

YUKON TOURISM VISITATION REPORT

AUGUST 2014

August

90,300

An estimated 90,300 people visited Yukon in August 2014. This represents a decrease of 1,700 people or -2% compared to August 2013.

Year to Date

345,200

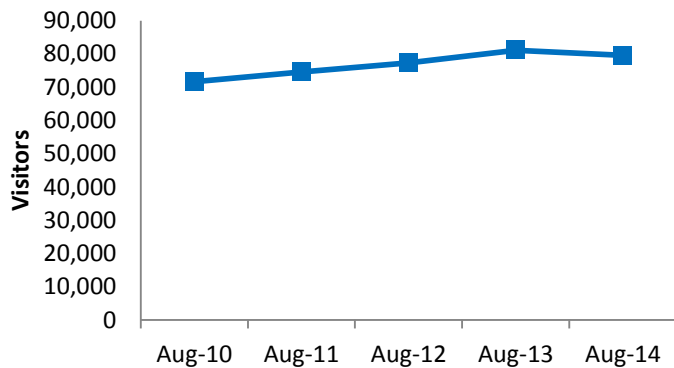
An estimated 345,200 people visited Yukon from January to August 2014. This represents a decrease of 15,200 people or -4% compared to the same period last year.

The Yukon Visitor Tracking Program (YVTP) is a volumetric model that estimates the number of people that visit Yukon on a monthly basis. The model includes visitors entering Yukon via highway, train, and air; the model does not include Yukon residents.



YUKON MONTHLY TOURISM INDICATORS SUMMARY:

Canada Border Crossing
Five Year Trend



August Border Crossings

A total of 79,593 people entered Yukon through Canada Border Services Agency's border crossings in August. This represents a decrease of 1,541 people or -2% compared to August, 2013.

Source: Canadian Border Services Agency

Total People				
August	2013	2014	+/- change	% change
Private Vehicle	44,633	40,972	-3661	-8%
Motorcoach	35,264	34,519	-745	-2%
Air	1,237	4,102	2865	232%
TOTALS	81,134	79,593	-1541	-2%
US	53,964	51,492	-2472	-5%
Canada	17,379	16,667	-712	-4%
Others	9,791	11,434	1643	17%

Total—August

A total of 79,593 people entered Yukon through Canada Border Services Agency's border crossings in August. This represents a decrease of 1,541 people or -2% compared to August, 2013. An increase was experienced in air (up 2,865 or +232%). Decreases were experienced in private vehicle (down 3,661 people or -8%), in motorcoach (down 745 people or -2%). By origin, an increase was experienced by Others (up 1,643 people or +17%). Decreases were experienced for US (down 2,472 people or -5%) and Canada (down 712 people or -4%).

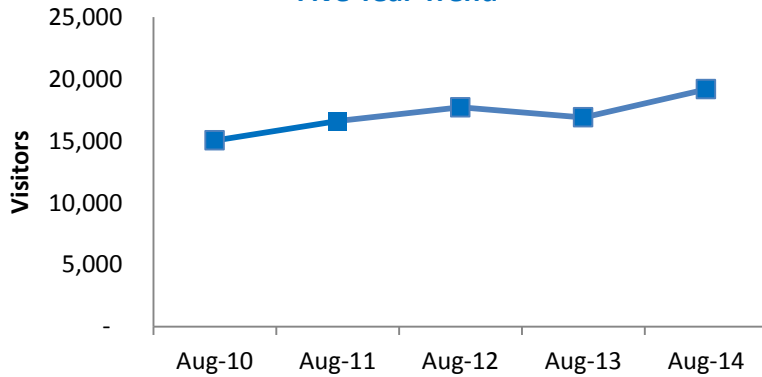
Year to Date				
YTD	2013	2014	+/- change	% change
Private Vehicle	163,585	150,543	-13042	-8%
Motorcoach	126,585	115,148	-11437	-9%
Air	3,810	13,235	9425	247%
TOTALS	293,980	278,926	-15054	-5%
US	195,343	181,203	-14140	-7%
Canada	65,406	62,001	-3405	-5%
Others	33,231	35,722	2491	7%

Year to Date

Year to date (January to August), a total of 278,926 people entered Yukon through Canada Border Services Agency's border crossings. This represents a decrease of 15,054 people or -5% compared to January to August, 2013.

