

YUKON TOURISM INDICATORS

JUNE 2009



SUMMARY

Monthly Border Crossings

- Overall border crossings to Yukon decreased by 12% compared to June 2008 (7,433 fewer travellers).
- The decrease in overall visitation for June is due primarily to decreased motorcoach traffic. Motorcoach traffic decreased by 23% (6,359 fewer visitors), while private vehicle traffic decreased by 3% (1,074 fewer travellers) compared to June 2008.
- Same day travel decreased by 12% (4,599 fewer visitors), while one or more nights visitation decreased by 12% (2,814 fewer visitors).

Year-to-Date Border Crossings

- Year-to-date border crossings (January to June 2009) indicate a decrease in visitation over the same time period last year. Overall visitation decreased by 11% (11,846 fewer visitors). Border crossings indicate a total of 100,206 visitors from January to June 2009.

Visitor Information Centres

- In June 2009, 57,183 visitors signed in at Yukon Visitor Information Centres. This is a 9% increase compared to June 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 1% increase in the number of travellers enplaning and/or deplaning in the Yukon compared to June 2008. A total of 23,752 passengers enplaned and/or deplaned during June, an increase of 184 travellers.

BORDER CROSSING STATISTICS

Visitation to Yukon was down by 12% (or 7,433 visitors) compared to June 2008 (see table below). Decreases were present among both private vehicle traffic (down 3% or 1,074 visitors) and motorcoach traffic (down 23% or 6,359 visitors). By origin, decreases were present among U.S. travellers (down 13% or 5,557 visitors), Yukoners (down 19% or 914 people) and foreign travellers (down 22% or 1,653 visitors). There was an increase in crossings by Canadian travellers (up 12% or 691 visitors).

| JUNE | 2008 | 2009 | change +/- | % change |
|-----------------|---------------|---------------|---------------|-------------|
| Private Vehicle | 32,026 | 30,952 | -1,074 | -3% |
| Motorcoach | 27,973 | 21,614 | -6,359 | -23% |
| TOTALS | 59,999 | 52,566 | -7,433 | -12% |
| US | 41,828 | 36,271 | -5,557 | -13% |
| Yukon | 4,926 | 4,012 | -914 | -19% |
| Canada | 5,821 | 6,512 | 691 | 12% |
| Others | 7,424 | 5,771 | -1,653 | -22% |

| June Private Vehicle 2008/09 Change | | |
|-------------------------------------|---------------|------------|
| | +/- | % Change |
| US Citizens | 306 | 2% |
| Yukon Residents | -909 | -18% |
| Canadian | 258 | 7% |
| Others | -729 | -22% |
| TOTAL | -1,074 | -3% |

Private vehicle traffic saw increases among U.S. travellers (up 2% or 306 visitors) and Canadians (up 7% or 258 visitors). Decreases were present among Yukoners (down 18% or 909 visitors) and foreign travellers (down 22% or 729 visitors).

| June Motorcoach 2008/09 Change | | |
|--------------------------------|---------------|-------------|
| | +/- | % Change |
| US Citizens | -5,863 | -27% |
| Yukon Residents | -5 | -100% |
| Canadian | 433 | 19% |
| Others | -924 | -23% |
| TOTAL | -6,359 | -23% |

Of **motorcoach traffic**, there were decreases among U.S. travellers (down 27% or 5,863 visitors), Yukoners (down 5 people) and foreign travellers (down 23% or 924 visitors). Increases were present among Canadian travellers (up 19% or 433 visitors).

Port of Arrival

Crossings through the Beaver Creek port decreased by 15% (down 1,870 visitors) while traffic through the Fraser Camp decreased by 13% (down 4,919 visitors). Traffic through the Little Gold port increased by 4% (up 115 visitors) while crossings through the Pleasant Camp fell by 12% (down 759 visitors) compared to June 2008.

| JUNE | 2008 | 2009 | + / - | % Change |
|--------------|---------------|---------------|---------------|-------------|
| Beaver Creek | 12,475 | 10,605 | -1,870 | -15% |
| Fraser | 38,159 | 33,240 | -4,919 | -13% |
| Little Gold | 3,238 | 3,353 | 115 | 4% |
| Pleasant | 6,127 | 5,368 | -759 | -12% |
| TOTAL | 59,999 | 52,566 | -7,433 | -12% |

BORDER CROSSING STATISTICS

Same Day Travel*

Same-day travel decreased by 12% (or 4,599 visitors) compared to June 2008. Private vehicle traffic increased by 4% (up 462 visitors), while motorcoach traffic decreased by 21% (down 5,061). Decreases were present among American travellers (down 17% or 4,872 visitors), Yukoners (down 7% or 191 people) and foreign travellers (down 25% or 1,068 people). Increases were present among Canadian travellers (up 76% or 1,512 visitors).

