

YUKON TOURISM VISITATION REPORT

FEBRUARY 2016

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 February 2016:

- Border crossings through Canadian Border Services Agency ports of entry increased 17% (511 people) over February 2015.
- Air arrivals at Erik Nielson Whitehorse International Airport were up 8% compared to February 2015.

Year-to-date (January to February) 2016:

- Total border crossings were up 22% compared to the same period in 2015.
- Air passengers arriving at Erik Nielson Whitehorse International Airport were up 6% compared to the same period in 2015.

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

	Feb 2016	Feb 2015 to Feb 2016		Jan to Feb 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Border Crossings	3,520	511	17%	7,064	22%
Americans	2,359	401	20%	4,780	22%
Overseas	62	-25	-29%	88	-41%
Canadians	144	-75	-34%	276	-6%
Yukoners	955	210	28%	1,920	33%
Total Private Vehicles	3,495	515	17%	6,982	22%
Americans	2,354	398	20%	4,766	23%
Overseas	60	-26	-30%	84	-40%
Canadians	126	-67	-35%	212	-19%
Yukoners	955	210	28%	1,920	33%
Total Motorcoach	18	-5	-22%	57	4%
Americans	0	0	...	0	-100%
Overseas	0	0	...	0	...
Canadians	18	-5	-22%	57	148%
Yukoners	0	0	...	0	...
Total Air	7	1	17%	25	-4%
Americans	5	3	150%	14	40%
Overseas	2	1	100%	4	-50%
Canadians	0	-3	-100%	7	-13%
Yukoners	0	0	...	0	...

... = not appropriate or applicable

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

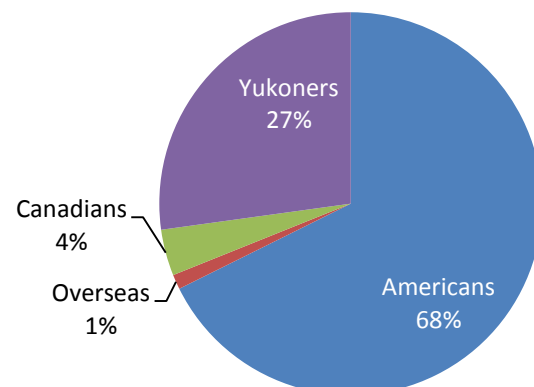
Year-to-Date (January to February) 2016

- Year-to-date, 7,064 people have crossed the border into Yukon, an increase of 22% (1,274 people) over the same period in 2015.
- Excluding Yukoners, border crossings increased 18% (793 people) over 2015.

February 2016

- In February 2016, 511 (17%) more people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in February 2015.
- Of the total border crossings:
 - 73% (2,565 people) were non-Yukoners; and
 - 27% (955 people) were Yukoners.
- Excluding Yukoners, border crossings increased 13% (301 people) in February 2016 compared to February 2015.

Border Crossings by Origin
Year-to-date (January to February) 2016



YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Canada Border Services Agency Ports of Entry

February 2016

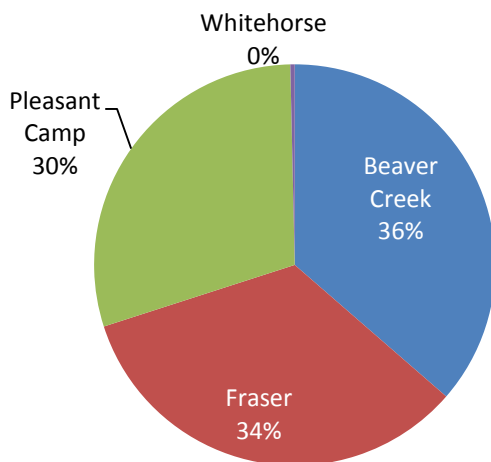
- Comparing February 2016 to February 2015, increases in border crossings were seen at:
 - Fraser, up 38% (338 people); and
 - Pleasant Camp, up 31% (248 people).
- Beaver Creek was the busiest border crossing in February 2016, with 35% of all border crossings; however 12% of those were Yukoners.
- The land port of entry with the highest proportion of Yukoners in February 2016 was Fraser (58% of all people crossing at that port were Yukoners).
- Of the total 955 Yukoners to cross the border at a land port of entry in February 2016, 75% (716 people) crossed at Fraser.

