

# YUKON TOURISM VISITATION REPORT

## JULY 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 July 2015:

- An estimated 89,800 people visited Yukon; a decrease of 400 people compared to July 2014.
- Border crossings through Canadian Border Services Agency ports of entry decreased 2% (1,328 people) over July 2014.
- Air arrivals at Erik Nielson Whitehorse International Airport were down 5% compared to July 2014.

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

- Estimated visitation to Yukon was 258,500; an increase of 1% compared to the same period last year.
- Total border crossings were up 1% compared to the same period in 2014.
- Air passengers arriving at Erik Nielson Whitehorse International Airport were up 6% 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.

July

89,800

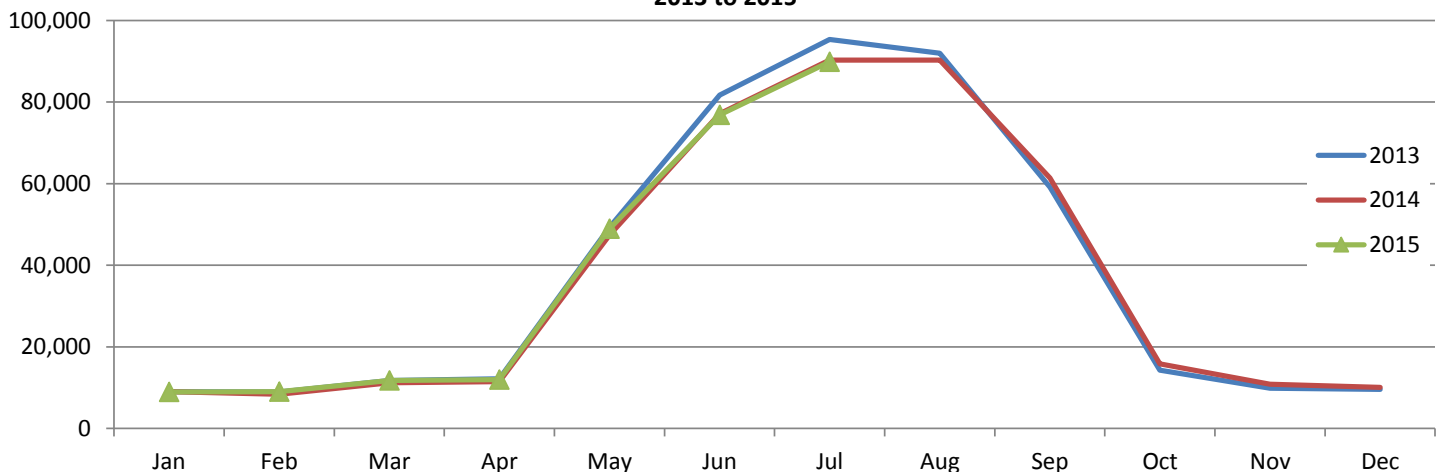
An estimated 89,800 people visited Yukon in July 2015. This represents a decrease of approximately 400 people compared to July 2014.

Year-to-Date

258,500

An estimated 258,500 people visited Yukon from January to July 2015. This represents an increase of approximately 3,600 people, or 1% compared to the same period last year.

Yukon Monthly Visitation Estimates  
2013 to 2015



## 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

	Jul 2015	Jul 2014 to Jul 2015		Jan to Jul 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Border Crossings</b>	77,452	-1,328	-2%	202,262	1%
<b>Americans</b>	54,227	803	2%	135,142	4%
<b>Overseas</b>	10,356	1	0%	26,892	11%
<b>Canadians</b>	7,960	-909	-10%	17,860	-6%
<b>Yukoners</b>	4,909	-1,223	-20%	22,368	-15%
<b>Total Private Vehicles</b>	37,823	-3,443	-8%	105,294	-4%
<b>Americans</b>	24,753	-1,684	-6%	65,570	-2%
<b>Overseas</b>	3,525	-85	-2%	7,457	5%
<b>Canadians</b>	4,636	-451	-9%	9,899	9%
<b>Yukoners</b>	4,909	-1,223	-20%	22,368	-15%
<b>Total Motorcoach</b>	36,053	2,193	6%	89,112	11%
<b>Americans</b>	27,429	2,506	10%	65,301	13%
<b>Overseas</b>	5,781	119	2%	16,966	15%
<b>Canadians</b>	2,843	-432	-13%	6,845	-15%
<b>Yukoners</b>	0	0	...	0	...
<b>Total Air</b>	3,576	-78	-2%	7,856	-14%
<b>Americans</b>	2,045	-19	-1%	4,271	-11%
<b>Overseas</b>	1,050	-33	-3%	2,469	1%
<b>Canadians</b>	481	-26	-5%	1,116	-40%
<b>Yukoners</b>	0	0	...	0	...

