

YUKON TOURISM VISITATION REPORT

MARCH 2014

March

11,200

An estimated 11,200 people visited Yukon in March 2014. This represents a decrease of 600 people or -5% compared to March 2013.

Year to Date

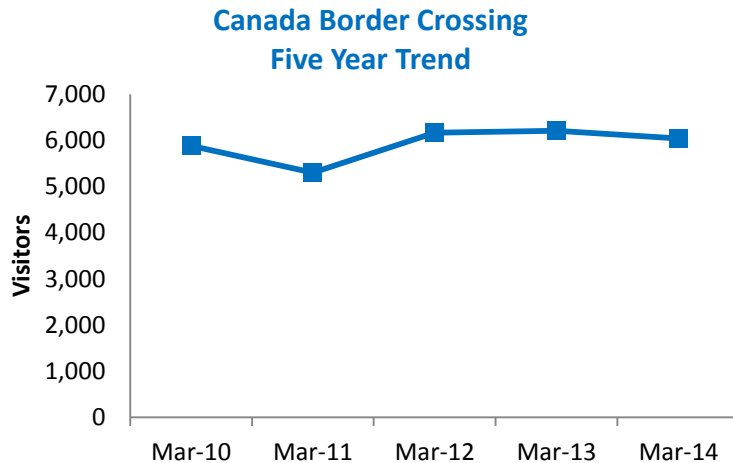
28,600

An estimated 28,600 people visited Yukon from January to March 2014. This represents a decrease of 1,200 people or -4% compared to the same period last year.

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:



March Border Crossings

A total of 6,040 people entered Yukon through Canada Border Services Agency's border crossings in March. This represents a decrease of 171 people or -3% compared to March, 2013.

Source: Canadian Border Services Agency

| Total People | | | | |
|-----------------|--------------|--------------|-------------|------------|
| March | 2013 | 2014 | +/- change | % change |
| Private Vehicle | 6,126 | 5,516 | -610 | -10% |
| Motorcoach | 17 | 9 | -8 | -47% |
| Air | 68 | 515 | 447 | 657% |
| TOTALS | 6,211 | 6,040 | -171 | -3% |
| US | 3,091 | 2,918 | -173 | -6% |
| Canada | 2,947 | 3,030 | 83 | 3% |
| Others | 173 | 92 | -81 | -47% |

Total—March

A total of 6,040 people entered Yukon through Canada Border Services Agency's border crossings in March. This represents a decrease of 171 people or -3% compared to March, 2013. An increase was experienced in air (up 447 people or +657%). Decreases were experienced in private vehicle (down 610 people or -10%) and in motorcoach (down 8 people or -47%). By origin, an increase was experienced by Canada (up 83 people or +3%). Decreases were experienced for US (down 173 people or -6%) and Others (down 81 people or -47%).

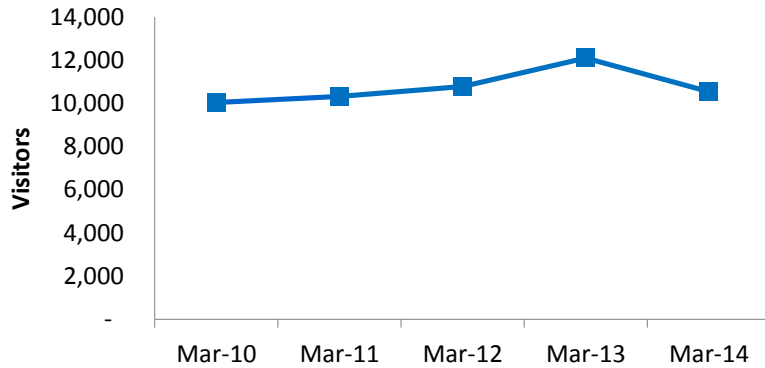
| Year to Date | | | | |
|-----------------|---------------|---------------|-------------|------------|
| March | 2013 | 2014 | +/- change | % change |
| Private Vehicle | 11,347 | 10,648 | -89 | -2% |
| Motorcoach | 88 | 29 | -51 | -72% |
| Air | 108 | 558 | 450 | 417% |
| TOTALS | 11,543 | 11,235 | -308 | -3% |
| US | 6,573 | 6,308 | -107 | -3% |
| Canada | 4,747 | 4,723 | -24 | -1% |
| Others | 223 | 204 | 22 | 25% |

Year to Date

Year to date (January to March), a total of 11,235 people entered Yukon through Canada Border Services Agency's border crossings. This represents a decrease of 308 people or -3% compared to January to March, 2013.

