

YUKON TOURISM VISITATION REPORT

MAY 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 May 2015:

- An estimated 48,900 people visited Yukon; an increase of 3% compared to May 2014.
- Border crossings through Canadian Border Services Agency ports of entry increased 10% (3,618 people) over May 2014.
- Air arrivals at Erik Nielson Whitehorse International Airport were up 2% compared to May 2014.

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

- Estimated visitation to Yukon was 91,800; an increase of 5% compared to the same period last year.
- Total border crossings were up 9% compared to the same period in 2014.
- Air passengers arriving at Erik Nielson Whitehorse International Airport were up 9% 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.

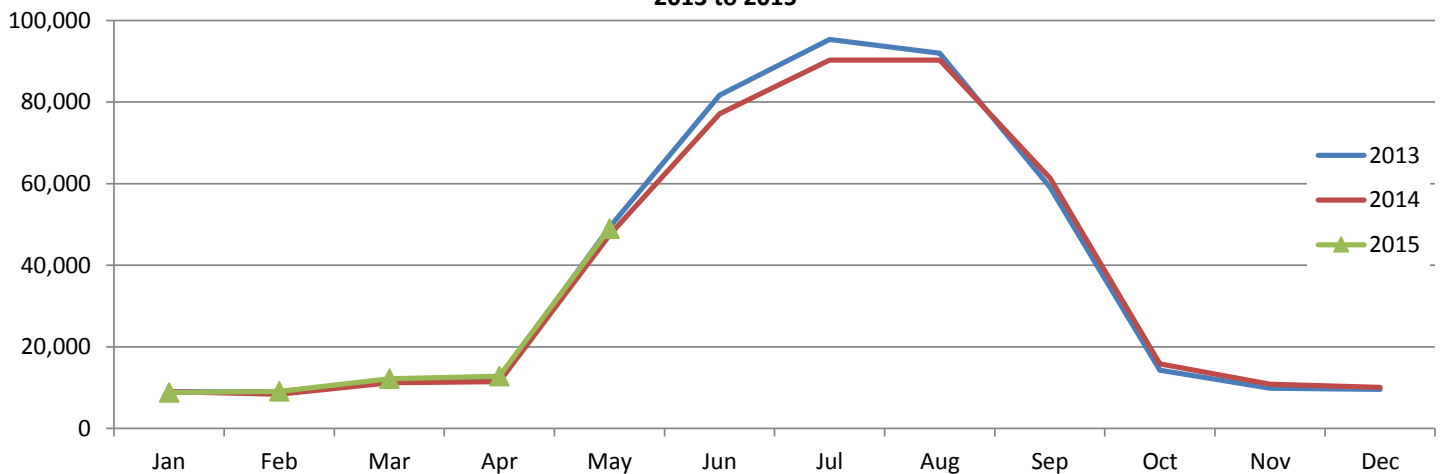
May **48,900**

An estimated 48,900 people visited Yukon in May 2015. This represents an increase of approximately 1,500 people, or 3% compared to May 2014.

Year-to-Date **91,800**

An estimated 91,800 people visited Yukon from January to May 2015. This represents an increase of approximately 4,300 people, or 5% 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

	May 2015	May 2014 to May 2015		Jan to May 2015	Year-to-date
		Change (#)	Change (%)		% Change
(number of people)					
Total Border Crossings	39,104	3,618	10%	59,260	9%
Americans	23,687	1,859	9%	35,269	12%
Overseas	6,773	1,882	38%	7,390	41%
Canadians	2,915	485	20%	4,009	7%
Yukoners	5,729	-608	-10%	12,592	-9%
Total Private Vehicles	18,276	657	4%	38,182	7%
Americans	10,674	598	6%	22,056	13%
Overseas	870	170	24%	1,471	39%
Canadians	1,003	497	98%	2,063	61%
Yukoners	5,729	-608	-10%	12,592	-9%
Total Motorcoach	19,720	3,160	19%	19,874	19%
Americans	12,452	1,682	16%	12,582	16%
Overseas	5,542	1,475	36%	5,542	36%
Canadians	1,726	3	0%	1,750	1%
Yukoners	0	0	...	0	...
Total Air	1,108	-199	-15%	1,204	-38%
Americans	561	-421	-43%	631	-41%
Overseas	361	237	191%	377	192%
Canadians	186	-15	-7%	196	-74%
Yukoners	0	0	...	0	...

