



November 2014

About this Newsletter:

The Department of Industry, Tourism and Investment's Territorial Tourism Indicators comprises key statistics covering major aspects of the tourism industry in the Northwest Territories (NWT). This newsletter is published throughout the year to provide the most recent and accurate information, however it is important to note that all data are subject to ongoing revisions from suppliers. Information is collected monthly, seasonally and annually by a variety of suppliers including Department of Transportation, Statistics Canada, Visitor Information Centres, NWT Territorial Parks, Yellowknife Hotel Association, etc. Revisions are regularly published on our website (<http://www.iti.gov.nt.ca/infopage/tourism-research>).

Suggestions or ideas about information or statistics that you would like to see in future newsletters are always welcome.

Northwest Territories Visitor Numbers

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	% Change from 2012/13 to 2013/14
Aurora Viewing	5,500	5,400	6,800	7,400	15,700	21,700	38%
Fishing ¹	7,300	6,400	5,000	4,700	4,000	3,500	-13%
General Touring	14,800	14,500	12,900	13,400	15,200	14,800	-3%
Hunting ²	940	760	440	480	500	510	1%
Outdoor Adventure ¹	2,100	1,900	1,900	2,300	3,100	1,900	-39%
Visiting Friends & Relatives	9,300	12,900	13,400	11,800	13,800	14,100	2%
Total Leisure Visitors	39,940	41,860	40,440	40,080	52,300	56,510	8%
Business Travel	33,600	26,200	24,800	24,300	24,100	35,300	47%
Total Visitors	73,540	68,060	65,240	64,380	76,400	91,810	20%

Updated October 30, 2014

¹ Includes guided and unguided trips

² The number of hunters is rounded to the nearest ten because the totals are less than 1,000.

Northwest Territories Visitor Spending (Millions)

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	% Change from 2012/13 to 2013/14
Aurora Viewing	7.3	7.2	6.4	10.2	15.2	21.0	38%
Fishing ¹	17.0	12.6	12.0	12.9	10.6	9.5	-10%
General Touring	8.3	8.1	9.5	10.9	12.6	12.6	0%
Hunting	12.5	10.1	4.3	5.5	5.8	5.9	2%
Outdoor Adventure ¹	6.8	6.1	5.8	5.2	6.0	4.1	-32%
Visiting Friends & Relatives	4.0	5.4	6.6	7.2	8.4	8.9	6%
Total Leisure Visitors	55.9	49.5	44.6	51.9	58.6	62.0	6%
Business Travel	74.6	58.1	49.5	48.5	48.1	70.5	47%
Total Spending (millions)	130.5	107.6	94.1	100.4	106.7	132.5	24%

Updated October 30, 2014

Methodology for calculating visitor spending for all segments was updated and revised in 2010/11.

¹ Includes guided and unguided trips

NWT Food Services and Drinking Places Receipts



2013 August – 2014 July. Data labels indicate direction and percentage of change compared to the same month a year earlier.

