

### YTD OCTOBER HIGHLIGHTS

- Provincial tourism performance continued to improve through October across a range of indicators. The number of non-resident air and auto visitors to NL reached 353,730 from January to October, a 127% increase compared to the same period in 2021. While auto visits have recovered to surpass 2019 levels (+18%), air visitation (-27%) has been slower to recover, leaving **overall year-to-date non-resident visitation** 17% below pre-pandemic 2019 levels.
- Auto visitation has been strong over the first ten months of 2022 at 76% above the same period in 2021 and 18% above 2019 levels. Marine Atlantic passenger movements and passenger-related vehicle movements have also surpassed 2019 levels over this period. Despite posting strong growth compared to 2021 (+158%), visits by air have been slower to recover, reaching 73% of 2019 levels for the January to October 2022 period.
- The licenced accommodations sector continued to recover, with the occupancy rate (+15.1 pts), room nights sold (+41%) and total room revenue (+70%) all up for the January to September period compared to the same period in 2021. Room nights sold have recovered to 99% of 2019 levels, while total room revenue was 8% higher than during the same period in 2019. The occupancy rate from January to September was 3.7 points above where it stood during the same period in 2019 and the average daily rate stands 9% above where it was during this period in 2019.

### NON-RESIDENT VISITORS (YTD OCTOBER)



**353,730\*\***  
total visitors YTD

↑ **127%** from 2021  
↓ **17%** from 2019



**31,773**  
visitors in **October**

↑ **36%** from October 2021  
↓ **14%** from October 2019



**249,065**  
air visitors YTD\*\*

↑ **158%** from 2021 ↓ **27%** from 2019



**104,665**  
auto visitors YTD

↑ **76%** from 2021 ↑ **18%** from 2019

### ACCOMMODATIONS (YTD SEPTEMBER)



**51.5%**  
occupancy rate YTD

↑ **15.1 pts** from 2021  
↑ **3.7 pts** from 2019



**1,104,175**  
room nights sold YTD

↑ **41%** from 2021  
↓ **1%** from 2019



**\$169.3 million**  
total room revenue YTD

↑ **70%** from 2021  
↑ **8%** from 2019



**64.7%**  
occupancy rate  
September 2022

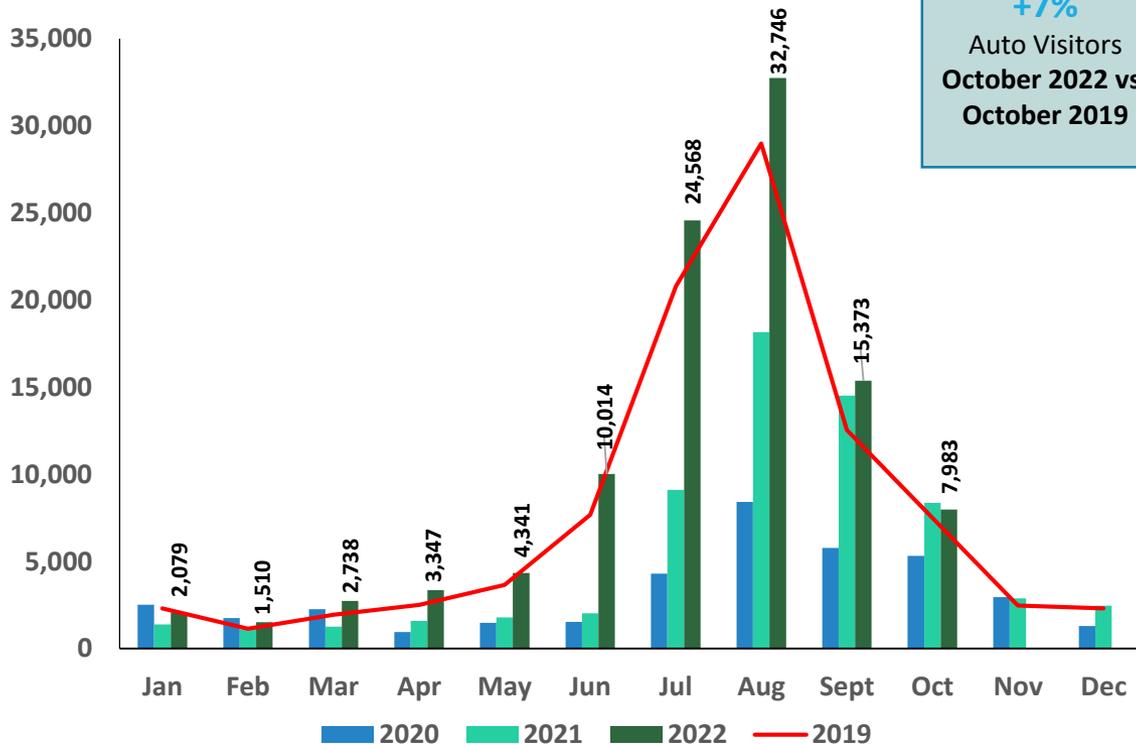
- September occupancy rate up **10.2 pts YOY** and **8.3 pts** above September 2019 rate
- Room nights sold in September up **15% YOY** and **3%** above September 2019 levels
- September room revenue up **35% YOY** and **17%** over September 2019

