



**2007 Yukon Visitor Statistics
Year End Report**

OVERVIEW

THIS DOCUMENT IS INTENDED TO PROVIDE A SNAPSHOT OF YUKON'S 2007 TOURISM YEAR (JANUARY TO DECEMBER).

INCLUDED IS A SUMMARY OF THE YEAR, COMPARISONS TO VISITOR TRENDS IN THE REST OF CANADA AND CURRENT YUKON VISITOR STATISTICS:

YUKON BORDER CROSSING STATISTICS;

EUROPEAN AIR CHARTER STATISTICS;

YUKON VISITOR INFORMATION CENTRE STATISTICS;

YUKON FUEL PRICES; AND

U.S. EXCHANGE RATES.

FOR FURTHER INFORMATION ON THE 2007 YUKON VISITOR STATISTICS YEAR-END REPORT AND THE 2007 SEASON-END REPORT CONTACT THE DEPARTMENT OF TOURISM & CULTURE AT:

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Tourism Overview for 2007

Between January and December 2007, 329,203 travelers visited the Yukon, according to the Canada Border Services Agency. This figure represents a 4% increase in visitation over 2006, totaling 13,699 additional visitors. 2007 marked the 2nd highest year for visitation in the Yukon since 1994.

This increase in travel was substantial compared to the Canadian average. In 2007, total international visitors to Canada decreased by 2%, while international visitation to the Yukon rose by 5%. U.S. visitors were down by 3% for Canada but up 5% for the Yukon. Overseas visitors grew by 3% for Canada and 10% for the Yukon. According to the Statistics Canada publication *International Travel: Advance Information*, in 2007 the Yukon posted the 2nd highest increase in visitation to a Canadian jurisdiction, behind only PEI.

The growth in travel to the Yukon was due primarily to an increase of cruise ship day tour activity out of Skagway, Alaska. During 2007, motorcoach traffic to the Yukon grew to almost 130,000 visitors, up 15% compared to 2006. Private vehicle traffic declined in 2007 by a very small margin (down 1% or 2,702 visitors). This decline was part of a Canada-wide trend largely due to increasing fuel prices and the rising Canadian dollar. By country of origin: U.S. visitors increased by 5% (up 10,667 visitors), Canadian visitors increased by 13% (up 3,395 visitors) and foreign visitors increased by 10% (up 2,574 visitors).

2007 was also marked by a significant growth in air travel. Between January and December 2007, nearly 230,000 people enplaned and/or deplaned at the Whitehorse International Airport, a 15% increase over 2006 (29,886 additional people enplaning/deplaning). Increases in airport traffic were experienced in 11 of 12 months. Additionally, European air charter flights increased in number from 37 in 2006 to 47 in 2007 (a 27% increase in capacity).

The Yukon's Visitor Information Centre's reported a corresponding increase in visitation. In 2007, nearly 240,000 visitors registered at the six Yukon Visitor Information Centres, a 6% increase over 2006 (13,812 additional visitors).

Anecdotal reports from Yukon tourism operators indicate that 2007 was one of their most successful years since 1998. Operators attributed the excellent season primarily to a jump in visitation by Canadian travelers (up 13% over 2006). Yukon cruise-tour business reported a particularly successful season. The success of Yukon's 2007 season is likely due to increasing travel intentions among Canadians coupled with Tourism Yukon's National Marketing Campaign timed to correspond with the 2007 Canada Winter Games held in Whitehorse.

In addition to seeing a successful summer season, operators also reported a better than average winter tourism season. Increasing demand for dog sledding and aurora viewing bolstered the number of winter visitors, with a particular increase noted among Mexican travelers.

Tourism Outlook for 2008

Early indications show strong bookings for 2008 by Canadians, particularly those taking part in adventure tourism activities. The strength of the Canadian market is in large part due to Tourism Yukon's National Marketing Campaign and increased partnerships with the Canadian travel trade combined with a strong Canadian economy. Additionally, the number of Mexican visitors is expected to grow, due primarily to new air access from Mexico to Alberta and enhanced frequency to Vancouver.

Yukon's European trade partners are not as optimistic about the coming season as they were for 2007. The dramatic drop in the value of the U.S. dollar makes a visit to that country very attractive and the trade feels many Europeans will choose the U.S. over Canada and correspondingly the Yukon.

Visitation from Asia and Oceania is also expected to grow in 2008. New non-stop flights from Australia and New Zealand to Vancouver will facilitate Yukon's growth in these markets. Winter aurora viewing and combined fall hiking/aurora viewing tours continue to be popular with Asian visitors.

