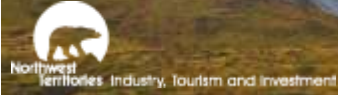


# Territorial Tourism Indicators



February 2014

## About this Newsletter:

The Territorial Tourism Indicators is a quarterly publication that comprises key statistics covering major aspects of the tourism industry in the Northwest Territories (NWT) and relevant global trends.

The goals of this newsletter are to provide:

- The most recent and accurate information, however it is important to note that all data are subject to ongoing revisions from suppliers.
- Data quarterly, but information may vary according to availability. 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.

Suggestions or ideas about information or statistics that you would like to see in future newsletters are always welcome.

## 2014 – 2015 Visitor Exit Survey

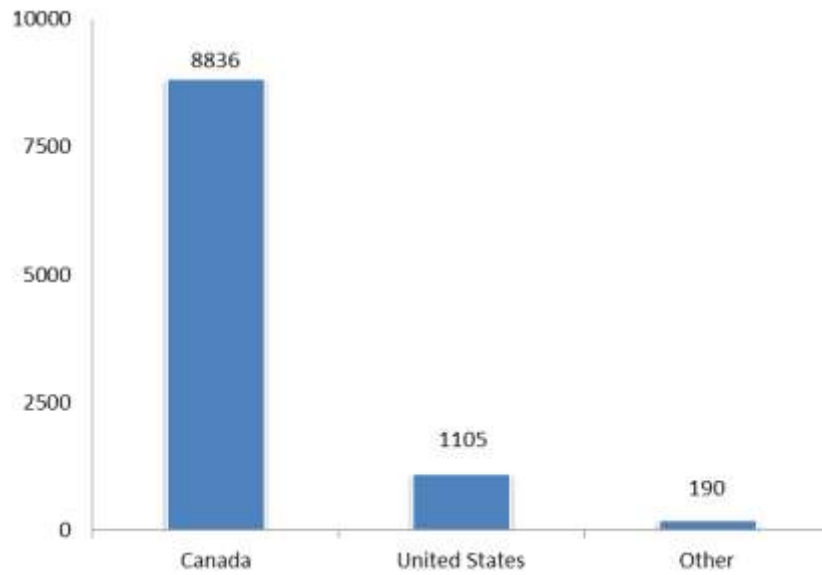
The Government of the Northwest Territories (GNWT), through Industry, Tourism and Investment's (ITI) Tourism and Parks Division conducts a territorial-wide Visitor Exit Survey every four years to obtain baseline information on visitor numbers and demographics, spending patterns and visitation characteristics. Along with providing an accurate picture of visitation and spending for the survey year, these benchmark statistics are used to estimate numbers, spending and characteristics during the three years between the Visitor Exit Surveys.

The 2014 – 2015 Visitor Exit Survey will begin in May 2014 and end in March 2015. A combination of survey methods will be utilized at different times throughout this survey period and will capture the visitor's primary reason for travel. Surveys will be conducted with visitors who are departing regional airports, traveling to the territory by road, who camp in territorial parks, and who participate in guided angling, hunting or outdoor adventure and aurora tourism. Northwest Territories (NWT) residents who are travelling from one region to another, for example, a NWT resident living in the South Slave region visiting the North Slave region will also be included in this survey.

The Visitor Exit Survey will provide insights to investments made under the GNWT's *Tourism 2015: A Tourism Plan for the Northwest Territories* and will provide direction for *Tourism 2020* which will be developed in fiscal 2015/2016.

