

# YUKON TOURISM INDICATORS

## FEBRUARY 2011



### SUMMARY

#### Monthly Border Crossings

- Overall border crossings to Yukon decreased by 19% compared to February 2010 (647 fewer visitors). Border crossings indicate a total of 2,750 visitors during the month of February.

#### Year-to-Date Border Crossings

- Year-to-date border crossings (January to February 2011) indicate an decrease in visitation over the same time period last year. Overall visitation decreased by 8% (477 fewer visitors). Border crossings indicate a total of 5,749 visitors from January to February 2011.

#### Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded a 21% increase in the number of visitors enplaning and/or deplaning compared to February 2010. A total of 17,301 passengers enplaned and/or deplaned representing an increase of 2,969 visitors.

## BORDER CROSSING STATISTICS

Visitation to Yukon was down 19% (or 647 visitors) compared to February 2010 (see table below). There was an decrease in private vehicle traffic (down 20% or 650 visitors) however, motorcoach traffic was up 4% (or 3 visitors). Decreases were observed in US visitors (down 17% or 395 visitors), Yukon visitors (down 20% or 179 visitors), Other Canadian visitors (down 26% or 28 visitors), and Foreign visitors (down 54% or 45 visitors).

FEBRUARY	2010	2011	+/-	% change
Private Vehicle	3,323	2,673	-650	-20%
Motorcoach	74	77	3	4%
<b>TOTALS</b>	<b>3,397</b>	<b>2,750</b>	<b>-647</b>	<b>-19%</b>
US	2,302	1,907	-395	-17%
Yukon	902	723	-179	-20%
Canada	109	81	-28	-26%
Others	84	39	-45	-54%

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

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

Feb Private Vehicle 2010/11 Change		
	+/-	% Change
US Citizens	-397	-17%
Yukon Residents	-223	-25%
Canadian	-8	-14%
Others	-22	-36%
<b>TOTAL</b>	<b>-650</b>	<b>-20%</b>

**Private vehicle traffic** saw decreases among US visitors (down 17% or 397 visitors), Yukon visitors (down 25% or 223 visitors), Other Canadian visitors (down 14% or 8 visitors) and Foreign visitors (down 36% or 22 visitors).

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

Feb Motorcoach 2010/11 Change		
	+/-	% Change
US Citizens	2	N/A
Yukon Residents	44	N/A
Canadian	-20	-39%
Others	-23	-100%
<b>TOTAL</b>	<b>3</b>	<b>4%</b>

**Motorcoach traffic** saw decreases in Other Canadian visitors (down 39% or 20 visitors) and Foreign visitors (down 100% or 23 visitors) while US and Yukon visitors were up by 2 and 44 visitors respectively.

### Port of Arrival

For the month of February, traffic through Fraser was down 39% (or 459 visitors) and Pleasant Camp was down 10% (or 79 visitors). Similarly, traffic through Beaver Creek was down 5% (or 75 visitors). Little Gold border crossing remains closed for the season.

FEBRUARY	2010	2011	+ / -	% Change
Beaver Creek	1,376	1,301	-75	-5%
Fraser	1,183	724	-459	-39%
Dawson City	34	0	-34	0%
Pleasant	804	725	-79	-10%
<b>TOTAL</b>	<b>3,397</b>	<b>2,750</b>	<b>-647</b>	<b>-19%</b>

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

## BORDER CROSSING STATISTICS

### Same Day Travel\*

Same-day travel decreased by 29% (or 542 visitors) compared to February 2010. Private vehicle traffic decreased by 32% (or 590 visitors) and motorcoach traffic was up 178% (or 48 visitors). By origin, increases were present among Other Canadian visitors (up 44% or 18 visitors) only. All other origin markets were down with US visitors (down 23% or 258 visitors), Yukon (44% or 274 visitors), and Foreign (down 90% or 28 visitors) all showing declines.

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

FEB Sameday	2010	2011	change +/-	% change
Private Vehicle	1,817	1,227	-590	-32%
Motorcoach	27	75	48	178%
<b>TOTALS</b>	<b>1,844</b>	<b>1,302</b>	<b>-542</b>	<b>-29%</b>
US	1,146	888	-258	-23%
Yukon	626	352	-274	-44%
Canada	41	59	18	44%
Others	31	3	-28	-90%

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

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

### One or More Night\*

One or more nights visitation decreased by 7% (or 105 visitors) compared to February 2010. Private vehicle traffic decreased by 4% (or 60 visitors), while motorcoach traffic was down 96% (or 45 visitors). Increases were present among Yukon visitors (up 34% or 95 visitors) while all other origin markets were down with US visitors (down 12% or 137 visitors), Other Canadian visitors (down 68% or 46 visitors) and Foreign visitors (down 32% or 17 visitors) all showing declines.

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

FEB 1+ Nights	2010	2011	change +/-	% change
Private Vehicle	1,506	1,446	-60	-4%
Motorcoach	47	2	-45	-96%
<b>TOTALS</b>	<b>1,553</b>	<b>1,448</b>	<b>-105</b>	<b>-7%</b>
US	1,156	1,019	-137	-12%
Yukon	276	371	95	34%
Canada	68	22	-46	-68%
Others	53	36	-17	-32%

\* **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 8% (or 477 visitors) compared to the same time period last year (see table below). Decreases were noted in private vehicle traffic (down 7% or 444 visitors) and motorcoach traffic (down 24% or 33 visitors). By origin, decreases were present in all origin markets with US visitors (down 7% or 309 visitors), Yukon visitors (down 4% or 62 visitors), Other Canadian visitors (down 41% or 83 visitors) and foreign visitors (down 20% or 23 visitors) showing decreases.

Feb - YTD	2010	2011	change +/-	% change
Private Vehicle	6,090	5,646	-444	-7%
Motorcoach	136	103	-33	-24%
<b>TOTALS</b>	<b>6,226</b>	<b>5,749</b>	<b>-477</b>	<b>-8%</b>
US	4,281	3,972	-309	-7%
Yukon	1,625	1,563	-62	-4%
Canada	203	120	-83	-41%
Others	117	94	-23	-20%