

Yukon Visitor Statistics

Year-End Report 2008

Overview

This document is intended to provide a snapshot of Yukon's 2008 tourism year (January to December).

Included in this report is a summary of the 2008 year and current Yukon visitor statistics:

Yukon border crossing statistics;

European air charter statistics;

Yukon Visitor Information Centre statistics;

Yukon fuel prices; and

U.S. exchange rates

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Tourism overview for 2008

In 2007, 329,203 travellers visited Yukon, according to the Canada Border Services Agency. This figure represents a four per cent increase in visitation over 2006, totaling 13,699 additional visitors. 2007 marked the second highest year for visitation in the Yukon since 1994.

Data for 2008 indicates that visitation to Yukon has declined. 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. However, the decrease in American traffic has been partly offset by increased visitation by overseas travellers.

Annual border crossings (January to December 2008) indicate a decrease in visitation over the same time period last year. Overall visitation has decreased by 9 per cent (29,343 fewer visitors) to 299,860 visitors. Declines were noted from both U.S. and Canada with 13 per cent (32,068 fewer crossings) and 17 per cent (5,268 fewer crossings) declines from each destination respectively. Some of these declines were offset by an increase in border crossings from Yukon residents and from foreign travellers of 6,607 and 1,353 more crossings respectively. Over the same period, the Erik Nielsen Whitehorse International Airport recorded 226,051 travellers enplaning and/or deplaning in Yukon, a decrease of nearly one per cent (1,972 fewer).

Despite this decline in border crossings, many Yukon operators reported that they were satisfied with the 2008 season and that revenues were on par with 2007.

Tourism outlook for 2009

Going forward the global economic situation remains a concern as it is uncertain how it might impact on tourism activities in Yukon. Given the economic difficulties of Yukon's primary source of border crossings, the United States, it is reasonable to assume that travel to Yukon may be negatively impacted if individuals reduce non-essential expenditures, such as vacations. The magnitude of the impact on tourism in Yukon will depend very much on the duration of the economic downturn in the United States. Declining economic growth in other regions of Canada and in some countries overseas could also impact tourism in Yukon.

Competing factors such as a lower Canadian dollar and lower fuel prices could help to mitigate some of the negative tourism impacts associated with the economic difficulties in the United States and around the world. A lower Canadian dollar means that the relative cost of goods and services in Canada have declined, potentially making Yukon a desirable location for travel. A weakened dollar also means that it is more expensive for Yukon residents to travel outside the country, which could result in more local tourism activity.

Despite these potential drivers of travel to Yukon the reality is that American consumers appear to be cutting back. In the third quarter of 2008, U.S. consumer spending declined by 3.1 per cent on an annualized basis. This was the first quarterly decline in U.S. consumer spending in 17 years.

Ultimately, the sustainability of a weakened dollar and lower fuel costs will be a major factor on the impact these conditions will have on tourism in Yukon. If the economic downturn is relatively short in nature, the impact on tourism in Yukon will likely be minor and short-term. If the global recession is prolonged and deep, the impact on local tourism could be more substantial.

Yukon Visitor Statistics

Year-End Report **2008**

Annual Border Crossing Statistics (Visitors) Comparison By Month 2007/2008

2007	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTALS
Private Vehicle	3,096	3,142	5,445	7,814	16,140	32,037	50,309	44,444	25,032	8,346	3,971	3,556	203,332
Motorcoach	55	103	181	372	17,774	28,074	32,795	31,013	15,151	159	63	131	125,871
TOTALS	3,151	3,245	5,626	8,186	33,914	60,111	83,104	75,457	40,183	8,505	4,034	3,687	329,203
US	2,169	2,454	4,161	5,240	23,723	44,565	60,850	55,422	28,895	5,937	2,893	2,637	238,946
Yukon	786	566	1,039	2,243	3,887	3,915	5,796	4,835	3,261	2,005	1,004	914	30,251
Canada	153	171	360	558	2,219	5,682	9,457	7,710	3,468	408	119	120	30,425
Others	43	54	66	145	4,085	5,949	7,001	7,490	4,559	155	18	16	29,581

