

YUKON TOURISM INDICATORS

NOVEMBER 2011



SUMMARY

Monthly Border Crossings

- Overall border crossings to Yukon decreased by 7% compared to November 2010 (243 fewer visitors). Border crossings indicate a total of 3,250 visitors during the month of November.

Year-to-Date Border Crossings

- Year-to-date border crossings (January to November 2011) indicate a slight decrease in visitation over the same time period last year, with a decrease of 240 visitors (0%) total. Border crossings indicate a total of 307,173 visitors from January to November 2011.

Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded a 7% increase in the number of travellers enplaning and/or deplaning compared to November 2010. A total of 18,233 passengers enplaned and/or deplaned representing an increase of 1,204 travellers. Year-to-date (January-November) enplaning and/or deplaning passengers at Erik Nielsen Whitehorse International Airport total 247,434 visitors representing an increase of 8% (or 17,480 visitors) over 2010.

BORDER CROSSING STATISTICS

Visitation to Yukon was down 7% (or 243 visitors) compared to November 2010. There was a decrease in motorcoach traffic (down 70% or 47 visitors) and a decrease in private vehicle traffic (down 6% or 196 visitors). A slight decrease was observed in US visitors, down 1% (or 24), while Yukon visitors were down 16% (or 155). Other Canadian visitors were down 35% (or 40). Foreign visitors were down 45% (or 24).

| NOVEMBER | 2010 | 2011 | change +/- | % change |
|-----------------|--------------|--------------|-------------|------------|
| Private Vehicle | 3,426 | 3,230 | -196 | -6% |
| Motorcoach | 67 | 20 | -47 | -70% |
| TOTALS | 3,493 | 3,250 | -243 | -7% |
| US | 2,357 | 2,333 | -24 | -1% |
| Yukon | 969 | 814 | -155 | -16% |
| Canada | 114 | 74 | -40 | -35% |
| Others | 53 | 29 | -24 | -45% |

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

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

| Nov Private Vehicle 2010/11 Change | | |
|------------------------------------|-------------|------------|
| | +/- | % Change |
| US Citizens | -20 | -1% |
| Yukon Residents | -153 | -16% |
| Canadian | 0 | 0% |
| Others | -23 | -44% |
| TOTAL | -196 | -6% |

Private vehicle traffic saw decreases overall. US visitors were down 1% (or 20). Other Canadian visitors remained the same at 0% (or 0). Yukon visitors were down 16% (or 153), as were Foreign visitors, down 44% (or 23).

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

| Nov Motorcoach 2010/11 Change | | |
|-------------------------------|------------|-------------|
| | +/- | % Change |
| US Citizens | -4 | -67% |
| Yukon Residents | -2 | 0% |
| Canadian | -40 | -93% |
| Others | -1 | -100% |
| TOTAL | -47 | -70% |

Motorcoach traffic saw decreases overall. US visitors were down 67% (or 4). Other Canadian visitors were down 93% (or 40 visitors) and Foreign visitors were down 100% (or 1 visitor). Yukon visitors showed 0% change, (2 visitors).

Port of Arrival

For the month of November, Beaver Creek was up 7% (114 visitors). Fraser was down 12% (or 107 visitors). Pleasant was down 26% (or 250 visitors). Little Gold is closed for the season.

| NOVEMBER | 2010 | 2011 | + / - | % Change |
|--------------|--------------|--------------|-------------|------------|
| Beaver Creek | 1,657 | 1,771 | 114 | 7% |
| Fraser | 884 | 777 | -107 | -12% |
| Little Gold | 0 | 0 | 0 | 0% |
| Pleasant | 952 | 702 | -250 | -26% |
| TOTAL | 3,493 | 3,250 | -243 | -7% |

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

BORDER CROSSING STATISTICS

Same Day Travel*

Same-day travel decreased by 13% (187 visitors) compared to November 2010. Private vehicle traffic decreased by 13% (198 visitors) and motorcoach traffic increased 157% (13 visitors, up from 7 in 2010). By origin, 3 of the 4 groups went down in 2011 compared to 2010: US visitors dropped by 10% (98); Yukon residents dropped 17% (73); Other Canadian visitors dropped 28% (16); and Foreign visitors remained the same at 0% change (4 in each of 2010 and 2011).

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

| NOV Sameday | 2010 | 2011 | change +/- | % change |
|-----------------|--------------|--------------|-------------|-------------|
| Private Vehicle | 1,475 | 1,277 | -198 | -13% |
| Motorcoach | 7 | 18 | 11 | 157% |
| TOTALS | 1,482 | 1,295 | -187 | -13% |
| US | 985 | 887 | -98 | -10% |
| Yukon | 436 | 363 | -73 | -17% |
| Canada | 57 | 41 | -16 | -28% |
| Others | 4 | 4 | 0 | 0% |

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

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

One or More Nights

One or more nights visitation was down 3% (56 visitors) in November 2011 compared to November 2010. Private vehicle traffic saw little change 0% (2 visitors) from November 2010. Motorcoach traffic was down 97% (58 visitors). US numbers increased by 5% (74 visitors). Yukon visitors decreased 15% (82), as did Other Canadian visitors, down 42% (24). Foreign visitors were down 48% (24).

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

| NOV 1+ Nights | 2010 | 2011 | change +/- | % change |
|-----------------|--------------|--------------|------------|------------|
| Private Vehicle | 1,951 | 1,953 | 2 | 0% |
| Motorcoach | 60 | 2 | -58 | -97% |
| TOTALS | 2,011 | 1,955 | -56 | -3% |
| US | 1,372 | 1,446 | 74 | 5% |
| Yukon | 533 | 451 | -82 | -15% |
| Canada | 57 | 33 | -24 | -42% |
| Others | 49 | 25 | -24 | -49% |

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

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

BORDER CROSSING STATISTICS

Year-To-Date

Year-to-date travel had no substantial change at 0% (240 fewer visitors) compared to the same time period last year. Decreases were noted in private vehicle traffic, down 4% (or 6,858 visitors) but increases were present among motorcoach traffic, up 6% (or 6,618 visitors). By origin, decreases were present among US visitors, down 3% (or 6,240 visitors). Other Canadian visitors were up 8% (or 1,869), as were Yukon visitors, up by 6% (or 2,512) and Foreign visitors were up 5% (or 1,619) from 2010.

| Nov - YTD | 2010 | 2011 | change +/- | % change |
|-----------------|----------------|----------------|-------------|-----------|
| Private Vehicle | 191,826 | 184,968 | -6,858 | -4% |
| Motorcoach | 115,587 | 122,205 | 6,618 | 6% |
| TOTALS | 307,413 | 307,173 | -240 | 0% |
| US | 210,703 | 204,463 | -6,240 | -3% |
| Yukon | 40,139 | 42,651 | 2,512 | 6% |
| Canada | 24,881 | 26,750 | 1,869 | 8% |
| Others | 31,690 | 33,309 | 1,619 | 5% |