

YUKON TOURISM VISITATION REPORT

APRIL 2014

April

11,500

An estimated 11,500 people visited Yukon in April 2014. This represents a decrease of 700 people or -6% compared to April 2013.

Year to Date

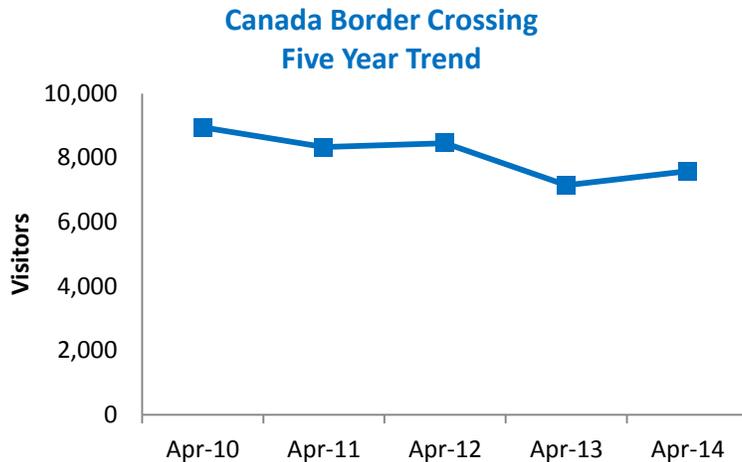
40,100

An estimated 40,100 people visited Yukon from January to April 2014. This represents a decrease of 1,900 people or -5% 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:



April Border Crossings

A total of 7,582 people entered Yukon through Canada Border Services Agency's border crossings in April. This represents an increase of 437 people or +6% compared to April, 2013.

Source: Canadian Border Services Agency

Total People				
April	2013	2014	+/- change	% change
Private Vehicle	7,098	7,469	371	5%
Motorcoach	30	42	12	40%
Air	17	71	54	318%
TOTALS	7,145	7,582	437	6%
US	4,021	3,254	-767	-19%
Canada	3,007	4,167	1160	39%
Others	117	161	44	38%

Total—April

A total of 7,582 people entered Yukon through Canada Border Services Agency's border crossings in April. This represents an increase of 437 people or +6% compared to April, 2013. An increase was experienced in private vehicle (up 371 or +5%), motorcoach (up 12 people or +40%) and air (up 54 people or +318%). By origin, increases were experienced for Canada (up 1160 people or +39%) and Others (up 44 people or +38%). Decreases were experienced for US (down 767 people or -19%).

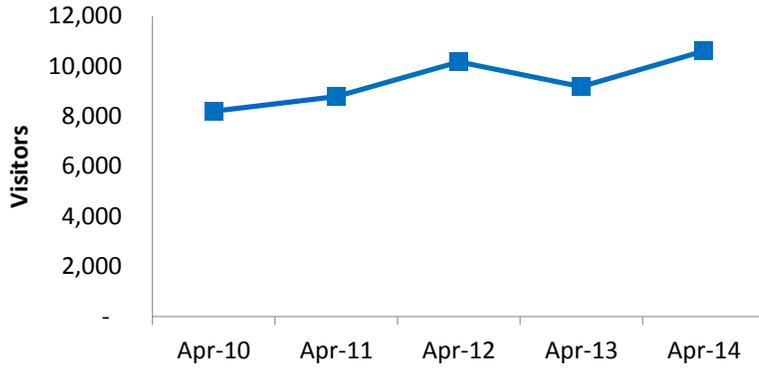
Year to Date				
April	2013	2014	+/- change	% change
Private Vehicle	18,445	18,117	-328	-2%
Motorcoach	118	71	-47	-40%
Air	125	629	504	403%
TOTALS	18,688	18,817	129	1%
US	10,594	9,562	-1032	-10%
Canada	7,754	8,890	1136	15%
Others	340	365	25	7%

Year to Date

Year to date (January to April), a total of 18,817 people entered Yukon through Canada Border Services Agency's border crossings. This represents an increase of 129 people or +1% compared to January to April, 2013.

YUKON TOURISM INDICATORS:

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



Erik Nielsen Whitehorse International Airport Arrivals

A total of 10,603 passengers deplaned at the Erik Nielsen Whitehorse International Airport in April. This represents an increase of 1420 passengers or +15% compared to April 2013.

Source: Department of Highways and Public Works

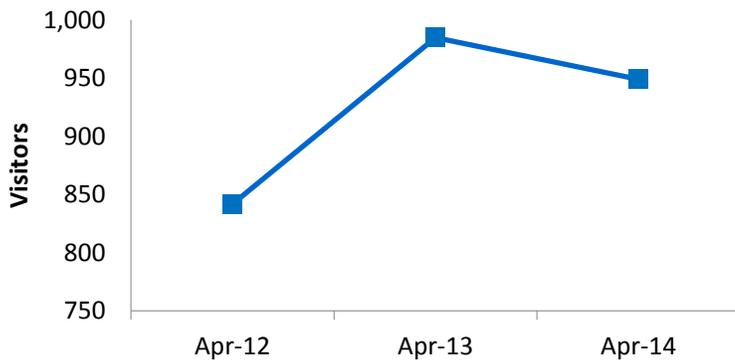
Erik Nielsen Whitehorse International Arrivals				
April	2013	2014	+/- change	% change
Arrivals	9,183	10,603	1420	15%
Year to Date	2013	2014	+/- change	% change
Arrivals	40,410	40,988	578	1%

Erik Nielsen Whitehorse International Airport Arrivals

Year to date (January to April), a total of 40,988 passengers deplaned at the Erik Nielsen Whitehorse International Airport. This represents an increase of 578 people or +1% compared to January to April, 2013.

