

Department of Tourism and Culture 2022-2023 Marketing Unit Plan

Department Strategic Priorities

- The values of our stakeholders are reflected in our work
- The significance of Yukon’s arts, culture, heritage and tourism is communicated, protected and celebrated
- Our collaborative work with First Nations, partners and stakeholders leads to effective programs
- Our sectors contribute to a strong, sustainable economy
- Our governance framework provides for efficient processes and a supportive work environment

Strategic Context

The Yukon Tourism Development Strategy (YTDS), *Sustainable Tourism, Our Path, Our Future 2018-2028*, is a ten-year plan to sustainably grow tourism in Yukon and was approved by the Government of Yukon in February 2019. The Strategy is guided by a vision, eight core values, three goals to measure success, four inter-related pillars, and 24 strategic actions to bring the vision to life.

Marketing Unit Role: Support Pillar 4.0 of the YTDS - Sharing Yukon’s Story

The COVID-19 pandemic has greatly impacted the tourism sector and is predicted to take until 2023 or 2024 to fully recover to pre-pandemic levels. The pandemic notwithstanding, in FY 2022-23 the Marketing Unit will continue its work to **Market Yukon as a Year-Round Tourism Destination**; sharing our Larger than Life brand with travelers in our target markets and promoting authentic, made-in-Yukon experiences using a market-driven, research-based, consumer-centric methodology.

2022-23 Marketing Unit Plan

Goal	2022-23 Key Actions (North America - Consumer)	2022-23 Key Actions International
<ul style="list-style-type: none"> • Contribute to Tourism Branch initiatives that position the Yukon as a year-round tourism destination and support the Tourism Relief and Recovery Plan. 	<p>Increase awareness of the Yukon as a travel destination to North Americans, by:</p> <ul style="list-style-type: none"> • Continuing to conduct, review and assess audience research to determine any changes in the demographics, interests or information needs of travelers; • Deploying a consumer marketing campaign to encourage high value Canadian travelers to visit the Yukon in both the winter and summer seasons; • Developing and deploying an in-territory marketing campaign to encourage Yukon residents to invite their friends and relatives to visit; • Continuing to position the Yukon as a uniquely “different world in Canada” travel experience through content development, promotion, and amplification efforts; 	<p>Increase awareness of the Yukon as a desirable and dynamic destination in target markets in the Americas, Europe/UK and Asia/Pacific regions by:</p> <ul style="list-style-type: none"> • Utilizing available research and data to assess, analyze the Yukon’s geo-target markets and budget allocations. • Participating in major consumer, travel trade, and media initiatives being coordinated by Destination Canada in 2022-23 to inspire travel trade to package new Yukon products, promote the shoulder season, and share Yukon’s destination story. • Continuing to implement initiatives included in the Travel Trade Strategy in support of travel trade inspiration, education and sales efforts <p>Trade website.</p>

	<ul style="list-style-type: none"> • Making use of partnership opportunities and working with well-regarded personalities, brands, and travel / lifestyle media outlets; • Supporting the development of the Yukon Story Brand Strategy and Brand Toolkit as needed and when relevant. <p>Maintain audience engagement with Travel Yukon, by:</p> <ul style="list-style-type: none"> • Creating a year-long plan to produce, promote and share high-quality, emotionally-compelling, and versatile content pieces that encompass all aspects and all seasons of a Yukon visitation experience; • Leveraging forthcoming Yukon milestones through content development and promotion (i.e. marking the 125th anniversary of the Klondike Gold Rush, and the induction of the 100,000th member into the Sourtoe cocktail club); • Implementing an advocacy program to help travelers visualize their possible travel experience; • Personalizing digital experiences through the evolution and enhancement of the 1:1 program. <p>Assist travelers in planning their visit, by:</p> <ul style="list-style-type: none"> • Providing information that is relevant and helpful in navigating any continuing or changing local COVID-19 protocols; • Being present in settings where trip planning takes place; • Using sentiment research, social listening and other travel-related data sources to identify and address barriers to visitation; • Launching a new travelyukon.com website that showcases the variety of the Yukon's travel experiences and promotes easy-to-find bookable experiences. 	<ul style="list-style-type: none"> • Developing and integrating a travel trade dashboard into Tourism Yukon's measurement dashboard to track KPI's related to our investment made with key accounts for the betterment of future performance. • Facilitating strategic media relations and PR initiatives. • Developing strategies for partnerships with traditional and non-traditional partners. • Continuing to integrate the CRM into marketing programing. • Leveraging forthcoming Yukon milestones through content development and promotion (i.e. marking the 125th anniversary of the Klondike Gold Rush, and the induction of the 100,000th member into the Sourtoe cocktail club).
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GERMANY

2022-23 Market Strategy



Club Olanak

La Tuque

Quebec

DE Market Context

Germany is Europe's biggest outbound travel market. This natural appetite for travel has shown signs of resilience during the pandemic with travel returning immediately after lifting of travel restrictions. Relevant trends for Canada include an increased demand for vacation homes and RVs and longer trips gaining in popularity. Travelling with purpose is a hallmark feature of the German market – self-actualization, meaningful encounters, and sustainability have increased in importance (GTW) – so harnessing these passion points will be key to positioning Canada successfully in the market.

According to GTW, the demand for international leisure travel is strong and, according to our key trade partners, 2022 sales to Canada are creeping back up to, or on par with, 2019 levels. The strong desire to travel outlined in GTW is backed up by an "Amadeus-Survey" carried out in Germany (October 2021), which states that 81% of Germans want to travel internationally in 2022. While the expectation among trade partners is for a solid booking period during January-March 2022, this comes with the caveat that demand for long haul travel overall will be lower due to a shift by the German traveller for closer-to-home European and domestic destinations. Hence, Canada will face a fierce market share battle with other long-haul destinations.

Given this context, focusing on the dream and purchase stages of the path to purchase is key to winning in the German market. In the new marketplace, Canada needs a clearer and more compelling differentiation strategy to resonate with our HVG travel audience. Moreover, our Team Canada approach ensures we are better able to compete with the budgets of key competitors and be better, more efficient and effective partners to our Key Trade Accounts, whose resources are severely reduced.



DE Market Forecast

Travel is reawakening



Re-opening to travel

- High travel demand to Canada.
- Borders open to the world to eligible fully vaccinated visitors.
- Arrivals from more countries expected as their border reopen.



Confidence is rebuilding

- Canadians are exploring their country.
- The economy is growing lead by consumer spending.
- Global political will.



But... reopening is complicated

- Policies vary in every region/country.
- New frictions in traveler journey.
- Supply-side is hobbled.

Appetite for travel to Canada is strong

Sustained growth set to resume:

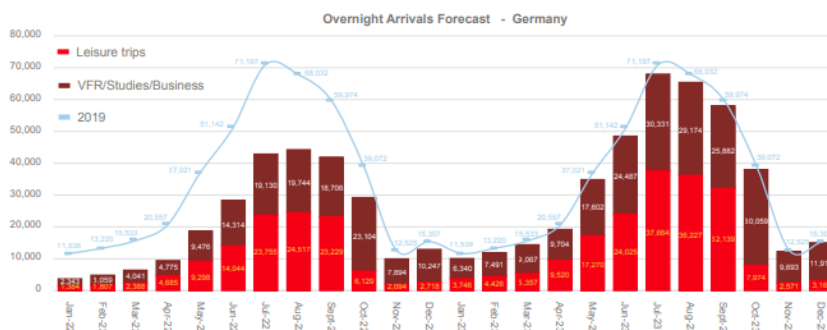
- All three target European markets were on a sustained growth prior to the pandemic.
- All three markets remain top four sources of eTA application suggesting strong pent-up demand and potential for sustained growth momentum through the recovery.

High vaccination rates:

- Vaccines deployed in Europe approved by Health Canada.

Germany

- Germany is projected to recover to its 2019 level by Q2 2024.
- In 2019, leisure and VFR trips accounted for 47% and 32% of all trips to Canada, respectively.
- Leisure alone accounted for 61% of Germany's tourism expenditures in Canada.



Model forecast as of November 2021.

DE Market Forecast (cont'd)

Operational context and assumptions

Border reopened one month earlier than forecasted in June 2021:

- August 9th for the US residents.
- September 7th for residents of other countries.
- With high vaccination rates in Canada, the Canadian border does not close again.

Border entry requirement:

- Proof of a COVID-19 molecular test result (e.g. PCR test) taken within 72 hours prior to arrival into Canada.
- The discovery of the Omicron Variant and the risk of new emerging variants of concern will keep the PCR requirement intact for the foreseeable future.
- Quarantine required for exceptions to full vaccination (i.e., students), which will be eliminated in January 2022.
- The cost of PCR testing presently prohibitively expensive for same-day or short travel periods.
- PCR Testing costs are assumed to decline over time.
- COVID-19 related border entry requirements are expected to remain in place until the world population is vaccinated, which is not expected to happen before 2023.

International travel conditions:

- Border reopened to the world (fully vaccinated and eligible travellers).
- Health Canada expanded the list of acceptable vaccines to those approved by the World Health Organization as of November 30th, 2021, making some Chinese vaccines eligible for travel entry into Canada.

Economy:

- Inflation, triggered by pent-up spending on consumer goods and services and further amplified by supply chain disruptions, will lead to higher costs of tourism goods and services into 2022 and possibly 2023.
- Chronic labour shortages will also constrain tourism service levels, possibly leading to higher service costs.
- Reduced business travel (closed 20% in the medium term) will prolong the recovery from international markets and put upward pressure on flight costs.



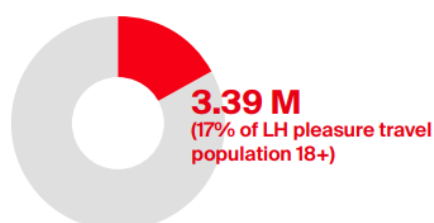
DE HVG By The Numbers

Working Definition Parameters: Frequent travellers who are likely to travel long-haul in the next two years and earn €3,000+ household income per month.

Rationale: We hypothesize that travellers who tend to travel frequently are more likely to travel once borders re-open, especially those who reported high likelihood to travel in the next 2 years, and people with greater income are likely to spend more more than average while on a leisure trip.

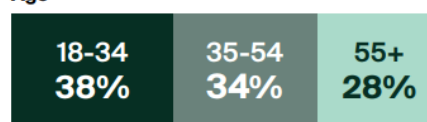
The below Global Tourism Watch data was collected in November 2020 and reflects traveller sentiment during COVID-19.

