

Yukon Tourism **Visitation Report**

Jan-Mar 2024

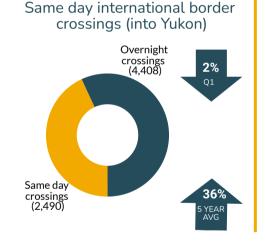
International overnight visitation (1+ nights) 31% 4.408 Jan-Mar 2024 **32**% 5 YEAR AVG



Q1 highlights

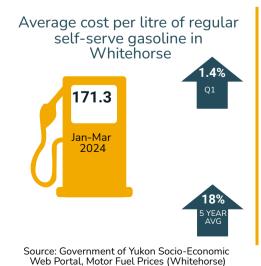














Consumer Confidence in Canada

Yukon Tourism Visitation Report Jan-Mar 2024



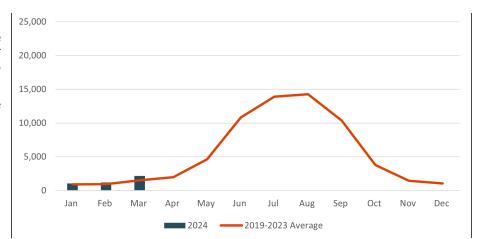
Year-to-date vs. 5-year average

International overnight visitation (1+ nights)

- Examining Q1 as a whole, there were 3,369 travelers in 2023, and this number increased to 4,408 travelers in 2024, representing a 31% increase.
- Q1 visitation was 32% higher than the five-year average (2019 to 2023).

Source: Statistics Canada, Table 24-10-0043-01.

American and overseas visitors only, no Canadian visitors are included.

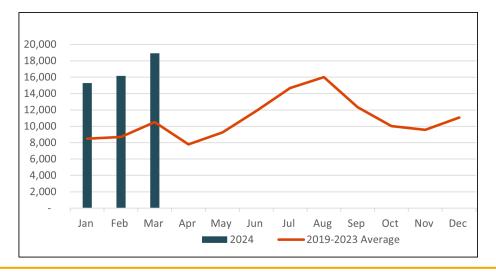


Air arrivals at Erik Nielsen Whitehorse International Airport

- Q1 air arrivals stood at 50,380 which is an increase of 32% compared to the same period in 2023.
- The first quarter performance was 82% higher than the five-year average (2019 to 2023).

Source: Government of Yukon, Highways and Public Works.

Includes business, pleasure and local air passenger arrivals.

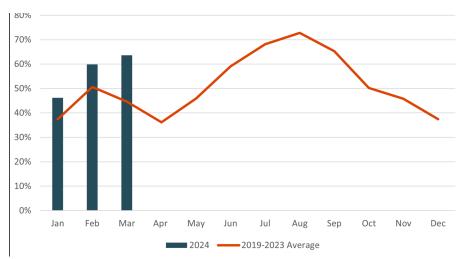


Occupancy at select fixed roof accommodations

- Q1 occupancy rate was 4 percentage points higher than the same period in 2023.
- Occupancy rate for the Q1 of 2024 was 12 percentage points higher than the five-year average (2019 to 2023).

Source: CBRE Hotels Trends in the Canadian Hotel Industry National Market Report.

Figures represent approximately 600 rooms in Yukon and should not be generalized to the whole accommodation market. Figures are presented as an indicator only.



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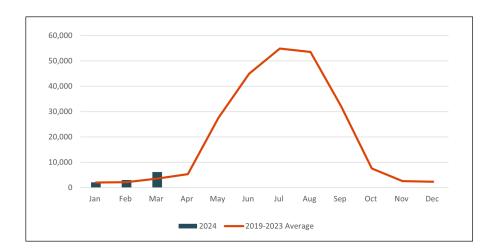
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International border crossings (into Yukon)

- In Q1 2024, the international border crossings reached 11,244 which is a 24% increase from the 9,040 border crossings in Q1 2023.
- International border crossings for Q1 of 2024 was 45% higher than the fiveyear average (2019 to 2023).

Source: Statistics Canada, Table 24-10-0041-01.

Excludes travellers entering Yukon via BC on the South Alaska or Stewart-Cassiar Highways, the NWT on the Dempster Highway or on domestic flights. Total includes

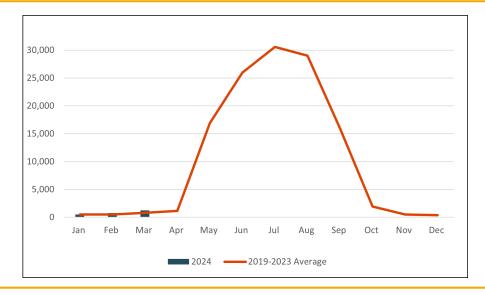


Same day international border crossings (into Yukon)

- In Q1 2024, the total number of sameday border crossings was 2,490 which is a 2% decrease from the 2,537 crossings in Q1 2023.
- Same-day border crossings for Q1 of 2024 was 36% higher than the five-year average (2019 to 2023).

Source: Statistics Canada, Table 24-10-0041-01.

Excludes travellers entering Yukon via BC on the South Alaska or Stewart-Cassiar Highways, the NWT on the Dempster Highway or on domestic flights.



Occupancy rate at short-term rental sector (in Yukon)

- For the entire home, occupancy rate for Q1 2024 was 0.4 percentage points higher than the same period in 2023 but 4.1 percentage points lower than the five-year average (2019 to 2023).
- For rooms only, occupancy rate for Q1 2024 was 1.7 percentage points higher than the same period in 2023 and 3.6 percentage points lower than the fiveyear average (2019 to 2023).

Source: AirDNA