Much of the U.S. market, however, will likely not fare as well. American private vehicle traffic, cruise ship, cruise tour and independent motorcoach traffic will probably continue to be affected by the high price of fuel and the high value of the Canadian dollar. Additionally, American travel is likely to be negatively affected by an economic slowdown in the United States and the 2008 American presidential election. These factors may translate into a slight decline in U.S. visitors as a whole.

Considering all relevant information and tourism related indicators, the Department of Tourism and Culture is forecasting that overall visitation to Yukon in 2008 will closely reflect that of 2007.

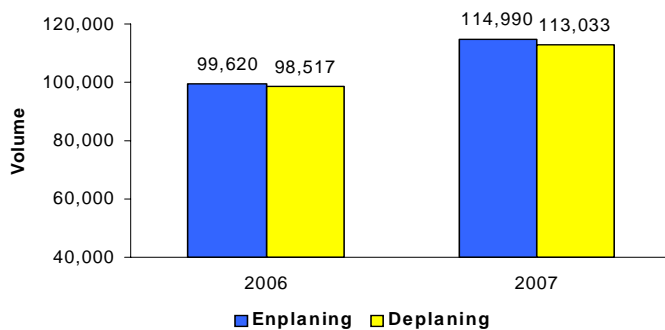
EUROPEAN AIR CHARTER STATISTICS

2006	MAY	JUN	JUL	AUG	SEP	OCT	TOTALS
Flights	5	8	8	9	7	0	37
Passengers	360	800	1,113	1,408	633	0	4,314
2007	MAY	JUN	JUL	AUG	SEP	OCT	TOTALS
Flights	7	8	9	9	8	6	47
Passengers	466	897	1,189	1,428	504	169	4,653
+ / - %CHANGE	MAY	JUN	JUL	AUG	SEP	OCT	TOTALS
Flights	2	0	1	0	1	6	10
%CHANGE	40%	0%	13%	0%	14%		27%
Passengers	106	97	76	20	-129	169	339
%CHANGE	29%	12%	7%	1%	-20%		8%

SOURCE: CANADA BORDER SERVICES AGENCY

TOTALS INCLUDE VISITORS ARRIVING IN WHITEHORSE DIRECT FROM EUROPE, TOTALS DO NOT INCLUDE CANADIAN RESIDENTS OR GERMAN FLIGHT CREW.

WHITEHORSE INTERNATIONAL AIRPORT PASSENGER TRAFFIC
JANUARY - DECEMBER



TOTAL ARRIVALS AND DEPARTURES FOR 2006:
198,137

TOTAL ARRIVALS AND DEPARTURES FOR 2007:
228,023

SOURCE: WHITEHORSE AIRPORT - HIGHWAYS & PUBLIC WORKS (YG)

TOTALS INCLUDE ALL PASSENGERS ARRIVING IN AND DEPARTING FROM WHITEHORSE ON COMMERCIAL FLIGHTS (JAN. TO DEC.).

YUKON BORDER CROSSING STATISTICS
TOP 10 COUNTRIES

	2006	2007	+ / -	% change
United States	228,279	238,946	10,667	5%
Canada	27,030	30,425	3,395	13%
Germany	6,809	7,312	503	7%
United Kingdom	5,867	5,777	-90	-2%
Australia	4,315	4,417	102	2%
Switzerland	1,814	2,086	272	15%
Netherlands	1,155	1,361	206	18%
New Zealand	828	924	96	12%
Mexico	553	668	115	21%
France	760	539	-221	-29%

SOURCE: CANADA BORDER SERVICES AGENCY AND YUKON BUREAU OF STATISTICS

PASSENGER TOTALS DO NOT INCLUDE TRAIN VISITORS, THOSE IN COMMERCIAL VEHICLES, VISITORS ARRIVING BY AIR, OR MARINE ARRIVALS (DAWSON CITY).

THE CANADA CATEGORY INCLUDES YUKON RESIDENTS.

YUKON BORDER CROSSING STATISTICS
KEY REGIONS

	2006	2007	+ / -	% change
North America	289,050	300,290	11,240	4%
Europe	18,785	20,155	1,370	7%
Asia / Pacific	7,015	7,794	779	11%
Other	654	887	233	36%
Total	315,504	329,203	13,699	4%

SOURCE: CANADA BORDER SERVICES AGENCY AND YUKON BUREAU OF STATISTICS

PASSENGER TOTALS DO NOT INCLUDE TRAIN VISITORS, THOSE IN COMMERCIAL VEHICLES, VISITORS ARRIVING BY AIR, OR MARINE ARRIVALS (DAWSON CITY).

