

# YUKON TOURISM INDICATORS

## MAY 2008



### SUMMARY

#### Monthly Border Crossings

- Overall border crossings to Yukon decreased by 1% compared to May 2007 (352 fewer travellers).
- The decrease in overall visitation for May is due primarily to decreased motorcoach traffic. Motorcoach traffic decreased by 6% (1,148 fewer visitors), while private vehicle traffic increased by 5% (796 additional travellers) compared to May 2007.
- Same day travel decreased by 2% (369 fewer visitors), while one or more nights visitation increased by a slight margin (17 additional visitors).

#### Year-to-Date Border Crossings

- Year-to-date border crossings (January to May 2008) indicate a decrease in visitation over the same time period last year. Overall visitation decreased by 4% (2,069 fewer visitors). Border crossings indicate a total of 52,053 visitors from January to May 2008.

#### Visitor Information Centres

- In May 2008, 11,976 visitors signed in at Yukon Visitor Information Centres. This is a 39% decrease compared to May 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 7% increase in the number of travellers enplaning and/or deplaning in the Yukon compared to May 2007. A total of 18,547 passengers enplaned and/or deplaned during May, an increase of 1,285 travellers.

## BORDER CROSSING STATISTICS

Visitation to Yukon was down by 1% (or 352 visitors) compared to May 2007 (see table below). There was an increase in private vehicle traffic (up 5% or 796 visitors) and a decrease in motorcoach traffic (down 6% or 1,148 visitors). By origin, decreases were present among U.S. travellers (down 5% or 1,276 visitors), Canadian travellers (down 21% or 458 visitors) and foreign travellers (down 3% or 140 visitors). There was an increase in crossings by Yukon residents (up 39% or 1,522 people).

MAY	2007	2008	change +/-	% change
Private Vehicle	16,140	16,936	796	5%
Motorcoach	17,774	16,626	-1,148	-6%
<b>TOTALS</b>	<b>33,914</b>	<b>33,562</b>	<b>-352</b>	<b>-1%</b>
US	23,723	22,447	-1,276	-5%
Yukon	3,887	5,409	1,522	39%
Canada	2,219	1,761	-458	-21%
Others	4,085	3,945	-140	-3%

May Private Vehicle 2007/08 Change		
	+/-	% Change
US Citizens	-672	-7%
Yukon Residents	1,536	28%
Canadian	4	0%
Others	-72	-8%
<b>TOTAL</b>	<b>796</b>	<b>5%</b>

**Private vehicle traffic** saw increases among Yukoners (up 28% or 1,536 visitors) and Canadian travellers (up 4 visitors). Decreases were present among U.S. travellers (down 7% or 672 visitors) and foreign travellers (down 8% or 72 visitors).

May Motorcoach 2007/08 Change		
	+/-	% Change
US Citizens	-604	-5%
Yukon Residents	-14	-78%
Canadian	-462	-49%
Others	-68	-2%
<b>TOTAL</b>	<b>-1,148</b>	<b>-7%</b>

Of **motorcoach traffic**, there were decreases among U.S. travellers (down 5% or 604 visitors), Yukoners (down 78% or 14 visitors), Canadian travellers (down 49% or 462 visitors) and foreign travellers (down 2% or 68 visitors).

### Port of Arrival

Crossings through the Beaver Creek port increased by 1% (up 67 visitors) while traffic through the Fraser Camp decreased by 1% (down 203 visitors). Traffic through the Little Gold port increased by 9% (up 57 visitors) but crossings through the Pleasant Camp fell by 9% (down 273 visitors) compared to May 2007.

MAY	2007	2008	+ / -	% Change
Beaver Creek	5,789	5,856	67	1%
Fraser	24,598	24,395	-203	-1%
Little Gold	636	693	57	9%
Pleasant	2,891	2,618	-273	-9%
<b>TOTAL</b>	<b>33,914</b>	<b>33,562</b>	<b>-352</b>	<b>-1%</b>

## BORDER CROSSING STATISTICS

### Same Day Travel

Same-day travel decreased by 2% (or 369 visitors) compared to May 2007. Increases were present among private vehicle traffic (up 8% or 646 visitors) and Yukon traffic (up 38% or 852 visitors). Decreases were noted among motorcoach traffic (down 6% or 1,015 visitors), American travellers (down 4% or 786 visitors), Canadian travellers (down 27% or 370 people) and foreign travellers (down 2% or 65 people).

<b>MAY Sameday</b>	2007	2008	change +/-	% change
Private Vehicle	7,765	8,411	646	8%
Motorcoach	16,705	15,690	-1,015	-6%
<b>TOTALS</b>	<b>24,470</b>	<b>24,101</b>	<b>-369</b>	<b>-2%</b>
US	17,627	16,841	-786	-4%
Yukon	2,219	3,071	852	38%
Canada	1,350	980	-370	-27%
Others	3,274	3,209	-65	-2%

### One or More Night

One or more night visitation increased by 17 visitors compared to May 2007. Private vehicle traffic increased by 2% (up 150 visitors) while motorcoach traffic decreased by 12% (down 133 visitors). Increases were noted among Yukoners (up 40% or 670 people), while decreases were present among American travellers (down 8% or 490 visitors), Canadian travellers (down 10% or 88 visitors) and foreign travellers (down 9% or 75 visitors).