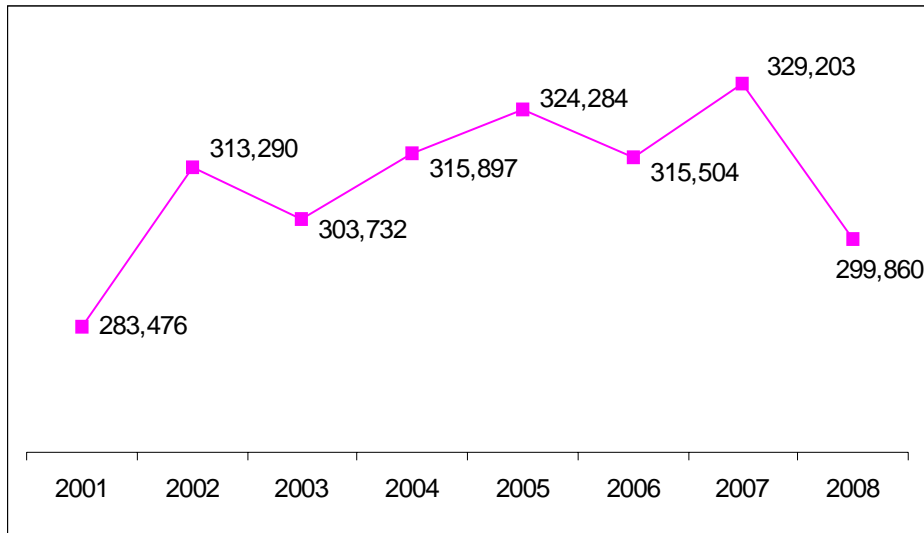
2008	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTALS
Private Vehicle	2,772	2,878	5,922	6,469	16,936	32,026	42,882	41,356	22,560	6,919	3,605	2,644	186,969
Motorcoach	48	119	131	152	16,626	27,973	25,637	27,093	15,012	22	44	34	112,891
TOTALS	2,820	2,997	6,053	6,621	33,562	59,999	68,519	68,449	37,572	6,941	3,649	2,678	299,860
US	1,985	2,118	3,931	3,984	22,447	41,828	47,083	47,311	26,935	4,689	2,654	1,913	206,878
Yukon	748	730	1,803	2,268	5,409	4,926	6,377	7,310	3,945	1,772	916	654	36,858
Canada	60	103	233	267	1,761	5,821	8,130	6,321	2,032	316	53	60	25,157
Others	27	46	86	102	3,945	7,424	6,929	7,507	4,660	164	26	18	30,946

+/- % CHANGE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTALS
Private Vehicle	-324	-264	477	-1,345	796	-11	-7,427	-3,088	-2,472	-1,427	-366	-912	-16,363
% CHANGE	-10%	-8%	9%	-17%	5%	0%	-15%	-7%	-10%	-17%	-9%	-26%	-8%
Motorcoach	-7	16	-50	-220	-1,148	-101	-7,158	-3,920	-139	-137	-19	-97	-12,980
% CHANGE	-13%	16%	-28%	-59%	-6%	0%	-22%	-13%	-1%	-86%	-30%	-74%	-10%
TOTALS	-331	-248	427	-1,565	-352	-112	-14,585	-7,008	-2,611	-1,564	-385	-1,009	-29,343
% CHANGE	-11%	-8%	8%	-19%	-1%	0%	-18%	-9%	-6%	-18%	-10%	-27%	-9%
US	-184	-336	-230	-1,256	-1,276	-2,737	-13,767	-8,111	-1,960	-1,248	-239	-724	-32,068
% CHANGE	-8%	-14%	-6%	-24%	-5%	-6%	-23%	-15%	-7%	-21%	-8%	-27%	-13%
Yukoners	-38	164	764	25	1,522	1,011	581	2,475	684	-233	-88	-260	6,607
% CHANGE	-5%	29%	74%	1%	39%	26%	10%	51%	21%	-12%	-9%	-28%	22%
Canada	-93	-68	-127	-291	-458	139	-1,327	-1,389	-1,436	-92	-66	-60	-5,268
% CHANGE	-61%	-40%	-35%	-52%	-21%	2%	-14%	-18%	-41%	-23%	-55%	-50%	-17%
Others	-16	-8	20	-43	-140	1,475	-72	17	101	9	8	2	1,353
% CHANGE	-37%	-15%	30%	-30%	-3%	25%	-1%	0%	2%	6%	44%	13%	5%

Produced By: Yukon Department of Tourism & Culture

Passenger totals do not include train visitors, those in commercial vehicles, visitors arriving by air, or marine arrivals (Dawson City).

