

YUKON TOURISM INDICATORS

JULY 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 been partly offset by increased visitation by other overseas travellers so far in 2008.

Monthly Border Crossings

- Overall border crossings to Yukon decreased by 18% compared to July 2007 (14,585 fewer travellers).

Year-to-Date Border Crossings

- Year-to-date border crossings (January to July 2008) indicate a decrease in visitation over the same time period last year. Overall visitation has decreased by 8% (16,766 fewer visitors). Border crossings indicate a total of 180,571 visitors from January to July 2008.

Visitor Information Centres

- In July 2008, 67,202 visitors signed in at Yukon Visitor Information Centres. This is an 8% decrease compared to July 2007.
- Increases thus far this year 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 2% increase in the number of travellers enplaning and/or deplaning in Yukon compared to July 2007. A total of 26,896 passengers enplaned and/or deplaned during July, an increase of 557 travellers.

BORDER CROSSING STATISTICS

Visitation to Yukon was down by 18% (or 14,585 visitors) compared to July 2007 (see table below). There were decreases in both private vehicle traffic (down 15% or 7,427 visitors) and motorcoach traffic (down 22% or 7,158 visitors). By origin, decreases were present among U.S. travellers (down 23% or 13,767 visitors), Canadian travellers (down 14% or 1,327 visitors) and foreign travellers (down 1% or 72 people). Border crossings by Yukoners increased by 10% (581 people).

JULY	2007	2008	change +/-	% change
Private Vehicle	50,309	42,882	-7,427	-15%
Motorcoach	32,795	25,637	-7,158	-22%
TOTALS	83,104	68,519	-14,585	-18%
US	60,850	47,083	-13,767	-23%
Yukon	5,796	6,377	581	10%
Canada	9,457	8,130	-1,327	-14%
Others	7,001	6,929	-72	-1%

Jul Private Vehicle 2007/08 Change		
	+/-	% Change
US Citizens	-6,956	-21%
Yukon Residents	589	10%
Canadian	-1,295	-18%
Others	235	6%
TOTAL	-7,427	-15%

Private vehicle traffic saw increases among Yukoners (up 10% or 589 visitors) and foreign travellers (up 6% or 235 visitors). Decreases were present among U.S. travellers (down 21% or 6,956 visitors) and Canadian travellers (down 18% or 1,295 visitors).

Jul Motorcoach 2007/08 Change		
	+/-	% Change
US Citizens	-6,811	-25%
Yukon Residents	-8	-53%
Canadian	-32	-1%
Others	-307	-10%
TOTAL	-7,158	-22%

Of **motorcoach traffic**, there were decreases among U.S. travellers (down 25% or 6,811 visitors), Yukoners (down 8 people), Canadian travellers (down 1% or 32 visitors) and foreign travellers (down 10% or 307 visitors).

Port of Arrival

Border crossings decreased through all ports in July. Beaver Creek port decreased by 22% (down 4,907 visitors), Fraser Camp decreased by 16% (down 7,535 visitors), Little Gold port decreased by 10% (down 556 visitors) and Pleasant Camp decreased by 20% (down 1,587 visitors).

JULY	2007	2008	+ / -	% Change
Beaver Creek	22,232	17,325	-4,907	-22%
Fraser	47,429	39,894	-7,535	-16%
Little Gold	5,694	5,138	-556	-10%
Pleasant	7,749	6,162	-1,587	-20%
TOTAL	83,104	68,519	-14,585	-18%

BORDER CROSSING STATISTICS

Same Day Travel

Same-day travel decreased by 16% (or 6,976 visitors) compared to July 2007. Decreases were present among private vehicle traffic (down 3% or 407 visitors) and motorcoach traffic (down 23% or 6,569 visitors). By origin, decreases were noted among American travellers (down 20% or 7,022 visitors), Canadian travellers (down 8% or 253 visitors) and foreign travellers (down 7% or 199 people). Same day travel among Yukoners increased by 15% (up 498 people).

JULY Sameday	2007	2008	change +/-	% change
Private Vehicle	16,008	15,601	-407	-3%
Motorcoach	28,566	21,997	-6,569	-23%
TOTALS	44,574	37,598	-6,976	-16%
US	35,112	28,090	-7,022	-20%
Yukon	3,319	3,817	498	15%
Canada	3,222	2,969	-253	-8%
Others	2,921	2,722	-199	-7%

One or More Night

One or more nights visitation decreased by 20% (or 7,609 visitors) compared to July 2007. Private vehicle traffic decreased by 20% (down 7,020 visitors) while motorcoach traffic decreased by 14% (down 589 visitors). American traffic decreased (down 26% or 6,745 visitors) while Canadian traffic decreased by 17% (or 1,074 visitors). Increases were noted among Yukoners (up 3% or 83 people) and foreign travellers (up 3% or 127 visitors).

JULY 1+ Nights	2007	2008	change +/-	% change
Private Vehicle	34,301	27,281	-7,020	-20%
Motorcoach	4,229	3,640	-589	-14%
TOTALS	38,530	30,921	-7,609	-20%
US	25,738	18,993	-6,745	-26%
Yukon	2,477	2,560	83	3%
Canada	6,235	5,161	-1,074	-17%
Others	4,080	4,207	127	3%

BORDER CROSSING STATISTICS

Year-To-Date

Year-to-date travel was down by 8% (or 16,766 visitors) compared to the same time period last year (see table below). Decreases were noted in both private vehicle traffic (down 7% or 8,098 visitors) and motorcoach traffic (down 11% or 8,668 visitors). Declines were also present among American travellers (down 14% or 19,786 visitors) and Canadian travellers (down 12% or 2,225 visitors).

