



Territorial Tourism Indicators



Northwest Territories Industry, Tourism and Investment

April 2013

About this Newsletter:

The Territorial Tourism Indicators publication comprises key statistics covering major aspects of the tourism industry including visitation, accommodation and transportation, etc. The publication is updated quarterly, but all data are subject to ongoing revisions from suppliers.

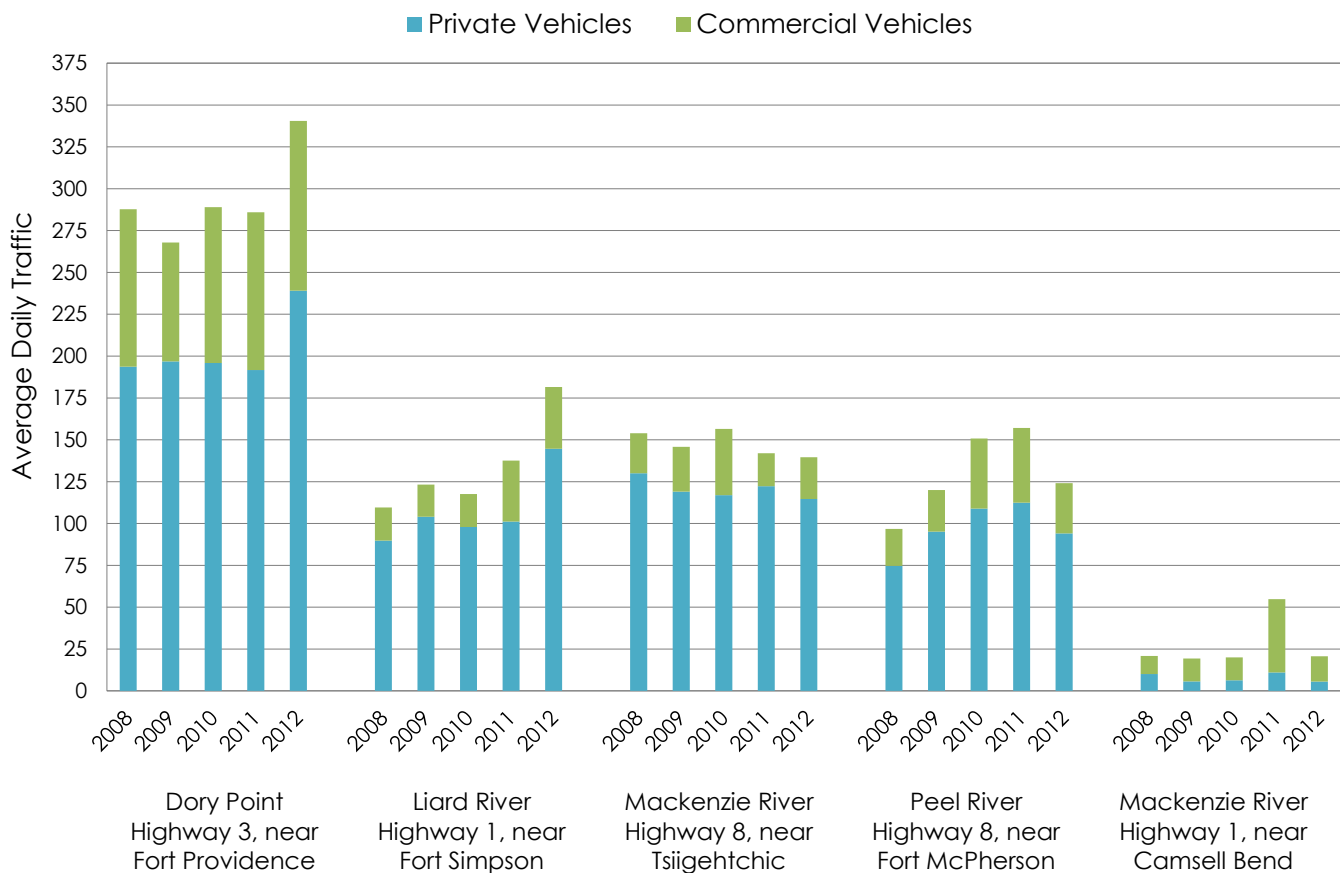
Because this is the first newsletter, it includes a significant amount of complete annual data from 2012. The data provided quarterly will vary according

to availability. The information is collected monthly, seasonally and annually by a variety of suppliers including Department of Transportation, Statistics Canada, Visitor Information Centres, NWT Territorial Parks, Yellowknife Hotel Association, etc.