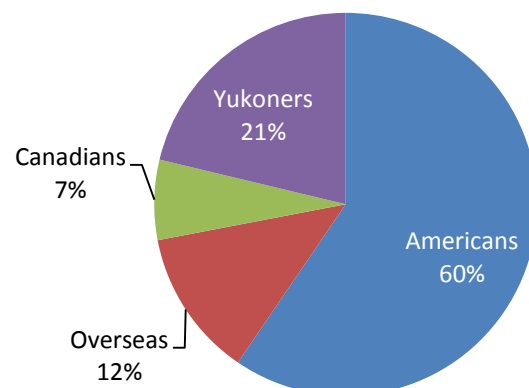
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Private vehicles include people in automobiles, cyclists, and pedestrians.

Year-to-Date (January to May) 2015

- Year-to-date, 59,260 people have crossed the border into Yukon, an increase of 9% (4,957 people) over the same period in 2014.
- Excluding Yukoners, 46,668 people have crossed the border year-to-date, an increase of 16% (6,269 people) over 2014.

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



May 2015

- In May 2015, 3,618 (10%) more people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in May 2014.
- Increases were seen among:
 - Americans (9%);
 - Overseas travellers (38%); and
 - Canadians (20%).
- Of the total border crossings:
 - 85% (33,375 people) were non-Yukoners; and
 - 15% (5,729 people) were Yukoners.
- Excluding Yukoners, border crossings increased 14% (4,226 people) in May 2015 compared to May 2014.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Canada Border Services Agency Ports of Entry

May 2015

- Comparing May 2014 to May 2015, increases in border crossings were seen at:
 - Beaver Creek, up 10% (481 people);
 - Fraser, up 10% (2,735 people);
 - Little Gold, up 32% (136 people); and
 - Pleasant Camp, up 16% (465 people).
- Fraser was the busiest border crossing in May 2015, with 76% of all border crossings; however 15% of those were Yukoners.
- The land port of entry with the highest proportion of Yukoners in May 2015 was Pleasant Camp (34% of all people crossing at that port were Yukoners).

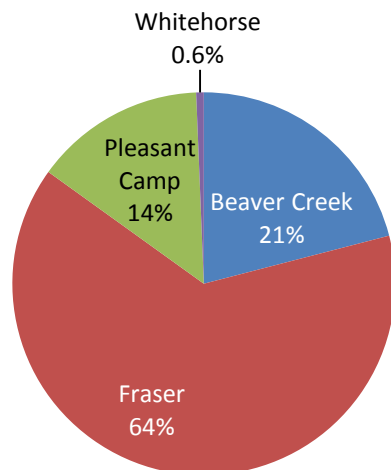
Border Crossings by Port of Entry

	May 2015	May 2014 to May 2015		Jan to May 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Border Crossings	39,104	3,618	10%	59,260	9%
Total Land Crossings	37,996	3,817	11%	58,056	11%
Beaver Creek	5,166	481	10%	12,129	13%
Fraser	28,872	2,735	10%	37,013	7%
Little Gold	561	136	32%	561	32%
Pleasant Camp	3,397	465	16%	8,353	28%
Total Air Crossings	1,108	-199	-15%	1,204	-42%
Dawson City	833	-267	-24%	833	-35%
Whitehorse	275	68	33%	371	-54%

... = not appropriate or applicable

Figures include Yukoners.

