



Yukon Visitor Statistics
Year-End Report 2011

Overview

This document is intended to provide a snapshot of Yukon's 2011 tourism year (January to December).

Included in this report is a year-end overview, Yukon visitor statistics for 2011, comparative statistics for 2010, and other relevant tourism indicators.

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Contents

2011 Tourism Overview	3
Border Crossing Statistics - Monthly	4
Border Crossing Statistics - 10 Year Trend	5
Border Crossing Statistics - Summer	5
Border Crossing Statistics - Origin Markets	6
Erik Nielsen International Airport Passenger Traffic	6
Eric Nielsen Airport Deplaning: May-October	7
Eric Nielsen Airport Flights: May to October	7
Visitor Information Centre Statistics	8
Border Crossing Statistics - Yukon River	8
Fuel Prices	9
U.S. Dollar Exchange Rates	9

2011 Tourism Overview

The global economic downturn of 2008 and 2009 generated a prolonged recovery period for global growth and prolonged volatility in some markets. The global economic situation has an effect on our tourism industry, impacting where our visitors are coming from and the types of experiences they are looking for when they arrive. Fuel prices, currency fluctuations, air access, cross border issues and natural disasters (highway closures due to extreme weather conditions, fires), are also factors that affect the Yukon tourist industry's success.

While the tourism sector of Yukon's economy is still stable and strong, shifts in our visitation are occurring that are consistent with what is happening nationally. Though US visitors to Yukon decreased by 4%, the decline was offset by the number of Asia/Pacific tourists visiting Yukon which increased by 15% (Yukon Bureau of Statistics 2012). In general, advanced economies are experiencing slower recovery from the economic downturn while emerging economies are recovering much faster (IMF 2012).

For the peak summer period, May through to September, visitation to Yukon was up 1% compared to the same period in 2010. This marginal growth was led by increases in visitation from other Canadian jurisdictions (up 8%), overseas markets (up 6%) and visitors travelling by motorcoach (up 6%). These increases were tempered by decreases in visitation from the United States (down 2%) and visitors entering by private vehicle (down 3%), compared to 2010.

Overall, visitation to Yukon in 2011 recorded a 1% decline compared to 2010. Despite nominal growth in the peak summer period, a decline in visitation to Yukon during a few key winter months had a negative impact on overall visitation (February 2011 was down 19% and December 2011 was down 35%). The decline in February represents a return to normal visitation levels following a significant increase in visitation in 2010 that coincided with the Yukon's Olympic celebrations. The decline in December was most likely the result of an unusually high number of road closures due to weather (blizzards and avalanches).

Consistent with the peak summer period, Yukon's 2011 annual visitation was the result of increases from other Canadian jurisdictions (up 8%) and overseas markets (up 5%) and visitors travelling by motorcoach (up 6%). These increases were tempered by decreases in visitation from the United States (down 4%) and visitors entering by private vehicle (down 4%), compared to 2010.

Passengers arriving and departing at Erik Neilson Whitehorse International airport were up 8% compared to 2010. This marks the third straight year in a row that passenger volumes at Yukon's largest airport have increased and may indicate a shift in how visitors will travel to Yukon in the future.

Yukon Border Crossing Statistics
Monthly

Annual Border Crossing Statistics (Visitors) Comparison By Month 2010/2011

2010	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicle	2,767	3,323	5,816	8,705	17,932	32,757	44,309	40,494	24,234	8,063	3,426	4,089	195,915
Motorcoach	62	74	12	61	14,631	28,030	28,470	29,435	14,708	37	67	40	115,627
TOTALS	2,829	3,397	5,828	8,766	32,563	60,787	72,779	69,929	38,942	8,100	3,493	4,129	311,542
US	1,979	2,302	3,752	4,466	20,529	42,291	51,238	49,547	26,304	5,938	2,357	3,149	213,852
Yukon	723	902	1,798	3,888	5,537	5,890	7,340	6,648	4,677	1,767	969	898	41,037
Canada	94	109	135	230	1,994	5,605	7,607	6,028	2,713	252	114	51	24,932
Others	33	84	143	182	4,503	7,001	6,594	7,706	5,248	143	53	31	31,721