If you are aware of additional tourism indicators that could be included in future newsletters, please let us know.

Enjoy!

Five-year Average Daily Traffic on Highway Ferries

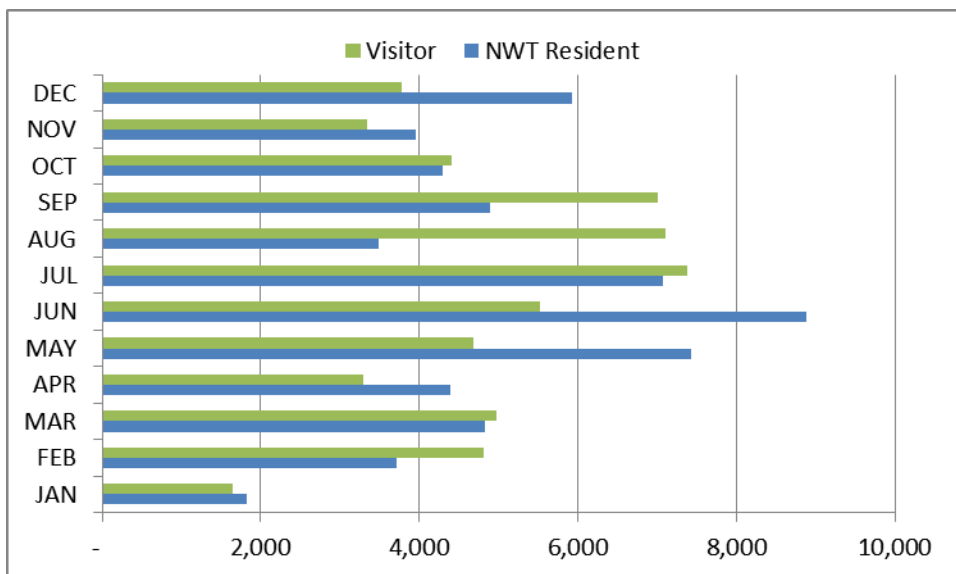


2012 Passenger Volume to Regional Airports

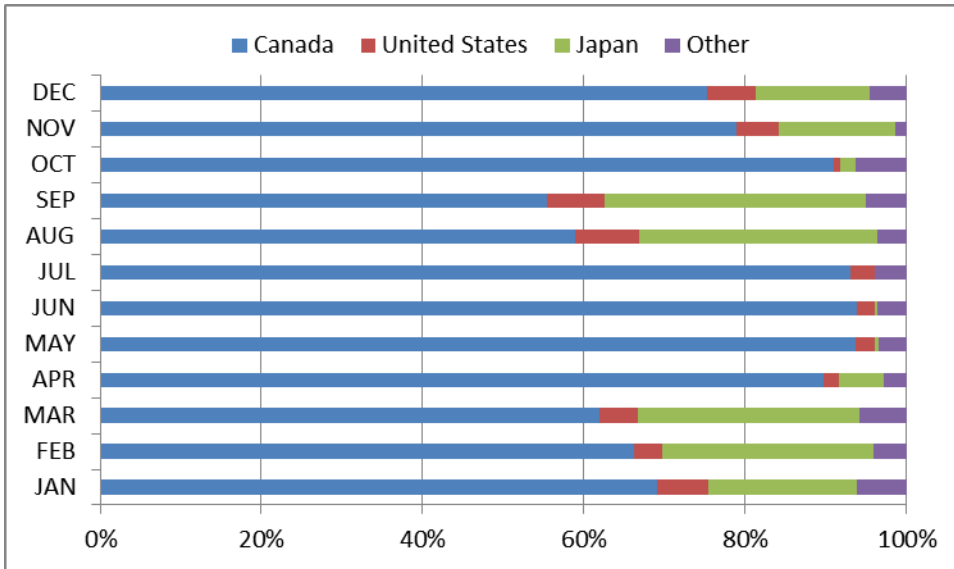
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
Fort Simpson	1,037	748	544	413	534	332	1,427	1,014	1,078	1,153	1,112	1,024	10,416
	-1.4%	-20.8%	-48.5%	-58.3%	-50.8%	-79.9%	37.7%	-23.7%	-25.1%	11.2%	7.4%	11.2%	-23.3%
Fort Smith	1,448	1,327	1,408	1,484	1,788	1,691	1,809	1,557	1,387	1,511	1,462	1,440	18,312
	1.5%	3.3%	-1.2%	9.2%	23.7%	32.3%	42.1%	9.9%	-0.8%	8.2%	5.8%	2.1%	11.0%
Hay River	2,240	2,033	2,138	2,325	2,266	2,328	2,389	2,297	2,198	2,246	2,304	2,115	26,879
	-1.7%	2.4%	-3.3%	12.4%	3.1%	-3.6%	2.1%	-1.0%	-1.6%	-2.7%	7.1%	7.1%	1.5%
