

# Territorial Tourism Indicators



Northwest Territories Industry, Tourism and Investment

November 2013

## About this Newsletter:

The Territorial Tourism Indicators is our quarterly publication that comprises key statistics covering major aspects of the tourism industry in the NWT and relevant global trends. Our aim is to provide the most recent and accurate information, but all data are subject to ongoing revisions from suppliers.

The data provided quarterly 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.

We welcome suggestions or ideas about information or statistics that you would like to see included in future newsletters.

## NWT: Visitors' Main Purpose of Travel

	2008/09	2009/10	2010/11	2011/12	2012/13	% Change from 2011/12 to 2012/13
Aurora Viewing	5,500	5,400	6,800	7,400	15,700	<b>113%</b>
Fishing	7,300	6,400	5,000	4,700	4,000	<b>-15%</b>
General Touring	14,800	14,500	12,900	13,400	15,200	<b>13%</b>
Hunting <sup>1</sup>	940	760	440	480	500*	<b>5%*</b>
Outdoor Adventure	2,100	1,900	1,900	2,300	3100*	<b>33%*</b>
Visiting Friends & Relatives	9,300	12,900	13,400	11,800	13,800	<b>17%</b>
Total Leisure Visitors	39,800	41,800	40,400	40,100	52300*	<b>30%*</b>
Business Travel	33,600	26,200	24,800	24,300	24,100	<b>-1%</b>
<b>Total Visitors</b>	<b>73,400</b>	<b>68,000</b>	<b>65,200</b>	<b>64,400</b>	<b>76400*</b>	<b>19%*</b>

<sup>1</sup> The number of hunters is rounded to the nearest ten because the totals are less than 1,000.

\* Indicates revisions

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## NWT: Visitor Spending (Millions)

	2008/09	2009/10	2010/11	2011/12	2012/13	% Change from 2011/12 to 2012/13
Aurora Viewing	7.3	7.2	6.4	10.2	15.2	49%
Fishing	17.0	12.6	12.0	12.9	10.6	-18%
General Touring	8.3	8.1	9.5	10.9	12.6*	16%*
Hunting	12.5	10.1	4.3	5.5	5.8	5%
Outdoor Adventure	6.8	6.1	5.8	5.2	6*	15%*
Visiting Friends & Relatives	4.0	5.4	6.6	7.2	8.4	17%
<b>Total Leisure Visitors</b>	<b>55.9</b>	<b>49.5</b>	<b>44.6</b>	<b>51.9</b>	<b>58.6*</b>	<b>13%</b>
Business Travel	74.6	58.1	49.5	48.5	48.1	-1%
<b>Total Spending (millions)</b>	<b>130.5</b>	<b>107.6</b>	<b>94.1</b>	<b>100.4</b>	<b>106.7*</b>	<b>6%*</b>

Methodology for calculating visitor spending for all segments was updated and revised in 2010/11.