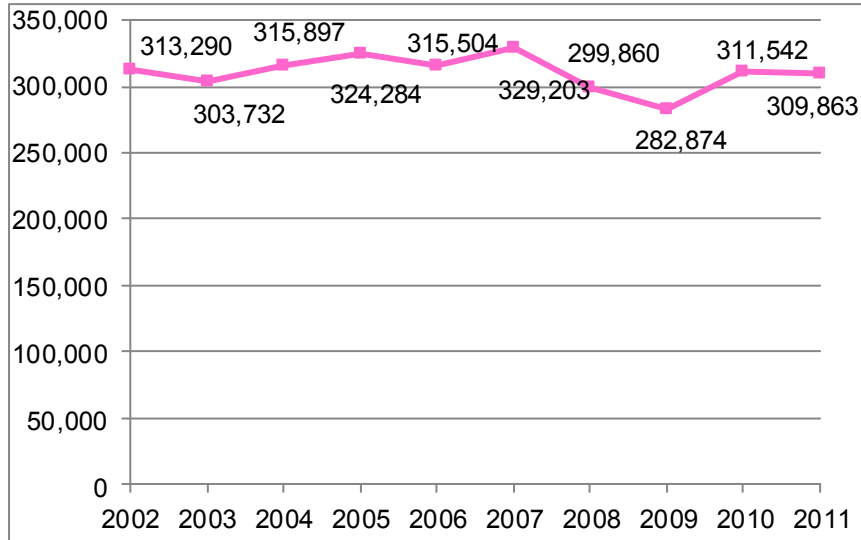
2011	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicle	2,973	2,673	5,239	8,263	18,124	28,970	42,738	39,722	25,243	7,793	3,230	2,690	187,658
Motorcoach	26	77	18	62	14,436	29,415	31,268	33,045	13,786	52	20	0	122,205
TOTALS	2,999	2,750	5,257	8,325	32,560	58,385	74,006	72,767	39,029	7,845	3,250	2,690	309,863
US	2,065	1,907	3,200	3,912	19,841	40,286	50,302	49,567	25,925	5,125	2,333	1,808	206,271
Yukon	840	723	1,831	4,032	6,213	5,419	7,916	7,143	5,445	2,275	814	800	43,451
Canada	39	81	117	262	2,224	5,398	8,054	7,218	3,006	277	74	62	26,812
Others	55	39	109	119	4,282	7,282	7,734	8,839	4,653	168	29	20	33,329

+/- % CHANGE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicle	206	-650	-577	-442	192	-3,787	-1,571	-772	1,009	-270	-196	-1,399	-8,257
% CHANGE	7%	-20%	-10%	-5%	1%	-12%	-4%	-2%	4%	-3%	-6%	-34%	-4%
Motorcoach	-36	3	6	1	-195	1,385	2,798	3,610	-922	15	-47	-40	6,578
% CHANGE	-58%	4%	50%	2%	-1%	5%	10%	12%	-6%	41%	-70%	-100%	6%
TOTALS	170	-647	-571	-441	-3	-2,402	1,227	2,838	87	-255	-243	-1,439	-1,679
% CHANGE	6%	-19%	-10%	-5%	0%	-4%	2%	4%	0%	-3%	-7%	-35%	-1%
US	86	-395	-552	-554	-688	-2,005	-936	20	-379	-813	-24	-1,341	-7,581
% CHANGE	4%	-17%	-15%	-12%	-3%	-5%	-2%	0%	-1%	-14%	-1%	-43%	-4%
Yukoners	117	-179	33	144	676	-471	576	495	768	508	-155	-98	2,414
% CHANGE	16%	-20%	2%	4%	12%	-8%	8%	7%	16%	29%	-16%	-11%	6%
Canada	-55	-28	-18	32	230	-207	447	1,190	293	25	-40	11	1,880
% CHANGE	-59%	-26%	-13%	14%	12%	-4%	6%	20%	11%	10%	-35%	22%	8%
Others	22	-45	-34	-63	-221	281	1,140	1,133	-595	25	-24	-11	1,608
% CHANGE	67%	-54%	-24%	-35%	-5%	4%	17%	15%	-11%	17%	-45%	-35%	5%

Produced By: Yukon Department of Tourism & Culture

Passenger totals do not include train visitors, those in commercial vehicles, visitors arriving by air, or marine arrivals (Dawson City).

