



Yukon Tourism Indicators Year-End Report 2013

Overview

This document is intended to provide a snapshot of tourism indicators for Yukon for 2013 (January to December).

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2013 Tourism Indicators Review

Between January and December 2013, a record breaking 345,510 people crossed international borders into Yukon, according to the Canada Border Services Agency (CBSA). Compared to last year, 24,270 additional people crossed the border marking an increase of 8% over last year's numbers.

According to CBSA, the number of people crossing the border from the United States (US) rose by 7% (up 14,617 people), Canadians from other jurisdictions rose by 17% (up 4,704 people) and visitors from other international destinations rose by 8% (up 2,716 people).

Private vehicle and motorcoach traffic increased by 7% (up 13,476 people) and 8% (up 10,794 people), respectively.

The Yukon's seven Visitor Information Centres (VICs) reported a corresponding increase in visitation¹. In 2013, 247,718 people were counted at seven VICs, a 2% increase over last year.

Air traffic in and out of Yukon through the Erik Nielson Whitehorse International Airport decreased in 2013. Airport figures reported a 1% decrease or 1,739 less people arriving and departing from Yukon. Total enplaning and deplaning passenger figures for 2013 was 292,598.

Border crossing numbers to Yukon increased from all major regions. North American numbers increased by 7% (up 21,567 people), Europe by 3% (up 522 people), Asia/Pacific by 15% (up 2,081 people) and all others by 6% (up 100 people). Notable countries include China at 31% growth (up 437 people), Australia at 11% growth (up 690 people), Canada (excluding Yukon) at 17% growth (up 4,704 people) and US at 7% growth (up 14,617 people).

[Please note that the Yukon Tourism Indicators comprise key statistics covering major aspects of the tourism industry in Yukon and relevant global trends. The aim is to provide the most recent and accurate information, but all data are subject to ongoing revisions from information suppliers.]

Sources:

Yukon Bureau of Statistics, 2013
 International Monetary Fund, *World Economic Outlook* (October 2013)
 Yukon Economic Outlook <http://economics.gov.yk.ca/> (September 2013)
 Bank of Canada. 2013. www.bankofcanada.ca/

¹ Note: This is the first year that the Airport VIC recorded visits to that Centre accounting for the 2% increase in overall VIC visits.

2013/14 Tourism Outlook

Tourism performance is affected by many factors including the global economy, socio-cultural issues and activities, and environmental issues. Below is a snapshot of issues impacting travel to Yukon in 2013 and 2014.

The global economy is still recovering from the 2008 economic recession. The International Monetary Fund's *World Economic Outlook* stated that global economic growth is projected to be 2.9% in 2013 and 3.6% in 2014. The majority of that growth is projected to originate from emerging markets and developing economies. The economies of Canada and the US are both projected to grow by 1.6% in 2013 and forecasts for 2014 suggest that increase will continue. This growth in Canada's GDP is relatively weak, indicative of high household debt, which is curbing domestic consumption on discretionary purchases like travel.

In 2014, the US is expected to gradually improve its economic status through increased private consumption regardless of spending restraints and cost cutting by the US Government. A similar prediction in Europe suggests that markets are stabilizing; however, reforms are still required to raise market competitiveness and to increase job creation in 2013. Notable in the international market is the slowdown of growth in China's economy from 7.7% in 2012 to a projected 7.6% in 2013.

The drop in the Canadian dollar may have contributed to the increase in visitors to Yukon in 2013. Americans visiting Yukon would have greater purchasing power thereby motivating cross border visits to Canada. Canadians may have been more inclined to vacation in their own country as opposed to visiting the United States where their purchasing power would be deflated.

Several factors will continue to work in Yukon's favour in 2014, including:

- A lower Canadian dollar will make Yukon more affordable for US and overseas visitors;
- Air North's direct flights between Whitehorse, Yellowknife and Ottawa will improve access to the territory from eastern Canada;
- The new Air North flights to Kelowna continue to have a positive impact on visitation from British Columbia; and
- There is increasing demand for Aurora tourism experiences, particularly in the Japanese market.

