



FOR RELEASE
May 7, 2013

New tourism data highlights strength of industry

WHITEHORSE—Data captured in the Yukon Visitor Tracking Program carried out last summer has confirmed the importance and growth potential of Yukon's tourism industry to the territory's economy.

"Yukon is attracting growing numbers of visitors from around the world and the industry is very strong," Tourism and Culture Minister Mike Nixon said. "This data provides industry and government with valuable information about our visitors and insights into the industry growth that is occurring."

Key findings from the 2012 Visitor Tracking Program were released at the recent Tourism Industry Association of Yukon annual general meeting and spring conference held in Haines, Alaska. Data collected reflect travel for the period June 1 to September 30, 2012 and includes non-Yukon travelers only.

The survey results will help tourism operators and businesses make informed business decisions related to their client base, the type of visitor experience their clients are seeking, and how to maximize tourism revenue.

Results show that visitation to Yukon increased by 25 per cent since 2004, a three per cent growth rate per year, with visitor spending up by 29 per cent. Annual revenue for Yukon's tourism industry is over \$200 million each year. Increases were also experienced in length of stay and visitor arrivals by air. Visitation from other Canadian jurisdictions and overseas markets showed strong growth.

The findings also provided information on pre-trip planning and booking, trip profiles that included length of stay, and demographics.

Funding for the two-year study was provided by the departments of Tourism and Culture and Economic Development, and the Canadian Northern Economic Development Agency's Strategic Investments in Northern Economic Development fund.

For more information and key findings from the Yukon Visitor Tracking Program visit www.tc.gov.yk.ca.

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See backgrounder below.

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Backgrounder

Yukon Visitor Tracking Program—2012 summer visitor exit survey

- The survey was completed by 3,844 people.
- The last comprehensive visitor exit survey was undertaken in 2004.
- Yukon received 63,000 more visitors in summer 2012 compared to the same time period in 2004.
- There was a 45 per cent increase in visitors traveling by air, while highway travel increased by 21 per cent.
- Twenty-seven per cent of visitors were between the ages of 45 and 54; and 24 per cent were aged between 55 and 64.
- Wildlife viewing opportunities were the number one attraction at 58 per cent, with satisfaction rated at 73 per cent.
- The Klondike Gold Rush history was another draw with 40 per cent of visitors stating it was important to them, with a 73 per cent satisfaction rate.
- The 2012 visitor exit survey was available to visitors last summer through kiosks, tablets and paper surveys at locations across Yukon.

News Release #13-119



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