

# YUKON TOURISM INDICATORS

## MAY 2011



### SUMMARY

#### Monthly Border Crossings

- Overall border crossings to Yukon were stable in comparison to May 2010. Border crossings indicate a total of 32,560 visitors during the month of May.

#### Year-to-Date Border Crossings

- Year-to-date border crossings (January to May 2011) indicate a slight decrease in visitation over the same time period last year. Overall visitation decreased by 3% (1,492 fewer visitors). Border crossings indicate a total of 51,891 visitors from January to May 2011.

#### Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded a 4% increase in the number of visitors enplaning and/or deplaning compared to May 2010. A total of 21,319 passengers enplaned and/or deplaned representing an increase of 789 visitors. This resulted in an 8% increase YTD Jan-May 2011 (up 6,871 passengers) over 2010.

## BORDER CROSSING STATISTICS

Visitation to Yukon was static compared to May 2010. There was a slight decrease in motor-coach traffic (down 1% or 195 visitors) and a slight increase in private vehicle traffic (up 1% or 192 visitors). Decreases were observed in US visitors (down 3% or 688 visitors) and Foreign visitors (down 5% or 221 visitors). In contrast, Yukon visitors were up 12% (or 676 visitors) as were Other Canadian visitors (up 12% or 230 visitors),

MAY	2010	2011	change +/-	% change
Private Vehicle	17,932	18,124	192	1%
Motorcoach	14,631	14,436	-195	-1%
<b>TOTALS</b>	<b>32,563</b>	<b>32,560</b>	<b>-3</b>	<b>0%</b>
US	20,529	19,841	-688	-3%
Yukon	5,537	6,213	676	12%
Canada	1,994	2,224	230	12%
Others	4,503	4,282	-221	-5%

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

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

May Private Vehicle 2010/11 Change		
	+/-	% Change
US Citizens	-459	-4%
Yukon Residents	624	11%
Canadian	109	13%
Others	-82	-10%
<b>TOTAL</b>	<b>192</b>	<b>1%</b>

**Private vehicle traffic** saw decreases among US visitors (down 4% or 459 visitors) and Foreign visitors (down 10% or 82 visitors). Yukon visitors were up 11% (or 624 visitors) as were Other Canadian visitors (up 13% or 109 visitors)

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

May Motorcoach 2010/11 Change		
	+/-	% Change
US Citizens	-229	-2%
Yukon Residents	52	5200%
Canadian	121	11%
Others	-139	-4%
<b>TOTAL</b>	<b>-195</b>	<b>-1%</b>

**Motorcoach traffic** saw decreases in US visitors (down 2% or 229 visitors) and Foreign visitors (down 4% or 139 visitors). Increases were present among Yukon visitors (up 5200% or 52 visitors) and Other Canadian visitors (up 4% or 139 visitors).

### Port of Arrival

For the month of May, Beaver Creek was down 16% (or 1,001 visitors). In contrast, all other ports experienced increases with Fraser up 2% (or 390 visitors), Little Gold up 85% (or 531 visitors) and Pleasant was up 3% (or 77 visitors) .

MAY	2010	2011	+ / -	% Change
Beaver Creek	6,245	5,244	-1,001	-16%
Fraser	23,351	23,741	390	2%
Little Gold	625	1,156	531	85%
Pleasant	2,342	2,419	77	3%
<b>TOTAL</b>	<b>32,563</b>	<b>32,560</b>	<b>-3</b>	<b>0%</b>

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

## BORDER CROSSING STATISTICS

### Same Day Travel\*

Same-day travel decreased by 2% (or 418 visitors) compared to May 2010. Private vehicle traffic increased by 6% (or 512 visitors) and motorcoach traffic was down 6% (or 930 visitors). By origin, decreases were present among US visitors (down 2% or 344 visitors) and Other Canadian visitors (down 10% or 372 visitors). In contrast, Yukon residents were up 6% (or 190 visitors) as was Other Canadian visitors (up 7% or 108 visitors).

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

MAY Sameday	2010	2011	change +/-	% change
Private Vehicle	7,990	8,502	512	6%
Motorcoach	14,309	13,379	-930	-6%
<b>TOTALS</b>	<b>22,299</b>	<b>21,881</b>	<b>-418</b>	<b>-2%</b>
US	13,976	13,632	-344	-2%
Yukon	2,952	3,142	190	6%
Canada	1,545	1,653	108	7%
Others	3,826	3,454	-372	-10%

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

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

### One or More Night\*

One or more nights visitation was up 4% (or 415 visitors) in May 2011 compared to May 2010. Private vehicle traffic was down 3% (or 320 visitors) from May 2010. Motorcoach traffic was up 228% (or 735 visitors). Decreases were present among US visitors (down 5% or 344 visitors). However, all other groups showed gains with Yukon residents up 19% (or 486 visitors), Other Canadian visitors up 27% (or 122 visitors), and Foreign visitors up 22% (or 151 visitors).

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

MAY 1+ Nights	2010	2011	change +/-	% change
Private Vehicle	9,942	9,622	-320	-3%
Motorcoach	322	1,057	735	228%
<b>TOTALS</b>	<b>10,264</b>	<b>10,679</b>	<b>415</b>	<b>4%</b>
US	6,553	6,209	-344	-5%
Yukon	2,585	3,071	486	19%
Canada	449	571	122	27%
Others	677	828	151	22%

\* **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 1,492 visitors) compared to the same time period last year. Decreases were noted in private vehicle traffic (down 3% or 1,271 visitors) and motorcoach traffic was down 1% (or 221 visitors). By origin, decreases were present among US visitors (down 6% or 2,103 visitors) and Foreign visitors (down 7% or 341 visitors). In contrast, Yukon residents (up 6% or 791 visitors) and Other Canadian Visitors (up 6% or 161 visitors) had increases in volume.

May - YTD	2010	2011	change +/-	% change
Private Vehicle	38,543	37,272	-1,271	-3%
Motorcoach	14,840	14,619	-221	-1%
<b>TOTALS</b>	<b>53,383</b>	<b>51,891</b>	<b>-1,492</b>	<b>-3%</b>
US	33,028	30,925	-2,103	-6%
Yukon	12,848	13,639	791	6%
Canada	2,562	2,723	161	6%
Others	4,945	4,604	-341	-7%