

YUKON TOURISM VISITATION REPORT

APRIL 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 April 2015:

- An estimated 12,800 people visited Yukon; an increase of 12% compared to April 2014.
- Border crossings through Canadian Border Services Agency ports of entry increased 8% (644 people) over April 2014.
- Air arrivals at Erik Nielson Whitehorse International Airport were up 8% compared to April 2014.

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

- Estimated visitation to Yukon was 42,900; an increase of 7% compared to the same period last year.
- Total border crossings were up 7% compared to the same period in 2014.
- Air passengers arriving at Erik Nielson Whitehorse International Airport were up 11% 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.

April

12,800

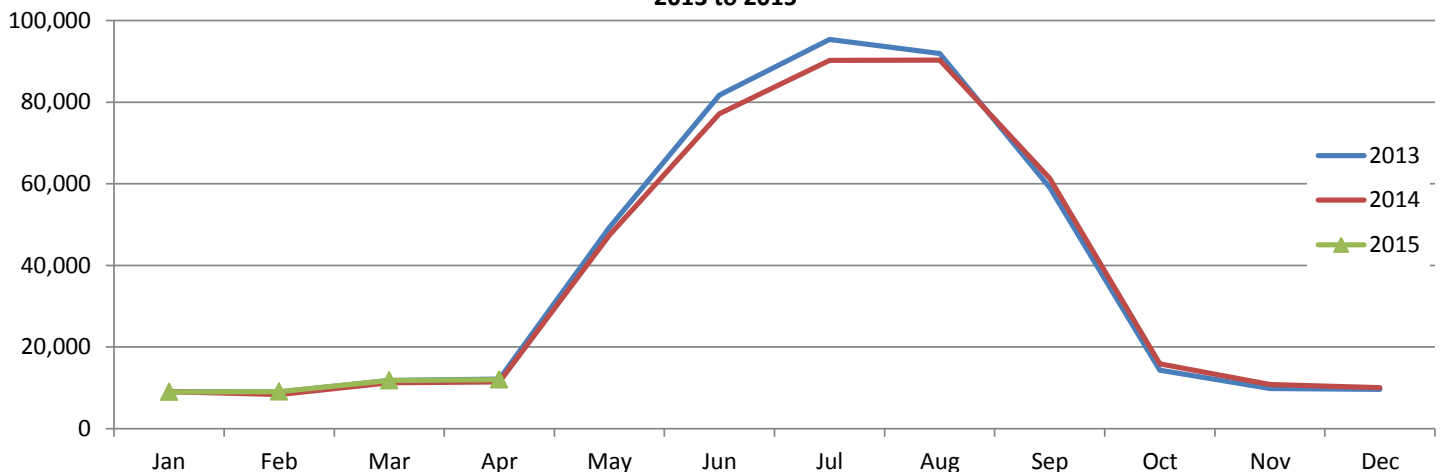
An estimated 12,800 people visited Yukon in April 2015. This represents an increase of approximately 1,400 people, or 12% compared to April 2014.

Year-to-Date

42,900

An estimated 42,900 people visited Yukon from January to April 2015. This represents an increase of approximately 2,800 people, or 7% 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

	April 2015	Apr 2014 to Apr 2015 Change (#)	Apr 2014 to Apr 2015 Change (%)	Jan to Apr 2015	Year-to-date % Change
(number of people)					
Total Border Crossings	8,226	644	8%	20,156	7%
Americans	4,227	973	30%	11,582	21%
Overseas	201	40	25%	617	69%
Canadians	507	184	57%	1,094	-17%
Yukoners	3,291	-553	-14%	6,863	-9%
Total Private Vehicles	8,088	619	8%	19,906	10%
Americans	4,097	912	29%	11,382	21%
Overseas	196	35	22%	601	67%
Canadians	504	225	81%	1,060	36%
Yukoners	3,291	-553	-14%	6,863	-9%
Total Motorcoach	90	48	114%	154	117%
Americans	89	50	128%	130	120%
Overseas	0	0	...	0	...
Canadians	1	-2	-67%	24	...
Yukoners	0	0	...	0	-100%
Total Air	48	-23	-32%	96	-85%
Americans	41	11	37%	70	-15%
Overseas	5	5	...	16	220%
Canadians	2	-39	-95%	10	-98%
Yukoners	0	0	...	0	...

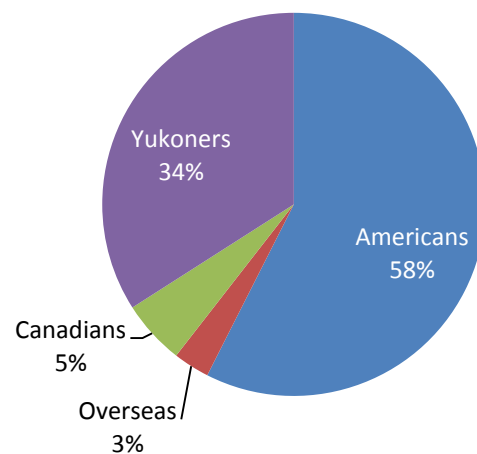
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Private vehicles include people in automobiles, cyclists, and pedestrians.

Year-to-Date (January to April) 2015

- Year-to-date, 20,156 people have crossed the border into Yukon, an increase of 7% (1,339 people) over the same period in 2014.
- Excluding Yukoners, 13,293 people have crossed the border year-to-date, an increase of 18% (2,043 people) over 2014.