Market Size (adults aged 18+)



Demographics

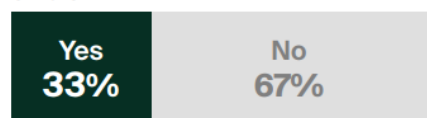
Age



Annual Income

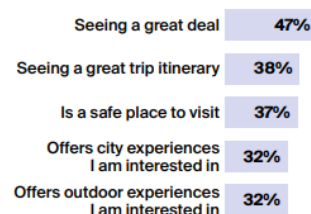


Children



Top Motivators to Canada

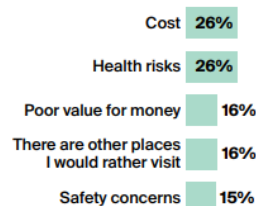
Seeing a great deal or trip itinerary for a safe destination are top motivators for German HVGs to visit Canada.



FT3. Which of the following would factor into your choice to travel to Canada? (Select all that apply).

Top Barriers to Canada

Cost and health risks are top barriers for German HVGs to visit Canada.

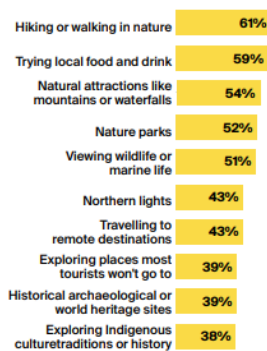


MP9. Which of the following factors might discourage you from visiting Canada? (Select all that apply).

DE HVG By The Numbers (cont'd)

Top Activities of Interest

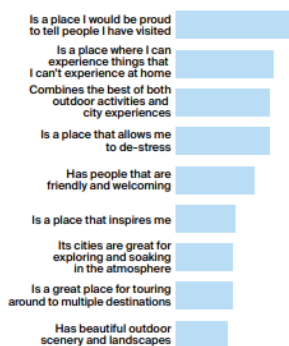
The top activities of interest for German HVGs are mostly nature-based activities.



QMP10. In general, what activities or places are you interested in while on vacation? (Select all that apply)

Top Drivers for Travel

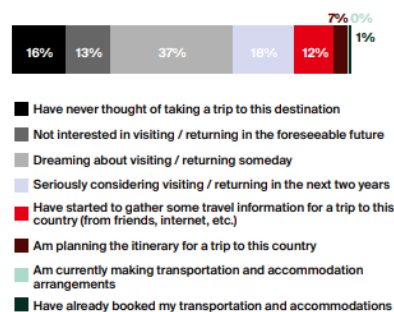
Pride is the top driver for German HVGs, followed by unique experiences, combining outdoor & city experiences, and de-stressing.



MP5. We are interested in your general impressions about destinations even if you have never been there. Please select all the destinations you think apply to the statement.

Path to Purchase Canada

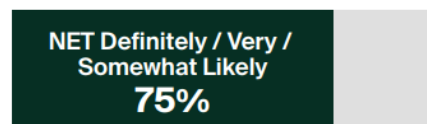
The largest proportion of German HVGs is in the 'Dreaming' phase, but also a significant number are not interested or have never considered visiting Canada.



QMP1. Which of the following best describes your current situation when thinking about each of the following destinations for a vacation trip?

Travel Agent Usage

Three-quarters of German HVGs would be likely to use a travel agent to help research or book a trip to Canada.



FT6. Travel agents offer personalized service to help individuals, groups, and business travellers plan and organize their travel schedules, from purchasing tour packages to booking flights and hotels. Examples of travel agents include Carrefour Voyages or Voyageurs du Monde, they do not include online booking engines like Expedia or Opodo. How likely are you to use a travel agent or tour operator to help you research or book a trip to Canada?

Data Sources: 2020 Global Tourism Watch.

DE HVG By The Numbers (cont'd)

Germany seasonal demand vs. actual arrivals

Germany HVG and total demands from May to June and September to October are higher than actual arrivals in mentioned months, signaling an opportunity to close the gap by setting strategies to increase arrivals.



Source: Global Tourism Watch 2020; 2019 Statistics Canada Frontier Border Counts.



Tourism Yukon Market Updates

2022 - 2023



Dear Yukon Tourism Industry Friends,

Tourism Yukon is pleased to provide updated market reports for each of its markets (Americas: Canada, USA, Mexico / Europe: German-Speaking Europe, United Kingdom, Benelux, France / Asia Pacific: Japan, Australia, China) current to April 20, 2022.

While there is still great uncertainty around the COVID-19 pandemic, we are nonetheless anticipating a significant return to normalized leisure travel in 2022/2023.

As you read through the enclosed market updates, you'll notice several significant emerging trends in 2022/2023 such as an increased interest among Canadians to travel domestically, rejuvenation through travel, edventure travel, increased interest in visiting national parks, a continually growing interest in viewing northern lights in the US and Mexico, sustainable tourism, and booking conditions flexibility. It will be important for tourism businesses around the world, and those here in the Yukon, to consider these trends as they prepare for the re-emergence of travel in the coming months.

There is also cause for considerable optimism for Yukon tourism businesses as many of these new trends point to experiences that are already on offer in the Yukon, or that can easily be incorporated into existing travel programs. The Yukon's amazing wilderness and low population density mean the territory will be in high demand as travel resumes.

Happy reading, and as always, the Tourism Yukon team is standing by and ready to help with any questions you might have.

Yours in tourism,

Robin Anderson
Global Marketing Manager

Tourism Yukon's International Team

Maurine Forlin - Market Development Manager - Europe/UK

Yas Yamamoto - Market Development Manager - Asia Pacific

Vacant - Marketing Specialist - Americas, Developing Markets, RTOs

(Note: Robin Anderson, Global Marketing Manager is your Tourism Yukon contact for the Americas while the position is staffed following Stephen Reynold's retirement.)

Canada

Economic and political status

The Bank of Canada forecasts GDP growth of around 4% in 2022 and 3.5% in 2023. While supply chain issues are pushing up the price of goods, that should abate over the course of the year. Inflation is expected to be 3% by the end of the year, gradually returning to the target of 2% in 2023. Interest rate rises are anticipated in response to rising inflation. The unemployment rate dropped to 5.5% in February 2022, lower than in February 2020 (5.7%) and similar to the record low (5.4%) observed in May 2019.

General travel sentiment and outbound travel

As international borders reopen and testing requirements are lifted, Canadians will be looking to take advantage of savings they accumulated during the pandemic.

With increased barriers to international travel, domestic travel is expected to be strong among all generations and demographics. Destination Canada expects the next couple of years will see more local and domestic tourism principally focused on leisure travellers.

A recent survey by Expedia reports that 61% of Canadians plan to take a “no regrets” trip when they resume travel, with many interested in international destinations like Maui, Rome and Bali. 41% plan to travel for contentment and mental wellbeing, while 36% are seeking excitement and exhilaration from their next trip. More than a third (36%) are willing to treat themselves, which may include a first-class flight, 5-star hotel, dining at a Michelin star restaurant or the ultimate shopping spree.

Canadians surveyed say they are most looking forward to the chance to relax and do nothing (38%), with 29% aiming to spend more time in their destination so they can experience all it has to offer. In general, travel in 2022 will be about quality, not quantity.

Adventure operator G Adventures' most recent panel research showed that 28% of respondents plan to place more focus on travelling responsibly in 2022. They're looking for adventures that support community tourism with 67% saying that the most important factor is that their money benefits local people. This was well ahead of other concerns such as minimising their carbon footprint or reducing plastic consumption.

“Workations” are increasing in popularity with 30% planning to combine work with travel. On the flip side, 55% want to take time out from their devices and social media on future trips.

“Staycations” are over – with travellers wanting to go further afield. Only 15% said they would prefer to stay closer to home, with 32% saying they were less likely to take a staycation in 2022.

Physical activity is important with 72% saying they want to be active on their next holiday and 94% say travel is important to their wellbeing and mental health. Finally, “revenge travel” is out and reconnection travel is in.

Travel trade and airline update

Air North's new Toronto service will put the Yukon on the map in the lucrative southern Ontario market and will open up new opportunities for travelers wishing to visit the Yukon on the Eastern seaboard, Europe and even Asia.

Air Canada is recovering and are expanding their network both domestically and internationally in response to pent-up demand. New domestic routes include Montreal-Gander, Calgary-Fort St John, Vancouver-Halifax and summer services from Vancouver and Calgary to Quebec City.

Air Canada's fourth quarter 2021 revenue was 30% higher than third quarter and over three times the same period in 2020.

A new ultra-low cost airline, Lynx, will be launching services in early April with flights between their base in Calgary to five Canadian destinations. This will increase to 76 weekly flights by May, 2022.

A restricted cruise industry in Canada is reopening in 2022 with all passengers requiring proof of vaccination to set sail, visit or disembark at a Canadian port of call. This includes cruises that originate outside of Canada.

Limitations on the availability of both air and ground transportation will pose barriers to travellers. The reduced frequency on routes within Canada (and globally) will have prolonged impacts on the industry overall. Changes by airlines due to changing demand, labour shortages and delayed aircraft orders is expected to have an impact for the next several years.

Increasing consumer demand, coupled with reduced supply and capacity, is fueling rising travel costs. Domestic fares are quickly reaching or surpassing 2019 levels, while accommodation prices in some in-demand Canadian destinations are also at, or higher than, 2019 levels.

Travel recovery trends that are relevant to our destination

According to Destination Canada research, Canadians are redirecting some of their outbound travel resources (time and money) toward domestic travel. This trend is expected to continue at a diminishing rate into 2023 as Canadians gradually increase outbound travels.

Initially, domestic travel – both short and long-haul domestic - will be driven by people reconnecting with family and friends. Although there is a pent-up demand for travel, a significant portion of the population is not yet comfortable with going too far from home. This will create opportunities for drive destinations in a regional, provincial, territorial or national context.

Expedia's most recent survey revealed that 20% of Canadian travellers are keen to step outside their comfort zone and immerse themselves in a destination and culture, as well as have experiences entirely different from their day-to-day (25%).

There is a renewed interest in learning and experiencing the world, from experimenting with local delicacies (36%), trying new foods (37%), seeking off-the-beaten track experiences and destinations (25%) or attending a local music event (12%). This also aligns with some findings from Tourism Yukon's brand tracking research.

Trips that combine both educational opportunities and adventure travel – “edventure” – are on the rise. This could be something like a bird-watching trip or using a vacation to learn about Indigenous art.

Growing bodies of research predict that travellers will choose to lighten their travel footprint, engage with local cultures, reduce carbon emissions and enable environmental conservation.

Canadian travellers are increasingly interested in Indigenous experiences.

Another trend that has been accelerated by the pandemic is that of wellbeing and personal enrichment through travel. People want to escape, rejuvenate and enjoy nature-based wellness.

National parks and nature-based destinations have seen growing interest even during traditional off-seasons, reflecting the desire for the freedom of wild and wide-open spaces.

