



Yukon Tourism Indicators Year-End Report 2015

Overview

The *Yukon Tourism Indicators Year-End Report 2015* is published by the Department of Tourism and Culture as a companion to the monthly *Yukon Tourism Visitation Report*. This document is intended to provide a snapshot of tourism indicators for Yukon for the 2015 calendar year. Although the most current information available was used in this publication, all data are subject to future revisions.

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Unless otherwise stated, throughout this report, all border crossings figures are counts of people crossing in private vehicles (automobiles, motorcycles, cyclists, and pedestrians), motorcoaches, and on direct international commercial flights. Border crossings exclude counts of people crossing in commercial vehicles, trains, and marine arrivals.

Unless otherwise stated, total border crossing figures include Yukon residents.

Fraser and Pleasant Camp border crossings are included in Yukon totals, even though there is the possibility that people crossing here may never physically enter Yukon.

In certain tabulations, rounded data may not sum to totals.



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2015 Yukon Tourism Review

Yukon Visitor Tracking Program

The Department of Tourism and Culture utilizes a number of indicators as inputs into the Yukon Visitor Tracking Program model to estimate total visitation to the territory. In 2015, a number of the data sources encountered significant challenges which may have impacted their reliability. As a result, the Department of Tourism and Culture is unable to provide an accurate estimate of total visitation to Yukon at this time.

Yukon Border Crossings

According to Canada Border Services Agency (CBSA), between January and December 2015, 327,778 people crossed international borders into Yukon. Compared to one year earlier, this was a decrease of 13,929 people, or 4%. Excluding Yukon residents, who are not traditionally considered tourists, total border crossings were down 7,151 people, or 2%, over 2014.

Seasonally, compared to 2014, border crossings were down 14,852 people, or 5%, through Yukon's peak (May to September) tourist season. Offsetting this decline was an increase in border crossings in the shoulder seasons (January to April, and October to December) which were up 923 people, or 3%, compared to 2014.

Border crossing data by nationality indicates that crossings from United States (US) residents, Yukon's largest tourism market, were down 2% compared to the previous year, totalling 218,300 people in 2015. While 2015 saw 3,784 fewer people crossing from the US, US border crossings still accounted for the majority (67%) of all crossings in 2015. Canadian (excluding Yukon resident) border crossings decreased to 29,611, down 3,523 people, or 11% from 2014. Border crossings from all other international locations saw a marginal increase to 44,019 people. The increase in border crossings from international travellers was attributable to increases in both Asia/Pacific and other (non-European) regions, up 1% and 6%, respectively over 2014.

Erik Nielsen Whitehorse International Airport Passenger Traffic

Total arrivals through the Erik Nielsen Whitehorse International Airport increased 2% in 2014 compared to the preceding year, up to 156,018 passenger arrivals.

Visitor Information Centres

Yukon's Visitor Information Centres (VICs) also reported an increase in visitation. In 2015, there were 252,349 people counted at seven VICs, a 2% increase over the year prior.

New Indicators for 2015

To diversify the tourism indicators reported by the Department of Tourism and Culture, this report contains data on: Yukon government campground usage by non-residents; national parks and national historic site visitors; accommodations and occupancy data at select Yukon hotels; Beringia Center attendance; and estimates on total visitation, in-Yukon visitor expenditures and tourism revenues.

Yukon Government Campground Usage

In 2015, 43,189 non-residents used Yukon government campgrounds, an increase of 14% over 2014. This equated to a total of 50,099 accommodation nights for non-residents at Yukon government campgrounds in 2015, an increase of 17% compared to one year earlier.

Accommodation Trends

The average occupancy rate for Yukon in 2015 was 64%, a decrease of 2 percentage points. For Yukon, the average daily room rate increased 8%, and the yearly revenue per room available increased 5% over 2014.

Travel Price Index

According to the Canadian Tourism Research Institute (CTRI), the Travel Price Index for Yukon—the percentage change in the cost of goods and services traditionally purchased by travellers—grew 1.05% in 2015. Year-over-year, preliminary estimated total expenditures for Yukon's overnight visitors increased 4%, while revenues for the Yukon tourism sector overall, reported by CTRI, decreased 1%.

