



FOR RELEASE
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Tourism statistics see new record set in 2013

WHITEHORSE—Yukon tourism statistics for 2013 broke the record for the number of border crossings into the territory with an increase of eight per cent over 2012, Minister of Tourism and Culture Minister Mike Nixon said today.

"The 2013 visitation numbers are exceptional and speak to the work being done by the Yukon tourism industry," Nixon said. "The experiences and services being offered by tourism businesses and organizations continue to be second to none and position the territory as a premier travel destination."

In 2013, 345,510 visitors traveling in private vehicles and motorcoaches crossed the border into Yukon. This is an increase of 24,270 or eight per cent over 2012. The statistics show a seven per cent increase in the number of visitors from the United States, a 17 per cent increase from Canada and an eight per cent increase from overseas. There has also been a seven per cent increase in visitors signed in at the Yukon Visitor Information Centre in Whitehorse.

"The strong upward trend in visitors to Yukon is excellent news for the industry and the economy and we are optimistic about the tourism outlook for 2014," Nixon added.

The border crossing statistics are recorded on a monthly basis and are an important tool in Yukon government's research-based, industry-led and market-driven approach to tourism planning and development. Tourism contributes more than \$200 million annually to the territory's private sector revenues.

Learn more

Yukon tourism statistics: www.tc.gov.yk.ca

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