

YUKON TOURISM VISITATION REPORT

NOVEMBER 2014

November **10,800**

An estimated 10,800 people visited Yukon in November 2014. This represents an increase of 1,000 people or 10% compared to November 2013.

Year to Date **433,300**

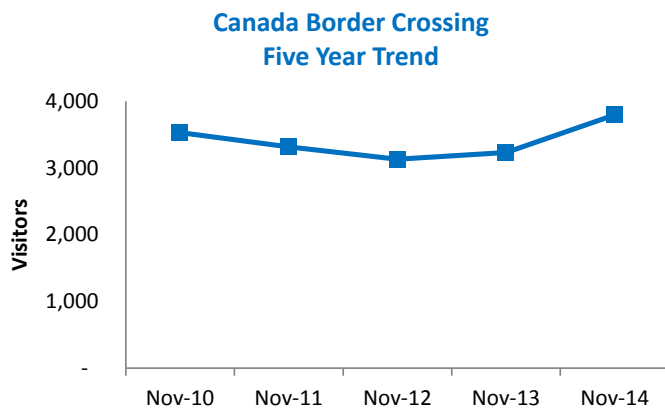
An estimated 433,300 people visited Yukon from January to November 2014. This represents a decrease of 10,400 people or -2% compared to the same period last year.

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, total 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:



November Border Crossings

A total of 3,792 people entered Yukon through Canada Border Services Agency's border crossings in November. This represents an increase of 559 people or +17% compared to November 2013.

Source: Canadian Border Services Agency

Total People				
November	2013	2014	+/- change	% change
Private Vehicle	3,180	3,777	597	19%
Motorcoach	26	15	-11	-42%
Air	27	-	-27	-100%
TOTALS	3,233	3,792	559	17%
US	2,228	2,593	365	16%
Canada	942	1,138	196	21%
Others	63	61	-2	-3%

Total—November

A total of 3,792 people entered Yukon through Canada Border Services Agency's border crossings in November. This represents an increase of 559 people or +17% compared to November 2013. An increase was experienced in private vehicles (up 597 or +19%). Decreases were experienced in motorcoach (down 11 people or -42%) and air (down 27 people). By origin, an increase was experienced by US (up 365 people or +16%) and Canada (up 196 people or +21%), while a decrease was experienced for Others (down 2 people or -3%).

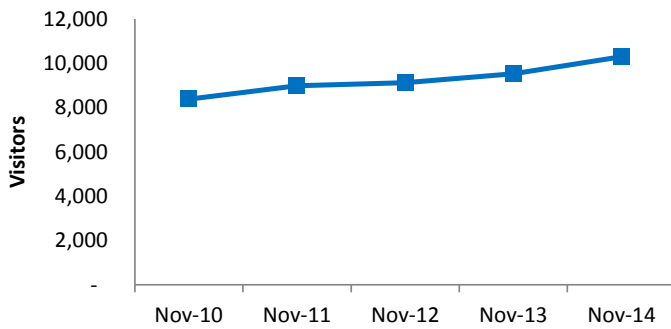
Year to Date				
YTD	2013	2014	+/- change	% change
Private Vehicle	197,924	187,229	-10,695	-5%
Motorcoach	145,076	136,734	-8,342	-6%
Air	4,585	14,362	9,777	213%
TOTALS	347,585	338,325	-9,260	-3%
US	229,208	219,972	-9,236	-4%
Canada	78,222	74,539	-3,683	-5%
Others	40,155	43,814	3,659	9%

Year to Date

Year to date (January to November), a total of 338,325 people entered Yukon through Canada Border Services Agency's border crossings. This represents a decrease of 9,260 people or -3% compared to January to November 2013.

YUKON MONTHLY TOURISM INDICATORS SUMMARY:

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



Erik Nielsen Whitehorse International Airport Arrivals

A total of 10,296 passengers deplaned at the Erik Nielsen Whitehorse International Airport in November. This represents an increase of 763 passengers or +8% compared to November 2013.

Source: Department of Highways and Public Works

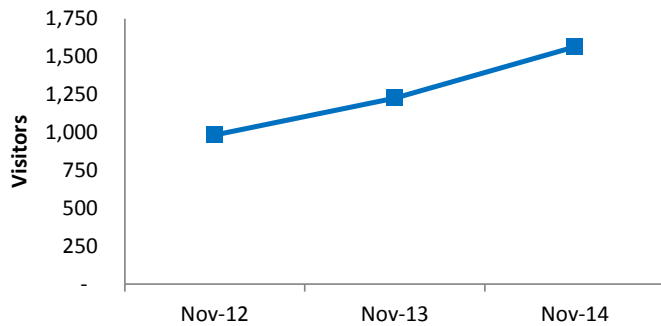
Erik Nielsen Whitehorse International Airport Arrivals				
November	2013	2014	+/- change	% change
Arrivals	9,533	10,296	763	8%
Year to Date			+/- change	% change
Arrivals	136,190	141,623	5,433	4%

Erik Nielsen Whitehorse International Airport Arrivals

Year to date (January to November), a total of 141,623 passengers deplaned at the Erik Nielsen Whitehorse International Airport. This represents an increase of 5,433 people or +4% compared to January to November 2013.

