

# YUKON TOURISM VISITATION REPORT

## SEPTEMBER 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 September 2015:

- Border crossings through Canadian Border Services Agency ports of entry decreased 16% (7,520 people) over September 2014.
- Air arrivals at Erik Nielson Whitehorse International Airport were up 1% compared to September 2014.

Year-to-date (January to September) 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 4% compared to the same period in 2014.

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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

	Sep 2015	Sep 2014 to Sep 2015		Jan to Sep 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Border Crossings</b>	40,237	-7,520	-16%	313,170	-4%
<b>Americans</b>	26,344	-4,742	-15%	208,548	-2%
<b>Overseas</b>	6,673	-1,181	-15%	43,770	0%
<b>Canadians</b>	3,796	-463	-11%	28,891	-11%
<b>Yukoners</b>	3,424	-1,134	-25%	31,961	-17%
<b>Total Private Vehicles</b>	20,690	-4,482	-18%	162,362	-8%
<b>Americans</b>	13,708	-3,120	-19%	101,867	-6%
<b>Overseas</b>	1,980	-177	-8%	13,048	-3%
<b>Canadians</b>	1,578	-51	-3%	17,646	14%
<b>Yukoners</b>	3,424	-1,134	-25%	29,801	-22%
<b>Total Motorcoach</b>	18,859	-2,699	-13%	138,223	1%
<b>Americans</b>	12,415	-1,438	-10%	100,031	4%
<b>Overseas</b>	4,457	-880	-16%	26,633	2%
<b>Canadians</b>	1,987	-381	-16%	11,529	-19%
<b>Yukoners</b>	0	0	...	0	...
<b>Total Air</b>	688	-339	-33%	12,585	-12%
<b>Americans</b>	221	-184	-45%	6,650	-10%
<b>Overseas</b>	236	-124	-34%	4,059	-2%
<b>Canadians</b>	231	-31	-12%	1,876	-32%
<b>Yukoners</b>	0	0	...	0	...

... = not appropriate or applicable

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

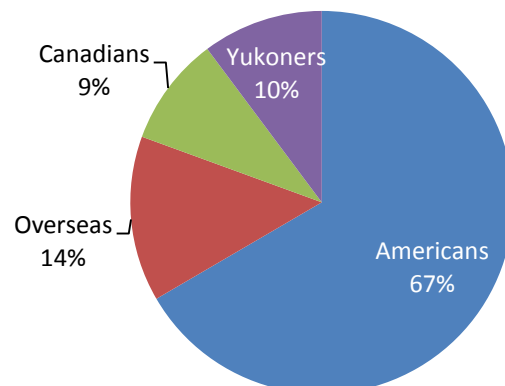
#### Year-to-Date (January to September) 2015

- Year-to-date, 313,170 people have crossed the border into Yukon, a decrease of 4% (13,513 people) over the same period in 2014.
- Excluding Yukoners, border crossings decreased 2% (7,013 people) over 2014.

#### September 2015

- In September 2015, 7,520 (16%) fewer people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in September 2014.
- Of the total border crossings:
  - 91% (36,813 people) were non-Yukoners; and
  - 9% (3,424 people) were Yukoners.
- Excluding Yukoners, border crossings decreased 15% (6,386 people) in September 2015 compared to September 2014.

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



# YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

## Canada Border Services Agency Ports of Entry

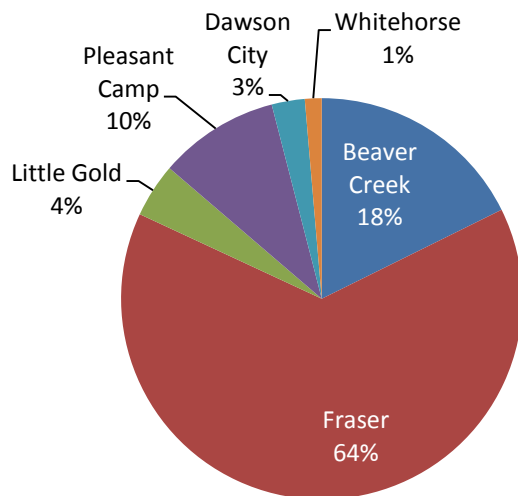
### September 2015

- Comparing September 2014 to September 2015, increases in border crossings were seen at:
  - Little Gold, up 28% (329 people); and
  - Pleasant Camp, up 2% (45 people).
- Fraser was the busiest border crossing in September 2015, with 69% of all land border crossings; however 9% of those were Yukoners.
- The land port of entry with the highest proportion of Yukoners in September 2015 was Pleasant Camp (23% of all people crossing at that port were Yukoners).

