

YUKON TOURISM INDICATORS

AUGUST 2009



SUMMARY

Monthly Border Crossings

- Overall border crossings to Yukon decreased by 11% compared to August 2008 (7,812 fewer travellers).
- Private vehicle traffic decreased by 9% (3,541 fewer travellers), while motorcoach traffic decreased by 16% (4,271 fewer visitors) compared to August 2008.
- Same day travel decreased by 11% (4,217 fewer visitors), while one or more nights visitation decreased by 12% (3,591 fewer visitors).

Year-to-Date Border Crossings

- Year-to-date border crossings (January to August 2009) indicate a decrease in visitation over the same time period last year. Overall visitation decreased by 8% (19,547 fewer visitors). Border crossings indicate a total of 229,473 visitors from January to August 2009.

Visitor Information Centres

- In August 2009, 59,009 visitors signed in at Yukon Visitor Information Centres. This is a 4% decrease compared to August 2008.
- Decreases thus far this year have been observed at the Beaver Creek, Dawson City, Haines Junction and Watson Lake Visitor Centres. The Carcross and Whitehorse Visitors Centres experienced increased traffic during the same time period.

Whitehorse International Airport

- The Whitehorse International Airport recorded a 9% increase in the number of travellers enplaning and/or deplaning in the Yukon compared to August 2008. A total of 28,789 passengers enplaned and/or deplaned during August, an increase of 2,391 travellers.

BORDER CROSSING STATISTICS

Visitation to Yukon was down by 11% (or 7,812 visitors) compared to August 2008 (see table below). Private vehicle traffic decreased by 9% (or 3,541 visitors) while motorcoach traffic decreased by 16% (or 4,271 visitors). By origin, decreases were present among U.S. travellers (down 13% or 5,931 visitors), Yukoners (down 17% or 1,266 people) and foreign travellers (down 14% or 1,071 visitors). Increases were present among Canadian travellers (up 7% or 456 visitors).

AUGUST	2008	2009	change +/-	% change
Private Vehicle	41,356	37,815	-3,541	-9%
Motorcoach	27,093	22,822	-4,271	-16%
TOTALS	68,449	60,637	-7,812	-11%
US	47,311	41,380	-5,931	-13%
Yukon	7,310	6,044	-1,266	-17%
Canada	6,321	6,777	456	7%
Others	7,507	6,436	-1,071	-14%

Aug Private Vehicle 2008/09 Change		
	+/-	% Change
US Citizens	-1,293	-5%
Yukon Residents	-1,238	-17%
Canadian	-140	-3%
Others	-870	-20%
TOTAL	-3,541	-9%

Private vehicle traffic saw decreases among U.S. travellers (down 5% or 1,293 visitors), Yukoners (down 17% or 1,238 people), Canadian travellers (down 3% or 140 visitors) and foreign travellers (down 20% or 870 visitors).

Aug Motorcoach 2008/09 Change		
	+/-	% Change
US Citizens	-4,638	-21%
Yukon Residents	-28	-100%
Canadian	596	28%
Others	-201	-7%
TOTAL	-4,271	-16%

Of **motorcoach traffic**, there were decreases among U.S. travellers (down 21% or 4,638 visitors), Yukoners (down 28 people) and foreign travellers (down 7% or 201 visitors). Increases were present among Canadian travellers (up 28% or 596 visitors).

Port of Arrival

Crossings through the Beaver Creek port decreased by 7% (down 1,165 visitors) while traffic through the Fraser Camp decreased by 13% (down 5,251 visitors). Traffic through the Little Gold port decreased by 18% (down 751 visitors) while crossings through the Pleasant Camp decreased by 11% (down 645 visitors) compared to August 2008.

