



INSTO

World Tourism Organization
International Network
of Sustainable Tourism
Observatories



Yukon Sustainable Tourism 2025 Annual Report (Data 2023 and 2024)



Foreword by the Minister of Tourism and Culture



The Yukon Sustainable Tourism Framework reflects our shared responsibility to care for the Yukon while welcoming people from around the world. Tourism plays an important role in the territory's economy and communities, and this framework helps ensure that growth happens in a way that respects our land, cultures and way of life.

Guided by collaboration with Yukon First Nations, communities, stakeholders and the tourism sector, we are focused ensuring we develop a resilient tourism industry – one that responds to climate change, minimizes its environmental footprint, and delivers lasting local benefits.

This annual report, covering 2023 and 2024, provides a snapshot of the state of sustainable tourism in our territory. It also points to the work ahead, including areas where we are still building our approach to measuring and reporting on some key elements.

As we continue developing a tourism sector that reflects Yukon values and supports a sustainable future for generations to come, the Yukon Sustainable Tourism Framework serves as a foundation for shaping a sector and territory that are vibrant, resilient and responsible.

A handwritten signature in black ink, appearing to read 'Jen Gehmair'.

Jen Gehmair
Minister of Tourism and Culture
Government of Yukon



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Executive summary

This report highlights the Yukon's commitment to sustainable and responsible tourism development through its membership in the International Network of Sustainable Tourism Observatories (INSTO), guided by the key elements identified by the United Nations World Tourism Organization (UN Tourism). While this report does not assign a single sustainability score, it reflects the territory's ongoing efforts to integrate sustainability across tourism practices. As emphasized by UN Tourism, sustainable tourism is a continuous process requiring regular monitoring of impacts and the implementation of preventive or corrective measures where needed.

Tourism in the Yukon continued to show strong signs of recovery in 2023 and 2024, with many key indicators approaching or exceeding pre-pandemic levels last seen in 2019. In 2024, the Yukon welcomed an estimated 574,000 visitors, up 5.7% from 2019. Overall visitor spending was at an all-time high, 41.3% higher than 2019. Airport arrivals were at an all-time high, 8.7% higher than 2019. Border crossings into the Yukon in 2024 were within 1% of their all-time high in 2019.

Visitors consistently report high levels of satisfaction with their time in the Yukon. The Net Promoter Score (NPS) of 87% indicates that most travellers are highly likely to recommend the territory to others, and 72% express an intention to return. Resident sentiment also remains strong: in the most recent 2021 survey, 91% of Yukoners agreed that tourism is good for the territory. These measures confirm that tourism continues to align with community values and deliver personal and economic benefits.

The summer period, from May to September, remains the peak season. July and August continued to be the busiest months for airport arrivals, border crossings, and visitor spending. In 2024, hotel occupancy peaked in August at 86.1%, compared to its low in December of 40.3%.

Environmental stewardship is a key focus of sustainable tourism in the Yukon. As most visitors arrive by air or road, both significant sources of greenhouse gas emissions, efforts are being made to increase visitor awareness of climate change impacts. At the same time, improved energy management is supporting more sustainable tourism



operations, with adoption of efficient energy systems being implemented across tourism buildings and sites. Some tourism funding programs incentivise this awarding extra points during project assessment. Progress is also being made in low-emissions travel: all 13 road-accessible communities can now be reached by electric vehicle from Whitehorse, supported by the Department of Tourism and Culture's investment in charging infrastructure to help establish an EV travel corridor.

While this report provides data and insights on most key elements of tourism, further work is required to improve information on solid and hazardous waste, wastewater, water systems, infrastructure, and health and safety. The Department of Tourism and Culture will continue collaborating with partners and experts to strengthen its understanding of tourism-related impacts. The [Yukon Tourism indicators dashboard](#), released in May 2025, supports this effort by providing more timely and integrated data, including insights derived from Destination Canada's Tourism Data Collective and Lodging Aligned Spending Reporting (LASR), with ongoing work underway to expand and refine the included datasets.

This year's report also introduces improved reporting standards and updated visual formats designed to increase clarity and accessibility. These enhancements will serve as the foundation for future reporting.

Reporting for this annual summary covers the two-year calendar period from 2023 to 2024, although some references draw on the Government of Yukon fiscal year (April – March) to align with government reporting practices. In some sections, figures remain consistent with those published in the [2022 annual report](#) when no significant updates occurred or data were unavailable at the time of publication. Similarly, certain 2023 and 2024 data are pending due to collection timelines and verification processes. Where applicable, these limitations have been noted. For comparability across years, 2019 continues to serve as the benchmark against which trends and performance are assessed. Several indicators included in the previous report have been removed, as the most current versions are now provided through the tourism indicator dashboard.



Destination profile

The Yukon is one of Canada's three northern territories, covering about 483,450 square kilometres of land and water. It borders British Columbia to the south, Alaska to the west, the Beaufort Sea to the north, and the Northwest Territories to the east.

According to the Yukon Bureau of Statistics, the estimated population of the Yukon at the end of 2024 was 47,262 people; an increase of 2.4% compared to 2023. The Yukon's population growth rate of 12.1% between the censuses of 2016 and 2021 was the highest in Canada. Whitehorse has approximately 37,740 residents, followed by Dawson City, with 2,412. Other communities have populations of 1,500 or less.

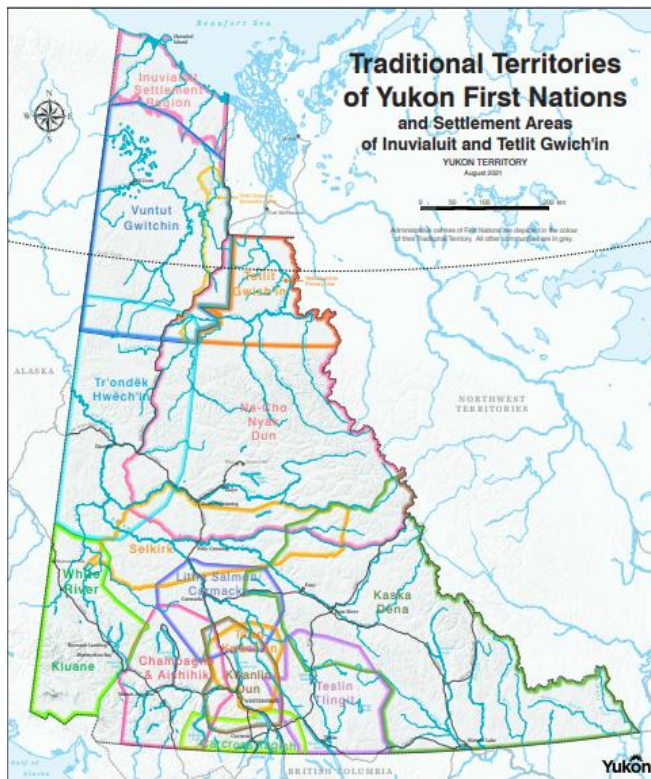
Tourism is a key industry in the territory and accounted for 4.4% of the territorial Gross Domestic Product in 2022, up from 2.2% in 2020. This is a strong showing, considering tourism's share of Canada's GDP in 2019 was two per cent.

Figure 1: Yukon on the map



Yukon First Nations are the first peoples of the territory and make up approximately 20% of the Yukon's population. The 14 First Nations have traditional territories that cover almost all the land in the Yukon (figure 2). Indigenous peoples in the Northwest Territories and British Columbia also have traditional territory in the Yukon.

Figure 2: Traditional territories of Yukon First Nations



Source: [Government of Yukon](#)

First Nations are important partners in governing the Yukon and advancing sustainability goals. 11 Yukon First Nations have signed Self-Government Agreements, under which they can make laws on their Settlement Lands and provide programs and services for their citizens. First Nations communities play a critical role in destination climate action. Their long-standing relationship with the land provides practical guidance for environmental stewardship and building climate resilience. The Government of Yukon works with all Yukon First Nations to deliver programs and services to Yukoners and manage the territory's land and resources.

The Yukon's approach to sustainable tourism

In 2018, the Department of Tourism and Culture led a territory-wide engagement to develop a shared vision for tourism, culminating in the [Yukon Tourism Development Strategy](#) (YTDS). Its vision is for tourism to be a vibrant and sustainable part of the Yukon's economy and society for the benefit of future generations. Yukoners expressed strong support for sustainable tourism development, a thriving tourism economy, and resident support for tourism.

In May 2022, the Government of Yukon became an INSTO member, committing to advancing the measurement of sustainable tourism and its membership requirements of annual public reporting, an annual tourism stakeholder workshop and establishment of a local working group.

To advance this vision, the Yukon uses a system with four interconnected components.

1. **Yukon Tourism Development Strategy (YTDS)** – provides the values and long-term vision for responsible tourism.
2. **Yukon Sustainable Tourism Framework (YSTF)** – defines what is monitored through 17 key elements that are measured and reported on annually.
3. **Yukon Sustainable Tourism Observatory (YSTO)** – is responsible for collecting, analyzing, and reporting the data.
4. **Yukon Sustainable Tourism Working Group (STWG)** – advises on priorities, interpretation, cultural relevance, and alignment with community needs.

Together, these components ensure that tourism monitoring is structured, transparent, and grounded in Yukon communities, cultures and environmental reality.

Yukon Sustainable Tourism Framework

During the YTDS engagement, Yukoners identified the need for a comprehensive system to measure sustainable tourism development. In response, Tourism and Culture created and launched the Yukon Sustainable Tourism Framework (YSTF) in May 2022, drawing on the YTDS vision, the United Nation's INSTO framework, and best practices in sustainable tourism monitoring.



