

YUKON TOURISM INDICATORS

JUNE 2011



SUMMARY

Monthly Border Crossings

- Overall border crossings to Yukon decreased by 4% compared to June 2010 (2,400 fewer visitors). Border crossings indicate a total of 58,387 visitors during the month of June.

Year-to-Date Border Crossings

- Year-to-date border crossings (January to June 2011) indicate a slight decrease in visitation over the same time period last year. Overall visitation decreased by 3% (3,892 fewer visitors). Border crossings indicate a total of 110,278 visitors from January to June 2011.

Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded that the number of visitors enplaning and/or deplaning compared to June 2010 was up slightly at 1% (or 172 visitors). The 2011 YTD Jan-June is up 6% compared to 2010 (up 7,043 passengers).

BORDER CROSSING STATISTICS

Visitation to Yukon was down 4% (or 2,400 visitors) compared to June 2010. There was an increase in motorcoach traffic (up 5% or 1,387 visitors) and a decrease in private vehicle traffic (down 12% or 3,787 visitors). Decreases were observed in US visitors (down 5% or 2,005 visitors), Yukon visitors (down 8% or 471 visitors), and Other Canadian visitors (down 4% or 207 visitors). Foreign visitors were up 4% or 283 visitors.

JUNE	2010	2011	change +/-	% change
Private Vehicle	32,757	28,970	-3,787	-12%
Motorcoach	28,030	29,417	1,387	5%
TOTALS	60,787	58,387	-2,400	-4%
US	42,291	40,286	-2,005	-5%
Yukon	5,890	5,419	-471	-8%
Canada	5,605	5,398	-207	-4%
Others	7,001	7,284	283	4%

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

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

June Private Vehicle 2010/11 Change		
	+/-	% Change
US Citizens	-2,530	-12%
Yukon Residents	-471	-8%
Canadian	-715	-21%
Others	-71	-2%
TOTAL	-3,787	-12%

Private vehicle traffic saw decreases among all groups. US visitors were down 12% (or 2,530 visitors), as were Yukon visitors 8% (or 471 visitors), Other Canadian visitors (down 21% or 715 visitors) and Foreign visitors (down 2% or 71 visitors).

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

June Motorcoach 2010/11 Change		
	+/-	% Change
US Citizens	525	2%
Yukon Residents	0	0%
Canadian	508	23%
Others	354	9%
TOTAL	1,387	5%

Motorcoach traffic saw increases in US visitors (up 2% or 525 visitors), Other Canadian visitors (up 23% or 508 visitors) and Foreign visitors (up 9% or 354 visitors).

Port of Arrival

For the month of June, Beaver Creek was down 8% (or 925 visitors) as was Fraser (down 10% or 4,055 visitors). In contrast, Little Gold was up 66% (or 1,815 visitors) as was Pleasant (up 16% or 765 visitors).

JUNE	2010	2011	+ / -	% Change
Beaver Creek	11,846	10,921	-925	-8%
Fraser	41,385	37,330	-4,055	-10%
Little Gold	2,746	4,561	1,815	66%
Pleasant	4,810	5,575	765	16%
TOTAL	60,787	58,387	-2,400	-4%

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

BORDER CROSSING STATISTICS

Same Day Travel*

Same-day travel decreased by 2% (or 857 visitors) compared to June 2010. Private vehicle traffic increased by 1% (or 92 visitors) and motorcoach traffic was down 4% (or 949 visitors). By origin, decreases were present among US visitors (down 6% or 1,631 visitors). In contrast, Yukon residents were up 16% (or 425 visitors) as was Other Canadian visitors (up 7% or 204 visitors), and Foreign visitors (up 3% or 145 visitors).

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

JUNE Sameday	2010	2011	change +/-	% change
Private Vehicle	12,116	12,208	92	1%
Motorcoach	26,743	25,794	-949	-4%
TOTALS	38,859	38,002	-857	-2%
US	29,078	27,447	-1,631	-6%
Yukon	2,655	3,080	425	16%
Canada	2,933	3,137	204	7%
Others	4,193	4,338	145	3%

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

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

One or More Night*

One or more nights visitation was down 7% (or 1,543 visitors) in June 2011 compared to June 2010. Private vehicle traffic was down 19% (or 3,879 visitors) from June 2010. Motorcoach traffic was up 182% (or 2,336 visitors). Decreases were present among US visitors (down 3% or 374 visitors), Yukon visitors (down 28% or 896 visitors) and Other Canadian visitors (down 15% or 411 visitors). However, Foreign visitors were up 5% (or 138 visitors).

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

JUNE 1+ Nights	2010	2011	change +/-	% change
Private Vehicle	20,641	16,762	-3,879	-19%
Motorcoach	1,287	3,623	2,336	182%
TOTALS	21,928	20,385	-1,543	-7%
US	13,213	12,839	-374	-3%
Yukon	3,235	2,339	-896	-28%
Canada	2,672	2,261	-411	-15%
Others	2,808	2,946	138	5%

* **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 3% (or 3,892 visitors) compared to the same time period last year. Decreases were noted in private vehicle traffic (down 7% or 5,058 visitors) but increases were present among motorcoach traffic (up 3% or 1,166 visitors). By origin, decreases were present among US visitors (down 5% or 4,108 visitors) and Other Canadian visitors (down 1% or 46 visitors). Yukon visitors, in contrast, were up 2% (or 320 visitors) while Foreign visitors were stable with 0% change from 2010.

June - YTD	2010	2011	change +/-	% change
Private Vehicle	71,300	66,242	-5,058	-7%
Motorcoach	42,870	44,036	1,166	3%
TOTALS	114,170	110,278	-3,892	-3%
US	75,319	71,211	-4,108	-5%
Yukon	18,738	19,058	320	2%
Canada	8,167	8,121	-46	-1%
Others	11,946	11,888	-58	0%