

YUKON TOURISM VISITATION REPORT

NOVEMBER 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 November 2015:

- Border crossings through Canadian Border Services Agency ports of entry decreased 1% (56 people) over November 2014.
- Air arrivals at Erik Nielson Whitehorse International Airport were down 5% compared to November 2014.

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

- Total border crossings were down 4% compared to the same period in 2014.
- Air passengers arriving at Erik Nielson Whitehorse International Airport were up 2% 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.

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

	Nov	Nov 2014 to Nov 2015		Jan to Nov	Year-to-date
	2015	Change (#)	Change (%)	2015	% Change
(number of people)					
Total Border Crossings	3,736	-56	-1%	324,321	-4%
Americans	2,594	1	0%	215,990	-2%
Overseas	43	-18	-30%	44,005	0%
Canadians	208	59	40%	29,522	-10%
Yukoners	891	-98	-10%	34,804	-16%
Total Private Vehicles	3,677	-100	-3%	173,337	-7%
Americans	2,544	-49	-2%	109,234	-6%
Overseas	42	-19	-31%	13,279	-3%
Canadians	200	66	49%	18,180	14%
Yukoners	891	-98	-10%	32,644	-21%
Total Motorcoach	48	33	220%	138,284	1%
Americans	47	47	...	100,091	4%
Overseas	0	0	0%	26,633	2%
Canadians	1	-14	...	11,530	-19%
Yukoners	0	0	...	0	...
Total Air	11	11	...	12,700	-12%
Americans	3	3	...	6,665	-10%
Overseas	1	1	...	4,063	-2%
Canadians	7	7	...	1,972	-31%
Yukoners	0	0	...	0	...

... = not appropriate or applicable

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

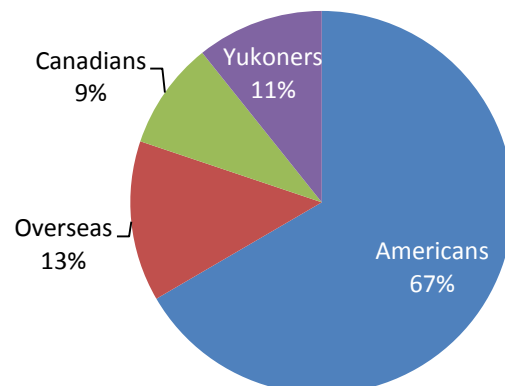
Year-to-Date (January to November) 2015

- Year-to-date, 324,321 people have crossed the border into Yukon, a decrease of 4% (14,004 people) over the same period in 2014.
- Excluding Yukoners, border crossings decreased 2% (7,245 people) over 2014.

November 2015

- In November 2015, 56 (1%) fewer people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in November 2014.
- Of the total border crossings:
 - 76% (2,845 people) were non-Yukoners; and
 - 24% (891 people) were Yukoners.
- Excluding Yukoners, border crossings increased 1% (42 people) in November 2015 compared to November 2014.

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



YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Canada Border Services Agency Ports of Entry

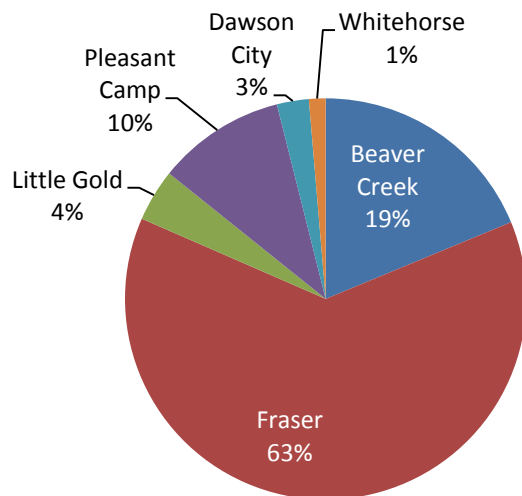
November 2015

- Comparing November 2014 to November 2015, decreases in border crossings were seen at all land ports of entry, except Pleasant Camp, which increased 25%.
- Beaver Creek was the busiest border crossing in November 2015, with 48% of all land border crossings; of those, only 11% were Yukoners.
- The land port of entry with the highest proportion of Yukoners in November 2015 was Fraser (50% of all people crossing at that port were Yukoners).

