

2001/2002
Travel/Tourism Indicators for Newfoundland & Labrador

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**Selected Travel/Tourism Indicators for Newfoundland and Labrador:
2000, 2001 and 2002**

	2000	2001	2002	% Change 00/01	% Change 01/02	% Change 00/02
Marine Atlantic Ferry Service (Both Directions)						
Passengers Carried	508,970	481,560	528,972	-5.4	9.8	3.9
Passenger Related Vehicles	159,759	153,880	172,726	-3.7	12.2	8.1
Commercial Related Vehicles	77,289	78,963	79,092	2.2	0.2	2.3
Non-Resident Auto Visitors	149,975	141,675	161,442	-5.5	14.0	7.6
Residents Exiting by Auto	104,510	97,061	101,036	-7.1	4.1	-3.3
Airport Passenger Movements	1,281,425	1,368,968	1,283,829	6.8	-6.2	0.2
Direct International Arrivals (St. John's)	15,401	15,392	17,097	-0.1	11.1	11.0
Occupancy Levels (St. John's)	69.6	69.7	69.3	0.1	-0.6	-0.4
Information Centres	119,333	119,476	137,139	0.1	14.8	14.9
Car Rental Revenue (St. John's Airport)	\$8,557,743	\$9,820,883	\$9,383,240	14.8	-4.5	9.6
Exiting Buses	294	235	237	-20.0	0.9	-19.4
Cruise Ship Passenger Visits	14,860	24,397	25,410	64.2	4.2	71.0

Please refer to the note on the next page for the time period covered by each travel/tourism indicator presented.

Notes:

1. *Passengers carried by Marine Atlantic covers the period January to December.*
2. *Passenger related traffic carried by Marine Atlantic covers the period January to December.*
3. *Commercial related traffic carried by Marine Atlantic covers the period January to December.*
4. *Non-resident Auto covers the period January to December.*
5. *Residents exiting by Automobile covers the period January to December.*
6. *Airport passenger movements at the province's six major airports covers the period January to December.*
7. *Direct International Arrivals covers the period January to December.*
8. *Occupancy levels for St. John's covers the period January to December as reported by Pannell Kerr Forster; (Airport Plaza, Best Western Travellers Inn, Hotel Newfoundland, Delta Hotel, First City Motel, Holiday Inn, Quality Hotel (Journey's End) and Hotel St. John's).*
9. *Information Centres covers the period mid May to mid October.*
10. *Car Rental Revenue at the St. John's airport covers the period January to December.*
11. *The number of exiting buses covers the period May to October.*
12. *The number of cruise ship passengers covers the cruise season.*

2002 Travel/Tourism Indicators For Newfoundland and Labrador

Introduction

The Strategic Planning and Policy Division, Department of Tourism, Culture and Recreation is responsible for the maintenance of a travel/tourism data base that permits the monitoring of various travel/tourism statistical indicators. This is achieved through the co-operation of many industry stakeholders and Departmental staff that provide data to the division on a regular basis.

Purpose

The purpose of this document is to provide current travel/tourism statistics on the province's travel/tourism industry. It includes a brief discussion of each available travel/tourism indicator with supporting tables summarizing the data for the 2001 and 2002 time periods.

Travel/Tourism Indicators

1. Marine Atlantic Passenger and Vehicle Traffic Data provide by Marine Atlantic indicates that between January and December 2002, 528,972 passengers and 172,726 passenger related vehicles were carried on the ferry system operating between Newfoundland and Nova Scotia. These volumes each represent increases of 9.8% and 12.2% respectively over the same time period last year.

Due in part to a lingering effect of September 11, 2001 and ongoing airline restructuring more visitors appear to have chosen to drive to the province instead of fly. During 2002, Newfoundland and Labrador Airport activity was down approximately 6%.

In addition 79,092 commercial related vehicles were carried by Marine Atlantic between January and December 2002, no change from last year.

2. Non-Resident Automobile Visitors Data provided by both Marine Atlantic and Agriculture Canada indicates that non-resident automobile visitors to the province reached 161,442 between January and December 2002. This is an increase of 14.0 over 2001 levels.

Travellers from the Maritimes increased 8% during this time period to 68,251 visitors while travellers from Ontario increased 20% to 50,562.

Other origins include Quebec (8,794), an increase of 29%, Western Canada (11,083), an increase of 27% and visitors from the United States (22,687), an increase of 10% over last year.