	Border Crossings by Port of Entry				
	Sep 2015	Sep 2014 to Sep 2015		Jan to Sep 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Border Crossings</b>	40,237	-7,520	-16%	313,170	-4%
<b>Total Land Crossings</b>	39,549	-7,181	-15%	300,585	-4%
<b>Beaver Creek</b>	7,919	-512	-6%	55,376	-4%
<b>Fraser</b>	27,197	-7,043	-21%	201,169	-7%
<b>Little Gold</b>	1,505	329	28%	13,655	9%
<b>Pleasant Camp</b>	2,928	45	2%	30,385	17%
<b>Total Air Crossings</b>	688	-339	-33%	12,585	-12%
<b>Beaver Creek</b>	1	-1	-50%	11	83%
<b>Dawson City</b>	281	-199	-41%	8,341	-9%
<b>Whitehorse</b>	406	-139	-26%	4,233	-16%

Figures include Yukoners.

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



### Year-to-Date (January to September) 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 67% of all year-to-date land border crossings; however, 10% of those were Yukoners.

# YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

## Length of Stay

Border Crossings by Length of Stay and Origin

	Sep 2015	Sep 2014 to Sep 2015		Jan to Sep 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total</b>	33,017	-5,923	-15%	252,318	-1%
<b>Same day</b>	20,978	-4,274	-17%	162,010	-1%
<b>One or more nights</b>	12,039	-1,649	-12%	90,308	-1%
<b>Americans</b>	26,344	-4,742	-15%	208,548	-1%
<b>Same day</b>	16,578	-3,326	-17%	135,822	-1%
<b>One or more nights</b>	9,766	-1,416	-13%	72,726	-1%
<b>Overseas</b>	6,673	-1,181	-15%	43,770	1%
<b>Same day</b>	4,400	-948	-18%	26,188	3%
<b>One or more nights</b>	2,273	-233	-9%	17,582	-2%

### September 2015

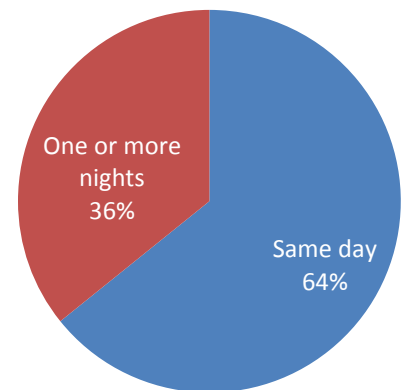
- In September 2015, 26,344 Americans crossed the border into Yukon. Of those:
  - 63% stayed one day; and
  - 37% stayed one or more nights.
- Of the 6,673 overseas travellers to cross the border into Yukon in September 2015:
  - 6% stayed one day; and
  - 34% stayed one or more nights.

Figures for visit length exclude Yukoners and Canadians.

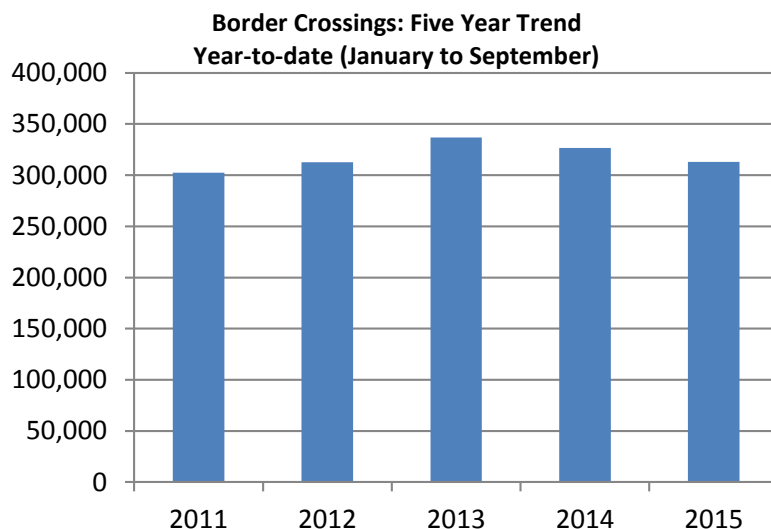
### Year-to-date (January to September) 2015

- Year-to-date, excluding Canadians, 252,318 people entered Yukon through CBSA ports of entry. Of those:
  - 64% stayed one day; and
  - 36% stayed one or more nights.
- Of the 90,308 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 September) 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

	Sep 2015	Sep 2014 to Sep 2015		Jan to Sep 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total VIC visitors</b>	31,342	354	1%	244,118	1%
<b>Whitehorse</b>	9,495	1,265	15%	80,169	14%
<b>Beaver Creek</b>	1,437	222	18%	12,866	6%
<b>Carcross</b>	11,030	-360	-3%	64,256	-17%
<b>Dawson City</b>	3,287	-184	-5%	37,569	27%
<b>Haines Junction</b>	2,628	-382	-13%	22,074	-2%
<b>Watson Lake</b>	2,483	87	4%	23,742	9%
<b>Airport</b>	982	-294	-23%	2,460	-57%

## 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

	Sep 2015	Sep 2014 to Sep 2015		Jan to Sep 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Passengers</b>	29,605	1,808	7%	247,415	3%
<b>Departures</b>	15,833	1,679	12%	123,753	2%
<b>Arrivals</b>	13,772	129	1%	123,662	4%

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

