

YUKON TOURISM INDICATORS

- September 2007 -

Summary

Monthly Border Crossings

- Overall border crossings to the Yukon increased by 9% compared to September 2006 (3,353 additional travelers).
- The increase in overall visitation for September is due to both increased motorcoach and private vehicle traffic. Motorcoach traffic increased by 12%, while private vehicle traffic increased by 8% compared to September 2006.
- Increased visitation was noted in both same day and one or more nights travel. Same day travel increased by 12%, while one or more nights visitation increased by 6%.

Year-to-Date Border Crossings

- Year-to-date border crossings (January to September 2007) indicate an increase in visitation over the same time period last year. Overall visitation increased by 5% (14,888 people). Same day travel increased by 10% thus far this year, while one or more nights visitation decreased by 1%. Border crossings indicate a total of 312,977 visitors from January to September 2007.

Visitor Information Centres

- In September 2007, 14,398 visitors signed in at Yukon Visitor Information Centres. This is a 23% decrease over September 2006.
- The year-to-date figure of 237,436 visitors for September 2007 shows a 6% 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 Dawson City and Watson Lake Visitor Information Centres.

Whitehorse International Airport

- The Whitehorse International Airport recorded a 1% decrease in the number of travelers enplaning and deplaning in the Yukon compared to September 2006. A total of 18,649 passengers enplaned and deplaned during September, a decrease of 161 travelers.

Statistics Canada Indicators

- The Statistics Canada publication *International Travel: Advance Information* indicates a significant increase in Yukon tourism figures. In August 2007, Statistics Canada reported that so far this year, one or more nights trips to the Yukon had increased by 14% 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 second highest increase in visits, behind PEI (up 67%) but ahead of Alberta (up 9%).

BORDER CROSSING STATISTICS

- September 2007-

Visitation to the Yukon was up by 9% (or 3,353 visitors) compared to September 2006 (see table below). Increases were noted in both private vehicle traffic (up 8% or 1,763 visitors) and motorcoach traffic (up 12% or 1,590 visitors). Additional increases were present among U.S. travelers (up 8% or 2,157 visitors), Canadian travelers (up 33% or 869 visitors), foreign travelers (up 6% or 247 visitors) and Yukon residents (up 3% or 80 people).

SEPTEMBER	2006	2007	change +/-	% change
Private Vehicle	23,269	25,032	1,763	8%
Motorcoach	13,561	15,151	1,590	12%
TOTALS	36,830	40,183	3,353	9%
US	26,738	28,895	2,157	8%
Yukon	3,181	3,261	80	3%
Canada	2,599	3,468	869	33%
Others	4,312	4,559	247	6%

Private vehicle traffic saw increases among U.S. travelers (up 6% or 1045 visitors), Canadian travelers (up 41% or 639 visitors), Yukon residents (up 2% or 64 people) and foreign visitors (up 1% or 15 visitors).

Of **motorcoach traffic**, there was an increase in U.S. travelers (up 7% or 1,112 visitors), Canadian travelers (up 15% or 230 visitors), Yukon residents (up 16 people) and foreign travelers (up 11% or 232 visitors).

Port of Arrival

Crossings through the Beaver Creek port increased by 9% (or 973 visitors) while traffic through the Fraser Camp increased by 11% (or 2,379 visitors). Traffic through the Little Gold port increased by 11% (or 144 visitors) but crossings through the Pleasant Camp fell by 4% (or 143 visitors) compared to September 2006.

SEPTEMBER	2006	2007	+ / -	% change
Beaver Creek	10,756	11,729	973	9%
Fraser	21,608	23,987	2,379	11%
Little Gold	1,266	1,410	144	11%
Pleasant	3,200	3,057	-143	-4%
Total	36,830	40,183	3,353	9%

Same Day Travel

“Same day” travel increased by 12% (or 2,320 visitors) compared to September 2006. Increases were among both motorcoach traffic (up 14% or 1,674 visitors) and private vehicle traffic (up 8% or 646 visitors). Additional increases were noted among American travelers (up 12% or 1,691 visitors), Canadian travelers (up 24% or 244 visitors), foreign travelers (up 14% or 308 people) and Yukon residents (up 4% or 77 people).

One or More Night

“One or more night” visitation increased by 6% (or 1,033 visitors) compared to September 2006. Private vehicle traffic increased by 7% (or 1,117 visitors) while motorcoach traffic decreased by 5% (down 84 visitors). Increases were noted among Canadian travelers (up 39% or 625 people), American travelers (up 4% or 466 visitors) and Yukon residents (up 3 people). Decreases were also noted among foreign travelers (down 3% or 61 visitors).

Year-To-Date

Year-to-date travel was up by 5% (or 14,888 visitors) compared to the same time period last year (see table below). Increases were noted in motorcoach traffic (up 15% or 16,285 visitors) and among American travelers (up 6% or 11,954 visitors), Canadian travelers (up 13% or 3,355 visitors) and foreign travelers (up 10% or 2,601 visitors).

Year-to-date figures show a decline in private vehicle traffic (down 1% or 1,397 visitors) and crossings by Yukon residents (down 10% or 3,042 people).

Same day travel increased by 10% (up 16,882 visitors) thus far this year, while one or more nights visitation decreased by 1% (down 1,994 visitors).

