

### 2021 HIGHLIGHTS

- Provincial tourism performance continued to improve throughout 2021 across a range of indicators. The number of non-resident visitors to NL reached 181,305 in 2021, a 57% increase compared to 2020 but still 62% below pre-pandemic 2019 levels. Auto visits were 68% above 2020 levels, but remained 31% below those recorded in 2019. Visits by air increased 52% over 2020, but remained 69% lower than in 2019.
- For the period since the re-opening of the province to travel from the rest of Canada in July 2021, visitation increased 152% relative to the July to December period of 2020.
- Visitation in the month of December was 256% above levels recorded in December 2020, marking significant year-over-year growth. It was another particularly strong month for auto visitation as levels surpassed those recorded in pre-pandemic 2019 for the fourth consecutive month (Sep-Dec). Air visitation was also strong in December, up 354% over December of last year but it remained well below December 2019 levels.
- The licenced accommodations sector continued to see improvements over 2020 levels, with the occupancy rate (+10.3 pts), room nights sold (+49%) and total room revenue (+58%) all up over the same period last year. Despite these significant improvements, key sector indicators remained below pre-pandemic levels to close out the year.

### NON-RESIDENT VISITORS (YTD DECEMBER)



**181,305\*\***  
total visitors YTD

↑ **57%** from 2020  
↓ **62%** from 2019



**12,439**  
visitors in **December**

↑ **256%** from December 2020  
↓ **41%** from December 2019



**116,634**  
air visitors YTD\*\*

↑ **52%** from 2020   ↓ **69%** from 2019



**64,671**  
auto visitors YTD

↑ **68%** from 2020   ↓ **31%** from 2019

### ACCOMMODATIONS (YTD DECEMBER)



**37.2%**  
occupancy rate 2021

↑ **10.3 pts** from 2020  
↓ **9.0 pts** from 2019



**1,019,430**  
room nights sold 2021

↑ **49%** from 2020  
↓ **26%** from 2019



**\$129.9 million**  
total room revenue 2021

↑ **58%** from 2020  
↓ **32%** from 2019



**32.1%**  
occupancy rate  
December 2021

- December occupancy rate **up 11.3 pts YOY**
- Room nights sold in December **up 54% YOY**
- December room revenue **up 64% YOY**

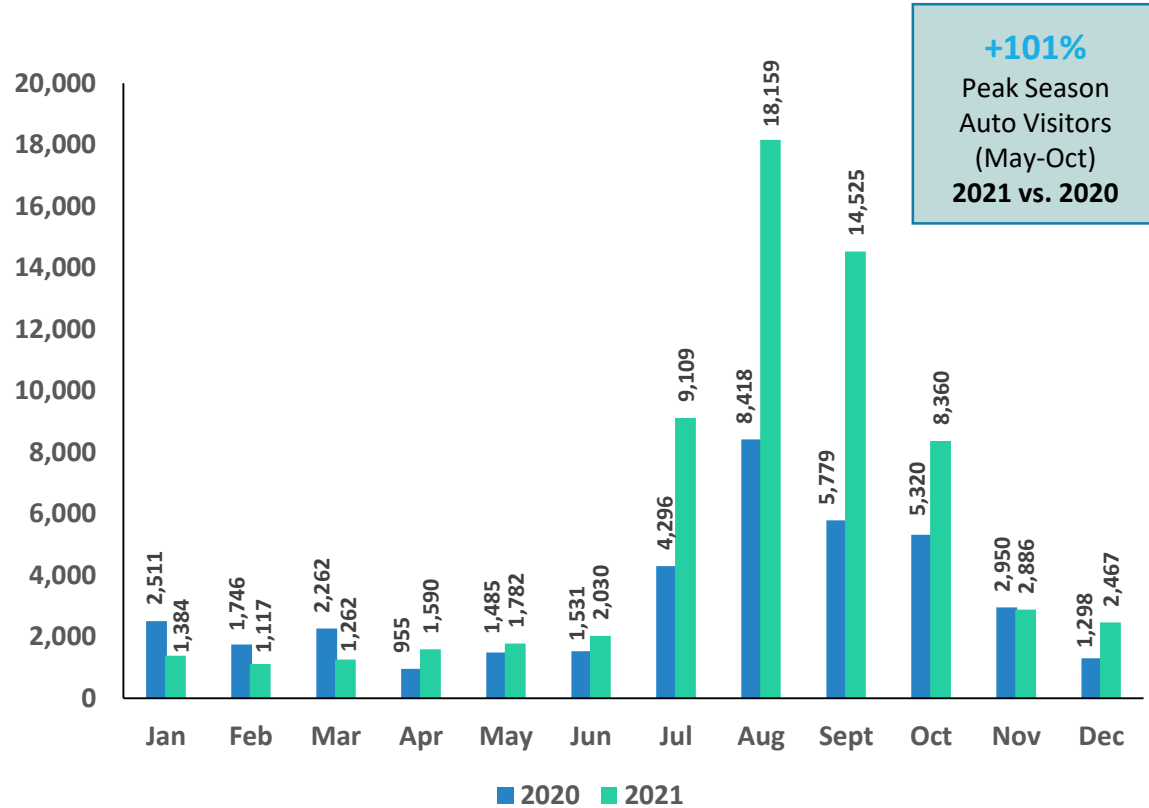
\* Reporting periods vary depending on available data

