

YUKON TOURISM INDICATORS

- August 2007 -

Summary

- Overall border crossings to the Yukon increased by 5% compared to August 2006 (3,558 additional travelers).
- The increase in overall visitation for August is due primarily to increases in motorcoach and same day traffic. Motorcoach traffic increased by 8% while same day traffic increased by 11%.
- The increase in same day, motorcoach traffic largely stems from an increase in the number of Alaskan cruise-ship passengers arriving in Skagway and visiting the Carcross, Southern Lakes Region.
- Further bolstering visitation to the Yukon is growth in private vehicle traffic. Private vehicle traffic increased by 3% over August 2006.
- Year-to-date border crossings (January to August 2007) indicate an increase in visitation over the same time period last year. Overall visitation increased by 4% (11,535 people). Border crossings indicate a total of 272,794 visitors thus far in 2007.
- August 2007 was also marked by growth in air traffic. The Whitehorse International Airport recorded a 3% increase in the number of travelers enplaning and deplaning in the Yukon compared to August 2006. A total of 26,787 passengers enplaned and deplaned during August, an increase of 881 travelers.
- The Statistics Canada publication *International Travel: Advance Information* also indicates a significant increase in Yukon tourism figures. In July 2007, Statistics Canada reported that so far this year, one or more nights trips to the Yukon had increased by 21% over 2006.
- This is a significant increase compared to the Canadian average. Trips to Canada decreased by 3% during the same time period. The Yukon posted the second highest increase in visits, behind PEI (up 40%) but ahead of Alberta (up 9%).
- Increasing tourism numbers have corresponded with an increasing number of visitors to Yukon Visitor Information Centres. In August 2007, 60,957 visitors signed in at Yukon Visitor Information Centres. This is a 9% increase over August 2006.
- The year-to-date figure of 223,028 visitors for August 2007 shows a 9% increase to Yukon Visitor Information Centres over the same time period last year. The largest increases thus far this year have been observed at the Carcross and Dawson City Visitor Information Centres.

BORDER CROSSING STATISTICS

- August 2007-

Visitation to the Yukon was up by 5% (or 3,588 visitors) compared to August 2006 (see table below). Increases were noted in both private vehicle traffic (up 3% or 1,313 visitors) and motorcoach traffic (up 8% or 2,275 visitors). Additional increases were present among U.S. travelers (up 4% or 2,022 visitors), Canadian travelers (up 18% or 1,174 visitors) and foreign travelers (up 6% or 456 visitors). A decrease was noted among Yukon travelers (down 1% or 64 people).

AUGUST	2006	2007	change +/-	% change
Private Vehicle	43,131	44,444	1,313	3%
Motorcoach	28,738	31,013	2,275	8%
TOTALS	71,869	75,457	3,588	5%
US	53,400	55,422	2,022	4%
Yukon	4,899	4,835	-64	-1%
Canada	6,536	7,710	1,174	18%
Others	7,034	7,490	456	6%

Private vehicle traffic saw increases among Canadian travelers (up 20% or 1,449 visitors) and foreign visitors (up 10% or 385 visitors). Decreases were noted among U.S. travelers (down 1% or 477 visitors) and Yukon residents (down 1% or 44 people).

Of **motorcoach traffic**, there was an increase in American travelers (up 9% or 2,499 visitors) and foreign travelers (up 2% or 71 visitors). There was a decline in the number of Canadian travelers (down 12% or 275 visitors) and Yukon residents (down 20 people).