Yukon Border Crossing Services:
Monthly Statistics

2012	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicle	2,047	2,981	5,571	8,307	17,261	28,355	44,891	39,813	24,457	7,505	3,124	2,646	186,958
Motorcoach	39	38	295	131	16,449	30,315	34,022	36,381	16,564	18	0	30	134,282
TOTALS	2,086	3,019	5,866	8,438	33,710	58,670	78,913	76,194	41,021	7,523	3,124	2,676	321,240
US	1,430	1,885	3,760	3,777	21,251	40,995	54,477	53,060	26,576	4,800	2,286	1,711	216,008
Yukon	580	956	1,846	4,206	5,778	5,475	8,202	7,156	5,362	2,293	701	833	43,388
Canada	51	110	147	261	2,056	5,195	8,147	7,854	3,590	283	93	116	27,903
Others	25	68	113	194	4,625	7,005	8,087	8,124	5,493	147	44	16	33,941

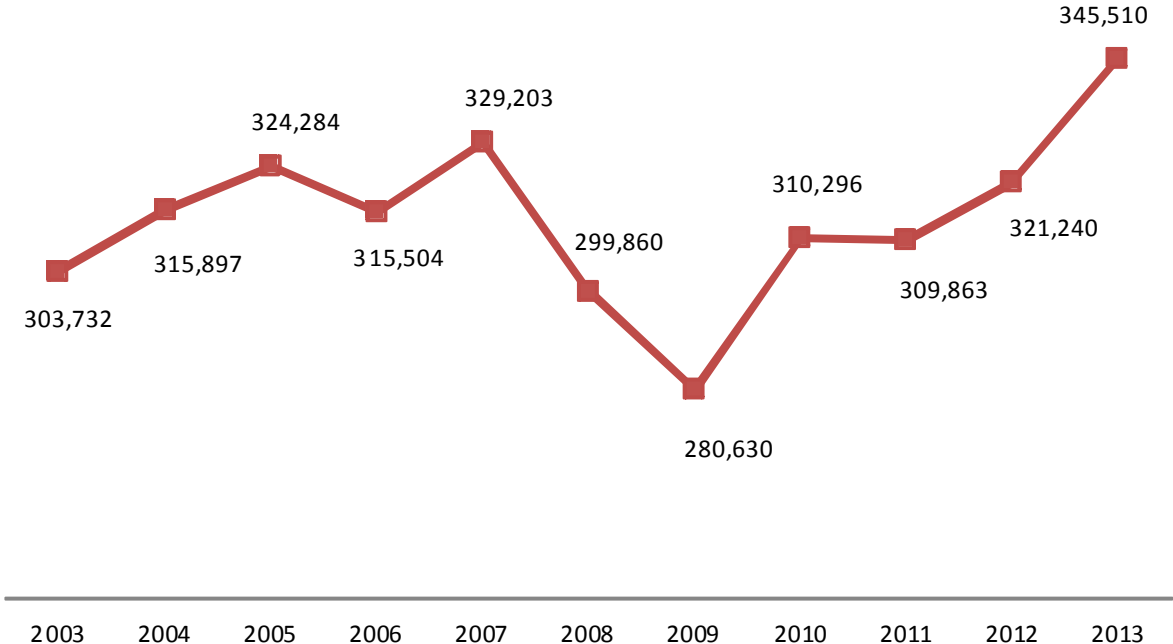
2013	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicle	2,416	2,805	6,126	7,098	17,785	36,708	46,014	44,633	23,786	7,373	3,180	2,510	200,434
Motorcoach	54	17	17	30	18,434	35,188	37,581	35,264	18,425	40	26	0	145,076
TOTALS	2,470	2,822	6,143	7,128	36,219	71,896	83,595	79,897	42,211	7,413	3,206	2,510	345,510
US	1,643	1,835	3,060	4,007	22,760	50,053	57,885	53,881	26,788	4,818	2,201	1,694	230,625
Yukon	700	802	2,818	2,822	5,753	7,318	8,201	8,761	4,669	2,188	838	751	45,621
Canada	92	133	129	184	2,699	6,782	9,246	8,431	4,499	262	104	46	32,607
Others	35	52	136	115	5,007	7,743	8,263	8,824	6,255	145	63	19	36,657