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



Year-to-Date (January to May) 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 64% of all year-to-date border crossings; however, 25% of those were Yukoners.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Length of Stay

Border Crossings by Length of Stay and Origin

	May 2015	May 2014 to May 2015		Jan to May 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total	30,460	4,847	19%	42,659	20%
Same day	22,991	2,953	15%	28,121	17%
One or more nights	7,469	1,894	34%	14,538	27%
Americans	23,687	2,841	14%	35,269	16%
Same day	17,396	1,578	10%	22,413	13%
One or more nights	6,291	1,263	25%	12,856	22%
Overseas	6,773	2,006	42%	7,390	44%
Same day	5,595	1,375	33%	5,708	34%
One or more nights	1,178	631	115%	1,682	94%

May 2015

- In May 2015, 23,687 Americans crossed the border into Yukon. Of those:
 - 73% stayed one day; and
 - 27% stayed one or more nights.
- Of the 6,773 overseas travellers to cross the border into Yukon in May 2015:
 - 83% stayed one day; and
 - 17% stayed one or more nights.

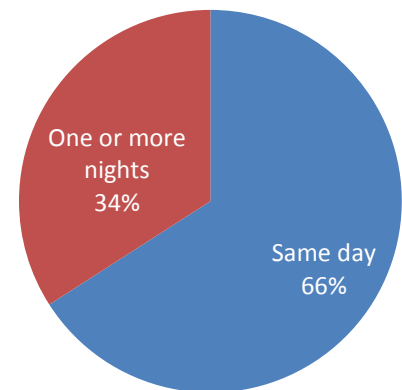
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Figures for visit length exclude Yukoners and Canadians.

Year-to-date (January to May) 2015

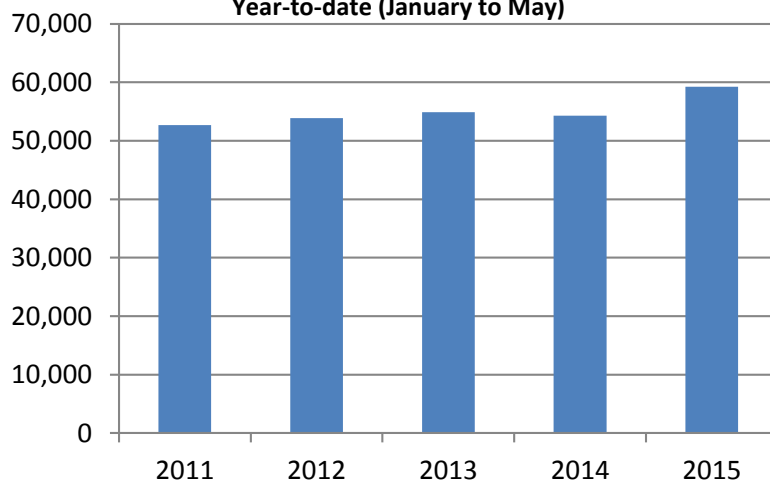
- Year-to-date, excluding Canadians, 42,659 people entered Yukon through CBSA ports of entry. Of those:
 - 66% stayed one day; and
 - 34% stayed one or more nights.
- Of the 14,538 people who entered Yukon for one or more nights, year-to-date:
 - 88% were American; and
 - 12% were from overseas.

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



Five Year Trend

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



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

	May 2015	May 2014 to May 2015		Jan to May 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total VIC visitors	21,699	-1,227	-5%	31,654	18%
Whitehorse	6,404	-330	-5%	16,359	52%
Beaver Creek	1,011	43	4%	1,011	4%
Carcross	7,575	-1,575	-17%	7,575	-17%
Dawson City	2,603	502	24%	2,603	24%
Haines Junction	1,569	174	12%	1,569	12%
Watson Lake	2,537	618	32%	2,537	32%
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

	May 2015	May 2014 to May 2015		Jan to May 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Passengers	23,310	306	1%	114,166	8%
Departures	11,074	35	0%	56,442	7%
Arrivals	12,236	271	2%	57,724	9%

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

