

**2003/2004**  
**Travel/Tourism Indicators for Newfoundland & Labrador**

**Selected Travel/Tourism Indicators for Newfoundland and Labrador: 2002, 2003 and 2004**

	2002	2003	2004	% Change 02/03	% Change 03/04	% Change 02/04
<b>Marine Atlantic Ferry Service (Both Directions)</b>						
Passengers Carried	528,972	457,228	419,199	-13.6	-8.3	-20.8
Passenger Related Vehicles	172,726	151,188	137,280	-12.5	-9.2	-20.5
Commercial Related Vehicles	79,092	81,169	85,668	2.6	5.5	8.3
Non-Resident Auto Visitors	161,442	140,401	126,194	-13.0	-10.1	-21.8
Residents Exiting by Auto	101,036	86,941	81,421	-14.0	-6.3	-19.4
Airport Passenger Movements	1,314,073	1,384,773	1,558,488	5.4	12.5	18.6
Occupancy Levels (St. John's)	69.3	70.5	68.0	1.7	-3.5	-1.9
Information Centres	137,139	126,701	100,138	-7.6	-21.0	-27.0
Car Rental Revenue (St. John's Airport)	\$9,383,240	\$11,454,405	\$11,699,156	22.1	2.1	24.7
Exiting Buses	237	193	204	-18.6	5.7	-13.9
Cruise Ship Passenger Visits	25,410	20,351	25,401	-19.9	24.8	0.0

*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 seven major airports covers the period January to December.*
7. *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.*

## **2004 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 2003 and 2004 time periods.

### Travel/Tourism Indicators

**1. Marine Atlantic Passenger and Vehicle Traffic** Data provide by Marine Atlantic indicates that between January and December 2004, 419,199 passengers and 137,280 passenger related vehicles were carried on the ferry system operating between Newfoundland and Nova Scotia. These volumes each represent decreases of 8.3% and 9.2% respectively over the same time period last year. Traffic on the ferry has decreased approximately 20% over the last two years.

**2. Non-Resident Automobile Visitors** Data provided by both Marine Atlantic and The Canadian Food and Inspection Agency (CFIA) indicates that non-resident automobile visitors to the province reached 126,194 between January and December 2004. This is a decrease of 10.1% over 2003 levels. As with overall ferry traffic, non-resident auto visits are down approximately 20% over the last two years.

Travellers from the Maritimes decreased 8% during this time period to 54,515 visitors while travellers from Ontario decreased 16% to 37,517.

Other origins include Quebec (7,650), a decrease of 8%, Western Canada (8,612), a decrease of 10% and visitors from the United States (17,843), a decrease of 5% over last year.

**3. Residents Exiting by Automobile** Data provided by Marine Atlantic and The Canadian Food and Inspection Agency (CFIA) indicates that 81,421 Newfoundland and Labrador residents exited the province by automobile between January and December 2004. This represents a decrease of 6.3% over 2003 levels.

**4. Airport Traffic** Data provided by the Airport Managers to Transport Canada indicates that 1,558,488 passengers boarded or deplaned at the Province's seven major airports between January and December 2004. These 1,558,488 passengers represents an increase of 12.5% over 2003 levels. Contrasting ferry traffic, airport passenger movements have increased approximately 20% over the last two years.

While airport traffic increased 12.5% at the Provincial level between January and December 2004, significant variation was evident at the airport level. Specifically St. John's and Deer Lake Airport reported increases of 14% and 17% to 1,083,213 and 200,963 passenger movements respectively. The two major airports in Labrador (Wabush and Goose Bay) also reported increases during 2004. Specifically Wabush reported 55,335 passenger movements while 90,913 passenger movements were reported at Goose Bay Airport, increases of 10% and 9% respectively over 2003 levels.

St. Anthony Airports reported an increases of 2% while passenger movements at Gander Airport were on par (+0.1%) with last year. Stephenville airport was the only airport to report a decline in passenger movements during 2004, a decrease of 9% to 20,001.