THE NORTH AMERICA CATEGORY INCLUDES YUKON RESIDENTS.

YUKON BORDER CROSSING STATISTICS - SUMMER

2006	MAY	JUN	JUL	AUG	SEPT	TOTALS
Private Vehicle	18,205	34,335	49,935	43,131	23,269	168,875
Motorcoach	14,093	26,704	25,568	28,738	13,561	108,664
TOTALS	32,298	61,039	75,503	71,869	36,830	277,539
US	21,885	44,052	55,050	53,400	26,738	201,125
Yukon	4,933	4,997	6,194	4,899	3,181	24,204
Canada	1,954	6,217	8,396	6,536	2,599	25,702
Others	3,526	5,773	5,863	7,034	4,312	26,508

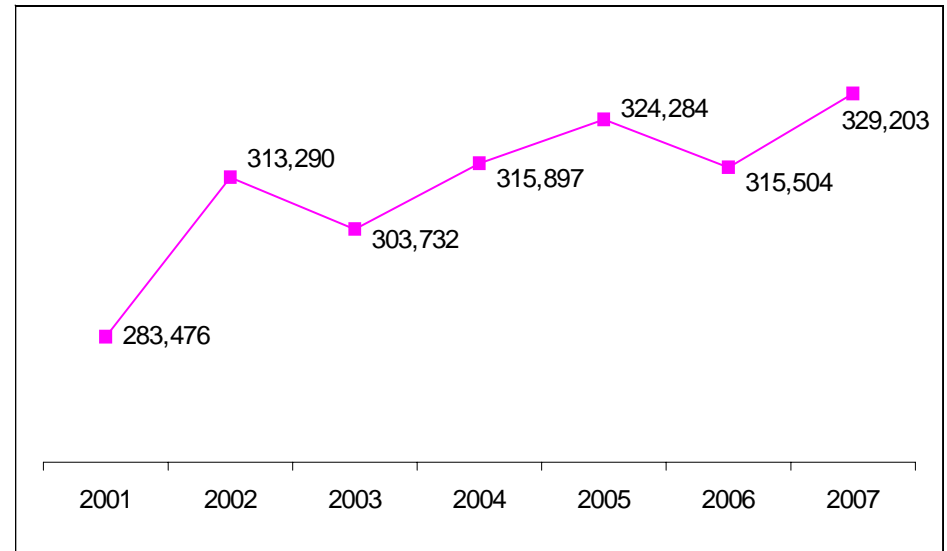
2007	MAY	JUN	JUL	AUG	SEPT	TOTALS
Private Vehicle	16,140	32,037	50,309	44,444	25,032	167,962
Motorcoach	17,774	28,074	32,795	31,013	15,151	124,807
TOTALS	33,914	60,111	83,104	75,457	40,183	292,769
US	23,723	44,565	60,850	55,422	28,895	213,455
Yukon	3,887	3,915	5,796	4,835	3,261	21,694
Canada	2,219	5,682	9,457	7,710	3,468	28,536
Others	4,085	5,949	7,001	7,490	4,559	29,084

+ / - % CHANGE	MAY	JUN	JUL	AUG	SEPT	TOTALS
Private Vehicle	-2,065	-2,298	374	1,313	1,763	-913
% CHANGE	-11%	-7%	1%	3%	8%	-1%
Motorcoach	3,681	1,370	7,227	2,275	1,590	16,143
% CHANGE	26%	5%	28%	8%	12%	15%
TOTALS	1,616	-928	7,601	3,588	3,353	15,230
% CHANGE	5%	-2%	10%	5%	9%	5%
US	1,838	513	5,800	2,022	2,157	12,330
% CHANGE	8%	1%	11%	4%	8%	6%
Yukoners	-1,046	-1,082	-398	-64	80	-2,510
% CHANGE	-21%	-22%	-6%	-1%	3%	-10%
Canada	265	-535	1,061	1,174	869	2,834
% CHANGE	14%	-9%	13%	18%	33%	11%
Others	559	176	1,138	456	247	2,576
% CHANGE	16%	3%	19%	6%	6%	10%

SOURCE: CANADA BORDER SERVICES AGENCY AND YUKON BUREAU OF STATISTICS

PASSENGER TOTALS DO NOT INCLUDE TRAIN VISITORS, THOSE IN COMMERCIAL VEHICLES, VISITORS ARRIVING BY AIR, OR MARINE ARRIVALS (DAWSON CITY).

