



Department of Tourism, Culture, Industry and Innovation

Newfoundland and Labrador Provincial Tourism Performance 2018

Highlights

- The number of non-resident air, automobile and cruise visitors travelling to the province reached an estimated 533,507 in 2018, a decrease of 3.5% compared to 2017. In-province expenditures were estimated to reach \$569.7 million, a decrease of 1% compared to 2017.
- The number of non-resident air visitors travelling to the province reached an estimated 409,047 in 2018, a decrease of 0.9% compared to 2017. In-province expenditures were estimated at \$461.5 million, an increase of 0.7% compared to 2017.
- Non-resident automobile visitation to the province reached an estimated 93,298 visitors in 2018, a decrease of 8.4% compared to 2017. In-province expenditures were estimated at \$105.3 million, a decrease of 0.7% compared to 2017.
- A review of detailed itinerary information provided by the Cruise Association of Newfoundland and Labrador (CANL) indicates that the province received approximately 31,162 unique cruise visitors during the 2018 cruise season, a decrease of 18.7% compared to the previous cruise season. In-province expenditures were estimated at \$2.9 million, a decrease of 17.1% compared to 2017.

2016 – 2018 Non-resident Visitors by Mode of Transportation

Non-resident visitors	2016	2017	2018	Year-over-Year Change 2017-18
Non-resident visitors – air	414,604	412,901	409,047	-0.9%
Non-resident visitors – auto	101,004	101,899	93,298	-8.4%
Sub-total (air & auto)	515,608	514,800	502,345	-2.4%
Non-resident visitors - cruise	23,545	38,321	31,162	-18.7%
Grand Total	539,153	553,121	533,507	-3.5%

2016 – 2018 Non-resident In-Province Expenditures by Mode of Transportation

In-Province Expenditures	2016	2017	2018	Year-over-Year Change 2017-18
Non-resident expenditures – air	\$450.1	\$458.5	\$461.5	0.7%
Non-resident expenditures – auto	\$109.4	\$113.2	\$105.3	-0.7%
Sub-total (air & auto)	\$559.5	\$571.7	\$566.8	-0.9%
Non-resident expenditures - cruise	\$2.1	\$3.5	\$2.9	-17.1%
Grand Total	\$561.6	\$575.2	\$569.7	-1.0%

Key Trends and Impacts on Tourism Activity

- Growth in domestic travel slowed in 2018 due to impacts from:
 - “Post Canada 150 fatigue” from 2017 as the country was no longer hosting special events and offering free admission in 2018
 - A significant increase in travel prices, including significant increases in fuel prices, air transportation, restaurants and accommodation
 - Concerns about affordability of travel in light of consumer debt, rising interest rates, weaker wage growth and job prospects
 - A weaker economy in the second half of 2018
 - A drop in consumer confidence in late 2018 as Canadians began to worry about finances, rising interest rates, household debt, future job prospects, making them more hesitant about spending money on major purchases
- Travel to Canada from the US and international markets also slowed in 2018
 - Growth in 2018 has generally been more subdued than anticipated in earlier forecasts by the Conference Board and Destination Canada across many markets
 - Growth in visitation from the US and overseas markets has moderated over the past couple of years
 - US arrivals to Canada grew 7.2% in 2016 and 2.7% in 2017 respectively but only 1.4% in 2018, with auto travel in particular more sensitive to travel price increases
 - Overseas arrivals to Canada have also begun to moderate after posting two years of substantial growth in 2016 and 2017, with major markets such as the UK, Australia, Japan and South Korea affected by global political and economic uncertainties

Provincial Tourism Performance Indicators

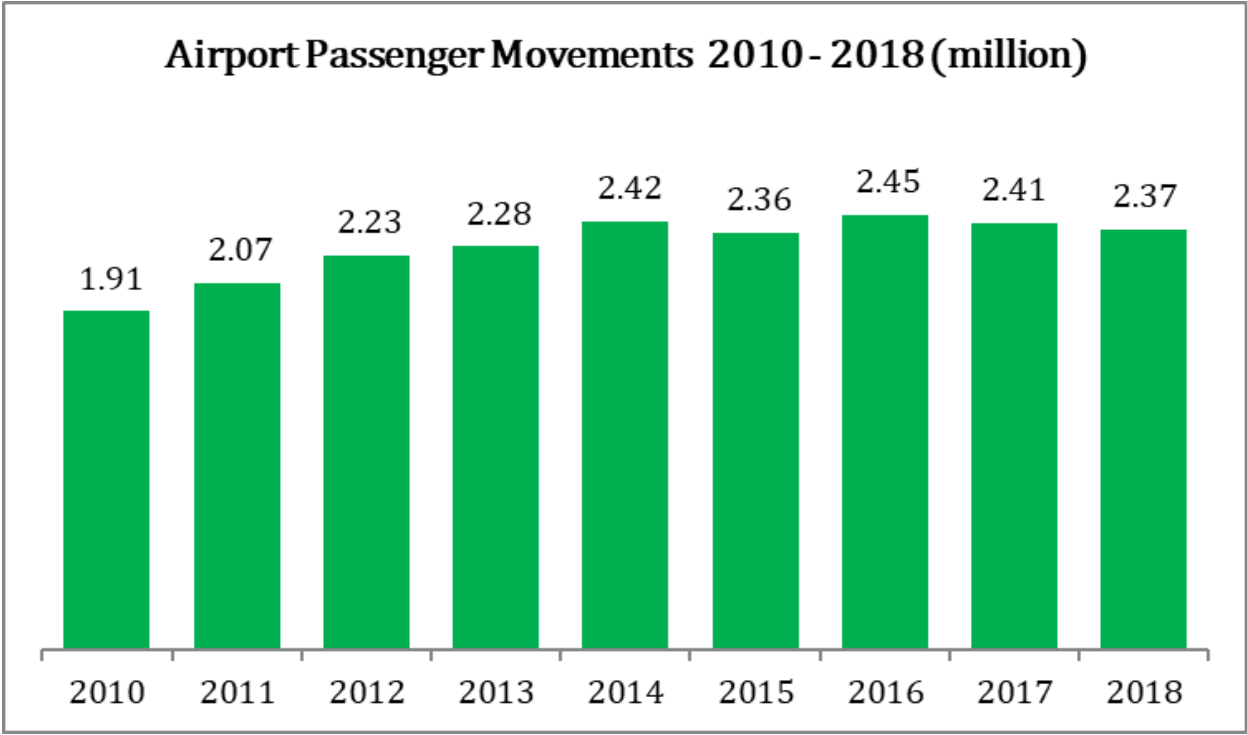
Provincial Airports



2,372,739
Passenger movements



1.4%



Source: Airport Authorities of St. John's, Gander, Deer Lake, Stephenville, St. Anthony, Wabush and Goose Bay

- The number of boarding and deplaning passengers recorded at the province's seven major airports is a function of air access into and around the province and is impacted by ongoing flight availability, frequency, scheduling and seat capacity.
- Inbound seat capacity during 2018 decreased 1.4% compared to 2017, making 2018 the second year in a row where inbound non-stop capacity declined and dropping capacity below 2014 levels. This follows nine years of consecutive growth in capacity that started in 2008 and reaching its peak in 2016.
- The number of boarding and deplaning passengers at the province's seven major airports reached an estimated 2.37 million during 2018, a decrease of 1.4% over 2017, making 2018 the second year in a row where overall passenger movements registered a decline.

- St. John's International Airport was the busiest of the province's airports in 2018, accounting for 64% of all passenger movements. Deer Lake represented 15% of the province's air passenger traffic, Goose Bay for 8%, followed by Gander (7%), Wabush (6%), St. Anthony (<1%) and Stephenville (<1%).
- Passenger traffic at **St. John's International Airport** decreased 1.7% to 1.51 million passengers during 2108. While there was a decrease in activity at the airport, levels are the fourth highest on record which were only surpassed in 2017, 2016 and 2014.
- Passenger traffic at **Gander International Airport** decreased 4.1% to 170,277 passengers during 2018. Passenger traffic reported in 2018 was the fourth highest on record which were only surpassed in 2015, 2016 and 2017.
- Passenger movements at **Deer Lake Regional Airport** decreased 3.7% in 2018 to 351,737 passengers, registering a decline for the second in a row but still above the 341,000 passenger movements achieved in 2015. Passenger movements at Deer Lake increased year-over-year for seven years from 2010 to 2016.
- Passenger traffic increased 13.2% to 7,657 in **Stephenville Regional Airport** during 2018, achieving the second highest level recorded since 2011.
- Traffic at **St. Anthony Regional Airport** decreased for a second year in a row to 15,088 passenger movements (-13.9%).
- Passenger traffic at the **Goose Bay Airport** also decreased for the second year in a row to 180,279 (-3.1%) during 2018. Despite the decline, 2018 passenger movements are the third highest on record and were only surpassed in 2016 and 2017.
- Passenger movements at **Wabush Regional Airport** increased 17.3% in 2018 to 140,060 passengers, growing for a second straight year. The airport is one of only two airports to show growth in 2018.

Marine Atlantic Ferry Service



1,652
Ferry
crossings



1.4%

308,441
Passenger
movements

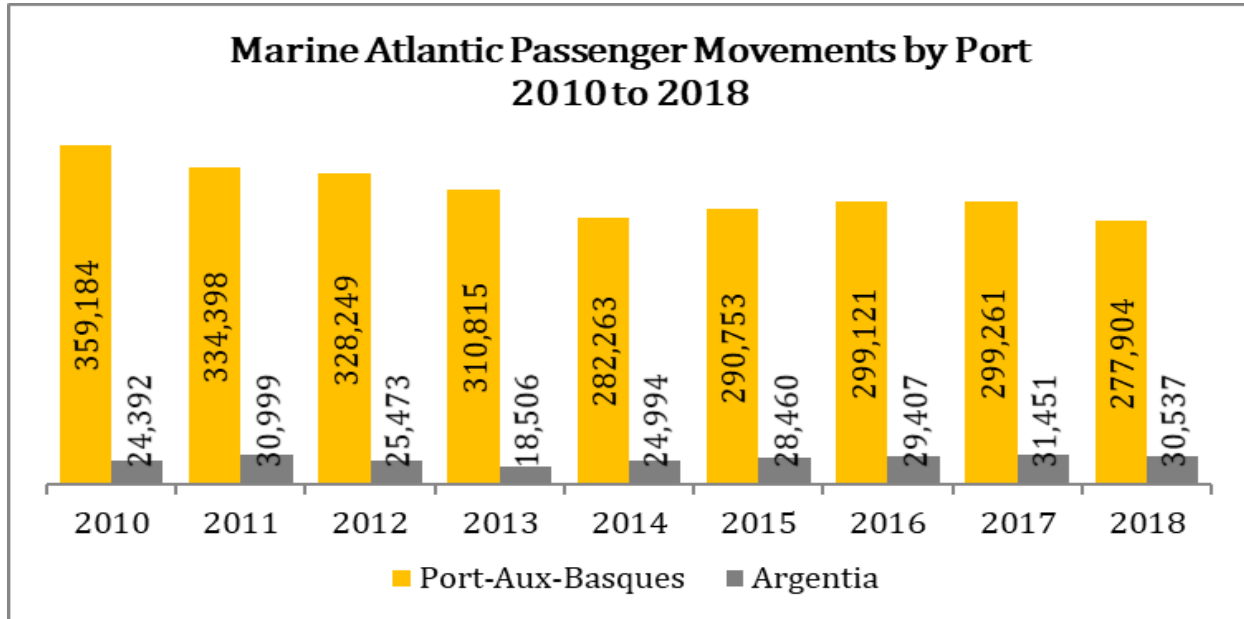


6.7%

115,928
Passenger-
related vehicles



5.6%



Source: Marine Atlantic traffic reports

- After recording year-over-year increases since 2015, Marine Atlantic reported a decline in activity during 2018. For the fourth year in a row, Marine Atlantic provided time-limited special price promotions on its fares, with “kids travelling free in July” in 2018, a less broadly based promotion than it had in the previous three years.
- Overall Marine Atlantic passenger movements between Newfoundland and Nova Scotia reached 308,441 in 2018, a decrease of 6.7% over 2017 while the number of passenger related vehicles decreased to 115,928 (-5.6%) during the same period.
- The service between **Port Aux Basques** and North Sydney registered 1,568 crossings during 2018, 26 fewer than in the previous year, resulting in 277,904 passenger movements (-7.1%) and 102,659 passenger related vehicle movements (-6.0%).
- The seasonal service (June to September) between **Argentia** and North Sydney registered 84 crossings, 2 more compared to the previous season, resulting in 30,537 passenger movements and 13,269 passenger related vehicle movements, decreases of 2.9% and 1.8% respectively.

