

# YUKON TOURISM INDICATORS

## AUGUST 2008



### SUMMARY

#### **Overview**

- Thus far in 2008, visitation to Yukon has experienced a decrease. American private vehicle traffic and motorcoach traffic have been negatively affected by the high price of fuel, the high value of the Canadian dollar and an economic slowdown in the United States. This downturn is part of a Canada-wide trend affecting most other jurisdictions. However, the decrease in American traffic has been partly offset by increased visitation by other overseas travellers so far in 2008.

#### **Monthly Border Crossings**

- Overall border crossings to Yukon decreased by 9% compared to August 2007 (7,008 fewer travellers).

#### **Year-to-Date Border Crossings**

- Year-to-date border crossings (January to August 2008) indicate a decrease in visitation over the same time period last year. Overall visitation has decreased by 9% (23,774 fewer visitors). Border crossings indicate a total of 249,020 visitors from January to August 2008.

#### **Visitor Information Centres**

- In August 2008, 61,540 visitors signed in at Yukon Visitor Information Centres. This is a 1% increase compared to August 2007.
- Year-to-date increases have been observed at the Beaver Creek, Dawson City and Whitehorse Visitor Information Centres. The Carcross, Haines Junction and Watson Lake Centres have experienced decreased traffic during the same time period.

#### **Whitehorse International Airport**

- The Whitehorse International Airport recorded a 1% decrease in the number of travellers enplaning and/or deplaning in Yukon compared to August 2007. A total of 26,393 passengers enplaned and/or deplaned during August, a decrease of 389 travellers.

## BORDER CROSSING STATISTICS

Visitation to Yukon was down by 9% (or 7,008 visitors) compared to August 2007 (see table below). There were decreases in both private vehicle traffic (down 7% or 3,088 visitors) and motorcoach traffic (down 13% or 3,920 visitors). By origin, decreases were present among U.S. travellers (down 15% or 8,111 visitors) and Canadian travellers (down 18% or 1,389 visitors). Increases were present among Yukoners (up 51% or 2,475 people) and foreign travellers (up 17 people).

AUGUST	2007	2008	change +/-	% change
Private Vehicle	44,444	41,356	-3,088	-7%
Motorcoach	31,013	27,093	-3,920	-13%
<b>TOTALS</b>	<b>75,457</b>	<b>68,449</b>	<b>-7,008</b>	<b>-9%</b>
US	55,422	47,311	-8,111	-15%
Yukon	4,835	7,310	2,475	51%
Canada	7,710	6,321	-1,389	-18%
Others	7,490	7,507	17	0%

Aug Private Vehicle 2007/08 Change		
	+/-	% Change
US Citizens	-3,931	-13%
Yukon Residents	2,456	51%
Canadian	-1,779	-30%
Others	166	4%
<b>TOTAL</b>	<b>-3,088</b>	<b>-7%</b>

**Private vehicle traffic** saw increases among Yukoners (up 51% or 2,456 visitors) and foreign travellers (up 4% or 166 visitors). Decreases were present among U.S. travellers (down 13% or 3,931 visitors) and Canadian travellers (down 30% or 1,779 visitors).

Aug Motorcoach 2007/08 Change		
	+/-	% Change
US Citizens	-4,180	-16%
Yukon Residents	19	211%
Canadian	390	22%
Others	-149	-5%
<b>TOTAL</b>	<b>-3,920</b>	<b>-13%</b>

Of **motorcoach traffic**, there were decreases among U.S. travellers (down 16% or 4,180 visitors) and foreign travellers (down 5% or 149 visitors). Increases were present among Yukoners (up 19 people) and Canadian travellers (up 22% or 390 visitors).

### Port of Arrival

Border crossings decreased through all ports in August. Beaver Creek port decreased by 13% (down 2,654 visitors), Fraser Camp decreased by 6% (down 2,731 visitors), Little Gold port decreased by 10% (down 473 visitors) and Pleasant Camp decreased by 16% (down 1,150 visitors).

AUGUST	2007	2008	+ / -	% Change
Beaver Creek	20,064	17,410	-2,654	-13%
Fraser	43,612	40,881	-2,731	-6%
Little Gold	4,605	4,132	-473	-10%
Pleasant	7,176	6,026	-1,150	-16%
<b>TOTAL</b>	<b>75,457</b>	<b>68,449</b>	<b>-7,008</b>	<b>-9%</b>

## BORDER CROSSING STATISTICS

### Same Day Travel

Same-day travel decreased by 9% (or 3,746 visitors) compared to August 2007. Private vehicle traffic increased by 2% (or 324 visitors), while motorcoach traffic decreased by 15% (or 4,070 visitors). By origin, decreases were noted among American travellers (down 13% or 4,112 visitors) and Canadian travellers (down 31% or 1,145 visitors). Traffic increased among Yukoners (up 58% or 1,458 people) and foreign travellers (up 2% or 53 visitors).

