

YTD JUNE HIGHLIGHTS

- Provincial tourism performance was robust through the first half of 2026. An estimated 159,700 visitors arrived by plane and ferry through June, up 20% from the same period in 2025 (26,500 more visitors). The spring shoulder season of May and June was particularly strong, with the province welcoming nearly 14,000 more visitors this spring compared to 2025.
- Auto travel to the province showed continued growth through June, 3% higher than during the same period last year and 62% higher than during the first half of 2019. Air visitation showed continued recovery, up 25% from the same period in 2025 and just 3% below 2019 levels.
- Inbound non-stop seat capacity to Newfoundland and Labrador reached 521,600 seats for the January to June 2026 period, 4% higher than during this period in 2025 (21K more seats) and 1% higher than in 2019. More inbound airline seats make it easier for visitors to access Newfoundland and Labrador, supporting tourism growth across the province.
- Available accommodations sector data through April shows increases across all metrics. For the January to April period, the provincial occupancy rate was 3 points above 2025 levels, while room night sales increased by 2% and total room revenue rose by 9%. The provincial average daily rate (ADR) reached \$154, representing a 7% increase over 2025 levels and a 26% increase compared with the same period in 2019.

JUNE 2026 v. 2025

- The month of June saw particularly strong tourism activity with nearly 64,200 visitors, 23% more than in June 2025 (an increase of 11,900 visitors) and 41% above June 2019 (18,500 more visitors). Both air and auto visitation saw gains relative to June last year, with air visitors up 29% and auto visitors up 3% from June 2025.

*Preliminary estimates, subject to change; reporting periods vary by indicator. Accommodations statistics lag other indicators. Total may not sum due to rounding.

NON-RESIDENT VISITORS (YTD JUNE)

 **159,700***  20% from 2025
total visitors  6% from 2019

 **128,500**
air visitors YTD JUN
 25% from 2025
 3% from 2019

 **31,300**
auto visitors YTD JUN
 3% from 2025
 62% from 2019

ACCOMMODATIONS (YTD APRIL)

 **42%**  3 pts from 2025
occupancy rate  8 pts from 2019

 **376K**  2% from 2025
room nights sold  24% from 2019

 **\$57.9M**  9% from 2025
total room revenue  56% from 2019

 **\$154**  7% from 2025
average daily rate (ADR)  26% from 2019

PROVINCIAL HISTORIC SITES

 **32,900**
visitors May-June
 14% from 2025
 43% from 2019

VISITOR INFORMATION CENTRES

 **35,300**
visitors May-June
 20% from 2025
 12% from 2019

MARINE ATLANTIC PASSENGER MOVEMENTS²

 **126,600**  4% from 2025
total passenger movements YTD  42% from 2019

AIRPORT PASSENGER MOVEMENTS¹

 **868K**  3% from 2025
passenger movements YTD  1% from 2019

SEAT CAPACITY

 **521,600 seats**  4% from 2025
inbound non-stop seats to NL JAN-JUN  1% 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.