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



April 2015

- In April 2015, 644 (8%) more people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in April 2014.
- Increases were seen among:
 - Americans (30%);
 - Overseas travellers (25%); and
 - Canadians (57%).
- Of the total border crossings:
 - 60% (4,935 people) were non-Yukoners; and
 - 40% (3,291 people) were Yukoners.
- Excluding Yukoners, border crossings increased 32% (1,197 people) in April 2015 compared to April 2014.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Canada Border Services Agency Ports of Entry

April 2015

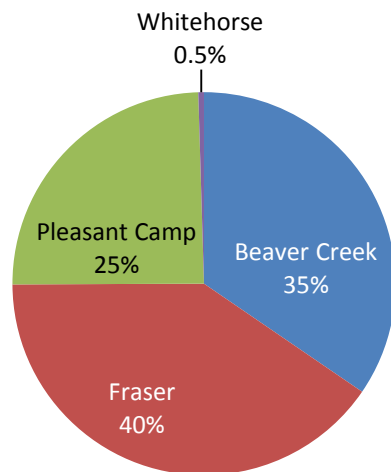
- Comparing April 2014 to April 2015, increases in border crossings were seen at:
 - Beaver Creek, up 19% (394 people); and
 - Pleasant Camp, up 36% (523 people).
- Fraser was the busiest border crossing in April 2015, with 45% of all border crossings; however 65% of those were Yukoners.
- The land port of entry with the highest proportion of Yukoners in April 2015 was Fraser (65% of all people crossing at that port were Yukoners).

Border Crossings by Port of Entry

	April 2015	Apr 2014 to Apr 2015		Jan to Apr 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Border Crossings	8,226	644	8%	20,156	7%
Total Land Crossings	8,178	667	9%	20,060	11%
Beaver Creek	2,472	394	19%	6,963	15%
Fraser	3,742	-250	-6%	8,141	-3%
Little Gold	0	0	...	0	...
Pleasant Camp	1,964	523	36%	4,956	39%
Total Air Crossings	48	-23	-32%	96	-88%
Dawson City	0	-4	-100%	0	-100%
Whitehorse	48	-19	-28%	96	-84%

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

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



Year-to-Date (January to April) 2015

- Year-to-date, compared to the same time period in 2014, total land crossings have increased by 11%.
- Year-to-date, Fraser has been the busiest border crossing, with 40% of all year-to-date border crossings; however, 60% of those were Yukoners.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Length of Stay

Border Crossings by Length of Stay and Origin

	April 2015	Apr 2014 to Apr 2015		Jan to Apr 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total	4,428	1,013	30%	12,199	23%
Same day	1,586	455	40%	5,130	27%
One or more nights	2,842	558	24%	7,069	20%
Americans	4,227	973	30%	11,582	21%
Same day	1,567	451	40%	5,017	25%
One or more nights	2,660	522	24%	6,565	18%
Overseas	201	40	25%	617	69%
Same day	19	4	27%	113	163%
One or more nights	182	36	25%	504	57%

April 2015

- In April 2015, 4,227 Americans crossed the border into Yukon. Of those:
 - 37% stayed one day; and
 - 63% stayed one or more nights.
- Of the 201 overseas travellers to cross the border into Yukon in April 2015:
 - 9% stayed one day; and
 - 91% stayed one or more nights.

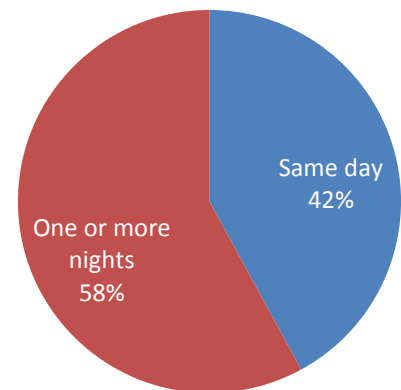
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Figures for visit length exclude Yukoners and Canadians.

Year-to-date (January to April) 2015

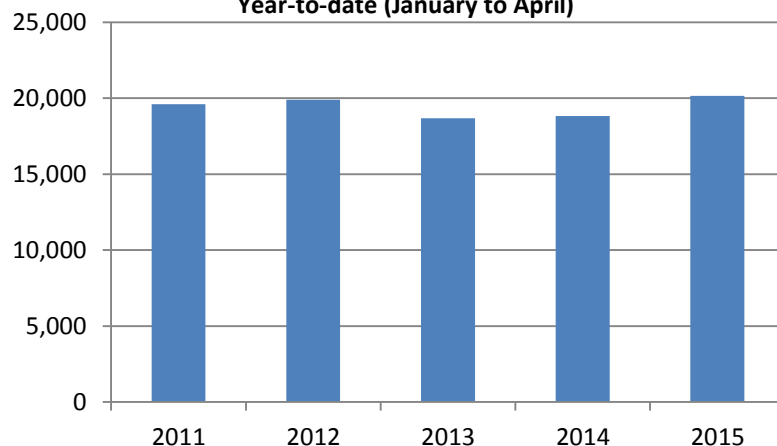
- Year-to-date, excluding Canadians, 12,199 people entered Yukon through CBSA ports of entry. Of those:
 - 42% stayed one day; and
 - 58% stayed one or more nights.
- Of the 7,069 people who entered Yukon for one or more nights, year-to-date:
 - 98% were American; and
 - 2% were from overseas.

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



Five Year Trend

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



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

	Apr 2015	Apr 2014 to Apr 2015		Jan to Apr 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total VIC visitors	2,662	1,713	181%	9,955	149%
Whitehorse	2,662	1,713	181%	9,955	149%
Beaver Creek
Carcross
Dawson City
Haines Junction
Watson Lake
Airport

... = not appropriate or applicable

.. = not available

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

	April 2015	Apr 2014 to Apr 2015		Jan to Apr 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Passengers	22,859	1,223	6%	90,856	10%
Departures	11,440	407	4%	45,368	9%
Arrivals	11,419	816	8%	45,488	11%

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

