

# YUKON TOURISM INDICATORS

## JUNE 2008



### SUMMARY

#### Overview

- Thus far in 2008, visitation to Yukon has experienced a slight decrease. American private vehicle traffic and cruise-tour 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 largely offset by increased visitation by other overseas visitors. Over the long term, visitation to Yukon has continuously trended upwards despite occasional declines in visitor traffic. 2007 marked the 2nd highest year for visitation to Yukon since 1994.

#### Monthly Border Crossings

- Overall border crossings to Yukon decreased by 0.2% compared to June 2007 (112 fewer travellers).

#### Year-to-Date Border Crossings

- Year-to-date border crossings (January to June 2008) indicate a decrease in visitation over the same time period last year. Overall visitation has decreased by 2% (2,181 fewer visitors). Border crossings indicate a total of 112,052 visitors from January to June 2008.

#### Visitor Information Centres

- In June 2008, 52,648 visitors signed in at Yukon Visitor Information Centres. This is a 18% decrease compared to June 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 6% increase in the number of travellers enplaning and/or deplaning in Yukon compared to June 2007. A total of 23,568 passengers enplaned and/or deplaned during June, an increase of 1,239 travellers.

## BORDER CROSSING STATISTICS

Visitation to Yukon was down by 0.2% (or 112 visitors) compared to June 2007 (see table below). There were slight decreases in both private vehicle traffic (down 11 visitors) and motorcoach traffic (down 0.4% or 101 visitors). By origin, a decrease was present among U.S. travellers (down 6% or 2,737 visitors). Increases were noted among Yukoners (up 26% or 1,011 visitors), Canadian travellers (up 2% or 139 visitors) and foreign travellers (up 25% or 1,475 people).

JUNE	2007	2008	change +/-	% change
Private Vehicle	32,037	32,026	-11	0.0%
Motorcoach	28,074	27,973	-101	-0.4%
<b>TOTALS</b>	<b>60,111</b>	<b>59,999</b>	<b>-112</b>	<b>-0.2%</b>
US	44,565	41,828	-2,737	-6%
Yukon	3,915	4,926	1,011	26%
Canada	5,682	5,821	139	2%
Others	5,949	7,424	1,475	25%

Jun Private Vehicle 2007/08 Change		
	+/-	% Change
US Citizens	-1,971	-10%
Yukon Residents	1,017	21%
Canadian	74	2%
Others	869	26%
<b>TOTAL</b>	<b>-11</b>	<b>0%</b>

**Private vehicle traffic** saw increases among Yukoners (up 21% or 1,017 visitors), Canadian travellers (up 2% or 74 visitors) and foreign travellers (up 26% or 869 visitors). Decreases were present among U.S. travellers (down 10% or 1,971 visitors).

Jun Motorcoach 2007/08 Change		
	+/-	% Change
US Citizens	-766	-4%
Yukon Residents	-6	-120%
Canadian	65	3%
Others	606	15%
<b>TOTAL</b>	<b>-101</b>	<b>-0.4%</b>

Of **motorcoach traffic**, there were decreases among U.S. travellers (down 4% or 766 visitors) and Yukoners (down 6 people). There were increases among Canadian travellers (3% or 65 visitors) and foreign travellers (up 15% or 606 visitors).

### Port of Arrival

Crossings through the Beaver Creek port decreased by 16% (down 2,432 visitors) while traffic through the Fraser Camp increased by 7% (up 2,428 visitors). Traffic through the Little Gold port decreased by 3% (down 108 visitors) while crossings through Pleasant Camp were identical to last year.

JUNE	2007	2008	+ / -	% Change
Beaver Creek	14,907	12,475	-2,432	-16%
Fraser	35,731	38,159	2,428	7%
Little Gold	3,346	3,238	-108	-3%
Pleasant	6,127	6,127	0	0%
<b>TOTAL</b>	<b>60,111</b>	<b>59,999</b>	<b>-112</b>	<b>-0.2%</b>

## BORDER CROSSING STATISTICS

### Same Day Travel

Same-day travel increased by 5% (or 1,656 visitors) compared to June 2007. Increases were present among private vehicle traffic (up 12% or 1,348 visitors) and motorcoach traffic (up 1% or 308 visitors). Decreases were noted among American travellers (down 59 visitors) and Canadian travellers (down 2% or 47 visitors). Increases were present among Yukoners (up 39% or 721 people) and foreign travellers (up 33% or 1,041 people).