**Yukon Border Crossing Statistics
10-Year Trend**



Passenger totals do not include train visitors, those in commercial vehicles, visitors arriving by air or marine arrivals (Dawson City).

Figures include Yukon residents.

**Yukon Border Crossing Statistics
Summer**

Summer Comparison By Month 2010/2011						
2010	MAY	JUN	JUL	AUG	SEPT	TOTALS
Private Vehicle	17,932	32,757	44,309	40,494	24,234	159,726
Motorcoach	14,631	28,030	28,470	29,435	14,708	115,274
TOTALS	32,563	60,787	72,779	69,929	38,942	275,000
US	20,529	42,291	51,238	49,547	26,304	189,909
Yukon	5,537	5,890	7,340	6,648	4,677	30,092
Canada	1,994	5,605	7,607	6,028	2,713	23,947
Others	4,503	7,001	6,594	7,706	5,248	31,052

2011	MAY	JUN	JUL	AUG	SEPT	TOTALS
Private Vehicle	18,124	28,970	42,738	39,722	25,243	154,797
Motorcoach	14,436	29,415	31,268	33,045	13,786	121,950
TOTALS	32,560	58,385	74,006	72,767	39,029	276,747
US	19,841	40,286	50,302	49,567	25,925	185,921
Yukon	6,213	5,419	7,916	7,143	5,445	32,136
Canada	2,224	5,398	8,054	7,218	3,006	25,900
Others	4,282	7,282	7,734	8,839	4,653	32,790

+/- % CHANGE	MAY	JUN	JUL	AUG	SEP	TOTALS
Private Vehicle	192	-3,787	-1,571	-772	1,009	-4,929
% CHANGE	1%	-12%	-4%	-2%	4%	-3%
Motorcoach	-195	1,385	2,798	3,610	-922	6,676
% CHANGE	-1%	5%	10%	12%	-6%	6%
TOTALS	-3	-2,402	1,227	2,838	87	1,747
% CHANGE	0%	-4%	2%	4%	0%	1%
US	-688	-2,005	-936	20	-379	-3,988
% CHANGE	-3%	-5%	-2%	0%	-1%	-2%
Yukoners	676	-471	576	495	768	2,044
% CHANGE	12%	-8%	8%	7%	16%	7%
Canada	230	-207	447	1,190	293	1,953
% CHANGE	12%	-4%	6%	20%	11%	8%
Others	-221	281	1,140	1,133	-595	1,738
% CHANGE	-5%	4%	17%	15%	-11%	6%

**Yukon Border Crossing Statistics
Origin Markets**

Annual Yukon Border Crossing Statistics - Top 10 Countries				
	2010	2011	+/-	% Change
United States	213,852	206,271	-7,581	-4%
Canada	24,932	26,812	1,880	8%
Germany	7,008	6,456	-552	-8%
Australia	5,116	5,868	752	15%
United Kingdom	4,372	4,499	127	3%
Switzerland	2,374	2,524	150	6%
Netherlands	1,194	1,229	35	3%
India	1,063	1,032	-31	-3%
China	598	910	312	52%
France	934	776	158	-17%

Passenger totals do not include train visitors, those in commercial vehicles, visitors arriving by air or marine arrivals (Dawson City).