Cruise activity



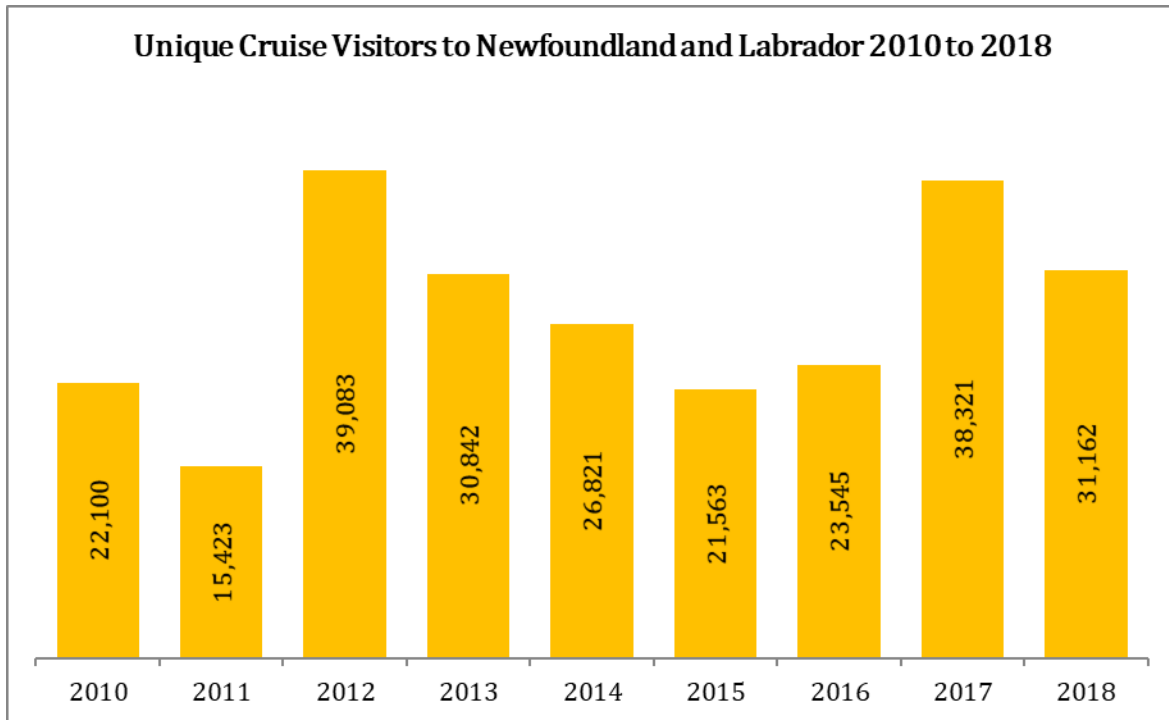
47,565
Passenger arrivals



22,815
Crew arrivals



31,162
Unique passengers



Source: Cruise Association of Newfoundland and Labrador

- The Cruise Association of Newfoundland and Labrador (CANL) reported 87 port calls to 21 different ports by 30 vessels during the 2018 cruise season. This compares to 105 port calls to 20 different ports by 31 vessels during 2017.
- A review of detailed itinerary information provided by CANL indicates that the province received an estimated 31,162 unique¹ cruise visitors during the 2018 season, a decrease of 18.7% compared to the previous season.
- CANL reported a total of 47,565 passenger visits and 22,815 crew visits in the province during 2018, representing decreases of 11.0% and 15.0% respectively over the 2017 cruise season.

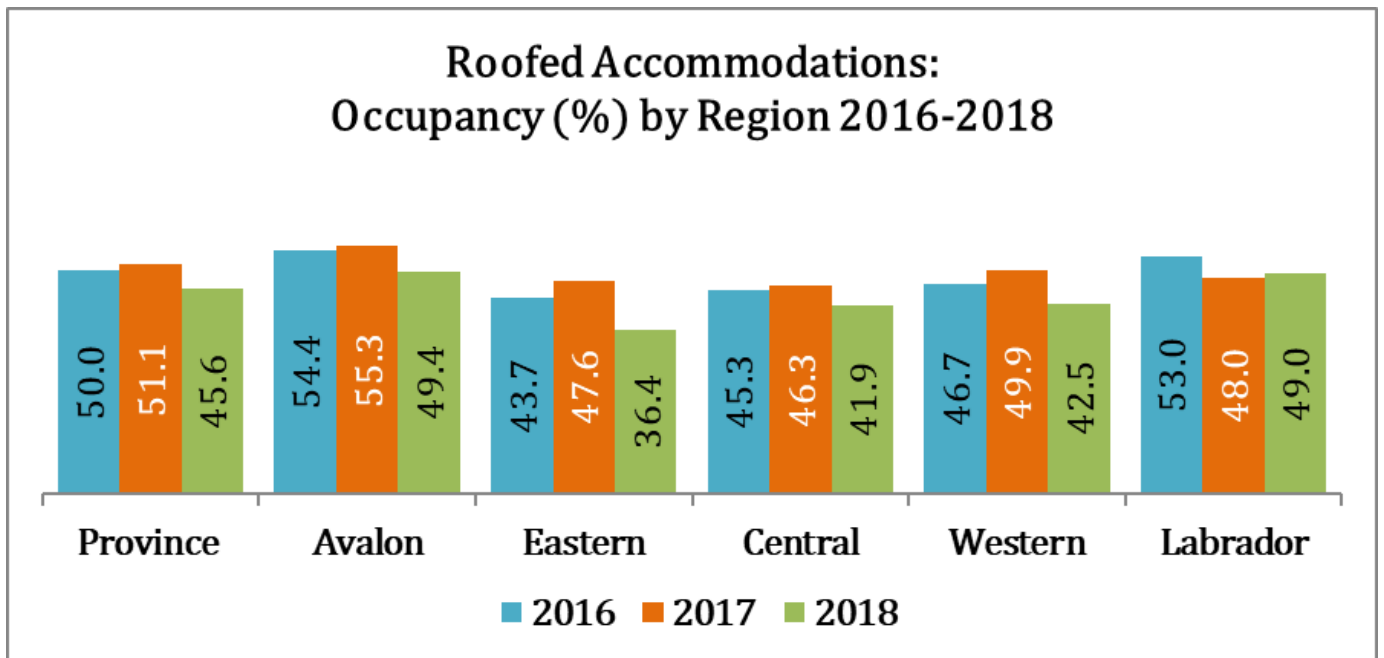
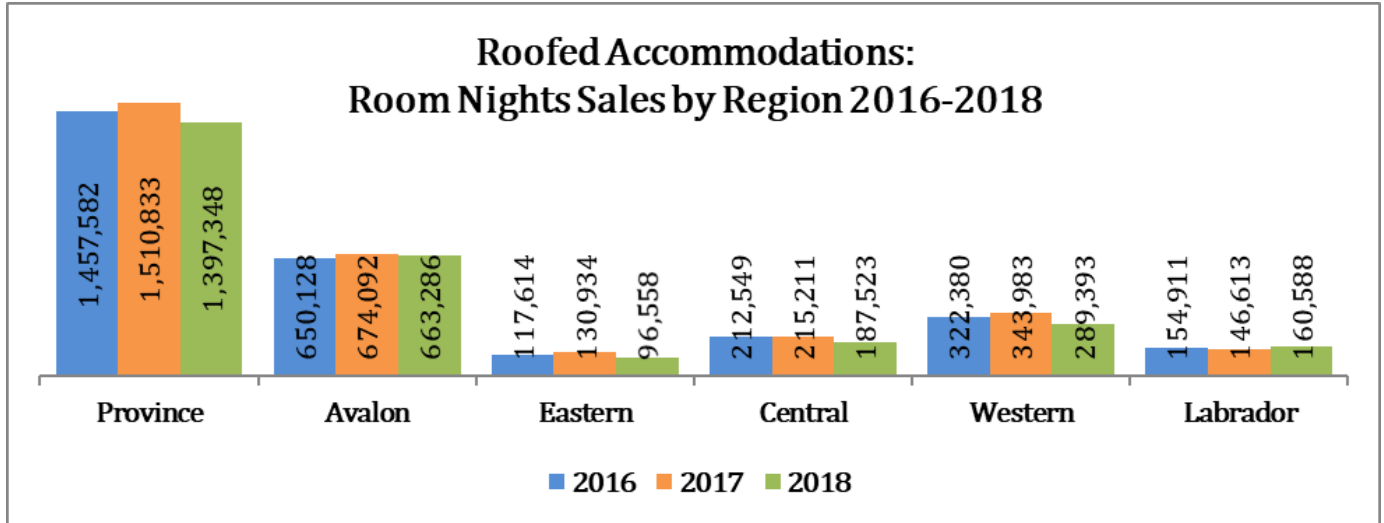
¹ Unique cruise visitors is Department of Tourism, Culture, Industry and Innovation estimate, based on an itinerary review, of cruise visitation counting passengers only once regardless of the number of port calls. This differs from Cruise Newfoundland estimates of passenger visits (discussed later) whereby passengers are counted at every port call

Roofed Accommodations - Occupancy



1.4 million
Room nights sold

45.6% Occupancy
rate



Source: Department of Tourism, Culture, Industry and Innovation

- Room night sales (preliminary) for the province decreased 7.5% from 1,510,833 in 2017 to 1,397,348. Preliminary roofed accommodation occupancy rates on a provincial level reached 45.6% for the period ending December 2018, a decrease of 5.5 percentage points compared to the 51.1% reached in 2017.²
- At the regional level, room night sales declined in all regions in 2018, with the exception of Labrador. The Eastern Region (-26.3%), Central Region (-12.9%) and Western Region (-15.9%) in particular experienced significant declines. Helped by a small increase in room night sales in St. John's (0.3%), the decrease for the Avalon Region was only 2.0% while Labrador saw an increase of 9.5%.
- Preliminary decreases in occupancy rates were reported in all the regions with the exception of Labrador. Occupancy rates decreased for the Avalon Region (5.9 points), the Eastern Region (11.2 points), the Central Region (4.4 points) and the Western Region (7.4 points) while occupancy rates in Labrador increased 1.0 points during 2018.
- While preliminary room night sales and occupancy rates declined in 2018, room night sales have generally experienced steady growth over the past few years despite the oil price crash, an unfavourable business climate and the temporary closure of the St. John's convention centre. However, 2018 performance was impacted by a number of factors, including the completion of the construction of the Muskrat Falls power line, fewer icebergs in the spring, a decrease in non-resident auto visitation (impacting mainly the Western Region as a popular destination for auto visitors), and fewer trips by residents and increased pressure from sharing economy platforms.

² Occupancy rate: This is the total number of rooms or units sold divided by the total number of rooms or units available during the reporting period. It represents the utilization rate of the sample reporting at time of publication. Occupancy levels are subject to revision pending further reporting by the province's accommodation operators. Data is current as of June 10, 2019

Roofed Accommodations - Average Daily Rates



\$196.8 million
Room Revenue

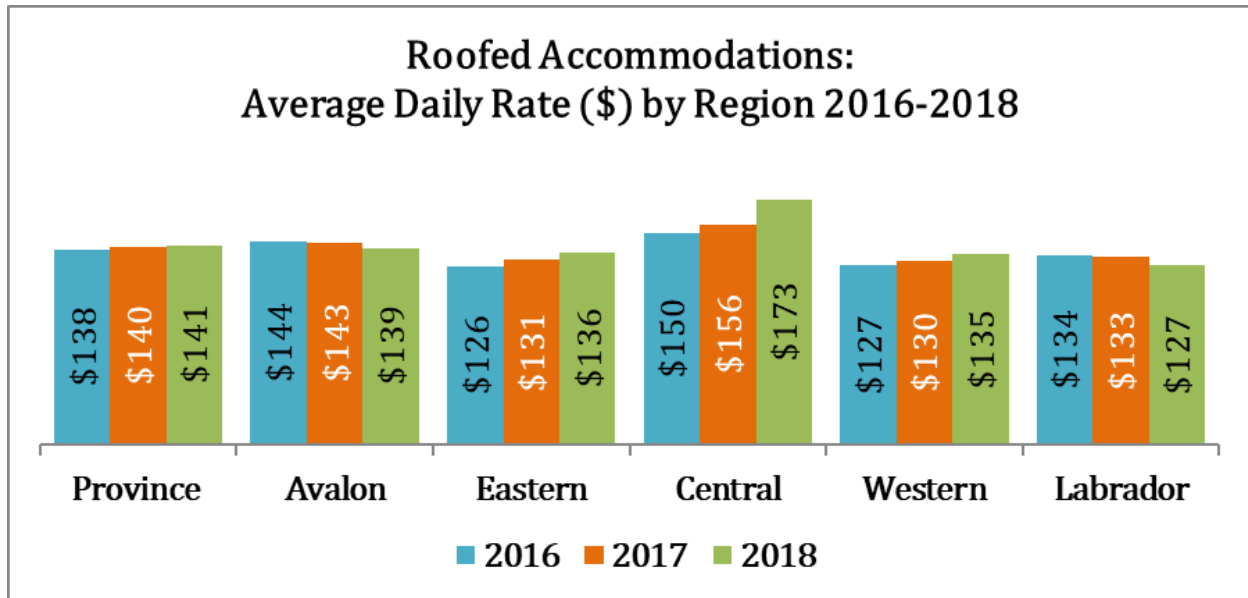


6.9%

\$141
Average Daily Rate



0.7%



Source: Department of Tourism, Culture, Industry and Innovation

- Average daily room rates continued to increase in the province in 2018, with preliminary data indicating an increase of 0.7% to \$141 at the provincial level.
- Average daily room rates varied across the province and included increases in the Eastern Region (3.8%), the Central Region (10.6%) and the Western Region (3.80%) while the average daily rate decreased on the Avalon Peninsula (3.2%) and in Labrador (4.4%).

