

YUKON TOURISM VISITATION REPORT

JUNE 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 June 2016:

- Border crossings through Canadian Border Services Agency ports of entry increased 5% (3,462 people) over June 2015.
- Visits to Visitor Information Centers across Yukon were up 24% (13,056 visits) over June 2015.
- Air arrivals at Erik Nielson Whitehorse International Airport were up 13% compared to June 2015.

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

- Total border crossings were up 4% compared to the same period in 2015.
- Visits to Visitor Information Centers across Yukon were up 25% (22,020 visits) over the same period in 2015.
- Air passengers arriving at Erik Nielson Whitehorse International Airport were up 8% 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 June 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

	Jun 2016	Jun 2015 to Jun 2016		Jan to Jun 2016	Year-to-date % Change
	(number of people)				
Total Border Crossings	69,012	3,462	5%	130,172	4%
Americans	48,018	2,372	5%	85,041	5%
Overseas	9,227	81	1%	15,776	-5%
Canadians	6,267	376	6%	10,712	8%
Yukoners	5,500	633	13%	18,643	7%
Total Private Vehicles	34,147	4,858	17%	75,409	12%
Americans	21,925	3,164	17%	46,076	13%
Overseas	2,913	452	18%	4,620	17%
Canadians	3,809	609	19%	6,070	15%
Yukoners	5,500	633	13%	18,643	7%
Total Motorcoach	31,701	-1,484	-4%	50,665	-5%
Americans	24,364	-926	-4%	37,030	-2%
Overseas	5,364	-279	-5%	9,897	-12%
Canadians	1,973	-279	-12%	3,738	-7%
Yukoners
Total Air	3,164	88	3%	4,098	-4%
Americans	1,729	134	8%	1,935	-13%
Overseas	950	-92	-9%	1,259	-11%
Canadians	485	46	10%	904	42%
Yukoners

June 2016

- In June 2016, 3,462 (5%) more people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in June 2015.
- Of the total border crossings:
 - 92% (63,512 people) were non-Yukoners; and
 - 8% (5,500 people) were Yukoners.
- Excluding Yukoners, border crossings increased 5% (2,829 people) in June 2016 compared to June 2015.

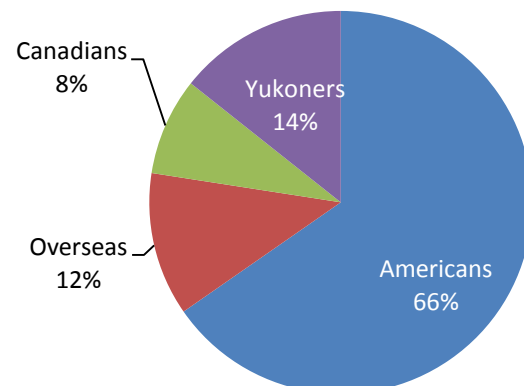
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Private vehicles include people in automobiles, cyclists, and pedestrians.

Year-to-Date (January to June) 2016

- Year-to-date, 130,172 people have crossed the border into Yukon, an increase of 4% (5,362 people) over the same period in 2015.
- Excluding Yukoners, border crossings increased 4% (4,178 people) over 2015.

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



YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Canada Border Services Agency Ports of Entry

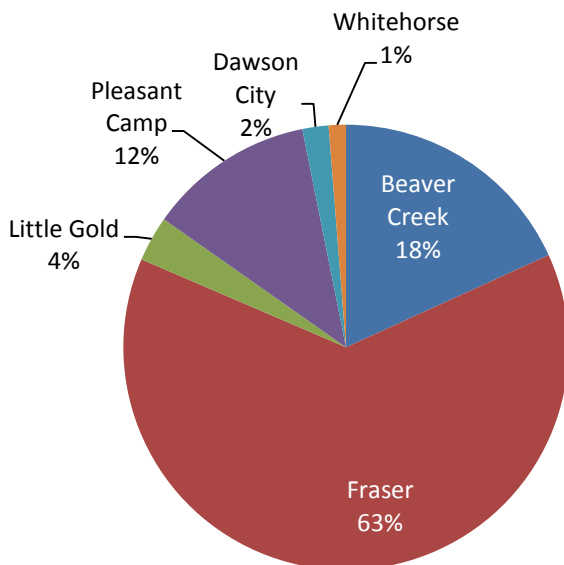
June 2016

- Comparing June 2016 to June 2015, increases in border crossings were seen at:
 - Beaver Creek, up 13% (1,214 people);
 - Fraser, up 3% (1,119 people);
 - Little Gold, up 23% (681 people); and
 - Pleasant Camp, up 6% (360 people).
- Fraser was the busiest border crossing in June 2016, with 66% of all border crossings; however 7% of those were Yukoners. Figures include Yukoners.

