

YUKON TOURISM INDICATORS

AUGUST 2011



SUMMARY

Monthly Border Crossings

- Overall border crossings to Yukon increased by 4% compared to August 2010 (2,838 more travellers). Border crossings indicate a total of 72,767 visitors during the month of August.

Year-to-Date Border Crossings

- Year-to-date border crossings (January to August 2011) indicate 0% change (with 171 more visitors) than the same period last year. Border crossings indicate a total of 257,049 visitors from January to August 2011.

Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded a total of 33,690 passengers enplaning and/or deplaning, representing an 11% (3,255) increase in the number of travellers compared to August 2010. Year-to-date (January-August) enplaning and/or deplaning passengers at Erik Nielsen Whitehorse International Airport total 184,056 visitors representing an increase of 8% (or 13,398 visitors) over 2010.

BORDER CROSSING STATISTICS

Visitation to Yukon was up 4% (2,838 visitors) compared to August 2010. There was a decrease in private vehicle traffic, down 2% (772 visitors) while motorcoach traffic increased 12% (3,610 visitors). By origin, increases were present among all travellers, with US showing the least at 0% (totaling 20 visitors). Yukon travellers increased by 7% (495 visitors); foreign travellers were up 15% or 1,133 visitors); and other Canadian travellers showed the greatest increase at 20% (1,190 more visitors).

AUGUST	2010	2011	change +/-	% change
Private Vehicle	40,494	39,722	-772	-2%
Motorcoach	29,435	33,045	3,610	12%
TOTALS	69,929	72,767	2,838	4%
US	49,547	49,567	20	0%
Yukon	6,648	7,143	495	7%
Canada	6,028	7,218	1,190	20%
Others	7,706	8,839	1,133	15%

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

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

Aug Private Vehicle 2010/11 Change		
	+/-	% Change
US Citizens	-1,880	-7%
Yukon Residents	495	7%
Canadian	392	10%
Others	221	6%
TOTAL	-772	-2%

Private vehicle traffic saw decreases of 7% (1,880 visitors) among US travellers. Yukon Residents were up 7% (495 visitors) and foreign travellers increased by 6% (221 visitors). Other Canadian visitors saw the highest increases at 10% (392 visitors).

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

Aug Motorcoach 2010/11 Change		
	+/-	% Change
US Citizens	1,900	8%
Yukon Residents	0	0%
Canadian	798	36%
Others	912	24%
TOTAL	3,610	12%

Motorcoach traffic saw increases among all categories of travellers with Canada being the highest at 36% (798 visitors). US travellers were up 8% (1,900 visitors) and foreign travellers were up 24% (912 visitors). Yukon residents did not travel by motorcoach in either August 2010 or 2011.

Port of Arrival

For the month of August, traffic through Beaver Creek decreased 28% (or 5,642 visitors). The Fraser port increased by 14% (up 5,940 visitors) while Little Gold increased 117%, an increase of 3,105 visitors from 2010. Pleasant Camp decreased by 10% (565 visitors).

AUGUST	2010	2011	+ / -	% Change
Beaver Creek	20,064	14,422	-5,642	-28%
Fraser	41,573	47,513	5,940	14%
Little Gold	2,653	5,758	3,105	117%
Pleasant	5,639	5,074	-565	-10%
TOTAL	69,929	72,767	2,838	4%

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

BORDER CROSSING STATISTICS

Same Day Travel*

Same-day travel increased by 11% (or 4,469 visitors) compared to August 2010. Private vehicle traffic increased by 11% (1,429 visitors), while motorcoach traffic increased by 12% (or 3,040 visitors). By origin, increases were highest among Canadian travellers, up 29% (912 visitors) followed by foreign travelers, up 17% (638), then US travellers, up 9% (2,705) and finally, Yukon visitors, up 7% (214 visitors).

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

AUG Sameday	2010	2011	change +/-	% change
Private Vehicle	13,323	14,752	1,429	11%
Motorcoach	25,559	28,599	3,040	12%
TOTALS	38,882	43,351	4,469	11%
US	28,830	31,535	2,705	9%
Yukon	3,250	3,464	214	7%
Canada	3,119	4,031	912	29%
Others	3,683	4,321	638	17%

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

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

One or More Night*

One or more nights visitation decreased by 5% (or 1,631 visitors) compared to August 2010. Private vehicle traffic decreased by 8% (down 2,201 visitors) while motorcoach traffic was up 15% (570 visitors). Increases were present among all but American traffic, down 13% (or 2,685 visitors). Yukon resident visits increased by 8% (281visitors). Other Canadian visitors increased by 10% from 2010(278 visitors) and foreign visitors went up 12% (495 visitors).

*Figures for Yukon and Canada indicate a trip of one or more nights in length outside of Canada.

AUG 1+ Nights	2010	2011	change +/-	% change
Private Vehicle	27,171	24,970	-2,201	-8%
Motorcoach	3,876	4,446	570	15%
TOTALS	31,047	29,416	-1,631	-5%
US	20,717	18,032	-2,685	-13%
Yukon	3,398	3,679	281	8%
Canada	2,909	3,187	278	10%
Others	4,023	4,518	495	12%

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

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

BORDER CROSSING STATISTICS

Year-To-Date

Year-to-date travel showed no change at 0% (171 more visitors) compared to the same time period last year. A decrease was noted in private vehicle traffic, down 5% (7,401 visitors) while motorcoach traffic increased by 8% (7,572 visitors). By origin, increases were present among Yukon, up 4% (1,391 visitors), the rest of Canada, up by 7% (1,591 visitors) and other foreign countries, up 8% (2,213 people). By contrast, US visitations decreased by 3% (5,024 visitors).

Aug - YTD	2010	2011	change +/-	% change
Private Vehicle	156,103	148,702	-7,401	-5%
Motorcoach	100,775	108,347	7,572	8%
TOTALS	256,878	257,049	171	0%
US	176,104	171,080	-5,024	-3%
Yukon	32,726	34,117	1,391	4%
Canada	21,802	23,393	1,591	7%
Others	26,246	28,459	2,213	8%

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

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