



Tourism in the NWT: A Year in Review 2019-2020

Tourism in the Northwest Territories (NWT) experienced a decrease in the number of visitors and visitor spending driven by the COVID-19 pandemic which began affecting travel and tourism early in 2020. The World Health Organization (WHO) officially declared it a pandemic on March 11, 2020 and border closures and travel restrictions followed shortly thereafter.



117,620
-2% versus year ago
TOTAL # VISITORS



\$204.6MM
-3% versus year ago
TOTAL VISITOR SPENDING

Key Tourism Indicators

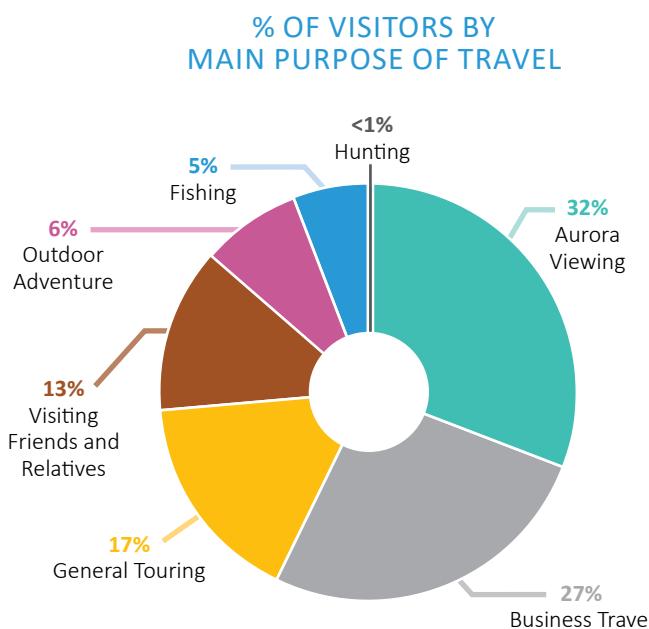
Timing for these indicators is April 1, 2019 to March 31, 2020 unless other timing is noted.

The Research and Planning Unit within the Tourism and Parks Division compiles and reports key statistics covering major aspects of the tourism industry in the NWT. The data comes from a variety of sources and may be subject to ongoing revisions from suppliers. Timing varies in terms of data collection and may be available monthly, quarterly, annually or seasonally.

Photo credit: Yuichi Takasaka

These numbers are estimates calculated using a model based on data from multiple sources including the Northwest Territories Airport Exit Survey 2015-2019; Northwest Territories Territorial Parks Permitting, 2015-2019; Northwest Territories Fishing Licences, 2015-2019; Northwest Territories Hunting Licences, 2015-2019; Northwest Territories Visitor Exit Survey, 2014-15; Northwest Territories Road Visitor Survey, 2014-2017; Diio LLC, a leading provider of airline market intelligence tools.

Main Purpose and Transportation



	# VISITORS	CHANGE VS YEAR AGO
Aurora Viewing	37,100	-11%
General Touring	20,100	12%
Visiting Friends and Relatives	15,000	-4%
Outdoor adventure	7,300	1%
Fishing	5,300	10%
Hunting	520	2%
Total Leisure Travel	85,320	-3%
Total Business Travel	32,300	-1%
Total Travel	117,620	-2%



HOW ARE THEY GETTING TO THE NWT?

76%
by air **24%**
by road

The largest segments as defined by main purpose of travel include Aurora Viewing, Business Travel, General Touring and Visiting Friends and Relatives. Over three-quarters travel to the NWT by air.

The majority of visitors are Canadians from other provinces and territories. For those travelling by air, Asian visitors make up a significant proportion (24%).

WHERE ARE THEY FROM?