<b>AUG Sameday</b>	2007	2008	change +/-	% change
Private Vehicle	14,179	14,503	324	2%
Motorcoach	27,993	23,923	-4,070	-15%
<b>TOTALS</b>	<b>42,172</b>	<b>38,426</b>	<b>-3,746</b>	<b>-9%</b>
US	32,870	28,758	-4,112	-13%
Yukon	2,517	3,975	1,458	58%
Canada	3,673	2,528	-1,145	-31%
Others	3,112	3,165	53	2%

### One or More Night

One or more nights visitation decreased by 10% (or 3,226 visitors) compared to August 2007. Private vehicle traffic decreased by 11% (down 3,416 visitors) while motorcoach traffic increased by 5% (up 150 visitors). American traffic decreased (down 18% or 4,003 visitors), Canadian traffic decreased by 6% (or 244 visitors) and foreign traffic decreased by 1% (or 36 visitors). An increase was noted among Yukoners (up 44% or 1,017 people).

<b>AUG 1+ Nights</b>	2007	2008	change +/-	% change
Private Vehicle	30,265	26,849	-3,416	-11%
Motorcoach	3,020	3,170	150	5%
<b>TOTALS</b>	<b>33,285</b>	<b>30,019</b>	<b>-3,266</b>	<b>-10%</b>
US	22,552	18,549	-4,003	-18%
Yukon	2,318	3,335	1,017	44%
Canada	4,037	3,793	-244	-6%
Others	4,378	4,342	-36	-1%

## BORDER CROSSING STATISTICS

### Year-To-Date

Year-to-date travel was down by 9% (or 23,774 visitors) compared to the same time period last year (see table below). Decreases were noted in both private vehicle traffic (down 7% or 11,186 visitors) and motorcoach traffic (down 11% or 12,588 visitors). Declines were also present among American travellers (down 14% or 27,897 visitors) and Canadian travellers (down 14% or 3,614 visitors).

Year-to-date figures show increases in border crossings by Yukoners (up 28% or 6,504 people) and foreign travellers (up 5% or 1,233 visitors).

Aug - YTD	2007	2008	change +/-	% change
Private Vehicle	162,427	151,241	-11,186	-7%
Motorcoach	110,367	97,779	-12,588	-11%
<b>TOTALS</b>	<b>272,794</b>	<b>249,020</b>	<b>-23,774</b>	<b>-9%</b>
US	198,584	170,687	-27,897	-14%
Yukon	23,067	29,571	6,504	28%
Canada	26,310	22,696	-3,614	-14%
Others	24,833	26,066	1,233	5%

### Marine Crossings

At total of 2,538 visitors crossed into the Yukon through the marine port of Dawson City, an 8% decrease (or 208 fewer visitors) compared to August 2007. Decreases were noted among American travellers (down 9% or 208 visitors) and foreign travellers (down 13% or 31 visitors). Canadian traffic increased by 14% (or 31 visitors).

AUGUST MARINE	2007	2008	change +/-	% change
Boat Trips	31	31	0	0%
<b>TOTAL PASSENGERS</b>	<b>2746</b>	<b>2538</b>	<b>-208</b>	<b>-8%</b>
US Citizens	2282	2074	-208	-9%
Canadian Citizens	227	258	31	14%
Others	237	206	-31	-13%

## YUKON VISITOR INFORMATION CENTRE STATISTICS

In August 2008, 61,540 visitors signed in at Yukon Visitor Information Centres (see table below). This is a 1% increase (or 583 visitors) compared to August 2007. Increases at VICs were noted in Beaver Creek (up 9% or 328 visitors), Carcross (up 20% or 4,566 visitors) and Watson Lake (up 1% or 94 visitors). Decreases were noted in Dawson City (down 14% or 1,249 visitors), Haines Junction (down 23% or 1,337 visitors), and Whitehorse (down 14% or 1,819 visitors).

