

# YUKON TOURISM INDICATORS

## MARCH 2011



### SUMMARY

#### Monthly Border Crossings

- Overall border crossings to Yukon decreased by 10% compared to March 2010 (571 fewer visitors). Border crossings indicate a total of 5,257 visitors during the month of March.

#### Year-to-Date Border Crossings

- Year-to-date border crossings (January to March 2011) indicate an decrease in visitation over the same time period last year. Overall visitation decreased by 9% (1,048 fewer visitors). Border crossings indicate a total of 11,006 visitors from January to March 2011.

#### Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded a 2% increase in the number of visitors enplaning and/or deplaning compared to March 2010. A total of 20,246 passengers enplaned and/or deplaned representing an increase of 306 visitors.

## BORDER CROSSING STATISTICS

Visitation to Yukon was down 10% (or 571 visitors) compared to March 2010 (see table below). There was an decrease in private vehicle traffic (down 10% or 577 visitors) however, motorcoach traffic was up 50% (or 6 visitors). Decreases were observed in US visitors (down 15% or 552 visitors), Yukon visitors (down 2% or 33 visitors), Other Canadian visitors (down 13% or 18 visitors), and Foreign visitors (down 24% or 34 visitors).

MARCH	2010	2011	change +/-	% change
Private Vehicle	5,816	5,239	-577	-10%
Motorcoach	12	18	6	50%
<b>TOTALS</b>	<b>5,828</b>	<b>5,257</b>	<b>-571</b>	<b>-10%</b>
US	3,752	3,200	-552	-15%
Yukon	1,798	1,831	33	2%
Canada	135	117	-18	-13%
Others	143	109	-34	-24%

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

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

Mar Private Vehicle 2010/11 Change		
	+/-	% Change
US Citizens	-551	-15%
Yukon Residents	33	2%
Canadian	-23	-18%
Others	-36	-25%
<b>TOTAL</b>	<b>-577</b>	<b>-10%</b>

**Private vehicle traffic** saw decreases among US visitors (down 15% or 551 visitors), Yukon visitors (down 2% or 33 visitors), Other Canadian visitors (down 18% or 23 visitors) and Foreign visitors (down 25% or 36 visitors).

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

Mar Motorcoach 2010/11 Change		
	+/-	% Change
US Citizens	-1	-17%
Yukon Residents	0	0%
Canadian	5	100%
Others	2	n/a
<b>TOTAL</b>	<b>6</b>	<b>88%</b>

**Motorcoach traffic** saw decreases in US visitors (down 17% or 1 visitor) and increases in Other Canadian visitors (up 100% or 5 visitors). Both Yukon and Foreign visitors were essentially static.

### Port of Arrival

For the month of March, traffic through all ports was down. Beaver Creek was down 13% (or 285 visitors) and Fraser was down 11% (or 276 visitors). Pleasant was down 1% (or 6 visitors) as was traffic through Dawson City, down 1% (or 4 visitors).

MARCH	2010	2011	+ / -	% Change
Beaver Creek	2,145	1,860	-285	-13%
Fraser	2,420	2,144	-276	-11%
Dawson City	282	278	-4	-1%
Pleasant	981	975	-6	-1%
<b>TOTAL</b>	<b>5,828</b>	<b>5,257</b>	<b>-571</b>	<b>-10%</b>

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

## BORDER CROSSING STATISTICS

### Same Day Travel\*

Same-day travel decreased by 3% (or 89 visitors) compared to March 2010. Private vehicle traffic decreased by 3% (or 94 visitors) and motorcoach traffic was up 83% (or 5 visitors). By origin, increases were present among US visitors (up 4% or 68 visitors) and Other Canadian visitors (up 19% or 11 visitors). All other origin markets were down with Yukon (down 14% or 143 visitors), and Foreign (down 44% or 25 visitors) showing declines.

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

MAR Sameday	2010	2011	change +/-	% change
Private Vehicle	2,779	2,685	-94	-3%
Motorcoach	6	11	5	83%
<b>TOTALS</b>	<b>2,785</b>	<b>2,696</b>	<b>-89</b>	<b>-3%</b>
US	1,613	1,681	68	4%
Yukon	1,057	914	-143	-14%
Canada	58	69	11	19%
Others	57	32	-25	-44%

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

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

### One or More Night\*

One or more nights visitation decreased by 16% (or 482 visitors) compared to March 2010. Private vehicle traffic decreased by 16% (or 483 visitors), while motorcoach traffic was up 17% (or 1 visitor). Increases were present among Yukon visitors (up 24% or 176 visitors) while all other origin markets were down with US visitors (down 29% or 620 visitors), Other Canadian visitors (down 38% or 29 visitors) and Foreign visitors (down 10% or 9 visitors) all showing declines.

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

MAR 1+ Nights	2010	2011	change +/-	% change
Private Vehicle	3,037	2,554	-483	-16%
Motorcoach	6	7	1	17%
<b>TOTALS</b>	<b>3,043</b>	<b>2,561</b>	<b>-482</b>	<b>-16%</b>
US	2,139	1,519	-620	-29%
Yukon	741	917	176	24%
Canada	77	48	-29	-38%
Others	86	77	-9	-10%

\* **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 9% (or 1,048 visitors) compared to the same time period last year (see table below). Decreases were noted in private vehicle traffic (down 9% or 1,021 visitors) and motorcoach traffic (down 18% or 27 visitors). By origin, decreases were present in all origin markets with US visitors (down 11% or 861 visitors), Yukon visitors (down 1% or 29 visitors), Other Canadian visitors (down 30% or 101 visitors) and Foreign visitors (down 22% or 57 visitors) showing decreases.

Mar - YTD	2010	2011	change +/-	% change
Private Vehicle	11,906	10,885	-1,021	-9%
Motorcoach	148	121	-27	-18%
<b>TOTALS</b>	<b>12,054</b>	<b>11,006</b>	<b>-1,048</b>	<b>-9%</b>
US	8,033	7,172	-861	-11%
Yukon	3,423	3,394	-29	-1%
Canada	338	237	-101	-30%
Others	260	203	-57	-22%