\*\* No data available for Wabush Airport for months of September-December 2021

- **Ferry Passenger Movements:** Marine Atlantic passenger movements (both directions) reached 221,596 in 2021, an increase of 48% compared to 2020 (149,836).
- **Passenger-related vehicle (PRV) movements** increased 57% during the same period, from 55,200 to 86,748.
- The number of **crossings** increased from 1,491 to 1,640, up 10%. Passenger movements for the month of December 2021 were up 106% over December 2020, and just 1% below December 2019 levels. The number of PRVs increased 169% compared to December 2020 and 7% compared to December 2019. Crossings declined 10% over December 2020 and were 4% below December 2019 levels.
- **Auto Visitors:** The number of non-resident automobile visitors to the province is estimated to have reached 64,671 in 2021, an increase of 68% over 2020. Auto visitation surpassed pre-pandemic 2019 levels in every month from September to December in 2021, reflecting the impact of opening the province to all visitors from Canada and abroad. While auto visitation began to recover in 2021 and posted strong peak season numbers, full year visits remained 31% below 2019 levels.
- Due to the COVID-19 pandemic, Marine Atlantic has been implementing health and safety measures, including limits to passengers per crossing. The Argentia ferry service, which normally operates from June to September, was suspended by Marine Atlantic for the 2020 season but resumed in July 2021.

