



YUKON VISITOR STATISTICS
SEASON-END REPORT **2004**



OVERVIEW

THIS DOCUMENT IS INTENDED TO PROVIDE A SNAPSHOT OF THE YUKON'S 2004 SUMMER TOURISM SEASON (MAY THROUGH SEPTEMBER).

INCLUDED IS A SUMMARY OF THE SEASON, AND THE FOLLOWING TOURISM STATISTICS/INDICATORS:

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 SEASON-END REPORT CONTACT THE DEPARTMENT OF TOURISM & CULTURE AT:

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SEASON SUMMARY

2003 WAS NOT A GOOD YEAR FOR CANADA'S TOURISM INDUSTRY, AS MANIFESTED BY A SIGNIFICANT DROP OF 13% IN THE NUMBER OF U.S. AND INTERNATIONAL VISITORS. HOWEVER, IN THE YUKON IT WAS ONLY DOWN 3%, SUBSTANTIALLY LESS THAN MOST OTHER JURISDICTIONS IN CANADA. TOWARDS THE END OF THE YEAR, AS THESE NEGATIVE EFFECTS SUBSIDED, THE INDUSTRY WAS CAUTIOUSLY OPTIMISTIC ABOUT 2004.

BY JUNE 2004, CANADA RECORDED THE FOURTH STRAIGHT MONTHLY INCREASE IN INTERNATIONAL TRAVELERS. YUKON'S BORDER CROSSING NUMBERS FOR JUNE WERE UP FOR THE THIRD MONTH IN A ROW. BY THE END OF JULY, 188,051 VISITORS HAD CROSSED YUKON'S BORDERS, AND INCREASE OF 10,255 OR NEARLY 6% OVER THE FIRST SEVEN MONTHS OF 2003.

FROM MAY THROUGH SEPTEMBER 2004, THERE WERE 257,690 BORDER CROSSINGS INTO THE YUKON. THIS IS AN INCREASE OF NEARLY 16,000 (6%) OVER 2003. THIS IS DESPITE A RECORD FOREST FIRE SEASON, WHICH FORCED HIGHWAY TRAVELERS TO THE KLONDIKE REGION TO ALTER THEIR TRAVEL ROUTES. CHANGES IN TRAVEL PLANS DID HAVE A NEGATIVE IMPACT ON SOME DAWSON TOURISM BUSINESSES.

BY THE END OF SEPTEMBER 2004, 79,548 PASSENGERS ENTERED THE YUKON BY MOTORCOACH. THIS IS AN INCREASE OF 23,070 PASSENGERS OR 40.8% OVER LAST YEAR, LARGELY DUE TO AN INCREASE OF CRUISE SHIP DAY TOUR ACTIVITY OUT OF SKAGWAY, ALASKA. PRIVATE VEHICLE TRAFFIC HOWEVER WAS DOWN 7,510, A 3.7% DECEASE. BY COUNTRY OF ORIGIN: U.S. VISITORS WERE UP BY OVER 11,307, AN INCREASE OF 6.2%; CANADIAN VISITORS WERE DOWN 1,430 OR -5.2%; AND INTERNATIONAL VISITORS WERE UP 2,734 OR 12%.

THIS SUMMER, ONE AIR CARRIER (CONDOR/THOMAS COOK) OPERATED DIRECT CHARTER FLIGHTS BETWEEN FRANKFURT GERMANY AND WHITEHORSE. THE NUMBER OF EUROPEAN VISITORS ARRIVING DIRECTLY FROM OVERSEAS INCREASED BY 321 OR 7.4% FROM LAST YEAR'S FIGURES. WHITEHORSE AIRPORT PASSENGER TRAFFIC WHICH IS NOT INCLUDED IN BORDER CROSSING STATISTICS WAS UP 7.4% (9,450 PASSENGERS) OVER 2003 FIGURES (THROUGH SEPTEMBER).

YUKON'S VISITOR RECEPTION CENTRES REGISTERED 229,362 VISITORS. THIS IS AN INCREASE OF 13,482, OR 6% MORE THAN THE PREVIOUS YEAR. THE WHITEHORSE (UP 3,339 OR 6%), WATSON LAKE (UP 2,831 OR 10%), HAINES JUNCTION (UP 6,157 OR 38%), AND BEAVER CREEK (UP 1,216 OR 10%) VISITOR CENTRES ALL SHOWED INCREASES OVER 2003. THE CARCROSS CENTRE SHOWED NO CHANGES, WHILE DAWSON CITY CENTRE EXPERIENCED A VERY SLIGHT DECREASE OF 61 VISITORS OVER LAST YEAR.

