



The Tourism Industry Impact

The eight tourism sectors are:

- accommodation
- food & beverage
- transportation
- tourism services
- events & conferences
- adventure tourism and recreation
- attractions
- travel trade

Tourism Resources

Tourism Industry
Association of the Yukon
www.tiayukon.com

Tourism Industry
Association of Canada
www.tiac-aitc.ca

Canadian Tourism Commission
www.canadatourism.com

Yukon Tourism & Culture – YTG
www.touryukon.com

Parks Canada
www.pc.gc.ca



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A Diverse Industry

- Yukon has 890 tourism-related businesses which operate in eight sectors
- The effects of the tourism industry impact every Yukoner.

What is Tourism Worth in the Yukon?

- In 2000, it was estimated that \$164 million in revenue was directly attributed to non-resident tourism
- This figure is based on revenue estimated by Yukon businesses generated by non-resident spending. It does not include Yukon resident spending, or any indirect spending in the territory which is a spin-off of tourism, such as new hotel construction, cleaning services, consulting, etc.

How many Yukon Jobs are Supported by Tourism?

- Approximately 80% of all Yukon employees work for businesses which report at least some level of tourism revenue
- It is estimated that 1,900 jobs are directly dependent on tourism
- This represents approximately 11% of all jobs in the Yukon
- Tourism is the largest private sector employer

How many Yukon businesses create those jobs?

- 890 Yukon businesses (41% of Yukon businesses responding to the business survey) report revenue generated from tourism
- 50% of Yukon businesses generate more than one-third of gross revenues from tourism
- The traditional tourism sectors such as accommodations, food & beverage, retail and transportation are the largest generators of tourism related jobs
- Over half of the non-traditional sector businesses such as wholesale trade, finance, insurance and real estate derive a portion of their revenues from tourism

Traveling in the Yukon

- In 2004, an estimated total of 315,838 visitors came to the Yukon
- 79% arrived between June and September
- Total visitation has increased a total of 4.0% since 2003
- Private vehicle traffic has decreased 4.5% since 2002
- Motor coach traffic is up 41.0% since 2003