

# YUKON TOURISM INDICATORS

## MARCH 2012



### SUMMARY

#### Monthly Border Crossings

- Overall, border crossings to Yukon increased by 12% compared to March 2011 (609 more visitors). Border crossings indicate a total of 5,866 visitors during the month of March.

#### Year-to-Date Border Crossings

- Year-to-date border crossings (January to March 2012) indicate a minimal decrease in visitation over the same time period last year. Overall visitation decreased by 0.3% (35 fewer visitors). Border crossings indicate a total of 10,971 visitors from January to March 2012.

#### Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded a 5% increase in the number of visitors enplaning and/or deplaning compared to March 2011. A total of 21,253 passengers enplaned and/or deplaned representing an increase of 1,007 visitors.

## BORDER CROSSING STATISTICS

Border crossings to Yukon were up 12% (or 609 visitors) compared to March 2011 (see table below). There was an increase in private vehicle traffic (up 6% or 332 visitors) while motorcoach traffic was up 1,539% (277 visitors). There were increases from all places of origin compared to March 2011 counts. Other Canadian visitors were up 26% (30 visitors), US visitors were up 18% (560 visitors), foreign visitors were up 4% (4 visitors) and Yukon visitors were up 1% (15 visitors).

MARCH	2011	2012	change +/-	% change
Private Vehicle	5,239	5,571	332	6%
Motorcoach	18	295	277	1,539%
<b>TOTALS</b>	<b>5,257</b>	<b>5,866</b>	<b>609</b>	<b>12%</b>
US	3,200	3,760	560	18%
Yukon	1,831	1,846	15	1%
Canada	117	147	30	26%
Foreign	109	113	4	4%

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

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

Mar Private Vehicle 2011/12 Change		
	+/-	% Change
US Citizens	272	9%
Yukon Residents	13	1%
Canadian	40	37%
Foreign	7	7%
<b>TOTAL</b>	<b>332</b>	<b>6%</b>

**Private vehicle traffic** saw increases among US visitors (up 9% or 272 visitors), Yukon visitors (up 1% or 13 visitors), Other Canadian visitors (up 37% or 40 visitors) and foreign visitors (up 7% or 7 visitors).

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

Mar Motorcoach 2011/12 Change		
	+/-	% Change
US Citizens	288	5760%
Yukon Residents	2	0%
Canadian	-10	-100%
Foreign	292	n/a
<b>TOTAL</b>	<b>572</b>	<b>88%</b>

**Motorcoach traffic** saw increases in US visitors (up 5,760% or 288 visitors). There was almost no change in Yukon resident visitation (0% or up 2 visitors). Foreign visitors increased to 292 (where the increase was 2 visitors in 2011). Canadian motorcoach traffic decreased by 100% (down 10 visitors).

### Port of Arrival

For the month of March, Beaver Creek was up 21% (or 384 visitors) while Fraser was up 15% (or 326 visitors) and Pleasant was on par with 2011 (up 4 visitors). Little Gold saw no change from 2011, down 0% (or 104 visitors).

MARCH	2011	2012	+ / -	% Change
Beaver Creek	1,860	2,244	384	21%
Fraser	2,144	2,470	326	15%
Little Gold	0	0	0	0%
Pleasant	975	979	4	0%
<b>TOTAL</b>	<b>5,257</b>	<b>5,867</b>	<b>610</b>	<b>12%</b>

\* **Little Gold:** Port is closed from October to April

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

## BORDER CROSSING STATISTICS

### Same Day Travel\*

Same-day travel increased by 10% (or 281 visitors) compared to March 2011. Private vehicle traffic increased by 11% (or 282 visitors) and motorcoach traffic was down 9% (or 1 visitor). By origin, increases were present among US visitors (up 11% or 185 visitors), Yukon visitors (up 9% or 85) and foreign, up 59% (19) visitors. Canada was down 12% (or 8 visitors).

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

MAR Sameday	2011	2012	change +/-	% change
Private Vehicle	2,685	2,967	282	11%
Motorcoach	11	10	-1	-9%
<b>TOTALS</b>	<b>2,696</b>	<b>2,977</b>	<b>281</b>	<b>10%</b>
US	1,681	1,866	185	11%
Yukon	914	999	85	9%
Canada	69	61	-8	-12%
Foreign	32	51	19	59%

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

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

### One or More Night\*

One or more nights visitation increased by 13% (or 328 visitors) compared to March 2011. Private vehicle traffic increased by 2% (or 50 visitors), while motorcoach traffic was up 3,971% (or 278 visitors). Increases were present among US visitors, up 25% (or 375) while Canada was up 79% (or 38 visitors). Declines were present among Yukon visitors, down 8% (or 70) and foreign visitors, down 19% (or 15).

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

MAR 1+ Nights	2011	2012	change +/-	% change
Private Vehicle	2,554	2,604	50	2%
Motorcoach	7	285	278	3,971%
<b>TOTALS</b>	<b>2,561</b>	<b>2,889</b>	<b>328</b>	<b>13%</b>
US	1,519	1,894	375	25%
Yukon	917	847	-70	-8%
Canada	48	86	38	79%
Foreign	77	62	-15	-19%

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

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

## BORDER CROSSING STATISTICS

### Year-To-Date

Year-to-date (January to March) travel remained stable and on par with 2011 YTD border crossings (35 fewer total visitors). There was a small decrease in private vehicle traffic, down 3% (or 286 visitors). Motorcoach traffic was up by 207% (or 251 visitors) over 2011. By origin, there was a slight decrease in US visitors, down 1% (or 97). Yukon visitation was on par with 2011 (down 12 visitors). Other Canadian visitors were up 30% (or 71) and foreign visitors were up slightly by 1% (or 3).

Mar - YTD	2011	2012	change +/-	% change
Private Vehicle	10,885	10,599	-286	-3%
Motorcoach	121	372	251	207%
<b>TOTALS</b>	<b>11,006</b>	<b>10,971</b>	<b>-35</b>	<b>0%</b>
US	7,172	7,075	-97	-1%
Yukon	3,394	3,382	-12	0%
Canada	237	308	71	30%
Foreign	203	206	3	1%