

# YUKON TOURISM VISITATION REPORT

## OCTOBER 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 October 2015:

- Border crossings through Canadian Border Services Agency ports of entry decreased 6% (435 people) over October 2014.
- Air arrivals at Erik Nielson Whitehorse International Airport were down 8% compared to October 2014.

Year-to-date (January to October) 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 3% 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

	Oct 2015	Oct 2014 to Oct 2015		Jan to Oct 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Border Crossings</b>	7,415	-435	-6%	320,585	-4%
<b>Americans</b>	4,848	-242	-5%	213,396	-2%
<b>Overseas</b>	192	15	8%	43,962	0%
<b>Canadians</b>	423	-47	-10%	29,314	-11%
<b>Yukoners</b>	1,952	-161	-8%	33,913	-16%
<b>Total Private Vehicles</b>	7,298	-439	-6%	169,660	-8%
<b>Americans</b>	4,823	-253	-5%	106,690	-6%
<b>Overseas</b>	189	12	7%	13,237	-2%
<b>Canadians</b>	334	-37	-10%	17,980	14%
<b>Yukoners</b>	1,952	-161	-8%	31,753	-22%
<b>Total Motorcoach</b>	13	0	...	138,236	1%
<b>Americans</b>	13	13	...	100,044	4%
<b>Overseas</b>	0	0	...	26,633	2%
<b>Canadians</b>	0	-13	...	11,529	-19%
<b>Yukoners</b>	0	0	...	0	...
<b>Total Air</b>	104	4	4%	12,689	-12%
<b>Americans</b>	12	-2	-14%	6,662	-10%
<b>Overseas</b>	3	3	...	4,062	-2%
<b>Canadians</b>	89	3	3%	1,965	-31%
<b>Yukoners</b>	0	0	...	0	...

... = not appropriate or applicable

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

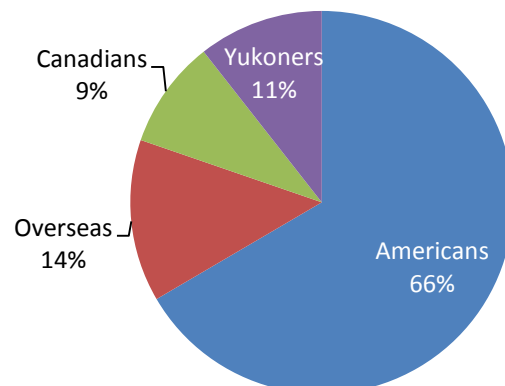
#### Year-to-Date (January to October) 2015

- Year-to-date, 320,585 people have crossed the border into Yukon, a decrease of 4% (13,948 people) over the same period in 2014.
- Excluding Yukoners, border crossings decreased 2% (7,287 people) over 2014.

#### October 2015

- In October 2015, 435 (6%) fewer people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in October 2014.
- Of the total border crossings:
  - 74% (5,463 people) were non-Yukoners; and
  - 26% (1,952 people) were Yukoners.
- Excluding Yukoners, border crossings decreased 5% (274 people) in October 2015 compared to October 2014.

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



# YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

## Canada Border Services Agency Ports of Entry

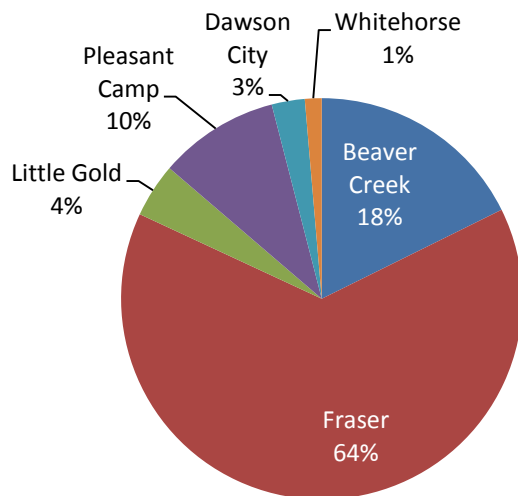
### October 2015

- Comparing October 2014 to October 2015, decreases in border crossings were seen at all land ports of entry.
- Fraser was the busiest border crossing in October 2015, with 50% of all land border crossings; however 43% of those were Yukoners.
- The land port of entry with the highest proportion of Yukoners in October 2015 was Pleasant Camp (54% of all people crossing at that port were Yukoners).