Meetings, Conventions and Incentive Travel (MC & IT)



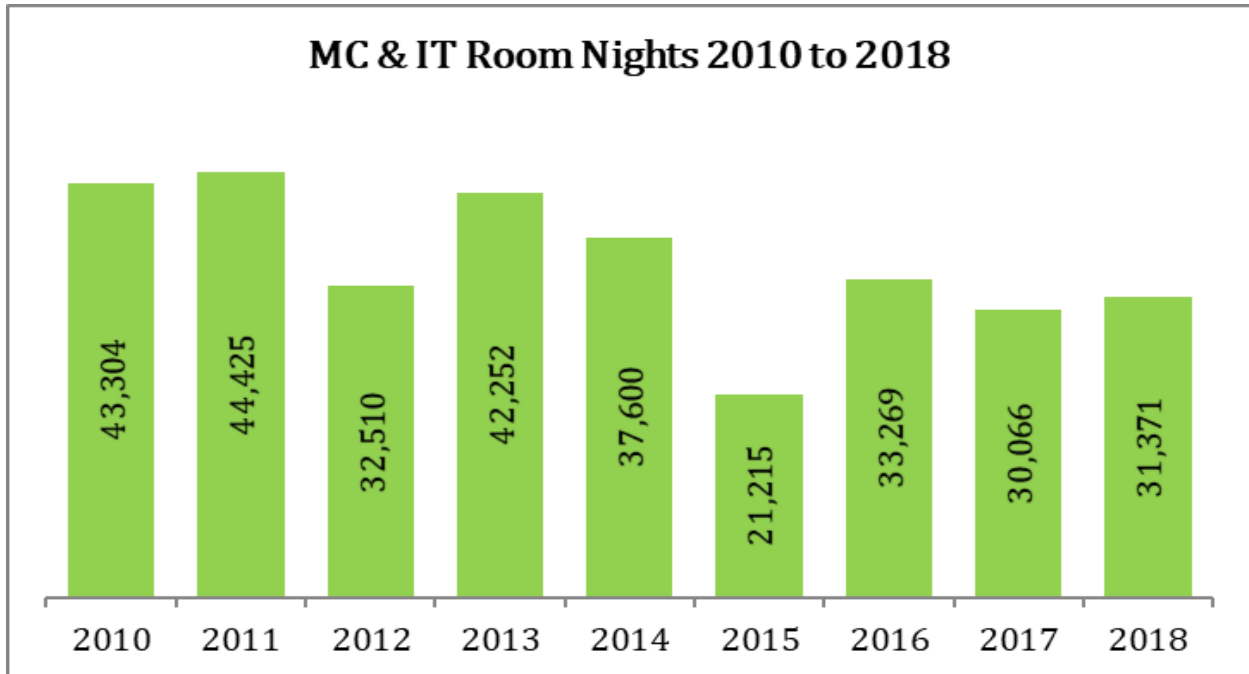
95
Large events



23,745
Delegates



31,371
Room nights



Source: Destination St. John's

- Room nights sold as a result of MCIT activity during 2018 reached 31,371 nights (for large events with a minimum of 50 room nights sold), a 4.3% increase compared to 2017.
- The number of large events also increased 3.3% from 92 in 2017 to 105 during 2018.
- The number of delegates also for large events increased 1.8% from 23,316 last year to 23,745 in 2018.

Provincial Visitor Information Centres (VICs)



119,230
Total visitors



15.3%

56,576
Visitors to airport
centres

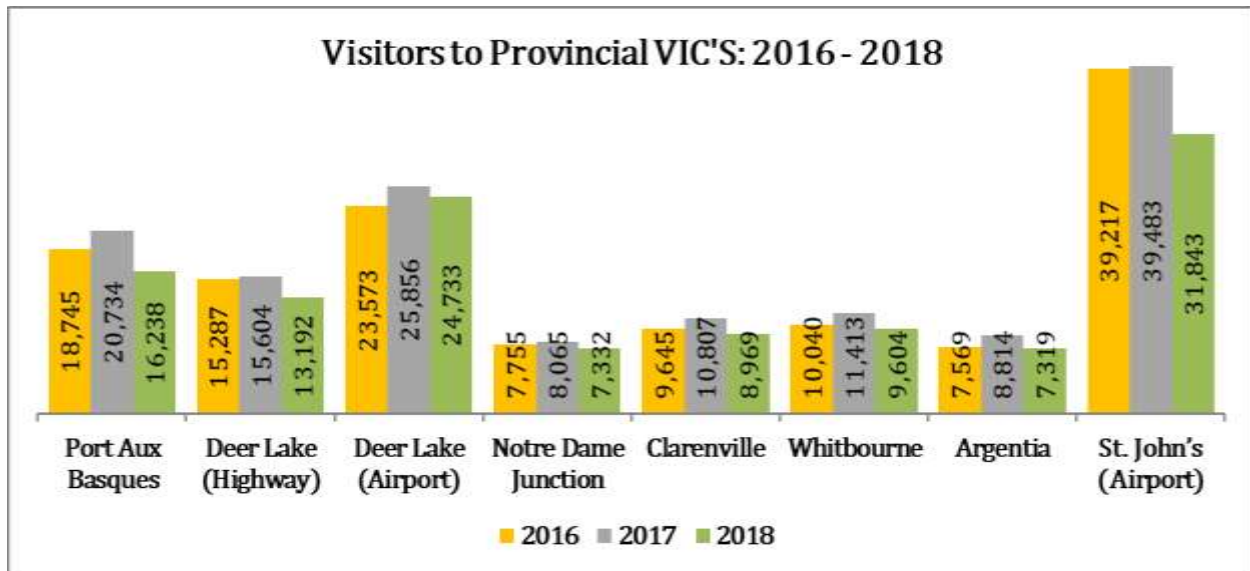


13.4%

23,557
Visitors to gateway
centres



20.3%



Source: Department of Tourism, Culture, Industry and Innovation

- Visitation to the provincial Visitor Information Centres decreased 15.3% overall to 119,230 for the operating period May 17 to September 29, 2018. One factor contributing to this decline is the drop in the number of non-resident auto visitors who tend to be heavier users of VIC services.
- With 56,576 visitors, the airport centres in St. John's and Deer Lake decreased 13.4% on a combined basis while the number of visitors at the gateway centres located at Port Aux Basques and Argentia decreased 20.3% to 23,557. Welcoming 39,097 visitors, the remaining highway centres reported a decrease of 14.8% in the number of visitors.
- On an individual basis, all provincially operated VICs reported decreases during the 2018 operating season: Argentia (17%), Whitbourne (16%), Clarenceville (17%), Port Aux Basques (22%), Deer Lake Airport (4%), Notre Dame Junction (9%), Deer Lake Highway (16%) and St. John's Airport (19%).
- For the full 12-month period January to December 2018, the number of visitors reached 53,246 at the St. John's Airport VIC, a decrease of 15% (excluding airport inquiries) and 34,121 visitors at the Deer Lake Airport VIC, a decrease of 8% (excluding airport inquiries).

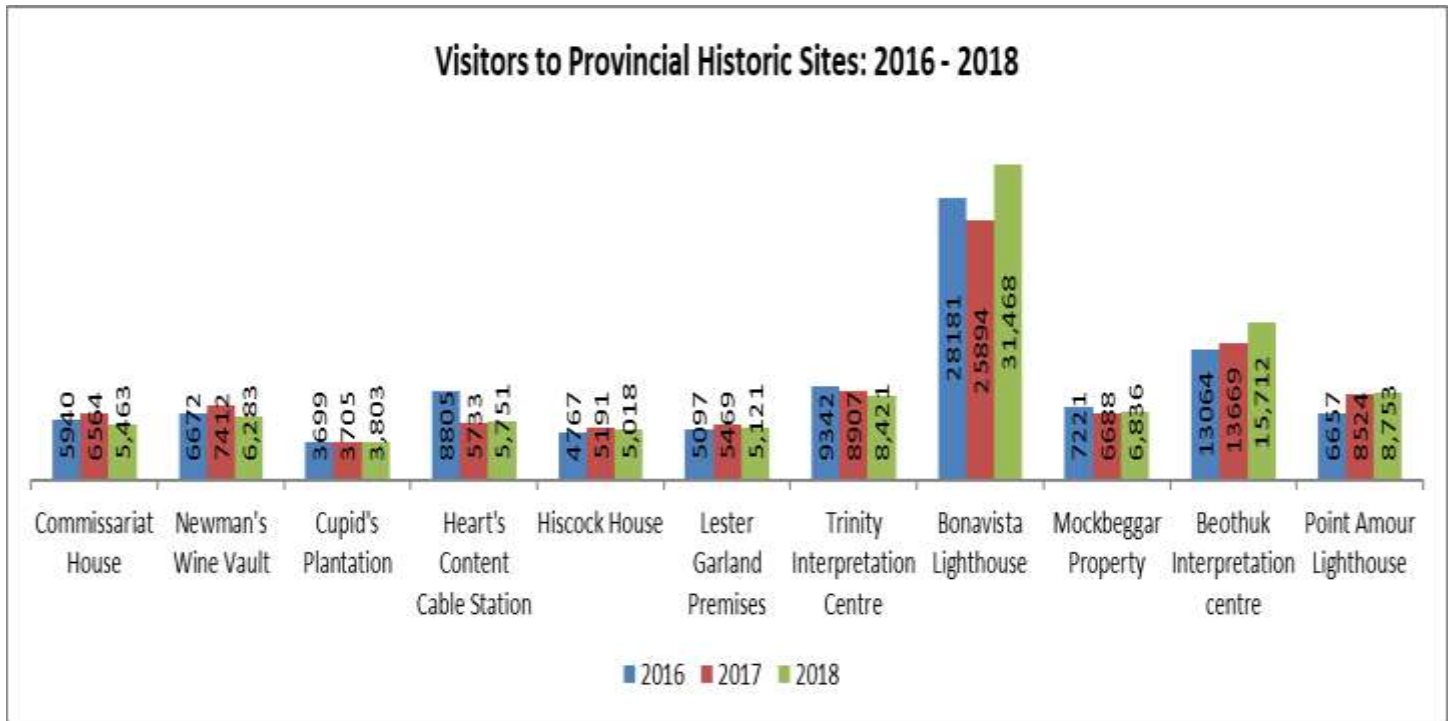
Provincial Historic Sites



102,629
Total visitors



5.0%



Source: Department of Tourism, Culture, Industry and Innovation

- Visitation to Provincial Historic Sites reached a record 102,629 during the 2018 operating season, an increase of 5.0% over the 2017 season.
- Performance was mixed at the individual site level and included increases at the Beothuk Interpretation Centre (15%), Bonavista Lighthouse (22%), Cupids Plantation (3%), Point Amour Lighthouse (3%), Mockbeggar Property (2%) and the Heart's Content Cable Station (0.3%) while decreases in visitation were recorded at Commissariat House (17%), Newman's Wine Vault (15%), Lester Garland Premises (6%), Trinity Interpretation Centre (6%) and Hiscock House (3%).
- Christmas events at Commissariat House held in late November and early December attracted 1,477 visitors, down from 1,969 visitors recorded during 2017. With the exception of 2018, attendance for the Christmas events at Commissariat House has been increasing year over year since 2008.
- Christmas events at the Point Amour lighthouse held in early December attracted 96 visitors down from 120 visitors recorded during 2017.

