

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 passenger-related 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.



NON-RESIDENT VISITORS



271,025

YTD visitors 2022



183% from 2021

20% from 2019



96,897

visitors in August



89% from August 2021

9% from August 2019



189,682

air visitors YTD¹

220% from 2021 **29%** from 2019



81,343

auto visitors YTD

123% from 2021 **18%** from 2019

PROVINCIAL HISTORIC SITES & VISITOR INFORMATION CENTRES

Provincial Historic Sites



98,324

visitors May-August



312% from 2021

18% from 2019

Visitor Information Centres



80,758

visitors May-August



154% from 2021

19% from 2019

AIRPORT PASSENGER MOVEMENTS¹



1,095,776

passenger Movements YTD

151% from 2021

30% from 2019



240,559

passenger movements in August

67% from August 2021

13% from August 2019

ACCOMMODATIONS³ (YTD JULY)



46.1%

occupancy rate YTD



17.3 pts from 2021

3.0 pts from 2019



717,895

room nights sold YTD



55% from 2021

5% from 2019



\$104.7 million

total room revenue YTD



93% from 2021

1% from 2019



74.3%

occupancy rate July 2022

▪ July occupancy rate up **22 pts YOY** and **11 pts above July 2019 rate**

▪ Room nights sold in July up **30% YOY** and **5% below July 2019 levels**

▪ July room revenue up **68% YOY** and **8% over July 2019**

MARINE ATLANTIC PASSENGER MOVEMENTS²



262,230

total passenger movements YTD

94% from 2021

14% from 2019



78,611

total passenger movements in August

45% from August 2021

9% from August 2019

SEAT CAPACITY



618,874

inbound non-stop seat capacity to NL YTD Aug



178% from 2021

23% 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 September 2022 and subject to revision pending further reporting by licenced operators