

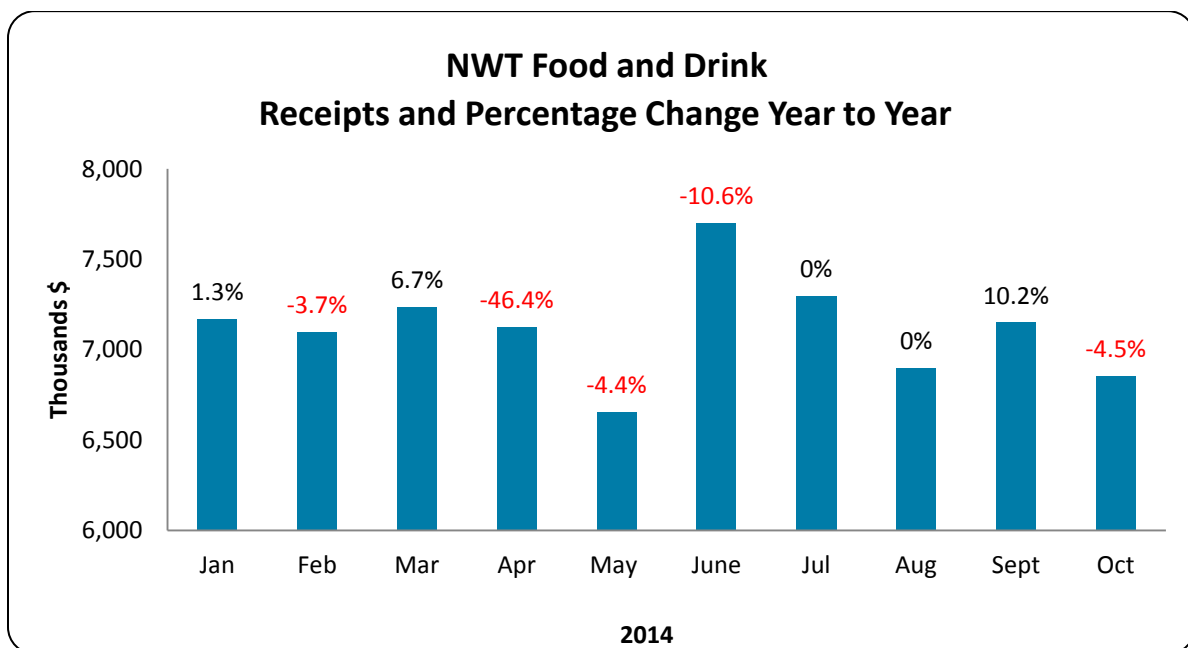
Territorial Tourism Indicators



May 2015

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. It is important to note that 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 the following website (www.iti.gov.nt.ca/infopage/tourism-research).



Territorial Parks Overnight Visitors - Country of Origin*

	2009	2010	2011	2012	2013	2014
Canada	4,006	4,495	3,304	3,725	4,020	3,554
	-	12.2%	-26.5%	12.7%	7.9%	-11.6%
United States	685	545	536	482	525	445
	-	-20.4%	-1.7%	-10.1%	8.9%	-15.2%
Germany	258	273	225	194	311	231
	-	5.8%	-17.6%	-13.8%	60.3%	-25.7%
Switzerland	190	154	117	135	142	120
	-	-18.9%	-24.0%	15.4%	5.2%	-15.5%
France	51	31	27	15	21	34
	-	-39.2%	-12.9%	-44.4%	40.0%	61.9%