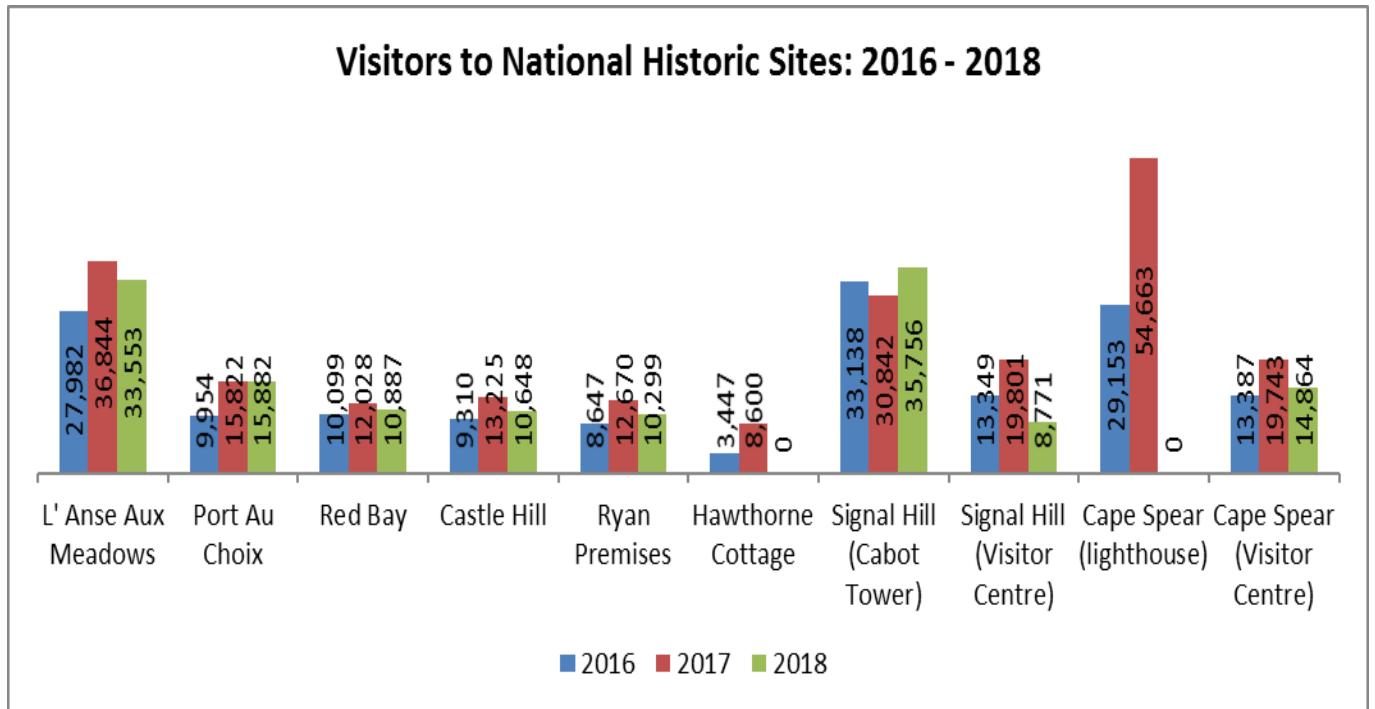
National Historic Sites



131,889
Total visitors



6.6%



Source: Parks Canada

- Visits to National Historic Sites reached 131,889 for the operating season ending November 2018, a decrease of 6.6% compared to 2017. Numbers exclude Hawthorne Cottage which was closed in 2018 for restoration purposes. Visitor numbers were impacted by resuming paid entry to the sites which was free in 2017 during the *Canada 150* celebrations. However, most sites surpassed visitation levels achieved in 2016.
- Increases in visitation were reported at Signal Hill (Cabot Tower, 16%) and Port au Choix (0.4%). The increase at Cabot Tower is attributed in part to significant increases in cruise and convention visitors during September and October. Decreases were reported at all the other sites, including Cape Spear Visitor Centre (25%), Castle Hill (20%), Ryan Premises (19%), L'Anse aux Meadows (9%) and Red Bay (3%).

Provincial Museums (May to October)



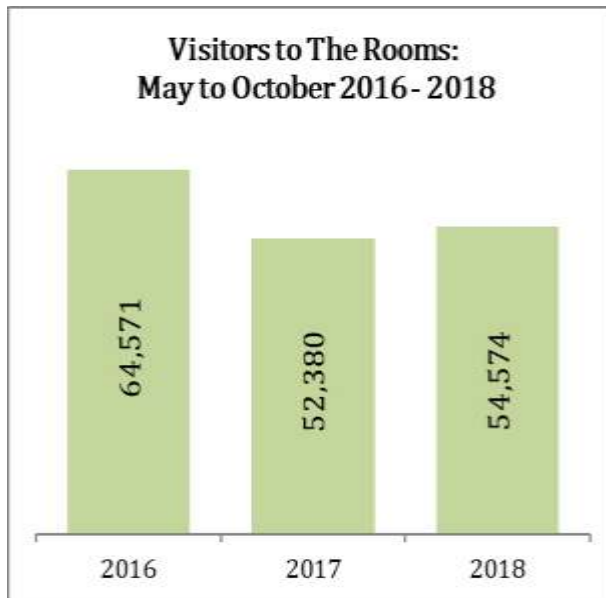
63,435
Total Visitors



54,574 Visitors to
The Rooms



8,861 Visitors to
Regional Museums



Source: Department of Tourism, Culture, Industry and Innovation

- Visitation to all Provincial Museums increased 3.6% to 63,435 visitors during the May to October period in 2018.
- Visitation to *The Rooms* increased 4% to 54,574 visitors between May and October. For the period January to December 2018, *The Rooms* attracted 78,389 visitors, an increase of 2% compared to 2017.
- Visitation to the three Regional Museums reached 8,861 visitors during the 2018 operating season, an increase of 0.1% compared to 2017. Performance was mixed at the individual museums and includes increases at Mary March Provincial Museum (0.4%) and the Provincial Seamen's Museum (1.2%) while a decrease of 1.4% was reported at the Labrador Interpretation Centre as a result of fewer bus tours.

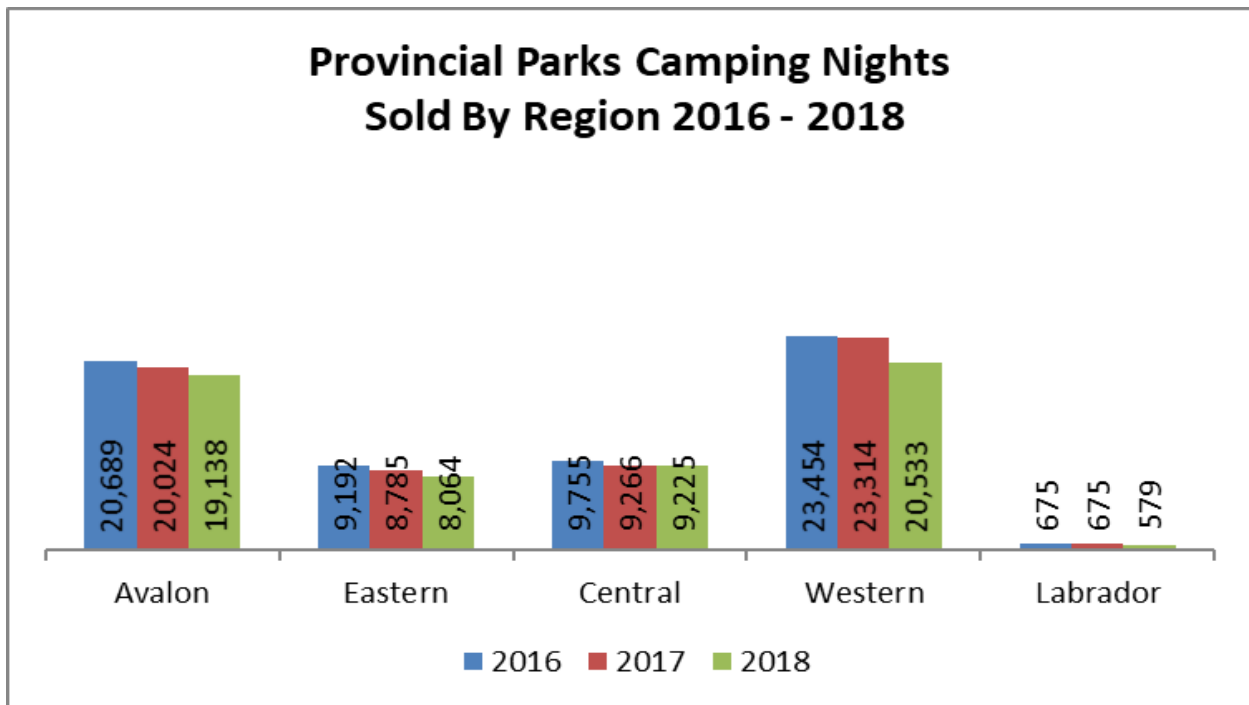
Camping Activity at Provincial Parks



57,539
Camping nights
sold

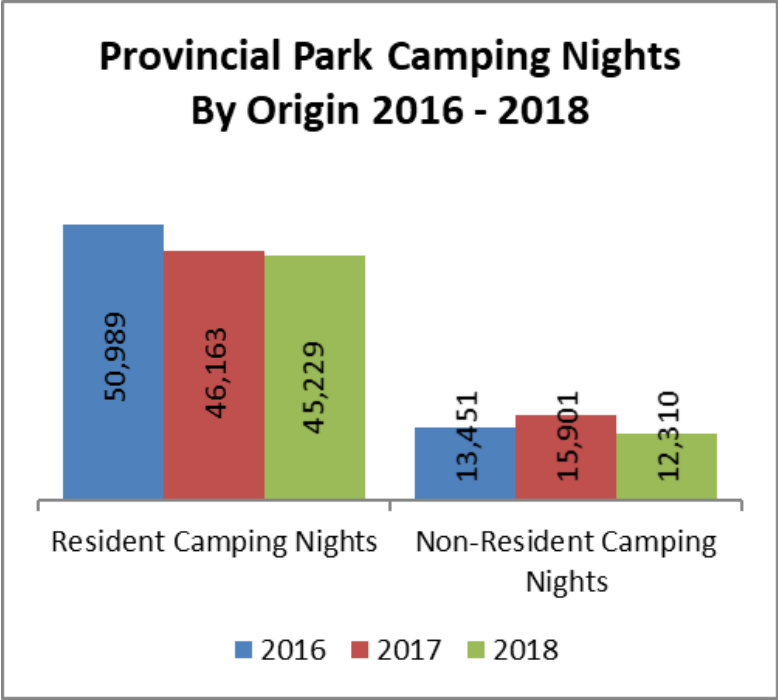
45,229
Resident camping
nights sold

12,310
Non-resident camping
nights sold



Source: Department of Tourism, Culture, Industry and Innovation

- The number of camping units registered at the Provincial Parks reached 57,539 during the 2018 camping season, a decrease of approximately 7% over 2017. Eleven of the thirteen Provincial Parks reported declines during the 2018 operating season.
- The number of camping units registered during the 2018 camping season decreased in all regions: 0.4% in the Central region, 4.4% on the Avalon, 8.2% in the Eastern Region, 12.9% in the Western Region and 14.2%.



Source: Department of Tourism, Culture, Industry and Innovation

- Almost four fifths (78.6%) of all camping activity recorded at Provincial Parks during 2018 was attributed to residents while 21.4% of the camping nights were recorded by non-residents.
- The number of camping units registered to residents of Newfoundland and Labrador decreased 2% over the 2018 camping season while camping units registered to non-residents decreased 23%.

