

***Gold Rush* Production:  
Evaluation of Economic Benefits**

FINAL REPORT

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## Summary Report and Key Findings

The terms of reference for *Gold Rush Production: Evaluation of Economic Benefits to Yukon* lays out the broad objective of this study as: "...to present a comprehensive understanding of the broader economic benefits attributable to the production of the show *Gold Rush*." The terms of reference also outlines the following key research questions:

1. What is the economic impact of the production of *Gold Rush* to Yukon and Canada?
2. What are the socio-economic benefits of the production on the territory?

Because the Yukon government promotes location filming as an export industry and offers subsidies to help attract it to the Yukon it is important to better understand the economic impact of a production like *Gold Rush*.

*Gold Rush* is an example of the reality television genre. Reality television is generally understood to document unscripted real-life situations and feature ordinary people rather than professional actors. *Gold Rush* falls into the professional activities sub-genre of reality television with some cross-over into the rugged-men-struggle-against-the-elements shows. It is currently in its sixth season, the last four of which have been largely located in the Yukon.

What is the global reach of *Gold Rush*? For the first nine months of 2014 Discovery claims a total of 171 million unique viewers for the show worldwide, 51 million in the USA and 120 million elsewhere. That is a lot of people watching the show.

### ***Economic Impact***

The measurable economic impact of *Gold Rush* on the Yukon and Dawson City economies flows from the spending of the production on Yukon goods and services and the wages and *per dies* paid to Yukon residents. Impacts on the Yukon and on Dawson City are summarized in the table below.

	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Total Yukon spending</b>	\$1,129,428	\$1,279,095	\$2,399,148
<b>Impact on Yukon:</b>			
<b>GDP</b>	\$1,126,975	\$1,308,585	\$2,521,753
<b>Employment (FTEs)</b>	41	49	101
<b>Labour income</b>	\$797,166	\$919,741	\$1,845,806
<b>Tax revenues</b>	\$244,336	\$288,047	\$546,188
<b>Impact on Dawson City:</b>			
<b>GDP</b>	\$613,807	\$696,825	\$1,244,235
<b>Employment (FTEs)</b>	23	25	51
<b>Labour income</b>	\$435,668	\$472,104	\$892,618
<b>Tax revenues</b>	\$139,331	\$162,771	\$285,167

The economic impacts of *Gold Rush* are significant in Dawson City where by 2014 the production was generating over \$1 million in GDP and creating or supporting the equivalent of 51 full time jobs.

## Tourism

To determine what impact, if any, *Gold Rush* has had on tourism in the Yukon we conducted a web-based internet survey of people who have requested a Yukon Vacation Planner from Yukon Tourism and Culture.

Summary of methodology:

- Survey was sent to a total of 127,893 email addresses.
- 7,571 or 6% completed the survey.
- Margin of error is  $\pm 1.09\%$  on a 95% confidence interval.
- Data was weighted to accurately reflect the conversion rates of visitors to non-visitors by year.

Key findings of tourism survey:

- Awareness and interest in *Gold Rush* has increased over the time the show has aired among those requesting Yukon Vacation Planners. As of the most current year (October 2014 through January 2015), 39% of inquirers report that the show has had some or a major impact on their request. A full 8% may not have requested the planner if not for the show. This clearly indicates that *Gold Rush* is increasing specific interest in the Yukon as a destination among those requesting planners.
- Those who had watched *Gold Rush* were 12.5% more likely (18% versus 16%) to have visited the Yukon than either those who had not watched it or had never heard of it. This is a significant finding. There is no magic formula for how to convert awareness and interest into actual visits as there are just too many factors involved. But our survey found that *Gold Rush* is now a factor in that process and is having a measurable impact on converting potential visitors into actual visitors.
- Over 70% of inquirers who have seen *Gold Rush* feel it helps to promote the Yukon, and over half agree it is accurate, has increased their awareness of the Yukon for a travel destination, has made a positive impact on the Yukon's image, makes them want to pan for gold and to visit the Yukon. Among Yukon visitors who have watched *Gold Rush*, 17% visited destinations they learned about from the show, and 13% included activities seen on the show.
- 7% of visitors who were *Gold Rush* viewers reported staying longer in the Yukon because of the show. 26% of those most impacted by the show stayed 15+ nights, compared to 18% of those who said the show had no impact on their decision to visit the Yukon. Therefore our survey is indicating that not only is *Gold Rush* increasing specific interest in the Yukon as a destination and helping to convert potential visitors to actual visitors, it also is having a positive impact on length of stay.
- Among all inquirers 38% are extremely likely to visit the Yukon in the next 2 – 3 years. This increases to 41% among those who have already visited, and up to 63% among those who reported that they had been influenced by *Gold Rush* to visit already.

All of the comments offered by respondents to the survey are included in Appendix C: Survey Comments. The comments clearly indicate that many viewers of *Gold Rush* have very strong feelings about the show but also that there are a very wide range of views about the reality of *Gold Rush* and reality television in general.

## **Other Impacts**

To determine whether *Gold Rush* had influenced the choice of the Yukon as a filming location for other productions we examined all of the data the Yukon Film and Sound Commission could provide on the number of productions and film funding provided each year beginning in 2003 and running through August of 2015. We could not draw any specific conclusions from this data; in itself it shows no clear patterns and it does not represent all location film projects in the Yukon, only those who apply for funding through the Yukon film location incentive program.

Anecdotally however, the Yukon does seem to be attracting increasing attention as a location and particularly as a location for reality television. Apart from *Gold Rush*, there are at least four other reality television productions currently being shot in the Yukon.

There is no evidence that *Gold Rush* has had any impact on any serious or significant mining investment decisions in the Yukon. However, we did find that it has had a very large impact on one particular corner of the placer mining industry — what is known as tourist staking. The mining recorder's office in Dawson City now sees one or several tourists coming in daily and taking up significant staff time (3-4 hours each day is not unusual) in order to stake what amounts to a vanity claim in the Klondike. In the years before *Gold Rush* these people existed but their visits were much less common.

*Gold Rush* has had its share of controversies in the Yukon. The Klondike Placer Miners Association and individual placer miners have been especially vocal in their general disapproval of the way that their industry is being portrayed. There have been numerous complaints about what appear to be environmental and safety violations on the show. The response by regulators has been to state that all complaints are investigated and that the placer operations shown on *Gold Rush* are subject to the same rules and regulations as any other placer mines.

In August 2014 the Yukon Chamber of Mines commissioned a survey of Yukon residents that included some questions about their views on *Gold Rush* and *Yukon Gold* (the other placer mining reality television program filmed in the Yukon). Half of those surveyed had watched the shows at least rarely with 11% watching regularly. A total of 68% of viewers believed the shows accurately or somewhat accurately reflected the reality of mining in the Yukon. Watching the shows increased the general support of mining in 13% of those surveyed and decreased support for the industry in 14%.

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# 1 Introduction

The terms of reference for *Gold Rush Production: Evaluation of Economic Benefits to Yukon* lays out the broad objective of this study as: "...to present a comprehensive understanding of the broader economic benefits attributable to the production of the show *Gold Rush*." The terms of reference also outlines the following key research questions:

1. What is the economic impact of the production of *Gold Rush* to Yukon and Canada?
2. What are the socio-economic benefits of the production on the territory?

Location filming, from feature films to 30-second ads, has a decades-long history in the Yukon. *Gold Rush* is unusual in this context given that it has been a highly successful television series and so is now in its fifth season filming in the Dawson City area.

Location filming is an export industry for the Yukon, attracting dollars from outside the territory in exchange for the features — scenery, early or late snow, interesting characters and stories — that the film makers are looking for. And because the Yukon government promotes this export industry and offers subsidies to help attract it to the Yukon it is important to better understand the economic impact of a production like *Gold Rush*.

The two research questions provide a clear two-part structure for this project:

1. A relatively straightforward economic impact assessment of the *Gold Rush* production; and,
2. A somewhat less straightforward estimate of broader socio-economic benefits that the production has brought to the Yukon.

This report is a rigorous assessment that provides a solid and clear-eyed view of what *Gold Rush* brings to the Yukon.

## 1.1 Approach and Report Structure

Our approach to this project included the following:

- Desktop research to collect a variety of information and data that informs all aspects of this report.
- Working closely with the Yukon Film and Sound Commission to assemble the spending data provided by Raw TV Limited to the Commission in a format that both protects the privacy of vendors to the production as much as possible and sorted the Yukon spending data into North American Industry Classification System (NAICS) codes that allow it to be fed into the economic model.
- Using the Canadian Regional Input-Output Model (CRIOM) to calculate the economic impacts of Yukon spending plus the remuneration paid to Yukon residents on both Dawson City and the Yukon as a whole.
- Conducting a web-based internet survey of people who have requested a Yukon Vacation Planner from Yukon Tourism and Culture from October 2009 through January 2015 to determine what, if any, impact *Gold Rush* has had on tourism in the Yukon.
- Collected anecdotal evidence from a wide variety of Yukoners through a variety of means, including spending four days in Dawson City.

Section 2 is intended to provide some background to reality television in general and the narrative arc and popularity of *Gold Rush* in particular.

Section 3 on the economic impacts of the spending by the *Gold Rush* production in the Yukon forms the core of the report and answers the first research question on what is the economic impact of *Gold Rush* on the Yukon's economy. Note that the impact of the show on the Canadian economy as a whole is so small relative to the national economy that we have not included it here. However, we have been able to offer separate impacts for the Dawson City economy.

In Section 4 we report the results of our survey of people who have requested a Yukon Vacation Planner from Yukon Tourism and Culture.

Section 5 is a discussion of various other aspects and impacts of *Gold Rush* largely from an anecdotal perspective.

## 2 Gold Rush: Background

*Gold Rush* is an example of the reality television genre. Reality television is generally understood to document unscripted real-life situations and feature ordinary people rather than professional actors. However, reality TV differs from documentaries in that its major focus tends to be on drama and personal conflict rather than on educating its audience on a particular topic. Just how real is reality TV? That is a question open to opinion and dispute, as a perusal of the comment board on any related on-line discussion forum or of the comments made by viewers of the show who responded to our survey (see Appendix C: Survey Comments ) makes clear. Many viewers build strong emotional connections with the show's characters and have very different perceptions on just how reflective the show is of reality.

Reality TV emerged in the 1990s and its competition sub-genre became a world-wide phenomenon with shows such as *Survivor*, the various *Idols* and *Big Brother*. The broader genre contains dozens of sub-genres and is now a staple of television around the world, driven in part by its general popularity (the demand side) but also by the fact that it is generally cheaper and easier to produce than the equivalent hours of television dramas or documentaries (the supply side). *Gold Rush* falls into the professional activities sub-genre with some cross-over into the rugged-men-struggle-against-the-elements shows. *Deadliest Catch* — featuring events aboard Alaskan crab-fishing boats in the Bering Sea — is another very popular example of this type of show.

### 2.1 Narrative Arc

Each season of the show shows a clear narrative arc, an overall story line that creates drama and conflict and, to a degree, is resolved by season's end while leaving enough unresolved to promote interest in the next season. The seasonal nature of placer gold mining lends itself very well to this narrative arc with the shooting and editing all done over the summer-fall mining season and then broadcast over the subsequent winter. Looking at the five seasons as a whole, it is clear that the producers have shifted the underlying story lines as the series has proceeded and as new characters have entered. Note that we do not wish to wade into the quagmire of trying to determine just where reality begins and ends in *Gold Rush*. It is clear that the producers of the show can and do determine the overall narrative arc and editing alone can have a significant impact. For example, 2,623 hours of footage was shot for Season 3 or about 184 hours for each hour of television.<sup>1</sup>

Season 1 began airing the first of 10 episodes in December of 2010 as *Gold Rush: Alaska* and was based entirely in Alaska. The basic premise of the show was built on a group of American men (including central character Todd Hoffman) who have been hard hit by the recession, heading off to Alaska to dig for gold and save themselves from financial ruin. Based on numbers released by the Discovery Channel<sup>2</sup>, the gold mining season created financial ruin rather than averting it. They found only \$20,000 worth of gold but had invested \$250,000 in the effort. None the less, they find the means to try again.

Season 2, airing in 2011/12, consisted of 16 episodes and brought the production in part to the Yukon. However this was not highlighted in the show itself. The second season focussed on the Hoffman family and their crew struggling to recoup from the financially disastrous first season and prove that they were genuine gold miners. It also introduced another mainstay of the show,

<sup>1</sup> <http://www.imdb.com/title/tt1800864/>

<sup>2</sup> <https://press.discovery.com/us/dsc/press-releases/2011/gold-miners-double-down-putting-everything-th-1543/>

the very young (he is listed as both 16 and 17 years old) Parker Schnabel who takes over the operation of his grandfather's mine as the Hoffman family heads north to the Yukon to find better ground.

By Season 3 the overall narrative of the show had clearly shifted away from its initial premise and toward an ongoing focus on exactly how much gold each crew could find in the season along with ongoing conflicts and competition among and between crews. There is also much conflict with the claim owners who lease their ground to the crews and with their investors. Even more drama is added through the inner conflicts of different characters and their struggles in life.

Between and overlapping with Seasons 3 and 4 is an effort to find and mine gold in South America with very little success, either in gold or in TV ratings for the six episodes.

Season 5 (first airing in October 2014) fully brings in Tony Beets as a central character — he began appearing in Season 2 — and a new story line focussed on his efforts to rebuild and use a 75 year old dredge on his claims. Season 6 is currently being shown with the season premier airing on October 16, 2015.

The fact that the show is a commercial success is indicated in part by its relative longevity and the increase in the number of episodes shown each season: from 10 in the first season to 16 in the second and third, up to 19 in Season 4 and 24 episodes in Season 5. Along with the actual episodes, each season features various specials including interviews with miners and crew, behind-the-scene footage, and out-takes from the season.

## **2.2 Popularity**

How many people watch *Gold Rush*? The number of viewers of any television show is of course a crucial commercial question for the producers as more viewers (and especially more viewers in certain demographic groups) means more advertising revenue. The number of viewers in the US that watch the show live or record it and watch it later on the same day it airs is tracked.<sup>3</sup> For *Gold Rush*, these same day US viewers of episodes have ranged from a low of 1.42 million (for a South American episode) to a high of 5.48 million.

However, using the Nielsen measurement system, Discovery Channel claims a high of 6.39 million viewers for its Season 5 finale on March 6, 2015<sup>4</sup> In general, *Gold Rush* claims the top spot for numbers of viewers on Friday nights, especially among men aged 25-54.

But in the context of this report the exact number of same day viewers in the US is not critical nor is the exact ranking of the show among each demographic group. Discovery broadcasts programming in 210 different countries and territories around the world and people watch programs in many different ways now and often not on television at all. What is the global reach of *Gold Rush*? For the first nine months of 2014 Discovery claims a total of 171 million unique viewers for the show worldwide, 51 million in the USA and 120 million elsewhere.<sup>5</sup> That is a lot of people watching the show.

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<sup>3</sup> See <http://tvbythenumbers.zap2it.com/>

<sup>4</sup> <https://press.discovery.com/us/dsc/press-releases/2015/gold-rush-ends-season-five-best-season-finale-3480/>

<sup>5</sup> Discovery Communications. *Globe* Volume 7 Number 3. Accessed at: DISCKD-142905\_GLOBE\_2014\_Q3-web.pdf

The international reach of the show is borne out anecdotally. Many Yukoners get asked about the show and its characters while travelling in all parts of the world. There are anecdotes galore in Dawson about tourists from all over the world going to great lengths to find the show's locations and main characters while visiting.

In addition to the episode and the specials that are broadcast on television or streamed on the internet, Discovery provides many other features, clips, interviews and biographies of the people (and even dogs) that appear on the show on its website.

There are also another way people may be exposed to the *Gold Rush* characters and scene, a video game. In 2014 Gameloft offered an update to its popular game *The Oregon Trail: American Settler*:

“With this new update, players will set off on an exciting gold rush adventure, completing new quests in an all-new wagon rush mini-game inspired from the hit Discovery Channel TV show. The update will feature established *Gold Rush* miners Todd Hoffman, Parker Schnabel, and gold mining legend Tony Beets from the *Gold Rush* television series. Players can interact with them in the game, and together go on excursions to mine for gold.”<sup>6</sup>

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<sup>6</sup> <http://www.prnewswire.com/news-releases/the-rush-is-on-as-discovery-channels-gold-rush-series-visits-the-oregon-trail-american-settler-278686271.html>

### 3 Spending Impacts

This section examines the spending by the *Gold Rush* production both for the purchase of goods and services and for remuneration of Yukon residents. Using that spending data, we conduct a standard economic impact analysis. We also attempted to conduct an economic impact analysis of incremental visitor spending using survey data and visitor spending data from the Yukon visitor Tracking Program.

#### 3.1 Spending Analysis

For each year the production company Raw TV Limited has provided the Yukon Film and Sound Commission with Yukon spending data and receipts and invoices for all spending. They have every incentive to do so as they are applying for the Yukon Film Location Incentive that is paid as a percentage of eligible spending in the Yukon. The Commission reviews every receipt and invoice and approves only those that they see as clearly meeting the criteria of the incentive program.

For this project we worked closely with Yukon Film and Sound Commission staff and examined the financial summaries of all spending by Raw TV for each of the production years 2012, 2013 and 2014. We assigned all goods and services that were purchased from Yukon businesses to an industry using the North American Industry Classification System. We were also able to assemble the data on spending in Dawson City separately from that in the rest of the Yukon.

The Commission also provided data on remuneration including wages and salaries paid to Yukon residents as well as *per dies* paid to all staff. The detailed spending data are presented in Appendix D: *Gold Rush* Production Spending by industry.

Table 1 presents a summary of the spending data for the three years. Note that the majority of the spending, including the remuneration, was done in Dawson City.

The remuneration numbers shown includes not only wages and salaries, but also *per dies*. Because we did not have firm data on exactly how many of those Yukoners working on the production were residents of Dawson we have assumed that one third of salaries are paid to Dawson residents while also assuming that 100% of the *per dies* are spent in Dawson.

Based on our assumptions, the amount spent on remuneration by *Gold Rush* in Dawson was about 1% of total income in Dawson City in 2012. According to Canada Revenue Agency data, total declared individual income of Dawson City residents in 2012 (the latest year for which data is available) was \$64,752,000 and total employment income as \$46,862,000.

The largest spending category was for accommodation services which accounted for about half of all the Yukon spending. Other important spending categories were:

- Repair and maintenance services;
- Real estate and leasing;
- Petroleum products distributors;
- Food and beverage stores;
- General merchandise stores;
- Motor vehicle parts dealers, and,
- Air transportation.

**Table 1 Summary of spending data. 2012 through 2014, Dawson City and Yukon**

	Dawson City	Rest of Yukon	Total Yukon
<b>2012 spending</b>	\$446,075	\$264,954	\$711,029
<b>2012 remuneration</b>	\$230,006	\$188,393	\$418,399
<b>Total 2012</b>	\$676,082	\$453,347	\$1,129,428
<b>2013 spending</b>	\$462,389	\$281,733	\$744,122
<b>2013 remuneration</b>	\$255,913	\$279,060	\$534,973
<b>Total 2013</b>	\$718,302	\$560,793	\$1,279,095
<b>2014 spending</b>	\$688,879	\$519,577	\$1,208,456
<b>2014 remuneration</b>	\$595,950	\$594,741	\$1,190,691
<b>Total 2014</b>	\$1,284,829	\$1,114,318	\$2,399,148

Note: totals may not add up due to rounding.

### 3.2 Economic Impact Assessment

An economic impact assessment is a standard economic tool designed to measure the total economic effect of an injection of funds into an economy. The assessment is a snapshot, measuring the impact of that injection at a fixed point in time. Measuring the total economic impact of a production such as *Gold Rush* is not simply a matter of adding up total spending by the production company in the Yukon. An economy is a complex arrangement of interrelated industries, firms, and individuals and injecting additional funds into it can have widely varying effects depending on where and how funds are spent. For example, additional spending in restaurants in the Yukon will have a greater impact on employment in the territory than the same spending on the bulk purchase of fuel as food services is a much more labour-intensive industry than fuel wholesaling.

The calculation of economic impacts requires the use of a model that accurately captures, at least in broad terms, how the Yukon economy's various industries interact with one another and with the economies of other jurisdictions. We use the private sector Canadian Regional Input Output Model (CRIOM) as it allows calculating community level economic impacts while being based on Statistics Canada's Interprovincial Input-Output Model.

The economic impacts of *Gold Rush* for both Dawson City and the Yukon as a whole for 2012, 2013 and 2014 are presented in the following Table 2. All of the figures are in dollars except for the employment numbers which are in full-time equivalents (FTEs). Using FTEs implies, given the seasonality of employment, that more individuals were employed than the employment numbers show, albeit for relatively short periods of time.

Economic impacts are usually classified as direct, indirect or induced:

- Direct impacts are the value-added increase in employment, local incomes, and local GDP retained in the area, and tax receipts to all governments created directly by the spending of the production company.
- Indirect impacts are the value-added increase in employment, local incomes and local GDP retained in the area, and tax receipts to all governments from local suppliers of goods and services to the production.
- Induced impacts are the increase in employment, local incomes, local GDP, and tax receipts from the spending and re-spending of all labour income generated by the original expenditure.

Given that the Yukon's GDP is over \$2 billion, the impact of *Gold Rush* was to increase GDP by less than 0.1% except for 2014 where GDP increase would have been about 0.12%. Employment was increased by between 41 and 101 FTEs. Tax revenues to all levels of government in the Yukon amounted to \$244,000 to \$546,000.

Total personal income in Dawson City in 2012 was close to \$65 million dollars as mentioned above in Section 3.1. This can also be considered an approximation for the community's GDP. So the *Gold Rush* show can be considered to have increased Dawson City's GDP by 0.9% to 1.9%. Total employment increased by 23 to 51 FTEs in the years under consideration.

**Table 2 Economic impacts of *Gold Rush* production spending, Dawson City and Yukon, 2012 through 2014**

	Direct	Indirect	Induced	Total
<b>YUKON</b>				
<b>2012</b>				
<b>GDP</b>	841,580	84,024	201,371	1,126,975
<b>Employment</b>	37	1	3	41
<b>Labour Income</b>	672,341	46,650	78,175	797,166
<b>Tax Revenues</b>	139,028	56,539	48,768	244,336
<b>2013</b>				
<b>GDP</b>	987,877	86,348	234,361	1,308,585
<b>Employment</b>	45	1	3	49
<b>Labour Income</b>	779,897	48,863	90,981	919,741
<b>Tax Revenues</b>	167,649	63,640	56,758	288,047
<b>2014</b>				
<b>GDP</b>	1,913,466	143,750	464,536	2,521,753
<b>Employment</b>	93	2	6	101
<b>Labour Income</b>	1,583,838	81,633	180,336	1,845,806
<b>Tax Revenues</b>	312,480	121,206	112,502	546,188
<b>DAWSON CITY</b>				
<b>2012</b>				
<b>GDP</b>	498,403	31,912	83,492	613,807
<b>Employment</b>	22	1	1	23
<b>Labour Income</b>	389,739	18,105	27,824	435,668
<b>Tax Revenues</b>	88,525	29,587	21,219	139,331
<b>2013</b>				
<b>GDP</b>	568,952	35,670	92,202	696,825
<b>Employment</b>	23	1	1	25
<b>Labour Income</b>	420,796	20,581	30,727	472,104
<b>Tax Revenues</b>	106,723	32,615	23,433	162,771
<b>2014</b>				
<b>GDP</b>	1,022,910	49,065	172,261	1,244,235
<b>Employment</b>	48	1	2	51
<b>Labour Income</b>	806,996	28,216	57,406	892,618
<b>Tax Revenues</b>	183,800	57,587	43,780	285,167

### 3.2.1 Tax Impacts

The CRIOM model allows separating the income tax revenues among different tax types and, for income taxes, levels of government. Table 3 presents the direct, indirect and induced income tax revenues the Yukon government derived from Yukon spending by the *Gold Rush* production. The tax revenues generated by *Gold Rush* are obviously related to spending and range from just over \$41,000 in 2012 to almost \$94,000 in 2014.

