

# YUKON TOURISM VISITATION REPORT

## JULY 2016

The Yukon Tourism Visitation Report is produced monthly and comprises key indicators of tourism, including visitation estimates, border crossings, visits to Yukon Visitor Information Centres and airplane passenger volumes.

### HIGHLIGHTS

In July 2016:

- Border crossings through Canadian Border Services Agency ports of entry decreased 3% (2,533 people) over July 2015.
- Air arrivals at Erik Nielson Whitehorse International Airport were up 10% compared to July 2015.

Year-to-date (January to July) 2016:

- Total border crossings were up 1% compared to the same period in 2015.
- Air passengers arriving at Erik Nielson Whitehorse International Airport were up 8% compared to the same period in 2015.



## YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

Provided by Canada Border Services Agency, the data reports the volume of people entering Canada through designated land or air ports of entry. Figures do not include people travelling in commercial vehicles, by train or marine traffic.

### Origin and Mode of Transportation

Border Crossings by Mode of Transportation and Origin

	Jul 2016	Jul 2015 to Jul 2016		Jan to Jul 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Border Crossings</b>	74,919	-2,533	-3%	205,091	1%
<b>Americans</b>	49,249	-4,978	-9%	134,290	-1%
<b>Overseas</b>	9,955	-401	-4%	25,731	-4%
<b>Canadians</b>	8,992	1,032	13%	19,704	10%
<b>Yukoners</b>	6,723	1,814	37%	25,366	13%
<b>Total Private Vehicles</b>	44,679	6,856	18%	120,088	14%
<b>Americans</b>	27,238	2,485	10%	73,314	12%
<b>Overseas</b>	4,074	549	16%	8,694	17%
<b>Canadians</b>	6,644	2,008	43%	12,714	28%
<b>Yukoners</b>	6,723	1,814	37%	25,366	13%
<b>Total Motorcoach</b>	26,820	-9,233	-26%	77,485	-13%
<b>Americans</b>	20,363	-7,066	-26%	57,393	-12%
<b>Overseas</b>	4,574	-1,207	-21%	14,471	-15%
<b>Canadians</b>	1,883	-960	-34%	5,621	-18%
<b>Yukoners</b>	...	...	...	...	...
<b>Total Air</b>	3,420	-156	-4%	7,518	-4%
<b>Americans</b>	1,648	-397	-19%	3,583	-16%
<b>Overseas</b>	1,307	257	24%	2,566	4%
<b>Canadians</b>	465	-16	-3%	1,369	23%
<b>Yukoners</b>	...	...	...	...	...

... = not appropriate or applicable

Private vehicles include people in automobiles, cyclists, and pedestrians.

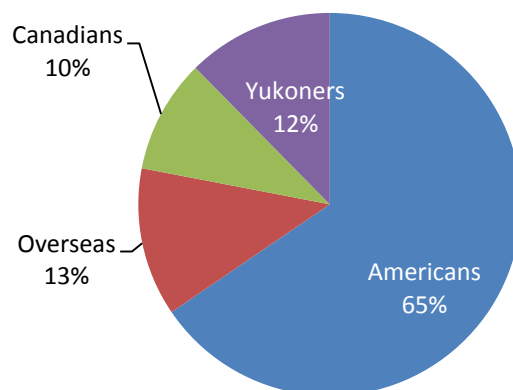
#### Year-to-Date (January to July) 2016

- Year-to-date, 205,091 people have crossed the border into Yukon, an increase of 1% (2,829 people) over the same period in 2015.
- Excluding Yukoners, border crossings remained stable over 2015.

#### July 2016

- In July 2016, 2,533 (3%) fewer people crossed into Yukon through a Canada Border Services Agency (CBSA) port of entry than in July 2015.
- Of the total border crossings:
  - 91% (68,196 people) were non-Yukoners; and
  - 9% (6,723 people) were Yukoners.
- Excluding Yukoners, border crossings decreased 6% (4,347 people) in July 2016 compared to July 2015.

Border Crossings by Origin  
Year-to-date (January to July) 2016



## YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

### Canada Border Services Agency Ports of Entry

#### July 2016

- Comparing July 2016 to July 2015, increases in border crossings were seen at:

- Beaver Creek, up 17% (2,264 people);
- Little Gold, up 3% (161 people); and
- Pleasant Camp, up 17% (1,112 people).

