

YUKON TOURISM VISITATION REPORT

JUNE 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 June 2015:

- An estimated 76,800 people visited Yukon; a decrease of 300 people compared to June 2014.
- Border crossings through Canadian Border Services Agency ports of entry decreased 1% (700 people) over June 2014.
- Air arrivals at Erik Nielson Whitehorse International Airport were up 6% compared to June 2014.

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

- Estimated visitation to Yukon was 168,700; an increase of 2% compared to the same period last year.
- Total border crossings were up 4% compared to the same period in 2014.
- Air passengers arriving at Erik Nielson Whitehorse International Airport were up 8% 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.

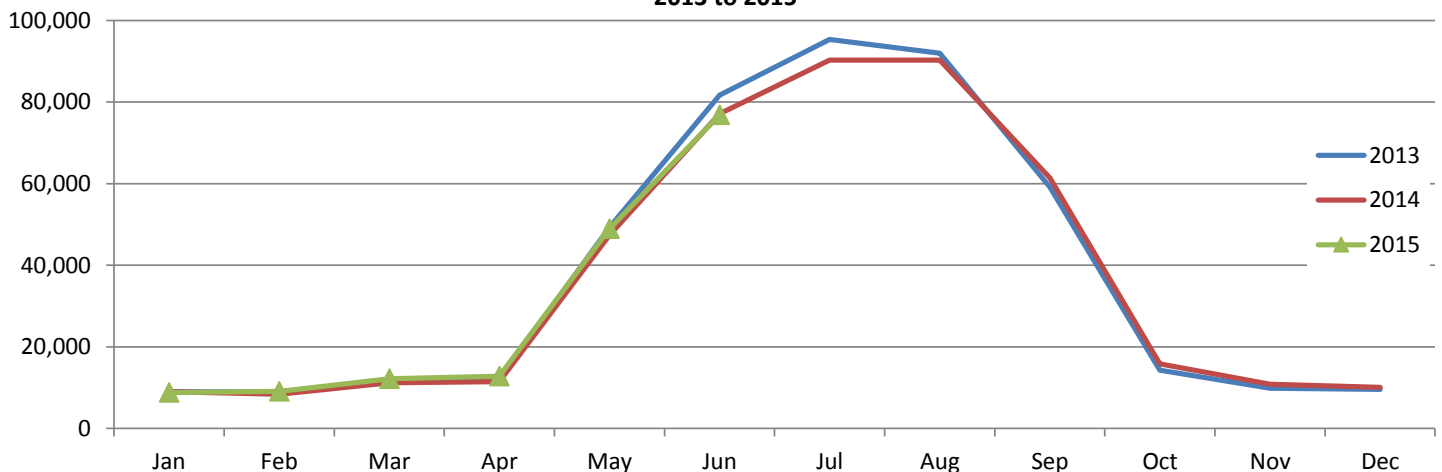
June **76,800**

An estimated 76,800 people visited Yukon in June 2015. This represents a decrease of approximately 300 people compared to June 2014.

Year-to-Date **168,700**

An estimated 168,700 people visited Yukon from January to June 2015. This represents an increase of approximately 4,000 people, or 2% 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

	Jun 2015	Jun 2014 to Jun 2015		Jan to Jun 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Border Crossings	65,550	-700	-1%	124,810	4%
Americans	45,646	749	2%	80,915	6%
Overseas	9,146	469	5%	16,536	19%
Canadians	5,891	-449	-7%	9,900	-2%
Yukoners	4,867	-1,469	-23%	17,459	-14%
Total Private Vehicles	29,289	-3,280	-10%	67,471	-1%
Americans	18,761	-2,351	-11%	40,817	1%
Overseas	2,461	50	2%	3,932	13%
Canadians	3,200	490	18%	5,263	32%
Yukoners	4,867	-1,469	-23%	17,459	-14%
Total Motorcoach	33,185	3,047	10%	53,059	13%
Americans	25,290	3,200	14%	37,872	15%
Overseas	5,643	619	12%	11,185	23%
Canadians	2,252	-772	-26%	4,002	-16%
Yukoners	0	0	...	0	...
Total Air	3,076	-467	-13%	4,280	-22%
Americans	1,595	-100	-6%	2,226	-19%
Overseas	1,042	-200	-16%	1,419	4%
Canadians	439	-167	-28%	635	-53%
Yukoners	0	0	...	0	...

