

# YUKON TOURISM INDICATORS

## SEPTEMBER 2008



### SUMMARY

#### **Overview**

- Thus far in 2008, visitation to Yukon has experienced a decrease. American private vehicle traffic and 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.

#### **Monthly Border Crossings**

- Overall border crossings to Yukon decreased by 6% compared to September 2007 (2,611 fewer travellers).

#### **Year-to-Date Border Crossings**

- Year-to-date border crossings (January to September 2008) indicate a decrease in visitation over the same time period last year. Overall visitation decreased by 8% (26,385 fewer visitors). Border crossings indicate a total of 286,592 visitors from January to September 2008.

#### **Visitor Information Centres**

- In September 2008, 22,158 visitors signed in at Yukon Visitor Information Centres. This is a 54% increase compared to September 2007.
- Seasonal increases 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 12% increase in the number of travellers enplaning and/or deplaning in Yukon compared to September 2007. A total of 20,959 passengers enplaned and/or deplaned during September, an increase of 2,310 travellers.

## BORDER CROSSING STATISTICS

Visitation to Yukon was down by 6% (or 2,611 visitors) compared to September 2007 (see table below). There were decreases in both private vehicle traffic (down 10% or 2,472 visitors) and motorcoach traffic (down 1% or 139 visitors). By origin, decreases were present among U.S. travellers (down 7% or 1,960 visitors) and Canadian travellers (down 41% or 1,436 visitors). Increases were present among Yukoners (up 21% or 684 people) and foreign travellers (up 2% or 101 people).

SEPTEMBER	2007	2008	change +/-	% change
Private Vehicle	25,032	22,560	-2,472	-10%
Motorcoach	15,151	15,012	-139	-1%
<b>TOTALS</b>	<b>40,183</b>	<b>37,572</b>	<b>-2,611</b>	<b>-6%</b>
US	28,895	26,935	-1,960	-7%
Yukon	3,261	3,945	684	21%
Canada	3,468	2,032	-1,436	-41%
Others	4,559	4,660	101	2%

Sep Private Vehicle 2007/08 Change		
	+/-	% Change
US Citizens	-2,902	-20%
Yukon Residents	698	18%
Canadian	-995	-82%
Others	727	26%
<b>TOTAL</b>	<b>-2,472</b>	<b>-11%</b>

**Private vehicle traffic** saw increases among Yukoners (up 18% or 698 visitors) and foreign travellers (up 26% or 727 visitors). Decreases were present among U.S. travellers (down 20% or 2,902 visitors) and Canadian travellers (down 82% or 995 visitors).

Sep Motorcoach 2007/08 Change		
	+/-	% Change
US Citizens	942	8%
Yukon Residents	-14	-467%
Canadian	-441	-54%
Others	-626	-34%
<b>TOTAL</b>	<b>-139</b>	<b>-1%</b>

Of **motorcoach traffic**, there were decreases among Yukoners (down 14 people), Canadian travellers (down 54% or 441 visitors) and foreign travellers (down 34% or 626 people). Increases were present among US travellers (up 8% or 942 people).

### Port of Arrival

For the month of September, traffic through the Beaver Creek port decreased by 25% (down 2,914 visitors) while traffic through Fraser Camp increased by 2% (up 396 visitors). Traffic through the Little Gold port increased by 6% (up 88 visitors) while traffic through the Pleasant Camp decreased by 6% (down 181 visitors).

SEPTEMBER	2007	2008	+ / -	% Change
Beaver Creek	11,729	8,815	-2,914	-25%
Fraser	23,987	24,383	396	2%
Little Gold	1,410	1,498	88	6%
Pleasant	3,057	2,876	-181	-6%
<b>TOTAL</b>	<b>40,183</b>	<b>37,572</b>	<b>-2,611</b>	<b>-6%</b>

## BORDER CROSSING STATISTICS

### Same Day Travel

Same-day travel increased by 2% (or 398 visitors) compared to September 2007. Private vehicle traffic increased by 2% (or 130 visitors), while motorcoach traffic increased by 2% (or 268 visitors). By origin, increases were noted among American travellers (up 4% or 580 visitors) and Yukoners (up 14% or 295 people). Traffic decreased among Canadian travellers (down 33% or 411 people) and foreign travellers (down 3% or 66 visitors).