2014 Visitor Centre Numbers

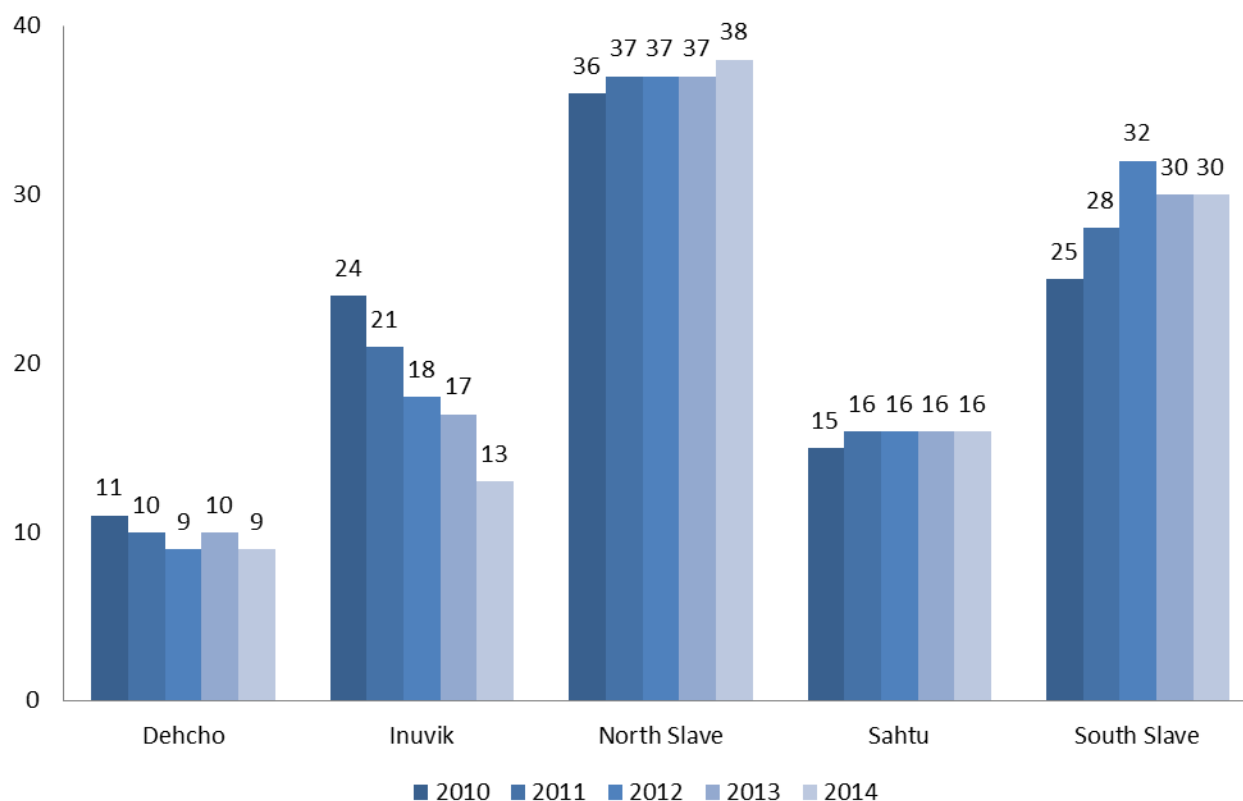
	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC	YTD
60th Parallel	-	-	-	-	-	-	-	-	-	-	-	-	-
Dawson City	0	0	0	0	257	2135	2711	2747	618	0	0	0	8468
					33.1%	-6.0%	4.9%	27.7%	50.8%				13.7%
Fort Simpson	0	0	0	0	2	69	287	236	29	0	0	0	623
					-	-50.7%	-	-53.0%	-82.2%				-22.6%
Hay River	-	-	-	-	-	-	-	-	-	-	-	-	-
Inuvik	0	0	0	0	0	1016	1389	1199	192	0	0	0	3796
						4.21%	-8.86%	13.11%	66.96%				1.20%
Nitanlaih	0	0	0	0	0	276	425	503	12	0	0	0	1216
						-8.6%	-15.0%	9.3%	-				-3.6%
Norman Wells	-	-	-	-	-	-	-	-	-	-	-	-	-
Yellowknife	1653	2169	2749	1075	1062	1913	1846	2618	3538	1838	-	-	20461
	28.9%	15.2%	3.1%	-17.5%	-12.2%	-27.9%	-38.6%	-3.6%	53.6%	25.2%			-0.1%
Yellowknife Airport	2310	3276	3581	2430	2915	2264	3448	3237	3279	3152	-	-	29892
	-27.7%	2.0%	2.6%	6.4%	1.4%	-13.8%	-8.7%	16.1%	-20.1%	11.2%			-2.3%