Affluent travellers are looking to spend money on leisure travel. The development of unique, high-quality tourism attractions is needed to meet the demands of these high-value travellers.

Destination Canada estimates the market of Canadian High Value Travellers (HVTs) at 6.73 million. Their top motivators to travel in Canada are safety and outdoor experiences, while the top barriers are health risks and cost. When on holiday, the top activities of interest are trying local cuisine and nature based activities. When considering out-of-province travel they seek a

place that inspires, followed by multi-destination touring. 44% would be likely to use a travel agent to help research an out-of-province Canadian trip.

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Destination Canada Big Shift Report November, 2021

USA

Economic and political status

In 2021, the US experienced its fastest rate of growth since 1984, however this is not expected to continue in 2022. GDP growth in 2022 is expected to be around 4% with further drops in 2023 and 2024. The Federal Reserve estimates an unemployment rate of 3.5% for 2022.

With the highest inflation in four decades – currently around 7% - interest rate hikes are likely to come soon. The supply-chain crisis, while improving, is still impacting the economy, with delay times and shipping prices far worse than they were before the pandemic. The conflict in Ukraine is also expected to weigh on both inflation and supply chain issues with oil prices already spiking.

General travel sentiment and outbound travel

According to the most recent Longwoods International research, 87% of Americans are planning to travel in the next six months. They are planning for both domestic and international travel as new COVID cases decline. Half of American travellers plan to travel internationally in the next two years, with one quarter planning a trip to Canada.

The survey also found that 70% of travellers feel comfortable travelling outside their communities, with most choosing to support small, local businesses on their travels. Americans are ready to move on from the pandemic and get back out on the road and in the air.

According to GlobalData, US travellers are the most valuable in the world, with average overseas tourism expenditure per person reaching \$3,580 in 2021. The willingness of American travellers to dedicate significant amounts of disposable income to international trips could drive the recovery of many destinations globally. Outbound tourist spending is forecast to increase by 22% between 2021 and 2024, with expenditure exceeding pre-pandemic levels by 2024.

Research conducted by the World Travel & Tourism Council suggests that if the current recovery rate continues, the US could experience year-over-year growth of 28.4%. This would bring the sector's total contribution to the US economy beyond pre-pandemic levels.

The combination of pent-up spending on consumer goods and services leading to inflation, combined with supply chain disruptions will lead to higher costs for tourism goods and services into 2022 and possibly 2023.

Travel trade and airline update

While new ticket sales are rising, demand for corporate and long-haul international air travel continues to lag. The average cost of airfares remains below 2019 levels.

This coming summer, Air Canada will launch four new US routes and restore service to 41 routes that were previously flown or had been announced. This will bring their North American capacity back to 90% of the pre-pandemic level.

The luxury cruise market for Alaska and Europe is strong, with bookings made far in advance by travellers who agree to COVID protocols such as vaccinations. The broader cruise market has contracted due to lack of vaccination among potential travellers.

Due to constantly changing requirements, more people are using travel advisors to book.

Travel advisors say that suppliers need to be more flexible with policies such as cancellations, postponements, deposits and payments. Many travellers are concerned about getting stuck in a destination due to COVID.

Travel recovery trends that are relevant to our destination

During the pandemic, Americans amassed \$4 trillion in personal savings, albeit highly concentrated among the wealthy population. They are looking to spend big on luxury, once-in-a-lifetime and “bucket list” trips. Younger travellers are looking for immersive adventures.

The US Tour Operator Association’s annual survey revealed travellers are gravitating towards locations with wide-open spaces. National Parks were the top domestic destination for 2022, with Alaska following in second and Hawaii third. Small group tours are the most popular travel product for 2022, with FIT second, followed by private groups, classic group tours (25+ passengers), river cruising, small ship cruising and with ocean cruising completing the list.

Destination Canada estimates the potential market of American High Value Travellers at 12.7 million with a focus on California, Texas, Florida and New York/New Jersey. Potential visitors to Canada are seeking safety and outdoor experiences while key travel barriers are health risks and cost.

Key activities of interest to US travellers are trying local food and drink, hiking or walking in nature, natural attractions like waterfalls and mountains and viewing wildlife or marine life. Just

under half (47%) of visitors are interested in Northern Lights viewing. This presents an exciting new opportunity for the Yukon as one of Canada's aurora destination leaders.

Sustainable travel is not a key consideration in choosing a destination. However, once further along in their trip planning, it becomes a means to affirm their destination or product choice.

Competition for the US traveller is fierce. There is little differentiation in the minds of travellers between Canada and US domestic destinations. Google search data shows that Canada faces a significant market share battle against those domestic destinations. With Brand USA and state funded stimulus spending expected to be high in 2022, Canadian destinations will need to differentiate with impactful storytelling around distinct, iconic experiences.

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Destination Canada Global Tourism Watch

Mexico

Economic and political status

Growth in the Mexican economy is forecast to soften in line with a slower US economy. Chip shortages are likely to impact car manufacturing for at least the early part of the year. There is currently an uncertain business environment impacting investment in Mexico due to the President's energy reform proposal and attempts to remove some political checks and balances. The economy is expected to expand by 2.6% in 2022 lowering to 2.3% in 2023.

Inflation is likely to continue due to the rising cost of raw materials and energy. The unemployment rate is currently around 3.7%.

General travel sentiment and outbound travel

The vast majority of Canada's potential Mexican travel market have already been vaccinated against COVID and have started travelling abroad again. There is high demand for international leisure travel and cost is not a barrier.

Destination Canada research shows that Mexican High Value Travellers (HVTs) are looking for outstanding experiences. These are experiences they get to try first, that are unique to the destination and those offered at favourite destinations they're keen to rediscover. They're looking for wide open spaces where they can relax and reconnect with nature, as well as cultural and gastronomic experiences.

The Mexican market for Canada is projected to recover to its 2019 level by late 2025 or early 2026. Mexicans had one of the highest rates of eTA applications in 2021 which suggests there is strong pent-up demand. However, vaccination types may be limiting the pace of recovery. Mexican travel to the Yukon was nearly at pre-pandemic levels in 2022.

Travel trade and airline update

The Aeromexico group saw a 37.2% year-on-year increase in passenger numbers in February of this year, with international passenger numbers up 135.9%.

Destination Canada reports that Key Trade Accounts anticipate travel to Canada will rebound quickly now that borders are open. Strong bookings are expected mainly in summer and winter, with a peak during the Easter period.

COVID has meant that the Mexican travel industry has had to digitise and adopt new technologies. Most tour operators and travel agencies are, however, still in the initial phase of the transition and don't yet have the ability to capitalize on data analytics to understand consumer behaviours.

Travel recovery trends that are relevant to our destination

Destination Canada estimates the size of the Mexican HVT market at 203,864. This market sees the most even dispersion of pleasure trips across seasons when compared with other key source markets.

Mexicans are motivated to visit Canada by outdoor experiences of interest, safety and cultural experiences. The key barrier to travel are health risks.

Activities of interest to visitors are fine dining and visiting historical and heritage sites. More than half (54%) are interested in seeing the Northern Lights. Cultural activities like art galleries and museums, as well as natural attractions are also of interest.

Their top drivers for travel are that the destination is a place that inspires them and where they can form lifelong memories.

Mexican travellers have become more conscious of sustainable travel, although at this stage it isn't a decisive factor in destination choice. Sustainability is something that could be leveraged by the Yukon to be positioned as an aspirational destination for those who want to travel more consciously.

The majority of travellers are likely to use a travel agent to help research or book a trip to Canada. This means working with tour operators in the market is key to reaching these travellers.

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Destination Canada Global Tourism Watch

German-Speaking Europe (Germany, Switzerland, Austria)

Economic and political status

The German economy is expected to grow at 4.2% in 2022 and 3.2% in 2023. Inflation hit its highest level in 29 years in November (5.2%) due to soaring energy costs and supply bottlenecks. It is forecast to be at 3.6% by the end of this year. Production supply problems should be resolved by the end of 2022. Unemployment is down to 5% in February – the fifth consecutive monthly drop.

Germany has a new chancellor with the centre-left Social Democrat Olaf Scholz replacing Angela Merkel. He heads a coalition government with the Green Party and the Free Democrats.

The Swiss economy is expected to see higher than average growth in 2022 at 3%. The labour market has fully recovered from the pandemic with many businesses now having difficulty finding skilled workers. The unemployment rate should decline over the next two years from 2.4% in 2022 to 2.3% in 2023.

The Austrian economy is recovering at a faster rate than expected, with GDP forecast to grow by 4.2% in 2022. Inflation has risen strongly in recent months and the annual average rate forecast in 2022 has been raised to 2.8%. Unemployment should fall to 7.1% this year.

General travel sentiment and outbound travel.

Industry experts say the German desire to travel is high – 61% compared to 51% last year. Additionally, the barriers to travel of time and money are less relevant than they have been since 2013. Despite these positive signs however, demand is not expected to return to its pre-pandemic level until 2023. Both leisure and business travel should recover at a faster rate than the European average.

Currently around 11% have already booked a trip. The uncertainty of changing regulations is causing a “wait and see” attitude. Few trips will be planned well in advance this year, with more being last-minute or spontaneous trips. However, tour operators in GSE report strong bookings to North American destinations.

The needs of travellers changed during the pandemic. Travel is likely to become more sustainable and individual. Luxury products are becoming more and more popular. Even though tour operators to North America have not reached 2019 passenger figures, they report that

higher revenues are making up for that. Many GSE inhabitants are also travelling in their own country or in other European destinations. Another key trend is exploring less well-known destinations.

Spending time in nature, as well as sun destinations within Europe is currently popular. The majority of Germans plan to slow down – a recent Booking.com survey showed most travellers believe vacations help their mental and emotional well-being more than other forms of self-care.

Travel trade and airline update

In July 2021, the European Union presented plans to enact stricter rules on CO2 emissions in the aviation industry and the use of synthetic fuel blends, as well as the implementation of a kerosene tax. An alliance of airlines and airports have called for changes, arguing the legislation will make them less competitive with non-European carriers.

Airlines are evaluating the situation in the Ukraine and the potential impacts of higher fuel prices. Detours away from affected air space are already in place.

Austrian Airlines will be reactivating its entire fleet during the coming summer, reflecting the increased demand.

Lufthansa reports a noticeable surge in booking demand for the Easter vacation period. In February they had their most successful booking week of the past two years, with a four-fold increase in bookings compared to the same week in 2021.

Key trade partners say that 2022 sales to Canada are increasing towards, or on a par with, 2019 levels. An Amadeus Survey carried out in Germany in October 2021 shows 81% of Germans want to travel internationally in 2022. While trade partners expect a solid booking period from January – March 2022, they caution that demand for long haul travel overall will be lower due to the shift towards European and domestic destinations.

