



## Department of Tourism, Culture and Recreation Backgrounder Year-End Provincial Tourism Performance 2009 and Early Tourism Outlook 2010

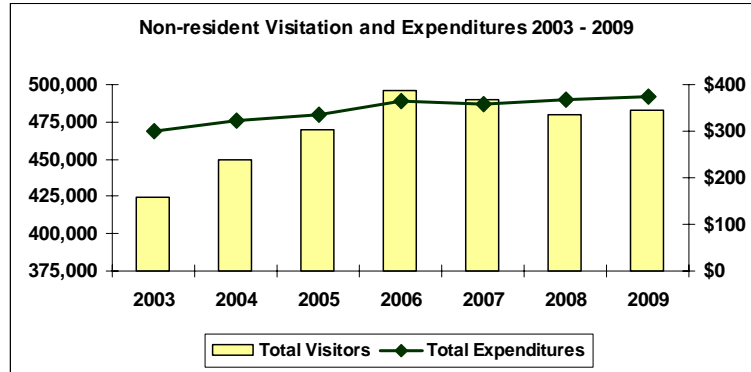
### Tourism Performance 2009

#### Overall Visitation and Expenditures:

- Despite a worldwide recession and initial concerns that 2009 would be a disappointing year, Newfoundland and Labrador's tourism industry has performed better than expected in 2009. Departmental estimates indicate that the province received approximately 483,200 non-resident visitors from January 1 to December 31, 2009, representing an **increase of 0.7%** over 2008. Associated expenditures are estimated to have reached \$374.6M, a **1.4% increase** over 2008 levels.

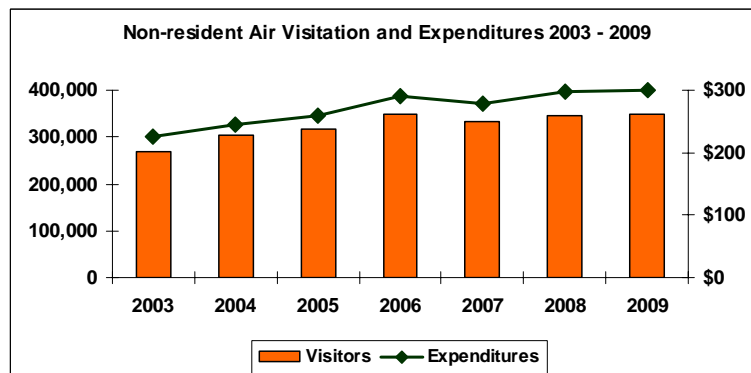
<b>Table I - Summary of Estimates of Non-Resident Tourism Visitation and Expenditures Newfoundland and Labrador 2008 and 2009</b>						
<b>Mode</b>	<b>2008</b>		<b>2009</b>		<b>Percent Change</b>	
	<b>Visitors</b>	<b>Expenditures \$M</b>	<b>Visitors</b>	<b>Expenditures \$M</b>	<b>Visitors</b>	<b>Expenditures \$M</b>
Auto	114,100	\$70.6	118,700	\$73.6	4.0	4.2
Air	346,200	\$297.1	348,300	\$299.7	0.6	0.9
Cruise	19,800	\$1.6	16,200	\$1.3	-18.2	-18.8
<b>Total</b>	<b>480,100</b>	<b>\$369.3</b>	<b>483,200</b>	<b>\$374.6</b>	<b>0.7</b>	<b>1.4</b>
<p><b>Source:</b> Department of Tourism, Culture and Recreation, Tourism Research Division  <b>Note:</b> 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.</p>						

- The small increase (0.7%) in 2009 is attributed to an increase in the number of non-resident automobile (4%) and air visitors (0.6%) which offset the decrease recorded in the number of unique non-resident cruise visitors (-18%).
- Non-resident visitation remains high on a historical basis, with a compound annual growth rate (CAGR) of approximately 2% since 2003. Total non-resident expenditures have also been growing steadily at a CAGR of 3.8% over the same period, reaching an all-time high of almost \$375 million in 2009.



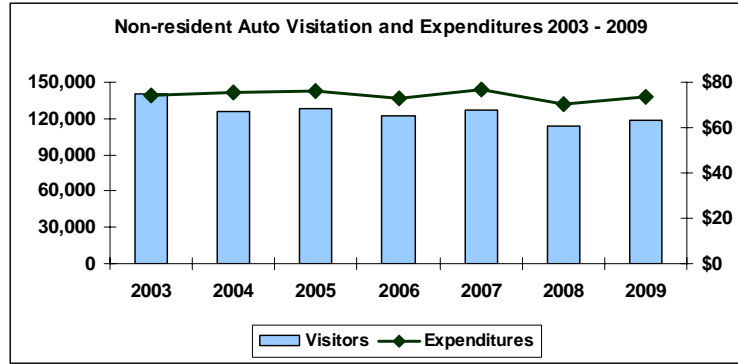
### Travel by Air

- Airport passenger movements at the Province's seven major airports decreased 2% during 2009 to 1.8 million passenger movements. Decreases have been recorded for Gander, Wabush, Deer Lake, St. Anthony and Goose Bay while increases were recorded at Stephenville and St. John's.
- Non-resident airline visitation is estimated to have increased 0.6% to 348,300 for the 12 month period ending December 2009. This continues the growth trend evident over the last number of years which has seen the share of non-resident visitors by air growing from 64% in 2003 to 72% in 2009. At the same time, the share of non-resident expenditures grew from 75% to 80%.



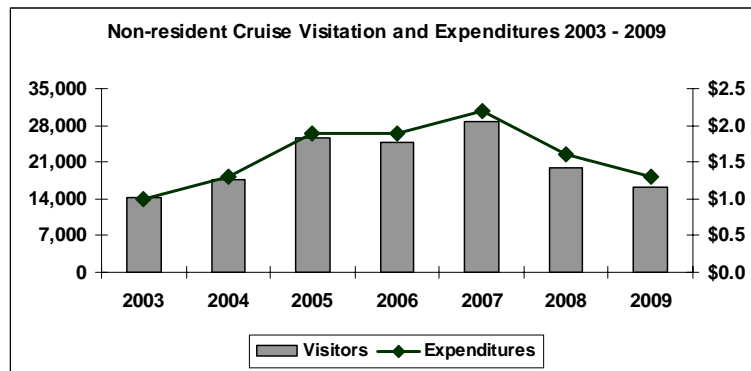
### Travel by Automobile

- Total Marine Atlantic ferry passenger traffic in 2009 reached 397,737 passengers, an increase of 3% compared with 2008. Non-resident auto visitation increased by 4% for the period January 1 to December 31, 2009 to approximately 118,700 travellers. Residents exiting the province via Marine Atlantic increased 1% compared to last year.
- The 4% increase in non-resident automobile visitors traveling to the province is driven by more visitors from the province's primary target markets of Ontario and the Maritimes, with visitation from Quebec also registering healthy growth. The number of automobile visitors decreased from all other geographic regions in Canada. Automobile traffic from the United States also decreased, continuing a declining trend that started in 2002.
- Overall non-resident automobile visitation has been trending downwards over the last number of years. Automobile visitors accounted for 25% of the total visitors recorded during 2009, down from 33% in 2003. While auto visitation has decreased on average by 2% per year over this period, expenditures have remained fairly steadily in the \$71-\$76 million range.



### Travel by Cruise Ship

- Cruise Newfoundland and Labrador reported 107 port calls to 35 different ports during the 2009 cruise season, down from 152 port calls and 51 ports recorded in 2008. Cruise ship passenger visits reached 24,828, a decrease of 23% over the number recorded during 2008. Crew visits also declined 24% during the 2009 season to 13,098. These declines are attributable to weather related cancellations.
- Unique cruise ship visitors (*a count of one regardless of the number of port calls made by the visitor*) during 2009 reached 16,200, a decrease of 18% over the 2008 cruise season. After steady gains between 2003 and 2007, the number of unique cruise ship visitors has declined for the second year in a row in 2009 but continues to represent 3% to 6% of the total visitation.