<b>MAY 1+ Nights</b>	2007	2008	change +/-	% change
Private Vehicle	8,375	8,525	150	2%
Motorcoach	1,069	936	-133	-12%
<b>TOTALS</b>	<b>9,444</b>	<b>9,461</b>	<b>17</b>	<b>0%</b>
US	6,096	5,606	-490	-8%
Yukon	1,668	2,338	670	40%
Canada	869	781	-88	-10%
Others	811	736	-75	-9%

## BORDER CROSSING STATISTICS

### Year-To-Date

Year-to-date travel was down by 4% (or 2,069 visitors) compared to the same time period last year (see table below). Decreases were noted in both private vehicle traffic (down 2% or 660 visitors) and motorcoach traffic (down 8% or 1,409 visitors). Declines were also present among American travellers (down 9% or 3,282 visitors), Canadian travellers (down 30% or 1,037 visitors) and foreign travelers (down 4% or 187 visitors).

Year-to-date figures show an increase in border crossing by Yukoners (up 29% or 2,437 people).

May - YTD	2007	2008	change +/-	% change
Private Vehicle	35,637	34,977	-660	-2%
Motorcoach	18,485	17,076	-1,409	-8%
<b>TOTALS</b>	<b>54,122</b>	<b>52,053</b>	<b>-2,069</b>	<b>-4%</b>
US	37,747	34,465	-3,282	-9%
Yukon	8,521	10,958	2,437	29%
Canada	3,461	2,424	-1,037	-30%
Others	4,393	4,206	-187	-4%

### Marine Crossings

At total of 855 visitors crossed into the Yukon through the marine port of Dawson City, a 34% increase (or 215 additional visitors) compared to May 2007. Increases were noted among American travellers (up 50% or 194 visitors), Canadian travellers (up 5% or 3 visitors) and foreign travellers (up 10% or 18 visitors).

MAY MARINE	2007	2008	change +/-	% change
Boat Trips	8	12	4	50%
<b>TOTAL PASSENGERS</b>	<b>640</b>	<b>855</b>	<b>215</b>	<b>34%</b>
US Citizens	391	585	194	50%
Canadian Citizens	62	65	3	5%
Others	187	205	18	10%

## YUKON VISITOR INFORMATION CENTRE STATISTICS

In May 2008, 11,976 visitors signed in at Yukon Visitor Information Centres (see table below). This is a 39% decrease (or 7,498 visitors) compared to May 2007. Increases at VICs were noted in Beaver Creek (up 37% or 287 visitors), Dawson City (up 27% or 455 visitors) and Whitehorse (up 13% or 533 visitors). Decreases were noted in Carcross (down 88% or 8,343 visitors), Haines Junction (down 27% or 260 visitors) and Watson Lake (down 7% or 170 visitors). The decrease in visitation to the Carcross VIC is largely due to its temporary relocation to a trailer.

VIC STATISTICS BY MONTH - MAY				
VIC	2007	2008	+ / -	% Change
BEAVER CREEK	777	1,064	287	37%
CARCROSS	9,458	1,115	-8,343	-88%
DAWSON CITY	1,703	2,158	455	27%
HAINES JCT.	974	714	-260	-27%
WATSON LAKE	2,417	2,247	-170	-7%
WHITEHORSE	4,145	4,678	533	13%
<b>TOTAL</b>	<b>19,474</b>	<b>11,976</b>	<b>-7,498</b>	<b>-39%</b>

Canadian visitors decreased by 35% (down 1,857 visitors), American visitors decreased by 46% (down 4,752 visitors) and foreign visitors decreased by 23% (down 889 visitors) compared to May 2007.

## YUKON VISITOR INFORMATION CENTRE STATISTICS

VISITOR STATISTICS FOR THE MONTH OF MAY 2007				
CENTRE	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	113	394	270	777
CARCROSS	2,236	5,734	1,488	9458
DAWSON CITY	637	601	465	1703
HAINES JCT.	266	514	194	974
WATSON LAKE	686	1,323	408	2417
WHITEHORSE	1,319	1,820	1,006	4145
<b>TOTALS</b>	<b>5,257</b>	<b>10,386</b>	<b>3,831</b>	<b>19,474</b>

VISITOR STATISTICS FOR THE MONTH OF MAY 2008				
CENTRE	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	214	555	295	1064
CARCROSS	266	661	188	1115
DAWSON CITY	608	1,124	426	2158
HAINES JCT.	295	251	168	714
WATSON LAKE	503	1,261	483	2247
WHITEHORSE	1,514	1,782	1,382	4678
<b>TOTALS</b>	<b>3,400</b>	<b>5,634</b>	<b>2,942</b>	<b>11,976</b>

VISITOR STATISTICS MAY 2007/2008				
CENTRE	2007	2008	+/- Change	% Change
Beaver Creek	777	1064	287	37%
Carcross	9458	1115	-8343	-88%
Dawson City	1703	2158	455	27%
Haines Jct.	974	714	-260	-27%
Watson Lake	2417	2247	-170	-7%
Whitehorse	4145	4678	533	13%
<b>TOTAL</b>	<b>19,474</b>	<b>11,976</b>	<b>-7,498</b>	<b>-39%</b>

VISITOR STATISTICS MAY 2007/2008				
+/- % change	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	101	161	25	287
% change	89%	41%	9%	37%
CARCROSS	-1,970	-5,073	-1,300	-8,343
% change	-88%	-88%	-87%	-88%
DAWSON CITY	-29	523	-39	455
% change	-5%	87%	-8%	27%
HAINES JUNCTION	29	-263	-26	-260
% change	11%	-51%	-13%	-27%
WATSON LAKE	-183	-62	75	-170
% change	-27%	-5%	18%	-7%
WHITEHORSE	195	-38	376	533
% change	15%	-2%	37%	13%
<b>TOTAL</b>	<b>-1,857</b>	<b>-4,752</b>	<b>-889</b>	<b>-7,498</b>
<b>% change</b>	<b>-35%</b>	<b>-46%</b>	<b>-23%</b>	<b>-39%</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.