

Arctic Development

QUICK FACTS - NWT TOURISM SUMMARY - VOLUME I

NWT GENERAL SURVEYS

Tourism

Statistics/Surveys

1996

G.N.W.T. - ECONOMIC DEVELOPMENT & TOURISM

11-1-43

Quick FACTS

NWT TOURISM SUMMARY



Parks Officers at Blackstone Park, Fort Liard, 1993. GNWT - NWT Archives - Tessa MacInnis

About this publication...

"Quick Facts" was designed to report on general visitation trends in the N.W.T. Currently it is scheduled to be published twice a year with the next issue planned for completion in the fall of 1996. The fall publication will include ferry and visitor information centre counts from the 1996 tourist season as well as information about sports hunting and fishing.

Any suggestions you have to improve this publication or any questions you have about the data reported in the newsletter are welcome. You can direct any comments and questions to Patricia Colosimo at: telephone - (403) 873-7272; Internet - patriciac@edt.gov.nt.ca; mail - Policy, Planning and Human Resources, 2nd Floor NUP, Economic Development and Tourism, GNWT, Yellowknife N.W.T. X1A 2L9

Uses of Quick Facts data...

The figures reported in "Quick Facts" are used by the private and public sectors to:

- determine shifts in visitor patterns;
- predict future visitation and expenditures;
- help prepare market and business plans;
- estimate the effects of tourism on the N.W.T. economy.

How to read Quick Facts...

The information should be read in conjunction with other information. For example, if you want to deter-

mine traffic to a region you should refer to the ferry traffic data, visitor information centre data in addition to any other surveys conducted in the area such as the Exit survey so that a complete picture of the area is portrayed.

Trends...

- ✓ Records at the visitor centres at the 60th parallel show a slow but steady increase in the number of people driving to the N.W.T. This increase is reflected in the North and South Slave where higher visitor numbers were recorded at the visitor centres in Hay River and Yellowknife and at the Fort Providence Ferry.
- ✓ The Fort Smith area was the exception to the increased visitor traffic where non-resident summer visitation actually appears to be declining. This is corroborated by numbers collected at visitor centres and at Wood Buffalo National Park.
- ✓ The Deh Cho has seen increased non-resident traffic as evidenced by counts at the visitor centres. There has also been a marked increase in visitation at Nahanni National Park as interest in this park continues to grow and the Nahanni River tourism products gain popularity.
- ✓ According to the 1994 Exit Survey, proximity to an N.W.T. region has a major influence on the destination that a traveller will visit in the N.W.T. The origin of visitors crossing N.W.T. ferries shows that this continues to be the case. Alberta remains the primary source of visitors to the South and North Slave while BC dominates the Inuvik Region. Alberta and BC are equally important in the Deh Cho.
- ✓ Although overall airline passenger volumes have declined between one and four percent per year since 1991, traffic to Nunavut has actually increased slightly since 1987. This is in contrast to the west which saw a 6% decrease over the same time period. The decrease primarily affected the Inuvik Region where air traffic increased until 1990 before falling off sharply. This coincides with the downturn in the economy that this region has experienced over the past few years.

Quick FACTS

NWT TOURISM SUMMARY

NWT Visitor Information Centre - User counts June - August, 1993-1995

Visitor Centre	Location	1995		1994		1993	
		Resident	Non-Res	Resident	Non-Res	Resident	Non-Res
Baffin							
Angmarlik Visitors Centre	Pangnirtung	2,815	1,302	3,477	1,956	3,021	1,469
Unikkarviik Visitors Centre	Iqaluit	1,029	2,007	614	1,128	799	1,216
Dch Cho							
Blackstone Visitors Centre	Blackstone Park	1,083	2,059	936	1,547	672	1,642
Fort Simpson Visitors Centre	Fort Simpson	908	2,273	404	1,769	527	1,838
Inuvik							
Western Arctic Regional Visitors Centre	Inuvik	**2,140	**5,247	226	3,304	273	4,049
NWT Visitor information Centre	Dawson City	145	17,577	214	17,964	290	17,218
Keewatin							
Akumalik Visitors Centre	Baker Lake	1,038	247	320	208	394	277
Keewatin Regional Visitors Centre	Rankin Inlet	290	235	not available	not available	not available	not available
Margaret Anisak Visitors Centre	Arviat	566	78	658	119	715	114
Kitikmeot							
Arctic Coast Visitor Centre	Cambridge Bay	198	539	144	383	226	629
North Slave							
Northern Frontier Visitors Centre	Yellowknife	1,937	5,662	1,725	5,660	1,741	6,448
Sahtu							
Norman Wells Historic Centre	Norman Wells	*1,024	*1,014				
Sahtu Regional Visitors Centre	Norman Wells	n/a	n/a	206	400	not available	not available
South Slave							
60th Parallel Visitors Centre	60th Parallel	2,735	8,722	2,121	7,527	2,243	7,181
Fort Providence Visitors Centre	Fort Providence	incomplete data		487	795	19	263
Fort Smith Visitors Centre	Fort Smith	716	1,066	1,617	1,404	1,097	929
Hay River Visitors Centre	Hay River	105	2,182	93	1,787	128	1,777

