



Northwest Territories Visitation

Main Purpose of Travel	2014-15	2015-16	2016-17	2017-18	2018-19	Change year-over-year	Change 5-year
Aurora Viewing	16,400	24,300	29,800	34,900	41,500	19%	153%
Fishing ^a	4,300	4,600	4,200	3,900	4,800	23%	12%
General Touring ^b	14,900	19,000	15,800	16,200	17,900	10%	20%
Hunting	510	510	480	430	530	23%	4%
Outdoor Adventure ^b	2,100	2,400	7,400	6,700	7,200	7%	243%
Visiting Friends and Relatives	17,200	12,200	15,900	14,600	15,600	7%	-9%
Total Leisure Visitation	55,410	63,010	73,580	76,730	87,530	14%	58%
Business Travel	29,400	30,900	34,900	35,800	32,600	-9%	11%
Total Visitation	84,810	93,910	108,480	112,530	120,130	7%	42%

Northwest Territories Visitor Spending (millions)

Main Purpose of Travel	2014-15	2015-16	2016-17	2017-18	2018-19	Change year-over-year	Change 5-year
Aurora Viewing	\$26.80	\$39.70	\$48.70	\$56.90	\$67.70	19%	152%
Fishing ^a	\$9.30	\$9.70	\$9.20	\$9.70	\$11.60	20%	25%
General Touring ^b	\$14.00	\$19.80	\$19.30	\$16.40	\$17.80	9%	27%
Hunting	\$7.10	\$7.20	\$6.70	\$6.00	\$7.40	23%	4%
Outdoor Adventure ^b	\$6.00	\$7.00	\$21.40	\$17.10	\$15.60	-9%	167%
Visiting Friends and Relatives	\$12.00	\$8.50	\$11.30	\$10.10	\$10.90	8%	-9%
Total Leisure Spending	\$75.20	\$91.90	\$116.60	\$116.30	\$131.00	13%	74%
Business Travel	\$71.40	\$75.20	\$84.90	\$87.10	\$79.40	-9%	11%
Total Spending	\$146.60	\$167.10	\$201.40	\$203.40	\$210.30	3%	43%

Release date: November 6, 2019

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, 2013-2018 | Northwest Territories Fishing Permitting, 2013-2018 | Northwest Territories Hunting Permitting, 2013-2018 | Flight Global Incorporating DIIO.