

# Yukon Tourism **Visitation Report** Jan-Mar 2023

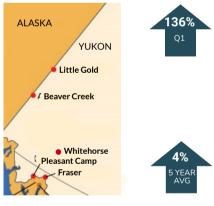
### Q1 highlights

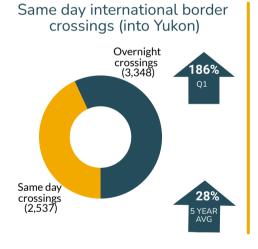






### International border crossings (into Yukon)







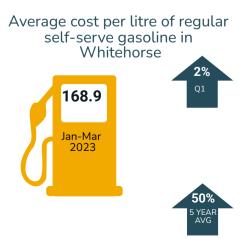
Consumer Confidence in Canada

24%

#### Occupancy rate at short-term rental



Jan-Mar 2023



74 Jan-Mar 2023 30% Source: Government of Yukon Socio-Economic Source: Conference Board of Canada, Index of

Web Portal, Motor Fuel Prices (Whitehorse) Consumer Confidence

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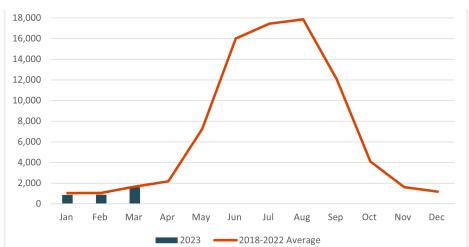


# Year-to-date vs. 5-year average

### International overnight visitation (1+ nights)

- Examining Q1 as a whole, there were 2,314 travelers in 2022, and this number increased to 3,348 travelers in 2023, representing a notable 45% increase.
- Q1 visitation was 11% lower than the fiveyear average(2018 to 2022).

Source: Statistics Canada, Table 24-10-0043-01. American and overseas visitors only, no Canadian visitors are included.

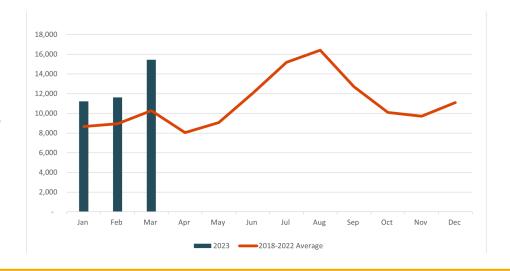


#### Air arrivals at Erik Nielsen Whitehorse International Airport

- Q1 air arrivals stood at 38,279 which is an increase of 45% compared to the same period in 2022.
- The first quarter performance was 37% higher than the five-year average(2018 to 2022).

Source: Government of Yukon, Highways and Public Works.

Includes business, pleasure and local air passenger arrivals.

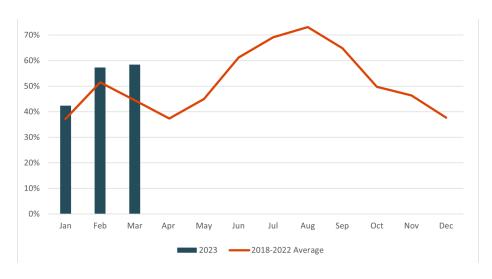


### Occupancy at select fixed roof accommodations

- Q1 occupancy rate was 12 percentage points higher than the same period in 2022.
- Occupancy rate for the Q1 of 2023 was 6 percentage points higher than the five-year average (2018 to 2022).

Source: CBRE Hotels Trends in the Canadian Hotel Industry National Market Report.

Figures represent approximately 600 rooms in Yukon and should not be generalized to the whole accommodation market. Figures are presented as an indicator only.



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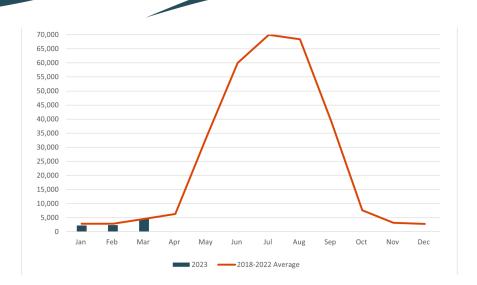
## Jan-Mar 2023

#### International border crossings (into Yukon)

- In Q1 2023, the international border crossings reached 9,015, which is 136% increase from the 3,813 border crossings in Q1 2022.
- International border crossings for Q1 of 2023 was 4% higher than the fiveyear average(2018 to 2022).

Source: Statistics Canada, Table 24-10-0041-01.

Excludes travellers entering Yukon via BC on the South Alaska or Stewart-Cassiar Highways, the NWT on the Dempster Highway or on domestic flights. Total includes

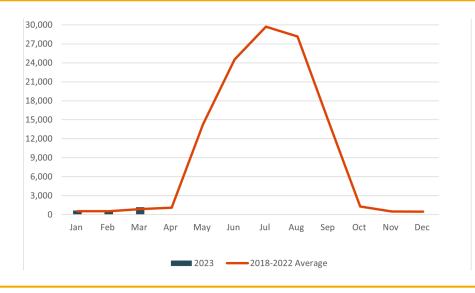


#### Same day international border crossings (into Yukon)

- In Q1 2023, the total number of sameday border crossings was 2,537, which is 186% increase from the 887 crossings in Q1 2022.
- Same-day border crossings for the Q1 of 2023 was 28% higher than the fiveyear average (2018 to 2022).

Source: Statistics Canada, Table 24-10-0041-01.

Excludes travellers entering Yukon via BC on the South Alaska or Stewart-Cassiar Highways, the NWT on the Dempster Highway or on domestic flights.



#### Occupancy rate at short-term rental sector (in Yukon)

- For the entire home, occupancy rate for Q1 2023 was 0.5 percentage points higher than the same period in 2022 but 0.3 percentage points lower than the five-year average (2018 to 2022).
- For rooms only, occupancy rate for Q1 2023 was 1.6 percentage points lower than the same period in 2022 and 0.7 percentage points lower than the fiveyear average (2018 to 2022).

Source: AirDNA