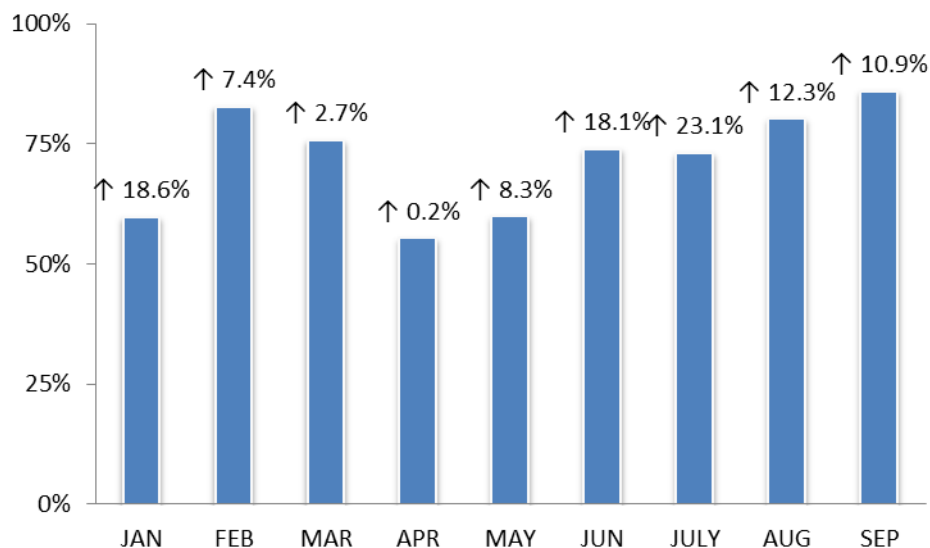
\*Indicates revisions

## Camping Permits

	2009	2010	2011	2012	2013	Change from previous year
<b>Dehcho</b>	<b>1,841</b>	<b>1,692</b>	<b>1,188</b>	<b>1,247</b>	<b>1,591</b>	<b>27.6%</b>
Blackstone	647	540	221	419	384	-8.4%
Fort Simpson	739	654	576	496	721	45.4%
Sambaa Deh	455	498	391	332	486	46.4%
<b>Inuvik</b>	<b>2,765</b>	<b>2,109</b>	<b>2,509</b>	<b>2,197</b>	<b>2,360</b>	<b>7.4%</b>
Gwichin	2	106	246	178	201	12.9%
Happy Valley	1,650	1,449	1,587	1,343	1,363	1.5%
Jak	732	455	387	480	380	-20.8%
Nitainl'aii	381	76	276	196	416	112.2%
<b>North Slave</b>	<b>10,581</b>	<b>11,149</b>	<b>11,422</b>	<b>12,147</b>	<b>13,364</b>	<b>10.0%</b>
Fred Henne	7,879	7,883	8,128	8,927	9,373	5.0%
Prelude Lake	1,665	1,570	1,481	1,705	2,207	29.4%
Reid Lake	1,037	1,696	1,813	1,515	1,784	17.8%
<b>South Slave<sup>2</sup></b>	<b>9,202</b>	<b>10,516</b>	<b>8,374</b>	<b>8,650</b>	<b>8,818</b>	<b>1.9%</b>
60th Parallel	434	325	23	253	227	-10.3%
Fort Providence	2,059	3,531	2,550	1,990	1,724	-13.4%
Hay River	2,525	2,414	2,440	2,257	2,212	-2.0%
Lady Evelyn Falls	931	1,134	755	879	1,318	49.9%
Little Buffalo River	455	161	605	792	882	11.4%
Queen Elizabeth	486	673	344	764	676	-11.5%
Twin Falls	2,027	2,278	1,657	1,715	1,779	3.7%
<b>NWT Overall</b>	<b>24,389</b>	<b>25,465</b>	<b>23,493</b>	<b>24,241</b>	<b>26,133</b>	<b>7.8%</b>

<sup>2</sup>Camping permits only. Does not include seasonal permits.

## 2013 Yellowknife Hotel Association: Occupancy Rates



\*Data labels indicate direction and percentage change compared to last year

## 2013 Visitor Centre Numbers

	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	Total
60th Parallel	-	-	-	-		8894*		4194	855	<b>13943</b>
								-	-	<b>8.9%</b>
Dawson City	0	0	0	0	172	2264	2577	1987	304	<b>7304</b>
					-10.4%	-3.9%	-28.79%	-22.92%	-18.28%	<b>-19.89%</b>
Fort Liard	-	-	-	-	-	-	-	-	-	-
Fort Simpson	-	-	-	-	-	140	-	502	163	-
Hay River**	0	0	0	0	22	267	325	255	72	<b>941</b>
						-	-	-	-	-
Inuvik			77*			975	1524	1060	115	<b>3751</b>
						-3.8%	3.3%	-18.9%	6.5%	<b>-3.9%</b>
Nitanlaih	0	0	0	0	0	302	500	460	0	<b>1262</b>
						-12.2%	-12.6	-22.30%		<b>-19.8</b>
Norman Wells	260	495	466	217	277	638	-	-	-	-
	19.6%	20.0%	18.5%	-35.0%	11.6%	15.7%				
Yellowknife	1282	1883	2666	1303	1210	2653	3005	2716	2303	<b>19021</b>
	-2.4%	-14.3%	6.1%	15.7%	17.9%	55.5%	19.5%	-1.5%	63.2%	<b>14.9%</b>
Yellowknife Airport	2949	3211	3488	2275	2874	2576	3749	2716	3938	<b>27776</b>
	220.5%	148.9%	151.1%	-1.4%	25.9%	-23.3%	11.28%	-23.36%	28.36%	<b>29.0%</b>

