

YUKON TOURISM INDICATORS

- JULY 2007 -

Summary

- Overall border crossings to the Yukon increased by 10% compared to July 2006 (7,601 additional travelers). This is the highest recorded increase for the month of July since 1992.
- The increase in overall visitation for July is due primarily to increases in motorcoach and same day traffic. Motorcoach traffic increased by 28% while same day traffic increased by 20%.
- The increase in same day, motorcoach traffic largely stems from an increase in the number of Alaskan cruise-ship passengers arriving in Skagway and visiting the Carcross, Southern Lakes Region.
- Further bolstering visitation to the Yukon is modest growth in private vehicle traffic and visitors staying one or more nights. Private vehicle traffic increased by 1% while one or nights travelers increased by 0.2%.
- Year-to-date border crossings (January to July 2007) indicate an increase in visitation over same time period last year. Overall visitation increased by 4% (7,947 people). Border crossings indicate a total of 197,337 visitors thus far in 2007.
- July 2007 was also marked by significant growth in air traffic. The Whitehorse International Airport recorded a 19% increase in the number of travelers enplaning and deplaning in the Yukon compared to July 2006. A total of 26,429 passengers enplaned and deplaned during July, an increase of 4,178 travelers.
- The Statistics Canada publication *International Travel: Advance Information* also indicates a significant increase in Yukon tourism figures. In June 2007, Statistics Canada reported that so far this year, one or more nights trips to the Yukon had increased by 30% over 2006.
- This is a significant increase compared to the Canadian average. Trips to Canada decreased by 2% during the same time period. The Yukon posted the highest increase in visits, ahead of Alberta (up 9%) and Nova Scotia (up 6%).
- Increasing tourism numbers have corresponded with an increasing number of visitors to Yukon Visitor Information Centres. In July 2007, 72,848 visitors signed in at Yukon Visitor Information Centres. This is an 8% increase over July 2006.
- The year-to-date figure of 162,081 visitors for July 2007 shows a 9% increase to Yukon Visitor Information Centres over the same time period last year. The largest increases thus far this year have been observed at the Carcross and Watson Lake Visitor Information Centres.

BORDER CROSSING STATISTICS

- July 2007-

Visitation to the Yukon was up by 10% (or 7,601 visitors) compared to July 2006 (see table below). Increases were noted in both private vehicle traffic (up 1% or 374 visitors) and motorcoach traffic (up 28% or 7,227 visitors). Additional increases were present among U.S. travelers (up 11% or 5,800 visitors), Canadian travelers (up 13% or 1,061 visitors) and foreign travelers (up 19% or 1,138 visitors). A decrease was noted among Yukon travelers (down 6% or 398 people).

JULY	2006	2007	change +/-	% change
Private Vehicle	49,935	50,309	374	1%
Motorcoach	25,568	32,795	7,227	28%
TOTALS	75,503	83,104	7,601	10%
US	55,050	60,850	5,800	11%
Yukon	6,194	5,796	-398	-6%
Canada	8,396	9,457	1,061	13%
Others	5,863	7,001	1,138	19%

Private vehicle traffic saw increases among Canadian travelers (up 13% or 812 visitors) and foreign visitors (up 17% or 564 visitors). Decreases were noted among U.S. travelers (down 2% or 589 visitors) and Yukon residents (down 7% or 413 people).

Of **motorcoach traffic**, there was an increase in American travelers (up 30% or 6,389 visitors), foreign travelers (up 23% or 574 visitors), Canadian travelers (up 12% or 249 visitors) and Yukon residents (up 15 people).

Port of Arrival

Crossings through the port of Fraser increased by 17% (or 7,056 visitors) while crossings through the Little Gold port increased by 26% (or 1,183 visitors). Crossings through the Beaver Creek port fell by 2% (or 355 visitors), while crossings through the Pleasant port decreased by 4% (or 283 visitors), compared to July 2006.

JULY	2006	2007	+ / -	% change
Beaver Creek	22,587	22,232	-355	-2%
Fraser	40,373	47,429	7,056	17%
Little Gold	4,511	5,694	1,183	26%
Pleasant	8,032	7,749	-283	-4%
Total	75,503	83,104	7,601	10%

Same Day Travel

“Same day” travel increased by 20% (or 7,520 visitors) compared to July 2006. Increases were among both motorcoach traffic (up 35% or 7,390 visitors) and private vehicle traffic (up 1% or 130 visitors). Additional increases were noted among American travelers (up 23% or 6,446 visitors), foreign travelers (up 22% or 528 visitors), Yukon residents (up 10% or 290 people) and Canadian travelers (up 9% or 256 visitors).

One or More Night

“One or more night” visitation was up slightly by 0.2% (or 81 visitors) compared to July 2006. Private vehicle traffic increased by 1% (or 244 visitors) while motorcoach traffic decreased by 4% (down 163 visitors). Decreases were also noted among American travelers (down 2% or 646 visitors) and Yukon residents (down 22% or 688 people). Increases were noted among Canadian travelers (up 15% or 805 visitors) and foreign travelers (up 18% or 610 visitors).

Year-To-Date

Year-to-date travel was up by 4% (or 7,947 visitors) compared to the same time period last year (see table below). Increases were noted in motorcoach traffic (up 19% or 12,420 visitors) and among American travelers (up 6% or 7,795 visitors), Canadian travelers (up 8% or 1,312 visitors) and foreign travelers (up 12% or 1,898 visitors).

Year-to-date figures show a decline in private vehicle traffic (down 4% or 4,473 visitors) and crossings by Yukon residents (down 14% or 3,058 people).

