

# YUKON TOURISM VISITATION REPORT

## MARCH 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 March 2016:

- Border crossings through Canadian Border Services Agency ports of entry increased 18% (1,086 people) over March 2015.
- Air arrivals at Erik Nielson Whitehorse International Airport were up 11% compared to March 2015.

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

- Total border crossings were up 20% compared to the same period in 2015.
- Air passengers arriving at Erik Nielson Whitehorse International Airport were up 7% compared to the same period in 2015.

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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

	Mar 2016	Mar 2015 to Mar 2016		Jan to Mar 2016	Year-to-date
		Change (#)	Change (%)		% Change
(number of people)					
<b>Total Border Crossings</b>	7,226	1,086	18%	14,290	20%
<b>Americans</b>	3,789	343	10%	8,569	17%
<b>Overseas</b>	197	-70	-26%	285	-31%
<b>Canadians</b>	607	313	106%	883	50%
<b>Yukoners</b>	2,633	500	23%	4,553	27%
<b>Total Private Vehicles</b>	6,729	620	10%	13,711	16%
<b>Americans</b>	3,687	269	8%	8,453	16%
<b>Overseas</b>	197	-67	-25%	281	-31%
<b>Canadians</b>	212	-82	-28%	424	-24%
<b>Yukoners</b>	2,633	500	23%	4,553	27%
<b>Total Motorcoach</b>	135	126	1400%	192	200%
<b>Americans</b>	102	93	1033%	102	149%
<b>Overseas</b>	0	0	...	0	...
<b>Canadians</b>	33	33	...	90	291%
<b>Yukoners</b>	0	0	...	0	...
<b>Total Air*</b>	362	340	1545%	387	706%
<b>Americans</b>	0	-19	-100%	14	-52%
<b>Overseas</b>	0	-3	-100%	4	-64%
<b>Canadians</b>	362	362	...	369	...
<b>Yukoners</b>	0	0	...	0	...

... = not appropriate or applicable

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

\* increased air traffic in March 2016 attributable, in part, to Arctic Winter Games.

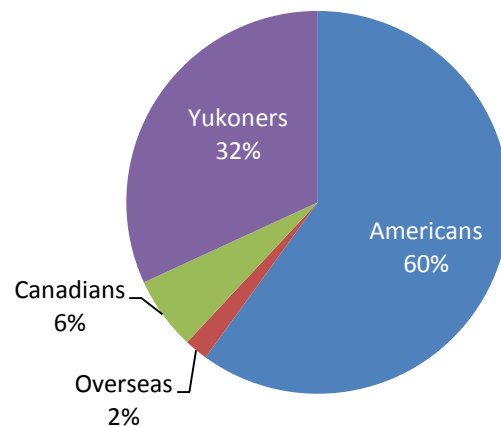
#### Year-to-Date (January to March) 2016

- Year-to-date, 14,290 people have crossed the border into Yukon, an increase of 20% (2,360 people) over the same period in 2015.
- Excluding Yukoners, border crossings increased 16% (1,379 people) over 2015.

#### March 2016

- In March 2016, 1,086 (18%) more people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in March 2015.
- Of the total border crossings:
  - 64% (4,593 people) were non-Yukoners; and
  - 36% (2,633 people) were Yukoners.
- Excluding Yukoners, border crossings increased 15% (586 people) in March 2016 compared to March 2015.

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



# YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

## Canada Border Services Agency Ports of Entry

### March 2016

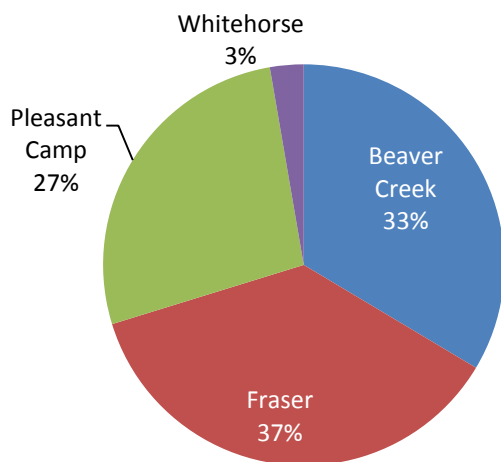
- Comparing March 2016 to March 2015, increases in border crossings were seen at:
  - Pleasant Camp, up 36% (466 people);
  - Beaver Creek, up 12% (247 people); and
  - Fraser, up 1% (33 people).
- Fraser was the busiest border crossing in March 2016, with 40% of all border crossings; however 67% of those were Yukoners.
- The land port of entry with the highest proportion of Yukoners in March 2016 was Fraser (67% of all people crossing at that port were Yukoners).

	Border Crossings by Port of Entry				
	Mar 2016	Mar 2015 to Mar 2016 Change (#)	Mar 2015 to Mar 2016 Change (%)	Jan to Mar 2016	Year-to-date % Change
	(number of people)				
<b>Total Border Crossings</b>	7,226	1,086	18%	14,290	20%
<b>Total Land Crossings</b>	6,864	746	12%	13,903	17%
<b>Beaver Creek</b>	2,227	247	12%	4,797	7%
<b>Fraser</b>	2,862	33	1%	5,239	19%
<b>Pleasant Camp</b>	1,775	466	36%	3,867	29%
<b>Total Air Crossings*</b>	362	340	1545%	387	706%
<b>Whitehorse</b>	362	340	1545%	387	706%

Figures include Yukoners.

