

YUKON TOURISM VISITATION REPORT

MAY 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 May 2016:

- Border crossings through Canadian Border Services Agency ports of entry increased 1% (199 people) over May 2015.
- Air arrivals at Erik Nielson Whitehorse International Airport were up 10% compared to May 2015.

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

- Total border crossings were up 3% 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.

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

	May 2016	May 2015 to May 2016		Jan to May 2016	Year-to-date % Change
	(number of people)				
Total Border Crossings	39,303	199	1%	61,160	3%
Americans	23,952	265	1%	37,023	5%
Overseas	6,019	-754	-11%	6,549	-11%
Canadians	3,187	272	9%	4,445	11%
Yukoners	6,145	416	7%	13,143	4%
Total Private Vehicles	20,166	1,890	10%	41,262	8%
Americans	11,360	686	6%	24,151	9%
Overseas	1,192	322	37%	1,707	16%
Canadians	1,469	466	46%	2,261	10%
Yukoners	6,145	416	7%	13,143	4%
Total Motorcoach	18,605	-1,115	-6%	18,964	-5%
Americans	12,405	-47	0%	12,666	1%
Overseas	4,527	-1,015	-18%	4,533	-18%
Canadians	1,673	-53	-3%	1,765	1%
Yukoners	0	0	...	0	...
Total Air	532	-576	-52%	934	-22%
Americans	187	-374	-67%	206	-67%
Overseas	300	-61	-17%	309	-18%
Canadians	45	-141	-76%	419	114%
Yukoners	0	0	...	0	...

May 2016

- In May 2016, 199 (1%) more people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in May 2015.
- Of the total border crossings:
 - 84% (33,158 people) were non-Yukoners; and
 - 16% (6,145 people) were Yukoners.
- Excluding Yukoners, border crossings decreased 1% (217 people) in May 2016 compared to May 2015.

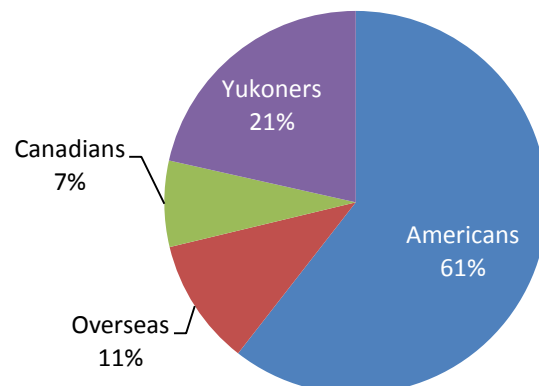
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Private vehicles include people in automobiles, cyclists, and pedestrians.

Year-to-Date (January to May) 2016

- Year-to-date, 61,160 people have crossed the border into Yukon, an increase of 3% (1,900 people) over the same period in 2015.
- Excluding Yukoners, border crossings increased 3% (1,349 people) over 2015.

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



YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Canada Border Services Agency Ports of Entry

May 2016

- Comparing May 2016 to May 2015, increases in border crossings were seen at:

- Beaver Creek, up 8% (402 people);
- Little Gold, up 19% (107 people); and
- Pleasant Camp, up 16% (559 people).

- Fraser was the busiest border crossing in May 2016, with 73% of all border crossings; however 15% of those were Yukoners.

- The land port of entry with the highest proportion of Yukoners in May 2016 was Pleasant Camp (40% of all people crossing at that port were Yukoners).

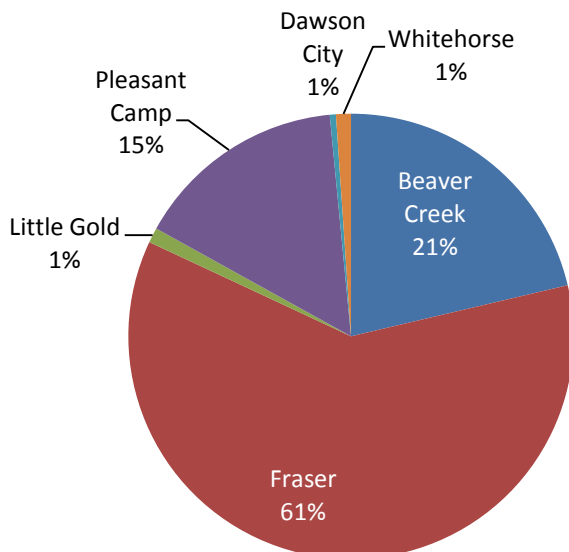
- Of the total 6,145 Yukoners to cross the border at a land port of entry in May 2016, 70% (4,286 Yukoners) crossed at Fraser.

