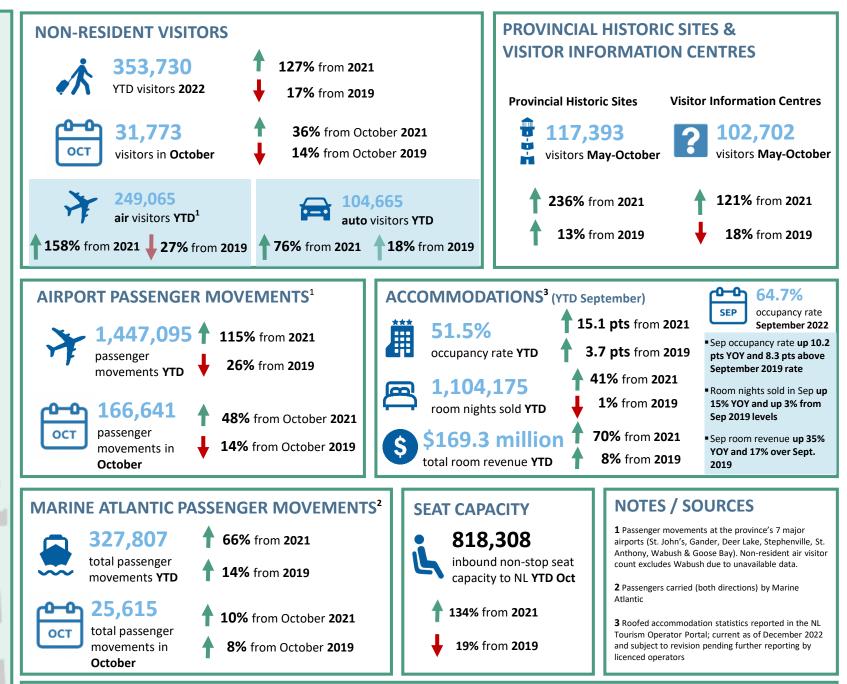
Newfoundland Labrador TOURISM SNAPSHOT YTD OCTOBER 2022

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 yearto-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.



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