\*Reporting periods vary depending on available data;  
\*\* Non-resident air visitor estimates unavailable from Wabush airport.

- Ferry Passenger Movements:** Marine Atlantic passenger movements (both directions) reached 327,807 YTD October 2022, an increase of 66% compared to the same period in 2021 (197,802) and up 14% from 2019 (286,755).
- Passenger-related vehicle (PRV) movements** increased 69% during the same period, from 77,052 to 129,885. PRV movements YTD October were up 18% from pre-pandemic 2019 levels. The number of **crossings** increased from 1,414 to 1,529, up 8% from the same period in 2021 and 9% from 2019.
- Passenger movements for the month of **October 2022** (25,615) were up 10% over October 2021 (23,378), and 8% above October 2019 levels (23,648). The number of PRV movements in October 2022 (10,633) increased 7% compared to October 2021 (9,976) and increased 7% compared to October 2019 (9,897).
- Auto Visitors:** The number of non-resident automobile visitors to the province is estimated to have reached 104,665 year-to-date October 2022, an increase of 76% over the same period in 2021 and 18% higher than during the same period in 2019. For the month of October 2022, auto visitation was 5% below October 2021 levels but 7% above October 2019 levels.

## MARINE ATLANTIC PASSENGER MOVEMENTS & AUTO VISITATION

Newfoundland and Labrador Non-resident Auto Visitors 2019 to 2022



**+7%**  
Auto Visitors  
October 2022 vs.  
October 2019

**327,807**  
total passenger movements (both directions) YTD

↑ 66% from 2021    ↑ 14% from 2019

**129,885**  
passenger-related vehicle movements YTD

↑ 69% from 2021    ↑ 18% from 2019

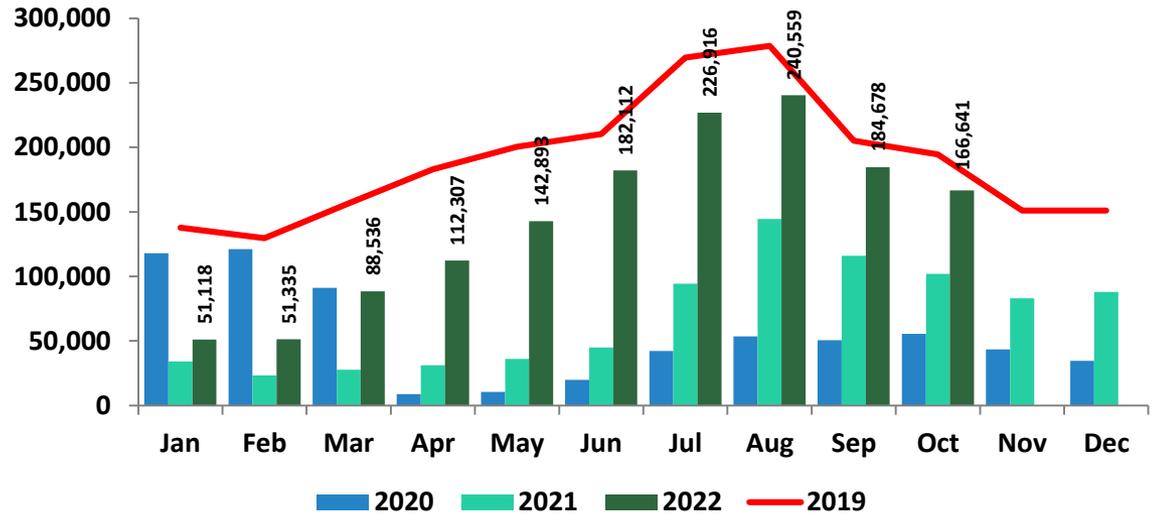