Border Crossings by Port of Entry

	May 2016	May 2015 to May 2016		Jan to May 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Border Crossings	39,303	199	1%	61,160	3%
Total Land Crossings	38,771	775	2%	60,226	4%
Beaver Creek	5,568	402	8%	13,035	7%
Fraser	28,579	-293	-1%	37,088	0%
Little Gold	668	107	19%	668	19%
Pleasant Camp	3,956	559	16%	9,435	13%
Total Air Crossings	532	-576	-52%	934	-22%
Dawson City	272	-561	-67%	272	-67%
Whitehorse	260	-15	-5%	662	78%

Figures include Yukoners.

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



Year-to-Date (January to May) 2016

- Year-to-date, compared to the same time period in 2015, total land crossings have increased by 4%.
- Year-to-date, Fraser has been the busiest border crossing, with 61% of all year-to-date border crossings; however, 25% of crossing at that border have been Yukoners.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Length of Stay

Border Crossings by Length of Stay and Origin

	May 2016	May 2015 to May 2016		Jan to May 2016	Year-to-date
		Change (#)	Change (%)		% Change
(number of people)					
Total	29,971	-489	-2%	43,572	2%
Same day	22,114	-877	-4%	27,651	-2%
One or more nights	7,857	388	5%	15,921	10%
Americans	23,952	265	1%	37,023	5%
Same day	17,284	-112	-1%	22,707	1%
One or more nights	6,668	377	6%	14,316	11%
Overseas	6,019	-754	-11%	6,549	-11%
Same day	4,830	-765	-14%	4,944	-13%
One or more nights	1,189	11	1%	1,605	-5%

May 2016

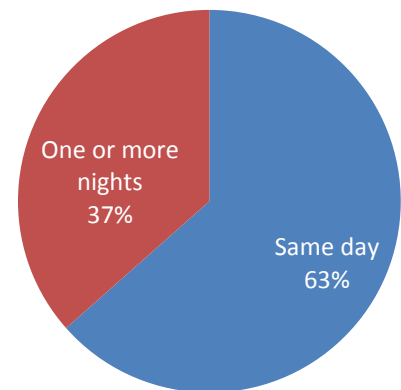
- In May 2016, 23,952 Americans crossed the border into Yukon. Of those:
 - 72% stayed one day; and
 - 28% stayed one or more nights.
- Of the 6,019 overseas travellers to cross the border into Yukon in May 2016:
 - 80% stayed one day; and
 - 20% stayed one or more nights.

Figures for visit length exclude Yukoners and Canadians.

Year-to-date (January to May) 2016

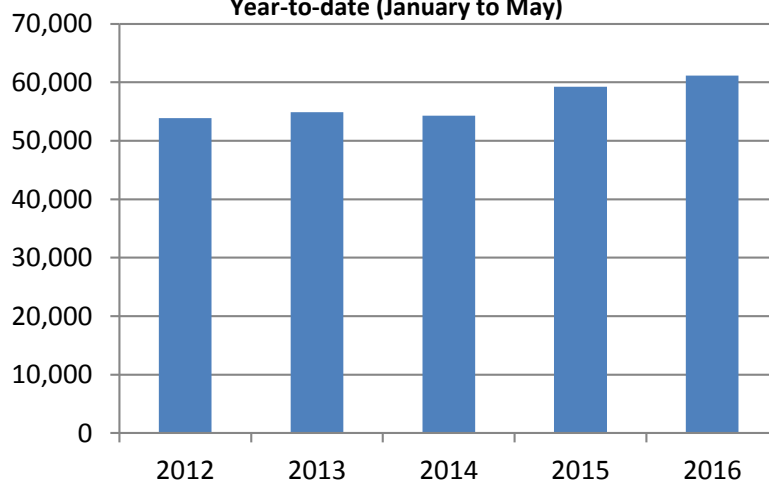
- Year-to-date, excluding Canadians, 43,572 people entered Yukon through CBSA ports of entry. Of those:
 - 63% stayed one day; and
 - 37% stayed one or more nights.
- Of the 15,921 people who entered Yukon for one or more nights, year-to-date:
 - 90% were American; and
 - 10% were from overseas.

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



Five Year Trend

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



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

	May 2016	May 2015 to May 2016		Jan to May 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total VIC visitors	29,280	7,581	35%	40,618	28%
Whitehorse	9,149	2,745	43%	20,487	25%
Beaver Creek	1,055	44	4%	1,055	4%
Carcross	11,469	3,894	51%	11,469	51%
Dawson City	2,293	-310	-12%	2,293	-12%
Haines Junction	2,157	588	37%	2,157	37%
Watson Lake	3,157	620	24%	3,157	24%
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

	May 2016	May 2015 to May 2016		Jan to May 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Passengers	25,694	2,384	10%	121,720	7%
Departures	11,858	784	7%	60,335	7%
Arrivals	13,836	1,600	13%	61,385	6%

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

