



# TOURISM IN THE NWT

A YEAR IN REVIEW 2024-2025

Government of  
Northwest Territories



K'áhshó got'jne xədə k'é hederı ɔedjhtl'é yerınıwę ní dé dúle.  
Dene Kədə

ʔerıhtl'ıs Dēne Sų́nė yatı t'a huts'elkēr xa beyáyatı theɔą ɔat'e, nuwe ts'ēn yóftı.  
Dēne Sų́nė

Edı gondı dehgáh got'je zhatıé k'éé edatl'éh enahddhę nıde naxets'é edahlı.  
Dene Zhatıé

Jii gwandak izhii ginjik vat'atr'ıjáhch'uu zhit yınohthan jı', diits'at ginohkhıı.  
Dinjii Zhuh Ginjik

Uvanittuaq ilitchurisukupku Inuvialuktun, ququaqluta.  
Inuvialuktun

Ć'bd< nnc<sup>sb</sup>Δ<sup>c</sup> ΛrLJΔr<sup>c</sup> Δ.ɔ<sup>b</sup>nɔc<sup>sb</sup>ɣLɔn<sup>b</sup>, ɔ<sup>c</sup>nc<sup>sb</sup>ɔ<sup>c</sup> ɔ<sup>sb</sup>c<sup>sb</sup>Δ<sup>c</sup>nc<sup>c</sup>.  
Inuktitut

Hapkua titiqqat pijumagupkit Inuinnaqtun, uvaptinnut hivajarlutit.  
Inuinnaqtun

kı̄spin ki nitawihtın ē nı̄hı̄yawıhk ōma ācimōwin, tıpwāsinān.  
nēhiyawēwin

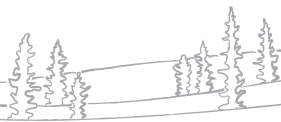
Tłıchq yatı k'èè. Dı wegodı newq dè, gots'ó gonede.  
Tłıchq

**Indigenous Languages**  
request\_Indigenous\_languages@gov.nt.ca



# Tourism in the NWT

## A Year in Review 2024-2025



Tourism in the NWT showed continued recovery in the 2024/2025 year, building on the rebound seen in the 2024 season. Based on available data, the NWT has returned to 65% of pre-pandemic (2019) visitor levels. The recovery in visitors coming to the NWT slowed in the 2024/2025 year, likely due to wildfire and flooding anxiety remaining from the 2023/2024 season.