VIC STATISTICS BY MONTH - AUGUST				
VIC	2007	2008	+ / -	% Change
BEAVER CREEK	3,662	3,990	328	9%
CARCROSS	22,664	27,230	4,566	20%
DAWSON CITY	9,023	7,774	-1,249	-14%
HAINES JCT.	5,783	4,446	-1,337	-23%
WATSON LAKE	6,408	6,502	94	1%
WHITEHORSE	13,417	11,598	-1,819	-14%
<b>TOTAL</b>	<b>60,957</b>	<b>61,540</b>	<b>583</b>	<b>1%</b>

To date this season (May to August), 193,366 visitors have signed in at Visitor Information Centres. This is an 11% decrease (23,776 fewer visitors) compared to the same time period last year. Increases in VICs for this season have been present in Beaver Creek (up 16% or 1,714 visitors), Dawson City (up 3% or 921 visitors) and Whitehorse (up 2% or 1,178 visitors). Decreases have been noted in Carcross (down 24% or 20,449 visitors), Haines Junction (down 22% or 4,131 visitors) and Watson Lake (down 11% or 3,009 visitors).

VIC STATISTICS YEAR TO DATE - AUGUST				
VIC	2007	2008	+ / -	% Change
BEAVER CREEK	10,867	12,581	1,714	16%
CARCROSS	85,150	64,701	-20,449	-24%
DAWSON CITY	26,943	27,864	921	3%
HAINES JCT.	19,134	15,003	-4,131	-22%
WATSON LAKE	27,776	24,767	-3,009	-11%
WHITEHORSE	47,272	48,450	1,178	2%
<b>TOTAL</b>	<b>217,142</b>	<b>193,366</b>	<b>-23,776</b>	<b>-11%</b>

Canadian visitors increased by 6% (up 1,017 visitors), American visitors decreased by 3% (down 869 visitors) and foreign visitors increased by 4% (up 435 visitors) compared to August 2007.

## YUKON VISITOR INFORMATION CENTRE STATISTICS

VISITOR STATISTICS FOR THE MONTH OF AUG 2007				
CENTRE	CANADA	USA	FOREIGN	TOTAL
Beaver Creek	407	1,892	1,363	3,662
Carcross	4,342	15,659	2,663	22,664
Dawson City	2,657	4,459	1,907	9,023
Haines Jct.	1,943	3,105	735	5,783
Watson Lake	2,583	2,771	1,054	6,408
Whitehorse	5,131	4,934	3,352	13,417
<b>TOTALS</b>	<b>17,063</b>	<b>32,820</b>	<b>11,074</b>	<b>60,957</b>

VISITOR STATISTICS FOR THE MONTH OF AUG 2008				
CENTRE	CANADA	USA	FOREIGN	TOTAL
Beaver Creek	694	1,673	1,623	3,990
Carcross	6,416	17,241	3,573	27,230
Dawson City	2,284	3,526	1,964	7,774
Haines Jct.	849	2,810	787	4,446
Watson Lake	2,932	2,530	1,040	6,502
Whitehorse	4,905	4,171	2,522	11,598
<b>TOTALS</b>	<b>18,080</b>	<b>31,951</b>	<b>11,509</b>	<b>61,540</b>

VISITOR STATISTICS AUG 2007/2008				
CENTRE	2007	2008	+/- Change	% Change
Beaver Creek	3662	3990	328	9%
Carcross	22664	27230	4566	20%
Dawson City	9023	7774	-1249	-14%
Haines Jct.	5783	4446	-1337	-23%
Watson Lake	6408	6502	94	1%
Whitehorse	13417	11598	-1819	-14%
<b>TOTAL</b>	<b>60,957</b>	<b>61,540</b>	<b>583</b>	<b>1%</b>

VISITOR STATISTICS AUG 2007/2008				
+/- % change	CANADA	USA	FOREIGN	TOTAL
Beaver Creek	287	-219	260	328
% change	71%	-12%	19%	9%
Carcross	2,074	1,582	910	4,566
% change	48%	10%	34%	20%
Dawson City	-373	-933	57	-1,249
% change	-14%	-21%	3%	-14%
Haines Jct.	-1,094	-295	52	-1,337
% change	-56%	-10%	7%	-23%
Watson Lake	349	-241	-14	94
% change	14%	-9%	-1%	1%
Whitehorse	-226	-763	-830	-1,819
% change	-4%	-15%	-25%	-14%
<b>TOTAL</b>	<b>1,017</b>	<b>-869</b>	<b>435</b>	<b>583</b>
<b>% change</b>	<b>6%</b>	<b>-3%</b>	<b>4%</b>	<b>1%</b>

NOTE: Visitor Information Centre statistics are compiled from voluntary visitor sign-in sheets and are an indication of information centre visitation trends only. They are not intended to be an accurate record of all visitations to the Yukon.