

2024 HIGHLIGHTS

- 2024 v. 2023:** Provincial tourism performance was mixed through 2024 across a range of indicators. Air visitation reached an estimated 332,800, down 3% from 2023, while auto visitation reached 110,500, also 3% below levels recorded in 2023. Preliminary cruise visitation reached 85,000, up 23% from 2023. Overall air, auto, and cruise non-resident visitation to the province reached 528,300 in 2024, on par with 2023 (+0.5%).
- 2024 v. 2019:** Recovery to pre-pandemic 2019 levels has been reached for auto visitation which sits 18% above 2019 levels. Air visitation, however, has been slower to recover, closing out the year 13% below 2019. Combined, air and auto visitation remains 7% below 2019 levels. Cruise visitation has been strong in recent years, up 62% from 2019. Overall air, auto, and cruise visitation is on par with 2019 levels (-0.4%).
- Air Access:** Inbound non-stop seat capacity to Newfoundland and Labrador was strong in 2024, up 20% over 2023 levels and 6% higher than in 2019.
- Accommodations:** The sector continued to perform well relative to 2019 through 2024, however, data show a slowdown compared to 2023. In 2024, the occupancy rate was 4 points below 2023 levels, with room nights sales down 6%. Total room revenue generated was up 1% from last year. Despite some declines over 2023, occupancy (+7pts), room night sales (+17%), room revenue (+42%), and ADR (+22%) all continue to surpass 2019 levels.

*Estimates subject to change; Cruise data preliminary and subject to change.

NON-RESIDENT VISITORS (2024)



528,300

total air, auto, & cruise visitors

↑ 0.5% from 2023

↓ 0.4% from 2019



332,800*

air visitors in 2024
↓ 3% from 2023
↓ 13% from 2019



110,500

auto visitors in 2024
↓ 3% from 2023
↑ 18% from 2019



85,000

cruise* visitors in 2024
↑ 23% from 2023
↑ 62% from 2019

PROVINCIAL HISTORIC SITES & VISITOR INFORMATION CENTRES

Provincial Historic Sites

97,893
visitors in 2024

↑ 8% from 2023
↓ 7% from 2019

Visitor Information Centres

140,125
visitors in 2024

↑ 7% from 2023
↓ 4% from 2019

ACCOMMODATIONS (2024)



53%

occupancy rate YTD

↓ 4 pts from 2023
↑ 7 pts from 2019



1.6 million

room nights sold

↓ 6% from 2023
↑ 17% from 2019



\$274 million

total room revenue

↑ 1% from 2023
↑ 42% from 2019



\$169

average daily rate (ADR)