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

| JUNE Sameday | 2008 | 2009 | change +/- | % change |
|---------------------|---------------|---------------|---------------|-------------|
| Private Vehicle | 12,424 | 12,886 | 462 | 4% |
| Motorcoach | 24,641 | 19,580 | -5,061 | -21% |
| TOTALS | 37,065 | 32,466 | -4,599 | -12% |
| US | 28,301 | 23,429 | -4,872 | -17% |
| Yukon | 2,566 | 2,375 | -191 | -7% |
| Canada | 1,997 | 3,509 | 1,512 | 76% |
| Others | 4,201 | 3,133 | -1,068 | -25% |

One or More Nights*

One or more nights visitation decreased by 12% (down 2,814) compared to June 2008. Private vehicle traffic decreased by 8% (down 1,516 visitors) while motorcoach traffic decreased by 39% (down 1,298 visitors). Decreases were noted among U.S. travellers (down 5% or 685 visitors), Yukoners (down 31% or 723 people), Canadian travellers (down 21% or 821 visitors) and foreign travellers (down 18% or 585 visitors).

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

| JUNE 1+ Nights | 2008 | 2009 | change +/- | % change |
|-----------------------|---------------|---------------|---------------|-------------|
| Private Vehicle | 19,602 | 18,086 | -1,516 | -8% |
| Motorcoach | 3,332 | 2,034 | -1,298 | -39% |
| TOTALS | 22,934 | 20,120 | -2,814 | -12% |
| US | 13,527 | 12,842 | -685 | -5% |
| Yukon | 2,360 | 1,637 | -723 | -31% |
| Canada | 3,824 | 3,003 | -821 | -21% |
| Others | 3,223 | 2,638 | -585 | -18% |

BORDER CROSSING STATISTICS

Year-To-Date

Year-to-date travel was down by 11% (or 11,846 visitors) compared to the same time period last year (see table below). Decreases were noted in both private vehicle traffic (down 3% or 1,897 visitors) and motorcoach traffic (down 22% or 9,949 visitors). Declines were present among American travellers (down 14% or 10,543 visitors), Yukoners (down 4% or 626 people) and foreign travellers (down 16% or 1,825 visitors). Increases were present among Canadian travellers (up 14% or 1,148 travellers).

| June - YTD | 2008 | 2009 | change +/- | % change |
|-----------------|----------------|----------------|----------------|-------------|
| Private Vehicle | 67,003 | 65,106 | -1,897 | -3% |
| Motorcoach | 45,049 | 35,100 | -9,949 | -22% |
| TOTALS | 112,052 | 100,206 | -11,846 | -11% |
| US | 76,293 | 65,750 | -10,543 | -14% |
| Yukon | 15,884 | 15,258 | -626 | -4% |
| Canada | 8,245 | 9,393 | 1,148 | 14% |
| Others | 11,630 | 9,805 | -1,825 | -16% |

Marine Crossings

A total of 991 visitors crossed into the Yukon through the marine port of Dawson City, a 59% decrease (or 1,409 fewer visitors) compared to June 2008. Decreases were noted among American travellers (down 59% or 1,072 visitors), Canadian travellers (down 58% or 146 visitors) and other foreign travellers (down 57% or 191 visitors).

| JUNE MARINE | 2008 | 2009 | change +/- | % change |
|-------------------------|--------------|------------|---------------|-------------|
| Boat Trips | 30 | 17 | -13 | -43% |
| TOTAL PASSENGERS | 2,400 | 991 | -1,409 | -59% |
| US Citizens | 1,812 | 740 | -1,072 | -59% |
| Canadian Citizens | 253 | 107 | -146 | -58% |
| Others | 335 | 144 | -191 | -57% |

YUKON VISITOR INFORMATION CENTRE STATISTICS

In June 2009, 57,183 visitors signed in at Yukon Visitor Information Centres (see table below). This is a 9% increase (or 4,535 visitors) compared to June 2008. Decreases at VICs were noted in Beaver Creek (down 2% or 54 visitors), Dawson City (down 13% or 1,140 visitors), Haines Junction (down 45% or 2,227 visitors), Watson Lake (down 6% or 495 visitors) and Whitehorse (down 9% or 1,538 visitors). An increase was noted at the Carcross VIC (up 93% or 9,989 visitors).

