

Tourism Pays Whitehorse

WHITEHORSE, YUKON—

Canada's Yukon Territory recorded its second most productive Tourist Season on record in 1969. The Yukon Department of Travel and Information reports a total of 123,755 visitors counted for the seven-month period April to October inclusive.

This means the influx of visitors totalled more than six times the Territory's resident population of just under 20,000.

A record number of visitors to the Yukon came in 1968 when the Territory played host to 125,712 tourists during the seven-month period. Total for the 1968-69 fiscal year, ending last March 31st, was just over 140,000.

Value of the Tourist Industry is estimated at \$10 million annually, second only to mining in importance to the Territory's economy.

Yukon's four visitor information centers, located at Border Crossing Points, showed an increase in registrations averaging 8 per cent during 1969.

The majority of visitors came from the United States, with California topping the list, followed by Alaska, Michigan, Washington, Minnesota, Illinois, Oregon, New York, Ohio and Pennsylvania.

Top three Canadian provinces were British Columbia, Ontario, and Alberta.

Yukon also had visitors from 31 foreign countries, including South Africa, Bermuda, Spain, Mexico, the Phillippines and Czechoslovakia. The top three foreign countries were England, Australia and Switzerland.