<b>JUNE Sameday</b>	2007	2008	change +/-	% change
Private Vehicle	11,076	12,424	1,348	12%
Motorcoach	24,333	24,641	308	1%
<b>TOTALS</b>	<b>35,409</b>	<b>37,065</b>	<b>1,656</b>	<b>5%</b>
US	28,360	28,301	-59	0%
Yukon	1,845	2,566	721	39%
Canada	2,044	1,997	-47	-2%
Others	3,160	4,201	1,041	33%

### One or More Night

One or more night visitation decreased by 7% (or 1,768 visitors) compared to June 2007. Private vehicle traffic decreased by 6% (down 1,359 visitors) while motorcoach traffic decreased by 11% (down 409 visitors). American traffic decreased (down 17% or 2,678 visitors) while increases were present among Yukoners (up 14% or 290 people), Canadian travellers (up 5% or 186 visitors) and foreign travellers (up 16% or 434 visitors).

<b>JUNE 1+ Nights</b>	2007	2008	change +/-	% change
Private Vehicle	20,961	19,602	-1,359	-6%
Motorcoach	3,741	3,332	-409	-11%
<b>TOTALS</b>	<b>24,702</b>	<b>22,934</b>	<b>-1,768</b>	<b>-7%</b>
US	16,205	13,527	-2,678	-17%
Yukon	2,070	2,360	290	14%
Canada	3,638	3,824	186	5%
Others	2,789	3,223	434	16%

## BORDER CROSSING STATISTICS

### Year-To-Date

Year-to-date travel was down by 2% (or 2,181 visitors) compared to the same time period last year (see table below). Decreases were noted in both private vehicle traffic (down 1% or 671 visitors) and motorcoach traffic (down 3% or 1,510 visitors). Declines were also present among American travellers (down 7% or 6,019 visitors) and Canadian travellers (down 10% or 898 visitors).

Year-to-date figures show increases in border crossings by Yukoners (up 28% or 3,448 people) and foreign travellers (up 12% or 1,288 visitors).

June - YTD	2007	2008	change +/-	% change
Private Vehicle	67,674	67,003	-671	-1%
Motorcoach	46,559	45,049	-1,510	-3%
<b>TOTALS</b>	<b>114,233</b>	<b>112,052</b>	<b>-2,181</b>	<b>-2%</b>
US	82,312	76,293	-6,019	-7%
Yukon	12,436	15,884	3,448	28%
Canada	9,143	8,245	-898	-10%
Others	10,342	11,630	1,288	12%

### Marine Crossings

At total of 2400 visitors crossed into the Yukon through the marine port of Dawson City, a 13% decrease (or 347 fewer visitors) compared to June 2007. Decreases were noted among American travellers (down 17% or 361 visitors) and Canadian travellers (down 21% or 69 visitors), while an increase was present among foreign travellers (up 33% or 83 visitors).

JUNE MARINE	2007	2008	change +/-	% change
Boat Trips	30	30	0	0%
<b>TOTAL PASSENGERS</b>	<b>2747</b>	<b>2400</b>	<b>-347</b>	<b>-13%</b>
US Citizens	2173	1812	-361	-17%
Canadian Citizens	322	253	-69	-21%
Others	252	335	83	33%

## YUKON VISITOR INFORMATION CENTRE STATISTICS

In June 2008, 52,648 visitors signed in at Yukon Visitor Information Centres (see table below). This is an 18% decrease (or 11,215 visitors) compared to June 2007. Increases at VICs were noted in Beaver Creek (up 33% or 827 visitors), Dawson City (up 30% or 2,024 visitors) and Whitehorse (up 30% or 3,895 visitors). Decreases were noted in Carcross (down 58% or 15,044 visitors), Haines Junction (down 16% or 947 visitors) and Watson Lake (down 20% or 1,970 visitors).