Yukon Border Crossing Statistics
2012 versus 2013

Change	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Private Vehicle	369	-176	555	-1,209	524	8,353	1,123	4,820	-671	-132	56	-136	13,476
% change	18%	-6%	10%	-15%	3%	29%	3%	12%	-3%	-2%	2%	-5%	7%
Motorcoach	15	-21	-278	-101	1,985	4,873	3,559	-1,117	1,861	22	26	-30	10,794
% change	38%	-55%	-94%	-77%	12%	16%	10%	-3%	11%	122%		-100%	8%
TOTALS	384	-197	277	-1,310	2,509	13,226	4,682	3,703	1,190	-110	82	-166	24,270
% change	18%	-7%	5%	-16%	7%	23%	6%	5%	3%	-1%	3%	-6%	8%
US	213	-50	-700	230	1,509	9,058	3,408	821	212	18	-85	-17	14,617
% change	15%	-3%	-19%	6%	7%	22%	6%	2%	1%	0%	-4%	-1%	7%
Yukoners	120	-154	972	-1,384	-25	1,843	-1	1,605	-693	-105	137	-82	2,233
% change	21%	-16%	53%	-33%	0%	34%	0%	22%	-13%	-5%	20%	-10%	5%
Canada	41	23	-18	-77	643	1,587	1,099	577	909	-21	11	-70	4,704
% change	80%	21%	-12%	-30%	31%	31%	13%	7%	25%	-7%	12%	-60%	17%
Others	10	-16	23	-79	382	738	176	700	762	-2	19	3	2,716
% change	40%	-24%	20%	-41%	8%	11%	2%	9%	14%	-1%	43%	19%	8%

Produced by: Yukon Department of Tourism and Culture based on data supplied by CBSA.
Passenger totals do not include those arriving in commercial vehicles, train, boat or by plane.

Yukon Border Crossing Services
10-Year Trend



Produced by: Yukon Department of Tourism and Culture based on data supplied by CBSA.
Passenger totals do not include those arriving in commercial vehicles, train, boat or by plane.

Border Crossings by Port

Total	2012	2013	+/- change	% change
Beaver Creek	67,922	66,969	-953	-1%
Fraser	209,478	234,815	25,337	12%
Little Gold	17,065	17,646	581	3%
Pleasant	26,559	25,901	-658	-2%
Dawson City	204	179	-25	-12%
TOTAL	321,228	345,510	24,282	8%

Produced by: Yukon Department of Tourism and Culture based on data supplied by CBSA.
 Passenger totals do not include those arriving in commercial vehicles, train, boat or by plane.

Same Day and One or more Nights Visitation

Same Day	2012	2013	+/- change	change %
Private Vehicle	76,685	82,843	6,158	8%
Motorcoach	118,066	128,302	10,236	9%
TOTALS	194,751	211,145	16,394	8%
US	135,716	146,232	10,516	8%
Yukon	22,123	22,719	596	3%
Canada	16,557	19,043	2,486	15%
Others	20,353	23,151	2,798	14%

1+ Nights	2012	2013	+/- change	% change
Private Vehicle	107,627	115,081	7,454	7%
Motorcoach	16,186	16,774	588	4%
TOTALS	123,813	131,855	8,042	6%
US	78,581	82,699	4,118	5%
Yukon	20,432	22,151	1,719	8%
Canada	11,230	13,518	2,288	20%
Others	13,570	13,487	-83	-1%

Same Day: Person came to Yukon, but did not stay overnight

1+ Nights: Person came to Yukon and stayed one or more nights

Produced by: Yukon Department of Tourism and Culture based on data supplied by CBSA.
 Passenger totals do not include those arriving in commercial vehicles, train, boat or by plane.