2016 Yukon 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 factors anticipated to impact travel to Yukon in 2016.

For 2016, global economic growth is anticipated to remain moderate; due to low productivity growth since the 2008 economic crisis, combined with crisis legacies (such as high debt rates, financial sector weakness and low investment), demographic transitions, growth realignment in China, and a downturn in commodity prices. The International Monetary Fund's *World Economic Outlook* projects that global economic growth will be 3.1% in 2015 and 3.6% in 2016. The majority of that growth is projected to originate from emerging markets and developing economies, such as China and India.

The economies of Canada and the United States are projected to grow by 1.0% and 2.6% respectively in 2015 — forecasts for 2016 suggest these increases will continue. In 2016, the United States is expected to continue to improve its economic status through higher wages and an improving labour market, resulting in higher consumer spending. While for Canada, the persistence of low resource prices, especially low oil prices and weak mineral prices, are expected to continue to impact Canadian exports and business investments.

Although European markets are improving, recovery remains slow. The outlook for European markets is subdued, with projected growth in real GDP of 1.5% in 2015 and 1.6% in 2016.

Several factors are expected to work in Yukon's favour for tourism in 2016, including:

- A weaker Canadian dollar will make Yukon more affordable for US and overseas visitors and may encourage Canadians to travel domestically;
- Lower oil prices, which are being reflected in lower gasoline prices, are leaving Canadians with more disposable income, while also reducing transportation-related vacation costs. There is also a possibility for spillover from the reduced operational costs for airlines to consumers;
- Improving consumer confidence, employment growth, and gains in disposable income in the United States are expected to contribute to increased visitation from Americans;
- Domestic airline seat capacity to Yukon is expected to increase, resulting in improved air access to the territory, making Yukon more accessible to visitors;
- Increased awareness of Yukon as a travel destination through the Yukon Now marketing initiatives; and
- The growing Aboriginal tourism sector will make Yukon a more appealing destination for a wider breadth of visitors.

For 2016, the Canadian Tourism Research Institute is projecting total overnight visits to the territory will increase by 3.3%, and that Yukon will see a corresponding growth of 5.6% in tourism expenditure to approximately \$186 million, as travel prices rise and some travel segments perform particularly well.

Note: The Yukon Tourism Outlook uses 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 sources.

Sources: Yukon Bureau of Statistics, *Socio-Economic Web Portal*. January 2015.

International Monetary Fund, *World Economic Outlook*. October 2015.

Canadian Tourism Research Institute, Conference Board of Canada, *Travel Markets Outlook*. Spring 2016, preliminary.

Yukon Border Crossings: Monthly Statistics

2014	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	PEAK	SHOULDER	TOTALS
Private Vehicle	2,592	2,540	5,516	7,469	17,619	32,569	41,266	40,972	25,172	7,737	3,777	3,329	157,598	32,960	190,558
Motorcoach	0	20	9	42	16,560	30,138	33,860	34,519	21,558	13	15	28	136,635	127	136,762
Air	2	41	515	71	1,307	3,543	3,654	4,102	1,027	100	0	25	13,633	754	14,387
TOTAL	2,594	2,601	6,040	7,582	35,486	66,250	78,780	79,593	47,757	7,850	3,792	3,382	307,866	33,841	341,707
US	1,727	1,663	2,918	3,254	21,828	44,897	53,424	51,492	31,086	5,090	2,593	2,112	202,727	19,357	222,084
Yukon	692	762	2,269	3,844	6,337	6,336	6,132	7,531	4,558	2,115	989	1,061	30,894	11,732	42,626
Canada	142	97	761	323	2,430	6,340	8,869	9,136	4,259	470	149	158	31,034	2,100	33,134
Overseas	33	79	92	161	4,891	8,677	10,355	11,434	7,854	177	61	51	43,211	654	43,865

