





# YUKON VISITOR STATISTICS SEASON-END REPORT 2003

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## YUKON VISITOR STATISTICS 2003 SEASON-END REPORT

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#### **SEASON SUMMARY**

IN THE FIRST HALF OF 2003, A SEQUENCE OF GLOBAL AND CANADIAN PHENOMENA, INCLUDING SARS, A SLOWDOWN IN THE GLOBAL ECONOMY, TENSIONS IN THE MIDDLE EAST AND MAD COW DISEASE, TERMED THE "PERFECT STORM" SEVERLY IMPACTED TOURISM IN CANADA. YUKON, HOWEVER, FARED BETTER THAN CANADA AND MOST JURISDICTIONS.

IN SUMMER 2003 (MAY TO SEPTEMBER), THERE WERE OVER 257,000 BORDER CROSSINGS INTO THE YUKON.

Yukon border crossing statistics show that visitation to the Yukon during the 2003 summer season was down 3% (8,211) from summer 2002. Visitors from United States were down 5% (9,609); Canadian visitors were up slightly at 0.6% (309); and Overseas visitors were up 5% (1,089). The major decrease was in the private vehicle market, which was down 7% (15,410). Motorcoach traffic to the Yukon was up 14.6% (7,199) over last year, largely due to an increase in day tour activity out of Alaska. Increases were noted at all border crossing with the exception of Little Gold, which was down 48% (see page 6).

THIS SUMMER ONE AIR CARRIER (CONDOR) OPERATED DIRECT FLIGHTS BETWEEN EUROPE AND WHITEHORSE. THE NUMBER OF EUROPEAN VISITORS ARRIVING DIRECTLY FROM OVERSEAS INCREASED 17% FROM LAST YEAR'S FIGURES (618 VISITORS). WHITEHORSE AIRPORT PASSENGER TRAFFIC WHICH IS NOT INCLUDED IN BORDER CROSSING STATISTICS WAS UP 6% (3,575 PASSENGERS) OVER 2002 FIGURES (THROUGH SEPTEMBER).

The number of visitors seeking information from Yukon Visitor Reception Centres decreased by 1% (2,400) when compared with 2002.

#### YUKON BORDER CROSSING STATISTICS - 2002/ 2003

2002	MAY	JUN	JUL	AUG	SEP	TOTALS
Private Vehicle (all)	18,949	46,081	63,418	58,707	29,467	216,622
Motorcoach	4,429	12,471	14,425	12,604	5,350	49,279
TOTALS	23,378	58,552	77,843	71,311	34,817	265,901
US Citizens	15,992	41,427	57,506	52,423	25,544	192,892
Canadian Citizens	5,842	12,386	14,360	12,751	5,912	51,251
Others	1,544	4,739	5,977	6,137	3,361	21,758

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
TOTALS	22,231	55,495	74,450	70,695	34,819	257,690
US Citizens	15,319	38,714	53,158	50,446	25,646	183,283
Canadian Citizens	5,401	11,939	15,313	13,331	5,576	51,560
Others	1,511	4,842	5,979	6,918	3,597	22,847

+/- % CHANGE	MAY	JUN	JUL	AUG	SEP	TOTALS
Private Vehicle (all)	-627	-4,484	-3,256	-4,048	-2,995	-15,410
% CHANGE	-3.3%	-9.7%	-5.1%	-6.9%	-10.2%	-7.1%
Motorcoach	-520	1,427	-137	3,432	2,997	7,199
% CHANGE	-11.7%	11.4%	-0.9%	27.0%	56.0%	14.6%
TOTALS	-1,147	-3,057	-3,393	-616	2	-8,211
% CHANGE	-4.9%	-5.2%	-4.4%	-0.9%	0.0%	-3.1%
US Citizens	-673	-2,713	-4,348	-1,977	102	-9,609
% CHANGE	-4.2%	-6.5%	-7.6%	-3.8%	0.4%	-5.0%
Canadian Citizens	-441	-447	953	580	-336	309
% CHANGE	-7.5%	-3.6%	6.6%	4.5%	-5.7%	0.6%
Others	-33	103	2	781	236	1,089
% CHANGE	-2.1%	2.2%	0.0%	12.7%	7.0%	5.0%

SOURCE: CANADA CUSTOMS 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.