### 75,600 Visitors

5% growth compared to 2023

### \$155M Visitor Spending

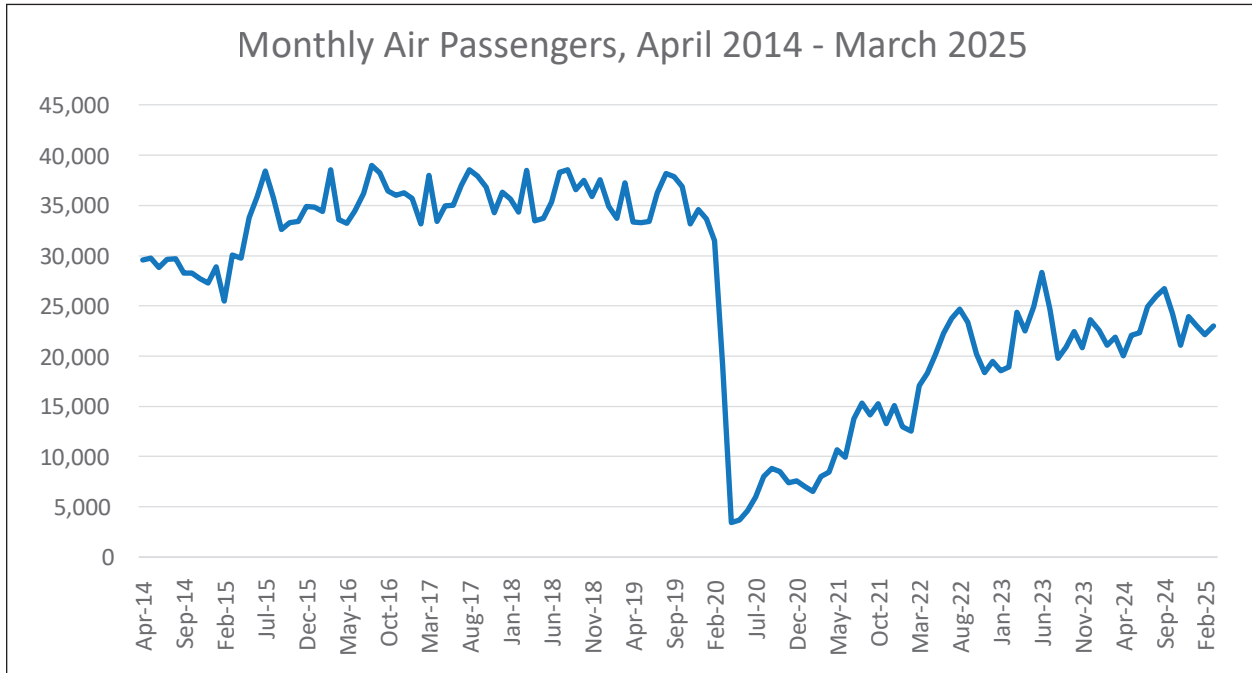
19% adjusted growth compared to 2023\*

### Key Tourism Indicators

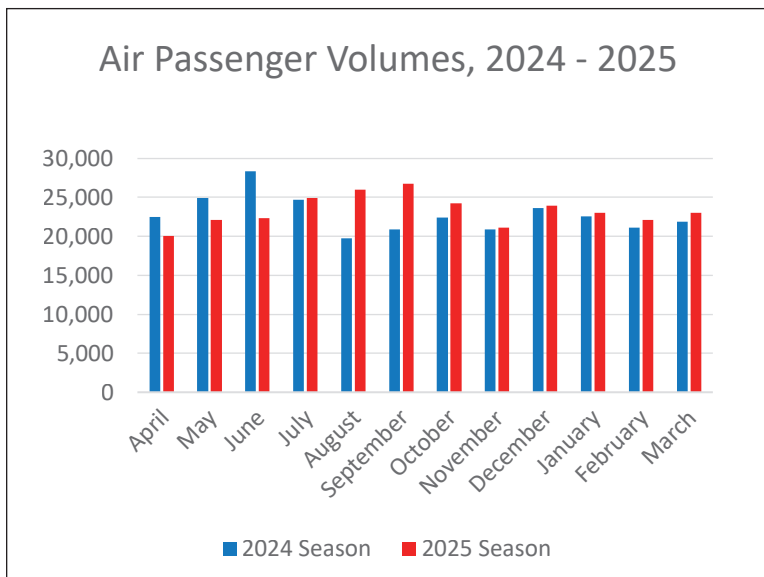
Timing for most indicators is April 1, 2024, to March 31, 2025 unless otherwise noted. The data comes from a variety of sources and maybe subject to ongoing revisions from suppliers. Data sources may be available monthly, quarterly, annually or seasonally.

\*Spending figures per traveller were estimated prior to 2024 based on historic figures. In 2024, the Airport Exit Survey was relaunched, allowing greater precision on tourist spending. There appears to have been an increase in spending in step with inflation over the period 2019-2024. The 8% Visitor Spending increase is due to the 5% increase in visitors, 2% increase in inflation in the twelve months, and a 3% increase in traveller spending towards experiences. Please note: These numbers are estimates calculated using a model based on data from multiple sources including: the Northwest Territories Airport Exit Survey; NWT Parks Permit, Statistics Canada and Reservation data; NWT Fishing Licenses; NWT Hunting Licences; AirDNA (a hotel data aggregator); Diio LLC (provider of airline market intelligence tools).