YUKON TOURISM INDICATORS:

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



Erik Nielsen Whitehorse International Airport Arrivals

A total of 10,549 passengers deplaned at the Erik Nielsen Whitehorse International Airport in March. This represents a decrease of 1,557 passengers or -13% compared to March 2013.

Source: Department of Highways and Public Works

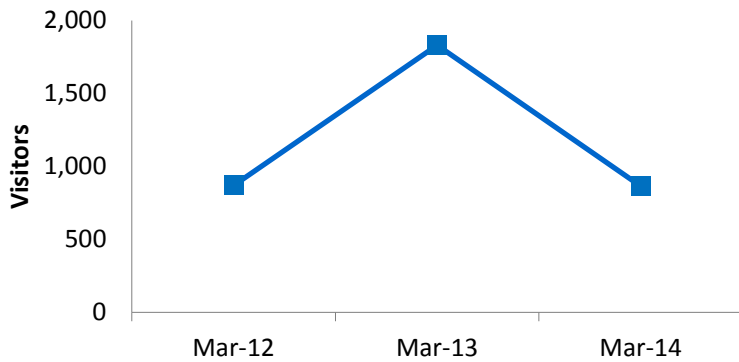
| Erik Nielsen Whitehorse International Arrivals | | | | |
|---|-------------|-------------|-------------------|-----------------|
| March | 2013 | 2014 | +/- change | % change |
| Arrivals | 12,106 | 10,549 | -1557 | -13% |
| Year to Date | 2013 | 2014 | +/- change | % change |
| Arrivals | 31,227 | 30,385 | -842 | -3% |

Erik Nielsen Whitehorse International Airport Arrivals

Year to date (January to March), a total of 30,385 passengers deplaned at the Erik Nielsen Whitehorse International Airport. This represents a decrease of 842 people or -3% compared to January to March, 2013.

YUKON TOURISM INDICATORS:

**Yukon Visitor Information Centres
Three Year Trend**



Yukon Visitor Information Centre Statistics

A total of 866 people visited Yukon’s seven Visitor Information Centres in March. This represents a decrease of 966 people or -53% compared to March, 2013.

Source: Department of Tourism and Culture

| Yukon Visitor Information Centres | | | | |
|-----------------------------------|-------|-------|------------|----------|
| March | 2013 | 2014 | +/- change | % change |
| Whitehorse | 1,832 | 866 | -966 | -53% |
| Year to Date | 2013 | 2014 | +/- change | % change |
| Arrivals | 4,947 | 3,049 | -1,898 | -38% |

Yukon Visitor Information Centre Statistics

A decrease was experienced in Whitehorse (down 966 people or -53%) compared to March 2013.

Year to date an increase was experienced in Yukon Visitor Information Centres (down 1,898 people or -38%) compared to January to March, 2013.

Border Crossing Details

| Private Vehicle | | | | |
|-----------------|--------------|--------------|-------------|-------------|
| March | 2013 | 2014 | +/- change | % change |
| US | 3,043 | 2,885 | -158 | -5% |
| Canada | 2,947 | 2,541 | -406 | -14% |
| Others | 136 | 90 | -46 | -34% |
| TOTAL | 6,126 | 5,516 | -610 | -10% |

Private Vehicle

Decreases were experienced in private vehicle (down 5,516 people or -10%) compared to March 2013. By origin, decreases were experienced by US (down 158 people or -5%), Canada (down 406 people or -14%) and Others (down 46 people or -34%).

