



**YUKON VISITOR STATISTICS**  
YEAR-END REPORT **2002**

## OVERVIEW

THIS DOCUMENT IS INTENDED TO PROVIDE A SNAPSHOT OF THE YUKON'S 2002 TOURISM YEAR (JANUARY TO DECEMBER).

INCLUDED IS A SUMMARY OF THE YEAR (INCLUDING THE *ON YUKON TIME* PROGRAM), 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 2002 YUKON VISITOR STATISTICS REPORT CONTACT THE DEPARTMENT OF BUSINESS, TOURISM & CULTURE AT:

GOVERNMENT OF YUKON  
DEPARTMENT OF BUSINESS, TOURISM & CULTURE  
INDUSTRY DEVELOPMENT & RESEARCH BRANCH (L-1)  
Box 2703  
WHITEHORSE, YUKON Y1A 2C6  
PHONE: (867) 667-8410  
FAX: (867) 393-7005  
EMAIL: PAUL.GORT@GOV.YK.CA  
WEBSITE: WWW.TIRC.GOV.YK.CA

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## YEAR-END SUMMARY

YUKON BORDER CROSSING STATISTICS SHOW THAT VISITATION TO THE YUKON DURING 2002 WAS UP 11% (29,800) FROM LAST YEAR. VISITORS FROM THE U.S. WERE UP 14% (28,400); CANADIAN VISITORS WERE UP 4% (2,400); OVERSEAS VISITORS WERE DOWN 4% (1,000), ALTHOUGH VISITORS FROM THE UNITED KINGDOM, THE NETHERLANDS, AND AUSTRALIA INCREASED COMPARED WITH 2001. THE MAJORITY OF THE INCREASE WAS IN THE PRIVATE VEHICLE MARKET WHICH WAS UP 10% (24,100). MOTORCOACH TRAFFIC TO THE YUKON WAS ALSO UP, LARGELY DUE TO AN INCREASE IN DAY TOUR ACTIVITY THROUGH THE FRASER BORDER CROSSING STATION (SEE PAGE 11).

THE POST SEPTEMBER 11TH TREND OF NORTH AMERICAN TRAVELLERS STAYING CLOSER TO HOME AND DRIVING TO THEIR DESTINATION LED TO AN INCREASE IN U.S. RUBBER TIRE TRAFFIC TO THE YUKON AND ALASKA.

THIS SUMMER ONE AIR CARRIER OPERATED DIRECT FLIGHTS BETWEEN EUROPE AND WHITEHORSE. THIS WAS DOWN FROM TWO CARRIERS THE YEAR BEFORE, WHICH RESULTED IN A 16% DECREASE IN VISITORS ARRIVING DIRECTLY FROM OVERSEAS (700 PASSENGERS LESS THAN 2001 FIGURES). HOWEVER, THE REMAINING CARRIER (CONDOR) RECORDED A 4% INCREASE IN PASSENGER TRAFFIC COMPARED WITH 2001 FIGURES. WHITEHORSE AIRPORT PASSENGER TRAFFIC WHICH IS NOT INCLUDED IN BORDER CROSSING STATISTICS WAS DOWN 1% (2,200 PASSENGERS) OVER 2001 FIGURES (JAN. TO DEC.).

THE NUMBER OF VISITORS SEEKING INFORMATION FROM YUKON VISITOR RECEPTION CENTRES INCREASED BY 2% (5,000) WHEN COMPARED WITH 2001.

PRELIMINARY RESULTS FROM THE *ON YUKON TIME* PROGRAM, WHICH ENCOURAGED VISITORS TO THE YUKON TO STAY LONGER, INDICATE ABOUT 40,000 OF THIS SEASON'S VISITORS EXTENDED THEIR STAY IN THE YUKON AN AVERAGE OF THREE EXTRA DAYS AND SPENT AN ESTIMATED \$3.1 MILLION ADDITIONAL DOLLARS. A COMPLETE ANALYSIS OF THE RESEARCH AND A REPORT ON *ON YUKON TIME* IS AVAILABLE IN THE TOURISM RESOUCÉ CENTRE OR ON THE INTERNET AT [WWW.TIRC.GOV.YK.CA](http://WWW.TIRC.GOV.YK.CA)

## ECONOMIC VALUE OF YUKON'S TOURISM INDUSTRY

### WHAT IS TOURISM WORTH IN THE YUKON?

IN 2000, IT IS ESTIMATED THAT \$164 MILLION IN REVENUE IS DIRECTLY RELATED TO NON-RESIDENT TOURISM. THIS IS UP 22% OR \$29 MILLION FROM THE 1998 FIGURE OF \$135 MILLION.

THIS FIGURE IS BASED ON REVENUE ESTIMATED BY YUKON BUSINESSES, WHICH IS 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. GIVEN THE CURRENT INFORMATION AVAILABLE, THE \$164 MILLION IS A CONSERVATIVE ESTIMATE OF REVENUE.

IN CANADA, TOTAL TOURISM EXPENDITURES REACHED \$54.1 BILLION DOLLARS IN 2000.

NOTE: THE 1998 FIGURES HAVE BEEN ADJUSTED FOR INFLATION AND REPORTED IN 2000 EQUIVALENT DOLLARS.

