



# Yukon Visitor Statistics Year– End Report 2012



## Overview

This document is intended to provide a snapshot of Yukon's 2012 tourism year (January to December).

Included in this report is a year-end overview, Yukon visitor statistics for 2012, comparative statistics for 2011, and other relevant tourism indicators.

For further information on the 2012 Yukon Visitor Statistics Year- End Report, contact:

Department of Tourism and Culture  
 Industry Services Unit  
 Box 2703  
 Whitehorse, Yukon  
 Y1A 2C6

Phone: (867) 667-8408  
 Fax: (867) 393-7005  
 Website: [www.tc.gov.yk.ca](http://www.tc.gov.yk.ca)

## Contents

2012 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
Erik Nielsen International Airport International Arrival Traffic	7
Border Crossings by Port by Month	8
Sameday and one or more nights visitation	8
Visitor Information Centre Statistics	9
Fuel Prices	10
U.S. Dollar Exchange Rates	10

## 2012 Tourism Overview

Gradual recovery of the United States (U.S.) economy along with Canada's stable banking system and ample supply of natural resources has given the Yukon economy a firm foothold in a weak global economic situation (Yukon Economic Review, 2012). Yukon tourism has benefited from our American neighbours strengthening economic situation as well as our fellow Canadian's steady financial state of affairs. Other notable factors that affected the Yukon tourism industry in 2012 included: currency fluctuations, increase in fuel prices, and a European charter pulling out of the Yukon airline market.

By the end of December 2012, 321,240 visitors came to Yukon, representing a 4% increase in visitation over 2011 or 11,377 additional visitors. Visitation from the U.S. rose by 5% (up 9,737 visitors), Canadian traffic rose by 4% (up 1,091 visitors) and foreign traffic rose by 2% (up 612 visitors). The U.S. market visitation figures rebounded back from the 4% decrease in 2011, which is particularly significant as this market makes up 67% of total visitation numbers.

By mode of transportation, private vehicle traffic declined marginally (down 700 visitors) while motorcoach traffic increased by 10% (up 12,077 visitors). Yukon's winter season led in terms of percentage gains from last year; February increased 10% (up 269 visitors) and March increased 12% (up 609 visitors). Yukon's summer season (May-September) visitation statistics saw a healthy increase of 4% (up 11,761).

Similarly, air traffic in and out of Yukon through the Erik Nielson Whitehorse International Airport increased in 2012. Airport figures reported a 10% increase or 26,895 people arriving and departing from Yukon. Total enplaning and deplaning passenger figures for 2012 was 294,337. In the past four consecutive years, passenger traffic at the airport has increased steadily indicating a growing transportation preference for visitors to the Yukon.

By region of origin, people visiting from all of North America increased by 4% (up 10,910) while Asia/Pacific visitation rose by 19% (up 2,203). European visitation decreased by 10% (down 1,945).

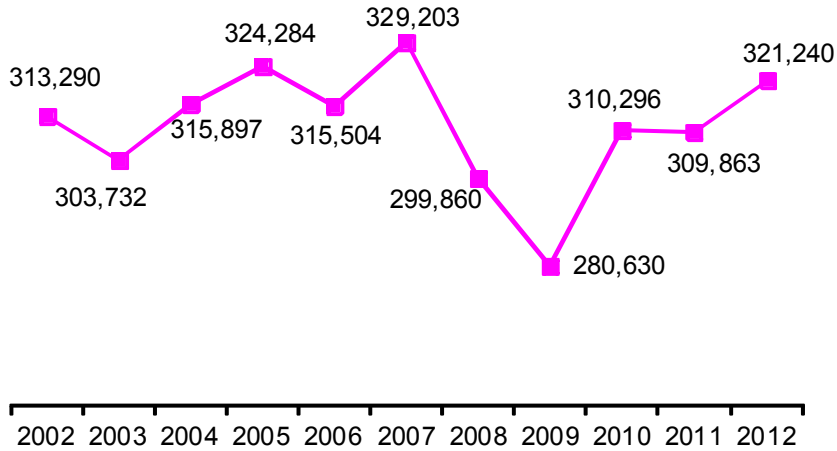
On a whole, 2012 was a positive year for tourism in Yukon. Despite economic uncertainty in the global market, total visitation numbers were strong (up 4%) and U.S. visitor numbers reported healthy growth (up 5%). Although fuel prices increased from 2011, private vehicle transportation saw virtually no decline and motorcoach transportation was up 10%.

