

YUKON TOURISM VISITATION REPORT

FEBRUARY 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 February 2015:

- An estimated 9,100 people visited Yukon; an increase of 8% compared to February 2014.
- Border crossings through Canadian Border Services Agency ports of entry increased 16% (408 people) over February 2014.
- Air arrivals at Erik Nielson Whitehorse International Airport were up 14% compared to February 2014.

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

- Estimated visitation to Yukon was 17,900; an increase of 3% compared to the same period last year.
- Total border crossings were up 11% (595 people) compared to the same period in 2014.
- Air passengers arriving at Erik Nielson Whitehorse International Airport were up 6% 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.

February

9,100

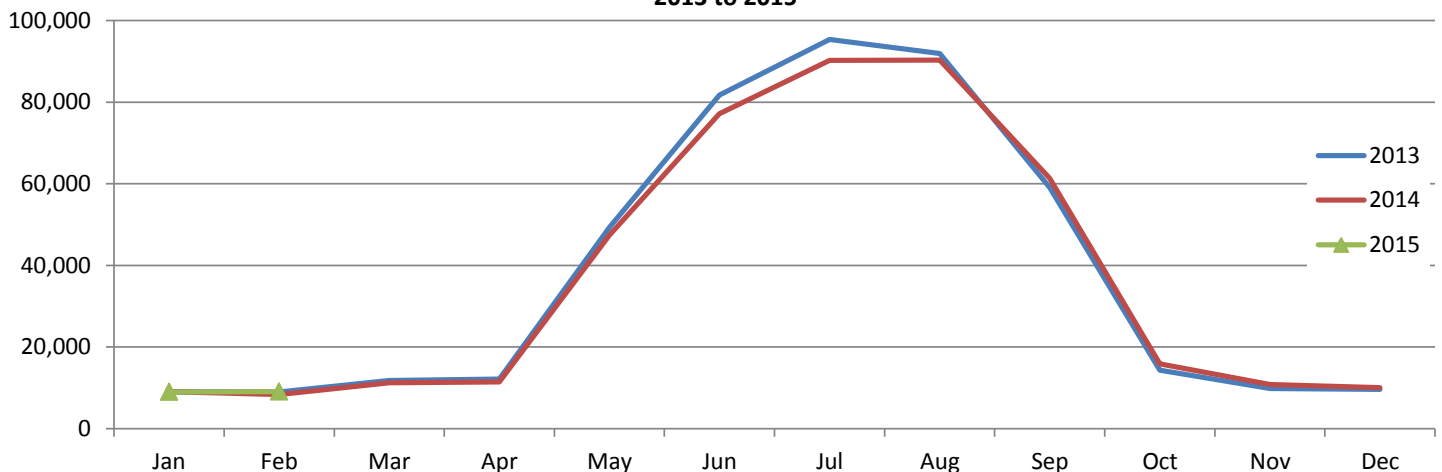
An estimated 9,100 people visited Yukon in February 2015. This represents an increase of approximately 700 people, or 8% compared to February 2014.

Year-to-Date

17,900

An estimated 17,900 people visited Yukon from January to February 2015. This represents an increase of approximately 500 people, or 3% compared to the same period last year.

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

	February 2015	Feb 2014 to Feb 2015		Jan to Feb 2015	Year-to-date
		Change (#)	Change (%)		% Change
(number of people)					
Total Border Crossings	3,009	408	16%	5,790	11%
Americans	1,958	295	18%	3,909	15%
Overseas	87	8	10%	149	33%
Canadians	219	122	126%	293	23%
Yukoners	745	-17	-2%	1,439	-1%
Total Private Vehicles	2,980	440	17%	5,709	11%
Americans	1,956	330	20%	3,867	15%
Overseas	86	10	13%	141	29%
Canadians	193	117	154%	262	20%
Yukoners	745	-17	-2%	1,439	-1%
Total Motorcoach	23	3	15%	55	175%
Americans	0	-20	-100%	32	60%
Overseas	0	0	...	0	...
Canadians	23	23	...	23	...
Yukoners	0	0	...	0	...
Total Air	6	-35	-85%	26	-40%
Americans	2	-15	-88%	10	-47%
Overseas	1	-2	-67%	8	167%
Canadians	3	-18	-86%	8	-62%
Yukoners	0	0	...	0	...

... = not appropriate or applicable

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

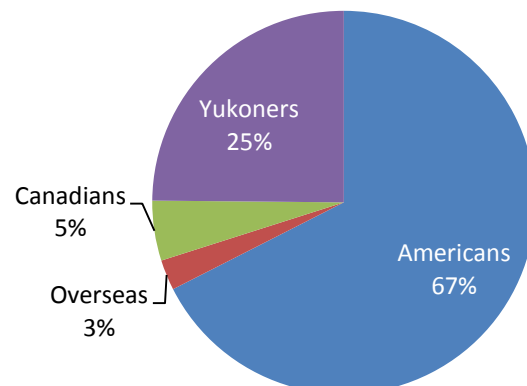
Year-to-Date (January to February) 2015

- Year-to-date, 5,790 people have crossed the border into Yukon, an increase of 11% (595 people) over the same period in 2014.
- Excluding Yukoners, 4,351 people have crossed the border year-to-date, an increase of 16% (610 people) over 2014.

February 2015

- In February 2015, 408 (16%) more people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in February 2014.
- Increases were seen among:
 - Americans (18%);
 - Overseas travellers (10%); and
 - Canadians (126%).
- Of the border crossings:
 - 75% (2,264 people) were non-Yukoners; and
 - 25% (745 people) were Yukoners.
- Excluding Yukoners, border crossings increased 23% (425 people) in February 2015 compared to February 2014.