YUKON MONTHLY TOURISM INDICATORS SUMMARY:

**Erik Nielsen Whitehorse International Airport
Five Year Trend**



Erik Nielsen Whitehorse International Airport Arrivals

A total of 19,163 passengers deplaned at the Erik Nielsen Whitehorse International Airport in August. This represents an increase of 2,276 passengers or +13% compared to August 2013.

Source: Department of Highways and Public Works

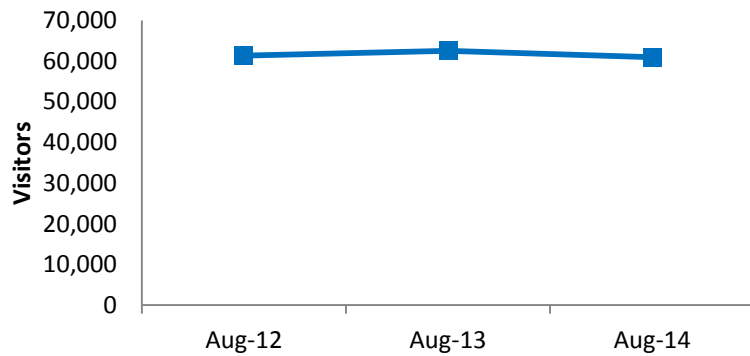
Erik Nielsen Whitehorse International Arrivals				
August	2013	2014	+/- change	% change
Arrivals	16,887	19,163	2,276	13%
Year to Date	2013	2014	+/- change	% change
Arrivals	101,061	105,694	4,633	5%

Erik Nielsen Whitehorse International Airport Arrivals

Year to date (January to August), a total of 105,694 passengers deplaned at the Erik Nielsen Whitehorse International Airport. This represents an increase of 4,633 people or +5% compared to January to August, 2013.

YUKON MONTHLY TOURISM INDICATORS SUMMARY:

**Yukon Visitor Information Centres
Three Year Trend**



Yukon Visitor Information Centre Statistics

A total of 60,982 people visited Yukon's seven Visitor Information Centres in August. This represents a decrease of 1,514 people or -2% compared to August, 2013.

Yukon Visitor Information Centres				
August	2013	2014	+/- change	% change
Whitehorse	14,886	14,731	-155	-1%
Beaver Creek	4,197	3,646	-551	-13%
Carcross	20,012	19,999	-13	0%
Dawson City	9,225	8,986	-239	-3%
Haines Junction	8,220	6,540	-1680	-20%
Watson Lake	4,464	5,137	673	15%
Airport	1,492	1,943	451	30%
TOTAL	62,496	60,982	-1514	-2%

Yukon Visitor Information Centre Statistics

An increase was experienced in Watson Lake (up 673 people or +15%) and the airport (up 451 people or +30%). Decreases were experienced by Whitehorse (down 155 people or -1%), Beaver Creek (down 551 people or -13%), Carcross (down 13 people), Dawson City (down 239 people or -3%) and Haines Junction (down 1,680 people or -20%) compared to August, 2013.

Source: Department of Tourism and Culture

Yukon Visitor Information Centres				
YTD	2013	2014	+/- change	% change
Whitehorse	62,919	62,329	-590	-1%
Beaver Creek	13,913	10,884	-3029	-22%
Carcross	63,360	65,568	2208	3%
Dawson City	30,432	26,073	-4359	-14%
Haines Junction	23,684	19,575	-4109	-17%
Watson Lake	18,760	19,380	620	3%
Airport	4,411	5,775	1364	31%
TOTAL	217,479	209,584	-7895	-4%

Yukon Visitor Information Centre Statistics

Year to date an increase was experienced in Carcross (up 2,208 people or +3%), Watson Lake (up 620 people or +3%) and the Airport (up 1,364 people or +31%) compared to January to August, 2013. Year to date decreases were experienced in Whitehorse (down 590 or -1%), Beaver Creek (down 3,029 people or -22%), Dawson City (down 4,359 people or -14%) and Haines Junction (down 4,109 people or -17%) compared to January to August, 2013.

Border Crossing Details

Private Vehicle				
August	2013	2014	+/- change	% change
US	27,475	24,571	-2904	-11%
Canada	13,463	12,243	-1220	-9%
Others	3,695	4,158	463	13%
TOTAL	44,633	40,972	-3661	-8%

Private Vehicle

Decreases were experienced in private vehicle (down 3,661 people or -8%) compared to August 2013. By origin, an increase was experienced by Others (up 463 people or +13%). Decreases were experienced by US (down 2,904 people or -11%) and Canada (down 1,220 people or -9%).
Private Vehicle: automobile, cycle, and pedestrian.