September - YTD	2006	2007	change +/-	% change
Private Vehicle	188,856	187,459	-1,397	-1%
Motorcoach	109,233	125,518	16,285	15%
TOTALS	298,089	312,977	14,888	5%
US	215,505	227,459	11,954	6%
Yukon	29,370	26,328	-3,042	-10%
Canada	26,423	29,778	3,355	13%
Others	26,791	29,392	2,601	10%

Marine Crossings

At total of 130 visitors crossed into the Yukon through the marine port of Dawson City, a 59% decrease (or 185 visitors) compared to September 2006. Decreases were noted among American travelers (down 55% or 142 visitors) and Canadian travelers (down 93% or 43 visitors).

YUKON VISITOR INFORMATION CENTRE STATISTICS

- September 2007 -

In September 2007, 14,398 visitors signed in at Yukon Visitor Information Centres (see table below). This is a 23% decrease (or 4,385 visitors) compared to September 2006. Increases at VICs were noted at Dawson City (up 59% or 874 visitors), Beaver Creek (up 9% or 84 visitors) and Whitehorse (up 9% or 330 visitors). Decreases were noted in Carcross (down 59% or 5,553 visitors), Haines Junction (down 4% or 57 visitors) and Watson Lake (down 3% or 63 visitors).

Monthly (September)

VIC STATISTICS BY MONTH - SEPTEMBER				
VIC	2006	2007	+ / -	% Change
BEAVER CREEK	950	1,034	84	9%
CARCROSS	9,406	3,853	-5,553	-59%
DAWSON CITY	1,472	2,346	874	59%
HAINES JCT.	1,336	1,279	-57	-4%
WATSON LAKE	2,076	2,013	-63	-3%
WHITEHORSE	3,543	3,873	330	9%
TOTAL	18,783	14,398	-4,385	-23%

The year-to-date figure of 237,436 visitors for September 2007 shows a 6% increase (or 13,812 visitors) to Yukon Visitor Information Centres over the same time period last year. The largest increases were noted in Dawson City (up 18% or 4,395 visitors) and Watson Lake (up 13% or 3,451 visitors). The most significant decrease was noted in Whitehorse (down 7% or 4,327 visitors).

Year-To-Date (May to September)

VIC STATISTICS Year-to-Date - SEPTEMBER				
VIC	2006	2007	+ / -	% Change
BEAVER CREEK	10,823	11,901	1,078	10%
CARCROSS	80,915	89,003	8,088	10%
DAWSON CITY	24,894	29,289	4,395	18%
HAINES JCT.	19,286	20,413	1,127	6%
WATSON LAKE	26,338	29,789	3,451	13%
WHITEHORSE	61,368	57,041	-4,327	-7%
TOTAL	223,624	237,436	13,812	6%

American visitors decreased by 35% (or 3,384 visitors) compared to September 2006. Foreign visitors decreased by 20% (or 1,001 visitors) compared to September 2006. No change was noted in visitation by Canadians.

VISITOR STATISTICS FOR THE MONTH OF SEPTEMBER 2006

CENTRE	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	113	302	535	950
CARCROSS	1,570	6,167	1,669	9,406
DAWSON CITY	425	455	592	1,472
HAINES JCT.	264	758	314	1,336
WATSON LAKE	560	875	641	2,076
WHITEHORSE	1,229	1,038	1,276	3,543
TOTALS	4,161	9,595	5,027	18,783

VISITOR STATISTICS FOR THE MONTH OF SEPTEMBER 2007

CENTRE	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	142	354	538	1,034
CARCROSS	849	2,389	615	3,853
DAWSON CITY	665	902	779	2,346
HAINES JCT.	421	515	343	1,279
WATSON LAKE	600	954	459	2,013
WHITEHORSE	1,484	1,097	1,292	3,873
TOTALS	4,161	6,211	4,026	14,398

VISITOR STATISTICS September 2006/2007

+/- % change	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	29	52	3	84
% change	26%	17%	1%	9%
CARCROSS	-721	-3,778	-1,054	-5,553
% change	-46%	-61%	-63%	-59%
DAWSON CITY	240	447	187	874
% change	56%	98%	32%	59%
HAINES JUNCTION	157	-243	29	-57
% change	59%	-32%	9%	-4%
WATSON LAKE	40	79	-182	-63
% change	7%	9%	-28%	-3%
WHITEHORSE	255	59	16	330
% change	21%	6%	1%	9%
TOTAL	0	-3,384	-1,001	-4,385
% change	0%	-35%	-20%	-23%

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

- August 2007 -

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

- So far this year, one or more nights trips to the Yukon have increased by 14% (23,165 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 second highest increase in visits, behind PEI (up 67%) but ahead of Alberta (up 9%). During the same time period, visitation to Ontario fell by 4% while visits to British Columbia fell by 1%.
- Trips by American residents to the Yukon increased by 15% (22,800 additional visitors) over 2006.
- The Canadian average for visits by Americans dropped by 4%. The Yukon posted the second highest increase in visits by Americans, behind PEI (up 80%) but ahead of New Brunswick (up 8%). In Ontario, visits by Americans decreased by 5%, while in British Columbia, American traffic was down 2%.
- Year to date trips by other foreigners to the Yukon increased by 5%. This is higher than the Canadian average, which increased by 4% during the same time period.

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