The cloud that has hung over Condor since the Thomas Cook bankruptcy has disappeared since the takeover by its new European owners. Condor will receive the first two of 16 brand new Airbus A330-900neos this year, enabling them to bring their aircraft fleet up to date. Condor is already flying two leased Airbus 330s. The dispute with Lufthansa over European feeder flights has also been resolved after the European Court of Justice and the German Competition Center prohibited Lufthansa from refusing these feeder flights to Condor. Condor is also targeting the Swiss market by offering flights ex Switzerland to North American destinations. The shift in flight day for the Yukon as a result of German competition court rulings has not dampened sales on the Frankfurt to Whitehorse route, although Omicron did result in lower than normal sales for

the first 2 flights of the season. Condor booked those passengers through to the Yukon via Air North. Condor is nonetheless reporting strong sales on the remaining flights during its 21st season in the Yukon.

Travel recovery trends that are relevant to our destination

Sustainable tourism is a key trend, with travellers increasingly making sure their ecological footprint is as small as possible, even on vacation. Examples include opting for domestic rather than long-haul trips, choice of transport, ecological accommodation and environmentally-friendly leisure activities. Once in a destination they are likely to avoid plastic, shop at local markets and support local activities.

Destination Canada research shows an increased demand for vacation homes and RV's. Longer trips are also gaining popularity. The German market is typified by travelling with purpose – self-actualization, meaningful encounters and sustainability are increasingly important.

Destination Canada estimates the German High Value Traveller market at 3.39 Million. Seeing a great deal or a trip itinerary for a safe destination are key drivers in their choice to visit Canada. The main barriers are cost and health risks. German HVG's are most interested in nature-based activities and three-quarters are likely to use a travel agent to help research or book a trip to Canada.

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Destination Canada Global Tourism Watch

United Kingdom

Economic and political status update

In November 2021, UK economic activity was back to its pre-pandemic level. While the spread of Omicron has meant less consumer spending, it is expected to reverse as the number of new cases falls. Robust economic growth of 4.4% is expected through 2022.

The unemployment rate is only slightly higher than it was before the start of the pandemic. The current unemployment rate is 4.1%.

Inflation is expected to rise to 7% in the spring, driven largely by higher energy prices. This will result in interest rate increases and pressure on consumer spending.

General Travel Sentiment and Outbound Travel

British travellers are intending to travel for longer and in bigger groups with family and friends, as well as to spend more. They're prioritizing reliable destinations and flexible booking conditions (GWI/ABTA Trends survey, November 2021).

The most recent Covid-19 Consumer Tracker report by Visit Britain, shows that the key obstacles for UK travellers going abroad are personal finances, risk of quarantine and government restrictions on travel. One of the main deterrents to international travel has been the risk of possible quarantine on return, however this restriction has now been lifted and travellers do not have to quarantine on return from international travel.

43% of respondents are planning an international trip within the next 12 months and 20% report they will take more overseas trips in the next 12 months compared to the past 12 months. This intention is highest for July to September 2022.

G Adventures see traveller confidence growing and the flood-gates of pent up demand are starting to open – they recently saw their highest sales since the start of the pandemic.

In a Frontline Findings poll of travel and tour operator staff, 41% thought international travel would pick up in the second quarter of this year and 39% thought it would be in the third quarter. Luxury and cruise bookings were increasing, reflecting the pent-up spending power and desire for a “trip of a lifetime”. Southern European destinations remain popular with some long-haul regions experiencing increasing demand including the Caribbean, North America and the Middle East.

Compared to pre-pandemic, bookings are being made closer to travel dates for travel through to June 2022.

There is a shift away from online booking towards travel agents due to the complexity of COVID rules.

Many travellers are opting for a longer vacation where they can immerse themselves in a destination. There is also a move towards more luxury with premium hotels and upgrades to create a special experience. There is a growing trend to spend savings on experiences with family and friends rather than material goods.

Flexible work arrangements are also driving the trend towards longer vacations where some of the time they work remotely. With people less tied to their offices, multi-stop travel is also likely to grow in 2022.

Another noticeable trend is people choosing to mark personal celebrations in style. People are keen to visit their dream destination.

Travel trade and airline update

Key industry personnel recently told The Times newspaper that all signs lead to a very strong recovery for the industry.

One operator has reported a significant rise in interest for the USA with bookings up 80% in the last month – a trend they expect to continue in 2022. People are excited to return to the US after an 18-month travel ban – wanting to explore both iconic destinations and parts of the country they've never visited before.

Airfare prices will potentially become an issue in coming months with prices rising dramatically. Capacity issues due to rebooking of holidays held over from the past two years are driving the price increases.

British Airways is seeing a strong recovery underway and expects a return to profitable operations in the second quarter of 2022, barring any further setbacks. The easing of travel restrictions is boosting demand, especially the reopening of the US border. Currently, BA is planning for capacity at 65% of 2019 levels in the first quarter and about 85% for the full year.

Virgin Atlantic is resuming flights to all its US destinations for the first time since the beginning of the pandemic.

Air Canada will restore some of its routes to the UK and Ireland as part of its wider restart. Routes to be resumed are Halifax-Heathrow, from April 30; between Toronto and both

Manchester and Edinburgh from May 30; Vancouver-Dublin from June 1 and Montreal-Dublin from June 2.

WestJet will be launching a new non-stop service between Calgary and London Heathrow on March 26.

Antor estimates that 9.2 million future international trips are currently booked for the first three quarters of 2022. Their research shows younger, less risk-averse travellers are driving the growth, with almost half being made by families. In the older demographic, the leading barriers to travel are personal finances, threat of quarantine and the hassle of testing and paperwork rather than fear of catching COVID.

According to Destination Canada's key UK trade and airline partners, 2022 sales to Canada are on an upward trajectory and, for many trade partners, are on par with 2019 levels.

Travel recovery trends that are relevant to our destination

In a recent survey by The Association of British Travel Agents (ABTA) 4.5% of respondents listed Canada as their long-haul destination of choice placing it in the Top Ten international destinations for British travellers. ABTA believes this points to two trends for 2022 – holidays of a lifetime and reconnecting with family and friends abroad.

Many travellers are choosing more active travel such as walking or cycling adventures over cultural journeys.

The mandatory Passenger Locator Form that British travellers have been required to complete before arrival back into the UK, is likely to be abolished by Easter 2022. The Telegraph called this the 'death of COVID red tape on our holidays'.

In a recent survey, 94% of travellers said they view travel as important to their mental and physical health and 58% said they need a holiday to help alleviate pandemic-related stress of burnout from work.

The "always on" digital exposure has led to 53% of travellers wanting to take time out from their devices and social media during their next trip. Consequently, remote destinations, big hiking trips and less-connected destinations where people can reconnect with nature are proving popular.

Destination Canada research shows that potential travellers to Canada are looking for destinations that offer a sense of space and rejuvenation. They want a chance to travel differently, stay longer in destinations and act responsibly over travelling more casually. They estimate the UK High Value Traveller market size at 2.69 million.

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France

Economic and political status

The French economy is expected to expand at a slower pace in 2022 with growth being largely sustained by household spending. GDP is forecast to be 3.8% in 2022 and 2.2% in 2023. The rate of inflation in February was 3.6% - the highest level since 2008 – largely driven by rising energy costs. Conversely, unemployment, at 7.4%, is at its lowest level since 2008.

France will be holding a Presidential election in April with polling currently showing that Emmanuel Macron will be re-elected.

General travel sentiment and outbound travel

The World Travel & Tourism Council predicts the French tourism sector will bounce back strongly in 2022. As long as restrictions continue to be lifted it may even surpass pre-pandemic levels. Potential headwinds for the French market are inflation and rising fuel costs which will lead to higher cost of travel to long-haul destinations.

Due to stress around COVID regulations and changes, long-haul travel is forecast to be below 2019 levels. French travellers are looking for clear communication on COVID sanitary measures. Destination Canada expects a shift towards short-haul staycations and intra-European travel resulting in less demand for long-haul travel.

Eventually, increased savings due to COVID lockdowns are predicted to fuel demand for international travel, especially spending more and/or staying longer.

European Traveler Intelligence Monitor (ETIM) has identified three key emerging trends – the need for flexibility, a desire for nature and a preference for autonomy. French travellers will also rely more on tourism professionals to manage more complex logistics.

Travel trade and airline update

The European Tourism Commission reports that flights departing France were only 18.7% lower in December 2021 than December 2019, making it one of the better performing key European markets.

Air Canada recommenced its Toronto-Paris route on 2 March. Other routes will roll out progressively over the coming summer.

This summer, Air France capacity to and from Canada will be 25% higher than before the pandemic, making it the leading European carrier in terms of capacity between Europe and Canada.

Travel recovery trends that are relevant to our destination

Post-pandemic, French travellers are more aware of the necessity of protecting the environment which may result in them travelling less often but staying longer in a destination. In addition to destinations that offer wide-open spaces, they are also looking for security and flexible booking conditions.

Destination Canada estimates the market size for French High Value Guests is 2.12 Million. Their top motivations for visiting Canada are that it's on their "bucket list" and that it offers outdoor, eco-friendly experiences. The key barriers to travel are cost, health risks and safety concerns.

The pandemic has heightened the importance of connection with family and friends, so visiting loved ones will become a key trip driver. Recommendations from friends and family will also become even more important in choosing a destination. Research also shows that High Value Travellers increasingly want to contribute to communities and buy local goods when they travel.

The French are eager to find a "place with space" and are looking to travel away from the crowds in off-the-beaten-path destinations. They're also open to off-season travel. The top activity for French visitors in Canada is hiking or walking in nature (62%) and nearly three-quarters of potential travellers are likely to use a travel agent.

French travellers are also looking for more flexibility. 71% of them would choose to "go with the flow" rather than following a rigid itinerary. They are open to unexpected situations as long as they don't increase the price of their trip.

A 2021 survey conducted by Worldia found that the French are seeking unusual experiences, nature and immersion in the destination. 85% wanted to be in contact with nature while 72% expressed a desire to have unusual experiences in less well-known tourist areas. They were also interested in meeting local people and discovering different cultures.

Other broad trends being seen in the market include eco-friendly travel, slow travel, local and unique experiences, wellness, local concierge for 24 hour assistance and à la carte customised trips.

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Destination Canada Global Tourism Watch

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Benelux (Netherlands,Belgium,Luxembourg)

Economic and political status

After experiencing its fastest economic growth since 1998 last year, the Dutch economy is forecast to grow by 3.3% in 2022 with inflation at 3.5%.

The Dutch government lifted most COVID restrictions at the end of February.