### YUKON VISITOR STATISTICS SEASON-END REPORT

#### INTERNATIONAL TRAVEL TRENDS

PORTIONS OF THE FOLLOWING INFORMATION ON TRENDS IN INTERNATIONAL TRAVEL TO CANADA WERE OBTAINED FROM CANADIAN TOURISM COMMISSION'S NEWS RELEASE: TOURISM UPDATE: AUGUST TOURISM FIGURES SHOW DECLINE IN WANING, DATED OCTOBER 21, 2003.

THE NUMBER OF OVERNIGHT INTERNATIONAL TOURISTS THAT VISITED CANADA IN AUGUST 2003 WAS DOWN 13%, COMPARED TO AUGUST 2002, MARKING THE SEVENTH CONSECUTIVE MONTHLY DECLINE. THE DECLINE WAS LARGELY DUE TO THE LINGERING EFFECTS OF SARS, CONTINUING TENSIONS IN THE MIDDLE EAST, WORLD ECONOMIC SLOWDOWN AND FOREST FIRES IN BRITISH COLUMBIA.

INTERNATIONAL OVERNIGHT TRAVEL TO CANADA REACHED 2.9 MILLION TRIPS, DOWN 14.4% OVER THE FIRST EIGHT MONTHS OF 2003. AUGUST REGISTERED THE SMALLEST MONTHLY DROP SINCE THE BEGINNING OF THE IRAO WAR IN MARCH, SUGGESTING THAT THE REDUCTION IN THE NUMBER OF TOURISTS VISITING CANADA IS STARTING TO WANE.

IN AUGUST 2003, OVERNIGHT TRAVEL FROM THE UNITED STATES TO CANADA DECREASED 12.7% OVER AUGUST 2002, WITH REDUCTIONS IN BOTH THE NUMBER OF TOURISTS COMING INTO THE COUNTRY BY CAR (-14.7%) AND THE NUMBER OF TOURISTS USING OTHER MODES OF TRANSPORTATION TO ENTER INTO CANADA (-7.8%).

TOURIST TRAVEL FROM OVERSEA REGIONS DECLINED 14.7% OVER AUGUST 2002, WITH DECLINES FROM EUROPE (-10%). ASIA-PACIFIC (-21.4%). NORTH AMERICA OTHER THAN U.S. DOWN 14.5% AND SOUTH AMERICA (-35.7%).

WHILE DECLINES IN OVERSEAS TRAVEL TO CANADA WERE SEEN ACROSS ALL MAJOR MARKETS, SEVERAL COUNTRIES REGISTERED POSITIVE GROWTH FOR CANADA, NAMELY DENMARK, IRELAND, SOUTH KOREA, INDIA AND THE PHILIPPINES. YUKON EXPERIENCED POSITIVE GROWTH IN OVERSEAS VISITORS DURING AUGUST 2003 FROM AUGUST 2002 (13%). OVERSEA COUNTRIES DEMONSTRATING THE LARGEST GROWTH IN VISITATION TO YUKON DURING THE 2003 SUMMER SEASON INCLUDE INDIA (82%), France (20%), Switzerland (19%), New Zealand (18%) and Austria (15%).

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

	2002	2003	+/-	% change
United States	192,892	183,283	-9609	-5%
Canada	51,251	51,560	309	1%
Germany	7,369	7,676	307	4%
United Kingdom	3,650	3,886	236	6%
Switzerland	2,158	2,562	404	19%
Australia	2,077	2,211	134	6%
Netherlands	1,337	1,221	-116	-9%
France	553	666	113	20%
Austria	468	540	72	15%
New Zealand	402	473	71	18%

SOURCE: CANADA CUSTOMS 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.