<b>SEPT Sameday</b>	2007	2008	change +/-	% change
Private Vehicle	8,403	8,533	130	2%
Motorcoach	13,790	14,058	268	2%
<b>TOTALS</b>	<b>22,193</b>	<b>22,591</b>	<b>398</b>	<b>2%</b>
US	16,325	16,905	580	4%
Yukon	2,169	2,464	295	14%
Canada	1,249	838	-411	-33%
Others	2,450	2,384	-66	-3%

### One or More Night

One or more nights visitation decreased by 17% (or 3,009 visitors) compared to September 2007. Private vehicle traffic decreased by 16% (down 2,602 visitors) while motorcoach traffic decreased by 30% (down 407 visitors). American traffic decreased (down 20% or 2,540 visitors) while Yukon traffic increased by 36% (or 389 people). Canadian traffic decreased by 46% (or 1,025 visitors) while foreign traffic increased by 8% (or 167 visitors).

<b>SEPT 1+ Nights</b>	2007	2008	change +/-	% change
Private Vehicle	16,629	14,027	-2,602	-16%
Motorcoach	1,361	954	-407	-30%
<b>TOTALS</b>	<b>17,990</b>	<b>14,981</b>	<b>-3,009</b>	<b>-17%</b>
US	12,570	10,030	-2,540	-20%
Yukon	1,092	1,481	389	36%
Canada	2,219	1,194	-1,025	-46%
Others	2,109	2,276	167	8%

## BORDER CROSSING STATISTICS

### Year-To-Date

Year-to-date travel was down by 8% (or 26,385 visitors) compared to the same time period last year (see table below). Decreases were noted in both private vehicle traffic (down 7% or 13,658 visitors) and motorcoach traffic (down 10% or 12,727 visitors). Declines were also present among American travellers (down 13% or 29,857 visitors) and Canadian travellers (down 17% or 5,050 visitors).

Year-to-date figures show increases in border crossings by Yukoners (up 27% or 7,188 people) and foreign travellers (up 5% or 1,334 visitors).

Sept - YTD	2007	2008	change +/-	% change
Private Vehicle	187,459	173,801	-13,658	-7%
Motorcoach	125,518	112,791	-12,727	-10%
<b>TOTALS</b>	<b>312,977</b>	<b>286,592</b>	<b>-26,385</b>	<b>-8%</b>
US	227,479	197,622	-29,857	-13%
Yukon	26,328	33,516	7,188	27%
Canada	29,778	24,728	-5,050	-17%
Others	29,392	30,726	1,334	5%

### Marine Crossings

A total of 165 visitors crossed into the Yukon through the marine port of Dawson City, an 48% decrease (or 150 fewer visitors) compared to September 2007. Decreases were noted among American travellers (down 47% or 121 visitors), Canadian travellers (down 39% or 18 visitors) and foreign travellers (down 11 people).

SEPTEMBER MARINE	2007	2008	change +/-	% change
Boat Trips	8	7	-1	-13%
<b>TOTAL PASSENGERS</b>	<b>315</b>	<b>165</b>	<b>-150</b>	<b>-48%</b>
US Citizens	258	137	-121	-47%
Canadian Citizens	46	28	-18	-39%
Others	11	0	-11	-100%

## YUKON VISITOR INFORMATION CENTRE STATISTICS

In September 2008, 22,158 visitors signed in at Yukon Visitor Information Centres (see table below). This is a 54% increase (or 7,760 visitors) compared to September 2007. Increases at VICs were noted in Beaver Creek (up 11% or 109 visitors), Carcross (up 213% or 8,197 visitors) and Dawson City (up 1% or 27 visitors). Decreases were noted in Haines Junction (down 9% or 109 visitors), Watson Lake (down 6% or 128 visitors), and Whitehorse (down 9% or 336 visitors).