General travel sentiment and outbound travel

Research conducted by Dynata and Transavia shows that Dutch travellers are very keen to travel, experiencing a “travel hunger”. Travelling overseas is once again higher on their bucket list than visiting restaurants and bars. 41% of those surveyed said they intend to catch up on all their missed travels.

The impact of the pandemic on international and domestic tourism in the Netherlands has wiped out a decade's worth of growth in the sector. The overall share of tourism in the Dutch economy almost halved from 4.4% to 2.4% of GDP.

Like many markets, the Dutch are booking closer to departure due to changing regulations. Other factors impacting bookings are the COVID safety of a destination, cancellation and refund policies, flexibility of booking conditions, being able to book at short notice and safety and hygiene.

In 2020, Tourisme Veluwe Arnhem Nijmegen published an analysis exploring which Dutch travellers would continue to travel despite COVID. Their research concluded that those travellers to whom the core value of safety was least important would be the first to travel once restrictions were lifted. This group – covering almost 50% of the population – encompasses three main lifestyle types – adventure seekers, pleasure seekers and style seekers.

Adventure seekers (11%), looking for authentic travel experiences, nature-based activities and personal development are the most likely to start travelling first. Pleasure seekers (19%) want to travel with friends or family and like fun, adventurous holidays. Style seekers (17%) want to completely unwind on vacation and treat themselves with luxury and comfort.

Travel trade and airline update

The Schiphol group of airports – Schiphol, Rotterdam, The Hague and Eindhoven – saw 29 million passengers pass through in 2021. While more than 2020, it is still well below the 2019 level of 80.5 million. The company expects passenger numbers will only return to pre-pandemic levels in 2024.

Air France-KLM suffered a 3.3 billion Euro loss in 2021, however the loss is quickly declining. Passenger loads in 2021 were just under half the 2019 level.

The Dutch government set up a voucher fund which travel companies could access to refund passengers for trips cancelled due to COVID. The loan has to be repaid to the government, but it has helped keep most tour operators solvent during the crisis.

A large number of Dutch travel agents have used the pandemic to further their education. Data from the job and education platforms Reiswerk, Travel College and TravEcademy shows the number of users and learning activity has tripled since March 2020.

Travel recovery trends that are relevant to our destination

The Dutch are seeking authentic travel experiences and are looking for platforms, accommodations and activities that allow them to be in contact with locals during their trip. They want to hike and bike with locals, or get a city tour from a local. They want an in-depth experience of the destination including local culture.

They're also looking for unique accommodations and prefer places in nature such as a tree house or home-stay so they can add to their travel story – something that is extremely important to them.

Guided hiking or biking tours are becoming more popular with 1.5 million (9% of the Dutch population) having been on a specialized biking holiday.

Sustainable travel is more important now with 61% of travellers saying they want to protect the environment and not add to over-tourism. 36% say they would travel to a less well-known destination that still has similar features (such as nature and cultural attractions) if that means it is less crowded and better for the environment.

With a focus on safety, health and hygiene, social distancing and privacy are important general trends. This means off the beaten path trips along with unique and remote destinations hold high appeal.

In terms of marketing, video content is the fastest growing advertising media. Travellers trust user-generated content over corporate content.

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Australia

Economic and political status

The Australian economy remains resilient and spending is picking up following Omicron. GDP growth in 2022 is forecast to be 3.9%. Inflation will likely rise to 3.35% during the year before declining to 2.75% over 2023, although this is dependent upon resolution of supply chain issues and developments in the global energy markets. Unemployment is at a 14 year low of 4.2%.

Australia's international border reopened to all travel on 21 Feb, 2022 – for the first time in 702 days.

General travel sentiment and outbound travel

A recent study by NewsCorp identified a number of travel trends emerging in the first half of 2022:

With the opening of the international border, confidence in international travel is returning. 49% of respondents said they are confident in booking overseas travel. Over the next two years, Australians intend to take an average of nine holidays – four within their home state, three interstate and two internationally. 24% are planning and booking for two holidays and 21% are organizing three or more trips. The complexity of COVID regulations means just under half are seeking help from a travel advisor.

Travellers are also keen to cram as many experiences as possible into one trip – known as “experience-stacking”. Pent up demand is driving the concept of the “mega-trip” with 48% viewing travel as the opportunity for once-in-a-lifetime experiences. 54% say it's about having as many experiences as possible. On their international trips, the most sought after experiences are sightseeing, spending time with loved ones, cultural attractions and events and shopping.

The pandemic has meant many missed celebrations of life events and limited time with family and friends. As a result, Australians view travel as an opportunity to reconnect with loved ones. One in three travellers intend to take more multi-generational family holidays – a trend being driven by millennials.

Many travellers are also seeking experiences outside their comfort zone – thrill seeking adventures, physically or mentally challenging activities and immersing themselves in new cultures and communities. 40% place a high importance on learning and growing through their travels. These people are more likely to choose adventure and active experiences, festivals and

sporting events. When it comes to destination choice, 41% said they were more likely to choose somewhere they have never visited before.

Currently, the lowest price is not a deciding factor in holiday choice – safety, connection and getting away from stress are considered more important. When selecting a travel company, Australians are looking for value, reliability, flexibility and customer service.

Travel trade and airline update

Air Canada relaunched its Vancouver-Sydney route in December, with 4 flights per week. This will go to 4 flights per week in April and then daily in May. The Brisbane service will resume on 3 July with 4 flights per week and the Melbourne service will return in 2023. Qantas also launched a new Sydney to Vancouver service in December operating 3 flights per week. They have committed to operate this for 12 months but they are very pleased with existing bookings so there is hope that this will be extended beyond the initial 12 months.

Qantas, which reported a \$1.28 billion loss for the last six months of 2021, expects a strong recovery post-pandemic. The Qantas network was so badly affected in the last half of 2021 that it reached only 18% of pre-pandemic levels. With the reopening of internal and external borders, the outlook is significantly more positive for 2022. By the third quarter they anticipate they will be running 22% of pre-COVID international capacity, rising to 44% by the end of the year.

G Adventures founder Bruce Poon Tip says that Australian outbound booking trends appear to be tracking toward pre-pandemic patterns. He says Australians are ready to go anywhere and a number of non-traditional destinations are among top choices.

Australians still have \$6 billion in unused travel credits, with tour operators and travel agents trying to process the credits with little cash flow in the system yet. Prior to the pandemic 70% of all international bookings were made through travel agents and more than 52% of new bookings are reusing credits from pandemic affected travel.

Travel recovery trends that are relevant to our destination

Destination Canada data finds that Australian High Value Travellers (HVT's) are very resilient and ready to re-embrace travel and epic adventures. Key trade account wholesalers and agents indicate customers are willing to spend a lot on longer trips to memorable destinations.

They are looking to spend time in places that matter and to use travel as a force for good by supporting local businesses, connecting with and supporting Indigenous tourism and seeking sustainable travel experiences. They also seek regeneration and personal transformation, with

soft adventure, wellness experiences, road trips and agri-tourism being popular itinerary inclusions.

Australian travellers also appreciate destinations that are mindful of climate change issues and are drawn to Canada for its vigorous wildlife conservation and environmental sustainability practices. They want to support tourism experiences that include local education.

Destination Canada estimates the HGT market size to be 1 million. The top travel motivators to visit Canada are travel activities and safety, while key barriers are health risks and distance. Activities of most interest are hiking/walking in nature, natural attractions and local cuisines. Being a great place to see wildlife is the top driver for a Canadian vacation, followed by safety. Four out of five travellers would use a travel agent to help research or book a trip to Canada.

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Destination Canada Global Tourism Watch

Japan

Economic and political status

The Japanese economic outlook was recently downgraded, reflecting a weakness in private consumption and a resurgence of COVID. Although infections are slowing, 18 of Japan's 47 prefectures remain under a quasi-emergency designation, including Tokyo and Osaka.

The economic outlook has become more uncertain for Japan due to the Russia-Ukraine crisis and soaring energy and raw material prices, which are aggravated by a weaker yen.

GDP growth in 2022 is forecast to be 2.8% in 2022 and 1.6% in 2023. Inflation is expected to reach 0.8% by the end of the first quarter and trend around 1% in 2023. The unemployment rate is currently around 2.8%.

After elections in October 2021, the ruling Liberal Democratic Party won an outright majority. This will allow prime minister Kishida Fumio to focus on economic recovery.

General travel sentiment and outbound travel

Japan currently maintains the tightest border controls of any developed country, although they have recently increased some arrival quotas. The Japanese government has implemented a system called "Priority Preventive Measures" to prevent the spread of COVID from prefecture to prefecture. As of March 3, returnees and entrants from Canada will no longer be required to wait in quarantine accommodation. Those with a third booster shot will not be required to self-isolate. Those who have not received the third booster will need to self-isolate for 7 days which will be waived if they show a negative test after 3 days. They will be allowed to use public transportation even during the waiting period, to travel to their homes or hotels within 24 hours after their entry into Japan. Canada is one of only 13 countries that no longer have self-isolation periods (the US is not included).

There were 75,000 outbound travellers in January 2022 (Japan National Tourism Organization) which marked the most Japanese departures in a month since the start of the pandemic. It was up 50% over a year ago but still 94.8% lower than 2020.

The total amount of Japanese travel consumption in 2021 was down 8.5% year over year and 58.4% less than 2019.

According to JTB research, the profile of Japanese long-haul travellers will change significantly post-pandemic. There is significant pent up demand for international travel and small groups or FIT are expected to be the first travel segment to move forward with travel plans.

Japanese visitor numbers to Canada were declining prior to the pandemic and uncertainties around COVID could delay a return to 2019 levels beyond 2026.

Travel trade and airline update

Air Canada will be resuming a summer flight schedule to Japan: daily service from Tokyo Narita to Vancouver starting late March; daily service from Tokyo Narita to Toronto starting late April; 2 or 3 flights per week from Tokyo Narita to Montreal starting in June.

Sales of international travel were up nearly 34% in 2021, although this is down 96.4% from 2019. Among 45 travel companies, JTB Group sales were down 40.8% over 2019, HIS were down 89.4% and KNT were down 53.6%.

Japanese consumers have adapted to online research and shopping. As a result, tour operators are now utilizing digital platforms for content distribution and consultation.

JATA's Chairman Takahashi says that the pandemic, while devastating for the tourism sector, was an opportunity for the industry to think about new forms of tourism and the future of the travel market. With the growth of remote working and social distancing, new forms of travel such as "Workation", "Farm Stays" and "Glamping" have come to the fore. The industry is also reconsidering how sustainable travel can contribute to global Sustainable Development Goals.

Travel distribution channels are moving towards quality product suppliers and more online platforms. In order to adapt to these changes, Japanese tour operators have been forced to change their business models and undergo a digital transformation.