### Other Market Information

- The Meetings, Conventions and Incentive Travel (MC & IT) market in St. John's ended the year lower than expected. While 2009 started strong with anticipated room bookings above 2008 levels, the economic downturn and H1N1 fears resulted in some cancellations and reductions in the number of delegates. Room nights utilized by major meetings and convention delegates (those booking 50 or more room nights) reached approximately 36,500 compared to 42,000 last year (-13%). The number of conventions/meetings/events held during 2009 was 90, up from 78 in 2008.
- Roofed accommodation performance in Newfoundland and Labrador is also on track to increase over 2008 levels. During 2009, occupancy rates on a provincial level reached 48%, an increase of 0.4 percentage points over last year. Accommodation performance has been mixed at the regional level, with increases reported on the Avalon Peninsula (1 point), Eastern Region (Burin/Bonavista, 4 points) and in Western Newfoundland (1 point). Accommodation performance

in Central and Labrador are down from last year by 1 and 3 points respectively. These figures will be adjusted as final data for 2009 is received from operators.

- Camping activity in the provincial parks, as measured by units, increased almost 13% compared to 2008, with all regions of the province recording increases. Specifically, camping in the Western/Labrador region increased 19% while Central region camping increased 11%. Camping activity increased 5% and 9% respectively in both the Eastern and Avalon regions. Camping continues to be mainly a resident activity as during the 2009 camping season 85% of the camping units were attributed to Newfoundland and Labrador residents.
- Between January 1 and December 31, 2009, the Department of Tourism, Culture and Recreation received 64,119 inquiries for travel guides and related material from all sources including web, e-mail, telephone and other correspondence. In addition 1,077,590 visits were registered at the province's tourism website [www.newfoundlandandlabrador.com](http://www.newfoundlandandlabrador.com). Compared to 2008, this represents a 22% increased interest in Newfoundland and Labrador as a travel destination.

## **Comparative Performance with Canada and other Atlantic Provinces**

### **Canada**

- Overnight visits to Canada declined approximately 7% in 2009, with overnight trips from the United States declining 6% (-4% for automobile and -9% for air) and visits from other countries declining 13%. The number of overnight visitors from the United Kingdom (Canada's next biggest source market after the US) dropped 17% between January and December 2009.
- Overall, overnight trips by Canadians to foreign destinations decreased 3% during 2009. While overnight trips to the US dropped 5%, trips to other destinations increased 1%.

Keeping in mind the different methodologies used by the other provinces in collecting and reporting tourism performance and indicators, the province's tourism performance is very similar to that reported by the other Atlantic Canadian provinces.

### **Nova Scotia**

- Nova Scotia is reporting a 1% increase in non-resident visitation for the period ending December 2009. Increases are being reported for auto visitors (+7%) while non-resident air visitors are reported to be down 11% compared to 2008 levels.
- Roofed accommodations in Nova Scotia are reporting an occupancy rate of 47% for the period ending December, down 2 points compared to 2008.
- Nova Scotia airport passenger movements (resident and non-resident) decreased 4% for the period January to December 2009.
- Cruise ship activity (passenger visits) have decreased 5% compared to 2008 levels.

### **Prince Edward Island**

- P.E.I. airports are reporting a decrease of 1% in passenger levels (resident and non-resident) for the period ending December 2009.
- The number of resident and non-resident vehicles carried on the ferry registered a decline of 3% for the period May to November while the number of non-resident vehicles traveling Confederation Bridge has increased 9% for the period ending December 2009.

- Roofed accommodations are reporting an occupancy rate of 41% for the period ending December, a drop of 0.6 points over 2008.
- A 5% increase over last year in passenger visits has been recorded for the cruise sector.

#### **New Brunswick**

- New Brunswick airports are reporting a decrease of 8% in airport passenger levels (resident and non-resident) for the period ending December 2009.
- Roofed accommodations are reporting an occupancy rate of 51% for the period ending December, a decrease of 3 points over 2008 levels.

## **Key Trends and Tourism Outlook 2010**

### **International Overview**

- The travel industry continues to face challenges resulting from the worldwide recession, weakened consumer demand and reduced industry revenues. However, according to recent reports by the UN World Travel Organization (UNWTO), with a 2% increase in international tourist arrivals, the last quarter of 2009 saw a return to growth after 14 months of declines, finishing the year with a worldwide overall decline of 4%.
- Based on the overall trends over the past few quarters, both in terms of tourism arrivals as well as economic recovery, UNWTO forecasts a growth in international tourist arrivals of between 3% and 4% in 2010. Increased worldwide air passenger traffic since September 2009, increases in global airline capacity over the past five months and growing occupancy rates in key destinations corroborate the track to recovery for travel and tourism.
- The pent-up demand following the “year of the staycation” creates potential for a revival among source markets which were hard hit in 2009 such as the UK (one of Canada’s primary markets). Several global events, including the Winter Olympics in Vancouver, the FIFA Soccer World Cup in South Africa and the World Expo in Shanghai, provide potential travellers with lots of opportunity to get on the road and keep the momentum going.
- On the down-side, continuing concerns for the tourism sector remain unemployment, especially in major developed economies and fragile economic growth in major tourism source markets such as the US and Europe. There are also fears that economic recovery is primarily “stimulus-induced” and measures may run out due to deficits.
- Volatile oil prices, influenza (H1N1) as well as new security threats and the potential of increased related hassle and costs for travellers are also still a challenge. (UNWTO World Tourism Barometer January 2010)
- All of Canada’s core European travel markets (UK, France and Germany) have posted decreases in overnight trips to Canada, with the UK market suffering the most with a 17% decline in 2009. However, recent research by Hotels.com indicates that at least in the UK the “staycation” trend is over and will be replaced by holidays abroad again.
- While the strong loonie may pose a challenge in attracting visitors from US and overseas markets and somewhat dampen expectations in the short-term, the effects on this province are likely not going to be as pronounced as on Canada as a whole or other regions as they are secondary and developmental markets respectively.

## United States Overview

- The economy came out of recession last year, posting robust growth in the third and fourth quarters of 2009. However, a revival in employment is needed to maintain momentum in the recovery. In 2009, travel demand suffered as a result of tighter travel restrictions and security measures, as well as the greater tendency among shell-shocked US consumers to stay home, helping to constrain spending on travel and other services. (Conference Board of Canada, Canadian Outlook Executive Summary Winter 2010).
- Although consumer sentiment is improving, spending is still weak and consumers are increasingly looking for deals. It appears that concerns about economic conditions will continue to impact travel, with 64% of respondents to a consumer survey by Deloitte reporting that they are more cost-conscious when travelling. While US consumers plan to travel just as much as last year, they are more frugal than ever and are likely to wait longer before booking a trip to be able to take advantage of better deals.
- US travel to Canada may continue to suffer – at least in the short term. CTC in its latest *Short-term Competitive Outlook* (Q1, 2010) reports that a strengthening dollar and a significant year-over-year increase in average airfares to Canada have resulted in a significant decrease in Canada's price competitiveness for US travellers compared to the same period last year. With an estimated 12.6% increase in the cost of a four-night stay in Canada (including air fare, hotels, meals and other items), it seems unlikely that Canada will benefit much from any positive developments in the US travel market.
- Americans' short-term travel plans are still vulnerable to H1N1 flu fears. More than a third of U.S. travellers planning a trip within the next six months said that a widespread outbreak of the H1N1 at their intended destination would cause them to alter their travel plans; of those, a sizeable 31% would cancel their trip altogether. (CTC November 2009 *Tourism Intelligence Bulletin*)

## Canada Overview

- Canada is one of the major economies experiencing a rise in unemployment. However, as inflation and interest rates remain consumer friendly and recessionary concerns subside, it is hoped that recent declines in consumer confidence (October, November) will reverse, with consumer spending returning to positive growth by mid-2010.
- Despite a relatively short lived recession, a Conference Board of Canada survey indicates that business travel may still suffer into 2010, with almost 40% of businesses reporting intentions to decrease travel compared to 2009 while only 18% intend to travel more and 45% expect no change.
- Canadian consumers, on the other hand, have proven more resilient and fuelled domestic travel demand, resulting in increased domestic tourism spending of 0.3% in the third quarter, the first rise in more than a year. Recent research indicates that Canadians are not likely to cut back on their travel plans, with a majority of them likely to travel within Canada this year.
- As affordability is the number one roadblock for Canadian travellers, a continued strengthening of the Canadian dollar will impact the choice of travel destinations. A strong dollar would make the US or popular "sun" destinations such as Mexico and the Caribbean more attractive and pose a significant threat to domestic travel.
- With the 2010 Winter Olympics having taken place in Vancouver, Canada is expected to have gotten a sizable boost in inbound visitation from other markets. It remains to be seen how much other provinces and territories will benefit from the event in the future.

