

# YUKON TOURISM VISITATION REPORT

## DECEMBER 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 December 2015:

- Border crossings through Canadian Border Services Agency ports of entry increased 2% (75 people) over December 2014.
- Air arrivals at Erik Nielson Whitehorse International Airport were down 1% compared to December 2014.

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

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

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### 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

	Dec 2015	Dec 2014 to Dec 2015		Jan to Dec 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Border Crossings</b>	3,457	75	2%	327,778	-4%
<b>Americans</b>	2,310	198	9%	218,300	-2%
<b>Overseas</b>	14	-37	-73%	44,019	0%
<b>Canadians</b>	89	-69	-44%	29,611	-11%
<b>Yukoners</b>	1,042	-19	-2%	35,846	-16%
<b>Total Private Vehicles</b>	3,415	86	3%	176,752	-7%
<b>Americans</b>	2,270	178	9%	111,504	-6%
<b>Overseas</b>	14	-25	-64%	13,293	-3%
<b>Canadians</b>	87	-64	-42%	18,267	14%
<b>Yukoners</b>	1,042	-5	0%	33,686	-21%
<b>Total Motorcoach</b>	0	-28	...	138,284	1%
<b>Americans</b>	0	-14	...	100,091	4%
<b>Overseas</b>	0	0	...	26,633	2%
<b>Canadians</b>	0	0	...	11,530	-19%
<b>Yukoners</b>	0	-14	...	0	...
<b>Total Air</b>	42	17	68%	12,742	-11%
<b>Americans</b>	40	34	567%	6,705	-9%
<b>Overseas</b>	0	-12	-100%	4,063	-2%
<b>Canadians</b>	2	-5	-71%	1,974	-31%
<b>Yukoners</b>	0	0	...	0	...

... = not appropriate or applicable

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

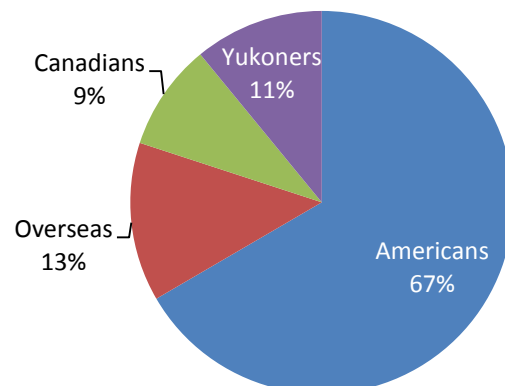
#### Year-to-Date (January to December) 2015

- Year-to-date, 327,778 people have crossed the border into Yukon, a decrease of 4% (13,929 people) over the same period in 2014.
- Excluding Yukoners, border crossings decreased 2% (7,151 people) over 2014.

#### December 2015

- In December 2015, 75 (2%) more people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in December 2014.
- Of the total border crossings:
  - 70% (2,413 people) were non-Yukoners; and
  - 30% (1,042 people) were Yukoners.
- Excluding Yukoners, border crossings increased 4% (94 people) in December 2015 compared to December 2014.

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



# YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

## Canada Border Services Agency Ports of Entry

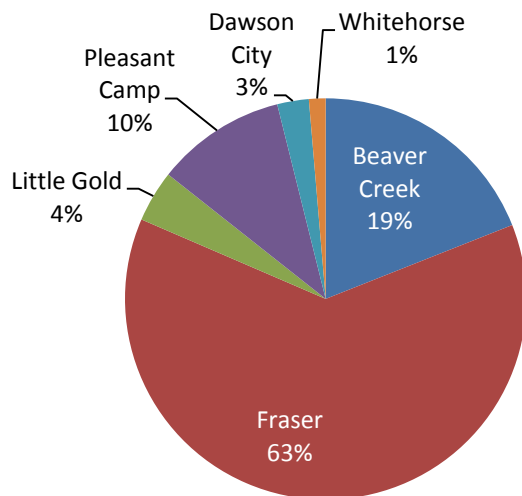
### December 2015

- Comparing December 2014 to December 2015, increases in border crossings were seen at:
  - Beaver Creek, up 6% (83 people); and
  - Pleasant Camp, up 1% (6 people).
- Beaver Creek was the busiest border crossing in December 2015, with 43% of all land border crossings; of those, only 10% were Yukoners.
- The land port of entry with the highest proportion of Yukoners in December 2015 was Fraser (65% of all people crossing at that port were Yukoners).

	Border Crossings by Port of Entry				
	Dec 2015	Dec 2014 to Dec 2015 Change (#)	Dec 2014 to Dec 2015 Change (%)	Jan to Dec 2015	Year-to-date % Change
(number of people)					
<b>Total Border Crossings</b>	3,457	75	2%	327,778	-4%
<b>Total Land Crossings</b>	3,415	58	2%	315,036	-4%
<b>Beaver Creek</b>	1,452	83	6%	62,266	-4%
<b>Fraser</b>	1,153	-31	-3%	204,797	-7%
<b>Little Gold</b>	..	..	...	13,655	9%
<b>Pleasant Camp</b>	810	6	1%	34,318	16%
<b>Total Air Crossings</b>	42	17	68%	12,742	-11%
<b>Beaver Creek</b>	0	0	...	11	83%
<b>Dawson City</b>	0	0	...	8,341	-9%
<b>Whitehorse</b>	42	17	68%	4,390	-15%

Figures include Yukoners.