## Visitor Travel and Activities

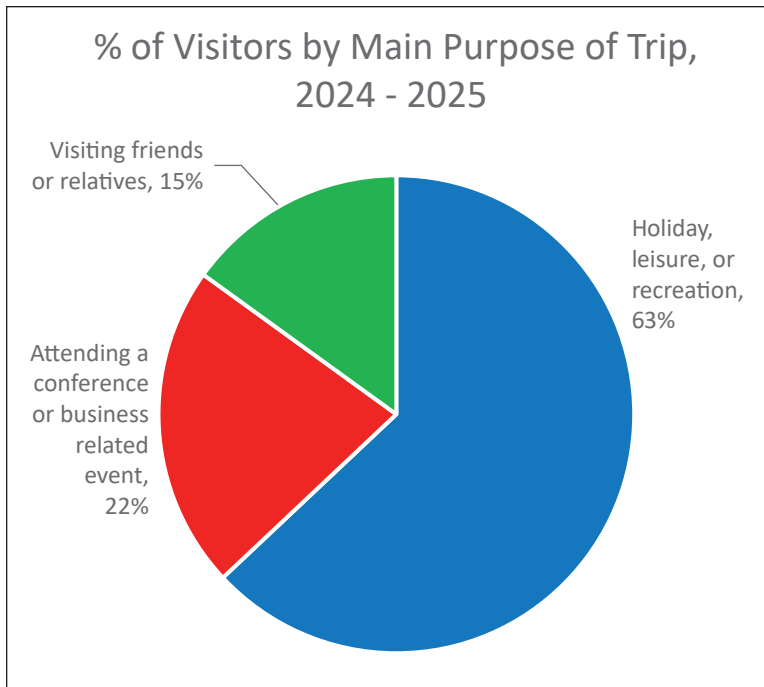


(Above) Air passenger volumes have slowed in their recovery from Covid-19 lockdowns, settling into a trend around 22,000 per month. This range indicates that tourist perceptions and habits have not yet recovered from the negative media coverage of the 2023 flooding and wildfires.

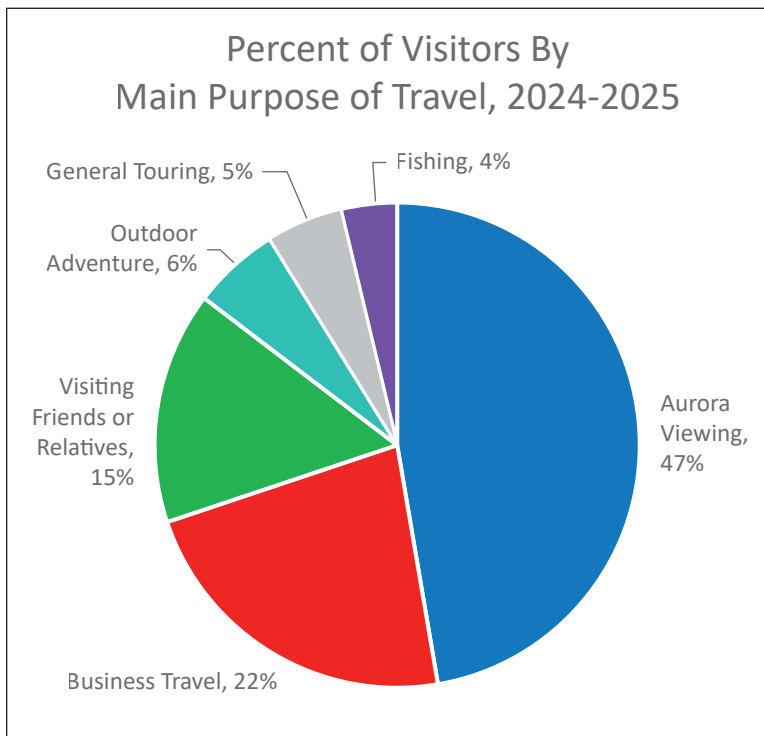


(Left) Seasonal travel recovered from underperformance compared to 2024 in the first three months, with strong numbers through the summer and consistent growth thereafter. The strong Fall visitations are likely due to suppressed figures from the prior year, when wildfires were still active and evacuations caused cancellations from August to October.

Note that the above figures include all travellers, including seasonal workers, relatives visiting family, and other no-tourist related travel.



