**TOURISM SNAPSHOT**

**YTD DECEMBER 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 (data available YTD November) continued to see improvements over 2020 levels, with the occupancy rate (+10.2 pts), room nights sold (+46%) and total room revenue (+55%) 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.

**AIRPORT PASSENGER MOVEMENTS**

- 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 2021 (52% from 2020; 69% from 2019)
- 64,671 auto visitors 2021 (68% from 2020; 31% from 2019)

**MARINE ATLANTIC PASSENGER MOVEMENTS**

- 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)

**ACCOMMODATIONS**

- 37.4% occupancy rate YTD 2021 (10.2 pts from 2020; 10.0 pts from 2019)
- 106% of revenue YTD 2021 (55% from 2020; 35% 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 licensed operators

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