YUKON BORDER CROSSING STATISTICS - TRENDS



SOURCE: CANADA BORDER SERVICES AGENCY AND YUKON BUREAU OF STATISTICS.

PASSENGER TOTALS DO NOT INCLUDE TRAIN VISITORS, THOSE IN COMMERCIAL VEHICLES, VISITORS ARRIVING BY AIR, OR MARINE ARRIVALS (DAWSON CITY).

FIGURES INCLUDE YUKON RESIDENTS.

ANNUAL YUKON BORDER CROSSING STATISTICS - 2006 / 2007

2006	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTALS
Private Vehicle	3,500	3,408	5,724	7,349	18,205	34,335	49,935	43,131	23,269	9,893	3,993	3,292	206,034
Motorcoach	38	151	137	243	14,093	26,704	25,568	28,738	13,561	52	105	80	109,470
TOTALS	3,538	3,559	5,861	7,592	32,298	61,039	75,503	71,869	36,830	9,945	4,098	3,372	315,504
US	2,676	2,597	4,282	4,825	21,885	44,052	55,050	53,400	26,738	6,946	3,206	2,622	228,279
Yukon	785	739	1,342	2,300	4,933	4,997	6,194	4,899	3,181	2,424	774	620	33,188
Canada	50	168	155	348	1,954	6,217	8,396	6,536	2,599	429	77	101	27,030
Others	27	55	82	119	3,526	5,773	5,863	7,034	4,312	146	41	29	27,007
2007	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTALS
Private Vehicle	3,096	3,142	5,445	7,814	16,140	32,037	50,309	44,444	25,032	8,346	3,971	3,556	203,332
Motorcoach	55	103	181	372	17,774	28,074	32,795	31,013	15,151	159	63	131	125,871
TOTALS	3,151	3,245	5,626	8,186	33,914	60,111	83,104	75,457	40,183	8,505	4,034	3,687	329,203
US	2,169	2,454	4,161	5,240	23,723	44,565	60,850	55,422	28,895	5,937	2,893	2,637	238,946
Yukon	786	566	1,039	2,243	3,887	3,915	5,796	4,835	3,261	2,005	1,004	914	30,251
Canada	153	171	360	558	2,219	5,682	9,457	7,710	3,468	408	119	120	30,425
Others	43	54	66	145	4,085	5,949	7,001	7,490	4,559	155	18	16	29,581
+ / - % CHANGE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTALS
Private Vehicle	-404	-266	-279	465	-2,065	-2,298	374	1,313	1,763	-1,547	-22	264	-2,702
% CHANGE	-12%	-8%	-5%	6%	-11%	-7%	1%	3%	8%	-16%	-1%	8%	-1%
Motorcoach	17	-48	44	129	3,681	1,370	7,227	2,275	1,590	107	-42	51	16,401
% CHANGE	#NAME?	-32%	32%	53%	26%	5%	28%	8%	12%	206%	-40%	64%	15%
TOTALS	-387	-314	-235	594	1,616	-928	7,601	3,588	3,353	-1,440	-64	315	13,699
% CHANGE	-11%	-9%	-4%	8%	5%	-2%	10%	5%	9%	-14%	-2%	9%	4%
US	-507	-143	-121	415	1,838	513	5,800	2,022	2,157	-1,009	-313	15	10,667
% CHANGE	-19%	-6%	-3%	9%	8%	1%	11%	4%	8%	-15%	-10%	1%	5%
Yukoners	1	-173	-303	-57	-1,046	-1,082	-398	-64	80	-419	230	294	-2,937
% CHANGE	0%	-23%	-23%	-2%	-21%	-22%	-6%	-1%	3%	-17%	30%	47%	-9%
Canada	103	3	205	210	265	-535	1,061	1,174	869	-21	42	19	3,395
% CHANGE	206%	2%	132%	60%	14%	-9%	13%	18%	33%	-5%	55%	19%	13%
Others	16	-1	-16	26	559	176	1,138	456	247	9	-23	-13	2,574
% CHANGE	59%	-2%	-20%	22%	16%	3%	19%	6%	6%	6%	-56%	-45%	10%

SOURCE: CANADA BORDER SERVICES AGENCY AND YUKON BUREAU OF STATISTICS.