2015	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	PEAK	SHOULDER	TOTALS
Private Vehicle	2,729	2,980	6,109	8,088	18,276	29,289	37,823	36,378	20,690	7,298	3,677	3,415	142,456	34,296	176,752
Motorcoach	32	23	9	90	19,720	33,185	36,053	30,252	18,859	13	48	0	138,069	215	138,284
Air	20	6	22	48	1,108	3,076	3,576	4,041	688	104	11	42	12,489	253	12,742
TOTAL	2,781	3,009	6,140	8,226	39,104	65,550	77,452	70,671	40,237	7,415	3,736	3,457	293,014	34,764	327,778
US	1,951	1,958	3,446	4,227	23,687	45,646	54,227	47,062	26,344	4,848	2,594	2,310	196,966	21,334	218,300
Yukon	694	745	2,133	3,291	5,729	4,867	4,909	6,169	3,424	1,952	891	1,044	25,098	10,750	35,848
Canada	74	219	294	507	2,915	5,891	7,960	7,235	3,796	423	208	89	27,797	1,814	29,611
Overseas	62	87	267	201	6,773	9,146	10,356	10,205	6,673	192	43	14	43,153	866	44,019

Change in Yukon Border Crossings between 2014 and 2015

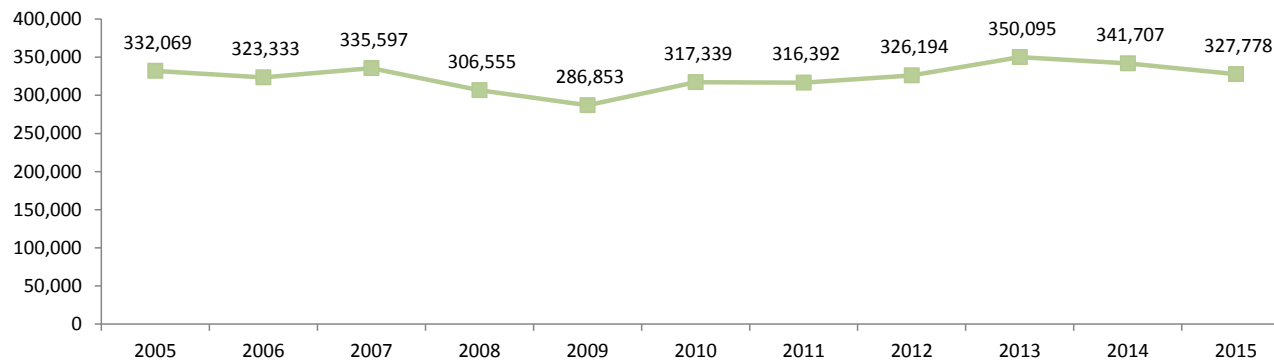
Change	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	PEAK	SHOULDER	TOTAL
Private Vehicle	137	440	593	619	657	-3,280	-3,443	-4,594	-4,482	-439	-100	86	-15,142	1,336	-13,806
Change %	5%	17%	11%	8%	4%	-10%	-8%	-11%	-18%	-6%	-3%	3%	-10%	4%	-7%
Motorcoach	32	3	0	48	3,160	3,047	2,193	-4,267	-2,699	0	33	-28	1,434	88	1,522
Change %	...	15%	0%	114%	19%	10%	6%	-12%	-13%	0%	220%	-100%	1%	69%	1%
Air	18	-35	-493	-23	-199	-467	-78	-61	-339	4	11	17	-1,144	-501	-1,645
Change %	900%	-85%	-96%	-32%	-15%	-13%	-2%	-1%	-33%	4%	...	68%	-8%	-66%	-11%
TOTAL	187	408	100	644	3,618	-700	-1,328	-8,922	-7,520	-435	-56	75	-14,852	923	-13,929
Change %	7%	16%	2%	8%	10%	-1%	-2%	-11%	-16%	-6%	-1%	2%	-5%	3%	-4%
US	224	295	528	973	1,859	749	803	-4,430	-4,742	-242	1	198	-5,761	1,977	-3,784
Change %	13%	18%	18%	30%	9%	2%	2%	-9%	-15%	-5%	0%	9%	-3%	10%	-2%
Yukon	2	-17	-136	-553	-608	-1,469	-1,223	-1,362	-1,134	-163	-98	-17	-5,796	-982	-6,778
Change %	0%	-2%	-6%	-14%	-10%	-23%	-20%	-18%	-25%	-8%	-10%	-2%	-19%	-8%	-16%
Canada	-68	122	-467	184	485	-449	-909	-1,901	-463	-47	59	-69	-3,237	-286	-3,523
Change %	-48%	126%	-61%	57%	20%	-7%	-10%	-21%	-11%	-10%	40%	-44%	-10%	-14%	-11%
Overseas	29	8	175	40	1,882	469	1	-1,229	-1,181	15	-18	-37	-58	212	154
Change %	88%	10%	190%	25%	38%	5%	0%	-11%	-15%	8%	-30%	-73%	0%	32%	0%