### 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. THIS IS UP FROM 66% IN 1998.

- IT IS ESTIMATED THAT 1,900 JOBS ARE DIRECTLY DEPENDENT ON TOURISM;
- THIS REPRESENTS APPROXIMATELY 11% OF ALL JOBS IN THE YUKON (DOWN 1% FROM 1998);
- TOURISM IS THE LARGEST PRIVATE SECTOR EMPLOYER;
- IN CANADA, TOURISM GENERATED ABOUT 546,000 PART-TIME AND FULL-TIME JOBS IN 2000

### HOW MANY YUKON BUSINESSES CREATE THOSE JOBS?

890 YUKON BUSINESSES (41% OF YUKON BUSINESSES RESPONDING TO THE SURVEY) REPORT REVENUE GENERATED FROM TOURISM. IN 1998, 1,185 BUSINESSES (47% OF YUKON BUSINESSES) REPORTED REVENUE GENERATED FROM TOURISM.

- 15% 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.

## INTERNATIONAL TRAVEL TRENDS

THE FOLLOWING INFORMATION ON TRENDS IN INTERNATIONAL TRAVEL TO CANADA WAS OBTAINED FROM STATISTIC CANADA'S INTERNATIONAL TRAVEL PUBLICATION.

THE GOOD NEWS IN 2002 BESIDES THE CONTINUING POSITIVE TREND IN THE NUMBER OF OVERNIGHT VISITORS FROM THE UNITED STATES, WAS THE POSITIVE NUMBERS POSTED FROM EUROPE AND ASIA, AND IN PARTICULAR FROM JAPAN. HOWEVER FOR THE YEAR OVER ALL, A NUMBER OF CANADA'S MAJOR TOURIST MARKETS HAVE NOT YET RETURNED TO PAST LEVELS.

OVERNIGHT INTERNATIONAL TOURIST TRAVEL TO CANADA IN 2002 WAS STILL INFLUENCED BY THE UNCERTAINTY IN MANY ECONOMIES, THE CONTINUING WAR ON TERRORISM, THE CONFLICTS IN THE MIDDLE EAST, AS WELL AS THE NEWLY EMERGING THREAT OF WAR WITH IRAQ. THESE CONTINUING EVENTS ARE NEGATIVELY INFLUENCING THE OVERNIGHT TRAVEL FROM OVERSEAS COUNTRIES BUT ARE CONTRIBUTING, ALONG WITH THE AGGRESSIVE MARKETING BY CANADA, TO THE POSITIVE GROWTH IN THE NUMBER OF U.S. TOURISTS COMING TO CANADA.

TOTAL "SEASONALLY UNADJUSTED" OVERNIGHT INTERNATIONAL TOURIST TRAVEL TO CANADA WAS UP 4.7% IN DECEMBER 2002, THE SIXTH CONSECUTIVE MONTHLY INCREASE IN 2002. FOR THE YEAR 2002, THERE WAS A POSITIVE CHANGE IN THE TOTAL NUMBERS, UP 1.8% OVER THE SAME PERIOD IN 2001. TOTAL NUMBER OF U.S. TOURISTS WAS UP 3.8%, IN DECEMBER 2002. THE TOTAL NUMBER OF OVERNIGHT TRIPS BY AMERICANS TO CANADA FOR THE YEAR WAS UP BY 1.8% (SEASONALLY UNADJUSTED) OVER 2001.

IN DECEMBER 2002, OVERNIGHT TRAVEL TO CANADA FROM OVERSEAS COUNTRIES WAS UP 7.8% (SEASONALLY UNADJUSTED), HOWEVER FOR 2002 IN TOTAL OVER 2001 WAS DOWN 5.3% (SEASONALLY UNADJUSTED). FOR THE YEAR OF 2002 OVERALL, OVERNIGHT TRAVEL FROM EUROPE WAS DOWN 10.0%, WITH DECLINES IN ALL MAJOR MARKETS: U.K. (-11.7%); FRANCE (-12.9%); GERMANY (-13.3%) AND THE NETHERLANDS (-7.0%), WHEN COMPARED TO 2001. EXCEPTIONS TO THIS PATTERN WERE ITALY (+7.0%), SPAIN (+18.1%), AUSTRIA (+2.4%) AND GREECE (+9.2%).

ASIAN OVERNIGHT TRAVEL TO CANADA IN 2002 ENDED ON A POSITIVE NOTE, WITH A SLIGHT INCREASE (+1.3%) OVER 2001. INCREASES WERE RECORDED FOR JAPAN (+4.3%), SOUTH KOREA (+6.0%), CHINA (+18.3%) AND INDIA (+1.44%), PHILIPPINES (+9.0%) AND THAILAND (+15.4%). DECREASES IN 2002 OVER 2001 WERE RECORDED FOR: HONG KONG (-5.9%), TAIWAN (-10.1%), ISRAEL (-5.6%), SINGAPORE (-9.7%), MALAYSIA (-10.5%) AND INDONESIA (-2.1%).

TRAVEL FROM OCEANIA FOR DECEMBER 2002 WAS UP 19.7% OVER DECEMBER 2001. HOWEVER YEAR-OVER-YEAR TOURIST NUMBERS FELL 4.4%, LED BY AUSTRALIA (-4.6%) AND NEW ZEALAND (-3.0%).

