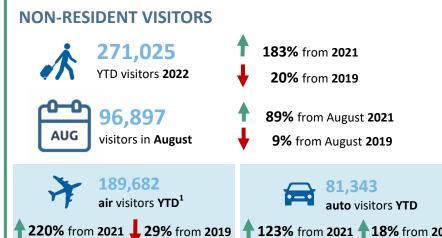


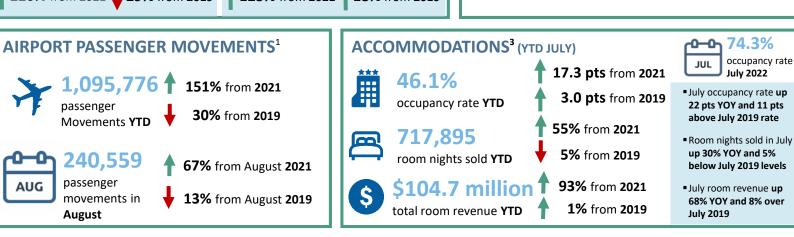
TOURISM SNAPSHOT YTD AUGUST 2022

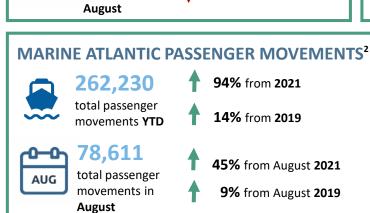
HIGHLIGHTS

- Provincial tourism performance continued to improve during the first eight months of 2022 across a range of indicators, with visitation in the month of August 36% higher than in July. The number of non-resident air and auto visitors to NL reached 271,025 from January to August, a 183% increase compared to the same period in 2021. While auto visits have recovered to surpass 2019 levels (+18%), air visitation (-29%) has been slower to recover, leaving overall year-to-date non-resident visitation 20% below pre-pandemic 2019 levels.
- Auto visitation has been strong over the first eight months of 2022 - 123% above the same period in 2021 and 18% above 2019 levels. Marine Atlantic passenger movements and passengerrelated vehicle movements have also surpassed 2019 levels over this period. Despite posting strong growth compared to 2021 (+220%), visits by air have been slower to recover, reaching 71% of 2019 levels for the January to August 2022 period.
- The licenced accommodations sector continued to recover, with the occupancy rate (+17.3 pts), room nights sold (+55%) and total room revenue (+93%) all up for the January to July period compared to the same period last year. Room nights sold have recovered to 95% of 2019 levels, while total room revenue was 1% higher than during the same period in 2019. The occupancy rate from January to July was 3.0 points above where it stood during the same period in 2019 and the average daily rate stands 7% above where it was during this period in 2019. Room night sales in August were 24% higher than in July, while room revenue was 27% higher than in the previous month.











178% from 2021

23% from 2019

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 September 2022 and subject to revision pending further reporting by licenced operators