

YUKON TOURISM VISITATION REPORT

AUGUST 2015

The Yukon Tourism Visitation Report is produced monthly and comprises key indicators of tourism, including visitation estimates, border crossings, visits to Visitor Information Centers and airplane passenger volumes.

HIGHLIGHTS

In August 2015:

- Border crossings through Canadian Border Services Agency ports of entry decreased 11% (8,922 people) over August 2014.
- Air arrivals at Erik Nielson Whitehorse International Airport were down 3% compared to August 2014.

Year-to-date (January to August) 2015:

- Total border crossings were down 2% compared to the same period in 2014.
- Air passengers arriving at Erik Nielson Whitehorse International Airport were up 4% compared to the same period in 2014.

YUKON MONTHLY TOURISM INDICATORS: YUKON VISITOR TRACKING PROGRAM

Calculated by Tourism Yukon, the Yukon Visitor Tracking Program (YVTP) provides an estimate of the number of visitors entering Yukon. The YVTP is a volumetric model, which includes border crossings, highway traffic counts, train passenger volumes and air passenger volumes. The model excludes Yukon residents.

The Department of Tourism and Culture utilizes a number of indicators as inputs into the Yukon Visitor Tracking Program model to estimate total visitation to the territory. In 2015, a number of the data sources encountered significant challenges which may have impacted their reliability. As a result, the Department of Tourism and Culture is unable to provide an estimate of total visitation to Yukon at this time.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Provided by Canada Border Services Agency, the data reports the volume of people entering Canada through designated land or air ports of entry. Figures do not include people travelling in commercial vehicles, by train or marine traffic.

Origin and Mode of Transportation

Border Crossings by Mode of Transportation and Origin

	Aug 2015	Aug 2014 to Aug 2015		Jan to Aug 2015	Year-to-date
	(number of people)	Change (#)	Change (%)	(number of people)	% Change
Total Border Crossings	70,671	-8,922	-11%	272,933	-2%
Americans	47,062	-4,430	-9%	182,204	1%
Overseas	10,205	-1,229	-11%	37,097	4%
Canadians	7,235	-1,901	-21%	25,095	-11%
Yukoners	6,169	-1,362	-18%	28,537	-16%
Total Private Vehicles	36,378	-4,594	-11%	141,672	-6%
Americans	22,589	-1,982	-8%	88,159	-4%
Overseas	3,611	-547	-13%	11,068	-2%
Canadians	6,169	1,457	31%	16,068	16%
Yukoners	4,009	-3,522	-47%	26,377	-22%
Total Motorcoach	30,252	-4,267	-12%	119,364	4%
Americans	22,315	-2,458	-10%	87,616	6%
Overseas	5,210	-752	-13%	22,176	7%
Canadians	2,697	-1,087	-29%	9,542	-19%
Yukoners	0	0	...	0	...
Total Air	4,041	-61	-1%	11,897	-10%
Americans	2,158	10	0%	6,429	-8%
Overseas	1,354	40	3%	3,823	1%
Canadians	529	-111	-17%	1,645	-34%
Yukoners	0	0	...	0	...

... = not appropriate or applicable

Private vehicles include people in automobiles, cyclists, and pedestrians.

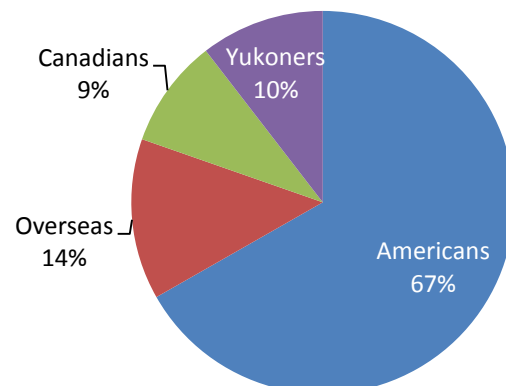
Year-to-Date (January to August) 2015

- Year-to-date, 272,933 people have crossed the border into Yukon, a decrease of 2% (5,993 people) over the same period in 2014.
- Excluding Yukoners, border crossings remained stable (a decrease of 627 people) over 2014.