## Newfoundland and Labrador

- Performance in the tourism industry follows economic cycles. Whereas 2007 and 2008 non-resident visitation in the province registered small declines, it rebounded in 2009 by increasing 0.7% despite concerns that it would be a disappointing year. Newfoundland and Labrador's tourism industry has increased on average 2% annually (14% in total) over the six year period 2003 to 2009.
- For 2010, the province expects to benefit from improved air services, with new daily, year-round, non-stop flights between Happy Valley-Goose Bay and St. John's (starting May 01, 2010), including more convenient connections to other hubs, a third daily flight from Gander to Halifax (starting June 18th) and a re-established seasonal direct link to Europe (London).
- Oil prices which drive fuel costs and expenses for travellers continue to be volatile. With current oil prices around US\$75+ per barrel already almost twice as high as last January (below US\$40+ per barrel), concerns about additional fuel costs for travellers appear justified.

## Preliminary Tourism Indicators

- Preliminary information indicates that room nights booked in the St. John's area as of January 31, 2010 for the upcoming 2010 and 2011 MC & IT sector are ahead of last year's pace. As well, bookings for spring 2010 has St. John's hotels in the downtown core in a nearly "sold out" position.
- For the 2010 cruise season, Cruise Newfoundland and Labrador has tentatively booked 176 port calls so far, with several home-porting itineraries out of St. John's (cited from [www.cruisefornewfoundlandandlabrador.com](http://www.cruisefornewfoundlandandlabrador.com) as of January 22, 2010). More bookings are expected as more itineraries are released by the cruise companies.
- Group travel sales are also off to a good start with advance sales already exceeding bookings compared to this time last year, with some departures already sold out.
- Pannell Kerr Forster (PKF) is forecasting a modest but positive growth in occupancy, average daily rates (ADR) and revenue per available room (RevPAR) across all regions of the country. For Atlantic Canada, occupancy levels are expected to increase 2 points, with ADR and RevPAR increasing 2% and 4% respectively over 2009 levels.
- In the fall 2009 Travel Market Outlook, the Conference Board of Canada provided its forecast of overnight visits to this province and associated expenditures (see table below). While overall overnight visits and expenditures are expected to grow, this growth is driven by a robust demand in the domestic market. The forecasts for the US and Overseas markets indicate small declines and flat demand respectively.

### **Newfoundland & Labrador 2010 Forecast**

<b>Total overnight visits</b>	<b>+1.3%</b>
Domestic overnight visits	+1.4%
Business	+1.4%
Pleasure	+1.1%
US	- 1.0%
Overseas	0.0%
<b>Total Expenditures (\$ millions overnight)</b>	<b>+3.0%</b>

Source: The Conference Board of Canada *Travel Markets Outlook National Focus*, Fall 2009

- Visits to the province's web site [www.newfoundlandandlabrdor.com](http://www.newfoundlandandlabrdor.com) continue to be robust during the early part of 2010 as data to the end of January indicates an increase of approximately 1% over 2009 levels. Web site visits continue to represent the majority (95%) of all contacts for tourism/trip planning related material.
- The Province will be celebrating a notable historic milestone in 2010 with the 400th anniversary of the founding of Cupers Cove Colony (Cupids). The John Guy 1610 plantation site, the first English colony in what is now Canada, has been identified as one of the 10 most important archaeology sites in the country. The events around the celebration, which culminates in a week of activities August 17-22, 2010, are projected to inject \$15 million into the provincial economy and provide long term tourism benefits to the town and region.
- Newfoundland and Labrador had a strong presence at the 2010 Olympic and Paralympic Winter Games. Approximately 80 artists participated in the Cultural Olympiad, performed at Atlantic Canada House (the Atlantic Canada pavilion) and entertained an international crowd. Concurrent celebratory events took place in Vancouver and in the province on February 26, 2010, to recognize Newfoundland and Labrador Day at the Games. In Vancouver, on that date, the province hosted the victory celebrations warm-up segment, featuring some of the best entertainers and talent the province has to offer.
- Following the great success of the 2002 Juno Awards, the Canadian Academy of Recording Arts and Sciences (CARAS) will be returning to St. John's for the 2010 Juno Awards. Thousands of visitors are expected in the St. John's region to enjoy a variety of events and festivities taking place during the week of April 12-18, 2010. This week of musical celebration will culminate in the 39th annual Juno Awards national broadcast on CTV, on Sunday, April 18 to an expected audience of 1.5 million people.

**Detailed 2009 Travel/Tourism Indicators  
Newfoundland and Labrador**

Tourism Research Division  
Department of Tourism, Culture and Recreation

March 1, 2010

**KEY PROVINCIAL TRAVEL AND TOURISM INDICATORS AT A GLANCE**

#	Key Travel/Tourism Indicator	2008	2009	Change
1	Passenger Traffic on Marine Atlantic	387,642	397,737	2.6%
2	Non-Residents Exiting (auto)	114,095	118,688	4.0%
3	Residents Exiting (auto)	74,602	75,017	0.6%
4	Vehicle Traffic on Marine Atlantic	131,702	138,273	5.0%
5	Exiting Buses	153	105	-31.4%
6	Airport Passenger Movements	1,829,661	1,785,274	-2.4%
7	Non-Residents Exiting (air)	346,180	348,335	0.6%
8	Cruise Ship Port Calls	152	105	-30.9%
9	Cruise Ship Passenger Movements	32,347	24,828	-23.2%
10	Unique Cruise Ship Passengers	19,790	16,167	-18.2%
11	Roofed Accommodation Occupancy Rates	47.9	48.3	0.4 points
12	Provincial Parks (camping units)	51,250	58,287	13.7%
13	Provincial Visitor Information Centres	120,900	133,484	10.4%
14	Meetings and Conventions (St. John's)	78	90	15.4%
15	Convention Room Nights (St. John's)	41,961	36,472	-13.1%
16	Inquirers/Website Visits	933,003	1,141,709	22.4%

**Source:** Department of Tourism, Culture and Recreation, Tourism Research Division.

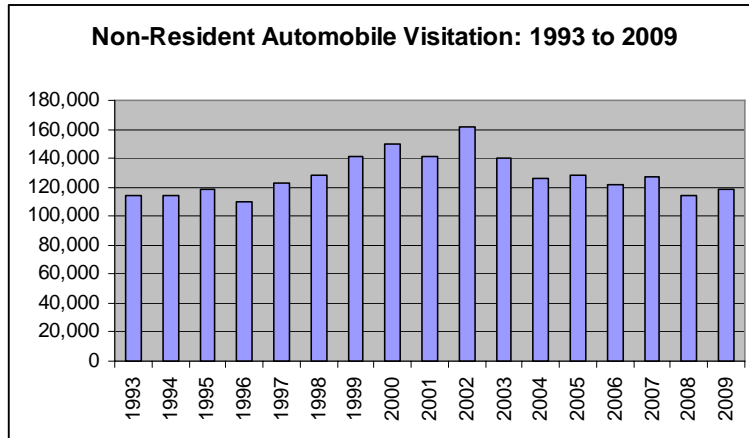
**Notes:**

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. An increase in residents means more leaving the province by automobile to travel to destinations outside the province. This may not necessarily translate into less in-province travel by residents.
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 2009. Data is current as of February 8, 2010 and is subject to revisions pending further reporting by the Province's operators. Increase or decrease is presented as % point change.
12. Camping units registered at the System of Provincial Parks (camping season)
13. Visitors to the system of Provincial VIC'S covers the period May to October
- 14, 15. As reported by Destination St. John's for groups of +50 or more delegates.
16. Tourism Marketing Division. Data is for January to December