↑ 7% from 2023
↑ 22% from 2019

MARINE ATLANTIC PASSENGER MOVEMENTS²



359,677

total passenger movements YTD

↓ 2% from 2023
↑ 16% from 2019

AIRPORT PASSENGER MOVEMENTS¹



1,948,098

passenger movements YTD

↑ 8% from 2023
↓ 8% from 2019

SEAT CAPACITY



1,234,650
inbound non-stop seat capacity to NL in 2024

↑ 20% from 2023
↑ 6% from 2019

NOTES / SOURCES

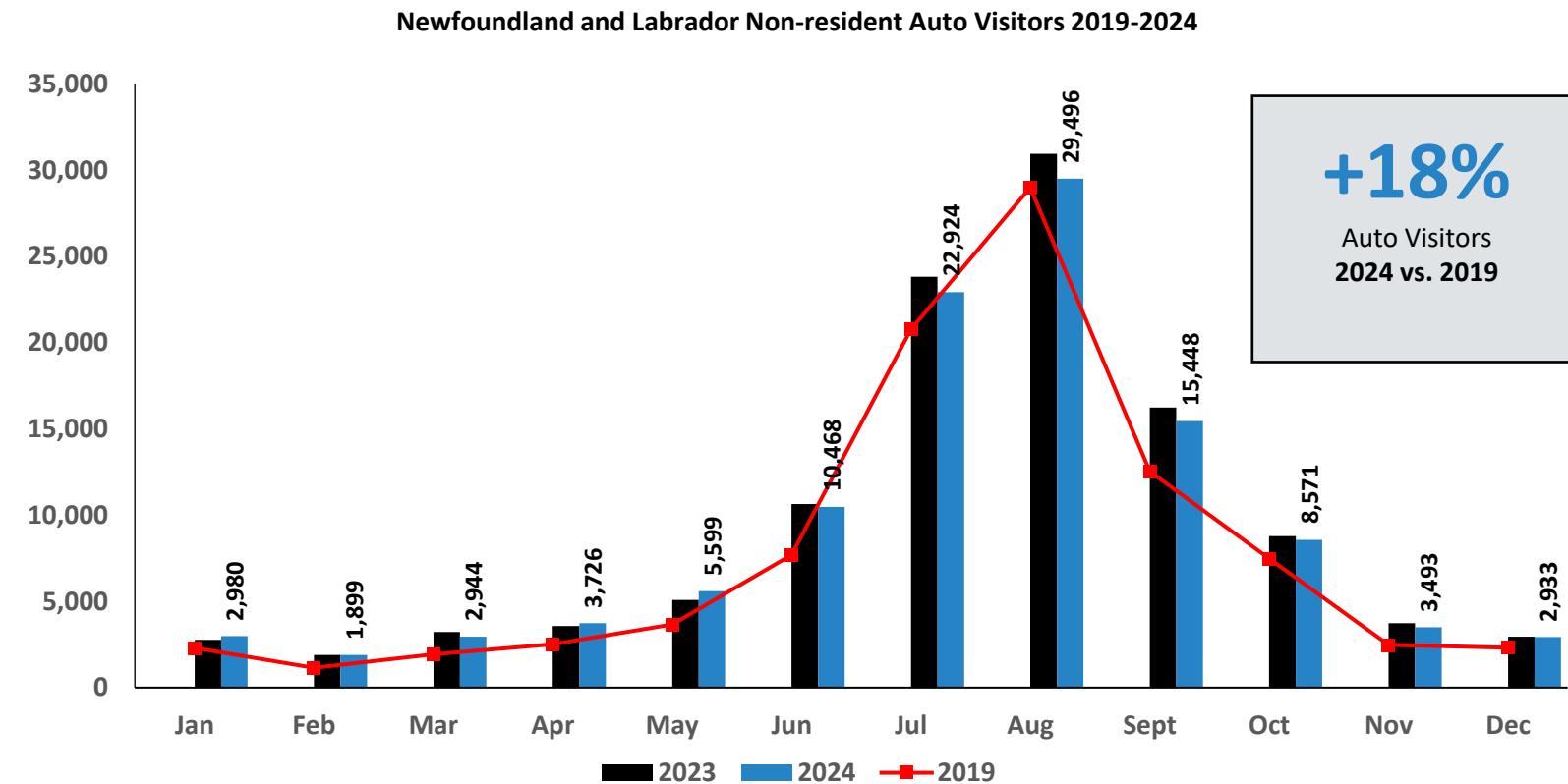
- Passenger movements at the province's major airports (St. John's, Gander, Deer Lake, St. Anthony, Wabush & Goose Bay). Non-resident air visitor count excludes Wabush due to unavailable data. Passenger movements for Wabush unavailable since April 2023.
- Passengers carried (both directions) by Marine Atlantic
- Roofed accommodation statistics reported in the NL Tourism Operator Portal; subject to revision pending further reporting by registered operators. Current as of May 2025.

2024 Auto Summary*

- Ferry Passenger Movements:** Marine Atlantic passenger movements (both directions) reached 359,677 in 2024, down 2% from the same period in 2023 (368,039) but up 16% from the same period in 2019 (309,909).
- Passenger-related vehicle (PRV) movements** decreased 3% during this period, from 145,349 last year to 141,634 in 2024. PRV movements, however, were still up 19% from 2019. The number of **crossings** decreased slightly from 1,743 last year to 1,706 in 2024, down 2% from 2023 but still 6% above 2019 levels.
- Auto Visitors:** The number of non-resident automobile visitors to the province reached 110,500 in 2024, a decrease of 3% over the same period in 2023 but 18% higher than in 2019.

***Note:** Auto traffic and visitation has likely been impacted by delays in bringing Marine Atlantic's newest vessel, the Ala'suinu, onto the Argentia route. The seasonal Argentia ferry service, originally due to start in June, did not begin until July 10th.