**1,529**  
total ferry crossings YTD

↑ 8% from 2021  
↑ 9% from 2019

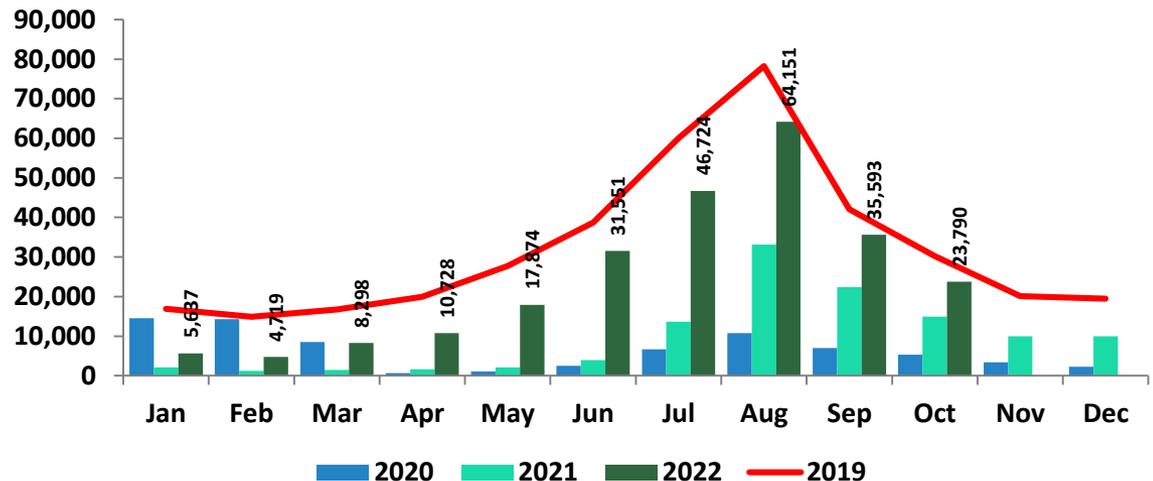
- Air Passenger Movements:** Airport activity (boarding and deplaning passenger movements) for St. John's, Gander, Deer Lake, St. Anthony, Goose Bay and Wabush reached 1,447,095 passenger movements from January to October 2022, an increase of 115% compared to the same period in 2021 and have recovered to 74% of 2019 levels. Passenger movements for the month of October 2022 were up 48% over October 2021 and have recovered to 86% of October 2019 levels.
- Air Visitors:** The number of non-resident air visitors to the province reached an estimated 249,065 year-to-date, up 158% from the same period in 2021 and recovered to 73% of 2019 levels. For the month of October 2022, non-resident air visitors increased 59% compared to September of last year, and recovered to 80% of October 2019 levels.
- Seat Capacity:** With travel restrictions easing since the second half of 2021, seat capacity has been rebuilding and air services have been recovering from the severe cuts during the COVID-19 pandemic. Inbound non-stop seat capacity to NL (7 major airports) has been benefiting from these improvements, with monthly capacity increasing every month compared to the same month in the previous year since May 2021. The January to October 2022 period saw an increase of 134% in inbound seats compared to the same period in 2021 (818,308 seats versus 349,539 seats in 2021) but remains 19% below 2019 levels (1,008,357 seats).
- As capacity continues to build, the monthly number of inbound seats is approaching pre-pandemic levels, with October 2022 (90,694 seats) just 6% below the October 2019 capacity (96,150 seats).