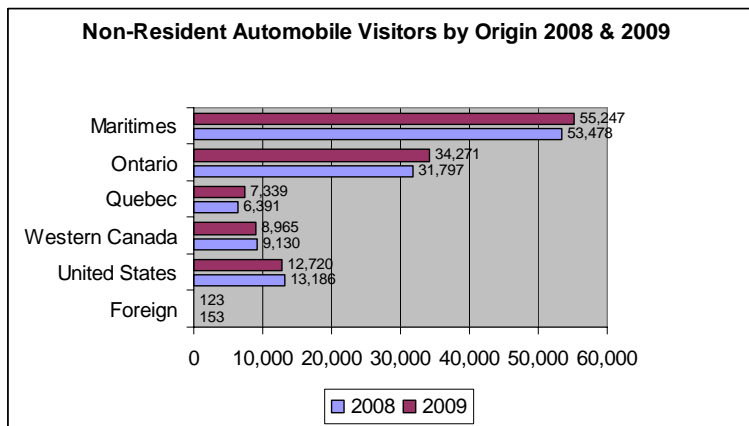
The following travel and tourism indicators are for the 2009 operating season. Comparisons are to the same time period of 2008. Tables 1-24 with detailed travel and tourism indicators follow this section.

**Travel by Automobile/Marine Atlantic (Reference Tables 1, 2, 3 and 10)**

- Overall passenger traffic on the Marine Atlantic Ferry System (both directions) reached 397,737 during 2009, an increase of 3% during 2009. Passenger related vehicle traffic on the Marine Atlantic Ferry System also increased 5%.
- It is estimated that non-resident automobile visits increased 4% to 118,688 for the period ending December 2009.



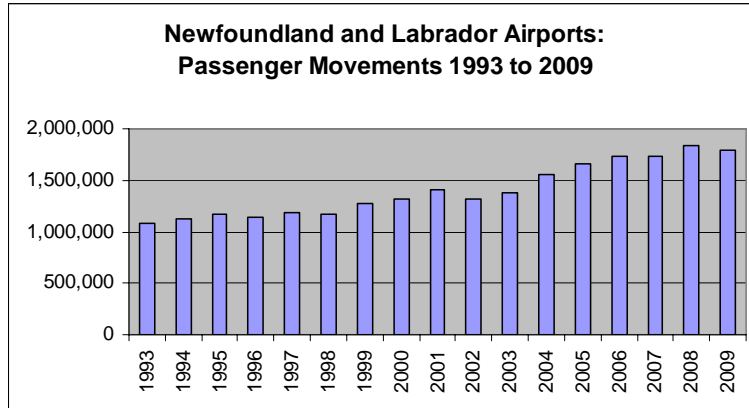
- Traffic from the province's primary target markets (the Maritimes and Ontario) increased 3% and 8% respectively to 55,247 and 34,271 visitors. The number of visitors from Quebec also increased 15% to 7,339 while the number of visitors from Western Canada decreased 2% to 8,965. The number of visitors reported from the USA declined 4% to 12,720. The number of visitors reported from the USA declined 4% to 12,720.



- Residents travelling outside the province via Marine Atlantic increased approximately 1% during 2009 to 75,017
- Exiting bus traffic on the Marine Atlantic Ferry System decreased -31% between May and October 2009 (-48 buses).

**Travel by Air/Airports (Reference Table 4)**

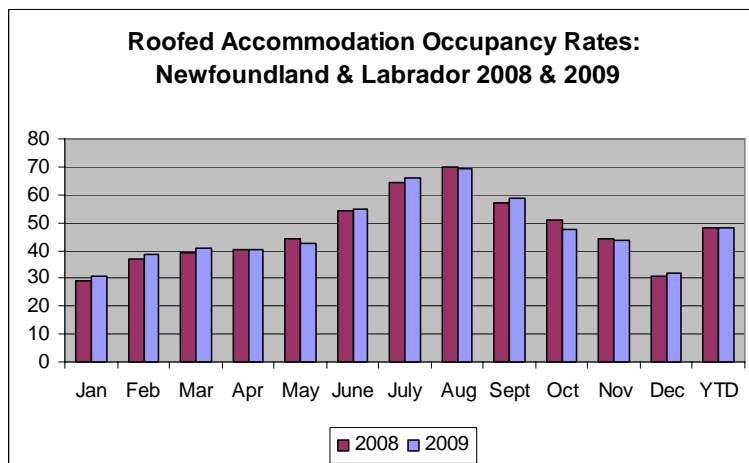
- Airport passenger movements at the Province's seven major airports decreased 2.4% during 2009 to 1,785,274 passenger movements. Decreases have been recorded for Gander (-4%), Wabush (-10%), Deer Lake (-9%), St. Anthony (-9%) and Goose Bay (-7%) while increases were recorded at Stephenville (7%) and St. John's (0.1%).



- Based on these estimates, non-resident visits by air increased 0.6% for the period ending December 2009.

**Accommodation Occupancy Rates (Reference Table 7)**

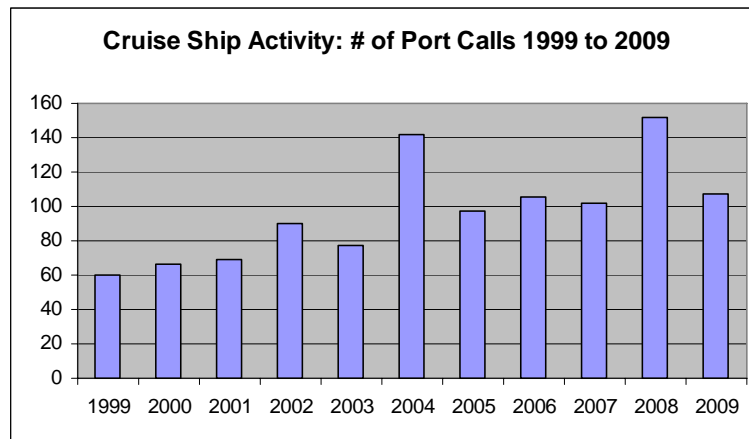
- Based on available information 2009 roofed accommodation occupancy rates for the province increased 0.4 points over the previous year. Accommodation performance during 2009 has been mixed at the regional level with increases reported on the Avalon Peninsula (1 point), Eastern Region (Burin/Bonavista, 4 points) and in Western Newfoundland (1 point). Accommodation performance in Central and Labrador are down from last year by 1 and 3 points respectively. These figures will be adjusted as final data for 2008 is received from operators.



- Based on available information, preliminary commercial campground occupancy rates for May to October 2009 increased 1.1 points over 2008 levels. These figures will be adjusted as final data for 2009 is received from operators.

### Cruise (Reference Table 24)

- Cruise ship activity during the 2009 cruise season resulted in 107 port calls to 35 different ports around Newfoundland and Labrador. This compares to 152 port calls and 51 ports recorded during 2008. These declines are attributable to weather related cancellations



- Cruise ship passenger visits reached 24,828 during the 2009 cruise season, a decrease of 23% over the number recorded during 2008. Crew visits also declined -24% during the 2009 season to 13,098
- A review of detailed cruise itinerary information shows the province received 16,200 unique cruise visitors (a count of one regardless of the number of port calls made by the visitor), a decrease of 18% over the previous year.

### Meetings, Conventions, Incentive Travel (MC & IT) and Events (Reference Table 22)

- The Meetings, Conventions and Incentive Travel (MC & IT) market in St. John's ended the year below 2008 levels. While 2009 started strong with anticipated room bookings above 2008 levels, the economic downturn and H1N1 fears resulted in some cancellations and reductions in the number of delegates.
- Room nights utilized by major meetings and convention delegates (those booking 50 or more room nights) reached approximately 36,500 compared to 42,000 last year (-13%). The number of conventions/meetings/events held during 2009 was 90, up from 78 in 2008.

