

# YUKON VISITOR STATISTICS

YEAR-END REPORT **2004**

## OVERVIEW

THIS DOCUMENT IS INTENDED TO PROVIDE A SNAPSHOT OF THE YUKON'S 2004 TOURISM YEAR (JANUARY TO DECEMBER).

INCLUDED IS A SUMMARY OF THE YEAR, COMPARISONS TO VISITOR TRENDS IN THE REST OF CANADA AND CURRENT YUKON VISITOR STATISTICS:

YUKON BORDER CROSSING STATISTICS;

EUROPEAN AIR CHARTER STATISTICS;

YUKON VISITOR RECEPTION CENTRE STATISTICS;

YUKON BERINGIA INTERPRETIVE CENTRE STATISTICS;

YUKON RETAIL SALES;

YUKON FUEL PRICES; AND

U.S. EXCHANGE RATES.

FOR FURTHER INFORMATION ON THE 2004 YUKON VISITOR STATISTICS YEAR-END REPORT CONTACT THE DEPARTMENT OF TOURISM & CULTURE AT:

GOVERNMENT OF YUKON  
DEPARTMENT OF TOURISM & CULTURE  
PRODUCT DEVELOPMENT AND RESEARCH UNIT (L-1)  
Box 2703  
WHITEHORSE, YUKON Y1A 2C6  
PHONE: (867) 667-8410  
FAX: (867) 393-7005  
WEBSITE: WWW.TIRC.GOV.YK.CA

## CONTENTS

YEAR-END SUMMARY	2
INTERNATIONAL TRAVEL TRENDS	3
EUROPEAN AIR CHARTER STATISTICS	4
WHITEHORSE AIRPORT STATISTICS	4
TOP 10 COUNTRIES & KEY REGIONS	5
BORDER CROSSING STATISTICS - MOTORCOACH	6
BORDER CROSSING STATISTICS - TRENDS	7
ANNUAL BORDER CROSSING STATISTICS	8
VISITOR RECEPTION CENTRE STATISTICS	10
YUKON MUSEUMS VISITOR STATISTICS	11
BERINGIA INTERPRETIVE CENTRE STATISTICS	12
YUKON RETAIL SALES	12
BORDER CROSSING STATISTICS - YUKON RIVER	13
YUKON AUTO FUEL PRICES (GASOLINE)	14
U.S. EXCHANGE RATES	15
BORDER CROSSING STATISTICS - SUMMER	16

## ECONOMIC OUTLOOK

THE CANADIAN TOURISM INDUSTRY SUFFERED THROUGH A DISAPPOINTING YEAR IN 2003 WITH THE NUMBER OF US AND INTERNATIONAL VISITORS COMING TO CANADA DECREASING BY 13% OVER THE PREVIOUS YEAR. ALTHOUGH THE YUKON FARED BETTER THAN THE NATIONAL AVERAGE WITH ONLY A 3% DROP, THERE WAS STILL CONCERN THAT THIS TREND MAY CONTINUE. HOWEVER, STARTING BY THE END OF THE YEAR THE TOURISM PICTURE BEGAN TO BRIGHTEN. BY JUNE 2004, CANADA RECORDED THE FOURTH STRAIGHT MONTHLY INCREASE IN INTERNATIONAL TRAVELERS. YUKON'S BORDER CROSSING NUMBERS FOR JUNE 2004 WERE ALSO UP FOR THE THIRD MONTH IN A ROW.

OVERALL, FROM JANUARY THROUGH DECEMBER 2004, 315,838 VISITORS CROSSED YUKON'S BORDERS, AN INCREASE OF 12,106 OR 4% OVER 2003. DURING THIS PERIOD, 80,091 MOTORCOACH PASSENGERS ENTERED THE YUKON, AN INCREASE OF 23,289 OR 41% OVER LAST YEAR, LARGELY DUE TO AN INCREASE OF CRUISE SHIP DAY TOUR ACTIVITY OUT OF SKAGWAY, ALASKA. PRIVATE VEHICLE TRAFFIC HOWEVER, WAS DOWN 11,183, A 4.5% DECLINE. U.S. VISITORS WERE UP BY 6,951, AN INCREASE OF 3.2%; CANADIAN VISITORS WERE DOWN 893 OR -3%; AND INTERNATIONAL VISITORS WERE UP 2,775, OR NEARLY 12%.

LAST SUMMER CONDOR/THOMAS COOK OPERATED DIRECT CHARTER FLIGHTS BETWEEN FRANKFURT, GERMANY AND WHITEHORSE. THE NUMBER OF EUROPEAN VISITORS ARRIVING DIRECTLY FROM OVERSEAS INCREASED BY OVER 300 OR APPROXIMATELY 7.4% FROM LAST YEAR'S FIGURES. WHITEHORSE AIRPORT TRAFFIC, WHICH IS NOT INCLUDED IN BORDER CROSSING STATISTICS, WAS UP NEARLY 10% OVER 2003.

YUKON'S VISITOR INFORMATION CENTRES REGISTERED 229,362 VISITORS FROM MAY THROUGH SEPTEMBER 2004. THIS IS AN INCREASE OF 13,482, OR 6% MORE THAN THE PREVIOUS YEAR.

ANECDOTAL INFORMATION FROM YUKON TOURISM BUSINESSES SUGGESTS THEY WILL EXPERIENCE A GOOD WINTER AND A BUSY SUMMER SEASON. WILDERNESS ADVENTURE OPERATORS, WHICH SPECIALIZE IN DOG SLEDDING AND NORTHERN LIGHTS VIEWING, ARE SHOWING STRONG BOOKINGS AND AN INCREASE OVER LAST SEASON. THE WILDERNESS ADVENTURE AND ACCOMMODATION SECTORS ARE GENERALLY OPTIMISTIC ABOUT THE COMING SUMMER. THE NUMBER OF WHOLESALERS FEATURING HIGH QUALITY TOUR PROGRAMS CONTINUES TO INCREASE AS WELL AS THE AVAILABILITY OF THESE PROGRAMS THROUGHOUT THE YEAR.

