



Northwest Territories Visitation

Main Purpose of Travel	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	Change year-over-year	Change 5-year
Aurora Viewing	37,100	8,220	16,420	26,110	29,520	35,900	22%	-3%
Fishing	5,300	1,000	2,000	3,180	3,600	2,720	-24%	-49%
General Touring	20,100	1,200	2,400	3,820	4,320	3,920	-9%	-81%
Hunting	520	420	480	520	520	550	6%	6%
Outdoor Adventure	7,300	1,780	3,930	6,490	7,400	4,530	-39%	-38%
Visiting Friends and Relatives	15,000	3,210	6,410	10,190	11,520	11,340	-2%	-24%
Total Leisure Visitation	85,320	15,830	31,640	50,310	56,880	58,970	4%	-31%
Business Travel	32,300	4,200	8,410	13,370	15,120	16,630	10%	-49%
Total Visitation	117,620	20,030	40,050	63,680	72,000	75,600	5%	-36%

Northwest Territories Visitor Spending (millions)

Main Purpose of Travel	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	Change year-over-year	Change 5-year
Aurora Viewing	\$59.80	\$9.90	\$19.70	\$31.50	\$35.70	\$42.90	20%	-28%
Fishing	\$13.70	\$2.00	\$3.90	\$6.20	\$7.10	\$8.50	20%	-38%
General Touring	\$20.50	\$3.40	\$6.80	\$10.80	\$12.30	\$14.70	20%	-28%
Hunting	\$7.20	\$1.20	\$2.50	\$4.00	\$4.50	\$5.40	20%	-25%
Outdoor Adventure	\$14.40	\$2.80	\$5.50	\$8.70	\$10.00	\$11.90	19%	-18%
Visiting Friends and Relatives	\$10.40	\$1.90	\$3.70	\$6.00	\$6.70	\$8.00	19%	-23%
Total Leisure Visitation	\$126.00	\$21.20	\$42.10	\$67.10	\$76.10	\$91.40	20%	-27%
Business Travel	\$78.60	\$14.60	\$29.20	\$46.80	\$53.00	\$63.60	20%	-19%
Total Spending	\$204.60	\$35.80	\$71.30	\$114.00	\$129.30	\$155.00	20%	-24%

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For more information:

www.iti.gov.nt.ca/en/tourism-research

TourismResearch@gov.nt.ca

¹ The values provided in this report are estimates modeled from on multiple sources, including visitation and spending data from the 2024 Airport Exit Survey, air passenger volumes from the DIIO platform, GNWT hunting and fishing licenses, as well as historical figures.