

YTD JULY 2025 HIGHLIGHTS

- Provincial tourism performance was mixed through July. An estimated 225,990 visitors arrived by air and auto through July, up 4% from the same period in 2024 and 2% below 2019 levels. While visitation was subdued from January to April, momentum improved from May through July, with all three months recording year-over-year growth in visitor numbers.
- Auto travel to the province showed continued strength through July, with 9% more auto visitors compared to last year and 38% more than during this period in 2019. While air visitation was soft through the first half of 2025, just over 68,000 visitors arrived by air in July helping push year-to-date air visitation 2% above the same period in 2024. Through July, air visitation remains 10% below 2019 levels.
- Inbound non-stop seat capacity to Newfoundland and Labrador reached 644,663 seats for the January to July 2025 period, 11% lower than during this period in 2024 (76k fewer seats) and 2% lower than in 2019.
- The accommodations sector continued to perform well relative to 2019 through June across all metrics, however, preliminary data show a continued slowdown compared to recent years. Through June, the occupancy rate was 1 point below 2024 levels, with room nights sales down 10% and total room revenue down 6% from the same period last year. The provincial average daily rate (ADR) reached \$164 for this period, 5% higher than last year and 24% higher than during this period of 2019.

JULY 2025 v. 2024

- Following a slower start to the year, July marked a strong rebound in visitation with 92,800 total visitors, 15% more than in July 2024 (an increase of 12,100 visitors) and 17% more than in July 2019 (13,150 more visitors). Both air and auto visitation saw gains relative to last year, with air visitors up 18% and auto visitors up 8% from July 2024.

*Preliminary estimates, subject to change; reporting periods vary by indicator.

NON-RESIDENT VISITORS (YTD JUL)

225,990 ↑ 4% from 2024
 total visitors ↓ 2% from 2019

170,830
 air visitors YTD JUL
 ↑ 2% from 2024
 ↓ 10% from 2019

55,160
 auto visitors YTD JUL
 ↑ 9% from 2024
 ↑ 38% from 2019

ACCOMMODATIONS (YTD JUN)

47% ↓ 1 pt from 2024
 occupancy rate ↑ 8 pts from 2019

647K ↓ 10% from 2024
 room nights sold ↑ 14% from 2019

\$106.5M ↓ 6% from 2024
 total room revenue ↑ 41% from 2019

\$164 ↑ 5% from 2024
 average daily rate (ADR) ↑ 24% from 2019

PROVINCIAL HISTORIC SITES

58,377
 visitors May-July
 ↑ 12% from 2024
 ↑ 9% from 2019

VISITOR INFORMATION CENTRES

58,522
 visitors May-July
 ↓ 15% from 2024
 ↓ 13% from 2019

MARINE ATLANTIC PASSENGER MOVEMENTS²

194,460 ↑ 4% from 2024
 total passenger movements YTD ↑ 24% from 2019

AIRPORT PASSENGER MOVEMENTS¹

1.1M ↓ 1% from 2024
 passenger movements YTD ↓ 9% from 2019

SEAT CAPACITY

644,663 seats ↓ 11% from 2024
 inbound non-stop seats to NL YTD ↓ 2% from 2019

NOTES / SOURCES

1. Passenger movements at the province's 7 major airports (St. John's, Gander, Deer Lake, Stephenville, St. Anthony, Wabush & Goose Bay). Non-resident air visitor count excludes Wabush due to unavailable data. Passenger movements for Wabush unavailable since April 2023. 2. Passengers carried (both directions) by Marine Atlantic 3. Roofed accommodation statistics reported in the NL Tourism Operator Portal; subject to revision pending further reporting by registered operators. Accommodations statistics lag other indicators.