MARINE ATLANTIC PASSENGER MOVEMENTS & AUTO VISITATION



359,677

total passenger movements
(both directions) in 2024

↓ 2% from 2023

↑ 16% from 2019



141,634

passenger-related vehicle
movements in 2024

↓ 3% from 2023

↑ 19% from 2019



1,706

total ferry crossings
in 2024

↓ 2% from 2023

↑ 6% from 2019

2024 Air Summary

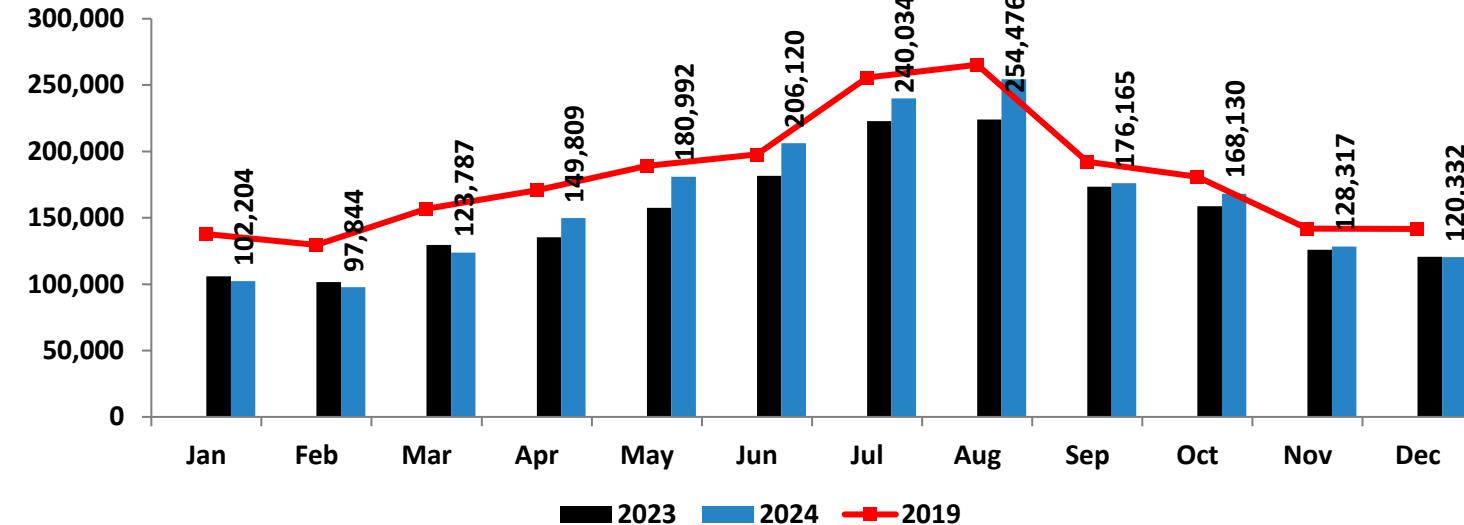
- Air Passenger Movements:** Airport activity (boarding and deplaning passenger movements) for St. John's, Gander, Deer Lake, St. Anthony, and Goose Bay (Wabush data unavailable) reached 1,948,098 passenger movements in 2024, an increase of 8% compared to 2023 but still down 8% from 2019 levels.
- Air Visitors:** The number of non-resident air visitors to the province reached an estimated 332,800 in 2024, down 3% from the same period in 2023 and 13% below 2019 levels. **Note: Non-resident air visitor estimates are preliminary only and subject to change.**

2024 Seat Capacity

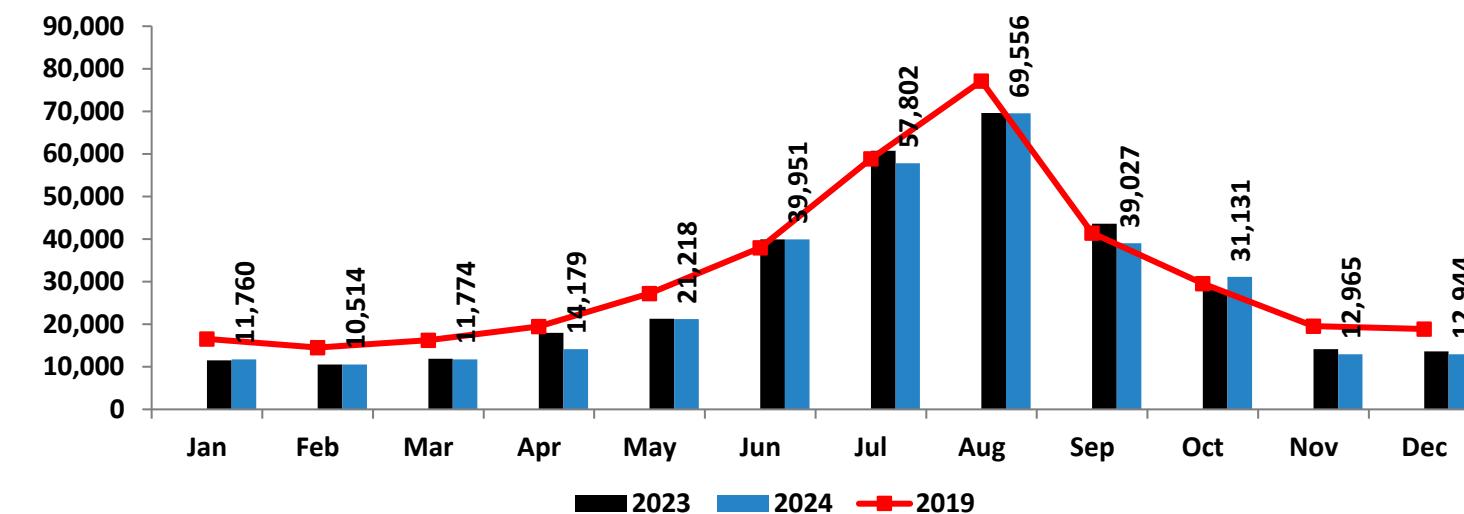
- Seat capacity has been re-building and air services have been recovering from the severe cuts during the COVID-19 pandemic. Inbound non-stop seat capacity to NL (7 major airports) has been steadily increasing over the past two years, in particular from major source markets such as Halifax, Toronto, Calgary and Edmonton.
- Services continued to increase through most of 2024, with significant year-over-year increases for every month during the January to October period (9% - 33%). While inbound capacity was lower for November (-5%) and December (-9%) relative to the same months in 2023, the increases from January to October **resulted in an overall significant capacity increase of 20% for 2024 compared to 2023.**
- Inbound non-stop seat capacity in 2024 also surpassed 2019 levels in every month from January to October, with decreases in November and December. **Despite the declines in the last two months of the year, 2024 capacity closed out the year up 6% from 2019 levels.**

