

YUKON TOURISM VISITATION REPORT

DECEMBER 2014

December

10,100

An estimated 10,100 people visited Yukon in December 2014. This represents an increase of 500 people or 5.0% compared to December 2013.

Year to Date

443,300

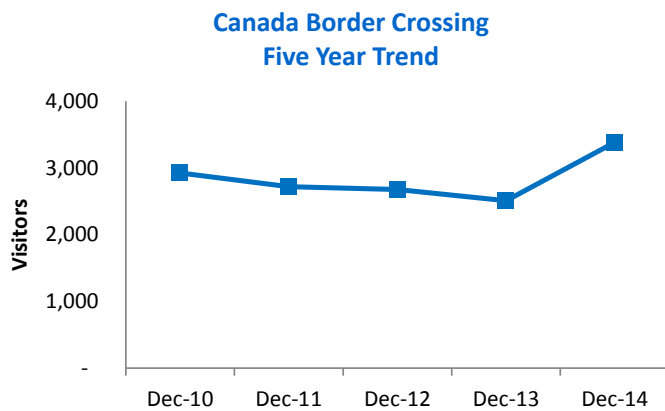
An estimated 443,300 people visited Yukon from January to December 2014. This represents a decrease of 9,900 people or -2% compared to the same period last year.

One of the key measures used to estimate total visitation to Yukon was unavailable for the months of October and November. As a result, forecasts were used. Therefore, as updated data becomes available, year-to-date visitation figures will be revised.

The Yukon Visitor Tracking Program (YVTP) is a volumetric model that estimates the number of people that visit Yukon on a monthly basis. The model includes visitors entering Yukon via highway, train, and air; the model does not include Yukon residents.



YUKON MONTHLY TOURISM INDICATORS SUMMARY:



December Border Crossings

A total of 3,382 people entered Yukon through Canada Border Services Agency's border crossings in December. This represents an increase of 872 people or +35% compared to December 2013.

Source: Canadian Border Services Agency

Total People				
December	2013	2014	+/- change	% change
Private Vehicle	2,510	3,329	819	33%
Motorcoach	-	28	28	100%
Air	-	25	25	100%
TOTALS	2,510	3,382	872	35%
US	1,694	2,112	418	25%
Canada	797	1,219	422	53%
Others	19	51	32	168%

Total—December

A total of 3,382 people entered Yukon through Canada Border Services Agency's border crossings in December. This represents an increase of 872 people or +35% compared to December 2013. Increases were experienced in private vehicles (up 819 or +33%), motorcoaches (up 28 people or +100%) and air (up 25 people or +100%).

By origin, increases were experienced by US (up 418 people or +25%), Canada (up 422 people or +53%) and Other foreign travelers (up 32 people or +168%).

Year to Date				
YTD	2013	2014	+/- change	% change
Private Vehicle	200,434	190,558	-9,876	-5%
Motorcoach	145,076	136,762	-8,314	-6%
Air	4,585	14,387	9,802	214%
TOTALS	350,095	341,707	-8,388	-2%
US	230,902	222,084	-8,818	-4%
Canada	79,019	75,758	-3,261	-4%
Others	40,174	43,865	3,691	9%

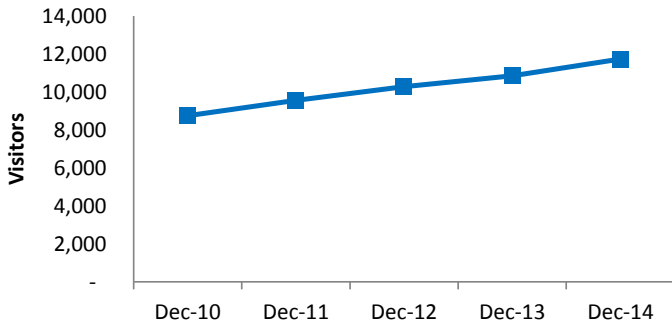
Year to Date

Year to date (January to December), a total of 341,707 people entered Yukon through Canada Border Services Agency's border crossings. This represents a decrease of 8,388 people or -2% compared to January to December 2013.

Decreases were experienced in private vehicles (down 9,876 people or -5%) and motorcoaches (down 8,314 people or -6%). These decreases were partially offset by increases in air (up 9,802 people or +214%).

YUKON MONTHLY TOURISM INDICATORS SUMMARY:

**Erik Nielsen Whitehorse International Airport
Five Year Trend**



Erik Nielsen Whitehorse International Airport Arrivals

A total of 11,730 passengers deplaned at the Erik Nielsen Whitehorse International Airport in December. This represents an increase of 871 passengers or +8% compared to December 2013.

Source: Department of Highways and Public Works

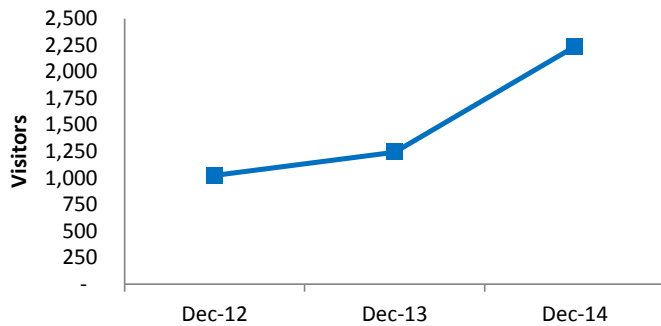
Erik Nielsen Whitehorse International Airport Arrivals				
December	2013	2014	+/- change	% change
Arrivals	10,859	11,730	871	8%
Year to Date			+/- change	% change
Arrivals	147,049	153,353	6,304	4%

Erik Nielsen Whitehorse International Airport Arrivals

Year to date (January to December), a total of 153,353 passengers deplaned at the Erik Nielsen Whitehorse International Airport. This represents an increase of 6,304 people or +4% compared to January to December 2013.