Inuvik	7,956	7,242	7,599	7,594	7,650	8,087	8,179	8,541	7,900	7,687	7,548	7,486	93,469
	-5.0%	-11.3%	-4.3%	-3.5%	3.8%	-3.2%	2.1%	-6.6%	1.4%	7.5%	5.4%	2.3%	-1.0%
Norman Wells	7,782	7,503	7,589	7,220	7,304	7,289	8,203	8,340	7,551	7,966	7,706	7,598	92,051
	10.4%	6.7%	14.5%	-1.9%	9.6%	17.6%	9.4%	20.3%	-1.6%	6.0%	8.0%	7.0%	8.6%
Yellowknife	23,958	23,366	25,119	24,978	26,117	25,506	27,699	28,065	25,934	26,817	25,236	25,328	308,123
	-7.4%	-3.0%	-6.7%	-8.3%	-5.1%	-5.5%	1.6%	-0.1%	-3.0%	0.1%	-0.6%	7.0%	-2.7%
Total	44,421	42,219	44,397	44,014	45,659	45,233	49,706	49,814	46,048	47,380	45,368	44,991	549,250
	-1.8%	1.1%	-2.5%	-5.0%	-2.5%	-2.4%	4.1%	3.6%	-3.1%	0.1%	0.7%	5.3%	-0.2%

* Percent in green is Percent Change from 2011.

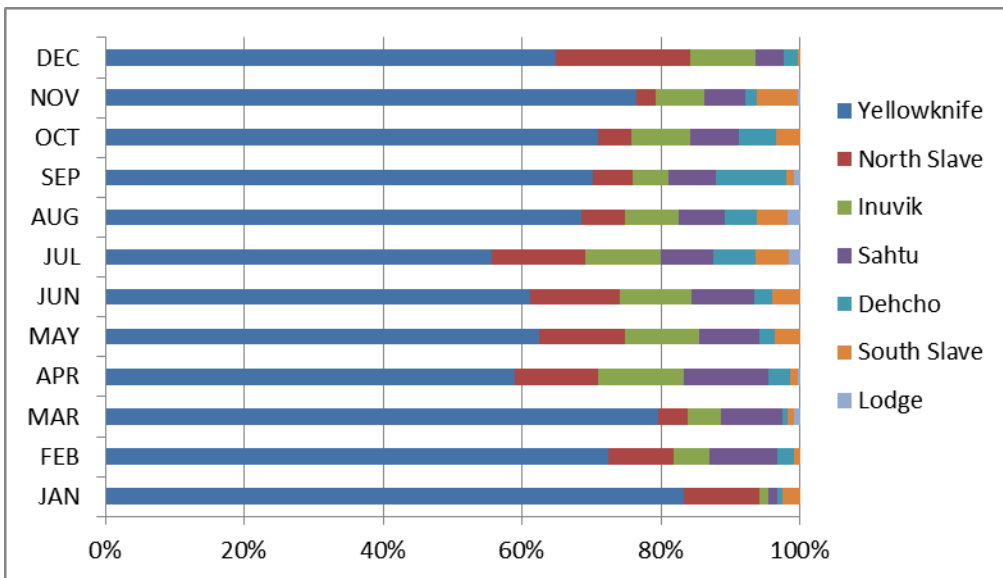
2012 Yellowknife Airport Traffic: Residency



