

YUKON TOURISM VISITATION REPORT

JANUARY 2014

January

9,000

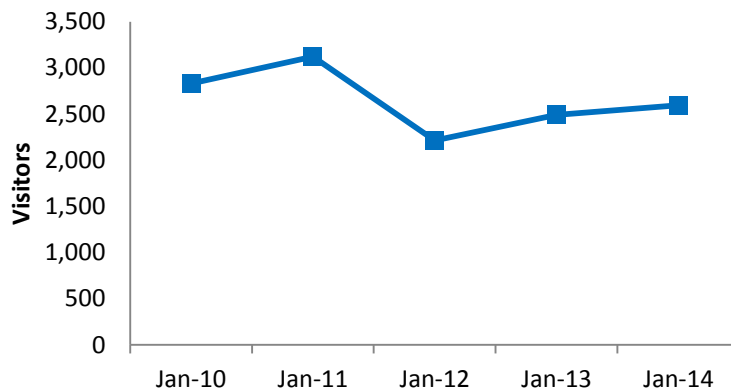
An estimated 9,000 people visited Yukon in January 2014. This represents a decrease of 700 people or +9% compared to January, 2013.

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:

**Canada Border Crossing
Five Year Trend**



January Border Crossings

A total of 2,594 people entered Yukon through Canada Border Services Agency's border crossings in January. This represents an increase of 104 people or +4% compared to January, 2013.

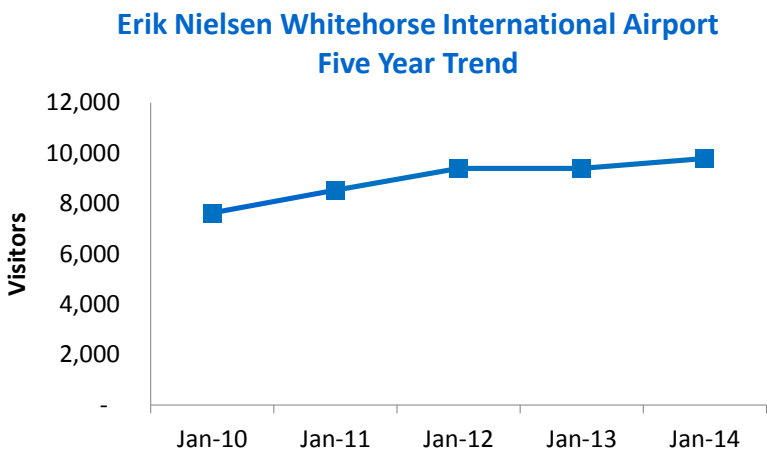
Source: Canadian Border Services Agency

Total People				
January	2013	2014	+/- change	% change
Private Vehicle	2,416	2,592	176	7%
Motorcoach	54	-	-54	-100%
Air	20	2	-18	-90%
TOTALS	2,490	2,594	104	4%
US	1,647	1,727	80	5%
Canada	808	834	26	3%
Others	35	33	-2	-6%

Total—January

A total of 2,594 people entered Yukon through Canada Border Services Agency's border crossings in January. This represents an increase of 104 people or +4% compared to January, 2013. An increase was experienced in private vehicle (up 176 people or +7%). Decreases were experienced in motorcoach (down 54 people or -100%) and in air (down 18 people or -90%). By origin, increases were experienced for US (up 80 people or +5%) and Canada (up 26 people or +3%). A decrease was experienced for Others (down 2 people or -6%).

YUKON TOURISM INDICATORS:

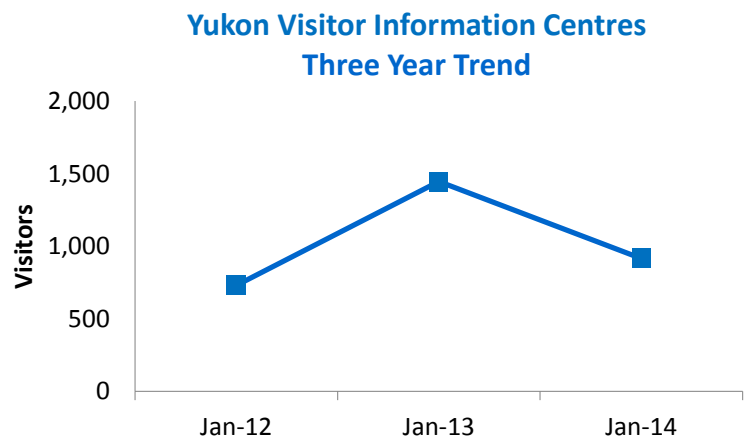


Erik Nielsen Whitehorse International Airport Arrivals
A total of 9,793 passengers deplaned at the Erik Nielsen Whitehorse International Airport in January. This represents an increase of 397 passengers or +4% compared to January 2013.