## MARINE ATLANTIC PASSENGER MOVEMENTS & AUTO VISITATION

Newfoundland and Labrador Non-resident Auto Visitors 2020 to 2021



**221,596**  
total passenger movements (both directions) YTD

↑ **48%** from 2020

**86,748**  
passenger-related vehicle (PRV) movements YTD

↑ **57%** from 2020

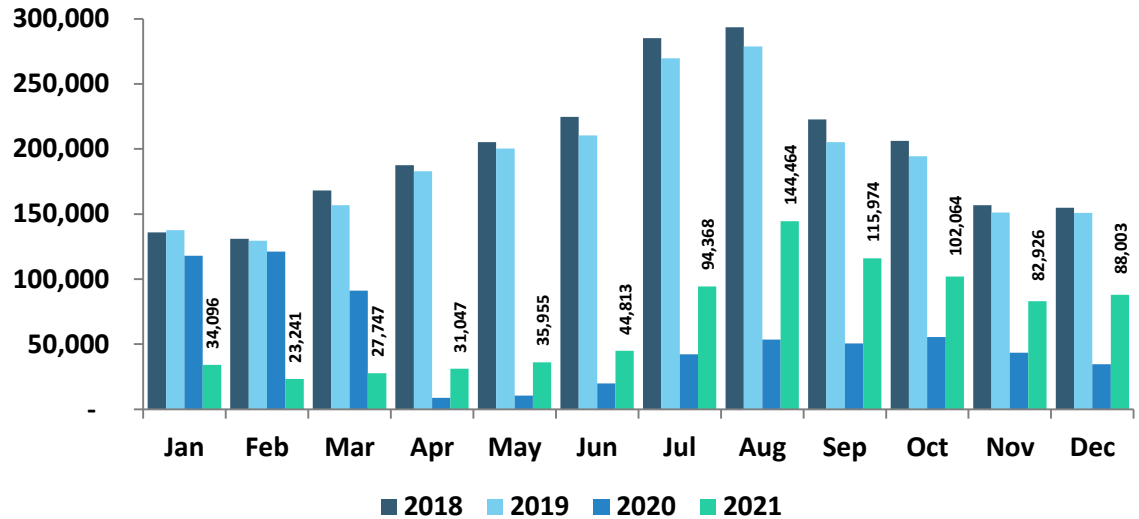
**1,640**  
total ferry crossings YTD

↑ **10%** from 2020

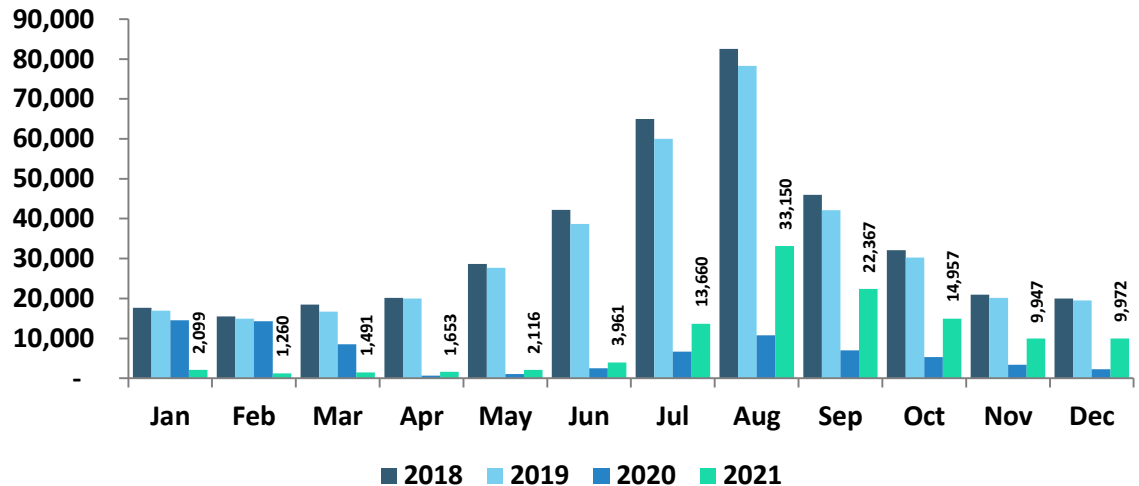
- Air Passenger Movements:** Airport activity (boarding and deplaning passenger movements) for St. John's, Gander, Deer Lake, Stephenville, St. Anthony, Goose Bay and Wabush (no data for Wabush for September-December) reached 824,698 passenger movements in 2021, an increase of 32% compared to 2020 but still 63% below 2019. Passenger movements for the month of December 2021 were up 204% over December 2020.
- Air Visitors:** The number of non-resident air visitors travelling to the province reached an estimated 116,634 in 2021, up 52% from 2020 but 69% below 2019 levels. For the month of December 2021 alone, non-resident air visitors increased 354% compared to December 2020.
- Seat Capacity:** Due to the travel restrictions put in place worldwide and decreasing demand for air services during the COVID-19 pandemic, airline capacity has been severely impacted, including capacity to Newfoundland and Labrador. Inbound non-stop seat capacity to NL (7 major airports) increased 5% for the January to December 2021 period compared to the same period in 2020 (462,737 seats versus 440,058 seats in 2020).
- Capacity continues to build, with every month since May increasing significantly over the same month in 2020, however, with a decrease of 60%, 2021 capacity (462,737 seats) still significantly lags 2019 capacity (1,161,723 seats).