Annual Yukon Border Crossing Statistics—Trends



Passenger totals do not include train visitors, those in commercial vehicles, visitors, those in commercial vehicles, visitors arrive by air or marine arrivals (Dawson City).

Figures include Yukon residents.

Summer Comparison By Month 2007/2008

2007	MAY	JUN	JUL	AUG	SEPT	TOTALS
Private Vehicle	16,140	32,037	50,309	44,444	25,032	167,962
Motorcoach	17,774	28,074	32,795	31,013	15,151	124,807
TOTALS	33,914	60,111	83,104	75,457	40,183	292,769
US	23,723	44,565	60,850	55,422	28,895	213,455
Yukon	3,887	3,915	5,796	4,835	3,261	21,694
Canada	2,219	5,682	9,457	7,710	3,468	28,536
Others	4,085	5,949	7,001	7,490	4,559	29,084

2008	MAY	JUN	JUL	AUG	SEPT	TOTALS
Private Vehicle	16,936	32,026	42,882	41,356	22,560	155,760
Motorcoach	16,626	27,973	25,637	27,093	15,012	112,341
TOTALS	33,562	59,999	68,519	68,449	37,572	268,101
US	22,447	41,828	47,083	47,311	26,935	185,604
Yukon	5,409	4,926	6,377	7,310	3,945	27,967
Canada	1,761	5,821	8,130	6,321	2,032	24,065
Others	3,945	7,424	6,929	7,507	4,660	30,465

+/- % CHANGE	MAY	JUN	JUL	AUG	SEPT	TOTALS
Private Vehicle	796	-11	-7,427	-3,088	-2,472	-12,202
% CHANGE	5%	0%	-15%	-7%	-10%	-7%
Motorcoach	-1,148	-101	-7,158	-3,920	-139	-12,466
% CHANGE	-6%	0%	-22%	-13%	-1%	-10%
TOTALS	-352	-112	-14,585	-7,008	-2,611	-24,668
% CHANGE	-1%	0%	-18%	-9%	-6%	-8%
US	-1,276	-2,737	-13,767	-8,111	-1,960	-27,851
% CHANGE	-5%	-6%	-23%	-15%	-7%	-13%
Yukoners	1,522	1,011	581	2,475	684	6,273
% CHANGE	39%	26%	10%	51%	21%	29%
Canada	-458	139	-1,327	-1,389	-1,436	-4,471
% CHANGE	-21%	2%	-14%	-18%	-41%	-16%
Others	-140	1,475	-72	17	101	1,381
% CHANGE	-3%	25%	-1%	0%	2%	5%

Passenger totals do not include train visitors, those in commercial vehicles, visitors, those in commercial vehicles, visitors arrive by air or marine arrivals (Dawson City).

Annual Yukon Border Crossing Statistics - Top 10 Countries

	2007	2008	+ / -	% change
United States	238,946	206,878	-32,068	-13%
Canada	30,425	25,157	-5,268	-17%
Germany	7,312	7,827	515	7%
United Kingdom	5,777	5,746	-31	-1%
Australia	4,417	4,518	101	2%
Switzerland	2,086	2,153	67	3%
Netherlands	1,361	1,487	126	9%
New Zealand	924	943	19	2%
France	539	942	403	75%
Mexico	668	683	15	2%

Passenger totals do not include train visitors, those in commercial vehicles, visitors, those in commercial vehicles, visitors arrive by air or marine arrivals (Dawson City).

Annual Yukon Border Crossing Statistics - Key Regions

	2007	2008	+ / -	% change
North America	300,284	269,597	-30,687	-10%
Europe	20,155	21,360	1,205	6%
Asia / Pasific	7,794	8,120	326	4%
Other	887	783	-104	-12%
Total	329,203	299,860	-29,343	-9%

Passenger totals do not include train visitors, those in commercial vehicles, visitors, those in commercial vehicles, visitors arrive by air or marine arrivals (Dawson City).