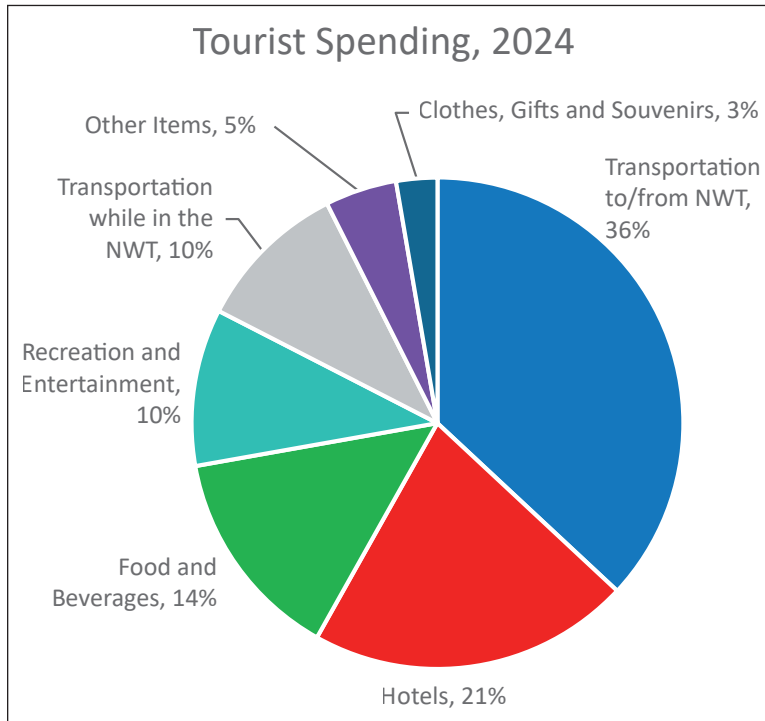
63% of visitors reported holiday, leisure or recreation as the main purpose of their stay. Business travel remains to be a significant reason for visiting the NWT. Business travel accounts for 22% of visitors, comparable to 27% before the pandemic. Notably, both holiday, leisure or recreation, and business travellers, increased a percentage from the previous year, demonstrating increased interest in the NWT for those reasons.



Non-residents over 18 reported a variety of activities they'd taken part in while in the NWT (excluding out of territory workers).

Aurora viewing remains the primary draw for tourists coming to the NWT, accounting for 47% of trips, a notable increase compared to 41% in 2023/2024. Business travel and visiting friends or relatives were also core reasons tourists visited the NWT and were relatively stable year-over-year.

## Tourist Spending

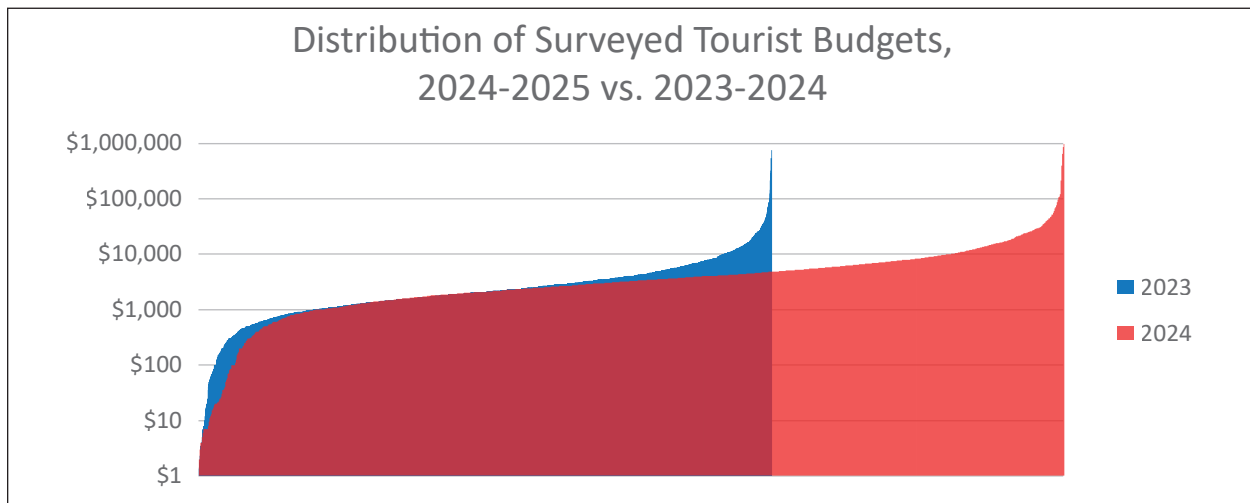


Spending on transportation to and from the NWT decreased year-over-year as a percentage of total travel budgets, falling from 45% in 2023-2024 to 36% in 2024-2025. There was also a decrease in accommodation costs, from 25% to 21%. This decrease in transportation and accommodation costs allowed tourists to spend more on recreation and entertainment (6% to 10%), inter-territorial travel (5% to 10%), and clothes, souvenirs, gifts and other items from a combined 5% to 8% of tourist budgets.

