



Northwest Territories Visitation

Main Purpose of Travel	2015-16	2016-17	2017-18	2018-19	2019-20	Change year-over-year	Change 5-year
Aurora Viewing	24,300	29,800	34,900	41,500	37,100	-11%	53%
Fishing	4,600	4,200	3,400	4,800	5,300	10%	15%
General Touring	19,000	15,800	16,200	17,900	20,100	12%	6%
Hunting	510	480	430	510	520	2%	2%
Outdoor Adventure*	2,400	7,400	6,700	7,200	7,300	1%	--
Visiting Friends and Relatives	12,200	15,900	14,600	15,600	15,000	-4%	23%
Total Leisure Visitation	63,010	73,580	76,230	87,510	85,320	-3%	35%
Business Travel	30,900	34,900	35,800	32,600	32,300	-1%	5%
Total Visitation	93,910	108,480	112,030	120,110	117,620	-2%	25%

Northwest Territories Visitor Spending (millions)

Main Purpose of Travel	2015-16	2016-17	2017-18	2018-19	2019-20	Change year-over-year	Change 5-year
Aurora Viewing	\$39.70	\$48.70	\$56.90	\$67.70	\$59.80	-12%	51%
Fishing	\$9.70	\$9.20	\$9.70	\$11.60	\$13.70	18%	41%
General Touring	\$19.80	\$19.30	\$16.40	\$17.80	\$20.50	15%	4%
Hunting	\$7.20	\$6.70	\$6.00	\$7.10	\$7.20	1%	0%
Outdoor Adventure*	\$7.00	\$21.40	\$17.10	\$15.60	\$14.40	-8%	--
Visiting Friends and Relatives	\$8.50	\$11.30	\$10.10	\$10.90	\$10.40	-5%	22%
Total Leisure Spending	\$91.90	\$116.60	\$116.30	\$130.70	\$126.00	-4%	37%
Business Travel	\$75.20	\$84.90	\$87.10	\$79.40	\$78.60	-1%	5%
Total Spending	\$167.10	\$201.40	\$203.40	\$210.10	\$204.60	-3%	22%

Release date: November 1, 2020

Notes: These numbers are estimates calculated using a model based on multiple sources detailed below. In 2019-20, the model was updated to enhance use of the Diio platform and to incorporate a revised approach to estimating road travelers whose primary purpose is General Touring | An adjustment was made to fishing in 2017-18 and hunting in 2018-19 based on licence data | *The methodology for data collection was adjusted in 2016-17 for General Touring and Outdoor Adventure visitors and must be taken into account when considering historical comparisons.

Sources: Northwest Territories Air Exit Survey 2015-2019 | Northwest Territories Territorial Parks Permitting, 2015-2019 | Northwest Territories Fishing Licences, 2015-2019 | Northwest Territories Hunting Licences, 2015-2019 | Northwest Territories Visitor Exit Survey, 2014-15 | Northwest Territories Road Trip Survey, 2014-2017 | Diio LLC, a leading provider of airline market intelligence tools (air passengers worldwide)