

YUKON TOURISM VISITATION REPORT

APRIL 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 April 2016:

- Border crossings through Canadian Border Services Agency ports of entry decreased 8% (659 people) over April 2015.
- Air arrivals at Erik Nielson Whitehorse International Airport were down 4% compared to April 2015.

Year-to-date (January to April) 2016:

- Total border crossings were up 8% compared to the same period in 2015.
- Air passengers arriving at Erik Nielson Whitehorse International Airport were up 5% compared to the same period in 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

	Apr 2016	Apr 2015 to Apr 2016		Jan to Apr 2016	Year-to-date % Change
	(number of people)				
Total Border Crossings	7,567	-659	-8%	21,857	8%
Americans	4,502	275	7%	13,071	13%
Overseas	245	44	22%	530	-14%
Canadians	375	-132	-26%	1,258	15%
Yukoners	2,445	-846	-26%	6,998	2%
Total Private Vehicles	7,385	-703	-9%	21,096	6%
Americans	4,338	241	6%	12,791	12%
Overseas	234	38	19%	515	-14%
Canadians	368	-136	-27%	792	-25%
Yukoners	2,445	-846	-26%	6,998	2%
Total Motorcoach	167	77	86%	359	133%
Americans	159	70	79%	261	101%
Overseas	6	6	...	6	...
Canadians	2	1	...	92	283%
Yukoners	0	0	...	0	...
Total Air	15	-33	-69%	402	319%
Americans	5	-36	-88%	19	-73%
Overseas	5	0	0%	9	-44%
Canadians	5	3	150%	374	3640%
Yukoners	0	0	...	0	...

April 2016

- In April 2016, 659 (8%) fewer people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in April 2015.
- Of the total border crossings:
 - 68% (5,122 people) were non-Yukoners; and
 - 32% (2,445 people) were Yukoners.
- Excluding Yukoners, border crossings increased 61% (3,035 people) in April 2016 compared to April 2015.

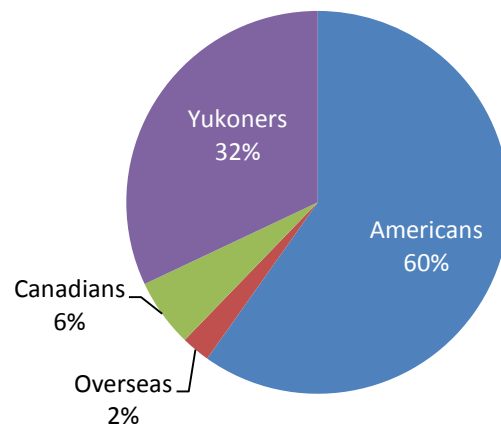
... = not appropriate or applicable

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

Year-to-Date (January to April) 2016

- Year-to-date, 21,857 people have crossed the border into Yukon, an increase of 8% (1,701 people) over the same period in 2015.
- Excluding Yukoners, border crossings increased 12% (1,566 people) over 2015.

Border Crossings by Origin
Year-to-date (January to April) 2016



YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Canada Border Services Agency Ports of Entry

April 2016

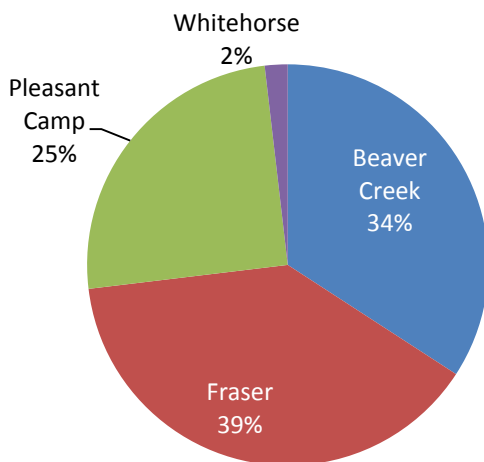
- Comparing April 2016 to April 2015, increases in border crossings were seen at Beaver Creek, up 8% (198 people).
- Fraser was the busiest border crossing in April 2016, with 43% of all border crossings; however 55% of those were Yukoners.
- The land port of entry with the highest proportion of Yukoners in April 2016 was Fraser (55% of all people crossing at that port were Yukoners).
- Of the total 2,445 Yukoners to cross the border at a land port of entry in April 2016, 73% (1,787 Yukoners) crossed at Fraser.