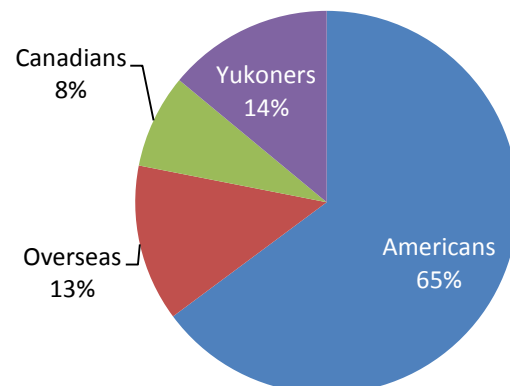
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Private vehicles include people in automobiles, cyclists, and pedestrians.

Year-to-Date (January to June) 2015

- Year-to-date, 124,810 people have crossed the border into Yukon, an increase of 4% (4,257 people) over the same period in 2014.
- Excluding Yukoners, 107,351 people have crossed the border year-to-date, an increase of 7% (7,038 people) over 2014.

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



June 2015

- In June 2015, 700 (1%) fewer people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in June 2014.
- Increases though were seen among:
 - Americans (2%); and
 - Overseas travellers (5%).
- Of the total border crossings:
 - 93% (60,683 people) were non-Yukoners; and
 - 7% (4,867 people) were Yukoners.
- Excluding Yukoners, border crossings increased 1% (769 people) in June 2015 compared to June 2014.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Canada Border Services Agency Ports of Entry

June 2015

- Comparing June 2014 to June 2015, increases in border crossings were seen at:
 - Little Gold, up 1% (39 people); and
 - Pleasant Camp, up 16% (836 people).
- Fraser was the busiest border crossing in June 2015, with 71% of all land border crossings; however 6% of those were Yukoners.
- The land port of entry with the highest proportion of Yukoners in June 2015 was Pleasant Camp (30% of all people crossing at that port were Yukoners).

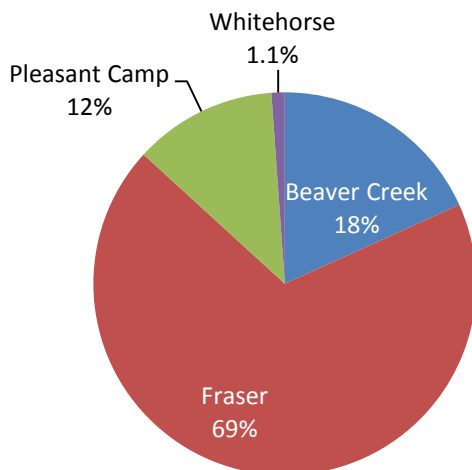
Border Crossings by Port of Entry

	Jun 2015	Jun 2014 to Jun 2015		Jan to Jun 2015	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
Total Border Crossings	65,550	-700	-1%	124,810	4%
Total Land Crossings	62,482	-228	0%	120,538	5%
Beaver Creek	9,456	-274	-3%	21,585	5%
Fraser	44,136	-829	-2%	81,149	2%
Little Gold	2,936	39	1%	3,497	5%
Pleasant Camp	5,954	836	16%	14,307	23%
Total Air Crossings	3,068	-472	-13%	4,272	-24%
Dawson City	2,114	-245	-10%	2,947	-19%
Whitehorse	954	-227	-19%	1,325	-33%

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Figures include Yukoners.

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



Year-to-Date (January to June) 2015

- Year-to-date, compared to the same time period in 2014, total land crossings have increased by 5%.
- Year-to-date, Fraser has been the busiest border crossing, with 69% of all year-to-date border crossings; however, 14% of those were Yukoners.

YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Length of Stay

Border Crossings by Length of Stay and Origin

	Jun	Jun 2014 to Jun 2015		Jan to Jun	Year-to-date
	2015	Change (#)	Change (%)	2015	% Change
(number of people)					
Total	54,792	1,218	2%	97,451	9%
Same day	37,709	1,393	4%	65,830	9%
One or more nights	17,083	-175	-1%	31,621	10%
Americans	45,646	749	2%	80,915	7%
Same day	32,184	791	3%	54,597	7%
One or more nights	13,462	-42	0%	26,318	9%
Overseas	9,146	469	5%	16,536	20%
Same day	5,525	602	12%	11,233	22%
One or more nights	3,621	-133	-4%	5,303	15%

June 2015

- In June 2015, 45,646 Americans crossed the border into Yukon. Of those:
 - 71% stayed one day; and
 - 29% stayed one or more nights.
- Of the 9,146 overseas travellers to cross the border into Yukon in June 2015:
 - 60% stayed one day; and
 - 40% stayed one or more nights.

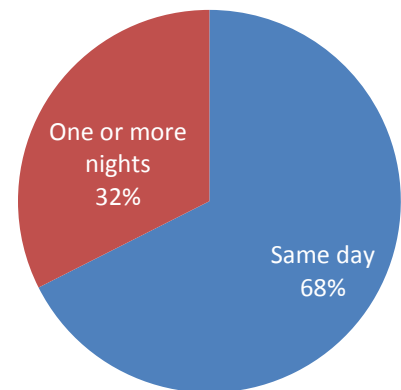
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Figures for visit length exclude Yukoners and Canadians.

Year-to-date (January to June) 2015

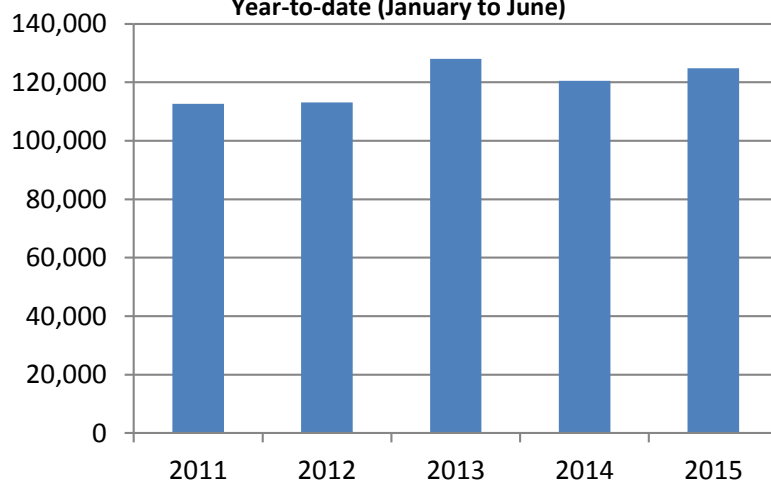
- Year-to-date, excluding Canadians, 97,451 people entered Yukon through CBSA ports of entry. Of those:
 - 68% stayed one day; and
 - 32% stayed one or more nights.
- Of the 31,621 people who entered Yukon for one or more nights, year-to-date:
 - 83% were American; and
 - 17% were from overseas.

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



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	Jun 2014 to Jun 2015		Jan to Jun	Year-to-date
	2015	Change (#)	Change (%)	2015	% Change
(number of people)					
Total VIC visitors	55,397	326	1%	87,051	6%
Whitehorse	17,508	-75	0%	33,867	20%
Beaver Creek	2,548	167	7%	1,011	-70%
Carcross	13,695	-3,067	-18%	7,575	-71%
Dawson City	10,377	4,279	70%	2,603	-68%
Haines Junction	5,152	470	10%	1,569	-74%
Watson Lake	6,117	-29	0%	2,537	-69%
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

	June	Jun 2014 to Jun 2015		Jan to Jun	Year-to-date
	2015	Change (#)	Change (%)	2015	% Change
(number of people)					
Total Passengers	29,355	-878	-3%	143,521	6%
Departures	13,970	-1,772	-11%	70,412	3%
Arrivals	15,385	894	6%	73,109	8%

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

