



Northwest Territories Visitation

Main Purpose of Travel	2013-14	2014-15	2015-16	2016-17	2017-18	Change year-over-year	Change 5-year
Aurora Viewing	21,700	16,400	24,300	29,800	34,900	17%	61%
Fishing ^a	5,600	4,300	4,600	4,200	3,900	-7%	-30%
General Touring ^b	14,800	14,900	19,000	15,800	16,200	3%	9%
Hunting	510	510	510	480	430	-10%	-16%
Outdoor Adventure ^b	1,900	2,100	2,400	7,400	6,700	-9%	253%
Visiting Friends and Relatives	14,100	17,200	12,200	15,900	14,600	-8%	4%
Total Leisure Visitation	58,610	55,410	63,010	73,580	76,730	4%	30%
Business Travel	35,300	29,400	30,900	34,900	35,800	3%	1%
Total Visitation	93,910	84,810	93,910	108,480	112,530	3%	19%

Northwest Territories Visitor Spending (millions)

Main Purpose of Travel	2013-14	2014-15	2015-16	2016-17	2017-18	Change year-over-year	Change 5-year
Aurora Viewing	\$21.00	\$26.80	\$39.70	\$48.70	\$56.90	17%	171%
Fishing ^a	\$14.00	\$9.30	\$9.70	\$9.20	\$9.70	5%	-31%
General Touring ^b	\$12.60	\$14.00	\$19.80	\$19.30	\$16.40	-15%	30%
Hunting	\$5.90	\$7.10	\$7.20	\$6.70	\$6.00	-10%	2%
Outdoor Adventure ^b	\$4.10	\$6.00	\$7.00	\$21.40	\$17.10	-20%	317%
Visiting Friends and Relatives	\$8.90	\$12.00	\$8.50	\$11.30	\$10.10	-11%	13%
Total Leisure Spending	\$66.50	\$75.20	\$91.90	\$116.60	\$116.30	0%	75%
Business Travel	\$70.50	\$71.40	\$75.20	\$84.90	\$87.10	3%	24%
Total Spending	\$137.00	\$146.60	\$167.10	\$201.40	\$203.40	1%	48%

Release date: October 30, 2018

Notes: ^a Methodology and historical data revised in 2015-16. | ^b Methodology for data collection adjusted in 2016-17 to more accurately segment General Touring and Outdoor Adventure visitors. This adjustment must be taken into account when considering historical comparisons.

Sources: Northwest Territories Visitor Exit Survey, 2010-11 and 2014-15 | Northwest Territories Air Exit Survey 2013-2017 | Northwest Territories Road Trip Survey, 2013-2017 | Northwest Territories Territorial Park Permitting, 2013-2017 | Northwest Territories Fishing Permitting, 2013-2018 | Northwest Territories Hunting Permitting, 2013-2018 | Flight Global Incorporating DIIO.