\* increased air traffic in March 2016 attributable, in part, to Arctic Winter Games.

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



### Year-to-Date (January to March) 2016

- Year-to-date, compared to the same time period in 2015, total land crossings have increased by 17%.
- Year-to-date, Fraser has been the busiest border crossing, with 37% of all year-to-date border crossings; however, 63% of those were Yukoners.

# YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

## Length of Stay

Border Crossings by Length of Stay and Origin

	Mar 2016	Mar 2015 to Mar 2016		Jan to Mar 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total</b>	3,986	273	7%	8,854	14%
<b>Same day</b>	1,487	-314	-17%	3,637	3%
<b>One or more nights</b>	2,499	587	31%	5,217	23%
<b>Americans</b>	3,789	343	10%	8,569	17%
<b>Same day</b>	1,436	-284	-17%	3,576	4%
<b>One or more nights</b>	2,353	627	36%	4,993	28%
<b>Overseas</b>	197	-70	-26%	285	-31%
<b>Same day</b>	51	-30	-37%	61	-35%
<b>One or more nights</b>	146	-40	-22%	224	-30%

### March 2016

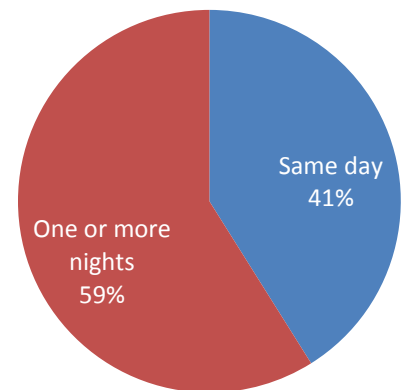
- In March 2016, 3,789 Americans crossed the border into Yukon. Of those:
  - 38% stayed one day; and
  - 62% stayed one or more nights.
- Of the 197 overseas travellers to cross the border into Yukon in March 2016:
  - 26% stayed one day; and
  - 74% stayed one or more nights.

Figures for visit length exclude Yukoners and Canadians.

### Year-to-date (January to March) 2016

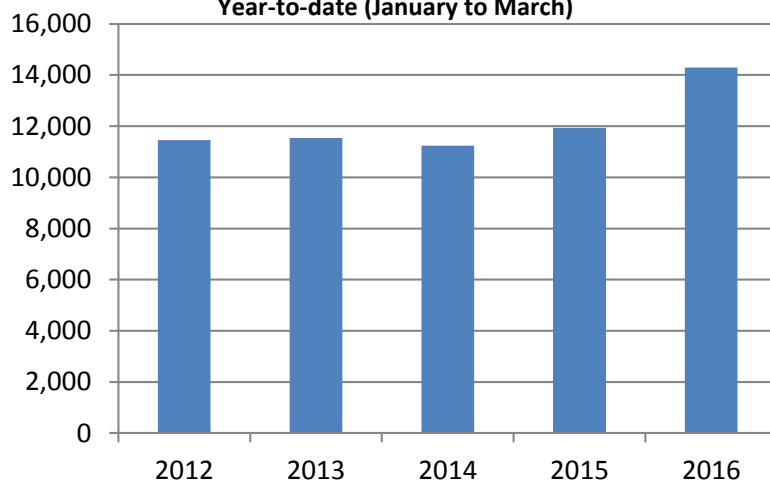
- Year-to-date, excluding Canadians, 8,854 people entered Yukon through CBSA ports of entry. Of those:
  - 41% stayed one day; and
  - 59% stayed one or more nights.
- Of the 5,217 people who entered Yukon for one or more nights, year-to-date:
  - 96% were American; and
  - 4% were from overseas.

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



## Five Year Trend

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



## 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

	Mar	Mar 2015 to Mar 2016		Jan to Mar	Year-to-date
	2016	Change (#)	Change (%)	2016	% Change
(number of people)					
<b>Total VIC visitors</b>	2,935	104	4%	8,429	16%
<b>Whitehorse</b>	2,935	104	4%	8,429	16%
<b>Beaver Creek</b>	..	...	...	...	...
<b>Carcross</b>	..	...	...	...	...
<b>Dawson City</b>	..	...	...	...	...
<b>Haines Junction</b>	..	...	...	...	...
<b>Watson Lake</b>	..	...	...	...	...
<b>Airport</b>	..	...	...	...	...

.. = 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

	Mar	Mar 2015 to Mar 2016		Jan to Mar	Year-to-date
	2016	Change (#)	Change (%)	2016	% Change
(number of people)					
<b>Total Passengers*</b>	28,610	2,811	11%	73,507	8%
<b>Departures</b>	14,217	1,437	11%	36,883	9%
<b>Arrivals</b>	14,393	1,374	11%	36,624	7%

\* increased air traffic in March 2016 attributable, in part, to Arctic Winter Games.

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