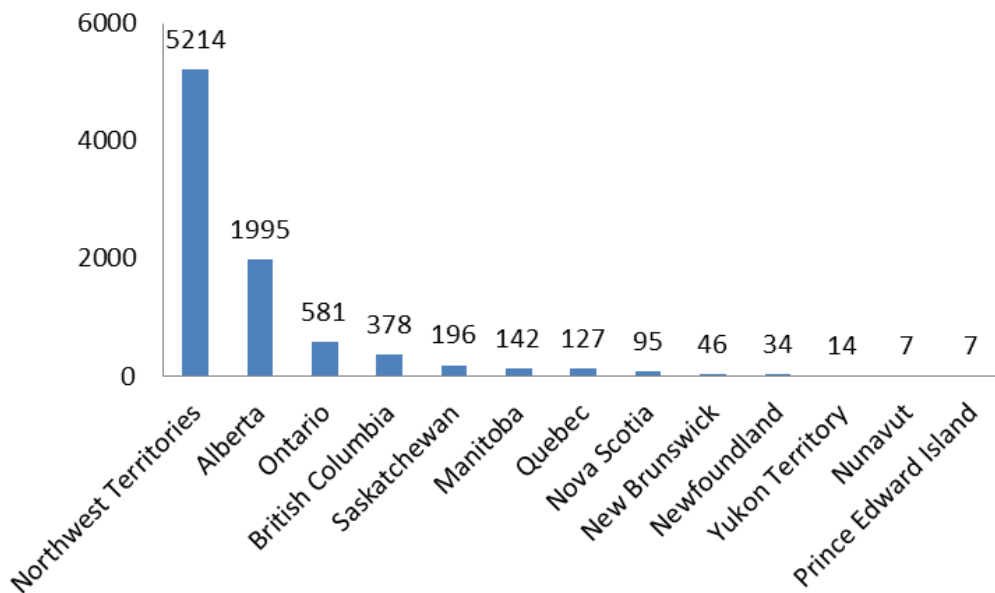
For more information, please contact:  
Tara Tompkins  
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Tara\_Tompkins@gov.nt.ca  
867-873-7857

### 2013 Fishing Licenses by Country



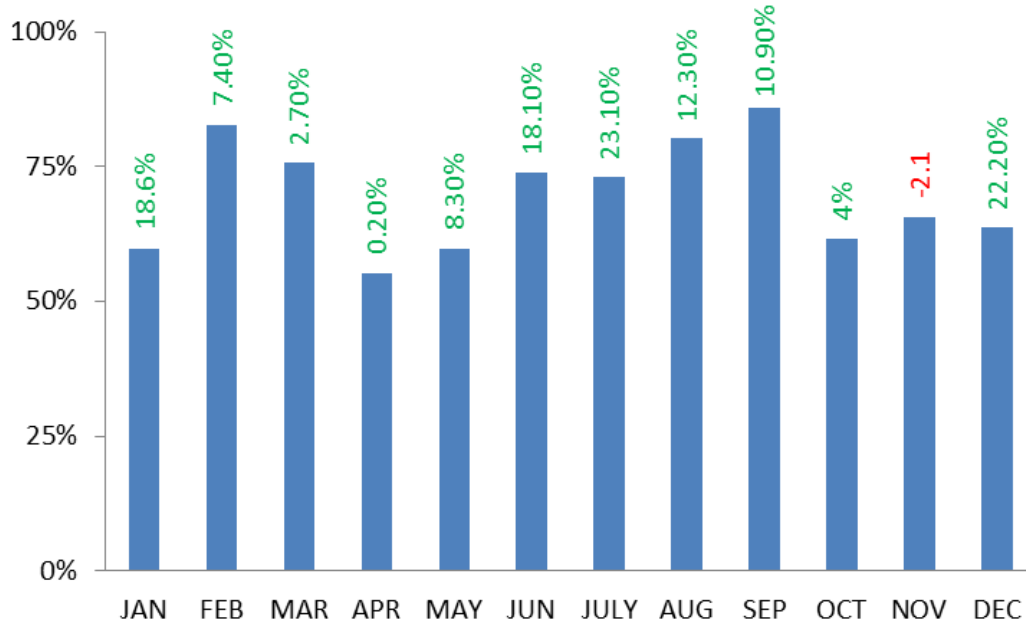
Source: GNWT. Last Revision: February 17, 2014.

