

# YUKON TOURISM INDICATORS

## APRIL 2011



### SUMMARY

#### Monthly Border Crossings

- Overall border crossings to Yukon decreased by 5% compared to April 2010 (441 fewer visitors). Border crossings indicate a total of 8,325 visitors during the month of April.

#### Year-to-Date Border Crossings

- Year-to-date border crossings (January to April 2011) indicate an decrease in visitation over the same time period last year. Overall visitation decreased by 7% (1,489 fewer visitors). Border crossings indicate a total of 20,820 visitors from January to April 2011.

#### Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded a 8% increase in the number of visitors enplaning and/or deplaning compared to April 2010. A total of 17,660 passengers enplaned and/or deplaned representing an increase of 1,366 visitors.

## BORDER CROSSING STATISTICS

Visitation to Yukon was down 5% (or 441 visitors) compared to April 2010 (see table below). There was an decrease in private vehicle traffic (down 5% or 442 visitors) however, motorcoach traffic was up 2% (or 1 visitors). Decreases were observed in US visitors (down 12% or 554 visitors) and Foreign visitors (down 35% or 63 visitors). In contrast, Yukon visitors were up 4% (or 144 visitors) as were Other Canadian visitors (up 14% or 32 visitors),

APRIL	2010	2011	change +/-	% change
Private Vehicle	8,705	8,263	-442	-5%
Motorcoach	61	62	1	2%
<b>TOTALS</b>	<b>8,766</b>	<b>8,325</b>	<b>-441</b>	<b>-5%</b>
US	4,466	3,912	-554	-12%
Yukon	3,888	4,032	144	4%
Canada	230	262	32	14%
Others	182	119	-63	-35%

\* **Private Vehicle:** automobile, cycle, and pedestrian.

\* **Totals:** automobile, cycle, bus, and pedestrian.

Apl Private Vehicle 2010/11 Change		
	+/-	% Change
US Citizens	-563	-13%
Yukon Residents	137	4%
Canadian	44	21%
Others	-60	-34%
<b>TOTAL</b>	<b>-442</b>	<b>-5%</b>

**Private vehicle traffic** saw decreases among US visitors (down 13% or 563 visitors) and Foreign visitors (down 34% or 60 visitors). Yukon visitors were up 4% (or 137 visitors) as were Other Canadian visitors (up 21% or 44 visitors)

\* **Private Vehicle:** automobile, cycle, and pedestrian.

Apl Motorcoach 2010/11 Change		
	+/-	% Change
US Citizens	9	23%
Yukon Residents	7	700%
Canadian	-12	-71%
Others	-3	-75%
<b>TOTAL</b>	<b>1</b>	<b>2%</b>

**Motorcoach traffic** saw increases in US visitors (up 23% or 9 visitors) and increases in Yukon visitors (up 700% or 7 visitors). Decreases were observed in both Other Canadian (down 71% or 12 visitors) and Foreign visitors (down 75% or 3 visitors).

### Port of Arrival

For the month of April, Beaver Creek was down 16% (or 445 visitors) and Pleasant was down 8% (or 141 visitors). In contrast, Fraser was up 3% (or 145 visitors),

APRIL	2010	2011	+ / -	% Change
Beaver Creek	2,721	2,276	-445	-16%
Fraser	4,375	4,520	145	3%
Pleasant	1,670	1,529	-141	-8%
<b>TOTAL</b>	<b>8,766</b>	<b>8,325</b>	<b>-441</b>	<b>-5%</b>

\***Totals=**automobile, cycle, bus, and pedestrian.

## BORDER CROSSING STATISTICS

### Same Day Travel\*

Same-day travel decreased by 9% (or 426 visitors) compared to April 2010. Private vehicle traffic decreased by 10% (or 434 visitors) and motorcoach traffic was up 19% (or 8 visitors). By origin, decreases were present among US visitors (down 7% or 141 visitors), Yukon visitors (down 10% or 247 visitors) and Foreign visitors (down 63% or 43 visitors). Only Other Canadian visitors were up 5% (or 5 visitors).

\*Figures for Yukon and Canada indicate a same day trip outside of Canada.

APRIL Sameday	2010	2011	change +/-	% change
Private Vehicle	4,459	4,025	-434	-10%
Motorcoach	43	51	8	19%
<b>TOTALS</b>	<b>4,502</b>	<b>4,076</b>	<b>-426</b>	<b>-9%</b>
US	1,911	1,770	-141	-7%
Yukon	2,419	2,172	-247	-10%
Canada	104	109	5	5%
Others	68	25	-43	-63%

\* **Private Vehicle:** automobile, cycle, and pedestrian.

\* **Totals:** automobile, cycle, bus, and pedestrian.

### One or More Night\*

One or more nights visitation was essentially static in April 2011 compared to April 2010. Private vehicle traffic also showed essentially no change from 2010. Motorcoach traffic was down 39% (or 7 visitor), however this was not significant enough to affect total volume. Decreases were present among US visitors (down 16% or 413 visitors) as were Foreign visitors (down 18% or 20 visitors). Increases were present among Yukon visitors (up 27% or 391 visitors) and Other Canadian visitors (up 21% or 27 visitors).

APRIL 1+ Nights	2010	2011	change +/-	% change
Private Vehicle	4,246	4,238	-8	0%
Motorcoach	18	11	-7	-39%
<b>TOTALS</b>	<b>4,264</b>	<b>4,249</b>	<b>-15</b>	<b>0%</b>
US	2,555	2,142	-413	-16%
Yukon	1,469	1,860	391	27%
Canada	126	153	27	21%
Others	114	94	-20	-18%

\* **Private Vehicle:** automobile, cycle, and pedestrian.

\* **Totals:** automobile, cycle, bus, and pedestrian.

## BORDER CROSSING STATISTICS

### Year-To-Date

Year-to-date travel was down by 7% (or 1,489 visitors) compared to the same time period last year (see table below). Decreases were noted in private vehicle traffic (down 7% or 1,463 visitors) and motorcoach traffic was down 12% (or 26 visitors). By origin, decreases were present among US visitors (down 11% or 1,415 visitors) Other Canadian visitors (down 12% or 69 visitors), and Foreign visitors (down 27% or 120 visitors). In contrast, Yukon visitors were up 2% (or 115 visitors).

April - YTD	2010	2011	change +/-	% change
Private Vehicle	20,611	19,148	-1,463	-7%
Motorcoach	209	183	-26	-12%
<b>TOTALS</b>	<b>20,820</b>	<b>19,331</b>	<b>-1,489</b>	<b>-7%</b>
US	12,499	11,084	-1,415	-11%
Yukon	7,311	7,426	115	2%
Canada	568	499	-69	-12%
Others	442	322	-120	-27%