| VIC STATISTICS BY MONTH - JUNE | | | | |
|--------------------------------|---------------|---------------|--------------|-----------|
| VIC | 2008 | 2009 | + / - | % Change |
| Beaver Creek | 3,307 | 3,253 | -54 | -2% |
| Carcross | 10,697 | 20,686 | 9,989 | 93% |
| Dawson City | 8,747 | 7,607 | -1,140 | -13% |
| Haines Jct. | 4,932 | 2,705 | -2,227 | -45% |
| Watson Lake | 7,873 | 7,378 | -495 | -6% |
| Whitehorse | 17,092 | 15,554 | -1,538 | -9% |
| TOTAL | 52,648 | 57,183 | 4,535 | 9% |

To date this season (May to June), 76,377 visitors have signed in at Visitor Information Centres. This is a 18% increase (11,753 additional visitors) compared to the same time period last year. Decreases in VICs for this season have been present in Beaver Creek (down 7% or 313 visitors), Dawson City (down 10% or 1,092 visitors), Haines Junction (down 39% or 2,198 visitors), Watson Lake (down 6% or 613 visitors) and Whitehorse (down 10% or 2,143 visitors). An increase in visitation was present in Carcross (up 153% or 18,112 visitors).

| VIC STATISTICS YEAR TO DATE- JUNE | | | | |
|-----------------------------------|---------------|---------------|---------------|------------|
| VIC | 2008 | 2009 | + / - | % Change |
| Beaver Creek | 4,371 | 4,058 | -313 | -7% |
| Carcross | 11,812 | 29,924 | 18,112 | 153% |
| Dawson City | 10,905 | 9,813 | -1,092 | -10% |
| Haines Jct. | 5,646 | 3,448 | -2,198 | -39% |
| Watson Lake | 10,120 | 9,507 | -613 | -6% |
| Whitehorse | 21,770 | 19,627 | -2,143 | -10% |
| TOTAL | 64,624 | 76,377 | 11,753 | 18% |

Canadian visitors decreased by 2% (down 454 visitors), American visitors increased by 16% (up 4,123 visitors) and foreign visitors increased by 11% (up 866 visitors) compared to June 2008.

BORDER CROSSING STATISTICS

| 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 |
| TOTALS | 18,236 | 26,200 | 8,212 | 52,648 |

| VISITOR STATISTICS FOR THE MONTH OF JUNE 2009 | | | | |
|---|---------------|---------------|--------------|---------------|
| CENTRE | CANADA | USA | FOREIGN | TOTAL |
| BEAVER CREEK | 634 | 1,719 | 900 | 3253 |
| CARCROSS | 4,225 | 13,732 | 2,729 | 20686 |
| DAWSON CITY | 2,889 | 3,385 | 1,333 | 7607 |
| HAINES JCT. | 937 | 1,226 | 542 | 2705 |
| WATSON LAKE | 2,683 | 3,747 | 948 | 7378 |
| WHITEHORSE | 6,414 | 6,514 | 2,626 | 15554 |
| TOTALS | 17,782 | 30,323 | 9,078 | 57,183 |

| VISITOR STATISTICS JUNE 2008/2009 | | | | |
|-----------------------------------|---------------|---------------|--------------|-----------|
| CENTRE | 2007 | 2008 | +/- Change | % Change |
| Beaver Creek | 3307 | 3253 | -54 | -2% |
| Carcross | 10697 | 20686 | 9989 | 93% |
| Dawson City | 8747 | 7607 | -1140 | -13% |
| Haines Jct. | 4932 | 2705 | -2227 | -45% |
| Watson Lake | 7873 | 7378 | -495 | -6% |
| Whitehorse | 17092 | 15554 | -1538 | -9% |
| TOTAL | 52,648 | 57,183 | 4,535 | 9% |

| VISITOR STATISTICS JUNE 2008/2009 | | | | |
|-----------------------------------|-------------|--------------|------------|--------------|
| +/- % change | CANADA | USA | FOREIGN | TOTAL |
| BEAVER CREEK | 22 | 134 | -210 | -54 |
| % change | 4% | 8% | -19% | -2% |
| CARCROSS | 1,354 | 7,344 | 1,291 | 9,989 |
| % change | 47% | 115% | 90% | 93% |
| DAWSON CITY | -111 | -985 | -44 | -1,140 |
| % change | -4% | -23% | -3% | -13% |
| HAINES JUNCTION | -1,301 | -814 | -112 | -2,227 |
| % change | -58% | -40% | -17% | -45% |
| WATSON LAKE | -152 | -332 | -11 | -495 |
| % change | -5% | -8% | -1% | -6% |
| WHITEHORSE | -266 | -1,224 | -48 | -1,538 |
| % change | -4% | -16% | -2% | -9% |
| TOTAL | -454 | 4,123 | 866 | 4,535 |
| % change | -2% | 16% | 11% | 9% |

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.