

YUKON TOURISM INDICATORS

MARCH 2009



SUMMARY

Monthly Border Crossings

- Overall border crossings to Yukon decreased by 25% compared to March 2008 (1,503 fewer travellers). Border crossings indicate a total of 4,550 visitors during the month of March.

Year-to-Date Border Crossings

- Year-to-date border crossings (January to March 2009) indicate a decrease in visitation over the same time period last year. Overall visitation decreased by 20% (2,389 fewer visitors). Border crossings indicate a total of 9,481 visitors from January to March 2009.

Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded a 6% decrease in the number of travellers enplaning and/or deplaning in Yukon compared to March 2008. A total of 16,947 passengers enplaned and/or deplaned during March, a decrease of 1,043 travellers.

BORDER CROSSING STATISTICS

Visitation to Yukon was down by 25% (or 1,503 visitors) compared to March 2008 (see table below). There were decreases in both private vehicle traffic (down 23% or 1,388 visitors) and motorcoach traffic (down 88% or 115 visitors). By origin, decreases were present among U.S. travellers (down 21% or 834 visitors), Yukoners (down 31% or 560 people), Canadian travellers (down 42% or 99 visitors) and foreign travellers (down 12% or 10 people).

MARCH	2008	2009	change +/-	% change
Private Vehicle	5,922	4,534	-1,388	-23%
Motorcoach	131	16	-115	-88%
TOTALS	6,053	4,550	-1,503	-25%
US	3,931	3,097	-834	-21%
Yukon	1,803	1,243	-560	-31%
Canada	233	134	-99	-42%
Others	86	76	-10	-12%

Mar Private Vehicle 2008/09 Change		
	+/-	% Change
US Citizens	-727	-19%
Yukon Residents	-558	-31%
Canadian	-94	-44%
Others	-9	-11%
TOTAL	-1,388	-23%

Private vehicle traffic saw decreases among US travellers (down 19% or 727 visitors), Yukon residents (down 31% or 558 people), Canadian travellers (down 44% or 94 visitors) and foreign travellers (down 11% or 9 visitors).

Mar Motorcoach 2008/09 Change		
	+/-	% Change
US Citizens	-107	-98%
Yukon Residents	-2	-100%
Canadian	-5	-26%
Others	-1	-100%
TOTAL	-115	88%

Of **motorcoach traffic**, there were decreases among US travellers (98% or down 107 visitors), Yukon residents (down 100% or 2 people), Canadian travellers (down 26% or 5 visitors) and foreign travellers (down 100% or 1 visitor).

Port of Arrival

For the month of March, traffic through the Beaver Creek port decreased by 7% (down 152 visitors), traffic through Fraser Camp decreased by 35% (down 811 visitors), traffic through Dawson City increased by 203 visitors and traffic through Pleasant Camp decreased by 45% (down 743 visitors).

MARCH	2008	2009	+ / -	% Change
Beaver Creek	2,067	1,915	-152	-7%
Fraser	2,335	1,524	-811	-35%
Dawson City	0	203	203	
Pleasant	1,651	908	-743	-45%
TOTAL	6,053	4,550	-1503	-25%

BORDER CROSSING STATISTICS

Same Day Travel*

Same-day travel decreased by 42% (or 1396 visitors) compared to March 2008. Private vehicle traffic decreased by 42% (or 1,366 visitors), while motorcoach traffic decreased by 75% (or 30 visitors). By origin, decreases were present among American travellers (down 39% or 847 visitors), Yukoners (down 50% or 489 people), Canadian travellers (down 45% or 54 people) and foreign travellers (down 20% or 6 visitors).

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

MAR Sameday	2008	2009	change +/-	% change
Private Vehicle	3,270	1,904	-1,366	-42%
Motorcoach	40	10	-30	-75%
TOTALS	3,310	1,914	-1,396	-42%
US	2,188	1,341	-847	-39%
Yukon	972	483	-489	-50%
Canada	120	66	-54	-45%
Others	30	24	-6	-20%

One or More Night*

One or more nights visitation decreased by 4% (or 107 visitors) compared to March 2008. Private vehicle traffic decreased by 1% (down 22 visitors) while motorcoach traffic decreased by 93% (down 85 visitors). An increase was present among American traffic (up 1% or 13 visitors), while decreases were noted among Yukon traffic (down 9% or 71 people), Canadian traffic (down 40% or 45 visitors) and foreign traffic (down 7% or 4 visitors).

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

MAR 1+ Nights	2008	2009	change +/-	% change
Private Vehicle	2,652	2,630	-22	-1%
Motorcoach	91	6	-85	-93%
TOTALS	2,743	2,636	-107	-4%
US	1,743	1,756	13	1%
Yukon	831	760	-71	-9%
Canada	113	68	-45	-40%
Others	56	52	-4	-7%

BORDER CROSSING STATISTICS

Year-To-Date

Year-to-date travel was down by 20% (or 2,389 visitors) compared to the same time period last year (see table below). Decreases were noted in both private vehicle traffic (down 19% or 2,181 visitors) and motorcoach traffic (down 70% or 208 visitors). By origin, declines were present among American travellers (down 17% or 1,380 visitors), Yukoners (down 27% or 892 people), Canadian travellers (down 22% or 87 visitors) and foreign travellers (down 19% or 30 visitors).

Mar - YTD	2008	2009	change +/-	% change
Private Vehicle	11,572	9,391	-2,181	-19%
Motorcoach	298	90	-208	-70%
TOTALS	11,870	9,481	-2,389	-20%
US	8,034	6,654	-1,380	-17%
Yukon	3,281	2,389	-892	-27%
Canada	396	309	-87	-22%
Others	159	129	-30	-19%