## AIR PASSENGER MOVEMENTS & VISITATION

Newfoundland and Labrador Airport Passenger Movements 2018 to 2021



Newfoundland and Labrador Non-resident Air Visitors 2018 to 2021

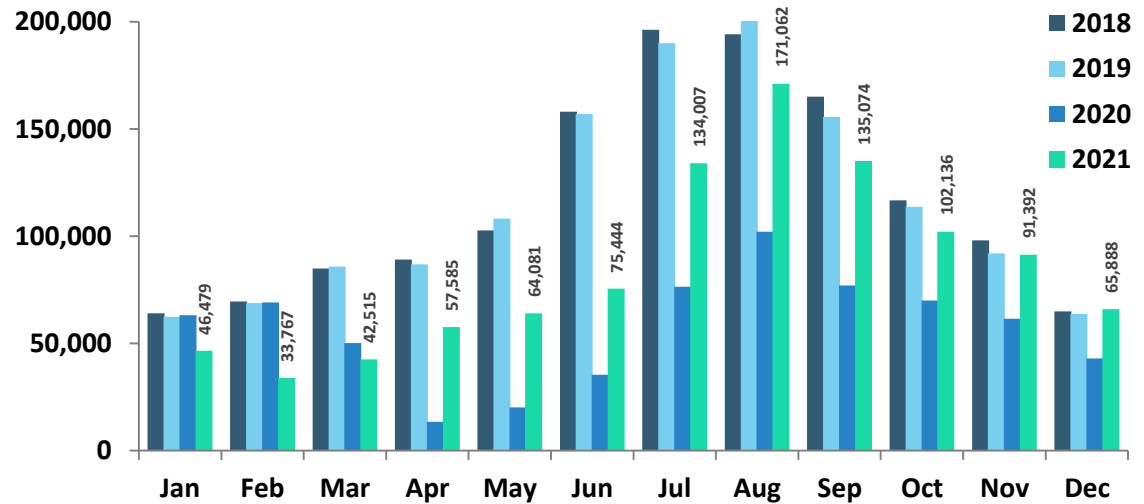


## ACCOMMODATIONS SECTOR

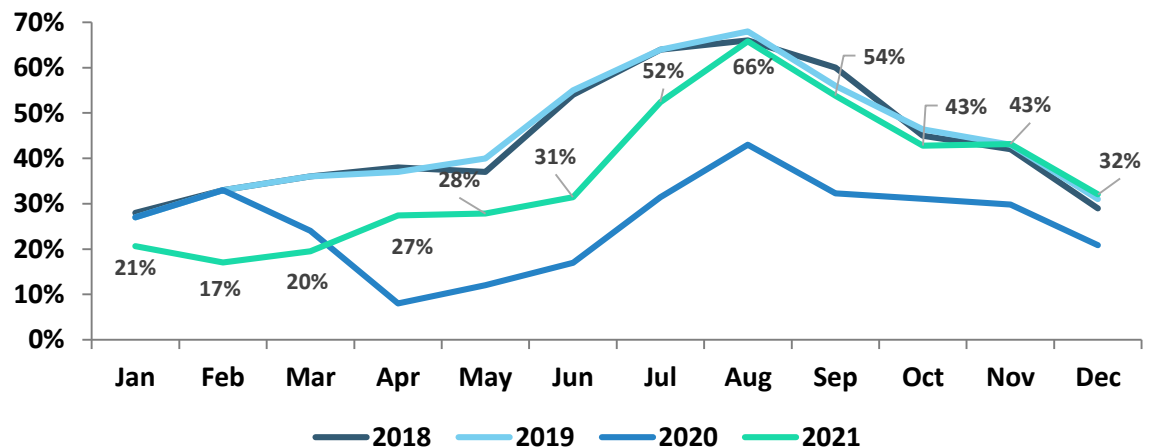
### LICENCED ACCOMMODATIONS

- Occupancy:** Accommodation occupancy reached 37.2% for the period from January to December 2021, an increase of 10.3 points compared to the same period in 2020 (26.9%). The occupancy rate for this period in 2021, while notably higher than in 2020, remained 9.0 points below the 2019 rate.
- Room Nights Sold:** From January to December 2021, licenced accommodations in the province reported 1,019,430 room nights sold, an increase of 49% from the same period in 2020 (686,472). Despite significant recovery over 2020 levels, room night sales in 2021 remained 26% below 2019 levels when nearly 1.4 million room nights were sold up over this period.
- Room Revenue:** Total room revenue reached \$129.9 million from January to December 2021, up from \$82.4 million for same period in 2020, an increase of 58%. Room revenue up to December 2021 remained 32% below pre-pandemic 2019 levels.
- Year-Over-Year (YOY) Growth:** For the month of December 2021, room nights sold increased 54% over December 2020, from 42,924 to 65,888. Room night sales in December 2021 surpassed December 2019 levels (+3%). Total room revenue for the month of December 2021 was \$7.5 million, up from \$4.6 million in December 2020, representing an increase of 64%. December occupancy reached 32.1%, an increase of 11.3 points over December 2020 and 1.4 points higher than in December 2019.