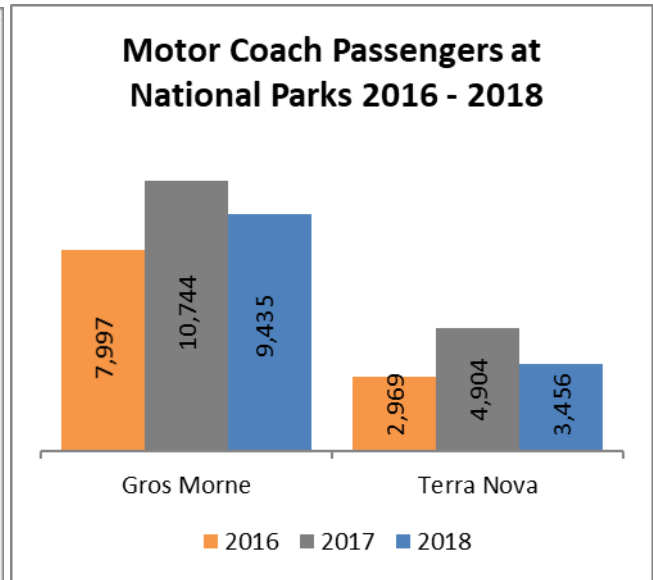
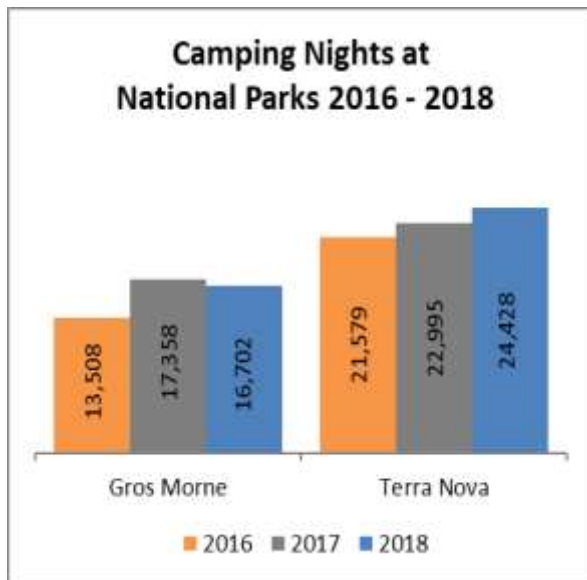
Gros Morne and Terra Nova National Parks



41,130 Total
Camping nights



12,891 Total
Motor coach passengers



Source: Parks Canada

- The total number of visitors recorded at **Gros Morne National Park** (June to October 2018) was estimated at 233,200, a decrease of 2% compared to the same time period of 2017.
- Camping activity decreased 4% to 16,702 camping nights at the park for the operating period ending October 31, 2018.
- In the year following the *Canada 150* celebrations, park attraction and site visitation was mixed during 2018, including increases at the Visitor Centre (9%) and the Discovery Centre (8%) while decreases were recorded at Broom Point (5%), the Western Brook Pond boat tour (4%) and the Lobster Cove Lighthouse (9%).
- The number of bus tours (270) visiting Gros Morne decreased 13% over 2017 levels, with the number of bus tour passengers (9,435) decreasing 12%.
- Camping activity increased 6% to 23,428 camping nights at **Terra Nova National Park** for the operating period ending October 31, 2018.
- Visits to attraction and sites in Terra Nova was mixed during 2018, including an increase in visits to the Activity Centre (19%) and declines at the Visitor Centre (7%), back-county camping nights (23%) and boat docking facilities.
- The number of bus tours (95) visiting Terra Nova for the period ending October 2018 decreased 23% over 2017 levels, with the number of bus tour passengers (3,456) decreasing 30%.

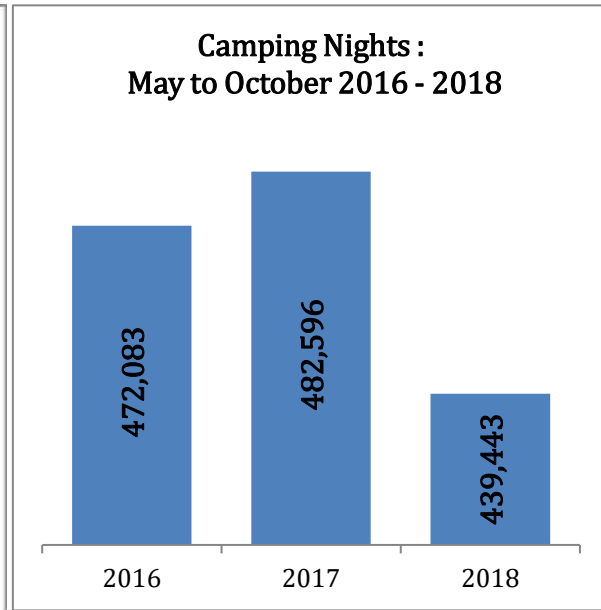
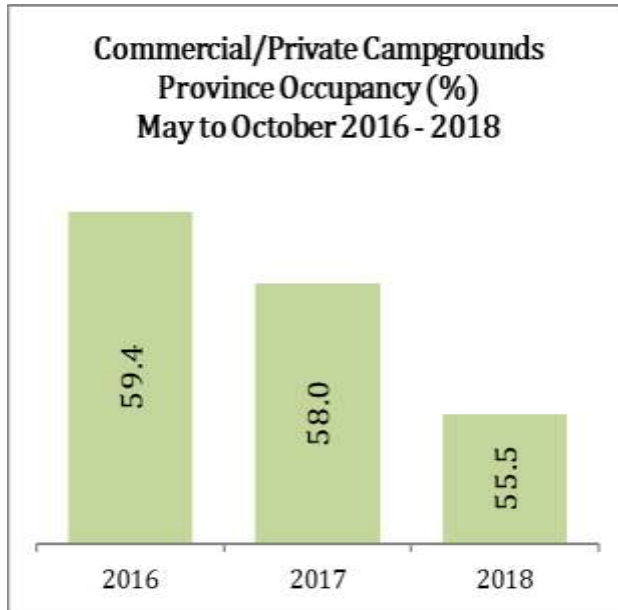
Commercial/Private Campgrounds (Province)



55.5% occupancy
rate



2.5 points



Source: Department of Tourism, Culture, Industry and Innovation

- Preliminary camping night sales at commercial/private campgrounds decreased 9% in 2018 to 439,443, down from 482,596 during the previous season.
- Preliminary occupancy rates reported by commercial/private campgrounds reached 55.5% for the May to October 2018 period, a decrease of 2.5 percentage points over 2017 levels.

Other Indicators (as available)

Attractions

Avalon Peninsula

- **Railway Coastal Museum**
The number of visitors at the Railway Coastal Museum (10,526) decreased 13% during the 2018 operating season. Visitation has been decreasing steadily since 2015. Officials noted that only a small in-house advertising budget was available and attributed the recent declines to

changes to the programming approach and partnership arrangements with less than the usual exposure on social media.

- **Johnson Geo Centre**
The number of visitors at the Johnson Geo Centre increased 3% to 35,022 between May and October 2018. Visitation for the full 12 months of the year reached 45,740, an increase of just over 1%. Visitation during 2017 was impacted by road construction, detours and paving of the Signal Hill parking lot, however, visitation to the centre has generally been declining since 2014.
- **Admiralty House Communication Museum**
The number of visitors at the Admiralty House Communication Museum reached 3,986 during the 2018 season, double the number recorded in 2017. Officials have noted enhanced programming and community awareness. Visits have been increasing steadily since 2013.
- **Petty Harbour Mini Aquarium**
The number of visitors at the Petty Harbour Mini Aquarium reached 15,777 during the 2018 season, a 10% decrease compared to 2017. Visitation levels have ranged from 16,000 to 19,000 since 2013.
- **#2 Mine Tour (Bell Island)**
The number of visitors reported at the #2 Mine Tour on Bell Island increased 5% to a record 15,505 during the 2018 operating season. Officials note that 2016 to 2018 visitation levels were strong, building on the success of the 2015 Come Home Year celebrations when the site attracted (at that time) a record number of visitors. Visitation levels have been steadily increasing since 2013.
- **Manuels River Interpretation Centre**
The number of visitors at the Manuels River Interpretation Centre decreased 41% to 3,254 during the 2018 operating season, the lowest level on record dating back to 2014. Visitation to the centre has been declining over the past two years, with visitation to the centre averaging approximately 5,500 visitors prior to 2018.
- **Cupid's Legacy Centre**
At 6,449, the number of visitors at the Cupids Legacy Centre declined 3% during the 2018 season compared to 2017. Visitation to the centre has been declining since 2015 when it peaked at 8,334.
- **Wooden Boat Museum**
The Wooden Boat Museum welcomed a record 2,679 visitors during the 2018 season, an increase of almost 10% compared to 2017 levels. Despite a small decrease in 2017, visitation has been generally increasing for the last number of operating seasons.
- **Salmonier Nature Park**
Total visitation during the 2018 operating season reached a record 52,352, up 15% compared to 2017. Officials note very high interest and participation in the on-site June school programs and the summer programs for youth groups. Interest in the fall school program is also starting to rebound.

- Cape St. Mary's Ecological Reserve**
The number of visitors at the Cape St. Mary's Ecological Reserve reached 15,850 during the 2018 season, an increase of 5% compared to 2017 levels. Visitation to the reserve has ranged from 12,000 to 16,000 over the last 6 seasons.
- Blackhead One Room School and Church Museum**
Compared to the record established in 2017, the number of visitors reported at the Blackhead One Room School and Church Museum decreased 5% to 1,113. Despite the small decline experienced in 2018, visitation to the museum has generally been increasing for the last number of seasons with 2018 levels being the 2nd highest dating back to 2001.
- Colony of Avalon**
Compared to 2017, the number of visitors reported at the Colony of Avalon (Ferryland) decreased 5% to 14,624 during the 2018 operating season. Visitation has been generally declining over the last three seasons.
- Mistaken Point Ecological Reserve**
The number of visitors at the Mistaken Point Ecological Reserve decreased 12% to 2,253 from the record level of 2,563 visitors in the previous season. Officials have attributed recent increases in visitation, in part, to the UNESCO designation of Mistake Point Ecological Reserve on July 17, 2016, as well as enhanced offerings and programs. It should be noted that fees were introduced in the 2018 season for the guided hikes.
- Myrick Wireless Interpretation Centre**
Due to an earlier opening, visitation to the Myrick Wireless Interpretation Centre (Cape Race) increased 80% to a record 2,431. The Edge of Avalon Interpretive Centre welcomed 8,448 visitors during the 2018 operating season, a drop of 4% compared to last season. Despite the decrease at the Interpretation Centre, visitation has remained historically high in 2018.
- Quidi Vidi Plantation**
The number of visitors recorded between May and October at the Quidi Vidi Plantation decreased 4.2% to 22,808 visitors. Despite this modest decline in 2018, the number of visitors had been increasing for the 2013 to 2017 time period. For the past six seasons, the Plantation has averaged 17,968 visitors per season.

Eastern Newfoundland

Matthew Legacy Site

Compared to 2017, the number of visitors reported at the Matthew Legacy Site increased 10% to a record 10,982 visitors, continuing the growing trend of the past seven years. Officials note more local and regional advertising for attractions and sites on the Bonavista Peninsula has had a positive impact on visitation.

- **Trinity Historical Society Attractions**
Compared to 2017, the number of visitors reported at the Trinity Historical Society Attractions increased 21% to a record 5,872 visitors. The number of visitors has been generally increasing since 2015 and has averaged over 5,200 over the past six seasons.
- **Sealer's Interpretation Centre**
The number of (paid) visitors at the Sealer's Interpretation Centre (Home from the Sea) reached 5,028 for the 2018 operating season, a decrease of 1% compared to 2017. Visitation to the centre peaked at 7,000 in 2016 and has averaged around 5,100 in other years since opening in 2014.
- **Elliston Puffin Site**
The number of visitors at the Elliston Puffin Site reached a record 22,304 during the 2018 season, a 49% increase compared to 2017. Visitation levels have been increasing since 2016 and have averaged at around 15,600 prior to 2018.
- **Sir William Ford Coaker Foundation Properties**
The number of visitors at the Coaker Foundation Properties reached 5,866 during the 2018 season, a 7% decrease compared to 2017. Visitation levels peaked at 6,327 in 2017 due in part to biennale events including three special exhibitions on the site. Visits increased during the period 2014 to 2017 and have averaged about 5,400 over the past six seasons.
- **St. Pierre and Miquelon**
After a three-year break, reporting was re-established with the CBSA Office in Fortune to receive information on passenger arrivals from St. Pierre and Miquelon. Reporting started in July 2018.

For the months of July to October 2018, passenger arrivals at Fortune reached 9,577 and included 1,755 returning NL residents (18.3% of total arrivals), 3,811 residents of St. Pierre and Miquelon (39.8%) and 4,011 other non-residents (41.9%).

Also see table 8 presented on page 36 for additional statistics provided by St. Pierre and Miquelon Tourism

Central Newfoundland

- **Durrell Museum**
The number of visitors at the Durrell Museum reached 4,640 during the 2018 season, an increase of 17% compared to 2017. Visitation to the museum has been fairly consistent and averaged approximately 4,300 over the last 6 operating seasons.
- **North Atlantic Aviation Museum**
The number of visitors at the North Atlantic Aviation Museum increased 1% to a record 11,473 between May and October 2018, continuing the growing trend of the past five seasons. The growth in the number of visitors during 2017 and 2018 is attributed to, in part, to the interest

in the “9-11” story, the addition of “9-11 Beyond Worlds Tour” which aims to further share the story made popular by the musical “Come from Away”.