PASSENGER TOTALS DO NOT INCLUDE TRAIN VISITORS, THOSE IN COMMERCIAL VEHICLES, VISITORS ARRIVING BY AIR, OR MARINE ARRIVALS (DAWSON CITY).

VISITOR INFORMATION CENTRE (VIC) STATISTICS

VIC STATISTICS BY COUNTRY OF ORIGIN - CANADA				
VIC	2006	2007	+ / -	% Change
BEAVER CREEK	2,011	1,863	-148	-7%
CARCROSS	15,304	20,394	5,090	33%
DAWSON CITY	8,704	10,342	1,638	19%
HAINES JUNCTION	3,127	5,559	2,432	78%
WATSON LAKE	8,894	11,009	2,115	24%
WHITEHORSE	23,356	20,197	-3,159	-14%
TOTALS	61,396	69,364	7,968	13%

VIC STATISTICS BY COUNTRY OF ORIGIN - U.S.A.				
VIC	2006	2007	+ / -	% Change
BEAVER CREEK	4,949	5,960	1,011	20%
CARCROSS	52,935	57,532	4,597	9%
DAWSON CITY	10,776	13,309	2,533	24%
HAINES JUNCTION	13,804	12,251	-1,553	-11%
WATSON LAKE	12,338	14,951	2,613	21%
WHITEHORSE	26,368	20,305	-6,063	-23%
TOTALS	121,170	124,308	3,138	3%

VIC STATISTICS BY COUNTRY OF ORIGIN - OTHER				
VIC	2006	2007	+ / -	% Change
BEAVER CREEK	3,863	4,078	215	6%
CARCROSS	12,676	11,077	-1,599	-13%
DAWSON CITY	5,414	5,638	224	4%
HAINES JUNCTION	2,355	2,603	248	11%
WATSON LAKE	5,106	3,829	-1,277	-25%
WHITEHORSE	11,644	10,643	-1,001	-9%
TOTALS	41,058	37,868	-3,190	-8%

VIC STATISTICS - ALL VISITORS				
VIC	2006	2007	+ / -	% Change
BEAVER CREEK	10,823	11,901	1,078	10%
CARCROSS	80,915	89,003	8,088	10%
DAWSON CITY	24,894	29,289	4,395	18%
HAINES JUNCTION	19,286	20,413	1,127	6%
WATSON LAKE	26,338	29,789	3,451	13%
WHITEHORSE	61,368	57,041	-4,327	-7%
TOTALS	223,624	237,436	13,812	6%

BORDER CROSSING STATISTICS YUKON RIVER - DAWSON

2006	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	7	30	32	31	8	108
TOTAL PASSENGERS	556	2,597	2,374	2,460	315	8,302
US Citizens	348	2,183	1,970	2,028	258	6,787
Canadian Citizens	54	205	254	249	46	808
Others	154	209	150	183	11	707

2007	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	8	30	31	31	5	105
TOTAL PASSENGERS	640	2,747	2,692	2,746	130	8,955
US Citizens	391	2,173	2,031	2,282	116	6,993
Canadian Citizens	62	322	532	227	3	1,146
Others	187	252	129	237	11	816

+/- % CHANGE	MAY	JUN	JUL	AUG	SEP	TOTALS
Boat Trips	1	0	-1	0	-3	-3
% CHANGE	14%	0%	-3%	0%	-38%	-3%
TOTAL PASSENGERS	84	150	318	286	-185	653
% CHANGE	15%	6%	13%	12%	-59%	8%
US Citizens	43	-10	61	254	-142	206
% CHANGE	12%	0%	3%	13%	-55%	3%
Canadian Citizens	8	117	278	-22	-43	338
% CHANGE	15%	57%	109%	-9%	-93%	42%
Others	33	43	-21	54	0	109
% CHANGE	21%	21%	-14%	30%	0%	15%

