

# YUKON TOURISM VISITATION REPORT

## DECEMBER 2014

December

10,100

An estimated 10,100 people visited Yukon in December 2014. This represents an increase of 500 people or 5.0% compared to December 2013.

Year to Date

443,300

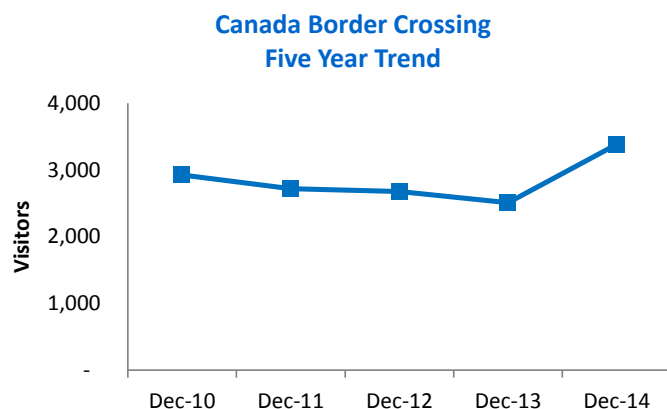
An estimated 443,300 people visited Yukon from January to December 2014. This represents a decrease of 9,900 people or -2% compared to the same period last year.

One of the key measures used to estimate total visitation to Yukon was unavailable for the months of October and November. As a result, forecasts were used. Therefore, as updated data becomes available, year-to-date visitation figures will be revised.

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 MONTHLY TOURISM INDICATORS SUMMARY:



### December Border Crossings

A total of 3,382 people entered Yukon through Canada Border Services Agency's border crossings in December. This represents an increase of 872 people or +35% compared to December 2013.

Source: Canadian Border Services Agency

Total People				
December	2013	2014	+/- change	% change
Private Vehicle	2,510	3,329	819	33%
Motorcoach	-	28	28	100%
Air	-	25	25	100%
<b>TOTALS</b>	<b>2,510</b>	<b>3,382</b>	<b>872</b>	<b>35%</b>
US	1,694	2,112	418	25%
Canada	797	1,219	422	53%
Others	19	51	32	168%

### Total—December

A total of 3,382 people entered Yukon through Canada Border Services Agency's border crossings in December. This represents an increase of 872 people or +35% compared to December 2013. Increases were experienced in private vehicles (up 819 or +33%), motorcoaches (up 28 people or +100%) and air (up 25 people or +100%).

By origin, increases were experienced by US (up 418 people or +25%), Canada (up 422 people or +53%) and Other foreign travelers (up 32 people or +168%).

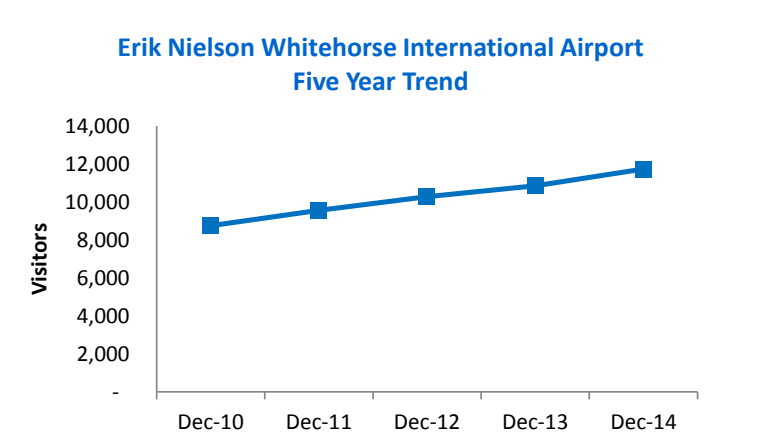
Year to Date				
YTD	2013	2014	+/- change	% change
Private Vehicle	200,434	190,558	-9,876	-5%
Motorcoach	145,076	136,762	-8,314	-6%
Air	4,585	14,387	9,802	214%
<b>TOTALS</b>	<b>350,095</b>	<b>341,707</b>	<b>-8,388</b>	<b>-2%</b>
US	230,902	222,084	-8,818	-4%
Canada	79,019	75,758	-3,261	-4%
Others	40,174	43,865	3,691	9%

### Year to Date

Year to date (January to December), a total of 341,707 people entered Yukon through Canada Border Services Agency's border crossings. This represents a decrease of 8,388 people or -2% compared to January to December 2013.