IN AN EFFORT TO BETTER MEASURE THE LEVEL AND IMPACT OF TOURIST VISITATION TO THE YUKON, THE DEPARTMENT OF TOURISM AND CULTURE CONDUCTED A VISITOR EXIST SURVEY DURING THE SUMMER OF 2004. ONCE THE SURVEY DATA HAS BEEN ANALYZED, IT WILL PROVIDE A BETTER PICTURE OF DEMOGRAPHICS, TRIP PLANNING, TRIP ACTIVITIES, TRAVEL MOTIVATORS AND SPENDING PATTERNS OF VISITORS COMING TO THE YUKON. INITIAL RESULTS FROM THIS SURVEY WILL BE AVAILABLE BY SPRING 2005.

NATIONALLY, THE CONFERENCE BOARD OF CANADA SUMMARIZED 2004 AS FOLLOWS, "CANADA'S TOURISM INDUSTRY MADE SOLID PROGRESS IN 2004 AND BY MOST ACCOUNTS, THE RECOVERY NOW APPEARS FIRMLY ROOTED. ... OVERSEAS ARRIVALS FROM MOST OF CANADA'S KEY MARKETS EXCEEDED EXPECTATIONS . . . . CANADA'S DOMESTIC TRAVEL INDUSTRY WAS ABLE TO HOLD ITS OWN. UNFORTUNATELY, THE REBOUND IN U.S. TRAVEL FELL SHORT OF MANY OPERATORS' EXPECTATIONS." WORLD TOURISM ORGANIZATION (WTO) DEPUTY SECRETARY GENERAL DR. DAVID DE VILLIERS SAID "WE ARE CONFIDENT THAT THE TOURISM SECTOR IS BACK ON THE RIGHT TRACK AFTER THREE DIFFICULT YEARS."

WTO EXPECTATIONS FOR 2005 ARE MODERATE. "ONE OF THE MAJOR QUESTIONS IS HOW MUCH PENT-UP DEMAND IS STILL IN THE PIPELINE. LEISURE TRAVEL IS EXPECTED TO SUSTAIN ITS GROWTH, WHILE BUSINESS TRAVEL WILL RECOVER FURTHER. ECONOMIC CONDITIONS ARE FAVORABLE, HEALTHY ECONOMIC GROWTH IS ANTICIPATED . . . HIGH OIL PRICES REMAIN A FACTOR OF CONCERN, BUT SO FAR, THEY HAVE NOT AFFECTED THE ECONOMY AT LARGE OR TOURISM IN PARTICULAR".

THE CONFERENCE BOARD OF CANADA PROJECTS THAT OVERNIGHT TRAVEL TO CANADA FOR 2005 WILL INCREASE BY 4.0% OVER 2004 AND THAT OVERALL TOURISM SPENDING IS ESTIMATED TO GROW BY 5.0%. THE DEPARTMENT OF TOURISM AND CULTURE IS PROJECTING TRAVEL TO THE YUKON IN 2005 WILL GROW BY 4.0% AND THAT DIRECT VISITOR EXPENDITURES WILL INCREASE BY THE SAME AMOUNT.

**EUROPEAN AIR CHARTER STATISTICS**

2003	MAY	JUN	JUL	AUG	SEP	TOTALS
Flights	3	8	10	8	8	37
Passengers	375	803	1,269	1,386	486	4,319

2004	MAY	JUN	JUL	AUG	SEP	TOTALS
Flights	3	9	9	9	8	38
Passengers	314	995	1,261	1,398	672	4,640

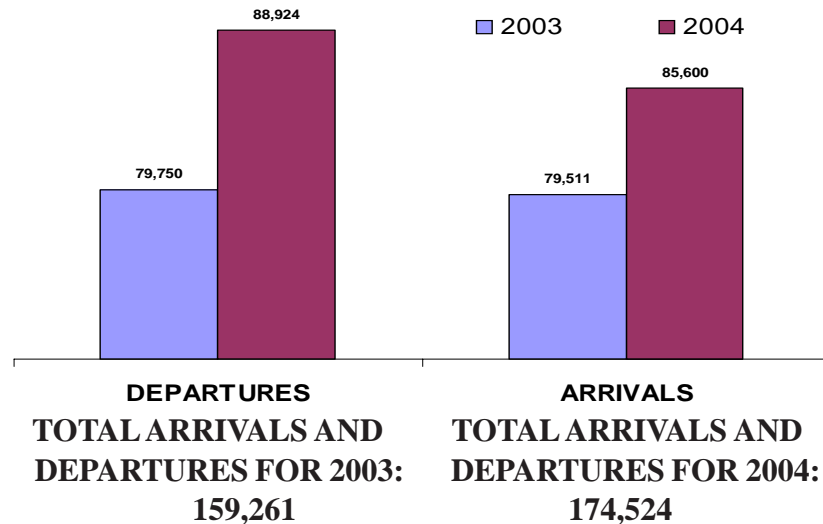
  

+/- % CHANGE	MAY	JUN	JUL	AUG	SEP	TOTAL
Flights	0	1	-1	1	0	1
% CHANGE	0.0%	12.5%	-10.0%	12.5%	0.0%	2.7%
Passengers	-61	192	-8	12	186	321
% CHANGE	-16.3%	23.9%	-0.6%	0.9%	38.3%	7.4%

SOURCE: CANADA BORDER SERVICE AGENCY

TOTALS INCLUDE VISITORS ARRIVING IN WHITEHORSE DIRECT FROM EUROPE, TOTALS DO NOT INCLUDE CANADIAN RESIDENTS OR GERMAN FLIGHT CREW.