*on Yukon time*

DURING THE SUMMER OF 2002, THE DEPARTMENT OF BUSINESS, TOURISM & CULTURE CONDUCTED PERSONAL INTERVIEWS WITH YUKON VISITORS TO EVALUATE THE *ON YUKON TIME* PROGRAM. A QUESTIONNAIRE WAS DEVELOPED WHICH ASKED VISITORS ABOUT THEIR TRAVEL PATTERNS AS WELL AS THEIR AWARENESS OF THE *ON YUKON TIME* PROGRAM.

RESULTS FROM THE 2002 *ON YUKON TIME* SURVEY INDICATE ABOUT 40,000 OF THIS SEASON'S VISITORS EXTENDED THEIR STAY IN THE YUKON AN AVERAGE OF THREE EXTRA DAYS AND SPENT AN ESTIMATED \$3.1 MILLION ADDITIONAL DOLLARS. IN 2001, 45,000 VISITORS EXTENDED THEIR STAY IN THE YUKON AN AVERAGE OF THREE EXTRA DAYS AND SPENT AN ESTIMATED \$3.4 MILLION ADDITIONAL DOLLARS.\*

THE RESULTS ARE BASED ON OVER 630 SURVEYS. A TEAM OF THREE STUDENTS CONDUCTED THE VISITOR INTERVIEWS AND ALSO COLLECTED ANECDOTAL INFORMATION FROM VISITORS ABOUT THEIR EXPERIENCES IN THE YUKON. THE SURVEY TARGETED RUBBER-TIRE VISITORS, PRIMARILY U.S. VISITORS ON THEIR WAY TO ALASKA. BUS AND MOTORCOACH VISITORS WERE NOT INCLUDED IN THE SURVEY AS THEY ARE TYPICALLY ON A FIXED SCHEDULE AND DON'T HAVE THE ABILITY TO 'STAY ANOTHER DAY'.

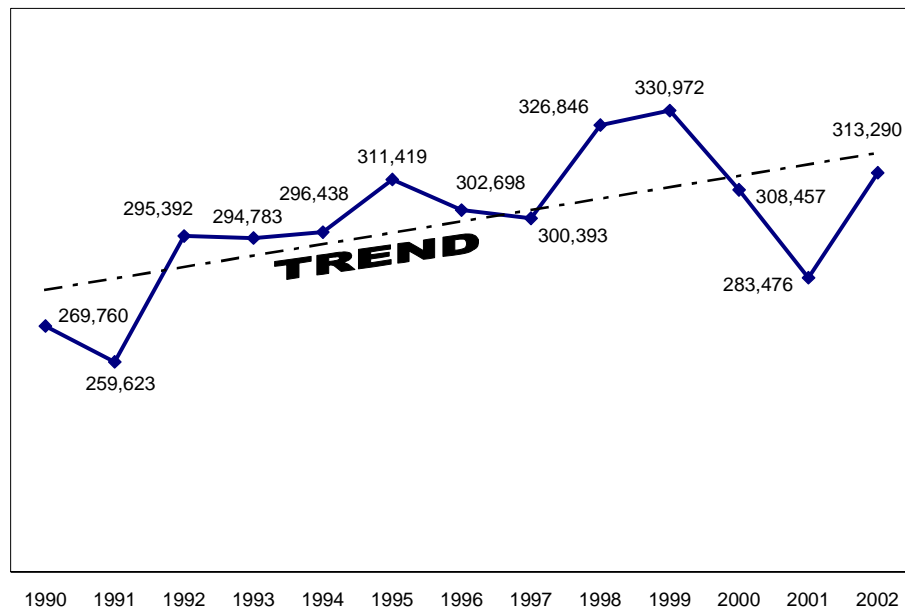
IN 2002, 63% OF SURVEY RESPONDENTS SAID THEY HAD SEEN THE *ON YUKON TIME* GUIDE. IN 2001, 56% OF SURVEY RESPONDENTS SAID THEY HAD SEEN THE *ON YUKON TIME* GUIDE.

IN 2002, 69% OF RESPONDENTS WHO SAW THE GUIDE SAID THEY HAD USED THE *ON YUKON TIME* GUIDE. IN 2001, 66% OF RESPONDENTS WHO SAW THE GUIDE SAID THEY HAD USED THE *ON YUKON TIME* GUIDE.

A COMPLETE ANALYSIS OF THE RESEARCH AND A REPORT ON *ON YUKON TIME* IS AVAILABLE IN THE TOURISM RESOURCE CENTRE OR ON THE INTERNET AT [WWW.TIRC.GOV.YK.CA](http://WWW.TIRC.GOV.YK.CA)

\*NOTE: THE \$3.1 MILLION IN ADDITIONAL SPENDING IS MONEY THAT MAY NOT HAVE BEEN SPENT, BUT DUE TO THE *ON YUKON TIME* PROGRAM THE VISITORS THAT DID COME FOUND MORE TO SEE AND DO (AND SPENT MORE MONEY AS A RESULT).

### YUKON BORDER CROSSING STATISTICS -TRENDS



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).

FIGURES INCLUDES 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 1990 AND 2002 THE TREND IN ANNUAL VISITORS HAS BEEN POSITIVE. THE NUMBER OF BORDER CROSSINGS IN 2002 WAS THE THIRD HIGHEST ON RECORD SINCE 1990.