\*Monthly breakdown unavailable

\*\*Numbers are based on guestbook sign-ins

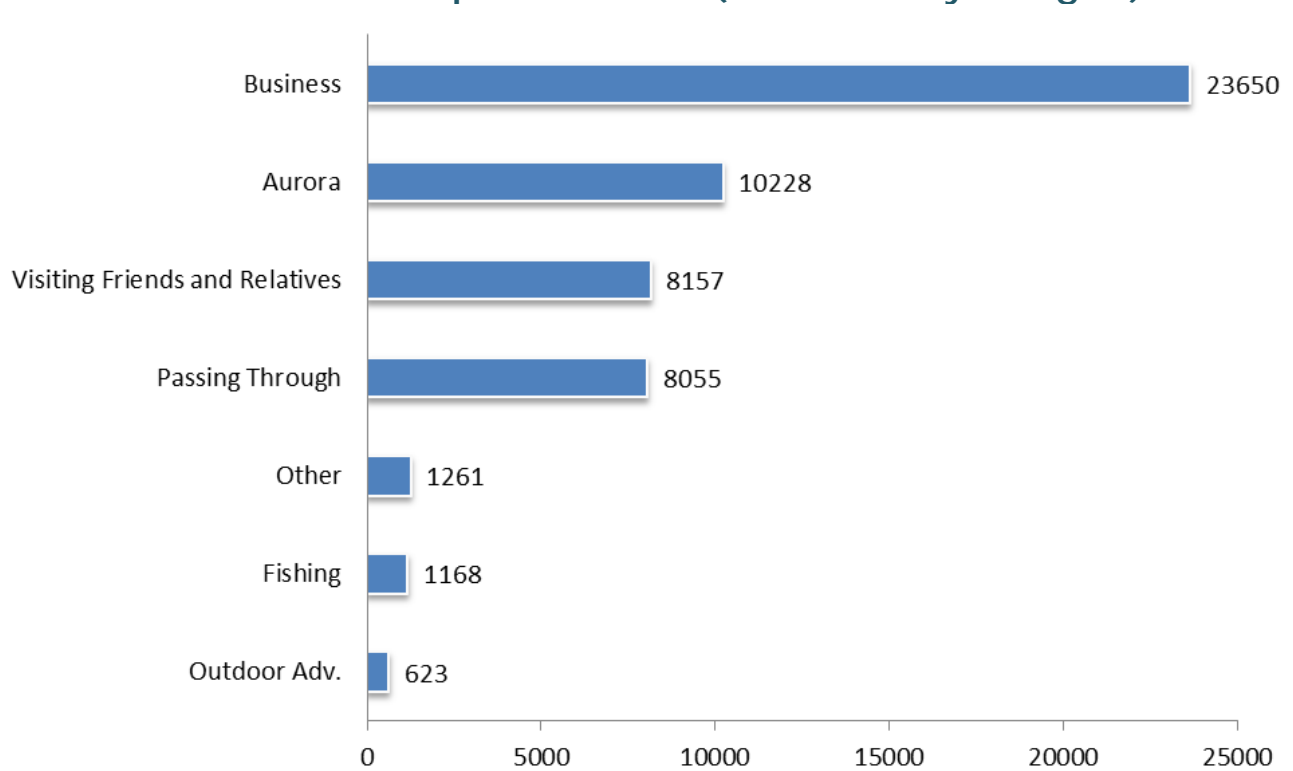
- indicates no data or missing data, 0 indicates closed visitor centre

