

# YUKON TOURISM VISITATION REPORT

## AUGUST 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 August 2016:

- Border crossings through Canadian Border Services Agency ports of entry increased 5% (3,327 people) over August 2015.
- Air arrivals at Erik Nielson Whitehorse International Airport were up 8% compared to August 2015.

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

- Total border crossings were up 2% compared to 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: 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

	Aug 2016	Aug 2015 to Aug 2016		Jan to Aug 2016	Year-to-date
	(number of people)	Change (#)	Change (%)	(number of people)	% Change
<b>Total Border Crossings</b>	73,998	3,327	5%	279,089	2%
<b>Americans</b>	49,015	1,953	4%	183,305	1%
<b>Overseas</b>	10,877	672	7%	36,608	-1%
<b>Canadians</b>	8,141	906	13%	27,845	11%
<b>Yukoners</b>	5,965	-204	-3%	31,331	10%
<b>Total Private Vehicles</b>	41,363	4,985	14%	161,451	14%
<b>Americans</b>	25,404	2,815	12%	98,718	12%
<b>Overseas</b>	4,500	889	25%	13,194	19%
<b>Canadians</b>	5,494	-675	-11%	18,208	13%
<b>Yukoners</b>	5,965	1,956	49%	31,331	19%
<b>Total Motorcoach</b>	29,280	-972	-3%	106,765	-11%
<b>Americans</b>	21,775	-540	-2%	79,168	-10%
<b>Overseas</b>	5,335	125	2%	19,806	-11%
<b>Canadians</b>	2,170	-527	-20%	7,791	-18%
<b>Yukoners</b>	...	...	...	...	...
<b>Total Air</b>	3,355	-686	-17%	10,873	-9%
<b>Americans</b>	1,836	-322	-15%	5,419	-16%
<b>Overseas</b>	1,042	-312	-23%	3,608	-6%
<b>Canadians</b>	477	-52	-10%	1,846	12%
<b>Yukoners</b>	...	...	...	...	...

... = not appropriate or applicable

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

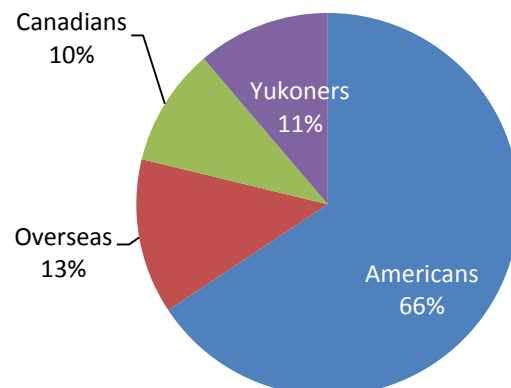
#### Year-to-Date (January to August) 2016

- Year-to-date, 279,089 people have crossed the border into Yukon, an increase of 2% (6,156 people) over the same period in 2015.
- Excluding Yukoners, border crossings increased 1% over 2015.

#### August 2016

- In August 2016, 3,327 (2%) more people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in August 2015.
- Of the total border crossings:
  - 92% (68,033 people) were non-Yukoners; and
  - 8% (5,965 people) were Yukoners.
- Excluding Yukoners, border crossings increased 5% (3,531 people) in August 2016 compared to August 2015.

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



# YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

## Canada Border Services Agency Ports of Entry

### August 2016

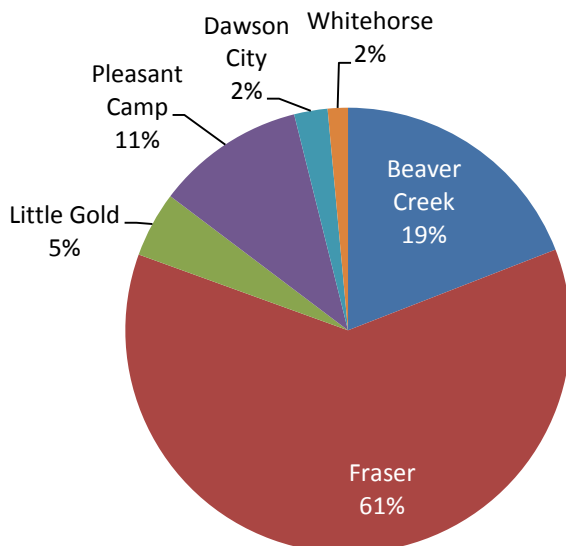
- Comparing August 2016 to August 2015, increases in border crossings were seen at:
  - Beaver Creek, up 11% (1,447 people);
  - Fraser, up 15% (2,159 people);
  - Little Gold, up 6% (239 people); and
  - Pleasant Camp, up 3% (168 people).
- Fraser was the busiest border crossing in August 2016, with 61% of all border crossings; however 8% of those were Yukoners.

	Border Crossings by Port of Entry				
	Aug 2016	Aug 2015 to Aug 2016		Jan to Aug 2016	Year-to-date % Change
	(number of people)				
<b>Total Border Crossings</b>	73,998	3,327	5%	279,089	2%
<b>Total Land Crossings</b>	70,643	4,013	6%	268,216	3%
<b>Beaver Creek</b>	14,301	1,447	11%	53,288	12%
<b>Fraser</b>	45,178	2,159	5%	171,456	-1%
<b>Little Gold</b>	4,323	239	6%	13,293	9%
<b>Pleasant Camp</b>	6,841	168	3%	30,179	10%
<b>Total Air Crossings</b>	3,355	-686	-17%	10,873	-9%
<b>Dawson City</b>	2,252	-451	-17%	6,779	-16%
<b>Whitehorse</b>	1,100	-238	-18%	4,088	7%

Figures include Yukoners.

