

YUKON TOURISM INDICATORS

DECEMBER 2011



SUMMARY

Monthly Border Crossings

- Overall border crossings to Yukon decreased by 35% compared to December 2010 (1,439 fewer travellers). Border crossings indicate a total of 2,690 visitors during the month of December.

Year-to-Date Border Crossings

- Year-to-date border crossings (January to December 2011) indicate a small decrease in visitation over the same time period last year. Overall visitation decreased by 1% (1,679 fewer visitors). Border crossings indicate a total of 309,863 visitors from January to December 2011.

Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded a 9% increase in the number of travellers enplaning and/or deplaning compared to December 2010. A total of 20,008 passengers enplaned and/or deplaned representing an increase of 1,660 (9%) travellers. Year-to-date (January-December) enplaning and/or deplaning passengers at Erik Nielsen Whitehorse International Airport total 267,442 visitors representing an increase of 8% (or 19,140 visitors) over 2010.

BORDER CROSSING STATISTICS

Visitation to Yukon was down 35% (or 1,439 visitors) compared to December 2010 (see table below). There was a decrease in both private vehicle traffic, down 34% (or 1,399 visitors) and motorcoach, down 100% (or 40 visitors). Decreases were observed in US visitors, down 43% (or 1,341 visitors) and Yukon visitors, down 11% (or 98 visitors). Other Canadian visitors were up 22% (or 11 visitors). Foreign travellers were down 35% (or 11 visitors).

DECEMBER	2010	2011	change +/-	% change
Private Vehicle	4,089	2,690	-1,399	-34%
Motorcoach	40	0	-40	-100%
TOTALS	4,129	2,690	-1,439	-35%
US	3,149	1,808	-1,341	-43%
Yukon	898	800	-98	-11%
Canada	51	62	11	22%
Foreign	31	20	-11	-35%

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

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

Dec Private Vehicle 2010/10 Change		
	+/-	% Change
US Citizens	-1,329	-42%
Yukon Residents	-98	-11%
Canadian	37	148%
Foreign	-9	-31%
TOTAL	-1,399	-34%

Private vehicle traffic saw decreases among US travellers, down 42% (or 1,329 visitors), Yukon travellers, down 11% (or 98 visitors) and foreign travellers, down 31% (or 9 visitors). By contrast, other Canadian visitors were up 148% (37 visitors).

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

Dec Motorcoach 2010/11 Change		
	+/-	% Change
US Citizens	-12	-100%
Yukon Residents	0	0%
Canadian	-26	-100%
Foreign	-2	-100%
TOTAL	-40	-100%

Motorcoach traffic saw decreases in Canadian travel, down 26 visitors (or 100%) and foreign travellers decreased by 2 visitors. US visitors were down 12 visitors (or 100%) compared to 2010 while Yukon visitors remained essentially static.

Port of Arrival

For the month of December, traffic was down significantly through Beaver Creek, down 44% (or 1,108 visitors). Fraser was down 19% (or 190 visitors). Pleasant was down 22% (141 visitors) while Little Gold was stable at zero.

DECEMBER	2010	2011	+ / -	% Change
Beaver Creek	2,498	1,390	-1108	-44%
Fraser	992	802	-190	-19%
Little Gold	0	0	0	0%
Pleasant	639	498	-141	-22%
TOTAL	4,129	2,690	-1439	-35%

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

BORDER CROSSING STATISTICS

Same Day Travel*

Same-day travel decreased by 20% (or 332 visitors) compared to December 2010. Private vehicle traffic decreased by 19% (or 316 visitors) and motorcoach traffic was down 100% (or 16 visitors). By origin, decreases were present among all but Canadian visitors: US down 24% (or 262 visitors), Yukon down 13% (or 70 visitors), foreigners down 60% (or 6 visitors). Canadian visitors were up 24% (or 6 visitors).

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

DEC Sameday	2010	2011	change +/-	% change
Private Vehicle	1,645	1,329	-316	-19%
Motorcoach	16	0	-16	-100%
TOTALS	1,661	1,329	-332	-20%
US	1,073	811	-262	-24%
Yukon	553	483	-70	-13%
Canada	25	31	6	24%
Others	10	4	-6	-60%

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

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

One or More Nights*

One or more nights visitation decreased by 45% (or 1,107 visitors) compared to December 2010. Private vehicle traffic decreased by 44% (or 1,083 visitors), while motorcoach traffic was down 100% (or 24 visitors). Decreases were present among US visitors, down 52% (or 1,079 visitors), Yukon, down 8% (or 28 visitors) and other foreign visitors, down 24% (or 5 visitors). Canadian visitors were up 19% (5 visitors).

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

DEC 1+ Nights	2010	2011	change +/-	% change
Private Vehicle	2,444	1,361	-1,083	-44%
Motorcoach	24	0	-24	-100%
TOTALS	2,468	1,361	-1,107	-45%
US	2,076	997	-1,079	-52%
Yukon	345	317	-28	-8%
Canada	26	31	5	19%
Others	21	16	-5	-24%

* **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 1% (or 1,679 visitors) compared to the same time period last year (see table below). Decreases were noted in private vehicle traffic, down 4% (or 8,257 visitors) while there was an increase in motorcoach traffic, up 6% (or 6,578 visitors). By origin, increases were present among all but US visitors which were down 4% (7,581 visitors). By contrast, Yukon visitors increased by 6% (2,414 people), Canadian visitors were up 8% (or 1,880 visitors) and foreign visitors were up 5% (or 1,608 visitors).

Dec - YTD	2010	2011	change +/-	% change
Private Vehicle	195,915	187,658	-8,257	-4%
Motorcoach	115,627	122,205	6,578	6%
TOTALS	311,542	309,863	-1,679	-1%
US	213,852	206,271	-7,581	-4%
Yukon	41,037	43,451	2,414	6%
Canada	24,932	26,812	1,880	8%
Others	31,721	33,329	1,608	5%

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

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