AUGUST	2008	2009	+ / -	% Change
Beaver Creek	17,410	16,245	-1,165	-7%
Fraser	40,881	35,630	-5,251	-13%
Little Gold	4,132	3,381	-751	-18%
Pleasant	6,026	5,381	-645	-11%
TOTAL	68,449	60,637	-7,812	-11%

BORDER CROSSING STATISTICS

Same Day Travel*

Same-day travel decreased by 11% (or 4,217 visitors) compared to August 2008. Private vehicle traffic decreased by 10% (down 1,418 visitors), while motorcoach traffic decreased by 12% (down 2,799). Decreases were present among American travellers (down 16% or 4,537 visitors), Yukoners (down 19% or 763 people) and foreign travellers (down 12% or 365 people). Increases were present among Canadian travellers (up 57% or 1,448 visitors)

**Figures for Yukon and Canada indicate a sameday trip outside of Canada.*

AUG Sameday	2008	2009	change +/-	% change
Private Vehicle	14,503	13,085	-1,418	-10%
Motorcoach	23,923	21,124	-2,799	-12%
TOTALS	38,426	34,209	-4,217	-11%
US	28,758	24,221	-4,537	-16%
Yukon	3,975	3,212	-763	-19%
Canada	2,528	3,976	1,448	57%
Others	3,165	2,800	-365	-12%

One or More Nights*

One or more nights visitation decreased by 12% (down 3,591 visitors) compared to August 2008. Private vehicle traffic decreased by 8% (down 2,119 visitors) while motorcoach traffic decreased by 46% (down 1,472 visitors). Decreases were noted among U.S. travellers (down 7% or 1,390 visitors), Yukoners (down 15% or 503 people), Canadian travellers (down 26% or 992 visitors) and foreign travellers (down 16% or 706 visitors).

**Figures for Yukon and Canada indicate a trip of one or more nights in length outside of Canada.*

AUG 1+ Nights	2008	2009	change +/-	% change
Private Vehicle	26,849	24,730	-2,119	-8%
Motorcoach	3,170	1,698	-1,472	-46%
TOTALS	30,019	26,428	-3,591	-12%
US	18,549	17,159	-1,390	-7%
Yukon	3,335	2,832	-503	-15%
Canada	3,793	2,801	-992	-26%
Others	4,342	3,636	-706	-16%

BORDER CROSSING STATISTICS

Year-To-Date

Year-to-date travel was down by 8% (or 19,547 visitors) compared to the same time period last year (see table below). Decreases were noted in both private vehicle traffic (down 1% or 1,054 visitors) and motorcoach traffic (down 19% or 18,493 visitors). Declines were present among American travellers (down 10% or 16,972 visitors), Yukoners (down 4% or 1,099 visitors) and foreign travellers (down 13% or 3,386 visitors). Increases were present among Canadian travellers (up 8% or 1,910 travellers).

Aug - YTD	2008	2009	change +/-	% change
Private Vehicle	151,241	150,187	-1,054	-1%
Motorcoach	97,779	79,286	-18,493	-19%
TOTALS	249,020	229,473	-19,547	-8%
US	170,687	153,715	-16,972	-10%
Yukon	29,571	28,472	-1,099	-4%
Canada	22,696	24,606	1,910	8%
Others	26,066	22,680	-3,386	-13%

Marine Crossings

At total of 1,993 visitors crossed into the Yukon through the marine port of Dawson City, a 21% decrease (or 545 fewer visitors) compared to August 2008. Decreases were noted among American travellers (down 22% or 465 visitors), Canadian travellers (down 22% or 57 visitors) and other foreign travellers (down 11% or 23 visitors).

AUGUST MARINE	2008	2009	change +/-	% change
Boat Trips	31	28	-3	-10%
TOTAL PASSENGERS	2,538	1,993	-545	-21%
US Citizens	2,074	1,609	-465	-22%
Canadian Citizens	258	201	-57	-22%
Others	206	183	-23	-11%

YUKON VISITOR INFORMATION CENTRE STATISTICS

In August 2009, 59,009 visitors signed in at Yukon Visitor Information Centres (see table below). This is a 4% decrease (or 2,351 visitors) compared to August 2008. Decreases at VICs were noted in Beaver Creek (down 10% or 392 visitors), Carcross (down 14% or 3,774 visitors), Haines Junction (down 31% or 1,392 visitors) and Watson Lake (down 7% or 475 visitors). Increases were noted in Dawson City (up 5% or 390 visitors), and Whitehorse (up 27% or 3,112 visitors).