NL Licenced Accommodation Room Nights Sold 2018 to 2021



NL Licenced Accommodation Occupancy Rate 2018 to 2021



- **Average Daily Rate (ADR):** The ADR reached \$127 for the period January to December, up 6% from the same period in 2020 (\$120), and 8% below where it stood in 2019 (\$138).
- The ADR for the month of December reached \$114, up 7% from December 2020 (\$106) and 6% below December 2019 (\$121).
- **Note:** all accommodations data are preliminary and subject to change pending further reporting by operators.

### Important Notes:

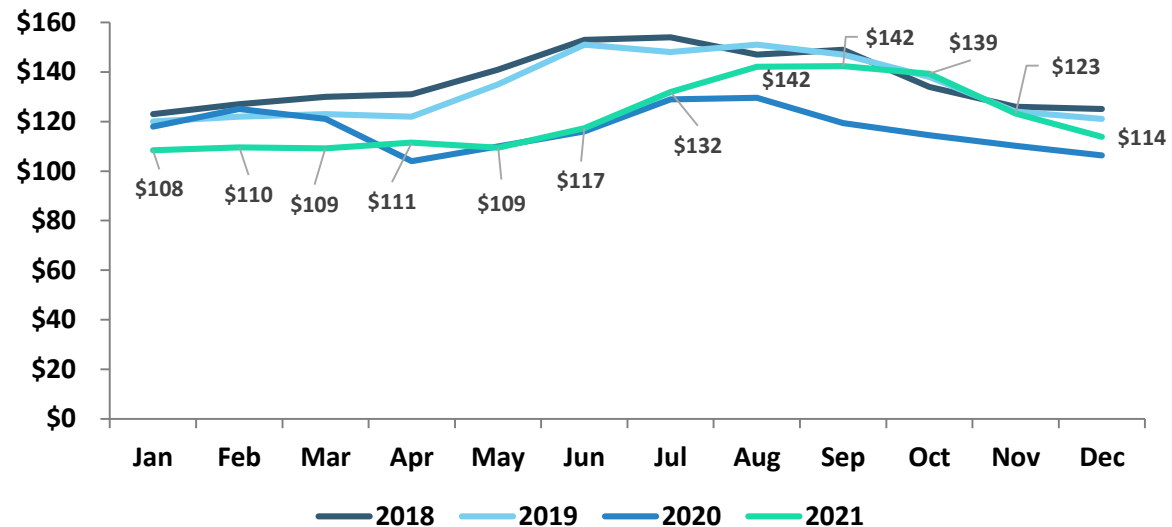
**Short-term rental activity** reports performance indicators for the province of Newfoundland and Labrador for accommodations that are listed on and booked through the short-term rental platforms Airbnb and Vrbo as reported by AirDNA. Performance is reported for listings which had at least one day classified as available or reserved during the reporting period. A *listing* can be any type of property, including entire homes, apartments, studios, cabins, vacation homes, tents, campers/RVs, individual hotel suites/rooms, B&Bs, and other types. Listings can comprise one room or multiple rooms that are rented as one unit.

**Airbnb/Vrbo listings include licenced accommodations as many operators use these platforms as channels to market their properties.** Statistics for licenced properties (e.g. nights available, nights booked, occupancy rate) are also included in the "Accommodations" section above.

## ACCOMMODATIONS SECTOR

### LICENCED ACCOMMODATIONS

NL Licenced Accommodation Average Daily Rate 2018 to 2021



### SHORT-TERM RENTAL ACTIVITY

NL Short-term Rental Listings (Airbnb, Vrbo) – Average Daily Rate 2019 to 2021

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2020	\$128	\$137	\$132	\$128	\$138	\$149	\$165	\$168	\$159	\$155	\$149	\$150
2021	\$149	\$172	\$184	\$177	\$187	\$186	\$188	\$187	\$184	\$178	\$175	\$179