3. Residents Exiting by Automobile Data provided by Marine Atlantic and Agriculture Canada indicates that 101,036 Newfoundland and Labrador residents exited the province by automobile between January and December 2002. This represents an increase of 4.1% over 2001 levels.

4. Airport Traffic Data provided by the Airport Managers to Transport Canada indicates that 1,283,829 passengers boarded or deplaned at the Province's six major airports between January and December 2002. These 1,283,829 passengers represents a decrease of 6.2% over 2001 levels.

The level of activity at the province's airports continues to be impacted significantly by the terrorist attack on the World Trade Centre in New York on September 11, 2001. More travellers are choosing to drive instead of fly as reflected in passenger traffic on the Marine Atlantic ferry during 2002, up 10% to 528,972

While airport traffic decreased 6.2% at the Provincial level between January and December 2002, significant variation was evident at the airport level. Specifically St. John's airport reported a decrease of 6% to 868,643 passenger movements while Gander, Stephenville, Goose Bay and Wabush Airports reported declines ranging from 10% to 17%.

Activity at Deer Lake is the only major airport in Newfoundland and Labrador and in fact Atlantic Canada to register an increase in activity during this period (+7% to December).

5. Direct International Arrivals- St. John's Airport Data provided by Customs and Excise indicated that there was 17,097 non-resident arrivals between January and December 2002, an increase of 11.1% over the same time period of 2001. During 2001 the level of activity at the St. John's Airport was impacted significantly by the terrorist attack on the World Trade Centre in New York on September 11.

Direct arrivals to the end of December 2002 included 555 from Germany, 4,213 from Great Britain and 868 from France (excluding St. Pierre and Miquelon). This level from Great Britain is 9% lower than those reported during the same time period of 2001 while direct arrivals from Germany and France have increased over the previous year.

In addition 5,399 direct arrivals were reported from the French islands of St. Pierre and Miquelon between January and December 2002, an increase of 17% over last year's volume. As well 13,392 Newfoundland and Labrador residents returned to the Province, an increase of 11% from the number of returning residents reported between January and December 2001.

6. Provincial Archives Data provided by the Provincial Archives of Newfoundland and Labrador indicates that 8,039 users/researchers utilized the services at the Colonial Building between January and December 2002. This represents an increase of 0.2% over last year.

7. System of Provincial Museums Data available in the Department indicates the system of Provincial Museums attracted 37,211 visitors covering the operating period ending December 2002. This level of activity represents an increase of 5% over the 2001 season and is been driven by significant growth in visits to the three regional museums. Prior to this year the number of visits to the system of museums have been declining since 1997.

7. System of Provincial Museums (continued) Specifically the Provincial Museum of Newfoundland and Labrador attracted 18,505 visitors between January and December 2002. This represents a decrease of 5% over 2001.

The Mary March Museum, Grand Falls/Windsor attracted 8,965 visitors between May and October 2002, an increase of 26% over 2001 levels while the Logging Museum in Beothuck Park (Grand Falls/Windsor) attracted 3,486 visitors between May and September 2002, an increase of 21% over last years level. The Seamen's Museum, Grand Bank attracted 6,255 visitors between of May and October 2002 an increase of 4% over last years levels.

8. Accommodation Trends Data collected in Pannell Kerr Forster's (PKF) sample of *St. John's* hotels achieved an occupancy rate of 69% for the months of January to December 2002, a decline of 1% from the level reported during the same time period of 2001.

Despite the decline in occupancy the PKF sample of *St. John's* hotels achieved a 7% higher average daily rate for the months of January to December at \$110.48 compared to \$103.13 for the months of January to December 2001. Revenue per available room for *St. John's* also increased to \$76.51 for January to December 2002 from the \$71.85 reported for the months of January to December 2001.

9. Car Rental Revenue-St. John's Airport Data provided by the Airports Managers Office indicates car rental revenue of approximately \$9.4 million between January and December 2002, a decrease of 5% over the same time period of 2001. Passenger movements through *St. John's* Airport also decreased during this time period (-6%).

10. Skier Visits Data provided by Marble Mountain indicate that skier visits reached approximately 62,508 during the 2001/2002 ski season. This represents no change compared to the 2000/2001 ski season. Data for White Hills and Copper Creek during the 2001 and 2002 ski season were not available.

11. International Arrivals (Fortune Ferry Terminal) Data provided by Customs and Excise indicate 13,225 arrivals at Fortune between May and October 2002. This represents an increase of 22% over the same time period of 2001.