Source: Department of Highways and Public Works

Erik Nielsen Whitehorse International Arrivals				
January	2013	2014	+/- change	% change
Arrivals	9,396	9,793	397	4%

YUKON TOURISM INDICATORS:



Yukon Visitor Information Centre Statistics

A total of 917 people visited Yukon’s seven Visitor Information Centres in January. This represents a decrease of 528 people or –37% compared to January, 2013.

Source: Department of Tourism and Culture

Yukon Visitor Information Centres				
February	2013	2014	+/- change	% change
Whitehorse	1,445	917	-528	-37%

Yukon Visitor Information Centre Statistics

An increase was experienced in Whitehorse (down 528 people or –37%) compared to January, 2013.

Border Crossing Details

Private Vehicle				
January	2013	2014	+/- change	% change
US	1,628	1,725	97	6%
Canada	753	834	81	11%
Others	35	33	-2	-6%
TOTAL	2,416	2,592	176	7%

Private Vehicle

An increase was experienced in private vehicle (up 176 people or +7%) compared to January 2013. By origin, an increase was experienced by US (up 97 people or +6%) and Canada (up 81 people or 11%). A decrease was experienced by US (down 2 people or -6%).

Private Vehicle: automobile, cycle, and pedestrian.

Motorcoach				
January	2013	2014	+/- change	% change
US	15	-	-15	-100%
Canada	39	-	-39	-100%
Others	-	-	-	0%
TOTAL	54	-	-54	-100%

Motorcoach

Decreases were experienced in motorcoach (down 54 people or -100%) compared to January 2013. By origin, decreases were experienced by US (down 15 people or -100%) and Canada (down 39 people or -100%). Others remained at zero people.

Air				
January	2013	2014	+/- change	% change
US	4	2	-2	-50%
Canada	16	-	-16	-
Others	-	-	-	-
TOTAL	20	2	-18	-90%

International Air

A decrease was experienced in air (down 18 people or -90%) compared to January 2013. By origin, decreases were experienced by US (down 2 people or -50%) and Canada (down 16 people).

Sameday Visit				
January	2013	2014	+/- change	% change
Private Vehicle	757	762	5	1%
Motorcoach	15	-	-15	-
Air	-	-	-	-
TOTALS	772	762	-10	-1%
US	771	755	-16	-2%
Others	1	7	6	0%

Sameday Visit

A total of 762 sameday visitors entered Yukon through Canada Border Services Agency's border crossings in January. An increase was experienced in private vehicle (up 5 people or +1%). A decrease was experienced in motorcoach (down 15 people). By origin, an increase was experienced by Others (up 6 people) and a decrease was experienced by US (down 16 people or -2%).

Multiple Night Visit				
January	2013	2014	+/- change	% change
Private Vehicle	906	996	90	10%
Motorcoach	-	-	-	-
Air	4	2	-2	-50%
TOTALS	910	998	88	10%
US	876	972	96	11%
Others	34	26	-8	-24%

Multiple Night Visit

A total of 998 multiple night visitors entered Yukon through Canada Border Services Agency's border crossings in January. An increase was experienced in private vehicle (up 90 people or +10%). A decrease was experienced in air (down 2 people or -50%). By origin, an increase was experienced by US (up 96 people or +11%). A decrease was experienced by Others (down 8 people or -24%).

Note: Canada figures include Yukon residents

Border Crossing Details

Port of Entry				
January	2013	2014	+/- change	% change
Beaver Creek	1,178	1,092	-86	-7%
Fraser	738	776	38	5%
Little Gold	-	-	-	-
Pleasant	554	724	170	31%
Dawson City (Air)	-	-	-	-
Whitehorse (Air)	20	2	-18	-90%
TOTAL	2,490	2,594	104	4%

Port of Entry—January

Increases were experienced at Fraser (up 38 people or +5%) and Pleasant (up 170 people or 31%). Decreases were experienced at Beaver Creek (down 86 people or -7%) and Whitehorse airport (down 18 people or -90%).

Note: Canada figures include Yukon residents