



## Northwest Territories Visitation

Main Purpose of Travel	2015	2016	2017	2018	2019	2020	2021	2022	2023	Change 5-year
Aurora Viewing	24,300	29,800	34,900	41,500	37,100	8,220	16,420	26,110	29,520	-29%
Fishing	4,600	4,200	3,400	4,800	5,300	1,000	2,000	3,180	3,600	-25%
General Touring	19,000	15,800	16,200	17,900	20,100	1,200	2,400	3,820	4,320	-76%
Hunting	510	480	430	510	520	420	480	520	520	2%
Outdoor Adventure	2,400	7,400	6,700	7,200	7,300	1,780	3,930	6,490	7,400	3%
Visiting Friends and Relatives	12,200	15,900	14,600	15,600	15,000	3,210	6,410	10,190	11,520	-26%
<b>Total Leisure Visitation</b>	<b>63,010</b>	<b>73,580</b>	<b>76,230</b>	<b>87,510</b>	<b>85,320</b>	<b>15,830</b>	<b>31,640</b>	<b>50,310</b>	<b>56,880</b>	<b>-35%</b>
Business Travel	30,900	34,900	35,800	32,600	32,300	4,200	8,410	13,370	15,120	-54%
<b>Total Visitation</b>	<b>93,910</b>	<b>108,480</b>	<b>112,030</b>	<b>120,110</b>	<b>117,620</b>	<b>20,030</b>	<b>40,050</b>	<b>63,680</b>	<b>72,000</b>	<b>-40%</b>

## Northwest Territories Visitor Spending (millions)

Main Purpose of Travel	2015	2016	2017	2018	2019	2020	2021	2022	2023	Change 5-year
Aurora Viewing	\$39.70	\$48.70	\$56.90	\$67.70	\$59.80	\$9.90	\$19.70	\$31.50	\$35.70	-47%
Fishing	\$9.70	\$9.20	\$9.70	\$11.60	\$13.70	\$2.00	\$3.90	\$6.20	\$7.10	-39%
General Touring	\$19.80	\$19.30	\$16.40	\$17.80	\$20.50	\$3.40	\$6.80	\$10.80	\$12.30	-31%
Hunting	\$7.20	\$6.70	\$6.00	\$7.10	\$7.20	\$1.20	\$2.50	\$4.00	\$4.50	-37%
Outdoor Adventure	\$7.00	\$21.40	\$17.10	\$15.60	\$14.40	\$2.80	\$5.50	\$8.70	\$10.00	-37%
Visiting Friends and Relatives	\$8.50	\$11.30	\$10.10	\$10.90	\$10.40	\$1.90	\$3.70	\$6.00	\$6.70	-39%
<b>Total Leisure Visitation</b>	<b>\$91.90</b>	<b>\$116.60</b>	<b>\$116.30</b>	<b>\$130.70</b>	<b>\$126.00</b>	<b>\$21.20</b>	<b>\$42.10</b>	<b>\$67.10</b>	<b>\$76.10</b>	<b>-42%</b>
Business Travel	\$75.20	\$84.90	\$87.10	\$79.40	\$78.60	\$14.60	\$29.20	\$46.80	\$53.00	-33%
<b>Total Spending</b>	<b>\$167.10</b>	<b>\$201.40</b>	<b>\$203.40</b>	<b>\$210.10</b>	<b>\$204.60</b>	<b>\$35.80</b>	<b>\$71.30</b>	<b>\$114.00</b>	<b>\$129.30</b>	<b>-39%</b>

Release Date: March, 2025<sup>i</sup>

### For more information:

[www.iti.gov.nt.ca/en/tourism-research](http://www.iti.gov.nt.ca/en/tourism-research)

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<sup>i</sup> The values provided in this report are estimates modeled from on multiple sources, including visitation and spending data from the 2023 Airport Exit Survey, air passenger volumes from the DIIQ platform, GNWT hunting and fishing licenses, as well as historical figures.