### 2013 Fishing Licenses by Province/Territory



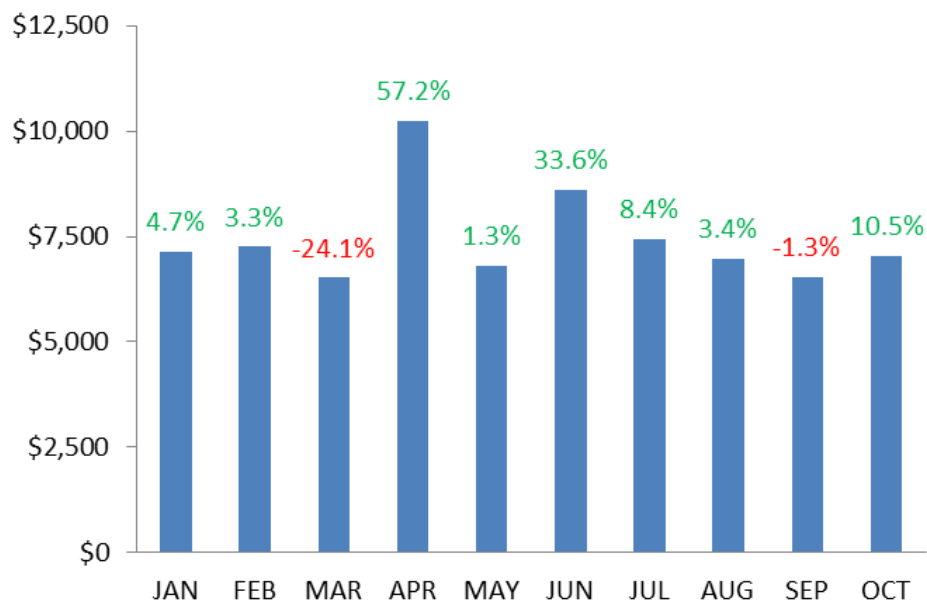
Source: GNWT. Last Revision: February 17, 2014.

## 2013 Yellowknife Hotel Association: Occupancy Rates



Data labels indicate direction and percentage change compared to last year.  
Source: Yellowknife Hotel Association. Last Revision: February 11, 2014.

## 2013 Food Services and Drinking Places Receipts



Receipts in thousands. Data labels indicate direction and percentage of change compared to last year.  
Source: Statistics Canada. Last Revision: February 11, 2014.

## 2013 Passenger Volume to Regional Airports - Revised

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	Total
Inuvik	7185	6663	7759	7800	7441	5869	6329	5984	<b>55030</b>
	-9.7%	-8.0%	2.1%	2.7%	-2.7%	-27.4%	-22.6%	-29.9%	<b>-12.4%</b>
Fort Smith	1503	1347	1442	1459	1508	1381	1512	1563	<b>11715</b>
	3.8%	1.5%	2.4%	-1.7%	-15.7%	-18.3%	-16.4%	0.4%	<b>-6.4%</b>
Hay River	2296	2069	2168	2412	2256	2139	2405	2366	<b>18111</b>
	2.5%	1.8%	1.4%	3.7%	-0.4%	-8.1%	0.7%	3.0%	<b>0.5%</b>
Fort Simpson	1102	1019	1095	1059	1137	1021	1138	1114	<b>8685</b>
	6.3%	36.2%	101.3%	156.4%	112.9%	207.5%	-20.3%	9.9%	<b>43.6%</b>
Norman Wells	7968	7361	7968	7657	7818	6973	7465	7325	<b>60535</b>
	2.4%	-1.9%	5.0%	6.1%	7.0%	-4.3%	-9.0%	-12.2%	<b>-1.1%</b>
Yellowknife	25603	25476	25476	27595	27420	25693	27546	27918	<b>212727</b>
	6.9%	9.0%	1.4%	10.5%	5.0%	0.7%	-0.6%	-0.5%	<b>3.9%</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>366803</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>0.4%</b>

Percentages indicate change from 2012.

Source: GNWT. Last Revision: February 11, 2014. November 2013 totals were recalculated and now shown correctly.

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

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	Total
Yellowknife	4224	4575	4665	3556	3177	3679	3941	6348	<b>34165</b>
North Slave	256	338	379	314	568	196	312	843	<b>3206</b>
Inuvik	179	169	161	690	310	338	244	419	<b>2510</b>
Sahtu	227	343	245	293	344	463	651	943	<b>3509</b>
Dehcho	191	154	214	127	201	191	244	601	<b>1923</b>
South Slave	88	88	88	99	108	402	262	476	<b>1611</b>
Lodge	32	36	39	0	22	193	363	347	<b>1032</b>
Other	0	0	0	0	0	0	14	0	<b>14</b>

Source: GNWT. Last Revision: February 11, 2014. November 2013 totals were recalculated and now shown correctly.