Median Tourist Budget 2024: **\$2,041**

Median Length of Stay: **4 Days**

Average Party Size: **1.93**

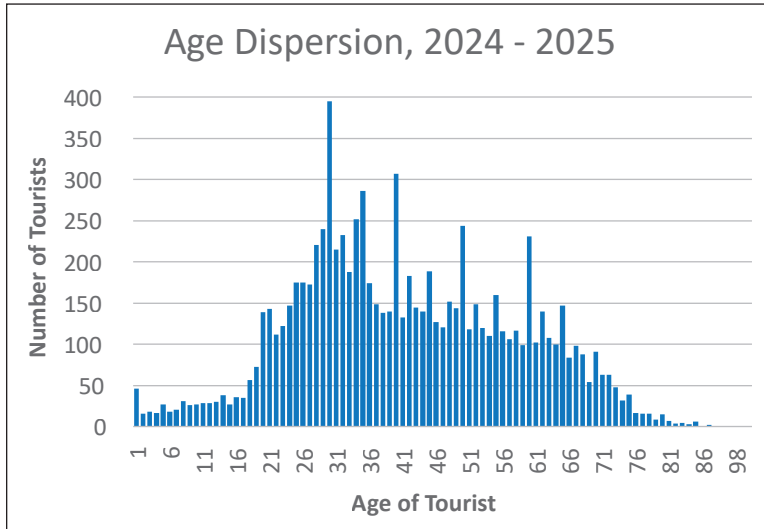


Surveys report a wide range of travel and spending budgets across different types of tourists. Some tourists reported family financially supporting their travels, indicating lower self-reported tourist spending. Others reported making investments in the NWT or travelling for extended periods. The main difference between 2023 survey results and 2024 survey results was due to the re-vitalized Airport Exit Survey contract commencing in June 2024.