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

	2002	2003	+/-	% change
North America	244,143	234,843	-9,300	-4%
Europe	17,143	18,231	1,088	6%
Asia/Pacific	3,738	3,627	-111	-3%
Other	877	989	112	13%
Total	265,901	257,690	-8,211	-3%

SOURCE: CANADA CUSTOMS 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 U.S., YUKON AND OTHER CANADIAN RESIDENTS.

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#### YUKON BORDER CROSSING STATISTICS - MOTORCOACH

			1	
MAY	2002	2003	+/-	% Change
Beaver Creek	304	207	-97	-31.9%
Fraser	3,981	3,554	-427	-10.7%
Little Gold	143	86	-57	-39.9%
Pleasant	1	62	61	6100.0%
Total	4,429	3,909	-520	-11.7%
JUNE	2002	2003	+/-	% Change
Beaver Creek	1,403	2,036	633	45.1%
Fraser	10,739	11,643	904	8.4%
Little Gold	329	95	-234	-71.1%
Pleasant	0	124	124	N/A
Total	12,471	13,898	1,427	11.4%
JULY	2002	2003	+ / -	% Change
Beaver Creek	1,783	1,808	25	1.4%
Fraser	11,955	12,036	81	0.7%
Little Gold	463	296	-167	-36.1%
Pleasant	224	148	-76	-33.9%
Total	14,425	14,288	-137	-0.9%
AUGUST	2002	2003	+/-	% Change
Beaver Creek	1,542	1,774	232	15.0%
Fraser	10,647	14,009	3,362	31.6%
Little Gold	348	182	-166	-47.7%
Pleasant	67	71	4	6.0%
Total	12,604	16,036	3,432	27.2%
SEPT	2002	2003	+ / -	% Change
Beaver Creek	554	607	53	9.6%
Fraser	4,700	7,668	2,968	63.1%
Little Gold	94	62	-32	-34.0%
Pleasant	2	10	8	400.0%
Total	5,350	8,347	2,997	56.0%
TOTAL	2002	2003	+/-	% Change
Beaver Creek	5,586	6,432	846	15.1%
Fraser	42,022	48,910	6,888	16.4%
Little Gold	1,377	721	-656	-47.6%
Pleasant	294	415	121	41.2%
Total	49,279	56,478	7,199	14.6%

MOTORCOACH TRAFFIC TO THE YUKON WAS UP THROUGH ALL YUKON BORDER CROSSING STATIONS WITH THE EXCEPTION OF LITTLE GOLD. INCREASES WERE A RESULT OF AN INCREASE IN THE NUMBER OF DAY TOUR ACTIVITIES FROM ALASKA.

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

2002	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	8	29	37	28	11	113
TOTALS	267	1,766	1,962	1,848	559	6,402
US Citizens	209	1,472	1,793	1,613	426	5,513
Canadian Citizens	27	186	133	155	89	590
Others	31	108	36	80	44	299

2003	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	10	30	32	31	11	114
TOTALS	472	1,988	2,006	2,197	378	7,041
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

+/- % CHANGE	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	2	1	-5	3	0	1
% CHANGE	25.0%	3.4%	-13.5%	10.7%	0.0%	0.9%
TOTALS	205	222	44	349	-181	639
% CHANGE	76.8%	12.6%	2.2%	18.9%	-32.4%	10.0%
US Citizens	114	200	-28	283	-115	454
% CHANGE	54.5%	13.6%	-1.6%	17.5%	-27.0%	8.2%
Canadian Citizens	2	7	26	56	-37	54
% CHANGE	7.4%	3.8%	19.5%	36.1%	-41.6%	9.2%
Others	89	15	46	10	-29	131
% CHANGE	287.1%	13.9%	127.8%	12.5%	-65.9%	43.8%

SOURCE: CANADA CUSTOMS AND YUKON BUREAU OF STATISTICS

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

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#### **EUROPEAN AIR CHARTER STATISTICS**