Annual Yukon Border Crossing Statistics - Key Regions				
	2010	2011	+/-	% Change
North America	280,375	277,194	-3181	-1%
Europe	19,357	19,293	-64	0%
Asia/Pacific	10,384	11,892	1,508	15%
Other	1,426	1,484	58	4%
Total	311,542	296,078	-1679	-1%

Passenger totals do not include train visitors, those in commercial vehicles, visitors arriving by air or marine arrivals (Dawson City).

The North America category includes Yukon residents.

Source: Yukon Bureau of Statistics 2012)

**Erik Neilsen Whitehorse International Airport
Passenger Traffic**

Total Year 2010/2011				
	2010	2011	+/-	% change
enplaning	124,301	133,195	8,894	7%
deplaning	124,001	134,247	10,246	8%
TOTAL	248,302	267,442	19,140	8%

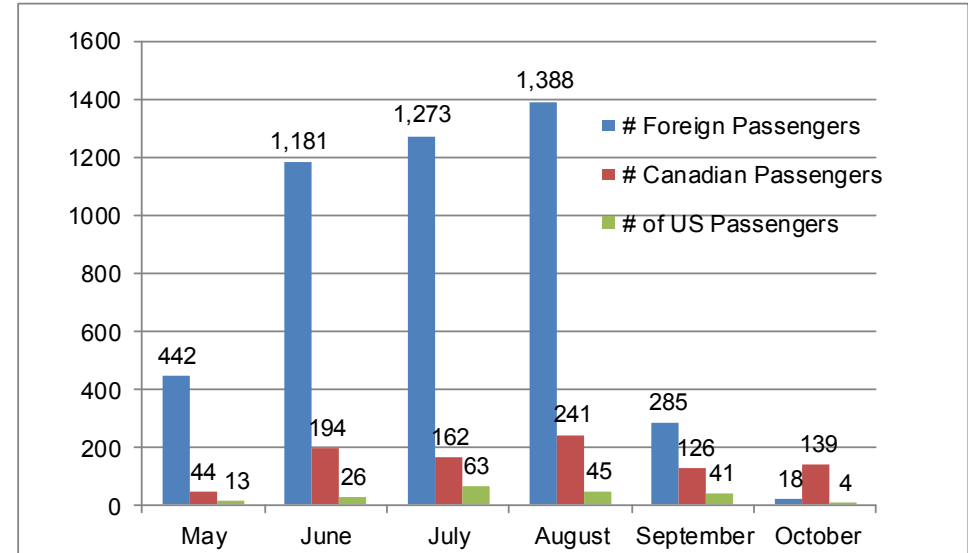
Totals include all passengers arriving in and departing from Whitehorse on commercial flights (January to December).

European Air Charter Statistics							
2010	May	June	Jul	Aug	Sep	Oct	Total
Flights	5	9	9	9	9	1	42
Passengers	453	886	1,347	1,287	651	91	4,715
2011	May	June	Jul	Aug	Sep	Oct	Total
Flights	3	9	8	10	4	0	34
Passengers	425	1,244	1,280	1,485	336	0	4,770
+ / - Change	May	June	Jul	Aug	Sep	Oct	Total
Flights	-2	0	-1	1	-5	-1	-8
% Change	-40%	0%	-11%	11%	-55%	100%	-19%
Passengers	-28	358	67	198	-315	-91	-55
% Change	-6%	40%	-5%	15%	-48%	100%	-1%
2011							
There were no flights in October 2011							

Totals include arrivals in Whitehorse direct from Europe and do not include German flight crew. There were two European carriers in 2011. Both had one flight a week. Condor flew from Frankfurt, Germany. Edelweiss flew from Zurich, Switzerland. 2011 flights are estimates based on this schedule.

**Erik Nielsen Whitehorse International Airport
Passenger Traffic**

Tourism Season 2011	Flights	Foreign Passengers	Canadian Passengers	US Passengers	Total
May	9	442	44	13	499
Jun	21	1,181	194	26	1,401
Jul	33	1,273	162	63	1,498
Aug	23	1,388	241	45	1,674
Sept	23	285	126	41	452
Oct	11	18	139	4	161
Total	120	4,587	906	192	5,685



There were 5,685 passengers to Whitehorse, Yukon between May and October 2011, the majority, 4,587 (or 81%) of which were foreign visitors. July and August were the peak months for Whitehorse airport visitation with 1,498 and 1,674 passengers arriving respectively. US visitors comprised only 192 of 5,685 (or 3%) of airport visitors deplaning in Whitehorse Erik Nielsen airport while Canadian passengers comprised 16% of total passengers.

