



## Northwest Territories Visitation Statistics

Main Purpose of Travel	2012-13	2013-14	2014-15	2015-16	2016-17	% Change
Aurora Viewing	15,700	21,700	16,400	24,300	29,800	23%
Fishing <sup>a</sup>	4,800	5,600	4,300	4,600	4,200	-9%
General Touring <sup>b</sup>	15,200	14,800	14,900	19,000	15,800	-17%
Hunting	500	510	510	510	480	-6%
Outdoor Adventure <sup>b</sup>	3,100	1,900	2,100	2,400	7,400	208%
Visiting Friends & Relatives	13,800	14,100	17,200	12,200	15,900	30%
<b>TOTAL LEISURE TRAVEL</b>	<b>53,100</b>	<b>58,610</b>	<b>55,410</b>	<b>63,010</b>	<b>73,580</b>	<b>17%</b>
Business Travel	24,100	35,300	29,400	30,900	34,900	13%
<b>TOTAL VISITORS</b>	<b>77,200</b>	<b>93,910</b>	<b>84,810</b>	<b>93,910</b>	<b>108,480</b>	<b>16%</b>

## Northwest Territories Visitor Spending (millions)

Main Purpose of Travel	2012-13	2013-14	2014-15	2015-16	2016-17	% Change
Aurora Viewing	\$15.20	\$21.00	\$26.80	\$39.70	\$48.70	23%
Fishing <sup>a</sup>	\$11.60	\$14.00	\$9.30	\$9.70	\$9.20	-5%
General Touring <sup>b</sup>	\$12.60	\$12.60	\$14.00	\$19.80	\$19.30	-3%
Hunting	\$5.80	\$5.90	\$7.10	\$7.20	\$6.70	-7%
Outdoor Adventure <sup>b</sup>	\$6.00	\$4.10	\$6.00	\$7.00	\$21.40	206%
Visiting Friends & Relatives	\$8.40	\$8.90	\$12.00	\$8.50	\$11.30	33%
<b>TOTAL LEISURE TRAVEL</b>	<b>\$59.60</b>	<b>\$66.50</b>	<b>\$75.20</b>	<b>\$91.90</b>	<b>\$116.60</b>	<b>27%</b>
Business Travel	\$48.10	\$70.50	\$71.40	\$75.20	\$84.90	13%
<b>TOTAL VISITORS</b>	<b>\$107.70</b>	<b>\$137.00</b>	<b>\$146.60</b>	<b>\$167.10</b>	<b>\$201.40</b>	<b>21%</b>

Last Update: September 1, 2017

### Methodology Notes:

a: Methodology and historical data revised in 2016-17

b: Methodology for data collection was adjusted in 2016-17 to more accurately segment General Touring and Outdoor Adventure visitors. This adjustment must be taken into account when considering historical comparisons.