- **Salmonoid Interpretation Centre**

The number of visitors at the Salmonoid Interpretation Centre decreased 1% to 18,443 for the June to September 2018 period. Visitation during 2017 and 2018 returns the site to previous years’ levels as bridge repairs had caused limited / no access to the site by larger vehicles, particularly bus tours and large RVs in 2016.

Western Newfoundland

- **Newfoundland Insectarium**

The number of visitors at the Newfoundland Insectarium reached 25,084 during the 2018 season, an increase of 1% compared to 2017 levels. Visits had generally been increasing since 2014 and has averaged about 24,700 over the past 6 seasons.

- **Corner Brook Museum and Archives**

The number of visitors at the Corner Brook Museum and Archives reached 3,500 during the 2018 season, a decrease of 12% compared to 2017 levels. Despite this drop, visits have been increasing steadily for the period 2013 to 2017.

- **Rose Blanche Lighthouse**

The number of visitors at the Rose Blanche Lighthouse reached 5,357 during the 2018 season, flat (-0.3%) compared to 2017 levels. Visits had been generally increasing for the period 2014 to 2017.

- **Norstead Viking Village**

The Norstead Viking Village reported 10,002 visitors during the 2018 season, a decrease of 23% compared to 2017. Despite this decrease, visits in 2018 were more in line with historical levels which had been steadily increasing for the period 2013 to 2017. Visitation during 2017 had benefited from its vicinity to the popular L’Anse aux Meadows National Historic Site which had free entry during the *Canada 150* celebrations.

- **Burgeo Museum**

After two seasons of declines, visitation to the Burgeo Museum rebounded and increased 75% to 250 visitors. Prior to the last three seasons, visits were traditionally in the order of 600-700, however, officials note that the poor condition of Route 480 and the negative publicity about the road on social media have seriously affected visitation levels.

Labrador

- **Battle Harbour Historic Properties**

The number of visitors (overnight and same day) to the Battle Harbour Historic Properties reached a record 1,043 during the 2018 season, an increase of 45% compared to 2017 levels. Visits have been steadily increasing for the period 2014 to 2018.

- **White Elephant Museum**
The number of visitors at the White Elephant Museum reached 185 during the 2018 season, a 33% decrease compared to 2017. Officials noted fewer cruise ship visits (down 1 cruise visit).
- **Labrador Straits Ferry**
Traffic (both directions) on the Labrador Straits ferry decreased during May to October 2018, with the number of passengers (79,858) and passenger related vehicles (33,565) representing decreases of 3% and 2% respectively over 2017 levels.

Comparative Performance Atlantic Provinces and Canada 2018

- Based on available performance measures and travel indicators, Newfoundland and Labrador's 2018 tourism performance appears to be at lower levels compared to those experienced in the other Atlantic Canadian provinces.
- Newfoundland and Labrador underperformed all other Atlantic Canada province's with respect to growth in airport passenger movements, roofed accommodation occupancy levels and associated room night sales.

Atlantic Canada Airport Passenger Movements

	2017	2018	Percentage Change
Newfoundland and Labrador	2,405,949	2,372,739	-1.4
Nova Scotia (Halifax only)	4,083,188	4,316,079	5.7
New Brunswick	1,365,148	1,428,164	4.6
Prince Edward Island	370,688	370,730	0.0

Source: Transport Canada, in co-operation with Airport Managers.

Atlantic Canada Roofed Accommodation Occupancy Levels

	2017	2018	Point Change
Newfoundland and Labrador	51.1	45.6	-5.5
Nova Scotia	56.0	55.0	-1.0
New Brunswick	57.9	58.2	0.3
Prince Edward Island	48.1	46.4	-1.7

*Sources: PEI, NS, NB: Provincial Departments of Tourism (Websites)
NL: Accommodation Module, NL Tourism Operator Portal*

Atlantic Canada Roofed Accommodation Room Night Sales

	2017	2018	Percentage Change
Newfoundland and Labrador	1,510,833	1,397,348	-7.5
Nova Scotia	2,745,000	2,773,000	1.0
New Brunswick	1,803,851	1,859,901	3.1
Prince Edward Island	675,299	668,093	-1.2

*Sources: PEI, NS, NB: Provincial Departments of Tourism (Websites),
NL: Accommodation Module, NL Tourism Operator Portal*

Keeping in mind the different methodologies used by the other provinces in collecting and reporting tourism performance indicators, the following is a snapshot of 2018 performance compared to the same time period in 2017:

Nova Scotia https://tourismns.ca/sites/default/files/2018_TourismIndicators_Nov.pdf

- Non-resident visits for the period ending December 2018 decreased 0.8% over 2017 levels, with automobile travel decreasing 3% and air visitation increasing 4%.
- The number of boarding and deplaning passengers recorded during 2018 increased nearly 6% compared to 2017 levels.
- Roofed accommodation occupancy rates decreased 1 point during 2018, with room night sales increasing 1%.

Prince Edward Island

https://www.princeedwardisland.ca/sites/default/files/publications/2018_tourism_monthly_indicators.pdf

- Private vehicle traffic exiting PEI on the Confederation Bridge decreased 0.1% in 2018 while the number of vehicles exiting PEI via ferry (Wood Island) also decreased 0.7% compared to last year.
- The number of boarding and deplaning passengers in 2018 remained on par with levels experienced in 2017.
- The roofed accommodation occupancy rate decreased 1.7 points from 2017 levels, with room night sales decreasing approximately 1%.

New Brunswick

https://www2.gnb.ca/content/dam/gnb/Departments/thc-tpc/pdf/RSP/Indicators_Indicateurs/IndicateursDuTourisme2018TourismIndicators.pdf

- The number of boarding and deplaning passengers in 2018 increased almost 5% compared to 2017.
- The roofed accommodation occupancy rate is up 0.3 percentage points, with room night sales increasing 3% for the period ending December 2018.
- The number of US residents crossing the border into the province by automobile during 2017 remained unchanged (+0.3%) from 2017 levels.

Canada

https://www.destinationcanada.com/sites/default/files/archive/830-Tourism%20Snapshot%20-%20December%202018/TourismSnapshot-Dec2018_EN.pdf

- Overnight *foreign visitation to Canada* increased 1.2% for the period January to December 2018.
- With a very favorable exchange rate, visits from the US increased 1.4%, with automobile visitation increasing 2.4% and air visitation decreasing 3.1%. Visits from the US by other modes of travel increased 10.1%.
- Arrivals from Mexico during 2018 increased 4.9% compared to last year.
- Destination Canada core European markets recorded an increase of 0.3% during 2018 and included an increase from France (4.7%) and Germany (1.1%) while decreases were reported in visitation from the United Kingdom (3.3%).
- Arrivals from Destination Canada core Asia-Pacific markets decreased 1.2% during 2018 compared to 2017 levels however individual market performance was mixed included increases from China (6%) and India (15%) and decreases from Australia (3%), Japan (15%) and South Korea (16%).
- Overnight *trips by Canadians* to the US increased 5% during 2018 while overnight trips to overseas destinations decreased 2%.

**Detailed 2018 Travel/Tourism Indicators
Newfoundland and Labrador**

Sector Research Division (Tourism)
Department of Tourism, Culture, Industry and Innovation

June 2019

KEY PROVINCIAL TRAVEL AND TOURISM INDICATORS AT A GLANCE					
#	Key Travel/Tourism Indicator	2016	2017	2018	% Change 17-18
1	Passenger Traffic on Marine Atlantic	328,528	330,712	308,441	-6.7
2	Non-Residents Exiting (auto)	101,004	101,881	93,298	-8.4
3	Residents Exiting (auto)	60,651	62,483	59,980	-4.0
4	Vehicle Traffic on Marine Atlantic	120,732	122,755	115,928	-5.6
5	Airport Passenger Movements	2,448,721	2,405,949	2,372,739	-1.4
6	Non-Residents Exiting (air)	414,604	412,901	409,047	-0.9
7	Cruise Ship Port Calls	66	105	87	-17.1
8	Cruise Ship Passenger Movements	33,933	53,470	47,565	-11.0
9	Unique Cruise Ship Passengers	23,545	38,321	31,162	-18.7
10	Roofed Accommodation Occupancy Rates	50.0	51.1	45.6	-5.5
11	Roofed Accommodation Room Night Sales	1,457,582	1,510,833	1,397,348	-7.5
12	Provincial Parks (camping units)	64,440	62,064	57,539	-7.3
13	Provincial Visitor Information Centres	131,831	140,776	119,230	-15.3
14	Provincial Historic Site	99,445	97,756	102,629	5.0
15	Meetings and Conventions (St. John's)	105	92	95	3.3
16	Convention Room Nights (St. John's)	33,269	30,066	31,371	4.3
17	Convention Delegates (St. John's)	24,888	23,316	23,745	1.8

Source: Department of Tourism, Culture, Industry and Innovation, Sector Research Division (Tourism).

Notes:

1. Passengers carried by Marine Atlantic covers the period January to December.
2. Non-resident Auto visits cover the period January to December.
3. Residents exiting by Automobile cover the period January to December. A decrease in residents means less leaving the province by automobile to travel to destinations outside the province. This may not necessarily translate into more in-province travel by residents.
4. Passenger related traffic carried by Marine Atlantic covers the period January to December.
5. Airport passenger movements at the province's seven major airports cover the period January to December.
6. Non-resident air visitors cover the period January to December. Will be released pending the 2016 exit survey results.
- 7, 8, 9. The number of cruise ship port calls and associated passengers covers the cruise season.
- 10, 11. Roofed accommodation occupancy levels cover the period January to December. Data is current as of June 10, 2019 and is subject to revisions pending further reporting by the Province's operators. Increase or decrease is presented as % point change.
12. Camping units registered at the System of Provincial Parks (camping season)
13. Visitors to the system of Provincial VIC's covers the period May 18th to September 29th
14. Visitors to the system of Provincial Historic Sites covers the operating season ending December
- 15, 16, 17. As reported by Destination St. John's for groups of +50 or more delegates.

Visitation to Selected Sites and Facilities by Region: 2013 to 2018

Avalon Peninsula	2013	2014	2015	2016	2017	2018
The Rooms	74,929	65,385	70,881	91,403	76,527	78,389
Johnson Geo Centre	48,073	52,067	51,027	50,327	45,166	45,740
Salmonier Nature Park	40,954	42,386	48,409	n/a	45,464	52,352
Signal Hill (Cabot Tower)	52,902	37,671	24,774	34,272	31,533	36,816
Cape Spear Lighthouse	9,604	16,438	18,904	29,153	54,663	closed
Quidi Vidi Plantation	9,026	14,324	17,748	20,096	23,808	22,808
Petty Harbour Mini Aquarium	17,630	19,103	16,089	17,540	17,500	15,777
Cape Spear Visitor Centre	20,761	20,408	14,553	13,387	19,743	14,864
Railway Coastal Museum	16,238	15,750	13,992	12,372	12,126	10,526
Cape St. Mary's Eco, Reserve	11,780	12,290	13,758	16,014	15,138	15,850
Bell Island # 2 Mine Tour	9,145	10,010	12,665	13,179	14,746	15,505
Colony of Avalon (Ferryland)	15,762	17,202	12,168	15,630	15,320	14,624
Signal Hill Visitor Centre	8,637	10,260	10,229	13,349	19,801	8,771
Castle Hill	8,815	8,036	9,469	9,310	13,225	10,648
Cupid's Legacy Centre	7,439	7,566	8,334	8,302	6,676	6,449
Edge of Avalon (PCS)	5,057	5,324	7,217	9,297	8,810	8,448
Newman's Wine Vault	1,212	4,536	6,400	6,672	7,412	6,283
Heart's Content Cable Station	4,798	4,626	5,900	8,805	5,733	5,751
Manuel's River Inter, Centre	5,060	5,398	5,707	5,573	5,509	3,254
Commissariat House	4,426	5,633	5,598	5,940	6,564	5,463
Cupid's Cove Plantation	3,432	3,606	3,441	3,699	3,705	3,803
Hawthorne Cottage	2,518	2,305	2,851	3,447	8,600	closed
Wooden Boat Museum	1,523	1,832	2,203	2,645	2,441	2,679
Admiralty House Museum	1,100	n/a	1,650	1,780	1,902	3,986
Myrick Wireless Inter. Centre	1,515	1,071	1,394	1,759	1,352	2,431
Mistaken Point Eco. Reserve	1,139	796	1,135	1,997	2,563	2,253
Blackhead School Museum	743	668	560	777	1,170	1,113
Eastern Region						
Bonavista Lighthouse	10,771	20,923	24,422	28,181	25,894	31,468
Elliston Puffin Site	n/a	15,547	18,353	13,544	15,000	22,304
Matthew Legacy	6,793	6,778	7,885	8,770	9,996	10,982
Trinity Interpretation Centre	7,639	7,970	7,684	9,342	8,907	8,421
Ryan Premises	6,067	6,081	7,639	8,647	12,670	10,299
Mockbegar Plantation	3,019	4,093	6,219	7,221	6,688	6,836
Sealer's Interpretation Centre	Not open	5,146	5,286	7,011	5,101	5,028
Coaker Foundation Properties	5,042	5,020	5,057	5,243	6,327	5,866
Trinity Society Attractions	5,643	5,452	4,692	4,964	4,863	5,872
Lester Garland Premises	4,248	4,893	3,916	5,097	5,469	5,121
Hiscock House	3,613	4,059	3,770	4,767	5,191	5,018