The framework includes 17 key tourism elements, which reflect community priorities, UN guidance, and collaboration with partners including the Yukon Tourism Industry Association, the Yukon First Nations Culture and Tourism Association, the Wilderness Tourism Association of the Yukon, the Klondike Visitors Association, Sport Yukon, the Yukon Historical and Museums Association, and Destination Canada.

Funding for the framework was secured through [Our Clean Future \(OCF\)](#): A Yukon strategy for climate change, energy and a green economy.

Yukon Sustainable Tourism Observatory

As a member of the INSTO, the Government of Yukon is the Yukon Sustainable Tourism Observatory (YSTO), and is responsible for monitoring, analyzing, and reporting on tourism sustainability in the Yukon. It implements the Yukon Sustainable Tourism Framework by collecting data, coordinating partners, and producing annual findings in alignment with the United Nation's INSTO requirements.

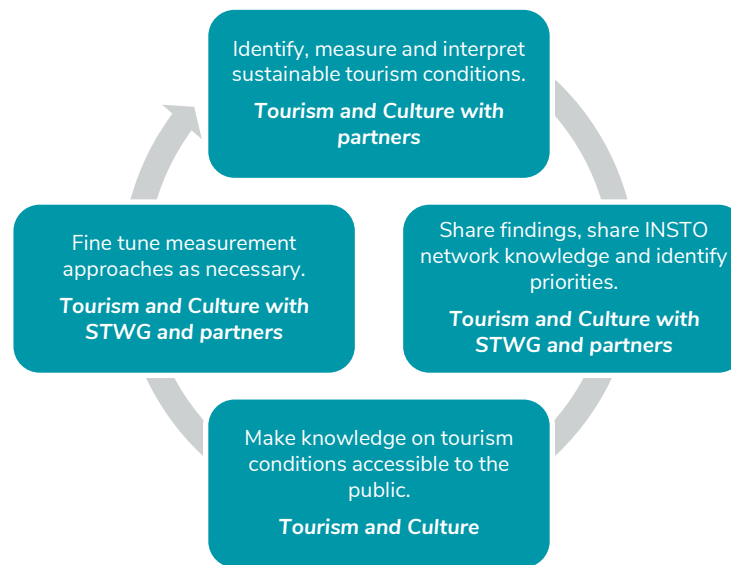
To meet this goal, YSTO's objectives are as follows.

- Coordinate knowledge-creation opportunities on the state of the Yukon's tourism sector;
- Recognize the importance of local knowledge by collaborating with tourism organizations, governments, communities and others to measure and interpret conditions and priorities; and
- Foster sector-wide awareness of sustainable tourism development by ensuring transparency and accessibility of YSTF data, findings and INSTO knowledge.

A visual representation of how YSTO's objective will be met through annual activities is shown in figure 3.



Figure 3: Annual YSTO activities



Sustainable Tourism Working Group

The Yukon's Sustainable Tourism Working Group (STWG) was established in 2022 to support the implementation of the YSTF. It includes representatives from Yukon First Nations, tourism organizations, municipal governments, and the Government of Yukon.

The STWG provides guidance on monitoring priorities, interpretation, community relevance and emerging issues. Over the past two years, the group has met three times and hosted two workshops. Work continues to strengthen consistency and representation as the framework matures.

Monitoring status of key elements

The 17 key elements monitored by the Observatory, along with their goals, are presented in Table 1. Eleven elements are reported on in this two-year report (2023 and 2024), with four being partially monitored; several others currently lack available data, including water management, wastewater management, solid waste management, infrastructure, and public health and safety. Work is underway to address these gaps and improve sustainability reporting in future years.



Table 1: Monitoring status of the Yukon's sustainable tourism key elements

Key Elements	Monitoring Goal	Status	Monitored	Data Source(s)	Frequency of Data Collection
INSTO Key Elements					
1. Resident sentiment	Alignment between sustainable tourism development and Yukoners' core values.	P	No major updates from 2022	Yukon Resident Perceptions of Tourism Survey	Periodic
2. Tourism seasonality	Year-round tourism that maximizes available capacity in the shoulder and winter seasons.	Y	Yes	Visitor Exit Survey Air Arrivals International Border Crossings	Monthly / periodic
3. Accessibility, inclusivity, equity, and diversity	Tourism contributes to accessibility, inclusivity, equity and diversity in the Yukon.	P	No major updates from 2022	Tourism and Culture Parks Canada City of Whitehorse	Annual
4. Economic benefits	A thriving tourism economy.	Y	Yes	Yukon Business Survey Visitor Exit Survey	Every 2 – 5 years
5. Governance	Effective leadership and coordination across the Yukon's tourism sector.	Y	Yes	Tourism and Culture	Annual
6. Employment and human resources	A diverse, skilled and experienced tourism-sector labour force.	Y	Yes	Statistics Canada	Monthly
7. Energy management	Responsible and renewable energy use and management by the Yukon's tourism sector and visitors.	Y	Yes	Energy, mines and resources, Energy branch Tourism and Culture	Annual
8. Solid and hazardous waste management	Responsible management of solid and hazardous waste generated by the Yukon's tourism sector and visitors.	N	No (indicator developmental)	N/A	N/A
9. Wastewater management	Responsible wastewater management by the Yukon's tourism sector and visitors.	N	No (indicator developmental)	N/A	N/A
10. Water management	Responsible water use and management by the Yukon's tourism sector and visitors.	N	No (indicator developmental)	N/A	N/A
11. Climate Action	Sustainable tourism development that addresses climate action.	P	No major updates from 2022	YBS GHG Tourism Model	Occasional



The Yukon's Key Elements					
12. Cultural sustainability	Tourism benefits the Yukon's cultures, communities and heritage.	Y	Yes	Tourism and Culture Visitor Exit Survey	Annual
13. Resident travel	Responsible resident travel.	P	No major updates from 2022	Resident Perception Survey	Every 4 years
14. Visitor sentiment	Positive visitor sentiments towards the Yukon.	Y	Yes	Visitor Exit Survey	Every 5 years
15. Public Health and safety	Keep residents and visitors healthy and safe.	N	No (indicator developmental)	N/A	N/A
16. Infrastructure	Resilient community infrastructure and access to and around the Yukon.	N	No (indicator developmental)	N/A	N/A
17. Natural environment	Tourism contributes to the stewardship and enjoyment of the Yukon's natural environment.	N	No (indicator developmental)	N/A	N/A

Note: Status indicates whether indicators are fully monitored (Y), partially monitored with limited data (P), or not yet monitored pending development of data collection systems (N).



Key elements and indicators

1. Resident sentiment

Resident sentiment measures how Yukoners feel about tourism's economic, social, cultural, environmental and community impacts. This data comes from the Yukon Resident Perceptions of Tourism Survey, developed by Tourism and Culture and conducted by the Yukon Bureau of Statistics (YBS). The most recent data is from 2021. The next survey has not yet been planned.

Resident sentiment is a core sustainability indicator because a thriving tourism sector requires the support of local people. Resident sentiment helps identify benefits, emerging concerns, and whether tourism growth aligns with Yukon values.

Overall perception of tourism

- 91% say tourism is good for Yukon overall
- 89% say it benefits their community.
- 32% agree they personally benefit from tourism.

Economic Impacts

- 96% agree tourism benefits the Yukon's economy.
- 91% agree tourism creates jobs in their community.
- 89% agree it benefits their community's economy.

Social and cultural impacts

- 70% say tourism improves quality of life.
- 63% agree it helps preserve and celebrate culture.
- 20% say tourism makes it harder for Yukoners to enjoy local attractions (up 14% from 2019).

Environmental Impacts

- 23% say tourism negatively affects natural resources.
- 15% say visitors make it hard to enjoy wilderness.



- 25% say tourism causes environmental damage

Community impacts

- 19% say tourism makes it hard to find housing (up from 14% in 2019).
- 37% say visitor traffic negatively affects travel (up slightly from 35% in 2019).

Attitudes towards future growth

Residents are generally supportive, but less so than in 2019:

- 31% want more tourism in their community.
- 36% want more tourism in the Yukon overall.
- 53% want more winter tourism.

Key Trends

- High and stable support for tourism overall and for economic benefits.
- Growing concern about local impacts: housing pressure, access to attractions, and traffic.
- Slight increase in perceived environmental impacts compared to 2019.
- Decline in enthusiasm for tourism growth.

Data Limitations

The most recent Resident Perceptions of Tourism Survey was conducted in 2021, leaving no direct data for 2023 and 2024 reporting years. Responses were collected during the COVID-19 pandemic, which may have influenced attitudes and may not reflect sentiment in a typical tourism environment. Updated survey data is needed to re-establish trend lines and improve future analysis.



2. Tourism seasonality

Tourism seasonality refers to how unevenly visitor activity is distributed throughout the year. The Gini coefficient is used to measure this distribution, where 0 = no seasonality and 1 = extreme concentration. Understanding seasonal patterns helps the Yukon plan for peak periods, support winter and shoulder-season growth and ensure tourism benefits are distributed throughout the year.