Yukon Border Crossing Statistics  
Monthly

Annual Border Crossing Statistics (Visitors) Comparison By Month 2011/2012

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
<b>TOTALS</b>	<b>2,999</b>	<b>2,750</b>	<b>5,257</b>	<b>8,325</b>	<b>32,560</b>	<b>58,385</b>	<b>74,006</b>	<b>72,767</b>	<b>39,029</b>	<b>7,845</b>	<b>3,250</b>	<b>2,690</b>	<b>309,863</b>
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
2012	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicle	2,047	2,981	5,571	8,307	17,261	28,355	44,891	39,813	24,457	7,505	3,124	2,646	186,958
Motorcoach	39	38	295	131	16,449	30,315	34,022	36,381	16,564	18	0	30	134,282
<b>TOTALS</b>	<b>2,086</b>	<b>3,019</b>	<b>5,866</b>	<b>8,438</b>	<b>33,710</b>	<b>58,670</b>	<b>78,913</b>	<b>76,194</b>	<b>41,021</b>	<b>7,523</b>	<b>3,124</b>	<b>2,676</b>	<b>321,240</b>
US	1,430	1,885	3,760	3,777	21,251	40,995	54,477	53,060	26,576	4,800	2,286	1,711	216,008
Yukon	580	956	1,846	4,206	5,778	5,475	8,202	7,156	5,362	2,293	701	833	43,388
Canada	51	110	147	261	2,056	5,195	8,147	7,854	3,590	283	93	116	27,903
Others	25	68	113	194	4,625	7,005	8,087	8,124	5,493	147	44	16	33,941
								76,194	41,021	7,523			
+/- % CHANGE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicle	-926	308	332	44	-863	-615	2,153	91	-786	-288	-106	-44	-700
% CHANGE	-31%	12%	6%	1%	-5%	-2%	5%	0%	-3%	-4%	-3%	-2%	0%
Motorcoach	13	-39	277	69	2,013	900	2,754	3,336	2,778	-34	-20	30	12,077
% CHANGE	50%	-51%	1539%	111%	14%	3%	9%	10%	20%	-65%	-100%	0%	10%
<b>TOTALS</b>	<b>-913</b>	<b>269</b>	<b>609</b>	<b>113</b>	<b>1,150</b>	<b>285</b>	<b>4,907</b>	<b>3,427</b>	<b>1,992</b>	<b>-322</b>	<b>-126</b>	<b>-14</b>	<b>11,377</b>
<b>% CHANGE</b>	<b>-30%</b>	<b>10%</b>	<b>12%</b>	<b>1%</b>	<b>4%</b>	<b>0%</b>	<b>7%</b>	<b>5%</b>	<b>5%</b>	<b>-4%</b>	<b>-4%</b>	<b>-1%</b>	<b>4%</b>
US	-635	-22	560	-135	1,410	709	4,175	3,493	651	-325	-47	-97	9,737
% CHANGE	-31%	-1%	18%	-3%	7%	2%	8%	7%	3%	-6%	-2%	-5%	5%
Yukoners	-260	233	15	174	-435	56	286	13	-83	18	-113	33	-63
% CHANGE	-31%	32%	1%	4%	-7%	1%	4%	0%	-2%	1%	-14%	4%	0%
Canada	12	29	30	-1	-168	-203	93	636	584	6	19	54	1,091
% CHANGE	31%	36%	26%	0%	-8%	-4%	1%	9%	19%	2%	26%	87%	4%
Others	-30	29	4	75	343	-277	353	-715	840	-21	15	-4	612
% CHANGE	-55%	74%	4%	63%	8%	-4%	5%	-8%	18%	-13%	52%	-20%	2%