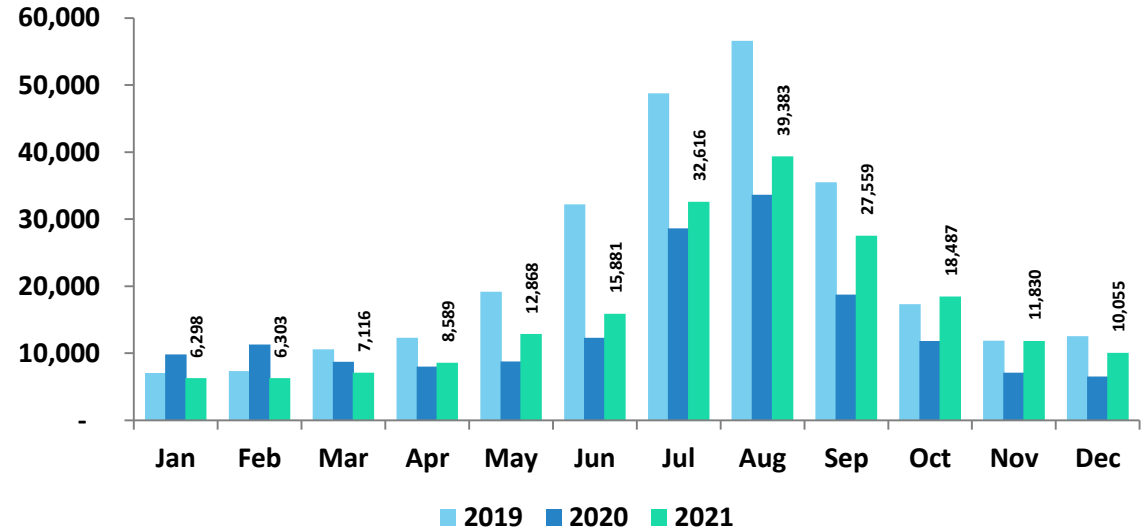
\*Average daily rates are reported in \$US and converted to \$C using the Bank of Canada monthly average exchange rates.

- Short-term Rental Listings:** According to AirDNA reporting, there were 1,550 listings in the province on the Airbnb and Vrbo short-term rental platforms in December 2021. This compares to 1,426 listings in December 2020 (+9%). Of these, 1,066 listings (69% of total listings) had at least one reservation during the month of December 2021. This compares to 792 booked listings (56%) in December 2020.
- Nights Available:** For the period January to December 2021, short-term rental properties in the province listed on Airbnb and Vrbo reported 401,400 **nights available** for bookings/reservations compared to 391,391 nights available for the same period in 2020 (+3%).
- Nights Booked:** From January to December 2021, short-term rental properties in the province reported 196,773 **room nights booked**, an increase of 19% compared to the same period in 2020 (165,284).
- Occupancy:** The occupancy rate for short-term rental properties in the province reached 49.0% for the period January to December 2021, an increase of 6.8 points compared to the same period in 2020. The **average daily rate\*** reached \$182 for the period January to December 2021, an increase of 19% compared to the same period in 2020 (\$153).

