



## Northwest Territories Visitation

Main Purpose of Travel	2013-14	2014-15	2015-16	2016-17	2017-18	Change year-over-year	Change 5-year
<b>Aurora Viewing</b>	21,700	16,400	24,300	29,800	34,900	17%	61%
<b>Fishing <sup>a</sup></b>	5,600	4,300	4,600	4,200	3,900	-7%	-30%
<b>General Touring <sup>b</sup></b>	14,800	14,900	19,000	15,800	16,200	3%	9%
<b>Hunting</b>	510	510	510	480	430	-10%	-16%
<b>Outdoor Adventure <sup>b</sup></b>	1,900	2,100	2,400	7,400	6,700	-9%	253%
<b>Visiting Friends and Relatives</b>	14,100	17,200	12,200	15,900	14,600	-8%	4%
<b>Total Leisure Visitation</b>	<b>58,610</b>	<b>55,410</b>	<b>63,010</b>	<b>73,580</b>	<b>76,730</b>	<b>4%</b>	<b>30%</b>
<b>Business Travel</b>	35,300	29,400	30,900	34,900	35,800	3%	1%
<b>Total Visitation</b>	<b>93,910</b>	<b>84,810</b>	<b>93,910</b>	<b>108,480</b>	<b>112,530</b>	<b>3%</b>	<b>19%</b>

## Northwest Territories Visitor Spending (millions)

Main Purpose of Travel	2013-14	2014-15	2015-16	2016-17	2017-18	Change year-over-year	Change 5-year
<b>Aurora Viewing</b>	\$21.00	\$26.80	\$39.70	\$48.70	\$56.90	17%	171%
<b>Fishing <sup>a</sup></b>	\$14.00	\$9.30	\$9.70	\$9.20	\$9.70	5%	-31%
<b>General Touring <sup>b</sup></b>	\$12.60	\$14.00	\$19.80	\$19.30	\$16.40	-15%	30%
<b>Hunting</b>	\$5.90	\$7.10	\$7.20	\$6.70	\$6.00	-10%	2%
<b>Outdoor Adventure <sup>b</sup></b>	\$4.10	\$6.00	\$7.00	\$21.40	\$17.10	-20%	317%
<b>Visiting Friends and Relatives</b>	\$8.90	\$12.00	\$8.50	\$11.30	\$10.10	-11%	13%
<b>Total Leisure Spending</b>	<b>\$66.50</b>	<b>\$75.20</b>	<b>\$91.90</b>	<b>\$116.60</b>	<b>\$116.30</b>	<b>0%</b>	<b>75%</b>
<b>Business Travel</b>	70.50	71.40	75.20	84.90	87.10	3%	24%
<b>Total Spending</b>	<b>\$137.00</b>	<b>\$146.60</b>	<b>\$167.10</b>	<b>\$201.40</b>	<b>\$203.40</b>	<b>1%</b>	<b>48%</b>

Release date: October 30, 2018

**Notes:** <sup>a</sup> Methodology and historical data revised in 2015-16. | <sup>b</sup> Methodology for data collection 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.

**Sources:** Northwest Territories Visitor Exit Survey, 2010-11 and 2014-15 | Northwest Territories Air Exit Survey 2013-2017 | Northwest Territories Road Trip Survey, 2013-2017 | Northwest Territories Territorial Park Permitting, 2013-2017 | Northwest Territories Fishing Permitting, 2013-2018 | Northwest Territories Hunting Permitting, 2013-2018 | Flight Global Incorporating DIOO.