2023 and 2024 results

- **Visitors by month** – seasonality remains high and stable, with Gini values of 0.544 in 2017-18 and 0.545 in 2022-23.
- **Air arrivals** – less seasonal than total visitor numbers, as they are also influenced by resident, business, government, and medical travel along with emerging winter tourism. Seasonality decreased from 0.115 in 2019 to 0.099 in 2024.
- **International Border crossings** – road-based visitation remains highly seasonal, with Gini values of 0.556 in 2019, 0.554 in 2023, and 0.563 in 2024.

Table 2: Gini coefficient of tourism seasonality by indicator and year

Year	Visitor Exit Survey	Air Arrivals	Border Crossings
2018	0.544	—	—
2019	—	0.115	0.556
2020	—	0.396	0.220
2021	—	0.349	0.311
2022	—	0.152	0.524
2023	0.545	0.121	0.563
2024	—	0.099	0.554

Sources: Government of Yukon, Department of Tourism and Culture; Statistics Canada.

Notes: Seasonality varies across indicators due to differences in what each dataset measures.

Data Limitations

Indicators measure different traveller segments, so Gini values are not directly comparable across sources. The Visitor Exit Survey is not conducted annually, limiting trend continuity. Air arrivals include non-leisure travel, lowering measured seasonality. Border crossings exclude air visitors and primarily capture road travel.



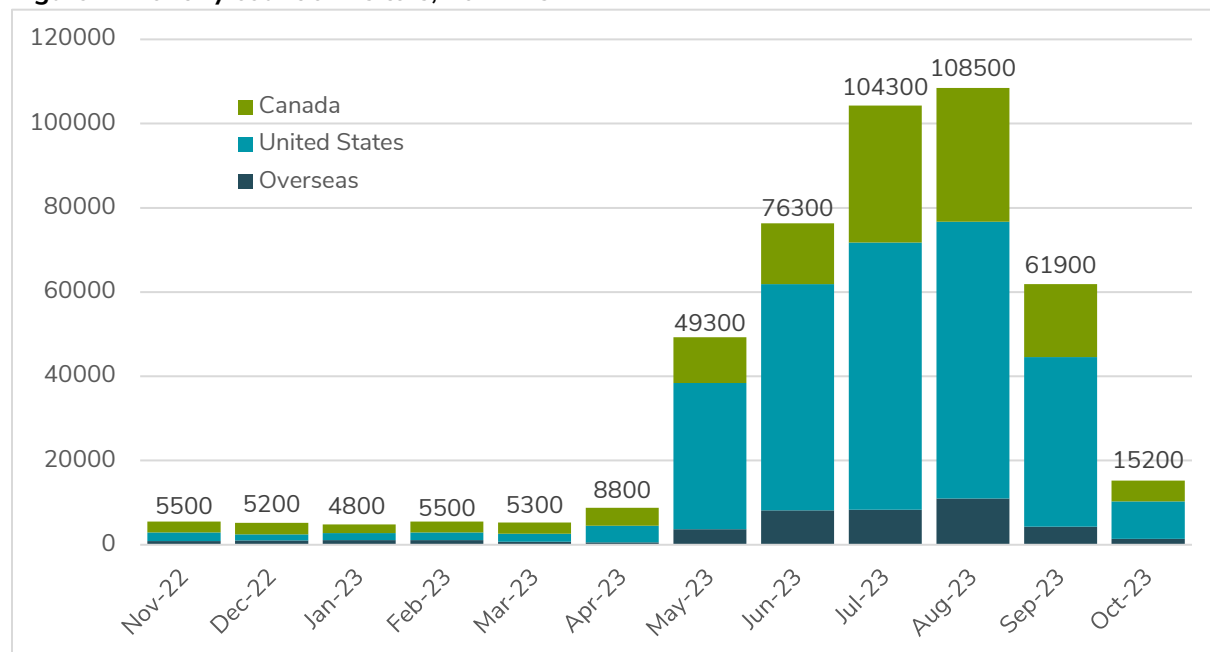
2.1 Visitors to the Yukon by month of visit

One of the clearest indicators of seasonality is the number of visitors coming to the Yukon by month. While this was previously informed by the Visitor Exit Survey, its infrequent timing and release lag limited its usefulness for monitoring short-term trends.

The Department of Tourism and Culture has revised its visitor estimation methodology to integrate multiple data sources, including Statistic's Canada National Travel Survey (NTS) and Visitor Travel Survey (VTS), historical Visitor Exit Survey (VES) data, and Lodging Aligned Spending Data (LASR) from Destination Canada's Tourism Data Collective. This approach enables more timely tracking of seasonal patterns and highlights the value of Canada's Data Collective in supporting evidence-based tourism insights in the Yukon.

In 2022-23, an estimated total of 450,500 visitors came to the Yukon. The majority visited during the period from June to September, accounting for 78% of the total. The month of August recorded the highest number of visitors, while January saw the lowest number.

Figure 4: Monthly count of visitors, 2022-23



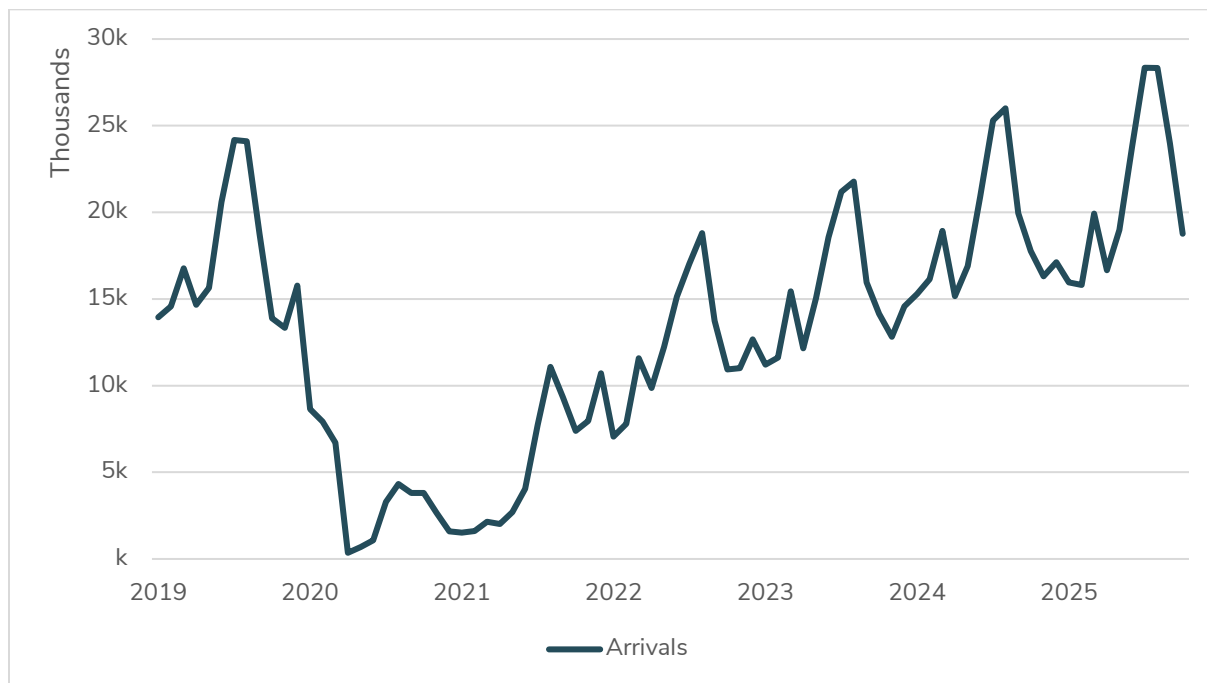
Source: Government of Yukon, [Visitor Exit Survey, 2022-23](#).

2.2 Arrivals at Erik Nielsen Whitehorse International Airport

2024 was a record year for arrivals at Whitehorse International Airport, with a 22% increase over 2023. In August 2024, Yukon hit an all-time high with 26,982 passengers deplaning. This is 11.6% more than the pre-pandemic peak of 24,165 passengers in July 2019.

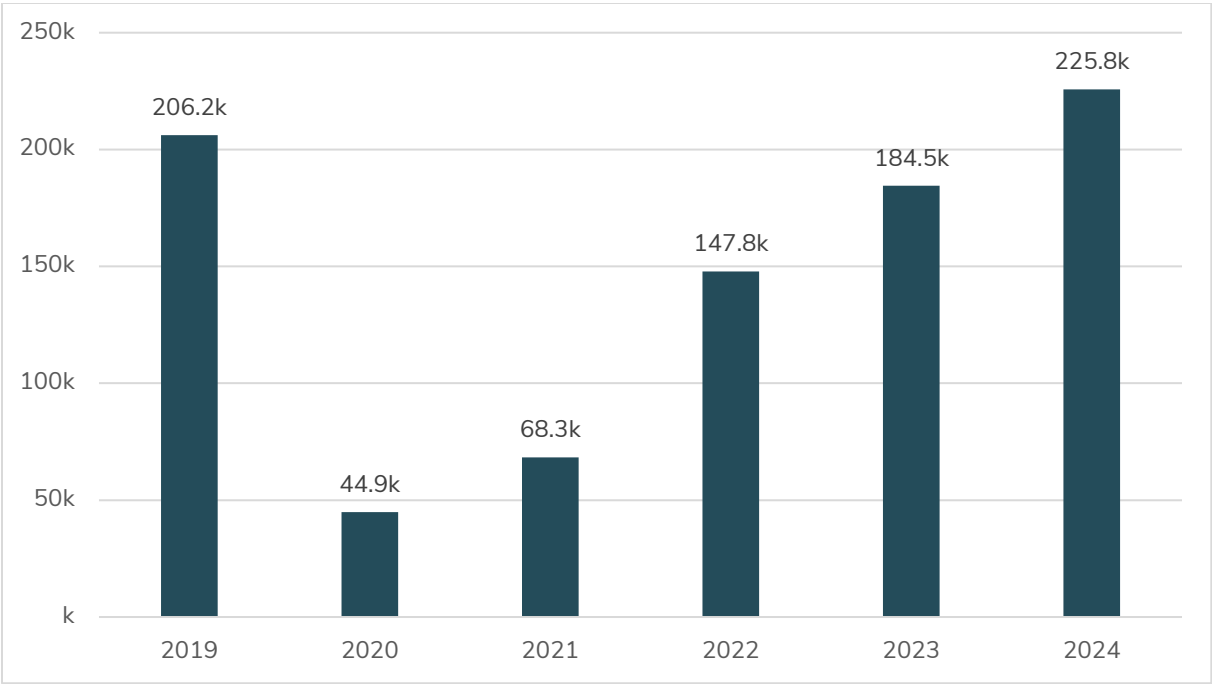
Airport arrival trends show strong seasonal patterns with a large peak in the summer months, and smaller peaks in December and March. Annual airport volumes have shown long-term growth, interrupted only by the pandemic, with 2024 marking a full recovery and the strongest year on record.