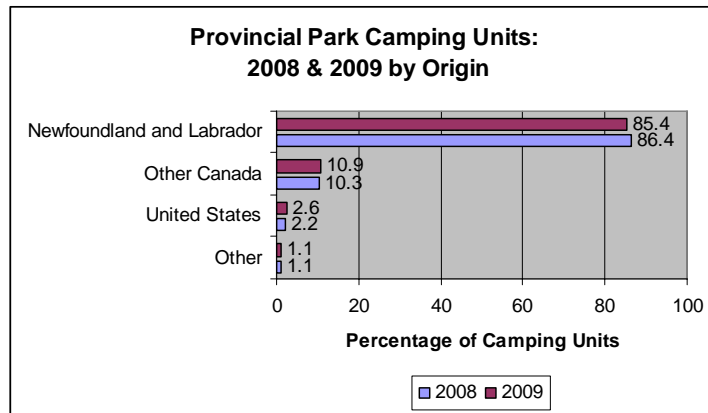
### Visitor Information Centres (Reference Tables 11 (a), 11 (b) and 21)

- The number of visitors to the system of provincial visitor information centres between May and October 2009 was 133,484. This represents an increase of 10% over the 2008 operating season.
- Increases in visitation were reported at the majority of the provincial centres including Deer Lake, Highway (16%), Clarenville (24%), Whitbourne (9%), Argentia (28%), Port Aux Basques (21%), Deer lake Airport (15%) and St. John's Airport (7%). Both the centres at North Sydney and at the Notre Dame Junction reported decreases of 7% and 5% respectively
- Visitor information services at the Gentara Building (Water Street) operated by the City of St. John's received 12,912 visitors between June and September 2009, a decline of 14% compared

to 2008 levels. Non-resident visits decreased 17% while visits by residents of Newfoundland and Labrador increased 0.3%.

**Provincial Parks and Reserves (Reference tables 16 (a), 16 (b) and 17)**

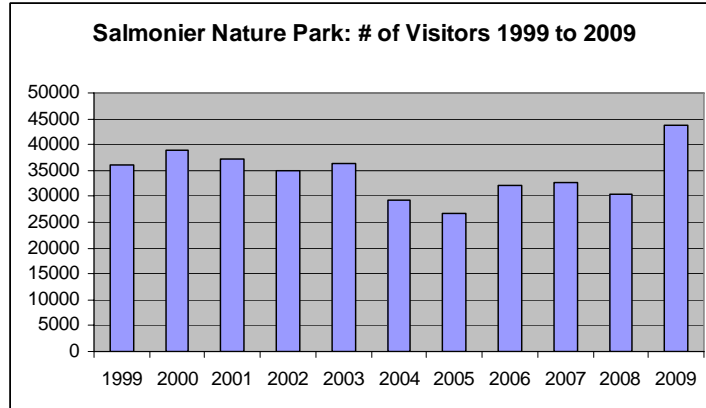
- During the 2009 operating season, there were 58,287 camping units registered at the system of Provincial Parks, an increase of 14% over the level achieved during the 2008 season.
- The number of camping units registered in the two parks located in the Avalon Peninsula region increased 9% to 21,889 while the number of units registered in the eastern region increased 17% to 7,741 units. The number of camping units recorded in the two parks located in the central region increased 11% to 8,703 units while the number of camping units registered in the seven parks in the western/Labrador region increased approximately 19% to 19,954.
- Camping in the provincial parks continues to be mainly a resident activity as 85% of the camping units registered during 2009 were by residents of the province. Camping units registered by residents increased 13% during the 2009 season while non-resident camping units increased 22%.



- Cape St. Mary's, Burnt Cape and Mistaken Point Ecological Reserves all reported increases during the 2009 operating season (May 1 to October 15). Specifically, the number of visitors to Cape St. Mary's increased 16% to 16,344 while the number of visitors reported at Burnt Cape and Mistaken Point increased 6% and 61% respectively to 770 and 805 visitors.

**Salmonier Nature Park (Reference Table 18)**

- Approximately 43,600 people visited Salmonier Nature Park between June and October 2009, an increase of 43% over the 2008 operating season. General visitation increased 40% to 37,200 visitors while the number of visitors associated with group visits (school and recreation) increased 68% to 6,317.



**System of Provincial Historic Sites (Reference Table 12)**

- The system of Provincial Historic Sites (PHS) received 46,405 visitors between May and October 2009. This represented a decrease of 2% over 2008. The number of group visits (motorcoach / school groups etc.) declined 3% to 301 groups.
- Visitation to the individual sites was mixed with 5 of the 10 sites reporting increases and 5 reporting decreases. Cape Bonavista Lighthouse (2%), Ryan Shop Mercantile Building (2%), Trinity Interpretation Centre (1%), Quidi Vidi Battery (1%) and Commissariat House (18%) reported increases while Heart's Content Cable Station (-4%), Point Amour Lighthouse (-13%), Mockbeggar Plantation (-9%), Hiscock House (-9%) and Boyd's Cove (-2%) all reported decreases during 2009.

**System of Regional Provincial Museums (Reference Table 5, 6)**

- The Logger's Exhibit received 2,980 visitors between May and September, a decrease of 15% over the 2008 operating season while Mary March Museum visitation decreased 3% to 6,039 for the May to October time period.
- Unfortunately the Seamen's Museum located on the Burin Peninsula was closed for most of the 2008 season due to fire on June 14, 2008. During 2009, exhibits were presented off site and for only a limited time. During this time, 4,050 visitors were reported at this temporary exhibit.
- Approximately 3,500 visitors were reported at the Labrador Interpretation Centre during the 2009 operating season (January to December), a decrease of 32% compared to 2008. Visits recorded between May and October decreased 12% to approximately 2,500.

**System of National Historic Sites (Reference Table 15)**

- The System of National Historic sites reported mixed performance during the 2009 operating season with five of the eight sites reporting an increase in the number of visitors when compared to last year.
- L' Anse aux Meadows National Historic Site reported 27,323 visitors for the 2009 operating season, an increase of 6% over 2008 while the number of visitors reported at Port au Choix increased 1% to 7,783. The number of visitors to Red Bay National Historic Site decreased 3% to 7,604 visitors.

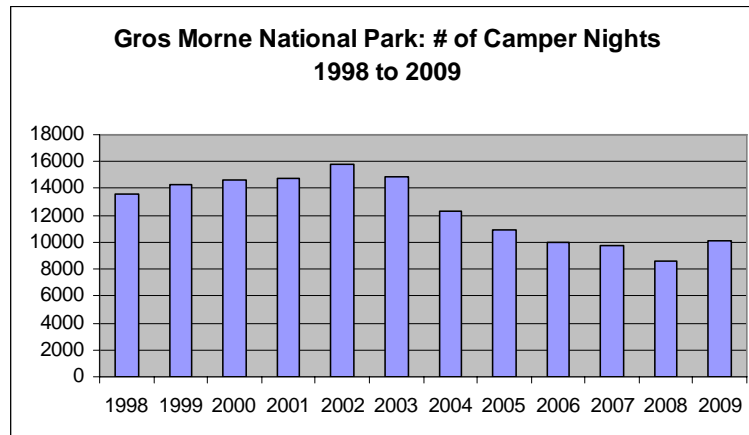
- The Ryan Premises on the Bonavista Peninsula reported 6,109 visitors during the 2009 operating season, a decrease of 11% over the 2008 season.
- Visitation to Castle Hill and Hawthorne Cottage (both on the Avalon Peninsula) reported higher visitation levels for the 2009 operating season. Specifically, Castle Hill received 10,896 visitors, an increase of 15% over 2008 while Hawthorne Cottage visitation levels increased 62% to 5,854 visitors. The latter increase can, in part, be attributed to the 2009 events related to Life and Voyages of Captain Robert (Bob) Bartlett of Brigus.
- Visitation to Signal Hill (Cabot Tower) and Cape Spear (Visitor Centre) was also mixed during the 2009 operating season. While Signal Hill reported 37,419 visitors, a decrease of 32% over the 2008 operating season, the number of visitors reported at Cape Spear increased 20% to 23,127 visitors.

**Terra Nova National Park (Reference Table 13)**

- Camper nights in the two campgrounds within Terra Nova National Park reached 11,117 for the 2009 camping season ending October, a decrease of 1,024 camper nights or 8% lower than last year.
- Bus tour activity at Terra Nova finished the 2009 season ending October with 86 bus tours, down 20 bus tours or 19% below 2008 levels. The number of passenger carried on the buses decreased 10% to 2,634, reflecting an increase to 31 passengers per bus in 2009 from 28 during the 2008 season.