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



### Year-to-Date (January to December) 2015

- Year-to-date, compared to the same time period in 2014, total land crossings have decreased by 4%.
- Year-to-date, Fraser has been the busiest border crossing, with 65% 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

	Dec 2015	Dec 2014 to Dec 2015		Jan to Dec 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total</b>	2,324	161	7%	262,319	-1%
<b>Same day</b>	840	-59	-7%	164,609	-1%
<b>One or more nights</b>	1,484	220	17%	97,710	-2%
<b>Americans</b>	2,310	198	9%	218,300	-2%
<b>Same day</b>	840	-51	-6%	138,412	-2%
<b>One or more nights</b>	1,470	249	20%	79,888	-2%
<b>Overseas</b>	14	-37	-73%	44,019	0%
<b>Same day</b>	0	-8	-100%	26,197	3%
<b>One or more nights</b>	14	-29	-67%	17,822	-3%

### December 2015

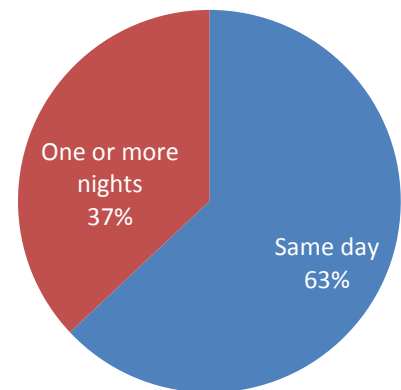
- In December 2015, 2,310 Americans crossed the border into Yukon. Of those:
  - 36% stayed one day; and
  - 64% stayed one or more nights.
- Of the 14 overseas travellers to cross the border into Yukon in December 2015, all stayed one or more nights.

Figures for visit length exclude Yukoners and Canadians.

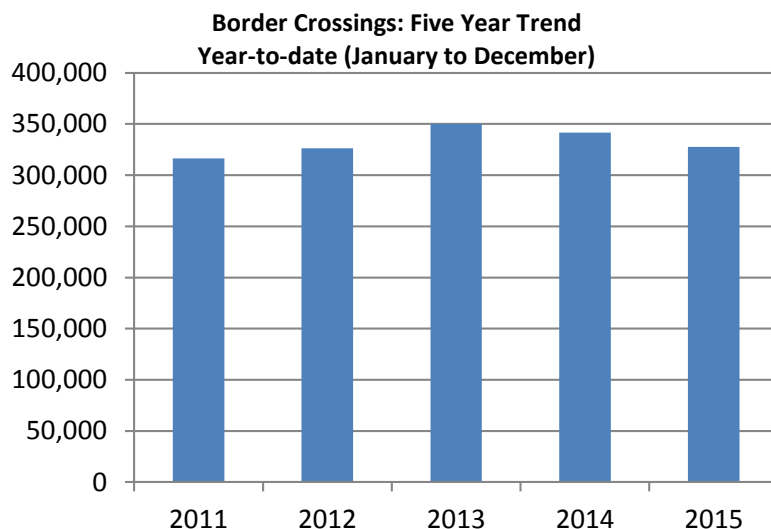
### Year-to-date (January to December) 2015

- Year-to-date, excluding Canadians, 262,319 people entered Yukon through CBSA ports of entry. Of those:
  - 63% stayed one day; and
  - 37% stayed one or more nights.
- Of the 97,710 people who entered Yukon for one or more nights, year-to-date:
  - 82% were American; and
  - 18% were from overseas.

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



## Five Year Trend



## 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

	Dec 2015	Dec 2014 to Dec 2015		Jan to Dec 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total VIC visitors</b>	2,241	3	0%	252,349	2%
<b>Whitehorse</b>	2,241	3	0%	88,400	16%
<b>Beaver Creek</b>	..	...	...	12,866	6%
<b>Carcross</b>	..	...	...	64,256	-17%
<b>Dawson City</b>	..	...	...	37,569	27%
<b>Haines Junction</b>	..	...	...	22,074	-2%
<b>Watson Lake</b>	..	...	...	23,742	9%
<b>Airport</b>	..	...	...	3,442	-51%

.. = not available

... = 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

	Dec 2015	Dec 2014 to Dec 2015		Jan to Dec 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Passengers</b>	23,493	-404	-2%	313,613	1%
<b>Departures</b>	11,925	-242	-2%	157,595	0%
<b>Arrivals</b>	11,568	-162	-1%	156,018	2%

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