Figure 5: Airport arrivals by month



Source: Government of Yukon, Department of Highways and Public Works.

Figure 6: Yearly airport arrivals at Erik Nielsen Whitehorse International Airport



Source: Government of Yukon, Department of Highways and Public Works.

Note: Arrivals include visitors and residents



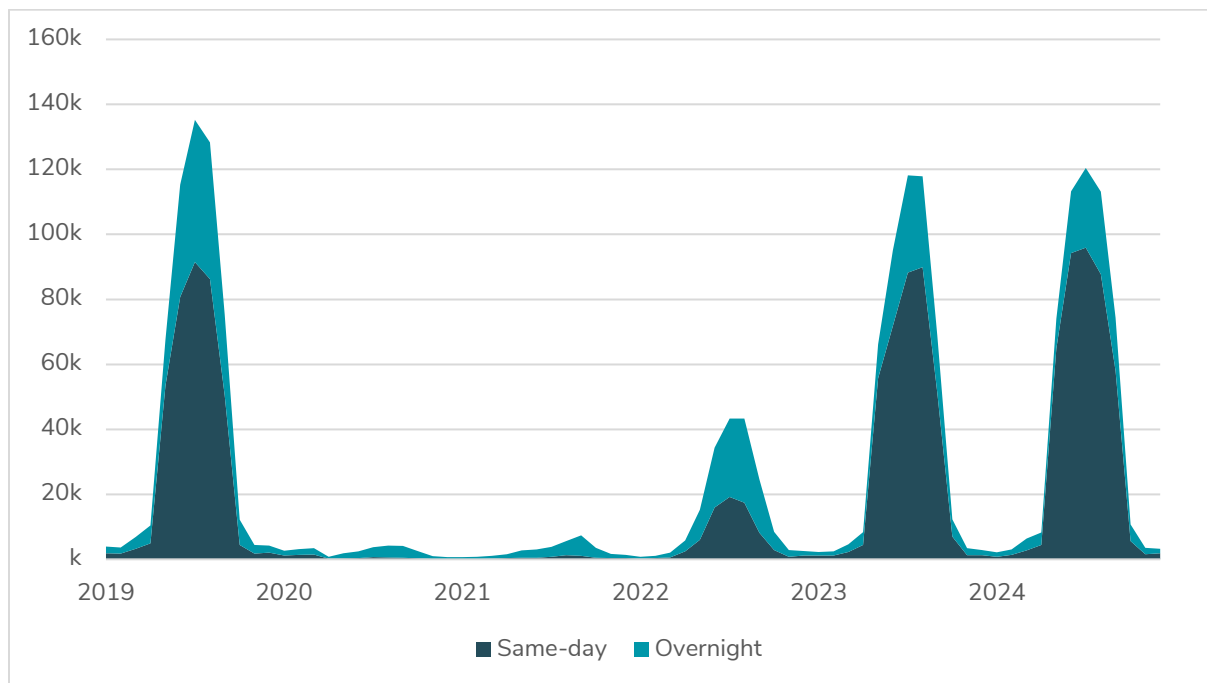
2.3 International border crossings

International border crossings measure the number of people entering the Yukon through ports of entry. This includes U.S., Canadian, and overseas travellers. Border crossings are one of the Yukon's most timely indicators of tourism activity.

2023 and 2024 results

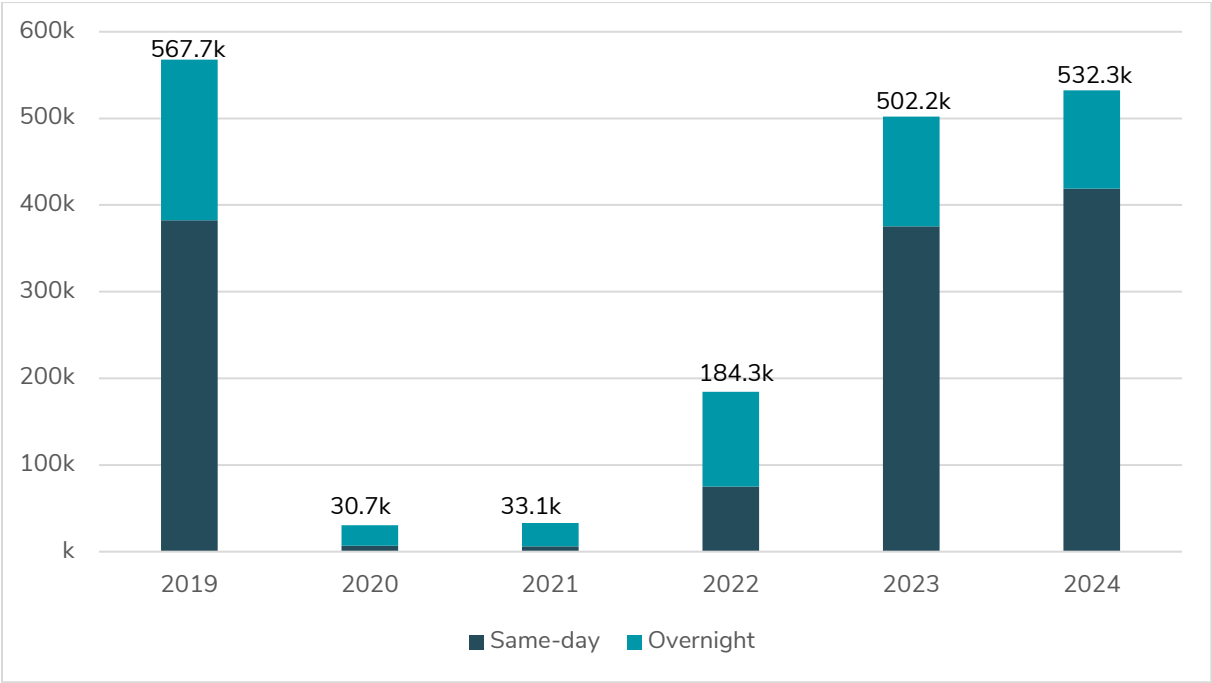
- Border crossings continued their strong recovery, increasing 6% year over year from 502,200 in 2023 to 532,300 in 2024.
- 2024 was still down 7% from the all-time high of 567,700 in 2019.
- Summer traffic returned to near pre-pandemic levels, with monthly crossings surpassing 110,000 in each of June, July, and August 2024.

Figure 7: International border crossings into the Yukon, monthly



Source: Statistics Canada.

Figure 8: Annual international border crossings into the Yukon



Source: Statistics Canada.

Note: Includes domestic, US and overseas land and air travellers and excludes other travellers (immigrants and former residents and crew).

3. Accessibility, inclusivity, equity and diversity

There are a variety of policies and programs designed to increase accessibility throughout the Yukon. Below is a summary of what is in place:

Table 3: Accessibility, diversity, equity and inclusivity policies and programs

Initiative	2023 and 2024 statistics
Gender-neutral outhouses - Yukon Parks (parks, campgrounds, trails, recreation sites)	Available at some locations (outhouses are not present at all parks, trails, or recreation sites)
Gender-neutral washrooms in Government of Yukon Visitor Information Centres (VIC) (Whitehorse VIC pilot project)	1 of 6
Gender-neutral washrooms - Parks Canada (parks, campgrounds, trails, National Historic Sites, Parks Canada visitor centres)	Available at most locations
Wheelchair accessible campsites and campground designs and features at Yukon Parks. (Note: Yukon Parks does not have a way to track the exact number of accessible camping sites or washrooms in their system.)	Available at most locations
The Tombstone Interpretive Centre	1 unisex, wheelchair-accessible washroom
Accessible washrooms – Yukon Visitor Information Centres	Available at some locations
Accessible washrooms - Parks Canada	Available at 6 sites
Public Transit - City of Whitehorse - Conventional fully-accessible low-floor buses	15 of 15
Public Transit - City of Whitehorse - Handy Buses accommodate those whose mobility challenges make it difficult to take conventional buses	3 of 3

Source: Government of Yukon; Parks Canada.