VIC STATISTICS BY MONTH - AUGUST				
VIC	2008	2009	+ / -	% Change
Beaver Creek	3,990	3,598	-392	-10%
Carcross	27,230	23,456	-3,774	-14%
Dawson City	7,774	8,164	390	5%
Haines Jct.	4,446	3,054	-1,392	-31%
Watson Lake	6,502	6,027	-475	-7%
Whitehorse	11,598	14,710	3,112	27%
TOTAL	61,540	59,009	-2,531	-4%

To date this season (May to August), 195,729 visitors have signed in at Visitor Information Centres. This is a 1% increase (2,363 additional visitors) compared to the same time period last year. Decreases in VICs for this season have been present in Beaver Creek (down 10% or 1,239 visitors), Dawson City (down 5% or 1,390 visitors), Haines Junction (down 30% or 4,554 visitors), Watson Lake (down 3% or 781 visitors). Increases have been present in Carcross (up 21% or 13,271 visitors) and Whitehorse (up 7% or 3,570 visitors).

VIC STATISTICS YEAR TO DATE - AUGUST				
VIC	2008	2009	+ / -	% Change
Beaver Creek	12,581	11,342	-1,239	-10%
Carcross	64,701	77,972	13,271	21%
Dawson City	27,864	26,474	-1,390	-5%
Haines Jct.	15,003	10,449	-4,554	-30%
Watson Lake	24,767	23,986	-781	-3%
Whitehorse	48,450	52,020	3,570	7%
TOTAL	193,366	195,729	2,363	1%

Canadian visitors increased by 1% (up 210 visitors), American visitors decreased by 5% (down 1,745 visitors) and foreign visitors decreased by 9% (down 996 visitors) compared to August 2008.

BORDER CROSSING STATISTICS

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
TOTALS	18,080	31,951	11,509	61,540

VISITOR STATISTICS FOR THE MONTH OF AUG 2009				
CENTRE	CANADA	USA	FOREIGN	TOTAL
Beaver Creek	515	1,652	1,431	3,598
Carcross	5,503	15,448	2,505	23,456
Dawson City	3,250	3,440	1,474	8,164
Haines Jct.	666	1,712	676	3,054
Watson Lake	2,558	2,562	907	6,027
Whitehorse	5,798	5,392	3,520	14,710
TOTALS	18,290	30,206	10,513	59,009

VISITOR STATISTICS AUG 2008/2009				
CENTRE	2008	2009	+/- Change	% Change
Beaver Creek	3990	3598	-392	-10%
Carcross	27230	23456	-3774	-14%
Dawson City	7774	8164	390	5%
Haines Jct.	4446	3054	-1392	-31%
Watson Lake	6502	6027	-475	-7%
Whitehorse	11598	14710	3112	27%
TOTAL	61,540	59,009	-2,531	-4%

VISITOR STATISTICS AUG 2008/2009				
+/- % change	CANADA	USA	FOREIGN	TOTAL
Beaver Creek	-179	-21	-192	-392
% change	-26%	-1%	-12%	-10%
Carcross	-913	-1,793	-1,068	-3,774
% change	-14%	-10%	-30%	-14%
Dawson City	966	-86	-490	390
% change	42%	-2%	-25%	5%
Haines Jct.	-183	-1,098	-111	-1,392
% change	-22%	-39%	-14%	-31%
Watson Lake	-374	32	-133	-475
% change	-13%	1%	-13%	-7%
Whitehorse	893	1,221	998	3,112
% change	18%	29%	40%	27%
TOTAL	210	-1,745	-996	-2,531
% change	1%	-5%	-9%	-4%

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.