

North Slave Region – Tourism Indicators

The following tourism indicators describe tourism trends in the North Slave Region. It is also important to understand other local, territorial, national and global trends that may impact tourism in the North Slave Region. Additional research conducted by the Department of Industry, Tourism and Investments' Tourism and Parks Research Planning Unit can be found at: www.iti.gov.nt.ca/infopage/tourism-research

Population Estimates As At July 1, by Community

Community	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Northwest Territories	40,845	41,694	42,595	43,305	43,401	43,178	43,374	43,350	43,149	43,278	43,501	43,639	43,841	43,623
Tl'icho Region	3,064	3,130	3,201	3,190	3,216	3,217	3,235	3,227	3,197	3,192	3,225	3,250	3,248	3,273
Behchokò	1,785	1,818	1,870	1,881	1,936	1,974	1,983	1,999	1,993	1,985	2,021	2,030	2,028	2,039
Gamètì	291	293	300	288	292	288	289	277	255	258	263	271	283	296
Lutselk'e	359	391	399	392	357	333	330	328	316	310	306	307	297	299
Wekweètì	138	142	151	139	140	142	142	143	145	145	145	141	142	142
Whatì	491	486	481	490	491	480	491	480	488	494	490	501	498	497
Yellowknife Region	18,138	18,804	19,599	20,153	20,224	20,138	20,301	20,450	20,311	20,385	20,547	20,580	20,697	20,470
Detah	214	219	214	230	235	254	250	245	222	221	216	217	227	236
Yellowknife	17,759	18,402	19,198	19,621	19,640	19,519	19,672	19,832	19,714	19,786	20,037	20,069	20,176	19,940

Provided by Northwest Territories Bureau of Statistics

North Slave Region - Tourism Operator Licenses

2010	2011	2012	2013	2014	2015
36	37	37	37	38	39

Yellowknife Airport - Monthly Passenger Volumes and Year to Year Change

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2012	23,958	23,366	25,119	24,978	26,117	25,506	27,699	28,065	25,934	26,817	25,236	25,328
	-7.4%	-3.0%	-6.7%	-8.3%	-5.1%	-5.5%	1.6%	-0.1%	-3.0%	0.1%	-0.6%	7.0%
2013	25,603	25,476	25,476	27,595	27,420	25,693	27,546	27,918	25,142	26,434	26,401	27,255
	6.9%	9.0%	1.4%	10.5%	5.0%	0.7%	-0.6%	-0.5%	-3.1%	-1.4%	4.6%	7.6%
2014	28,442	26,145	28,953	28,090	26,742	26,740	27,136	26,678	26,705	25,828	24,846	25,614
	11.1%	2.6%	13.6%	1.8%	-2.5%	4.1%	-1.5%	-4.4%	6.2%	-2.3%	-5.9%	-6.0%

Provided by Government of the Northwest Territories, Department of Industry, Tourism and Investment

North Slave Territorial Parks - Overnight Visitor Numbers

Park Name	2010	2011	2012	2013	2014 *
Fred Henne	7,883	8,128	8,927	9,373	9,377
Prelude Lake	1,570	1,481	1,705	2,207	2,242
Reid Lake	1,696	1,813	1,515	1,784	1,078
Total	11,149	11,422	12,147	13,364	12,978

* 2014 data estimates based on 2013 value of average party size

North Slave Territorial Parks - Visitor Origin by Permit Count

	2010	2011	2012	2013	2014
Northwest Territories	2,399 67.9%	2,537 73.9%	2,515 70.7%	2,665 68.1%	2,702 71.1%
Canada	898 25.4%	726 21.1%	910 25.6%	1,045 26.7%	946 24.9%
USA	132 3.7%	93 2.7%	81 2.3%	113 2.9%	87 2.3%
Other	104 2.9%	79 2.3%	53 1.5%	94 2.4%	68 1.8%
Total	3,533	3,435	3,558	3,913	3,800

North Slave Territorial Parks - Average Party Size

Park Name	2010	2011	2012	2013	2014 *
Fred Henne	3.12	3.37	3.58	3.51	3.51
Prelude Lake	3.45	3.13	3.08	3.17	3.17
Reid Lake	3.07	3.30	2.95	3.29	3.29
Total	3.16	3.33	3.41	3.42	3.42