**5. Direct International Arrivals- St. John's Airport** Data provided by Customs and Excise indicated that there was 5,644 non-resident arrivals between January and May 2004, an increase of 10% over the same time period of 2003.

As of June 1, 2004 direct international arrival data provided by Customs and Excise included a re-routing of AC 861. Passengers are now cleared in St. John's instead of Halifax. The vast majority of passengers do not stay in the province. As a result a direct comparison of the data after May, with the exception of arrivals from St. Pierre and Miquelon, is not possible.

Direct arrivals from St. Pierre and Miquelon for the period ending December 2004 reached 4,876 passengers, a decrease of 6% over 2003 levels.

**6. Provincial Archives** Data provided by the Provincial Archives of Newfoundland and Labrador indicates that 4,952 users/researchers utilized the services at the Colonial Building between January and December 2004. This represents a decrease of 34% over last year.

2004 visitation levels were impacted by a number of factors including closures due to the preparation for the move to The Rooms (January to March), the public service strike in April and with the subsequent delay in the opening of The Rooms until 2005 and the unpacking of the collection during May.

**7. System of Provincial Museums** Data available in the Department indicates the system of Provincial Museums attracted 25,617 visitors covering the operating season ending December 2004. This level of activity represents a decrease of 24% over the 2003 season and is mainly attributed to the significant decline at the Provincial Museum. Visitation to the regional museums was mixed with the Logging Museum reporting an increase and Mary March and the

**System of Provincial Museums (continued)** Seamen's Museum reporting slight declines. Specifically The Mary March Museum, Grand Falls/Windsor attracted 8,061 visitors between May and October 2004, a decrease of 1% over 2003 levels while the Logging Museum in Beothuck Park (Grand Falls/Windsor) attracted 4,511 visitors between May and September 2004, an increase of 8% over last years level. The Seamen's Museum, Grand Bank attracted 4,794 visitors between of May and October 2004 a decrease of 4% over last years levels.

The Provincial Museum of Newfoundland and Labrador attracted 8,251 visitors between January and December 2004. This represents a decrease of 49% over 2003. 2004 visitation levels to the Provincial Museum were impacted by a number of factors including closures due to the preparation for the move to The Rooms (January to March), the public service strike in April and with the subsequent delay in the opening of The Rooms until 2005 and the unpacking of the collection during May.

**8. Accommodation Trends** Data collected in Pannell Kerr Forster's (PKF) sample of *St. John's* hotels achieved an occupancy rate of 68% for the months of January to December 2004, a decrease of 4% from the level reported during the same time period of 2003.

Despite this slight decrease in occupancy, the PKF sample of *St. John's* hotels achieved a 2% higher average daily rate for the months of January to December at \$115.13 compared to \$113.48 for the months of January to December 2003. Revenue per available room for *St. John's* was \$78.26 for the January to December 2004 time period down 2% compared to the \$80.00 reported for the months of January to December 2003.

**9. Car Rental Revenue-St. John's Airport** Data provided by the Airports Managers Office indicates car rental revenue of approximately \$11.7 million between January and December 2004, an increase of 2% over the same time period of 2003. Passenger movements through *St. John's* Airport also increased during this time period (+14%).

**10. Skier Visits- Marble Mountain** Data provided by Marble Mountain indicate that skier visits reached approximately 75,249 during the 2003/2004 ski season. This represents an increase of 7% compared to the 2002/2003 ski season.

**11. Passenger Arrivals (Fortune Ferry Terminal)** Data provided by Customs and Excise indicate 12,419 arrivals at Fortune between May and October 2004. This represents a decrease of 5.6% over the same time period of 2003.

Newfoundland and Labrador residents returning to the province between May and October 2003 increased 2% to 3,543 travellers while 3,630 residents of *St. Pierre and Miquelon* travelled to the province during the same time period, a decrease of 8% over 2003 levels.

