



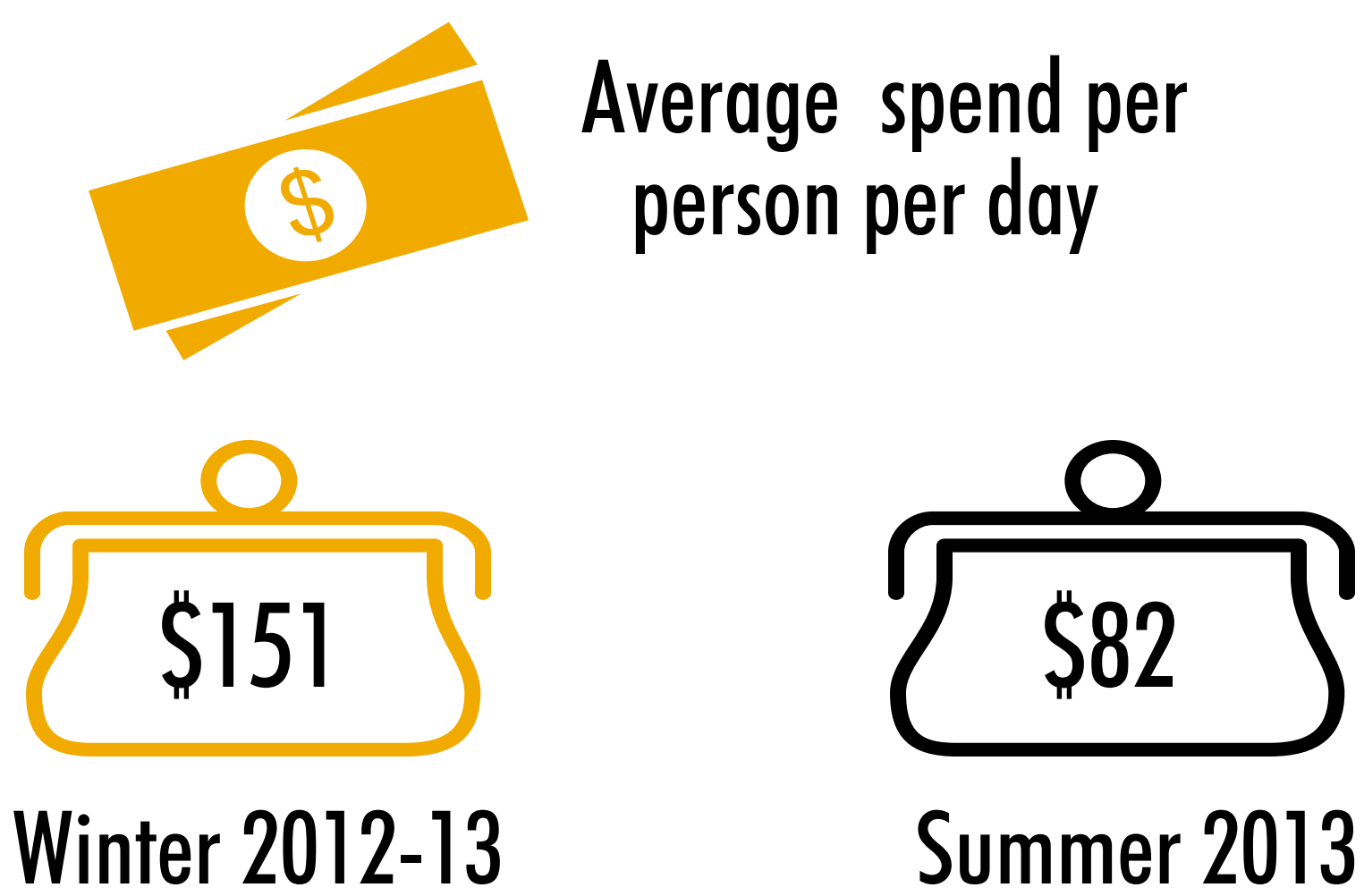
5 Year Growth (2012-2013 to 2016-2017)



"94% of Chinese tour operators at Showcase Asia offer Yukon aurora products"

Robin Anderson, T&C Global Marketing Manager.