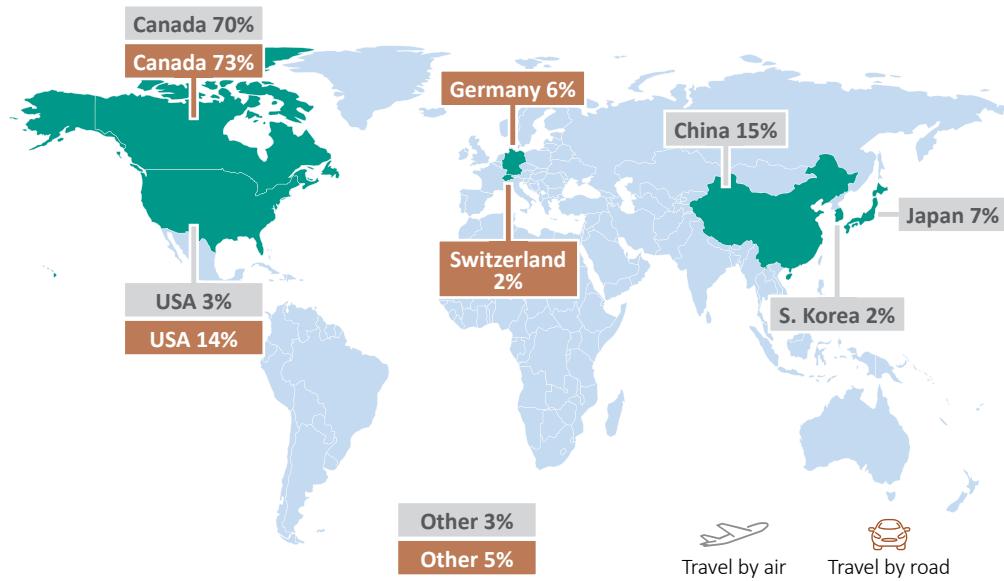


Photo credit: Ben Weiland

Visitor origin for those who travel by air is based on the Airport Exit Survey conducted at the Yellowknife airport; for those who travel by road, data from NWT Parks permits (2019 season) was used. Data excludes NWT residents.

NWT Parks

ESTIMATED OVERNIGHT VISITORS	2015	2016	2017	2018	2019	CHANGE VS YEAR AGO	5-YEAR CHANGE
Beaufort Delta Region	2,441	2,687	2,526	5,615	6,292	12%	158%
Dehcho Region	1,960	2,139	2,335	2,156	1,931	-10%	-1%
North Slave Region	13,794	13,675	17,631	16,623	15,430	-7%	12%
South Slave Region	10,187	10,656	12,559	12,133	11,596	-4%	14%
Total overnight visitors	28,382	29,157	35,051	36,527	35,249	-3%	24%

PERMITS (OVERNIGHT CAMPING)	2015	2016	2017	2018	2019	CHANGE VS YEAR AGO	5-YEAR CHANGE
Beaufort Delta Region	1,080	1,192	1,129	2,486	2,741	10%	154%
Dehcho Region	767	835	968	845	757	-10%	-1%
North Slave Region	4,039	4,000	5,163	4,877	4,527	-7%	12%
South Slave Region	3,841	4,037	4,730	4,579	4,324	-6%	13%
Total permits issued	9,727	10,064	11,990	12,787	12,349	-3%	27%



TOTAL NWT PARKS PERMITS ISSUED



NWT PARKS OVERNIGHT VISITORS

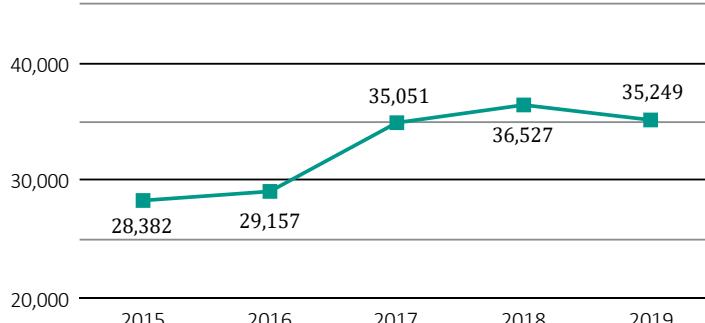
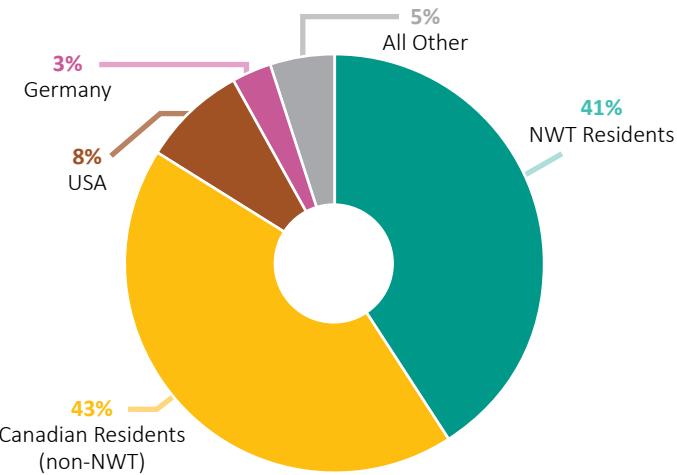


Photo credit: Colin Field

NWT Parks: Overnight visitors are estimated using permit data from the NWT Parks/ Campgrounds and the average party size by campground available from 2013.

