

YUKON TOURISM VISITATION REPORT

JANUARY 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 January 2016:

- Border crossings through Canadian Border Services Agency ports of entry increased 27% (763 people) over January 2015.
- Air arrivals at Erik Nielson Whitehorse International Airport were up 3% compared to January 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

	Jan 2016	Jan 2015 to Jan 2016	
		Change (#)	Change (%)
(number of people)			
Total Border Crossings	3,544	763	27%
Americans	2,421	470	24%
Overseas	26	-36	-58%
Canadians	132	58	78%
Yukoners	965	271	39%
Total Private Vehicles	3,487	758	28%
Americans	2,412	501	26%
Overseas	24	-31	-56%
Canadians	86	17	25%
Yukoners	965	271	39%
Total Motorcoach	39	7	22%
Americans	0	-32	-100%
Overseas	0	0	...
Canadians	39	39	...
Yukoners	0	0	...
Total Air	18	-2	-10%
Americans	9	1	13%
Overseas	2	-5	-71%
Canadians	7	2	40%
Yukoners	0	0	...

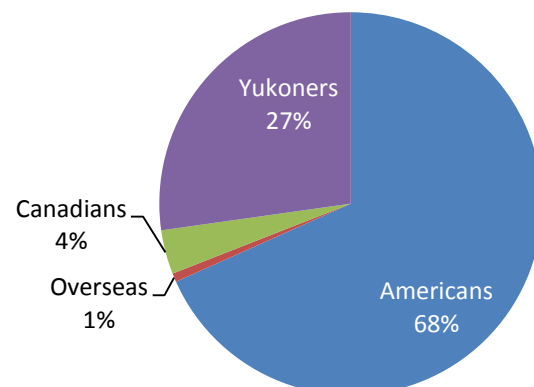
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Private vehicles include people in automobiles, cyclists, and pedestrians.

January 2016

- In January 2016, 763 (27%) more people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in January 2015.
- Of the total border crossings:
 - 73% (2,579 people) were non-Yukoners; and
 - 27% (965 people) were Yukoners.
- Excluding Yukoners, border crossings increased 24% (492 people) in January 2016 compared to January 2015.

Border Crossings by Origin
January 2016



YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Canada Border Services Agency Ports of Entry

January 2016

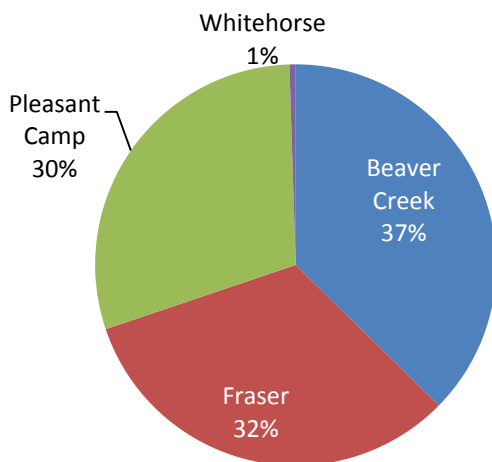
- Comparing January 2016 to January 2015, increases in border crossings were seen at:
 - Fraser, up 69% (469 people);
 - Pleasant Camp, up 18% (161 people); and
 - Beaver Creek, up 11% (135 people).
- Beaver Creek was the busiest border crossing in January 2016, with 37% of all border crossings; however 8% of those were Yukoners.

	Border Crossings by Port of Entry		
	Jan 2016	Jan 2015 to Jan 2016	
		Change (#)	Change (%)
(number of people)			
Total Border Crossings	3,544	763	27%
Total Land Crossings	3,526	765	28%
Beaver Creek	1,324	135	11%
Fraser	1,150	469	69%
Pleasant Camp	1,052	161	18%
Total Air Crossings	18	-2	-10%
Whitehorse	18	-2	-10%

Figures include Yukoners.