Decreases were experienced in private vehicles (down 9,876 people or -5%) and motorcoaches (down 8,314 people or -6%). These decreases were partially offset by increases in air (up 9,802 people or +214%).

YUKON MONTHLY TOURISM INDICATORS SUMMARY:



**Erik Nielsen Whitehorse International Airport Arrivals**

A total of 11,730 passengers deplaned at the Erik Nielsen Whitehorse International Airport in December. This represents an increase of 871 passengers or +8% compared to December 2013.

Source: Department of Highways and Public Works

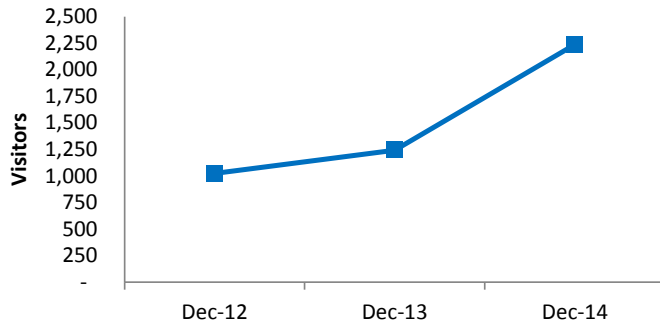
Erik Nielsen Whitehorse International Airport Arrivals				
December	2013	2014	+/- change	% change
Arrivals	10,859	11,730	871	8%
Year to Date			+/- change	% change
Arrivals	147,049	153,353	6,304	4%

**Erik Nielsen Whitehorse International Airport Arrivals**

Year to date (January to December), a total of 153,353 passengers deplaned at the Erik Nielsen Whitehorse International Airport. This represents an increase of 6,304 people or +4% compared to January to December 2013.

## YUKON MONTHLY TOURISM INDICATORS SUMMARY:

**Yukon Visitor Information Centres  
Three Year Trend**



### Yukon Visitor Information Centre Statistics

A total of 2,238 people visited the Whitehorse Visitor Information Centre in December. This represents an increase of 995 people or +80% compared to December 2013.

Yukon Visitor Information Centres				
December	2013	2014	+/- change	% change
Whitehorse	1,243	2,238	995	80%
YTD	2013	2014	+/- change	% change
Whitehorse	74,087	76,322	2,235	3%
<b>TOTAL*</b>	<b>247,718</b>	<b>246,335</b>	<b>-1,383</b>	<b>-1%</b>
*Total includes all Yukon Visitor Information Centres.				

### Yukon Visitor Information Centre Statistics

Year to date, an increase was experienced in the number of people who visited the Whitehorse Visitor Information Centre (up 2,235 people or +3%) compared to January to December 2013. However, total visits to all Yukon Visitor Information Centres were down 1,383 people or -1% compared to January to December 2013.

Source: Department of Tourism and Culture

## Border Crossing Details

Private Vehicle				
December	2013	2014	+/- change	% change
US	1,694	2,092	398	23%
Canada	797	1,198	401	50%
Others	19	39	20	105%
<b>TOTAL</b>	<b>2,510</b>	<b>3,329</b>	<b>819</b>	<b>33%</b>

### Private Vehicle

Increases were experienced in private vehicle (up 819 people or +33%) compared to December 2013. By origin, increases were experienced by US (up 398 people or +23%), Canada (up 401 people, or +50%) and other foreign travelers (up 20 people or +105%).

