

2003 Travel/Tourism Indicator Highlights For Newfoundland and Labrador

Introduction

During 1997 the province of Newfoundland and Labrador celebrated the 500th Anniversary of John Cabot's historic voyage from Bristol, England to Newfoundland. This significant celebration resulted in a banner year in non-resident tourism visitation with automobile and air visits increasing approximately 22% over 1996 levels.

The major legacies of this celebration are the increased awareness of the province's tourism product, and the continuing growth in visitation. Normally, after a highly successful event, some slippage in visitation can be expected however during 1998 the province held many of the gains established in 1997 and recorded a 1% increase in non-resident auto and air visits.

During 1999 the province celebrating the 50th Anniversary of Confederation with the Soiree '99 celebrations and recorded a 8% increase in non-resident auto, air and cruise visits while during 2000 (*Vikings 1000!* celebrations) non-resident auto, air and cruise visits increased 3% over the levels achieved during 1999. During 2001 (Marconi Celebrations) the number of non-resident visits was impacted in the last quarter by the terrorist attack on the World Trade Centre in New York on September 11 and resulted in an annual increase of only 0.3% over 2000.

Non-resident auto visits during 2002 increased significantly over 2001 however both air and cruise (unique) visitors during 2002 were down resulting in an overall annual increase of 3% over 2001. These declines were due in part to a lingering effect of September 11 as more people chose to drive instead of fly as well as lower capacity utilization on the smaller expedition cruise ships.

For Newfoundland and Labrador, as for elsewhere, there has been high volatility and uncertainty in the marketplace at this time (2003). Most major tourism indicators are down compared to the same time in 2002 and travel volumes remain soft. Along with SARS, the ongoing war in Iraq, West Nile Virus, Mad Cow (BSE), an overall weak US economy, restructuring/problems in the airline industry and continuing impacts of September 11, 2001 are all factors contributing to lower tourism numbers.

Comparisons are to the same time period of 2002

- Overall passenger traffic on the Marine Atlantic Ferry System decreased 14% covering the period January to December.
- Overall passenger related vehicle traffic on the Marine Atlantic Ferry System decreased 13% during the January to December time period.
- Non-resident automobile visits decreased 13% covering the period January to December.

Comparisons are to the same time period of 2002

- Residents travelling outside the province via Marine Atlantic decreased 14% during the months of January to December.
- Airport passenger movements at the province's six major airports increased 6% during the months of January to December.
- Direct international arrivals (St. John's airport) declined 7% during the months of January to December.
- Hotel occupancy rates in St. John's as measured by Pannell Kerr Forster increased 1% during the months of January to December.
- Visitors to the Provincial chalet system declined 8% during the month of May to October.
- Car rental revenue at the St. John's airport increased 22% during the months of January to December.
- Exiting bus traffic on the Marine Atlantic Ferry System declined 19% during May to October.
- Cruise ship passenger visits declined 20% during the 2003 cruise season.

Summary table attached

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

	2001	2002	2003	% Change 01/02	% Change 02/03	% Change 01/03
Marine Atlantic Ferry Service (Both Directions)						
Passengers Carried	481,560	528,972	457,228	9.8	-13.6	-5.1
Passenger Related Vehicles	153,880	172,726	151,188	12.2	-12.5	-1.7
Commercial Related Vehicles	78,963	79,092	81,169	0.2	2.6	2.8
Non-Resident Auto Visitors	141,675	161,442	140,401	14.0	-13.0	-0.9
Residents Exiting by Auto	97,061	101,036	86,941	4.1	-14.0	-10.4
Airport Passenger Movements	1,368,968	1,281,933	1,361,728	-6.4	6.2	-0.5
Direct International Arrivals (St. John's)	15,392	17,097	15,939	11.1	-6.8	3.6
Occupancy Levels (St. John's)	69.7	69.3	70.5	-0.6	1.7	1.1
Information Centres	119,476	137,139	126,701	14.8	-7.6	6.0
Car Rental Revenue (St. John's Airport)	\$9,820,883	\$9,383,240	\$11,454,405	-4.5	22.1	16.6
Exiting Buses	235	237	193	0.9	-18.6	-17.9
Cruise Ship Passenger Visits	24,397	25,410	20,351	4.2	-19.9	-16.6

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 at St. John's airport covers the period January to December.*
8. *Occupancy levels for St. John's covers the period January to December.*
9. *Information Centres covers the period May to 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.*

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