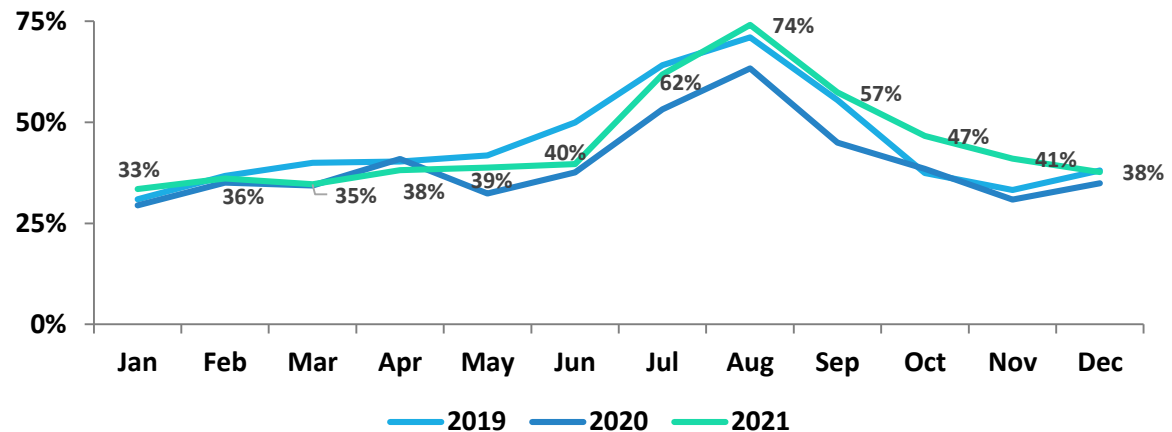
## ACCOMMODATIONS SECTOR

### SHORT-TERM RENTAL ACTIVITY (CONT'D)

NL Short-term Rental Listings (Airbnb, Vrbo) – Nights Booked 2019 to 2021



NL Short-term Rental Listings (Airbnb, Vrbo) – Occupancy Rate 2019 to 2021



## Background Tourism Performance 2017 – 2021

- The number of non-resident air, automobile and cruise visitors travelling to the province reached an estimated 181,305 in 2021, an increase of 57% compared to 2020, but down 66% from 2019. Total in-province expenditures by non-residents are preliminarily estimated at \$114.8 million, an increase of 65% compared to 2020 but 61% below 2019 levels.
- The number of non-resident air visitors travelling to the province reached an estimated 116,634 in 2021, an increase of 51% compared to 2020, but down 69% from 2019. In-province expenditures by non-resident air visitors are preliminarily estimated at \$138.3 million, an increase of 57% compared to 2020, down 68% from 2019.
- Non-resident automobile visitation to the province reached an estimated 64,671 visitors in 2021, an increase of 68% compared to 2020, remaining 31% below 2019 visit levels. In-province expenditures by non-resident auto visitors are preliminarily estimated at \$76.5 million, increasing 81% compared to 2020 but 28% down from 2019.

\*Data for Wabush unavailable for Sep – Dec 2021

## 2017 – 2021 Non-resident Visitors by Mode of Transportation

Non-resident Visitors	2017	2018	2019	2020	2021	Year-over-Year Change 2020-21
Non-resident visitors – air	412,901	409,047	384,278	77,029	116,634*	51%
Non-resident visitors – auto	101,899	93,298	93,818	38,551	64,671	68%
<b>Sub-total (air &amp; auto)</b>	<b>514,800</b>	<b>502,345</b>	<b>478,096</b>	<b>115,580</b>	<b>181,305</b>	<b>57%</b>
Non-resident visitors – cruise	38,321	31,162	52,371	0	0	0%
<b>Grand Total</b>	<b>553,121</b>	<b>533,507</b>	<b>530,467</b>	<b>115,580</b>	<b>181,305</b>	<b>57%</b>

## 2017 – 2021 Non-resident In-Province Expenditures by Mode of Transportation (\$ million)

In-Province Expenditures	2017	2018	2019	2020	2021 preliminary	Year-over-Year Change 2020-21
Non-resident expenditures – air	\$458.5	\$462.1	\$438.6	\$88.1	\$138.3*	57%
Non-resident expenditures – auto	\$113.2	\$105.2	\$106.8	\$44.0	\$76.5	74%
<b>Sub-total (air &amp; auto)</b>	<b>\$571.7</b>	<b>\$567.3</b>	<b>\$545.4</b>	<b>\$132.1</b>	<b>\$214.8</b>	<b>63%</b>
Non-resident expenditures – cruise	\$3.5	\$2.9	\$4.9	\$0	\$0	0%
<b>Grand Total</b>	<b>\$575.2</b>	<b>\$570.2</b>	<b>\$550.3</b>	<b>\$132.1</b>	<b>\$214.8</b>	<b>63%</b>

## About These Statistics

The Tourism Research Division, Department of Tourism, Culture, Arts and Recreation is responsible for the maintenance of a travel/tourism data base that permits the monitoring of various statistical indicators. This is achieved through the co-operation of many industry stakeholders and department staff who provide data to the division on a regular basis. This summary could not be prepared without them. This comprehensive travel and tourism database includes as its primary indicators counts of marine and air passenger movements (including estimates of non-resident visitors) at the major entry/exit points in the province. Secondary indicators include performance measures/visitation statistics for numerous facilities and sites in the province as well as the collection of detailed operating statistics for the province's accommodation sector (availability, sales, occupancy and related revenues for all registered operators). This can be accessed at <https://www.gov.nl.ca/tcar/tourism-division/visitor-and-market-insights/>



**2021 DEPARTMENT OF TOURISM, CULTURE, ARTS & RECREATION FLASH SHEET - KEY TRAVEL AND TOURISM INDICATORS YEAR-TO-DATE (YTD)**