**Table 3 Yukon government personal and corporate income tax revenues resulting from *Gold Rush* production spending**

	Direct Effects	Indirect Effects	Induced Effects	Total Impact
<b>2012</b>	\$32,649	\$2,692	\$5,869	\$41,210
<b>2013</b>	\$38,183	\$2,807	\$6,831	\$47,821
<b>2014</b>	\$75,726	\$4,676	\$13,539	\$93,941

### 3.2.2 Subsidies

The benefits of *Gold Rush*, either on its impact on GDP or in the additional tax revenues it generated, should be compared to the subsidies the show producers received under the Yukon Film Location Incentive. By March 31, 2014, the producers had received about \$766,000 in subsidies. This compares to close to \$183,000 in taxes generated by the show paid to the Yukon government from 2012 through 2014. Alternatively, the show increased the Yukon's GDP by \$4.8 million and increased Yukoners' incomes by well over \$3.5 million.

**Table 4 Yukon Film Location Incentive paid to *Gold Rush* production**

Fiscal Year	Subsidies
<b>2013-14</b>	\$400,000.00
<b>2012-13</b>	\$365,992.50
<b>2011-12</b>	\$0.00

### 3.2.3 Economic Impact of Visitor Spending

The data required to do a complete economic impact analysis of visitor spending resulting from the effects of the *Gold Rush* show is not available. The best that can be done with the available data both published and from our survey is to calculate the impact of the additional spending of the visitors who visited the Yukon because of the show based on average spending per visitor numbers published by the Yukon Department of Tourism. The survey found that a total of 535 people who requested the Vacation Planner and who watched the show (about 2% of respondents) said that if they had not watched the show they would not have visited the Yukon. The sample was distributed in the following manner:

**Table 5 Number of Vacation Planner requesters who visited the Yukon because of the *Gold Rush* show**

<b>Year</b>	<b>Visited the Yukon</b>	<b>Show had strong effect—"If I had not watched the show, I likely would not have visited."</b>	<b>Average size of visitor party (All visitors)</b>
<b>2010</b>	6,666	198	2.3
<b>2011</b>	2,650	-	2.5
<b>2012</b>	6,356	115	2.4
<b>2013</b>	3,889	57	2.5
<b>2014</b>	5,437	145	2.4
<b>2015</b>	815	20	2.4
<b>Total</b>	<b>25,814</b>	<b>535</b>	<b>2.4</b>

Note: totals may not add up due to rounding

Average spending per visitor can be obtained from the *2012/2013 Yukon Visitor Tracking Program: Summer Report* and is presented below in Table 6. However, the average spending refers to the average amount spent by visitors who actually spent money in that spending category. So that amount needs to be multiplied by the percentage of visitors who did spend money in each category to arrive at an overall average to be applied to all visitors.

Once these averages are applied to the number of visitors from our survey, the expenditure amounts are very small. They amount to \$146,854 in 2012, \$75,821 in 2013, and \$185,164 in 2014. These amounts are obviously a gross underestimate of the amount of visitor spending generated by the show. To obtain a more realistic amount would require estimates of the following, some of which could only be obtained through access to the raw data from various conversion studies and the Visitor Tracking survey.

- Using the strong effect party size from our survey;
- Estimating the additional days spent because of the *Gold Rush* show;
- Using data from Conversion Studies and the Visitor Tracking survey to turn the 25,814 visitors who obtained the Vacation Planner into total visitors;
- Based on that, then estimate the total number of visitors whose visit was affected by the *Gold Rush* show;
- Instead of using average overall spending, use spending by visitors who went to Dawson City, as that amount is more representative of visitors whose visit was affected by the show.

Nevertheless, we did compute the effects of the spending—presented in Table 7 below—of the small number of visitors presented in Table 5. The real total economic impact of the show is probably at least an order of magnitude larger than those presented in Table 7.

**Table 6 Average Spending per visitor, 2012  
Yukon Visitor Tracking Program**

Spending category	Average spending per visitor who spent money in category	% of visitors who spent money in category	Average spending for all visitors
<b>Pre-trip Spending per Visitor</b>			
Airline package	\$2,063	3%	\$61.89
Cruise with Yukon land tour	\$1,354	3%	\$40.62
Rental car/RV in Yukon	\$443	5%	\$22.15
Airline tickets	\$340	15%	\$51.00
Rental car/RV not in Yukon	\$280	11%	\$30.80
Guided tour or activity	\$206	6%	\$12.36
Hotel/motel/RV sites	\$177	33%	\$58.41
Shore excursion	\$170	22%	\$37.40
<b>In-Trip Spending per Visitor</b>			
Vehicle repair	\$255	5%	\$12.75
Overnight wilderness activities	\$244	4%	\$9.76
Local transportation	\$212	5%	\$10.60
Other	\$183	10%	\$18.30
Hotel/motel/B&B/lodge	\$160	22%	\$35.20
Gasoline/fuel	\$150	42%	\$63.00
Restaurants/bars	\$76	69%	\$52.44
Groceries/alcohol	\$76	43%	\$32.68
RV/campground	\$67	21%	\$14.07
Organized day tours/activities	\$63	18%	\$11.34
Yukon made products	\$51	35%	\$17.85
Other souvenirs/arts/crafts	\$38	47%	\$17.86
Entertainment	\$37	10%	\$3.70
Museums/centres	\$27	16%	\$4.32

Source: Government of Yukon, Department of Tourism and Culture, *2012/2013 Yukon Visitor Tracking Program: Summer Report*, Figures 5.5 and 14.6 (p. 28) & Figures 5.4 & 5.5 (p. 30).

**Table 7 Minimum economic impacts of visitor spending who came to the Yukon as a result of the *Gold Rush* show**

	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
<b>2012</b>				
<b>GDP</b>	81,021	17,566	17,800	116,388
<b>Employment</b>	1.9	0.3	0.2	2.4
<b>Labour income</b>	146,853	39,997	27,854	214,704
<b>Tax Revenues</b>	51,908	10,024	6,911	68,842
<b>2013</b>				
<b>GDP</b>	41,832	9,070	9,191	60,092
<b>Employment</b>	1.0	0.1	0.1	1.3
<b>Labour income</b>	75,822	20,651	14,381	110,854
<b>Tax Revenues</b>	26,801	5,175	3,568	35,544
<b>2014</b>				
<b>GDP</b>	102,158	22,149	22,444	146,751
<b>Employment</b>	2.4	0.3	0.3	3.1
<b>Labour income</b>	185,164	50,431	35,120	270,716
<b>Tax Revenues</b>	65,450	12,639	8,714	86,802

Note: totals may not add up due to rounding

## 4 Tourism Impacts

To determine what impact, if any, *Gold Rush* has had on tourism in the Yukon we conducted a web-based survey of people who requested a Yukon Vacation Planner from Yukon Tourism and Culture between October 2009 and January 2015.

When looking at the results of the survey it is crucial to remember that the people who requested a planner are not necessarily fully representative of all visitors or potential visitors to the Yukon.

In Section 4.2 we summarize the most significant results and highlights from the survey. Graphs and charts of the complete results are included in Appendix A: Detailed Results of Tourism Survey.

The survey is included in Appendix B: Survey. All of the comments offered by respondents to the survey are included in Appendix C: Survey Comments.

### 4.1 Methodology

The Department of Tourism and Culture provided email addresses of people who requested a Vacation Planner between October 2009 and January 2015:

2010 = Oct 2009 to Sept 2010

2011 = Oct 2010 to Sept 2011

2012 = Oct 2011 to Sept 2012

2013 = Oct 2012 to Sept 2013

2014 = Oct 2013 to Sept 2014

2015 is limited to Oct 2014 to Jan 2015.

Note that we specifically included the 2010 list even though Season 1 of *Gold Rush* did not begin airing until December 2010 in an attempt to create a baseline year.

In total, 170,061 email addresses were provided. Of those, 42,168 were duplicated across years, i.e. nearly 25% had requested the Vacation Planner in multiple years. Therefore, the survey was sent to a total of 127,893 email addresses.

Of those, 7,571 or 6% completed the survey. Only one reminder was sent, as sample sizes were sufficient. The margin of error is  $\pm 1.09\%$  on a 95% confidence interval. Data was weighted to accurately reflect the conversion rates of visitors to non-visitors by year. Conversion rates were provided by Tourism and Culture. As conversion rates were not available for 2015 inquirers, the 2014 conversion rate was used for that year.

### 4.2 Summary of Tourism Survey Results

Awareness and interest in *Gold Rush* has increased over the time the show has aired among those requesting Yukon Vacation Planners. Over time, the percentage of inquirers who have requested a Yukon Vacation Planner after seeing *Gold Rush* has increased. The percentage who reported that *Gold Rush* influenced their request for the planner also increased. As of the most current year (October 2014 through January 2015), 39% of inquirers reported that the show has had some or a major impact on their request. A full 8% may not have requested the planner if not for the show. This clearly indicates that *Gold Rush* is increasing specific interest in the Yukon as a destination among those requesting planners.

Those who had watched *Gold Rush* were 12.5% more likely (18% versus 16%) to have visited the Yukon than either those who had not watched or had never heard of the show. This is a significant finding. For any destination wishing to attract visitors, it is critical to convert general awareness and specific interest to actual visits.

The tourism literature is full of models that demonstrate how people decide to visit a particular place and coming to that decision is normally not a simple process but a series of steps and intermediate decisions that are influenced by a very wide variety of factors. In broad terms, before an individual arrives at a destination he or she must decide:

- Whether to travel at all;
- Have a general awareness of the destination;
- Develop a specific interest in that destination and the experiences that can be expected there;
- Weigh the destination against other possible destinations;
- Weigh the economic factors involved; and,
- Actually visit the destination.

All jurisdictions wishing to increase tourism spend considerable time, effort and money trying to increase general awareness of the destination, promote the experiences that visitors can expect in order to pique specific interest and to differentiate themselves from competing destinations. But the bottom line is always in converting general awareness and specific interest into actual visits. There is no magic formula for how to convert awareness and interest into actual visits as there are just too many factors involved. But our survey found that *Gold Rush* is now a factor in that process and is having a measurable impact on converting potential visitors into actual visitors.

Nearly 60% of viewers of *Gold Rush* who requested a Yukon Vacation Planner say the show gave them a positive view of the Yukon, increased their awareness of the territory, and made them more interested in visiting the territory. Over 70% of inquirers who had seen *Gold Rush* felt it helped to promote the Yukon. Over half agreed it is accurate in its portrayal of how placer mining is done (although we have no way of knowing what they are measuring that belief against), had increased their awareness of the Yukon as, made them want to pan for gold, and to visit the Yukon. These numbers all were even greater among those who stated that *Gold Rush* had some or a strong impact on their decision to visit the Yukon.

Among Yukon visitors who requested a Vacation Planner prior to their trip, and who had watched *Gold Rush*, 17% visited destinations they learned about from the show, 13% included activities seen on the show, and 7% reported staying longer in the Yukon because of the show. Of those who indicated *Gold Rush* had some, or a strong effect on their decision to visit Yukon, 26% stayed 15 or more nights, compared to 18% of those who said the show had no effect on their decision to visit the Yukon. Therefore, our survey indicates that not only is *Gold Rush* increasing specific interest in the Yukon as a destination and helping to convert potential visitors who requested vacation planners to actual visitors, it also is having a positive impact on length of stay.

Among all those requesting Yukon Vacation Planners, 38% indicated that they were extremely likely to visit the Yukon in the next 2–3 years. This increases to 41% among those who have already visited, and up to 63% among those who reported that they had been influenced by *Gold Rush* to visit already.

Just awareness and experience with *Gold Rush* increased the likelihood of a visit to the Yukon. Among those who never heard of or watched the show, stated plans for future visits was 29%.

This was 35% among those aware of *Gold Rush* but who did not watch it, and 46% among those who watched it.

All of the comments offered by respondents to the survey are provided in Appendix C: Survey Comments. The comments clearly indicate that many viewers of *Gold Rush* have very strong feelings about the show, but also that there are a very wide range of views about just how real reality television is in general, and *Gold Rush* in particular

## 5 Other Impacts

*Gold Rush* is seen as possibly having a number of other, broader impacts in the Yukon including increasing awareness of the territory as a location film destination and as increasing awareness of the Yukon as a location for mining investment. In addition the somewhat mixed views of Yukoners themselves toward the production — and some of the controversies surrounding it — are also worthy of discussion.

### 5.1 Location Analysis

It is important to note that the choice of film locations by production companies depends on a large number of factors and how those factors are weighed in the decision change with changing circumstances. Major factors driving location decisions include the current popularity of specific genres and sub-genres of productions, and the exchange rate with the US dollar.

To get a better sense of how, if at all, *Gold Rush* has affected the Yukon as a location film destination, we examined all of the data the Yukon Film and Sound Commission could provide on the number of productions and film funding provided each year beginning in 2003 and running through August of 2015. We could not draw any specific conclusions from this data; in itself it shows no clear patterns. It does not represent all location film project in the Yukon, only those who apply for funding through the Yukon film location incentive program.

Anecdotally, however, the Yukon does seem to be attracting increasing attention as a location and particularly as a location for reality television. *Yukon Gold* is clearly a direct result of the commercial success of *Gold Rush* while the entire genre of reality television centered in whole or in part on the mystique of rugged individuals struggling to make a living in a harsh and beautiful environment shows no signs of losing favour with audiences world-wide. The Yukon Film and Sound Commission reports a steady and apparently increasing stream of calls and other interest from production companies.

Current reality television shows set in the Yukon include:

- *Yukon Gold*. Like *Gold Rush*, a show focussed on placer gold mining but airing on the History Channel.
- *Dr. Oakley: Yukon Vet*. Airs on the National Geographic channel.
- *Yukon for Sale*. A real estate show airing on Country Music Television.
- *Klondike Trappers*. A show about fur trapping on the History Channel.

### 5.2 Impact on Mining Investment

Mining investment decisions are driven by a large number of factors and from the beginning we considered it highly unlikely that *Gold Rush* has had any impact on mining investment decisions of any size or significance. However, we were open to the idea that the production may have influenced individuals to stake placer claims or invest in placer operations in the Yukon.

Anecdotally we found no evidence that *Gold Rush* has had any impact on any serious or significant mining investment decisions in the Yukon. However, we did find that it has had a very large impact on one particular corner of the placer mining industry — what is known as tourist staking. The mining recorder's office in Dawson City reports that there has always been a small number of tourists who will come in wanting to stake a placer claim in the Klondike and a handful have done so every year. Before the popularity of *Gold Rush*, the office might have had one tourist every week or two come in to get advice and instructions on the process, and direction

to any open and available ground. In the summer of 2015 there were tourists coming in every day and often several in a single day. This is not viewed by employees of the mining recorder office as a positive impact. Each of these individuals takes up significant amounts of staff time (up to four hours each) and the office operates on a first come first served principle meaning genuine mining business and genuine placer miners are being delayed.

### 5.3 Yukoners' Perception of Gold Rush

*Gold Rush* has had its share of controversies in the Yukon. The Klondike Placer Miners Association and individual placer miners have been especially vocal in their general disapproval of the way that their industry is being portrayed. An example is an article in the Yukon News published April 8, 2015.<sup>7</sup> Complaints and controversies also generated a public letter from the Yukon Minister of Energy Mines and Resources in response.

There have been numerous complaints about what appear to be environmental, and safety violations on the show. The response by regulators has been to state that all complaints are investigated and that the placer operations shown on *Gold Rush* are subject to the same rules and regulations as any other placer miners. Many people have opinions on these issues, but sometimes these opinions are diametrically opposed: some believe that many of the seeming infractions are actually just staged events, others believe they are real and regulators are not enforcing the rules, while yet others are of the opinion that they are real but are not particularly unusual in placer mining so the miners themselves are being hypocritical in their criticisms.

In August 2014 the Yukon Chamber of Mines commissioned a survey of Yukon residents that included some questions about their views on *Gold Rush* and *Yukon Gold* (the other placer mining reality television program filmed in the Yukon). Half of those surveyed have watched the shows at least rarely with 11% watching regularly. A total of 68% of viewers believe the shows accurately or somewhat accurately reflect the reality of mining in the Yukon. Watching the shows increased the general support of mining in 13% of those surveyed and decreased support for the industry in 14%. While the overall impact on mining perceptions is flat (as many people have increased their support as decreased their support), having 14% of Yukoners reporting lower support of mining based on watching reality TV is a significant finding and of concern for the Yukon Chamber of Mines.

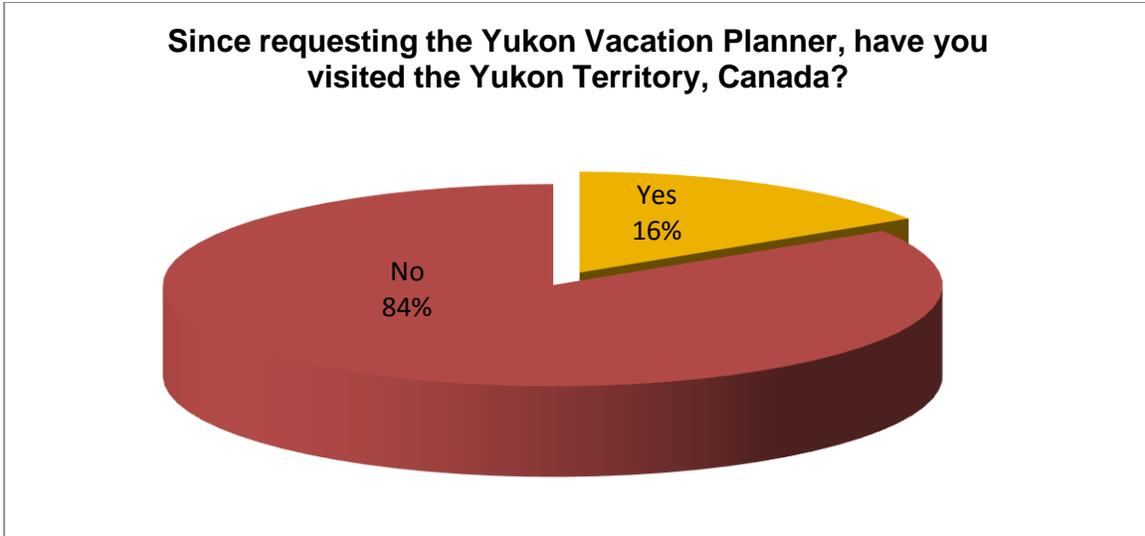
Overall, residents of Dawson City seem ambivalent about *Gold Rush*. It brings employment and, especially for some sectors such as hotels, a significant amount of revenue. The production has also made a concerted effort to focus some of its spending, e.g. on groceries, in Dawson when it would likely be cheaper to buy in bulk from the larger stores in Whitehorse. Those who work in the tourist sector hear a lot of visitors refer to the show and anecdotes abound about those who have come to Dawson just because of *Gold Rush*. However, there is also often an uneasiness about how the production portrays placer mining, and the town and its people in general.

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<sup>7</sup> *Yukon News*, "Placer miners worry reality TV is tarnishing their image" April 8, 2015, <http://www.yukon-news.com/news/placer-miners-worry-reality-tv-is-tarnishing-their-image/>

## Appendix A: Detailed Results of Tourism Survey

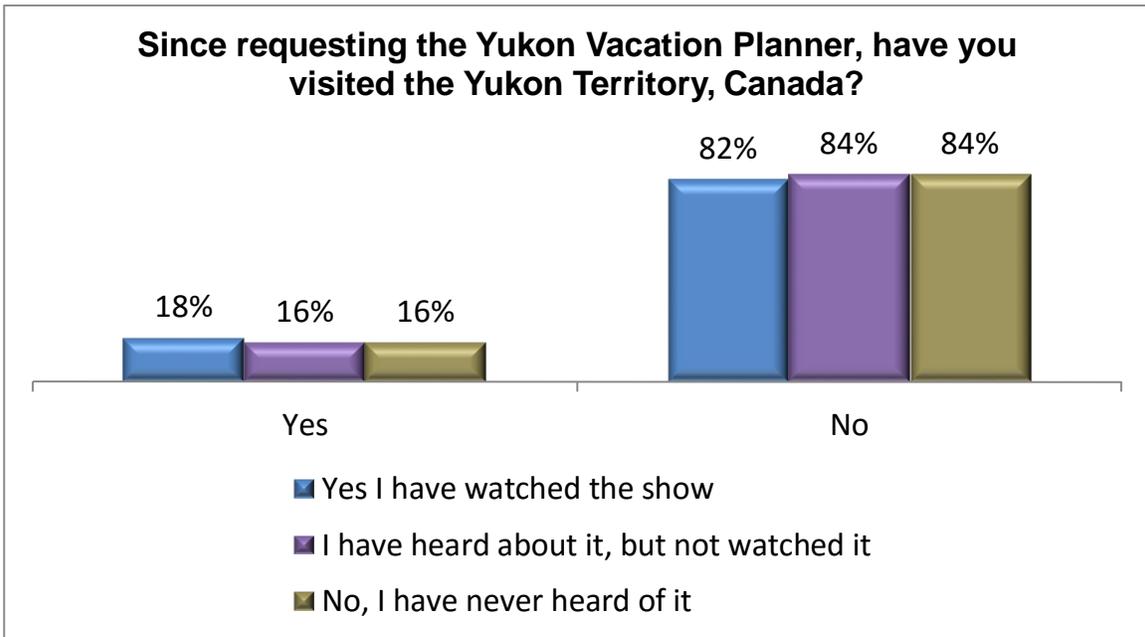
Figure 1: Total Percent Visitation



Notes on Figure 1

- 16% of all respondents have visited the Yukon since requesting a Vacation Planner.
- Weighted to actual conversion study results by year of inquiry.

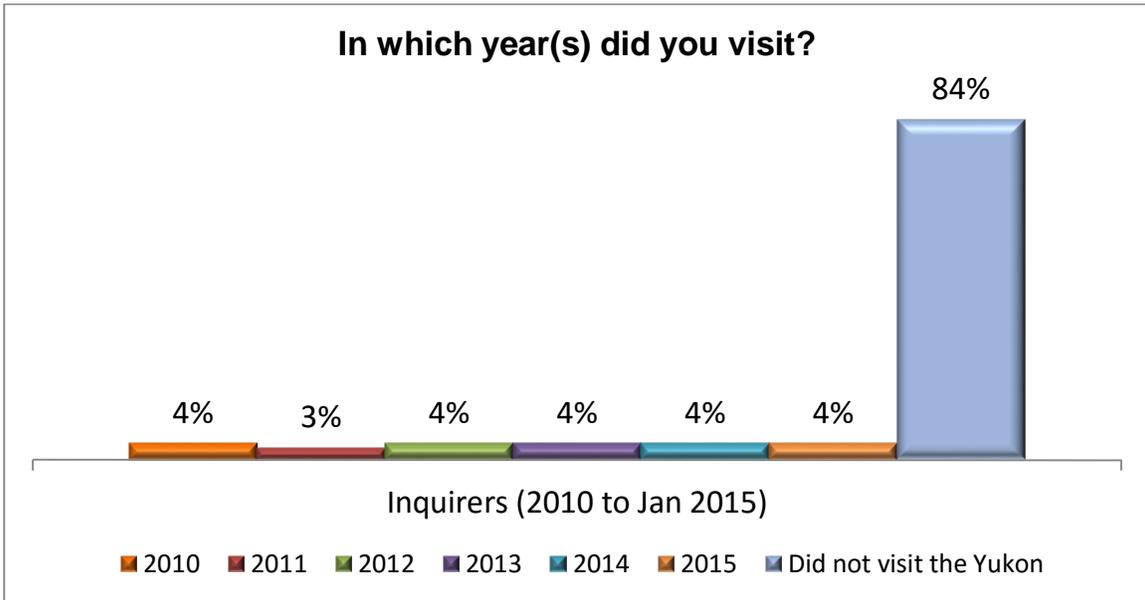
Figure 2: Visitation by Familiarity with *Gold Rush*



Notes on Figure 2:

- Those who had watched *Gold Rush* were 12.5% more likely (18% versus 16%) to have visited the Yukon than either those who had not watched it or had never heard of it.