	Border Crossings by Port of Entry				
	Nov 2015	Nov 2014 to Nov 2015 Change (#)	Nov 2014 to Nov 2015 Change (%)	Jan to Nov 2015	Year-to-date % Change
	(number of people)				
Total Border Crossings	3,736	-56	-1%	324,321	-4%
Total Land Crossings	3,725	-67	-2%	311,621	-4%
Beaver Creek	1,784	-67	-4%	60,814	-4%
Fraser	846	-216	-20%	203,644	-7%
Little Gold	13,655	9%
Pleasant Camp	1,095	216	25%	33,508	16%
Total Air Crossings	11	11	...	12,700	-12%
Beaver Creek	0	0	...	11	83%
Dawson City	0	0	...	8,341	-9%
Whitehorse	11	11	...	4,348	-16%

Figures include Yukoners.

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



Year-to-Date (January to November) 2015

- Year-to-date, compared to the same time period in 2014, total land crossings have decreased by 4%.
- Year-to-date, Fraser has been the busiest border crossing, with 63% of all year-to-date land 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

	Nov 2015	Nov 2014 to Nov 2015		Jan to Nov 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total	2,637	-17	-1%	259,995	-1%
Same day	805	5	1%	163,769	-1%
One or more nights	1,832	-22	-1%	96,226	-2%
Americans	2,594	1	0%	215,990	-2%
Same day	805	19	2%	137,572	-2%
One or more nights	1,789	-18	-1%	78,418	-2%
Overseas	43	-18	-30%	44,005	0%
Same day	0	-14	-100%	26,197	3%
One or more nights	43	-4	-9%	17,808	-3%

Figures for visit length exclude Yukoners and Canadians.

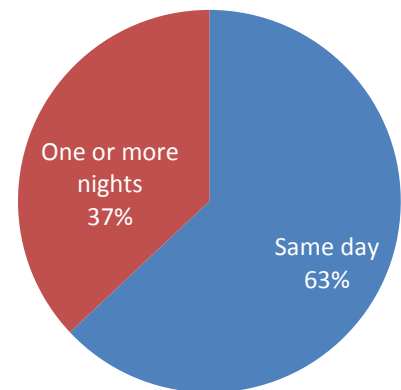
November 2015

- In November 2015, 2,594 Americans crossed the border into Yukon. Of those:
 - 31% stayed one day; and
 - 69% stayed one or more nights.
- Of the 43 overseas travellers to cross the border into Yukon in November 2015, all stayed one or more nights.

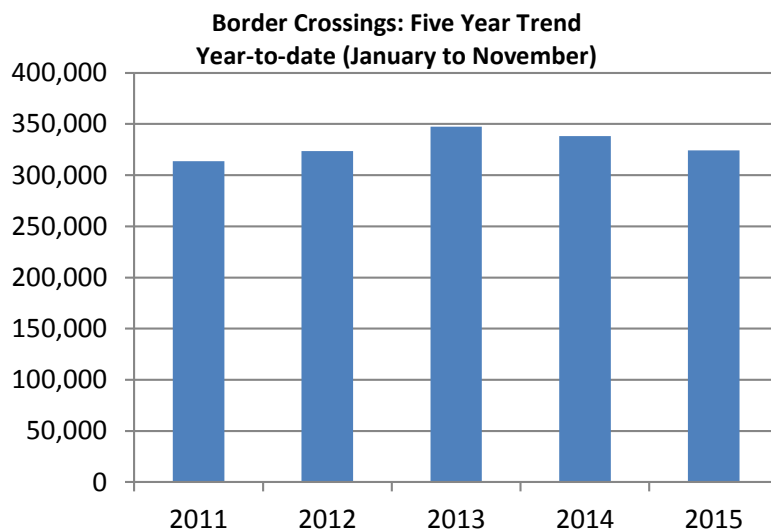
Year-to-date (January to November) 2015

- Year-to-date, excluding Canadians, 259,995 people entered Yukon through CBSA ports of entry. Of those:
 - 63% stayed one day; and
 - 37% stayed one or more nights.
- Of the 96,226 people who entered Yukon for one or more nights, year-to-date:
 - 81% were American; and
 - 19% were from overseas.

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



Five Year Trend



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

	Nov 2015	Nov 2014 to Nov 2015		Jan to Nov 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total VIC visitors	2,175	611	39%	250,108	2%
Whitehorse	2,175	611	39%	86,159	16%
Beaver Creek	12,866	6%
Carcross	64,256	-17%
Dawson City	37,569	27%
Haines Junction	22,074	-2%
Watson Lake	23,742	9%
Airport	3,442	-51%

.. = 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

	Nov 2015	Nov 2014 to Nov 2015		Jan to Nov 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Passengers	19,587	-1,554	-7%	290,120	1%
Departures	9,791	-1,054	-10%	145,670	0%
Arrivals	9,796	-500	-5%	144,450	2%

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