Newfoundland and Labrador residents returning to the province between May and October 2002 increased 25% to 3,771 travellers while 3,845 residents of *St. Pierre and Miquelon* travelled to the province during the same time period, an increase of 15% over 2001 levels.

12. Bus Traffic Via Marine Atlantic Data provided by Marine Atlantic indicates that 237 buses exited the province between May and October 2002. This is an increase of 2 buses or 1% higher than 2001 levels.

13. Provincial Chalets Data available in the department indicates that 137,139 travellers visited the province's seven chalets between mid May and mid October 2002. This represents an increase of 14.8% over the same time period of 2001. All seven chalets operated by the province recorded significant increases in visitation during the 2002 season. These increased levels were due in part to the significant increase in Marine Atlantic Ferry traffic and improved scheduling particularly at Argentia.

Travellers visiting the centre at Argentia increased 56% to 7,323 visitors while visitors to the Clarenville increased 14% to 10,341. In addition the centres located at Deer Lake and North Sydney, Nova Scotia also reported increases during the mid May to mid October time period. Specifically Deer lake increased 12% to 27,092 visitors while visitors to North Sydney increased 11% to 33,809.

The remaining three centres in the province also reported increases in visitation between mid May and mid October 2002. This included Port Aux Basques +14% to 32,138 visitors, Whitbourne +18% to 13,766 visitors and Notre Dame Junction +16% to 12,670 visitors.

14. Provincial Historic Sites Data available in the department indicates that 65,638 travellers and 568 groups visited the province's system of historic sites between mid June and mid October 2002. This volume of Travellers/visitors represent an increase of 45% over the same time period of last year while the number of groups increased by 27% compared to the number visiting in 2001.

The increase (45%) in the number of visitors to the system of historic sites reverses the declining levels experienced during the previous operating seasons covering the period 1998 to 2001. In fact the number of visitors reported during the 2002 season is the third highest level experienced in the last 13 years exceeded only in 1995 (66,879 visitors) and again in 1997 when 93,474 visitors were recorded during the Cabot 500 celebrations.

While the number of groups visiting the system of historic sites also increased during 2002 (27%), the number of groups reported during 2002 is approximately two thirds of the number recorded in 1998 (838).

Specifically during the 2002 operating season visitation to Cape Bonavista Lighthouse doubled to 12,702 visitors while visitation to the Mockbeggar Plantation increased 61% to 3,806.

Visitation to the Bonavista Lighthouse increased in 2002 due in part to an enhanced experience made possible through extensive renovations and improvements and for the first time in two years, the lighthouse has been furnished to reflect an 1870 dwelling. In addition the increase at the lighthouse, in part, can be attributed to the availability of natural history interpretation panels that has raised awareness and educated visitors about whale, puffins and icebergs.

The Provincial Historic Sites in the Trinity area also experienced significant increases during the 2002 season. The Ryan Shop Mercantile Building reported 7,198 visitors between mid May and mid October, an increase of 53% over 2001. The Hiscock House and The Trinity Interpretation Centre increased 48% and 32% to 5,418 and 6,746 visitors respectively.

14. Provincial Historic Sites (Continued) The number of visitors to the Beothuck Interpretation Centre at Boyd's Cove increased 18% to 8,222 visitors while visitors to the Point Amour Lighthouse and the Heart's Content Cable Station reached 5,695 and 7,428 increases of 50% and 11% respectively over 2001.

The two Provincial Historic Sites in the St. John's area also reported increases during the 2002 operating season. Specifically Commissariat House recorded 5,058 visitors between mid May and mid October, an increase of 36% while visitation to Quidi Vidi Battery increased 29% to 3,365 visits.

15. Terra Nova National Park Data provided by Terra Nova National Park indicates 21,192 camper nights were registered at Newman Sound and Malady Head campgrounds during the 2002 camping season. This represents an increase of 7.4% over the number of camper nights registered during 2001.

Other indicators covering the period ending October 2002 include 147 motorcoaches and 5,489 motorcoach passengers, increases of 13% and 28% respectively over 2001 levels. Increases in visitation were also reported for the Marine and Activity Centres, 8% and 23% respectively for the period ending October 2002. Group tenting and back country camping were also up during 2002 while boat docking and Sandy Pond reported lower utilization during the 2002 season.