Yukon Border Crossing Services: Visitor Origin

Annual Yukon Border Crossing Statistics - Top 10 Countries				
	2012	2013	+/- change	% change
United States	216,008	230,625	14,617	7%
Canada	71,291	78,228	6,937	10%
Australia	6,306	6,996	690	11%
Germany	5,750	5,901	151	3%
United Kingdom	4,327	4,176	-151	-3%
Switzerland	2,412	2,303	-109	-5%
China	1,428	1,865	437	31%
India	1,454	1,320	-134	-9%
New Zealand	1,171	1,247	76	6%
France	938	1,068	130	14%

Annual Yukon Border Crossing Statistics - Key Regions				
	2012	2013	+/- change	% change
Total North America	288,104	309,671	21,567	7%
Total Europe	17,348	17,870	522	3%
Total Asia / Pacific	14,095	16,176	2,081	15%
Total Other	1,693	1,793	100	6%
Grand Total	321,240	345,510	24,270	8%

Produced by: Yukon Department of Tourism and Culture based on data supplied by CBSA.

Passenger totals do not include those arriving in commercial vehicles, train, boat or by plane. The North America category includes Yukon residents.

Erik Nielsen Whitehorse International Airport: Passenger Traffic

International and Domestic Passenger Traffic				
	2012	2013	+/- change	% change
Enplaning	147,262	145,549	-1,713	-1%
Deplaning	147,075	147,049	-26	0%
TOTAL	294,337	292,598	-1,739	-1%

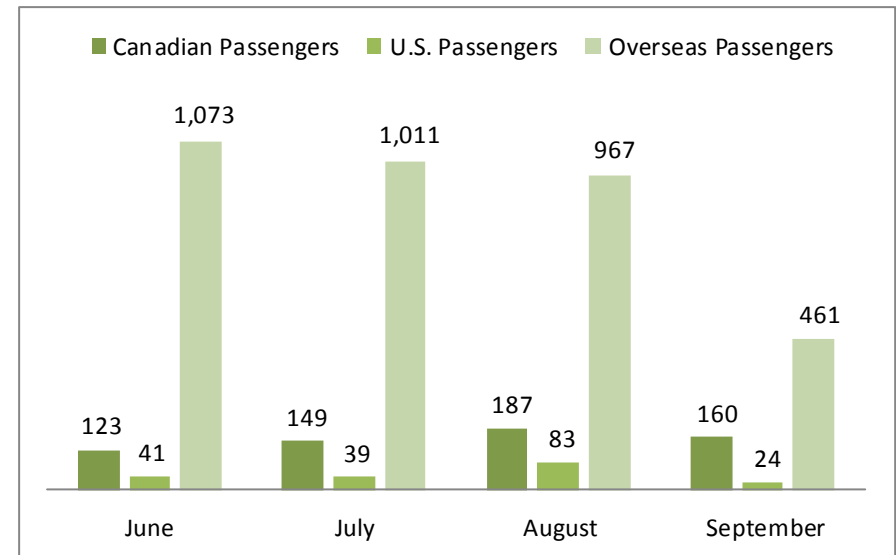
Totals include all passengers arriving in and departing from Whitehorse on commercial flights (January to December, 2013).

Erik Nielsen Whitehorse International Airport International Arrival Traffic

Tourism Season 2013	Flights	Canadian Passengers	U.S. Passengers	Overseas Passengers	Total
June	25	123	41	1,073	1,237
July	28	149	39	1,011	1,199
August	26	187	83	967	1,237
September	16	160	24	461	645
Total	95	619	187	3,512	4,318

A total of 4,318 airline passengers on international flights travelled to Whitehorse between the months of June and September 2013. Of the total passengers: 15.8% were Canadian, 4.4% were American and 77.4% were from overseas. June, July and August were high traffic months bringing in an average of 1,250 passengers to Whitehorse each month.