2002	MAY	JUN	JUL	AUG	SEP	TOTAL
Flights	3	8	9	9	8	37
Passengers	325	739	939	1,222	476	3,701
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2002	MAN	HIN	11.11	ALIC	CED	TOTAL

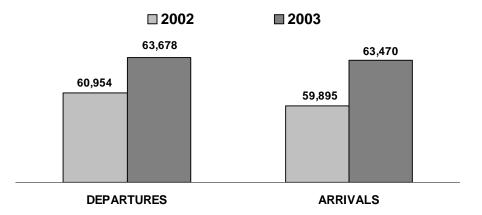
2003	MAY	JUN	JUL	AUG	SEP	TOTAL
Flights	3	8	10	8	8	37
Passengers	375	803	1,269	1,386	486	4,319

+/- % CHANGE	MAY	JUN	JUL	AUG	SEP	TOTAL
Flights	0	0	1	-1	0	0
% CHANGE	0.0%	0.0%	11.1%	-11.1%	0.0%	0.0%
Passengers	50	64	330	164	10	618
% CHANGE	15.4%	8.7%	35.1%	13.4%	2.1%	16.7%

Source: Canada Customs

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

### WHITEHORSE AIRPORT PASSENGER TRAFFIC JANUARY - SEPTEMBER



Source: Whitehorse Airport - Highways & Public Works (YTG)

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

#### **VISITOR RECEPTION CENTRE STATISTICS**

VRC STATISTICS BY COUNTRY OF ORIGIN - CANADA					
VRC	2002	2003	+/-	% Change	
BEAVER CREEK	2,214	2,316	102	5%	
CARCROSS	15,486	17,978	2,492	16%	
DAWSON CITY	10,223	10,437	214	2%	
HAINES JCT.	3,370	4,309	939	28%	
WATSON LAKE	11,161	10,471	-690	-6%	
WHITEHORSE	21,692	22,570	878	4%	
TOTALS	64,146	68,081	3,935	6%	

VRC STATISTICS BY COUNTRY OF ORIGIN - U.S.A.					
VRC	2002	2003	+/-	% Change	
BEAVER CREEK	6,411	6,038	-373	-6%	
CARCROSS	40,577	40,964	387	1%	
DAWSON CITY	12,307	12,653	346	3%	
HAINES JCT.	7,469	8,604	1,135	15%	
WATSON LAKE	16,765	13,472	-3,293	-20%	
WHITEHORSE	33,196	25,576	-7,620	-23%	
TOTALS	116,725	107,307	-9,418	-8%	

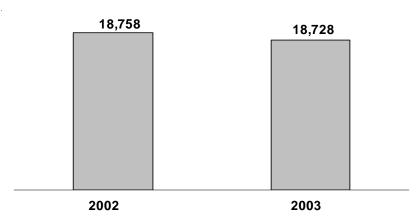
VRC STATISTICS BY COUNTRY OF ORIGIN - OTHER					
VRC	2002	2003	+/-	% Change	
BEAVER CREEK	3,894	3,944	50	1%	
CARCROSS	10,362	10,147	-215	-2%	
DAWSON CITY	5,528	6,620	1,092	20%	
HAINES JCT.	2,083	3,140	1,057	51%	
WATSON LAKE	3,948	4,688	740	19%	
WHITEHORSE	11,581	11,953	372	3%	
TOTALS	37,396	40,492	3,096	8%	

VRC STATISTICS – ALL VISITORS					
VRC	2002	2003	+/-	% Change	
BEAVER CREEK	12,519	12,298	-221	-2%	
CARCROSS	66,425	69,089	2,664	4%	
DAWSON CITY	28,058	29,710	1,652	6%	
HAINES JCT.	12,922	16,053	3,131	24%	
WATSON LAKE	31,874	28,631	-3,243	-10%	
WHITEHORSE	66,469	60,099	-6,370	-10%	
TOTALS	218,267	215,880	-2,387	-1%	

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. ALTHOUGH THE WHITEHORSE VISITOR RECEPTION CENTRE IS OPEN YEAR ROUND, VRC STATISTICS ARE ONLY REPORTED FROM MAY 1ST TO SEPTEMBER 30TH.