16. Gros Morne National Park Data provided by Gros Morne National Park indicates that 10,757 vehicles passed through the Wiltondale gateway during the 2002 operating season, an increase of 2% over 2001 while camper nights reported at Berry Hill, Green Point, Lomond, Shallow Bay and Trout River reached 15,791 nights during the 2002 camping season; an increase of 7% over the same time period of 2001.

Other indicators include 554 motorcoach visits and 17,552 motorcoach passengers during 2002, increases of 54% and 55% respectively over last years levels. In addition Western Brook and Trout River Boat tours recorded 31,383 visitors during the 2002 operating season, an increase of 18% over 2001 levels.

Visitation to Broom Point, The Discovery Centre, Lobster Cove Lighthouse and the Visitor Centre all increased during the 2002 season. Specifically Broom Point increased 12% to 9,172 visitors while 33,783 visitors were reported at the Discovery Centre for the 2002 season, an increase of 20%. Activity at the Lobster Cove Lighthouse and the Visitor Centre increased 7% and 28% to 24,086 and 59,971 visitors respectively.

17. National Historic Sites The system of the National Historic Sites operating in the province recorded significant increased in visitation during the 2002 season. These increased levels were due in part to the significant increase in Labrador Straits Ferry traffic and Marine Atlantic Ferry traffic with improved scheduling particularly at Argentia.

17. National Historic Sites (Continued) Specifically L'Anse Aux Meadows reported 33,416 visitors between May and October 2002, an increase of 24% over 2001 levels. Red Bay National Historic Site received 9,887 visitors between June and October 2002, an increase of 24% over last years levels while Port Au Choix reported 13,273 visitors between June and October, an increase of 16%.

Cape Spear, Castle Hill, The Ryan Premises and Hawthorne Cottage all reported increased visitation in 2002 while Signal Hill visits were mixed. Specifically visitation to Castle Hill reached 16,031 visitors between May and October 2002, an increase of 8% over last year while visitation to The Ryan Premises and Hawthorne Cottage increased 24% and 36% to 8,655 and 6,150 visitors respectively. Visitation to Cape Spear National Historic Site increased approximately 70% at both the visitor centre and the lighthouse with 30,281 and 16,512 visitors respectively for the May to October time period.

Visitation to Signal Hill visitor centre reached 9,774 visitors between May and October 2002, a decrease of 10% over last years levels. The levels recorded at this site in 2001 as a result of the heightened awareness generated through the *Receiving the World (Marconi) Celebrations* could not be realistically maintained. Notwithstanding the above the Cabot Tower was just as popular as always as 46,269 visits were recorded between June and October, an increase of 15% over 2001 levels.

18. Provincial Parks Data available in the Department indicates that 50,511 camping units were registered at the system of parks up to September 2, 2002. This represents an increase of 7,197 units or 16.6% over the same time period of 2001.

While camping units increased 16.6% at the provincial level up to September 2, 2002 differences were evident at the regional and more specifically the park level (see table 18). The seven parks located in the Western and Labrador Straits region reported 20,027 camping units, an increase of 12% over last season while the two parks located in the Avalon region increased 17% to 16,427 camping units.

The two parks located in the Eastern Region reported an increase of 33% to 5,624 camping units registered up to September 2, 2002 while the two parks located in the Central Region recorded an increase of 17% to 8,433 camping units.

19. Cape St. Mary's Ecological Reserve Data available in the Department indicates that between May and early October 2002 18,103 visitors were reported at Cape St. Mary's. This represents an increase of 15% over the same time period of 2001.

20. Salmonier Nature Park Data available from Salmonier Nature Park indicates that between June and October 2002 34,966 visitors were reported at the nature park. This represents a decrease of 6% over 2001 levels. Decreases were reported in two of three program areas including group and school visits (-23% and -70% respectively). General visitation during 2002 increased 2% to 31,598 visitors.

21. Colony of Avalon (Ferryland) Data provided by the Colony of Avalon indicates that the archaeology site in Ferryland was visited by 18,473 travellers between May and October 2002, an increase of 0.9% over 2001 levels. Visitation to the archaeology site has been increasing since 1994 when only 4,355 visitors were reported.

22. Railcar & ACVB Visitor Centres (St. John's) Data provided by the City of St. John's indicates that 9,435 people visited the railcar on the waterfront between June 15 and August 31, 2002; a decrease of 17% over 2001 levels. The number of people utilizing the service at the railcar has been declining since 1997 when approximately 16,000 visitors were reported.