Notes: Figures are counts of people crossing in private vehicles (automobiles, motorcycles, cyclists, and pedestrians), motorcoaches, and on direct international flights. Figures exclude counts of people crossing in commercial vehicles, trains, or marine arrivals.

The peak season is the sum of border crossings between May and September; the shoulder season is the sum of border crossings between January and April, and October to December.

Source: Canada Border Services Agency.

**Yukon Border Crossings
10-Year Trend**



Note: Figures are counts of people crossing in private vehicles (automobiles, motorcycles, cyclists, and pedestrians), motorcoaches, and on direct international flights. Figures exclude counts of people crossing in commercial vehicles, trains, or marine arrivals.

Source: Canada Border Services Agency.

Yukon Border Crossings by Port

	2014	2015	+/- change	% change
Beaver Creek	64,644	62,277	-2,367	-4%
Fraser	220,276	204,797	-15,479	-7%
Little Gold	12,581	13,655	1,074	9%
Pleasant	29,675	34,318	4,643	16%
Dawson City	9,339	8,341	-998	-11%
Whitehorse	5,192	4,390	-802	-15%
TOTAL	341,707	327,778	-13,929	-4%

Notes: Figures are counts of people crossing in private vehicles (automobiles, motorcycles, cyclists, and pedestrians), motorcoaches, and on direct international flights. Figures exclude counts of people crossing in commercial vehicles, trains, or marine arrivals.

Source: Canada Border Services Agency.

Yukon Border Crossings by Length of Stay

Same day	2014	2015	+/- change	% change
Private Vehicle	48,535	42,859	-5,676	-12%
Motorcoach	117,341	121,682	4,341	4%
Air	252	68	-184	-73%
TOTAL	166,128	164,609	-1,519	-1%
US	140,581	138,412	-2,169	-2%
Overseas	25,547	26,197	650	3%

One or more nights	2014	2015	+/- change	% change
Private Vehicle	83,344	81,938	-1,406	-2%
Motorcoach	5,193	5,072	-121	-2%
Air	11,284	10,700	-584	-5%
TOTAL	99,821	97,710	-2,111	-2%
US	81,503	79,888	-1,615	-2%
Overseas	18,318	17,822	-496	-3%

Notes: Canadians (including Yukon residents) are excluded from the above tables.

Figures are counts of people crossing in private vehicles (automobiles, motorcycles, cyclists, and pedestrians), motorcoaches, and on direct international flights. Figures exclude counts of people crossing in commercial vehicles, trains, or marine arrivals.

Source: Canada Border Services Agency.

**Yukon Border Crossings by Visitor Nationality
Top 10 Countries**

Top 10 Countries	2014	2015	+/- change	% change
United States	222,084	218,300	-3,784	-2%
Canada	33,134	29,611	-3,523	-11%
Germany	8,955	9,376	421	5%
Australia	7,709	8,001	292	4%
United Kingdom	4,351	4,099	-252	-6%
China	2,742	2,850	108	4%
Switzerland	3,246	2,841	-405	-12%
India	1,327	1,496	169	13%
Netherlands	1,226	1,280	54	4%
New Zealand	1,323	1,251	-72	-5%

Notes: Canada figures exclude Yukon residents.
 Top 10 countries were selected based on highest number of people crossing by nationality in 2015.
 Figures are counts of people crossing in private vehicles (automobiles, motorcycles, cyclists, and pedestrians), motorcoaches, and on direct international flights. Figures exclude counts of people crossing in commercial vehicles, trains, or marine arrivals.
Source: Canada Border Services Agency.