How much are they spending?



Source: 2012-13 Yukon Visitor Tracking Program.

Who Are Our Winter Visitors?



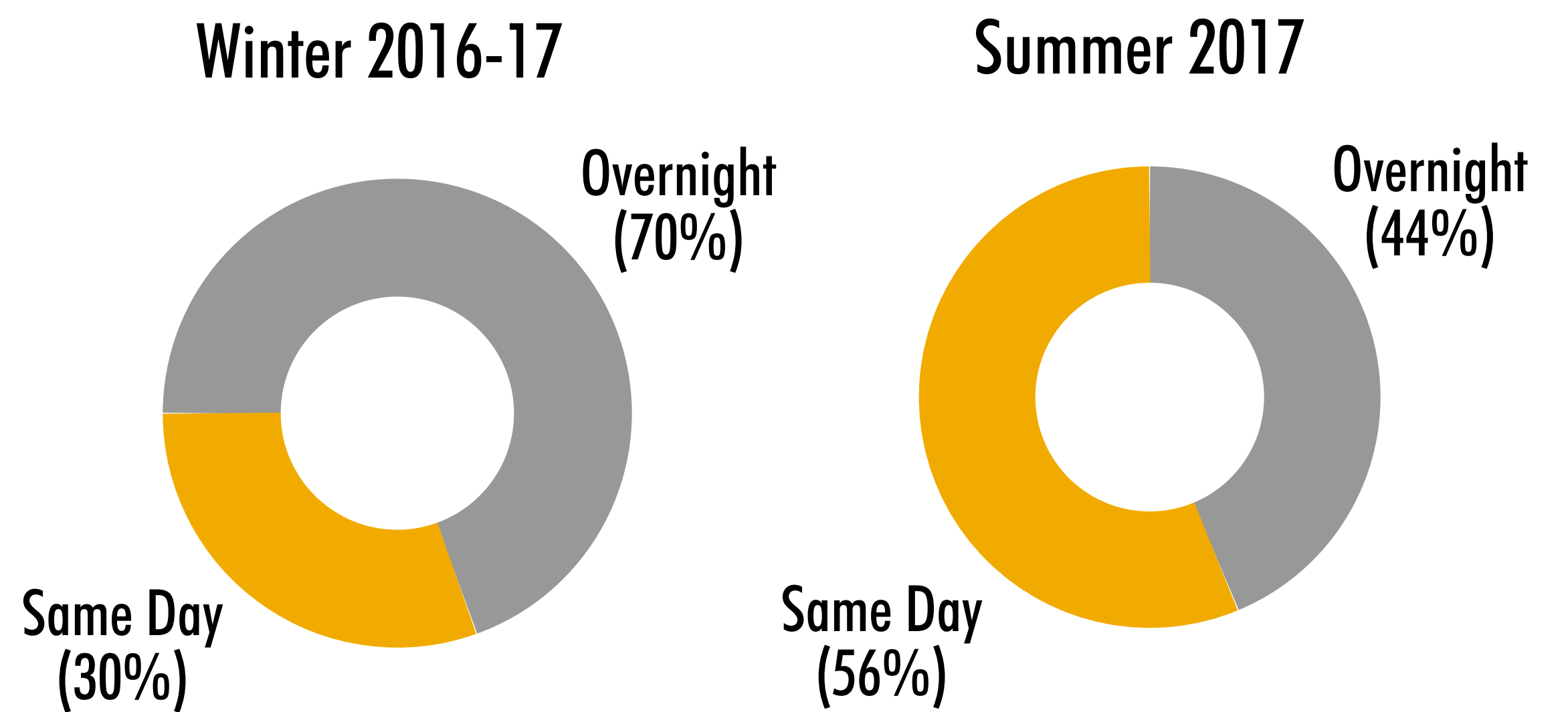
■ Canada (58%) ■ US (40%) ■ Overseas (2%)

International Overnight Visitation (1+ Nights) - Winter 2016-17. Source: Statistics Canada, CANSIM 427-0004.