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 2011/2012						
<b>2011</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>TOTALS</b>
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
<b>TOTALS</b>	<b>32,560</b>	<b>58,385</b>	<b>74,006</b>	<b>72,767</b>	<b>39,029</b>	<b>276,747</b>
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
<b>2012</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>TOTALS</b>
Private Vehicle	17,261	28,355	44,891	39,813	24,457	154,777
Motorcoach	16,449	30,315	34,022	36,381	16,564	133,731
<b>TOTALS</b>	<b>33,710</b>	<b>58,670</b>	<b>78,913</b>	<b>76,194</b>	<b>41,021</b>	<b>288,508</b>
US	21,251	40,995	54,477	53,060	26,576	196,359
Yukon	5,778	5,475	8,202	7,156	5,362	31,973
Canada	2,056	5,195	8,147	7,854	3,590	26,842
Others	4,625	7,005	8,087	8,124	5,493	33,334
		58,670	78,913			
<b>+/- % CHANGE</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>TOTALS</b>
Private Vehicle	-863	-615	2,153	91	-786	-20
% CHANGE	-5%	-2%	5%	0%	-3%	0%
Motorcoach	2,013	900	2,754	3,336	2,778	11,781
% CHANGE	14%	3%	9%	10%	20%	10%
<b>TOTALS</b>	<b>1,150</b>	<b>285</b>	<b>4,907</b>	<b>3,427</b>	<b>1,992</b>	<b>11,761</b>
<b>% CHANGE</b>	<b>4%</b>	<b>0%</b>	<b>7%</b>	<b>5%</b>	<b>5%</b>	<b>4%</b>
US	1,410	709	4,175	3,493	651	10,438
% CHANGE	7%	2%	8%	7%	3%	6%
Yukoners	-435	56	286	13	-83	-163
% CHANGE	-7%	1%	4%	0%	-2%	-1%
Canada	-168	-203	93	636	584	942
% CHANGE	-8%	-4%	1%	9%	19%	4%
Others	343	-277	353	-715	840	544
% CHANGE	8%	-4%	5%	-8%	18%	2%

**Yukon Border Crossing Statistics  
Origin Markets**

<b>Annual Yukon Border Crossing Statistics - Top 10 Countries</b>				
	<b>2011</b>	<b>2012</b>	<b>+/-</b>	<b>% Change</b>
United States	206,271	216,008	9,737	5%
Canada (excl. YT)	26,812	27,903	1,091	4%
Australia	5,868	6,306	438	7%
Germany	6,456	5,750	-706	-11%
United Kingdom	4,499	4,327	-172	-4%
Switzerland	2,524	2,412	-112	-4%
India	1,032	1,454	422	41%
China	910	1,428	518	57%
New Zealand	767	1,171	404	53%

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

<b>Annual Yukon Border Crossing Statistics - Key Regions</b>				
	<b>2011</b>	<b>2012</b>	<b>+/-</b>	<b>% Change</b>
North America	277,194	288,104	10,910	4%
Europe	19,293	17,348	-1,945	-10%
Asia/Pacific	11,892	14,095	2,203	19%
Other	1,484	1,693	209	14%
Total	309,863	321,240	11,377	4%

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.

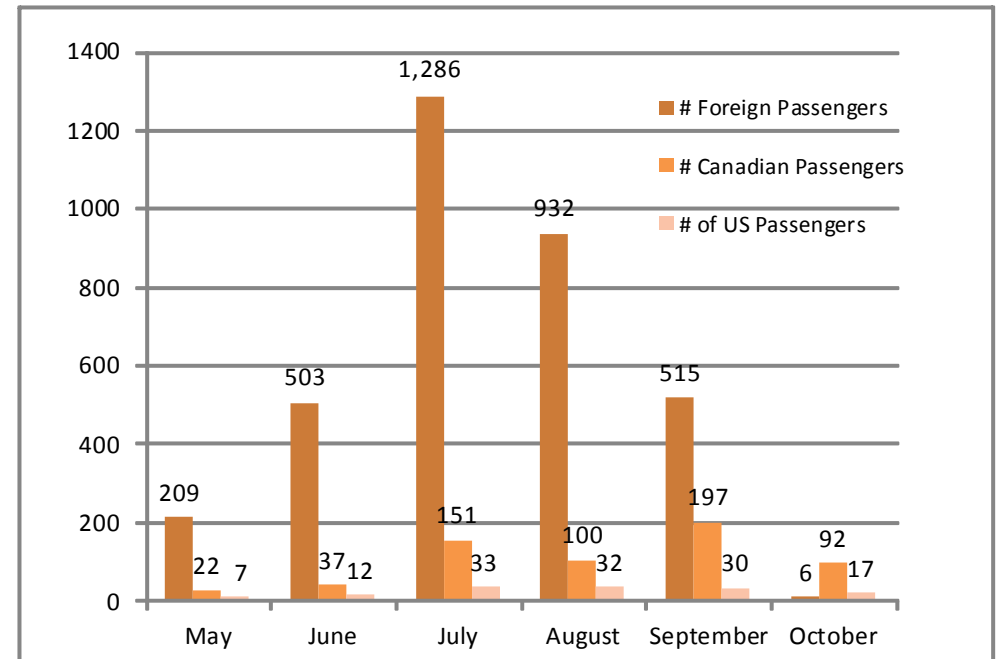
**Erik Nielsen Whitehorse International Airport  
Passenger Traffic**