**Gros Morne National Park (Reference Table 14)**

- Camper nights in the five campgrounds within Gros Morne National Park reached 10,052 for the 2009 camping season ending October, an increase of 1,404 camper nights or 16% higher than last year. The increase reported in camper nights during 2009 was the first increase recorded after declines during the previous 6 seasons.

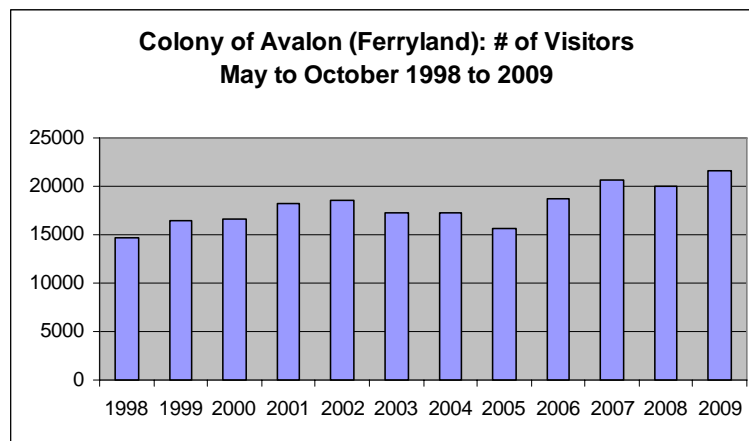


- With 175 bus tours, the number of bus tours visiting Gros Morne decreased 21% during 2009 season ending October. Passengers carried on the tour buses reached 5,278 a decrease of 23% over the previous year.

- Western Brook Pond and Trout River Pond Boat tours reported higher numbers during the 2009 season ending October as approximately 25,700 people used the boat tours, an increase of 14% over last year.
- Visitation to the Discovery Centre, Visitor Centre, Lobster Cove Lighthouse and Broom Point was mixed during the season ending October 2009. The number of visitors to the Discovery Centre increased 3% to 25,626 while the number of visitors at Broom Point increased 14% to 7,457. The number of visitors reported at the Lobster Cove Lighthouse declined 12% to 13,603 while the number of visitors to the Visitor Centre increased 14% to 36,083.

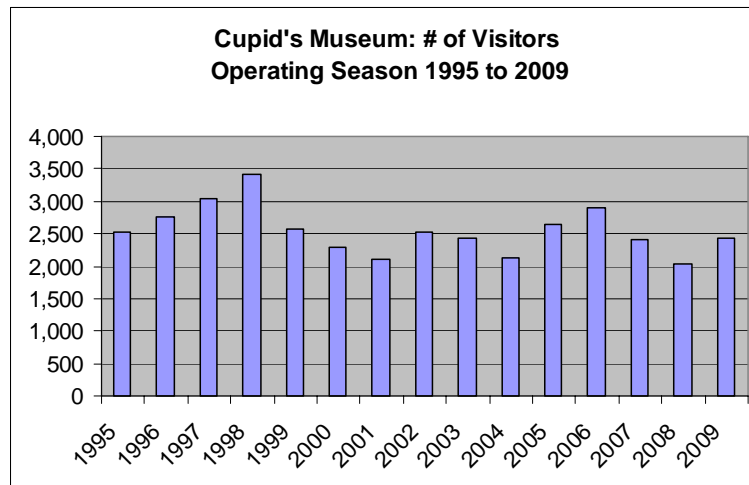
**Colony of Avalon (Ferryland) (Reference Table 19)**

- The number of visitors between May and October reached an all time high of 21,595, an increase of 8% over the same time period of 2008.



**Cupids Museum (Reference Table 20)**

- The number of visitors reported at the Cupids Museum reached 2,436 during the 2009 operating season, an increase of almost 20% over the same time period of 2008.

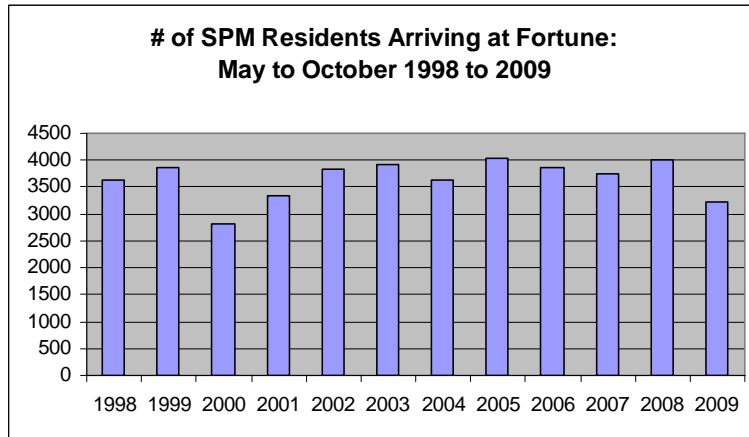


**Labrador Straits Ferry (Reference Table 23)**

- Overall passenger traffic carried on the ferry between St. Barbe and Blanc Sablon (both directions) decreased 0.8% to 64,455 for the operating period May to October 2009. However, the number of passenger related vehicles increased 6% to 24,941 for the same time period.

**Arrivals from St. Pierre and Miquelon (SPM)**

- Direct arrivals at the St. John’s airport by residents of SPM reached 4,298 for the period January to December 2009, no change compared to the same time of 2008.
- Direct arrivals at Fortune by residents of SPM reached 3,216 for the period May to October 2009, a decrease of 20% over 2008. SPM officials have indicated that maintenance problems with the ferry and passport requirements impacted overall traffic during 2009.



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

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<b>Table 1. Marine Atlantic Passenger and Vehicle Traffic: January to December</b>									
<b>Marine Atlantic Traffic</b>	<b>Port Aux Basques to North Sydney, NS Service</b>			<b>Argentia to North Sydney, NS Service</b>			<b>Total Newfoundland to Nova Scotia Service</b>		
	<b>2008</b>	<b>2009</b>	<b>% Change</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
Passengers Carried	360,942	368,541	2.1	26,700	29,196	9.3	387,642	397,737	2.6
Passenger Related Vehicles Carried (PRVs)	121,029	126,132	4.2	10,673	12,141	13.8	131,702	138,273	5.0
# of Crossings	2,079	1,867	-10.2	76	72	-5.3	2,155	1,939	-10.0

**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.

<b>Table 2. Non-Resident Automobile Visitors by Origin: January to December 2008 and 2009</b>			
<b>Origin</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
Maritimes	53,478	55,247	3.3
Ontario	31,797	34,271	7.8
Quebec	6,391	7,339	14.8
Western Canada	9,130	8,965	-1.8
United States	13,186	12,720	-3.5
Foreign	153	123	-19.6
Province	114,095	118,688	4.0

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

<b>Table 3. Residents Exiting by Automobile: January to December 2008 and 2009</b>			
<b>Origin</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
Newfoundland & Labrador	74,602	75,017	0.6

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

<b>Table 4. Airport Passenger Movements: January to December 2008 and 2009</b>			
<b>Airport</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
St. John's	1,222,461	1,223,944	0.1
Gander	96,261	92,189	-4.2
Deer Lake	293,848	267,851	-8.8
Stephenville	12,156	12,993	6.9
St. Anthony	20,663	18,729	-9.4
Goose Bay	97,856	91,490	-6.5
Wabush	86,416	78,078	-9.6
Province	1,829,661	1,785,274	-2.4

**Source:** Airport Managers, Transport Canada

<b>Table 5. System of Regional Museums: Operating Season 2008 and 2009</b>			
<b>Museum</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
Mary March Provincial Museum	6,191	6,039	-2.5
Provincial Seamen's Museum	599	4,050	n/a
Loggers Life Provincial Museum	3,518	2,980	-15.3
Overall	10,308	13,069	n/a

**Source:** Heritage Division, Department of Tourism, Culture & Recreation.  
**Notes:** Data presented for Mary March Museum covers the period May to October. Data presented for the Loggers Life Museum covers the period May to September. The Seamen's Museum was closed for most of the 2008 season due to a fire while the 2009 season was off-site and only for a limited time.