• First year of operation

•• New facility

"Other" Facility - User Counts June - August, 1993-1995

Site	Location	1995		1994		1993	
		Resident	Non-Res	Resident	Non-Res	Resident	Non-Res
Dch Cho							
SaambaDeh Territorial Park	Trout lake	589	1,395	540	1,051	521	908
Inuvik							
Natainlaih Territorial Park	Ft McPherson	204	1,649	210	1,939	186	1,713
South Slave							
Bishop's Mission Historic Park	Fort Smith	*17	*76				
Enterprise Tourist info. Centre	Enterprise	not available		1,157	2,554	887	1,934
Hay River Campground	Hay River	462	2,226	503	2,822	383	1,927
Lady Evelyn	Hay River	*1,156	*3,206				
Queen's Park	Fort Smith	1,007	980	1,540	1,003	1,200	669

• First year of operation

•• New facility



Deck Hands, Fort Providence Ferry, 1991

Estimates of Total Visitation 1995-1999

Visitation	1995				
Total Non-Resident	64,141	66,409	68,698	71,017	73,377

Estimates Total of Expenditures 1995-1999

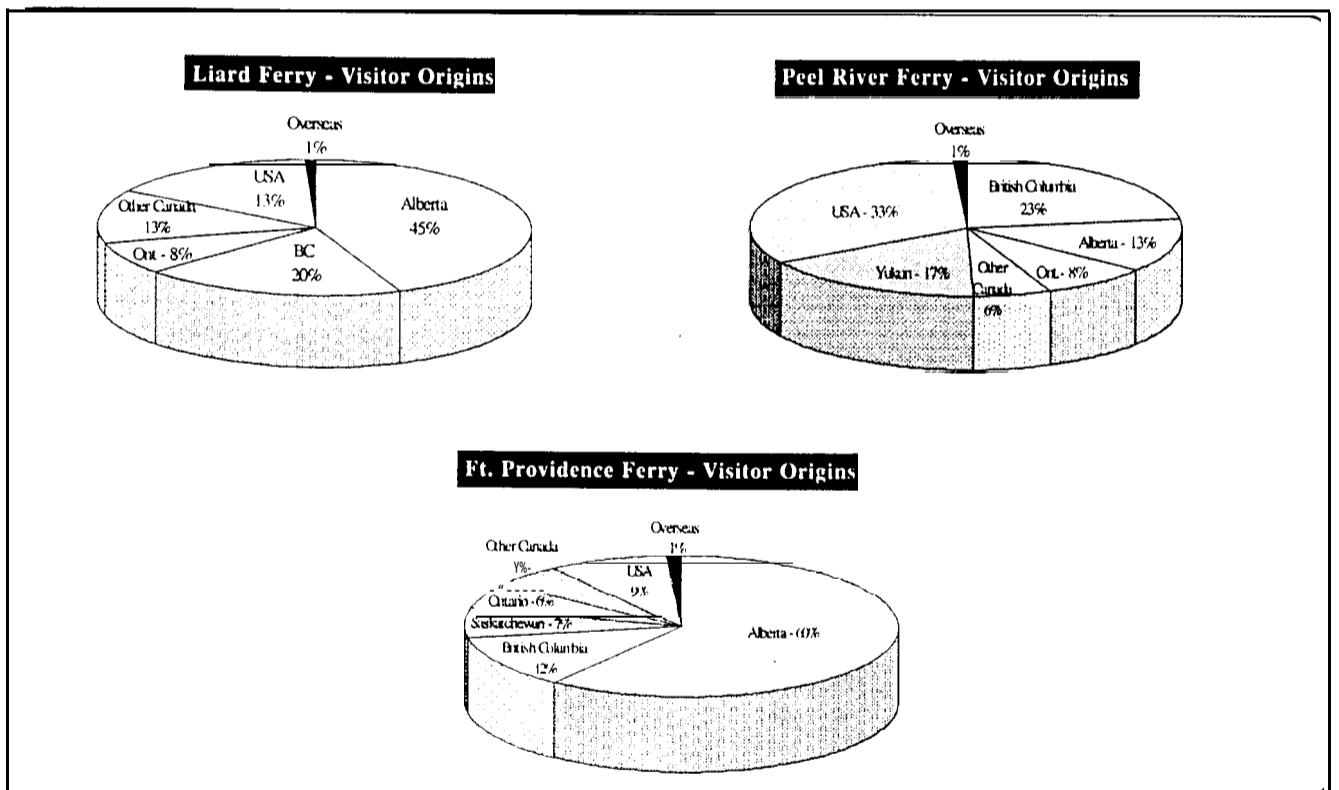
Expenditures	1995	1996	1997	1998	1999
Total Non-Resident* *millions	\$66.9	\$69.2	\$71.5	\$73.8	\$76.1