"We've never seen more interest in winter experiences"

Jim Kemshead, T&C Marketing Specialist, Media & Influencer Relations.

How Long Are They Staying?



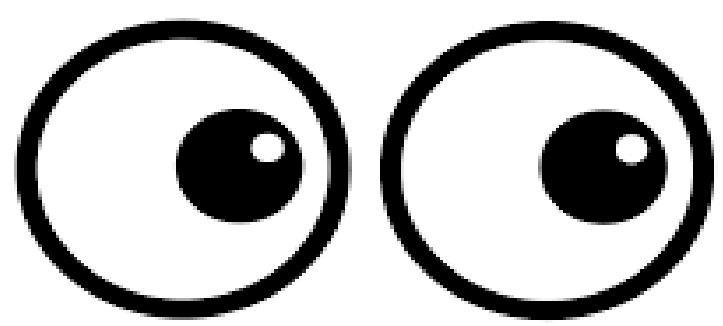
International Border Crossings. Source: Statistics Canada, CANSIM 427-0001.

"Scandinavian winter is like going to play in the snow; Yukon winter is the trip of a lifetime".

Jessica Ruffen, T&C Market Development Manager, Europe.



"Don't Wait for Some Day" Campaign YouTube Views



Ice Fishing: 99,408 views
Dog Sledding: 176,556 views

"We will see an increase in demand for winter tourism from Asian Pacific markets"

Yas Yamamoto, T&C Market Development Manager, Asia Pacific.

Air Arrivals at Whitehorse International Airport



Source: Government of Yukon, HPW.

92 winter vacation packages offered by local tour operators listed on TravelYukon.com

International Overnight Visitation (1+ Nights)

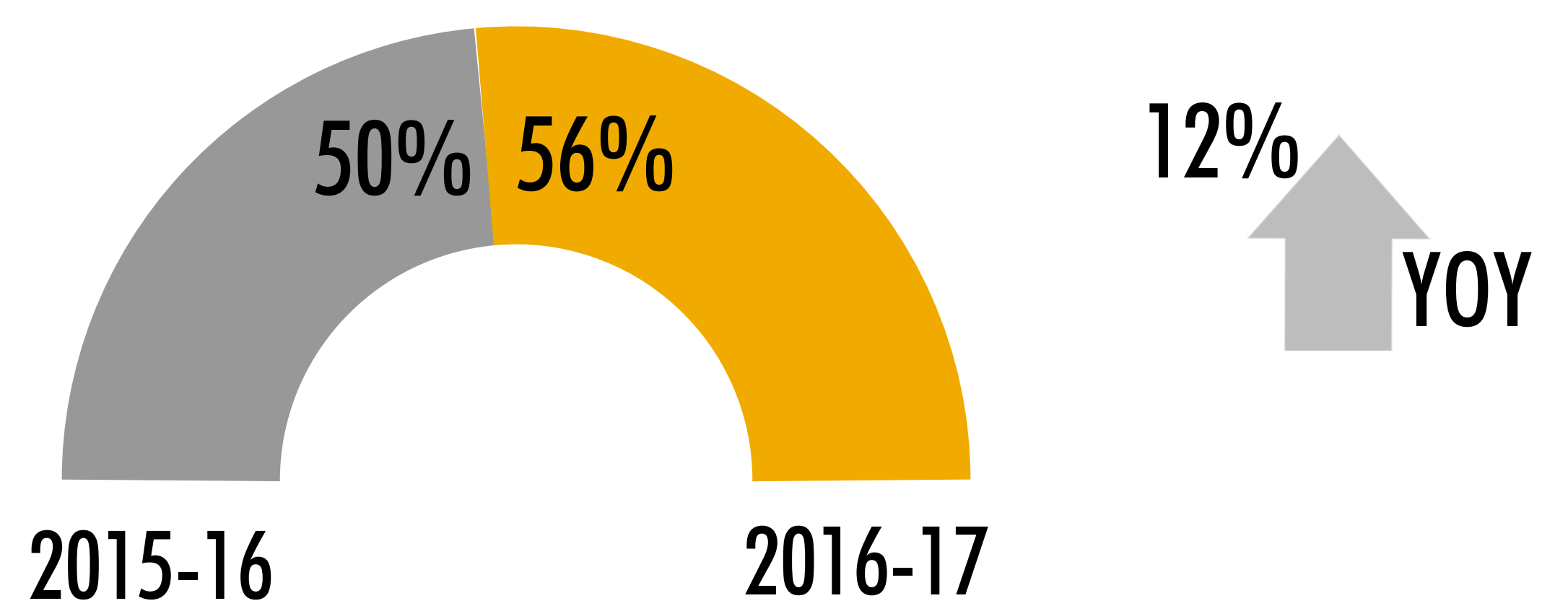
	Summer		Winter	
	May-Sep	YOY % Change	Oct-Apr	YOY % Change
2012-2013	148,380		13,895	
2013-2014	137,206	-8%	12,834	-8%
2014-2015	133,174	-3%	14,452	13%
2015-2016	141,812	6%	15,576	8%
2016-2017	146,259	3%	16,857	8%