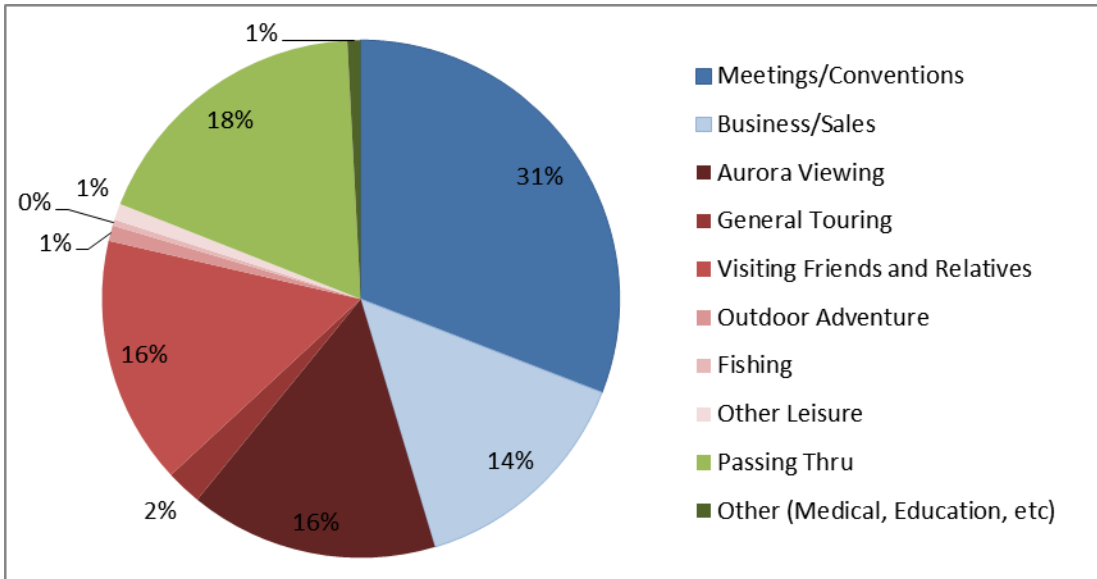
2012 Yellowknife Airport Traffic: Visitor Origin



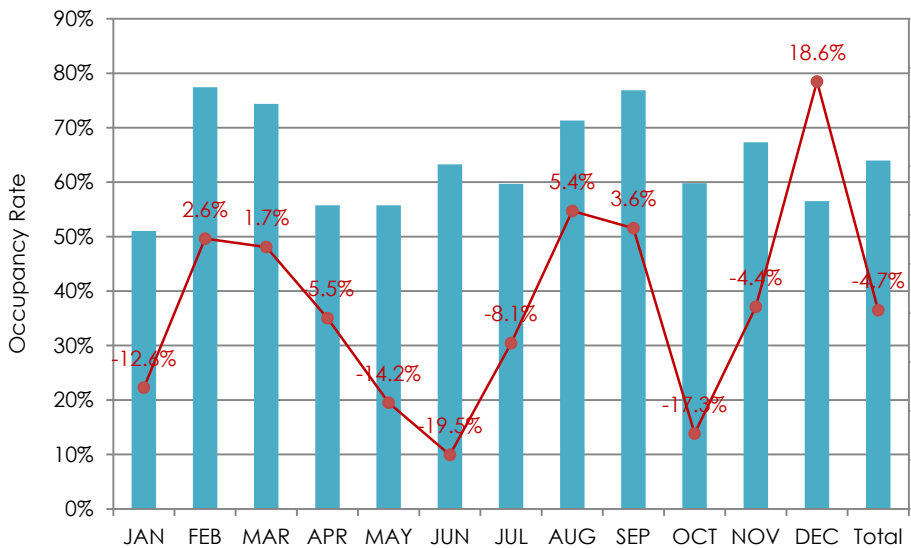
2012 Yellowknife Airport Traffic: Visitors' Main Destination



2012 Yellowknife Airport Traffic: Visitors' Main Purpose of Travel



2012 Yellowknife Hotel Association: Occupancy Rates



* The line and percentages in red indicate the percent change over 2011.

