

# TOURISM SNAPSHOT 2022

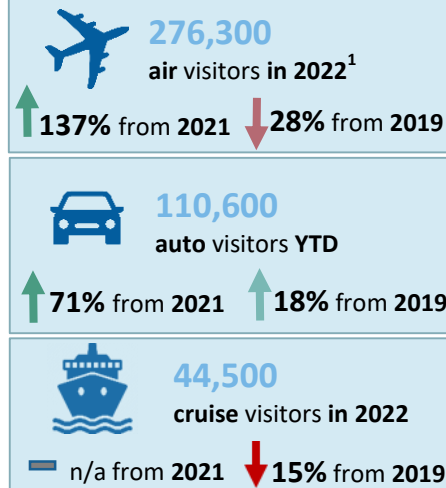
## HIGHLIGHTS

- Provincial tourism performance continued its recovery throughout 2022 across a range of indicators. The number of non-resident air and auto visitors to NL reached 386,900 in 2022, up 137% compared to the same period in 2021.
- Following a two-year absence, cruise visitation returned in 2022, with approximately 44,500 cruise passengers visiting ports across the province. Including cruise, overall non-resident visitation reached 431,400 in 2022, an increase of 138% from 2021. While auto visits recovered to surpass 2019 levels (+18%), air (-28%) and cruise (-15%) visitation have been slower to recover, leaving **overall 2022 non-resident visitation** 19% below pre-pandemic 2019 levels (530,500).
- The licenced accommodations sector posted a strong recovery in 2022, with the occupancy rate (+14.1pts), room nights sold (+36%) and total room revenue (+60%) all up for the January to November period compared to the same period in 2021. Room nights sold have recovered to surpass 2019 levels (+1%), while total room revenue was 10% higher than during the same period in 2019. The occupancy rate from January to November was 4.4 points above where it stood during the same period in 2019 while the average daily rate was 9% higher.
- With free admission as part of *Come Home 2022* celebrations, visitation to the Provincial Historic Sites was robust in 2022, with over 117,000 visitors from May to October, an increase of 236% from 2021 and 13% higher than in 2019.

## NON-RESIDENT VISITORS

**431,400**  
visitors in 2022

↑ **138% from 2021**  
↓ **19% from 2019**



## PROVINCIAL HISTORIC SITES & VISITOR INFORMATION CENTRES



## AIRPORT PASSENGER MOVEMENTS<sup>1</sup>

**1,696,305**  
passenger movements in 2022

↑ **96% from 2021**  
↓ **25% from 2019**

**120,819**  
passenger movements in December

↑ **24% from December 2021**  
↓ **20% from December 2019**

## ACCOMMODATIONS<sup>3</sup> (YTD November)

**51.7%**  
occupancy rate YTD

↑ **14.1 pts from 2021**  
↑ **4.4 pts from 2019**

**1,340,811**  
room nights sold YTD

↑ **36% from 2021**  
↑ **1% from 2019**

**\$202.8 million**  
total room revenue YTD

↑ **60% from 2021**  
↑ **10% from 2019**

**51.7%**  
occupancy rate November 2022

- November occupancy rate up 8.9 pts YOY and 8.8 pts above November 2019 rate
- Room nights sold in November up 8% YOY and 13% above November 2019 levels
- November room revenue up 17% YOY and 21% over November 2019

## MARINE ATLANTIC PASSENGER MOVEMENTS<sup>2</sup>

**354,461**  
total passenger movements in 2022

↑ **60% from 2021**  
↑ **14% from 2019**

**13,398**  
total passenger movements in December

↑ **14% from December 2021**  
↑ **14% from December 2019**

## SEAT CAPACITY

**937,245**  
inbound non-stop seat capacity to NL YTD Dec

↑ **103% from 2021**  
↓ **19% 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.

**2** Passengers carried (both directions) by Marine Atlantic

**3** Roofed accommodation statistics reported in the NL Tourism Operator Portal; current as of January 2023 and subject to revision pending further reporting by licenced operators