Totals include arrivals in Whitehorse direct from Europe and do not include German flight crew. There were two European carriers in 2011. Both had one flight a week. Condor flew from Frankfurt, Germany. Edelweiss flew from Zurich, Switzerland. 2011 flights are estimates based on this schedule. The method for collecting air statistics changed in 2011 therefore direct comparisons between 2010 and 2011 statistics cannot be made.

**Yukon Visitor Information Center Statistics
for 2011 season.**

Seasonal Visitor Information Centre Statistics for 2011				
VISITOR STATISTICS FOR 2010				
CENTRE	CANADA	USA	FOREIGN	TOTAL
Beaver Creek	2,836	9,672	5,152	17,660
Carcross	8,352	29,522	6,119	43,993
Dawson City	8,567	10,870	7,444	26,881
Haines Jct.	3,608	7,328	2,174	13,110
Watson Lake	9,237	10,809	3,886	23,932
Whitehorse	22,495	24,579	9,519	56,593
TOTALS	55,095	92,780	34,294	182,169
VISITOR STATISTICS FOR 2011				
CENTRE	CANADA	USA	FOREIGN	TOTAL
Beaver Creek	2,258	7,914	4,441	14,613
Carcross	19,450	51,950	8,574	79,974
Dawson City	8,680	9,626	6,094	24,400
Haines Jct.	3,943	9,228	2,215	15,386
Watson Lake	9,021	9,676	3,406	22,103
Whitehorse	22,128	23,591	10,692	56,411
TOTALS	65,480	111,985	35,422	212,887
VISITOR STATISTICS 2010/2011				
CENTRE	2010	2011	+ / - Change	% Change
Beaver Creek	17,660	14,613	-3,047	-17%
Carcross	43,993	79,974	35,981	82%
Dawson City	26,881	24,400	-2,481	-9%
Haines Jct.	13,110	15,386	2,276	17%
Watson Lake	23,932	22,103	-1,829	-8%
Whitehorse	56,593	56,411	-182	0%
TOTALS	182169	212887	30,718	17%

NOTE: Visitor Information Centre (VIC) statistics are compiled from voluntary visitor sign-in sheets and are an indication of VIC visitation trends only. They are not intended to be an accurate record of all visitations to Yukon. The Carcross VIC was a temporary facility in Summer 2010. The Whitehorse VIC is open year-round. VICs across the rest of Yukon (Beaver Creek, Carcross, Dawson City, Haines Junction and Watson Lake) are open May to September.

**Border Crossing Statistics
Yukon River**

Seasonal Border Crossing Statistics, Yukon River						
2010	May	Jun	Jul	Aug	Sept	Total
Boat Trips	0	30	10	0	0	40
Total Passengers	0	2,319	667	0	0	2,986
US Citizens	0	1,748	556	0	0	2,304
Canadian Citizens	0	251	89	0	0	340
Others	0	320	22	0	0	342