## Tourist Demographics

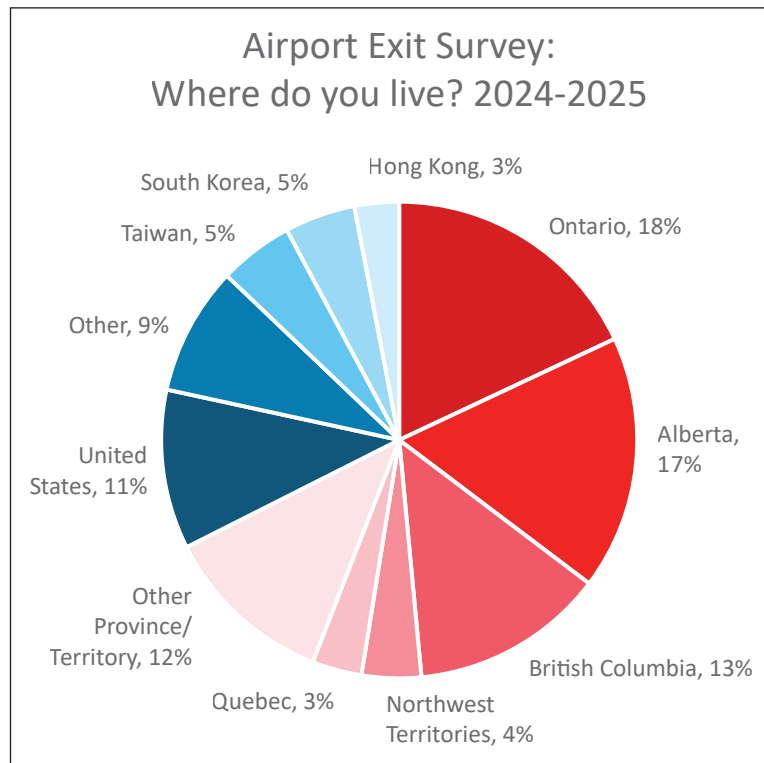
Average Age: **41.4**

Male to Female Ratio: **1:03**



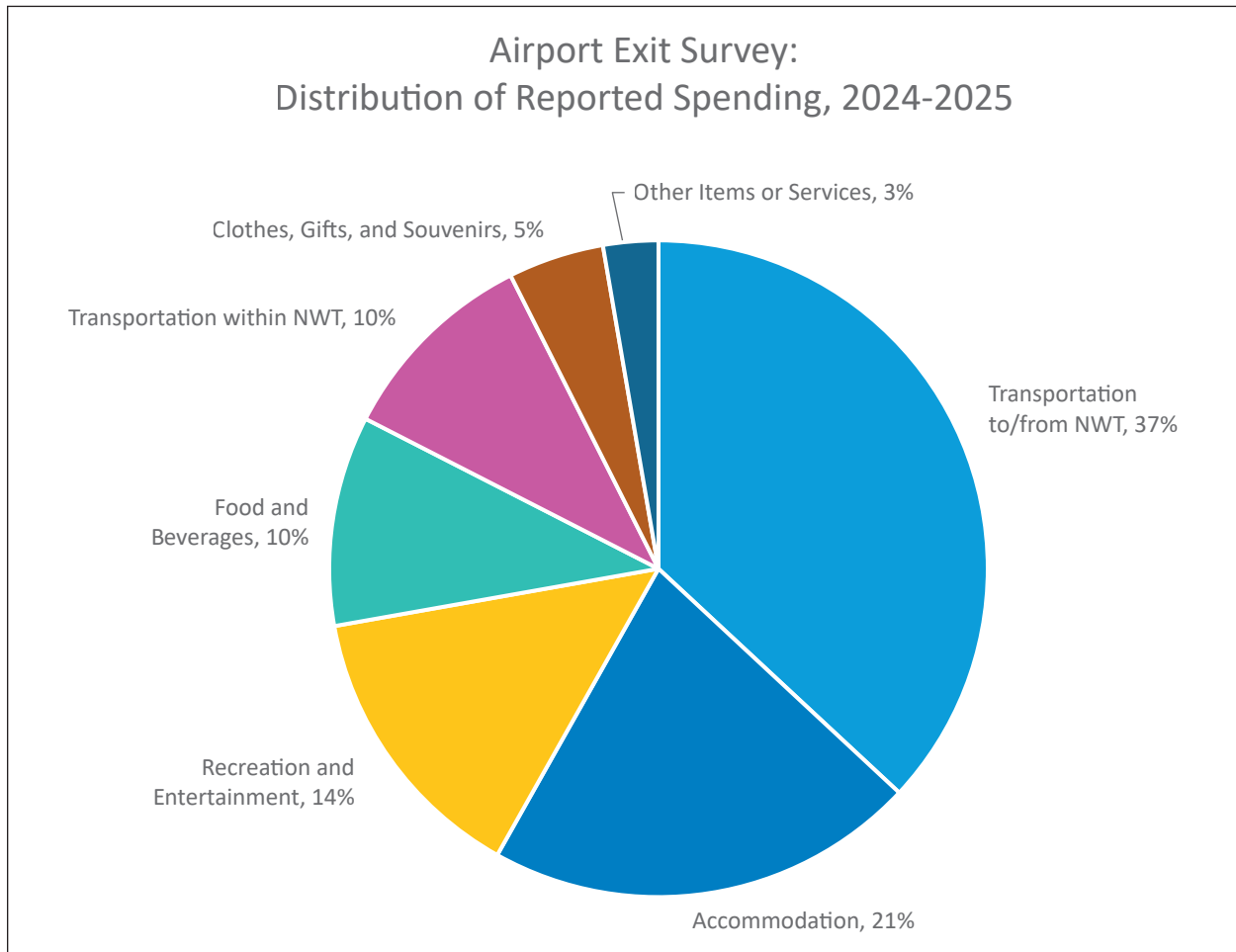
Tourists' ages vary mostly between early 20s to their mid-70s. A greater interest in Yellowknife appears to occur in the 25-35 age range, while the remaining ranges contain trends consistent with general populations.

## Tourist Origins



Canadians represented the bulk of tourists visiting the NWT, at 60%. The United States continues to provide the majority of international tourists, with a strong presence of visitors from East Asia.

## Visitor Spending



Transportation was the main expense for NWT tourists, totaling 37% of all expenses. Accommodation followed at 21% of expenses.

\*Note that undisclosed spending was excluded from this dataset as it could have been a total for the trip, indicating it could belong in any of the reported categories. Further, within the AES itself some survey respondents seemed to confuse “travelling party’s total spending” with individual spending, resulting in some skewed spending figures. For this reason, median spending figures for each sub-category were used instead of average spending.