AIR PASSENGER MOVEMENTS & VISITATION

Newfoundland and Labrador Airport Passenger Movements 2019-2024



Newfoundland and Labrador Non-resident Air Visitors 2019-2024



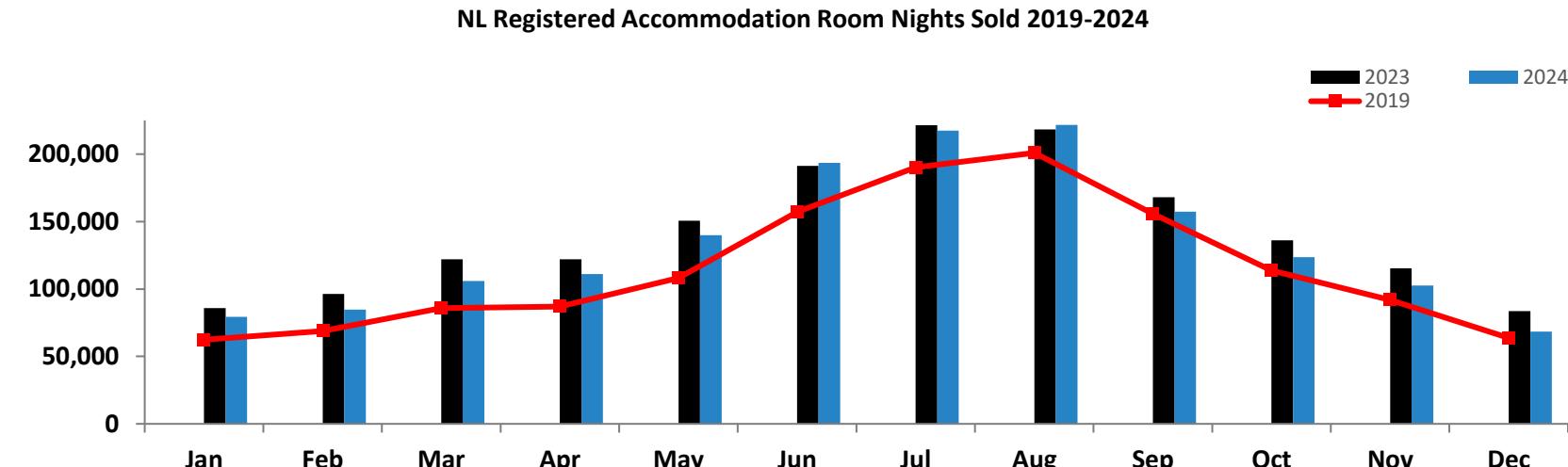
Registered Accommodations

- Room Nights Sold:** In 2024, registered accommodations in the province reported 1.6 million room nights sold, a decrease of 6% from the same period in 2023 but 17% above the same period in 2019.
- Occupancy:** Accommodation occupancy reached 53% in 2024, a decrease of 4 percentage points compared the same period of 2023 but still 7 points higher than this period of 2019.
- Room Revenue:** Total room revenue reached \$274 million in 2024, up slightly from the same period of 2023 (1%), but still 42% above the same period in 2019.