The number of non-resident visitors utilizing the centre decreased 29% to 6,273 while resident visitation was mixed. Visits from the capital city specifically increased 28% to 2,833 while resident visits from other parts of the province decreased over 2001 levels (-10% to 329).

The Avalon Convention and Visitors Bureau operates an information booth at the St. John's airport. Between June and September 2002 this booth received 28,398 visitors, an increase of 50% over the same time period last year. It should be noted that traffic to the ACVB information booth was impacted on two fronts during 2001; Specifically the centre was closed from August 24 to September 10 due to ongoing airport renovations and it was also closed from September 11 to 16, 2001 due to the terrorist attack on the World Trade Centre in New York on September 11.

23. Cruise Ship Visits Data provided by the Cruise Ship Authority of Newfoundland and Labrador indicates that 14 cruise ships visited 90 ports of call around the province during the 2002 season compared to 17 ships and 69 ports of call in 2001.

These 14 cruise ships visiting/reported in 2002 accounted for 25,410 passenger and 13,378 crew visits to the various (90) ports of call. Passenger visits increased 4% over the 2001 season while the number of port call increased 30%. The number of port calls experienced during the 2002 cruise season continued the growth in this industry over the past number of years.

St. John's was the most popular port of call in 2002 receiving 18 visits accounting for 12,191 passenger and 6,077 crew visits increases of 18% and 6% respectively.

24. Strait of Belle Isle Ferry Service Data provided by the Department of Work Services and Transportation indicates 20,564 vehicle and 62,743 passenger movements between St. Barbe and Blanc Sablon between May and October 2002. This represents increases of 17% and 21% respectively over the number of vehicles and passenger movements recorded in 2001.

25. Labrador West Visitation Data provided by the Labrador West Tourism Association indicates that 3,116 visitors signed the guest book at the visitor information centre in Wabush between June and September 2002, an increase of 3% over the level reported in 2001.

In addition the Labrador West Tourism Association reported 708 visitors through 16 motorcoach/group tours down slightly from the 900 visitors and 18 motorcoach/groups tours reported in 2001.

Further to the motorcoach and visitor information centre visits reported during 2002, Labrador West hosted a Come Home Week Celebration during July with a registration of approximately 2,000 out of town guests.

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		
	2001	2002	% Change	2001	2002	% Change	2001	2002	% Change
Passengers Carried	436,576	479,758	9.9	44,984	49,214	9.4	481,560	528,972	9.8
Passenger Related Vehicles Carried (PRV=S)	137,613	155,147	12.7	16,267	17,579	8.1	153,880	172,726	12.2
Commercial Related Vehicles Carried (CRV=S)	78,657	78,787	0.2	306	305	-0.3	78,963	79,092	0.2
# of Crossings	2,095	2,150	2.6	80	80	0.0	2,175	2,230	2.5

Source: Marine Atlantic Traffic Reports

Note: The Port Aux Basques to North Sydney service operates year round while the Argentia to North Sydney service operated between June and October during 2001 and June and September during 2002.

Table 2. Non-Resident Automobile Visitors by Origin: January to December

Origin	2001	2002	% Change
Maritimes	63,446	68,251	7.6
Ontario	42,097	50,562	20.1
Quebec	6,823	8,794	28.9
Western Canada	8,721	11,083	27.1
United States	20,586	22,687	10.2
Province	141,675	161,442	14.0

Source: Marine Atlantic and Agriculture Canada

Note: Categories may not add to the total due to rounding.

Table 3. Residents Exiting by Automobile: January to December

Origin	2001	2002	% Change
Newfoundland & Labrador	97,061	101,036	4.1

Source: Marine Atlantic and Agriculture Canada

Table 4. Airport Passenger Movements: January to December

Airport	2001	2002	% Change
St. John's	921,615	868,643	-5.7
Gander	106,612	88,519	-17.0
Deer Lake	140,325	150,556	7.3
Stephenville	47,415	39,378	-17.0
Goose Bay	98,425	88,359	-10.2
Wabush	54,576	48,374	-11.4
Province	1,368,968	1,283,829	-6.2

Source: Airport Managers, Transport Canada

Table 5. Direct International Arrivals (St. John's Airport): January to December

Origin	2001	2002	% Change
Returning Residents	12,032	13,392	11.3
Other Canadians	984	1,686	71.3
Great Britain	4,612	4,213	-8.7
Germany	278	555	99.6
France	783	868	10.9
St. Pierre & Miquelon	4,608	5,399	17.2
United States	341	774	127.0
Japan	1	9	800.0
Other Countries	3,785	3,593	-5.1
Overall (Non-Residents)	15,392	17,097	11.1

Source: Customs & Excise, Revenue Canada (St. John's Office).