- The land port of entry with the highest proportion of Yukoners in January 2016 was Fraser (57% of all people crossing at that port were Yukoners).
- Of the total 955 Yukoners to cross the border at a land port of entry in January 2016, 68% (657 people) crossed at Fraser.

**Border Crossings by Port of Entry
January 2016**



YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Length of Stay

Border Crossings by Length of Stay and Origin

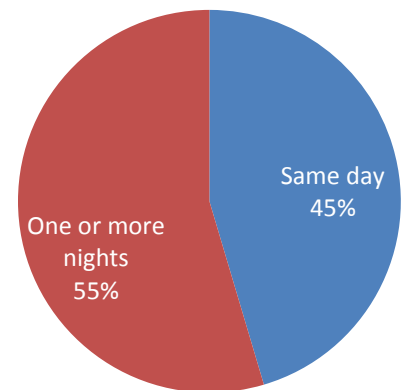
	Jan 2016	Jan 2015 to Jan 2016	
		Change (#)	Change (%)
(number of people)			
Total	2,447	434	22%
Same day	1,111	187	20%
One or more nights	1,336	247	23%
Americans	2,421	470	24%
Same day	1,108	190	21%
One or more nights	1,313	280	27%
Overseas	26	-36	-58%
Same day	3	-3	-50%
One or more nights	23	-33	-59%

Figures for visit length exclude Yukoners and Canadians.

January 2016

- In January 2016, excluding Canadians, 2,447 people entered Yukon through CBSA ports of entry. Of those:
 - 45% stayed one day; and
 - 55% stayed one or more nights.
- Of the 2,421 Americans to cross the border into Yukon:
 - 46% stayed one day; and
 - 54% stayed one or more nights.

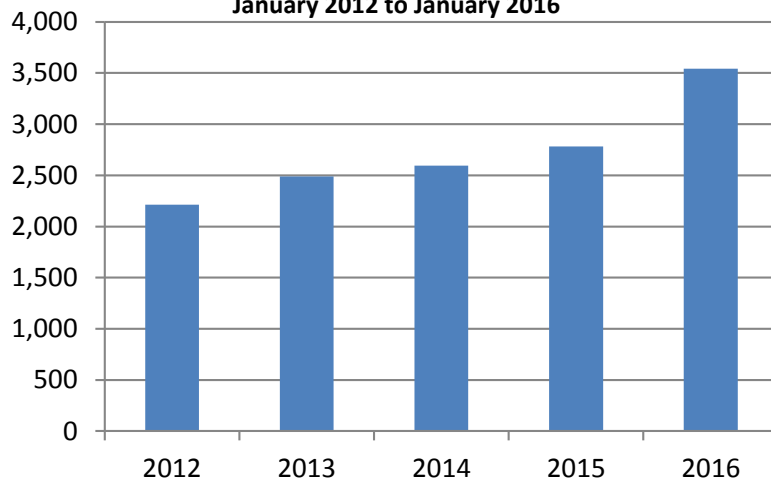
Border Crossings by Length of Stay
January 2016



- Of the 26 overseas travellers to cross the border into Yukon in January 2016:
 - 12% stayed one day; and
 - 88% stayed one or more nights.
- Of the 1,336 people who entered Yukon for one or more nights, year-to-date:
 - 98% were American; and
 - 2% were from overseas.

Five Year Trend

Border Crossings: Five Year Trend
January 2012 to January 2016



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

	Jan	Jan 2015 to Jan 2016	
	2016	Change (#)	Change (%)
(number of people)			
Total VIC visitors	2,490	468	23%
Whitehorse	2,490	468	23%
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

	Jan	Jan 2015 to Jan 2016	
	2016	Change (#)	Change (%)
(number of people)			
Total Passengers	20,262	252	1%
Departures	10,320	-60	-1%
Arrivals	9,942	312	3%

Passenger Arrivals at Erik Nielsen Whitehorse International Airport
January 2012 to January 2016

