



Tourism & Transportation

Atlantic Provinces Transportation Forum
May 19th-20th, 2015
St. John's, NL



Presentation Outline

- Where transportation fits in tourism
- What tourists need
- Where the gaps are



HOSPITALITY

NEWFOUNDLAND & LABRADOR

Travellers



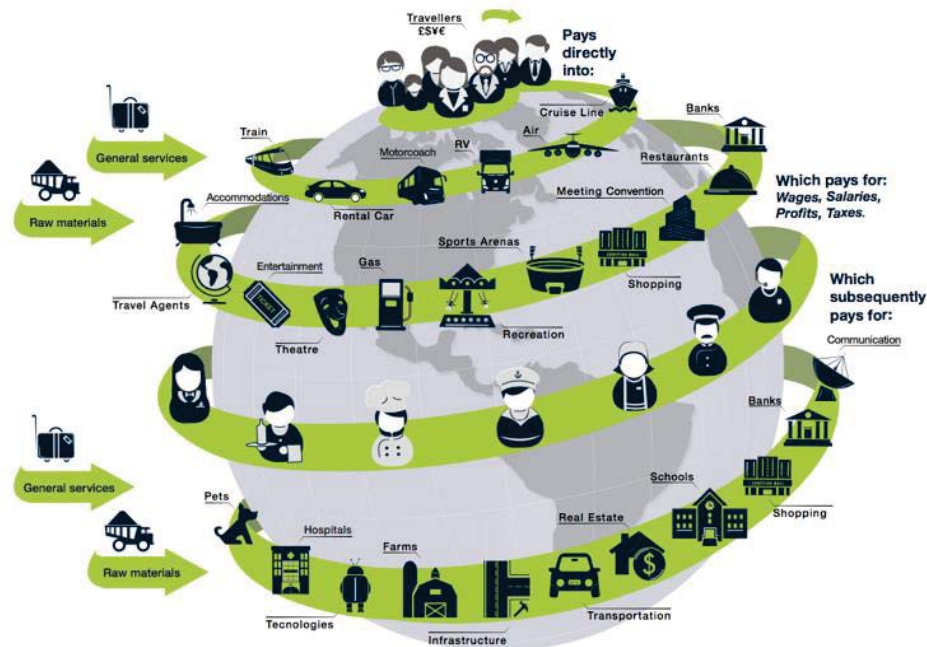
Transportation



Tourism & Travel



The Global Tourism Industry



The money flow in global travel industry. WTTC



The Global Tourism Industry

- Global tourism is one of the world's fastest growing industries
- Growing an average 5% per year
- International departures from emerging economies growing an average of 13% per year
- Global population travelling internationally= 11%; projected at 18% by 2020



National Tourism Industry

- Generates over \$15.4 billion from international travellers
- \$88 billion total
- Overall, intl and domestic generates \$22.7 in tax revenue
- Intensively competitive



Tourism in Newfoundland and Labrador

GROWTH

+22% increase in **non-resident visitation** since 2009

+36% increase in **non-resident spending**

AIR VERSUS AUTO

+16% in non-resident **air** visitation

-14% in non-resident **auto** visitation



Keys to Traveller Satisfaction with Transportation System



Air

Water

Land

Getting here & back

Getting around

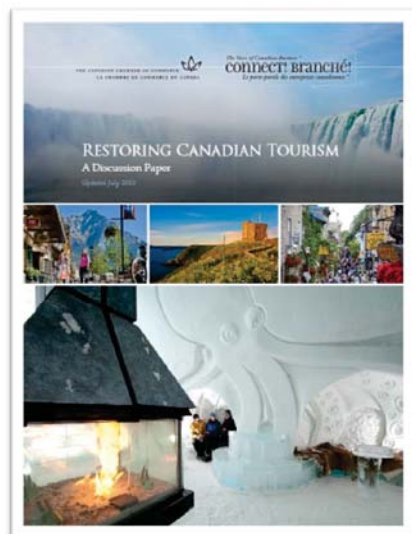
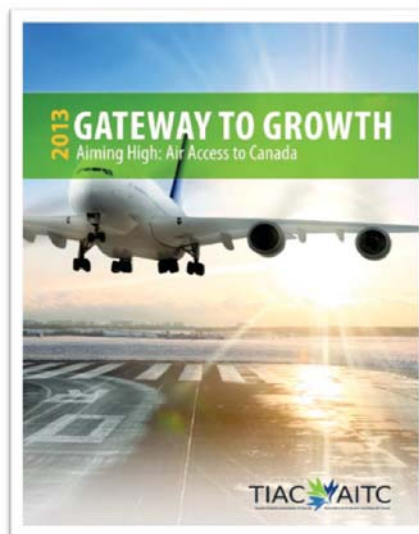


From international & domestic origins

From entry points to destinations to departure points



Getting here





Getting here



AIR

+32% increase in airport passenger movements (2008-2014)

+40% in inbound non-stop capacity

- Significant capital investment in airport infrastructure

Marine Atlantic

-35% in passenger movements since 2001;

-23% past three years

-16% ferry crossings in past three years

- Significant capital investment in fleet and shore infrastructure and customer service improvements



Getting around

Information and communications

Infrastructure and Experience





Carol-Ann Gilliard
Hospitality Newfoundland and Labrador
cgilliard@hnl.ca
709.722.2000