THE OUTLOOK FOR THE YUKON FOR FALL/WINTER 2004 IS FAVOURABLE. IN SEPTEMBER OF THIS YEAR THE YUKON HOSTED OVER 1,500 ATHLETES FOR THE CANADA SENIOR GAMES. THE TOURISM INDUSTRY ASSOCIATION OF CANADA HOSTED OVER 350 DELEGATES TO ITS ANNUAL CONFERENCE, AND IN LATE OCTOBER THE CANADIAN TOURISM COMMISSION HELD ITS BOARD OF DIRECTORS MEETING. BOTH EVENTS WERE HOSTED IN WHITEHORSE, YUKON.

ANECDOTAL INFORMATION FROM YUKON TOURISM OPERATORS SUGGEST THEY WILL EXPERIENCE A GOOD FALL/WINTER SEASON. WILDERNESS ADVENTURE OPERATORS WHICH SPECIALIZE IN DOG SLEDDING AND NORTHERN LIGHTS VIEWING SHOW STRONG BOOKINGS AND AN INCREASE OVER LAST SEASON. THE NUMBER OF WHOLESALERS FEATURING HIGH QUALITY TOUR PROGRAMS CONTINUES TO INCREASE AS WELL AS THE AVAILABILITY OF THESE PROGRAMS THROUGHOUT THE YEAR.

EARLY ECONOMIC INDICATORS FOR 2005 SUGGEST CONTINUING MODEST FINANCIAL GLOBAL GROWTH, INCLUDING YUKON'S PRIMARY GEOGRAPHIC MARKETS.

GOVERNMENT AND INDUSTRY WILL CONTINUE TO CAPITALIZE ON STRONG TRAVEL TRADE AND CONSUMER INTEREST IN YUKON'S TOURISM PRODUCT. THE TOURISM INDUSTRY ASSOCIATION OF THE YUKON WILL PARTNER WITH ITS

YUKON BORDER CROSSING STATISTICS - 2003/ 2004

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
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
TOTALS	22,948	61,005	80,224	73,189	35,884	273,250
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
% CHANGE	-7.7%	-2.4%	-3.3%	-5.8%	0.2%	-3.7%
Motorcoach	2,123	6,521	7,747	5,673	1,006	23,070
% CHANGE	54.3%	46.9%	54.2%	35.4%	12.1%	40.8%
TOTALS	717	5,510	5,774	2,494	1,065	15,560
% CHANGE	3.2%	9.9%	7.8%	3.5%	3.1%	6.0%
US Citizens	-73	3,801	4,572	2,636	371	11,307
% CHANGE	-0.5%	9.8%	8.6%	5.2%	1.4%	6.2%
Yukon Residents	69	1,837	337	723	-17	2,949
% CHANGE	1.6%	34.2%	6.2%	12.4%	-0.6%	12.0%
Canadian Citizens	277	-1,364	125	-516	48	-1,430
% CHANGE	23.5%	-20.8%	1.3%	-6.9%	1.9%	-5.2%
Others	444	1,236	740	-349	663	2,734
% CHANGE	29.4%	25.5%	12.4%	-5.0%	18.4%	12.0%

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 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 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 - JANUARY - SEPTEMBER

	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%
Total	257,690	273,561	15,871	6%

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.

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%
Total	3,909	6,032	2,123	54.3%

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%
Total	13,898	20,419	6,521	46.9%

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%
Total	14,288	22,035	7,747	54.2%

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%
Total	16,036	21,709	5,673	35.4%

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%
Total	8,347	9,353	1,006	12.1%

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%
Total	56,478	79,548	23,070	40.8%

SOURCE: CANADA CUSTOMS AND YUKON BUREAU OF STATISTICS

TOTALS INCLUDE YUKON RESIDENTS.

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

BORDER CROSSING STATISTICS-YUKON RIVER-DAWSON

2003	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	10	30	32	31	11	114
TOTAL PASSENGERS	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

2004	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	4	23	20	29	6	82
TOTAL PASSENGERS	364	1,792	1,275	2,157	145	5,733
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
% CHANGE	-60.0%	-23.3%	-37.5%	-6.5%	-45.5%	-28.1%
TOTAL PASSENGERS	-108	-196	-731	-40	-233	-1,308
% CHANGE	-22.9%	-9.9%	-36.4%	-1.8%	-61.6%	-18.6%
US Citizens	-96	-245	-644	-142	-189	-1,316
% CHANGE	-29.7%	-14.7%	-36.5%	-7.5%	-60.8%	-22.1%
Canadian Citizens	-3	-7	-81	-29	-37	-157
% CHANGE	-10.3%	-3.6%	-50.9%	-13.7%	-71.2%	-24.4%
Others	-109	56	-6	131	-7	65
% CHANGE	-90.8%	45.5%	-7.3%	145.6%	-46.7%	15.1%

