

YUKON TOURISM INDICATORS

JULY 2009



SUMMARY

Monthly Border Crossings

- Overall border crossings to Yukon increased by 0.2% compared to July 2008 (111 additional travellers).
- Private vehicle traffic increased by 10% (4,384 additional travellers), while motorcoach traffic decreased by 17% (4,273 fewer visitors), while compared to July 2008.
- Same day travel decreased by 3% (1,075 fewer visitors), while one or more nights visitation increased by 4% (1,186 additional visitors).

Year-to-Date Border Crossings

- Year-to-date border crossings (January to July 2009) indicate a decrease in visitation over the same time period last year. Overall visitation decreased by 6% (11,735 fewer visitors). Border crossings indicate a total of 168,836 visitors from January to July 2009.

Visitor Information Centres

- In July 2009, 66,857 visitors signed in at Yukon Visitor Information Centres. This is a 1% decrease compared to July 2008.
- Decreases thus far this year have been observed at the Beaver Creek, Dawson City, Haines Junction, Watson Lake, and Whitehorse Visitor Centres. The Carcross Visitors Centre experienced increased traffic during the same time period.

Whitehorse International Airport

- The Whitehorse International Airport recorded a 6% increase in the number of travellers enplaning and/or deplaning in the Yukon compared to July 2008. A total of 28,496 passengers enplaned and/or deplaned during July, an increase of 1,510 travellers.

BORDER CROSSING STATISTICS

Visitation to Yukon was up by 0.2% (or 111 visitors) compared to July 2008 (see table below). Private vehicle traffic increased (up 10% or 4,384 visitors) while motorcoach traffic decreased (down 17% or 4,273 visitors). By origin, decreases were present among U.S. travellers (down 1% or 498 visitors) and foreign travellers (down 7% or 490 visitors). Increases were present among Yukoners (up 13% or 812 people) and Canadian travellers (up 4% or 287 visitors).

JULY	2008	2009	change +/-	% change
Private Vehicle	42,882	47,266	4,384	10%
Motorcoach	25,637	21,364	-4,273	-17%
TOTALS	68,519	68,630	111	0.2%
US	47,083	46,585	-498	-1%
Yukon	6,377	7,189	812	13%
Canada	8,130	8,417	287	4%
Others	6,929	6,439	-490	-7%

July Private Vehicle 2008/09 Change		
	+/-	% Change
US Citizens	4,221	16%
Yukon Residents	819	13%
Canadian	-232	-4%
Others	-424	-10%
TOTAL	4,384	10%

Private vehicle traffic saw increases among U.S. travellers (up 16% or 4,221 visitors) and Yukoners (up 13% or 819 visitors). Decreases were present among Canadian travellers (down 4% or 232 visitors) and foreign travellers (down 10% or 424 visitors).

July Motorcoach 2008/09 Change		
	+/-	% Change
US Citizens	-4,719	-23%
Yukon Residents	-7	-100%
Canadian	519	23%
Others	-66	-2%
TOTAL	-4,273	-17%

Of **motorcoach traffic**, there were decreases among U.S. travellers (down 23% or 4,719 visitors), Yukoners (down 7 people) and foreign travellers (down 2% or 66 visitors). Increases were present among Canadian travellers (up 23% or 519 visitors).

Port of Arrival

Crossings through the Beaver Creek port decreased by 4% (down 752 visitors) while traffic through the Fraser Camp decreased by 0.5% (down 188 visitors). Traffic through the Little Gold port decreased by 25% (down 1,291 visitors) while crossings through the Pleasant Camp increased by 38% (down 2,342 visitors) compared to July 2008.

JULY	2008	2009	+ / -	% Change
Beaver Creek	17,325	16,573	-752	-4%
Fraser	39,894	39,706	-188	-0.5%
Little Gold	5,138	3,847	-1,291	-25%
Pleasant	6,162	8,504	2,342	38%
TOTAL	68,519	68,630	111	0.2%

BORDER CROSSING STATISTICS

Same Day Travel*

Same-day travel decreased by 3% (or 1,075 visitors) compared to July 2008. Private vehicle traffic increased by 6% (up 941 visitors), while motorcoach traffic decreased by 9% (down 2,016). Decreases were present among American travellers (down 8% or 2,386 visitors) and Yukoners (down 6 people). Increases were present among Canadian travellers (up 42% or 1,261 visitors) and foreign travellers (up 2% or 56 people).

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

JULY Sameday	2008	2009	change +/-	% change
Private Vehicle	15,601	16,542	941	6%
Motorcoach	21,997	19,981	-2,016	-9%
TOTALS	37,598	36,523	-1,075	-3%
US	28,090	25,704	-2,386	-8%
Yukon	3,817	3,811	-6	0%
Canada	2,969	4,230	1,261	42%
Others	2,722	2,778	56	2%

One or More Nights*

One or more nights visitation increased by 4% (up 1,186 visitors) compared to July 2008. Private vehicle traffic increased by 13% (up 3,443 visitors) while motorcoach traffic decreased by 62% (down 2,257 visitors). Increases were noted among U.S. travellers (up 10% or 1,888 visitors) and Yukoners (up 32% or 818 people). Decreases were noted among Canadian travellers (down 19% or 974 visitors) and foreign travellers (down 13% or 546 visitors).