**Yukon Border Crossings by Visitor Nationality
Key Regions**

Key regions	2014	2015	+/- change	% change
Total North America	256,187	248,891	-7,296	-3%
Total Europe	23,164	23,009	-155	-1%
Total Asia/Pacific	17,849	18,036	187	1%
Total Other	1,883	1,994	111	6%
TOTAL	299,083	291,930	-7,153	-2%

Notes: North America figures exclude Yukon residents.
 Figures are counts of people crossing in private vehicles (automobiles, motorcycles, cyclists, and pedestrians), motorcoaches, and on direct international flights. Figures exclude counts of people crossing in commercial vehicles, trains, or marine arrivals.
Source: Canada Border Services Agency.

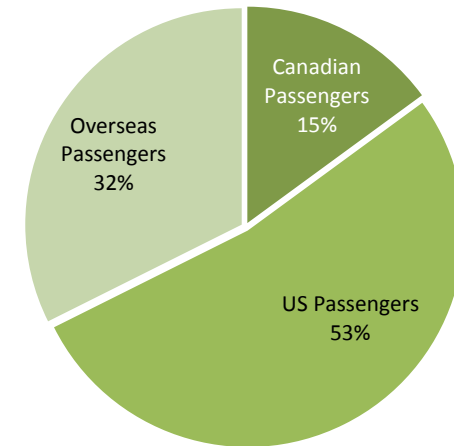
Air Border Crossings Peak Tourism Season

Peak Season	2014	2015	+/- change	% change
May	1,307	1,108	-199	-15%
June	3,543	3,076	-467	-13%
July	3,654	3,576	-78	-2%
August	4,102	4,041	-61	-1%
September	1,027	688	-339	-33%
Peak Season Total	13,633	12,489	-1,144	-8%
Shoulder Season Total	754	253	-501	-66%
GRAND TOTAL	14,387	12,742	-1,645	-11%

Note: The peak season is the sum of border crossings between May and September; the shoulder season is the sum of border crossings between January and April, and October to December.

Source: Canada Border Services Agency.

Air Border Crossings by Nationality May to September 2015



Source: Canada Border Services Agency.

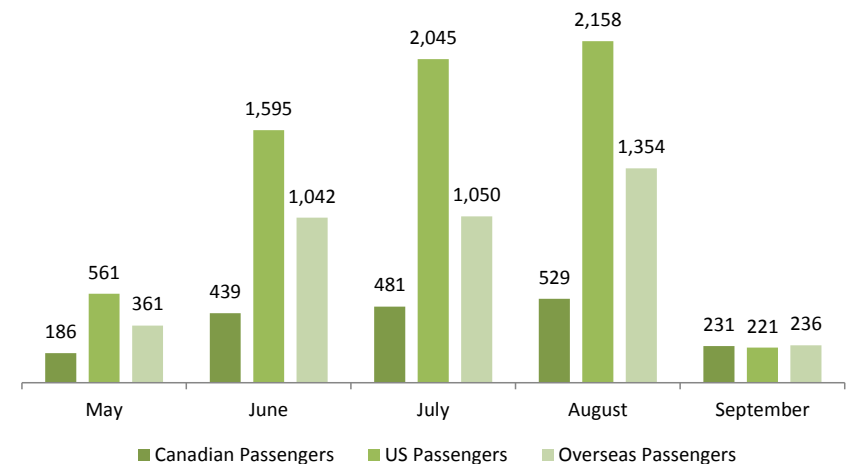
Air Border Crossings 2015 Peak Tourism Season

2015	Flights	Canadian Passengers	US Passengers	Overseas Passengers	Total
May	25	186	561	361	1,108
June	58	439	1,595	1,042	3,076
July	69	481	2,045	1,050	3,576
August	70	529	2,158	1,354	4,041
September	32	231	221	236	688
Peak Season Total	254	1,866	6,580	4,043	12,479
Shoulder Season Total	37	108	125	20	253
GRAND TOTAL	291	1,974	6,705	4,063	12,742

Note: The peak season is the sum of border crossings between May and September; the shoulder season is the sum of border crossings between January and April, and October to December.