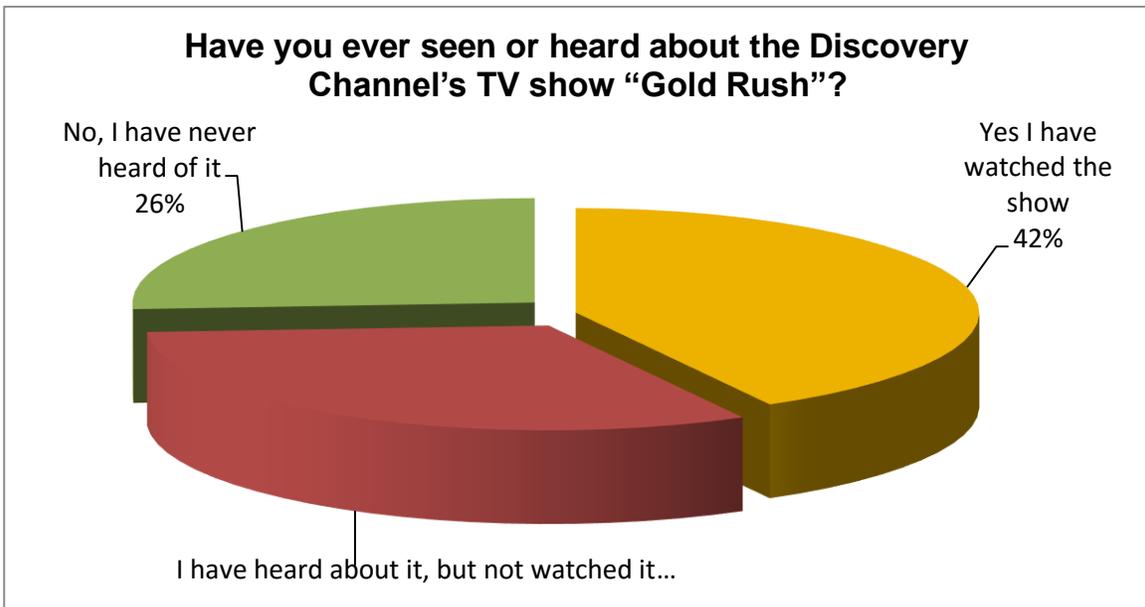
Figure 3: Year of Visit



Notes on Figure 3:

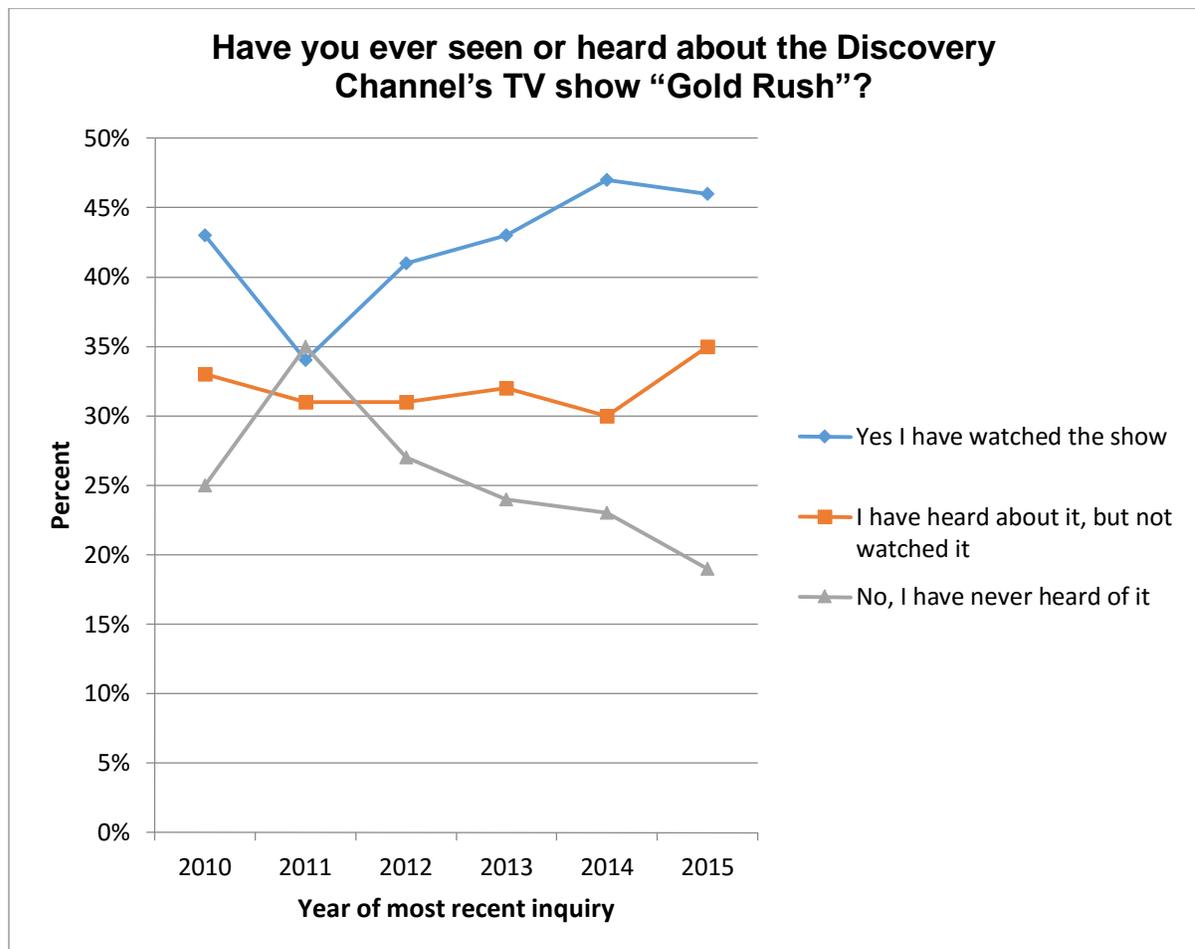
Respondents who visited did so evenly across the years 2010 through 2015.

Figure 4: Familiarity with *Gold Rush*



Notes on Figure 4:

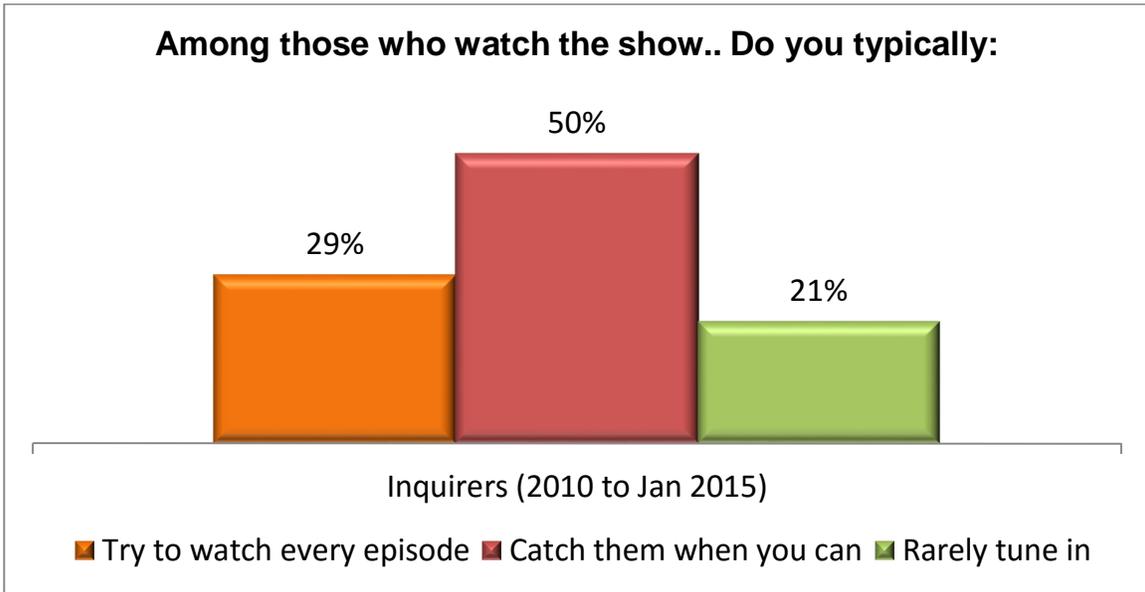
- Of all respondents, 42% had watched *Gold Rush*.
- 32% had heard of it but not watched.
- A minority, 26%, had never hear of it.

Figure 5: Familiarity with *Gold Rush* by Year of Inquiry

Notes on Figure 5:

- Awareness and the percentage who have watched the show have increased over time.
- However, 2010 shows anomalous results likely because *Gold Rush* did not begin airing until December 2010.

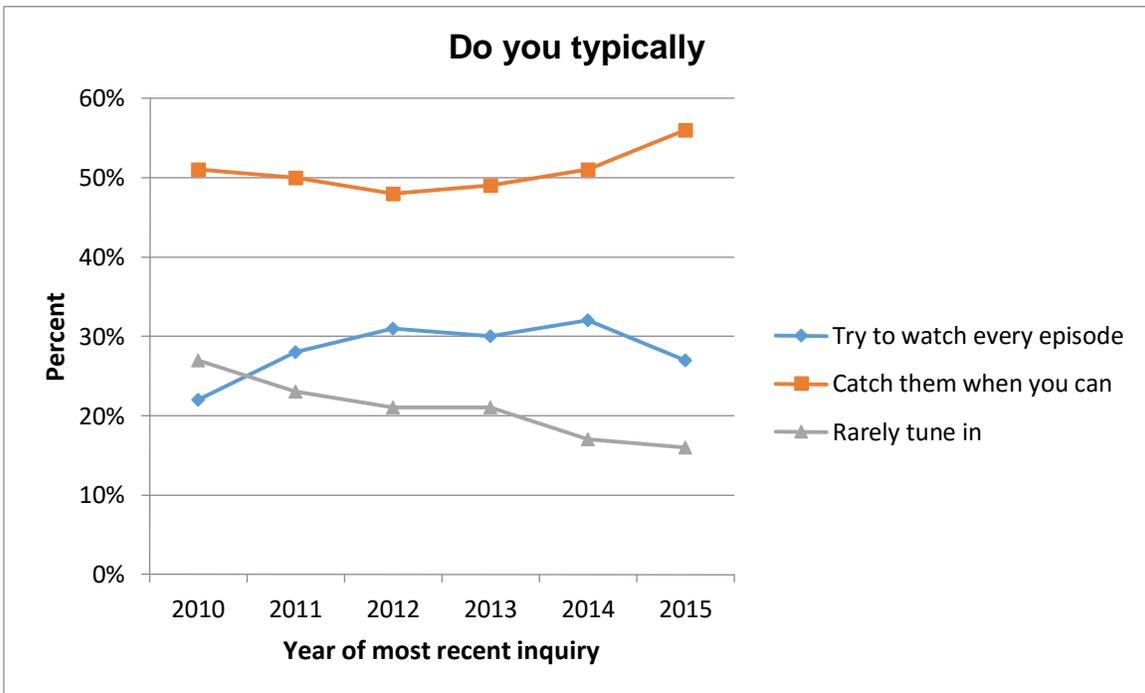
Figure 6: Viewing Habits, *Gold Rush* Viewers



Notes on Figure 6:

- Half of those who do watch *Gold Rush* catch episodes when they can.
- Nearly 30% watch or try to watch every episode while 21% are occasional watchers.

Figure 7: Viewing Habits, *Gold Rush* Viewers, by Year of Inquiry



Notes on Figure 7:

- The percentage of those who watch only rarely has declined over time.

Figure 8: Number of Seasons, *Gold Rush* Viewers

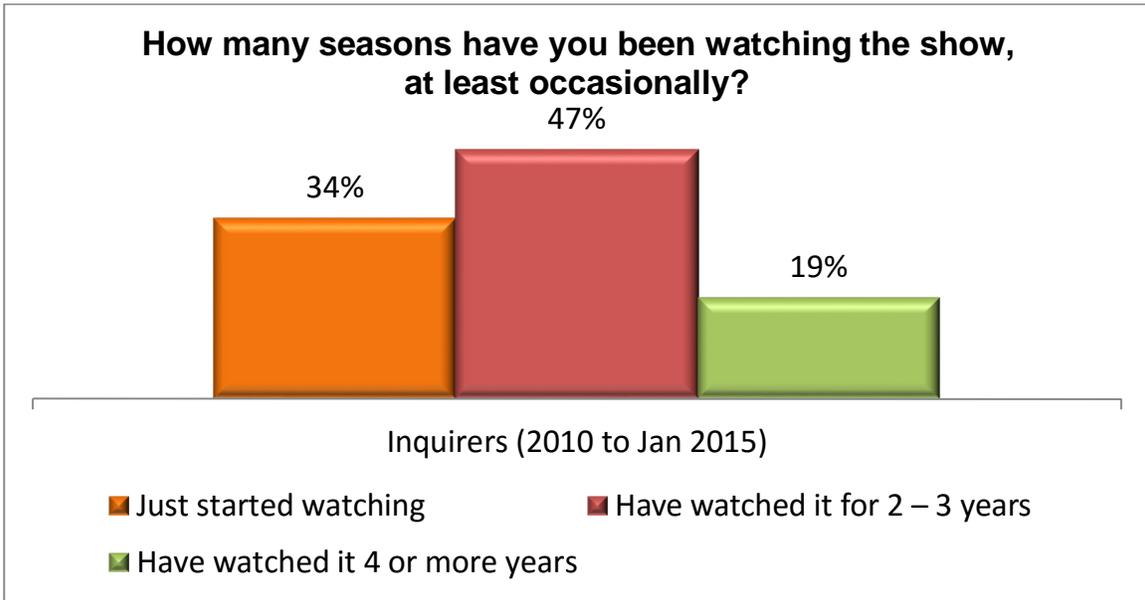
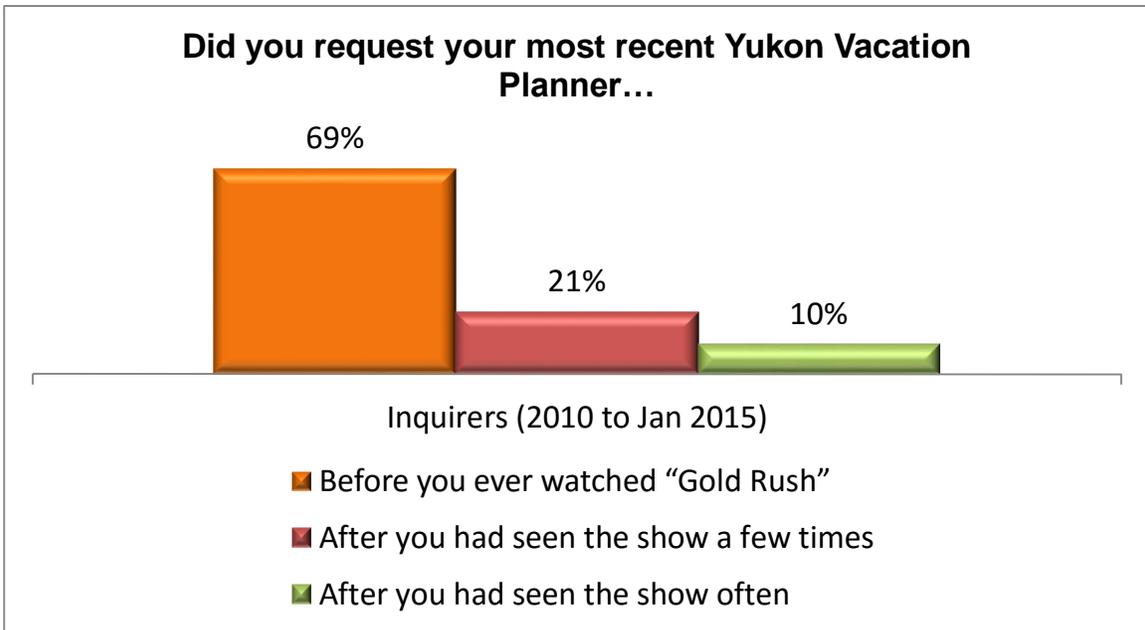


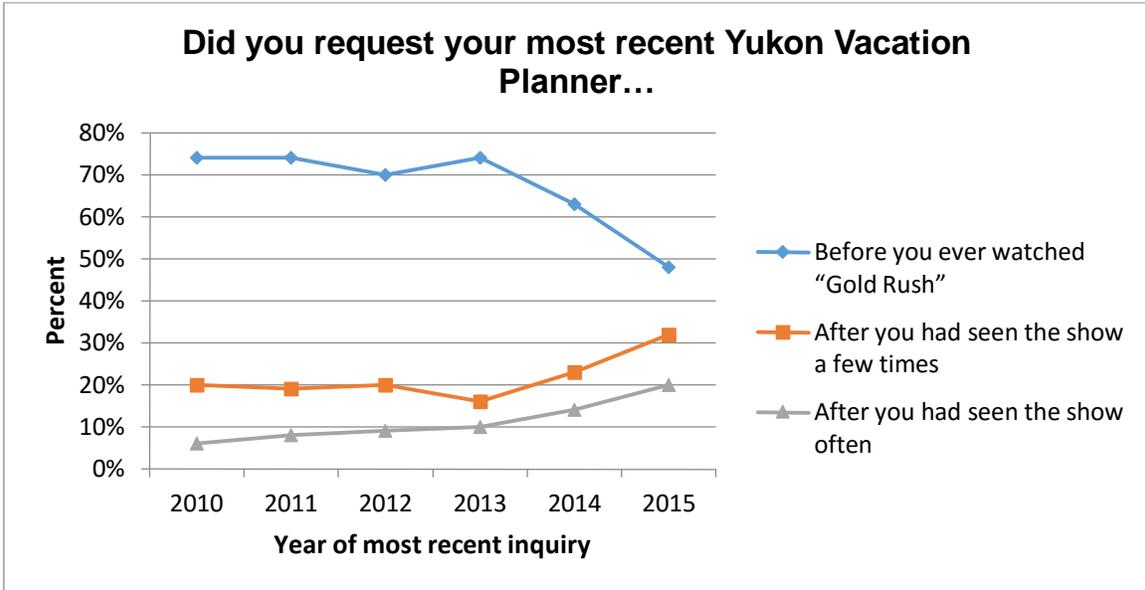
Figure 9: Yukon Vacation Planner Request, *Gold Rush* Viewers



Notes on Figure 9:

- The large majority (69%) of *Gold Rush* viewers requested a Yukon Vacation Planner before they had ever seen an episode.

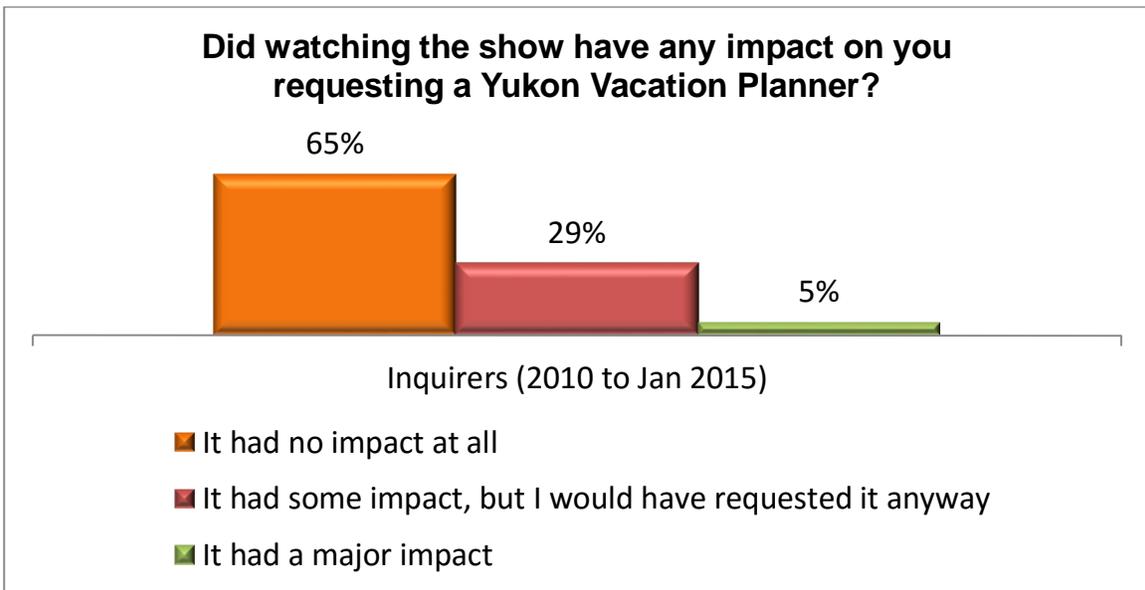
**Figure 10: Yukon Vacation Planner Request, *Gold Rush* Viewers, by Year of Inquiry**



Notes on Figure 10:

- Not surprisingly, the percentage of *Gold Rush* viewers requesting Yukon Vacation Planners before seeing the show has declined the longer the show has been on.

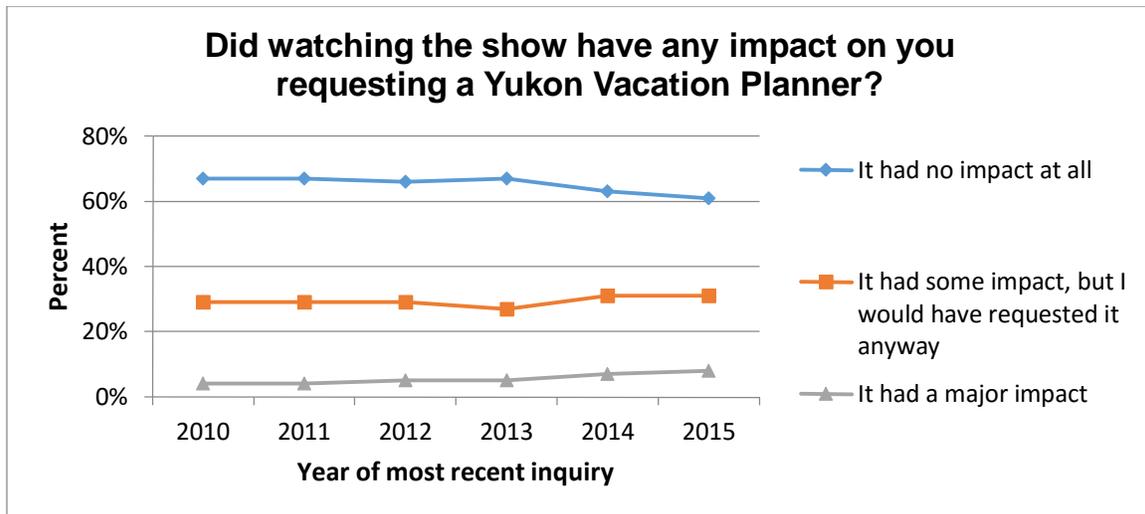
**Figure 11: Impact on Yukon Vacation Planner Request, *Gold Rush* Viewers**



Notes on Figure 11:

- Of those who have watched *Gold Rush* (42% of all respondents), 5% say the show had a major impact on their requesting a vacation planner while 29% say it had some impact.