**12. Bus Traffic Via Marine Atlantic** Data provided by Marine Atlantic indicates that 204 buses exited the province between May and October 2004. This is an increase of 11 buses or 6% higher than 2003 levels.

**13. Provincial Chalets** Data available in the department indicates that 100,138 travellers visited the province's seven chalets between May 20<sup>th</sup> and September 28<sup>th</sup> 2004. This represents a decrease of 21% over the 2003 operating season. The number of visits reported during the 2004 operating season was the lowest level recorded during the past 10 seasons.

All seven chalets operated by the province recorded decreases in visitation during the 2004 season. The overall decrease is due in part to the significant decrease (-11%) in Marine Atlantic Ferry traffic during the summer and in part to the shorter operating season.

Specifically travellers visiting the centre at Argentia decreased 9% to 7,714 visitors while visitors to Clarenville and Notre Dame Junction decreased 16% each to 9,091 and 9,711 visitors respectively.

Other decreases included Port Aux Basques -19% to 24,663 visitors, Whitbourne -22% to 10,919 visitors, North Sydney -25% to 21,114 visitors and Deer Lake -27% to 16,926 visitors.

**14. Provincial Historic Sites** Data available in the department indicates that 54,620 travellers and 448 groups visited the province's system of historic sites between June 21<sup>st</sup> and October 8<sup>th</sup> 2004. This volume of Travellers/visitors represent a decrease of 11% over the same time period of last year while the number of groups decreased by 3% compared to the number visiting in 2003.

After recording a significant increase (+45%) in visitation during the 2002 season the number of visitors to the system declined during the last two operating seasons, however it should be noted that the level of visits experienced during this season is still higher than the volume reported during 2000 and 2001. The number of groups reported during 2004 also decreased from the previous season and is approximately one half of the number recorded in 1998 (838).

Specifically during the 2004 operating season visitation to the Bonavista Lighthouse increased 5% to 12,956 visitors while visitation to the Commissariat House increased 22% to 3,673 visitors.

All other Provincial Historic Sites reported declines during the 2004 operating season. The Ryan Shop Mercantile Building reported 4,168 visitors between June 21<sup>st</sup> and October 8<sup>th</sup>, a decrease of 31% over 2003 while the Hiscock House and The Trinity Interpretation Centre decreased 16% and 18% to 4,204 and 5,322 visitors respectively.

The number of visitors to the Beothuck Interpretation Centre at Boyd's Cove decreased 6% to 7,524 visitors while visitors to Mockbeggar Property and the Quidi Vidi Battery reached 2,477 and 2,757 decreases of 23% and 27 respectively over 2003.

Visitation to the Heart's Content Cable Station reached 5,774 visitors between June 21<sup>st</sup> and October 8<sup>th</sup>, a decrease of 24% over last year while 5,765 visitors were reported at the Point Amour Lighthouse, a decrease of 2%.

**15. Terra Nova National Park** Data provided by Terra Nova National Park indicates 14,306 camper nights were registered at Newman Sound and Malady Head campgrounds during the 2004 camping season. This represents a decrease of 21.9% over the number of camper nights registered during 2003.

Other indicators covering the 2004 operating season include 118 motorcoaches and 3,758 motorcoach passengers, decreases of 16% and 21% respectively over 2003 levels. Decreases were also reported in visitation for the Marine Centre (-17%) while visitation at the Activity Centres decreased over 2003 levels (-45%). Group tenting at Terra Nova decreased during 2004 while the number of nights associated with back country camping increased over last year. Utilization of the boat docking facilities increased during the 2004 operating season.

**16. Gros Morne National Park** Data provided by Gros Morne National Park indicates that 8,754 vehicles passed through the Wiltondale gateway during the 2004 operating season, a decrease of 12% over 2003 while camper nights reported at Berry Hill, Green Point, Lomond, Shallow Bay and Trout River reached 12,273 nights during the 2004 camping season; a decrease of 18% over the same time period of 2003.