2011 & 2012 Territorial Park Visitor Numbers

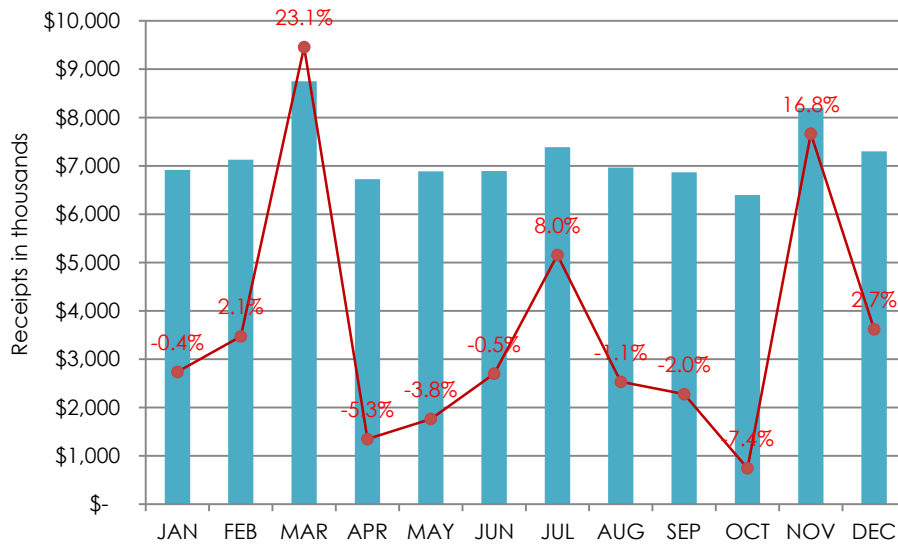
		2011						2012						Percent
		MAY	JUN	JUL	AUG	SEP	Total	MAY	JUN	JUL	AUG	SEP	Total	Change
Dehcho	Resident	63	59	102	115	16	355	13	97	92	115	15	332	-6%
	Visitor	15	151	349	276	42	833	26	124	369	329	67	915	10%
Inuvik	Resident	-	212	151	101	4	468	-	140	113	65	4	322	-31%
	Visitor	-	511	880	571	79	2,041	-	448	786	549	92	1,875	-8%
North Slave	Resident	1,632	2,205	2,860	2,042	784	9,523	1,285	2,431	2,749	2,616	397	9,478	0%
	Visitor	60	469	1,120	560	111	2,320	137	650	1,240	783	136	2,946	27%
South Slave	Resident	153	505	609	418	87	1,772	210	627	531	675	126	2,169	22%
	Visitor	389	2,181	2,441	1,280	311	6,602	645	1,952	2,134	1,522	228	6,481	-2%
Total	Resident	1,848	2,981	3,722	2,676	891	12,118	1,508	3,295	3,485	3,471	542	12,301	2%
	Visitor	464	3,312	4,790	2,687	543	11,796	808	3,174	4,529	3,183	523	12,217	4%
	Total	2,312	6,293	8,512	5,363	1,434	23,914	2,316	6,469	8,014	6,654	1,065	24,518	3%

2012 Visitor Centre Numbers

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
60th Parallel	-	-	-	-	1,130	2,515	3,281	4,758	1,115	-	-	-	12,799
					124%	-4%	1%	68%	-17%				21%
Dawson City	-	-	-	-	192	2,357	3,619	2,578	372				9,118
					-48%	-9%	6%	0%	24%				-2%
Fort Liard	-	-	-	-	-	-	-	-	-	-	-	-	-
Fort Simpson	-	-	-	-	-	-	-	-	-	-	-	-	-
Hay River	-	-	-	-	-	-	-	-	-	-	-	-	-
Inuvik	-	-	-	-	-	1,014	1,475	1,307	108	-	-	-	3,904
						0%	-20%	1%	-52%				
Nitanlaih	-	-	-	-	-	344	572	592	66	-	-	-	1,574
						-25%	-2%	0%	6600%				
Norman Wells	209	396	380	293	245	538	604	448	267	192	399	528	4,499
	85%	196%	109%	57%	3%	63%	4%	-28%	-25%	-31%	118%	43%	26%
Yellowknife	1,313	2,196	2,512	1,126	1,026	1,706	2,515	2,756	1,411	859	789	1,170	19,379
	50%	74%	45%	43%	-12%	-13%	22%	112%	-50%	-38%	-41%	19%	10%
Yellowknife Airport	920	1,290	1,389	2,307	2,282	3,357	3,369	3,544	3,068	2,542	3,361	3,264	30,693
	35%	30%	14%	141%	83%	140%	139%	143%	163%	92%	93%	30%	90%

* Percent in green is Percent Change from 2011.