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



YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Canada Border Services Agency Ports of Entry

February 2015

- Comparing February 2014 to February 2015, increases in border crossings were seen at:
 - Beaver Creek, up 27% (279 people); and
 - Pleasant Camp, up 36% (210 people).
- Beaver Creek was the busiest border crossing in February 2015, with 44% of all border crossings; however 11% of those were Yukoners.
- The port of entry with the highest proportion of Yukoners in February 2015 was Fraser (54% of all people crossing at that port were Yukoners).

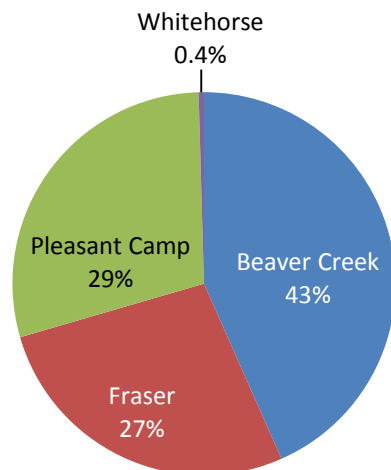
Border Crossings by Port of Entry

	February 2015	Feb 2014 to Feb 2015		Jan to Feb 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Border Crossings	3,009	408	16%	5,790	11%
Total Land Crossings	3,003	443	17%	5,764	12%
Beaver Creek	1,322	279	27%	2,511	18%
Fraser	889	-46	-5%	1,570	-8%
Little Gold	0	0	...	0	...
Pleasant Camp	792	210	36%	1,683	29%
Total Air Crossings	6	-35	-85%	26	-40%
Dawson City	0	-31	-310%	0	-100%
Whitehorse	6	-4	-40%	26	117%

... = not appropriate or applicable

Figures include Yukoners.

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



Year-to-Date (January to February) 2015

- Year-to-date, compared to the same time period in 2014, total land crossings have increased by 12%.
- Year-to-date, Beaver Creek has been the busiest border crossing, with 43% of all year-to-date border crossings; however, 13% of those were Yukoners.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Length of Stay

Border Crossings by Length of Stay and Origin

	February 2015	Feb 2014 to Feb 2015		Jan to Feb 2015	Year-to-date
		Change (#)	Change (%)		% Change
(number of people)					
Total	2,045	303	17%	4,058	16%
Same day	819	128	19%	1,743	20%
One or more nights	1,226	175	17%	2,315	13%
Americans	1,958	295	18%	3,909	15%
Same day	812	123	18%	1,730	20%
One or more nights	1,146	172	18%	2,179	12%
Overseas	87	8	10%	149	33%
Same day	7	5	250%	13	44%
One or more nights	80	3	4%	136	32%

February 2015

- In February 2015, 1,958 Americans crossed the border into Yukon. Of those:
 - 41% stayed one day; and
 - 59% stayed one or more nights.
- Of the 87 overseas travellers to cross the border into Yukon in February 2015:
 - 8% stayed one day; and
 - 92% stayed one or more nights.

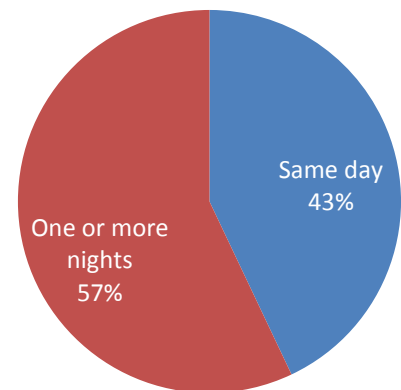
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Figures for visit length exclude Yukoners and Canadians.

Year-to-date (January to February) 2015

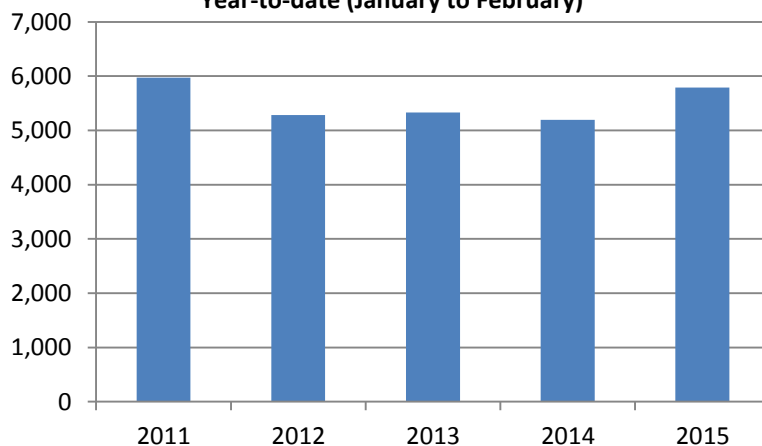
- Year-to-date, excluding Canadians, 4,058 people entered Yukon through CBSA ports of entry. Of those:
 - 43% stayed one day; and
 - 57% stayed one or more nights.
- Of the 2,315 people who entered Yukon for one or more nights, year-to-date:
 - 94% were American; and
 - 6% were from overseas.

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



Five Year Trend

Border Crossings: Five Year Trend
Year-to-date (January to February)



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

	February	Feb 2014 to Feb 2015		Jan to Feb	Year-to-date
	2015	Change (#)	Change (%)	2015	% Change
(number of people)					
Total VIC visitors	2,440	1,174	93%	4,462	104%
Whitehorse	2,440	1,174	93%	4,462	104%
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

	February	Feb 2014 to Feb 2015		Jan to Feb	Year-to-date
	2015	Change (#)	Change (%)	2015	% Change
(number of people)					
Total Passengers	22,188	2,392	12%	42,198	7%
Departures	10,768	1,015	10%	21,148	8%
Arrivals	11,420	1,377	14%	21,050	6%

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