Port of Arrival

Crossings through the port of Fraser increased by 6% (or 2,327 visitors) while crossings through the Little Gold port increased by 29% (or 1,032 visitors). Crossings through the Pleasant Camp increased by 11% (or 705 visitors), over August 2006. Traffic through the Beaver Creek port fell by 2% (or 476 visitors),

AUGUST	2006	2007	+ / -	% change
Beaver Creek	20,540	20,064	-476	-2%
Fraser	41,285	43,612	2,327	6%
Little Gold	3,573	4,605	1,032	29%
Pleasant	6,471	7,176	705	11%
Total	71,869	75,457	3,588	5%

Same Day Travel

“Same day” travel increased by 11% (or 3,957 visitors) compared to August 2006. Increases were among both motorcoach traffic (up 14% or 3,414 visitors) and private vehicle traffic (up 4% or 543 visitors). Additional increases were noted among American travelers (up 9% or 2,666 visitors), Canadian travelers (up 55% or 1,311 visitors) and foreign travelers (up 2% or 63 people). A decrease in same day travel was noted among Yukon residents (down 3% or 83 people).

One or More Night

“One or more night” visitation decreased by 1% (or 369 visitors) compared to August 2006. Private vehicle traffic increased by 3% (or 770 visitors) while motorcoach traffic decreased by 27% (down 1,139 visitors). Decreases were also noted among American travelers (down 3% or 644 visitors) and Canadian travelers (down 3% or 137 people). Increases were noted among foreign travelers (up 10% or 393 visitors) and Yukon residents (up 1% or 19 people).

Year-To-Date

Year-to-date travel was up by 4% (or 11,535 visitors) compared to the same time period last year (see table below). Increases were noted in motorcoach traffic (up 15% or 14,695 visitors) and among American travelers (up 5% or 9,817 visitors), Canadian travelers (up 10% or 2,486 visitors) and foreign travelers (up 10% or 2,354 visitors).

Year-to-date figures show a decline in private vehicle traffic (down 2% or 3,160 visitors) and crossings by Yukon residents (down 12% or 3,122 people).

August - YTD	2006	2007	change +/-	% change
Private Vehicle	165,587	162,427	-3,160	-2%
Motorcoach	95,672	110,367	14,695	15%
TOTALS	261,259	272,794	11,535	4%
US	188,767	198,584	9,817	5%
Yukon	26,189	23,067	-3,122	-12%
Canada	23,824	26,310	2,486	10%
Others	22,479	24,833	2,354	10%

Marine Crossings

A total of 2,746 visitors crossed into the Yukon through the marine port of Dawson City, a 10% increase (or 286 visitors) over August 2006. Crossings by American travelers increased by 13% (up 254 visitors), while crossings by foreign travelers increased by 30% (or 54 visitors). Crossings by Canadian travelers decreased by 9% (or 22 visitors).

YUKON VISITOR INFORMATION CENTRE STATISTICS

- August 2007 -

In August 2007, 60,957 visitors signed in at Yukon Visitor Information Centres (see table below). This is a 9% increase (or 5,158 visitors) over August 2006. Increases at VICs were noted at Dawson City (up 43% or 2,693 visitors), Beaver Creek (up 25% or 733 visitors), Watson Lake (up 9% or 528 visitors), Carcross (up 6% or 1,337 visitors), and Haines Junction (up 4% or 204 visitors).

The only Visitor Information Centre that experienced a decline compared to August 2006 was Whitehorse (down 2% or 337 visitors).

Monthly (August)

VIC STATISTICS BY MONTH - AUGUST				
VIC	2006	2007	+ / -	% Change
BEAVER CREEK	2,929	3,662	733	25%
CARCROSS	21,327	22,664	1,337	6%
DAWSON CITY	6,330	9,023	2,693	43%
HAINES JCT.	5,579	5,783	204	4%
WATSON LAKE	5,880	6,408	528	9%
WHITEHORSE	13,754	13,417	-337	-2%
TOTAL	55,799	60,957	5,158	9%

The year-to-date figure of 223,038 visitors for August 2007 shows a 9% increase (or 18,197 visitors) to Yukon Visitor Information Centres over the same time period last year. The largest increases were noted in Carcross (up 19% or 13,641 visitors) and Dawson City (up 15% or 3,521 visitors). The most significant decrease was noted in Whitehorse (down 8% or 4,657 visitors).