*NWT Residents Removed

2014 Visitor Centre Numbers

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
60th Parallel	C	C	C	C	1,466 -	3,858 -	4,464 -	5,200 24.0%	2,108 146.5%	C	C	C	17,096 22.6%
Dawson City	C	C	C	C	257 33.1%	2,135 -6.0%	2,711 4.9%	2,747 27.7%	618 50.8%	C	C	C	8,468 13.7%
Fort Simpson	C	C	C	C	2 -	69 -50.7%	287 -	236 -53.0%	29 -82.2%	C	C	C	623 -22.6%
Hay River	C	C	C	C	C	-	-	-	-	C	C	C	-
Inuvik	C	C	C	C	C	1,016 4.21%	1,389 -8.86%	1,199 13.11%	192 66.96%	C	C	C	3,796 1.20%
Nitanlaih	C	C	C	C	C	276 -8.6%	425 -15.0%	503 9.3%	12 -	C	C	C	1,216 -3.6%
Norman Wells	-	-	-	-	-	-	-	-	-	-	-	-	-
Yellowknife	1,653 28.9%	2,169 15.2%	2,749 3.1%	1,075 -17.5%	1,062 -12.2%	1,913 -27.9%	1,846 -38.6%	2,618 -3.6%	3,538 53.6%	1,838 25.2%	1,552 30.0%	3,362 83.5%	20,461 10.4%
Yellowknife Airport	2,310 -27.7%	3,276 2.0%	3,581 2.6%	2,430 6.4%	2,915 1.4%	2,264 -13.8%	3,448 -8.7%	3,237 16.1%	3,279 -20.1%	3,152 11.2%	2,822 25.1%	3,300 17.3%	36,014 1.0%

- Indicates missing data or data unavailable at the time of publishing, C indicates closed visitor centre

Updated February 2015

Visitor Centre Annual Visitor Numbers

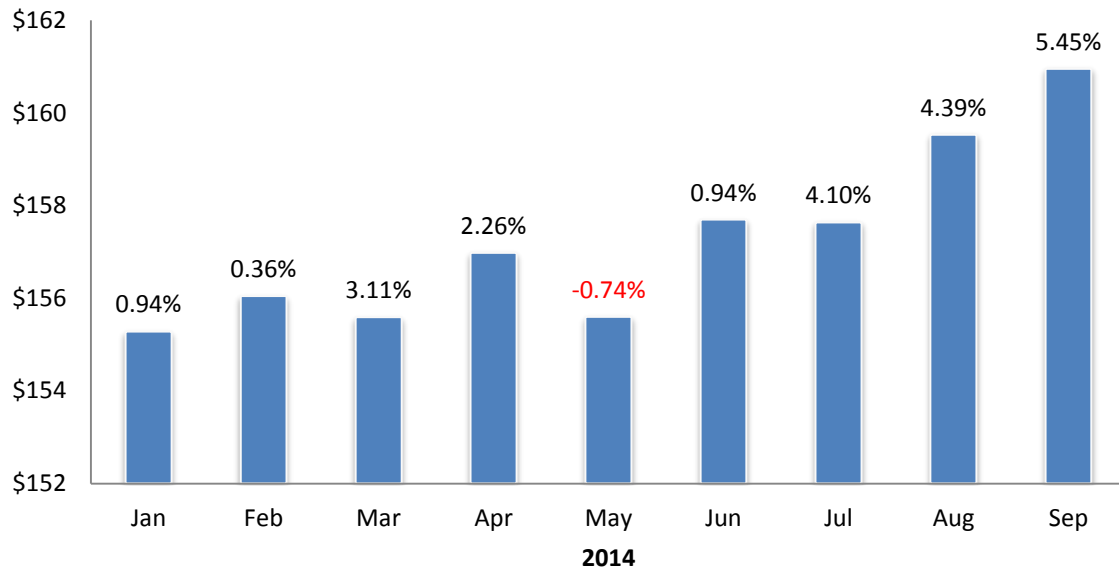
	2010	2011	2012	2013	2014
60th Parallel	16,149 -	- -	12,799 -	13,943 8.94%	17,096 22.61%
Dawson City	10,224 -1.6%	9,279 -9.2%	9,118 -1.7%	7,304 -19.9%	8,468 15.9%
Fort Simpson	- -	- -	- -	- -	623 -
Hay River	- -	- -	- -	941 ¹ -	- -
Inuvik	4,754 -1.7%	4,389 -7.7%	3,904 -11.1%	3,751 -3.9%	3,796 1.2%
Nitanlaih	1,767 -3.6%	1,631 -7.7%	1,574 -3.5%	1,262 -19.8%	1,216 -3.6%
Norman Wells	2,811 -	- -	4,499 -	- -	- -
Yellowknife	15,416 19.4%	17,680 14.7%	19,379 9.6%	23,515 21.3%	25,375 7.9%
Yellowknife Airport	- -	- -	30,693 -	35,646 16.14%	36,014 1.03%

