi battery, Mockbeggar Plantation, Hiscock House, Commissariat House and Boyd's Cove). Visitors are counted at every site visited.

**National Historic Site Visitors:** The number of resident and non-resident travelers visiting the system of nationally operated historic sites (L' Anse Aux Meadows, Port Au Choix, Red Bay, Castel Hill, Ryan Premises, Hawthorne Cottage, Signal Hill and Cape Spear). Visitors are counted at every site.

**Camper Nights (Terra Nova and Gros Morne National Parks):** The number of camper nights reported at the two national parks during the operating season. For example two campers staying two nights equals four camper nights.

**Motorcoach Visits and Motorcoach Passengers (Terra Nova and Gros Morne National Parks):** The number of motorcoach buses visiting the two national parks during the operating season. Passengers represent the number of resident and non-resident visitors carried on the buses.

**Provincial Park Camping Units:** The number of tents, camper trailers/hard top campers or camper trucks/recreational vehicles occupying the campsites within the system of provincial parks. More than one camping unit can occupy an individual camping site.

**Number of Visitors (Cape St. Mary's and Burnt Cape Ecological Reserve):** The number of resident and non-resident travelers visiting the Cape St. Mary's and Burnt Cape Ecological Reserve during the operating season. Counts are presented for each reserve.

**Number of Visitors (Salmonier Nature Park):** The number of resident and non-resident travelers visiting the Salmonier Nature Park during the operating season. Counts are presented for general/individual visitation as well as the number of visitors within group and school visits.

**Number of Visitors (Colony of Avalon):** The number of resident and non-resident travelers visiting the Colony of Avalon (Ferryland) during the operating season.

**Number of Visitors (Gentara Building):** The number of resident (St. John's and other residents) and non-residents visiting the City of St. John's Visitor Information Centre in the Gentara Building.

**Strait of Belle Isle Ferry Service (Passenger and Vehicle Movements):** The number of passengers and non-commercial vehicles carried between Blanc Sablon, Quebec and St. Barbe, Newfoundland. Counts are presented by direction and overall.

**Labrador West Visitor Information Centre:** The number of resident and non-resident travelers signing the guest book/registration log located in the information centre in Labrador West during the operating season.

**Labrador West Motorcoach and Passengers Visits:** The number of motorcoach buses visiting Labrador West during the operating season. Passengers represent the number of resident and non-resident visitors carried on the buses.