Motorcoach				
August	2013	2014	+/- change	% change
US	26,406	24,773	-1633	-6%
Canada	3,729	3,784	55	1%
Others	5,129	5,962	833	16%
TOTAL	35,264	34,519	-745	-2%

Motorcoach

Decreases were experienced in motorcoach (down 745 people or -2%) compared to August 2013. By origin, an increase was experienced by Canada (up 55 people or +1%) and Others (up 833 people or +16%). A decrease was experienced by US (down 1,633 people or -6%).

International Air				
August	2013	2014	+/- change	% change
US	83	2,148	2065	2488%
Canada	187	640	453	242%
Others	967	1,314	347	36%
TOTAL	1,237	4,102	2,865	232%

International Air

Increases were experienced in air (up 2,865 people or +232%) compared to August 2013. By origin, increases were experienced by US (up 2,065 people or +2488%), Canada (up 453 people or +242%) and Others (up 347 people or +36%).

Sameday Visit				
August	2013	2014	+/- change	% change
Private Vehicle	11,765	9,332	-2433	-21%
Motorcoach	26,528	28,777	2249	8%
Air	3	7	4	133%
TOTALS	38,296	38,116	-180	0%
US	33,547	32,453	-1094	-3%
Others	4,749	5,663	914	19%

Sameday Visit

A total of 38,116 sameday visitors entered Yukon through Canada Border Services Agency's border crossings in August. Increases were experienced in motorcoach (up 2,249 people or +8%) and in air (up 4 people). A decrease was experienced in private vehicle (down 2,433 people or -21%). By origin, an increase was experienced by Others (up 914 people or +19%). A decrease was experienced by US (down 1,094 people or -3%).

Multiple Night Visit				
August	2013	2014	+/- change	% change
Private Vehicle	19,405	19,397	-8	0%
Motorcoach	5,007	1,958	-3049	-61%
Air	1,047	3,455	2408	230%
TOTALS	25,459	24,810	-649	-3%
US	20,417	19,039	-1378	-7%
Others	5,042	5,771	729	14%

Multiple Night Visit

A total of 24,810 multiple night visitors entered Yukon through Canada Border Services Agency's border crossings in August. An increase was experienced in air (up 2,408 people or +230%). Decreases were experienced in Private Vehicle (down 8 people) and motorcoach (down 3,049 people or -61%). By origin, an increase was experienced by Others (up 729 people or +14%). A decrease was experienced by US (down 1,378 people or -7%).

Note: Canada figures include Yukon residents

Border Crossing Details

Port of Entry - August				
August	2013	2014	+/- change	% change
Beaver Creek	14,658	13,683	-975	-7%
Fraser	54,778	52,061	-2717	-5%
Little Gold	5,680	3,925	-1755	-31%
Pleasant	4,781	5,823	1042	22%
Dawson City (Air)	87	2,695	2608	2998%
Whitehorse (Air)	1,136	1,406	270	24%
Old Crow (Air)	14	-	-14	-100%
TOTAL	81,134	79,593	-1541	-2%

Port of Entry—August

Increases were experienced at Pleasant (up 1,042 people or +22%), Dawson City airport (up 2,608 people or 2998%), and Whitehorse airport (up 270 people or +24%). Decreases were experienced at Beaver Creek (down 975 people or -7%), Fraser (down 2,717 people or -5%), Little Gold (down 1,755 people or -31%) and Old Crow (down 14 people).

Port of Entry - Year to Date				
YTD	2013	2014	+/- change	% change
Beaver Creek	51,621	49,116	-2505	-5%
Fraser	201,148	181,987	-19161	-10%
Little Gold	16,368	11,406	-4962	-30%
Pleasant	20,856	23,036	2180	10%
Dawson City (Air)	415	8,859	8444	2035%
Whitehorse (Air)	3,558	4,522	964	27%
Old Crow (Air)	14	-	-14	-100%
TOTAL	293,980	278,926	-15054	-5%

Port of Entry—Year to Date

Year to date (January to August) increases were experienced at Pleasant (up 2,180 people or +10%), Dawson City airport (up 8,444 people or 2035%) and Whitehorse airport (up 964 people or +27%). Decreases were experienced at Beaver Creek (down 2,505 people or -5%), Fraser (down 19,161 people or -10%), Little Gold (down 4,962 or -30%) and Old Crow (down 14 people).

Note: Canada figures include Yukon residents