* No party size available for 2014 - calculations based on 2013 data

North Slave Territorial Parks - Average Length of Stay (days)

Park Name	2010	2011	2012	2013	2014
Fred Henne	2.60	2.82	2.94	2.81	2.79
Prelude Lake	2.65	3.04	3.99	3.87	6.35*
Reid Lake	2.44	2.70	2.94	4.13‡	8.81‡
Total	2.58	2.83	3.10	3.18	4.13

* Increase likely due to campers displaced from Reid Territory Park, which was closed for a month due to forest fires.

‡ Increase likely due to the introduction of mid-week discounts

Visitor Information Centre Walk-in Visitor Numbers & Year Over Year Change

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Yellowknife - Northern Frontier Visitor Centre													
2012	1313	2196	2512	1126	1026	1706	2515	2756	1411	859	789	1170	19379
	49.7%	73.6%	44.7%	42.7%	-11.6%	-13.3%	21.6%	111.8%	-49.5%	-38.4%	-41.0%	18.5%	9.6%
2013	1282	1883	2666	1303	1210	2653	3005	2716	2303	1468	1194	1832	23515
	-2.4%	-14.3%	6.1%	15.7%	17.9%	55.5%	19.5%	-1.5%	63.2%	70.9%	51.3%	56.6%	14.9%
2014	1653	2169	2749	1075	1062	1913	1846	2618	3538	1838	1552	3362	25375
	28.9%	15.2%	3.1%	-17.5%	-12.2%	-27.9%	-38.6%	-3.6%	53.6%	25.2%	30.0%	83.5%	10.4%
Yellowknife Airport													
2012	920	1290	1389	2307	2282	3357	3369	3544	3068	2542	3361	3264	30693
	34.9%	29.8%	13.6%	140.8%	83.1%	139.6%	139.1%	142.7%	163.1%	91.7%	92.7%	29.9%	90.4%
2013	2949	3211	3488	2275	2874	2576	3749	2716	3938	2835	2256	2814	35681
	220.5%	148.9%	151.1%	-1.4%	25.9%	-23.3%	11.3%	-23.4%	28.4%	11.5%	-32.9%	-13.8%	29.0%
2014	2310	3276	3581	2430	2915	2264	3448	3237	3279	3152	2822	3300	36014
	-27.7%	2.0%	2.6%	6.4%	1.4%	-13.8%	-8.7%	16.1%	-20.1%	11.2%	25.1%	17.3%	1.0%

Yellowknife Visitor Numbers - by Main Purpose of Travel and Fiscal Year

Visitor Segments	2009/10	2010/11	2011/12	2012/13	2013/14
Aurora Viewing	5,400	6,800	7,305	15,493	21,191
Fishing	2,057	781	993	500	846
General Touring	9,941	8,841	9,330	10,507	10,210
Hunting	68	0	76	38	15
Outdoor Adventure	602	883	708	816	585
Visiting Friends & Relatives	11,289	11,519	10,105	12,113	12,610
Total Leisure Visitors	29,357	28,824	28,517	39,467	45,457
Business Travel	12,549	15,895	16,412	15,098	23,321
Total Visitors	41,906	44,720	44,929	54,564	68,778

Yellowknife Visitor Spending (Millions) - by Main Purpose of Travel and Fiscal Year

Visitor Segments	2009/10	2010/11	2011/12	2012/13	2013/14
Aurora Viewing	7.2	6.4	10.1	15.0	20.5
Fishing	4.0	1.9	2.7	1.3	2.3
General Touring	7.5	8.7	10.4	11.8	11.8
Hunting	0.9	0.0	0.9	0.4	0.2
Outdoor Adventure	1.9	2.7	1.6	1.6	1.3
Visiting Friends & Relatives	4.8	5.7	6.2	7.4	8.0
Total Leisure Visitors	26.3	25.4	31.8	37.5	44.0
Business Travel	27.8	31.7	32.8	30.1	46.6
Total Spending (millions)	54.1	57.1	64.6	67.7	90.5