Year-to-date figures show increases in border crossings by Yukoners (up 22% or 4,029 people) and foreign travellers (up 7% or 1,216 visitors).

July - YTD	2007	2008	change +/-	% change
Private Vehicle	117,983	109,885	-8,098	-7%
Motorcoach	79,354	70,686	-8,668	-11%
TOTALS	197,337	180,571	-16,766	-8%
US	143,162	123,376	-19,786	-14%
Yukon	18,232	22,261	4,029	22%
Canada	18,600	16,375	-2,225	-12%
Others	17,343	18,559	1,216	7%

Marine Crossings

At total of 2,453 visitors crossed into the Yukon through the marine port of Dawson City, a 28% decrease (or 934 fewer visitors) compared to July 2007. Decreases were noted among American travellers (down 20% or 504 visitors), Canadian travellers (down 27% or 105 visitors), and foreign travellers (down 74% or 325 visitors).

JULY MARINE	2007	2008	change +/-	% change
Boat Trips	38	30	-8	-21%
TOTAL PASSENGERS	3,387	2,453	-934	-28%
US Citizens	2,564	2,060	-504	-20%
Canadian Citizens	384	279	-105	-27%
Others	439	114	-325	-74%

YUKON VISITOR INFORMATION CENTRE STATISTICS

In July 2008, 67,202 visitors signed in at Yukon Visitor Information Centres (see table below). This is an 8% decrease (or 5,646 visitors) compared to July 2007. Increases at VICs were noted in Beaver Creek (up 7% or 272 visitors) while decreases were noted in Carcross (down 6% or 1,628 visitors), Dawson City (down 3% or 309 visitors), Haines Junction (down 24% or 1,587 visitors), Watson Lake (down 11% or 963 visitors) and Whitehorse (down 9% or 1,431 visitors).

VIC STATISTICS BY MONTH - JULY				
VIC	2007	2008	+ / -	% Change
BEAVER CREEK	3,948	4,220	272	7%
CARCROSS	27,287	25,659	-1,628	-6%
DAWSON CITY	9,494	9,185	-309	-3%
HAINES JCT.	6,498	4,911	-1,587	-24%
WATSON LAKE	9,108	8,145	-963	-11%
WHITEHORSE	16,513	15,082	-1,431	-9%
TOTAL	72,848	67,202	-5,646	-8%

To date this season (May to July) , 131,826 visitors have signed in at Visitor Information Centres. This is a 16% decrease (24,359 fewer visitors) compared to the same time period last year. Increases in VICs for this season have been present in Beaver Creek (up 19% or 1,386 visitors), Dawson City (up 12% or 2,170%) and Whitehorse (up 9% or 2,997 visitors). Decreases have been noted in Carcross (down 40% or 25,015 visitors), Haines Junction (down 21% or 2,794 visitors) and Watson Lake (down 15% or 3,103 visitors).

VIC STATISTICS YEAR TO DATE - JULY				
VIC	2007	2008	+ / -	% Change
BEAVER CREEK	7,205	8,591	1,386	19%
CARCROSS	62,486	37,471	-25,015	-40%
DAWSON CITY	17,920	20,090	2,170	12%
HAINES JCT.	13,351	10,557	-2,794	-21%
WATSON LAKE	21,368	18,265	-3,103	-15%
WHITEHORSE	33,855	36,852	2,997	9%
TOTAL	156,185	131,826	-24,359	-16%

Canadian visitors decreased by 10% (down 2,373 visitors), American visitors decreased by 8% (down 3,313 visitors) and foreign visitors decreased by 40 visitors compared to July 2007.

YUKON VISITOR INFORMATION CENTRE STATISTICS

VISITOR STATISTICS FOR THE MONTH OF JULY 2007				
CENTRE	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	671	2,224	1,053	3948
CARCROSS	6,873	17,234	3,180	27287
DAWSON CITY	3,634	4,396	1,464	9494
HAINES JCT.	1,990	3,838	670	6498
WATSON LAKE	3,355	4,799	954	9108
WHITEHORSE	7,057	6,671	2,785	16513
TOTALS	23,580	39,162	10,106	72,848

VISITOR STATISTICS FOR THE MONTH OF JULY 2008				
CENTRE	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	734	2,224	1,262	4220
CARCROSS	7,388	15,556	2,715	25659
DAWSON CITY	2,890	4,661	1,634	9185
HAINES JCT.	1,059	3,136	716	4911
WATSON LAKE	3,190	3,908	1,047	8145
WHITEHORSE	5,946	6,364	2,772	15082
TOTALS	21,207	35,849	10,146	67,202

VISITOR STATISTICS JULY 2007/2008				
CENTRE	2007	2008	+/- Change	% Change
Beaver Creek	3948	4220	272	7%
Carcross	27287	25659	-1628	-6%
Dawson City	9494	9185	-309	-3%
Haines Jct.	6498	4911	-1587	-24%
Watson Lake	9108	8145	-963	-11%
Whitehorse	16513	15082	-1431	-9%
TOTAL	72,848	67,202	-5,646	-8%

VISITOR STATISTICS JULY 2007/2008				
+/- % change	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	63	0	209	272
% change	9%	0%	20%	7%
CARCROSS	515	-1,678	-465	-1,628
% change	7%	-10%	-15%	-6%
DAWSON CITY	-744	265	170	-309
% change	-20%	6%	12%	-3%
HAINES JUNCTION	-931	-702	46	-1,587
% change	-47%	-18%	7%	-24%
WATSON LAKE	-165	-891	93	-963
% change	-5%	-19%	10%	-11%
WHITEHORSE	-1,111	-307	-13	-1,431
% change	-16%	-5%	0%	-9%
TOTAL	-2,373	-3,313	40	-5,646
% change	-10%	-8%	0%	-8%

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.