<b>Table 6. Labrador Interpretation Centre, Northwest River</b>			
<b>Visitors</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
# of Visitors (January to December)	5,148	3,495	-32.1
# of Visitors (May to October)	2,845	2,509	-11.8

**Source:** Labrador Interpretation Centre

<b>Table 7. *Occupancy &amp; *Average Daily Rates by Region: January to December 2008 and 2009</b>			
<i>*Change in Occupancy presented as % point Change while</i>			
<i>*Change in Average Daily Rate is presented as % Change</i>			
	<b>2008</b>	<b>2009</b>	<b>Change</b>
<b>Province</b>			
Occupancy Rate	47.9	48.3	0.4
Average Daily Rate	\$106.23	\$108.22	1.9
<b>Avalon Peninsula</b>			
Occupancy Rate	57.3	58.3	1.0
Average Daily Rate	\$117.81	\$118.94	1.0
<b>Eastern Region</b>			
Occupancy Rate	39.0	43.3	4.3
Average Daily Rate	\$104.97	\$104.12	-0.8
<b>Central Region</b>			
Occupancy Rate	40.3	38.9	-1.4
Average Daily Rate	\$90.21	\$94.47	4.7
<b>Western Region</b>			
Occupancy Rate	41.1	41.6	0.5
Average Daily Rate	\$95.14	\$98.47	3.5
<b>Labrador</b>			
Occupancy Rate	47.9	45.2	-2.7
Average Daily Rate	\$96.53	\$98.34	1.9
<b>Source:</b> Accommodation Module, Tourism Destination Management System (TDMS II)			
<b>Notes:</b> Data presented is current as of March 1, 2010 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. Skier Visits: Operating Season Marble Mountain 2007/08 and 2008/09</b>			
	<b>2007/2008</b>	<b>2008/2009</b>	<b>% Change</b>
Skier Visits	95,270	90,705	-4.8
<b>Source:</b> Marble Mountain Development Corporation			

Origin	2008	2009	% Change
Returning Residents	3,596	2,454	-31.8
St. Pierre & Miquelon	4,007	3,216	-19.7
Other Canadians	2,966	2,201	-25.8
United States	305	242	-20.7
Other Countries	228	149	-34.6
Overall	11,102	8,262	-25.6

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

	2008	2009	% Change
Number of Exiting Buses	153	105	-31.4

**Source:** Marine Atlantic Traffic Reports.

Provincial Chalet	2008 Season	2009 Season
Port Aux Basques	15,395	18,534
Deer Lake (Highway)	14,270	14,835
Deer Lake (Airport)	27,411	31,844
Notre Dame Junction	9,154	8,700
Clarenville	6,615	8,220
Whitbourne	9,311	10,107
Argentia	6,443	8,273
North Sydney, NS	17,334	16,055
St. John's (Airport)	34,701	36,768
Total	140,634	153,336

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

**Notes:** The 2008 operating season included May 5 to November 8 for Port Aux Basques, May 5 to October 31 for Deer Lake, and North Sydney, May 5 to October 24 for Notre Dame Junction, Clarenville and Whitbourne, May 5 to October 17 for Argentia.

The 2009 operating season included May 4 to October 31 for Port Aux Basques, Deer Lake (Highway), and North Sydney, May 4 to October 24 for Notre Dame Junction, Clarenville and Whitbourne, May 4 to October 17 for Argentia.

The Centres at the Deer Lake and St. John's Airports are year round operations. Centre statistics does not include telephone calls.

<b>Provincial Chalet</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
Port Aux Basques	15,325	18,531	20.9
Deer Lake (Highway)	12,752	14,816	16.2
Deer Lake (Airport)	19,887	22,843	14.9
Notre Dame Junction	9,154	8,694	-5.0
Clarendville	6,615	8,211	24.1
Whitbourne	9,311	10,100	8.5
Argentia	6,443	8,265	28.3
North Sydney, NS	17,168	16,055	-6.5
St. John's (Airport)	24,245	25,969	7.1
<b>Province (Total)</b>	<b>120,900</b>	<b>133,484</b>	<b>10.4</b>

**Source:** Strategic Tourism Product Development Division, Department of Tourism, Culture & Recreation  
The Centre statistics does not include telephone calls.

<b>Provincial Historic Site</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
Cape Bonavista Lighthouse	8,469	8,610	1.7
Heart's Content Cable Station	4,790	4,603	-3.9
Ryan Shop Mercantile Building	4,247	4,338	2.1
Point Amour Lighthouse	5,797	5,020	-13.4
Trinity Interpretation centre	3,987	4,013	0.7
Quidi Vidi Battery	2,009	2,037	1.4
Mockbeggar Plantation	3,628	3,315	-8.6
Hiscock House	3,900	3,549	-9.0
Commissariat House	2,298	2,715	18.1
Boyd's Cove	8,410	8,205	-2.4
<b>Province (total)</b>	<b>47,535</b>	<b>46,405</b>	<b>-2.4</b>
<b># of Groups (all 10 sites)</b>	<b>309</b>	<b>301</b>	<b>-2.6</b>

**Source: Heritage Division, Department of Tourism, culture and Recreation**

**Notes:.** The 2008 operating season for Quidi Vidi Battery covers the period July 1 to October 3, 2008. The operating season for Cape Bonavista Lighthouse, Ryan Shop Mercantile Building, Trinity Interpretation Centre, Mockbeggar Plantation and Hiscock House covers the period May 17 to October 10, 2008. The operating season for Heart's Content Cable Station, Point Amour Lighthouse, Commissariat House and Boyd's Cove covers the period May 17 to October 3, 2008. The 2009 operating season for Boyd's Cove was May 16 to October 30, 2009. All other sites were open May 16 to October 9, 2009. The 2009 visitation statistics presented for Quidi Vidi Battery is for July to October only. The number of visitors recorded in May and

June was 401 and 1 group.

**Table 13. Terra Nova National Park Visitation (Operating Season) 2008 and 2009**

<b>Terra Nova Park</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
Camper Nights	12,141	11,117	-8.4
Visitor Centre	8,795	14,451	64.3
Motorcoach Visits	106	86	-18.9
Motorcoach Passengers	2,919	2,634	-9.8

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

**Table 14. Gros Morne National Park Visitation: (Operating Season to October) 2008 and 2009**

<b>Gros Morne Park</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
# of Visitors (June to October)	160,000	174,000	8.8
Camper Nights	8,648	10,052	16.2
Visitors (Discovery Centre)	24,895	25,626	2.9
Visitors (Visitor Centre)	31,768	36,083	13.6
Visitors (Lighthouse)	15,446	13,603	-11.9
Visitors (Broom Point)	6,519	7,457	14.4
Motorcoach Visits	220	175	-20.5
Motorcoach Passengers	6,833	5,278	-22.8
Boat Tours (People)	22,467	25,704	14.4
Interpretation Programs	9,963	17,982	80.5

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

**Table 15. National Historic Sites: (Operating Season) 2008 and 2009**

<b>Historic Site</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
L'Anse Aux Meadows	25,710	27,323	6.3
Port Au Choix	7,708	7,783	1.0
Red Bay	7,804	7,604	-2.6
Castle Hill	9,492	10,896	14.8
Ryan Premises	6,843	6,109	-10.7
Hawthorne Cottage	3,609	5,854	62.2
Signal Hill (Cabot Tower)	54,593	37,419	-31.5

Cape Spear (Visitor Centre)	19,280	23,127	20.0
<b>Source:</b> 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.			
<b>Notes:</b> Data presented for L'Anse Aux Meadows, Port au Choix and Red Bay covers the period June to October. Data for Castle Hill, Ryan Premises, Hawthorne Cottage, Signal Hill (Cabot Tower) and Cape Spear (Visitor Centre) covers the period May to October.			