### YUKON BORDER CROSSING STATISTICS TOP 10 COUNTRIES

	2001	2002	+ / -	% Change
United States	200,608	229,000	28,392	14%
Canada	59,607	62,053	2,446	4%
Germany	8,346	7,457	-889	-11%
United Kingdom	3,564	3,720	156	4%
Switzerland	2,980	2,213	-767	-26%
Australia	1,897	2,128	231	12%
Netherlands	1,151	1,355	204	18%
France	634	592	-42	-7%
Austria	529	473	-56	-11%
Italy	457	458	1	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 CANADA CATEGORY INCLUDES YUKON RESIDENTS.

### YUKON BORDER CROSSING STATISTICS KEY REGIONS

	2001	2002	+ / -	% Change
North America	260,215	291,053	30,838	12%
Europe	18,895	17,456	-1,439	-8%
Asia / Pacific	3,429	3,875	446	13%
Other	937	906	-31	-3%
<b>Total</b>	<b>283,476</b>	<b>313,290</b>	<b>29,814</b>	<b>11%</b>

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 YUKON RESIDENTS.

**ANNUAL YUKON BORDER CROSSING STATISTICS - 2001 / 2002**

<b>2001</b>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicles (all)	4,589	4,067	6,538	9,687	16,854	40,235	59,634	51,734	26,733	9,945	5,475	4,147	<b>239,638</b>
Motorcoach	127	69	80	92	5,399	10,526	11,588	10,985	4,781	66	102	23	<b>43,838</b>
<b>TOTALS</b>	<b>4,716</b>	<b>4,136</b>	<b>6,618</b>	<b>9,779</b>	<b>22,253</b>	<b>50,761</b>	<b>71,222</b>	<b>62,719</b>	<b>31,514</b>	<b>10,011</b>	<b>5,577</b>	<b>4,170</b>	<b>283,476</b>
US Citizens	3,730	3,284	4,733	5,801	14,792	35,071	50,391	43,999	23,215	7,493	4,579	3,520	<b>200,608</b>
Canadian Citizens	945	815	1,806	3,831	5,887	10,887	14,427	11,675	5,425	2,338	949	622	<b>59,607</b>
Others	41	37	79	147	1,574	4,803	6,404	7,045	2,874	180	49	28	<b>23,261</b>

<b>2002</b>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicles (all)	4,523	4,096	7,206	8,735	18,949	46,081	63,418	58,707	29,467	12,033	5,788	4,741	<b>263,744</b>
Motorcoach	21	59	61	41	4,429	12,471	14,425	12,604	5,350	30	23	32	<b>49,546</b>
<b>TOTALS</b>	<b>4,544</b>	<b>4,155</b>	<b>7,267</b>	<b>8,776</b>	<b>23,378</b>	<b>58,552</b>	<b>77,843</b>	<b>71,311</b>	<b>34,817</b>	<b>12,063</b>	<b>5,811</b>	<b>4,773</b>	<b>313,290</b>
US Citizens	3,739	3,303	5,314	6,153	15,992	41,427	57,506	52,423	25,544	8,839	4,746	4,014	<b>229,000</b>
Canadian Citizens	774	802	1,898	2,534	5,842	12,386	14,360	12,751	5,912	3,054	1,019	721	<b>62,053</b>
Others	31	50	55	89	1,544	4,739	5,977	6,137	3,361	170	46	38	<b>22,237</b>

<b>+/- % CHANGE</b>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicles (all)	-66	29	668	-952	2,095	5,846	3,784	6,973	2,734	2,088	313	594	24,106
<b>% CHANGE</b>	<b>-1.4%</b>	<b>0.7%</b>	<b>10.2%</b>	<b>-9.8%</b>	<b>12.4%</b>	<b>14.5%</b>	<b>6.3%</b>	<b>13.5%</b>	<b>10.2%</b>	<b>21.0%</b>	<b>5.7%</b>	<b>14.3%</b>	<b>10.1%</b>
Motorcoach	-106	-10	-19	-51	-970	1,945	2,837	1,619	569	-36	-79	9	5,708
<b>% CHANGE</b>	<b>-83.5%</b>	<b>-14.5%</b>	<b>-23.8%</b>	<b>-55.4%</b>	<b>-18.0%</b>	<b>18.5%</b>	<b>24.5%</b>	<b>14.7%</b>	<b>11.9%</b>	<b>-54.5%</b>	<b>-77.5%</b>	<b>39.1%</b>	<b>13.0%</b>
<b>TOTALS</b>	<b>-172</b>	<b>19</b>	<b>649</b>	<b>-1,003</b>	<b>1,125</b>	<b>7,791</b>	<b>6,621</b>	<b>8,592</b>	<b>3,303</b>	<b>2,052</b>	<b>234</b>	<b>603</b>	<b>29,814</b>
<b>% CHANGE</b>	<b>-3.6%</b>	<b>0.5%</b>	<b>9.8%</b>	<b>-10.3%</b>	<b>5.1%</b>	<b>15.3%</b>	<b>9.3%</b>	<b>13.7%</b>	<b>10.5%</b>	<b>20.5%</b>	<b>4.2%</b>	<b>14.5%</b>	<b>10.5%</b>
US Citizens	9	19	581	352	1,200	6,356	7,115	8,424	2,329	1,346	167	494	28,392
<b>% CHANGE</b>	<b>0.2%</b>	<b>0.6%</b>	<b>12.3%</b>	<b>6.1%</b>	<b>8.1%</b>	<b>18.1%</b>	<b>14.1%</b>	<b>19.1%</b>	<b>10.0%</b>	<b>18.0%</b>	<b>3.6%</b>	<b>14.0%</b>	<b>14.2%</b>
Canadian Citizens	-171	-13	92	-1,297	-45	1,499	-67	1,076	487	716	70	99	2,446
<b>% CHANGE</b>	<b>-18.1%</b>	<b>-1.6%</b>	<b>5.1%</b>	<b>-33.9%</b>	<b>-0.8%</b>	<b>13.8%</b>	<b>-0.5%</b>	<b>9.2%</b>	<b>9.0%</b>	<b>30.6%</b>	<b>7.4%</b>	<b>15.9%</b>	<b>4.1%</b>
Others	-10	13	-24	-58	-30	-64	-427	-908	487	-10	-3	10	-1,024
<b>% CHANGE</b>	<b>-24.4%</b>	<b>35.1%</b>	<b>-30.4%</b>	<b>-39.5%</b>	<b>-1.9%</b>	<b>-1.3%</b>	<b>-6.7%</b>	<b>-12.9%</b>	<b>16.9%</b>	<b>-5.6%</b>	<b>-6.1%</b>	<b>35.7%</b>	<b>-4.4%</b>