**WHITEHORSE AIRPORT PASSENGER TRAFFIC**  
**JANUARY - DECEMBER**



SOURCE: WHITEHORSE AIRPORT - HIGHWAYS & PUBLIC WORKS (YTG)

TOTALS INCLUDE ALL PASSENGERS ARRIVING IN WHITEHORSE ON COMMERCIAL FLIGHTS (JAN. TO DEC.).

**YUKON BORDER CROSSING STATISTICS**  
**TOP 10 COUNTRIES**

	2003	2004	+ / -	% change
United States	183,283	194,590	11,307	6%
Canada	51,560	53,079	1,519	3%
Germany	7,776	8,699	923	12%
United Kingdom	3,886	3,851	-35	-1%
Switzerland	2,562	2,187	-375	-15%
Australia	2,211	2,696	485	22%
Netherlands	1,221	1,207	-14	-1%
France	666	652	-14	-2%
Austria	540	677	137	25%
Japan	385	703	318	83%

SOURCE: CANADA BORDER SERVICE AGENCY AND YUKON BUREAU OF STATISTICS

PASSENGER TOTALS DO NOT INCLUDE TRAIN VISITORS, THOSE IN COMMERCIAL VEHICLES, VISITORS ARRIVING BY AIR, OR MARINE ARRIVALS (DAWSON CITY).

THE CANADA CATEGORY INCLUDES YUKON RESIDENTS.

**YUKON BORDER CROSSING STATISTICS**  
**KEY REGIONS**

	2003	2004	+ / -	% change
North America	234,843	247,669	12,826	5%
Europe	18,231	19,258	1,027	6%
Asia/Pacific	3,627	5,443	1,816	50%
Other	989	1,191	202	20%
<b>Total</b>	<b>257,690</b>	<b>273,561</b>	<b>15,871</b>	<b>6%</b>

SOURCE: CANADA BORDER SERVICE AGENCY AND YUKON BUREAU OF STATISTICS

PASSENGER TOTALS DO NOT INCLUDE TRAIN VISITORS, THOSE IN COMMERCIAL VEHICLES, VISITORS ARRIVING BY AIR, OR MARINE ARRIVALS (DAWSON CITY).

THE NORTH AMERICA CATEGORY INCLUDES YUKON RESIDENTS.

### YUKON BORDER CROSSING STATISTICS - MOTORCOACH

MAY	2003	2004	+ / -	% Change
Beaver Creek	207	298	91	44.0%
Fraser	3,554	5,656	2,102	59.1%
Little Gold	86	78	-8	-9.3%
Pleasant	62	0	-62	-100.0%
<b>Total</b>	<b>3,909</b>	<b>6,032</b>	<b>2,123</b>	<b>54.3%</b>

JUNE	2003	2004	+ / -	% Change
Beaver Creek	2,036	1,877	-159	-7.8%
Fraser	11,643	18,143	6,500	55.8%
Little Gold	95	378	283	297.9%
Pleasant	124	21	-103	-83.1%
<b>Total</b>	<b>13,898</b>	<b>20,419</b>	<b>6,521</b>	<b>46.9%</b>

JULY	2003	2004	+ / -	% Change
Beaver Creek	1,808	2,292	484	26.8%
Fraser	12,036	18,610	6,574	54.6%
Little Gold	296	891	595	201.0%
Pleasant	148	242	94	63.5%
<b>Total</b>	<b>14,288</b>	<b>22,035</b>	<b>7,747</b>	<b>54.2%</b>

AUGUST	2003	2004	+ / -	% Change
Beaver Creek	1,774	2,003	229	12.9%
Fraser	14,009	19,341	5,332	38.1%
Little Gold	182	334	152	83.5%
Pleasant	71	31	-40	-56.3%
<b>Total</b>	<b>16,036</b>	<b>21,709</b>	<b>5,673</b>	<b>35.4%</b>

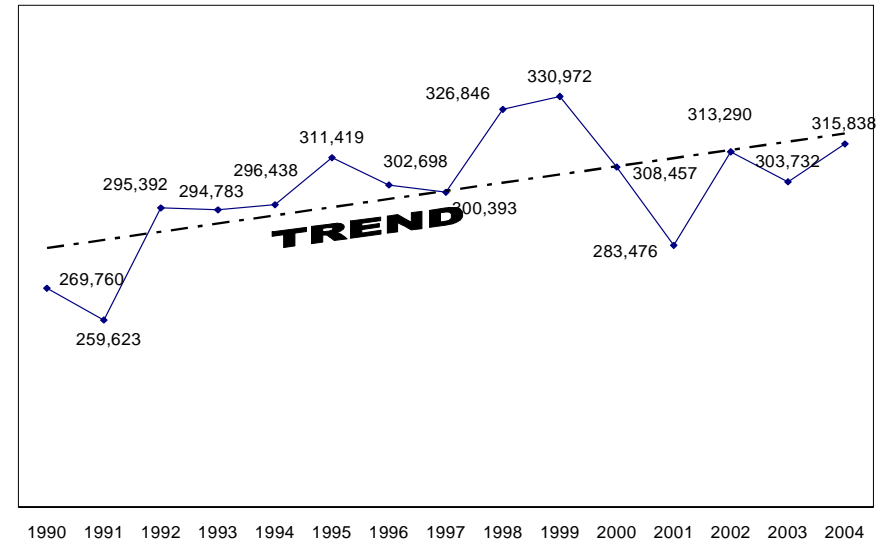
SEPT	2003	2004	+ / -	% Change
Beaver Creek	607	442	-165	-27.2%
Fraser	7,668	8,803	1,135	14.8%
Little Gold	62	66	4	6.5%
Pleasant	10	42	32	320.0%
<b>Total</b>	<b>8,347</b>	<b>9,353</b>	<b>1,006</b>	<b>12.1%</b>

TOTAL	2003	2004	+ / -	% Change
Beaver Creek	6,432	6,912	480	7.5%
Fraser	48,910	70,553	21,643	44.3%
Little Gold	721	1,747	1,026	142.3%
Pleasant	415	336	-79	-19.0%
<b>Total</b>	<b>56,478</b>	<b>79,548</b>	<b>23,070</b>	<b>40.8%</b>

SOURCE: CANADA BORDER SERVICE AGENCY AND YUKON BUREAU OF STATISTICS

TOTALS INCLUDE YUKON RESIDENTS.