- Indicates no data or missing data, 0 indicates closed visitor centre

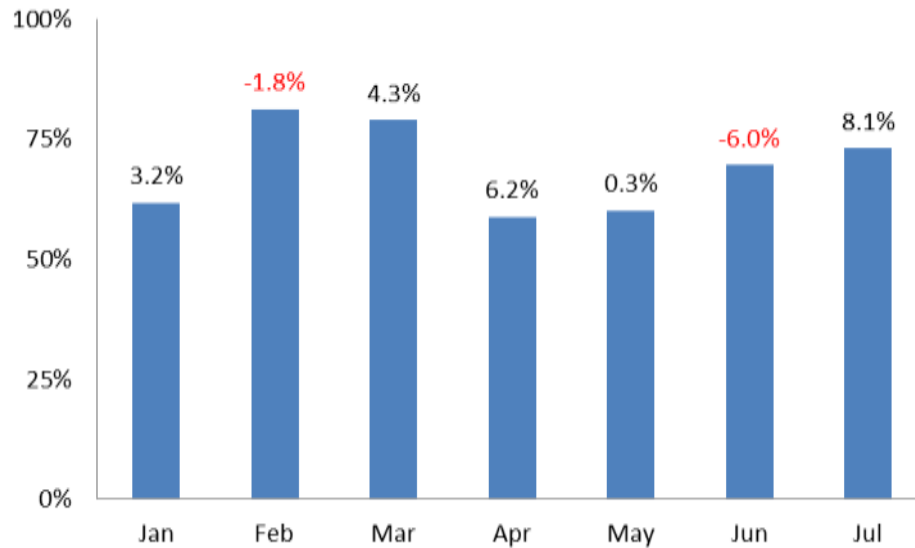
Passanger Volume to Regional Airports

	2013				2014								Total
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Inuvik	6085	6001	6174	5768	6073	5314	5796	6128	6550	5899	6218	5990	71996
	-23.0%	-21.9%	-18.2%	-22.9%	-15.5%	-20.2%	-25.3%	-21.4%	-12.0%	0.5%	-1.8%	0.1%	-15.9%
Fort Smith	1558	1644	1363	1510	1518	1215	1317	1322	1345	1326	1369	1337	16824
	12.3%	8.8%	-6.8%	4.9%	1.0%	-9.8%	-8.7%	-9.4%	-10.8%	-4.0%	-9.5%	-14.5%	-3.9%
Hay River	2479	2715	2275	2337	2487	2294	2422	2442	2477	2085	2495	2327	28835
	12.8%	20.9%	-1.3%	10.5%	8.3%	10.9%	11.7%	1.2%	9.8%	-2.5%	3.7%	-1.6%	6.9%
Fort Simpson	1211	1027	998	1044	1098	1000	1095	1283	1265	1062	1121	1059	13263
	12.3%	-10.9%	-10.3%	2.0%	-0.4%	-1.9%	0.0%	21.2%	11.3%	4.0%	-1.5%	-4.9%	1.6%
Norman Wells	7106	7053	6739	6695	6812	6023	6528	5633	5583	6449	5907	6021	76549
	-5.9%	-11.5%	-12.5%	-11.9%	-14.5%	-18.2%	-18.1%	-26.4%	-28.6%	-7.5%	-20.9%	-17.8%	-16.2%
Yellowknife	25142	26434	26401	27255	28442	26145	28953	28090	26742	26740	27136	26678	324158
	-3.1%	-1.4%	4.6%	7.6%	11.1%	2.6%	13.6%	1.8%	-2.5%	4.1%	-1.5%	-4.4%	2.6%
Total	43581	44874	43950	44609	46430	41991	46111	44898	43962	43561	44246	43412	531625
	-5.4%	-5.3%	-3.1%	-0.8%	1.7%	-4.4%	0.4%	-6.4%	-7.6%	1.1%	-4.6%	-6.2%	-3.4%

Tourism Operator Licenses by Region

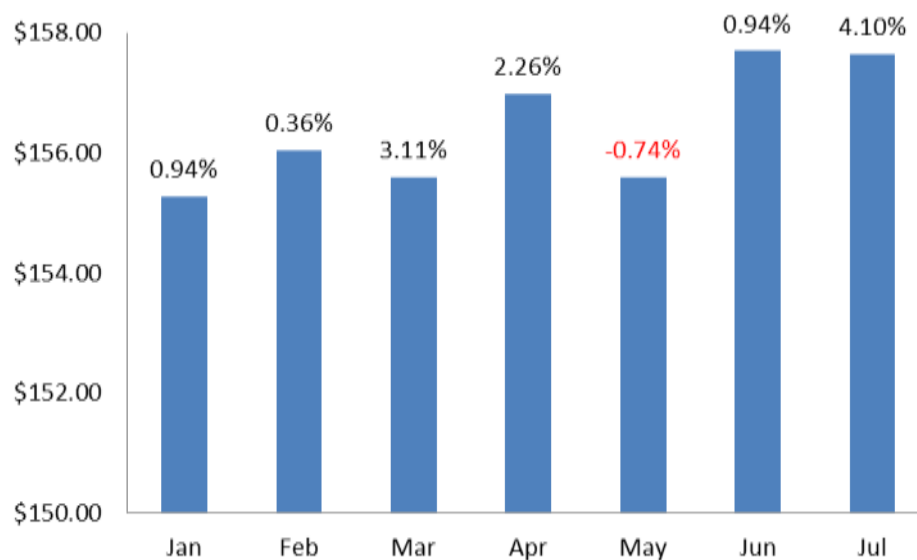


2014 Yellowknife Hotel Association: Occupancy Rates



Data labels indicate direction and percentage of change compared to the same month in 2013.