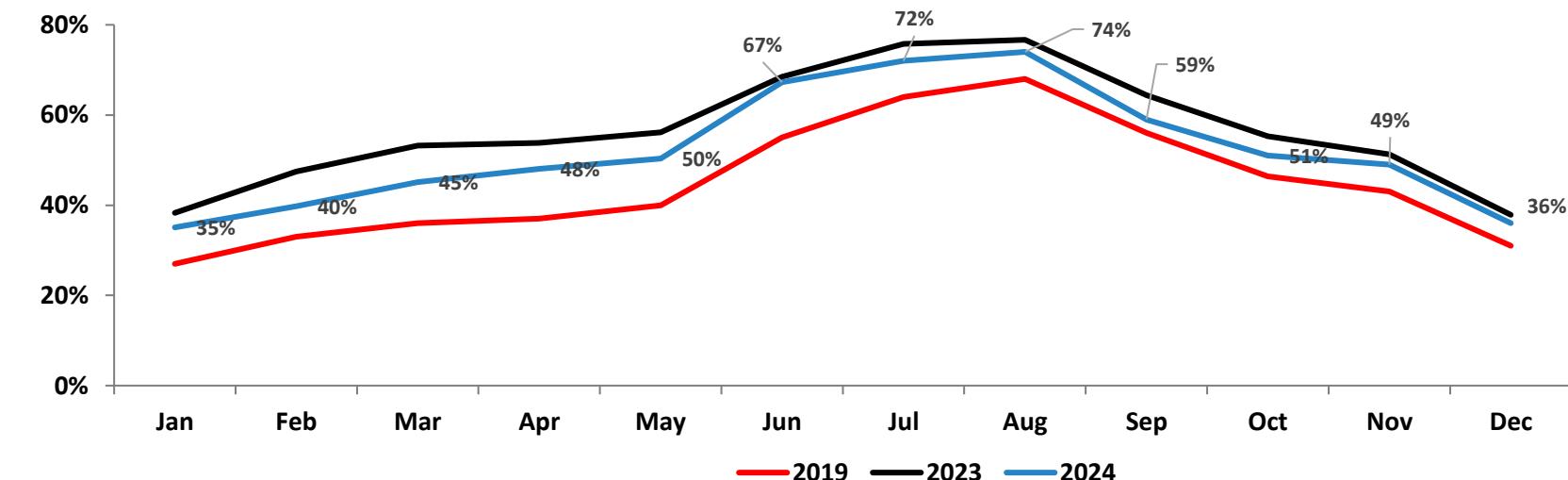
Note: In 2023, a number of rooms were allocated for use by the Department of Immigration, Population Growth and Skills, impacting performance of the registered accommodation sector and year-over-year comparisons. In addition, under the new Tourist Accommodations Act (TAA), short-term rentals in Newfoundland and Labrador were required to begin the process of becoming registered. As occupancy reports submitted by newly registered short-term rentals are now reflected in 2023 and 2024 data, this should be considered when comparing accommodations sector performance year-over-year.

ACCOMMODATIONS SECTOR

REGISTERED ACCOMMODATIONS



NL Registered Accommodation Occupancy Rate 2019-2024



Registered Accommodations

- Average Daily Rate (ADR):** The ADR reached \$169 in 2024, up 7% from 2023 and up 22% from where it stood in 2019. The provincial ADR peaked in August, reaching \$192.
- Note:** all accommodations data are preliminary and subject to change pending further reporting by operators.

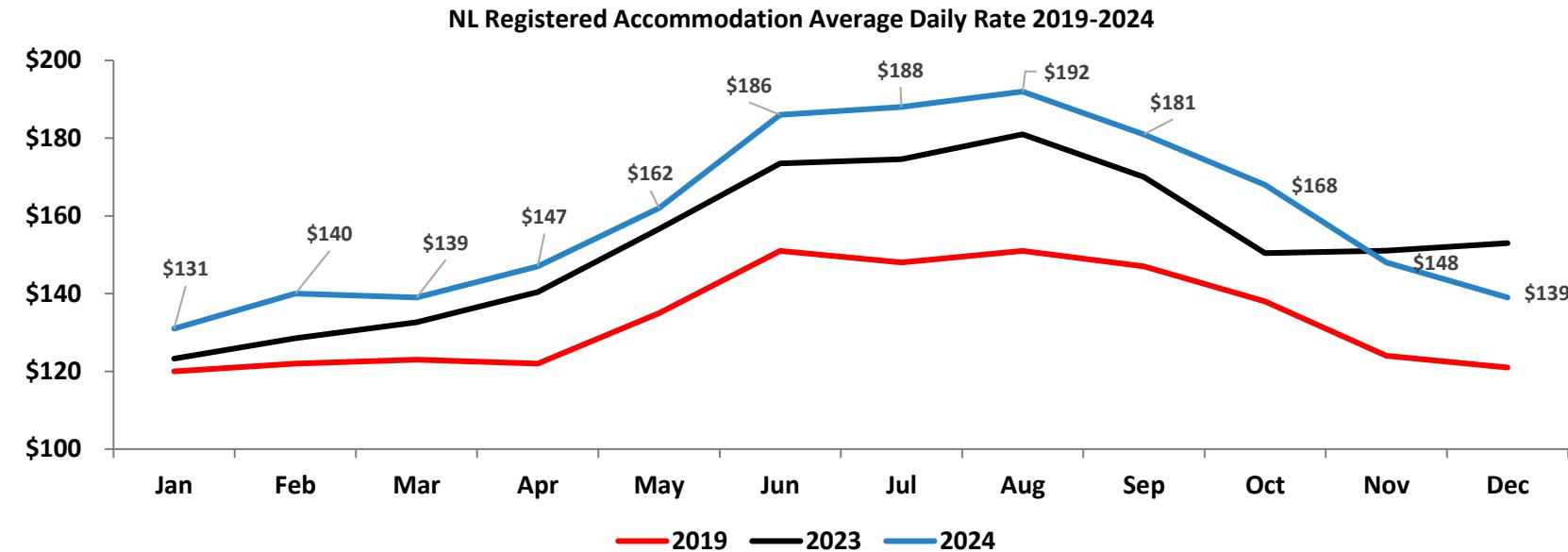
Important Notes:

Short-term rental activity reports performance indicators for the province of Newfoundland and Labrador for accommodations that are listed on and booked through the short-term rental platforms Airbnb and Vrbo as reported by AirDNA. Performance is reported for listings which had at least one day classified as available or reserved during the reporting period. A *listing* can be any type of property, including entire homes, apartments, studios, cabins, vacation homes, tents, campers/RVs, individual hotel suites or rooms, B&Bs, and other types. Listings can comprise one room or multiple rooms that are rented as one unit.