	Border Crossings by Port of Entry				
	Oct 2015	Oct 2014 to Oct 2015		Jan to Oct 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Border Crossings</b>	7,415	-435	-6%	320,585	-4%
<b>Total Land Crossings</b>	7,311	-439	-6%	307,896	-4%
<b>Beaver Creek</b>	3,654	-221	-6%	59,030	-4%
<b>Fraser</b>	1,629	-174	-10%	202,798	-7%
<b>Little Gold</b>	..	..	..	13,655	9%
<b>Pleasant Camp</b>	2,028	-44	-2%	32,413	16%
<b>Total Air Crossings</b>	104	4	4%	12,689	-12%
<b>Beaver Creek</b>	0	0	..	11	83%
<b>Dawson City</b>	0	0	..	8,341	-9%
<b>Whitehorse</b>	104	4	4%	4,337	-16%

Figures include Yukoners.

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



### Year-to-Date (January to October) 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 66% 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

	Oct 2015	Oct 2014 to Oct 2015		Jan to Oct 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total</b>	5,040	-227	-4%	257,358	-1%
<b>Same day</b>	954	-182	-16%	162,964	-1%
<b>One or more nights</b>	4,086	-45	-1%	94,394	-2%
<b>Americans</b>	4,848	-242	-5%	213,396	-2%
<b>Same day</b>	945	-182	-16%	136,767	-2%
<b>One or more nights</b>	3,903	-60	-2%	76,629	-2%
<b>Overseas</b>	192	15	8%	43,962	0%
<b>Same day</b>	9	0	0%	26,197	3%
<b>One or more nights</b>	183	15	9%	17,765	-3%

### October 2015

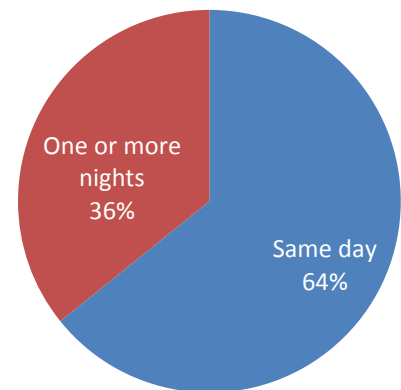
- In October 2015, 4,848 Americans crossed the border into Yukon. Of those:
  - 19% stayed one day; and
  - 81% stayed one or more nights.
- Of the 192 overseas travellers to cross the border into Yukon in October 2015:
  - 5% stayed one day; and
  - 95% stayed one or more nights.

Figures for visit length exclude Yukoners and Canadians.

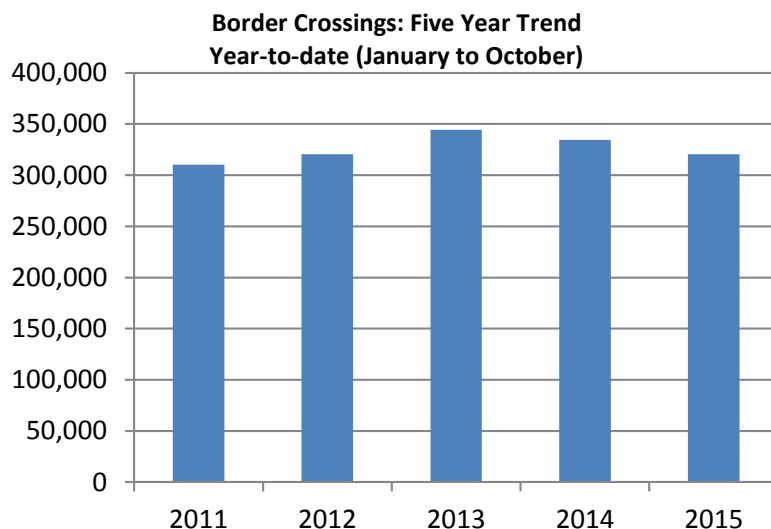
### Year-to-date (January to October) 2015

- Year-to-date, excluding Canadians, 257,358 people entered Yukon through CBSA ports of entry. Of those:
  - 63% stayed one day; and
  - 37% stayed one or more nights.
- Of the 94,394 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 October) 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

	Oct 2015	Oct 2014 to Oct 2015		Jan to Oct 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total VIC visitors</b>	3,815	1,854	95%	247,933	2%
<b>Whitehorse</b>	3,815	1,854	95%	83,984	16%
<b>Beaver Creek</b>	..	...	...	12,866	6%
<b>Carcross</b>	..	...	...	64,256	-17%
<b>Dawson City</b>	..	...	...	37,569	27%
<b>Haines Junction</b>	..	...	...	22,074	-2%
<b>Watson Lake</b>	..	...	...	23,742	9%
<b>Airport</b>	..	...	...	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

	Oct 2015	Oct 2014 to Oct 2015		Jan to Oct 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Passengers</b>	23,118	-1,772	-7%	270,533	2%
<b>Departures</b>	12,126	-774	-6%	135,879	1%
<b>Arrivals</b>	10,992	-998	-8%	134,654	3%

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