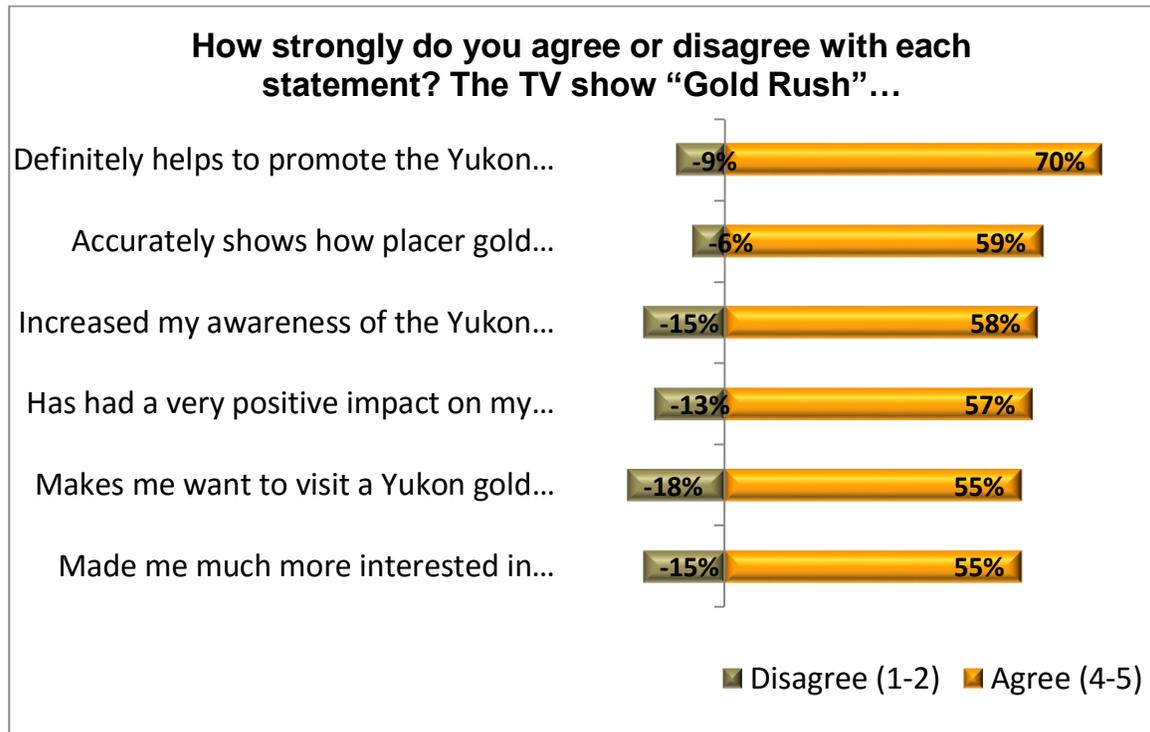
Figure 12: Impact on Yukon Vacation Planner Request, *Gold Rush* Viewers, by Year of Inquiry



Notes on Figure 12:

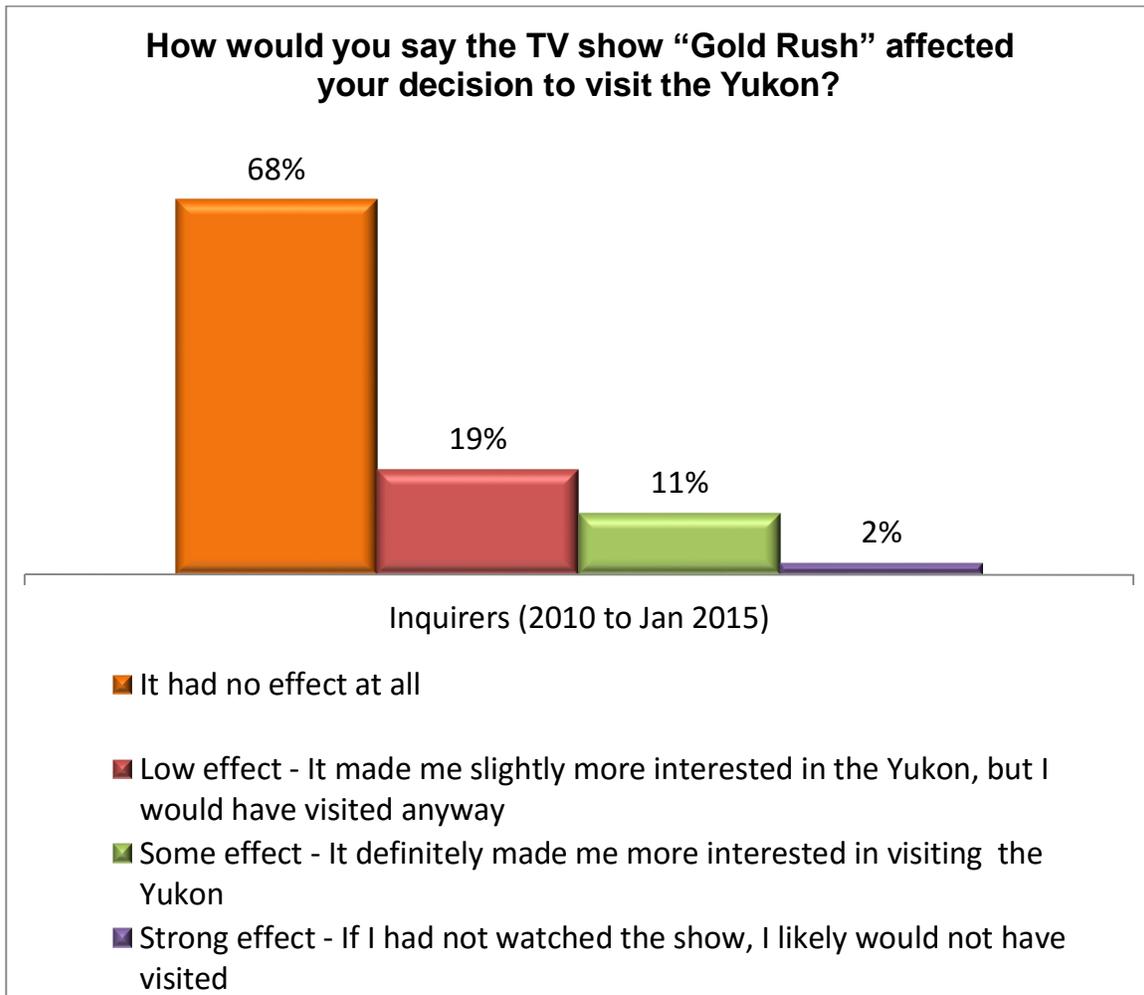
- The percentage of *Gold Rush* viewers stating the show had a major impact on their request for a vacation planner has increased over time, going from 4% in 2010 to 8% in 2015.

Figure 13: Views of the Yukon, Impact of *Gold Rush*, *Gold Rush* Viewers



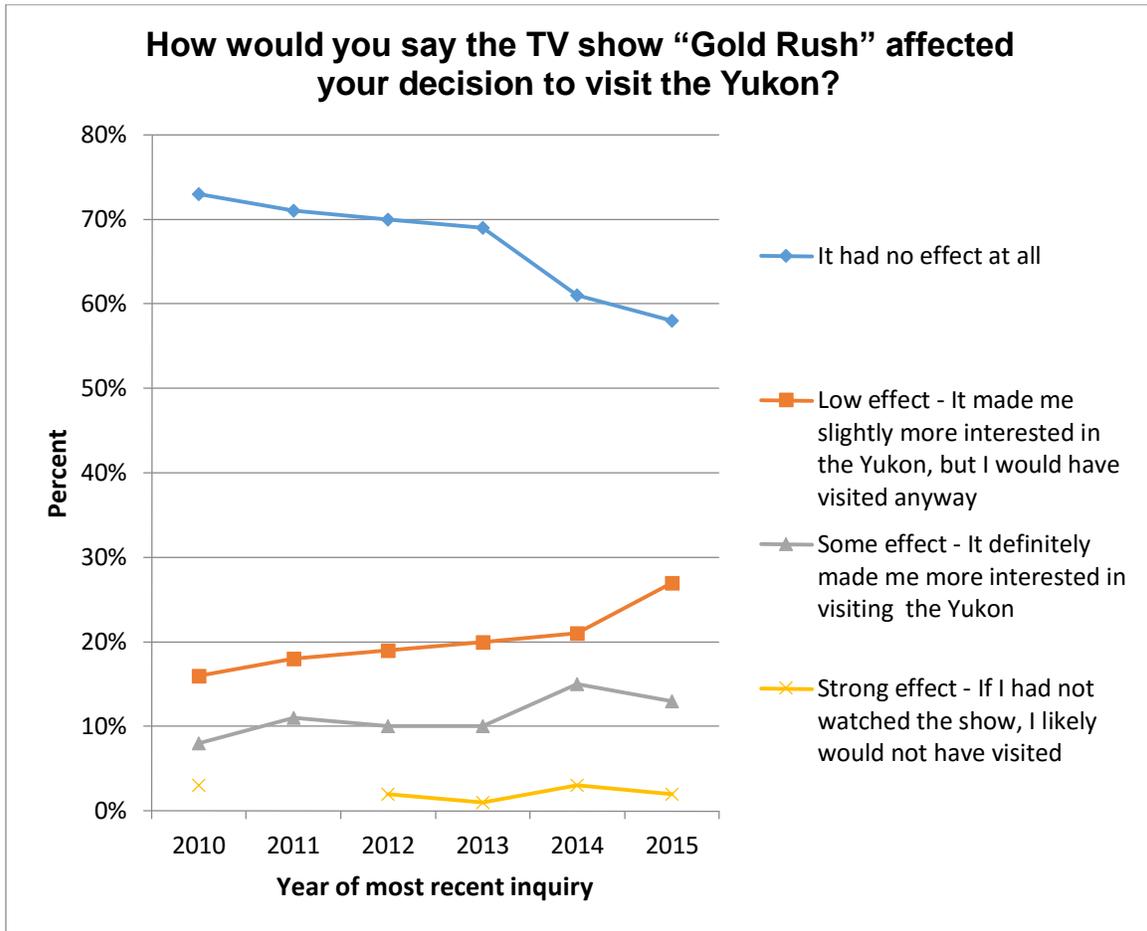
Notes on Figure 13:

- Those who gave a neutral answer are not shown in Figure 13. They are the difference between the numbers shown for each statement.
- In general, viewers of *Gold Rush* say the show has given them a positive view of the Yukon, increased their awareness of the territory and made them more interested in visiting the territory.
- Interestingly, a strong majority believe that *Gold Rush* accurately portrays how placer mining is done although we have no way of knowing what they are measuring that belief against.
- Agreement levels on all statements was significantly higher for those who stated that *Gold Rush* had some or a strong impact on their decision to visit the Yukon.

Figure 14: Impact on Decision to Visit, Visitors, *Gold Rush* ViewersNotes on Figure 14

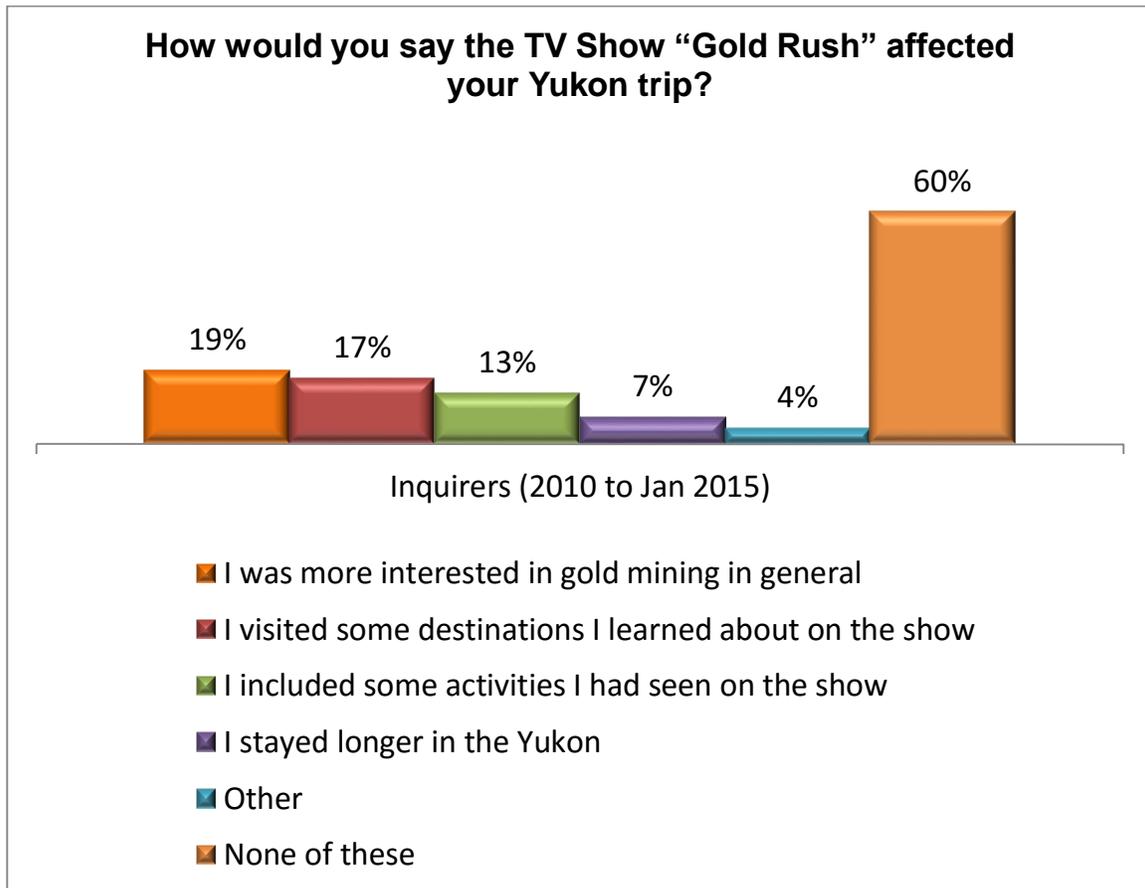
- For the majority (68%) of those *Gold Rush* viewers who did visit the Yukon the show had no effect at all on their decision to visit.
- But for 2% *Gold Rush* was the key driver for their visit and another 11% indicated it had a definite positive effect.

Figure 15: Impact on Decision to Visit, Visitors, *Gold Rush* Viewers, by Year of Inquiry



Notes on Figure 15:

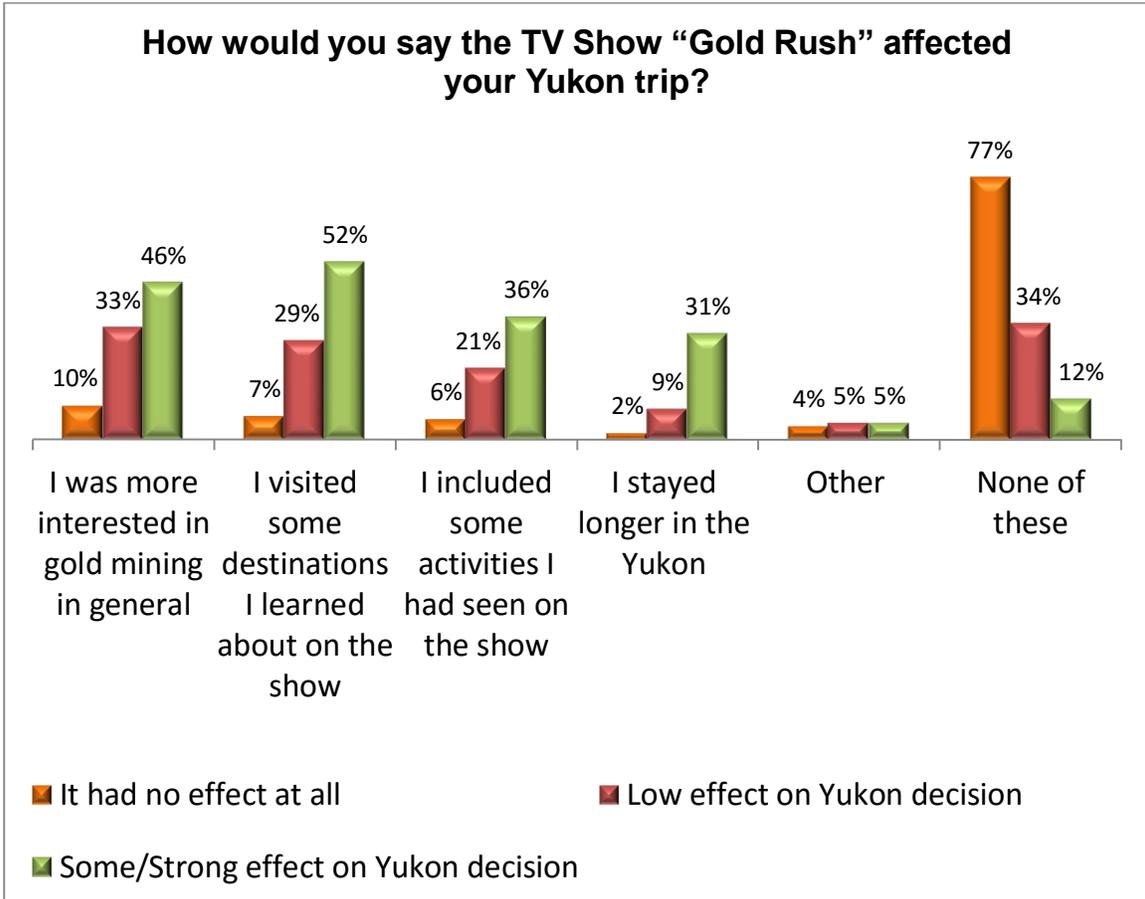
- The impact of *Gold Rush* on the decision of viewers to visit the Yukon has increased over time with those reporting no effect at all declining significantly.

Figure 16: Impact of *Gold Rush* on Yukon Trip, Visitors, *Gold Rush* Viewers

Notes on Figure 16:

- The majority (60%) of visitors who were also *Gold Rush* viewers did not indicate that the show had any specific impact on their trip.
- But 17% visited destinations they learned about on the show, 13% included activities seen on the show and 7% stayed longer in the Yukon because of the show.

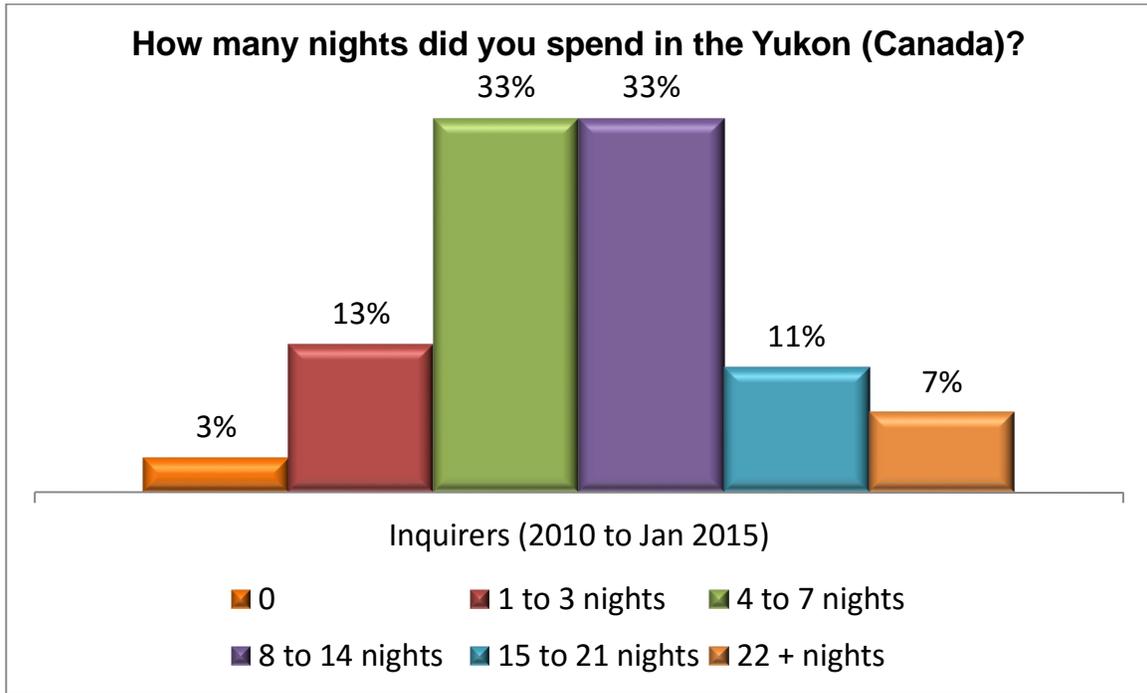
Figure 17: Impact of *Gold Rush* on Yukon Trip, Visitors, *Gold Rush* Viewers, by Impact on Decision to Visit



Notes on Figure 17:

The more strongly visitors were influenced by *Gold Rush* to visit the Yukon, the more likely they were to be interested in gold mining, visit more destinations, include more activities and extend their trip.

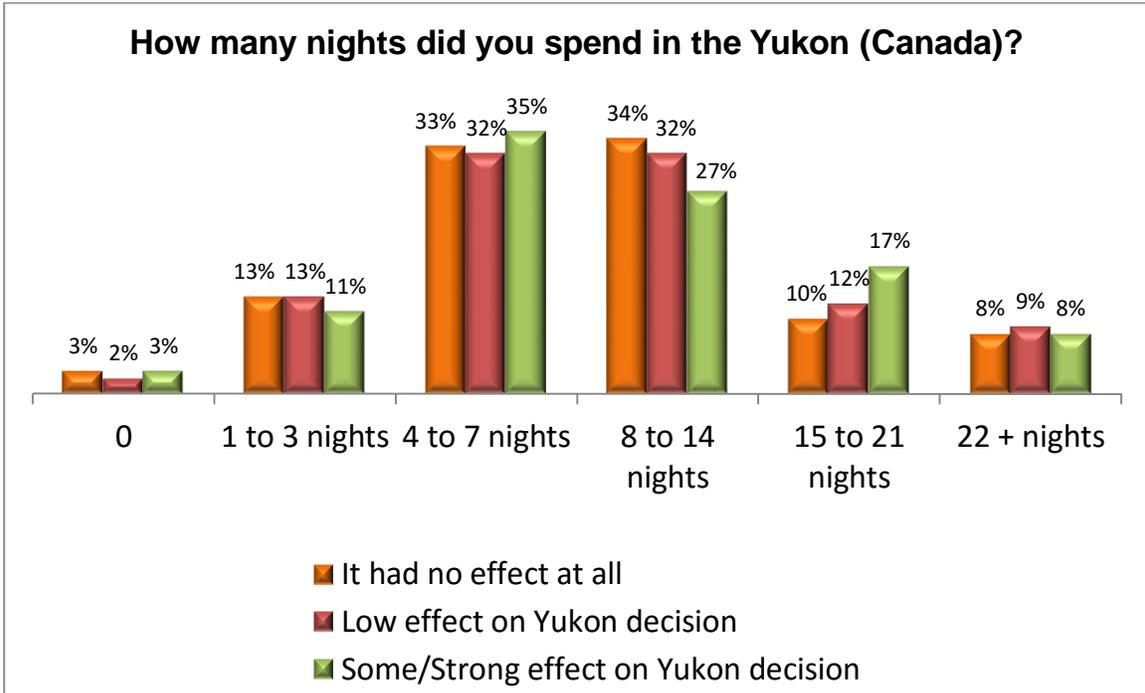
Figure 18: Nights spent in the Yukon, Visitors



Notes on Figure 18:

- The average stay for those reporting a trip to the Yukon was 10.6 nights.
- This compares to an average of 6 nights across all visitors in the 2012 Visitor Exit Survey.