Other indicators include 465 motorcoach visits and 13,284 motorcoach passengers during 2004, decreases of 4% and 15% respectively over last years levels. In addition Western Brook and Trout River Boat tours recorded 29,502 visitors during the 2004 operating season, a decrease of 4% over 2002 levels.

Visitation to Broom Point, The Discovery Centre and the Lobster Cove Lighthouse all decreased during the 2003 season while visits to the Visitor Centre increased. Specifically Broom Point decreased 28% to 6,469 visitors while 27,547 visitors were reported at the Discovery Centre, a decrease of 14%. Activity at the Lobster Cove Lighthouse decreased 14% to 16,750 visitors. Visits to the Visitor Centre increased 7% to 50,131.

**17. National Historic Sites** The system of the National Historic Sites operating in the province recorded decreases in visitation levels during the 2004 season operating season.

Specifically L'Anse Aux Meadows reported 32,942 visitors between June and October 2004, a decrease of 3% over 2003 levels. Red Bay National Historic Site received 9,738 visitors between June and October 2004, a decrease of 7% over last years levels while Port Au Choix reported 10,504 visitors between June and October, a decrease of 25%.

Visits to Castle Hill also decreased during May to October 2004 (- 25% to 12,316 visitors) while visits to The Ryan Premises (May to October) and Hawthorne Cottage (May to August) decreased -11% and -23% respectively to 7,549 visitors and 3,815 visitors.

2004 visitation levels to Signal Hill Visitor Centre, Signal Hill Cabot Tower, Cape Spear Visitor Centre and Cape Spear Lighthouse were not available.



**18. Provincial Parks** Data available in the Department indicates that 56,413 camping units were registered at the system of parks during the 2004 operating season. This represents a decrease of 1,945 units or - 3.3% over the 2003 operating season.

While camping units decreased 3.3% at the provincial level during 2004, 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 19,521 camping units, a decrease of 10% over last season while the two parks located in the Avalon region increased 6% to 21,278 camping units.

The two parks located in the Eastern Region reported a decrease of 3% to 7,034 camping units while the two parks located in the Central Region recorded a decrease of 8% to 8,580 camping units.

**19. Cape St. Mary's & Burnt Cape Ecological Reserve** Data available in the Department indicates that between May and early October 2004 16,236 visitors were reported at Cape St. Mary's. This represents a decrease of 27% over the previous year. Visits to Burnt Cape decreased 12% to 1,418 visitors.

**20. Salmonier Nature Park** Data available from Salmonier Nature Park indicates that between June and October 2004 29,232 visitors were reported at the nature park. This represents a decrease of 20% over 2003 levels. Decreases were reported in two of three program areas including general and school visits (-22% and -47% respectively). Group visits during 2004 increased 34% to 3,464 visitors.

**21. Colony of Avalon (Ferryland)** Data provided by the Colony of Avalon indicates that the archaeology site in Ferryland was visited by 17,178 travellers between May and October 2004, a decrease of 1% over 2003 levels. Visitation to the archaeology site has been increasing for the period 1994 to 2002 but have declined for the last two years.

**22. Railcar, Gentara Building and Airport Visitor Centres (St. John's)** Data provided by the City of St. John's indicates that 6,863 people visited the new visitor centre in the Gentara Building between June 15 and August 31, 2004. The Gentara Building replaced the railcar located on the Waterfront for the 2004 season. The number of people utilizing the service at the railcar has been declining for the period 1997 to 2002.

Destination St. John's (formally The Avalon Convention and Visitors Bureau) operates an information booth at the St. John's airport. Between June and September 2004 this booth received 49,421 visitors, an increase of 28% over the same time period last year. Passenger movements through St. John's Airport also increased during this time period (+8%).

**23. Cruise Ship Visits** Data provided by the Cruise Ship Authority of Newfoundland and Labrador indicates that cruise ships visited 142 ports of call around the province during the 2004 season compared to 77 ports of call in 2003.