### YUKON BORDER CROSSING STATISTICS -TRENDS



SOURCE: CANADA BORDER SERVICE AGENCY AND YUKON BUREAU OF STATISTICS

PASSENGER TOTALS DO NOT INCLUDE TRAIN VISITORS, THOSE IN COMMERCIAL VEHICLES, VISITORS ARRIVING BY AIR, OR MARINE ARRIVALS (DAWSON CITY).

FIGURES INCLUDE YUKON RESIDENTS.

THE ANNUAL NUMBER OF BORDER CROSSINGS MADE BY VISITORS INTO THE YUKON FLUCTUATES EACH YEAR. THE TOTAL NUMBER OF VISITORS HAS DECLINED SINCE REACHING A PEAK IN THE ANNIVERSARY YEARS OF 1998 AND 1999. HOWEVER, BETWEEN 1993 AND 2004 THE TREND IN ANNUAL VISITORS HAS BEEN POSITIVE. THE NUMBER OF BORDER CROSSINGS IN 2004 WAS THE THIRD HIGHEST ON RECORD SINCE 1990.

**ANNUAL YUKON BORDER CROSSING STATISTICS - 2003 / 2004**

2003	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicle	4,316	5,071	6,511	9,529	18,322	41,597	60,162	54,659	26,472	10,664	5,260	4,367	246,930
Motorcoach	2	99	80	12	3,909	13,898	14,288	16,036	8,347	36	77	18	56,802
<b>TOTALS</b>	<b>4,318</b>	<b>5,170</b>	<b>6,591</b>	<b>9,541</b>	<b>22,231</b>	<b>55,495</b>	<b>74,450</b>	<b>70,695</b>	<b>34,819</b>	<b>10,700</b>	<b>5,337</b>	<b>4,385</b>	<b>303,732</b>
US	3,444	4,122	4,992	6,196	15,319	38,714	53,158	50,446	25,646	7,882	4,297	3,730	217,946
Yukon	757	849	1,379	2,927	4,222	5,372	5,446	5,842	3,025	2,256	879	540	33,494
Canada	86	135	164	317	1,179	6,567	9,867	7,489	2,551	410	117	78	28,960
Others	31	64	56	101	1,511	4,842	5,979	6,918	3,597	152	44	37	23,332

2004	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicle	3,432	4,049	5,857	10,151	16,916	40,586	58,189	51,480	26,531	10,660	4,576	3,320	235,747
Motorcoach	4	138	35	208	6,032	20,419	22,035	21,709	9,353	51	74	33	80,091
<b>TOTALS</b>	<b>3,436</b>	<b>4,187</b>	<b>5,892</b>	<b>10,359</b>	<b>22,948</b>	<b>61,005</b>	<b>80,224</b>	<b>73,189</b>	<b>35,884</b>	<b>10,711</b>	<b>4,650</b>	<b>3,353</b>	<b>315,838</b>
US	2,859	3,198	4,490	5,937	15,246	42,515	57,730	53,082	26,017	7,353	3,699	2,771	224,897
Yukon	481	642	1,174	3,581	4,291	7,209	5,783	6,565	3,008	2,659	840	534	36,767
Canada	68	233	162	703	1,456	5,203	9,992	6,973	2,599	568	82	28	28,067
Others	28	114	66	138	1,955	6,078	6,719	6,569	4,260	131	29	20	26,107