Note: Parks Canada sites include Kluane National Park and Reserve trails and campgrounds, Thechàl Dhàl Visitor Centre, Dá Kú Cultural Centre, Kathleen Lake Campground, Klondike National Historic Sites in Dawson (Palace Grand Theatre, Dredge No. 4, Discovery Claim, Robert Service Cabin), S.S. Klondike National Historic Site, Chilkoot Trail National Historic Site and Ivvavik National Park.



4. Economic benefits

4.1 Gross domestic product attributable to tourism

Tourism continues to be a significant contributor to the Yukon economy. In 2022, tourism accounted for 4.4% of the Yukon's Gross Domestic Product (\$156.7 million), nearly double the share recorded in 2020 (2.2%, \$63.7 million). The Yukon Business Survey is published every two years. Data for 2024 will be available in 2026.

Table 4: GDP (%) attributable to tourism

Year	Per cent of GDP	Million (CAD)
2012	4.3	113.8
2014	3.9	95.9
2016	4.4	117.2
2018	5.0	146.1
2020	2.2	63.7
2022	4.4	156.7

Source: Government of Yukon, [Yukon Business Survey, 2023](#).

Yukon businesses attributed \$400.7 million of their gross revenue in 2022 to tourism, compared to \$146.2 million in 2020.

Table 5: Gross revenue attributed to tourism by Yukon businesses

Year	Million (CAD\$)
2012	249.5
2014	226.9
2016	262.9
2018	367.8
2020	146.2
2022	400.7

Source: Government of Yukon, [Yukon Business Survey, 2023](#).



4.2 Visitor spend

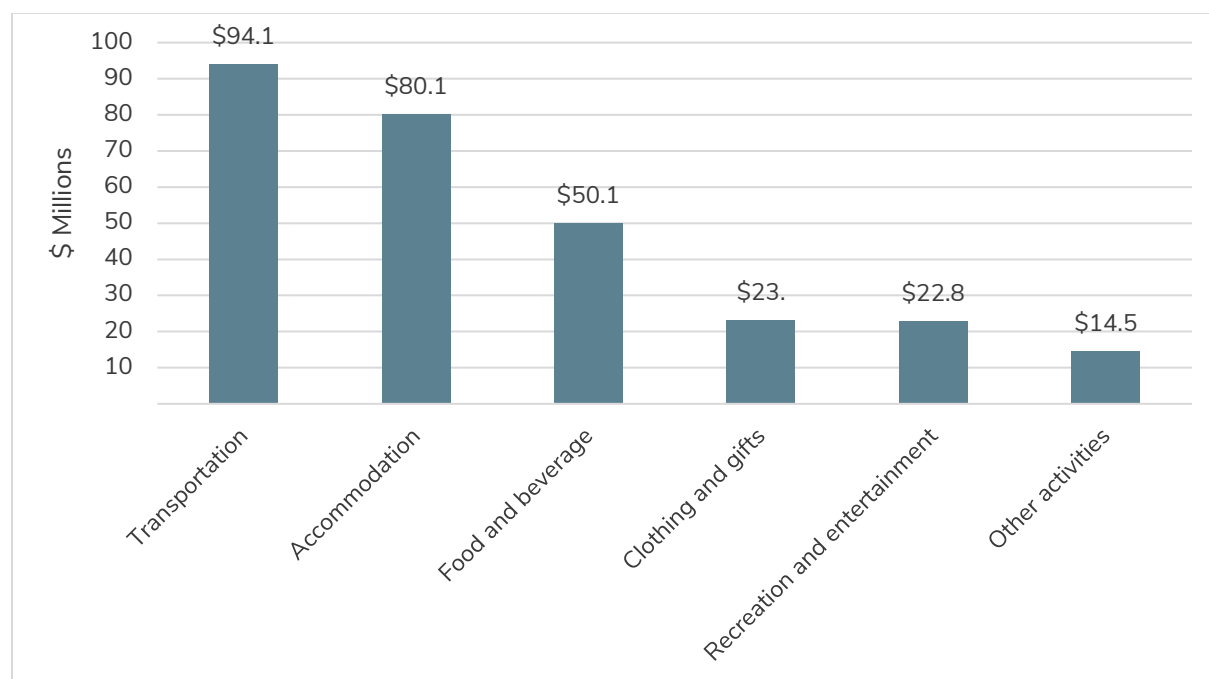
According to the 2022-23 Visitor Exit Survey, visitors spent an estimated \$284.6 million in the Yukon (excluding travel packages). The largest share of spending was on transportation (\$94.1 million, including fuel), followed by accommodation (\$80.1 million), and food and beverages (\$50.1 million). These three categories accounted for over 75% of all visitor expenditures.

Table 6: Total visitor spend in the Yukon, packages excluded (CAD)

Visitor type	Spend type	2022-23
All visitors	Transportation	\$94,062,600
	Accommodation	\$80,139,800
	Food and beverage	\$50,060,300
	Clothing and gifts	\$23,030,100
	Recreation and entertainment	\$22,816,200
	Other activities	\$14,497,100
	Total	\$284,606,100

Source: Government of Yukon, [Visitor Exit Survey, 2022-23](#).

Figure 9: Visitor spend by sector (\$ millions)



Source: Government of Yukon, [Visitor Exit Survey, 2022-23](#)

5. Governance

The Yukon's tourism governance system is built on shared decision-making, cross government coordination, and the integration of Yukon First Nations perspectives. While the strategic foundations of governance are described in *The Yukon's Approach to Sustainable Tourism* [page 10], this section highlights operational governance activities and updates for the years 2023-24.

In 2019, Tourism and Culture developed a Yukon-specific tourism governance model that maintained the advantages of the existing government structure while increasing partner involvement through the Yukon Tourism Advisory Board (YTAB), which includes representatives from Yukon First Nations, cultural organizations, municipalities, and industry.

To improve coordination across departments, the Yukon adopted a one-government approach, and in 2020 established the Deputy Minister's Committee on Tourism.

A key aim of the Yukon Tourism Development Strategy (YTDS) is to set economic, social, and environmental goals. To monitor progress, the Yukon Sustainable Tourism Framework was launched in 2022 with an online dashboard. In 2024, the dashboard was expanded and modernized as the [Yukon Tourism Indicators dashboard](#), offering more indicators, real-time data updates, and improved usability.

The Yukon also promotes responsible visitor behaviour through tools like [Walk with Us - Respectful Travel Guidelines](#) from the Yukon First Nations Culture and Tourism Association (YFNCT).



5.1 Sustainable Tourism Working Group (STWG)

The STWG serves as an implementation partner to the Yukon Sustainable Tourism Framework. Between 2022 and 2024, meeting frequency varied due to staffing transitions. However, work continued on interpretation, indicator refinement, and engagement with First Nations and tourism partners.

Table 7: Sustainable Tourism Working Group and public workshop activities

Activity	2022	2023	2024
STWG Meetings	1 working group meeting / workshop	2 working group meetings	1 working group meeting 1 strategic planning session Terms of reference review
Sustainable tourism public workshops	-	-	1 workshop Topic: EV chargers

Source: Government of Yukon, Department of Tourism and Culture.

5.2 Tourism funding programs

Tourism funding for the sector increased substantially over the past three fiscal years to support destination development and community-based initiatives, reflecting a shift toward more coordinated and responsive tourism governance. In 2023-24, two new funding streams replaced the former Product Development Partnership Program (PDPP):

- Spark Tourism Micro-grant: supports individuals, entrepreneurs, and early-stage operators to develop new visitor experiences and services
- Community Tourism Destination Development Fund (CTDD): supports established businesses, First Nations, and community organizations across the Yukon to develop capital and non-capital projects focused on sustainable tourism development.
- Tourism Cooperative Marketing Fund (TCMF): assists with marketing and promotion activities aimed at attracting visitors and gaining exposure.

These programs help advance YTDS goals by supporting innovation, sustainability, community tourism and marketing development.



Table 8: Tourism funding – amounts awarded

Program	2022-23	2023-24	2024-25
Community Tourism Destination Fund (CTDD)	-	\$1,872,664	\$1,461,840.50
Spark Tourism Micro-grant (formerly PDPP)	\$56,881 (PDPP)	\$7,684	\$110,537
Tourism Cooperative Marketing Fund (TCMF)	\$658,726	\$687,858	\$695,600
Total	\$715,607	\$2,568,206	\$2,267,977

Source: Government of Yukon, Department of Tourism and Culture.

5.3 Land use planning and tourism

Land use planning is a core part of tourism governance because it shapes access, development potential, wilderness experiences and community priorities. Tourism-related land decisions are guided by:

- The Lands Act, Territorial Lands (Yukon) Act, and Land Titles Act
- Yukon First Nation's land-management authorities
- Regional land use plans developed under the *Umbrella Final Agreement*
- The Yukon Environmental and Socio-economic Assessment Act (YESAA)

Land use planning is currently managed through three main laws: the *Lands Act*, the *Territorial Lands (Yukon) Act*, and the *Land Titles Act*. Yukon First Nations also use these tools to manage Settlement Land.



Table 9: Regional Land Use Plan Status (2024)

Region	Traditional Territory / Area	Status (2024)
North Yukon	Vuntut Gwitchin First Nation	Completed
Peel Watershed	Multiple First Nations	Completed
Dawson	Tr'ondëk Hwëch'in	Planning Commission Active
Beaver River Watershed	First Nation of Na-Cho Nyäk Dun	Planning process via. agreement
Northern Tutchone	First Nation of Na-Cho Nyäk Dun, Little Salmon/Carmacks First Nation, Selkirk First Nation	Pre-Planning
Teslin	Teslin Tlingit Council	Pre-Planning
Whitehorse and Southern Lakes	Kwanlin Dün First Nation, Ta'an Kwäch'än Council, Carcross/Tagish First Nation	Pre-Planning
Kluane	Kluane First Nation, Champagne and Aishihik First Nations	Pre-Planning
Kaska Region	Ross River Dena Council, Liard First Nation	Pre-Planning outside Treaty
White River Core Area	White River First Nation	Pre-Planning outside Treaty

Source: Government of Yukon.