**Cruise Ship Visits (Continued)** These cruise ships accounted for 25,401 passenger and 18,742 crew visits to the various (142) ports of call. Passenger visits increased 25% over the 2003 season while the number of port call increased 84%.

St. John's was the most popular port of call in 2004 receiving 17 visits accounting for 6,338 passenger and 5,822 crew visits. L' Anse Aux Meadows was second with 15 visits.

**24. Strait of Belle Isle Ferry Service** Data provided by the Department of Work Services and Transportation indicates 19,708 vehicle and 59,320 passenger movements between St. Barbe and Blanc Sablon between June and October 2004. This represents decreases of 10% and 11% respectively over the number of vehicles and passenger movements recorded in 2003.

**25. Labrador West Visitation** Data provided by the Labrador West Tourism Association indicates that 1,052 visitors signed the guest book at the visitor information centre in Wabush between June and September 2004, a decrease of more than 50% over the level reported in 2003.

In addition the Labrador West Tourism Association reported 525 visitors through 10 motorcoach/group tours down significantly from the 1,300 visitors and 25 motorcoach/groups tours reported in 2003.

**Table 1. Marine Atlantic Passenger and Vehicle Traffic: January to December**

Marine Atlantic Traffic	Port Aux Basques to North Sydney, NS Service			Argentina to North Sydney, NS Service			Total Newfoundland to Nova Scotia Service		
	2003	2004	% Change	2003	2004	% Change	2003	2004	% Change
Passengers Carried	417,964	385,806	-7.7	39,264	33,393	-15.0	457,228	419,199	-8.3
Passenger Related Vehicles Carried (PRV'S)	136,566	124,490	-8.8	14,622	12,790	-12.5	151,188	137,280	-9.2
Commercial Related Vehicles Carried (CRV'S)	80,772	85,314	5.6	397	354	-10.8	81,169	85,668	5.5
# of Crossings	2,020	1,949	-3.5	76	76	0.0	2,096	2,025	-3.4

**Source: Marine Atlantic Traffic Reports**

*Note: The Port Aux Basques to North Sydney service operates year round while the Argentina to North Sydney service operated between June and September.*

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

Origin	2003	2004	% Change
Maritimes	59,021	54,515	-7.6
Ontario	44,582	37,517	-15.8
Quebec	8,354	7,650	-8.4
Western Canada	9,603	8,612	-10.3
United States	18,789	17,843	-5.0
Province	140,401	126,194	-10.1

**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	2003	2004	% Change
Newfoundland & Labrador	86,941	81,421	-6.3

**Source: Marine Atlantic and Agriculture Canada**

**Table 4. Airport Passenger Movements: January to December**

Airport	2003	2004	% Change
St. John's	949,879	1,083,213	14.0
Gander	84,524	84,573	0.1
Deer Lake	171,634	200,963	17.1
Stephenville	21,911	20,001	-8.7
St. Anthony	23,045	23,490	1.9
Goose Bay	83,430	90,913	9.0
Wabush	50,350	55,335	9.9
Province	1,384,773	1,558,488	12.5

**Source: Airport Managers, Transport Canada**

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

Origin	2003	2004	% Change
Returning Residents	6,110	8,504	39.2
Other Canadians	473	697	47.4
Great Britain	964	1,400	45.2
Germany	143	94	-34.3
France	152	186	22.4
St. Pierre & Miquelon	2,271	2,133	-6.1
United States	19	75	294.7
Japan	5	0	-100.0
Other Countries	1,084	1,059	-2.3
Overall (Non-Residents)	5,111	5,644	10.4

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

*Note: As of June 1, 2004 direct international arrivals data includes a re-routing of AC 861. Passengers now cleared in St. John's instead of Halifax. Direct comparison of data after May is not possible.*