## NWT Parks

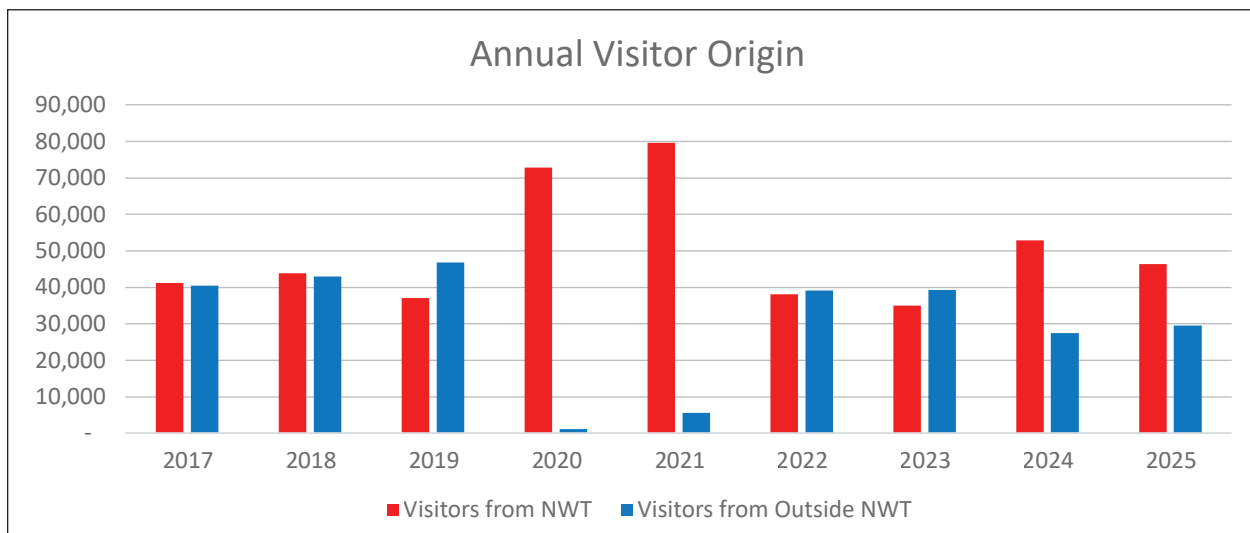
Number of Overnight Visitors for 2025- 75,984. Visitations increased marginally by 0.3% compared to the 2024 Parks Season

ESTIMATED OVERNIGHT VISITORS BY REGION							
	2020	2021	2022	2023	2024	2025	2025 season vs. 2024 season
Beaufort Delta	2,694	3,630	10,053	13,796	5,040	5,410	7%
Dehcho	4,387	4,676	4,848	4,592	2,841	3,223	13%
North Slave	47,898	54,674	36,322	30,521	47,413	44,290	-7%
South Slave	18,957	22,301	26,025	25,341	20,460	23,061	13%
<b>Grand Total</b>	<b>73,936</b>	<b>85,282</b>	<b>77,248</b>	<b>74,250</b>	<b>75,754</b>	<b>75,986</b>	<b>0.3%</b>

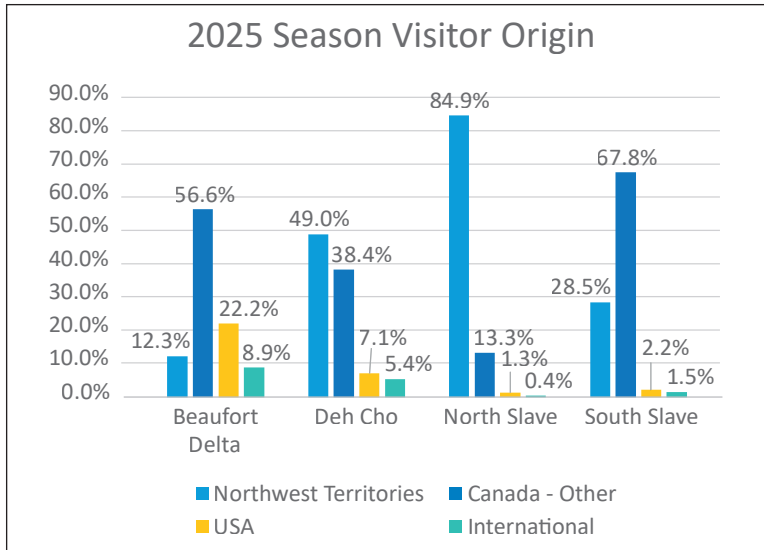
\*Data from 2020-2024 was updated to be comparative to 2025 season data collected with improved software. Previously, totals were based solely on reservations and party size. Data now accounts for nights per reservation to describe the number of visitors using parks per day more accurately.