5.4 Regulatory updates relevant to tourism

In 2024, several regulatory changes affected tourism operations.

- **Resource Road Regulation (2024):** Introduces reclamation requirements, heritage assessments, and clearer access rules to protect cultural and wilderness areas important to tourism.
- **Animal Protection and Control Act (2024):** Establishes modern welfare standards for sled dogs and horses, supporting safe, ethical operation for dog-mushing and equine tourism.



5.5 Marketing and visitor education

The Yukon continues to promote the territory as a year-round destination. Marketing and visitor-education initiatives, including the [Walk with Us - Respectful Travel Guidelines](#), support responsible travel and reinforce cultural awareness.



6. Employment and human resources

6.1 Number of jobs and wages in the tourism sector

Tourism employment data previously came from the Yukon Bureau of Statistic's Tourism Employment Record (covering 2015-2019). As this report is no longer produced, current analysis focuses on Accommodation and Food Services (A&F), the largest tourism-related sector, using Statistics Canada labour market data. This indicator is included in the Yukon Tourism Indicators Dashboard.

Average weekly earnings in A&F (\$633.15 in 2024) remain significantly lower than the Yukon industrial aggregate (\$1447.08 in 2024) typically about half, though wages have shown modest growth in 2023 and 2024 as shown in the table below. Employment levels have steadily increased since 2020, reflecting recovery from pandemic-related impacts.

Table 10: Average monthly employment and weekly earnings in Accommodation and Food (A&F) services in the Yukon

Year	Average monthly employment *	Average Weekly earnings	Average weekly earnings-industrial aggregate Yukon
2020	1,432	\$548.68	\$1256.50
2021	1,605	\$603.60	\$1299.40
2022	1,733	\$590.29	\$1335.54
2023	1,864	\$590.61	\$1377.35
2024	1,859	\$633.15	\$1447.08

Source: Statistics Canada; Government of Yukon.



7. Energy management

7.1 Tourism buildings and sites with renewable energy systems

Tourism operators across the Yukon continue to adopt renewable energy systems, primarily solar, through both private investment and the Government of Yukon's Climate Change and Energy Solutions programs. The table below summarizes the estimated number of tourism-related buildings with renewable systems in place. The counts are cumulative as of year-end.

Table 11: Number of tourism buildings and sites with renewable energy systems in place

Building Type	2019	2020	2021	2022	2023	2024
Attraction	2	3	3	4	4	4
First Nations visitor/cultural centre	4	5	6	6	6	6
Private business, retail	2	4	4	4	4	4
Private business, food and drink	-	2	3	3	3	4
Private business, hospitality	1	2	2	2	2	3
Total	7	16	18	19	19	21

Source: Government of Yukon, Department of Energy, Mines and Resources.

7.2: Electric vehicle accessibility to Yukon communities

Accessibility to Yukon communities by electric vehicles has expanded significantly due to investments in improved charging infrastructure. In 2019, only 2 of 13 road accessible communities could be conveniently reached from Whitehorse. Network expansion has steadily increased this number, and by 2023, all 13 communities were EV accessible, four years ahead of the 2027 target.



8. Solid and hazardous waste management

There is currently no data collection system that isolates tourism-related solid or hazardous waste in the Yukon. Territorial waste facilities track total waste volumes, but data are not disaggregated by residential, commercial, industrial, or visitor sources. Tourism operators also use a range of disposal methods, and consistent reporting structures are not yet in place.

The 2021 INSTO preliminary study identified potential indicators such as campground waste volumes, diversion rates, recycling availability and waste management practices at tourism businesses. However, these indicators are not routinely measured. As a result, this element remains in development, and future work will focus on identifying partners, defining feasible indicators and piloting data collection in high-use tourism areas.

9. Wastewater management

Wastewater in the Yukon is monitored through municipal systems and territorial oversight of rural lagoon systems, but tourism-specific wastewater impacts are not currently measured. The INSTO preliminary study identified potential indicators, including wastewater volumes at campgrounds, compliance with treatment standards, and greywater practices at tourism businesses.

Given the diversity of municipal, rural, and private systems across the territory, establishing tourism-related wastewater indicators will require new partnerships and consistent reporting approaches. This element remains in development.

10. Water management

The Yukon does not currently measure water use attributable specifically to tourism. While water-use data exist for municipal systems, private wells, and campground infrastructure, these are not linked to tourism activity in a consistent way.

The INSTO preliminary study identified potential indicators such as per-visitor water use, conservation practices at tourism facilities, and pressures on high-use natural areas. Future work may include collaboration with communities, parks, and tourism operators to pilot measurement approaches. This element remains in development.

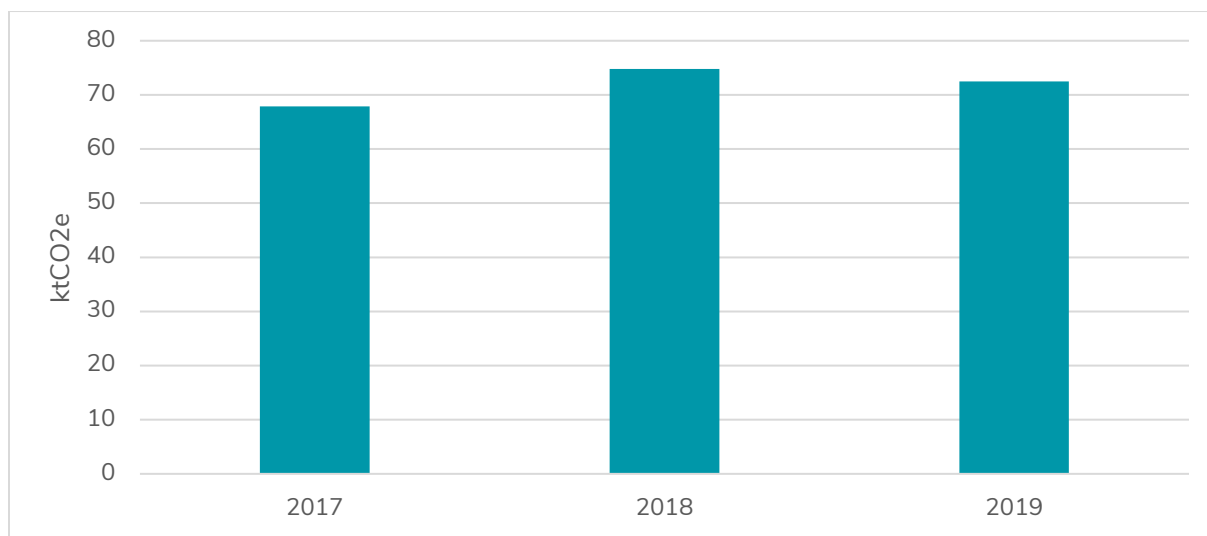


11. Climate action

11.1 Greenhouse gas emissions from tourism

The most recent modelling of tourism-related greenhouse gas emissions was completed for 2017–2019 by the Yukon Bureau of Statistics. Tourism emissions ranged from 67.9 to 74.8 kilotonnes of carbon dioxide equivalent (ktCO₂e), with 2018 being the highest year. No further updates have been produced since 2019; therefore, these values continue to serve as the Yukon's benchmark for this indicator.

Figure 10: Greenhouse gas emissions attributable to the Yukon's tourism

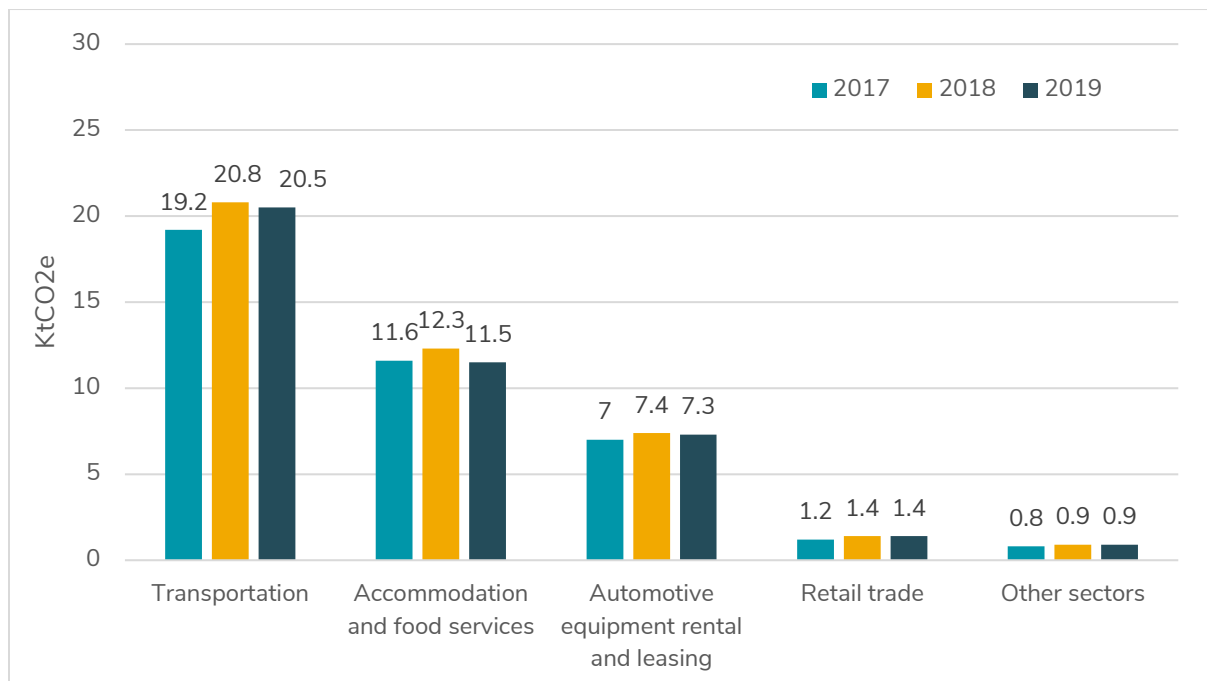


Source: Government of Yukon, [Report on Greenhouse Gas Emissions Attributable to Tourism in the Yukon, 2017-2019](#).

