



Northwest Territories Visitation Statistics

Main Purpose of Travel	2012-13	2013-14	2014-15	2015-16	2016-17	% Change
Aurora Viewing	15,700	21,700	16,400	24,300	29,800	23%
Fishing ^a	4,800	5,600	4,300	4,600	4,200	-9%
General Touring ^b	15,200	14,800	14,900	19,000	15,800	-17%
Hunting	500	510	510	510	480	-6%
Outdoor Adventure ^b	3,100	1,900	2,100	2,400	7,400	208%
Visiting Friends & Relatives	13,800	14,100	17,200	12,200	15,900	30%
TOTAL LEISURE TRAVEL	53,100	58,610	55,410	63,010	73,580	17%
Business Travel	24,100	35,300	29,400	30,900	34,900	13%
TOTAL VISITORS	77,200	93,910	84,810	93,910	108,480	16%

Northwest Territories Visitor Spending (millions)

Main Purpose of Travel	2012-13	2013-14	2014-15	2015-16	2016-17	% Change
Aurora Viewing	\$15.20	\$21.00	\$26.80	\$39.70	\$48.70	23%
Fishing ^a	\$11.60	\$14.00	\$9.30	\$9.70	\$9.20	-5%
General Touring ^b	\$12.60	\$12.60	\$14.00	\$19.80	\$19.30	-3%
Hunting	\$5.80	\$5.90	\$7.10	\$7.20	\$6.70	-7%
Outdoor Adventure ^b	\$6.00	\$4.10	\$6.00	\$7.00	\$21.40	206%
Visiting Friends & Relatives	\$8.40	\$8.90	\$12.00	\$8.50	\$11.30	33%
TOTAL LEISURE TRAVEL	\$59.60	\$66.50	\$75.20	\$91.90	\$116.60	27%
Business Travel	\$48.10	\$70.50	\$71.40	\$75.20	\$84.90	13%
TOTAL VISITORS	\$107.70	\$137.00	\$146.60	\$167.10	\$201.40	21%

Last Update: September 1, 2017

Methodology Notes:

a: Methodology and historical data revised in 2016-17

b: Methodology for data collection was 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.