VIC STATISTICS BY MONTH - JUNE				
VIC	2007	2008	+ / -	% Change
BEAVER CREEK	2,480	3,307	827	33%
CARCROSS	25,741	10,697	-15,044	-58%
DAWSON CITY	6,723	8,747	2,024	30%
HAINES JCT.	5,879	4,932	-947	-16%
WATSON LAKE	9,843	7,873	-1,970	-20%
WHITEHORSE	13,197	17,092	3,895	30%
<b>TOTAL</b>	<b>63,863</b>	<b>52,648</b>	<b>-11,215</b>	<b>-18%</b>

To date this season (May to June) , 64,624 visitors have signed in at Visitor Information Centres. This is a 22% decrease (18,713 fewer visitors) compared to the same time period last year. Increases in VICs for this season have been present in Beaver Creek (up 34% or 1,114 visitors), Dawson City (up 29% or 2,479%) and Whitehorse (up 26% or 4,428 visitors). Decreases have been noted in Carcross (down 66% or 23,387 visitors), Haines Junction (down 18% or 1,207 visitors) and Watson Lake (down 17% or 2,140 visitors).

VIC STATISTICS YEAR TO DATE- JUNE				
VIC	2007	2008	+ / -	% Change
BEAVER CREEK	3,257	4,371	1,114	34%
CARCROSS	35,199	11,812	-23,387	-66%
DAWSON CITY	8,426	10,905	2,479	29%
HAINES JCT.	6,853	5,646	-1,207	-18%
WATSON LAKE	12,260	10,120	-2,140	-17%
WHITEHORSE	17,342	21,770	4,428	26%
<b>TOTAL</b>	<b>83,337</b>	<b>64,624</b>	<b>-18,713</b>	<b>-22%</b>

Canadian visitors decreased by 6% (down 1,067 visitors), American visitors decreased by 27% (down 9,529 visitors) and foreign visitors decreased by 7% (down 619 visitors) compared to June 2007.

## YUKON VISITOR INFORMATION CENTRE STATISTICS

VISITOR STATISTICS FOR THE MONTH OF JUNE 2007				
CENTRE	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	530	1,096	854	2480
CARCROSS	6,094	16,516	3,131	25741
DAWSON CITY	2,749	2,951	1,023	6723
HAINES JCT.	939	4,279	661	5879
WATSON LAKE	3,785	5,104	954	9843
WHITEHORSE	5,206	5,783	2,208	13197
<b>TOTALS</b>	<b>19,303</b>	<b>35,729</b>	<b>8,831</b>	<b>63,863</b>

VISITOR STATISTICS FOR THE MONTH OF JUNE 2008				
CENTRE	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	612	1,585	1,110	3307
CARCROSS	2,871	6,388	1,438	10697
DAWSON CITY	3,000	4,370	1,377	8747
HAINES JCT.	2,238	2,040	654	4932
WATSON LAKE	2,835	4,079	959	7873
WHITEHORSE	6,680	7,738	2,674	17092
<b>TOTALS</b>	<b>18,236</b>	<b>26,200</b>	<b>8,212</b>	<b>52,648</b>

VISITOR STATISTICS JUNE 2007/2008				
CENTRE	2007	2008	+/- Change	% Change
Beaver Creek	2480	3307	827	33%
Carcross	25741	10697	-15044	-58%
Dawson City	6723	8747	2024	30%
Haines Jct.	5879	4932	-947	-16%
Watson Lake	9843	7873	-1970	-20%
Whitehorse	13197	17092	3895	30%
<b>TOTAL</b>	<b>63,863</b>	<b>52,648</b>	<b>-11,215</b>	<b>-18%</b>

VISITOR STATISTICS JUNE 2007/2008				
+/- % change	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	82	489	256	827
% change	15%	45%	30%	33%
CARCROSS	-3,223	-10,128	-1,693	-15,044
% change	-53%	-61%	-54%	-58%
DAWSON CITY	251	1,419	354	2,024
% change	9%	48%	35%	30%
HAINES JUNCTION	1,299	-2,239	-7	-947
% change	138%	-52%	-1%	-16%
WATSON LAKE	-950	-1,025	5	-1,970
% change	-25%	-20%	1%	-20%
WHITEHORSE	1,474	1,955	466	3,895
% change	28%	34%	21%	30%
<b>TOTAL</b>	<b>-1,067</b>	<b>-9,529</b>	<b>-619</b>	<b>-11,215</b>
<b>% change</b>	<b>-6%</b>	<b>-27%</b>	<b>-7%</b>	<b>-18%</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.