ORIGIN OF PERMIT HOLDER (2019)



Visitor Centres

NUMBER OF VISITORS	2015	2016	2017	2018	2019
60th Parallel	18,050	19,205	-	-	33,763
Fort Simpson	1,083	349	1,232	1,533	1,204
Hay River	n/a	876	1,657	4,473	4,094
Nitainlaii	1,243	1,244	1,087	1,863	1,624
Norman Wells	1,500	918	n/a	n/a	n/a
NWT Dempster Highway (Dawson City)	7,888	8,107	8,964	10,444	10,329
Western Arctic Regional (Inuvik)	4,128	4,716	4,994	7,114	5,149
Yellowknife	40,759	50,233	4,416	25,264	38,163

Visitor Centre data is based on calendar year and includes NWT residents. No data is available for Norman Wells after 2016. Data for 60th Parallel for 2017 and 2018 will be available by end of 2020. In 2017, for Yellowknife, the Northern Frontier Visitor Centre closed and visitor services were transferred to the City of Yellowknife; data was limited and should be used with caution.

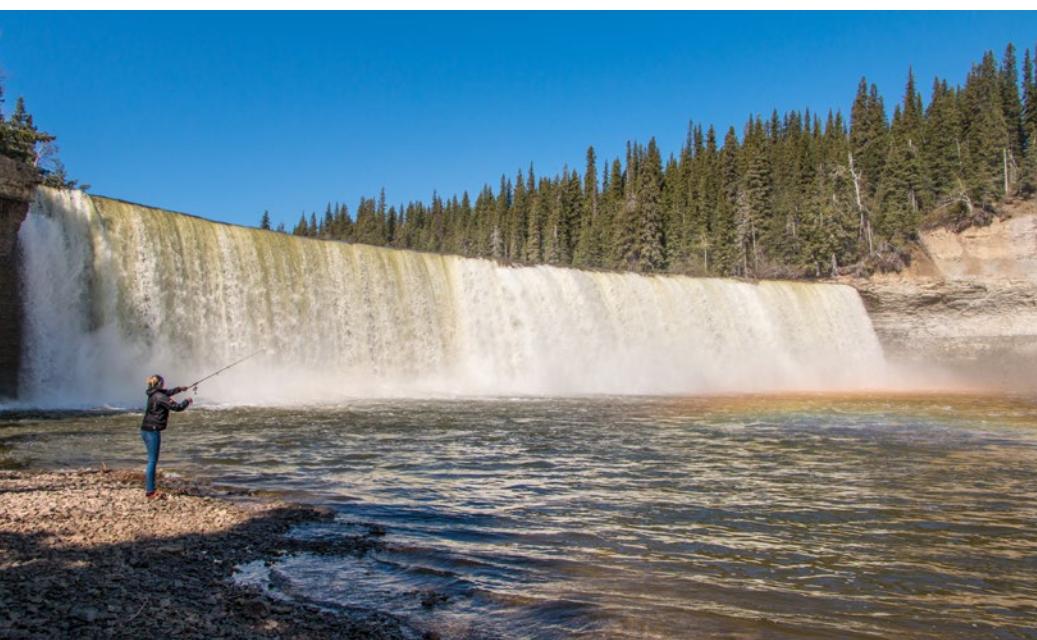


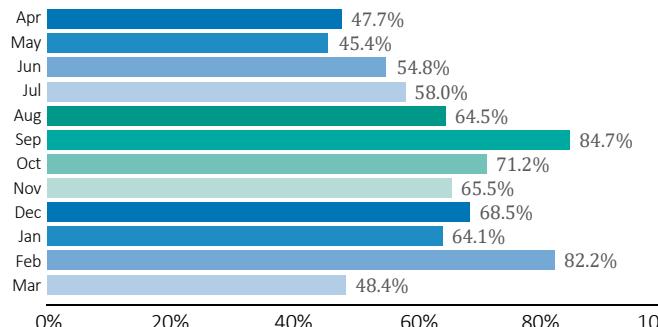
Photo credit: George Fischer (top left), Corey Myers (bottom left), Bill Braden (right)

Visitor Centre Numbers: Walk-in visitor data is supplied by each Visitor Centre. Data reported includes NWT residents.

