YUKON TOURISM INDICATORS
JULY 2012

YUKON
LARGER THAN LIFE

SUMMARY

Monthly Border Crossings

- Overall, border crossings to Yukon increased by 7% compared to July 2011 (4,907 additional visitors). Border crossings indicate a total of 78,913 visitors during the month of July.

Year-to-Date Border Crossings

- Year-to-date border crossings (January to July 2012) indicate an increase in visitation over the same time period last year. Overall visitation increased by 3% (6,420 more visitors). Border crossings indicate a total of 190,702 visitors from January to July 2012.

Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded that the number of visitors enplaning and/or deplaning compared to July 2011 was up significantly at 18% (or 5,575 visitors). The 2012 year-to-date for January-July is up 12% compared to 2011 (up 18,209 passengers) for an overall total of 150,366 enplanement and/or deplanements.

BORDER CROSSING STATISTICS

Overall, visitation to Yukon was up 7% (or 4,907 visitors) compared to July 2011. There was an increase in motorcoach traffic (up 9% or 2,754 visitors) and private vehicle traffic was up 5% (or 2,153 visitors). By origin, increases were observed across all visitor types with the US up 8% (or 4,175 visitors), foreign up 5% (or 353 visitors), Yukon up 4% (or 286 visitors) and Canada up 1% (or 93 visitors).

JULY	2011	2012	change +/-	% change
Private Vehicle	42,738	44,891	2,153	5%
Motorcoach	31,268	34,022	2,754	9%
TOTALS	**74,006**	**78,913**	**4,907**	**7%**
US	50,302	54,477	4,175	8%
Yukon	7,916	8,202	286	4%
Canada	8,054	8,147	93	1%
Foreign	7,734	8,087	353	5%

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

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

July Private Vehicle 2011/12 Change		
	+/-	% Change
US Citizens	2,278	9%
Yukon	286	4%
Canada	-234	-4%
Foreign	-177	-5%
TOTAL	**2,153**	**5%**

Private vehicle traffic saw increases among US, up 9% (or 2,278 visitors), as well as those from Yukon, up 4% (or 286 visitors). By contrast, Canada was down 4% (or 234 visitors) and foreign visitors were down 5% (or 177 visitors).

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

July Motorcoach 2011/12 Change		
	+/-	% Change
US Citizens	1,897	8%
Yukon	0	0%
Canada	327	12%
Foreign	530	13%
TOTAL	**2,754**	**9%**

Motorcoach traffic saw increases across three out of four origins. The US was up 8% (or 1,897 visitors), foreign visitors were up 13% (or 530 visitors) and Canada was up 12% (or 327 visitors). Yukon visitors showed no change.

Port of Arrival

For the month of July, Fraser was up 13% (or 5,895 visitors), Little Gold was down by 8% (or 489 visitors) and Pleasant was down by 9% (or 484 visitors). Beaver Creek numbers were on par with those from last year with just 15 fewer visitors.

JULY	2011	2012	+ / -	% Change
Beaver Creek	15,866	15,851	-15	0%
Fraser	46,659	52,554	5,895	13%
Little Gold	5,970	5,481	-489	-8%
Pleasant	5,511	5,027	-484	-9%
TOTAL	**74,006**	**78,913**	**4,907**	**6.6%**

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

BORDER CROSSING STATISTICS

Same Day Travel*

Same-day travel increased by 15% (or 6,104 visitors) compared to July 2011. Private vehicle traffic increased by 22% (or 3,305 visitors) and motorcoach traffic was up 10% (or 2,799 visitors). By origin, US was up 18% (or 5,310 visitors), foreign was up 11% (or 413 visitors), Canada was up 10% (or 397 visitors) and Yukon numbers were on par with last year (down 16 visitors).

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

JUL Sameday	2011	2012	change +/-	% change
Private Vehicle	15,255	18,560	3,305	22%
Motorcoach	26,737	29,536	2,799	10%
TOTALS	**41,992**	**48,096**	**6,104**	**15%**
US	30,284	35,594	5,310	18%
Yukon	3,998	3,982	-16	0%
Canada	3,966	4,363	397	10%
Foreign	3,744	4,157	413	11%

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

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

One or More Night*

Overall, one or more nights visitation was down 4% (or 1,197 visitors) in July 2012 compared to July 2011. Motorcoach traffic was down slightly by 1% (or 45 visitors) and private vehicle traffic was down 4% (or 1,152 visitors). By origin, Yukon increased 8% (302 more visitors) and by contrast, Canada was down 7% (or 304 visitors), the US was down 6% (or 1,135 visitors) and foreign was down 2% (or 60 visitors).

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

JUL 1+ Nights	2011	2012	change +/-	% change
Private Vehicle	27,483	26,331	-1,152	-4%
Motorcoach	4,531	4,486	-45	-1%
TOTALS	**32,014**	**30,817**	**-1,197**	**-4%**
US	20,018	18,883	-1,135	-6%
Yukon	3,918	4,220	302	8%
Canada	4,088	3,784	-304	-7%
Foreign	3,990	3,930	-60	-2%

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

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

BORDER CROSSING STATISTICS

Year-To-Date

Year-to-date travel (January to July 2012) is up by 3% (or 6,420 visitors) compared to the same time period last year. There was an increase in motorcoach, up 8% (or 5,987 visitors) and private vehicle totals were on par with last year's numbers (433 more visitors). By origin, increases were present among US visitors, up 5% (or 6,062 visitors), and foreign visitors, up 3% (or 497 visitors). Yukon visitors were on par with last year's numbers (69 more travelers) and, by contrast, Canada was down slightly by 1% (or 208 visitors).

July - YTD	2011	2012	change +/-	% change
Private Vehicle	108,980	109,413	433	0%
Motorcoach	75,302	81,289	5,987	8%
TOTALS	**184,284**	**190,702**	**6,420**	**3%**
US	121,513	127,575	6,062	5%
Yukon	26,974	27,043	69	0%
Canada	16,175	15,967	-208	-1%
Foreign	19,622	20,117	497	3%