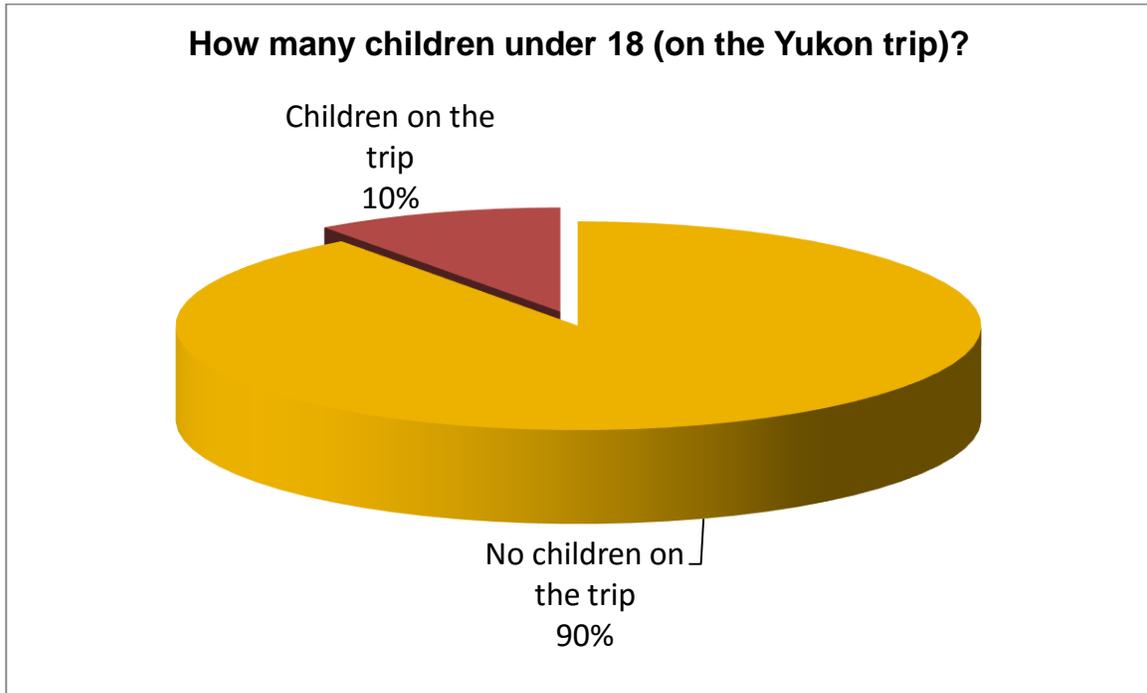
Figure 19: Nights Spent in the Yukon, Visitors, *Gold Rush* Viewers, by Impact on Decision to Visit



Notes on Figure 19:

- Those who reported the strongest impact by *Gold Rush* on their decision to visit the Yukon stayed longer on average and had a significantly higher proportion of 15-21 night stays.

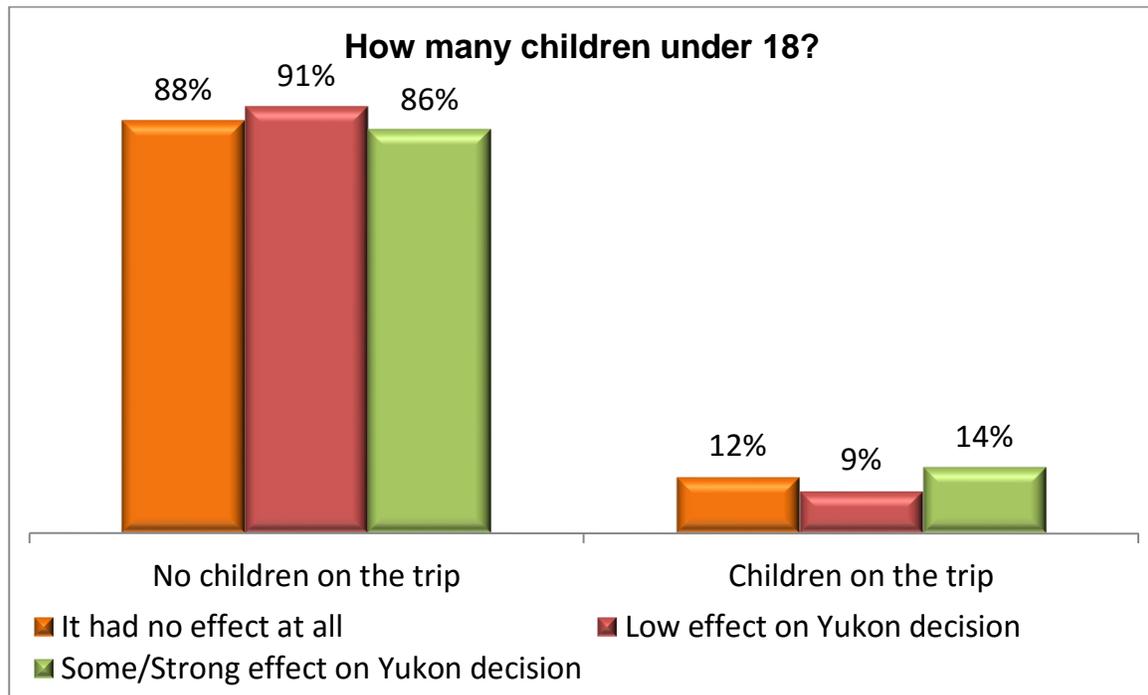
Figure 20: Percentage of Visitors with Children on Yukon Trip



Notes on Figure 20:

- Of all those respondents reporting that they had visited the Yukon, 10% reported they had at least one child under the age of 18 years on the trip with them.

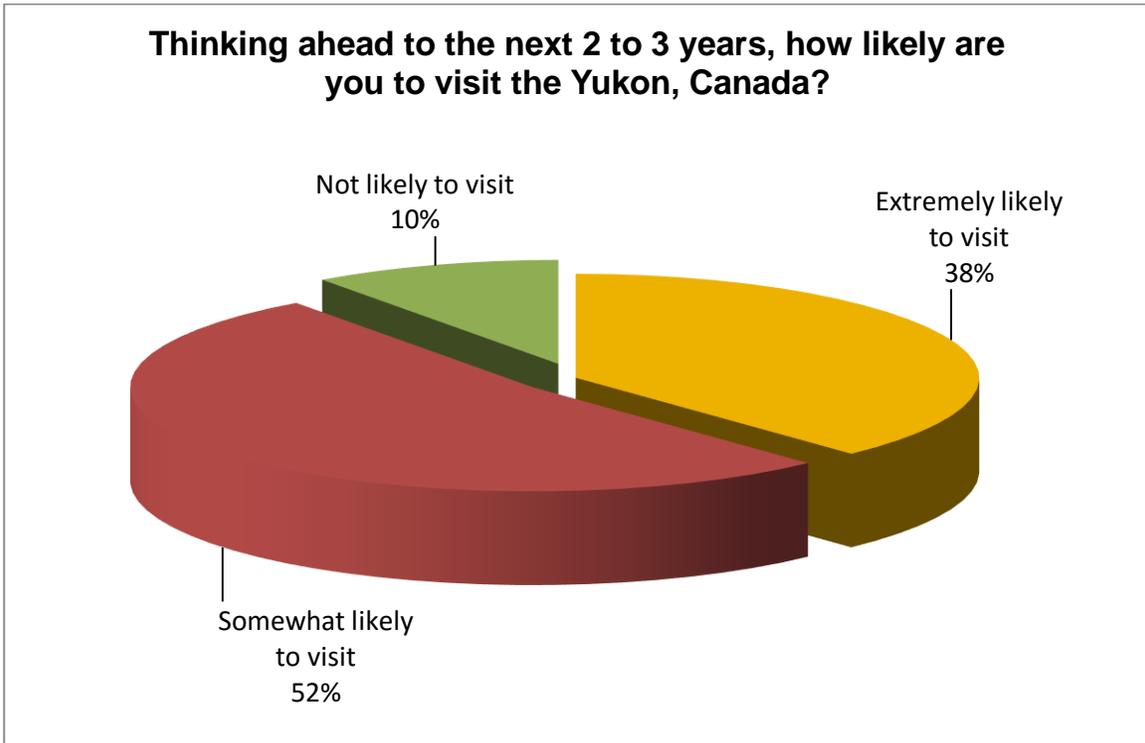
Figure 21: Percentage of Visitors with Children on Yukon Trip, *Gold Rush* Viewers, by Impact on Decision to Visit



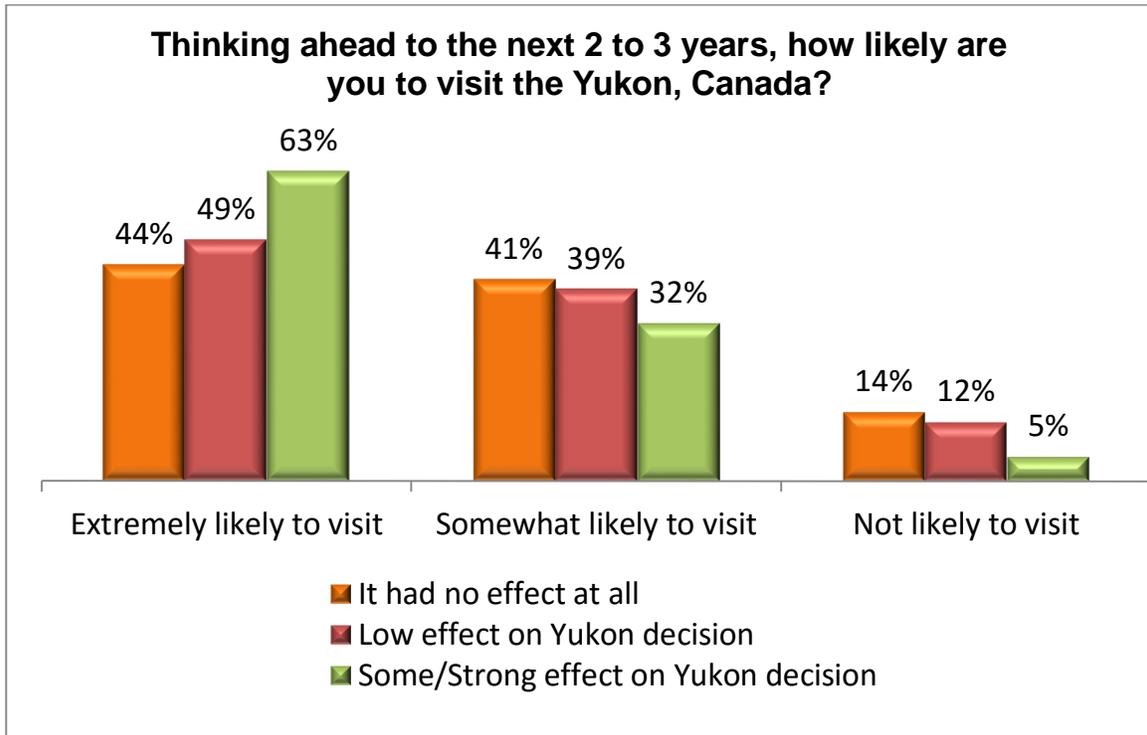
Notes on Figure 21:

- Those who reported the strongest impact of *Gold Rush* on their decision to visit the Yukon were somewhat more likely to have at least one child along on the trip.

Figure 22: Likelihood of Visiting the Yukon in the Future, All Respondents



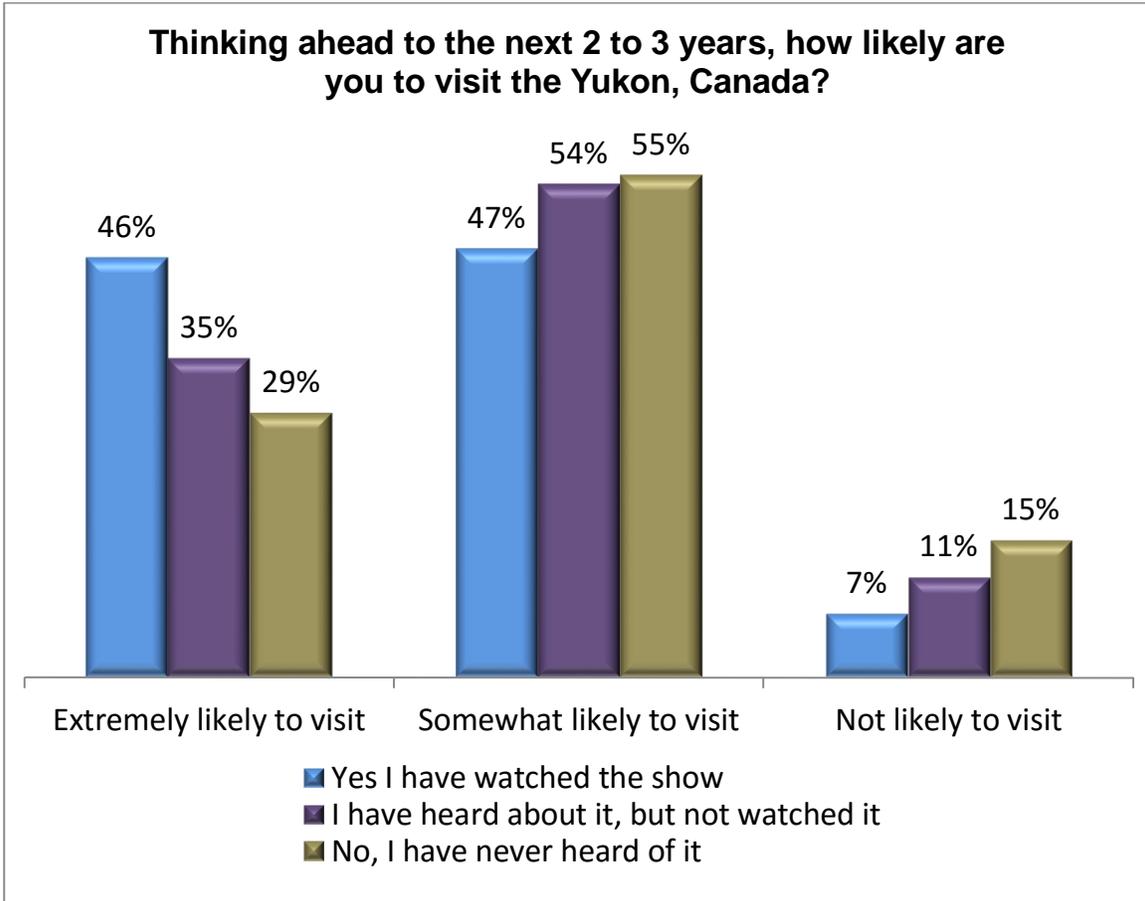
**Figure 23: Likelihood of Visiting the Yukon Again in the Future, Visitors, *Gold Rush* Viewers, by Impact on Decision to Visit**



Notes on Figure 23:

- The greater the impact *Gold Rush* had on their decision to visit the Yukon once, the greater their likelihood to visit again the next 2 – 3 years.

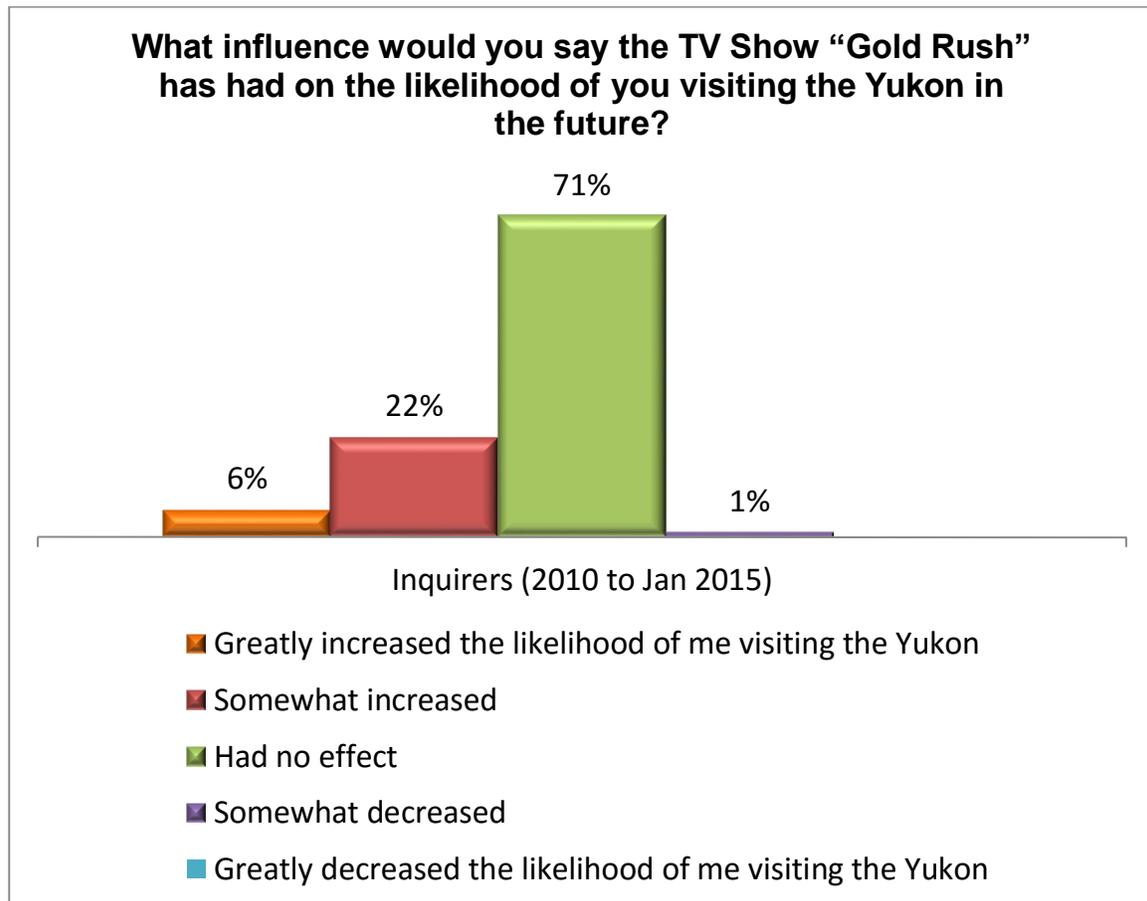
Figure 24: Likelihood of Visiting the Yukon in the Future, All Respondents, by Familiarity with *Gold Rush*



Notes on Figure 24:

- The more familiar respondents are with *Gold Rush*, the greater the likelihood that they will visit the Yukon over the next 2-3 years.

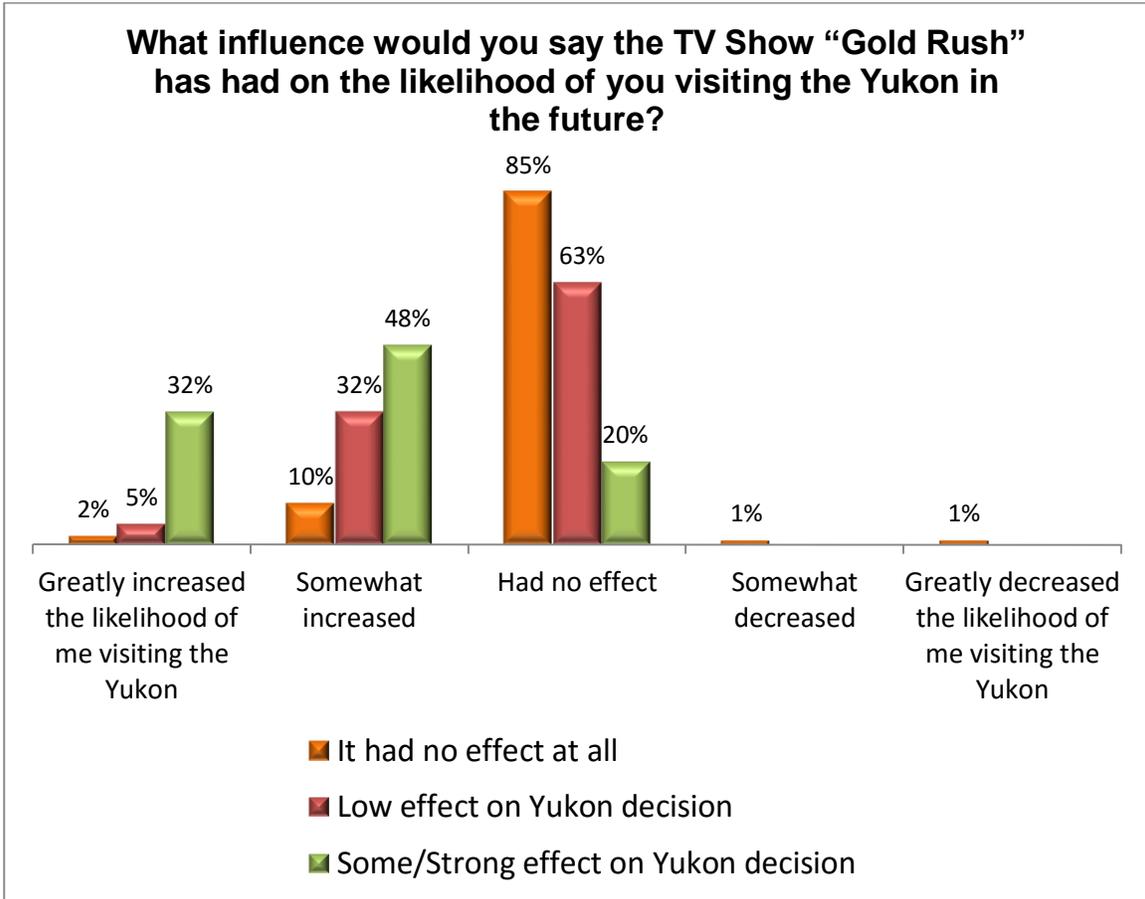
Figure 25: Influence of *Gold Rush* on Likelihood of Visiting the Yukon in the Future, *Gold Rush* Viewers



Notes on Figure 25:

- The majority of *Gold Rush* viewers (71%) say the show has had no impact on any future travel plans to the Yukon.
- But 28% responded that *Gold Rush* has somewhat or greatly increased the likelihood of their visiting the Yukon.
- Only 1% responded that the show somewhat decreased their likelihood of visiting.

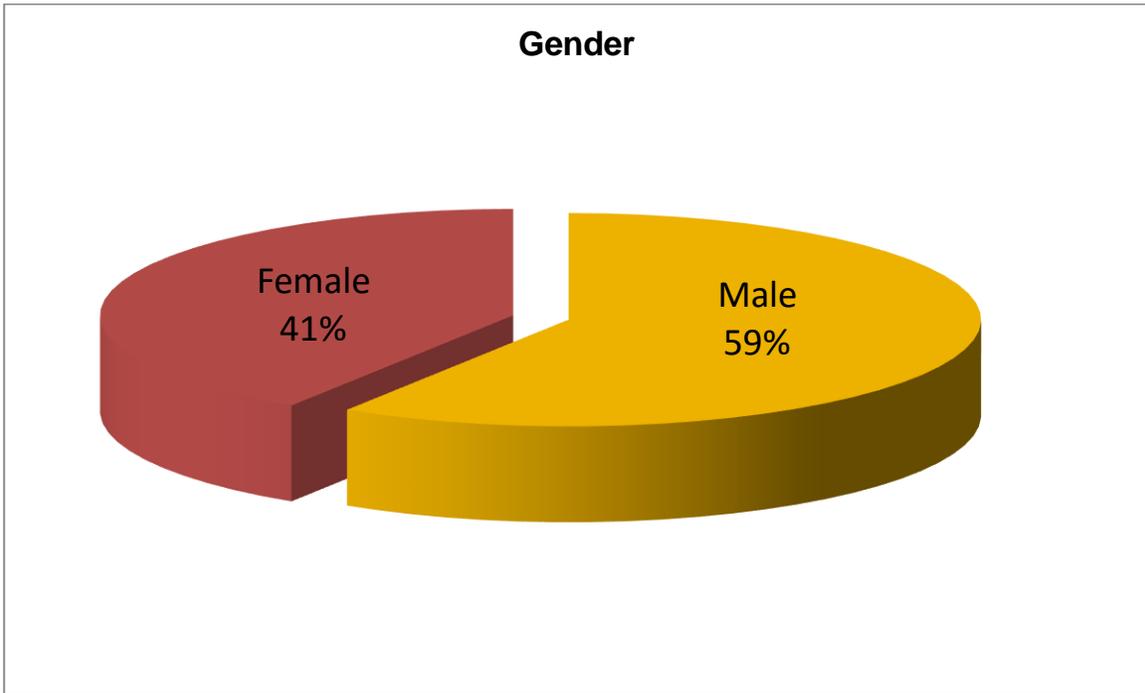
Figure 26: Influence of *Gold Rush* on Likelihood of Visiting the Yukon Again in the Future, Visitors, *Gold Rush* Viewers, by Impact on Decision to Visit



Notes on Figure 26:

- Even among those who said that *Gold Rush* had no impact on their decision to visit the Yukon in the past, 12% then said that it has increased (greatly or somewhat) their likelihood to visit again in the future.