Eastern Region (continued)	2013	2014	2015	2016	2017	2018
Prov. Seamen's Museum	3,000	3,005	2,701	3,010	2,915	2,952
Central Region						
Visitor Centre (Terra Nova)	15,324	19,760	22,794	26,312	31,547	29,372
Salmonoid Inter. Centre	18,341	18,794	21,296	17,147	18,601	18,443
Beothuk Interpretation. Centre	8,144	6,690	12,198	13,064	13,669	15,712
Aviation Museum (Gander)	6,038	6,027	8,002	10,000	12,117	11,813
Mary March Prov. Museum	3,997	4,389	3,871	4,787	3,502	3,522
Durrell Museum	4,800	4,292	3,635	4,260	3,950	4,640
Western Region						
Visitor Centre (Gros Morne)	38,878	31,038	42,038	43,350	53,470	58,502
Western Brook Boat Tour	22,993	23,957	28,286	35,343	40,246	38,698
Discovery Cent (Gros Morne)	24,302	23,601	25,492	34,787	39,324	42,344
Newfoundland Insectarium	26,150	22,614	24,923	25,002	24,810	25,084
Lobster Cove Lighthouse	19,239	19,032	24,530	27,152	32,981	30,150
L' Anse Aux Meadows	21,952	20,796	23,873	27,982	36,844	33,553
Norstead Viking Village	7,693	8,703	8,711	10,805	13,002	10,002
Port au Choix	7,004	7,263	8,680	9,954	15,822	15,882
Broom Point	8,476	7,551	8,486	10,202	11,246	10,699
Rose Blanche Lighthouse	4,185	4,074	4,834	5,090	5,371	5,357
Corner Brook Museum	1,406	2,010	2,200	3,040	3,992	3,500
Burgeo Museum	600	680	728	356	143	250
Labrador						
Red Bay	7,699	6,892	8,002	10,099	12,028	10,877
Point Amour Lighthouse	5,260	5,015	5,940	6,657	8,524	8,753
Labrador Inter. Centre	2,034	2,665	2,687	2,491	2,431	2,433
Battle Harbour Properties	n/a	578	653	675	721	1,043
White Elephant Museum	60	110	100	75	275	185
<i>Sources: Various, Operating season may vary</i>						

The following travel and tourism indicators/tables are for the 2017 and 2018 operating season. Comparisons are to the same time period of 2017.

List of Tables

Table 1	Marine Atlantic Passenger and Vehicle Traffic: January to December 2017 and 2018
Table 2	Non-Resident Automobile Visitors by Origin: January to December 2017 and 2018
Table 3	Residents Exiting by Automobile: January to December 2017 and 2018
Table 4	Airport Passenger Movements: January to December 2017 and 2018
Table 5	Cruise Ship Statistics for Newfoundland and Labrador 2017 and 2018
Table 6	Strait of Belle Isle Ferry Service: May to October 2017 and 2018
Table 7	Occupancy & Average Daily Rates by Region: January to December 2017 and 2018
Table 8	Tourist Arrivals St. Pierre and Miquelon: May to September 2017 and 2018
Table 9	Provincial Information Centre Visits: Operating Season 2017 and 2018
Table 10	Provincial Information Centre Visits: May to October 2017 and 2018
Table 11	Provincial Historic Site Visits: Operating Season 2017 and 2018
Table 12	Terra Nova National Park Visitation: Operating Season 2017 and 2018
Table 13	Gros Morne National Park Visitation: Operating Season 2017 and 2018
Table 14	National Historic Sites Visitation: Operating Season 2017 and 2018
Table 15	System of Regional Museums: Operating Season 2017 and 2018
Table 16	MCIT and Event Statistics: City of St. John's 2017 and 2018
Table 17 (a)	Provincial Parks: Camping Units Registered: Operating Season 2017 and 2018 by Park
Table 17 (b)	Parks: Camping Units Registered: Operating Season 2017 and 2018 by Origin
Table 18	Cape St. Mary's and Mistaken point Ecological Reserve: 2017 and 2018
Table 19	Edge of Avalon Interpretive Centre: May to October 2017 and 2018
Table 20	Myrick Wireless Interpretive Centre: July to September 2017 and 2018
Table 21	Salmonier Nature Park: June to October 2015, 2017 and 2018
Table 22	Colony of Avalon (Ferryland): June to October 2017 and 2018
Table 23	Matthew Legacy Centre: Operating Season 2017 and 2018
Table 24	Bell Island #2 Mine Tour: June to September 2017 and 2018
Table 25	North Atlantic Aviation Museum: May to October 2017 and 2018
Table 26	Salmonoid Interpretation Centre: June to September 2017 and 2018
Table 27	Newfoundland Insectarium: May to October 2017 and 2018
Table 28	<i>The Rooms</i> : January to December 2017 and 2018
Table 29	Johnson Geo Centre: Operating Season 2017 and 2018
Table 30	Sealer's Interpretation Centre: Operating Season 2017 and 2018
Table 31	Railway Coastal Museum: Operating Season 2017 and 2018

Table 32	Rose Blanche Lighthouse: Operating Season 2017 and 2018
Table 33	Durrell Museum: Operating Season 2017 and 2018
Table 34	Wooden Boat Museum: Operating Season 2017 and 2018
Table 35	Burgeo Museum: Operating Season 2017 and 2018
Table 36	Battle Harbour Historic Properties: Operating Season 2017 and 2018
Table 37	Cupid's Legacy Centre: Operating Season 2017 and 2018
Table 38	Norstead Viking Village: Operating Season 2017 and 2018
Table 39	Blackhead One Room School and Church Museum: Operating season 2017 and 2018
Table 40	Petty Harbor Mini Aquarium: Operating Season 2017 and 2018
Table 41	Manuel's River Interpretation Centre: January to December 2017 and 2018
Table 42	Corner Brook Museum and Archives: January to December 2017 and 2018
Table 43	Admiralty House Communication Museum: January to December 2017 and 2018
Table 44	Sir William Ford Coaker Foundation Properties: Operating season 2017 and 2018
Table 45	Trinity Historical Society Attractions Operating season 2017 and 2018
Table 46	Quidi Vidi Plantation: May to October 2017 and 2018
Table 47	Skier Visits: Operating Season Marble Mountain 2016/2017 and 2017/2018

Table 1. Marine Atlantic Passenger and Vehicle Traffic: January to December									
Marine Atlantic Traffic	Port Aux Basques to North Sydney, NS Service			Argentia to North Sydney, NS Service			Total Newfoundland to Nova Scotia Service		
	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
Passengers Carried	299,261	277,904	-7.1	31,451	30,537	-2.9	330,712	308,441	-6.7
Passenger Related Vehicles Carried (PRVs)	109,244	102,659	-6.0	13,511	13,269	-1.8	122,755	115,928	-5.6
Number of Crossings	1,594	1,568	-1.6	82	84	2.4	1,676	1,652	-1.4

Source: Marine Atlantic Traffic Reports
Note: The Port Aux Basques to North Sydney service operates year round while the Argentia to North Sydney service operates between June and September.

Table 2. Non-Resident Automobile Visitors by Origin: January to December 2017 and 2018			
Origin	2017	2018	% Change
Maritimes	45,592	41,604	-8.8
Ontario	27,755	25,700	-7.4
Quebec	8,386	8,351	-0.4
Western Canada	8,877	7,002	-21.1
United States	11,170	10,442	-6.5
Foreign	171	166	-2.9
Province	101,899	101,881	-8.4

Source: Marine Atlantic Traffic Reports and CFIA
Note: Categories may not add to the total because of rounding.

Table 3. Residents Exiting by Automobile: January to December 2017 and 2018			
Origin	2017	2018	% Change
Newfoundland & Labrador	62,483	59,980	-4.0

Source: Marine Atlantic Traffic Reports and CFIA

Table 4. Airport Passenger Movements: January to December 2017 and 2018			
Airport	2017	2018	% Change
St. John's	1,533,355	1,507,641	-1.7
Gander	177,630	170,277	-4.1
Deer Lake	365,186	351,737	-3.7
Stephenville	6,766	7,657	13.2
St. Anthony	17,518	15,088	-13.9
Goose Bay	186,111	180,279	-3.1
Wabush	119,383	140,060	17.3
Province	2,405,949	2,372,739	-1.4

Source: Airport Managers, Transport Canada

Table 5. Cruise Ship Statistics for Newfoundland and Labrador 2017 and 2018						
Port (NL)	2017			2018		
	# of Port Calls	Crew Visits	Passenger Visits	# of Port Calls	Crew Visits	Passenger Visits
St. John's	30	11,873	26,907	25	8,878	19,151
Corner Brook	13	6,896	13,180	15	8,624	17,262
Rest of the Province	62	8,081	13,383	47	5,313	11,152
Total (NL)	105	26,850	53,470	87	22,815	47,565
St. Pierre and Miquelon	18	4,107	6,085	14	2,471	3,769

Source: Cruise Newfoundland and Labrador, St. Pierre and Miquelon Tourism

Table 6. Strait of Belle Isle Ferry Service: May to October 2017 and 2018			
Both Directions	2017	2018	% Change
Passenger Movements	82,083	79,858	-2.7
Passenger Vehicle Movements	34,259	33,565	-2.0

Source: Department of Transportation and Works

Table 7. *Occupancy & *Average Daily Rates by Region: January to December 2017 and 2018			
<i>*Change in Occupancy presented as % point Change while *Change in Average Daily Rate is presented as % Change</i>			
	2017	2018	Change
Province			
Occupancy Rate	51.1	45.6	-5.5
Average Daily Rate	\$139.90	\$140.81	0.7
Avalon Peninsula			
Occupancy Rate	55.3	49.4	-5.9
Average Daily Rate	\$143.13	\$138.50	-3.2
Eastern Region			
Occupancy Rate	47.6	36.4	-11.2
Average Daily Rate	\$130.87	\$135.89	3.8
Central Region			
Occupancy Rate	46.3	41.9	-4.4
Average Daily Rate	\$156.04	\$172.59	10.6
Western Region			
Occupancy Rate	49.9	42.5	-7.4
Average Daily Rate	\$129.87	\$134.78	3.8
Labrador			
Occupancy Rate	48.0	49.0	1.0
Average Daily Rate	\$132.91	\$127.07	-4.4
Source: Department of Tourism, Culture, Industry and Innovation, Accommodation Module, NL Tourism Operator Portal			
Notes: Data presented is current as of June 10, 2019 and is subject to revision pending receipt of further data from the province's operators.			
Occupancy and average daily rate data should be considered as preliminary/estimates and is based on the sample (properties) reporting.			