## AIR PASSENGER MOVEMENTS & VISITATION

Newfoundland and Labrador Airport Passenger Movements 2019 to 2022



Newfoundland and Labrador Non-resident Air Visitors 2019 to 2022

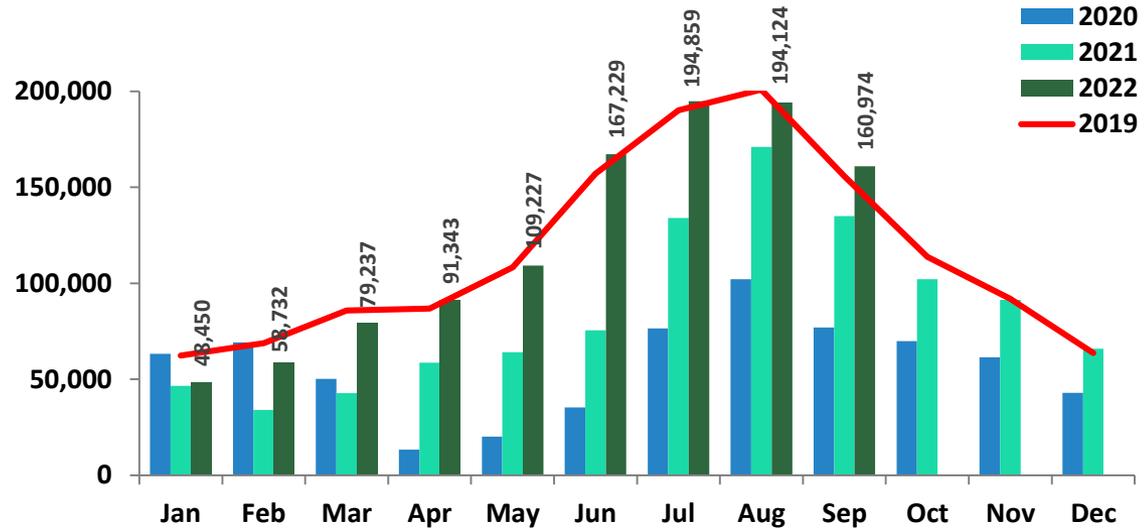


- Room Nights Sold:** From January to September 2022, licenced accommodations in the province reported 1,104,175 room nights sold, an increase of 41% from the same period in 2021. Year-to-date room night sales have recovered to 99% of 2019 levels.
- Occupancy:** Accommodation occupancy reached 51.5% for the period from January to September 2022, an increase of 15.1 points compared to the same period in 2021 (36.5%). The occupancy rate YTD September 2022 was 3.7 points above the pre-pandemic 2019 rate for the same period.
- Room Revenue:** Total room revenue reached \$169.3 million from January to September 2022, up from \$99.8 million for same period in 2021, an increase of 70%. YTD room revenue has recovered to surpass pre-pandemic 2019 levels (+8%).
- Year-Over-Year (YOY) Growth:** For the month of September 2022, room nights sold increased 15% over September 2021, from 140,357 to 160,974. Room night sales in September 2022 were 3% above September 2019 levels. Total room revenue for the month of September 2022 was \$26.9 million, up from \$19.9 million in September 2021, representing an increase of 35%. Room revenues for the month of September 2022 were 17% higher than those recorded in September 2019. September occupancy reached 64.7%, an increase of 10.2 points over September 2021 and 8.3 points higher than in September 2019.