+ / - % CHANGE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicle	-884	-1,022	-654	622	-1,406	-1,011	-1,973	-3,179	59	-4	-684	-1,047	-11,183
<b>% CHANGE</b>	<b>-20.5%</b>	<b>-20.2%</b>	<b>-10.0%</b>	<b>6.5%</b>	<b>-7.7%</b>	<b>-2.4%</b>	<b>-3.3%</b>	<b>-5.8%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>-13.0%</b>	<b>-24.0%</b>	<b>-4.5%</b>
Motorcoach	2	39	-45	196	2,123	6,521	7,747	5,673	1,006	15	-3	15	23,289
<b>% CHANGE</b>	<b>100.0%</b>	<b>39.4%</b>	<b>-56.3%</b>	<b>1633.3%</b>	<b>54.3%</b>	<b>46.9%</b>	<b>54.2%</b>	<b>35.4%</b>	<b>12.1%</b>	<b>41.7%</b>	<b>-3.9%</b>	<b>83.3%</b>	<b>41.0%</b>
<b>TOTALS</b>	<b>-882</b>	<b>-983</b>	<b>-699</b>	<b>818</b>	<b>717</b>	<b>5,510</b>	<b>5,774</b>	<b>2,494</b>	<b>1,065</b>	<b>11</b>	<b>-687</b>	<b>-1,032</b>	<b>12,106</b>
<b>% CHANGE</b>	<b>-20.4%</b>	<b>-19.0%</b>	<b>-10.6%</b>	<b>8.6%</b>	<b>3.2%</b>	<b>9.9%</b>	<b>7.8%</b>	<b>3.5%</b>	<b>3.1%</b>	<b>0.1%</b>	<b>-12.9%</b>	<b>-23.5%</b>	<b>4.0%</b>
US	-585	-924	-502	-259	-73	3,801	4,572	2,636	371	-529	-598	-959	6,951
<b>% CHANGE</b>	<b>-17.0%</b>	<b>-22.4%</b>	<b>-10.1%</b>	<b>-4.2%</b>	<b>-0.5%</b>	<b>9.8%</b>	<b>8.6%</b>	<b>5.2%</b>	<b>1.4%</b>	<b>-6.7%</b>	<b>-13.9%</b>	<b>-25.7%</b>	<b>3.2%</b>
Yukoners	-276	-207	-205	654	69	1,837	337	723	-17	403	-39	-6	3,273
<b>% CHANGE</b>	<b>-36.5%</b>	<b>-24.4%</b>	<b>-14.9%</b>	<b>22.3%</b>	<b>1.6%</b>	<b>34.2%</b>	<b>6.2%</b>	<b>12.4%</b>	<b>-0.6%</b>	<b>17.9%</b>	<b>-4.4%</b>	<b>-1.1%</b>	<b>9.8%</b>
Canada	-18	98	-2	386	277	-1,364	125	-516	48	158	-35	-50	-893
<b>% CHANGE</b>	<b>-20.9%</b>	<b>72.6%</b>	<b>-1.2%</b>	<b>121.8%</b>	<b>23.5%</b>	<b>-20.8%</b>	<b>1.3%</b>	<b>-6.9%</b>	<b>1.9%</b>	<b>38.5%</b>	<b>-29.9%</b>	<b>-64.1%</b>	<b>-3.1%</b>
Others	-3	50	10	37	444	1,236	740	-349	663	-21	-15	-17	2,775
<b>% CHANGE</b>	<b>-9.7%</b>	<b>78.1%</b>	<b>17.9%</b>	<b>36.6%</b>	<b>29.4%</b>	<b>25.5%</b>	<b>12.4%</b>	<b>-5.0%</b>	<b>18.4%</b>	<b>-13.8%</b>	<b>-34.1%</b>	<b>-45.9%</b>	<b>11.9%</b>

SOURCE: CANADA CUSTOMS AND REVENUE AGENCY AND YUKON BUREAU OF STATISTICS, REFER TO PAGE 17 FOR LOCATION MAP OF BORDER CROSSINGS.

PASSENGER TOTALS DO NOT INCLUDE TRAIN VISITORS, THOSE IN COMMERCIAL VEHICLES, VISITORS ARRIVING BY AIR, OR MARINE ARRIVALS (DAWSON CITY).

YUKON TRAVELLERS ARE INCLUDED IN THE CANADA CATEGORY FROM JANUARY TO MAY, 2004.

**VISITOR RECEPTION CENTRE STATISTICS**

<b>VRC STATISTICS BY COUNTRY OF ORIGIN - CANADA</b>				
VRC	2003	2004	+ / -	% Change
BEAVER CREEK	2,316	2,284	-32	-1%
CARCROSS	17,978	17,323	-655	-4%
DAWSON CITY	10,437	10,027	-410	-4%
HAINES JCT.	4,309	4,086	-223	-5%
WATSON LAKE	10,471	11,120	649	6%
WHITEHORSE	22,570	24,354	1,784	8%
<b>TOTALS</b>	<b>68,081</b>	<b>69,194</b>	<b>1,113</b>	<b>2%</b>

<b>VRC STATISTICS BY COUNTRY OF ORIGIN - U.S.A.</b>				
VRC	2003	2004	+ / -	% Change
BEAVER CREEK	6,038	6,525	487	8%
CARCROSS	40,964	41,511	547	1%
DAWSON CITY	12,653	12,572	-81	-1%
HAINES JCT.	8,604	15,037	6,433	75%
WATSON LAKE	13,472	17,079	3,607	27%
WHITEHORSE	25,576	26,148	572	2%
<b>TOTALS</b>	<b>107,307</b>	<b>118,872</b>	<b>11,565</b>	<b>11%</b>

<b>VRC STATISTICS BY COUNTRY OF ORIGIN - OTHER</b>				
VRC	2003	2004	+ / -	% Change
BEAVER CREEK	3,944	4,705	761	19%
CARCROSS	10,147	10,255	108	1%
DAWSON CITY	6,620	7,050	430	6%
HAINES JCT.	3,140	3,087	-53	-2%
WATSON LAKE	4,688	3,263	-1,425	-30%
WHITEHORSE	11,953	12,936	983	8%
<b>TOTALS</b>	<b>40,492</b>	<b>41,296</b>	<b>804</b>	<b>2%</b>

<b>VRC STATISTICS - ALL VISITORS</b>				
VRC	2003	2004	+ / -	% Change
BEAVER CREEK	12,298	13,514	1,216	10%
CARCROSS	69,089	69,089	0	0%
DAWSON CITY	29,710	29,649	-61	0%
HAINES JCT.	16,053	22,210	6,157	38%
WATSON LAKE	28,631	31,462	2,831	10%
WHITEHORSE	60,099	63,438	3,339	6%
<b>TOTALS</b>	<b>215,880</b>	<b>229,362</b>	<b>13,482</b>	<b>6%</b>