YUKON MONTHLY TOURISM INDICATORS SUMMARY:

**Yukon Visitor Information Centres
Three Year Trend**



Yukon Visitor Information Centre Statistics

A total of 1,564 people visited the Whitehorse Visitor Information Centre in November. This represents an increase of 337 people or +27% compared to November 2013.

Yukon Visitor Information Centres				
November	2013	2014	+/- change	% change
Whitehorse	1,227	1,564	337	27%
YTD	2013	2014	+/- change	% change
Whitehorse	72,844	74,084	1,240	2%
TOTAL*	246,475	244,097	-2,378	-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 1,240 people or +2%) compared to January to November 2013. However, total visits to all Yukon Visitor Information Centres was down 2,378 people or -1% compared to January to November 2013.

Source: Department of Tourism and Culture

Border Crossing Details

Private Vehicle				
November	2013	2014	+/- change	% change
US	2,201	2,593	392	18%
Canada	916	1,123	207	23%
Others	63	61	-2	-3%
TOTAL	3,180	3,777	597	19%

Private Vehicle

Increases were experienced in private vehicle (up 597 people or +19%) compared to November 2013. By origin, increases were experienced by US (up 392 people or +18%) and Canada (up 207 people, or +23%), while Others decreased (down 2 people or -3%).

Private Vehicle: automobile, cycle, and pedestrian.

Motorcoach				
November	2013	2014	+/- change	% change
US	-	-	-	-
Canada	26	15	-11	-42%
Others	-	-	-	-
TOTAL	26	15	-11	-42%

Motorcoach

Decreases were experienced in motorcoach (down 11 people or -42%) compared to November 2013.

By origin, decreases were experienced by US (down 11 people or -42%).

International Air				
November	2013	2014	+/- change	% change
US	27	-	-27	-100%
Canada	-	-	-	-
Others	-	-	-	-
TOTAL	27	-	-27	-100%

International Air

In November 2014 there were no border crossings by international air. Compared to November 2013, this amounted to a decrease of 27 people.

Sameday Visit				
November	2013	2014	+/- change	% change
Private Vehicle	567	800	233	41%
Motorcoach	-	-	-	-
Air	3	-	-3	100%
TOTALS	570	800	230	40%
US	566	786	220	39%
Others	4	14	10	250%

Sameday Visit

A total of 800 sameday visitors entered Yukon through Canada Border Services Agency's border crossings in November. An increase was experienced in private vehicles (up 233 people or +41%). A decrease was experienced in air (down 3 people).

Multiple Night Visit				
November	2013	2014	+/- change	% change
Private Vehicle	1,697	1,854	157	9%
Motorcoach	-	-	-	-
Air	24	-	-24	-100%
TOTALS	1,721	1,854	133	8%
US	1,662	1,807	145	9%
Others	59	47	-12	-20%

Multiple Night Visit

A total of 1,854 multiple night visitors entered Yukon through Canada Border Services Agency's border crossings in November. All of this increase was experienced in private vehicle (up 157 people or +9%). By origin, an increase was experienced by US (up 145 people or +9%), while Others decreased (down 12 people or -20%).

Note: Canada figures include Yukon residents

Border Crossing Details

Port of Entry - November				
November	2013	2014	+/- change	% change
Beaver Creek	1,610	1,851	241	15%
Fraser	924	1,062	138	15%
Little Gold	-	-	-	-
Pleasant	672	879	207	31%
Dawson City (Air)	2	-	-	-
Whitehorse (Air)	25	-	-25	-100%
TOTAL	3,233	3,792	559	17%

Port of Entry—November

Compared to November 2013, increases in border crossings were experienced at Beaver Creek (up 241 people or +15%), Fraser (up 138 people or +15%), and Pleasant (up 207 people or +31%). Decreases were experienced at the Whitehorse airport (down 25 people or -100%).

Port of Entry - Year to Date				
YTD	2013	2014	+/- change	% change
Beaver Creek	65,693	63,275	-2,418	-4%
Fraser	234,089	219,092	-14,997	-6%
Little Gold	17,646	12,582	-5,064	-29%
Pleasant	25,395	28,870	3,475	14%
Dawson City (Air)	248	9,189	8,941	3605%
Whitehorse (Air)	4,321	5,167	846	20%
Old Crow (Air)	14	-	-14	-100%
TOTAL	347,585	338,325	-9,260	-3%

Port of Entry—Year to Date

Year to date (January to November), total border crossings were down 9,260 people, or -3%. Decreases were experienced at Beaver Creek (down 2,418 people or -4%), Fraser (down 14,997 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 3,475 people or +14%), Dawson City airport (up 8,941 people or +3,605%) and Whitehorse airport (up 846 people or +20%).

Note: Canada figures include Yukon residents