Airbnb/Vrbo listings include registered accommodations as many operators use these platforms as channels to market their properties. Statistics for registered properties (e.g. nights available, nights booked, occupancy rate) are also included in the “Accommodations” section above.

ACCOMMODATIONS SECTOR

REGISTERED ACCOMMODATIONS



SHORT-TERM RENTAL ACTIVITY (2024)

NL Short-term Rental Listings (Airbnb, Vrbo) – Number of Available Listings

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2023	1,336	1,241	1,382	1,615	2,321	2,920	3,269	3,385	3,206	2,631	1,966	1,689
2024	1,516	1,347	1,572	1,847	2,676	3,300	3,575	3,677	3,499	2,840	2,113	1,777

NL Short-term Rental Listings (Airbnb, Vrbo) – Average Daily Rate 2023 and 2024

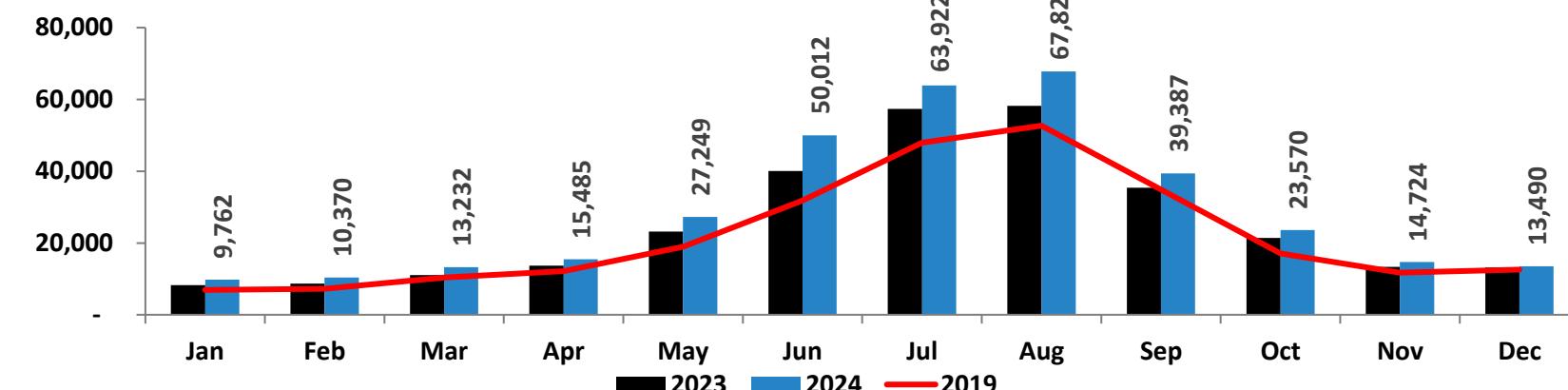
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2023	\$178	\$187	\$186	\$172	\$186	\$196	\$209	\$209	\$194	\$179	\$172	\$166
2024	\$161	\$185	\$176	\$177	\$190	\$207	\$216	\$217	\$200	\$192	\$182	\$186

- Short-term Rental Listings:** According to AirDNA reporting, there were 1,777 listings in the province on the Airbnb and Vrbo short-term rental platforms in the month of December 2024. This compares to 1,689 listings in December 2023 (+5%). In 2024, listings peaked in August at 3,385 listing.
- Nights Available:** In 2024, short-term rental properties in the province listed on Airbnb and Vrbo reported 676,160 **nights available** for bookings/reservations compared to 603,772 nights available in 2023 (+12%).
- Nights Booked:** In 2024, short-term rental properties in the province reported 349,024 **room nights booked**, an increase of 15% compared to 2023 (304,053).
- Occupancy:** The occupancy rate for short-term rental properties in the province reached 51.6% in 2024, an increase of 1.3 percentage points compared to 2023. The occupancy rate peaked in August at 74%.
- The **average daily rate (ADR)** reached \$201 for the period in 2024, up 4% compared to 2023 (\$194). The ADR peaked in August, reaching \$217.