	<b>YTD Jan-Dec</b>			
	<b>2011</b>	<b>2012</b>	<b>+/-</b>	<b>% change</b>
enplaning	133,195	147,262	14,067	11%
deplaning	134,247	147,075	12,828	10%
<b>TOTAL</b>	<b>267,442</b>	<b>294,337</b>	<b>26,895</b>	<b>10%</b>

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

**Erik Nielsen Whitehorse International Airport  
International Arrival Traffic**

Tourism Season 2012	Flights	Foreign Passengers	Canadian Passengers	US Passengers	Total
May	12	209	22	7	238
Jun	10	503	37	12	552
Jul	23	1,286	151	33	1,470
Aug	18	932	100	32	1,064
Sept	19	515	197	30	742
Oct	8	6	92	17	115
<b>Total</b>	<b>90</b>	<b>3,451</b>	<b>599</b>	<b>131</b>	<b>4,181</b>



Totals include arrivals in Whitehorse from Europe and do not include flight crew.

Source: Statistics Canada. 2012. [www.statcan.gc.ca](http://www.statcan.gc.ca)

A total of 4,181 airline passengers travelled to Whitehorse between the months of May and October, 2012. Compared to 2011 results, passenger traffic declined 26% and there was 30 less flights departing at the airport. Due largely to the airline Edelweiss no longer offering flights to Whitehorse. Of the total passengers: 83% were foreign, 14% were Canadian, and 3% were American. July and August were high traffic months bringing in 1,470 and 1,064 passengers to Whitehorse, respectively.

## Border Crossings by Port

TOTAL	2011	2012	+ / -	% Change
Beaver Creek	68,760	67,922	-838	-1%
Fraser	193,869	209,490	15,621	8%
Little Gold	18,828	17,065	-1,763	-9%
Pleasant	28,128	26,559	-1,569	-6%
Dawson City	278	204	-74	-27%
<b>TOTAL</b>	<b>309,863</b>	<b>321,240</b>	<b>11,377</b>	<b>4%</b>

Passenger totals do not include train visitors, those in commercial vehicles or visitors arriving by air .

## Same Day and One or more Nights Visitation

Sameday	2011	2012	change +/-	% change
Private Vehicle	73,365	76,685	3,320	5%
Motorcoach	108,225	118,066	9,841	9%
<b>TOTALS</b>	<b>181,590</b>	<b>194,751</b>	<b>13,161</b>	<b>7%</b>
US	125,244	135,716	10,472	8%
Yukon	22,449	22,123	-326	-1%
Canada	15,308	16,557	1,249	8%
Others	18,580	20,355	1,775	10%

1+ Nights	2011	2012	change +/-	% change
Private Vehicle	111,603	107,627	-3,976	-4%
Motorcoach	13,980	16,186	2,206	16%
<b>TOTALS</b>	<b>125,583</b>	<b>123,813</b>	<b>-1,770</b>	<b>-1%</b>
US	79,219	78,581	-638	-1%
Yukon	20,202	20,432	230	1%
Canada	11,442	11,230	-212	-2%
Others	14,720	13,570	-1,150	-8%

Passenger totals do not include train visitors, those in commercial vehicles or visitors arriving by air .  
Canada totals exclude Yukon residents.



**Yukon Visitor Information Center Statistics  
for 2012 season.**

Seasonal Visitor Information Centre Statistics for 2012				
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
<b>TOTALS</b>	<b>65,480</b>	<b>111,985</b>	<b>35,422</b>	<b>212,887</b>
VISITOR STATISTICS FOR 2012				
CENTRE	CANADA	USA	FOREIGN	TOTAL
Beaver Creek	2,827	7,861	4,247	14,935
Carcross	16,556	63,867	11,419	91,842
Dawson City	8,674	8,955	5,838	23,467
Haines Jct.	3,023	7,438	3,075	13,536
Watson Lake	8,721	9,688	3,349	21,758
Whitehorse	22,609	28,242	18,301	69,152
<b>TOTALS</b>	<b>62,410</b>	<b>126,051</b>	<b>46,229</b>	<b>234,690</b>
VISITOR STATISTICS 2011/2012				
CENTRE	2011	2012	+ / - Change	% Change
Beaver Creek	14,613	14,935	322	2%
Carcross	79,974	91,842	11,868	15%
Dawson City	24,400	23,467	-933	-4%
Haines Jct.	15,386	13,536	-1,850	-12%
Watson Lake	22,103	21,758	-345	-2%
Whitehorse	56,411	69,152	12,741	23%
<b>TOTALS</b>	<b>212,887</b>	<b>234,690</b>	<b>21,803</b>	<b>10%</b>

