

YUKON TOURISM INDICATORS

APRIL 2012



SUMMARY

Monthly Border Crossings

- Overall border crossings to Yukon increased by 1% compared to April 2011 (113 more visitors). Border crossings indicate a total of 8,438 visitors during the month of April.

Year-to-Date Border Crossings

- Year-to-date border crossings (January to April 2012) indicate an increase in visitation over the same time period last year. Overall, visitation was on par with 2011 (78 more visitors). Border crossings indicate a total of 19,409 visitors from January to April 2012.

Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded a 14% increase in the number of visitors enplaning and/or deplaning compared to April 2011. A total of 20,131 passengers enplaned and/or deplaned representing an increase of 2,471 visitors.

BORDER CROSSING STATISTICS

Visitation to Yukon was up 1% (or 113 visitors) compared to April 2011 (see table below). There was an increase in private vehicle traffic up 1% (or 44 visitors) to 8,307 and motorcoach traffic, up 111% (or 69 visitors). Increases were also observed in Yukon visitors, up 4% (or 174 visitors) and foreign visitors up 63% (or 75 visitors). Canadian visitation was on par with 2011 (or down 1 visitor). By contrast, US visitors were down 3% (or 135 visitors).

APRIL	2011	2012	change +/-	% change
Private Vehicle	8,263	8,307	44	1%
Motorcoach	62	131	69	111%
TOTALS	8,325	8,438	113	1%
US	3,912	3,777	-135	-3%
Yukon	4,032	4,206	174	4%
Canada	262	261	-1	0%
Foreign	119	194	75	63%

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

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

Apl Private Vehicle 2011/12 Change		
	+/-	% Change
US Citizens	-205	-5%
Yukon Residents	170	4%
Canadian	3	1%
Foreign	76	64%
TOTAL	44	1%

Private vehicle traffic saw decreases among US visitors, down 5% (or 205 visitors). Foreign visitors were up 64% (or 76 visitors). Yukon visitors were up 4% (or 170 visitors) as were other Canadian visitors, up 1% (or 3 visitors).

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

Apl Motorcoach 2011/12 Change		
	+/-	% Change
US Citizens	70	146%
Yukon Residents	4	50%
Canadian	-4	-80%
Foreign	130	13,000%
TOTAL	200	323%

Motorcoach traffic saw increases in foreign visitors, up 13,000% (or 130 visitors), US visitors, up 146% (or 70 visitors) and Yukon visitors, up 50% (or 4 visitors). Decreases were observed in other Canadian visitors, down 80% (or 4 visitors).

Port of Arrival

For the month of April, Pleasant was up 15% (or 232 visitors), Beaver Creek was up 7% (or 169 visitors). By contrast, Fraser was down 7% (or 299 visitors).

APRIL	2011	2012	+ / -	% Change
Beaver Creek	2,276	2,445	169	7%
Fraser	4,520	4,221	-299	-7%
Little Gold	0	0	0	N/A
Pleasant	1,529	1,761	232	15%
TOTAL	8,325	8,427	102	1%

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

* No border crossing data for Little Gold is collected from Oct to May as the highway to Little Gold is closed during that period

BORDER CROSSING STATISTICS

Same Day Travel*

Same-day travel increased by 5% (or 223 visitors) compared to April 2011. Private vehicle traffic increased by 4% (or 177 visitors) and motorcoach traffic was up 90% (or 46 visitors). By origin, decreases were present among US visitors, down 2% (or 35 visitors). By contrast, Yukon visitors were up 8% (or 171 visitors) and other Canadian visitors were up 34% (or 37 visitors) and foreign visitation increased by 200% (or 50 visitors).

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

APR Sameday	2011	2012	change +/-	% change
Private Vehicle	4,025	4,202	177	4%
Motorcoach	51	97	46	90%
TOTALS	4,076	4,299	223	5%
US	1,770	1,735	-35	-2%
Yukon	2,172	2,343	171	8%
Canada	109	146	37	34%
Foreign	25	75	50	200%

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

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

One or More Nights*

One or more nights visitation decreased by 3% (or 110 visitors) in April 2012 compared to April 2011. Private vehicle traffic decreased by 3% (133 visitors) while motorcoach traffic increased by 209% (or 23 visitors). Decreases were present among visitors from Canada, down 25% (or 38 visitors) and the US, down 5% (or 100 visitors). Increases were present among foreign visitors, up 27% (or 25 visitors) and Yukon visitors numbers were on par with last year's counts (up 3 visitors).

APR 1+ Nights	2011	2012	change +/-	% change
Private Vehicle	4,238	4,105	-133	-3%
Motorcoach	11	34	23	209%
TOTALS	4,249	4,139	-110	-3%
US	2,142	2,042	-100	-5%
Yukon	1,860	1,863	3	0%
Canada	153	115	-38	-25%
Foreign	94	119	25	27%

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

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

BORDER CROSSING STATISTICS

Year-To-Date

Year-to-date (January to April) total travel was on par with 2011 (78 visitors) compared to the same time period last year (see table below). Decreases were noted in private vehicle traffic, down 1% (or 242 visitors). By contrast however, motorcoach traffic was up 175% (or 320 visitors). By origin, decreases were present among US visitors, down 2% (or 232 visitors). By contrast, there were increases in foreign visitors, up 24% (or 78 visitors), other visitors from Canada, up 14% (or 70 visitors) and Yukon visitors, up 2% (or 162 visitors).

Apr - YTD	2011	2012	change +/-	% change
Private Vehicle	19,148	18,906	-242	-1%
Motorcoach	183	503	320	175%
TOTALS	19,331	19,409	78	0%
US	11,084	10,852	-232	-2%
Yukon	7,426	7,588	162	2%
Canada	499	569	70	14%
Foreign	322	400	78	24%