SOURCE: CANADA CUSTOMS AND YUKON BUREAU OF STATISTICS

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

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

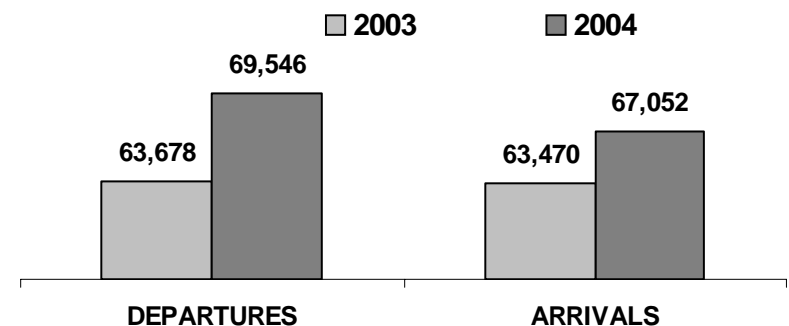
2004	MAY	JUN	JUL	AUG	SEP	TOTALS
Flights	3	9	9	9	8	38
Passengers	314	995	1,261	1,398	672	4,640

+/- % 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 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



TOTAL ARRIVALS AND DEPARTURES FOR 2003:
127,148

TOTAL ARRIVALS AND DEPARTURES FOR 2004:
136,598

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	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%
TOTALS	68,081	69,194	1,113	2%

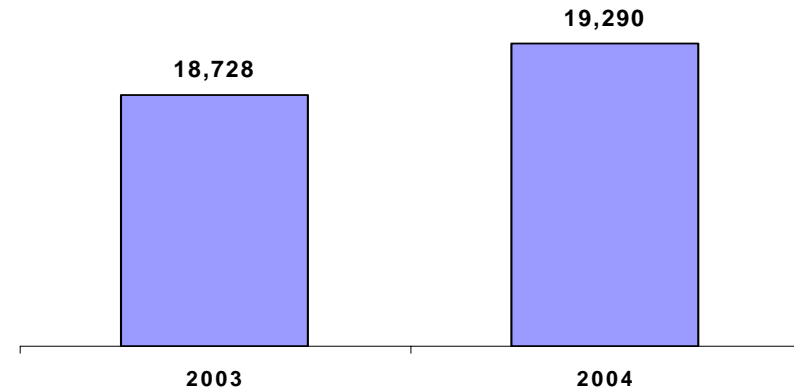
VRC STATISTICS BY COUNTRY OF ORIGIN - U.S.A.				
VRC	2003	2004	+ / -	% Change
BEAVER CREEK	6,038	6,525	487	8%
CARCROSS	40,964	41,511	547	1%
DAWSON CITY	12,653	12,572	-81	-1%
HAINES JCT.	8,604	15,037	6,433	75%
WATSON LAKE	13,472	17,079	3,607	27%
WHITEHORSE	25,576	26,148	572	2%
TOTALS	107,307	118,872	11,565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

VRC STATISTICS BY COUNTRY OF ORIGIN - OTHER				
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%
TOTALS	40,492	41,296	804	2%

VRC STATISTICS - ALL VISITORS				
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%
TOTALS	215,880	229,362	13,482	6%

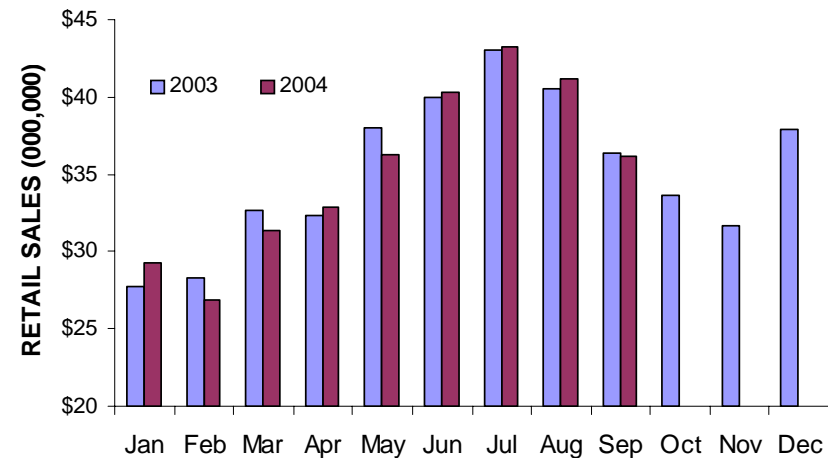
VISITOR RECEPTION CENTRE STATISTICS ARE COMPILED FROM VOLUNTARY VISITOR SIGN-IN SHEETS AND ARE AN INDICATION OF RECEPTION CENTRE VISITATION TRENDS ONLY. THEY ARE NOT INTENDED TO BE AN ACCURATE RECORD OF ALL VISITATION TO THE YUKON. ALTHOUGH THE WHITEHORSE VISITOR RECEPTION CENTRE IS OPEN YEAR ROUND,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