- Of the total 5,965 Yukoners to cross the border at a land port of entry in August 2016, 64% (3,831 Yukoners) crossed at Fraser.

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



### Year-to-Date (January to August) 2016

- Year-to-date, compared to the same time period in 2015, total land crossings have increased by 3%.
- Year-to-date, Fraser has been the busiest border crossing, with 61% of all year-to-date border crossings; however, 12% 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

	Aug 2016	Aug 2015 to Aug 2016		Jan to Aug 2016	Year-to-date
		Change (#)	Change (%)		% Change
(number of people)					
<b>Total</b>	59,892	2,625	5%	219,913	0%
<b>Same day</b>	35,708	1,876	6%	135,185	-4%
<b>One or more nights</b>	24,184	749	3%	84,728	8%
<b>Americans</b>	49,015	1,953	4%	183,305	1%
<b>Same day</b>	30,519	1,565	5%	114,970	-4%
<b>One or more nights</b>	18,496	388	2%	68,335	9%
<b>Overseas</b>	10,877	672	7%	36,608	-1%
<b>Same day</b>	5,189	311	6%	20,215	-7%
<b>One or more nights</b>	5,688	361	7%	16,393	7%

### August 2016

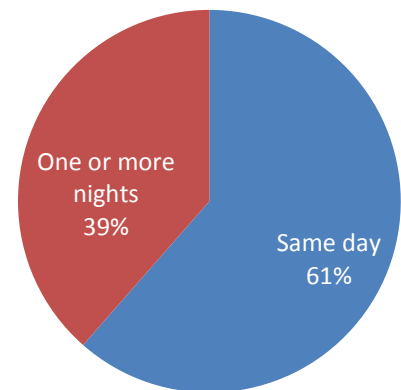
- In August 2016, 49,015 Americans crossed the border into Yukon. Of those:
  - 62% stayed one day; and
  - 38% stayed one or more nights.
- Of the 10,877 overseas travellers to cross the border into Yukon in August 2016:
  - 48% stayed one day; and
  - 52% stayed one or more nights.

Figures for visit length exclude Yukoners and Canadians.

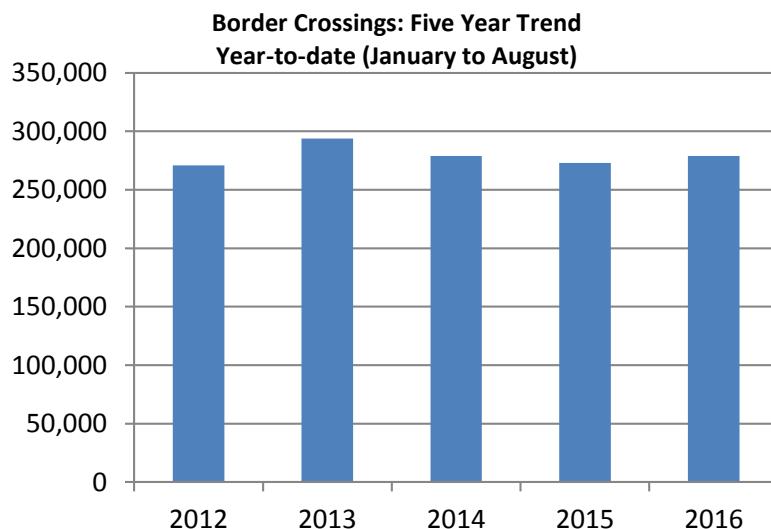
### Year-to-date (January to August) 2016

- Year-to-date, excluding Canadians, 219,913 people entered Yukon through CBSA ports of entry. Of those:
  - 61% stayed one day; and
  - 39% stayed one or more nights.
- Of the 84,728 people who entered Yukon for one or more nights, year-to-date:
  - 81% were American; and
  - 19% were from overseas.

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



## Five Year Trend



## YUKON MONTHLY TOURISM INDICATORS: VISITOR INFORMATION CENTERS

Provided by Tourism Yukon, Visitor Services unit, the data reports an estimate of visitation to Yukon Visitor Information Centres (VICs). Depending on the VIC, visitation estimates are calculated using either guestbook signatures (Beaver Creek, Haines Junction, and Watson Lake) or electronic door counters (Whitehorse, Carcross, and Dawson City).

### Visits to Visitor Information Centers

	Aug 2016	Aug 2015 to Aug 2016		Jan to Aug 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total VIC visitors</b>	80,110	...	...	277,121	...
<b>Whitehorse</b>	17,743	721	4%	76,376	8%
<b>Beaver Creek</b>	2,843	-885	-24%	10,431	-9%
<b>Carcross</b>	20,542	4,997	32%	79,367	49%
<b>Dawson City</b>	25,845	...	...	62,130	...
<b>Haines Junction</b>	6,572	871	15%	21,735	12%
<b>Watson Lake</b>	5,860	291	5%	24,837	17%
<b>Airport</b>	705	-797	-53%	2,245	-9%

In July 2016, the Dawson City VIC moved from counting guestbook signatures to using electronic door counters to estimate visitors to the centre. Given this change in methodology, year-over-year comparisons cannot be made.

... = 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

	Aug 2016	Aug 2015 to Aug 2016		Jan to Aug 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Passengers</b>	40,528	2,645	7%	236,301	8%
<b>Departures</b>	20,417	1,115	6%	117,474	9%
<b>Arrivals</b>	20,111	1,530	8%	118,827	8%

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