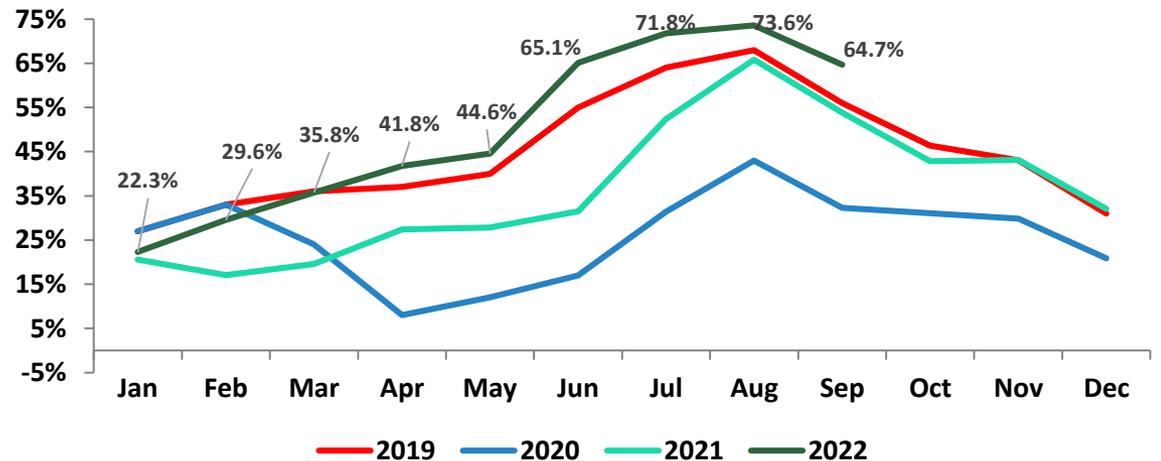
## ACCOMMODATIONS SECTOR

### LICENCED ACCOMMODATIONS

NL Licenced Accommodation Room Nights Sold 2019 to 2022



NL Licenced Accommodation Occupancy Rate 2019 to 2022



- **Average Daily Rate (ADR):** The ADR reached \$153 for the period January to September, up 20% from the same period in 2021 (\$128), and up 9% from where it stood in 2019 (\$140).
- The ADR for the month of September reached \$167, up 18% from September 2021 (\$142) and 14% above the September 2019 rate (\$147).
- **Note:** all accommodations data are preliminary and subject to change pending further reporting by operators.

**Important Notes:**

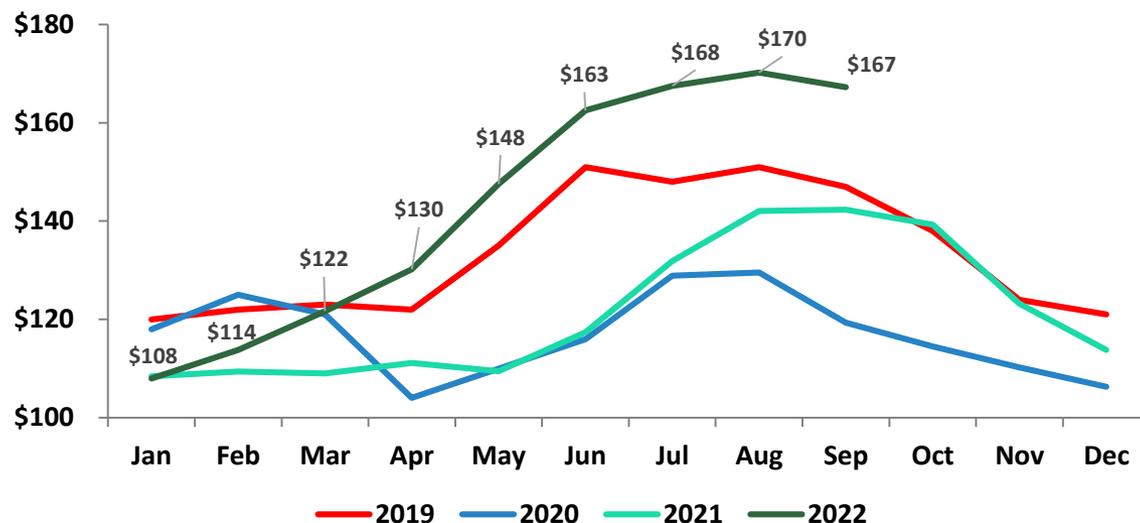
*Short-term rental activity* reports performance indicators for the province of Newfoundland and Labrador for accommodations that are listed on and booked through the short-term rental platforms Airbnb and Vrbo as reported by AirDNA. Performance is reported for listings which had at least one day classified 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 or 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 2019 to 2022



### SHORT-TERM RENTAL ACTIVITY (YTD OCTOBER)

NL Short-term Rental Listings (Airbnb, Vrbo) – Number of Available Listings

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2021	1465	1366	1441	1559	1853	2020	2201	2210	2164	1928	1585	1540
2022	1563	1496	1540	1799	2368	2794	3037	3099	2924	2508		

NL Short-term Rental Listings (Airbnb, Vrbo) – Average Daily Rate 2021 and 2022

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2021	\$146	\$168	\$180	\$173	\$184	\$184	\$187	\$186	\$182	\$176	\$171	\$175
2022	\$177	\$198	\$191	\$182	\$184	\$193	\$205	\$207	\$200	\$194		