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

## 2002

YEAR-END REPORT

# YUKON VISITOR STATISTICS

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### YUKON BORDER CROSSING STATISTICS - SUMMER

2001	MAY	JUN	JUL	AUG	SEP	TOTALS
Private Vehicles (all)	16,854	40,235	59,634	51,734	26,733	<b>195,190</b>
Motorcoach	5,399	10,526	11,588	10,985	4,781	<b>43,279</b>
<b>TOTALS</b>	<b>22,253</b>	<b>50,761</b>	<b>71,222</b>	<b>62,719</b>	<b>31,514</b>	<b>238,469</b>
US Citizens	14,792	35,071	50,391	43,999	23,215	<b>167,468</b>
Canadian Citizens	5,887	10,887	14,427	11,675	5,425	<b>48,301</b>
Others	1,574	4,803	6,404	7,045	2,874	<b>22,700</b>

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

+/- % CHANGE	MAY	JUN	JUL	AUG	SEP	TOTALS
Private Vehicles (all)	2,095	5,846	3,784	6,973	2,734	21,432
% CHANGE	<b>12.4%</b>	<b>14.5%</b>	<b>6.3%</b>	<b>13.5%</b>	<b>10.2%</b>	<b>11.0%</b>
Motorcoach	-970	1,945	2,837	1,619	569	6,000
% CHANGE	<b>-18.0%</b>	<b>18.5%</b>	<b>24.5%</b>	<b>14.7%</b>	<b>11.9%</b>	<b>13.9%</b>
<b>TOTALS</b>	1,125	7,791	6,621	8,592	3,303	27,432
% CHANGE	<b>5.1%</b>	<b>15.3%</b>	<b>9.3%</b>	<b>13.7%</b>	<b>10.5%</b>	<b>11.5%</b>
US Citizens	1,200	6,356	7,115	8,424	2,329	25,424
% CHANGE	<b>8.1%</b>	<b>18.1%</b>	<b>14.1%</b>	<b>19.1%</b>	<b>10.0%</b>	<b>15.2%</b>
Canadian Citizens	-45	1,499	-67	1,076	487	2,950
% CHANGE	<b>-0.8%</b>	<b>13.8%</b>	<b>-0.5%</b>	<b>9.2%</b>	<b>9.0%</b>	<b>6.1%</b>
Others	-30	-64	-427	-908	487	-942
% CHANGE	<b>-1.9%</b>	<b>-1.3%</b>	<b>-6.7%</b>	<b>-12.9%</b>	<b>16.9%</b>	<b>-4.1%</b>

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 - MOTORCOACH

MAY	2001	2002	+ / -	% Change
Beaver Creek	608	304	-304	-50.0%
Fraser	4,392	3,981	-411	-9.4%
Little Gold	348	143	-205	-58.9%
Pleasant	51	1	-50	-98.0%
<b>Total</b>	<b>5,399</b>	<b>4,429</b>	<b>-970</b>	<b>-18.0%</b>

JUNE	2001	2002	+ / -	% Change
Beaver Creek	2,329	1,403	-926	-39.8%
Fraser	7,842	10,739	2,897	36.9%
Little Gold	279	329	50	17.9%
Pleasant	76	0	-76	-100.0%
<b>Total</b>	<b>10,526</b>	<b>12,471</b>	<b>1,945</b>	<b>18.5%</b>

JULY	2001	2002	+ / -	% Change
Beaver Creek	2,882	1,783	-1,099	-38.1%
Fraser	7,962	11,955	3,993	50.2%
Little Gold	563	463	-100	-17.8%
Pleasant	181	224	43	23.8%
<b>Total</b>	<b>11,588</b>	<b>14,425</b>	<b>2,837</b>	<b>24.5%</b>

AUGUST	2001	2002	+ / -	% Change
Beaver Creek	2,391	1,542	-849	-35.5%
Fraser	8,142	10,647	2,505	30.8%
Little Gold	282	348	66	23.4%
Pleasant	170	67	-103	-60.6%
<b>Total</b>	<b>10,985</b>	<b>12,604</b>	<b>1,619</b>	<b>14.7%</b>