YUKON MONTHLY TOURISM INDICATORS SUMMARY:

**Yukon Visitor Information Centres
Three Year Trend**



Yukon Visitor Information Centre Statistics

A total of 2,238 people visited the Whitehorse Visitor Information Centre in December. This represents an increase of 995 people or +80% compared to December 2013.

Yukon Visitor Information Centres				
December	2013	2014	+/- change	% change
Whitehorse	1,243	2,238	995	80%
YTD	2013	2014	+/- change	% change
Whitehorse	74,087	76,322	2,235	3%
TOTAL*	247,718	246,335	-1,383	-1%

*Total includes all Yukon Visitor Information Centres.

Yukon Visitor Information Centre Statistics

Year to date, an increase was experienced in the number of people who visited the Whitehorse Visitor Information Centre (up 2,235 people or +3%) compared to January to December 2013. However, total visits to all Yukon Visitor Information Centres were down 1,383 people or -1% compared to January to December 2013.

Source: Department of Tourism and Culture

Border Crossing Details

Private Vehicle				
December	2013	2014	+/- change	% change
US	1,694	2,092	398	23%
Canada	797	1,198	401	50%
Others	19	39	20	105%
TOTAL	2,510	3,329	819	33%

Private Vehicle

Increases were experienced in private vehicle (up 819 people or +33%) compared to December 2013. By origin, increases were experienced by US (up 398 people or +23%), Canada (up 401 people, or +50%) and other foreign travelers (up 20 people or +105%).

Private Vehicle: automobile, cycle, and pedestrian.

Motorcoach				
December	2013	2014	+/- change	% change
US	-	14	14	100%
Canada	-	14	14	100%
Others	-	-	-	-
TOTAL	-	28	28	100%

Motorcoach

Increases were experienced in motorcoach (up 28 people or +100%) compared to December 2013.

By origin, increases were experienced by US and Canada (each up 14 people or +100%).

International Air				
December	2013	2014	+/- change	% change
US	-	6	6	100%
Canada	-	7	7	100%
Others	-	12	12	100%
TOTAL	-	25	25	100%

International Air

Increases were experienced in air (up 25 people or +100%) compared to December 2013. By origin, increases were experienced by US (up 6 people or +100%), Canada (up 7 people, or +100%) and other foreign travelers (up 12 people or +100%).

Sameday Visit				
December	2013	2014	+/- change	% change
Private Vehicle	624	899	275	44%
Motorcoach	-	-	-	-
Air	-	-	-	-
TOTALS	624	899	275	44%
US	623	891	268	43%
Others	1	8	7	700%

Sameday Visit

A total of 899 sameday visitors entered Yukon through Canada Border Services Agency's border crossings in December 2014. All of this increase was seen in private vehicles (up 275 people or +44%).

Multiple Night Visit				
December	2013	2014	+/- change	% change
Private Vehicle	1,089	1,232	143	13%
Motorcoach	-	14	14	100%
Air	-	18	18	100%
TOTALS	1,089	1,264	175	16%
US	1,071	1,221	150	14%
Others	18	43	25	139%

Multiple Night Visit

A total of 1,264 multiple night visitors entered Yukon through Canada Border Services Agency's border crossings in December, an increase of 127 people or 16% compared to December 2013. By origin, increases were experienced by US (up 150 people or +14%) and other foreign visitors (up 25 people or +139%).

Note: Canada figures include Yukon residents

Border Crossing Details

Port of Entry - December				
December	2013	2014	+/- change	% change
Beaver Creek	1,278	1,369	91	7%
Fraser	726	1,184	458	63%
Little Gold	-	-	-	-
Pleasant	506	804	298	59%
Dawson City (Air)	-	-	-	-
Whitehorse (Air)	-	25	25	100%
TOTAL	2,510	3,382	872	35%

Port of Entry—December

Compared to December 2013, increases in border crossings were experienced at Beaver Creek (up 91 people or +7%), Fraser (up 458 people or +63%), Pleasant (up 298 people or +59%) and Whitehorse airport (up 25 people or +100%).

Port of Entry - Year to Date				
YTD	2013	2014	+/- change	% change
Beaver Creek	66,969	64,644	-2,325	-3%
Fraser	234,815	220,276	-14,539	-6%
Little Gold	17,646	12,582	-5,064	-29%
Pleasant	25,901	29,674	3,773	15%
Dawson City (Air)	248	9,189	8,941	3605%
Whitehorse (Air)	4,321	5,192	871	20%
Old Crow (Air)	14	-	-14	-100%
TOTAL	350,095	341,707	-8,388	-2%

Port of Entry—Year to Date

Year to date (January to December), total border crossings were down 8,388 people, or -2%. Decreases were experienced at Beaver Creek (down 2,325 people or -3%), Fraser (down 14,539 people or -6%), Little Gold (down 5,064 people or -29%) and Old Crow airport (down 14 people). These decreases were partially offset by increases at Pleasant (up 3,773 people or +15%), Dawson City airport (up 8,941 people or +3,605%) and Whitehorse airport (up 871 people or +20%).

Note: Canada figures include Yukon residents