

YUKON TOURISM INDICATORS

JULY 2011



SUMMARY

Monthly Border Crossings

- Overall border crossings to Yukon increased by 2% compared to July 2010 (1,227 additional visitors). Border crossings indicate a total of 74,006 visitors during the month of July.

Year-to-Date Border Crossings

- Year-to-date border crossings (January to July 2011) indicate a slight decrease in visitation over the same time period last year. Overall visitation decreased by 1% (2,665 fewer visitors). Border crossings indicate a total of 184,284 visitors from January to July 2011.

Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded that the number of visitors enplaning and/or deplaning compared to July 2010 was up slightly at 2% (or 664 visitors). The 2011 YTD, January-July, is up 5% compared to 2010 (up 7,707 passengers) for an overall total of 150,366.

BORDER CROSSING STATISTICS

Visitation to Yukon was down 1.7% (or 1,227 visitors) compared to July 2010. There was an increase in motorcoach traffic (up 10% or 2,798 visitors) and a decrease in private vehicle traffic (down 4% or 1,571 visitors). A decrease was observed in US visitors (down 2% or 936), while Yukon visitors were up 8% (or 576), along with Other Canadian visitors (up 6% or 447). Foreign visitors were up 17% (or 1,140).

JULY	2010	2011	change +/-	% change
Private Vehicle	44,309	42,738	-1,571	-4%
Motorcoach	28,470	31,268	2,798	10%
TOTALS	72,779	74,006	1,227	1.7%
US	51,238	50,302	-936	-2%
Yukon	7,340	7,916	576	8%
Canada	7,607	8,054	447	6%
Others	6,594	7,734	1,140	17%

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

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

July Private Vehicle 2010/11 Change		
	+/-	% Change
US Citizens	-2,094	-7%
Yukon Residents	576	8%
Canadian	-73	-1%
Others	20	1%
TOTAL	-1,571	-4%

Private vehicle traffic saw decreases among two groups. US visitors were down 7% (or 2,094), as were Other Canadian visitors down slightly at 1% (or 73). Yukon visitors were up 8% (or 576), as were Foreign visitors, up 1% (or 20).

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

July Motorcoach 2010/11 Change		
	+/-	% Change
US Citizens	1,158	5%
Yukon Residents	0	0%
Canadian	520	23%
Others	1,120	37%
TOTAL	2,798	10%

Motorcoach traffic saw increases in US visitors (up 5% or 1158), Other Canadian visitors (up 23% or 520 visitors) and Foreign visitors (up 37% or 1120 visitors). Yukon visitors showed no change.

Port of Arrival

For the month of July, Beaver Creek was down 24% (or 4,939 visitors). All remaining ports were up. Fraser was up 7% (or 2,898 visitors). Little Gold was up 98% (or 2,956 visitors) and Pleasant was up 6% (or 312 visitors).

JULY	2010	2011	+ / -	% Change
Beaver Creek	20,805	15,866	-4,939	-24%
Fraser	43,761	46,659	2,898	7%
Little Gold	3,014	5,970	2,956	98%
Pleasant	5,199	5,511	312	6%
TOTAL	72,779	74,006	1,227	1.7%

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

BORDER CROSSING STATISTICS

Same Day Travel*

Same-day travel increased by 6% (or 2,504 visitors) compared to July 2010. Private vehicle traffic increased by 8% (or 1,155 visitors) and motorcoach traffic was up 5% (or 1,349 visitors). By origin, all groups were up: US visitors up 4% (or 1,124); Yukon residents up 9% (or 316); Other Canadian visitors up 11% (or 398); and Foreign visitors up 22% (or 666).

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

JULY Sameday	2010	2011	change +/-	% change
Private Vehicle	14,100	15,255	1,155	8%
Motorcoach	25,388	26,737	1,349	5%
TOTALS	39,488	41,992	2,504	6%
US	29,160	30,284	1,124	4%
Yukon	3,682	3,998	316	9%
Canada	3,568	3,966	398	11%
Others	3,078	3,744	666	22%

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

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

One or More Night*

One or more nights visitation was down 4% (or 1,277 visitors) in July 2011 compared to July 2010. Private vehicle traffic was down 9% (or 2,726 visitors) from July 2010. Motorcoach traffic was up 47% (or 1,449 visitors). US numbers decreased by 9% (or 2,060 visitors). Yukon visitors increased 7% (or 260), as did Other Canadian visitors (up 1% or 49). Foreign visitors were also up 13% (or 474).

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

JULY 1+ Nights	2010	2011	change +/-	% change
Private Vehicle	30,209	27,483	-2,726	-9%
Motorcoach	3,082	4,531	1,449	47%
TOTALS	33,291	32,014	-1,277	-4%
US	22,078	20,018	-2,060	-9%
Yukon	3,658	3,918	260	7%
Canada	4,039	4,088	49	1%
Others	3,516	3,990	474	13%

* **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 2,665 visitors) compared to the same time period last year. Decreases were noted in private vehicle traffic (down 6% or 6,629 visitors) but increases were present among motorcoach traffic (up 6% or 3,964 visitors). By origin, decreases were present among US visitors (down 4% or 5,044 visitors). Other Canadian visitors were up (3% or 401), as were Yukon visitors by 3% (or 896) and Foreign visitors were up 6% (or 1,082) from 2010.

July - YTD	2010	2011	change +/-	% change
Private Vehicle	115,609	108,980	-6,629	-6%
Motorcoach	71,340	75,304	3,964	6%
TOTALS	186,949	184,284	-2,665	-1%
US	126,557	121,513	-5,044	-4%
Yukon	26,078	26,974	896	3%
Canada	15,774	16,175	401	3%
Others	18,540	19,622	1,082	6%