### 2013 Passanger Volume to Regional Airports

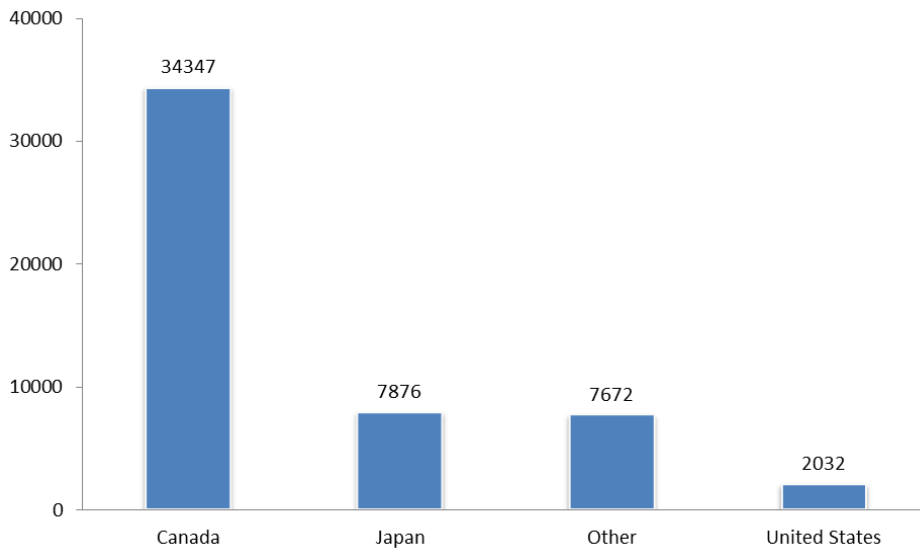
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	Total
Inuvik	7185	6663	7759	7800	7441	5869	6329	5984	<b>85651</b>
	-9.7%	-8.0%	2.1%	2.7%	-2.7%	-27.4%	-22.6%	-29.9%	<b>-9.6%</b>
Fort Smith	1503	1347	1442	1459	1508	1381	1512	1563	<b>17515</b>
	3.8%	1.5%	2.4%	-1.7%	-15.7%	-18.3%	-16.4%	0.4%	<b>-3.2%</b>
Hay River	2296	2069	2168	2412	2256	2139	2405	2366	<b>26974</b>
	2.5%	1.8%	1.4%	3.7%	-0.4%	-8.1%	0.7%	3.0%	<b>1.1%</b>
Fort Simpson	1102	1019	1095	1059	1137	1021	1138	1114	<b>13052</b>
	6.3%	36.2%	101.3%	156.4%	112.9%	207.5%	-20.3%	9.9%	<b>24.5%</b>
Norman Wells	7968	7361	7968	7657	7818	6973	7465	7325	<b>91356</b>
	2.4%	-1.9%	5.0%	6.1%	7.0%	-4.3%	-9.0%	-12.2%	<b>0.8%</b>
Yellowknife	25603	25476	25476	27595	27420	25693	27546	27918	<b>316042</b>
	6.9%	9.0%	1.4%	10.5%	5.0%	0.7%	-0.6%	-0.5%	<b>2.8%</b>
<b>Total</b>	<b>45657</b>	<b>43935</b>	<b>45908</b>	<b>47982</b>	<b>47580</b>	<b>43076</b>	<b>46395</b>	<b>46270</b>	<b>550590</b>
	<b>2.8%</b>	<b>4.1%</b>	<b>3.4%</b>	<b>9.0%</b>	<b>4.2%</b>	<b>-4.8%</b>	<b>-6.7%</b>	<b>-7.1%</b>	<b>0.5%</b>