**Table 6. Provincial Archives: January to December**

	2003	2004	% Change
Number of Users/Researchers	7,498	4,952	-34.0

**Source: Provincial Archives of Newfoundland and Labrador**

*Note: 2004 visitation levels were impacted by a number of factors including closures due to preparation for move to The Rooms (January to March), the Public Service strike in April and with the subsequent delay in the opening of The Rooms until 2005, the unpacking of the collection during May*

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

Museum	2003	2004	% Change
Provincial Museum of Newfoundland and Labrador	16,267	8,251	-49.3
Mary March Museum	8,150	8,061	-1.1
Seamen's Museum	5,012	4,794	-4.3
Logging Museum	4,172	4,511	8.1
<b>Overall</b>	<b>33,601</b>	<b>25,617</b>	<b>-23.8</b>

**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.*

*2004 visitation levels to the Provincial Museum were impacted by a number of factors including closures due to preparation for move to The Rooms (January to March), the Public Service strike in April and with the subsequent delay in the opening of The Rooms until 2005, the unpacking of the collection during May*

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

<i>St. John's</i>	2003	2004	% Change
Occupancy Rates	70.5	68.0	-3.5
Average Daily Rate	\$113.48	\$115.13	1.5
Revenue Per Available Room	\$80.00	\$78.26	-2.2

**Source: Pannell Kerr Forster Consulting Inc. "Trends in the Canadian Hotel Industry"**



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

	2003	2004	% Change
Car Rental Revenue	\$11,454,405	\$11,699,156	2.1

Source: St. John's Airport Authority

**Table 10. Skier Visits: Operating Season**

	2002/2003	2003/2004	% Change
Skier Visits	70,167	75,249	7.2

Source: Marble Mountain

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

Origin	2003	2004	% Change
Returning Residents	3,489	3,543	1.5
St. Pierre & Miquelon	3,928	3,630	-7.6
Other Canadians	4,834	4,401	-9.0
United States	595	527	-11.4
Other Countries	307	318	3.6
Overall	13,153	12,419	-5.6

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

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

	2003	2004	% Change
Number of Exiting Buses	193	204	5.7

Source: Marine Atlantic Traffic Reports.

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

Provincial Chalet	2003	2004	% Change
Port Aux Basques	30,253	24,663	-18.5
Deer Lake	23,269	16,926	-27.3
Notre Dame Junction	11,611	9,711	-16.4
Clareville	10,821	9,091	-16.0
Whitbourne	14,064	10,919	-22.4
Argentia	8,489	7,714	-9.1
North Sydney, NS	28,194	21,114	-25.1
<b>Total</b>	<b>126,701</b>	<b>100,138</b>	<b>-21.0</b>

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

*Notes:*

*The 2003 operating season for Argentia is May 15 to September 30 while the remaining centres operated May 15 to October 14.*

*The 2004 operating season covered the period May 20 to September 28.*

*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
2003	June 16-Oct 10	117	61,411	461
2004	June 21-Oct 8	110	54,620	448

Historic Site	2003	2004	% Change
Cape Bonavista Lighthouse	12,349	12,956	4.9
Heart's Content Cable Station	7,628	5,774	-24.3
Ryan Shop Mercantile Building	6,033	4,168	-30.9
Point Amour Lighthouse	5,904	5,765	-2.4
Trinity Interpretation Centre	6,459	5,322	-17.6
Quidi Vidi Battery	3,796	2,757	-27.4
Mockbeggar Plantation	3,198	2,477	-22.5
Hiscock House	4,996	4,204	-15.9
Commissariat House	3,010	3,673	22.0
Boyd's Cove	8,038	7,524	-6.4
Province	61,411	54,620	-11.1

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

*Notes:*

*The 2003 operating season covers the period June 16 to October 10, 2003. The visitation statistics for Commissariat House excludes the number of visitors taking part in the Doors Open Program (1,436).*

*The 2004 operating season covers the period June 21 to October 8, 2004.*

**Table 15. Terra Nova National Park Visitation (Operating Season)**

Terra Nova Park	2003	2004	% Change
Camper Nights	18,322	14,306	-21.9
Marine Centre	14,829	12,345	-16.8
Activity Centre	6,760	3,731	-44.8
Motorcoach Visits	141	118	-16.3
Motorcoach Passengers	4,781	3,758	-21.4