Border Crossings by Port of Entry

	Apr 2016	Apr 2015 to Apr 2016		Jan to Apr 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Border Crossings	7,567	-659	-8%	21,857	8%
Total Land Crossings	7,552	-626	-8%	21,455	7%
Beaver Creek	2,670	198	8%	7,467	7%
Fraser	3,270	-472	-13%	8,509	5%
Pleasant Camp	1,612	-352	-18%	5,479	11%
Total Air Crossings	15	-33	-69%	402	319%
Whitehorse	15	-33	-69%	402	319%

Figures include Yukoners.

**Border Crossings by Port of Entry
Year-to-date (January to April) 2016**



Year-to-Date (January to April) 2016

- Year-to-date, compared to the same time period in 2015, total land crossings have increased by 7%.
- Year-to-date, Fraser has been the busiest border crossing, with 39% of all year-to-date border crossings; however, 60% of those have been Yukoners.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Length of Stay

Border Crossings by Length of Stay and Origin

	Apr 2016	Apr 2015 to Apr 2016		Jan to Apr 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total	4,747	319	7%	13,601	11%
Same day	1,900	314	20%	5,537	8%
One or more nights	2,847	5	0%	8,064	14%
Americans	4,502	275	7%	13,071	13%
Same day	1,847	280	18%	5,423	8%
One or more nights	2,655	-5	0%	7,648	16%
Overseas	245	44	22%	530	-14%
Same day	53	34	179%	114	1%
One or more nights	192	10	5%	416	-17%

April 2016

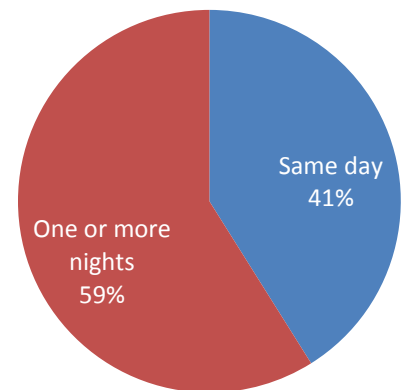
- In April 2016, 4,502 Americans crossed the border into Yukon. Of those:
 - 41% stayed one day; and
 - 59% stayed one or more nights.
- Of the 245 overseas travellers to cross the border into Yukon in April 2016:
 - 22% stayed one day; and
 - 78% stayed one or more nights.

Figures for visit length exclude Yukoners and Canadians.

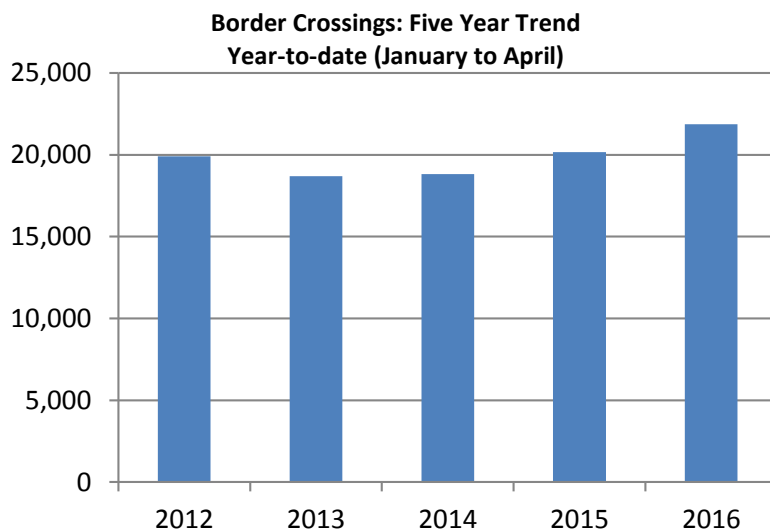
Year-to-date (January to April) 2016

- Year-to-date, excluding Canadians, 13,601 people entered Yukon through CBSA ports of entry. Of those:
 - 41% stayed one day; and
 - 59% stayed one or more nights.
- Of the 8,064 people who entered Yukon for one or more nights, year-to-date:
 - 95% were American; and
 - 5% were from overseas.

Border Crossings by Length of Stay
Year-to-date (January to April) 2016



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

	Apr 2016	Apr 2015 to Apr 2016		Jan to Apr 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total VIC visitors	2,909	247	9%	11,338	14%
Whitehorse	2,909	247	9%	11,338	14%
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

	Apr 2016	Apr 2015 to Apr 2016		Jan to Apr 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Passengers	22,519	-340	-1%	96,026	6%
Departures	11,594	154	1%	48,477	7%
Arrivals	10,925	-494	-4%	47,549	5%

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