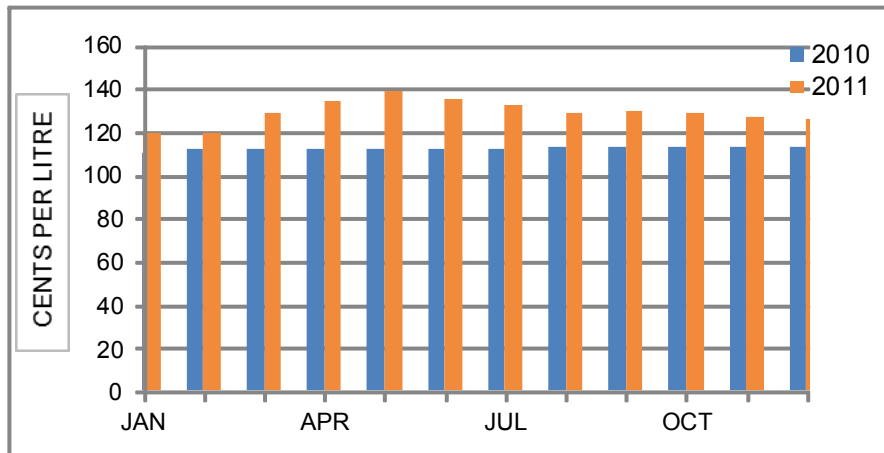
Note: Marine arrivals in Dawson City include visitors arriving on the Yukon Queen from Eagle, Alaska.

There was one marine sailing from Fairbanks, Alaska to Dawson City that carried 10 passengers in May 2011. Aside from this, there were no Yukon River border crossing statistics for Summer 2011 as there were no further sailings after May 2011 (Yukon Bureau of Statistics 2011).

Yukon Fuel Prices

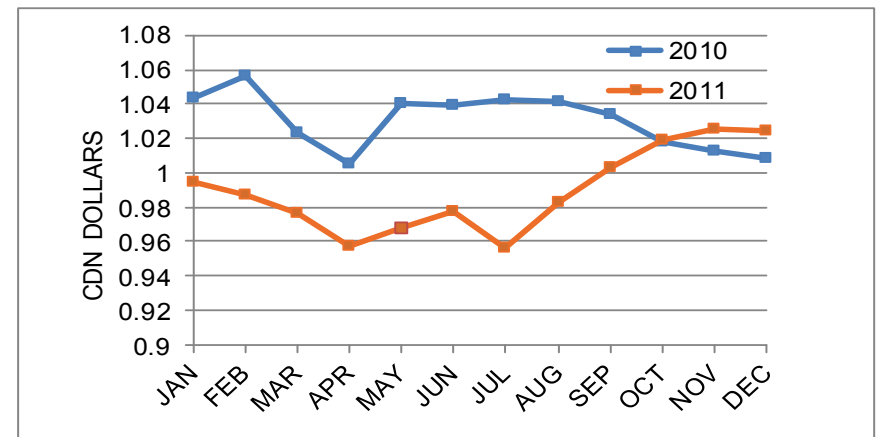
Annual Average Auto Fuel Prices by Month			
MONTH	2010	2011	CHANGE
JAN	110.7	119.9	9.2
FEB	112.2	119.9	7.7
MAR	112.5	128.4	15.9
APR	112.5	134.5	22
MAY	112.5	139	26.5
JUN	112.5	135.3	22.8
JUL	112.5	132.1	19.6
AUG	112.9	128.6	15.7
SEPT	112.9	129.6	16.7
OCT	112.9	128.6	15.7
NOV	112.9	126.9	14
DEC	112.9	126	13.1
ANNUAL AVERAGE	112.5	129.1	16.6

Annual U.S. Exchange Rates by Month			
MONTH	2010	2011	CHANGE
JAN	1.0435	0.9942	-0.0493
FEB	1.0559	0.9875	-0.0684
MAR	1.0233	0.9766	-0.0467
APR	1.005	0.9578	-0.0472
MAY	1.0403	0.9678	-0.0725
JUN	1.0396	0.9773	-0.0623
JUL	1.0429	0.9558	-0.0871
AUG	1.0418	0.9824	-0.0594
SEP	1.0336	1.003	-0.0306
OCT	1.0185	1.0191	0.0006
NOV	1.0132	1.0257	0.0125
DEC	1.008	1.0241	0.0161



Auto fuel prices are the average price per litre of regular self-serve fuel in Whitehorse.

Source: Statistics Canada. 2012. www.statcan.gc.ca



Exchange rates listed are for the last day of each month during the calendar year.

Source: Bank of Canada. 2012. www.bankofcanada.ca/