- Fraser was the busiest border crossing in July 2016, with 59% of all border crossings; however 10% of those were Yukoners.

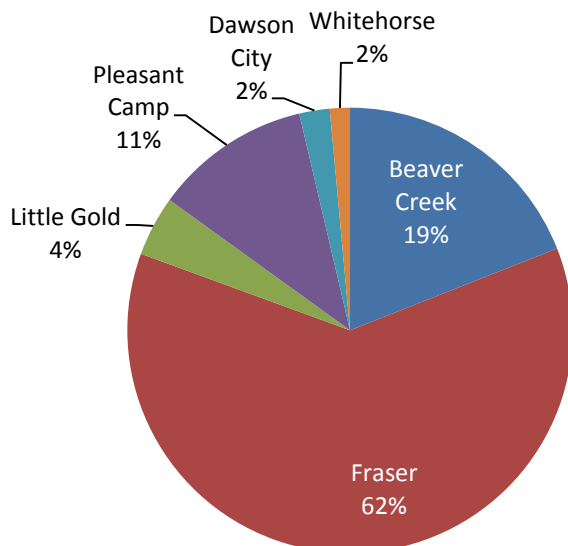
- Of the total 6,723 Yukoners to cross the border at a land port of entry in July 2016, 66% (4,462 Yukoners) crossed at Fraser.

#### Border Crossings by Port of Entry

	Jul 2016	Jul 2015 to Jul 2016		Jan to Jul 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Border Crossings</b>	74,919	-2,533	-3%	205,091	1%
<b>Total Land Crossings</b>	71,499	-2,377	-3%	197,573	2%
<b>Beaver Creek</b>	15,290	2,264	17%	38,987	13%
<b>Fraser</b>	43,935	-5,869	-12%	126,278	-4%
<b>Little Gold</b>	4,685	116	3%	8,970	11%
<b>Pleasant Camp</b>	7,589	1,112	17%	23,338	12%
<b>Total Air Crossings</b>	3,420	-156	-4%	7,518	-4%
<b>Dawson City</b>	2,058	-352	-15%	4,527	-15%
<b>Whitehorse</b>	1,359	195	17%	2,988	20%

Figures include Yukoners.

#### Border Crossings by Port of Entry Year-to-date (January to July) 2016



#### Year-to-Date (January to July) 2016

- Year-to-date, compared to the same time period in 2015, total land crossings have increased by 2%.
- Year-to-date, Fraser has been the busiest border crossing, with 62% of all year-to-date border crossings; however, 14% of crossing at that border have been Yukoners.

## YUKON MONTHLY TOURISM INDICATORS: BORDER CROSSINGS

### Length of Stay

Border Crossings by Length of Stay and Origin

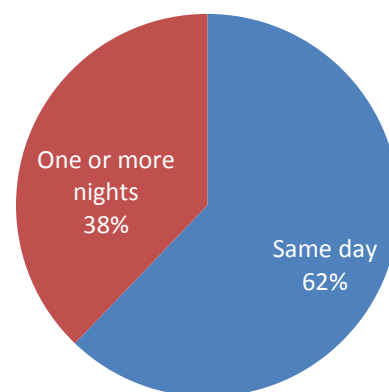
	Jul 2016	Jul 2015 to Jul 2016		Jan to Jul 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total</b>	59,204	-5,379	-8%	160,021	-1%
<b>Same day</b>	33,283	-8,087	-20%	99,477	-7%
<b>One or more nights</b>	25,921	2,708	12%	60,544	10%
<b>Americans</b>	49,249	-4,978	-9%	134,290	-1%
<b>Same day</b>	28,712	-6,981	-20%	84,451	-6%
<b>One or more nights</b>	20,537	2,003	11%	49,839	11%
<b>Overseas</b>	9,955	-401	-4%	25,731	-4%
<b>Same day</b>	4,571	-1,106	-19%	15,026	-11%
<b>One or more nights</b>	5,384	705	15%	10,705	7%

Figures for visit length exclude Yukoners and Canadians.