July - YTD	2006	2007	change +/-	% change
Private Vehicle	122,456	117,983	-4,473	-4%
Motorcoach	66,934	79,354	12,420	19%
TOTALS	189,390	197,337	7,947	4%
US	135,367	143,162	7,795	6%
Yukon	21,290	18,232	-3,058	-14%
Canada	17,288	18,600	1,312	8%
Others	15,445	17,343	1,898	12%

Marine Crossings

At total of 2,692 visitors crossed into the Yukon through the marine port of Dawson City, a 13% increase (or 318 visitors) over July 2006. Crossings by American travelers increased by 3% (up 61 visitors), while crossings by Canadian travelers increased by 109% (or 278 visitors). Crossings by foreign travelers decreased by 14% (or 21 visitors).

YUKON VISITOR INFORMATION CENTRE STATISTICS

- JULY 2007 -

In July 2007, 72,848 visitors signed in at Yukon Visitor Information Centres (see table below). This is an 8% increase (or 5,368 visitors) over July 2006. Increases at VICs were noted at Carcross (up 24% or 5,355 visitors), Dawson City (up 23% or 1,763 visitors), Beaver Creek (up 17% or 580 visitors), Watson Lake (up 7% or 630 visitors) and Haines Junction (up 4% or 227 visitors).

The only Visitor Information Centre that experienced a decline compared to July 2006 was Whitehorse (down 16% or 3,187 visitors).

Monthly (July)

VIC STATISTICS BY MONTH - JULY				
VIC	2006	2007	+ / -	% Change
BEAVER CREEK	3,368	3,948	580	17%
CARCROSS	21,932	27,287	5,355	24%
DAWSON CITY	7,731	9,494	1,763	23%
HAINES JCT.	6,271	6,498	227	4%
WATSON LAKE	8,478	9,108	630	7%
WHITEHORSE	19,700	16,513	-3,187	-16%
TOTAL	67,480	72,848	5,368	8%

The year-to-date figure of 162,081 visitors for July 2007 shows a 9% increase (or 13,039 visitors) to Yukon Visitor Information Centres over the same time period last year. The largest increases were noted in Carcross (up 25% or 12,304 visitors) and Watson Lake (up 16% or 2,986 visitors). The most significant decrease was noted in Whitehorse (down 10% or 4,320 visitors).

Year-To-Date (May to July)

VIC STATISTICS Year-to-Date - JULY				
VIC	2006	2007	+ / -	% Change
BEAVER CREEK	6,944	7,205	261	4%
CARCROSS	50,182	62,486	12,304	25%
DAWSON CITY	17,092	17,920	828	5%
HAINES JCT.	12,371	13,351	980	8%
WATSON LAKE	18,382	21,368	2,986	16%
WHITEHORSE	44,071	39,751	-4,320	-10%
TOTAL	149,042	162,081	13,039	9%

American visitors increased by 20% (or 3,863 visitors) over July 2006. Canadian visitors also increased by 6% (or 2,370 visitors). Foreign visitors decreased by 8% (or 865 visitors) compared to July 2006.

VISITOR STATISTICS FOR THE MONTH OF JULY 2006

CENTRE	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	697	1,645	1,026	3,368
CARCROSS	4,455	14,223	3,254	21,932
DAWSON CITY	2,909	3,495	1,327	7,731
HAINES JCT.	1,178	4,404	689	6,271
WATSON LAKE	2,862	4,115	1,501	8,478
WHITEHORSE	7,616	8,910	3,174	19,700
TOTAL	19,717	36,792	10,971	67,480

VISITOR STATISTICS FOR THE MONTH OF JULY 2007

CENTRE	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	671	2,224	1,053	3,948
CARCROSS	6,873	17,234	3,180	27,287
DAWSON CITY	3,634	4,396	1,464	9,494
HAINES JCT.	1,990	3,838	670	6,498
WATSON LAKE	3,355	4,799	954	9,108
WHITEHORSE	7,057	6,671	2,785	16,513
TOTAL	23,580	39,162	10,106	72,848

VISITOR STATISTICS July 2006/2007

+/- % change	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	-26	579	27	580
% change	-4%	35%	3%	17%
CARCROSS	2,418	3,011	-74	5,355
% change	54%	21%	-2%	24%
DAWSON CITY	725	901	137	1,763
% change	25%	26%	10%	23%
HAINES JUNCTION	812	-566	-19	227
% change	69%	-13%	-3%	4%
WATSON LAKE	493	684	-547	630
% change	17%	17%	-36%	7%
WHITEHORSE	-559	-2,239	-389	-3,187
% change	-7%	-25%	-12%	-16%
TOTAL	3,863	2,370	-865	5,368
% change	20%	6%	-8%	8%

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.

Statistics Canada International Travel Survey

- June 2007 -

The following information is from the Statistics Canada publication *International Travel: Advance Information* for June 2007.

Travel information is for one or more nights trips by non-residents to Canada, excluding entries by land same day via the United States. Figures are year to date totals (January to June 2007).

- So far this year, one or more nights trips to the Yukon has increased by 30% (17,700 additional visitors) over 2006.
- This is a significant increase compared to the Canadian average. Trips to Canada decreased by 2% during the same time period. The Yukon posted the highest increase in visits, ahead of Alberta (up 9%) and Nova Scotia (up 6%). During the same time period, visitation to Ontario fell by 5% while visits to British Columbia remained unchanged.
- Trips by American residents to the Yukon increased by 33% (17,672 additional visitors) over 2006.
- The Canadian average for visits by Americans dropped by 4%. The Yukon posted the largest increase in visits by Americans, ahead of Alberta (up 5%). In Ontario, visits by Americans decreased by 7%, while in British Columbia, American traffic was down 1%.
- Year to date trips by other foreigners to the Yukon increased by 0.5% (28 additional visitors). This is lower than the Canadian average, which increased by 4% during the same time period.

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