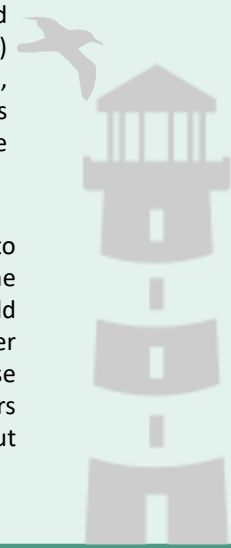


TOURISM SNAPSHOT 2021

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 (Sept-Dec). Air visitation was also strong in December, up 354% over December of last year but it remained well below December 2019 levels.
- Visitation to Provincial Historic Sites (PHS) and Provincial Visitor Information Centres (VICs) rebounded from 2020, up 124% and 198%, respectively. Despite these gains, visitation levels to PHS remained 67% below 2019 levels while VICs recorded 63% fewer visitors than in 2019.
- 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



181,305

total visitors 2021

↑ 57% from 2020

↓ 62% from 2019



12,439

visitors in December

↑ 256% from December 2020

↓ 41% from December 2019



116,634

air visitors 2021¹

↑ 52% from 2020 ↓ 69% from 2019



64,671

auto visitors 2021

↑ 68% from 2020 ↓ 31% from 2019

AIRPORT PASSENGER MOVEMENTS¹



824,698

total passenger movements 2021

↑ 32% from 2020

↓ 63% from 2019



88,003

total passenger movements in December

↑ 204% from December 2020

↓ 38% from December 2019

ACCOMMODATIONS³ (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

MARINE ATLANTIC PASSENGER MOVEMENTS²



221,596

total passenger movements 2021

↑ 48% from 2020

↓ 29% from 2019



11,707

total passenger movements in December

↑ 106% from December 2020

↓ 1% from December 2019

SEAT CAPACITY



462,737

inbound non-stop seat capacity to NL 2021

↑ 5% from 2020

↓ 60% 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). Data currently unavailable Wabush (Sep-Dec); data for these months have been excluded from 2019 & 2020 counts for direct comparison to 2021

2 Passengers carried (both directions) by Marine Atlantic

3 Roofed accommodation statistics reported in the NL Tourism Operator Portal; current as of January 2022 and subject to revision pending further reporting by licenced operators