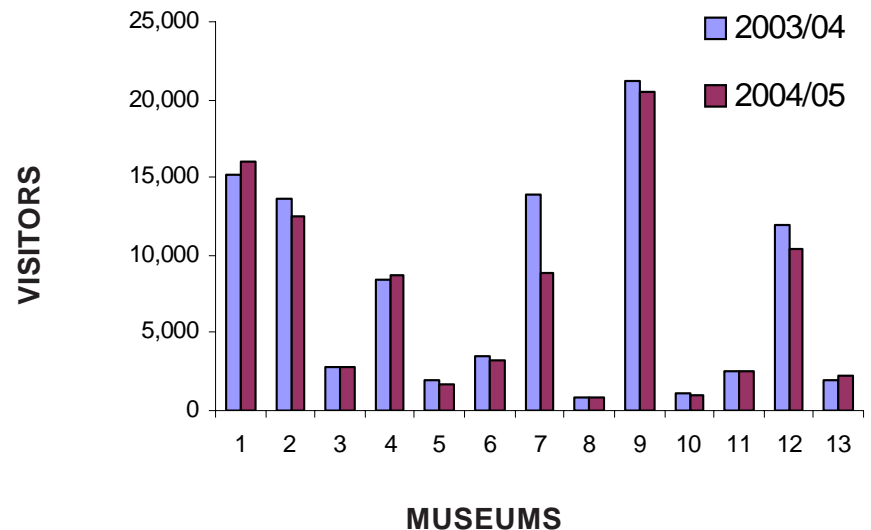
VISITOR RECEPTION CENTRE STATISTICS ARE COMPILED FROM VOLUNTARY VISITOR SIGN-IN SHEETS AND ARE AN INDICATION OF RECEPTION CENTRE VISITATION TRENDS ONLY. THEY ARE NOT INTENDED TO BE AN ACCURATE RECORD OF ALL VISITATION TO THE YUKON. THE WHITEHORSE VISITOR RECEPTION CENTRE IS OPEN YEAR ROUND, VRC STATISTICS ARE ONLY REPORTED FOR THE PERIOD FROM MAY 1ST TO SEPTEMBER 30TH.

**YUKON MUSEUM VISITOR STATISTICS**

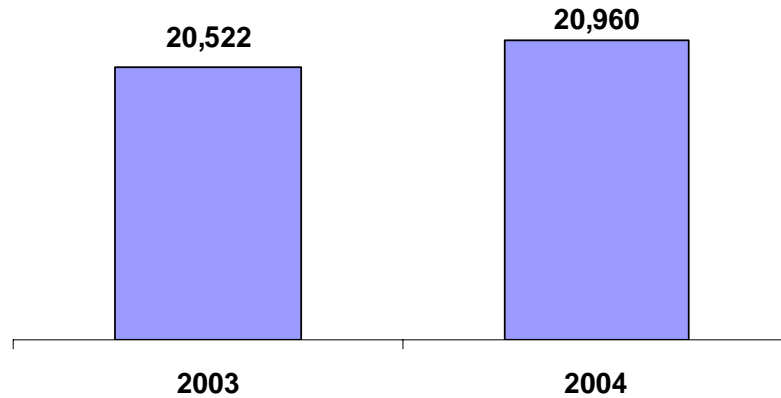
MUSEUM	2003/04	2004/05	+/-
1 MacBride Museum	15,153	16,000	847
2 Dawson City Museum	13,660	12,556	-1,104
3 Old Log Church	2,875	2,879	4
4 Klwane Museum/ Natural History	8,434	8,641	207
5 Keno City Mining Museum	2,000	1,700	-300
6 George Johnston Museum	3,500	3,203	-297
7 Yukon Transportation Museum	13,861	8,834	-5,027
8 YHMA Walking Tour	900	897	-3
9 Beringia Centre	21,142	20,446	-696
10 Binet House	1,130	1,048	-82
11 Campbell Region Interp. Centre	2,500	2,521	21
12 Northern Lights Space & Sc. Centre	12,000	10,409	-1,591
13 Miles Canyon Railway	2,025	2,221	196
<b>TOTAL</b>	<b>99,180</b>	<b>91,355</b>	<b>-7,825</b>

**YUKON MUSEUM VISITOR STATISTICS**

(April 1st to March 31st)

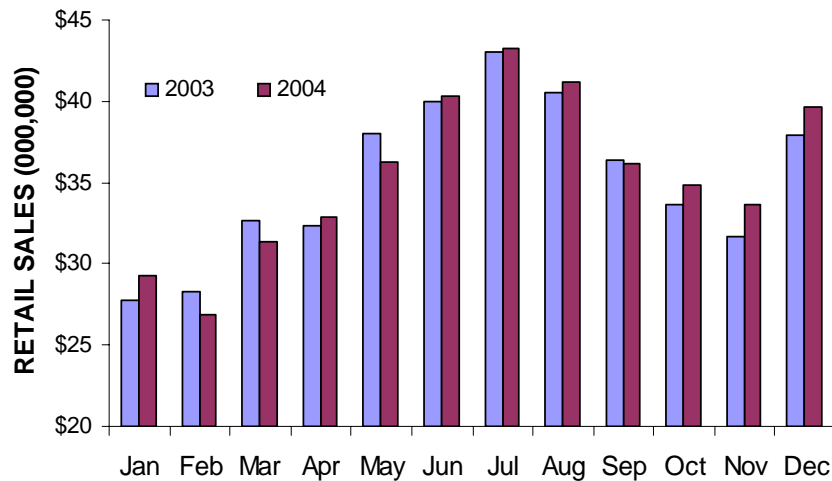


**BERINGIA INTERPRETIVE CENTRE STATISTICS**



THE NUMBER OF VISITORS TO THE BERINGIA INTERPRETIVE CENTRE INCREASED FROM 20,522 IN 2003 TO 20,960 (JAN. TO DEC.) IN 2004, AN INCREASE OF 438 VISITORS OR 2%.

**YUKON RETAIL SALES**



SOURCE: YUKON BUREAU OF STATISTICS

RETAIL SALES IN THE YUKON INCREASED FROM \$422.2 MILLION (JAN. TO DEC.) IN 2003 TO \$424.4 MILLION (JAN. TO DEC.) IN 2004, AN INCREASE OF 0.5% OR \$2.3 MILLION.