<b>Table 16 (a). Provincial Parks: Camping Units Registered (Operating Season) 2008 and 2009 by Park</b>			
<b>Provincial Park</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
Barachois Pond	7,943	9,510	19.7
Blow Me Down	782	1,001	28.0
J. T. Cheeseman	1,711	2,348	37.2
Pinware River	474	576	21.5
Pistolet Bay	1,126	1,335	18.6
Sandbanks	1,049	1,195	13.9
Squires Memorial	3,635	3,989	9.7
Western & Labrador Straits Region	16,720	19,954	19.3
Dildo Run	1,387	1,763	27.1
Notre Dame	6,461	6,940	7.4
Central Region	7,848	8,703	10.9
Frenchman's Cove	3,271	4,201	28.4
Lockston Path	3,366	3,540	5.2
Eastern Region	6,637	7,741	16.6
Butter Pot	14,732	15,550	5.6
La Manche	5,313	6,339	19.3
Avalon Region	20,045	21,889	9.2
Province	51,250	58,287	13.7
<b>Source:</b> Parks & Natural Areas Division, Department of Environment and Conservation.			
<b>Notes:</b> 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>Table 16 (b). Provincial Parks: Camping Units registered (operating Season) 2008 and 2009 by Origin</b>			
	<b>2008</b>	<b>2009</b>	<b>% Change</b>
Newfoundland and Labrador	44,264	49,787	12.5
Other Canada	5,269	6,334	20.2
United States	1,123	1,520	35.4
Other Countries	594	646	8.8
<b>Province</b>	<b>51,250</b>	<b>58,287</b>	<b>13.7</b>

<b>Table 17. Cape St. Mary's and Burnt Cape Ecological Reserve: (May 1 to October 15) 2008 and 2009</b>			
	<b>2008</b>	<b>2009</b>	<b>% Change</b>
Number of Visitors Cape St. Mary's	14,044	16,344	16.4
Number of Visitors Burnt Cape	724	770	6.4
Number of Visitors Mistaken Point	500	805	61.0
# of Visitors (Total)	15,268	17,919	17.4
<b>Source:</b> Parks & Natural Areas Division, Department of Environment and Conservation.			

<b>Table 18. Salmonier Nature Park: June to October 2008 and 2009</b>			
<b>Visitors</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
General Visitation	26,687	37,301	39.8
Group Visits (schools and recreation)	3,758	6,317	68.1
# of Visitors (Total)	30,445	43,618	43.3
<b>Source:</b> Salmonier Nature Park, Inland Fish and Wildlife Division, Department of Environment and Conservation			

<b>Table 19. Colony of Avalon (Ferryland): May to October 2008 and 2009</b>			
<b>Visitors</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
# of Visitors	20,043	21,595	7.7
<b>Source:</b> Colony of Avalon Foundation (Ferryland)			

<b>Table 20. Cupids Museum: (Operating Season) 2008 and 2009</b>			
<b>Visitors</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
# of Visitors	2,039	2,436	19.5
<b>Source:</b> Cupids Museum			

<b>Table 21. Gentara Building Visitors Information Centre (St. John's): June to September 2008 and 2009</b>			
<b>Visitors</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
St. John's Residents	2,180	2,245	3.0
Other Residents of the Province	296	238	-19.6
Residents (Total)	2,476	2,483	0.3
Non-Residents	12,529	10,429	-16.8
<b>Total</b>	<b>15,005</b>	<b>12,912</b>	<b>-13.9</b>
<b>Source:</b> City of St. John's			

<b>Table 22. MC &amp; IT and Event Statistics City of St. John's: 2008 and 2009</b>			
	<b>2008</b>	<b>2009</b>	<b>% Change</b>
# of MC & IT and Events	78	90	15.4
# of MC & IT and Event Room Nights	41,961	36,472	-13.1
<b>Source:</b> Destination St. John's			

<b>Table 23. Strait of Belle Isle Ferry Service: May to October 2008 and 2009</b>			
<b>Both Directions</b>	<b>2008</b>	<b>2009</b>	<b>% Change</b>
Passenger Movements	64,949	64,455	-0.8
Passenger Vehicle Movements	23,434	24,941	6.4
<b>Source:</b> Department of Transportation and Works			

<b>Table 24. Cruise Ship Statistics for Newfoundland and Labrador 2008 and 2009</b>						
<b>Port</b>	<b>2008</b>			<b>2009</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	18	7,131	15,067	10	3,499	7,378
Corner Brook	11	2,709	5,173	10	3,079	6,604
St. Anthony	8	1,318	2,670	8	1,700	2,785
L' Anse Aux Meadows	10	615	971	6	315	681
Gros Morne National Park	0	0	0	2	76	212
Gros Morne National Park - Bonne Bay	1	80	140	2	838	1,305
Gros Morne National Park – Norris Point	5	184	162	7	154	95
Gros Morne National Park – Woody Point	6	205	344	6	189	185
Red Bay	3	191	245	6	988	1,561
Cox's Cove	4	119	133	3	66	55
Lark Harbour	3	66	38	5	110	75
Ramea	3	183	343	1	2	12
Francois	2	89	198	2	38	106
Battle Harbour	7	381	644	6	283	568
Cartwright	2	252	452	0	0	0
St. Brides- Cape St. Mary's	1	101	92	0	0	0
Bonavista	2	72	203	2	72	188
Twillingate	2	181	215	0	0	0
Hopedale	4	232	392	2	115	204
Conne River	0	0	0	1	380	655
Henley Harbour	0	0	0	1	22	10
Nain	5	132	189	1	70	142
Button Island	3	290	540	0	0	0
LaPoile	0	0	0	1	79	110
Codroy Valley	2	89	198	1	36	94

<b>Table 24. Cruise Ship Statistics for Newfoundland and Labrador 2008 and 2009</b>						
<b>Port</b>	<b>2008</b>			<b>2009</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>
Rigolet	1	63	112	0	0	0
Hebron	8	426	802	3	185	346
Grey River	1	36	103	1	36	94
Wunderstrands	1	63	41	1	70	142
Man of War Cove	3	66	38	3	66	55
Torngat Mountain National Park	5	156	222	1	70	142
Torngat Mountain National Park - Nachvack Bay Fjord/Eclipse Harbour	3	152	269	2	115	204
Torngat Mountain National Park – Saglek Fjord	4	232	392	3	155	322
Conche	1	63	112	0	0	0
Port au Choix	0	0	0	2	44	20
Fogo Island	1	53	95	0	0	0
Change Islands	1	63	112	0	0	0
Killing Island	1	80	123	0	0	0
Cape St. Charles	1	63	112	0	0	0
Indian Harbour	1	108	53	0	0	0
Cape Mugford	2	89	157	1	36	94
Makkovik	1	63	41	1	70	142
Bay D'Espoir	1	53	95	0	0	0
Port Aux Basques	1	2	12	1	2	12
Cape Porcupine	1	63	112	0	0	0
Goose Arm	3	66	38	3	66	42
Okak Bay	1	53	57	0	0	0
Groswater Bay	1	36	100	1	36	94
Hamilton Inlet	1	92	101	0	0	0
Hawkes Harbour	1	53	57	0	0	0
Raleigh	1	53	95	0	0	0
Plum Point/Bird	1	53	95	0	0	0

<b>Table 24. Cruise Ship Statistics for Newfoundland and Labrador 2008 and 2009</b>						
<b>Port</b>	<b>2008</b>			<b>2009</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>
Cove						
Placentia	1	53	95	0	0	0
Seldom	1	53	95	0	0	0
Williams Harbour	1	36	100	1	36	94
<b>Total</b>	<b>152</b>	<b>17,187</b>	<b>32,347</b>	<b>107</b>	<b>13,098</b>	<b>24,828</b>
<b>Source:</b> Cruise Newfoundland and Labrador						
<b>Note:</b> Red Bay, Battle Harbour, Cartwright, Hopedale, Henley Harbour, Nain, Button Island, Rigolet, Hebron, Wunderstrands,, Man of War Cove, Torngat Mountain National Park (Nachvack Bay Fjord/Eclipse Harbour, Saglek Bay/Fjord), Cape St. Charles, Makkovik, Killing Island, Indian Harbour, Cape Mugford, Cape Porcupine, Goose Arm, Okak Bay, Groswater Bay, Hamilton Inlet, Hawkes Harbour, and Williams Harbour are Labrador ports of call.						