	Border Crossings by Port of Entry				
	Jun 2016	Jun 2015 to Jun 2016		Jan to Jun 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Border Crossings	69,012	3,462	5%	130,172	4%
Total Land Crossings	65,848	3,374	5%	126,074	5%
Beaver Creek	10,662	1,214	13%	23,697	10%
Fraser	45,255	1,119	3%	82,343	1%
Little Gold	3,617	681	23%	4,285	23%
Pleasant Camp	6,314	360	6%	15,749	10%
Total Air Crossings	3,164	88	3%	4,098	-4%
Dawson City	2,197	83	4%	2,469	-16%
Whitehorse	967	13	1%	1,629	23%

- Of the total 5,500 Yukoners to cross the border at a land port of entry in June 2016, 59% (3,269 Yukoners) crossed at Fraser.

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



Year-to-Date (January to June) 2016

- Year-to-date, compared to the same time period in 2015, total land crossings have increased by 5%.
- Year-to-date, Fraser has been the busiest border crossing, with 63% of all year-to-date border crossings; however, 15% of crossing at that border have been Yukoners.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Length of Stay

Border Crossings by Length of Stay and Origin

	Jun 2016	Jun 2015 to Jun 2016		Jan to Jun 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total	57,245	2,453	4%	100,817	3%
Same day	38,543	834	2%	66,194	1%
One or more nights	18,702	1,619	9%	34,623	9%
Americans	48,018	2,372	5%	85,041	5%
Same day	33,032	848	3%	55,739	2%
One or more nights	14,986	1,524	11%	29,302	11%
Overseas	9,227	81	1%	15,776	-5%
Same day	5,511	-14	0%	10,455	-7%
One or more nights	3,716	95	3%	5,321	0%

June 2016

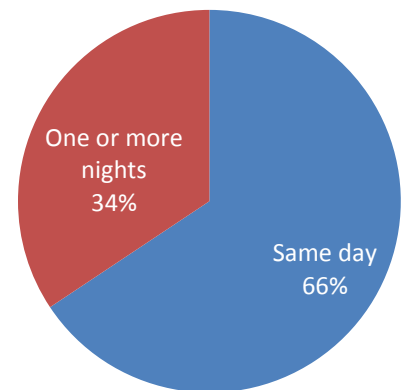
- In June 2016, 48,018 Americans crossed the border into Yukon. Of those:
 - 69% stayed one day; and
 - 31% stayed one or more nights.
- Of the 9,227 overseas travellers to cross the border into Yukon in June 2016:
 - 60% stayed one day; and
 - 40% stayed one or more nights.

Figures for visit length exclude Yukoners and Canadians.

Year-to-date (January to June) 2016

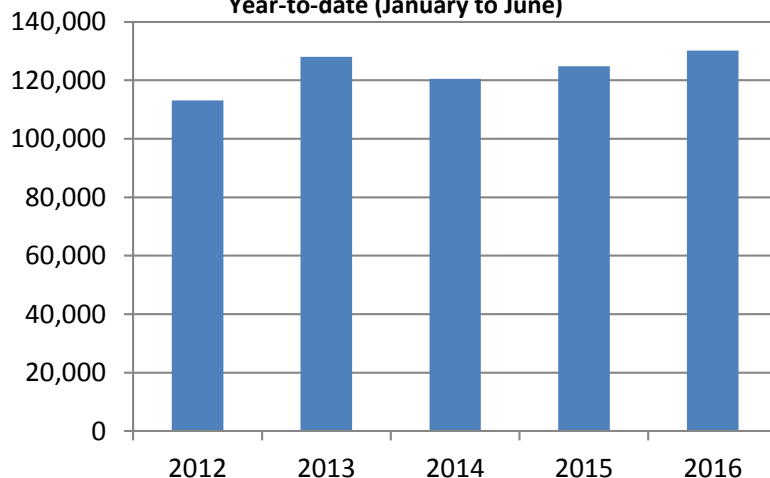
- Year-to-date, excluding Canadians, 100,817 people entered Yukon through CBSA ports of entry. Of those:
 - 66% stayed one day; and
 - 34% stayed one or more nights.
- Of the 34,623 people who entered Yukon for one or more nights, year-to-date:
 - 85% were American; and
 - 15% were from overseas.

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



Five Year Trend

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



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

	Jun 2016	Jun 2015 to Jun 2016		Jan to Jun 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total VIC visitors	68,453	13,056	24%	109,071	25%
Whitehorse	18,363	855	5%	38,850	15%
Beaver Creek	2,943	395	16%	3,998	12%
Carcross	24,446	10,751	79%	35,915	69%
Dawson City	9,326	-1,051	-10%	11,619	-10%
Haines Junction	5,858	706	14%	8,015	19%
Watson Lake	7,495	1,378	23%	10,652	23%
Airport	22	22	...	22	...

.. = 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

	Jun 2016	Jun 2015 to Jun 2016		Jan to Jun 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Passengers	34,069	4,714	16%	155,789	9%
Departures	16,720	2,750	20%	77,055	9%
Arrivals	17,349	1,964	13%	78,734	8%

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