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

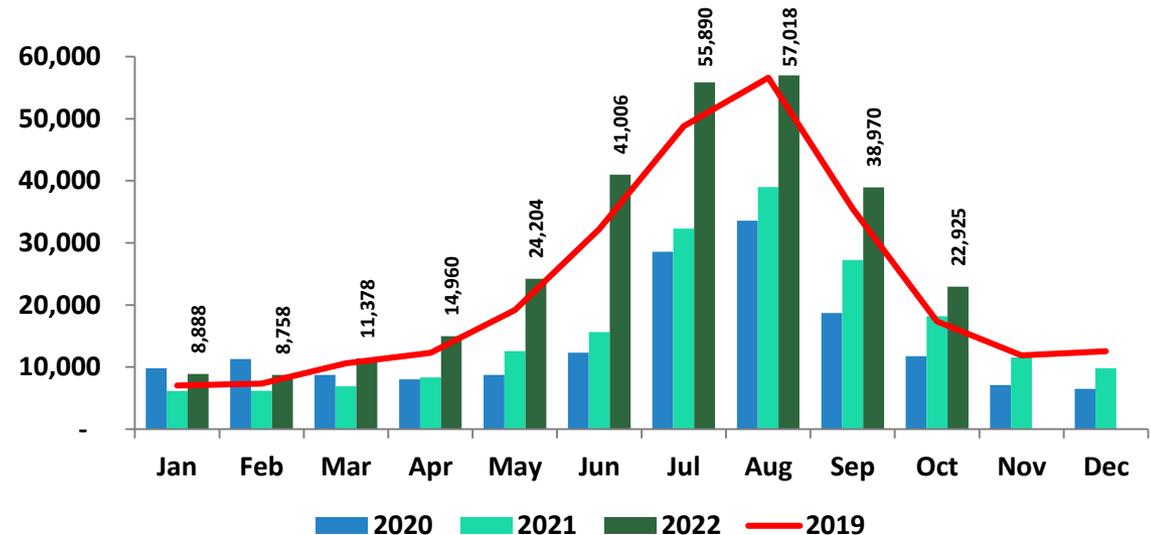
- Short-term Rental Listings:** According to AirDNA reporting, there were 2,508 listings in the province on the Airbnb and Vrbo short-term rental platforms in October 2022. This compares to 1,928 listings in October 2021 (+30%). Of these, 2,073 listings (83% of total listings) had at least one reservation during the month of October 2022. This compares to 1,610 booked listings (84%) in October 2021.
- Nights Available:** For the period January to October 2022, short-term rental properties in the province listed on Airbnb and Vrbo reported 503,944 **nights available** for bookings/reservations compared to 343,502 nights available for the same period in 2021 (+47%).
- Nights Booked:** From January to October 2022, short-term rental properties in the province reported 283,997 **room nights booked**, an increase of 65% compared to the same period in 2021 (172,510).
- Occupancy:** The occupancy rate for short-term rental properties in the province reached 56.4% for the period January to October 2022, an increase of 6.1 points compared to the same period in 2021. The **average daily rate\*** reached \$197 for the period January to October 2022, an increase of 9% compared to the same period in 2021 (\$181).