Note: Data for 2001 does not include the approximately 4,200 passengers who made emergency landings due to the terrorists attack on the World Trade Centre on September 11.

Table 6. Provincial Archives: January to December

	2001	2002	% Change
Number of Users/Researchers	8,021	8,039	0.2

Source: Provincial Archives of Newfoundland and Labrador

Table 7. System of Provincial Museums: Operating Season to December

Museum	2001	2002	% Change
Provincial Museum of Newfoundland and Labrador	19,436	18,505	-4.8
Mary March Museum	7,103	8,965	26.2
Seamen's Museum	6,035	6,255	3.6
Logging Museum	2,882	3,486	21.0
Overall	35,456	37,211	4.9

Source: Cultural Heritage Division, Department of Tourism, Culture & Recreation.

Notes: The Provincial Museum of Newfoundland and Labrador operates year round. The Mary March and Seamen's Museum operate between May and October while the Logging Museum operates between May and September.

Data presented for the Provincial Museum of Newfoundland and Labrador covers the period January to December.

Data presented for Mary March Museum covers the period May to October.

Data presented for the Logging Museum covers the period May to September.

Data presented for the Seamen's Museum covers the period May to October.

Table 8. Accommodation Trends: St. John's (January to December)

<i>St. John's</i>	2001	2002	% Change
Occupancy Rates	69.7	69.3	-0.6
Average Daily Rate	\$103.13	\$110.48	7.1
Revenue Per Available Room	\$71.85	\$76.51	6.5

Source: Pannell Kerr Forster Consulting Inc. *Trends in the Canadian Hotel Industry*[®]

Table 9. Car Rental Revenue (St. John's Airport): January to December

	2001	2002	% Change
Car Rental Revenue	\$9,820,883	\$9,383,240	-4.5

Source: City of St. John's and St. John's Airport Authority

Table 10. Skier Visits: Operating Season

	2000/2001	2001/2002	% Change
Skier Visits	62,574	62,508	-0.1

Source: Marble Mountain

Table 11. Passenger Arrivals (Fortune Ferry Terminal): May to October

Origin	2001	2002	% Change
Returning Residents	3,007	3,771	25.4
St. Pierre & Miquelon	3,347	3,845	14.9
Other Canadians	3,702	4,786	29.3
United States	597	637	6.7
Other Countries	221	186	-15.8
Overall	10,874	13,225	21.6

Source: Customs & Excise, Revenue Canada (Fortune Office).

Table 12. Exiting Bus Traffic via Marine Atlantic: May to October

	2001	2002	% Change
Number of Exiting Buses	235	237	0.9

Source: Marine Atlantic Traffic Reports.

Table 13. Provincial Chalet Visits: Operating Season to mid October

Provincial Chalet	2001	2002	% Change
Port Aux Basques	28,249	32,138	13.8
Deer Lake	24,211	27,092	11.9
Notre Dame Junction	10,936	12,670	15.9
Clareville	9,069	10,341	14.0
Whitbourne	11,719	13,766	17.5
Argentia	4,684	7,323	56.3
North Sydney, NS	30,608	33,809	10.5
Total	119,476	137,139	14.8

Source: Tourism Division, Department of Tourism, Culture & Recreation

Notes:

The 2001 operating season for Argentia is May 16 to September 21 while the remaining centres operated May 16 to October 16.

The 2002 operating season for Argentia is May 15 to October 2 while the remaining centres operated May 15 to October 15.

The chalet statistics do not include telephone calls to the various centres.

Table 14. Provincial Historic Site Visits: Mid June to Mid October

Year/Time Period		Operating Days	# of Visitors	# of Groups
1998	June 15-Oct 2	110	64,129	838
1999	June 19-Oct 8	112	56,018	752
2000	June 12-Oct 6	117	46,087	501
2001	June 11-Oct 5	117	45,321	446
2002	June 17-Oct 11	117	65,638	568

Historic Site	2001	2002	% Change
Cape Bonavista Lighthouse	5,700	12,702	122.8
Heart's Content Cable Station	6,699	7,428	10.9
Ryan Shop Mercantile Building	4,718	7,198	52.6
Point Amour Lighthouse	3,786	5,695	50.4
Trinity Interpretation Centre	5,106	6,746	32.1
Quidi Vidi Battery	2,605	3,365	29.2
Mockbeggar Plantation	2,365	3,806	60.9
Hiscock House	3,660	5,418	48.0
Commissariat House	3,723	5,058	35.9
Boyd's Cove	6,959	8,222	18.1
Province	45,321	65,638	44.8

Source: Cultural Heritage Division, Department of Tourism, Culture & Recreation

Notes: The 2001 season covers the period June 11 to October 5 while the 2002 season covers the period June 17 to October 11.

