

## Travel and Tourism

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Over 54,000 enquiries for provincial travel-related information from all sources (i.e. web, e-mail, telephone) were reported in 2012. In addition, approximately 1.5 million visits were registered at the province's tourism website during the period. Together, this represents an increase of about 25% compared to 2011.

### Travel and Tourism Outlook 2013

- Global international tourist travel is forecast to increase by between 3% and 4%, despite ongoing economic challenges. Growth is expected to be widespread.
- The Conference Board of Canada expects overnight visits to Newfoundland and Labrador (international and domestic) to increase by 1.4%, the highest growth rate among the Atlantic Provinces.
- Air travelers will continue to benefit from increased capacity. Business air travel should be particularly strong in 2013.
  - St. John's International Airport expects an increase of 2.5% to 3.0% in passenger travel.
- There are 86 port calls tentatively booked for the 2013 cruise season, with more expected as cruise lines finalize itineraries.
- Preliminary bookings for major meetings and conventions in the St. John's area are up 20% over 2012 levels. The expansion of the St. John's Convention Centre bodes well for future event capacity.
- Non-resident automobile travelers could continue to be negatively impacted by volatile gasoline prices, as well as increased ticket rates for ferry services.
- Resident tourism is expected to benefit from strong growth in provincial employment and personal disposable income.

## Lower Churchill Project

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### Muskrat Falls: Our project, our benefits

The development of the Lower Churchill Project will provide significant long-term benefits to the province of Newfoundland and Labrador through the generation and transmission of clean, renewable energy. In addition, the development of the hydroelectric potential of the lower Churchill River and the transmission link to the island will provide employment and business opportunities to Newfoundlanders and Labradorians during construction.

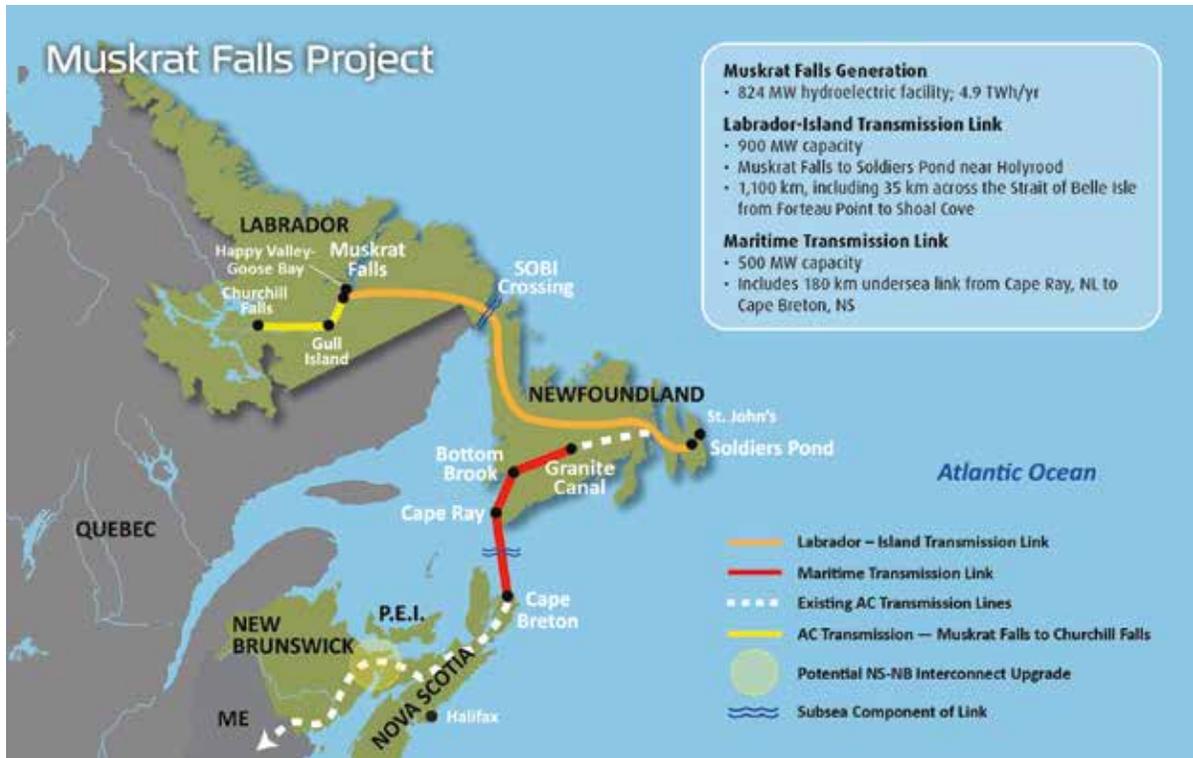
Electricity generated at Muskrat Falls will power homes and businesses across Newfoundland and Labrador with clean, renewable energy for generations to come. This new source of power will help meet the province's growing energy demands with stable electricity rates well into the future, and will be a valuable power-producing asset for more than 100 years.