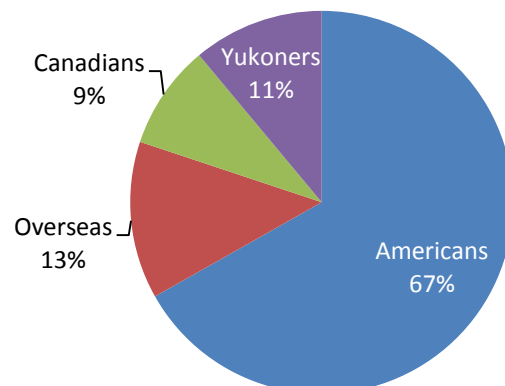
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Private vehicles include people in automobiles, cyclists, and pedestrians.

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

- Year-to-date, 202,262 people have crossed the border into Yukon, an increase of 1% (2,929 people) over the same period in 2014.
- Excluding Yukoners, 179,894 people have crossed the border year-to-date, an increase of 4% (6,933 people) over 2014.

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



#### July 2015

- In July 2015, 1,328 (2%) fewer people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in July 2014.
- Increases though were seen among Americans (2%).
- Of the total border crossings:
  - 94% (72,543 people) were non-Yukoners; and
  - 6% (4,909 people) were Yukoners.
- Excluding Yukoners, border crossings remained stable (a decrease of 105 people) in July 2015 compared to July 2014.

# YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

## Canada Border Services Agency Ports of Entry

### July 2015

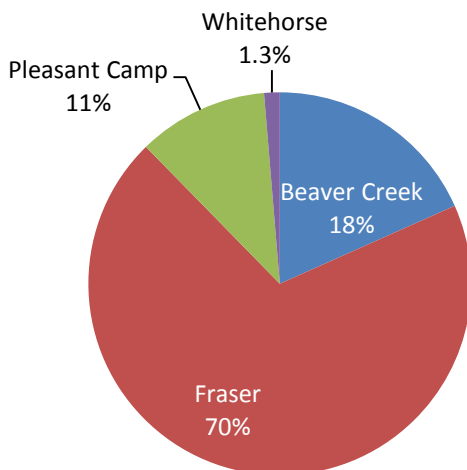
- Comparing July 2014 to July 2015, increases in border crossings were seen at:
  - Little Gold, up 10% (411 people); and
  - Pleasant Camp, up 16% (884 people).
- Fraser was the busiest border crossing in July 2015, with 67% of all land border crossings; however 6% of those were Yukoners.
- The land port of entry with the highest proportion of Yukoners in July 2015 was Little Gold (21% of all people crossing at that port were Yukoners).

### Border Crossings by Port of Entry

	Jul 2015	Jul 2014 to Jul 2015		Jan to Jul 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Border Crossings</b>	77,452	-1,328	-2%	202,262	1%
<b>Total Land Crossings</b>	73,878	-1,248	-2%	194,416	2%
<b>Beaver Creek</b>	13,028	-1,918	-13%	34,613	-2%
<b>Fraser</b>	49,804	-625	-1%	130,953	1%
<b>Little Gold</b>	4,569	411	10%	8,066	8%
<b>Pleasant Camp</b>	6,477	884	16%	20,784	21%
<b>Total Air Crossings</b>	3,574	-80	-2%	7,846	-15%
<b>Dawson City</b>	2,410	-110	-4%	5,357	-13%
<b>Whitehorse</b>	1,164	30	3%	2,489	-20%

Figures include Yukoners.