August 2015

- In August 2015, 8,922 (11%) fewer people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in August 2014.
- Of the total border crossings:
 - 91% (64,502 people) were non-Yukoners; and
 - 9% (6,169 people) were Yukoners.
- Excluding Yukoners, border crossings decreased 10% (7,560 people) in August 2015 compared to August 2014.

Border Crossings by Origin
Year-to-date (January to August) 2015



YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Canada Border Services Agency Ports of Entry

August 2015

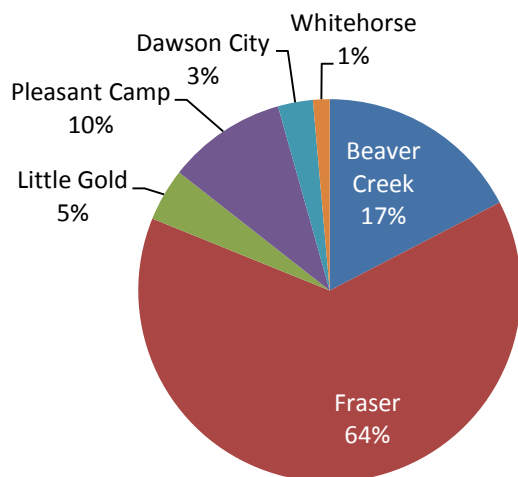
- Comparing August 2014 to August 2015, increases in border crossings were seen at:
 - Little Gold, up 4% (159 people); and
 - Pleasant Camp, up 15% (850 people).
- Fraser was the busiest border crossing in August 2015, with 65% of all land border crossings; however 8% of those were Yukoners.
- The land port of entry with the highest proportion of Yukoners in August 2015 was Pleasant Camp (31% of all people crossing at that port were Yukoners).

Border Crossings by Port of Entry

	Aug 2015	Aug 2014 to Aug 2015		Jan to Aug 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Border Crossings	70,671	-8,922	-11%	272,933	-2%
Total Land Crossings	66,630	-8,862	-12%	261,036	-2%
Beaver Creek	12,854	-829	-6%	47,457	-3%
Fraser	43,019	-9,042	-17%	173,972	-4%
Little Gold	4,084	159	4%	12,150	7%
Pleasant Camp	6,673	850	15%	27,457	19%
Total Air Crossings	4,041	-61	-1%	11,897	-10%
Beaver Creek	0	-1	-100%	10	150%
Dawson City	2,703	8	0%	8,060	-7%
Whitehorse	1,338	-68	-5%	3,827	-15%

Figures include Yukoners.

**Border Crossings by Port of Entry
Year-to-date (January to August) 2015**



Year-to-Date (January to August) 2015

- Year-to-date, compared to the same time period in 2014, total land crossings have decreased by 2%.
- Year-to-date, Fraser has been the busiest border crossing, with 67% of all year-to-date land border crossings; however, 11% of those were Yukoners.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Length of Stay

Border Crossings by Length of Stay and Origin

	Aug 2015	Aug 2014 to Aug 2015		Jan to Aug 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total	57,267	-5,659	-9%	219,301	2%
Same day	33,832	-4,284	-11%	141,032	2%
One or more nights	23,435	-1,375	-6%	78,269	0%
Americans	47,062	-4,430	-9%	182,204	1%
Same day	28,954	-3,499	-11%	119,244	1%
One or more nights	18,108	-931	-5%	62,960	1%
Overseas	10,205	-1,229	-11%	37,097	4%
Same day	4,878	-785	-14%	21,788	8%
One or more nights	5,327	-444	-8%	15,309	-1%

August 2015

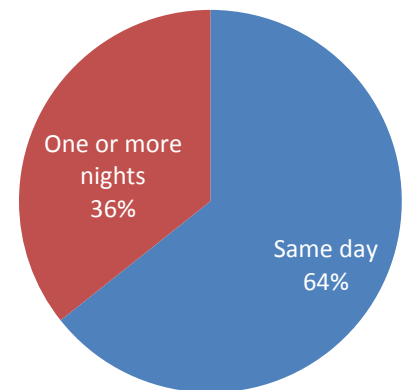
- In August 2015, 47,062 Americans crossed the border into Yukon. Of those:
 - 62% stayed one day; and
 - 38% stayed one or more nights.
- Of the 10,205 overseas travellers to cross the border into Yukon in August 2015:
 - 48% stayed one day; and
 - 52% stayed one or more nights.

