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Tourism Industry Winds Up 2023-2024 Winter Season – Mixed Results

Whitehorse: Another winter tourism season in the Yukon is complete, the second since the Covid crisis. Tourism numbers have rebounded for some to previous record levels, but operators are reporting a number of challenges we predicted coming out of Covid, such as rising costs, threateningly high debt burdens, and sluggish return of demand from the Asia-Pacific region.

“There is satisfaction and cautious optimism from most operators, but numerous challenges remain” says Past TIA Yukon Chair, Neil Hartling.

One key emerging concern among winter operators is the threat that recently announced Visa requirements from Mexico will stifle Yukon’s fastest growing winter tourism market.

“Mexico has become a very hot market for winter tourism in the Yukon, and we look forward to engage with our members and the sector at large at our upcoming Spring Conference to discuss this and other emergent themes in our tourism industry” states TIA Yukon Executive Director Dylan Soo.

April 26 and 27 will be the first TIA Yukon Tourism Conference in four years, and the first return to Whitehorse in seven years. We are excited about the opportunity for the tourism industry to gather, celebrate successes, learn, and to prepare for the immediate summer season as well as next winter season.

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