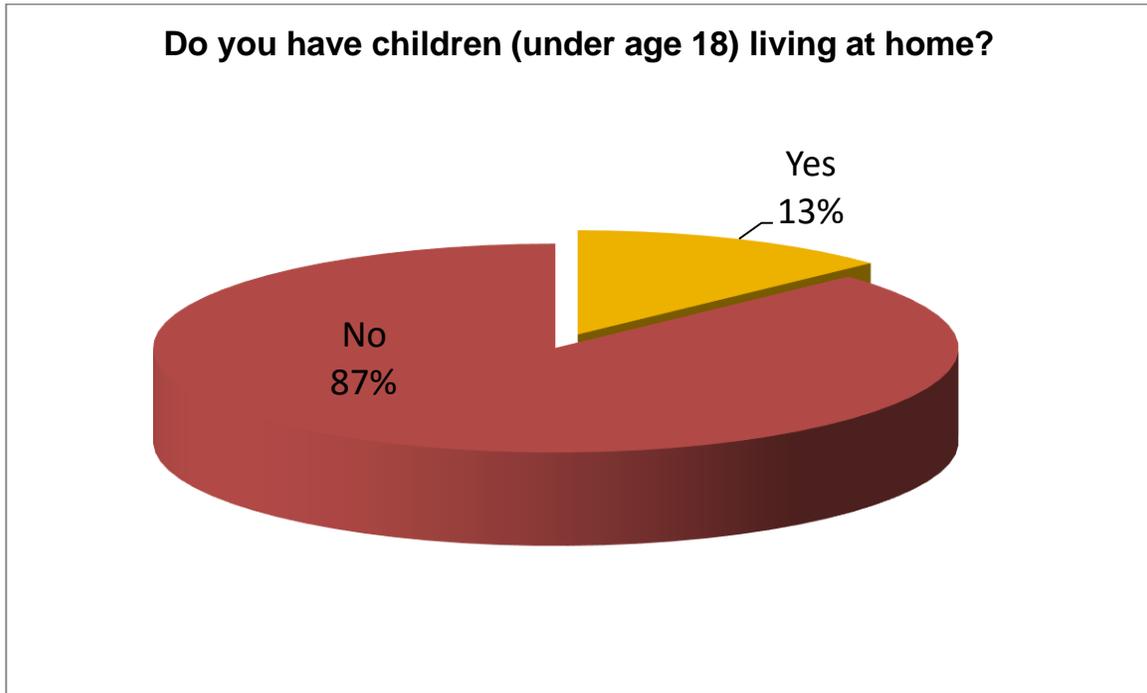
Figure 27: Gender, All Respondents



Notes on Figure 27:

- Male respondents are the clear majority.
- There is no significant gender difference between visitor and non-visitor respondents.

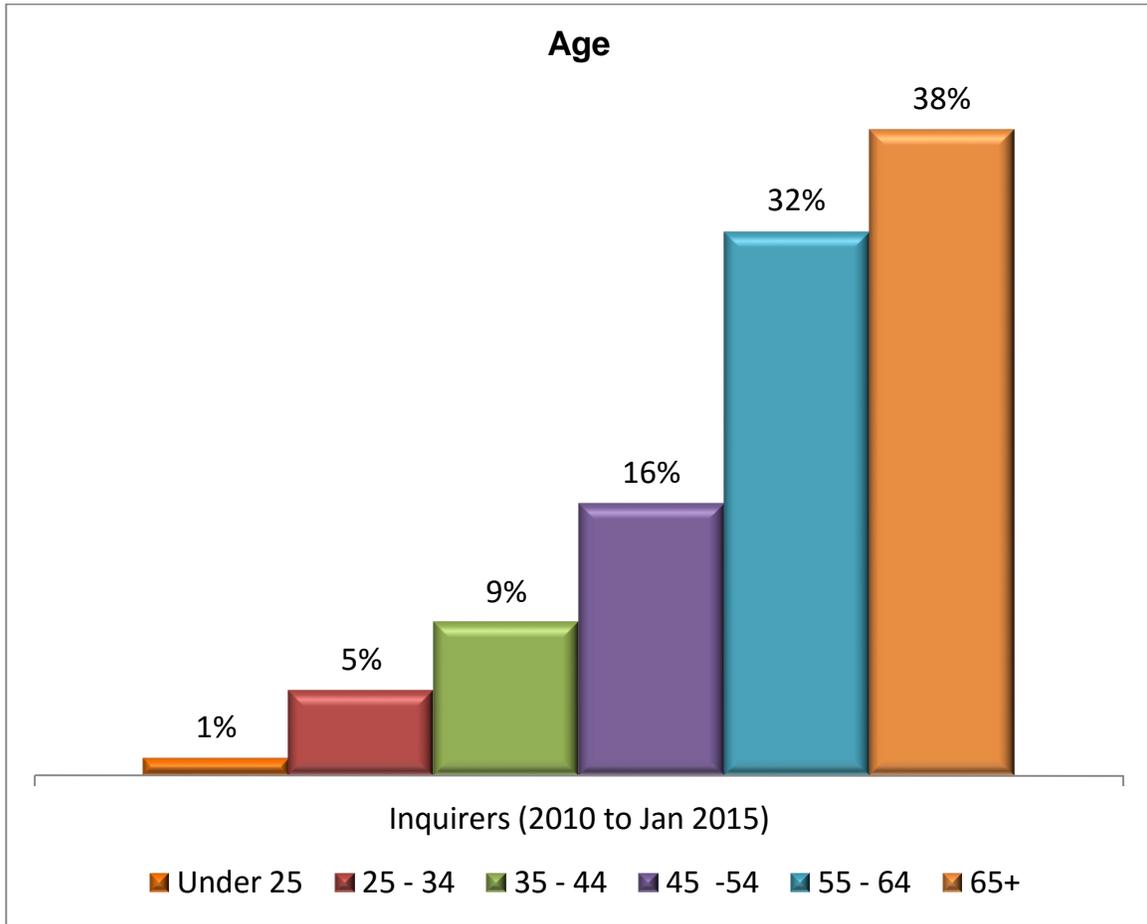
Figure 28: Children Living at Home, All Respondents



Notes on  
Figure 28:

- 13% of all respondents had children under the age of 18 living at home.
- Among those who actually visited the Yukon only 10% had children living at home.
- There is no significant difference in children living at home between those who were influenced by *Gold Rush* and those who were not.

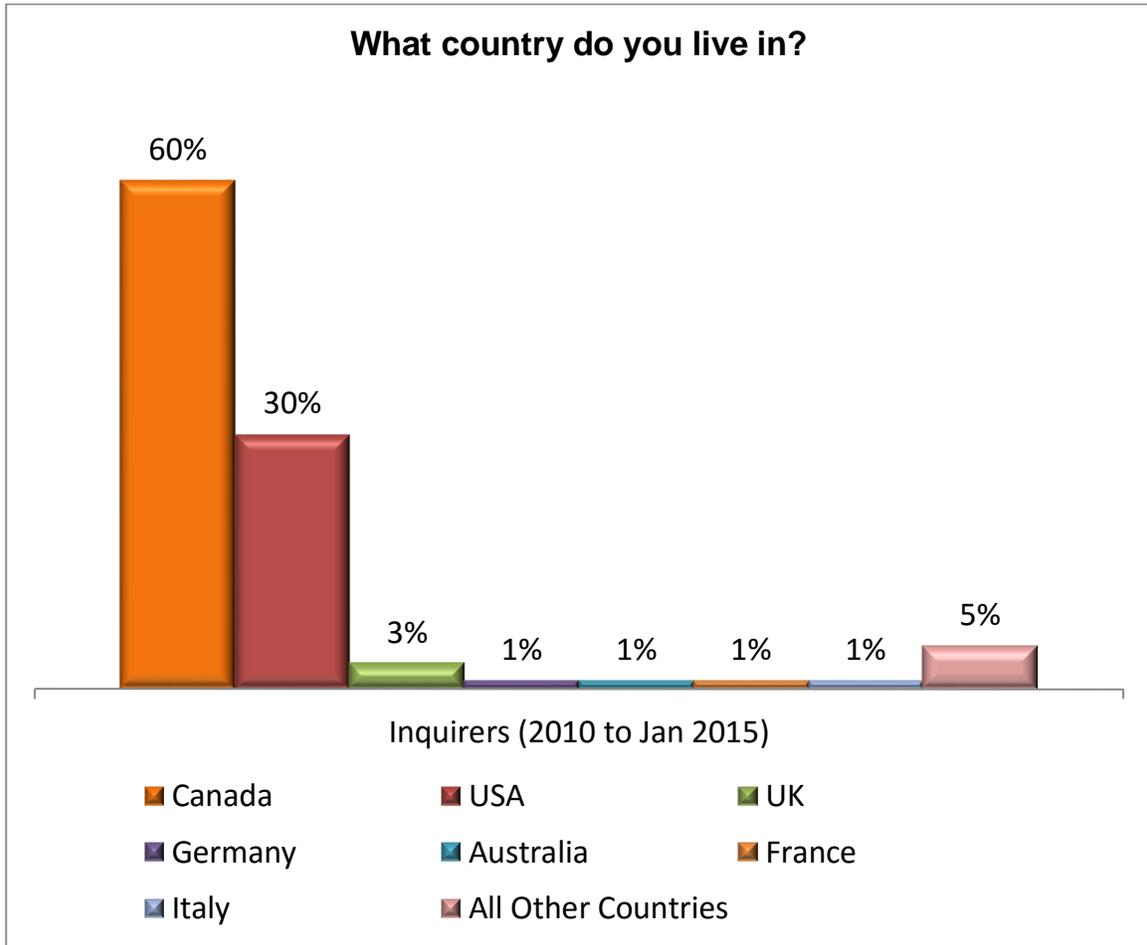
Figure 29: Age, All Respondents



Notes on Figure 29:

- The mean, or average age is 59 years for all respondents.
- For those who have come to the Yukon the average age is 61 years.

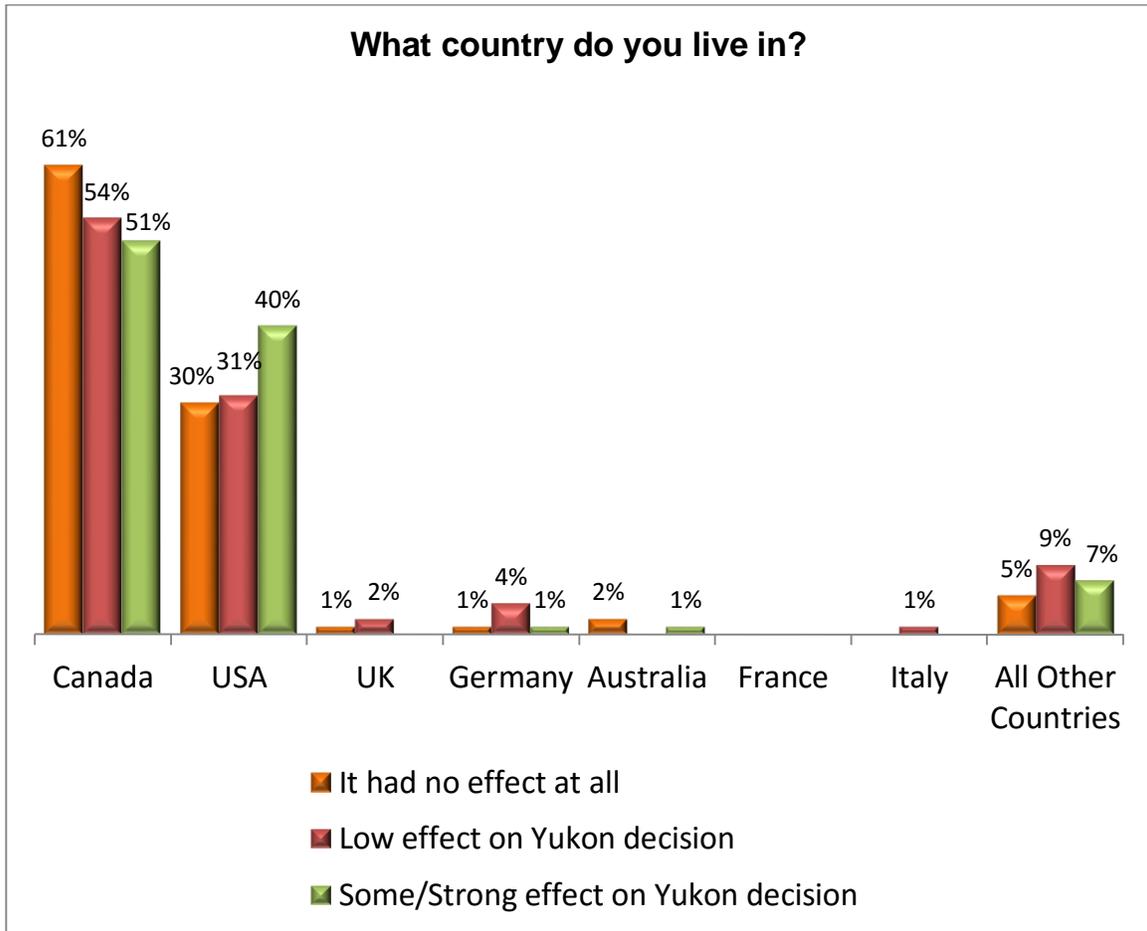
Figure 30: Country of Residence, All Respondents



Notes on Figure 30:

- The majority (60%) of our respondents were from Canada with another 30% being from the USA.

Figure 31: Country of Residence, Visitors, *Gold Rush* Viewers, by Impact on Decision to Visit



Notes on Figure 31:

Those whose visit to the Yukon was most impacted by *Gold Rush* were more likely to be from the USA than those less impacted.

## Appendix B: Survey

### Email invite

Yukon Tourism and/or Yukon Economic Development Banner

### YUKON TERRITORY – TRAVEL & TV SURVEY WITH A DRAW FOR GOLD

The Government of Yukon is conducting a short survey to learn more about your trip to the Yukon or your intentions to visit the Yukon. We would appreciate 2 to 3 minutes of your time to complete this survey and in turn you have the chance to win \$500 in GOLD. Your perspectives are valuable regardless of whether or not you have visited the Yukon.

At some point over the past several years, you requested a Yukon Vacation Planner from the Yukon Department of Tourism, provided your email address, and agreed to be contacted for future research studies.

[<Click here to begin the survey >](#)

(THERE WILL BE 5 VERSIONS/URLS –2011, 2012, 2013, 2014, 2015  
2011 = Oct 2010 to Sept 2011, etc., 2015= Oct 2014 to Jan 2015)

Click to complete or copy/paste into your web browser:  
<http://datapathsystems.net/GoldRush/adereview3290.asp>

### **In Appreciation:**

We appreciate your feedback and your time. In October 2015 we will have a draw for \$500 in GOLD. Odds of winning are based on the number of surveys completed.

Deadline to Complete: OPEN through the \_\_\_\_\_

Estimated Time to Complete: About 2 to 3 minutes

DataPath Systems is a member of Market Research Intelligence Association (MRIA), and follows all standards for market research in Canada. Your email address was provided to us by the Yukon Department of Tourism, as you provided it to them when requesting the Vacation Planner. If you have any problems or questions with the survey, please email by replying to this email or send mail to:

DataPath Systems  
Box 2180  
Marsh Lake, Yukon Canada

You are subscribed to this mailing list as [Contact.Email]. Please [click here](#) to modify your message preferences or to unsubscribe from any future mailings. We will respect all unsubscribe requests.

1. Since requesting the Yukon Vacation Planner, have you visited the Yukon Territory, Canada?
  - Yes → 1.b In which year(s) did you visit? (2010, 2011, 2012, 2013, 2014, 2015 – Multiple Response)
  - No

2. a. Have you ever seen or heard about the **Discovery Channel's TV show**

***Gold Rush***? The show is about gold mining families in the Yukon, Canada – the Klondike Goldfields.

(The main characters are Parker Schnabel, Todd Hoffman, and Tony Beets)



- Yes I have watched the show (GO TO 2b)
  - I have heard about it, but not watched it (SKIP TO TRIP PROFILE IF Q1=YES, AND LAST SECTION IF Q1=NO)
  - No, I have never heard of it (SKIP TO TRIP PROFILE IF Q1=YES, AND LAST SECTION IF Q1=NO)
- 2b. Do you typically:
    - Try to watch every episode
    - Catch them when you can
    - Rarely tune in
  - 2c. How many seasons have you been watching the show, at least occasionally?
    - Just started watching
    - Have watched it for 2 – 3 years
    - Have watched it 4 or more years
  - 2d. Did you request your most recent Yukon Vacation Planner...
    - Before you ever watched *Gold Rush*
    - After you had seen the show a few times
    - After you had seen the show often
  - 2e. Did watching the show have any impact on you requesting a Yukon Vacation Planner?
    - It had no impact at all
    - It had some impact, but I would have requested it anyway
    - It had a major impact

3. How strongly do you agree or disagree with each statement? The TV show *Gold Rush*...

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Makes life in the Yukon look very interesting	<input type="radio"/>				
Definitely helps to promote the Yukon as a place to visit, live or work	<input type="radio"/>				
Has had a very positive impact on my image of the Yukon	<input type="radio"/>				
Increased my awareness of the Yukon as a travel destination	<input type="radio"/>				
Made me much more interested in visiting the Yukon	<input type="radio"/>				
Makes me want to visit a Yukon gold (placer) mine and pan for gold	<input type="radio"/>				
Accurately shows how placer gold mining is done	<input type="radio"/>				

(If Q1= YES – CONTINUE, ELSE SKIP TO LAST SECTION)

4. a. How would you say the TV show *Gold Rush* affected your **decision** to visit the Yukon?

- It had no effect at all
- Low effect - It made me slightly more interested in the Yukon, but I would have visited anyway
- Some effect - It definitely made me more interested in visiting the Yukon
- Strong effect - If I had not watched the show, I likely would not have visited

4b. How would you say the TV Show *Gold Rush* affected your **Yukon trip**? (✓ ALL THAT APPLY)

- I included some activities I had seen on the show
- I visited some destinations I learned about on the show
- I stayed longer in the Yukon
- I was more interested in gold mining in general
- Other → explain \_\_\_\_\_
- None of these

5. Do you have any other comments about the TV show *Gold Rush* that you would like to share? \_\_\_\_\_

## TRIP PROFILE

Now just a few questions about the Yukon portion of your trip (if you visited more than once, please complete based on the most recent visit).

6. a. Thinking of your immediate Travel Party as those people who were travelling with you, **sharing expenses** and/or decisions, and **not counting** those who may have been part of a larger group, **including yourself**, how many **adults** were in your travel party?  
#\_\_\_\_\_
- 6.b. How many children under 18? (0 IF NONE) #\_\_\_\_\_
7. How many nights did you spend in the Yukon (Canada)? #\_\_\_\_\_
8. a. Thinking ahead to the next 2 to 3 years, how likely are you to visit the Yukon, Canada?
  - Extremely likely to visit
  - Somewhat likely to visit
  - Not likely to visit
- 8b. What influence would you say the TV Show *Gold Rush* has had on the likelihood of you visiting the Yukon in the future?
  - Greatly increased the likelihood of me visiting the Yukon
  - Somewhat increased
  - Had no effect
  - Somewhat decreased
  - Greatly decreased the likelihood of me visiting the Yukon

To wrap up, just a few questions about you.

9. What year were you born? 19\_\_\_\_
10. What country do you live in?
  - Canada --> what is your postal code?
  - U.S. --> what is your zip code?
  - Other Country (list)
11. What is your gender
  - Male
  - Female
12. Do you have children (under age 18) living at home?
  - Yes
  - No

## Appendix C: Survey Comments

The open comments from the survey are presented below in a somewhat tidier form than they appeared in the comment boxes of the survey. We have not changed any of the meaning in the cleaning process.

Comments
A MOVIE DIRECTORS IDEA OF HOW GOLD MINING IS ACTUALLY CARRIED OUT. PROFESSIONAL GEOLOGIST (ALTA), PROFESSIONAL GEOSCIENTIST (BC)
People are too angry on the show. This is not reality. I think some of them belong in a mental institution.
The show GOLD RUSH..... Shows what a total rape of the natural environment is and does to sections of land.....When I see this show I'm sad that so little respect is shown to preserving the land in its natural state. I worked as a geologist and got my education way back in 1979...Prospecting and mining and oil exploration has always been a mainstay of the Yukon and Alaska since the first prospectors found GOLD and other minerals in Yukon. From Silver to Asbestos in the Cassiar ...Many mines I have been to. Many mines I have seen... I was always taken back with the devastation of the land due to mining.....But the Canadian Government promotes oil and natural gas all over the country...Resource extraction is how the gov makes its money well that and taxes...I think more should be done to keep land intact and keep most mining as restricted as possible.. Having television shows well it's just that television. And it's full of a lot of crap.....
The show is not realistic as they make it look so easy and it is not ! I belong to a prospecting club in BC and Alberta and know what it takes to prospect. The show is only for entertainment.
The TV show only shows me there are dumb jerks even in the Yukon
<i>Gold Rush</i> really wasn't the most influential show we started to watch a couple of years ago which lead to the desire to visit and learn more about the Yukon. It was more because of "Yukon Men", "The Last Frontier" and "Edge of Alaska" with some of the most stunning images of this part of the world. We were impressed by the wilderness, the isolation, the uncompromising lifestyle and the raw and sheer endless beauty of the land. Among other things we spent 5 days on a guided canoe trip on the Yukon River and had the experience of a lifetime. We plan on coming back, first and foremost to travel the entire "Dempster Highway" all the way to Inuvik.
"Made for T.V."
A very interesting TV Show, along with Ice Road Truckers that have been aired on N Z TV!
A bit more scenery would be nice such as helicopter views.
A little more IQ please!
A little too much swearing at times so I wouldn't watch this with children.
A lot of foul language. A tough way to make a living. Environmentally destructive.
A lot of younger (teenagers) seem to be interested in the show. Which is a good thing. I love the outdoors & just like Canadian content.
A tour of one or more of the actual mine properties would have been interesting. We did a tour of the dredge near Dawson. We didn't tour the mines near Dawson as they looked/sounded more like a tourist trap. This was from our 2013 NWT & Yukon trip. Our 2015 trip was focused mostly on Alaska so didn't get to Dawson this time. I think people would be interested in seeing

Comments
a behind the scenes type show that focused on the reclamation work that happens with the overburden & washed rock.
A very interesting show, however I don't think it reflects the slide of an average Yukon person. I like the show but it wouldn't entice me to travel there. I went there just because of the remoteness.
A very interesting show. The reason for watching it is because we had previously lived in the Yukon and this is interesting to us.
Actually, I visited the Yukon the first time before I saw the show. Having been there then peeked my interest since I had visited close to the sites mentioned on the show. The second time I visited was to visit a friend who lives in Faro.
Although we initially watched the show, the characters were tedious and we have not watched it for a couple of years now. Our interest in visiting the Yukon was not derived from watching this show, in fact we only watched it once we returned home.
Although we understand what is/was a <i>Gold Rush</i> , the show depicts another unpopular side IE: lack of environmental impacts concerns and opens the Yukon to have it's vast pristine wilderness pushed aside to make room for the glory seekers.
An absolute wonderful experience. I took my 12 year old son and he enjoyed every minute. Absolutely doing it again.
area is ok by itself
As I am interested in the Yukon for decades (!) I planned to visit the Yukon many years in advance. But coming back home and watching the shows on TV (in Germany via DEMAX) it was very nice to see where the guys are working because we visited some Gold mines and now we had (afterwards) the possibility to give our friends and relatives some ideas about the Yukon (instead of watching our tour pictures...). I enjoyed very much and will come back some time...
As is described by some close gold mining friends of mine in Alaska, Todd Hoffman is a dumb ass, and I agree. He's a clown. Parker is a very impressible young man with an impeccable work ethic. Tony Beets is crazy, but I still hope the dredge comes to life. It would be a working piece of history. Love the show. Keep it up.
As you have stated, it's a "TV" show, it will portray what the director or producers wish to portray. My interest in the Yukon Territory is purely about nature, natural history, sightseeing and all aspects of the "gold rush" (since 1890's).
Awesome show!!
Both my wife & I find the programme very interesting& enjoyable. We have visited Dawson City three times .... 2007 ,2009 , 2014. We are now planning a fourth trip to the Yukon & Alaska in 2017.It is good to see areas of the Yukon we have visited shown on the programme. May it long continue....
Bring it back please! I am team Parker and Tony!!!!
Certainly enjoy and try not to miss an episode.
C'EST UNE TRÈS BONNE ÉMISSION . LE YUKON EST UN TRÈS BEL ENDROIT À VISITER
Considering that environment impact is high on people's mind these days, I am surprised that there is no mention on what the "gold diggers" to return the area they mine back to a natural state (as much as possible). There should be an explanation on the remediation that happens after, and also how they pick a site.