Source: Canada Border Services Agency.

Air Border Crossings 2015 Peak Tourism Season



Source: Canada Border Services Agency.

Erik Nielsen Whitehorse International Airport: Passenger Traffic

Passenger Traffic	2014	2015	+/- change	% change
Departures	157,815	157,595	-220	0%
Arrivals	153,353	156,018	2,665	2%
TOTAL	311,168	313,613	2,445	1%

Note: Includes all passengers arriving (deplaning) and departing (enplaning) on commercial flights from Erik Nielsen Whitehorse International Airport, January to December of the respective year.

Source: Department of Highways and Public Works.

National Parks and National Historic Site Visitors

	2014	2015	+/- change	% change
Kluane National Park and Reserve	25,078	26,981	1,903	8%
National Historic Sites	38,619	41,180	2,561	7%
TOTAL	63,697	68,161	4,464	7%

Notes: National Historic Sites include: S.S. Klondike National Historic Site, Chilkoot Trail National Historic Site, and the Dawson Historical Complex National Historic Site, which encompasses Dredge No.4 and S.S. Keno).

Dredge No. 4 is operated under a License of Occupation by a third party tour provider.

In 2014, the operating season at Kathleen Lake and the Kluane National Park and Reserve Visitor Centre, located in the Da Ku cultural centre, were extended for three weeks for on a one year pilot.

Open and closure dates vary by site. Seasonality is typically from Victoria Day weekend to Labour Day weekend.

Source: Parks Canada, Yukon Field Unit

Yukon Visitor Information Centre Statistics

	2014	2015	+/- change	% change
Whitehorse	76,322	88,400	12,078	16%
Beaver Creek	12,099	12,866	767	6%
Carcross	76,958	64,256	-12,702	-17%
Dawson City	29,544	37,569	8,025	27%
Haines Junction	22,585	22,074	-511	-2%
Watson Lake	21,776	23,742	1,966	9%
Whitehorse Airport	7,051	3,442	-3,609	-51%
TOTAL	246,335	252,349	6,014	2%

Notes: Visitor Information Centre (VIC) statistics for Whitehorse are captured via a counter at the door. For Beaver Creek and Haines Junction, VIC statistics reflect manual counts of the number of visitors staff interact with. For Carcross, Dawson City and Watson Lake, VIC statistics reflect adjusted guestbook sign-in sheets. 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, Watson Lake and Whitehorse Airport) are open May to September.

Source: Department of Tourism and Culture.

Beringia Center Attendance

	2014	2015	+/- change	% change
Beringia Center Attendance	17,528	18,587	1,059	6%

Source: Department of Tourism and Culture.

**Yukon Government Campgrounds:
Usage by Non-Residents**

	2014	2015	+/- change	% change
Registered campsite nights by non-residents	19,627	23,134	3,507	18%
Registered non-resident occupant nights	42,957	50,099	7,142	17%
Number of non-residents camping	38,015	43,189	5,174	14%
AVERAGE non-resident nights	1.1	1.2	0.1	3%

Note: All figures are based on information collected on campsite registration envelopes.

Registered occupant nights represent both unique and repeat occupants in the camping season.

Source: Department of Environment, Parks Branch.

Yukon Accommodations

2015	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVERAGE	Change
Occupancy Rate	34.6%	61.6%	67.9%	57.7%	61.1%	85.9%	87.4%	89.5%	79.0%	47.7%	51.5%	42.4%	63.7%	-1.8
Average Daily Room Rate	\$106.17	\$102.28	\$115.98	\$109.99	\$113.48	\$128.16	\$130.89	\$127.25	\$127.47	\$118.35	\$114.66	\$109.84	\$119.32	8%
Revenue Per Available Room	\$36.73	\$63.00	\$78.75	\$63.46	\$69.34	\$110.09	\$114.40	\$113.89	\$100.70	\$56.45	\$59.05	\$46.57	\$76.01	5%

Note: Occupancy rate is the percentage of hotel rooms occupied during a specific time period, excluding rooms not available due to renovations or otherwise unavailable. Year-over-year percentage point change (rather than percent change) is calculated.

