

FOR RELEASE #05-127
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2004 VISITOR EXIT SURVEY REPORT RELEASED

WHITEHORSE –Tourism and Culture Minister Elaine Taylor announced the results of the 2004 Visitor Exit Survey today.

“Tourism is one of the Yukon government’s strategic industries, providing jobs and economic growth in all areas of the Yukon,” Taylor said. “This report helps our operators and stakeholders continue successfully attracting national and international visitors to the territory.”

A few highlights of the 2004 survey include:

- 251,704 visitors to the Yukon from June to September, an increase of 8 per cent compared to 1999. The largest number was from the United States, an increase of 14 per cent compared to 1999.
- The United States accounted for 77 per cent of all visitors and 51 per cent of total spending. Canada accounted for 14 per cent of all visitors and 29 per cent of total spending.
- After allowing for inflation, spending increased by 12 per cent, from \$67.7 million in 1999 to \$75.9 million in 2004 for the period of June to September.
- Shopping, visiting natural attractions, and visiting historic sites (including museums and cultural/heritage centres) were the top three activities. The most notable increase in visitor experience was First Nation culture, up by 16 per cent from 1999.

The survey results have been presented to tourism operators and industry stakeholders at the Tourism Industry Association of Yukon’s Spring Conference held recently in Haines Junction.

The report is used in tourism planning for regions and communities and for tourism business planning. A comprehensive series of reports and tables, including regional tourism data, will be available over the summer.

For a copy of the Yukon Visitor Exit Survey Report visit the Department of Tourism and Culture website www.btc.gov.yk.ca or pick up a copy at 100 Hanson Street, Whitehorse. The comprehensive survey is done approximately every five years.

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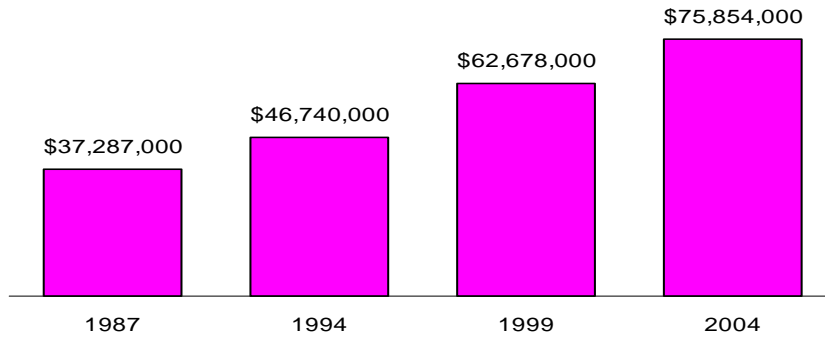
Attachment: Graphs

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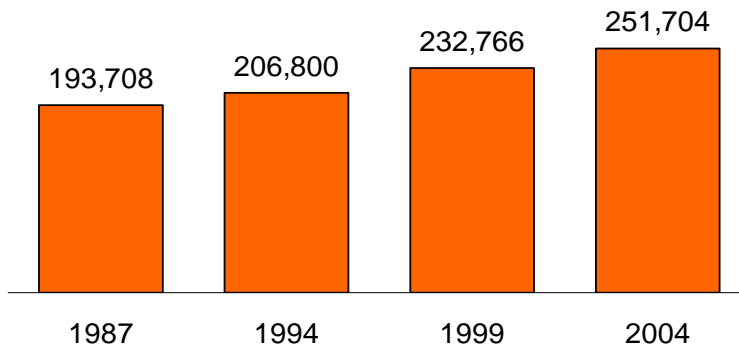
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How much was spent by visitors to the Yukon from June to September 2004?



How many visitors came to the Yukon from June to September 2004?



From June to September 2004, where did the visitors to the Yukon come from?

