

YUKON TOURISM INDICATORS

SEPTEMBER 2011



SUMMARY

Monthly Border Crossings

- Overall border crossings to Yukon increased slightly compared to September 2010 (87 additional visitors). Border crossings indicate a total of 39,029 visitors during the month of September.

Year-to-Date Border Crossings

- Year-to-date border crossings (January to September 2011) indicate a slight increase in visitation over the same time period last year. Overall visitation increased by 258 visitors. Border crossings indicate a total of 296,078 visitors from January to September 2011.

Erik Nielsen Whitehorse International Airport

The Erik Nielsen Whitehorse International Airport recorded an 8% increase (or 1,750 passengers) enplaning and/or deplaning in the Yukon compared to September 2010. A total of 24,818 passengers enplaned and/or deplaned during September. Year-to-date enplanement and deplanement figures (January-September) are up 8% compared to 2010 (15,148 passengers) for an overall total of 208,874

BORDER CROSSING STATISTICS

Visitation to Yukon was up slightly by 87 visitors compared to September 2010. There was a decrease in motorcoach traffic (down 6% or 922 visitors) and an increase in private vehicle traffic (up 4% or 1,009 visitors). A decrease was observed in US visitors (down 1% or 379) and Foreign visitors (down 11% or 595). Yukon visitors were up 16% (or 768), along with Other Canadian visitors up 11% (or 293).

SEPTEMBER	2010	2011	change +/-	% change
Private Vehicle	24,234	25,243	1,009	4%
Motorcoach	14,708	13,786	-922	-6%
TOTALS	38,942	39,029	87	0%
US	26,304	25,925	-379	-1%
Yukon	4,677	5,445	768	16%
Canada	2,713	3,006	293	11%
Others	5,248	4,653	-595	-11%

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

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

Sept Private Vehicle 2010/11		
	+/-	% Change
US Citizens	145	1%
Yukon Residents	768	14%
Canadian	82	5%
Others	14	1%
TOTAL	1,009	4%

Private vehicle traffic saw increases in all four groups. US visitors were up 1% (or 145), Other Canadian visitors up 5% (or 82), Yukon visitors were up 14% (or 768), as were Foreign visitors, up 1% (or 14).

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

Sept Motorcoach 2010/11 Change		
	+/-	% Change
US Citizens	-524	-5%
Yukon Resi-	0	0%
Canadian	211	14%
Others	-609	-23%
TOTAL	-922	-6%

Motorcoach traffic saw decreases in US visitors (down 5% or 524) and Foreign visitors (down 23% or 609). Other Canadian visitors saw an increase (up 14% or 211 visitors). Yukon visitors showed no change.

Port of Arrival

For the month of September, Beaver Creek was down 14% (or 1,363 visitors), along with Pleasant down 2% (or 43 visitors). The two remaining ports were up. Fraser was up 4% (or 1,078 visitors). Little Gold was up 43% (or 415 visitors).

SEPTEMBER	2010	2011	+ / -	% Change
Beaver Creek	9,921	8,558	-1,363	-14%
Fraser	25,588	26,666	1,078	4%
Little Gold	968	1,383	415	43%
Pleasant	2,465	2,422	-43	-2%
TOTAL	38,942	39,029	87	0%

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

BORDER CROSSING STATISTICS

Same Day Travel*

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

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

SEPT 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 Night*

One or more nights visitation was down 2% (or 387 visitors) compared to September 2010. Private vehicle traffic was down 3% (or 473 visitors). Motorcoach traffic was up 53% (or 86 visitors). US numbers decreased by 4% (or 487 visitors). Other Canadian visitors also recorded a decrease (down 3% or 27). Yukon visitors increased 3% (or 48), as did Foreign visitors (up 4% or 79).

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

SEPT 1+ Nights	2010	2011	change +/-	% change
Private Vehicle	15,871	15,398	-473	-3%
Motorcoach	162	248	86	53%
TOTALS	16,033	15,646	-387	-2%
US	11,496	11,009	-487	-4%
Yukon	1,707	1,755	48	3%
Canada	914	887	-27	-3%
Others	1,916	1,995	79	4%

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

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

BORDER CROSSING STATISTICS

Year-To-Date

Year-to-date travel increased slightly by 258 visitors compared to the same time period last year. Private vehicle traffic decreased by 4% (or 6,392 visitors) and motorcoach increased by 6% (or 6,650 visitors) compared to 2010. By origin, increases were present among Canadian visitors (up 8% or 1,884), Yukon visitors (up 6% or 2,159) and Foreign visitors (up 5% or 1,618) compared to 2010. US visitors decreased (down 3% or 5,403 visitors). Over the same period.

Sept - YTD	2010	2011	change +/-	% change
Private Vehicle	180,337	173,945	-6,392	-4%
Motorcoach	115,483	122,133	6,650	6%
TOTALS	295,820	296,078	258	0%
US	202,408	197,005	-5,403	-3%
Yukon	37,403	39,562	2,159	6%
Canada	24,515	26,399	1,884	8%
Others	31,494	33,112	1,618	5%