Source: Terra Nova National Park

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

Gros Morne Park	2003	2004	% Change
Wiltondale Gateway (Vehicles)	9,939	8,754	-11.9
Camper Nights	14,896	12,273	-17.6
Visitors (Discovery Centre)	32,061	27,547	-14.1
Visitors (Visitor Centre)	46,873	50,131	7.0
Visitors (Lighthouse)	19,403	16,750	-13.7
Visitors (Broom Point)	8,948	6,469	-27.7
Motorcoach Visits	482	465	-3.5
Motorcoach Passengers	15,613	13,284	-14.9
Boat Tours (People)	30,723	29,502	-4.0

Source: Gros Morne National Park

**Table 17. National Historic Sites: Operating Season**

Historic Site	2003	2004	% Change
L'Anse Aux Meadows	33,780	32,942	-2.5
Port Au Choix	14,057	10,504	-25.3
Red Bay	10,414	9,738	-6.5
Castle Hill	16,474	12,316	-25.2
Ryan Premises	8,457	7,549	-10.7
Hawthorne Cottage	4,963	3,815	-23.1
Signal Hill (Visitor Centre)	8,320		
Signal Hill (Cabot Tower)	33,160		
Cape Spear (Visitor Centre)	42,648		
Cape Spear (Lighthouse)	14,860		

**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 September.*

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

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

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

*Data presented for Hawthorne Cottage covers the period May to August.*

*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 June to October.*

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

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

Provincial Park	2003	2004	% Change
Barachois Pond	10,673	9,831	-7.9
Blow Me Down	1,087	987	-9.2
J. T. Cheeseman	3,418	2,688	-21.4
Pinware River	667	445	-33.3
Pistolet Bay	1,964	1,989	1.3
Sandbanks	1,319	1,217	-7.7
Squires Memorial	2,537	2,364	-6.8
Western & Labrador Straits Region	21,665	19,521	-9.9
Dildo Run	2,129	1,748	-17.9
Notre Dame	7,227	6,832	-5.5
Central Region	9,356	8,580	-8.3
Frenchman's Cove	3,242	3,100	-4.4
Lockston Path	3,988	3,934	-1.4
Eastern Region	7,230	7,034	-2.7
Butter Pot	15,135	15,523	2.6
La Manche	4,972	5,755	15.7
Avalon Region	20,107	21,278	5.8
<b>Province</b>	<b>58,358</b>	<b>56,413</b>	<b>-3.3</b>

**Source: Parks & Natural Areas Division, Department of Environment and Conservation.**

*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.*

**Table 19. Cape St. Mary's & Burnt Cape Ecological Reserve: (Operating Season)**

	2003	2004	% Change
Number of Visitors Cape St. Mary's	22,177	16,236	-26.8
Number of Visitors Burnt Cape	1,603	1,418	-11.5

**Source: Parks & Natural Areas Division, Department of Department of Environment and Conservation.**

*Note: The statistics presented for 2003 and 2004 cover the period May to October.*

**Table 20. Salmonier Nature Park: June to October**

Visitors	2003	2004	% Change
General Visitation	31,107	24,307	-21.9
Group Visits	2,582	3,464	34.2
School Visits/Groups	2,735	1,461	-46.6
# of Visitors	36,424	29,232	-19.7

**Source: Salmonier Nature Park**

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

Visitors	2003	2004	% Change
# of Visitors	17,310	17,178	-0.8

Source: Colony of Avalon (Ferryland)