Border Crossings by Port of Entry

	Feb 2016	Feb 2015 to Feb 2016		Jan to Feb 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Border Crossings	3,520	511	17%	7,064	22%
Total Land Crossings	3,513	510	17%	7,039	22%
Beaver Creek	1,246	-76	-6%	2,570	2%
Fraser	1,227	338	38%	2,377	51%
Pleasant Camp	1,040	248	31%	2,092	24%
Total Air Crossings	7	1	17%	25	-4%
Whitehorse	7	1	17%	25	-4%

Figures include Yukoners.

**Border Crossings by Port of Entry
Year-to-date (January to February) 2016**



Year-to-Date (January to February) 2016

- Year-to-date, compared to the same time period in 2015, total land crossings have increased by 22%.
- Year-to-date, Beaver Creek has been the busiest border crossing, with 36% of all year-to-date border crossings; however, 10% of those were Yukoners.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Length of Stay

Border Crossings by Length of Stay and Origin

	Feb 2016	Feb 2015 to Feb 2016		Jan to Feb 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total	2,421	376	18%	4,868	20%
Same day	1,039	220	27%	2,150	23%
One or more nights	1,382	156	13%	2,718	17%
Americans	2,359	401	20%	4,780	22%
Same day	1,032	220	27%	2,140	24%
One or more nights	1,327	181	16%	2,640	21%
Overseas	62	-25	-29%	88	-41%
Same day	7	0	0%	10	-23%
One or more nights	55	-25	-31%	78	-43%

February 2016

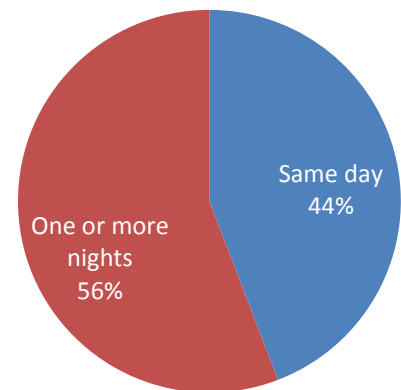
- In February 2016, 2,359 Americans crossed the border into Yukon. Of those:
 - 44% stayed one day; and
 - 56% stayed one or more nights.
- Of the 62 overseas travellers to cross the border into Yukon in February 2016:
 - 11% stayed one day; and
 - 89% stayed one or more nights.

Figures for visit length exclude Yukoners and Canadians.

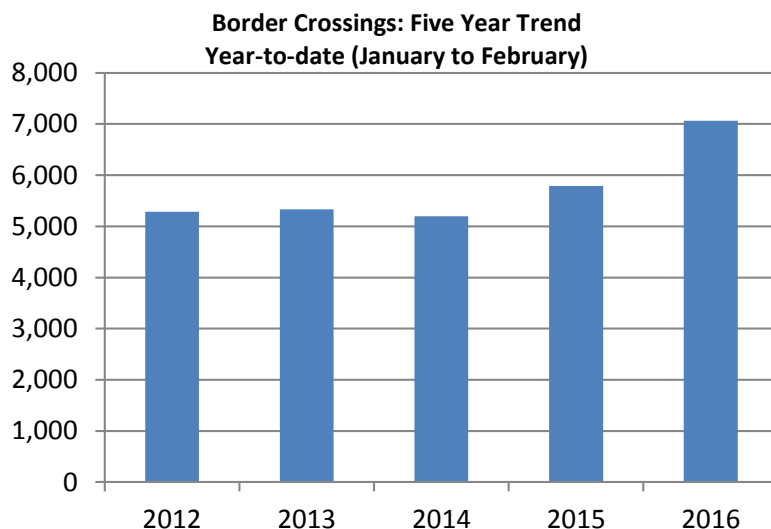
Year-to-date (January to February) 2016

- Year-to-date, excluding Canadians, 4,868 people entered Yukon through CBSA ports of entry. Of those:
 - 44% stayed one day; and
 - 56% stayed one or more nights.
- Of the 2,718 people who entered Yukon for one or more nights, year-to-date:
 - 97% were American; and
 - 3% were from overseas.

Border Crossings by Length of Stay
Year-to-date (January to February) 2016



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

	Feb 2016	Feb 2015 to Feb 2016		Jan to Feb 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total VIC visitors	3,004	564	23%	5,494	23%
Whitehorse	3,004	564	23%	5,494	23%
Beaver Creek
Carcross
Dawson City
Haines Junction
Watson Lake
Airport

.. = 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

	Feb 2016	Feb 2015 to Feb 2016		Jan to Feb 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Passengers	24,635	2,447	11%	44,897	6%
Departures	12,346	1,578	15%	22,666	7%
Arrivals	12,289	869	8%	22,231	6%

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