#### July 2016

- In July 2016, 49,249 Americans crossed the border into Yukon. Of those:
  - 58% stayed one day; and
  - 42% stayed one or more nights.
- Of the 9,955 overseas travellers to cross the border into Yukon in July 2016:
  - 46% stayed one day; and
  - 54% stayed one or more nights.

Border Crossings by Length of Stay  
Year-to-date (January to July) 2016

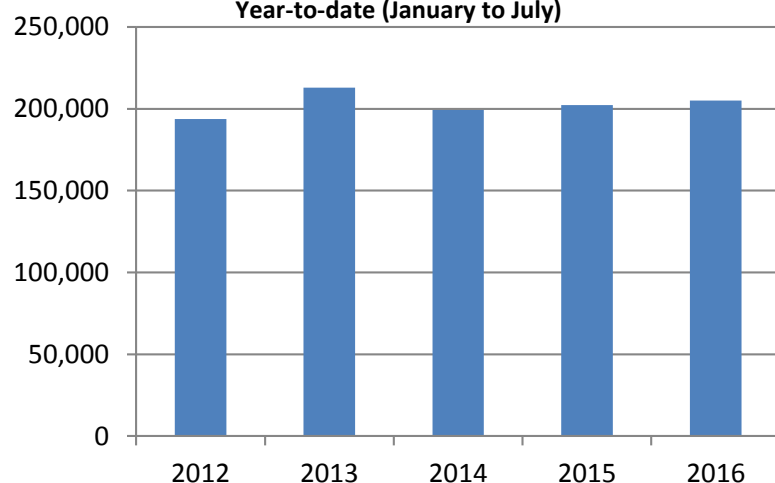


#### Year-to-date (January to July) 2016

- Year-to-date, excluding Canadians, 160,021 people entered Yukon through CBSA ports of entry. Of those:
  - 62% stayed one day; and
  - 38% stayed one or more nights.
- Of the 60,544 people who entered Yukon for one or more nights, year-to-date:
  - 82% were American; and
  - 18% were from overseas.

### Five Year Trend

Border Crossings: Five Year Trend  
Year-to-date (January to July)



## YUKON MONTHLY TOURISM INDICATORS: VISITOR INFORMATION CENTRES

Provided by Tourism Yukon, Visitor Services unit, the data reports an estimate of visitation to Yukon Visitor Information Centres (VICs). Depending on the VIC, visitation estimates are calculated using either guestbook signatures (Beaver Creek, Haines Junction, and Watson Lake) or electronic door counters (Whitehorse, Carcross, and Dawson City).

### Visits to Visitor Information Centres

	Jul 2016	Jul 2015 to Jul 2016		Jan to Jul 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total VIC visitors</b>	87,129	...	...	197,011	...
<b>Whitehorse</b>	19,783	-2	0%	58,633	9%
<b>Beaver Creek</b>	3,590	-552	-13%	7,588	-1%
<b>Carcross</b>	22,910	6,499	40%	58,825	56%
<b>Dawson City</b>	24,666	...	...	36,285	...
<b>Haines Junction</b>	7,148	124	2%	15,163	10%
<b>Watson Lake</b>	8,325	1,289	18%	18,977	21%
<b>Airport</b>	707	-251	-26%	1,540	61%

In July 2016, the Dawson City VIC moved from counting guestbook signatures to using electronic door counters to estimate visitors to the centre. Given this change in methodology, year-over-year comparisons cannot be made.

... = not appropriate or applicable

## YUKON MONTHLY TOURISM INDICATORS: ERIK NIELSEN WHITEHORSE INTERNATIONAL AIRPORT

Provided by Highways and Public Works, Aviation Branch, the data reports total passengers through Erik Nielsen Whitehorse International Airport.

### Air Passengers at Erik Nielsen Whitehorse International Airport

	Jul 2016	Jul 2015 to Jul 2016		Jan to Jul 2016	Year-to-date % Change
		Change (#)	Change (%)		
(number of people)					
<b>Total Passengers</b>	39,984	3,578	10%	195,773	9%
<b>Departures</b>	20,002	1,796	10%	97,057	10%
<b>Arrivals</b>	19,982	1,782	10%	98,716	8%

### Passenger Arrivals at Erik Nielsen Whitehorse International Airport Year-to-date (January to July)