Table 15. Terra Nova National Park Visitation (Season to October)

Terra Nova Park	2001	2002	% Change
Camper Nights	19,623	21,192	7.4
Marine Centre	18,155	19,691	7.8
Activity Centre	4,710	6,107	22.9
Motorcoach Visits	128	147	12.9
Motorcoach Passengers	3,949	5,489	28.1

Source: Terra Nova National Park

Table 16. Gros Morne National Park Visitation: (Operating Season)

Gros Morne Park	2001	2002	% Change
Wiltondale Gateway (Vehicles)	10,549	10,757	2.0
Camper Nights	14,730	15,791	7.2
Visitors (Discovery Centre)	28,146	33,783	20.0
Visitors (Visitor Centre)	46,960	59,971	27.7
Visitors (Lighthouse)	22,626	24,086	6.5
Visitors (Broom Point)	8,204	9,172	11.8
Motorcoach Visits	360	554	53.9
Motorcoach Passengers	11,296	17,552	55.4
Boat Tours (People)	26,570	31,383	18.1

Source: Gros Morne National Park

Table 17. National Historic Sites: Operating Season

Historic Site	2001	2002	% Change
L-Anse Aux Meadows	27,044	33,416	23.6
Port Au Choix	11,470	13,273	15.7
Red Bay	7,961	9,887	24.2
Castle Hill	14,868	16,031	7.8
Ryan Premises	6,961	8,655	24.3
Hawthorne Cottage	4,531	6,150	35.7
Signal Hill (Visitor Centre)	10,873	9,774	-10.1
Signal Hill (Cabot Tower)	40,258	46,269	14.9
Cape Spear (Visitor Centre)	17,769	30,281	70.4
Cape Spear (Lighthouse)	9,728	16,512	69.7

Source: L-Anse Aux Meadows, Port Au Choix, Red Bay, Castle Hill, Hawthorne Cottage, Ryan Premises, Signal Hill and Cape Spear National Historic Sites.

Data presented for Signal Hill Visitor Centre covers the period May to October.

Data presented for Signal Hill Cabot Tower covers the period June to October.

Data presented for Cape Spear Visitor Centre covers the period May to October.

Data presented for Cape Spear Lighthouse covers the period May to October.

Data presented for Hawthorne Cottage covers the period May to October.

Data presented for Red Bay covers the period June to October.

Data presented for Port au Choix covers the period June to October.

Data presented for Ryan Premises covers the period May to October.

Data presented for L-Anse Aux Meadows covers the period May to October.

Data presented for Castle Hill covers the period May to October.

Table 18. Provincial Parks: Camping Units Registered (Operating Season)

Provincial Park	2001	2002	% Change
Barachois Pond	9,050	9,916	9.6
Blow Me Down	777	1,126	44.9
J. T. Cheeseman	2,467	2,836	15.0
Pinware River	419	443	3.1
Pistolet Bay	1,462	1,822	24.6
Sandbanks	1,316	1,431	8.7
Squires Memorial	2,329	2,453	5.3
Western & Labrador Straits Region	17,820	20,027	12.4
Dildo Run	1,763	2,137	21.2
Notre Dame	5,451	6,296	15.5
Central Region	7,214	8,433	16.9
Frenchman's Cove	1,987	2,297	15.6
Lockston Path	2,237	3,327	48.7
Eastern Region	4,224	5,624	33.1
Butter Pot	10,936	12,701	16.1
La Manche	3,120	3,726	19.4
Avalon Region	14,056	16,427	16.9
Province	43,314	50,511	16.6

Source: Parks & Natural Areas Division, Department of Tourism, Culture and Recreation.

Notes: There are seven parks located in the Western & Labrador region including Barachois Pond, Blow Me Down, J.T. Cheeseman, Pistolet Bay, Sandbanks, Squires Memorial and Pinware River (Labrador Straits). The two parks located in the Central region include Dildo Run and Notre Dame while the Eastern region parks are Frenchman's Cove and Lockston Path. The two parks located on the Avalon Peninsula include Butter Pot and La Manche.