**BORDER CROSSING STATISTICS-YUKON RIVER-DAWSON**

2003	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	10	30	32	31	11	114
<b>TOTAL PASSENGERS</b>	<b>472</b>	<b>1,988</b>	<b>2,006</b>	<b>2,197</b>	<b>378</b>	<b>7,041</b>
US Citizens	323	1,672	1,765	1,896	311	5,967
Canadian Citizens	29	193	159	211	52	644
Others	120	123	82	90	15	430

2004	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	4	23	20	29	6	82
<b>TOTAL PASSENGERS</b>	<b>364</b>	<b>1,792</b>	<b>1,275</b>	<b>2,157</b>	<b>145</b>	<b>5,733</b>
US Citizens	227	1,427	1,121	1,754	122	4,651
Canadian Citizens	26	186	78	182	15	487
Others	11	179	76	221	8	495

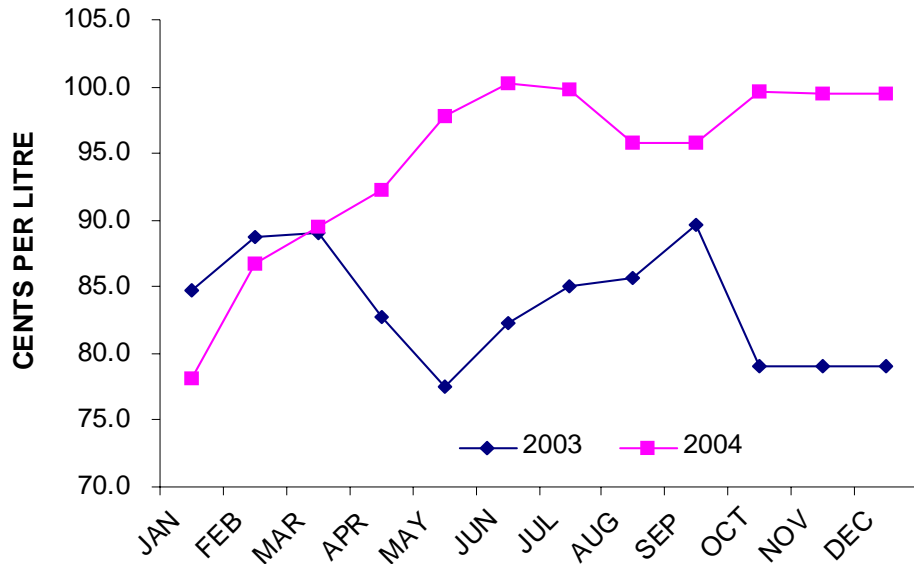
+/- % CHANGE	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	-6	-7	-12	-2	-5	-32
<b>% CHANGE</b>	<b>-60.0%</b>	<b>-23.3%</b>	<b>-37.5%</b>	<b>-6.5%</b>	<b>-45.5%</b>	<b>-28.1%</b>
<b>TOTAL PASSENGERS</b>	<b>-108</b>	<b>-196</b>	<b>-731</b>	<b>-40</b>	<b>-233</b>	<b>-1,308</b>
<b>% CHANGE</b>	<b>-22.9%</b>	<b>-9.9%</b>	<b>-36.4%</b>	<b>-1.8%</b>	<b>-61.6%</b>	<b>-18.6%</b>
US Citizens	-96	-245	-644	-142	-189	-1,316
<b>% CHANGE</b>	<b>-29.7%</b>	<b>-14.7%</b>	<b>-36.5%</b>	<b>-7.5%</b>	<b>-60.8%</b>	<b>-22.1%</b>
Canadian Citizens	-3	-7	-81	-29	-37	-157
<b>% CHANGE</b>	<b>-10.3%</b>	<b>-3.6%</b>	<b>-50.9%</b>	<b>-13.7%</b>	<b>-71.2%</b>	<b>-24.4%</b>
Others	-109	56	-6	131	-7	65
<b>% CHANGE</b>	<b>-90.8%</b>	<b>45.5%</b>	<b>-7.3%</b>	<b>145.6%</b>	<b>-46.7%</b>	<b>15.1%</b>

SOURCE: CANADA BORDER SERVICE AGENCY AND YUKON BUREAU OF STATISTICS

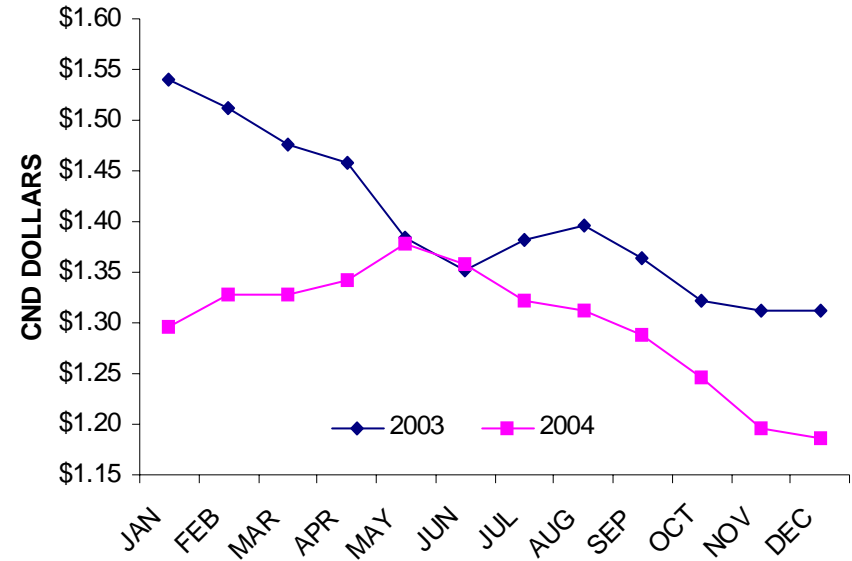
MARINE ARRIVALS IN DAWSON CITY INCLUDE VISITORS ARRIVING ON THE YUKON QUEEN FROM EAGLE, ALASKA.