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

JULY 1+ Nights	2008	2009	change +/-	% change
Private Vehicle	27,281	30,724	3,443	13%
Motorcoach	3,640	1,383	-2,257	-62%
TOTALS	30,921	32,107	1,186	4%
US	18,993	20,881	1,888	10%
Yukon	2,560	3,378	818	32%
Canada	5,161	4,187	-974	-19%
Others	4,207	3,661	-546	-13%

BORDER CROSSING STATISTICS

Year-To-Date

Year-to-date travel was down by 6% (or 11,735 visitors) compared to the same time period last year (see table below). Increases were noted in private vehicle traffic (up 2% or 2,487 visitors) while decreases were noted in motorcoach traffic (down 20% or 14,222 visitors). Declines were present among American travellers (down 9% or 11,041 visitors) and foreign travellers (down 12% or 2,315 visitors). Increases were present among Yukoners (up 1% or 186 visitors) and Canadian travellers (up 9% or 1,435 travellers).

July - YTD	2008	2009	change +/-	% change
Private Vehicle	109,885	112,372	2,487	2%
Motorcoach	70,686	56,464	-14,222	-20%
TOTALS	180,571	168,836	-11,735	-6%
US	123,376	112,335	-11,041	-9%
Yukon	22,261	22,428	167	1%
Canada	16,375	17,829	1,454	9%
Others	18,559	16,244	-2,315	-12%

Marine Crossings

At total of 1,776 visitors crossed into the Yukon through the marine port of Dawson City, a 28% decrease (or 677 fewer visitors) compared to July 2008. Decreases were noted among American travellers (down 26% or 535 visitors), Canadian travellers (down 43% or 121 visitors) and other foreign travellers (down 18% or 21 visitors).

JULY MARINE	2008	2009	change +/-	% change
Boat Trips	30	33	3	10%
TOTAL PASSENGERS	2,453	1,776	-677	-28%
US Citizens	2,060	1,525	-535	-26%
Canadian Citizens	279	158	-121	-43%
Others	114	93	-21	-18%

YUKON VISITOR INFORMATION CENTRE STATISTICS

In July 2009, 66,857 visitors signed in at Yukon Visitor Information Centres (see table below). This is a 1% decrease (or 345 visitors) compared to July 2008. Decreases at VICs were noted in Beaver Creek (down 13% or 534 visitors), Carcross (down 4% or 1,067 visitors), Dawson City (down 7% or 688 visitors), Haines Junction (down 20% or 964 visitors). Increases were noted at Watson Lake (up 4% or 307 visitors) and Whitehorse (up 17% or 2,601 visitors).

VIC STATISTICS BY MONTH - JULY				
VIC	2008	2009	+ / -	% Change
Beaver Creek	4,220	3,686	-534	-13%
Carcross	25,659	24,592	-1,067	-4%
Dawson City	9,185	8,497	-688	-7%
Haines Jct.	4,911	3,947	-964	-20%
Watson Lake	8,145	8,452	307	4%
Whitehorse	15,082	17,683	2,601	17%
TOTAL	67,202	66,857	-345	-1%

To date this season (May to July), 130,306 visitors have signed in at Visitor Information Centres. This is a 1% decrease (1,520 fewer visitors) compared to the same time period last year. Decreases in VICs for this season have been present in Beaver Creek (down 10% or 847 visitors), Dawson City (down 9% or 1,780 visitors), Haines Junction (down 30% or 3,162 visitors), Watson Lake (down 2% or 306 visitors) and Whitehorse (down 34% or 12,470 visitors). An increase in visitation was present in Carcross (up 45% or 17,045 visitors)

VIC STATISTICS YEAR TO DATE - JULY				
VIC	2008	2009	+ / -	% Change
Beaver Creek	8,591	7,744	-847	-10%
Carcross	37,471	54,516	17,045	45%
Dawson City	20,090	18,310	-1,780	-9%
Haines Jct.	10,557	7,395	-3,162	-30%
Watson Lake	18,265	17,959	-306	-2%
Whitehorse	36,852	24,382	-12,470	-34%
TOTAL	131,826	130,306	-1,520	-1%

Canadian visitors increased by 5% (up 1,130 visitors), American visitors decreased by 4% (down 1,430 visitors) and foreign visitors decreased by 45 visitors compared to July 2008.

BORDER CROSSING STATISTICS

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 FOR THE MONTH OF JULY 2009				
CENTRE	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	729	1,734	1,223	3686
CARCROSS	5,976	15,752	2,864	24592
DAWSON CITY	3,193	3,885	1,419	8497
HAINES JCT.	1,083	2,164	700	3947
WATSON LAKE	3,458	3,939	1,055	8452
WHITEHORSE	7,898	6,945	2,840	17683
TOTALS	22,337	34,419	10,101	66,857

VISITOR STATISTICS JULY 2008/2009				
CENTRE	2007	2008	+/- Change	% Change
Beaver Creek	4220	3686	-534	-13%
Carcross	25659	24592	-1067	-4%
Dawson City	9185	8497	-688	-7%
Haines Jct.	4911	3947	-964	-20%
Watson Lake	8145	8452	307	4%
Whitehorse	15082	17683	2601	17%
TOTAL	67,202	66,857	-345	-1%

VISITOR STATISTICS JULY 2008/2009				
+/- % change	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	-5	-490	-39	-534
% change	-1%	-22%	-3%	-13%
CARCROSS	-1,412	196	149	-1,067
% change	-19%	1%	5%	-4%
DAWSON CITY	303	-776	-215	-688
% change	10%	-17%	-13%	-7%
HAINES JUNCTION	24	-972	-16	-964
% change	2%	-31%	-2%	-20%
WATSON LAKE	268	31	8	307
% change	8%	1%	1%	4%
WHITEHORSE	1,952	581	68	2,601
% change	33%	9%	2%	17%
TOTAL	1,130	-1,430	-45	-345
% change	5%	-4%	0%	-1%

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.