The North America category includes Yukon residents.

Annual Erik Neilsen Whitehorse International Airport Passenger Traffic

Total Year 2007/2008				
	2007	2008	+/-	%change
enplaning	114,990	113,744	-1,246	-1%
deplaning	113,033	112,307	-726	-1%
TOTAL	228,023	226,051	-1,972	-1%

Totals include all passengers arriving in and departing from Whitehorse on commercial flights (January to December).

Seasonal European Air Charter Statistics

2007	May	Jun	Jul	Aug	Sep	Oct	Total
Flights	7	8	9	9	8	6	47
Passengers	468	897	1189	1428	504	169	4655

2008	May	Jun	Jul	Aug	Sep	Oct	Total
Flights	6	8	10	8	9	2	43
Passengers	487	848	1358	1207	708	136	4744

+/- Change	May	Jun	Jul	Aug	Sep	Oct	Total
Flights	-1	0	1	-1	1	-4	-4
% Change	-14%	0%	11%	-11%	13%	-67%	-9%
Passengers	19	-49	169	-221	204	-33	89
% Change	4%	-5%	14%	-15%	40%	-20%	2%

Totals include visitors arriving in Whitehorse direct from Europe and do not include German flight crew.

Seasonal Visitor Information Centre Statistics for 2008

VISITOR STATISTICS FOR 2007				
CENTRE	CANADA	USA	FOREIGN	TOTAL
Beaver Creek	1,863	5,960	4,078	11,901
Carcross	20,394	57,532	11,077	89,003
Dawson City	10,342	13,309	5,638	29,289
Haines Jct.	5,559	12,251	2,603	20,413
Watson Lake	11,009	14,951	3,829	29,789
Whitehorse	20,197	20,305	10,643	51,145
TOTALS	69,364	124,308	37,868	231,540

VISITOR STATISTICS FOR 2008				
CENTRE	CANADA	USA	FOREIGN	TOTAL
Beaver Creek	2,393	6,402	4,929	13,724
Carcross	19,848	46,954	9,949	76,751
Dawson City	9,384	14,590	6,263	30,237
Haines Jct.	4,715	8,652	2,806	16,173
Watson Lake	9,956	12,574	4,122	26,652
Whitehorse	20,305	21,065	10,617	51,987
TOTALS	66,601	110,237	38,686	215,524

VISITOR STATISTICS 2007/2008				
CENTRE	2007	2008	+/- Change	% 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%
TOTAL	231,540	215,524	-16,016	-7%

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.

Seasonal Border Crossing Statistics, Yukon River

2007	May	Jun	Jul	Aug	Sep	Total
Boat Trips	8	30	38	31	8	115
Total Passengers	640	2,747	3,387	2,746	315	9,835
US Citizens	391	2,173	2,564	2,282	258	7,668
Canadian Citizens	62	322	384	227	46	1,041
Others	187	252	439	237	11	1,126

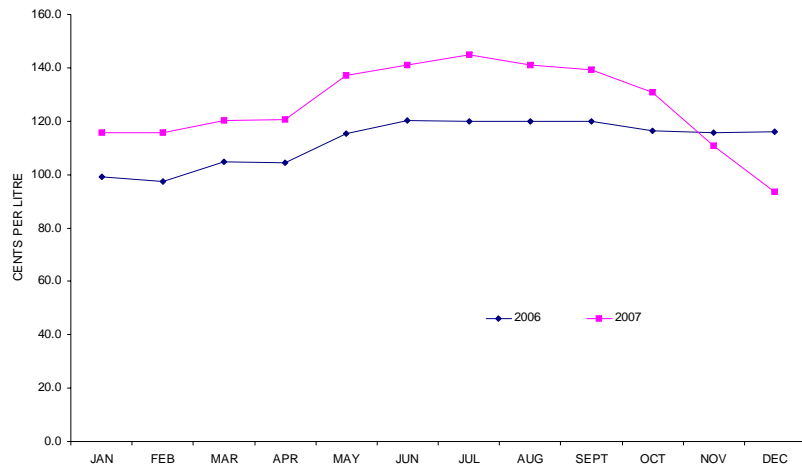
2008	May	Jun	Jul	Aug	Sep	Total
Boat Trips	12	30	30	31	7	110
Total Passengers	855	2,400	2,453	2,538	165	8,411
US Citizens	585	1,812	2,060	2,074	137	6,668
Canadian Citizens	65	253	279	258	28	883
Others	205	335	114	206	0	860