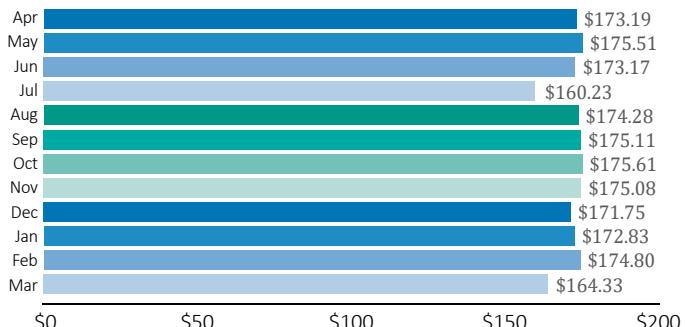
Accommodations

Yellowknife Hotel Occupancy

OCCUPANCY RATE



AVERAGE DAILY ROOM RATE (ADR)



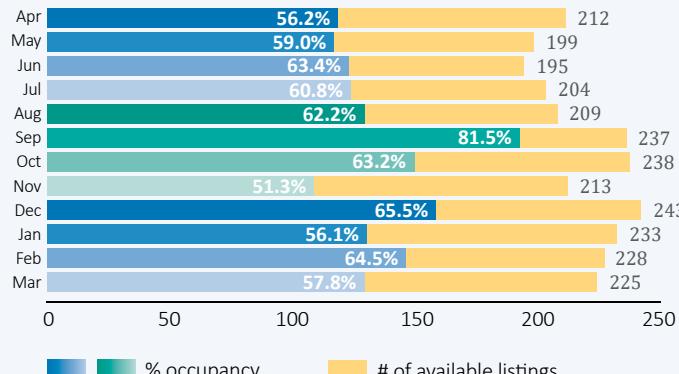
OCCUPANCY	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Change vs Year Ago	-18.1%	-18.9%	-16.1%	3.3%	-13.5%	-6.2%	-5.8%	0.3%	-1.7%	2.5%	-0.7%	-36.7%

ROOM RATES	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Change vs Year Ago	3.3%	4.6%	2.9%	-3.9%	0.5%	1.2%	2.3%	2.6%	1.3%	0.5%	-1.0%	-7.5%

Yellowknife AirBnB/VRBO Occupancy

ROOM RATES, ENTIRE PLACE	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
% Change Year over Year	1.1%	1.2%	0.5%	1.8%	13.1%	0.7%	9.8%	7.5%	12.1%	12.1%	-1.9%	-3.3%