YUKON TOURISM INDICATORS:

**Yukon Visitor Information Centres
Three Year Trend**



Yukon Visitor Information Centre Statistics

A total of 949 people visited Yukon’s seven Visitor Information Centres in April. This represents a decrease of 36 people or –4% compared to April, 2013.

Source: Department of Tourism and Culture

Yukon Visitor Information Centres				
April	2013	2014	+/- change	% change
Whitehorse	985	949	-36	-4%
Year to Date	2013	2014	+/- change	% change
Arrivals	5,932	3,998	-1,934	-33%

Yukon Visitor Information Centre Statistics

A decrease was experienced in Whitehorse (down 36 people or –4%) compared to April 2013.

Year to date a decrease was experienced in Yukon Visitor Information Centres (down 1,934 people or –33%) compared to January to April, 2013.

Border Crossing Details

Private Vehicle				
April	2013	2014	+/- change	% change
US	3,977	3,185	-792	-20%
Canada	3,006	4,123	1117	37%
Others	115	161	46	40%
TOTAL	7,098	7,469	371	5%

Private Vehicle

An increase was experienced in private vehicle (up 371 people or +5%) compared to April 2013. By origin, an increase was experienced by Canada (up 1,117 people or +37%) and Others (up 46 people or +40%). Decreases were experienced by US (down 792 people or -20%).

Private Vehicle: automobile, cycle, and pedestrian.

Motorcoach				
April	2013	2014	+/- change	% change
US	30	39	9	30%
Canada	-	3	3	-
Others	-	-	0	-
TOTAL	30	42	12	40%

Motorcoach

Decreases were experienced in motorcoach (up 12 people or +40%) compared to April 2013. By origin, increases were experienced by US (up 9 people or +30%), Canada (up 3 people), and Others remained at zero people.

International Air				
April	2013	2014	+/- change	% change
US	14	30	16	114%
Canada	1	41	40	4000%
Others	2	-	-2	-100%
TOTAL	17	71	54	318%

International Air

Increases were experienced in air (up 54 people or +318%) compared to April 2013. By origin, increases were experienced by US (up 16 people or +114%), Canada (up 40 people or +4000%) and Others (down 2 people or -100%).

Sameday Visit				
April	2013	2014	+/- change	% change
Private Vehicle	1,317	1,092	-225	-17%
Motorcoach	8	39	31	388%
Air	2	-	-2	-100%
TOTALS	1,327	1,131	-196	-15%
US	1,287	1,116	-171	-13%
Others	40	15	-25	-63%

Sameday Visit

A total of 1,131 sameday visitors entered Yukon through Canada Border Services Agency's border crossings in April. An increase was experienced in motorcoach (up 31 people or +388%). Decreases were experienced in private vehicle (down 225 people or -17%) and air (down 2 people or -100%). By origin, decreases were experienced by US (down 171 people or -13%) and Others (down 25 people or -63%).

Multiple Night Visit				
April	2013	2014	+/- change	% change
Private Vehicle	2,775	2,254	-521	-19%
Motorcoach	22	-	-22	-100%
Air	14	30	16	114%
TOTALS	2,811	2,284	-527	-19%
US	2,734	2,138	-596	-22%
Others	77	146	69	90%

Multiple Night Visit

A total of 2,284 multiple night visitors entered Yukon through Canada Border Services Agency's border crossings in April. An increase was experienced in air (up 16 people or +114%). Decreases were experienced in private vehicle (down 521 people or -19%) and motorcoach (down 22 people or -100%). By origin, an increase was experienced by Others (up 69 people or +90%). A decrease was experienced by US (down 596 people or -22%).

Note: Canada figures include Yukon residents

Border Crossing Details

Port of Entry - April				
April	2013	2014	+/- change	% change
Beaver Creek	2,623	2,078	-545	-21%
Fraser	3,037	3,992	955	31%
Little Gold	-	-	-	-
Pleasant	1,468	1,441	-27	-2%
Dawson City (Air)	-	4	4	-
Whitehorse (Air)	17	67	50	294%
TOTAL	7,145	7,582	437	6%

Port of Entry—April

Increases were experienced at Fraser (up 955 people or +31%), Dawson City port (up 4 people) and Whitehorse airport (up 50 people or +294%). Decreases were experienced at Beaver Creek (down 545 people or -21%) and Pleasant (down 27 people or -2%). Little Gold was closed.

Port of Entry - Year to Date				
YTD	2013	2014	+/- change	% change
Beaver Creek	6,850	6,072	-778	-11%
Fraser	7,969	8,395	426	5%
Little Gold	-	-	0	-
Pleasant	3,565	3,571	6	0%
Dawson City (Air)	189	185	-4	-2%
Whitehorse (Air)	115	594	479	417%
TOTAL	18,688	18,817	129	1%

Port of Entry—Year to Date

Year to date (January to April) increases were experienced at Fraser (up 426 people or +5%), Pleasant (up 6 people) and Whitehorse airport (up 479 people or +417%). Decreases were experienced at Beaver Creek (down 778 people or -11%) and Dawson City port (down 4 people or -2%). Little Gold was closed.

Note: Canada figures include Yukon residents