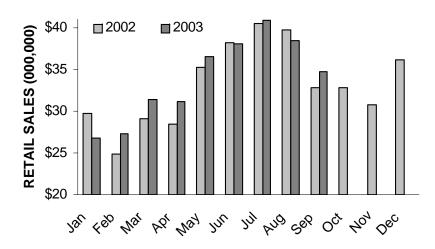
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#### **BERINGIA INTERPRETIVE CENTRE STATISTICS**



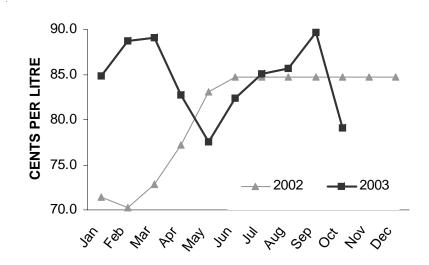
The number of visitors to the Beringia Interpretive Centre remained essentially the same with little change from 18,758 (Jan. to Sep.) in 2002 to 18,728 (Jan. to Sep.) in 2003, a decrease of 0.2% or 30 visitors.

#### **YUKON RETAIL SALES**



RETAIL SALES IN THE YUKON INCREASED FROM \$265.8 MILLION (JAN. TO AUG.) IN 2002 TO \$270.6 MILLION (JAN. TO AUG.) IN 2003, AN INCREASE OF 1.8% OR \$4.8 MILLION. NOTE: RETAIL SALES VALUES ARE NOT SEASONALLY ADJUSTED.

#### **AVERAGE YUKON AUTO FUEL PRICES**



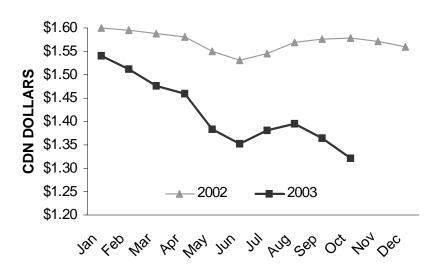
AVERAGE AUTO FUEL PRICES						
	2002	2003	AVERAGE			
MONTH	AVERAGE	<b>AVERAGE</b>	CHANGE			
JANUARY	71.4	84.8	13.4			
FEBRUARY	70.2	88.7	18.5			
MARCH	72.8	89.1	16.3			
APRIL	77.2	82.7	5.5			
MAY	83.1	77.5	-5.6			
JUNE	84.7	82.3	-2.4			
JULY	84.7	85.1	0.4			
AUGUST	84.7	85.6	0.9			
SEPTEMBER	84.7	89.7	5.0			
OCTOBER	84.7	79.1	-5.6			
NOVEMBER	84.7					
DECEMBER	84.7					

SOURCE: YUKON BUREAU OF STATISTICS

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

## YUKON VISITOR STATISTICS 2003 EASON-END REPORT

#### **AVERAGE U.S. EXCHANGE RATES**



AVERAGE U.S. EXCHANGE RATES					
MONTH	2002	2003	+/-		
JANUARY	1.6002	1.5410	-0.0592		
FEBRUARY	1.5958	1.5124	-0.0834		
MARCH	1.5870	1.4759	-0.1111		
APRIL	1.5813	1.4585	-0.1228		
MAY	1.5496	1.3845	-0.1651		
JUNE	1.5316	1.3523	-0.1793		
JULY	1.5459	1.3815	-0.1644		
AUGUST	1.5679	1.3957	-0.1722		
SEPTEMBER	1.5758	1.3632	-0.2126		
OCTOBER	1.5778	1.3218	-0.2560		
NOVEMBER	1.5714				
DECEMBER	1.5593				

SOURCE: BANK OF CANADA

Exchange rates are the average for each month.