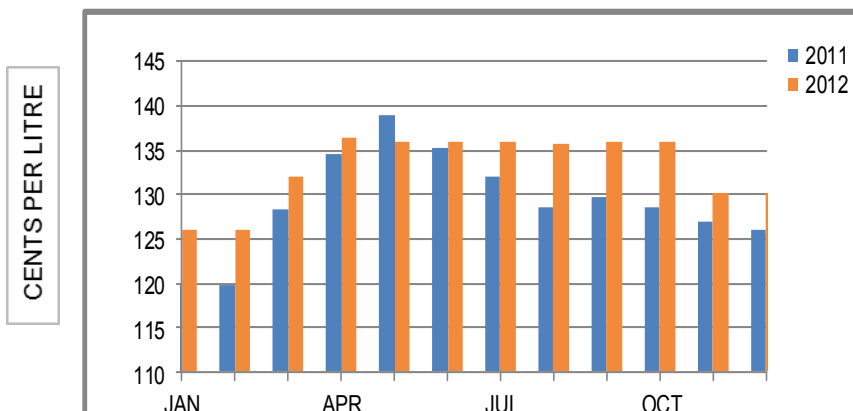
NOTE: Visitor Information Centre (VIC) statistics are compiled from voluntary visitor sign-in sheets and are an indication of VIC visitation trends only. They are not intended to be an accurate record of all visitations to Yukon. The Whitehorse VIC is open year-round. VICs across the rest of Yukon (Beaver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

Yukon Fuel Prices

Annual Average Auto Fuel Prices by Month			
MONTH	2011	2012	CHANGE
JAN	119.9	126	6.1
FEB	119.9	125.9	6
MAR	128.4	132.1	3.7
APR	134.5	136.4	1.9
MAY	139	136	-3
JUN	135.3	136	0.7
JUL	132.1	136	3.9
AUG	128.6	135.7	7.1
SEPT	129.6	136	6.4
OCT	128.6	136	7.4
NOV	126.9	130.1	3.2
DEC	126	130.1	4.1
ANNUAL AVERAGE	129.1	133.0	4.0

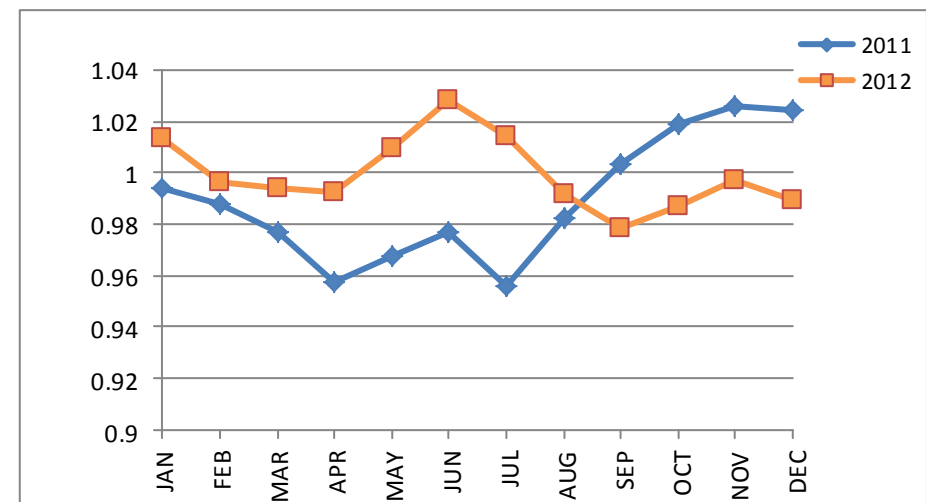
U.S. Dollar Exchange Rates

Annual U.S. Exchange Rates by Month			
MONTH	2011	2012	CHANGE
JAN	0.9942	1.0132	0.019
FEB	0.9875	0.9965	0.009
MAR	0.9766	0.9938	0.0172
APR	0.9578	0.9926	0.0348
MAY	0.9678	1.0098	0.042
JUN	0.9773	1.028	0.0507
JUL	0.9558	1.0139	0.0581
AUG	0.9824	0.9921	0.0097
SEP	1.003	0.9782	-0.0248
OCT	1.0191	0.9872	-0.0319
NOV	1.0257	0.997	-0.0287
DEC	1.0241	0.9895	-0.0346



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

Source: Statistics Canada. 2012. [www.statcan.gc.ca](http://www.statcan.gc.ca)



Source: Bank of Canada. 2013. [www.bankofcanada.ca/](http://www.bankofcanada.ca/)