Average Daily Room Rate measures a hotel's pricing scale; the figure is derived by dividing actual total revenue for the period by the total number of occupied room nights.

Revenue per available room is calculated by multiplying average daily room rate by occupancy rate.

All figures are based on approximately 500 rooms in Yukon, and should not be generalized to the whole accommodation market. These figures are presented as an indicator only.

Source: PKF Consulting Inc.

New this year is data from the Canadian Tourism Research Institute (CTRI). CTRI is an independently financed research organization located at the Conference Board of Canada. The Canadian Tourism Research Institute provides interpretation of travel and tourism research information. The Department of Tourism and Culture has recently joined the CTRI research network and is pleased to share the insights for Yukon from this national research organization.

Yukon Travel Price Index, Visitor Expenditures and Overnight Visitation to Yukon

	Travel Price Index	Total expenditures (C\$ millions)	Overnight visits to Yukon ('000s)
2012	2.80	131	230
2013	2.01	114	274
2014	1.87	121	231
2015	1.05	176	255

Notes: The Travel Price Index is an indicator that measures the change in cost of goods and services traditionally purchased by travellers in Yukon (e.g. accommodation, transportation, food and beverage, recreation, retail, etc.).

Total expenditures are an estimate of spending by overnight visitors to Yukon, calculated using the volume of visitors by market, from surveys conducted by Statistics Canada — the Travel Survey of Residents of Canada and International Travel Survey — and the Travel Price Index.

All calculations are done by the Canadian Tourism Research Institute and are based primarily on Statistics Canada data but also include other available data sources.

All figures are estimates. 2015 figures are preliminary.

Source: Canadian Tourism Research Institute, Conference Board of Canada, *Travel Markets Outlook: National Focus*.

Yukon Tourism Sector Revenues, by Industry

Year-over-year change in tourism revenues (by industry)	2014	2015
Air Transportation	7.6%	3.2%
Other Transportation	2.3%	-3.6%
Accommodation	1.8%	0.9%
Food & Beverage	8.9%	3.4%
Recreation & Entertainment	7.1%	4.0%
Travel Services	-1.9%	-4.3%
TOURISM SECTOR - OVERALL	5.2%	-0.9%

Notes: The Conference Board of Canada calculations are based primarily on Statistics Canada data (National Tourism Indicators, industry revenues, prices and employment) but also include other available data sources.

Spending on “other transportation” excludes commercial carrier fees.

Figures represent year-over-year changes in tourism revenues. Therefore, 2015 figures represent the percentage change between revenues in 2014 and 2015.

Source: Canadian Tourism Research Institute, Conference Board of Canada, *Tourism Sector Performance Monitor*, 2014 and 2015 full year reviews.

Estimated Overnight Visitation to Yukon

Overnight visits ('000s)	2014	2015	% change
Domestic	37	35	-1%
Business	19	17	-6%
Pleasure	15	16	4%
United States	170	183	5%
Overseas	24	37	4%
TOTAL	231	255	4%

Notes: Overnight visitation to Yukon is an estimate the total number of visitors to Yukon, calculated using the volume of visitors by market, from surveys conducted by Statistics Canada — the Travel Survey of Residents of Canada and International Travel Survey.

Daytrip visitors are excluded from the estimates.

All calculations are done by the Canadian Tourism Research Institute and are based primarily on Statistics Canada data but also include other available data sources.

All figures are estimates. 2015 figures are preliminary.

Source: Canadian Tourism Research Institute, Conference Board of Canada, *Travel Markets Outlook: National Focus*.