NWT Nonresident Ferry Counts June - August, 1990-1995*

Loc:							
Peel River	Dempster Highway	1,844	2,013	2,046	2,370	1,868	1,816
Fort Providence	Mackenzie Highway	3,758	3,099	2,553	2,472	3,250	2,661
Fort Liard	Liard Highway	1,019	1,286	932	767	742	795

*Collected with the assistance of the Department of Transportation, Marine Services
 *Alaska Highway 50th Anniversary Celebrations
 †Queen's visit

NWT Ferries - Visitor Origins, 1995



Quick NWT TOURISM SUMMARY

FACTS

Airline Statistics* Inbound Passengers - Full Year

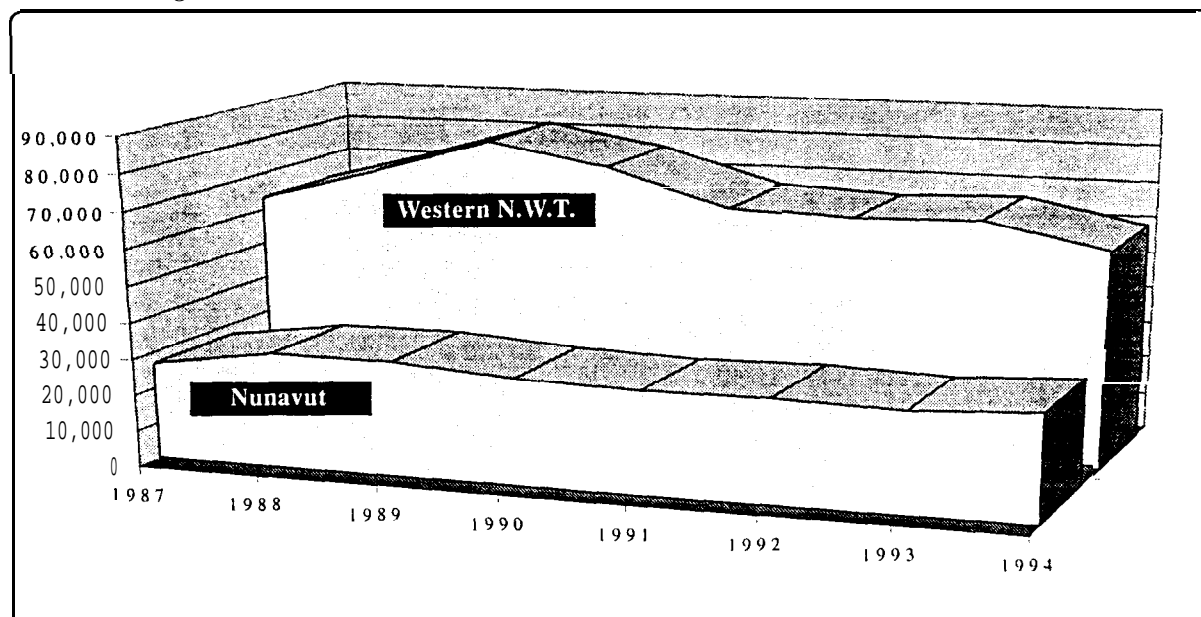
	1992							
Level I**	54,500	54,080	55,550	54,190	61,079	66,289	65,883	64,491
Level II -IV***	37,557	42,263	41,161	44,073	48,287	51,162	42,524	29,324
All Carriers	92,057	96,343	96,711	98,263	109,366	117,451	108,407	93,815

* Figures provided by Statistics Canada, Aviation Statistics Centre

** Refers to airlines carriers whose information is publicly available in Statistics Canada catalogue 51-204

*** Refers to airlines whose passenger statistics were provided by Statistics Canada upon special consent of the carriers; but on the condition that individual carrier information not be revealed explicitly or by deduction.

Airline Passenger Volumes - Western N. W. T./Nunavut



Airline Passenger Volumes - Changes between years

	87/88	1988/89	1989/90	1990/91	1991/92	1992/93	1993/94
Nunavut	18%	-0.4%	-7%	-49.0	0.9%	-4.2%	7%
Western N.W.T.	14%	13.0%	-7%	-12%	-3.0%	1.3%	-10%

1995 NWT National Park Visitation*

National Park	Region	1995	1994	1993	1992	1991	1990	1989
Auyuittuq National Park	Baffin	458	371	434	362	782	1314	878
Ellesmere Island National Park	Baffin	483	474	462	529	433	360	431
Nahanni National Park	Deh Cho	4,551	3,095	3,793	1,404	1,403	1,009	1,313
Wood Buffalo National Park	South Slave	6,595	6,276	6,618	7,470	8,598	7,369	7,218

* Figure provided by Heritage Canada