

YUKON TOURISM VISITATION REPORT

MARCH 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 March 2015:

- An estimated 12,200 people visited Yukon; an increase of 8% compared to March 2014.
- Border crossings through Canadian Border Services Agency ports of entry increased 2% (100 people) over March 2014.
- Air arrivals at Erik Nielson Whitehorse International Airport were up 23% compared to March 2014.

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

- Estimated visitation to Yukon was 30,100; an increase of 5% compared to the same period last year.
- Total border crossings were up to 11,930 people, an increase of 6% compared to the same period in 2014.
- Air passengers arriving at Erik Nielson Whitehorse International Airport were up 12% 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.

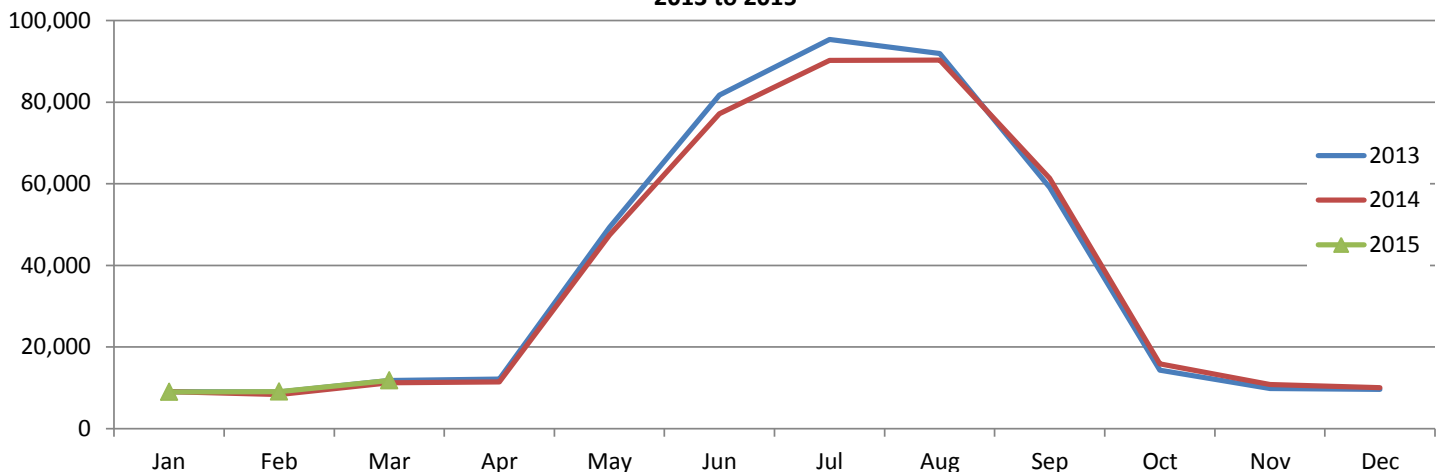
March **12,200**

An estimated 12,200 people visited Yukon in March 2015. This represents an increase of approximately 900 people, or 8% compared to March 2014.

Year-to-Date **30,100**

An estimated 30,100 people visited Yukon from January to March 2015. This represents an increase of approximately 1,500 people, or 5% 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

| | March 2015 | Mar 2014 to Mar 2015 | | Jan to Mar 2015 | Year-to-date |
|-------------------------------|------------|----------------------|------------|-----------------|--------------|
| | | Change (#) | Change (%) | | % Change |
| (number of people) | | | | | |
| Total Border Crossings | 6,140 | 100 | 2% | 11,930 | 6% |
| Americans | 3,446 | 528 | 18% | 7,355 | 17% |
| Overseas | 267 | 175 | 190% | 416 | 104% |
| Canadians | 294 | -467 | -61% | 587 | -41% |
| Yukoners | 2,133 | -136 | -6% | 3,572 | -4% |
| Total Private Vehicles | 6,109 | 593 | 11% | 11,818 | 11% |
| Americans | 3,418 | 533 | 18% | 7,285 | 17% |
| Overseas | 264 | 174 | 193% | 405 | 104% |
| Canadians | 294 | 13 | 5% | 556 | 11% |
| Yukoners | 2,133 | -127 | -6% | 3,572 | -4% |
| Total Motorcoach | 9 | 0 | 0% | 64 | 121% |
| Americans | 9 | 9 | ... | 41 | 105% |
| Overseas | 0 | 0 | ... | 0 | ... |
| Canadians | 0 | 0 | ... | 23 | ... |
| Yukoners | 0 | -9 | -100% | 0 | -100% |
| Total Air | 22 | -493 | -96% | 48 | -91% |
| Americans | 19 | -14 | -42% | 29 | -44% |
| Overseas | 3 | 1 | 50% | 11 | 120% |
| Canadians | 0 | -480 | -100% | 8 | -98% |
| Yukoners | 0 | 0 | ... | 0 | ... |