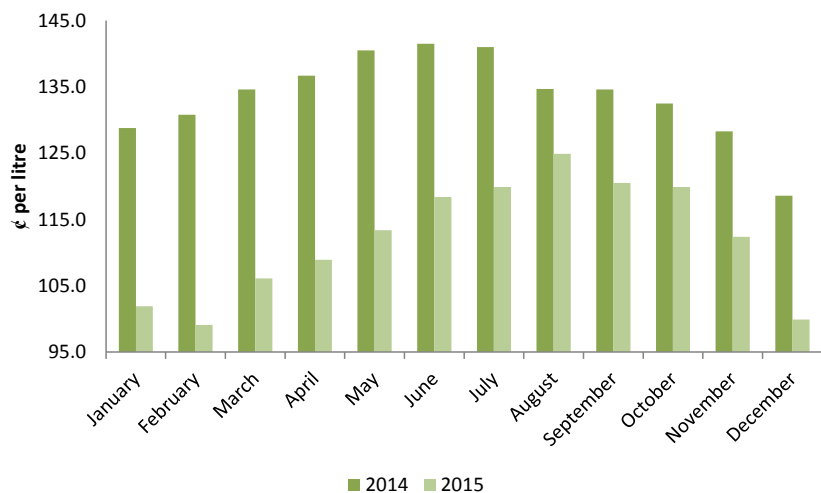
Canadian Consumer Confidence Index, 2015

2015	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Ontario	116.6	95.8	122.8	100.2	97.7	109.5	102.6	95.6	89.6	100.8	106.0	96.2
Prairies	77.0	65.7	74.5	62.8	76.5	75.4	68.1	59.0	60.9	61.6	62.4	48.4
British Columbia	121.3	112.6	118.0	114.5	119.8	112.4	106.6	101.9	112.6	124.2	133.0	115.7
CANADIAN AVG	107.0	95.6	108.5	94.7	99.8	102.7	98.6	91.9	90.6	95.3	103.1	91.0

Notes: Consumer confidence summarizes attitudinal questions on employment prospects, financial position (current and expected), and whether or not it is a good time to make a major purchased. The consumer confidence index is a good indicator of whether or not people feel it is a good time to travel. (2014=100)

Source: Canadian Tourism Research Institute, Conference Board of Canada

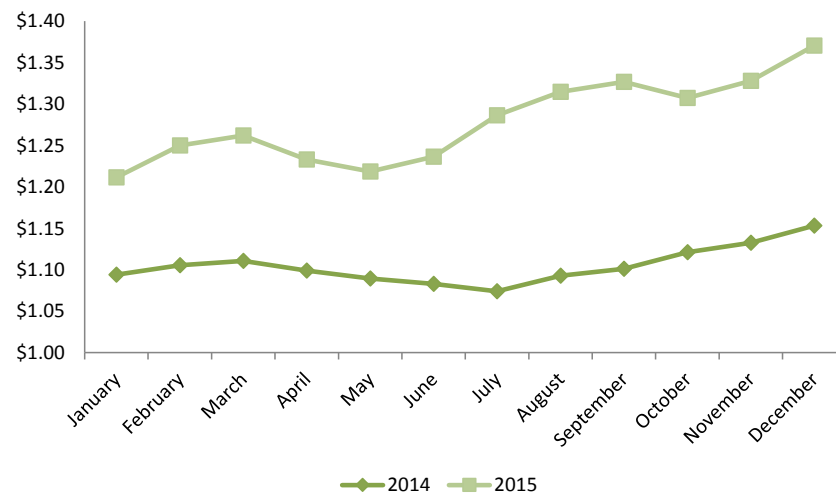
Average Fuel Prices: Whitehorse



Note: Fuel prices are the average price per litre of regular self-serve gasoline in Whitehorse, as calculated by the Yukon Bureau of Statistics.

Source: Yukon Bureau of Statistics. Socio-Economic Web Portal.

US Dollar Exchange Rates



Note: Figures are the average monthly value, as calculated by the Bank of Canada of 1USD in Canadian currency. Figures may differ from the rates provided by financial institutions or other market sources.

Source: Bank of Canada. Monthly Average Exchange Rates.