

# YUKON TOURISM INDICATORS

## MAY 2010



### SUMMARY

#### Monthly Border Crossings

- Overall border crossings to Yukon increased by 6% compared to May 2009 (1,760 more travellers). Border crossings indicate a total of 32,563 visitors during the month of May.

#### Year-to-Date Border Crossings

- Year-to-date border crossings (January to May 2010) indicate an increase in visitation over the same time period last year. Overall visitation increased by 12% (5,745 more visitors). Border crossings indicate a total of 53,385 visitors from January to May 2010.

#### Erik Nielsen Whitehorse International Airport

- The Erik Nielsen Whitehorse International Airport recorded a 17% increase in the number of travellers enplaning and/or deplaning compared to May 2009. A total of 20,530 passengers enplaning and/or deplaning were recorded an increase of 2,930 travellers. Year-to-date (January-May) enplaning and/or deplaning passengers at Erik Nielsen Whitehorse International Airport total 66,036 visitors representing an increase of 10% (or 6,271 visitors over 2009).

#### Visitor Information Centre Statistics

- In May 2010 15,313 visitors signed in at Yukon Visitor Information Centres. This is down 20% or 3,881 visitors from May 2009. This decrease is primarily attributable to a drop in visitors at the Carcross VIC which is currently located in a temporary facility (down 71% or 6,543 Visitors).

## BORDER CROSSING STATISTICS

Visitation to Yukon was up by 6% (or 1,760 visitors) compared to May 2009 (see table below). There was an increase in private vehicle traffic (up 1% or 249 visitors) and motorcoach traffic (up 12% or 1,511 visitors). By origin, increases were present among U.S. travellers (up 9% or 1,656 visitors), and Foreign travellers (up 24% or 879 visitors), while Yukon travellers were down 8% (or 455 visitors) as were Canadian travellers (down 14% or 320 visitor)

MAY	2009	2010	change +/-	% change
Private Vehicle	17,683	17,932	249	1%
Motorcoach	13,120	14,631	1,511	12%
<b>TOTALS</b>	<b>30,803</b>	<b>32,563</b>	<b>1,760</b>	<b>6%</b>
US	18,873	20,529	1,656	9%
Yukon	5,992	5,537	-455	-8%
Canada	2,314	1,994	-320	-14%
Others	3,624	4,503	879	24%

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

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

May Private Vehicle 2009/10 Change		
	+/-	% Change
US Citizens	493	5%
Yukon Residents	-437	-7%
Canadian	99	13%
Others	94	13%
<b>TOTAL</b>	<b>249</b>	<b>1%</b>

**Private vehicle traffic** saw increases among US travellers (up 5% or 493 visitors), Canadian travellers (up 13% or 99 visitors) and foreign travellers (up 13% or 94 visitors). In contrast, Yukon travellers were down 7% or 437 visitors.

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

May Motorcoach 2009/10 Change		
	+/-	% Change
US Citizens	1,163	13%
Yukon Residents	-18	-95%
Canadian	-419	-27%
Others	785	27%
<b>TOTAL</b>	<b>1,511</b>	<b>12%</b>

Of **motorcoach traffic**, there were increases among US travellers (up 13% or 1,163 visitors) and Foreign travellers (up 27% or 785 visitors). Yukon residents were down 95% (18 visitors) as were Canadian travellers down 27% (419 visitors).

### Port of Arrival

For the month of May, traffic through the Beaver Creek port increased by 15% (up 826 visitors), traffic through Fraser Camp increased by 6% (up 1,420 visitors). In contrast, travel through Little Gold decreased by 37% (368 visitors) and traffic through Pleasant Camp decreased by 5% (down 118 visitors).