*Private Vehicle: automobile, cycle, and pedestrian.*

Motorcoach				
December	2013	2014	+/- change	% change
US	-	14	14	100%
Canada	-	14	14	100%
Others	-	-	-	-
<b>TOTAL</b>	<b>-</b>	<b>28</b>	<b>28</b>	<b>100%</b>

### Motorcoach

Increases were experienced in motorcoach (up 28 people or +100%) compared to December 2013.

By origin, increases were experienced by US and Canada (each up 14 people or +100%).

International Air				
December	2013	2014	+/- change	% change
US	-	6	6	100%
Canada	-	7	7	100%
Others	-	12	12	100%
<b>TOTAL</b>	<b>-</b>	<b>25</b>	<b>25</b>	<b>100%</b>

### International Air

Increases were experienced in air (up 25 people or +100%) compared to December 2013. By origin, increases were experienced by US (up 6 people or +100%), Canada (up 7 people, or +100%) and other foreign travelers (up 12 people or +100%).

Sameday Visit				
December	2013	2014	+/- change	% change
Private Vehicle	624	899	275	44%
Motorcoach	-	-	-	-
Air	-	-	-	-
<b>TOTALS</b>	<b>624</b>	<b>899</b>	<b>275</b>	<b>44%</b>
US	623	891	268	43%
Others	1	8	7	700%

### Sameday Visit

A total of 899 sameday visitors entered Yukon through Canada Border Services Agency's border crossings in December 2014. All of this increase was seen in private vehicles (up 275 people or +44%).

Multiple Night Visit				
December	2013	2014	+/- change	% change
Private Vehicle	1,089	1,232	143	13%
Motorcoach	-	14	14	100%
Air	-	18	18	100%
<b>TOTALS</b>	<b>1,089</b>	<b>1,264</b>	<b>175</b>	<b>16%</b>
US	1,071	1,221	150	14%
Others	18	43	25	139%

### Multiple Night Visit

A total of 1,264 multiple night visitors entered Yukon through Canada Border Services Agency's border crossings in December, an increase of 127 people or 16% compared to December 2013. By origin, increases were experienced by US (up 150 people or +14%) and other foreign visitors (up 25 people or +139%).

Note: Canada figures include Yukon residents

## Border Crossing Details

Port of Entry - December				
December	2013	2014	+/- change	% change
Beaver Creek	1,278	1,369	91	7%
Fraser	726	1,184	458	63%
Little Gold	-	-	-	-
Pleasant	506	804	298	59%
Dawson City (Air)	-	-	-	-
Whitehorse (Air)	-	25	25	100%
<b>TOTAL</b>	<b>2,510</b>	<b>3,382</b>	<b>872</b>	<b>35%</b>

### Port of Entry—December

Compared to December 2013, increases in border crossings were experienced at Beaver Creek (up 91 people or +7%), Fraser (up 458 people or +63%), Pleasant (up 298 people or +59%) and Whitehorse airport (up 25 people or +100%).

Port of Entry - Year to Date				
YTD	2013	2014	+/- change	% change
Beaver Creek	66,969	64,644	-2,325	-3%
Fraser	234,815	220,276	-14,539	-6%
Little Gold	17,646	12,582	-5,064	-29%
Pleasant	25,901	29,674	3,773	15%
Dawson City (Air)	248	9,189	8,941	3605%
Whitehorse (Air)	4,321	5,192	871	20%
Old Crow (Air)	14	-	-14	-100%
<b>TOTAL</b>	<b>350,095</b>	<b>341,707</b>	<b>-8,388</b>	<b>-2%</b>

### Port of Entry—Year to Date

Year to date (January to December), total border crossings were down 8,388 people, or -2%. Decreases were experienced at Beaver Creek (down 2,325 people or -3%), Fraser (down 14,539 people or -6%), Little Gold (down 5,064 people or -29%) and Old Crow airport (down 14 people). These decreases were partially offset by increases at Pleasant (up 3,773 people or +15%), Dawson City airport (up 8,941 people or +3,605%) and Whitehorse airport (up 871 people or +20%).

Note: Canada figures include Yukon residents