

TOURISM SNAPSHOT

YTD OCTOBER 2022

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 last year. 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.
- With free admission as part of *Come Home 2022* celebrations, visitation to the Provincial Historic Sites was strong 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



353,730

YTD visitors 2022



127% from 2021



17% from 2019



31,773

visitors in **October**



36% from October 2021



14% from October 2019



249,065

air visitors YTD¹



158% from 2021



27% from 2019



76% from 2021



18% from 2019



104,665

auto visitors YTD

PROVINCIAL HISTORIC SITES & VISITOR INFORMATION CENTRES

Provincial Historic Sites



117,393

visitors **May-October**



236% from 2021



13% from 2019

Visitor Information Centres



102,702

visitors **May-October**



121% from 2021



18% from 2019

AIRPORT PASSENGER MOVEMENTS¹



1,447,095

passenger movements YTD



115% from 2021



26% from 2019



166,641

passenger movements in **October**



48% from October 2021



14% from October 2019

ACCOMMODATIONS³ (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**

• Sep occupancy rate **up 10.2 pts YOY and 8.3 pts above September 2019 rate**

• Room nights sold in Sep **up 15% YOY and up 3% from Sep 2019 levels**

• Sep room revenue **up 35% YOY and 17% over Sept. 2019**

MARINE ATLANTIC PASSENGER MOVEMENTS²



327,807

total passenger movements YTD



66% from 2021



14% from 2019



25,615

total passenger movements in **October**



10% from October 2021



8% from October 2019

SEAT CAPACITY



818,308

inbound non-stop seat capacity to NL YTD Oct



134% 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 December 2022 and subject to revision pending further reporting by licenced operators