SEPT	2001	2002	+ / -	% Change
Beaver Creek	890	554	-336	-37.8%
Fraser	3,821	4,700	879	23.0%
Little Gold	46	94	48	104.3%
Pleasant	24	2	-22	-91.7%
<b>Total</b>	<b>4,781</b>	<b>5,350</b>	<b>569</b>	<b>11.9%</b>

TOTAL	2001	2002	+ / -	% Change
Beaver Creek	9,100	5,586	-3,514	-38.6%
Fraser	32,159	42,022	9,863	30.7%
Little Gold	1,518	1,377	-141	-9.3%
Pleasant	502	294	-208	-41.4%
<b>Total</b>	<b>43,279</b>	<b>49,279</b>	<b>6,000</b>	<b>13.9%</b>

SOURCE: CANADA CUSTOMS AND YUKON BUREAU OF STATISTICS

TOTALS INCLUDE YUKON RESIDENTS.

MOTORCOACH TRAFFIC TO THE YUKON WAS DOWN THROUGH ALL YUKON BORDER CROSSING STATIONS WITH THE EXCEPTION OF FRASER. THIS WAS DUE TO AN INCREASE IN DAY TOUR ACTIVITY FROM SKAGWAY TO CARCROSS.

# YUKON VISITOR STATISTICS

## 2002

YEAR-END REPORT

### MARINE BORDER CROSSING STATISTICS - DAWSON

2001	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	6	30	32	40	10	118
<b>TOTALS</b>	<b>398</b>	<b>2,099</b>	<b>1,793</b>	<b>2,735</b>	<b>605</b>	<b>7,630</b>
US Citizens	336	1,751	1,551	2,228	492	6,358
Canadian Citizens	24	169	179	291	55	718
Others	38	179	63	216	58	554

2002	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	8	29	30	28	11	106
<b>TOTALS</b>	<b>267</b>	<b>1,766</b>	<b>1,919</b>	<b>1,848</b>	<b>559</b>	<b>6,359</b>
US Citizens	209	1,472	1,750	1,613	426	5,470
Canadian Citizens	27	186	133	155	89	590
Others	31	108	36	80	44	299

+/- % CHANGE	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	2	-1	-2	-12	1	-12
% CHANGE	33.3%	-3.3%	-6.3%	-30.0%	10.0%	-10.2%
<b>TOTALS</b>	<b>-131</b>	<b>-333</b>	<b>126</b>	<b>-887</b>	<b>-46</b>	<b>-1,271</b>
% CHANGE	-32.9%	-15.9%	7.0%	-32.4%	-7.6%	-16.7%
US Citizens	-127	-279	199	-615	-66	-888
% CHANGE	-37.8%	-15.9%	12.8%	-27.6%	-13.4%	-14.0%
Canadian Citizens	3	17	-46	-136	34	-128
% CHANGE	12.5%	10.1%	-25.7%	-46.7%	61.8%	-17.8%
Others	-7	-71	-27	-136	-14	-255
% CHANGE	-18.4%	-39.7%	-42.9%	-63.0%	-24.1%	-46.0%

SOURCE: CANADA CUSTOMS AND YUKON BUREAU OF STATISTICS

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

# YUKON VISITOR STATISTICS

## 2002

YEAR-END REPORT

### EUROPEAN AIR CHARTER STATISTICS

2001	MAY	JUN	JUL	AUG	SEP	TOTALS
Flights	4	12	13	14	9	52
Passengers	450	833	1,077	1,582	470	4,412

2002	MAY	JUN	JUL	AUG	SEP	TOTALS
Flights	3	8	9	9	8	37
Passengers	325	739	939	1,222	476	3,701

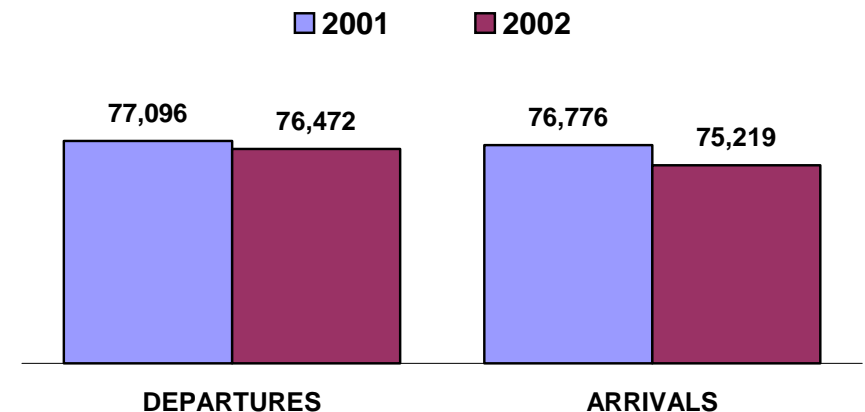
+/- % CHANGE	JUN	JUN	JUL	AUG	SEP	TOTAL
Flights	-1	-4	-4	-5	-1	-15
% CHANGE	-25.0%	-33.3%	-30.8%	-35.7%	-11.1%	-28.8%
Passengers	-125	-94	-138	-360	6	-711
% CHANGE	-27.8%	-11.3%	-12.8%	-22.8%	1.3%	-16.1%

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 - DECEMBER



SOURCE: WHITEHORSE AIRPORT - COMMUNITY AND TRANSPORTATION SERVICES (YTG)