2014 Yellowknife Hotel Association: Average Daily Room Rates



Data labels indicate direction and percentage of change compared to the same month in 2013.

Territorial Parks – Overnight Campers

	2009	2010	2011	2012	2013	2014*	Change from previous year
Dehcho	1841	1692	1188	1247	1591	1576	-0.97%
Blackstone	647	540	221	419	384	402	4.73%
Fort Simpson	739	654	576	496	721	579	-19.64%
Sambaa Deh	455	498	391	332	486	588	20.92%
Beaufort Delta Region	2765	2109	2509	2197	2360	2344	-0.68%
Gwichin	2	129	259	178	201	161	-20.00%
Happy Valley	1650	1449	1587	1343	1363	1479	8.53%
Jak	732	455	387	480	380	400	5.30%
Nitainlaih	381	76	276	196	416	282	-32.22%
North Slave	10581	11149	11422	12147	13364	12978	-2.89%
Fred Henne	7879	7883	8128	8927	9373	9377	0.04%
Prelude Lake	1665	1570	1481	1705	2207	2242	1.58%
Reid Lake	1037	1696	1813	1515	1784	1078	-39.59%
South Slave	9202	10516	8374	8650	8818	7618	-13.61%
60th Parallel	434	325	23	253	227	260	14.43%
Fort Providence	2059	3531	2550	1990	1724	1742	1.04%
Hay River	2525	2414	2440	2257	2212	2284	3.26%
Lady Evelyn Falls	931	1134	755	879	1318	773	-41.33%
Little Buffalo River	455	161	605	792	882	555	-37.07%
Queen Elizabeth	486	673	344	764	676	553	-18.21%
Twin Falls	2312	2278	1657	1715	1779	1395	-21.60%
NWT Overall	24389	25465	23493	24241	26133	24442	-6.47%

Updated November 16, 2014

* Party size for 2014 is based on estimated values

Data does not include seasonal permits.

Parks Canada Attendance

	2009/10	2010/11	2011/12	2012/13	2013/14	Change from previous year
Aulavik	18 ¹	12 ²	16	8	8	0%
Nahanni	810 ²	775	1,033	840	760	-10%
Tuktut Nogait	4 ¹	2 ²	7	7	21	200%
Wood Buffalo	2479 ¹	1,599	1,324	1,790	3364 ¹	88%

¹ Recording methodology change

² Total contains 3 or more months of estimated data

Data Notes

Northwest Territories Visitor Numbers and Spending: Provided by GNWT's Department of Industry, Tourism and Investment, the data report sector specific visitor numbers and spending estimates based on the Yellowknife Airport survey, Trip Diary (NWT Road Travel) Survey, Territorial Park Visitor Numbers, LISIN database, 2010 Visitor Exit Survey and visitation numbers provided by tourism operators. Update is available annually.

Food Services and Drinking Places Receipts: Provided by Statistics Canada, the data report the total dollars spent on food services and drinking places in the Northwest Territories each month. Update is available monthly.

Visitor Centre Numbers: Walk-in visitor data supplied by visitor centres. Data includes NWT residents. Update is available monthly.

Territorial Parks – Overnight Campers: Provided by GNWT Department of Industry, Tourism and Investment, the data report overnight campers in territorial parks based on park permit sales and party size. Update is available annually.

Tourism Operator Licenses by Region: Provided by GNWT Department of Industry, Tourism and Investment, the data report the number of licensed tourism operators in each administrative region. Update is available annually.

2014 Yellowknife Hotel Association: Occupancy Rates. Provided by the Yellowknife Hotel Association, the data report the percentage of hotel rooms occupied during a specific time period, omitting rooms not available due to renovations or otherwise unavailable. Update is available monthly.

2014 Yellowknife Hotel Association: Average Daily Room Rates. Provided by the Yellowknife Hotel Association, the data report the monthly average daily room rate. Average daily room rate (ADR) is a statistical unit used to measure a hotel's pricing scale; the figure is derived by dividing actual total revenue for the period represented by the total number of occupied room nights. Update is available monthly.

Passenger Volume to Regional Airports. Provided by GNWT Department of Industry, Tourism and Investment based on airline reported enplaned and deplaned passengers each month. Update is available monthly.

Parks Canada Attendance. Provided by Parks Canada, the data report visitation to National Parks based on park registration. Update is available annually.

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