... = not appropriate or applicable

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

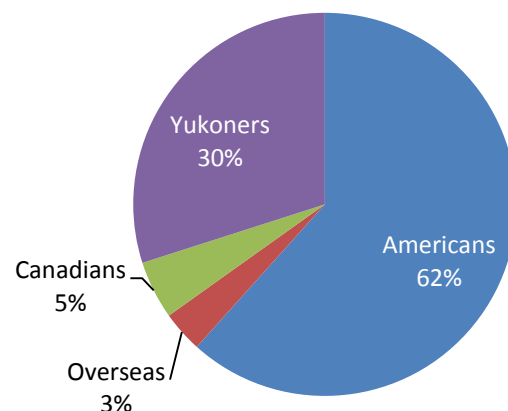
Year-to-Date (January to March) 2015

- Year-to-date, 11,930 people have crossed the border into Yukon, an increase of 6% (695 people) over the same period in 2014.
- Excluding Yukoners, 8,358 people have crossed the border year-to-date, an increase of 11% (846 people) over 2014.

March 2015

- In March 2015, 100 (2%) more people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in March 2014.
- Increases were seen among:
 - Americans (18%); and
 - Overseas travellers (190%).
- Of the border crossings:
 - 65% (4,007 people) were non-Yukoners; and
 - 35% (2,133 people) were Yukoners.
- Excluding Yukoners, border crossings increased 6% (236 people) in March 2015 compared to March 2014.

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



YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Canada Border Services Agency Ports of Entry

March 2015

- Comparing March 2014 to March 2015, increases in border crossings were seen at:
 - Beaver Creek, up 7% (121 people);
 - Fraser, up 5% (137 people); and
 - Pleasant Camp, up 59% (485 people).
- Fraser was the busiest border crossing in March 2015, with 46% of all border crossings; however 55% of those were Yukoners.
- The port of entry with the highest proportion of total crossings by Yukoners in March 2015 was Fraser (55% of all people crossing at that port were Yukoners).

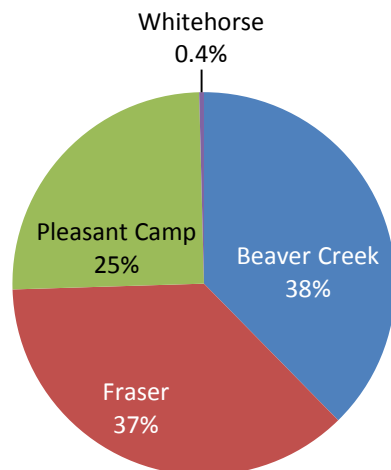
Border Crossings by Port of Entry

| | March 2015 | Mar 2014 to Mar 2015 | | Jan to Mar 2015 | Year-to-date % Change |
|-------------------------------|------------|----------------------|------------|-----------------|-----------------------|
| | | Change (#) | Change (%) | | |
| (number of people) | | | | | |
| Total Border Crossings | 6,140 | 100 | 2% | 11,930 | 6% |
| Total Land Crossings | 6,118 | 743 | 14% | 11,882 | 13% |
| Beaver Creek | 1,980 | 121 | 7% | 4,491 | 12% |
| Fraser | 2,829 | 137 | 5% | 4,399 | 0% |
| Little Gold | 0 | 0 | ... | 0 | ... |
| Pleasant Camp | 1,309 | 485 | 59% | 2,992 | 40% |
| Total Air Crossings | 22 | -643 | -97% | 48 | -93% |
| Dawson City | 0 | -150 | -100% | 0 | -100% |
| Whitehorse | 22 | -493 | -96% | 48 | -91% |

... = not appropriate or applicable

Figures include Yukoners.