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



### VISITOR RECEPTION CENTRE STATISTICS

VRC STATISTICS BY COUNTRY OF ORIGIN - CANADA				
VRC	2001	2002	+ / -	% Change
BEAVER CREEK	1,794	2,214	420	23%
CARCROSS	13,809	15,486	1,677	12%
DAWSON CITY	8,376	10,223	1,847	22%
HAINES JCT.	3,747	3,370	-377	-10%
WATSON LAKE	9,587	11,161	1,574	16%
WHITEHORSE	21,792	21,692	-100	0%
<b>TOTALS</b>	<b>59,105</b>	<b>64,146</b>	<b>5,041</b>	<b>9%</b>

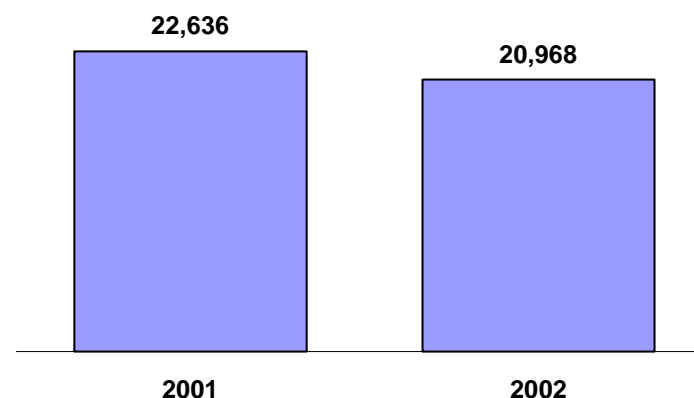
VRC STATISTICS BY COUNTRY OF ORIGIN - U.S.A.				
VRC	2001	2002	+ / -	% Change
BEAVER CREEK	6,575	6,411	-164	-2%
CARCROSS	47,434	40,577	-6,857	-14%
DAWSON CITY	11,117	12,307	1,190	11%
HAINES JCT.	8,387	7,469	-918	-11%
WATSON LAKE	15,747	16,765	1,018	6%
WHITEHORSE	26,806	33,196	6,390	24%
<b>TOTALS</b>	<b>116,066</b>	<b>116,725</b>	<b>659</b>	<b>1%</b>

VRC STATISTICS BY COUNTRY OF ORIGIN - OTHER				
VRC	2001	2002	+ / -	% Change
BEAVER CREEK	3,771	3,894	123	3%
CARCROSS	10,156	10,362	206	2%
DAWSON CITY	5,259	5,528	269	5%
HAINES JCT.	2,422	2,083	-339	-14%
WATSON LAKE	4,367	3,948	-419	-10%
WHITEHORSE	12,065	11,581	-484	-4%
<b>TOTALS</b>	<b>38,040</b>	<b>37,396</b>	<b>-644</b>	<b>-2%</b>

VRC STATISTICS - ALL VISITORS				
VRC	2001	2002	+ / -	% Change
BEAVER CREEK	12,140	12,519	379	3%
CARCROSS	71,399	66,425	-4,974	-7%
DAWSON CITY	24,752	28,058	3,306	13%
HAINES JCT.	14,556	12,922	-1,634	-11%
WATSON LAKE	29,701	31,874	2,173	7%
WHITEHORSE	60,663	66,469	5,806	10%
<b>TOTALS</b>	<b>213,211</b>	<b>218,267</b>	<b>5,056</b>	<b>2%</b>

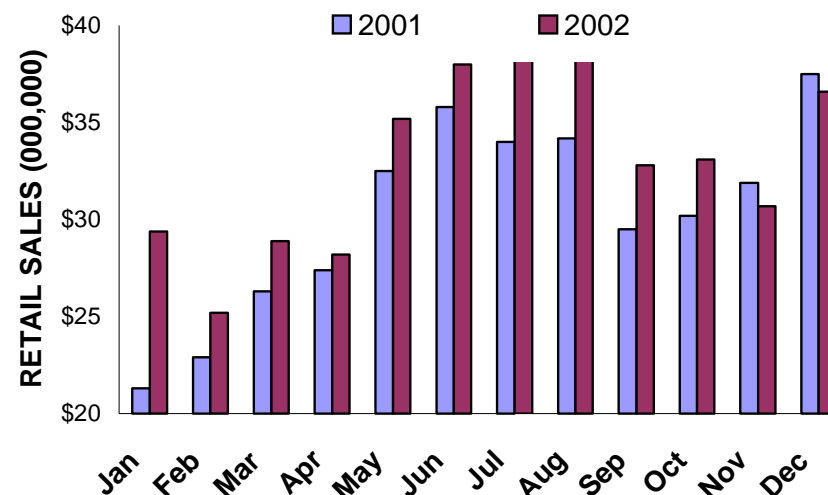
VISITOR RECEPTION CENTRE STATISTICS ARE COMPILED FROM VOLUNTARY VISITOR SIGN-IN SHEETS AND ARE AN INDICATION OF RECEPTION CENTRE VISITATION TRENDS ONLY. THEY ARE NOT INTENDED TO BE AN ACCURATE RECORD OF ALL VISITATION TO THE YUKON. THE WHITEHORSE VISITOR RECEPTION CENTRE IS OPEN YEAR ROUND, VRC STATISTICS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

### BERINGIA INTERPRETIVE CENTRE STATISTICS



THE NUMBER OF VISITORS TO THE BERINGIA INTERPRETIVE CENTRE DECREASED FROM 22,636 (JAN. TO DEC.) IN 2001 TO 20,968 (JAN. TO DEC.) IN 2002, A DECREASE OF 7% OR 1,668.

