

# Tourism

Iceberg off the coast of Newfoundland and Labrador



Provincial non-resident tourism activity is expected to decline in 2007. It is estimated that by the end of the year about 489,000 non-resident visitors will have come to the province—representing a 1.5% decrease over 2006. This decline is due to fewer air visitors which more than offset an increase in automobile and cruise visitors. Spending by non-resident visitors to the province is also expected to decline in 2007. Preliminary figures indicate that spending will total \$363.5 million, down 0.5% over 2006 levels.

In 2007, the number of non-resident air visitors is expected to drop by 5.2% to 331,500 with spending decreasing by 4.3% to \$278 million. This decrease in non-resident air visitation is believed to reflect in part a loss of air access (total number of seats available) in 2007. During the summer, domestic access declined by over 5% relative to summer 2006. This, combined with a reduction in the availability of low cost seats on all routes throughout the province, were major impediments to air travel. Other factors affecting air travel visitation were rising fares and the higher Canadian dollar. Tourism in all provinces is being impacted by the high Canadian dollar, which makes travelling to Canada more expensive and international travel for Canadians cheaper.

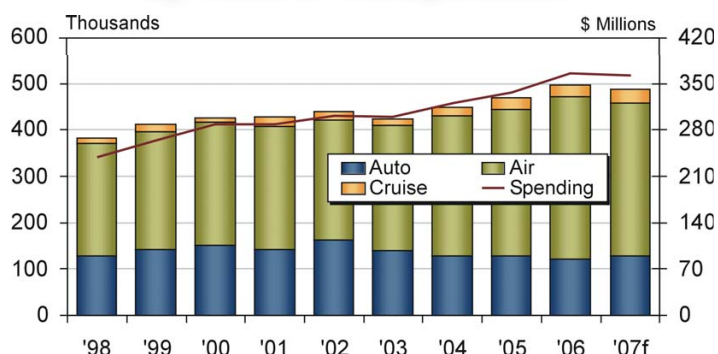
The number of non-resident visitors travelling to the province by automobile is expected to increase in 2007. Non-resident automobile tourists are estimated to reach 127,750 in 2007, representing a 4.8% increase over 2006. According to year-to-date data, much of this growth is driven by an increase in auto visits from Ontario. In the January to October 2007 period, auto visits from Ontario were up 12.9% relative to the same period in 2006—auto visits from Western Canada and the Maritimes were up 4.6% and 3.5% respectively. Ontario and the Maritimes were primary target markets for this year’s tourism advertising campaign.

Unique cruise ship passenger visits totalled 28,732 for the 2007 season, representing an increase of 15.9% over 2006. There were 102 port calls during the 2007 cruise season, compared to 105 in 2006. The large increase in cruise ship visitors is due to an increase in larger ships carrying more passengers.

Convention activity performed well during this year’s peak convention season. Destination St. John’s is expecting to record 21,827 meeting and convention delegates by the end of 2007, representing an increase of 15.1% over 2006. This is largely the result of an increase in major conventions (i.e., those booking 50 or more guest rooms per night). There were 77 major conventions in 2006, while 97 have already been recorded for the January to November 2007 period.

Awareness of, and interest in, Newfoundland and Labrador as a tourism destination remains strong, as evidenced by high levels of inquiries. Total requests for travel information through the provincial website and 1-800 number show an increase of 28% for the period ending October 2007. Furthermore, the province’s marketing efforts have been recognized nationally, with two awards being won this year—Marketing Campaign of the Year Award and Best Public Sector Website.

### Non-Resident Tourists and Spending By Mode of Transportation



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Department of Tourism, Culture and Recreation