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



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

- Year-to-date, compared to the same time period in 2014, total land crossings have increased by 2%.
- Year-to-date, Fraser has been the busiest border crossing, with 70% of all year-to-date 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

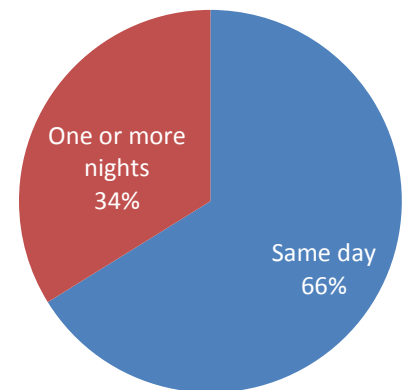
	Jul 2015	Jul 2014 to Jul 2015		Jan to Jul 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total</b>	64,583	804	1%	162,034	6%
<b>Same day</b>	41,370	2,036	5%	107,200	7%
<b>One or more nights</b>	23,213	-1,232	-5%	54,834	3%
<b>Americans</b>	54,227	803	2%	135,142	5%
<b>Same day</b>	35,693	1,672	5%	90,290	6%
<b>One or more nights</b>	18,534	-869	-4%	44,852	3%
<b>Overseas</b>	10,356	1	0%	26,892	11%
<b>Same day</b>	5,677	364	7%	16,910	17%
<b>One or more nights</b>	4,679	-363	-7%	9,982	3%

### July 2015

- In July 2015, 54,227 Americans crossed the border into Yukon. Of those:
  - 66% stayed one day; and
  - 34% stayed one or more nights.
- Of the 10,356 overseas travellers to cross the border into Yukon in July 2015:
  - 55% stayed one day; and
  - 45% stayed one or more nights.

Figures for visit length exclude Yukoners and Canadians.

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

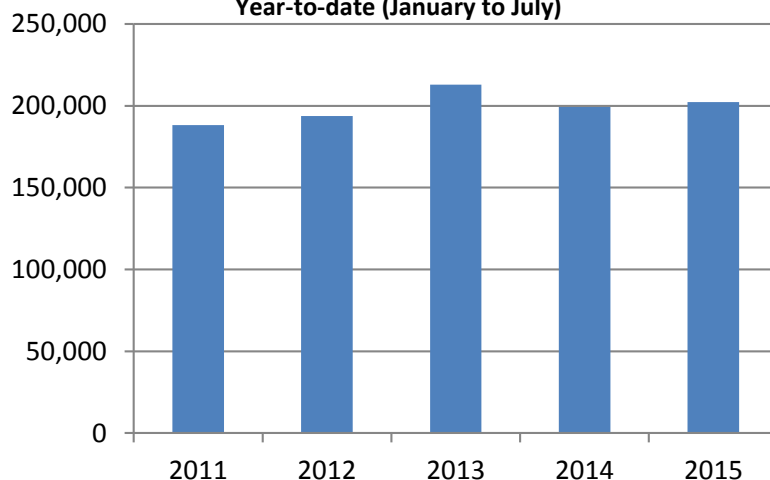


### Year-to-date (January to July) 2015

- Year-to-date, excluding Canadians, 162,034 people entered Yukon through CBSA ports of entry. Of those:
  - 66% stayed one day; and
  - 34% stayed one or more nights.
- Of the 54,834 people who entered Yukon for one or more nights, year-to-date:
  - 82% were American; and
  - 18% were from overseas.

## Five Year Trend

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



## 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

	Jul	Jul 2014 to Jul 2015		Jan to Jul	Year-to-date
	2015	Change (#)	Change (%)	2015	% Change
(number of people)					
<b>Total VIC visitors</b>	66,781	174	0%	153,832	4%
<b>Whitehorse</b>	19,785	502	3%	53,652	13%
<b>Beaver Creek</b>	4,142	253	7%	7,701	6%
<b>Carcross</b>	16,411	-3,246	-17%	37,681	-17%
<b>Dawson City</b>	11,425	2,537	29%	24,405	43%
<b>Haines Junction</b>	7,024	66	1%	13,745	5%
<b>Watson Lake</b>	7,036	858	14%	15,690	10%
<b>Airport</b>	958	-796	-45%	...	...

... = 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

	Jul	Jul 2014 to Jul 2015		Jan to Jul	Year-to-date
	2015	Change (#)	Change (%)	2015	% Change
(number of people)					
<b>Total Passengers</b>	36,406	-1,388	-4%	179,927	4%
<b>Departures</b>	18,206	-501	-3%	88,618	2%
<b>Arrivals</b>	18,200	-887	-5%	91,309	6%

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