Tourist Arrivals	2017	2018	% Change
BY AIR			
Canadians	1,699	1,539	-9.4
Americans	133	149	12.0
Other Countries	237	285	20.3
SUBTOTAL (AIR)	2,069	1,973	-4.6
BY SEA			
Canadians	5,955	6,179	3.8
Americans	438	501	14.4
Other Countries	293	352	20.1
SUBTOTAL (SEA)	6,686	7,032	5.2
OVERALL			
Canadians	7,654	7,718	0.8
Americans	571	650	13.8
Other Countries	530	637	20.2
GRAND TOTAL	8,755	9,005	2.9
Source: St. Pierre and Miquelon Tourism			
Notes: Canadian arrivals include residents of Newfoundland and Labrador. (See page 21 regarding custom arrivals at Fortune)			

Provincial Chalet	2017 Season	2018 Season
Port Aux Basques	20,734	16,613
Deer Lake (Highway)	15,604	13,522
Deer Lake (Airport)	36,906	34,121
Notre Dame Junction	8,065	7,479
Clarenville	10,807	9,132
Whitbourne	11,413	9,804
Argentia	8,814	7,372
St. John's (Airport)	62,414	53,246
Total	174,757	151,289
Source: Department of Tourism, Culture, Industry and Innovation. Season may vary		

Table 10. Provincial Visitor Information Centres Visits: May 17th to September 29th 2017 & 2018			
Provincial Chalet	2017	2018	% Change
Port Aux Basques	20,734	16,238	-21.7
Deer Lake (Highway)	15,604	13,192	-15.5
Deer Lake (Airport)	25,856	24,733	-4.3
Notre Dame Junction	8,065	7,332	-9.1
Clarenceville	10,807	8,969	-17.0
Whitbourne	11,413	9,604	-15.9
Argentia	8,814	7,319	-17.0
St. John's (Airport)	39,483	31,843	-19.4
Province (Total)	140,776	119,230	-15.3

Source: Department of Tourism, Culture, Industry and Innovation. The Centre statistics do not include telephone calls or e-mails. The table reflects the same operating dates for both years.

Table 11. Provincial Historic Site Visits: Operating Season 2017 & 2018			
Provincial Historic Site	2017	2018	% Change
Cape Bonavista Lighthouse	25,894	31,468	21.5
Heart's Content Cable Station	5,733	5,751	0.3
Lester Garland Premises	5,469	5,121	-6.4
Point Amour Lighthouse	8,524	8,753	2.7
Trinity Interpretation Centre	8,907	8,421	-5.5
Mockbeggar Plantation	6,688	6,836	2.2
Hiscock House	5,191	5,018	-3.3
Commissariat House	6,564	5,463	-16.8
Beothuk Interpretation Centre	13,669	15,712	14.9
Newman's Wine Vault	7,412	6,283	-15.2
Cupid's Plantation	3,705	3,803	2.6
Province (Total)	97,756	102,629	5.0

Source: Department of Tourism, Culture, Industry and Innovation. Season and operating hours may vary by season

Table 12. Terra Nova National Park Visitation: Operating Season ending October 2017 and 2018			
Terra Nova Park	2017	2018	% Change
Camper Nights	22,995	24,428	6.2
Visitor Centre	31,547	29,372	-6.9
Activity Centre	3,341	3,969	18.8
Motorcoach Visits	123	95	-22.8
Motorcoach Passengers	4,904	3,456	-29.5
Source: Parks Canada, Terra Nova National Park			

Table 13. Gros Morne National Park Visitation: (Operating Season ending October) 2017 and 2018			
Gros Morne Park	2017	2018	% Change
Number of Visitors (June to October)	238,200	233,200	-2.1
Camper Nights	17,358	16,702	-3.8
Visitors (Discovery Centre)	39,324	42,344	7.7
Visitors (Visitor Centre)	53,470	58,502	9.4
Visitors (Lighthouse)	32,981	30,150	-8.6
Visitors (Broom Point)	11,246	10,699	-4.9
Motorcoach Visits	311	270	-13.2
Motorcoach Passengers	10,744	9,435	-12.2
Boat Tours (People)	40,246	38,698	-3.8
Source: Parks Canada, Gros Morne National Park			

Table 14. National Historic Sites: (Operating Season) 2017 and 2018

National Historic Site	2017	2018	% Change
L'Anse Aux Meadows	36,844	33,553	-8.9
Port Au Choix	15,822	15,882	0.4
Red Bay	12,028	10,887	-9.5
Castle Hill	13,225	10,648	-19.5
Ryan Premises	12,670	10,299	-18.7
Hawthorne Cottage	8,600	Closed	n/a
Signal Hill (Cabot Tower)	30,842	35,354	16.0
Cape Spear (Visitor Centre)	19,743	14,864	-24.7
Total (excluding Hawthorne Cottage)	140,816	131,487	-6.6
Total (Including Hawthorne Cottage)	149,416		
Signal Hill (Visitor Centre)	19,801	8,771	-55.7
Cape Spear (Lighthouse)	54,663	Closed	n/a

Source: Parks Canada,
L'Anse Aux Meadows, Port Au Choix, Red Bay, Castle Hill, Hawthorne Cottage, Ryan Premises, Signal Hill and Cape Spear National Historic Sites. Operating season may vary.

Table 15. System of Regional Museums: Operating Season 2017 and 2018

Museum	2017	2018	% Change
Mary March Provincial Museum	3,502	3,516	0.4
Provincial Seamen's Museum	2,915	2,949	1.2
Labrador Interpretation Centre	2,431	2,396	-1.4
Overall	8,848	8,861	0.1

Source: Department of Tourism, Culture, Industry and Innovation

Table 16. MC & IT and Event Statistics City of St. John's: 2017 and 2018

	2017	2018	% Change
Number of MC & IT and Events	92	95	3.3
Number of MC & IT and Event Room Nights	30,066	31,371	4.3
Number of MC & IT and Event Delegates	23,316	23,745	1.8

Source: Destination St. John's

Table 17 (a). Provincial Parks: Camping Units Registered (Operating Season) 2017 and 2018 by Park			
Provincial Park	2017	2018	% Change
Barachois Pond	10,588	8,751	-17.3
Blow Me Down	1,384	1,287	-7.0
J. T. Cheeseman	3,392	3,323	-2.0
Pinware River (Labrador)	675	579	-14.2
Pistolet Bay	1,934	1,863	-3.7
Sandbanks	1,233	1,568	27.2
Squires Memorial	4,783	3,741	-21.8
Western & Labrador Straits Region	23,989	21,112	-12.0
Dildo Run	3,409	3,723	9.2
Notre Dame	5,857	5,502	-6.1
Central Region	9,266	9,225	-0.4
Frenchman's Cove	3,981	3,331	-16.3
Lockston Path	4,804	4,733	-1.5
Eastern Region	8,785	8,064	-8.2
Butter Pot	13,402	12,753	-4.8
La Manche	6,622	6,385	-3.6
Avalon Region	20,024	19,138	-4.4
Province	62,064	57,539	-7.3
Source: Parks Division, Department of Tourism, Culture, Industry and Innovation			

Table 17 (b). Provincial Parks: Camping Units Registered (Operating Season) 2017 and 2018 by Origin			
	2017	2018	% Change
Newfoundland and Labrador	46,163	45,229	-2.0
Non-Residents	15,901	12,310	-22.6
Province	62,064	57,539	-7.3
Source: Parks Division, Department of Tourism, Culture, Industry and Innovation			

Table 18 Cape St. Mary's and Mistaken Point Ecological Reserves 2017 and 2018			
Number of Visitors	2017	2018	% Change
Cape St. Mary's	15,138	15,850	4.7
Mistaken Point	2,563	2,253	-12.1

Source: Department of Tourism, Culture, Industry and Innovation

Table 19. Edge of Avalon Interpretive Centre: (May to October) 2017 and 2018			
Visitors	2017	2018	% Change
Number of Visitors	8,810	8,448	-4.1

Source: Edge of Avalon Interpretive Centre (Portugal Cove South)
Notes: Mistaken Point received UNESCO designation on July 17th, 2016

Table 20. Myrick Wireless Interpretation Centre: (July to September) 2017 and 2018			
Visitors	2017	2018	% Change
Number of Visitors	1,352	2,431	79.8

Source: Myrick Wireless Interpretation Centre (Cape Race)

Table 21. Salmonier Nature Park: June to October 2017 and 2018			
Visitors	2017	2018	% Change
Number of Visitors	45,464	52,352	15.2

Source: Salmonier Nature Park

Table 22. Colony of Avalon (Ferryland): May to October 2017 and 2018			
Visitors	2017	2018	% Change
Number of Visitors	15,320	14,624	4.5

Source: Colony of Avalon Foundation (Ferryland)

Table 23. Matthew Legacy Centre/: (May to September) 2017 and 2018			
Visitors	2017	2018	% Change
Number of Visitors	9,996	10,982	9.9

Source: Matthew Legacy Centre

Table 24. Bell Island # 2 Mine Tour: Operating Season 2017 and 2018			
Visitors	2017	2018	% Change
Number of Visitors	14,746	15,505	5.1
Source: Bell Island Heritage Society			

Table 25. North Atlantic Aviation Museum: May to October 2017 and 2018			
Visitors	2017	2018	% Change
Number of Visitors	11,377	11,473	0.8
Source: North Atlantic Aviation Museum			

Table 26. Salmonoid Interpretation Centre: June to September 2017 and 2018			
Visitors	2017	2018	% Change
Number of Visitors	18,601	18,443	-0.8
Source: Salmonoid Interpretation Centre			

Table 27. Newfoundland Insectarium: May to October 2017 and 2018			
Visitors	2017	2018	% Change
Number of Visitors	24,810	25,084	1.1
Source: Newfoundland Insectarium			

Table 28 The Rooms			
Number of Visitors	2017	2018	% Change
January to December	76,527	78,389	2.4
May to October	52,380	54,574	4.2
Source: The Rooms, Department of Tourism, Culture, Industry and Innovation			

Table 28 Johnson Geo Centre			
Number of Visitors	2017	2018	% Change
January to December	45,166	45,740	1.3
May to October	34,066	35,002	2.7
Source: Johnson Geo Centre			

Table 30. Sealer's Interpretation Centre			
Visitors	2017	2018	% Change
Number of Visitors (June to October)	5,101	5,028	-1.4
Source: Sealer's Interpretation Centre			

Table 31. Railway Coastal Museum			
Visitors	2017	2018	% Change
Number of Visitors	12,126	10,526	-13.2
Source: Railway Coastal Museum			

Table 32: Rose Blanche Lighthouse			
Visitors	2017	2018	% Change
Number of Visitors	5,371	5,357	-0.3
Source: Rose Blanche Lighthouse			

Table 33: Durrell Museum			
Visitors	2017	2018	% Change
Number of Visitors	3,950	4,640	17.5
Source: Durrell Museum			

Table 34: Wooden Boat Museum			
Visitors	2017	2018	% Change
Number of Visitors	2,441	2,679	9.8
Source: The Wooden Boat Museum			

Table 35: Burgeo Museum			
Visitors	2017	2018	% Change
Number of Visitors	143	250	74.8
Source: Burgeo Museum			

Table 36. Battle Harbour Historic Properties			
Visitors	2017	2018	% Change
Number of Visitors (overnight – sameday)	721	1,043	44.7
Source: Battle Harbour Historic Properties			

Table 37. Cupid's Legacy Centre			
Visitors	2017	2018	% Change
Number of Visitors	6,676	6,449	-3.4
Source: Cupid's Legacy Centre			

Table 38. Norstead Viking Village			
Visitors	2017	2018	% Change
Number of Visitors	13,002	10,002	-23.0
Source: Norstead Viking Village			

Table 39. Blackhead One Room School and Church Museum			
Visitors	2017	2018	% Change
Number of Visitors	1,170	1,113	-4.9
Source: Blackhead One Room School and Church Museum			

Table 40. Petty Harbour Mini Aquarium			
Visitors	2017	2018	% Change
Number of Visitors	17,500	15,777	-9.8
Source: Petty Harbour Mini Aquarium			

Table 41. Manuel's River Interpretation Centre			
Visitors	2017	2018	% Change
Number of Visitors	5,509	3,254	-40.9
Source: Manuel's river Interpretation Centre			

Table 42. Corner Brook Museum and Archives			
Visitors	2017	2018	% Change
Number of Visitors	3,992	3,500	-12.3
Source: Corner Brook Museum and Archives			

Table 43. Admiralty House Communication Museum			
Visitors	2017	2018	% Change
Number of Visitors	1,902	3,986	109.6
Source: Admiralty House Communication Museum			

Table 44. Sir William Ford Coaker Foundation Properties			
Visitors	2017	2018	% Change
Number of Visitors	6,327	5,866	-7.3
Source: Admiralty House Communication Museum			

Table 45. Trinity Historical Society Attractions			
Visitors	2017	2018	% Change
Number of Visitors	4,863	5,872	20.7
Source: Trinity Historical Society			

Table 46. Quidi Vidi Plantation			
Visitors (May to October)	2017	2018	% Change
Number of Visitors	23,808	22,808	-4.2
Source: Trinity Historical Society			

Table 47. Skier Visits: Operating Season Marble Mountain 2016/2017 and 2017/2018			
	2016/2017	2017/2018	% Change
Ski Days	92	73	-20.7
Skier Visits	63,176	59,402	-6.0
Average Visits per Day	687	814	18.5
Source: Marble Mountain Development Corporation			