Travel recovery trends that are relevant to our destination

Japanese visitors see Canada as an ideal destination – with its wide open spaces, nature and a focus on well-being and rejuvenation. They also see Canada as clean, safe and inclusive and as having managed the COVID situation well.

Destinations that ensure strong health and safety measures as well as a welcoming environment are attractive to Japanese travellers. Additionally, with sustainability becoming a key focus of both the Government of Japan and the Japanese public, responsible travel has become increasingly important. Adopting business practices to meet the consumer's growing attention

to sustainability is critical. Japanese travellers now prefer to travel in smaller groups with passion-based itineraries.

Destination Canada estimates the market size of Japanese High Value Travellers at 1.42 million. They are motivated to visit Canada by culinary experiences, travel activities and a great trip itinerary. The top barriers to travel are health risks and distance.

Activities of interest to potential travellers are hiking/walking in nature, trying local cuisines and nature based activities. Long-haul travellers are seeking a place that inspires. Three-quarters of travellers are likely to use a travel agent to help research or book a trip to Canada.

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Destination Canada Global Tourism Watch

https://www.anzen.mofa.go.jp/info/pcwideareaspecificinfo_2022C022.html

China

Economic and political status

In 2021 China faced major economic disruptions in 2021 due to the on-going China-U.S. trade war, COVID-19 restrictions and power shortages. Over the coming year, there are a number of new issues likely to rise to the forefront including a real estate downturn and inflation, as well as the Chinese government's aim to bring about common prosperity.

GDP in 2022 is expected to be 5.1%, expanding to 5.2% in 2023.

Economic risks are likely to be tightly controlled due to the upcoming 20th Party Congress in the second half of the year, as Xi Jinping is widely expected to tighten his grip on power.

One top Chinese scientist recently said that China could move away from its COVID-zero strategy "in the near future" in a possible sign that the Chinese leadership is rethinking its strict approach.

General travel sentiment and outbound travel

There is considerable uncertainty about when Chinese travellers will be able to resume outbound travel. China's current COVID-zero policy and strict quarantine regulations will limit travel demand for at least the first quarter of 2022. Additionally, inflation and supply chain disruptions further blur recovery prospects in the short and medium terms.

The Civil Aviation Administration of China stated in their recent five-year plan that international flights will gradually resume between 2023 and 2025. However, there are rumours that China could start a slow reopening as early as summer 2022.

ForwardKeys, which tracks traveller trends, expects the recovery of the outbound Chinese travel market to be swift due to the great desire to travel. The focus has shifted away from group tours to more personalised experiences.

Following the Winter Olympics in Beijing this year, there is strong growth in interest for snow destinations within China. When outbound travel resumes, it's likely there will be more customised trips to famous winter destinations worldwide.

There were fewer outbound travellers in 2021 than in 2000 – down to 8.5 million travellers from 10 million in 2020 and less than 5% of 2019 numbers.

Travel trade and airline update

Despite some early optimism that the Chinese domestic market would fully recover during 2021, the pandemic took a heavy financial toll on Air China, China Eastern Airlines and China Southern Airlines last year. With China not expected to reopen to international travel in any significant way until at least 2023, airlines will remain focused on the domestic market for another year. However, this may change as the situation remains fluid – there are some indications that the international flight situation could be changed from the third quarter of 2022.

There is an accelerating trend towards purchasing products and booking travel online. Online Travel Agencies are developing deeper consumer insights and stronger capabilities to analyse consumer data.

Travel recovery trends that are relevant to our destination

Chinese travellers are increasingly looking for relaxing, cultural and outdoor experiences in Canada. There is also growing interest in sustainable travel and travelling with purpose.

The Chinese government has recently made changes in family policies and education aimed at slowing the aging population trend. These changes, along with COVID safety concerns, may increase preference for family travel in coming years.

Destination Canada estimates the Chinese High Value Traveller market at 2.36 million. The top motivators for a visit to Canada are an opportunity to relax and a safe place to visit with key barriers being health risks and safety concerns.

The preferred activities while visiting Canada are trying local cuisine and exploring natural attractions. Chinese travellers see Canada as a place to form lifelong memories and a place to spend quality time with loved ones and to de-stress.

The majority of Chinese travellers are likely to use a travel agent to help research and book a trip to Canada.

Sources:

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Destination Canada Global Tourism Watch

YUKON

DAS ULTIMATIVE KANADA

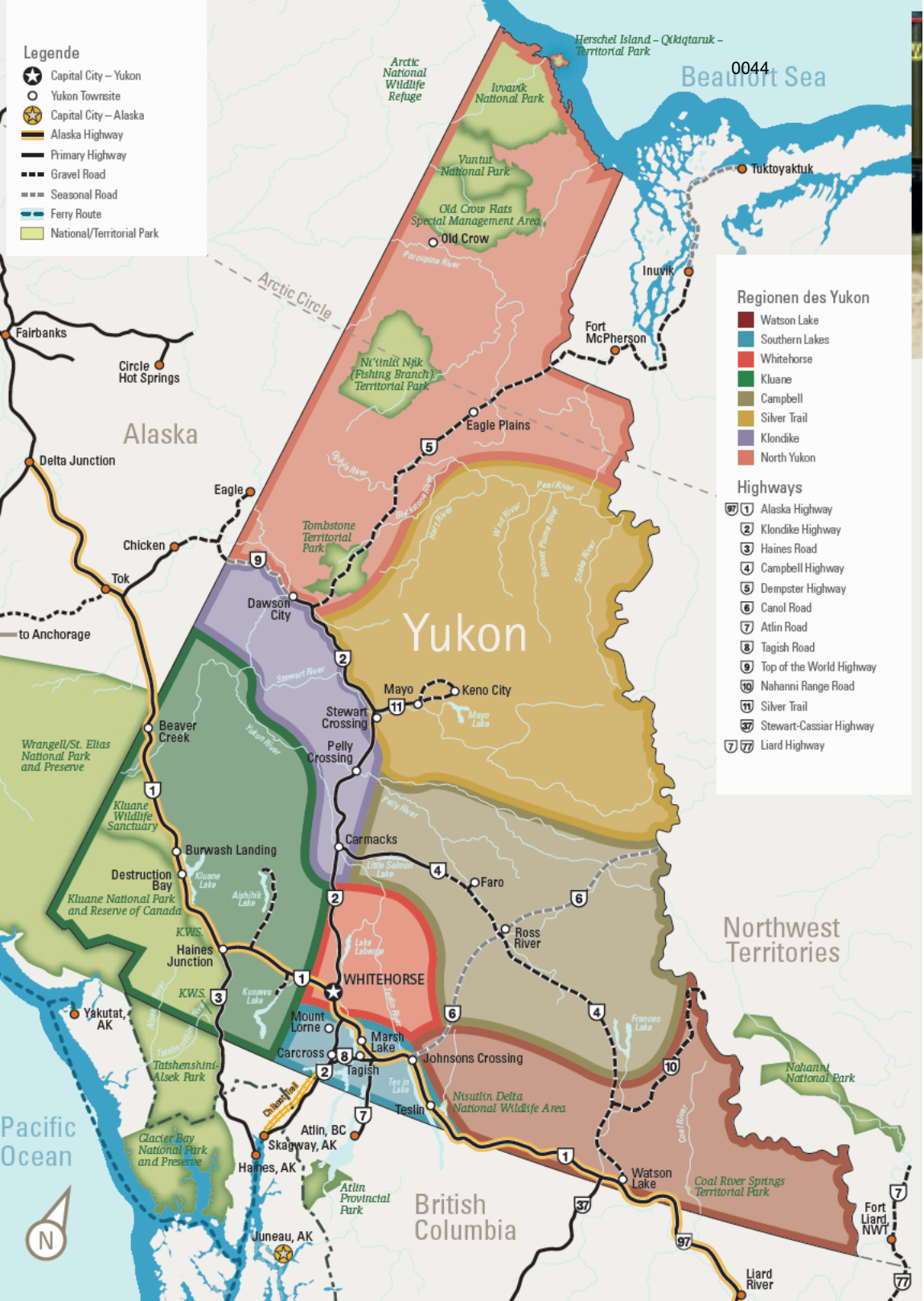


TRAVELYUKON.DE

#explore yukon

Legende

- ★ Capital City – Yukon
- Yukon Townsite
- ★ Capital City – Alaska
- Alaska Highway
- Primary Highway
- - - Gravel Road
- - - Seasonal Road
- Ferry Route
- National/Territorial Park



Regionen des Yukon

- Watson Lake
- Southern Lakes
- Whitehorse
- Kluane
- Campbell
- Silver Trail
- Klondike
- North Yukon

Highways

- 1 Alaska Highway
- 2 Klondike Highway
- 3 Haines Road
- 4 Campbell Highway
- 5 Dempster Highway
- 6 Canol Road
- 7 Atlin Road
- 8 Tagish Road
- 9 Top of the World Highway
- 10 Nahanni Range Road
- 11 Silver Trail
- 37 Stewart-Cassiar Highway
- 77 Liard Highway





Der Yukon ist der nordwestlichste Teil Kanadas, eingebettet von Alaska im Westen und Südwesten, British Columbia im Süden und den NWT im Osten. Sie erreichen uns aus British Columbia über den Alaska und/oder den Stewart Cassiar Highway bzw. per Schiff durch die Inside Passage. Oder natürlich mit dem Flugzeug.



Linienflüge nach Whitehorse starten von Vancouver, Calgary, Edmonton, Kew lona, Victoria, Inuvik, Yellowknife und Ottawa. Daneben gibt es während der Sommermonate auch Nonstop Flüge aus Frankfurt am Main. Die meisten Urlauber kommen mit dem Flugzeug, mieten sich hier ein Auto oder ein Wohnmobil oder buchen gleich eine geführte Tour.

EINREISE NACH KANADA

Alle Besucher, die nach Kanada reisen und kein Visum für die Einreise benötigen, müssen vor Antritt des Fluges um eine elektronische Einreisebewilligung (eTA) ersuchen. Weitere Informationen unter: www.cic.gc.ca

Zusätzlich benötigen Sie (ebenfalls Kinder) einen noch mindestens ein halbes Jahr gültigen, elektronisch einlesbaren Reisepass. Unbegleitete Personen unter 18 Jahren benötigen eine schriftliche Einverständniserklärung der Eltern. Personen unter 18 Jahren, die nur mit einem Elternteil einreisen, benötigen eine schriftliche Einverständniserklärung des anderen Elternteils.