MAY	2009	2010	+ / -	% Change
Beaver Creek	5,419	6,245	826	15%
Fraser	21,931	23,351	1,420	6%
Little Gold	993	625	-368	-37%
Pleasant	2,460	2,342	-118	-5%
<b>TOTAL</b>	<b>30,803</b>	<b>32,563</b>	<b>1,760</b>	<b>6%</b>

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

## BORDER CROSSING STATISTICS

### Same Day Travel\*

Same-day travel increased by 7% (or 1,445 visitors) compared to May 2009. Private vehicle traffic decreased by 9% (or 810 visitors), while motorcoach traffic increased by 19% (or 2,255 visitors). By origin, increases were present among American travellers (up 9% or 1,190 visitors), and Foreigners (up 26% or 789 people). Yukoners dropped 10% (336 visitors) as did Canadian travellers (down 11% or 198 visitors).

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

<b>MAY Sameday</b>	2009	2010	change +/-	% change
Private Vehicle	8,800	7,990	-810	-9%
Motorcoach	12,054	14,309	2,255	19%
<b>TOTALS</b>	<b>20,854</b>	<b>22,299</b>	<b>1,445</b>	<b>7%</b>
US	12,786	13,976	1,190	9%
Yukon	3,288	2,952	-336	-10%
Canada	1,743	1,545	-198	-11%
Others	3,037	3,826	789	26%

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

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

### One or More Night\*

One or more nights visitation increased by 3% (or 315 visitors) compared to May 2009. Private vehicle traffic increased by 12% (up 1,059 visitors) while motorcoach traffic was down 70% (or 744 visitors). An increase was present among American traffic (up 8% or 466 visitors) and Foreign visitors (up 15% or 90 people). Yukon traffic was down 4% or 119 visitors as was Canadian traffic (down 21% or 122 visitors).

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

<b>MAY 1+ Nights</b>	2009	2010	change +/-	% change
Private Vehicle	8,883	9,942	1,059	12%
Motorcoach	1,066	322	-744	-70%
<b>TOTALS</b>	<b>9,949</b>	<b>10,264</b>	<b>315</b>	<b>3%</b>
US	6,087	6,553	466	8%
Yukon	2,704	2,585	-119	-4%
Canada	571	449	-122	-21%
Others	587	677	90	15%

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

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

## BORDER CROSSING STATISTICS

### Year-To-Date

Year-to-date travel was up by 12% (or 5,745 visitors) compared to the same time period last year (see table below). Increases were noted in private vehicle traffic (up 13% or 4,391 visitors) and motorcoach traffic (up 10% or 1,354 visitors). By origin, increases were present among American travellers (up 12% or 3,549 visitors), Yukoners (up 14% or 1,602 people), and foreign travellers (up 23% or 911 visitors). Canadian travellers were down 11% or 317 visitors.

May - YTD	2009	2010	change +/-	% change
Private Vehicle	34,154	38,545	4,391	13%
Motorcoach	13,486	14,840	1,354	10%
<b>TOTALS</b>	<b>47,640</b>	<b>53,385</b>	<b>5,745</b>	<b>12%</b>
US	29,479	33,028	3,549	12%
Yukon	11,246	12,848	1,602	14%
Canada	2,881	2,564	-317	-11%
Others	4,034	4,945	911	23%

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

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

### Visitor Information Centre Statistics

In May 2010, 15,313 visitors signed in at Yukon Visitor Information Centres. This is down 20% or 3,881 visitors from May 2009. This decrease is primarily attributable to a drop in visitors at the Carcross VIC which experienced a decrease of 71% or 6,543 visitors. A comparison to prior years' data reveals that this figure is attributable to the use of a temporary facility in May. Appreciable increases were observed in all other centres particularly Haines Junction (up 165%) and Beaver Creek (up 59%).

VIC STATISTICS BY MONTH - MAY				
VIC	2009	2010	+ / -	% Change
Beaver Creek	805	1,280	475	59%
Carcross	9,238	2,695	-6,543	-71%
Dawson City	2,206	2,124	-82	-4%
Haines Jct.	743	1,972	1,229	165%
Watson Lake	2,129	2,270	141	7%
Whitehorse	4,073	4,972	899	22%
<b>TOTAL</b>	<b>19,194</b>	<b>15,313</b>	<b>-3,881</b>	<b>-20%</b>