

### YTD SEPTEMBER 2025 HIGHLIGHTS

- From January to September, an estimated 387,400 visitors arrived by air and auto, representing a 4% increase compared to the same period in 2024. Visitation during the month of September was strong, recording 8,500 more visitors than in September 2024 (+16%).
- Auto travel to the province remained strong through September, with 9% more visitors arriving by car compared to last year, and numbers continuing to outpace 2019 levels. While air travel was soft in the first half of 2025, visitation by air accelerated during the peak months, bringing total air arrivals to 3% above 2024 levels through September.
- Inbound non-stop seat capacity to Newfoundland and Labrador reached 910,600 seats for the January to September 2025 period, 8% lower than during this period in 2024 (75,200 fewer seats). Despite the declines in year-to-date capacity, there were 6,800 more inbound seats available in the month of September (+6%) compared to September 2024 and nearly 10,000 more seats compared to September 2019.
- The accommodations sector continued to perform well relative to 2019 and 2024 across most metrics. Through September, the occupancy rate was 1 point above 2024 levels, with room nights sales down 3% and total room revenue up 5% from the same period last year. The provincial average daily date (ADR) reached \$187, 9% higher than last year.
- Camping activity at provincial parks reached record levels in 2025, with campsite nights sold, total visits, seasonal occupancy, and revenue hitting all-time highs.

### MAY-SEPTEMBER 2025 v. 2024

- Although visitation was relatively subdued in the first four months of the year, the peak months of May to September marked a strong rebound in visitation with 336,100 total visitors, 8% more than in 2024 - an increase of 24,600 visitors. Both air and auto visitation saw gains relative to the May to September period of last year, with 15,900 more air visitors and 8,700 more auto visitors.

\*Preliminary estimates, subject to change; reporting periods vary by indicator.

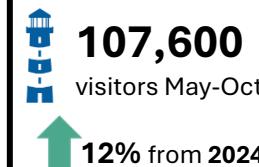
### NON-RESIDENT VISITORS (YTD SEPT)



### ACCOMMODATIONS (YTD SEPT)



### PROVINCIAL HISTORIC SITES



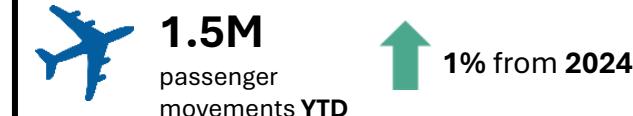
### VISITOR INFORMATION CENTRES



### MARINE ATLANTIC PASSENGER MOVEMENTS<sup>2</sup>



### AIRPORT PASSENGER MOVEMENTS<sup>1</sup>



### SEAT CAPACITY



### NOTES / SOURCES

- Passenger movements at the province's 7 major airports (St. John's, Gander, Deer Lake, Stephenville, St. Anthony, Wabush & Goose Bay). Non-resident air visitor count excludes Wabush due to unavailable data. Passenger movements for Wabush unavailable since April 2023.
- Passengers carried (both directions) by Marine Atlantic.
- Roofed accommodation statistics reported in the NL Tourism Operator Portal; subject to revision pending further reporting by registered operators. Accommodations statistics lag other indicators.