Indicator	YTD	YTD Change	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Number of Marine Atlantic Crossings (Both Directions)<sup>1</sup></b>	1,640	10%	116	86	106	105	160	152	176	192	166	155	116	110
<b>Passenger Traffic on Marine Atlantic (Both Directions)<sup>2</sup></b>	221,596	48%	5,807	4,357	5,326	7,611	8,484	10,979	38,516	54,273	39,071	23,378	12,087	11,707
<b>Non-Residents Exiting (auto) <sup>3</sup></b>	64,671	68%	1,384	1,117	1,262	1,590	1,782	2,030	9,109	18,159	14,525	8,360	2,886	2,467
<b>Residents Exiting (auto) <sup>4</sup></b>	41,271	30%	1,358	952	1,309	1,955	1,772	2,809	7,407	8,649	5,580	3,758	2,965	2,757
<b>Vehicle Traffic on Marine Atlantic (Both Directions) <sup>5</sup></b>	86,748	57%	1,578	1,003	1,423	2,437	2,391	3,710	15,449	21,768	17,317	9,976	4,964	4,732
<b>Airport Passenger Movements<sup>6</sup></b>	824,698	32%	34,096	23,241	27,747	31,047	35,955	44,813	94,368	144,464	115,974	102,064	82,926	88,003
<b>Non-Resident Exiting (air)<sup>7</sup></b>	116,634	52%	2,099	1,260	1,491	1,653	2,116	3,961	13,660	33,150	22,367	14,957	9,947	9,972
<b>Roofed Accommodation Occupancy Rates<sup>8</sup></b>	37.2%	10.3 points	20.6%	17.1%	19.5%	27.4%	27.8%	31.5%	52.4%	65.8%	53.8%	42.8%	43.2%	32.1%
<b>Roofed Accommodation Room Nights Sold<sup>9</sup></b>	1,019,430	49%	46,479	33,767	42,515	57,585	64,081	75,444	134,007	171,062	135,074	102,136	91,392	65,888
<b>Short-Term Rentals Occupancy Rates<sup>10</sup></b>	49.0%	6.8 points	33.4%	36.0%	34.6%	38.1%	38.8%	39.6%	61.8%	74.1%	57.4%	46.6%	41.0%	37.7%
<b>Short-Term Rentals Booked Nights<sup>11</sup></b>	196,773	19%	6,280	6,278	7,090	8,561	12,841	15,854	32,585	39,353	27,559	18,487	11,830	10,055
<b>Provincial Museums<sup>12</sup></b>	40,819	213%	-	-	-	-	2,793	2,949	7,329	10,148	9,536	6,720	-	-
<b>Provincial Historic Sites<sup>13</sup></b>	34,939	124%	-	-	-	-	476	1,593	7,393	14,383	9,664	1,430	-	-
<b>National Historic Sites<sup>14</sup></b>	26,125	-	-	-	-	-	-	876	6,196	12,694	6,359	-	-	-
<b>Provincial Visitor Information Centres (VICs) <sup>15</sup></b>	43,673	189%	-	-	-	-	1,436	3,901	10,375	16,035	10,886	1,040	-	-

Notes:

1. The number of crossings between Newfoundland and Nov Scotia by Marine Atlantic (both directions)
2. Passengers carried (both directions) by Marine Atlantic
3. Non-resident auto visits
4. Residents exiting by Automobile: A decrease in residents means fewer residents leaving the province by automobile to travel to destinations outside the province. This may not necessarily translate into more in-province travel by residents.
5. Passenger-related traffic carried (both directions) by Marine Atlantic
6. Airport passenger movements at the province’s seven major airports (St. John’s, Gander, Deer Lake, Stephenville, St. Anthony, Wabush, Goose Bay; YoY change excludes Wabush for respective unreported months
7. Non-resident air visits: Estimates are based on results from the 2016 Provincial Exit Survey Program and 2021 airport boarding passenger volumes
- 8, 9. Roofed accommodation occupancy and room nights sold: Data is current as of August 2021 and is subject to revisions pending further reporting by the Province’s licenced operators.
- 10., 11. Short-term rental occupancy and booked nights: Source: AirDNA, includes listings on Airbnb and Vrbo with at least one night available for booking during the period
12. Provincial Museums (data as available): The Rooms – January to December; Mary March, Seamen’s Museum and Labrador Interpretation Centre – May 1 to October 2021. Monthly totals may not add to grand YTD total as some museums report season total without monthly breakdown)
13. Provincial Historic Sites: operating season May 22 to October 2021.
14. National Historic Sites: operating season to October, as available.
15. Visitors to the Provincial VICs cover the period May 21 to October 2021.

**Source: Department of Tourism, Culture, Arts & Recreation; Tourism Research Division**