In 2025 there was an increase in visitations to the Beaufort Delta, Dehcho and South Slave.

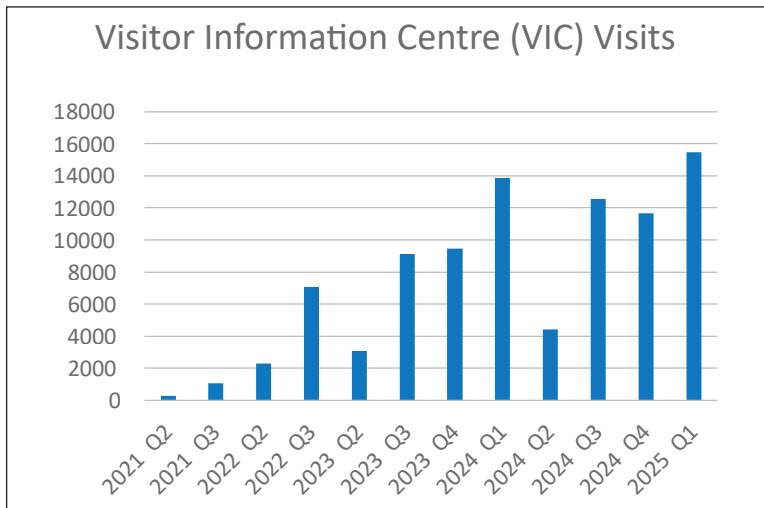
Visitations to parks in the North Slave decline by 7% in 2025 compared to the 2024 year.



The 2025 season reflects redistribution of visitation across regions and parks, not overall growth as Total overnight visitors remained flat at +0.3% year over year. This indicates significant shifts in where visitors went, rather than growth in total demand.



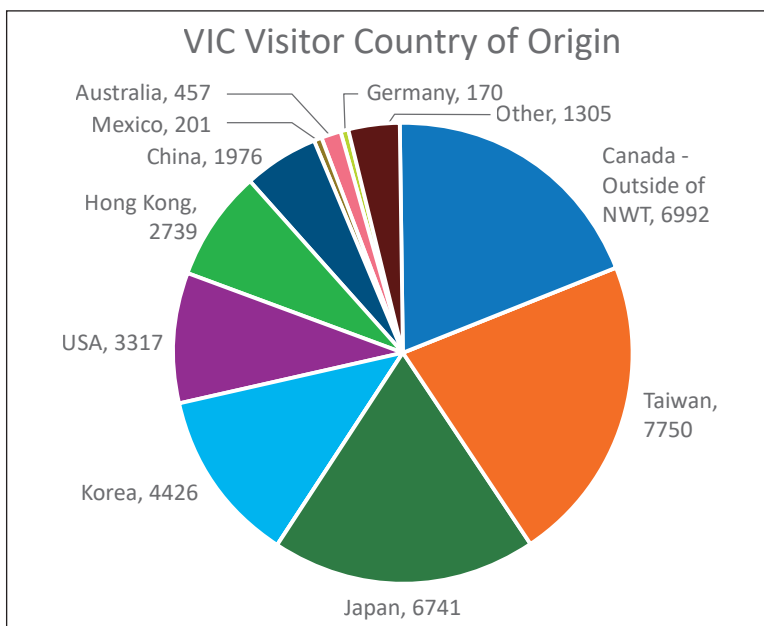
Parks visitors report being mostly NWT residents, is a sustaining trend for 2024-25. 30% of parks visitors were from Alberta and other Canadian provinces and territories. The United States and represented the largest international group of visitors.



## Visitor Information Centres (VICs)

Visitor Information Centre (VIC) visits continue to recover from Pandemic lows. This shows more visitors are using roads and parks across the NWT.

\*Note that due to reporting delays, not all VIC visitor data are captured in the graphic.



Canada remains a key contributor to VIC visits. Large numbers of visitors to VICs were from USA, Japan, Taiwan, Hong Kong, Korea and China.