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



Year-to-Date (January to March) 2015

- Year-to-date, compared to the same time period in 2014, total land crossings have increased by 13%.
- Year-to-date, Beaver Creek has been the busiest border crossing, with 38% of all year-to-date border crossings; however, 14% of those were Yukoners.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Length of Stay

Border Crossings by Length of Stay and Origin

| | March 2015 | Mar 2014 to Mar 2015 | | Jan to Mar 2015 | Year-to-date % Change |
|---------------------------|------------|----------------------|------------|-----------------|-----------------------|
| | | Change (#) | Change (%) | | |
| (number of people) | | | | | |
| Total | 3,713 | 703 | 23% | 7,771 | 19% |
| Same day | 1,801 | 332 | 23% | 3,544 | 21% |
| One or more nights | 1,912 | 371 | 24% | 4,227 | 18% |
| Americans | 3,446 | 528 | 18% | 7,355 | 17% |
| Same day | 1,720 | 270 | 19% | 3,450 | 19% |
| One or more nights | 1,726 | 258 | 18% | 3,905 | 14% |
| Overseas | 267 | 175 | 190% | 416 | 104% |
| Same day | 81 | 62 | 326% | 94 | 236% |
| One or more nights | 186 | 113 | 155% | 322 | 83% |

March 2015

- In March 2015, 3,446 Americans crossed the border into Yukon. Of those:
 - 50% stayed one day; and
 - 50% stayed one or more nights.
- Of the 267 overseas travellers to cross the Yukon border in March 2015:
 - 30% stayed one day; and
 - 70% stayed one or more nights.

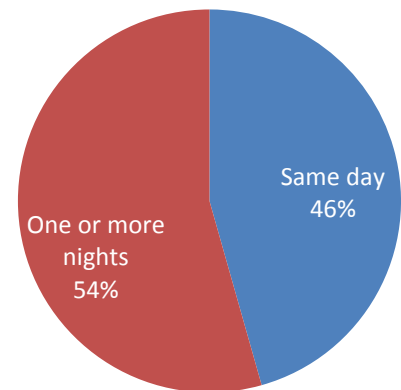
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Figures for visit length exclude Yukoners and Canadians.

Year-to-date (January to March) 2015

- Year-to-date, excluding Canadians, 7,771 people entered Yukon through CBSA ports of entry. Of those:
 - 46% stayed one day; and
 - 54% stayed one or more nights.
- Of the 4,227 people who entered Yukon for one or more nights, year-to-date:
 - 92% were American; and
 - 8% were from overseas.

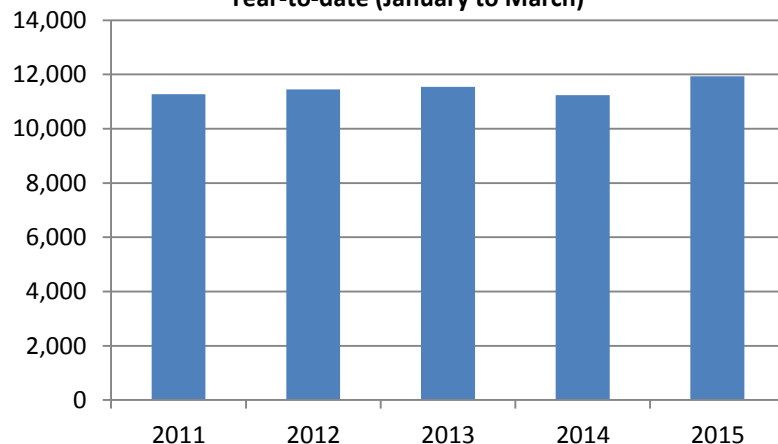
Border Crossings by Length of Stay
Year-to-date (January to March) 2015



Excludes Yukoners and Canadians.

Five Year Trend

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



Includes Yukoners

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

| | March 2015 | Mar 2014 to Mar 2015 | | Jan to Mar 2015 | Year-to-date % Change |
|---------------------------|---------------|----------------------|------------|--------------------|--------------------------|
| | | Change (#) | Change (%) | | |
| (number of people) | | | | | |
| Total VIC visitors | 2,831 | 1,965 | 227% | 7,293 | 139% |
| Whitehorse | 2,831 | 1,965 | 227% | 7,293 | 139% |
| 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

| | March 2015 | Mar 2014 to Mar 2015 | | Jan to Mar 2015 | Year-to-date % Change |
|-------------------------|---------------|----------------------|------------|--------------------|--------------------------|
| | | Change (#) | Change (%) | | |
| (number of people) | | | | | |
| Total Passengers | 25,799 | 4,067 | 19% | 67,997 | 11% |
| Departures | 12,780 | 1,597 | 14% | 33,928 | 10% |
| Arrivals | 13,019 | 2,470 | 23% | 34,069 | 12% |

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