Year-To-Date (May to August)

VIC STATISTICS Year-to-Date - AUGUST				
VIC	2006	2007	+ / -	% Change
BEAVER CREEK	9,873	10,867	994	10%
CARCROSS	71,509	85,150	13,641	19%
DAWSON CITY	23,422	26,943	3,521	15%
HAINES JCT.	17,950	19,134	1,184	7%
WATSON LAKE	24,262	27,776	3,514	14%
WHITEHORSE	57,825	53,168	-4,657	-8%
TOTAL	204,841	223,038	18,197	9%

Canadian visitors increased by 19% (or 2,714 visitors). American visitors increased by 7% (or 2,035 visitors) over August 2006. Foreign visitors increased by 4% (or 409 visitors) compared to August 2006.

VISITOR STATISTICS FOR THE MONTH OF AUGUST 2006

CENTRE	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	452	1,334	1,143	2,929
CARCROSS	3,671	14,943	2,713	21,327
DAWSON CITY	1,998	2,496	1,836	6,330
HAINES JCT.	651	4,290	638	5,579
WATSON LAKE	2,394	2,401	1,085	5,880
WHITEHORSE	5,183	5,321	3,250	13,754
TOTALS	14,349	30,785	10,665	55,799

VISITOR STATISTICS FOR THE MONTH OF AUGUST 2007

CENTRE	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	407	1,892	1,363	3,662
CARCROSS	4,342	15,659	2,663	22,664
DAWSON CITY	2,657	4,459	1,907	9,023
HAINES JCT.	1,943	3,105	735	5,783
WATSON LAKE	2,583	2,771	1,054	6,408
WHITEHORSE	5,131	4,934	3,352	13,417
TOTALS	17,063	32,820	11,074	60,957

VISITOR STATISTICS August 2006/2007

+/- % change	CANADA	USA	FOREIGN	TOTAL
BEAVER CREEK	-45	558	220	733
% change	-10%	42%	19%	25%
CARCROSS	671	716	-50	1,337
% change	18%	5%	-2%	6%
DAWSON CITY	659	1,963	71	2,693
% change	33%	79%	4%	43%
HAINES JUNCTION	1,292	-1,185	97	204
% change	198%	-28%	15%	4%
WATSON LAKE	189	370	-31	528
% change	8%	15%	-3%	9%
WHITEHORSE	-52	-387	102	-337
% change	-1%	-7%	3%	-2%
TOTAL	2,714	2,035	409	5,158
% change	19%	7%	4%	9%

NOTE: Visitor Information Centre statistics are compiled from voluntary visitor sign-in sheets and are an indication of information centre visitation trends only. They are not intended to be an accurate record of all visitations to the Yukon.

Statistics Canada International Travel Survey

- July 2007 -

The following information is from the Statistics Canada publication *International Travel: Advance Information* for July 2007.

Travel information is for one or more nights trips by non-residents to Canada, excluding entries by land same day via the United States. Figures are year to date totals (January to July 2007).

- So far this year, one or more nights trips to the Yukon has increased by 21% (23,454 additional visitors) over 2006.
- This is a significant increase compared to the Canadian average. Trips to Canada decreased by 3% during the same time period. The Yukon posted the second highest increase in visits, behind PEI (up 40%) but ahead of Alberta (up 9%). During the same time period, visitation to Ontario fell by 6% while visits to British Columbia fell by 1%.
- Trips by American residents to the Yukon increased by 23% (22,800 additional visitors) over 2006.
- The Canadian average for visits by Americans dropped by 5%. The Yukon posted the second highest increase in visits by Americans, behind PEI (up 44%) but ahead of New Brunswick (up 5%). In Ontario, visits by Americans decreased by 7%, while in British Columbia, American traffic was down 3%.
- Year to date trips by other foreigners to the Yukon increased by 6% (654 additional visitors). This is higher than the Canadian average, which increased by 4% during the same time period.

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