

YUKON TOURISM VISITATION REPORT

JANUARY 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 January 2015:

- An estimated 8,900 people visited Yukon; a decrease of 2% compared to January 2014.
- Border crossings through Canadian Border Services Agency ports of entry increased 7% (187 people) over January 2014.
- Air arrivals at Erik Nielson Whitehorse International Airport were down 2% compared to January 2014.

YUKON MONTHLY TOURISM INDICATORS: YUKON VISITOR TRACKING PROGRAM

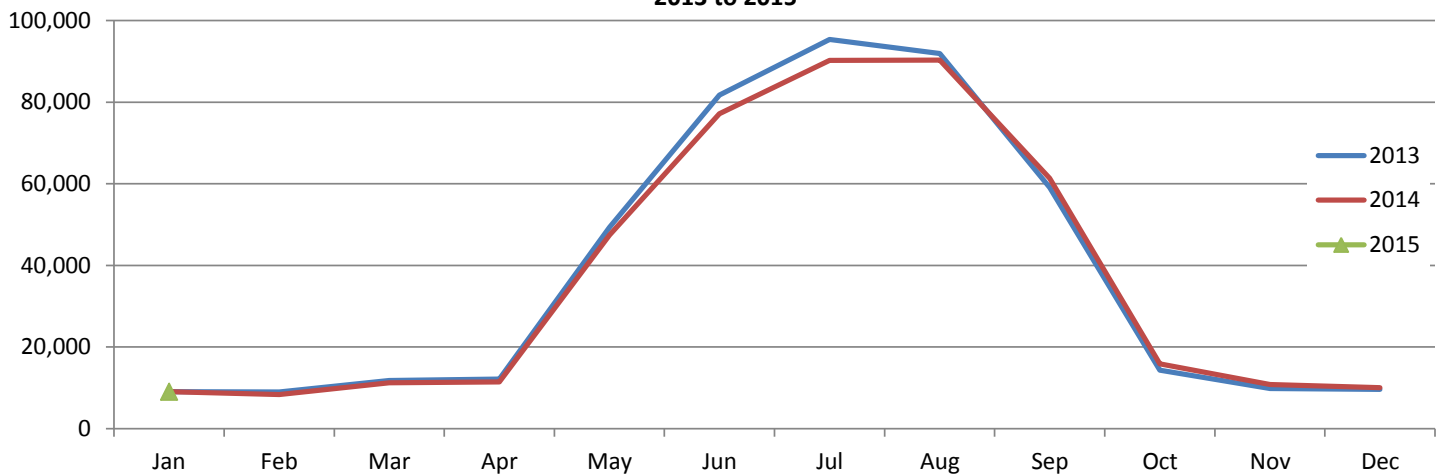
Calculated by Tourism Yukon, the Yukon Visitor Tracking Program (YVTP) provides an estimate of the number of visitors entering Yukon. The YVTP is a volumetric model, which includes border crossings, highway traffic counts, train passenger volumes and air passenger volumes. The model excludes Yukon residents.

January

8,900

An estimated 8,900 people visited Yukon in January 2015. This represents a decrease of approximately 200 people, or 2% compared to January 2014.

Yukon Monthly Visitation Estimates
2013 to 2015



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

	January	Jan 2014 to Jan 2015	
	2015	Change (#)	Change (%)
	(number of people)		
Total Border Crossings	2,781	187	7%
Americans	1,951	224	13%
Overseas	62	29	88%
Canadians	74	-68	-48%
Yukoners	694	2	0%
Total Private Vehicles	2,729	137	5%
Americans	1,911	186	11%
Overseas	55	22	67%
Canadians	69	-73	-51%
Yukoners	694	2	0%
Total Motorcoach	32	32	...
Americans	32	32	...
Overseas	0	0	...
Canadians	0	0	...
Yukoners	0	0	...
Total Air	20	18	900%
Americans	8	6	300%
Overseas	7	7	...
Canadians	5	5	...
Yukoners	0	0	...

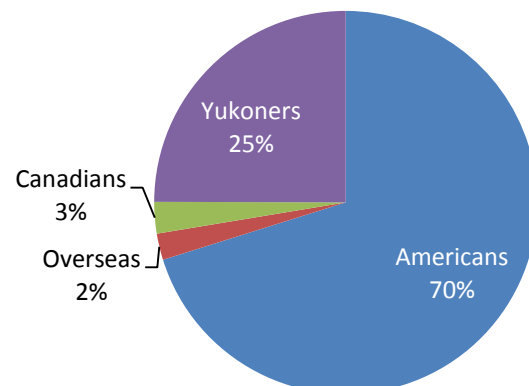
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Private vehicles include people in automobiles, cyclists, and pedestrians.

January 2015

- In January 2015, 187 (7%) more people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in January 2014.
- Increases were seen among:
 - Americans (13%); and
 - Overseas travellers (88%).
- Of the border crossings:
 - 75% (2,087 people) were non-Yukoners; and
 - 25% (694 people) were Yukoners.
- Excluding Yukoners, border crossings increased 10% (185 people) in January 2015 compared to January 2014.