International Overnight Visitation (1+ Nights) - Winter 2016-17. Source: Statistics Canada, CANSIM 427-0004.

"All key account trade partners carry winter product/itinerary"

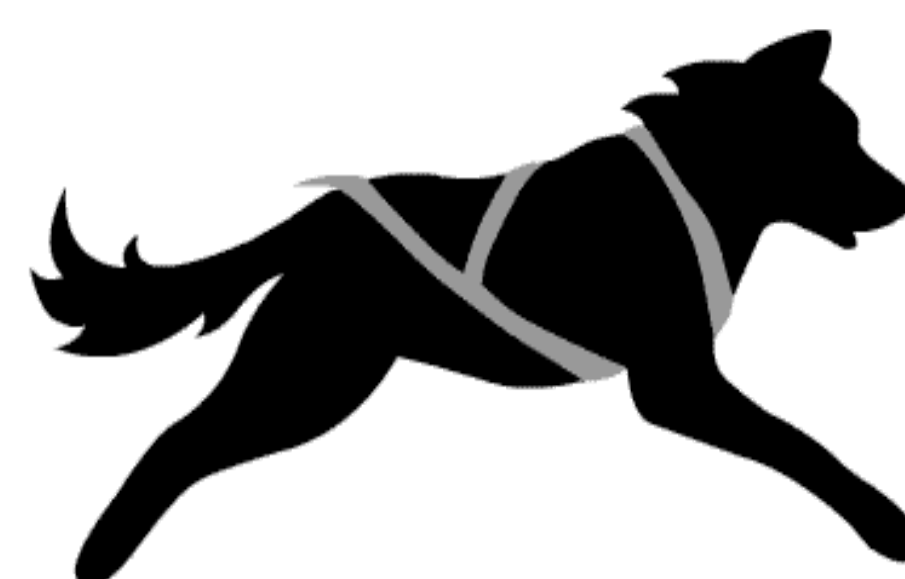
Stephen Reynolds, T&C Marketing Specialist, Trade: Americas, EM's and RTO's.

Winter Occupancy at Select Fixed Roof Accommodations



Source: CBRE Hotels.

Destination Yukon Winter Campaign 2017-18



- 386% YOY
13,481,153 impressions
- 732% YOY
19,561 clicks on Tourism Yukon ads
- 309% YOY
10,424 travelyukon.com sessions