11.2 Emissions by sector

Transportation, accommodation and food services together accounted for over 75% of emissions from tourism-related industries. The sector distribution remained stable across all three years.

Figure 11: Tourism emissions by industry sector, Yukon



Source: Government of Yukon, [Report on Greenhouse Gas Emissions Attributable to Tourism in the Yukon, 2017-2019](#).

11.3 Visitor road travel emissions

Road-travel emissions from visitors represented approximately 15-18% of total tourism emissions over the period, with 2018 reaching the highest level.

11.4 Visitor education

Tourism Yukon offers information to visitors about travelling responsibly and respecting the environment. Examples include:

- Highlighting Leave No Trace principles on TravelYukon.ca
- Supporting the publication of the [Walk With Us – Respectful Travel Guidelines](#)

Parks Canada sites provide climate-related interpretation to help visitors understand environmental change in the Yukon. Examples from 2022:

- Klondike National Historic Sites: Walking tours highlighting permafrost thaw and effects on Dawson City's built heritage.

- Kluane National Park and Reserve: Guided hikes and talks explaining climate change impacts on glaciers, ecosystems, and landscapes.
- Thechàl Dhàl Visitor Centre: Exhibits and conversations on the Ä'äy Chù stream-capture event and shifting hydrology in the valley.

12. Cultural sustainability

12.1 Arts, culture and heritage tourism experiences

The Government of Yukon provides financial support for cultural organizations, artists, heritage attractions, and museums that contribute to the visitor experience. In 2023-24 and 2024-25, the Arts Unit delivered funding through multiple programs:

- Arts Fund
- Arts Operating Funds
- Touring Artist Fund
- Advanced Artist Award
- Culture Quest
- Cultural Industries Training Fund
- New Canadians Event Fund
- Express Micro-grant
- Indigenous Artists and Cultural Carriers Micro-grant
- Creative and Cultural Career Advancement Fund

The Arts Unit also directly funds the Yukon Arts Centre, the Yukon First Nations Culture and Tourism Association (YFNCT), the Northern Cultural Expressions Society, and the Dawson City Arts Society.

The Historic Sites Unit supports projects through the Historic Properties Assistance Program and the Yukon Historic Resources Fund, while the Museums and Heritage Unit provides operational and project funding to 19 First Nation cultural centres and museums.



Table 12: Funding awarded for arts, culture and heritage experiences

Tourism and Culture unit	2021-22	2022-23	2023-24
Arts	\$4,329,907	\$3,981,818	\$4,427,081
Historic Sites	\$92,468	\$55,046*	\$93,144
Heritage (incl. Museums)	\$2,040,000	\$2,336,744	\$2,323,921

Source: Government of Yukon, Department of Tourism and Culture.

*Note: It is believed that numbers are low for 2022-23 Historic Sites projects due to high costs of construction materials that summer (COVID-19 effects), which saw several projects canceled.

12.2 Yukon First Nations tourism experiences

The Government of Yukon and YFNCT continue to collaborate to grow and promote Yukon First Nations tourism. Funding agreements support cultural tourism development, market readiness and visitor experience enhancement.

In 2023-24 and 2024-25, Tourism and Culture invested \$360,000 per fiscal year to YFNCT in support of Yukon First Nations culture and tourism development.

As part of core funding agreements, YFNCT supports Yukon First Nations artists, cultural practitioners, and tourism operators through partnerships, market access initiatives, and capacity-building activities that strengthen cultural sustainability and economic opportunities. These initiatives focus on increasing the visibility of Yukon First Nations arts and culture, supporting creative careers, and connecting Indigenous experiences with domestic and international visitors.

In 2024, YFNCT partnered with the Northwest Territories Arts Program and the Southwestern Association for Indian Arts to support a juried cohort of Yukon and NWT Indigenous artists to participate in the Santa Fe Indian Market in New Mexico, USA. The market, which attracts approximately 100,000 visitors annually and features over 800 Indigenous artists from across North America, provided participating artists with opportunities for direct sales, professional networking, and engagement with international collectors and galleries. This initiative expanded international market



access for Yukon First Nations artists while promoting the territory's cultural diversity to a global audience.

12.3 Partnerships for Indigenous tourism development

Since 2018, the Government of Yukon, the Indigenous Tourism Association of Canada (ITAC), and YFNCT have partnered under a Memorandum of Understanding (MOU). This collaboration brings together First Nation governments, development corporations, and tourism organizations to support Indigenous tourism development, training, business growth, and cultural leadership. These partnerships contribute to long-term cultural sustainability by supporting Indigenous-led tourism development that reflects Yukon First Nations values, knowledge systems, and governance.

12.4 Visitor participation in cultural and sporting experiences

The 2022-23 Visitor Exit Survey highlights strong engagement with cultural and community events:

- 36,200 visitors attended a Yukon First Nations cultural festival or event
- 18,200 attended an arts or music festival
- 12,600 attended an organized sports event

These activities enhance visitor experiences and contribute to cultural vibrancy across the territory.



12.5 Respectful travel guidance

In 2023, YFNCT launched [Walk with Us - Respectful Travel Guidelines](#). These guidelines are based on the knowledge, stories and wisdom of Elders and Knowledge Keepers representing all eight Indigenous language groups in the Yukon. As outlined in the Guidelines:

The Guidelines are intended as an educational tool to build cultural awareness and understanding of the traditional values of Share, Care, Respect and Relationship Building as they relate to travel on and engagement with the land, water, culture and communities. These ancestral teachings are common to all Yukon First Nations and are intended to help educate everyone including, but not limited to, visitors, Yukoners, and tourism service providers and their staff.

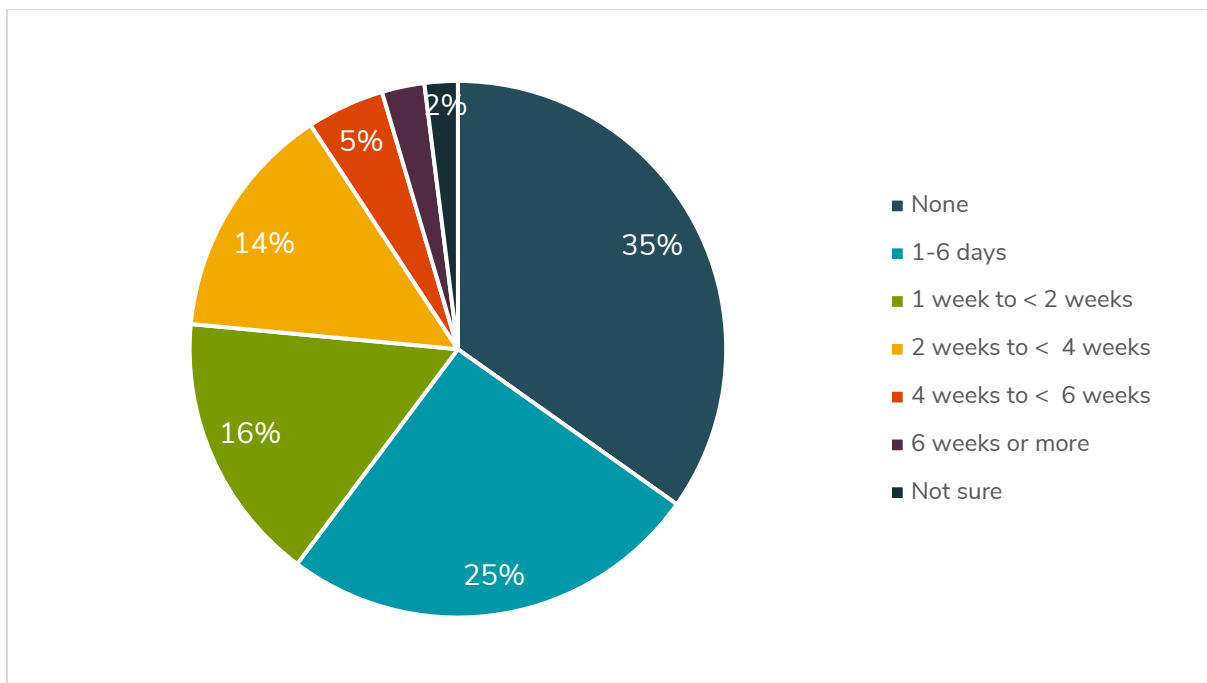
The Guidelines are distributed through visitor information centres across the Yukon and shared online, supporting culturally informed and respectful visitor behaviour across the territory.