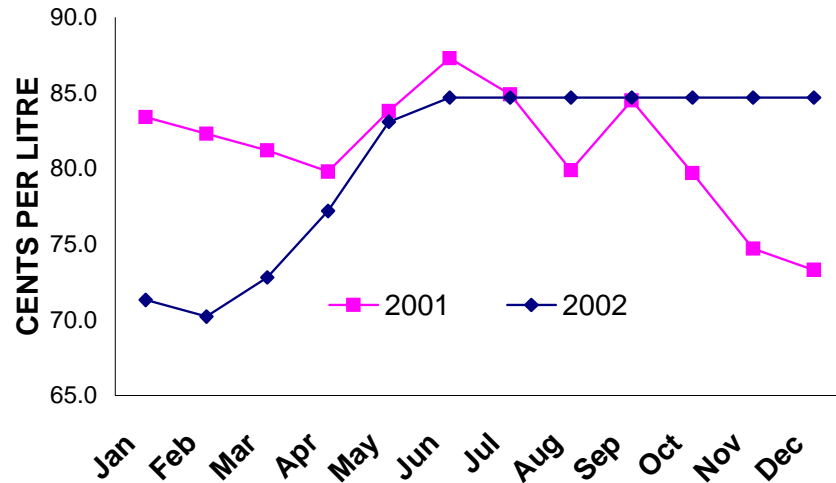
### YUKON RETAIL SALES



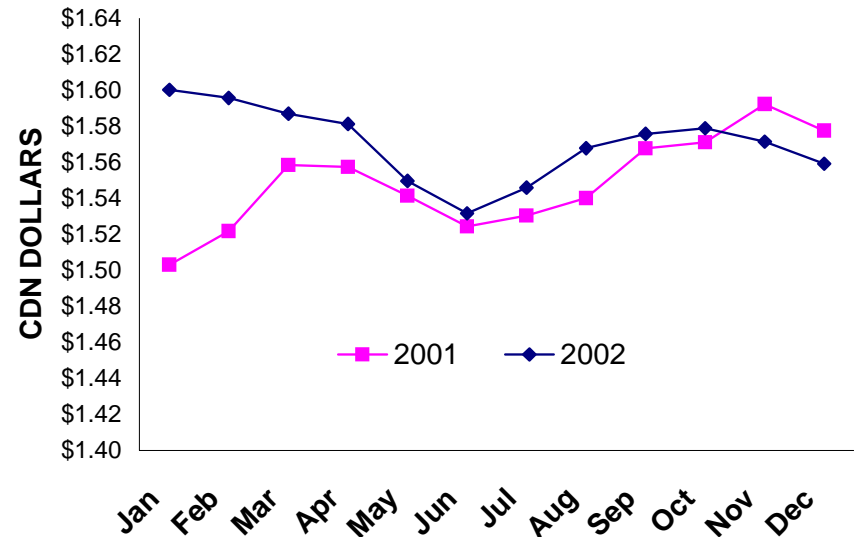
SOURCE: YUKON BUREAU OF STATISTICS

RETAIL SALES IN THE YUKON INCREASED FROM \$363.5 MILLION (JAN. TO DEC.) IN 2001 TO \$398.7 MILLION (JAN. TO DEC.) IN 2002, AN INCREASE OF 10% OR \$35.2 MILLION.

### AVERAGE YUKON AUTO FUEL PRICES



### AVERAGE U.S. EXCHANGE RATES



AVERAGE AUTO FUEL PRICES			
MONTH	2001 AVERAGE	2002 AVERAGE	AVERAGE INCREASE
JANUARY	83.4	71.3	-12.1
FEBRUARY	82.3	70.2	-12.1
MARCH	81.2	72.8	-8.4
APRIL	79.8	77.2	-2.6
MAY	83.8	83.1	-0.7
JUNE	87.3	84.7	-2.6
JULY	84.9	84.7	-0.2
AUGUST	79.9	84.7	4.8
SEPTEMBER	84.5	84.7	0.2
OCTOBER	79.7	84.7	5.0
NOVEMBER	74.7	84.7	10.0
DECEMBER	73.3	84.7	11.4

AVERAGE U.S. EXCHANGE RATES			
MONTH	2001	2002	+ / -
JANUARY	1.5031	1.6002	0.0971
FEBRUARY	1.5218	1.5958	0.0740
MARCH	1.5585	1.5870	0.0285
APRIL	1.5575	1.5813	0.0238
MAY	1.5414	1.5496	0.0082
JUNE	1.5244	1.5316	0.0072
JULY	1.5304	1.5459	0.0155
AUGUST	1.5401	1.5679	0.0278
SEPTEMBER	1.5677	1.5758	0.0081
OCTOBER	1.5711	1.5788	0.0077
NOVEMBER	1.5924	1.5714	-0.0210
DECEMBER	1.5775	1.5593	-0.0182

SOURCE: BANK OF CANADA

EXCHANGE RATES ARE THE AVERAGE FOR EACH MONTH.

SOURCE: YUKON BUREAU OF STATISTICS

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