Figures for visit length exclude Yukoners and Canadians.

Year-to-date (January to August) 2015

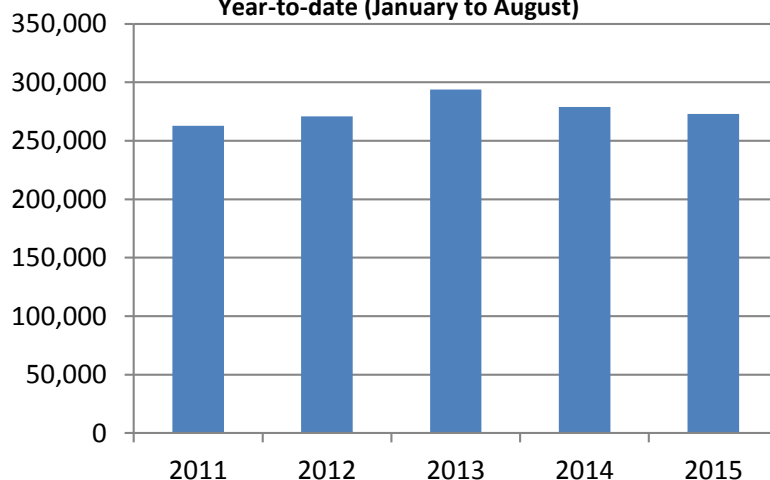
- Year-to-date, excluding Canadians, 219,301 people entered Yukon through CBSA ports of entry. Of those:
 - 64% stayed one day; and
 - 36% stayed one or more nights.
- Of the 78,269 people who entered Yukon for one or more nights, year-to-date:
 - 80% were American; and
 - 20% were from overseas.

Border Crossings by Length of Stay
Year-to-date (January to August) 2015



Five Year Trend

Border Crossings: Five Year Trend
Year-to-date (January to August)



YUKON MONTHLY TOURISM INDICATORS: VISITOR INFORMATION CENTERS

Provided by Tourism Yukon, the data reports the total volume of people who enter Yukon Visitor Information Centers (VICs). Since unique individuals are not being counted, people who enter and exit a VIC several times over a single visit would be counted multiple times.

Visits to Visitor Information Centers

	Aug 2015	Aug 2014 to Aug 2015		Jan to Aug 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total VIC visitors	58,944	-2,038	-3%	212,776	2%
Whitehorse	17,022	2,291	16%	70,674	13%
Beaver Creek	3,728	82	2%	11,429	5%
Carcross	15,545	-4,454	-22%	53,226	-19%
Dawson City	9,877	891	10%	34,282	31%
Haines Junction	5,701	-839	-13%	19,446	-1%
Watson Lake	5,569	432	8%	21,259	10%
Airport	1,502	-441	-23%	2,460	-57%

... = not appropriate or applicable

YUKON MONTHLY TOURISM INDICATORS: ERIK NIELSEN WHITEHORSE INTERNATIONAL AIRPORT

Provided by Highways and Public Works, Aviation Branch, the data reports total passengers through Erik Nielsen Whitehorse International Airport.

Air Passengers at Erik Nielsen Whitehorse International Airport

	Aug 2015	Aug 2014 to Aug 2015		Jan to Aug 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Passengers	37,883	-1,732	-4%	217,810	2%
Departures	19,302	-1,150	-6%	107,920	0%
Arrivals	18,581	-582	-3%	109,890	4%

Passenger Arrivals at Erik Nielsen Whitehorse International Airport
Year-to-date (January to August)