13. Resident travel

The last Resident Perception of Tourism Survey was conducted in 2021. In the survey, two-thirds of Yukon residents reported they spent at least one leisure day in another Yukon community, while a third of Yukon residents (35%) did not spend any recreational travel time in other Yukon communities. The survey will be updated in 2026.

Figure 12: Number of vacation days spent in the Yukon outside of your home community to another location in the Yukon for leisure or recreational purposes in 2020



Source: Government of Yukon, [2021 Resident Perception of Tourism Survey](#).

14. Visitor sentiment

14.1 Visitor satisfaction with the Yukon as a destination

Visitor satisfaction with the Yukon remains consistently high across survey years. The Net Promoter Score (NPS) is used to measure the likelihood that visitors will recommend the Yukon to friends or colleagues.

Table 13: Net Promoter Score (NPS)

Survey year	% Promoters	% Detractors	NPS
2018-19	83%	2%	+81
2022-23	87%	3%	+84

Source: Government of Yukon, [Visitor Exit Survey, 2022-23](#).

Across both surveys, the most frequent score selected was 10 out of 10, indicating very strong enthusiasm for recommending the Yukon.

Table 14: Likelihood of visiting the Yukon again

Survey year	Very Likely to Return (9–10)	Unlikely to Return (0–6)
2018-19	61%	26%
2022-23	72%	16%

Source: Government of Yukon, [Visitor Exit Survey, 2022-23](#).

The data suggests growing intent to revisit, with a notable decrease in the share of visitors unlikely to return.



14.2 Visitor satisfaction with visitor information centre (VIC) experiences

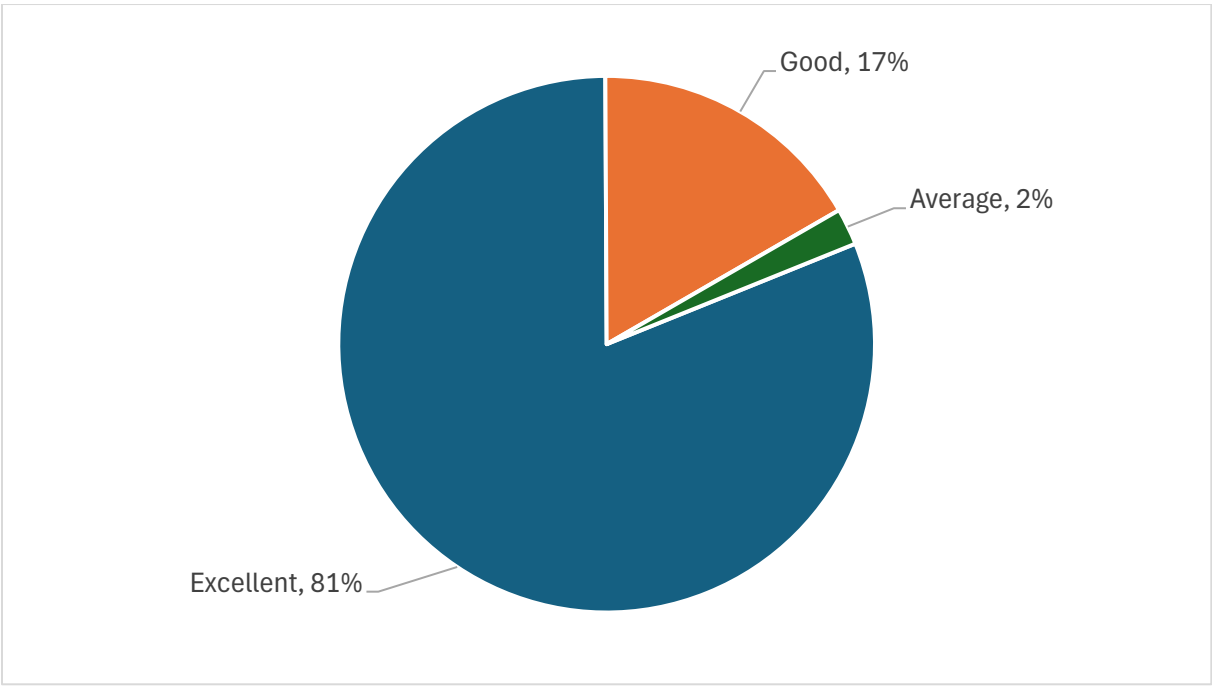
Visitor satisfaction with Yukon’s six visitor information centres remains consistently high, reflecting the centres’ role in supporting informed, respectful, and well-managed visitation. Across 2022-2024, the vast majority of visitors rated their experience as excellent or good, with very few negative ratings. Satisfaction is increasing with excellent ratings rising from 81% in 2023 to 82.9% in 2024.

Table 15: VIC satisfaction by year (% of respondents)

Rating	2022	2023	2024
Excellent	77%	81%	83%
Good	20%	17%	15%
Average	2%	2%	2%
Poor	0%	0%	0%
Terrible	0%	0%	0%

Source: Government of Yukon, Department of Tourism and Culture.

Figure 13: Visitor satisfaction with visitor information centre experiences, 2022-2024



Source: Government of Yukon, Department of Tourism and Culture

15. Public health and safety

Public health and safety data are collected across multiple departments and services, including emergency response, environmental health, highway safety, search and rescue, and parks. However, these datasets are not currently linked to tourism activity, making it difficult to distinguish visitor-related incidents from those involving residents.

The 2021 INSTO preliminary study identified potential indicators such as emergency call-outs at tourism sites, food-safety inspections of visitor-serving businesses, and reported incidents in wilderness areas. These indicators are not yet implemented, and this element remains in development.

16. Infrastructure

Infrastructure – such as roads, airports, trails, visitor facilities, campgrounds, and digital connectivity – is directly linked to tourism and the sustainability of the sector. The Yukon does not currently have a coordinated approach to measuring infrastructure condition, capacity, or investment from a tourism-specific perspective.

The INSTO preliminary study identified potential indicators such as road conditions on key tourism corridors, EV charging availability, public transit accessibility, and community infrastructure readiness. While some relevant data exist, they are not yet integrated within a tourism framework. This element remains in development.

17. Natural environment

The natural environment – including the land, water, air, ecosystems, and natural resources – is central to the Yukon's tourism experience, but there is currently no territory-wide system linking environmental conditions to tourism pressure or visitation. Environmental monitoring occurs across departments and agencies, but these datasets are not combined with tourism data.

The INSTO preliminary study proposed indicators such as visitor pressure on high-use trails, campsite impacts, disturbance hotspots, and compliance with environmental protection measures. These indicators remain in development.



Conclusion

Tourism in the Yukon continued to stabilize and grow over 2023 and 2024, with many indicators reaching or surpassing pre-pandemic levels. Visitor volumes, airport arrivals, same-day border crossings and overall spending all increased, reflecting renewed demand for Yukon experiences and the resilience of the tourism sector. Visitor satisfaction remains exceptionally high, and most travellers express strong intent to recommend the territory and return in the future. Yukon residents also continue to view tourism positively, especially its economic contributions, although concerns remain around housing, traffic, and impacts on local amenities.

As tourism activity rebounds and continues to grow, understanding and managing its social, environmental, and economic impacts becomes increasingly important. Across most of the 17 key elements explored in above sections, the Yukon made progress in strengthening monitoring and reporting. The expanded Yukon tourism indicators dashboard and continued work of the Sustainable Tourism Working Group demonstrate a commitment to transparency, collaboration, and evidence-based decision-making. Investments in renewable energy, EV accessibility, cultural programming, and community-based tourism development further support the long-term vision outlined in the Yukon Tourism Development Strategy.

At the same time, several key elements remain under development, including solid and hazardous waste, wastewater, water management, infrastructure, and public health and safety. These gaps primarily reflect the absence of established data systems rather than a lack of activity on the ground. Building partnerships, defining practical indicators, and piloting data collection in priority areas will be important steps for improving the completeness of future reports.

Looking ahead, continued collaboration with First Nations governments, communities, industry partners, and researchers will be essential to advancing sustainable tourism. As visitation grows and climate, infrastructure, and social pressures evolve, strong governance, adaptive monitoring, and cultural and environmental stewardship will play an increasingly central role. This report provides a foundation for that work, highlighting successes, identifying gaps, and supporting an ongoing commitment to ensuring that



tourism in the Yukon remains vibrant, responsible, and aligned with the values of those who live here.



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Acronyms and abbreviations

CAD	Canadian dollars
CTDD	Community Tourism Destination Development Fund
EV	Electric vehicle
GDP	Gross domestic product
GHG	Greenhouse gas
INSTO	International Network of Sustainable Tourism Observatories
ITAC	Indigenous Tourism Association of Canada
NPS	Net Promoter Score
OCF	Our Clean Future
PDPP	Product Development Partnership Program
STWG	Sustainable Tourism Working Group
TCMF	Tourism Cooperative Marketing Fund
UFA	Umbrella Final Agreement
UN	United Nations
UNWTO	United Nations World Tourism Organization
VES	Visitors Exit Survey
VIC	Visitor Information Centre
YESAA	Yukon Environmental and Socioeconomic Assessment Act
YFNCT	Yukon First Nations Culture and Tourism Association
YSTF	Yukon Sustainable Tourism Framework
YSTO	Yukon Sustainable Tourism Observatory
YTAB	Yukon Tourism Advisory Board
YTDS	Yukon Tourism Development Strategy



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