**Table 22. Railcar, Gentara Building & Airport Visitor Centre (St. John's): June 15 to August 31**

Visitors	2003	2004	% Change
St. John's Residents	2,999	1,419	n/a
Other Residents of the Province	375	63	n/a
Residents (Total)	3,374	1,482	n/a
Non-Residents	8,282	5,381	n/a
<b>Total</b>	<b>11,656</b>	<b>6,863</b>	<b>n/a</b>
St. John's Airport (June to August)	29,977	39,561	32.0
St. John's Airport (June to September)	38,653	49,421	27.9
St. John's Airport (January to December)	71,186	77,452	8.8

Source: City of St. John's & Destination St. John's

*Note: The railcar was closed in 2003 and the City of St. John's operated VIC services out of the Gentara Building during the 2004 season.*



**Table 23. Cruise Ship Statistics for Newfoundland & Labrador**

Port	2003			2004		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
St. John's	16	4,782	8,108	17	5,822	6,338
Corner Brook	6	4,014	7,794	6	5,086	7,089
St. Anthony	6	270	425	9	1,408	2,223
L' Anse Aux Meadows	10	958	1,372	15	1,279	1,998
Trinity	3	140	211	6	328	543
Bonne Bay-Gros Morne	5	199	297	12	501	781
Red Bay	6	176	272	11	455	590
Bay Bulls	1	50	48	0	0	0
Cape Race/Mistaken Point	2	100	96	0	0	0
Terra Nova	1	40	47	3	173	208
Argentia	0	0	0	1	250	409
Lapointe Bay	1	50	48	1	50	77
Ramea	2	90	134	6	344	532

Port	2003			2004		
	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
Francois	1	50	87	3	165	269
Battle Harbour	6	249	408	5	287	451
Fogo Island	0	0	0	1	53	52
Cartwright	1	40	51	1	40	112
St. Brides- Cape St. Mary's	2	90	95	4	196	235
Bonavista	2	90	124	3	162	294
Fortune Hr.	1	50	48	1	50	77
Twillingate	1	50	48	5	276	337
Cape Charles	1	40	76	0	0	0
Hopedale	1	40	51	2	93	209
Bell Island	1	40	51	1	40	112
Port Au choix	1	325	460	0	0	0
Goose Bay	0	0	0	1	325	446
Cape Harrison	0	0	0	2	120	200
Nain	0	0	0	4	242	382
Button Island	0	0	0	2	120	200

	2003			2004		
Port	# of Port Calls	Crew Visits (Approx)	Passenger Visits	# of Port Calls	Crew Visits (Approx)	Passenger Visits
Lark Harbour	0	0	0	5	75	140
Codroy Valley	0	0	0	1	53	52
Witless Bay	0	0	0	2	93	106
Cape Spear	0	0	0	4	210	287
Newtown	0	0	0	1	53	52
Groais Island	0	0	0	1	53	52
Rigolet	0	0	0	1	72	105
Hebron	0	0	0	4	215	391
Grey River	0	0	0	1	53	52
<b>Total</b>	<b>77</b>	<b>11,933</b>	<b>20,351</b>	<b>142</b>	<b>18,742</b>	<b>25,401</b>

**Source: Cruiseship Authority of Newfoundland and Labrador**

*Note: Red Bay, Battle Harbour, Cartwright, Cape Charles, Hopedale, Goose Bay, Cape Harrison, Nain, Button Island, Rigolet, Hebron and Grey River are Labrador ports of call.*

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

	Passenger Movements			Vehicle Movements		
	2003	2004	% Change	2003	2004	% Change
St. Barbe to Blanc Sablon	33,131	29,527	-10.9	10,855	9,837	-9.4
Blanc Sablon to St. Barbe	33,331	29,793	-10.6	10,922	9,871	-9.6
Total	66,462	59,320	-10.7	21,777	19,708	-9.5

Source: Department of Work, Services and Transportation

**Table 25. Labrador West Visitation: June to September**

Visitors	2003	2004	% Change
Guest Book Registration (Information Centre)	2,900	1,052	-63.7
Motorcoach/Group (Visits)	25	10	-60.0
Motorcoach/Group (People)	1,300	525	-59.6

Source: Labrador West Tourism Association