Erik Nielsen Whitehorse International Airport International Arrival Traffic



Totals include arrivals in Whitehorse from Europe and do not include flight crew.

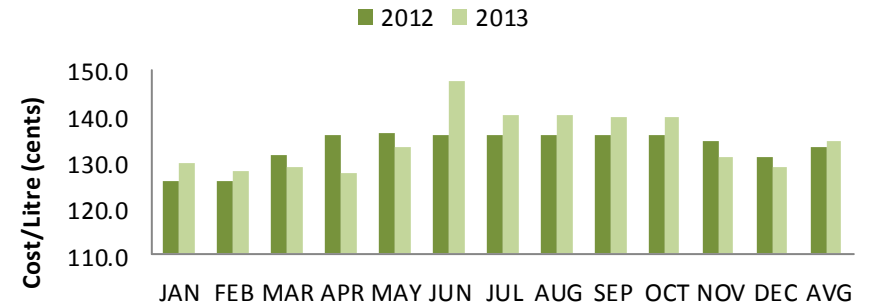
Source: Statistics Canada. 2013. www.statcan.gc.ca

Yukon Visitor Information Center Statistics: 2012 and 2013

Total Year 2012/2013				
	2012	2013	+/- change	% change
Whitehorse	68,910	74,087	5,177	8%
Beaver Creek	14,719	15,034	315	2%
Carcross	92,362	74,029	-18,333	-20%
Dawson City	24,060	32,930	8,870	37%
Haines Junction	21,080	26,240	5,160	24%
Watson Lake	21,817	20,310	-1,507	-7%
Airport	0	5,088	5,088	
TOTAL	242,948	247,718	4,770	2%

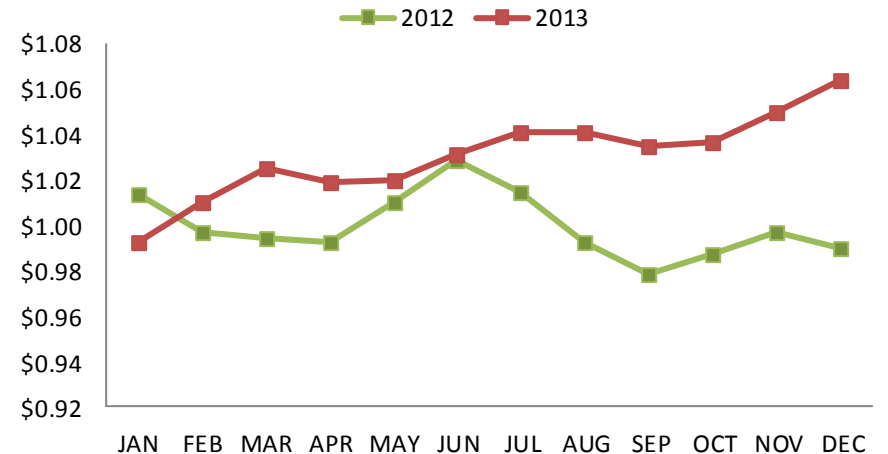
[NOTE: Visitor Information Centre (VIC) statistics are captured via a counter at the door. They are not intended to be an accurate record of all visitations to Yukon. The Whitehorse VIC is open year-round. VICs across the rest of Yukon (Beaver Creek, Carcross, Dawson City, Haines Junction and Watson Lake) are open May to September.]

Yukon Fuel Prices



Auto fuel prices are the average price per litre of regular self-serve fuel in Whitehorse.
Source: Statistics Canada. 2013. www.statcan.gc.ca

U.S. Dollar Exchange Rates



Source: Bank of Canada. 2013. www.bankofcanada.ca/