VIC STATISTICS BY MONTH - SEPTEMBER				
VIC	2007	2008	+ / -	% Change
BEAVER CREEK	1,034	1,143	109	11%
CARCROSS	3,853	12,050	8,197	213%
DAWSON CITY	2,346	2,373	27	1%
HAINES JCT.	1,279	1,170	-109	-9%
WATSON LAKE	2,013	1,885	-128	-6%
WHITEHORSE	3,873	3,537	-336	-9%
<b>TOTAL</b>	<b>14,398</b>	<b>22,158</b>	<b>7,760</b>	<b>54%</b>

To date this season (May to September), 215,524 visitors have signed in at Visitor Information Centres. This is a 7% decrease (16,016 fewer visitors) compared to the same time period last year. Increases in VICs for this season have been present in Beaver Creek (up 15% or 1,823 visitors), Dawson City (up 3% or 948 visitors) and Whitehorse (up 2% or 842 visitors). Decreases have been noted in Carcross (down 14% or 12,252 visitors), Haines Junction (down 21% or 4,240 visitors) and Watson Lake (down 11% or 3,137 visitors).

VIC STATISTICS YEAR TO DATE - SEPTEMBER				
VIC	2007	2008	+ / -	% Change
BEAVER CREEK	11,901	13,724	1,823	15%
CARCROSS	89,003	76,751	-12,252	-14%
DAWSON CITY	29,289	30,237	948	3%
HAINES JCT.	20,413	16,173	-4,240	-21%
WATSON LAKE	29,789	26,652	-3,137	-11%
WHITEHORSE	51,145	51,987	842	2%
<b>TOTAL</b>	<b>231,540</b>	<b>215,524</b>	<b>-16,016</b>	<b>-7%</b>

Canadian visitors increased by 36% (up 1,517 visitors), American visitors increased by 71% (up 4,392 visitors) and foreign visitors increased by 46% (up 1,851 visitors) compared to September 2007.

## YUKON VISITOR INFORMATION CENTRE STATISTICS

VISITOR STATISTICS FOR THE MONTH OF SEPT 2007				
CENTRE	CANADA	USA	FOREIGN	TOTAL
Beaver Creek	142	354	538	1034
Carcross	849	2,389	615	3853
Dawson City	665	902	779	2346
Haines Jct.	421	515	343	1279
Watson Lake	600	954	459	2013
Whitehorse	1,484	1,097	1,292	3873
<b>TOTALS</b>	<b>4,161</b>	<b>6,211</b>	<b>4,026</b>	<b>14,398</b>

VISITOR STATISTICS FOR THE MONTH OF SEPT 2008				
CENTRE	CANADA	USA	FOREIGN	TOTAL
Beaver Creek	139	365	639	1143
Carcross	2,907	7,108	2,035	12050
Dawson City	602	909	862	2373
Haines Jct.	274	415	481	1170
Watson Lake	496	796	593	1885
Whitehorse	1,260	1,010	1,267	3537
<b>TOTALS</b>	<b>5,678</b>	<b>10,603</b>	<b>5,877</b>	<b>22,158</b>

VISITOR STATISTICS SEPT 2007/2008				
CENTRE	2007	2008	+/- Change	% Change
Beaver Creek	1034	1143	109	11%
Carcross	3853	12050	8197	213%
Dawson City	2346	2373	27	1%
Haines Jct.	1279	1170	-109	-9%
Watson Lake	2013	1885	-128	-6%
Whitehorse	3873	3537	-336	-9%
<b>TOTAL</b>	<b>14,398</b>	<b>22,158</b>	<b>7,760</b>	<b>54%</b>

VISITOR STATISTICS SEPT 2007/2008				
+/- % change	CANADA	USA	FOREIGN	TOTAL
Beaver Creek	-3	11	101	109
% change	-2%	3%	19%	11%
Carcross	2,058	4,719	1,420	8,197
% change	242%	198%	231%	213%
Dawson City	-63	7	83	27
% change	-9%	1%	11%	1%
Haines Jct.	-147	-100	138	-109
% change	-35%	-19%	40%	-9%
Watson Lake	-104	-158	134	-128
% change	-17%	-17%	29%	-6%
Whitehorse	-224	-87	-25	-336
% change	-15%	-8%	-2%	-9%
<b>TOTAL</b>	<b>1,517</b>	<b>4,392</b>	<b>1,851</b>	<b>7,760</b>
<b>% change</b>	<b>36%</b>	<b>71%</b>	<b>46%</b>	<b>54%</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.