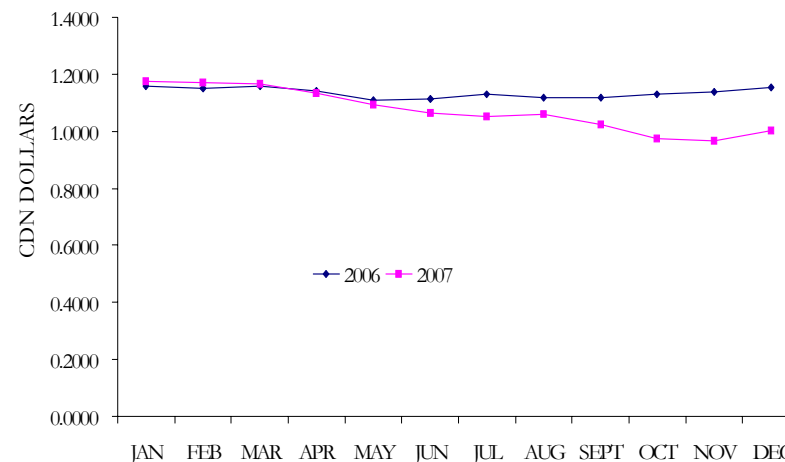
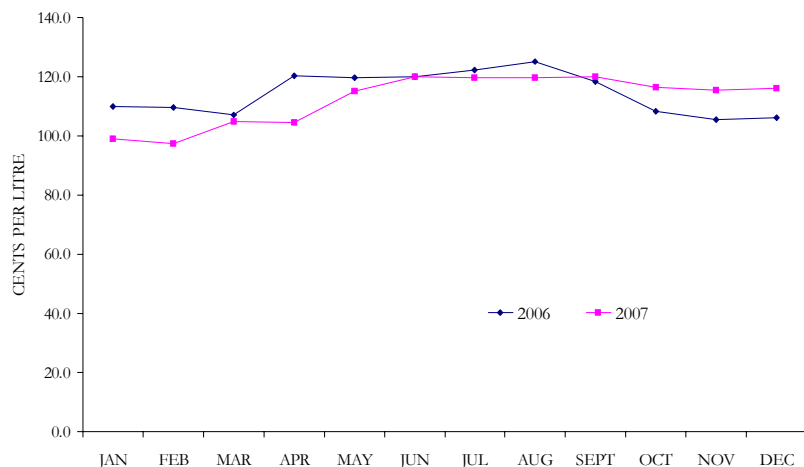
SOURCE: CANADA BORDER SERVICES AGENCY AND YUKON BUREAU OF STATISTICS

MARINE ARRIVALS IN DAWSON CITY INCLUDE VISITORS ARRIVING ON THE YUKON QUEEN FROM EAGLE, ALASKA.

VISITOR INFORMATION CENTRE STATISTICS ARE COMPILED FROM VOLUNTARY VISITOR SIGN-IN SHEETS AND ARE AN INDICATION OF INFORMATION CENTRE VISITATION TRENDS ONLY. THEY ARE NOT INTENDED TO BE AN ACCURATE RECORD OF ALL VISITATION TO THE YUKON. THE WHITEHORSE VIC IS OPEN YEAR ROUND; VIC STATISTICS ARE ONLY REPORTED FOR THE PERIOD FROM MAY 1ST TO SEPTEMBER 30TH.

AVERAGE YUKON AUTO FUEL PRICES (GASOLINE)

AVERAGE U.S. EXCHANGE RATES



AVERAGE AUTO FUEL PRICES			
	2006	2007	AVERAGE
MONTH	AVERAGE	AVERAGE	CHANGE
JAN	110	99.1	-10.9
FEB	109.7	97.4	-12.3
MAR	107.1	104.9	-2.2
APR	120.2	104.6	-15.6
MAY	119.8	115.3	-4.5
JUN	120	120.1	0.1
JUL	122.1	119.8	-2.3
AUG	125.1	119.8	-5.3
SEPT	118.5	119.9	1.4
OCT	108.3	116.35	8.1
NOV	105.4	115.6	10.2
DEC	106.1	116.2	10.1

AVERAGE U.S. EXCHANGE RATES			
	2006	2007	CHANGE
MONTH			
JAN	1.1572	1.1759	0.0187
FEB	1.1488	1.1706	0.0218
MAR	1.1574	1.1682	0.0108
APR	1.1437	1.1342	-0.0095
MAY	1.1094	1.0949	-0.0145
JUN	1.1138	1.0651	-0.0487
JUL	1.1292	1.0503	-0.0789
AUG	1.1182	1.0582	-0.0600
SEPT	1.1161	1.0253	-0.0908
OCT	1.1286	0.9752	-0.1534
NOV	1.1361	0.9671	-0.1690
DEC	1.1530	1.0031	-0.1499

SOURCE: YUKON BUREAU OF STATISTICS

SOURCE: BANK OF CANADA

AUTO FUEL PRICES ARE THE AVERAGE PRICE PER LITRE OF REGULAR SELF-SERVE FUEL IN WHITEHORSE.

EXCHANGE RATES ARE THE AVERAGE FOR EACH MONTH.