The Muskrat Falls Project includes construction of an 824 megawatt hydroelectric dam on the lower Churchill River in Labrador, and more than 1,500 kilometres (km) of associated transmission lines.

With the sanction of the Muskrat Falls Project by the Government of Newfoundland and Labrador in late 2012, procurement and employment benefits from the project are already being realized across the province. Construction is underway and will take approximately five years to complete.

This development will generate economic benefits in every corner of the province, including \$1.9 billion in income to labour and business, with approximately \$500 million in income to labour and business to be earned

by Labradorians and Labrador-based businesses. The provincial economy will also benefit from employment associated with building the Muskrat Falls Hydroelectric Generating facility and the transmission links, with 9,100 person-years of direct employment, including 5,800 person-years in Labrador.



### Employment Benefits and Profile

An average of 1,500 jobs in more than 70 trades and occupations will be required each year during construction (2013-2017). Direct employment is expected to peak with an average of 3,100 jobs in 2015. Employment will occur in steady numbers, month over month, year over year.

The provincial economy will benefit significantly from employment associated with the construction activity from the project.

Employment benefits from the construction of the Muskrat Falls Project include:

Newfoundland and Labrador (NL)	Phase One (Muskrat Falls)
Direct employment in NL (person-years) <sup>1</sup>	9,100
Direct employment occurring in Labrador (person-years) <sup>1</sup>	5,800
Total employment in NL (direct, indirect and induced) (person-years) <sup>1</sup>	23,300
Total employment in Labrador (direct, indirect and induced) (person-years) <sup>1</sup>	8,000
Peak employment <sup>2</sup>	3,100 jobs
Employment after construction in NL	80 direct full-time jobs
Employment after construction in Labrador	More than 40

<sup>1</sup> One person-year represents 2,000 hours of work per year – the equivalent of someone working 40 hours per week, for 50 weeks.

<sup>2</sup> Average in 2015

### Hiring Protocol

Guiding the development of the Lower Churchill Project is a Benefits Strategy between Nalcor Energy and the province of Newfoundland and Labrador. The Benefits Strategy ensures the people of Newfoundland and Labrador will be the primary beneficiaries of the Lower Churchill Project and establishes a hiring protocol for the project. Commitments made in the Impacts and Benefits Agreement with the Innu Nation are a priority, followed by consideration of employment for qualified residents of Newfoundland and Labrador. For the generation portion of the project, qualified residents of Labrador will have priority, followed by residents of Newfoundland, then Canada and finally, foreign workers.

To learn more about employment opportunities with the Muskrat Falls Project visit Nalcor's online job database at [www.muskratfallsjobs.com](http://www.muskratfallsjobs.com)

### Economic Benefits

The construction of Muskrat Falls will also mean significant economic benefits for Newfoundland and Labrador, including:

Newfoundland and Labrador (NL)	Phase One (Muskrat Falls)
Total income to labour and business	\$1.9 billion
Income to business and labour earned by Labradorians and Labrador-based businesses	\$500 million
Average income benefits per year	\$320 million
Taxes to provincial government	\$290 million

Once the project is in operation, the development of Muskrat Falls will mean:

- Long-term stable electricity rates for generations of Newfoundlanders and Labradorians
- Lowest-cost power for homes and businesses
- An end to dependence on oil and unstable electricity prices
- Energy for future mining and industrial development in the province
- A link to North America's electricity grid for exports
- Clean, renewable power – 98% sustainable energy

The people of Newfoundland and Labrador will be the owners of a valuable power-producing asset, rather than paying foreign companies for expensive oil. Money that would otherwise go outside the province to pay large oil companies for fuel to generate electricity will stay in the hands of Newfoundlanders and Labradorians.

Muskrat Falls will also provide a link to North America's electricity grid, and an avenue to generate revenue for the province from the export of electricity not required to meet the province's domestic power needs.

*Submitted by: Nalcor Energy*

### Muskrat Falls Project Labour Requirements Average Number of Jobs per Year: 2013-17

	2013	2014	2015	2016	2017
Management	34	56	79	45	19
Business Support Services & Administration	148	169	176	144	72
Engineering & Geosciences	126	146	188	120	45
Technologists & Technicians	102	112	126	99	64
Researchers & Scientists	13	10	10	7	4
Inspectors	35	61	89	40	9
Site Services	110	242	344	216	90
Truck Drivers	69	73	99	43	14
Logging, Forestry & Mining	78	103	95	37	1
Heavy Equipment & Crane Operators	194	210	335	176	29
Structural Trades	35	93	162	61	11
Electrical Trades	59	232	440	313	81
Construction Labourers	219	278	464	257	34
Carpentry Trades	59	150	314	155	27
Other Trades	35	35	51	29	5
Mechanical Trades	84	122	215	158	55
<b>Totals</b>	<b>1,400</b>	<b>2,091</b>	<b>3,186</b>	<b>1,898</b>	<b>557</b>

Note: Figures contained in the above table are forecasted requirements and subject to change. Effective March 2013.