Private Vehicle: automobile, cycle, and pedestrian.

| Motorcoach | | | | |
|--------------|-----------|----------|------------|-------------|
| March | 2013 | 2014 | +/- change | % change |
| US | 17 | - | -17 | -100% |
| Canada | - | 9 | 9 | 0% |
| Others | - | - | - | 0% |
| TOTAL | 17 | 9 | -8 | -47% |

Motorcoach

Decreases were experienced in motorcoach (down 8 people or -47%) compared to March 2013. By origin, an increase was experienced by Canada (up 9 people). A decrease was experienced by US (down 17 people or -100%). Others remained at zero people.

| International Air | | | | |
|-------------------|-----------|------------|------------|-------------|
| March | 2013 | 2014 | +/- change | % change |
| US | 31 | 33 | 2 | 6% |
| Canada | 37 | 480 | 443 | 1197% |
| Others | - | 2 | 2 | - |
| TOTAL | 68 | 515 | 447 | 657% |

International Air

Increases were experienced in air (up 447 people or +657%) compared to March 2013. By origin, increases were experienced by US (up 2 people or -657%), Canada (up 443 people or +1197%) and Others (up 2 people).

| Sameday Visit | | | | |
|-----------------|--------------|--------------|------------|------------|
| March | 2013 | 2014 | +/- change | % change |
| Private Vehicle | 1,496 | 1,469 | -27 | -2% |
| Motorcoach | 17 | - | -17 | 0% |
| Air | 3 | - | -3 | - |
| TOTALS | 1,516 | 1,469 | -47 | -3% |
| US | 1,477 | 1,450 | -27 | -2% |
| Others | 39 | 19 | -20 | -51% |

Sameday Visit

A total of 1,469 sameday visitors entered Yukon through Canada Border Services Agency's border crossings in March. Decreases were experienced in private vehicle (down 27 people or -2%), motorcoach (down 17 people), and air (down 3 people). By origin, decreases were experienced by US (down 27 people or -2%) and Others (down 20 people or -51%).

| Multiple Night Visit | | | | |
|----------------------|--------------|--------------|-------------|-------------|
| March | 2013 | 2014 | +/- change | % change |
| Private Vehicle | 1,683 | 1,506 | -177 | -11% |
| Motorcoach | - | - | - | - |
| Air | 28 | 35 | 7 | 25% |
| TOTALS | 1,711 | 1,541 | -170 | -10% |
| US | 1,614 | 1,468 | -146 | -9% |
| Others | 97 | 73 | -24 | -25% |

Multiple Night Visit

A total of 1,541 multiple night visitors entered Yukon through Canada Border Services Agency's border crossings in March. An increase was experienced in air (up 7 people). A decrease was experienced in private vehicle (down 177 people or -11%). Motorcoach remained at zero people. By origin, decreases were experienced by US (down 146 people or -9%) and Others (down 24 people or -25%).

Note: Canada figures include Yukon residents

Border Crossing Details

| Port of Entry - March | | | | |
|-----------------------|--------------|--------------|-------------|------------|
| March | 2013 | 2014 | +/- change | % change |
| Beaver Creek | 1,810 | 1,859 | 49 | 3% |
| Fraser | 3,227 | 2,692 | -535 | -17% |
| Little Gold | - | - | 0 | 0% |
| Pleasant | 991 | 824 | -167 | -17% |
| Dawson City (Air) | 115 | 150 | 35 | 30% |
| Whitehorse (Air) | 68 | 515 | 447 | 657% |
| TOTAL | 6,211 | 6,040 | -171 | -3% |

Port of Entry—March

Increases were experienced at Beaver Creek (up 49 people or +3%), Dawson City port (up 35 people or +30%), and Whitehorse airport (up 447 people or +657%). Decreases were experienced at Fraser (down 535 people or -17%) and Pleasant (down 167 people or -17%). Little Gold was closed.

| Port of Entry - Year to Date | | | | |
|------------------------------|---------------|---------------|-------------|------------|
| YTD | 2013 | 2014 | +/- change | % change |
| Beaver Creek | 4,227 | 3,994 | -233 | -6% |
| Fraser | 4,932 | 4,403 | -529 | -11% |
| Little Gold | - | - | - | - |
| Pleasant | 2,097 | 2,130 | 33 | 2% |
| Dawson City (Air) | 189 | 181 | -8 | -4% |
| Whitehorse (Air) | 98 | 527 | 429 | 438% |
| TOTAL | 11,543 | 11,235 | -308 | -3% |

Port of Entry—Year to Date

Year to date (January to March) increases were experienced at Pleasant (up 33 people or +2%) and Whitehorse airport (up 429 people or +438%). Decreases were experienced at Beaver Creek (down 233 people or -6%), Fraser (down 529 people or -11%), and Dawson City (down 8 people or -4%). Little Gold was closed.

Note: Canada figures include Yukon residents