¹ Based on guest book sign-ins

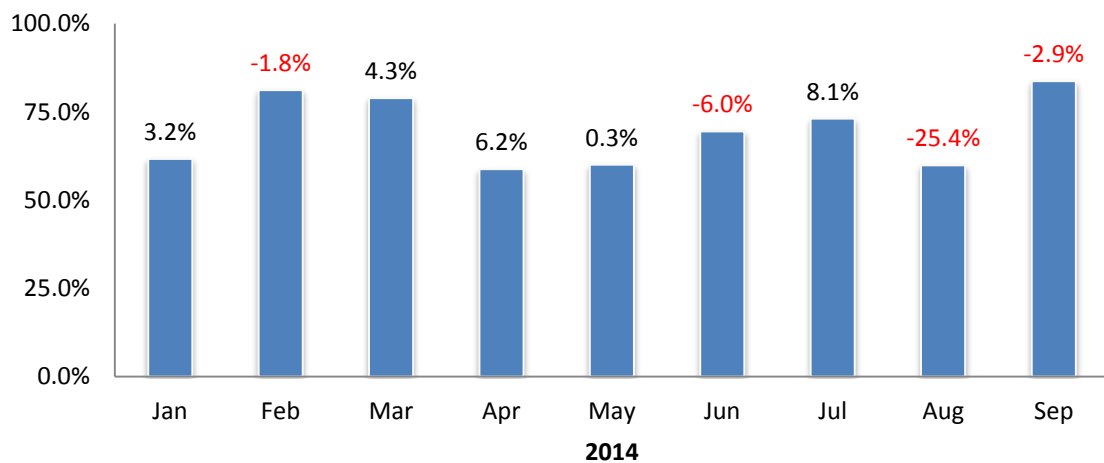
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Updated February 2015

Yellowknife Hotel Association: Average Daily Room Rates and Percentage Change Year to Year



Yellowknife Hotel Association: Occupancy Rates and Percentage Change Year to Year



2014 Passenger Volume to Regional Airports

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Inuvik	6,073	5,314	5,796	6,128	6,550	5,899	6,218	5,990	5,706	5,901	6,526	5,689	71,790
	-15.5%	-20.2%	-25.3%	-21.4%	-12.0%	0.5%	-1.8%	0.1%	-6.2%	-1.7%	5.7%	-1.4%	-9.2%
Fort Smith	1,518	1,215	1,317	1,322	1,345	1,326	1,369	1,337	1,340	1,392	1,267	1,446	16,194
	1.0%	-9.8%	-8.7%	-9.4%	-10.8%	-4.0%	-9.5%	-14.5%	-14.0%	-15.3%	-7.0%	-4.2%	-9.0%
Hay River	2,487	2,294	2,422	2,442	2,477	2,085	2,495	2,327	2,562	2,630	2,285	2,144	28,650
	8.3%	10.9%	11.7%	1.2%	9.8%	-2.5%	3.7%	-1.6%	3.3%	-3.1%	0.4%	-8.3%	2.6%
Fort Simpson	1,098	1,000	1,095	1,283	1,265	1,062	1,121	1,059	1,093	1,147	1,053	1,056	13,332
	-0.4%	-1.9%	0.0%	21.2%	11.3%	4.0%	-1.5%	-4.9%	-9.7%	11.7%	5.5%	1.1%	2.8%
Norman Wells	6,812	6,023	6,528	5,633	5,583	6,449	5,907	6,021	5,800	6,238	5,150	5,683	71,827
	-14.5%	-18.2%	-18.1%	-26.4%	-28.6%	-7.5%	-20.9%	-17.8%	-18.4%	-11.6%	-23.6%	-15.1%	-18.5%
Yellowknife	28,442	26,145	28,953	28,090	26,742	26,740	27,136	26,678	26,705	25,828	24,846	25,614	321,919
	11.1%	2.6%	13.6%	1.8%	-2.5%	4.1%	-1.5%	-4.4%	6.2%	-2.3%	-5.9%	-6.0%	1.2%
Total	46,430	41,991	46,111	44,898	43,962	43,561	44,246	43,412	43,206	43,136	41,127	41,632	523,712
	1.7%	-4.4%	0.4%	-6.4%	-7.6%	1.1%	-4.6%	-6.2%	-0.9%	-3.9%	-6.4%	-6.7%	-3.7%

Updated April 2, 2015

Territorial Indicator Notes

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.

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.

Territorial Parks – Top Five Countries of Origin: Provided by GNWT Department of Industry, Tourism and Investment, the data report country of origin of overnight campers in territorial parks based on park permit sale. Update is available annually.

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

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.

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