The statistics presented for 2001 cover the period up to September 3 while the data presented for 2002 covers the period up to September 2.

Table 19. Cape St. Mary=s Ecological Reserve: (Operating Season)

	2001	2002	% Change
Number of Visitors	15,747	18,103	15.0

Source: Parks & Natural Areas Division, Department of Tourism, Culture and Recreation.

Note: The statistics presented for 2001 and 2002 cover the period May to October.

Table 20. Salmonier Nature Park: June to October

Visitors	2001	2002	% Change
General Visitation	31,046	31,598	1.8
Group Visits	3,158	2,441	-22.7
School Visits/Groups	3,122	927	-70.3
# of Visitors	37,326	34,966	-6.3

Source: Salmonier Nature Park

Table 21. Colony of Avalon (Ferryland): May to October

Visitors	2001	2002	% Change
# of Visitors	18,305	18,473	0.9

Source: Colony of Avalon (Ferryland)

Table 22. Railcar & ACVB Visitor Centre (St. John's): June 15 to August 31

Visitors	2001	2002	% Change
St. John's Residents	2,211	2,833	28.1
Other Residents of the Province	367	329	-10.4
Residents (Total)	2,578	3,162	22.7
Non-Residents	8,838	6,273	-29.0
Total	11,416	9,435	-17.4
St. John's Airport (June to August)	18,391	20,724	12.7
St. John's Airport (June to September)	18,959	28,398	49.8

Source: City of St. John's & Avalon Convention Visitor Bureau (ACVB)

Notes:

The centre at the St. John's Airport was closed August 24, 2001 to September 10, 2001 due to airport renovations.

The centre at the St. John's Airport was closed September 11, 2001 to September 16, 2001 due to the terrorist attack on the World Trade Centre in New York on September 11.

Table 23. Cruise Ship Statistics for Newfoundland & Labrador

Port	2001			2002		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
St. John's	17	5,723	10,362	18	6,077	12,191
Corner Brook	9	4,538	8,504	7	3,785	7,177
St. Anthony	5	362	692	4	176	367
L'Anse Aux Meadows	8	1,027	1,754	10	792	1,374
Trinity	2	96	150	3	146	275
Bonne Bay- Gros Morne	4	293	424	7	306	537
Red Bay	2	168	240	8	268	511
Rigolet	4	234	367			
Bay Bulls				2	112	158
Hebron	2	197	274			
Nain	1	84	120			
Cape Race/Mistaken Point				1	60	79
Terra Nova				2	310	413
Argentia				1	50	79
Port Aux Basques				2	102	147
Stephenville				2	88	162
Lapoile Bay				2	110	192
Ramea	2	168	240	3	126	267
Francois	2	168	240	3	148	241
Battle Harbour	4	192	318	3	160	297

Port	2001			2002		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
Fogo Island	1	12	30	1	36	83
Cartwright	1	12	48			
St. Brides- Cape St. Marys	1	113	154	1	60	79
Bonavista				4	154	299
Port Au Port				1	36	83
Baccalieu Island				1	60	79
Fortune Hr.				1	60	79
Twillingate				2	96	162
Maberly				1	60	79
Facheux Bay	1	84	120			
Nachuak Fjord	1	84	120			
Remah Bay	1	84	120			
Saglek Fjord	1	84	120			
Total	69	13,723	24,397	90	13,378	25,410

Source: Cruiseship Authority of Newfoundland and Labrador

Table 24. Strait of Belle Isle Ferry Service: May to October

	Passenger Movements			Vehicle Movements		
	2001	2002	% Change	2001	2002	% Change
St. Barbe to Blanc Sablon	25,962	31,546	21.5	8,910	10,398	16.7
Blanc Sablon to St. Barbe	25,839	31,197	20.7	8,665	10,166	17.3
Total	51,801	62,743	21.1	17,575	20,564	17.0

Source: Department of Work, Services and Transportation

Table 25. Labrador West Visitation: June to September

Visitors	2001	2002	% Change
Guest Book Registration (Information Centre)	3,025	3,116	3.0
Motorcoach/Group (Visits)	18	16	-11.1
Motorcoach/Group (People)	900	708	-21.3

Source: Labrador West Tourism Association

Note: Labrador West hosted a Come Home Week Celebration during July 2002 with a registration of approximately 2,000 out of town guests.