**AVERAGE YUKON AUTO FUEL PRICES**



**AVERAGE U.S. EXCHANGE RATES**



AVERAGE AUTO FUEL PRICES			
MONTH	2003 AVERAGE	2004 AVERAGE	AVERAGE CHANGE
JAN	84.8	78.1	-6.7
FEB	88.7	86.8	-1.9
MAR	89.1	89.5	0.4
APR	82.7	92.3	9.6
MAY	77.5	97.8	20.3
JUN	82.3	100.2	17.9
JUL	85.1	99.8	14.7
AUG	85.6	95.8	10.2
SEP	89.7	95.8	6.1
OCT	79.1	99.6	20.5
NOV	79.1	99.5	20.4
DEC	79.1	99.4	20.3

SOURCE: YUKON BUREAU OF STATISTICS

AUTO FUEL PRICES ARE THE AVERAGE PRICE PER LITRE OF REGULAR SELF-SERVE FUEL IN WHITEHORSE.

AVERAGE U.S. EXCHANGE RATES			
MONTH	2003	2004	CHANGE
JAN	1.5410	1.2960	-0.2450
FEB	1.5124	1.3290	-0.1834
MAR	1.4759	1.3284	-0.1475
APR	1.4585	1.3425	-0.1160
MAY	1.3845	1.3783	-0.0062
JUN	1.3523	1.3577	0.0054
JUL	1.3815	1.3219	-0.0596
AUG	1.3957	1.3118	-0.0839
SEP	1.3632	1.2878	-0.0754
OCT	1.3218	1.2469	-0.0749
NOV	1.3126	1.1961	-0.1165
DEC	1.3128	1.1858	-0.1270

SOURCE: BANK OF CANADA

EXCHANGE RATES ARE THE AVERAGE FOR EACH MONTH.

# YUKON VISITOR STATISTICS

## 2004 YEAR-END REPORT

### YUKON BORDER CROSSING STATISTICS - SUMMER

2003	MAY	JUN	JUL	AUG	SEP	TOTALS
Private Vehicle (all)	18,322	41,597	60,162	54,659	26,472	201,212
Motorcoach	3,909	13,898	14,288	16,036	8,347	56,478
<b>TOTALS</b>	<b>22,231</b>	<b>55,495</b>	<b>74,450</b>	<b>70,695</b>	<b>34,819</b>	<b>257,690</b>
US Citizens	15,319	38,714	53,158	50,446	25,646	183,283
Yukon Residents	4,222	5,372	5,446	5,842	3,025	23,907
Canadian Citizens	1,179	6,567	9,867	7,489	2,551	27,653
Others	1,511	4,842	5,979	6,918	3,597	22,847

2004	MAY	JUN	JUL	AUG	SEP	TOTALS
Private Vehicle (all)	16,916	40,586	58,189	51,480	26,531	193,702
Motorcoach	6,032	20,419	22,035	21,709	9,353	79,548
<b>TOTALS</b>	<b>22,948</b>	<b>61,005</b>	<b>80,224</b>	<b>73,189</b>	<b>35,884</b>	<b>273,250</b>
US Citizens	15,246	42,515	57,730	53,082	26,017	194,590
Yukon Residents	4,291	7,209	5,783	6,565	3,008	26,856
Canadian Citizens	1,456	5,203	9,992	6,973	2,599	26,223
Others	1,955	6,078	6,719	6,569	4,260	25,581

+/- % CHANGE	MAY	JUN	JUL	AUG	SEP	TOTALS
Private Vehicle (all)	-1,406	-1,011	-1,973	-3,179	59	-7,510
<b>% CHANGE</b>	<b>-7.7%</b>	<b>-2.4%</b>	<b>-3.3%</b>	<b>-5.8%</b>	<b>0.2%</b>	<b>-3.7%</b>
Motorcoach	2,123	6,521	7,747	5,673	1,006	23,070
<b>% CHANGE</b>	<b>54.3%</b>	<b>46.9%</b>	<b>54.2%</b>	<b>35.4%</b>	<b>12.1%</b>	<b>40.8%</b>
<b>TOTALS</b>	<b>717</b>	<b>5,510</b>	<b>5,774</b>	<b>2,494</b>	<b>1,065</b>	<b>15,560</b>
<b>% CHANGE</b>	<b>3.2%</b>	<b>9.9%</b>	<b>7.8%</b>	<b>3.5%</b>	<b>3.1%</b>	<b>6.0%</b>
US Citizens	-73	3,801	4,572	2,636	371	11,307
<b>% CHANGE</b>	<b>-0.5%</b>	<b>9.8%</b>	<b>8.6%</b>	<b>5.2%</b>	<b>1.4%</b>	<b>6.2%</b>
Yukon Residents	69	1,837	337	723	-17	2,949
<b>% CHANGE</b>	<b>1.6%</b>	<b>34.2%</b>	<b>6.2%</b>	<b>12.4%</b>	<b>-0.6%</b>	<b>12.0%</b>
Canadian Citizens	277	-1,364	125	-516	48	-1,430
<b>% CHANGE</b>	<b>23.5%</b>	<b>-20.8%</b>	<b>1.3%</b>	<b>-6.9%</b>	<b>1.9%</b>	<b>-5.2%</b>
Others	444	1,236	740	-349	663	2,734
<b>% CHANGE</b>	<b>29.4%</b>	<b>25.5%</b>	<b>12.4%</b>	<b>-5.0%</b>	<b>18.4%</b>	<b>12.0%</b>

SOURCE: CANADA BORDER SERVICE AGENCY AND YUKON BUREAU OF STATISTICS

PASSENGER TOTALS DO NOT INCLUDE TRAIN VISITORS, THOSE IN COMMERCIAL VEHICLES, VISITORS ARRIVING BY AIR, OR MARINE ARRIVALS (DAWSON CITY).

THE CANADIAN CITIZENS CATEGORY INCLUDES YUKON RESIDENTS.