BERINGIA INTERPRETIVE CENTRE STATISTICS



THE NUMBER OF VISITORS TO THE BERINGIA INTERPRETIVE CENTRE REMAINED ESSENTIALLY THE SAME WITH LITTLE CHANGE FROM 18,728 (JAN. TO SEP.) IN 2003 TO 19,290 (JAN. TO SEP.) IN 2004, AN INCREASE OF 3% OR 562 VISITORS.

YUKON RETAIL SALES

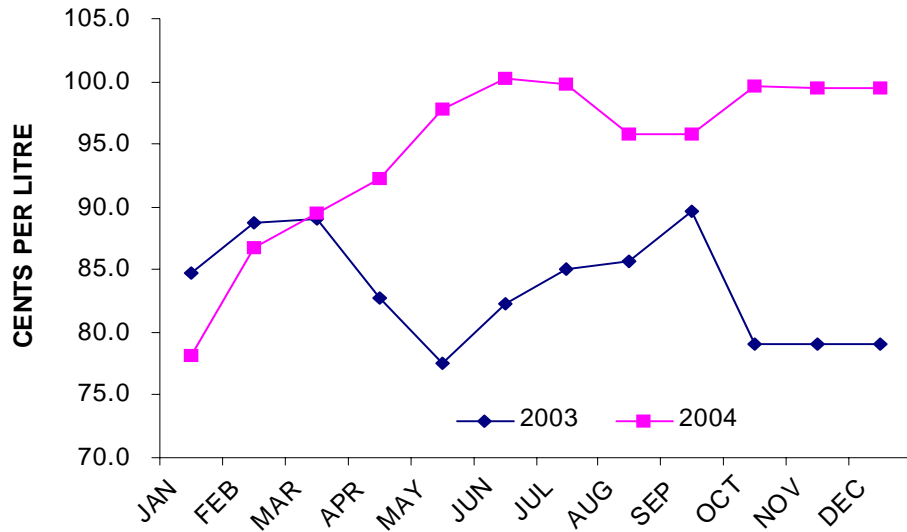


SOURCE: YUKON BUREAU OF STATISTICS

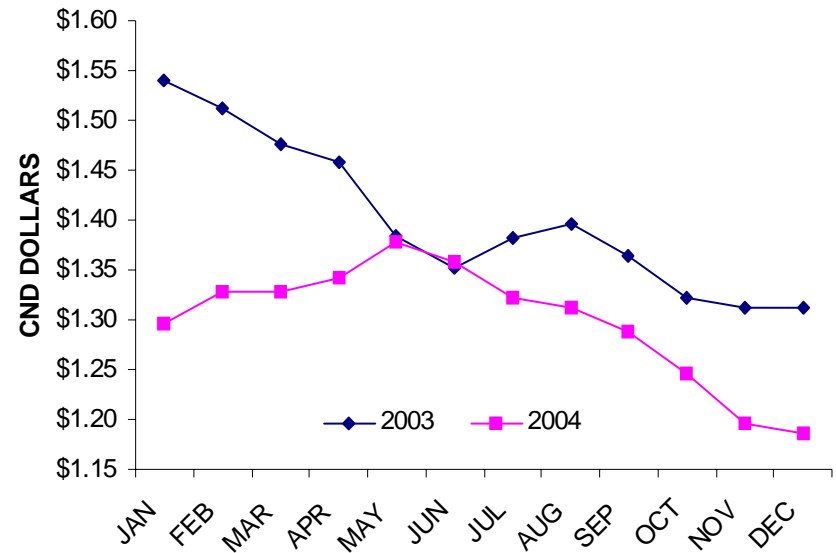
RETAIL SALES IN THE YUKON SLIGHTLY DECREASED FROM \$282.6 MILLION (JAN. TO AUG.) IN 2003 TO \$281.5 MILLION (JAN. TO AUG.) IN 2004, A DECREASE OF 0.4% OR \$1.1 MILLION.

NOTE: RETAIL SALES VALUES ARE NOT SEASONALLY ADJUSTED.

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

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: YUKON BUREAU OF STATISTICS

SOURCE: BANK OF CANADA

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

EXCHANGE RATES ARE THE AVERAGE FOR EACH MONTH.