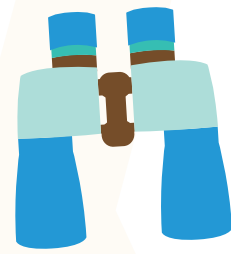
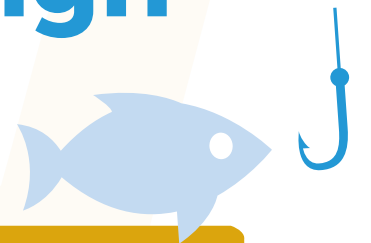


# In 2016-17, tourism visitation and spending reached an **all-time high** in the Northwest Territories.



For the first time, over

# 100,000 visitors

travelled to the NWT.



New record: visitors spent

# \$200 million

in the NWT.

## Leisure travellers spike.

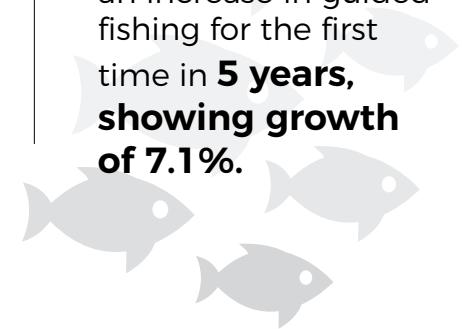
While business travellers are consistent, leisure travellers jumped from **56% to 70%** of visitors over the last 10 years.



**Canada remains the top country** of origin for NWT visitors. In order of popularity, visitors are also travelling from:

- a. United States
- b. Japan
- c. China
- d. South Korea
- e. Australia
- f. Germany

North Slave Region fishing lodges enjoyed an increase in guided fishing for the first time in **5 years**, showing growth of **7.1%**.



**General Touring and Outdoor Adventure** visitation has increased **35%** in the past 10 years.



## Star parks with the biggest growth in visitation from the 2015 to 2016 seasons:

Fort Simpson Territorial Park: 44% increase

Jak Territorial Park: 32% increase

Hay River Territorial Park: 22.5% increase

Reid Lake Territorial Park: 4.9% increase



In 2016-17, Aurora viewers made up 27% of total visitors to the NWT and contributed close to **\$50 million** to the NWT economy.