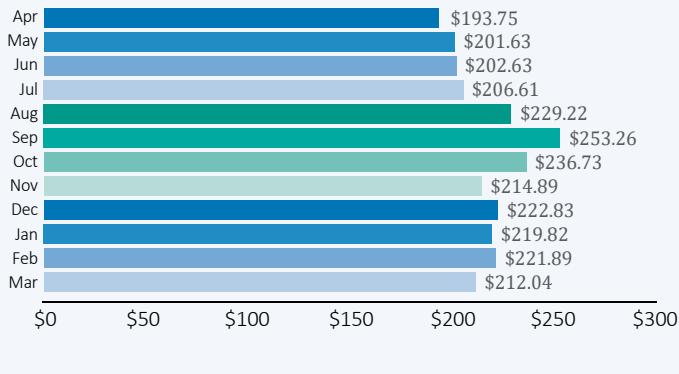
OCCUPANCY RATE AND AVAILABLE LISTINGS



0 50 100 150 200 250

■ % occupancy ■ # of available listings

AVERAGE DAILY ROOM RATE (ADR), ENTIRE PLACE



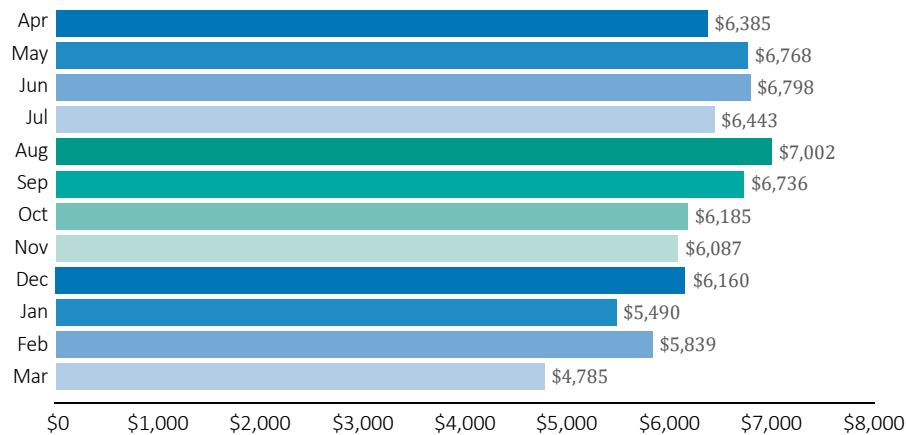
0 \$50 \$100 \$150 \$200 \$250 \$300

Hotel data is provided by STR Inc. Data represents approximately 60% of available hotel rooms in Yellowknife.

AirBnB/VRBO data is provided by AirDNA. Data covers Yellowknife only.

Food and Drink

MONTHLY RECEIPTS FOR FOOD SERVICES AND DRINKING PLACES IN THE NWT (unadjusted receipts, in thousands)



FOOD AND DRINK CHANGE VS YEAR AGO

April	10.2%
May	8.7%
June	2.7%
July	-0.7%
August	7.2%
September	4.5%
October	-3.8%
November	-5.2%
December	-4.9%
January	-8.2%
February	-6.2%
March	-32.8%

Passenger Volumes

2019-2020 PASSENGER VOLUMES FROM REGIONAL AIRPORTS WITH CHANGE VERSUS YEAR AGO

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL
Fort Simpson	1,116	1,162	1,115	1,205	1,148	1,091	1,168	1,123	1,097	1,045	931	6	12,207
	-0.1%	0.4%	1.3%	1.7%	-1.8%	5.4%	1.6%	0.9%	2.6%	-2.0%	-7.2%	-99.5%	-8.1%
Fort Smith	1,722	1,795	1,671	1,844	1,777	1,681	1,775	1,626	1,749	1,666	1,435	510	19,251
	-7.3%	-5.0%	-7.8%	-5.6%	-7.0%	0.7%	-5.1%	-8.5%	2.2%	-5.1%	-9.1%	-70.3%	-10.5%
Hay River	2,423	2,527	2,371	2,621	2,470	2,352	2,543	2,370	2,383	2,270	1,948	546	26,824
	0.9%	0.2%	0.6%	2.5%	-3.1%	5.9%	1.6%	-2.0%	5.9%	-2.6%	-11.0%	-77.3%	-6.5%
Inuvik	3,705	4,811	4,678	4,950	4,933	4,430	4,738	5,877	3,515	3,556	2,577	1,590	49,360
	-15.0%	-15.0%	-16.9%	-14.2%	-4.5%	-1.0%	-3.2%	26.7%	-21.3%	-21.7%	-27.8%	-57.4%	-13.3%
Norman Wells	2,367	2,596	2,534	2,793	2,759	2,256	2,568	2,580	2,185	2,277	2,057	1,811	28,783
	23.5%	-5.7%	-0.4%	-7.5%	-12.3%	-12.1%	-12.7%	11.5%	4.7%	-6.1%	-7.0%	-24.1%	-5.0%
Yellowknife Airport	25,863	24,618	24,909	27,044	28,892	29,813	28,358	26,376	26,944	24,973	24,747	14,174	306,711
	1.6%	3.2%	-2.6%	-3.1%	0.8%	6.1%	-1.7%	-4.8%	-7.8%	-4.1%	-7.3%	-53.3%	-6.6%

Monthly receipts for food services and drinking places in the NWT is provided by Statistics Canada, Table 21-10-0019-01, Monthly Survey of food services and drinking places (X1000)

Air passenger volume data is provided by Diio, a leading provider of airline market intelligence tools and collects/reports air passengers worldwide; data includes all travellers including NWT residents.