

YUKON TOURISM INDICATORS

OCTOBER 2011



SUMMARY

Monthly Border Crossings

- Overall border crossings to Yukon decreased by 3% compared to October 2010 (255 fewer visitors). Border crossings indicate a total of 7,845 visitors during the month of October.

Year-to-Date Border Crossings

- Year-to-date border crossings (January to October 2011) indicate a slight increase in visitation over the same time period last year. Overall visitation remained the same for October 2011 as it was in 2010 with an increase of 3 visitors total. Border crossings indicate a total of 303,923 visitors from January to October 2011.

Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded a 6 % increase in the number of travellers enplaning and/or deplaning compared to October 2010. A total of 20,327 passengers enplaned and/or deplaned representing an increase 1,128 travellers. Year-to-Date (January to October) enplaning and/or deplaning passengers at Erik Nielsen Whitehorse International Airport totals 229,201, a decrease of 16,276 (or 8%) compared to 2010 January to October Year-to-Date of 212,925.

BORDER CROSSING STATISTICS

Visitation to Yukon was down 3% (or 255 visitors) compared to October 2010. There was an increase in motorcoach traffic (up 41% or 15 visitors) and a decrease in private vehicle traffic (down 3% or 270 visitors). A decrease was observed in US visitors (down 14% or 813), while Yukon visitors were up 29% (or 508), along with Other Canadian visitors (up 10% or 25). Foreign visitors were up 17% (or 25).

OCTOBER	2010	2011	change +/-	% change
Private Vehicle	8,063	7,793	-270	-3%
Motorcoach	37	52	15	41%
TOTALS	8,100	7,845	-255	-3%
US	5,938	5,125	-813	-14%
Yukon	1,767	2,275	508	29%
Canada	252	277	25	10%
Others	143	168	25	17%

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

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

Oct Private Vehicle 2010/11 Change		
	+/-	% Change
US Citizens	-804	-14%
Yukon Residents	489	28%
Canadian	23	9%
Others	22	16%
TOTAL	-270	-3%

Private vehicle traffic saw decreases within one group. US visitors were down 14% (or 804). Other Canadian visitors went up 9% (or 23). Yukon visitors were up 28% (or 489), as were Foreign visitors, up 16% (or 22).

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

Oct Motorcoach 2010/11 Change		
	+/-	% Change
US Citizens	-9	-29%
Yukon Residents	19	0%
Canadian	2	50%
Others	3	150%
TOTAL	15	41%

Motorcoach traffic saw decreases in US visitors (down 29% or 9). Other Canadian visitors were up 50% (or 2 visitors) and Foreign visitors were up 150% (or 3 visitors). Yukon visitors showed no change.

Port of Arrival

For the month of October, Beaver Creek was down 7% (275 visitors). Fraser was down 10% (or 240 visitors). Pleasant was up 17% (or 260 visitors). Little Gold is closed for the season.

OCTOBER	2010	2011	+ / -	% Change
Beaver Creek	4,220	3,945	-275	-7%
Fraser	2,336	2,096	-240	-10%
Little Gold	0	0	0	0%
Pleasant	1,544	1,804	260	17%
TOTAL	8,100	7,845	-255	-3%

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

BORDER CROSSING STATISTICS

Same Day Travel*

Same-day travel increased by 2% (or 474 visitors) compared to October 2010. Private vehicle traffic increased by 18% (or 1,482 visitors) and motorcoach traffic was down 7% (or 1,008 visitors). By origin, 3 of the 4 groups were up: US visitors up 1% (or 108); Yukon residents up 24% (or 720); Other Canadian visitors up 18% (or 320); and Foreign visitors down 20% (or 674).

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

OCT Sameday	2010	2011	change +/-	% change
Private Vehicle	8,363	9,845	1,482	18%
Motorcoach	14,546	13,538	-1,008	-7%
TOTALS	22,909	23,383	474	2%
US	14,808	14,916	108	1%
Yukon	2,970	3,690	720	24%
Canada	1,799	2,119	320	18%
Others	3,332	2,658	-674	-20%

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

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

One or More Nights

One or more nights visitation was down 3% (or 196 visitors) in October 2011 compared to October 2010. Private vehicle traffic was down 4% (or 220 visitors) from October 2010. Motorcoach traffic was up 96% (or 24 visitors). US numbers decreased by 15% (or 675 visitors). Yukon visitors increased 39% (or 425), as did Other Canadian visitors up 14% (or 21). Foreign visitors were also up 25% (or 33).

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

OCT 1+ Nights	2010	2011	change +/-	% change
Private Vehicle	5,984	5,764	-220	-4%
Motorcoach	25	49	24	96%
TOTALS	6,009	5,813	-196	-3%
US	4,637	3,962	-675	-15%
Yukon	1,087	1,512	425	39%
Canada	153	174	21	14%
Others	132	165	33	25%

* **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 (3 more visitors) compared to the same time period last year. Decreases were noted in private vehicle traffic, down 4% (or 6,662 visitors) but increases were present among motorcoach traffic, up 6% (or 6,665 visitors). By origin, decreases were present among US visitors, down 3% (or 6,216 visitors). Other Canadian visitors were up 8% (or 1,909), as were Yukon visitors, up by 7% (or 2,667) and Foreign visitors were up 5% (or 1,643) from 2010.

Oct - YTD	2010	2011	change +/-	% change
Private Vehicle	188,400	181,738	-6,662	-4%
Motorcoach	115,520	122,185	6,665	6%
TOTALS	303,920	303,923	3	0%
US	208,346	202,130	-6,216	-3%
Yukon	39,170	41,837	2,667	7%
Canada	24,767	26,676	1,909	8%
Others	31,637	33,280	1,643	5%