Comments
DEAR YUKONERS: I believe that Everyone should read "KLONDIKE" prior to a Yukoner VISIT! I loved that show and Backpacked the CHILCOOT TRAIL Solo on 1972! When will the show be Available in DVD!!
Definitely one of my favorites. Love the actual day to day mining aspect, but the scenery last season was phenomenal. I would love to go back!
Definitely showed how rugged the YUKON is and how hard it was to find and work for a gold payoff. Also made me do some panning on a creek outside of Dawson City. I actually brought a boulder from that creek and it is on my deck to remind my wife and I of our trips to the Yukon.
Did not like the show.
didn't like it - too American, and I was raised in France...
Does not depict real miners
Don't care much for the show. I do not like that type of mining. Do not like all the greed either.
Drove to Alaska. Was interested in the Yukon, but wasn't because of this show. Enjoyed my time there.
Enjoy the show but it is only a SHOW. I doubt that the part of the Yukon that this is filmed in is a very hot tourist destination. We enjoy Whitehorse.
Enjoy the treasure hunt and life style but HATE the swearing and beeping!!!
Enjoy watching the show and cheering for Grampa and Parker. The show did not affect my wanting to visit the Yukon. Ever since my first trip I've wanted to return. Even wanted to live in Whitehorse at one point. Also love Alaska and have lived in Juneau at one point. Keep showing <i>Gold Rush</i> as I enjoy watching it.
Enjoyed brought back memories!!!!!!!!!!!!!!
Enjoyed Dawson City immensely
Fails to show the struggles of prospecting for the average person and the dangers involved such as a knife fight with a bear like I did.
Fortunately, I had visited the Yukon twice before seeing the show. The show doesn't impress me that much, other than the background scenery!
Found it interesting to see the different groups as they searched for gold. It seems like it is not an easy life gold mining.
Friends who work for the gold company on the show tells us that "reality TV." is a relative term.
From a tourism perspective, we would say that the show really doesn't highlight any of the Yukon. They don't film much in the way of the gorgeous scenery, wildlife, things to see/do in Dawson City or elsewhere, etc. Maybe it would spark interest in mining or job opportunities? From an environmental perspective, the show makes mining appear very destructive to the Yukon. Perhaps there are rules and requirements, but we've never seen it mentioned (or missed that episode).
fun to watch
Fun to watch but I do question the accuracy of it and how realistic it is. I suspect there is a lot of drama for the TV. But it's amusing to watch.
Gives one more item to do but is not necessarily the main reason to go.
God willing we will be back. Loved our trip there

Comments
Good entertainment.
Good show. Shows a lot of trials & tribulations plus successes and failures of these tough & determined people.
Good show for expanding people's knowledge of the Yukon an increasing some peoples interest in visiting the very beautiful and wild Yukon.
good show keep it up
Good show! Real life on the ground.
Good show, enjoyable.
Good show, extremely interesting, love the YUKON!
Good show, good entertainment. While we were on our trip, we happened on several placer mines. I would not plan a trip to the Yukon to see one but found them interesting. Much more interested in nature, the views, the animal life, the fishing. I can see the TV stars at home. Don't think they would want me pestering them anyhow.
Great experience beautiful country!
Great programme with interesting people. I enjoy the extra editions where they interview the gold miners and tell the viewers more about themselves.
Great show , love to watch it to see the beautiful country side outside of the pits
Great Show, Wouldn't miss an episode!!
Great show and enjoy the efforts of all
great show but should say it is in Canada and not in USA
great show with the reality shown
GREAT SHOW!
Great show! I hope it continues for many more seasons!
Great show, wish there were more like it
Great show, really like the characters.
Great show.
Great show. You have awesome people on the show and I love watching them try to live, and the beautiful scenery there too.
Great viewing the show; gives new meaning to living there!!
Had a wonderful visit to the Yukon and learned a lot about the gold rush days and the methods employed. However I visited before I ever saw the TV <i>Gold Rush</i> show. The <i>Gold Rush</i> show really promotes visitors to come and see you all up there.
Has become rather redundant over the last few years. Unfortunately often suggests the Yukon is made up of foul speaking gold diggers when in fact they are a distinct minority.
Have enjoyed since it first started!
Have seen a few episodes from earlier seasons and enjoyed. Showed the stress and high stakes of the business for sure. The show did not impact my wanting to visit the Yukon as this is a place I have wanted to visit for its natural beauty and casual and calm aura versus major cities.
Having lived in the YUKON more than 40 years ago, I have a VERY strong heartstring tied to the Territory and all things YUKON! I feel this program is VERY interesting and VERY entertaining. It

Comments
would definitely be to the detriment of YUKON tourism if this production were to be removed from our programming.
Having spent some time living in Dawson in the 70's I'm familiar with the operation of a placer claim. These guys seem incredibly adept at breaking machinery to "heighten the drama"
Helps to promote the area
How could I see all episodes again?
How much is show - how much is true?
I just like to watch it. I go to the Yukon because of family.
I actually found the sites that it was filmed at and went to see them for myself. Lots of fun!
I always am skeptical of 'reality' shows as being staged and contrived. This one did not appeal to me.
I am amazed that the government would allow the raping of land that seems to be evident in the show. The altering of runoff and riverbeds is a major symptom of logging and deforestation. I often think what will become of the land once these "professional" strip mining operations have long gone as with clear cut tree harvesting.
I am Dawson city born and lived from 1940 until 1953 in Bear Creek. My father was in gold mining and my mother was the daughter of [Name] one of the people who died of food poisoning in May of 1919!
I am going to continue watching it. I love to visit the Yukon!
I am interested in Gold Mining because my partner was a mechanic/machine operator at a Gold mine in the Yukon a number of years ago. Half of the guys on the show don't seem to have any idea what they are doing and I am sure it is all drama for the show. They make a real mess of the land I cannot imagine how that promotes the Yukon. We spent the month of August touring around the Yukon and had a wonderful time in Whitehorse and Dawson City. We saw many of the tourist sites including dredge#4, took the paddle wheeler down the Yukon River, went to Diamond Tooth Gerties, The Governor's Mansion to name a few. We will be back again perhaps later in September when the leaves will be turning and perhaps take a dog sled trip. Next time we will take Demster Hwy to Inuvik and Tuktoyaktuk when the road goes through. In closing the Yukon was wonderful but it had nothing to do with <i>Gold Rush</i> .
I am looking the show every Sunday evening and I wanted to visit the Hoffman Team or Mr. Schnabel But the most interested I am in the Dredge from Mr. Beets but I was not brave to get in touch with them
I am more interest in the history of the Yukon.
I am not interested in gold mining and so the show wasn't interesting to me. I wanted to visit the Yukon for the wild, unspoiled landscape, the people and the Northern Lights. As a Canadian, I felt it was important for me to visit this part of my country.
I am not really interested in the "dramas" of the show, but do love to look at the countryside. We loved our last visit to the Yukon and plan to go again in 2016, as well as visit Alaska.
I am proud of all the mans that put all their heart and sweat to their hard work, in Gold rush. God Bless You all. You guys are truly Canadians. Thank you for putting a great TV show of the <i>Gold Rush</i> . We can all learn how beautiful the Yukon is and <i>Gold Rush</i> how are mans work.

Comments
I am retired, but worked in the mining industry so I was already familiar with Placer Gold mining, but not in the Yukon or methods used there. My interest in visiting the Yukon was to see the historical Gold mine sites, museums and towns more than current operations- like "work" to me. I do enjoy seeing the show and the people. Mostly I enjoy the scenery of the Yukon. I am glad to see mining portrayed as a responsible industry and not as rabid environmental destroyers as so often depicted. No industry is perfect, but mining has had a bad rap in North America.
I became very interested in gold mining and would like to visit and take part in an active mine. Enjoyed our travels all over the Yukon and would definitely visit again.
I believe I visited the Yukon the summer between year 1 and 2, year 1 was just in Alaska. What I did do that the show inspired me to do was to hike the Chilkoot trail exploring the path of the Yukon Gold rushers.
I caught a few episodes after I had been to the Yukon
I could care less about the show as it pertains to travel in the Yukon Any miners that we encountered in campsites in the Yukon were loud drunks.
I did pan for gold on the Klondike Visitors Association Claim # 6 and got some color...more importantly, I submitted, in 2012, my story about my trip with my wife to the Yukon to Our Canada magazine and we had our story with pictures published in the September/October 2015 issue. Additional pictures on the trip were available on the Our Canada web site: <a href="http://www.readersdigest.ca/our-canada/our-travels-yukon-territory/">http://www.readersdigest.ca/our-canada/our-travels-yukon-territory/</a> Looking forward to the next season and if Parker is on his own ground or still under Tony's control.
I do enjoy watching the show but did not watch it until after my trip there. So my comments probably won't help your survey.
I do like the show <i>Gold Rush</i> very much. My interest in Yukon came before the start of the show. But it has influenced certain aspects of my travel plans.
I do not agree with the way they destroy the environment just to get gold. That's why I do not watch the show anymore. I agreed to do this survey about the Yukon but did not know it was going to be about a stupid TV show. I hope I'm still entered for the \$500 in Yukon gold. lol
I do not like reality TV shows in general and <i>Gold Rush</i> is no exception. As a Canadian, I visited the Yukon because it is part of Canada and I had read Klondike, by Pierre Burton.
I do not like the format of repeating the same thing several times on the same show. It is a waste of my time to see the same thing several times. Do you think everyone watching is that dumb that for them to comprehend what has happened you must repeat it several times?
I do not like the show but my husband watches it once in a while. I think that gold mining destroys pristine Yukon streams and rivers.
I do not need a TV series to make a decision on the Yukon. I know it well having lived and worked there in the early 60's. I was disappointed that the remnants left along the Canol had been removed. When we opened up the south Canol in 1962 you never knew what you would come across around the next corner. It was an experience I shall never forget.
I do watch each season and look forward to the new season coming up. When in Dawson had hoped to see Parker but heard that they were on sit filming.

Comments
I don't like seeing all the land surface mined. It destroys what I enjoyed most about the Yukon. I drove to the Arctic Circle and it was untouched and beautiful.. I do like Yukon Vet. I like seeing live animals.
I don't think of the show as presenting the Yukon... there is so much more there that is enticing... the camping, the history, the scenery... Gotta say the scenery isn't that attractive in the show, since all it is showing is placer mining, which is ripping up the landscape.
I don't watch the show for the Hoffmanns
I enjoy it.
I enjoy seeing places on the show that we visited during our trip to the Yukon in 2010
I enjoy the informal parts of the show, when the main staff does interviews of the cast.
I enjoy the show
I enjoy the show but went to the Yukon before I heard of it. I love the scenery and solitude. We stayed at a mining camp outside of Dawson and it was great.(Goldbottom)
I enjoy the show very much and understand that some drama has to be thrown I to keep the suspense up.
I enjoy the show. I have lived in the territory and enjoy watching to see it again. My last visit was to share with family the beauty of the Yukon and to visit friends.
I enjoy watching and revisiting places that I have seen personally.
I enjoy watching it. The characters are great. My favourite is Tony.
I enjoy watching to show, don't particularly enjoy the fighting/arguing, but find the process of gold mining very interesting.
I enjoy Yukon Gold more
I enjoyed my trip to the Yukon more than watching a TV program. More fun to experience over viewing.
I enjoyed the show when I get to see it .and I lived in the Yukon and my son was born in Whitehorse
I expect it is of interest to many, and may even encourage a visit, but it has had no influence on my interest in the Yukon or my wish to visit again. This is not intended as a negative comment on the TV show, only that it is irrelevant to my interests in visiting the Yukon.
I felt that it used too many 21st century values to be accurate. I live in New Zealand and saw a couple of episodes after our Yukon visit
I find all reality based TV shows to be patronizing characters that are manipulated and produced to create sensationalized television
I find the show somewhat entertaining but I had decided to visit the Yukon 15 to 20 years ago, long before <i>Gold Rush</i> was created, so there was no connection.
I first visited the Yukon in 1969 and then again in 2000 and 2011. We hope to go back again next year all being well. The TV show has no impact on us visiting the Yukon. To us it has a strong attraction.
I grew up among placer mines in the Quesnel / Wells area so I am quite aware of real operations (no drama)

Comments
I grew up in the Yukon, I graduated from FH Collins in Whitehorse. My husband and I still have family in the Yukon, so the TV show has little impact on us returning because we want to visit our parents and brother and his family. My brother is a big fan of the show, he introduced it to us.
I had lived in Alaska for years before the show began. Watching it just has a strong pull to live up there again.
I had visited Yukon long before <i>Gold Rush</i> and love the scenery. I'm much more interested in photography and history than in panning for gold.
I have been in the Yukon in 2008 and 2012 yet. Both times it was amazing. And I think I will come back again someday.
I have been traveling to the Yukon for 16 years and am friends with miners in the area. I may not be the target for a survey such as this one. I do love the show though
I have been traveling to the Yukon for 25+ years and dearly love the territory. It is always on my mind. I would love to live there.
I have enjoyed the show and in particular the characters and how much emotion was captured well.
I have just watched a tiny bit of it while flipping channels. It had zero effect on my travels.
I have lived in the Yukon. Six years in the 70's - Always have Liked it there. Cheers
I have mined in the Yukon 30 or more years ago. If we mined that way we would have either been killed or gone broke many years ago. Not a very accurate portrayal of how real miners operate.
I have more of an interest in the program now that I have been to the Yukon as I have been to places like Dawson City and learned more about placer mining during my visit. I like watching the program now so that I can see if I recognize some of the places that are brought up. My visit was related to a Girl Guides of Canada independent travel trip and we would have visited the Yukon whether we had seen the television show or not.
I have only watched a few episodes, it runs on the discovery channel I no longer have the discovery channel due to my budget. It was one of my favorite channels I have been to the Yukon 1998, 1999, 2000,2001,2003,2004 and 2012. I am planning on returning in 2016. Love the Yukon Have lived there for 18 continuous months. Every summer in the years mentioned and flew up there for the Month of February a few of those years, volunteered for the Yukon Quest, camped out at a friend's placer Mine in the Dawson area. The only place I have not seen is the Dempster, It is on my wish list for next trip I did truly enjoy the <i>Gold Rush</i> show I started watching it because of my visits to the Yukon. I would still be watching it if I had the discovery channel, very entertaining. Thank you.
I have seen it a couple of times, so I don't know much about it. I visited the Yukon because my daughter was working there for the summer.
I have shared my trip with many tourists, and have recommended to them that they should visit the Yukon.
I have visited the Yukon twice, tried to pan no luck, really enjoyed the trips, I would like to return again in the future, I really enjoyed the feeling of history.
I have watched the show a few times. They have been to places that we went but there is so much more to the Yukon than the show.

Comments
I hope I won the gold nugget
I hope the show keeps going.
I hope you might find a way to promote more of Yukon than just the "gold rush" - like the wonderful nature, the rivers, the wilderness, :)
I just enjoy it and find it amazing to see how such a young fellow operates.
I just love the Yukon.
I like it
I like that it involves the family as a whole!
I like the scenery. Show more pictures of the land. Keep up the good work on filming.
I like the scenic shots that show the real beauty of the country. I would also like information on how many American outfits are allowed to come pretty freely into the Yukon in order to mine, as most persons who enter Canada to work must meet immigration regulations. Also, what efforts must be made to clean up the enormous amount of dirt that is excavated and what is done to restore the land. I also liked the interviews with the main characters aside from the serial stories.
I like the show very much. It helps me, to learn more about Yukon and.....to improve my English skills....
I like the show, but Todd is a loser as far as gold mining goes! I also like Yukon Gold and met one of the miners while at a cafe in Dawson City. Don't think Todd is much of a Gold miner, we'll see if he does better this season. We also like the show Yukon Gold and even met one of the miners in a cafe in Dawson City. That was the high point of our visit to the Yukon!
I like the Yukon because it is a beautiful place. Every town or city I stop in always has a great sense of family and closeness you just don't get where I live in Vancouver.
I like to win the gold
I liked the YOkon Canada territory better than I toured Alaska
I live in Australia. When we were in Calgary for 12 months our main holiday was to the Yukon. As such the TV program, which I've seen a few times, has no relevance to my having visited the Yukon or my future plans to visit the Yukon given that I would go back anyway. Cheers.
I lived in and love Alaska and the Yukon Territory is kin to Alaska. My trip was driving to Alaska and that meant driving through the Yukon. We had fun with the YUKON PASSPORT, but did not know about it at the start. It introduced us to places we would not have seen otherwise. I love the show!
I lived in the Yukon for 15 years so I already know many things about the Yukon.
I love shows Like <i>Gold Rush</i> because it's the way of life, natural and everyday living whether it be good or bad and how the situations are dealt with. It makes you think of off the cuff resolutions to problem solving because you just can't run to the store!! Also teaches how back in day they survived!!
I love the show but find too many repeats. I was always interested in gold mining and did actually find some gold while panning. I visited before the show began to be aired.
I love the show, but the year of the trek, filming and searching for gold and ultimately diamonds in South or Central America was terrible. I found other things to do when that segment was on TV. To me, it was not very believable. The show portrayed the difficulty of getting to the site

Comments
(machetes and rivers, etc.) and then in no time heavy equipment showed up. Disappointed. I watch the show because I love Northwest Canada and Alaska. I did like watching Parker grow up. Amazing young man. Continue the good work.
I love the show. Needs more background on some of the other workers and how they get on the show.
I love the show...I was driving thru Canada from the Lower 48 headed to Alaska. Will go again in a few years.
I love the Yukon. Lots of wild animals. Found small amount of gold
I love the Yukon...you don't have to sell me through a TV show.
I love to watch it, but have come to the conclusion that Hoffman is existing on TV revenue not gold recovery. There is way too much stuff behind the scenes, way too much equipment to be covered by the gold recovery. But it is still entertaining. Most everyone I have talked to can relate more to Parker Schnabel than the others. Grandpa Schnabel is a remarkable person/personality.
I loved the Yukon, and so the show takes me back there once in awhile to relive it all over.
I met Dave Turner from the <i>Gold Rush</i> show at the Klondike Kate restaurant in Dawson City. The show convinced me that I never wanted to be a gold miner, even though I had thought of it for a long time before watching the <i>Gold Rush</i> show and a few other similar shows. We tried gold panning in Dawson City, without luck. We will definitely visit the Yukon again, but more for the scenery, the people and the mighty Yukon River. Fabulous place.
I moved here because of the show
In my opinion there is much more than <i>Gold Rush</i> in the Yukon for tourism. For first time visitors it is a good show that can help raise interest for visiting the Yukon. For me who has been in the Yukon several times, I found the shows Canada on the Edge more useful.
I need more free time to get into watching it regularly. .... I'll do better this season
I occasionally enjoy watching the show, I do like that other people watch and, the ones I have talked to, and have all good things to say about the show. I lived in the Yukon from 2002 to 2008 and my first summer in the Yukon I worked for, Buffalo at Gold City Tours, Dawson City and visited several mines, deserted and working.
I only got interested in the show because we'd been to Dawson City. Like most reality shows, there is a lot of emphasis in personalities. I'm more interested in places and "how to". Apart from that, we do enjoy watching it when we see it but don't actively go looking for it.
I only saw a part of one show as it held not much interest for me. I simply love the Yukon for its pristine, untamed wilds. Sure Watson Lake, Whitehorse great little cities to visit, especially love the sign park but the pull of the north gets into ones heart. Love the wilderness, the last frontier if you will and I don't have a clue what the show is about but I have shared many of my own days on my trip with many friends, several which have made the trip simply because of the different experiences I shared.
I only saw parts of the show a couple of times while watching cable shows on a hotel TV. Didn't think much of the show, and have some definite feelings about tearing up the environment for the sake of vanity materials. It's bad enough for civilization sustaining minerals like oil. We went to the Yukon to see wildlife and wilderness.
I only saw the show after our trip and I have only watched it once.

Comments
I prefer the show "Yukon Gold", found on the same channel. It follows a number of placer miners, including one of my ex-students xxx, who has a placer operations. His two sons are featured on the show as well. The show depicts Dawson a Lot more than <i>Gold Rush</i> does.
I really enjoy watching the TV show <i>Gold Rush</i> . The show puts the Yukon on the map and I would think more people watching the show will travel to the Yukon. The Yukon is a very beautiful place.
I really enjoyed my trip to Alaska and the Yukon. We have done a lot of cruises over the past years and I always like Alaska and the Yukon the most.
I really enjoyed the history of Dawson City during my visit to the Yukon in 2010. I visited the territory in fall which is probably the best season to travel with the colours of threes changing and no mosquitoes
I recognize the economic value of the <i>Gold Rush</i> approach but feel that there is little or no mitigation occurring as a result of placer mining approach. It seems like the impact is considered small in a big country but I feel every site is important...and the Yukon is truly a grand place.
I regret having missed too numerous episodes.
I ride motorcycles in the Yukon. Fix the breakup areas and help to have more gas and lodging on the ALCAN and I'll be happy!
I spotted the Hoffmans in Dawson. As a reality show it is highly scripted and misleading. I'm ok with the scripting but the producers should spend more effort in getting the plot believable. Show should show more post-mining land recovery. Also show more small scale mining, as I saw when I visited Yukon Territory.
I started coming to the Yukon for the Trek over the top snowmobile ride. I don't know if Gold rush had had a positive effect on tourism. Talking to the locals, the show and its crew have not had a positive influence on the area and/or the economy.
I started watching the show from day "one". I was expecting a true to life documentary type show about gold mining. I soon realized that its main purpose was excitement playing to a TV audience. I saw common sense violations of safety issues, environmental concerns, and personal relationship quarrels. I was disappointed to see that true honest everyday placer mining events were being compromised so that the show could entertain a TV audience. Why did the true <i>Gold Rush</i> story get minimized for TV ratings? I realize that sometimes mistakes are made and people or the environment suffer as the result but is it necessary to spend valuable TV time emphasizing/exaggerating these mishaps? Is it necessary to target arguments or create conflicts among the miners to get a TV rating? Maybe some of these conflicts do exists but let's show a more peaceful friendly Yukon. I was in Dawson City in 2012 during the filming of <i>Gold Rush</i> . I watched the street side interview of Todd. It appeared to me that the whole interview was choreographed.
I strongly advise to do the Chilkoot trail, the Whitepass and Yukon Railroad, a canoe trip to Carmacks and or Dawson an a roadtrip on the Klondike Highway and the Top of the World Highway ( Fortymile, Chicken, Eagle and Dawson )
I take what I see happening on the show with a grain of salt. I'm sure there are many similarities to how placer mining actually takes place but this is TV after all; they emphasize the drama and 'action' (more often over the top).
I think it gives a good view of what life is like there.