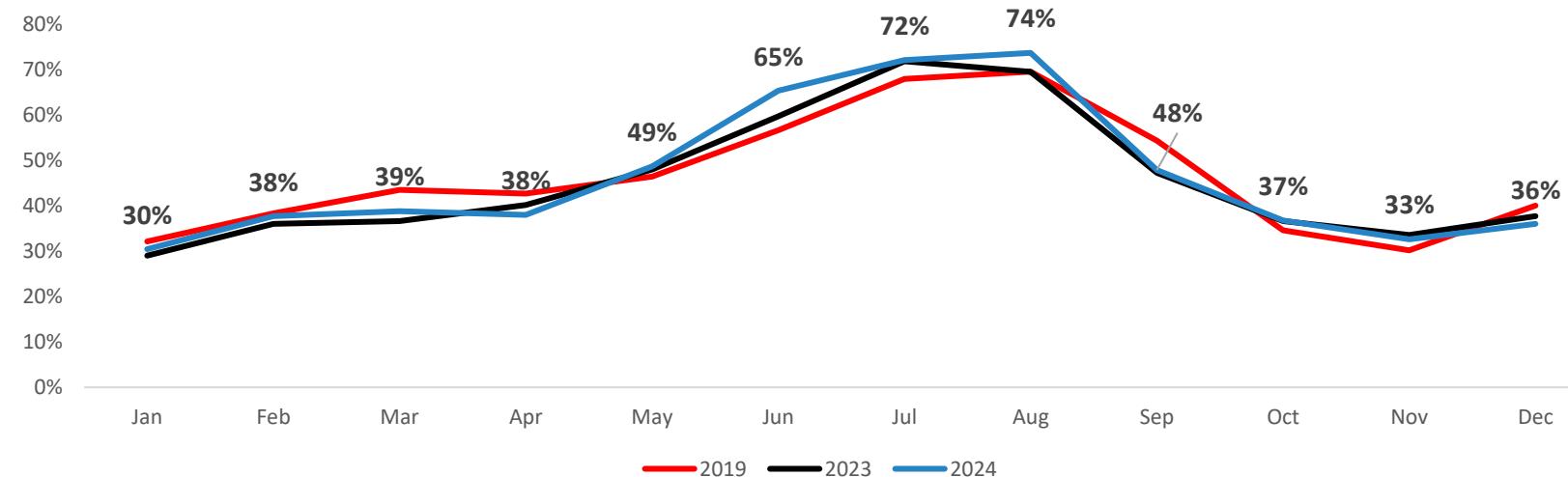
ACCOMMODATIONS SECTOR

SHORT TERM RENTAL ACTIVITY (YTD SEPT)

NL Short-term Rental Listings (Airbnb, Vrbo) – Nights Booked 2019, 2023 and 2024



NL Short-term Rental Listings (Airbnb, Vrbo) – Occupancy Rate 2019, 2023 and 2024



Background Tourism Performance 2019 – 2024

- The number of non-resident **air, automobile, and cruise** visitors travelling to the province reached an estimated 528,300 in 2024, on par with 2023 (+0.5%) and 2019 levels (-0.4%). Preliminary in-province air, auto, and cruise expenditures by non-residents are estimated at \$596.3 million, a decrease of 1% compared to 2023 but remaining 8% above 2019 levels.
- The number of non-resident **air visitors** travelling to the province reached an estimated 332,800 in 2024, a decrease of 3% compared to 2023, and 13% below 2019 levels. Preliminary in-province expenditures by non-resident air visitors are estimated at \$438.9 million, a decrease of 1% compared to 2023 and on par with 2019 (+0.1%).
- Non-resident **automobile visitation** to the province reached an estimated 110,500 visitors in 2024, a decrease of 3% compared to 2023 but still 18% above 2019 levels. Preliminary in-province expenditures by non-resident auto visitors are estimated at \$148.1 million, a decrease of 1% compared to 2023 but 39% above 2019 levels.
- On a preliminary basis, non-resident cruise visitation reached 85,000 in 2024 (unique cruise visitors, not passenger visits to multiple ports), 23% above 2023 levels and 62% above 2019. In-province expenditures by cruise visitors are estimated at \$9.3 million in direct spending, 26% higher than in 2023 and 90% higher than in 2019. Cruise spending does not include port fees, or indirect revenues associated with cruise visitation.

*Estimates are preliminary and subject to change

2019 – 2023 Non-resident Visitors by Mode of Transportation

Non-resident Visitors	2019	2022	2023	2024*	Year-over-Year Change 2024 / 2023	Year-over-Year Change 2024 / 2019
Non-resident visitors – air	384,300	312,300	343,000	332,800	-3%	-13%
Non-resident visitors – auto	93,800	110,600	113,600	110,500	-3%	18%
Sub-total (air & auto)	478,100	422,900	456,600	443,300	-3%	-7%
Non-resident visitors – cruise	52,400	44,500	69,100	85,000	23%	62%
Grand Total	530,500	467,400	525,700	n/a	n/a	n/a

2019 – 2023 Non-resident In-Province Expenditures by Mode of Transportation (\$ million)

In-Province Expenditures	2019	2022	2023	2024*	Year-over-Year Change 2024 / 2023	Year-over-Year Change 2024 / 2019
Non-resident expenditures – air	\$438.6	\$393.8	\$444.2	\$438.9	-1%	0.1%
Non-resident expenditures – auto	\$106.8	\$139.1	\$149.6	\$148.1	-1%	39%
Sub-total (air & auto)	\$545.4	\$532.9	\$593.7	\$587.0	-1%	8%
Non-resident expenditures – cruise	\$4.9	\$4.6	\$7.4	\$9.3	26%	90%
Grand Total	\$550.3	\$537.6	\$601.1	n/a	-1%	8%

