

YUKON TOURISM INDICATORS

JANUARY 2011



SUMMARY

Monthly Border Crossings

- Overall border crossings to Yukon increased by 6% compared to January 2010 (170 more visitors). Border crossings indicate a total of 2,999 visitors during the month of January.

Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded a 9% increase in the number of visitors enplaning and/or deplaning compared to January 2010. A total of 16,911 passengers enplaned and/or deplaned representing an increase of 1,441 visitors.

BORDER CROSSING STATISTICS

Visitation to Yukon was up 6% (or 170 visitors) compared to January 2010 (see table below). There was an increase in private vehicle traffic (up 7% or 206 visitors) however, motorcoach traffic was down 58% (or 36 visitors). Increases were observed in US visitors (up 4% or 86 visitors), Yukon visitors (up 16% or 117 visitors), and Foreign visitors (up 67% or 22 visitors). Other Canadian visitors were down 59% (or 55 visitors).

JANUARY	2010	2011	change +/-	% change
Private Vehicle	2,767	2,973	206	7%
Motorcoach	62	26	-36	-58%
TOTALS	2,829	2,999	170	6%
US	1,979	2,065	86	4%
Yukon	723	840	117	16%
Canada	94	39	-55	-59%
Others	33	55	22	67%

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

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

Jan Private Vehicle 2010/11 Change		
	+/-	% Change
US Citizens	65	3%
Yukon Residents	117	16%
Canadian	1	3%
Others	23	77%
TOTAL	206	7%

Private vehicle traffic saw increases among US visitors (up 3% or 65 visitors), Yukon visitors (up 16% or 117 visitors), Other Canadian visitors (up 3% or 1 visitor) and Foreign (up 77% or 23 visitors)

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

Jan Motorcoach 2010/11 Change		
	+/-	% Change
US Citizens	21	N/A
Yukon Residents	0	N/A
Canadian	-56	-95%
Others	-1	-33%
TOTAL	-36	-58%

Motorcoach traffic saw increases in Canadian visitors (up 95% or 55 visitors) while US, Yukon, and Foreign visitors were essentially static.

Port of Arrival

For the month of January, traffic through Fraser was up 9% (or 72 visitors) and Pleasant Camp was up 125% (or 995 visitors). Traffic through Beaver Creek was static. Little Gold border crossing remains closed for the season.

JANUARY	2010	2011	+ / -	% Change
Beaver Creek	1,209	1,206	-3	0%
Fraser	827	899	72	9%
Little Gold	0	0	0	0%
Pleasant	793	1,788	995	125%
TOTAL	2,829	3,893	1064	38%

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

BORDER CROSSING STATISTICS

Same Day Travel*

Same-day travel increased by 6% (or 84 visitors) compared to January 2010. Private vehicle traffic increased by 4% (or 64 visitors) and motorcoach traffic was up 1000% (or 20 visitors). By origin, increases were present among most visitors: US (up 3% or 31 visitors), Yukon (up 11% or 51 visitors), and Foreign (up 9 visitors). Other Canadian visitors were down 25% or 7 visitors.

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

JAN Sameday	2010	2011	change +/-	% change
Private Vehicle	1,496	1,560	64	4%
Motorcoach	2	22	20	1000%
TOTALS	1,498	1,582	84	6%
US	1,010	1,041	31	3%
Yukon	460	511	51	11%
Canada	28	21	-7	-25%
Others	0	9	9	0%

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

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

One or More Night*

One or more nights visitation increased by 6% (or 86 visitors) compared to January 2010. Private vehicle traffic increased by 11% (up 142 visitors), while motorcoach traffic was down 93% (or 56 visitors). Increases were present among US visitors (up 6% or 55 visitors), Yukon (up 25% or 66 visitors) and Foreign visitors (up 39% or 13 visitors). Other Canadian visitors were down 73% or 48 visitors).

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

JAN 1+ Nights	2010	2011	change +/-	% change
Private Vehicle	1,271	1,413	142	11%
Motorcoach	60	4	-56	-93%
TOTALS	1,331	1,417	86	6%
US	969	1,024	55	6%
Yukon	263	329	66	25%
Canada	66	18	-48	-73%
Others	33	46	13	39%

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

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