\* percentages indicate change from 2012

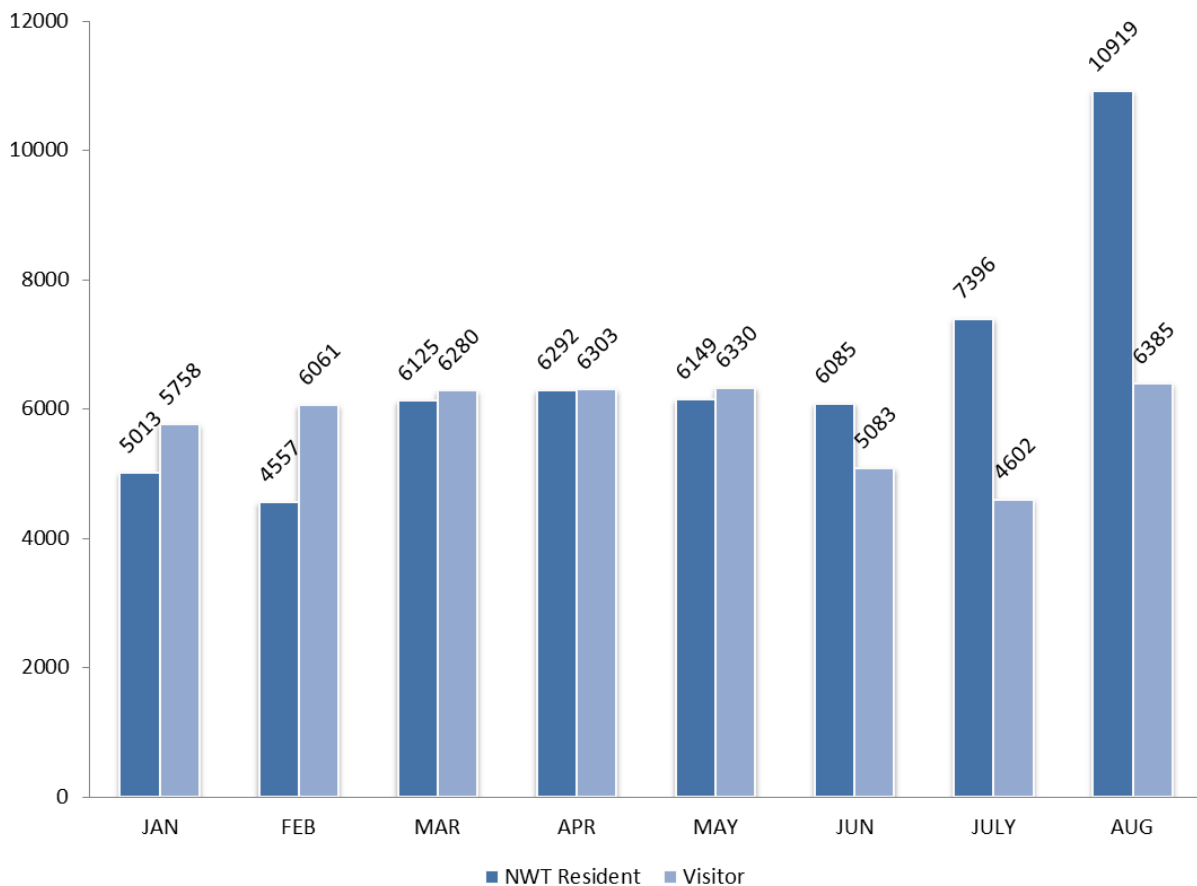
### Yellowknife Airport Traffic: Visitors' Main Purpose of Travel (2013 January – August)



### Yellowknife Airport Traffic: Visitor Origin (2013 January - August)



### Yellowknife Airport Traffic: Residency (2013 January - August)



### Yellowknife Airport Traffic: Main Destination (2013 Jan-Aug)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	Total
Yellowknife	4224	4575	4665	3556	3177	3679	3941	6348	<b>43088</b>
North Slave	256	338	379	314	568	196	312	843	<b>3948</b>
Inuvik	179	169	161	690	310	338	244	419	<b>3679</b>
Sahtu	227	343	245	293	344	463	651	943	<b>3947</b>
Dehcho	191	154	214	127	201	191	244	601	<b>2541</b>
South Slave	88	88	88	99	108	402	262	476	<b>1763</b>
Lodge	32	36	39	0	22	193	363	347	<b>855</b>
Other	0	0	0	0	0	0	14	0	<b>14</b>