Condor

www.condor.com

Von Ende Mai bis Mitte September sonntags von Frankfurt/Main nach Whitehorse. Sowie sommers mehrmals die Woche im Codeshare mit Air North über Edmonton, Calgary und Vancouver



AIR CANADA

www.aircanada.com

und Lufthansa/Star Alliance www.lufthansa.de

Tägliche Linienflüge über Calgary und Vancouver nach Whitehorse



www.flyairnorth.com

Linienflüge von Vancouver, Calgary, Edmonton, Kelowna, Victoria, Ottawa und Yellowknife nach Whitehorse mit Turboprop Weiterverbindungen nach Mayo, Dawson City, Old Crow und Inuvik.

WESTJET

www.westjet.com

Mehrmals wöchentlich im Sommer Linienflüge von Calgary nach Whitehorse



www.flyalaskaseaplanes.com

Mehrmals wöchentlich im Sommer Turboprop Linienflüge von Juneau/Alaska nach Whitehorse

Entfernung nach Whitehorse:

Vancouver, BC	2,375 km
Prince George, BC	1,622 km
Calgary, AB	2,317 km
Edmonton, AB	2,038 km
Fairbanks, AK	965 km
Anchorage, AK	1,134 km

Vorfahrt für Wildlife!



**In diesem großartigen Reich der
Bären und Elche verliert der
Mensch an Bedeutung und wird
zum faszinierten Beobachter.**



Im Yukon erwartet Sie eine wirklich ursprünglich gebliebene Tierwelt. Auf diesem Fleckchen Erde hat sich ein natürliches Nebeneinander zwischen Mensch und Tier erhalten, das auf gegenseitigem Respekt beruht und Begegnungen zu einem tief empfundenen, alle Sinne ergreifenden Erlebnis werden läßt. Dieses Paradies des Nordens vereinnahmt in diesem unberührten Land Ihre Seele auf eine ganz wunderbare Weise. Im Yukon leben 62 Säugetierarten, 279 Vogel und 1,150 Pflanzenarten. So kommen auf jeden Einwohner im Yukon ein Bär, 2 Elche und 10 Karibous. Die größte Karibouherde ist übrigens die Porcupine Herde mit sage und schreibe über 200.000 Tieren.





Aktivitäten für Groß und Klein!

0048

Abenteuer rund um die Uhr

Die Sommer im Yukon sind angenehm warm. Meist zwischen 20 und 30 Grad Celsius, denn die Sonne scheint fast rund um die Uhr. Und das bietet natürlich Möglichkeiten zu jeder Menge Aktivitäten.

Wie wär' es zum Beispiel mit Exkursionen:

- im Motorhome
- im Mietwagen
- im Kanu / Kajak
- auf dem ATV / Quad
- auf dem Motorrad / Fahrrad / Mountainbike

oder

- wandern
- klettern
- angeln
- geführte Bustouren
- Flightseeing im Wasserflugzeug
- die Traumstrassen fahren
- Museen besuchen
- Künstlern bei der Arbeit zuschauen
- Gold waschen
- in die reiche Geschichte eintauchen

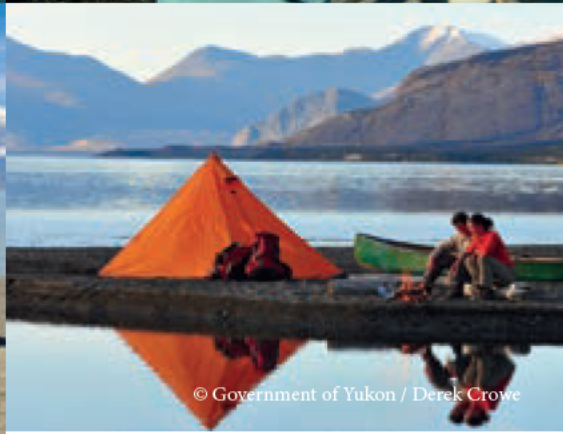
Wer will, kann aber auch Shoppen, durch die Straßen flanieren, die Seele baumeln lassen oder sich einen frisch aufgeschäumten Kaffee Latte gönnen.

Es gibt im Yukon nichts, was es nicht gibt





© Government of Yukon / F Mueller



© Government of Yukon / Derek Crowe

Wenn Ahnen durch den Himmel tanzen

© Northern Lights Resort & Spa

© Northern Lights Resort & Spa

Hier erhellen Nordlichter die Nacht

Der Yukon ist bekannt für seine kalte, trockene Winter, seine herrlich verschneiten Landschaften und die zahllosen Aktivitäten, die Sie in unserer „Winter Wonderland“ erleben können.

- Eisfischen
- Langlaufen
- Schneeschuh wandern
- Motor oder Snowbike fahren
- Hundeschlitten fahren
- Winter Camping
- Eisklettern,
- Blockhütten Urlaub
- Lodge Hopping und Wellness mit dem Ski Flugzeug
- Autofahren auf verschneiten Traumstraßen
- Nordlichter erleben

und noch vieles mehr!

~ Nordlichter ~

Bereits von Ende August bis Mitte April sind die Nordlichter an unserem Himmel zu sehen. Je nach Wetterlage können Sie oft stundenlang am Himmel tanzen oder blitzschnell Farben und Formen ändern.

Die tägliche Nordlicht Vorhersage gibt es unter www.auroraforecast.com

0051



Wo Fahren zur Erholung wird

0052

Der Yukon ist fast zweimal so groß wie Deutschland, hat 20 Gemeinden und fast 4.800 Straßenkilometer, die fast alle ganzjährig befahrbar sind. Elf spektakuläre Highways quer durch den Yukon machen das Land zu einem Traumstraßen und Fahrspaß Paradies.

Auf und davon

In Whitehorse gibt es verschiedene Wohnmobil und Autoverleiher, und auf den meisten Highways finden sich in regelmäßigen Abständen Tankstellen. Überprüfen Sie aber auf jeden Fall vor Ihrer Abfahrt die Entfernung zur nächsten Tankstelle bzw. packen Sie sich bei Unsicherheit am besten einen Reservekanister ins Gepäck. Obwohl die meisten Straßen im Yukon gut befahrbar sind, sollte sich Ihr Fahrzeug in einem technisch einwandfreien Zustand befinden. Sie müssen damit rechnen, auch auf Schotterstraßen zu fahren, wenn Sie entlegene Orte aufsuchen. Selbstverständlich können Sie aber auch eine geführte Tour im Bus oder Van buchen.

Weitere Informationen über das Straßensystem und den jeweiligen Straßenzustand erfahren Sie unter www.511yukon.ca.

Durchschnittliche Fahrzeiten

Watson Lake	Whitehorse	5h
Whitehorse	Beaver Creek	5,5h
Whitehorse	Dawson City	6h
Whitehorse	Faro	4h
Whitehorse	Haines Junction	2h
Whitehorse	Anchorage, Alaska	13h
Whitehorse	Fairbanks, Alaska	11h
Whitehorse	Skagway, Alaska	2,5h
Dawson City	Inuvik, NWT	12 14h
Dawson City	Tok, Alaska	5,5h

Die erlaubte Höchstgeschwindigkeit im Yukon beträgt 90 Stundenkilometer.

Sicherheitstipps:

- Anschallen! Das ist Pflicht im Yukon und betrifft jeden Passagier. Auch Kleinkinder.
- Fahren Sie entsprechend der Straßenkonditionen. Halten Sie Sicherheitsabstand.
- Die erlaubte Höchstgeschwindigkeit bezieht sich auf optimale Straßenverhältnisse.
- Fahren Sie immer mit Licht, auch am Tage. Das ist Pflicht im Yukon.
- Achten Sie auf Tiere, wenn Sie auf unseren Straßen unterwegs sind.

#yukonstraumstraßen

Alaska Highway

Ein Yukon Klassiker

Starten Sie Ihre Nord Tour in Watson Lake, dem Tor zum Yukon, und erfahren Sie alles über den Bau des Alaska Highways. Die Ortschaft Teslin ist die Heimat der Tlingit First Nation, die bis heute eine traditionelle Schnitzkunst ausübt. Genießen Sie die Annehmlichkeiten und Sehenswürdigkeiten von Whitehorse, der Hauptstadt des Yukons. Haines Junction, das malerisch gelegene Örtchen am Rande des Kluane Nationalparks, begrüßt seine Besucher mit phantastischen Ausblicken. Auf Ihrem weiteren Weg über Destruction Bay und Burwash Landing nach Beaver Creek wird Ihr Weg flankiert von den majestätischen Gebirgszügen des Nationalparks.



Route

Der historische Alaska Highway quert den Yukon von Watson Lake, nahe der Grenze zu B.C. und verlässt ihn bei Beaver Creek Richtung Alaska.

Distanz: 892 km (einfache Strecke)

Fahrtzeit: 5 Tage (gemütlich)

Sehenswert: Die Geschichte des Alaska Highways, First Nation Kultur, Sehenswürdigkeiten in Whitehorse, Kluane Nationalpark

Reiseplanung

Was man anschauen sollte:

Watson Lake, Teslin, Marsh Lake, Whitehorse, Haines Junction, Destruction Bay, Burwash Landing, Beaver Creek.

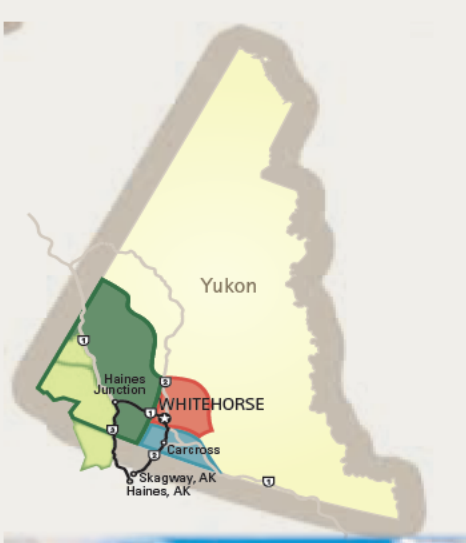
Distanzen & Fahrtzeiten:

- Watson Lake Whitehorse 436km / 5h
- Whitehorse Haines Jct. 158km / 2h
- Haines Jct. Beaver Creek 298km / 3,5h

Lokale Attraktionen

- Sign Post Forest
- Northern Lights Centre
- George Johnston Museum
- Teslin Tlingit Heritage Centre
- Beringia Interpretive Center
- Yukon Transportation Museum
- S.S. Klondike National Historic Site
- Da Ku Cultural Center
- Tachäl Dhäl (Sheep Mountain) Besucherzentrum
- Kluane Museum of National History





Golden Circle Route

0054

Dieser spektakuläre Rundkurs entlang hübscher, kleiner Ortschaften und grandioser Alpenpässe führt vom Yukon nach Südost Alaska und retour.

