

YUKON TOURISM VISITATION REPORT

JANUARY 2014

January

9,000

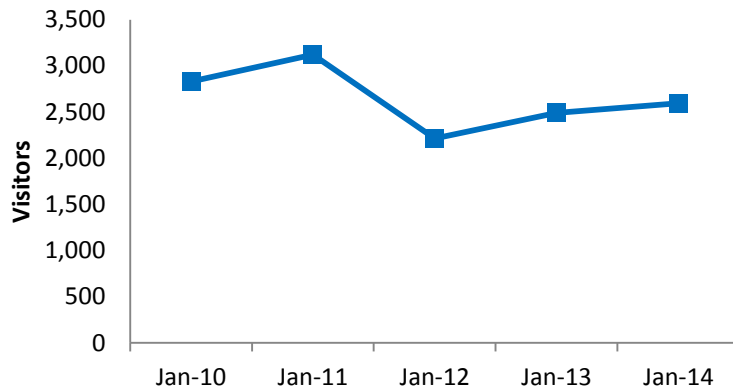
An estimated 9,000 people visited Yukon in January 2014. This represents a decrease of 700 people or +9% compared to January, 2013.

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 TOURISM INDICATORS:

**Canada Border Crossing
Five Year Trend**



January Border Crossings

A total of 2,594 people entered Yukon through Canada Border Services Agency's border crossings in January. This represents an increase of 104 people or +4% compared to January, 2013.

Source: Canadian Border Services Agency

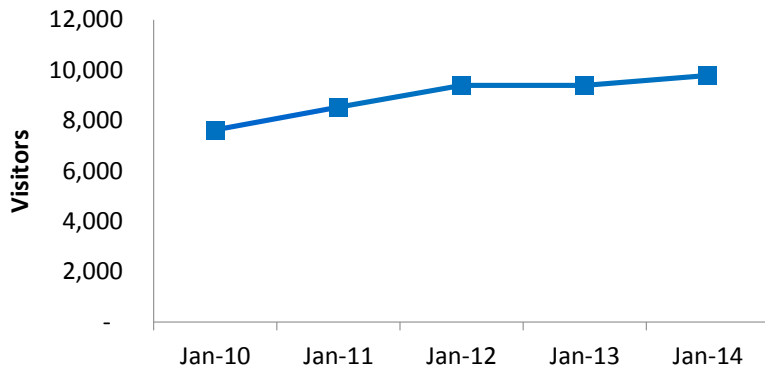
| Total People | | | | |
|-----------------|--------------|--------------|------------|-----------|
| January | 2013 | 2014 | +/- change | % change |
| Private Vehicle | 2,416 | 2,592 | 176 | 7% |
| Motorcoach | 54 | - | -54 | -100% |
| Air | 20 | 2 | -18 | -90% |
| TOTALS | 2,490 | 2,594 | 104 | 4% |
| US | 1,647 | 1,727 | 80 | 5% |
| Canada | 808 | 834 | 26 | 3% |
| Others | 35 | 33 | -2 | -6% |

Total—January

A total of 2,594 people entered Yukon through Canada Border Services Agency's border crossings in January. This represents an increase of 104 people or +4% compared to January, 2013. An increase was experienced in private vehicle (up 176 people or +7%). Decreases were experienced in motorcoach (down 54 people or -100%) and in air (down 18 people or -90%). By origin, increases were experienced for US (up 80 people or +5%) and Canada (up 26 people or +3%). A decrease was experienced for Others (down 2 people or -6%).

YUKON TOURISM INDICATORS:

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



Erik Nielsen Whitehorse International Airport Arrivals

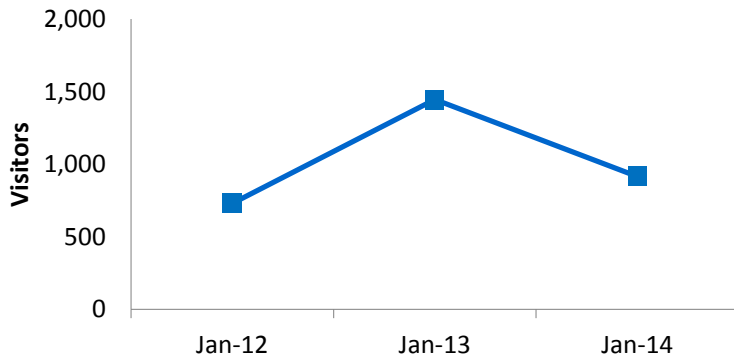
A total of 9,793 passengers deplaned at the Erik Nielsen Whitehorse International Airport in January. This represents an increase of 397 passengers or +4% compared to January 2013.

Source: Department of Highways and Public Works

| Erik Nielsen Whitehorse International Arrivals | | | | |
|--|-------|-------|------------|----------|
| January | 2013 | 2014 | +/- change | % change |
| Arrivals | 9,396 | 9,793 | 397 | 4% |

YUKON TOURISM INDICATORS:

**Yukon Visitor Information Centres
Three Year Trend**



Yukon Visitor Information Centre Statistics

A total of 917 people visited Yukon’s seven Visitor Information Centres in January. This represents a decrease of 528 people or –37% compared to January, 2013.