+/- Change	May	Jun	Jul	Aug	Sep	Total
Boat Trips	4	0	-8	0	-1	-5
% Change	50%	0%	-21%	0%	-13%	-4%
Total Passengers	215	-347	-934	-208	-150	-1,424
% Change	34%	-13%	-28%	-8%	-48%	-14%
US Citizens	194	-361	-504	-208	-121	-1,000
% Change	50%	-17%	-20%	-9%	-47%	-13%
Canadian Citizens	3	-69	-105	31	-18	-158
% Change	5%	-21%	-27%	14%	-39%	-15%
Others	18	83	-325	-31	-11	-266
% Change	10%	33%	-74%	-13%	-100%	-24%

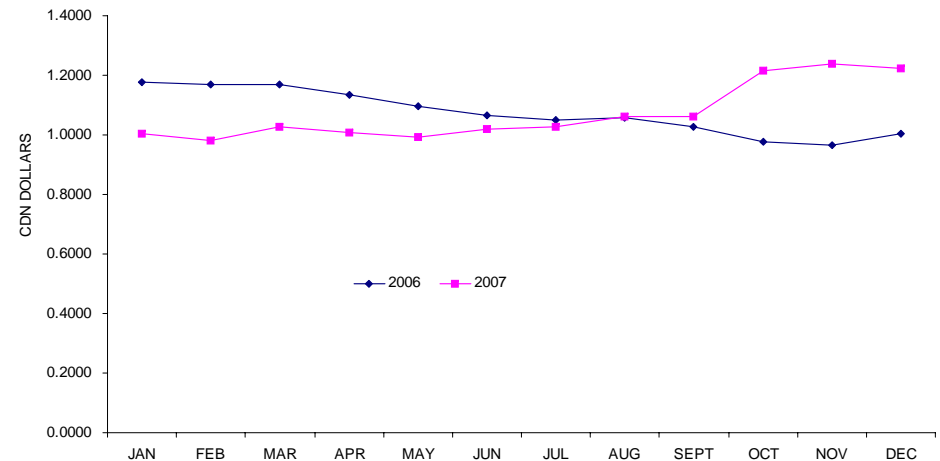
Marine arrivals in Dawson City include visitors arriving on the Yukon Queen from Eagle, Alaska.

Annual Average Auto Fuel Prices by Month			
MONTH	2007	2008	CHANGE
JAN	99.1	115.7	16.6
FEB	97.4	115.6	18.2
MAR	104.9	120.2	15.3
APR	104.6	120.6	16.0
MAY	115.3	137.2	21.9
JUN	120.1	141	20.9
JUL	119.8	144.9	25.1
AUG	119.8	141	21.2
SEPT	119.9	139.4	19.5
OCT	116.35	130.8	14.5
NOV	115.6	110.6	-5.0
DEC	116.2	93.6	-22.6

Annual U.S. Exchange Rates by Month			
MONTH	2007	2008	CHANGE
JAN	1.1759	1.0022	-0.1737
FEB	1.1706	0.9798	-0.1908
MAR	1.1682	1.0279	-0.1403
APR	1.1342	1.0095	-0.1247
MAY	1.0949	0.9942	-0.1007
JUN	1.0651	1.0186	-0.0465
JUL	1.0503	1.0257	-0.0246
AUG	1.0582	1.0626	0.0044
SEPT	1.0253	1.0599	0.0346
OCT	0.9752	1.2165	0.2413
NOV	0.9671	1.2373	0.2702
DEC	1.0031	1.2246	0.2215



Auto fuel prices are the average price per litre of regular self-serve fuel in Whitehorse.



Exchange rates listed are for the last day of each month during the calendar year.