2012 Food Services and Drinking Places Receipts



* The line and percentages in red indicate the percent change over 2011.

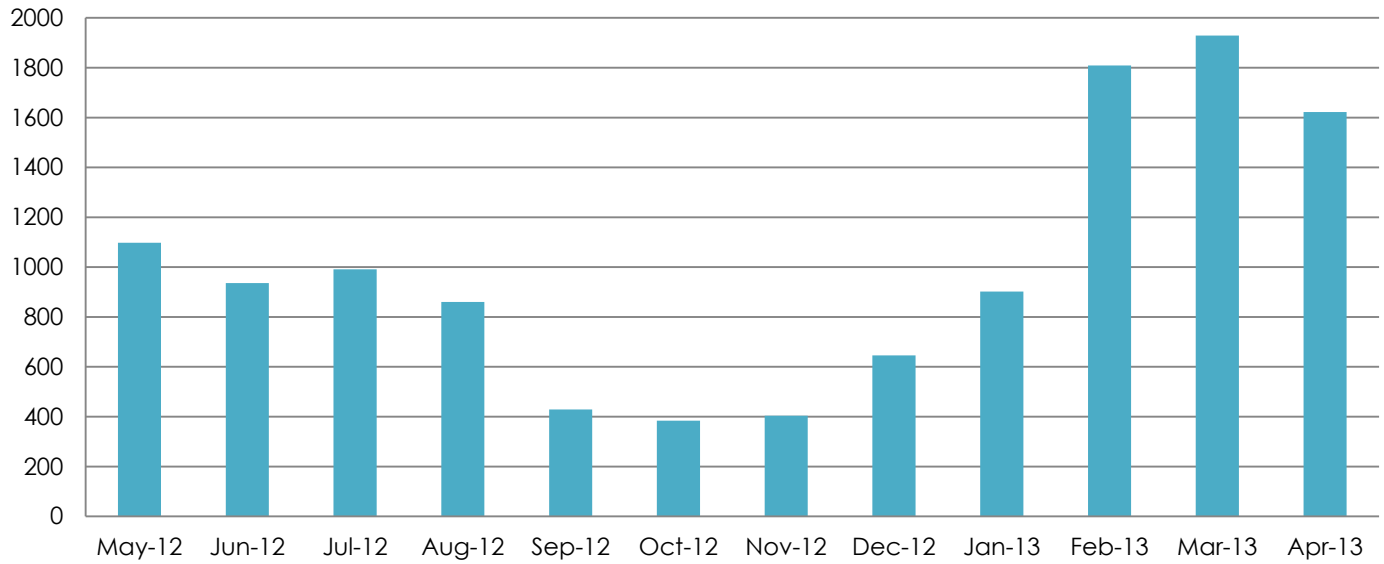
Fishing License Sales by Type and Residency

	2008	2009	2010	2011	2012
Canadian	3764	3843	3392	3711	3516
International	1903	1436	1288	1461	1008
65+ CAN & Int'l	354	498	416	432	480
<16 CAN & Int'l	82	83	211	297	281
3 Day CAN	744	784	630	862	742
3 Day Int'l	136	88	59	94	92
Beneficiary - CAN	16	13	20	5	3
Total	6999	6745	6016	6862	6122

Hunting License Sales by Type and Residency

	2008	2009	2010	2011	2012
CAN - Big Game	180	189	116	109	97
CAN - Big & SM Game	53	54	18	14	15
CAN - SM Game	36	38	32	39	32
INT'L - Big Game	634	516	355	364	345
INT'L - Big & SM Game	85	18	12	19	15
INT'L - SM Game	18	0	14	9	1
Total	1006	815	547	554	505

Visits to www.nwtparks.ca



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