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

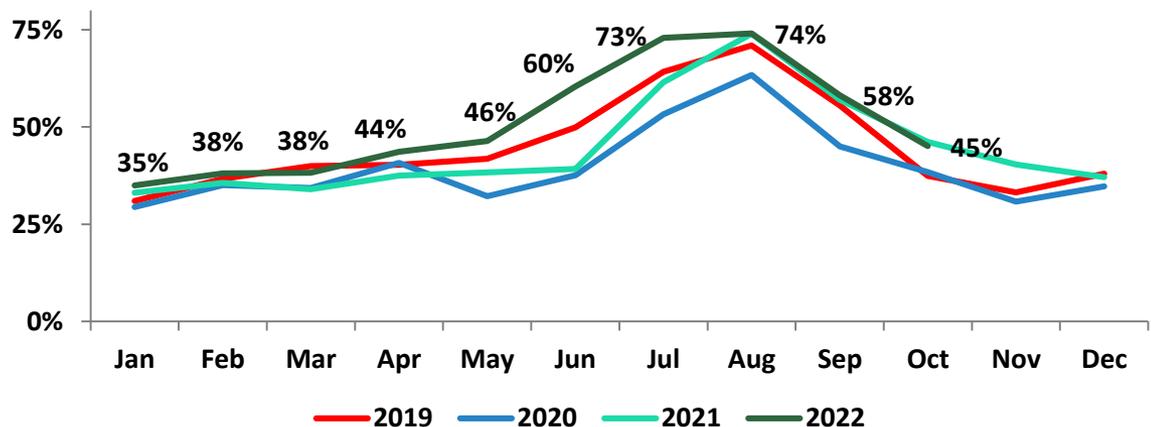
## ACCOMMODATIONS SECTOR

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

NL Short-term Rental Listings (Airbnb, Vrbo) – Nights Booked 2019 to 2022



NL Short-term Rental Listings (Airbnb, Vrbo) – Occupancy Rate 2019 to 2022



## 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/>

**2022 Department of Tourism, Culture, Arts & Recreation Flash Sheet - Key Tourism Indicators Year-to-Date (YTD)**

Indicator	YTD	YTD Change vs 2021	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Number of Marine Atlantic Crossings (Both Directions)<sup>1</sup></b>	1,529	8%	105	99	106	121	148	188	213	212	165	172		
<b>Passenger Traffic on Marine Atlantic (Both Directions)<sup>2</sup></b>	327,807	66%	7,437	6,752	11,003	16,080	22,146	39,148	81,053	78,611	39,962	25,615		
<b>Non-Residents Exiting (auto)<sup>3</sup></b>	104,665	76%	2,079	1,510	2,738	3,347	4,341	10,014	24,568	32,746	15,339	7,983		
<b>Residents Exiting (auto)<sup>4</sup></b>	53,280	50%	1,747	1664	2,581	4,346	4,922	6,397	10,830	10,104	5,706	4,983		
<b>Vehicle Traffic on Marine Atlantic (Both Directions)<sup>5</sup></b>	129,885	69%	2,509	2,220	3,820	6,149	9,143	16,270	31,041	30,864	17,236	10,633		
<b>Airport Passenger Movements<sup>6</sup></b>	1,447,095	115%	51,118	51,335	88,536	112,307	142,893	182,112	226,916	240,559	184,678	166,641		
<b>Non-Resident Exiting (air)<sup>7</sup></b>	249,065	158%	5,637	4,719	8,298	10,728	17,874	31,551	46,724	64,151	35,593	23,790		
<b>Roofed Accommodation Occupancy Rates<sup>8</sup></b>	51.5%	15.1	22.3%	29.6%	35.8%	41.8%	44.6%	65.1%	71.8%	73.6%	64.7%			
<b>Roofed Accommodation Room Nights Sold<sup>9</sup></b>	1,104,175	41%	48,450	58,732	79,237	91,343	109,227	167,229	194,859	194,124	160,974			
<b>Short-Term Rentals Occupancy Rates<sup>10</sup></b>	56.4%	6.1	35.0%	38.1%	38.3%	43.6%	46.4%	60.4%	72.9%	74.0%	58.1%	45.1%		
<b>Short-Term Rentals Booked Nights<sup>11</sup></b>	283,997	64.6%	8,888	8,758	11,378	14,960	24,204	41,006	55,890	57,018	38,970	22,925		
<b>Provincial Museums<sup>12</sup></b>	110,695	90%	1,566	2,809	6,316	6,948	8,046	16,395	19,893	22,548	17,172	9,002		
<b>Provincial Historic Sites<sup>13</sup></b>	117,393	236%					2,955	25,274	35,100	34,995	16,988	2,081		
<b>National Historic Sites<sup>14</sup></b>	n/a	n/a					n/a	n/a	n/a	n/a	n/a	n/a		
<b>Visitor Information Centres</b>	102,702	121%					6,695	20,014	27,709	26,340	16,087	5,857		

**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)
7. Non-resident air visits: Estimates are based on results from the 2016 Provincial Exit Survey Program and 2022 airport boarding passenger volumes; excludes non-resident visitation from Wabush.
- 8, 9. Roofed accommodation occupancy and room nights sold: Data is current as of Sept 2022 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; Demasduit Regional Museum, Seamen’s Museum and Labrador Interpretation Centre – May to October 2022. 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 21 to October 2022.
14. National Historic Sites: operating season to October, as available.
15. Visitors to the Provincial VICs cover the period May to October 2022.

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