

# SAINT JOHN ON THE BAY OF FUNDY

## Performance 2008

- The number of visitors, total expenditures and room sales reached record levels in the City in 2008.
- Total tourism expenditures in Saint John are forecast to have increased by 7.6 percent to reach a new high of \$246.2 million in 2008.
- Room sales increased by 9.8 percent to 346,000 rooms sold. This was the highest number of rooms ever sold in the city.
- Total number of visitors is forecast to have increased 4.6 percent to 1,511,000, due in part to an additional 50,000 cruise passengers.
- US overnight visitors reached its highest level in five years, increasing by 31 percent and totaling 92,000.
- City recorded growth rates above the provincial average in all four seasons.
- Room sales during the months of July and August increased by 10.4 percent. The city was the only area in the Province reporting an increase in sales in the month of July.
- The Saint John Airport reports 'their best year ever for passenger traffic in 2008'. The volume of passenger activity at the Saint John Airport has increased for three consecutive years.
- Total number of visitors recorded at Carleton Martello Tower increased 14 percent.
- Total number of cruise ships increased from 53 ships to 79 ships in 2008.
- Visitors to the New Brunswick Museum increased 30.5 percent to 67,313 over last year's 51,564. (Year runs from April 1 – March 31)

*Source: Tourism Industry Performance: Saint John 2002-2008: MacKellar, Cunningham & Associates, Ltd.*

---