Border Crossings by Origin January 2015



YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Canada Border Services Agency Ports of Entry

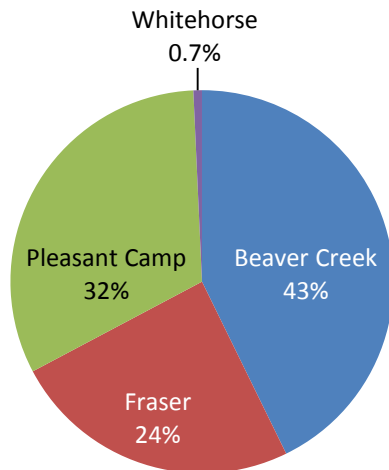
January 2015

- Comparing January 2014 to January 2015, increases in border crossings were seen at:
 - Beaver Creek, up 9% (97 people); and
 - Pleasant Camp, up 23% (167 people).
- Beaver Creek was the busiest border crossing in January 2015, with 43% of all border crossings; however 15% of those were Yukoners.
- The port of entry with the highest proportion of total crossings by Yukoners in January 2015 was Fraser (54% of all people crossing at that port were Yukoners).

	January 2015	Border Crossings by Port of Entry	
		Jan 2014 to Jan 2015 Change (#)	Jan 2014 to Jan 2015 Change (%)
(number of people)			
Total Border Crossings	2,781	187	7%
Total Land Crossings	2,761	169	7%
Beaver Creek	1,189	97	9%
Fraser	681	-95	-12%
Little Gold	0	0	...
Pleasant Camp	891	167	23%
Total Air Crossings	20	18	900%
Dawson City	0	0	...
Whitehorse	20	18	900%

... = not appropriate or applicable
 Figures include Yukoners.

**Border Crossings by Port of Entry
 January 2015**



YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Length of Stay

Border Crossings by Length of Stay and Origin

	January 2015	Jan 2014 to Jan 2015	
		Change (#)	Change (%)
(number of people)			
Total	2,013	253	14%
Same day	924	162	21%
One or more nights	1,089	91	9%
Americans	1,951	224	13%
Same day	918	163	22%
One or more nights	1,033	61	6%
Overseas	62	29	88%
Same day	6	-1	-14%
One or more nights	56	30	115%

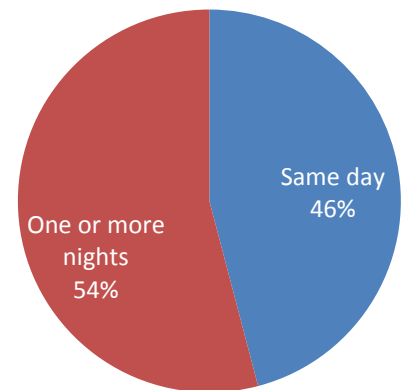
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Figures for visit length exclude Yukoners and Canadians.

January 2015

- In January 2015, 1,951 Americans crossed the border into Yukon. Of those:
 - 47% stayed one day; and
 - 53% stayed one or more nights.
- Of the 62 overseas travellers to cross the Yukon border in January 2015:
 - 10% stayed one day; and
 - 90% stayed one or more nights.

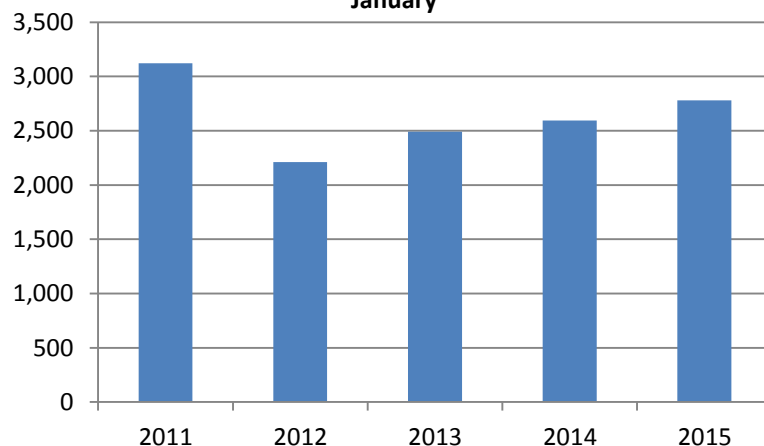
**Border Crossings by Length of Stay
January 2015**



Excludes Yukoners and Canadians.

Five Year Trend

**Border Crossings: Five Year Trend
January**



Includes Yukoners

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

	January	Jan 2014 to Jan 2015	
	2015	Change (#)	Change (%)
(number of people)			
Total VIC visitors	2,022	1,105	121%
Whitehorse	2,022	1,105	121%
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

	January	Jan 2014 to Jan 2015	
	2015	Change (#)	Change (%)
(number of people)			
Total Passengers	20,010	377	2%
Departures	10,380	540	5%
Arrivals	9,630	-163	-2%

Passenger Arrivals at Erik Nielsen Whitehorse International Airport
January