Source: Department of Tourism and Culture

| Yukon Visitor Information Centres | | | | |
|-----------------------------------|-------|------|------------|----------|
| February | 2013 | 2014 | +/- change | % change |
| Whitehorse | 1,445 | 917 | -528 | -37% |

Yukon Visitor Information Centre Statistics

An increase was experienced in Whitehorse (down 528 people or –37%) compared to January, 2013.

Border Crossing Details

| Private Vehicle | | | | |
|-----------------|--------------|--------------|------------|-----------|
| January | 2013 | 2014 | +/- change | % change |
| US | 1,628 | 1,725 | 97 | 6% |
| Canada | 753 | 834 | 81 | 11% |
| Others | 35 | 33 | -2 | -6% |
| TOTAL | 2,416 | 2,592 | 176 | 7% |

Private Vehicle

An increase was experienced in private vehicle (up 176 people or +7%) compared to January 2013. By origin, an increase was experienced by US (up 97 people or +6%) and Canada (up 81 people or 11%). A decrease was experienced by US (down 2 people or -6%).

Private Vehicle: automobile, cycle, and pedestrian.

| Motorcoach | | | | |
|--------------|-----------|----------|------------|--------------|
| January | 2013 | 2014 | +/- change | % change |
| US | 15 | - | -15 | -100% |
| Canada | 39 | - | -39 | -100% |
| Others | - | - | - | 0% |
| TOTAL | 54 | - | -54 | -100% |

Motorcoach

Decreases were experienced in motorcoach (down 54 people or -100%) compared to January 2013. By origin, decreases were experienced by US (down 15 people or -100%) and Canada (down 39 people or -100%). Others remained at zero people.

| Air | | | | |
|--------------|-----------|----------|------------|-------------|
| January | 2013 | 2014 | +/- change | % change |
| US | 4 | 2 | -2 | -50% |
| Canada | 16 | - | -16 | - |
| Others | - | - | - | - |
| TOTAL | 20 | 2 | -18 | -90% |

International Air

A decrease was experienced in air (down 18 people or -90%) compared to January 2013. By origin, decreases were experienced by US (down 2 people or -50%) and Canada (down 16 people).

| Sameday Visit | | | | |
|-----------------|------------|------------|------------|------------|
| January | 2013 | 2014 | +/- change | % change |
| Private Vehicle | 757 | 762 | 5 | 1% |
| Motorcoach | 15 | - | -15 | - |
| Air | - | - | - | - |
| TOTALS | 772 | 762 | -10 | -1% |
| US | 771 | 755 | -16 | -2% |
| Others | 1 | 7 | 6 | 0% |

Sameday Visit

A total of 762 sameday visitors entered Yukon through Canada Border Services Agency's border crossings in January. An increase was experienced in private vehicle (up 5 people or +1%). A decrease was experienced in motorcoach (down 15 people). By origin, an increase was experienced by Others (up 6 people) and a decrease was experienced by US (down 16 people or -2%).

| Multiple Night Visit | | | | |
|----------------------|------------|------------|------------|------------|
| January | 2013 | 2014 | +/- change | % change |
| Private Vehicle | 906 | 996 | 90 | 10% |
| Motorcoach | - | - | - | - |
| Air | 4 | 2 | -2 | -50% |
| TOTALS | 910 | 998 | 88 | 10% |
| US | 876 | 972 | 96 | 11% |
| Others | 34 | 26 | -8 | -24% |

Multiple Night Visit

A total of 998 multiple night visitors entered Yukon through Canada Border Services Agency's border crossings in January. An increase was experienced in private vehicle (up 90 people or +10%). A decrease was experienced in air (down 2 people or -50%). By origin, an increase was experienced by US (up 96 people or +11%). A decrease was experienced by Others (down 8 people or -24%).

Note: Canada figures include Yukon residents

Border Crossing Details

| Port of Entry | | | | |
|-------------------|--------------|--------------|------------|-----------|
| January | 2013 | 2014 | +/- change | % change |
| Beaver Creek | 1,178 | 1,092 | -86 | -7% |
| Fraser | 738 | 776 | 38 | 5% |
| Little Gold | - | - | - | - |
| Pleasant | 554 | 724 | 170 | 31% |
| Dawson City (Air) | - | - | - | - |
| Whitehorse (Air) | 20 | 2 | -18 | -90% |
| TOTAL | 2,490 | 2,594 | 104 | 4% |

Port of Entry—January

Increases were experienced at Fraser (up 38 people or +5%) and Pleasant (up 170 people or 31%). Decreases were experienced at Beaver Creek (down 86 people or -7%) and Whitehorse airport (down 18 people or -90%).

Note: Canada figures include Yukon residents