Reiseplanung

Streckenlänge: 600 km

Dauer: 3 Nächte

Was man gesehen haben muss: Carcross, Skagway, Haines, Haines Junction, Whitehorse

Distanzen & Fahrzeiten:

- Whitehorse Skagway (Alaska) 180km / 2,5h
- Skagway Haines (via Fähre) 1h
- Haines (Alaska) Haines Junction 241km / 3,5h
- Haines Junction Whitehorse 158km / 2h

Lokale Attraktionen

- White Pass & Yukon Route Railroad
- Skagway Museum
- Alaska Marine Highway Fähre
- Chilkat Valley Eagle Preserve
- Klukshu Village

Klondike / Kluane Loop

Diese tolle Rundtour beinhaltet eine ganze Fülle großartiger Yukon Attraktionen, vom Goldwaschen bis hin zu riesigen Gletscherfeldern.

Reiseplanung

Streckenlänge: 1.435 km

Dauer: 5 Nächte

Was man gesehen haben muss: Carmacks, Pelly Crossing, Dawson City, Beaver Creek, Burwash Landing, Destruction Bay, Haines Junction, Whitehorse

Distanzen & Fahrzeiten:

- Whitehorse Dawson City 535km / 6h
- Dawson City Beaver Creek 446km / 1h
- Beaver Creek Haines Junction 298km / 3,5h

Lokale Attraktionen

- Beaver Creek Visitor Information Centre
- Fort Selkirk
- Big Jonathan Heritage Centre
- Dawson City Museum
- Dredge No.4
- Diamond Tooth Gertie's Gambling Hall



Southern Lakes Circuit

0055

Entdecken Sie tiefblaue Seen umgeben von Küstengebirgen, entzückende Dörfchen voller Geschichte und talentierter Künstler und dies alles sehr nahe bei Whitehorse.

Reiseplanung

Streckenlänge: 500 km

Dauer: 3 Nächte

Was man gesehen haben muss: Mount Lorne, Carcross, Tagish, Marsh Lake, Teslin, Atlin, Whitehorse

Distanzen & Fahrzeiten:

- | | |
|-------------------------|--------------|
| • Whitehorse Carcross | 74km / 1h |
| • Whitehorse Atlin | 182km / 2,5h |
| • Whitehorse Teslin | 176km / 2h |
| • Carcross Jakes Corner | 54km / 1h |

Lokale Attraktionen

- Carcross historische Gebäude
- White Pass & Yukon Route Railroad
- George Johnston Museum
- Teslin Tlingit Heritage Centre
- Atlin Museum / Atlin Provincial Park



Campbell / Canol Route

Befahren Sie die menschenleeren Gegenden des Yukons. Genießen Sie auf der Campbell Canol Wildnisroute Momente absoluter Ruhe beim Fischen und bei Wildbeobachtungen.

Reiseplanung

Streckenlänge: 500 km 1.000 km

Dauer: min. 2 Nächte

Was man gesehen haben muss: Carmacks, Faro, Ross River, Watson Lake, Teslin, Johnsons Crossing, Marsh Lake, Whitehorse.

Distanzen & Fahrzeiten:

- | | |
|--------------------------------|-------------|
| • Watson Lake Carmacks | 583km / 12h |
| • Johnsons Crossing Ross River | 225km / 5h |

Lokale Attraktionen

- Campbell Region Interpretive Centre
- Mount Mye Sheep Centre
- Fisheye Lake / Quiet Lake / Rose Lake
- Canol Fußbrücke
- Dena Cho Trail
- Lapie Canyon



Dempster Highway

0056

Der Dempster Highway, Kanadas einzige, den Polarkreis querende und ganzjährig befahrbare Straße, ist weltweit einzigartig.

Reiseplanung

Streckenlänge: 736 km (einfache Strecke)

Dauer: 5 Nächte (retour)

Was man gesehen haben muss: Dawson City, Tombstone Park Interpretive Centre, Eagle Plains, Fort McPherson, Inuvik.

Distanzen & Fahrzeiten:

- Dempster Corner Eagle Plains 369km / 5h
- Eagle Plains Inuvik (NWT) 367km / 5h
mit Peel & MacKenzie River Fährüberquerung
(kostenfrei)

Lokale Attraktionen

- Tombstone Interpretive Centre
- Tombstone Viewpoint
- Two Moose Lake
- Blackstone Uplands
- Arctic Circle

Silver Trail

Einst blühende Minenregion, besticht der Silver Trail durch seine Geschichte und traumhafte Landschaft der perfekte Abstecher Richtung Klondike Goldrausch.

Reiseplanung

Streckenlänge: 470 km

Dauer: min. 2 Nächte

Was man gesehen haben muss: Stewart Crossing, Mayo, Keno City

Distanzen & Fahrzeiten:

- Whitehorse Stewart Crossing 354km / 4h
- Stewart Crossing Keno City 110km / 2h
(via Mayo)

Lokale Attraktionen

- Binet House Interpretive Centre
- Five Mile Lake
- Keno City Mining Museum
- Keno City Alpine Interpretive Centre
- Signpost auf dem Keno Hill
- Alpine Butterfly Trail



Camping - und Wohnmobilplätze 0057



Zeitreisen in die Vergangenheit

Die Beringia-Periode

Die eigentliche Geschichte des Yukons begann vor etwa 10 15.000 Jahren während der Beringia Periode. Damals kamen sibirische Jäger über die noch existierende Landbrücke zwischen Nordamerika und Asien. Sie folgten den Mammuts und Bisons und waren hervorragend an das harte Tundra Dasein angepasst. Noch heute findet man ihre Spuren. Zum Beispiel im Beringia Center oder auch in den Erzählungen der First Nation People, den Nachfahren dieser Ureinwohner.



Der große Goldrausch

1896 entdeckte man Gold am Klondike. Die Botschaft brauchte ein Jahr, um in die Welt zu gehen. Tausende reisten danach über die Inside Passage nach Skagway/Alaska, erklommen die berühmten „Stairways to Heaven“ des Chilkoot Passes und gelangten so ins Yukon Territory. Danach zimmerten sie sich am Lake Bennett Flöße und paddelten über den Yukon River ins Klondike Gebiet. Für viele endete diese Reise tödlich. Dennoch kamen genügend durch und machten Dawson City damals zum „Paris des Nordens“. Reich wurden die wenigsten. Die eigentlichen Gewinner waren die Händler, Kneipiers und Huren der berühmten Salons. Noch heute kann man übrigens in Dawson City auf den Spuren des Goldrauschs und Jack London's wandeln, denn in dem Städtchen am Zusammenfluss von Klondike und Yukon hat sich über die letzten 100 Jahre kaum etwas verändert.



Der Alaska Highway Bau

Später dann entdeckte Amerika die Wichtigkeit des Nordwestens. Um einem Landangriff Japans zuvorzukommen, schlugen im Jahr 1942 knapp 11.000 Mann in nur neun Monaten eine 2394 Kilometer lange Straße durch die totale Wildnis – den heutigen Alaska Highway. Er führt quer durch den Yukon, ist eine der Traumstraßen dieser Erde und ein Muss für jeden Nordamerika Fan.



Jahrtausende Erfahrung im Umgang mit Natur



Yukon First Nations



Der Yukon ist seit jeher die Heimat der First Nations. Heute leben im Yukon 14 unikale First Nation Stämme, die acht verschiedene Sprachen sprechen. Wenn Sie durch den Yukon reisen, bedenken Sie, dass hier zwei sehr unterschiedliche Welten zusammengewoben wurden. Eine modern, die andere uralte.

Manche sehen in Yukons „Larger Than Life“ Landschaft nur eine Kulisse. Andere sehen in ihr Tiere und Kreaturen, die unsere Legenden, Tänze und Lieder mit Leben füllen. Menschen der First Nations üben immer noch uralte Fertigkeiten aus und nutzen ihre traditionellen Lagerplätze.



Yukon Information

Weitere wichtige Informationen über den Yukon erhalten Sie auf unseren Webseiten oder per Email unter:

www.travelyukon.de
www.travelyukon.com
email: info@travelyukon.de

oder bei Ihrem Reiseveranstalter.

Unsere Besucher Informationszentren in den wichtigsten Gemeinden und Städte im Yukon helfen zu Beginn Ihrer Reise mit allen nötigen Hinweisen, Reisetipps, Straßen und Wetterberichten. So wird Ihre Reise zu einem perfekten Yukon Abenteuer!



Whitehorse

Whitehorse Visitor Centre (867) 667 3084

Beaver Creek

Beaver Creek Visitor Information Centre (867) 862 7321

Carcross

Carcross Gateway Pavilion (867) 821 4431

Carmacks

Roadside Information Kiosk (867) 863 6330

Tagé Cho Hudän Interpretive Centre (867) 863 5931

Dawson City

Dawson City Visitor Information Centre (867) 993 5566

Dänojà Zho Cultural Centre (867) 993 7100

Faro

Campbell Region Interpretive Centre (867) 994 2288

Haines Junction

Haines Junction Visitor Information Centre (867) 634 2345

Keno

Keno City Mining Museum (867) 995 3103

Mayo

Binet House (867) 996 2926

Old Crow

John Tizya Centre (867) 966 3233

Pelly Crossing

Roadside Information Kiosk (867) 537 3150

Teslin

George Johnston Museum (867) 390 2550

Teslin Tlingit Heritage Centre (867) 390 2532

Tombstone

Tombstone Territorial Park (867) 667 5648

Tombstone Interpretive Centre (867) 993 7714

Watson Lake

Watson Lake Information Centre (867) 536 7469



Have a great trip!



Yukon auf einen Blick

Hauptstadt:	Whitehorse
Höhenlage von Whitehorse:	700 Meter
Gesamtgröße:	483.450 qkm
Einwohner (Stand: 2019):	40.621
Offizielle Blume:	Fireweed
Offizieller Vogel:	Rabe
Offizieller Edelstein:	Lapislazuli
Offizieller Baum:	Alpine Fichte
Elch Population:	70.000
Karibou Population:	210.000
Höchster Berg:	Mt. Logan 5.959 m
(auch höchster Berg Kanadas)	
Längster Fluss:	Yukon River 3.185 km
Highways:	11, insgesamt 4.800 km

Nationalparks:

Kluane mit den weltweit größten nicht polaren Eisfeldern, Ivvavik und Vuntut National Park

Territorialparks:

Tombstone, Herschel Island, Qikiqtaruk, Coal River Springs, Ni'inlii Njik (Fishing Branch)

Nationaldenkmäler:

Dawson City Historical Complex, Dredge No.4, S.S. Klondike, Chilkoot Trail

Kanadas Heritage— Flüsse im Yukon:

Alsek, Bonnet Plume, Tatshenshini, Thirty mile Tatshenshini


Yukon
 LARGER THAN LIFE

Yukon Government
Department of Tourism and Culture

c/o Bergold Promotions
 Lupinenweg 37
 60433 Frankfurt/Germany