About These Statistics

The Tourism Research Division, Department of Tourism, Culture, Arts and Recreation is responsible for the maintenance of a travel/tourism data base that permits the monitoring of various statistical indicators. This is achieved through the co-operation of many industry stakeholders and department staff who provide data to the division on a regular basis. This summary could not be prepared without them. This comprehensive travel and tourism database includes as its primary indicators counts of marine and air passenger movements (including estimates of non-resident visitors) at the major entry/exit points in the province. Secondary indicators include performance measures/visitation statistics for numerous facilities and sites in the province as well as the collection of detailed operating statistics for the province's accommodation sector (availability, sales, occupancy and related revenues for all registered operators). This can be accessed at <https://www.gov.nl.ca/tcar/tourism-division/visitor-and-market-insights/>

2024 Department of Tourism, Culture, Arts & Recreation Flash Sheet - Key Tourism Indicators Year-to-Date (YTD)

Indicator	YTD	YTD Change vs 2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Number of Marine Atlantic Crossings (Both Directions) ¹	1,706	-2%	104	94	105	115	149	188	210	201	180	138	109	113
Passenger Traffic on Marine Atlantic (Both Directions) ²	359,677	-2%	10,509	7,679	12,678	17,104	25,847	39,905	73,879	74,764	41,786	26,617	14,525	14,386
Non-Residents Exiting (auto) ³	110,481	-3%	2,980	1,899	2,944	3,726	5,599	10,468	22,924	29,496	15,448	8,571	3,493	2,933
Residents Exiting (auto) ⁴	62,757	-3%	2,516	1,636	3,126	3,996	5,689	6,332	10,367	10,837	6,102	5,047	3,482	3,627
Vehicle Traffic on Marine Atlantic (Both Directions) ⁵	141,634	-3%	3,685	2,455	4,507	6,498	10,110	16,284	28,744	29,588	17,895	10,976	5,470	5,425
Airport Passenger Movements ⁶	1,948,098	8%	102,204	97,844	123,787	149,809	180,992	206,120	240,034	254,476	176,165	168,130	128,317	120,332
Non-Resident Exiting (air) ⁷	332,822	-3%	11,760	10,514	11,774	14,179	21,218	39,951	57,802	69,556	39,027	31,131	12,965	12,944
Roofed Accommodation Occupancy Rates ⁸	53%	-4 pts	35%	40%	45%	48%	50%	67%	72%	74%	59%	51%	49%	36%
Roofed Accommodation Room Nights Sold ⁹	1,605,408	-6%	79,440	84,771	105,920	111,015	139,882	193,487	217,320	221,748	157,326	123,555	102,642	68,302
Short-Term Rentals Occupancy Rates ¹⁰	52%	1 pt	30.5%	37.7%	38.8%	38.0%	48.7%	65.4%	72.2%	73.7%	47.9%	36.8%	32.7%	36.0%
Short-Term Rentals Booked Nights ¹¹	349,024	15%	9,762	10,370	13,232	15,485	27,249	50,012	63,922	67,821	39,387	23,570	14,724	13,490
Provincial Historic Sites ¹³	97,893	8%					3,773	20,044	28,189	26,989	14,522	2,263	2,113	
Visitor Information Centres	140,125	7%	2,296	2,201	3,031	4,684	11,014	25,742	31,764	29,688	17,665	6,914	2,738	2,388

Notes:

1. The number of crossings between Newfoundland and Nov Scotia by Marine Atlantic (both directions)
2. Passengers carried (both directions) by Marine Atlantic
3. Non-resident auto visits
4. Residents exiting by Automobile: A decrease in residents means fewer residents leaving the province by automobile to travel to destinations outside the province. This may not necessarily translate into more in-province travel by residents.
5. Passenger-related traffic carried (both directions) by Marine Atlantic
6. Airport passenger movements at the province's seven major airports (St. John's, Gander, Deer Lake, Stephenville, St. Anthony, Wabush, Goose Bay); Wabush passenger data unavailable since April 2023.
7. Non-resident air visits: Estimates are based on results of the 2023 Provincial Exit Survey Program and 2024 airport boarding passenger volumes; excludes non-resident visitation from Wabush.
- 8, 9. Roofed accommodation occupancy and room nights sold: Data is current as of March 2025 and is subject to revisions pending further reporting by the province's registered operators.
- 10., 11. Short-term rental occupancy and booked nights: Source: AirDNA, includes listings on Airbnb and Vrbo with at least one night available for booking during the period
12. Provincial Historic Sites operating season May to October/November.
13. Visitors to the Provincial VICs cover the period January-December 2024; airport VICs remain open year-round while other VICs are seasonal, operating May-October.