Comments
I think it is a fake "reality" show, like most of the reality shows on television. It is full of drama that is staged. I do find the restoration of the old gold dredge by Tony Beets to be very interesting and am curious to see if he can get it up and running. I do believe that the gold mining portrayed on the show is a fair representation of how it is actually done.
I think it is great for promoting the Yukon. I have wanted to visit the Yukon all my life. I'm an rv dealer and I could never leave my store in the summer because of work. I now have my daughter running the store so it gave me the opportunity for a trip of a lifetime.
I think it shows people what is involved with digging for gold & what it does to the environment.
I think it would be great to incorporate more local long-time Yukon residents who pan for gold or have good stories-those are very interesting
I think the beauty and history of the Yukon speak for themselves. I have travelled there twice and plan another visit in 2016. The couple of times I watched <i>Gold Rush</i> had no influence on my travel plans.
I think the show does project the difficulties prospectors face in the modern day of prospecting.
I think the show doesn't reflect well on the Yukon. From what I have seen on the show, there is a lot of environmental damage done by the miners and not much, if any, environmental oversight on how they disturb natural streams and do not do full site reclamation after that area has been mined.
I think the show glorifies the tearing up of prime forest and streams, never to be the same again just for Gold which is then put in a bank vault. I think Gold rush should show the reinstatement of the land /rivers/streams to prove that they care. I am aware that this has been going on for centuries, but the huge machinery in use today has a far greater impact on the environment.
I think the show stinks. It is a reality show, and as factious as one could believe. You would have to have an I.Q. about the square root of you shoe size if you thought this show depicted anything about the Yukon, other than a group of middle aged, bearded men trying to live out a fantasy that lives only in the producers mind. I was amazed at the vastness of the Territory, the wonderful people I meet, and a place I would love to fish.
I think Tony Beets is great, tells it like it is. I don't think Todd should be on the show.
I thought it was a terrible TV show, and it took away the beauty of the Yukon and turned it into a capitalist trailer park. The sooner the show is cancelled the better.
I thought it was set in Alaska, maybe I am thinking of another show. We travelled to the Yukon to visit family so the show had no effect on our decision to travel there.
I thought the survey was about the Yukon not TV
I took my 3 sons and a grandson with me to Whitehorse and Dawson and we panned for gold (6 hours some days. We met one of the Gold rush personalities at the breakfast diner. All of our group enjoyed hearing the stories he had and we all enjoy the TV show. WE also did the Dempster Highway, the Dawson City Dome, the dredge and toured the whole Klondike mining area. Interpretive Centres in Dawson were excellent. At Whitehorse, we toured the copper mine and surrounding area. This is the third time I have been to beautiful Yukon and it was on my Bucket list to bring my sons. We hope to return again. What a great bonding experience. We've been to Alaska as well on previous trips, but Yukon is tops. The Yukon River is

Comments
brehtaking, especially at the 5 finer rapids. We took to the trail down to water's edge - this location should be promoted more.
I tried to contact the show and watch some of their operations along with my 4 travel companions and did not get a reply.
I used to live in Whitehorse and wanted to go back for a visit - nothing to do with the show.
I used to really enjoy the show but now it is a bunch of not very good gold miners fighting and swearing. I realize it is just acting but can't they act nice? Also, 316 is a wonderful bible verse. Tell the Hoffman crew that it is offensive to pray for gold.
I usually watch it with the volume muted and just enjoy the scenery. Everything is a crisis and everyone is cold and ruthless.
I very much hope the <i>Gold Rush</i> series continues. I don't really view the series as a Yukon promotion, but rather more as educational and entertaining. I'm looking forward to seeing the new series this season.
I visited Dawson City before the show ever came on. I enjoy watching the show, because I've been there and I love the place and the people. I am planning to return, and bring a friend summer of 2016 or 2017. It will be an extended trip, 1 or two months, and will also include Alaska. I love the show, never miss an episode, watch the reruns over and over, plan to go to Haines to see "Parkers" home town. I was thrilled to see it will begin again on Oct 16. I'd love to meet Tony Beets and Minny in Dawson!!
I visited the Yukon before I saw an episode of this program.
I visited the Yukon territory in 1984 so I knew about it
I visited Whitehorse and Dawson City YK to visit relatives, I have tried to watch <i>Gold Rush</i> but can't deal with the constant fighting and language beeps.
I visited Yukon for the natural beauty and really enjoyed. If my health permits I will be there again driving more extensively.
I was afraid to hear about the show. I didn't like it. I only would appreciate nature through my tent. I went in Yukon for camping, watching wildlife and of course travel across the amazing Dempster. Sincerely I shouldn't recommend to anyone watching the show, that's why I'm totally against that way to overwork the nature. Oh, Yukon..... Every day you missing me so much! I'm looking forward to come back soon and I wish to find the same little simple things but greater emotion to live a simple life. Please don't change anything... You shouldn't need to do it, such a wonderful nature you have, just take care of it!!!
I was in Tombstone and Kluane parks so I don't think the show applied to either of those locations
I was wondering does the Yukon government allow what happens on the show to actually happen, diverting creeks and rivers, scarring the land, abandonment of equipment, letting hydraulic oil just leak onto the ground just to name a few things.
I watch all episodes of <i>Gold Rush</i> . I visited the Yukon before I watched the show but feel that if I had been watching the show it would have influenced my itinerary while visiting. I think the show reveals a realistic way of life of the modern day gold miners
I watch TV seldom....if I happen to pass by <i>Gold Rush</i> I would stop for sure, and have done so. I remember that it did spark my interest in certain things I didn't even know about. But, I love the Yukon and visit often so it is not the major influence you might expect. The show is good

Comments
though and definitely good advertising. I'm sure I don't have to tell you that the Yukon is getting more and more popular. I visit frequently but am planning a major trip with Air North on the Summer routes special to Dawson City and Old Crow, to Inuvik, Dawson and back to Whitehorse....sounds like the trip of a lifetime..
I watched it a couple of times, but had interest in the Yukon well before ever hearing of the show.
I watched it once, was not impressed/did not like the show at all.
I watched one episode out of curiosity and did not like it at all. I am from Alaska and I think the show is silly and misrepresents wildlife and the true wilderness. I am not a miner so I have no idea if that part is accurate or not. I visit the Yukon because it is beautiful, has wonderful campgrounds and a different type of landscape and wildlife than I see in Haines, Alaska.
I went to the Yukon and then started watching Yukon gold. It is one of my favorite shows and I attribute it to the fact that I visited there and could relate to it. We went to the dredge (maybe the one Charlie Beets is bringing back to life) and we also panned for gold, but the hiking is my most fond of memories as it was so beautiful. I love the show but feel if you want to encourage more travel to the Yukon through it, you should show more scenery to portray how beautiful it is. Seeing the boys at the gold mine portrays a rather stark Yukon when it is far from it. Commercials that show the hiking and the mountains and more scenes of Dawson City would help. The 24 hours of daylight in the summer is another amazing feature to exploit. Please keep on making Yukon gold shows. I love Parker Snibel and have loved watching him grow up!
I went to visit my friends, the xxx that have a mine in the YUKON, and have been on the gold rush show and they know Parker quite well.
I wish it was on normal TV as I could only watch it when I had the discovery channel I don't always have the discovery channel so I plan on buying DVDs of the show if they have some out.
I would like the show to reference Canada more often . I feel that many Americans think the Yukon is a part of the United States .
I would like to return to the Yukon visit more mining sites
I would like to see an episode where the results of the mining are shown. These miners strip the land and leave a disturbed landscape behind with no thought of returning it to its natural beauty. Why isn't this shown.
I would like to see less drama among the characters and more focus on the operations.
I would like to see more
I would like to see more episodes based on placer gold mining in other areas of Alaska.
I would like to see more of the operations and less of the DRAMA/////
I would like to see some follow up on past miners( Big Al) etc or maybe reintroduce them.
I would say that there is a low respect for nature as they dig through nature
If I was younger I would go work there. On average it is a good show
If this is the show where they use heavy duty equipment to dig up rivers/streams/hillsides to get gold, then I do not like the show because they seem to destroy nature at will and not restore anything they have wrecked. If this is a show about using pans to sluice for gold by individuals then I guess I have not seen the show.

Comments
If you would like to let the show influence (more) travelling and tourism in the Yukon, I would suggest to show more locations, examples etc. than just the digging sites (that look as if they are ruining your landscape...).
If you're trying to base tourism Yukon on the Show Gold rush, good luck.
In Australia it isn't on at the moment, please make sure we still get it we love it , And we will be back one day because we drank the Yukon river and build an Inuk which we have to check on
Include Whitehorse more, like visiting the mining office. BRING IT TO AUSTRALIAN TV!!!! Keep up the good work guys...
Interesting but not on my list of "must see" shows.
Interesting but to technical. Believe we may have met the camera crew in Haines at a corner tavern. Great folks.
interesting show, sometimes a little fake
Interesting show. It tells a true story of life in the Yukon ...past and present.
Interesting to see how much gold mining has changed over the years.
Interesting - no sure if it is realistic
Is it stage for the cameras or does it really happen in real life.
Is this a show about desperation and deadlines???? It sure seems that way. Does land reclamation every enter into the picture, it doesn't seem so.
Is top kek
It actually makes me sad seeing the land ripped up for a perceived valuable metal.
It did not affect my decision to go to the Yukon.
It disturbs me that at no time is it shown that land torn up by the mining is reclaimed. It appears they indiscriminately tearing up the beautiful landscape.
IT DOES APPEAR THAT THEY WOULD HAVE LESS BREAKDOWNS IF THEY HAD A PROPER MAINTENANCE SCHEDULE
It had zero impact on us. We only watched one show while we were travelling there. The Yukon has much more to offer than what is shown on the show.
It is a good PR for the Yukon but I think the Yukon is more than the programme
It is a good show.
It is a show, not the reality
It is a very good show and have watched it from the beginning, faithfully every week and if I get a chance will return to the Yukon to explore more locations.
It is a very interesting show BUT as someone who has grown up in the Yukon I visited independently of the show.
It is about as (un)real as any other "Reality" show, but I like the characters so it is fun.
It is always interesting watching the differences in the miners goals and how they have matured into smarter miners over the last five or six seasons. I have enjoyed the series very much.
It is an interesting show and makes me want to visit the Yukon again
It is an interesting show but I am not personally interested in mining for gold. We did enjoy very much visiting Yukon. It was a great experience seeing wildlife and the beautiful scenery. I hope to go back some day.

Comments
It is an interesting show in many ways, but it only shows a narrow part of the Yukon - both its environment and its people.
It is an interesting show that we have watched to see if it showed any of the sights which we visited in 2013. However, it does show how placer gold-mining harms the environment - piles of gravel in what used to be untouched wilderness. That does not seem to be very attractive to tourists.
It is an interesting show but we visited the Yukon 1998 and had at that time to return which we did in 2015.
IT IS ENTERTAINING..ENJOY CHARACTERS...IT HAD NO BEARING ON OUR DECISION TO GO TO YUKON AND NOW CANN'T WAIT TO GO BACK, LOVED IT IN 2010 6 WEEK TRIP
It is interesting but had no effect on my interest in Yukon. I like history and scenery of area and that is what draws me to the area
It is interesting but I don't like to see the destruction of the landscape with no effort made to restore the land after the extraction of ore. The Rush of 1898 left scars on the land that have never healed. Is the need for gold so great that people risk their lives and damage the earth in their search?
It is interesting, my husband is the one who enjoys it mostly.
It is like Ice Road Truckers or the so called living alone in Alaska- ya with a TV crew .Sorry I watched <i>Gold Rush</i> once or twice and it seemed no different. I live in Alaska and love to vacation in Canada requested the travel guide to find other places to visit but like Alaska only so many roads. Since you asked how many traveled with me like to add my 3 dogs and 2 cats, we have a motor home. Thanks. They are great traveler always want to go where I want to go and so happy.
It is my husband who watches the show and he does so quite frequently, I wander in and out. My trip to the Yukon was with a girlfriend it had nothing to do with the gold rush but we loved the everything we saw and did on our trip from Whitehorse through our road trip to Haines, ferry to Skagway and back to Whitehorse.
It is not a good advertisement for the Yukon! People coming to the Yukon because of the nature. Not to seeing uneducated miners which spoil the nature.
it is okay but I just wanted to visit the Yukon
It is well done and is accurate unlike many shows.
It looks like a lot of hard work in some primitive conditions. it doesn't interest me as a life style. As we passed through or near certain areas we recognized the names from the show, but as we have family in the Yukon some of the areas were already familiar.
It mainly shows how much mining destroy the environment. We don't see much of the nature beauty of Yukon... And the little we see is later destroyed
It makes the miners look like idiots. It's embarrassing the way they behave. It may make people think that all Yukoners/Canadians are assholes.
it seems to rehearsed and repetitious to the extent I can't watch it anymore
It would be great if they would show more details about distances and maps
It is a great show and I enjoy it a lot.
It's a great show and depicts the difficulties and hardships associated with gold mining.

Comments
It's a great show, Thanks. I just came home from 7 days in the Yukon-- specifically Watson Lake and Teslin. We go every year to visit as my brother lived in Whitehorse and Watson Lake.
It's a great show. We love it. We had already been visiting the Yukon long before we ever watched <i>Gold Rush</i> show. We have been making decisions about where to go visiting and exploring with the aid of the <i>Gold Rush</i> show. It been helpful knowing what kind of roads muddy or dry that we are gonna be travelling and how to prepare for the worst. we are already making plans for next summer and I am hoping I get my way for next years destinations. I love the Yukon. people are so nice. helpful and really like to brag up their province. I also take lots of film for my camera when I am up there. I still run out of film before we leave. Just can't get enough pictures of the awesome Yukon , always running out of film usually in the middle of nowhere.
It's a pretty cool show, and shows a part of Canada not normally showcased. My trip however had nothing to do with the show, we just always wanted to go.
It's a reality show, therefore it had minimal impact on our decision to visit the Yukon.
It's a very good show, great locations and all of those blue skies. We have a diesel pusher Motor-home and have spent hundreds of hours sky gazing at night.
It's a very good show, with minimal "hollywood-ization" of the industry for the most part. Having been involved with placer mining over the years though, I find when talking to outsiders about the subject, they believe a lot of what they think they see on the show, and quite often believe that you can show up in the Yukon with a shovel and pan and get rich, or, find someone to front them for a big operation. The characters in the show is what make the program good. They come off as being real and ,for the most part, believable. Because the show is in it's 45th or 6th season now, it has been interesting to watch the growth, or the failure, of the characters.
It's a very informative show and should keep running for long.
it's a very interesting show and shows the sometimes challenging efforts these guys go through to get the gold out and of course shows the beauty of the Yukon
It's actually kind of boring. "Ice Pilots" is a much better show, and has way more impact to me.
It's boring. You might try for something a bit more exciting like Buffalo does for NWT in Ice Pilots.
It's entertaining
It's exciting to watch them find gold but it also looks like a lot of hard work and some danger.
Its fun watching.
It's funny I only could watch the show when I was in Florida on holiday...lol..... I do not have cable.....when I went to the Yukon .. I did see where they had mined....
It's interesting
It's interesting for outsiders to get some insight into the Yukon way of life. My daughter lives in Whitehorse so I have a strong interest in the Yukon way of life. It's interesting to know how Yukoners survive in a climate which most of us from the South view as a harsh and cruel climate in winter.
It's interesting, seems somewhat skewed in that is it actual footage or drama. Don't like seeing how they destroy the land. Need to see reclamation efforts
It's just a dramatization of one aspect of the Yukon.

Comments
It's kind of absurd.
It's ok. I went to the Yukon for canoeing, so the show wasn't really on my mind when I planned the trip.
It's one of my favorite shows.
It's terrible!
It's very sad to see how much of the Yukon landscape is destroyed just to make this show.....
I've enjoyed visiting the area greatly and will do it again soon.
I've only seen 1 or 2 of the shows. The show DID NOT motivate me to go to the Yukon.
just don't think some of what is portrayed is all that accurate
Just I really watching enjoy your show
Just that it's a great show. And I like it!
Keep it going
Keep it going, love the Yukon and the challenges gold mining faces in the north
Keeps it going. Well done any entertaining.
Keep it on TV
Keeps the show going.
Keep up the good work and we love watching your show. Can't wait for this season to start!
Like the show.....LOVE the Yukon
Like to see more Parker on <i>Gold Rush</i> .
Liked the personal nature of the show. Loved the resourcefulness, fortitude, and determination of the teams. Found myself pulling for them to reach their goals for the season. I did recommend it to a number of family members, friends, and clients. Worth continuing with show.
Look forward to seeing it every year.
Looks like high risk for what is probably minimal return for most miners, but would be a great lifestyle for a summer or two.
LOVE IT !!!! Want to hug Grandpa John .
Love it. Very interesting people and places.
Love it...Miss Dakota Fred...
Love the characters! Love the Yukon!!
love the show
Love the show and the people in it. When I was in Dawson City the crews were at the triple J and I only found out the next day. I could have kicked myself in the you know what. I would've loved to see all these guys. Oh well maybe next time.
Love the show and wouldn't miss an episode.
Love the show but it really had no impact on me as I was raised in the Yukon and love to visit and bring family & friends who have never visited...will continue watching the show for sure
Love the show but love the Yukon that much more...so much to offer and the wilderness is amazing. I am looking forward to my next trip in 2016

Comments
Love the show it is great .
Love the show!!!!
Love the show, but miss the two departed miners (father and son)
Love the show, know it's not very realistic, with my family being in the Yukon placer mining business, but it's great for southerners to get interested in the fantastic north! However, many of our friends watch the show and it has definitely impacted how they view the north and has made them want to visit.
Love the show. When we were in Dawson Jack Hoffman was walking through the R.V. park and we had a nice chat. Got a great picture of us together. My grandfather, xxxxx, walked to Dawson via the McKenzie River and arrived in 1898, leaving his expecting wife and daughter then proceeded to mine gold. Rxxxx was born and passed away at 16 months. Then Grandma and Mxxxx travelled to Dawson to be with grandpa. The family moved to Victoria in 1911 or 12 but Axxxx continued to go North. He was around 70 when he set out from his cabin trying to make it to the nearest R.C.M.P. station but never made it. The R.C.M.P. sent the last letter he wrote before he set off. He was sick and out of food. The Museum has a file on him. Looking forward to this years show. It fun when you recognize the streets and shops in Dawson on the show.
Love the show. If I was 30 years younger, I'd be hitting Todd Hoffman up for a job!
Love the show--so glad we got to see some of the areas
love the Yukon Government campsites
Love this and many other shows that are filmed in Alaska. I love to see a shows on the lives of people who live/work in Alaska.
Love watching this show. The beautiful scenery is a great bonus!
Loved to watch and see places visited. Would like to see more.
Made me realize to keep my day job...but love the being out there in the wilderness.
makes people in the Yukon look like village idiots....the people I met were very nice people
may be more on the environmental aspects of placer mining
Mining requires a lot of investment and dedication. Appears to really be a young mans game.
Most reality TV sucks. Yukon Gold is just above average.
My biggest concern when I was in Dawson City was to try to visit the site where the filming took place I had a very difficult time trying to find people who would take me to the site, but managed to find a person who had a claim on Indian River. He took me there and I did get to see a previous spot where they had filmed an episode and there were still some small trailers and a couple of "director " chairs still there. I do believe the site was of Todd and some of his crew. I realize that insurance is a big reason why people are not allowed to visit thee set. I hope to go there for the 2016 season and if possible meet some members of the show. The Yukon is a beautiful spot and I did enjoy my trip immensely. Thank you very much for the opportunity to participate in your survey!
My favorite person is grandpa Schnable.
My goal was to visit Alaska, while seeing things along the way. We drove from Florida to Alaska pulling a travel trailer thru British Columbia, Yukon and Alaska. What beautiful scenery along this route. Wish we could have went up to the gold mining area but didn't make it this trip. We

Comments
are hoping to make another trip and see some of the things we missed. Thanks for your information that was supplied to us.
My husband and adult daughters are very dedicated to watching <i>Gold Rush</i> . I hope that the combination of my visit this past summer and their interest in the show that they will want to travel to the Yukon too. Of course, I will want to join them on this trip. I would be thrilled to visit the Yukon again to share what I saw and to experience more of the Yukon.
My husband and I enjoy the show. It's one of the few shows we watch together.
my husband and I love the show and we loved visiting the Yukon on our bus tour and we really want to come and visit again very beautiful place and as we were driving we got to see the different mining didn't get to go as far as were the show <i>Gold Rush</i> is filmed but found everything very interesting in the Yukon.
My husband and I try to watch every episode. We had made our first trip to the Yukon in '05, before the show started, and we enjoy recognizing the areas that the miners are in. As I mentioned earlier, we were very lucky and met Melody Talus at Liard Hot Springs. She is the sweetest lady, very kind and gracious.
My husband and I watch very little TV, except for News and News programs. We both like to read a lot, and so have read about the Yukon and area.
My husband and I were planning a trip to Alaska and had started watching the Gold rush shows. We never miss an episode. We love the show immensely. We were very excited about seeing some of the places on the show. Wish we could have met some of the people from the show. We are completely hooked on AK and the Yukon. Cannot wait to visit again!!
My husband loves it! We had already travelled to the Yukon before we knew about the show however we would go back for another trip.
My husband watched the show from time to time. We saw the cast eating out one afternoon while in Dawson city which made my husband happy.
My husband watches the show. I personally do not like it.
My initial interest in the Yukon is from when I was a child and listened to the radio show Sergeant Preston. T was a very long time ago, but I always wanted to visit!!
My son and his family moved to the Yukon ( Whitehorse) 3 years ago and that was our prime reason for our trip. The TV <i>Gold Rush</i> show although interesting, does not show the environmental impact that occurs, which was greater than I had imagined, including the area around Dawson from historic dredging. We did pan for gold and did catch "GOLD FEVER" making the visit more memorable. Plans for a 2015 visit fell through however we will be back in 2016 and back to Dawson, and Gerties, and of course the "GOLD"
My spouse watches the show, <i>Gold Rush</i> more frequently than I do and this may have accounted for our staying longer in the Territory than initially planned. He really enjoys the show and relates to the characters, being a "Mr. Fix It" himself..I had a great time in Whitehorse, Carcross, Teslin, Watson Lake, Liard River Hot Springs and such. We have friends in Atlin, BC so travelled back into BC and then carried on to Watson Lake and the entire Alaska Highway to Dawson Creek, BC. Our next trip will definitely see us heading north of Whitehorse to Dawson City and beyond.

Comments
My trip to and through the Yukon was planned and executed before seeing <i>Gold Rush</i> . My trip actually made me want to watch <i>Gold Rush</i> after learning about it. Visiting the Yukon, I would love to do it over and over. Too much to see and do for one trip.
My trips to the Yukon were in 2000 to Dawson city towing trailer and camping. Second trip in 2009 in new trailer to Whitehorse to northwest USA border and south to Skagway. Now we are older and sold camping equipment and bought new truck for traveling via motels/cabins and would like info on the Dempster Hwy. It was too rainy in 2000 to travel with trailers. We are from BC and the north is way nicer than cooking to death in southern states. Gold panning is fun and even more so since I watched the show last night for the first time and it was "GOOD".
My visit to the Yukon was fantastic and the people were very friendly . Will visit again and stay longer
My wife and I have been spending our summers in the Yukon since 2003 except for 2008 and 2015 (due to health issues ).We plan on travelling the Dempster highway in 2016 and then camping/fishing at lakes on the Campbell Highway .I really enjoy the show "Gold RUSH" But it really did not influence our trips to the Yukon as we travelled there long before the show aired. Plan on watching the show as long as it runs
My wife and I went on a gold mining excursion and panned for gold and learned how the mining operation worked, it was very informative, not what you see on the show. The person that owned the mining outfit said he had worked with Tony Beats previously, he showed us Tonys claim close to Dawson and told us the history of the area. I ask him what he thought of the show <i>Gold Rush</i> . He said the Kaufmans were nothing but actors and Parker is getting a swelled head and acting like a jerk.
My wife's girl friend's family owned the mine claim Tony Beets worked on and we went to visit him and his wife Minnie and they were very hospitable. My wife's girlfriend was with us or we would not have been able to do this. Tony showed us all the mining operation, I went with him out in the field several times, we ate with them, slept there and had an amazing time for one week. Would like to go back and visit again. We met Tony's son and daughter also. We love the Yukon area, very beautiful and rough at the same time. A great place to visit and spent time.
nice show; I visited the Yukon before I first time saw the show; the show for me is more a remembering of the fantastic visit I had in the Yukon
Nil
no
no comments, I have rarely watched the show
No comments. Only saw it once.
No <i>Gold Rush</i> had no impact to my visit to the Yukon. It is a part of my country that I wanted to visit and was not disappointed. Great landscape especially in Feb/ March.
no good show
No I don't
no it is like its is
no just a great show
No, I only watched part of one episode. Gold is not the reason I wanted to go to Yukon. I have been watching Yukon River Run (I think it is called) since I returned from the Yukon.

Comments
No, I wanted to visit the Yukon after reading the Pierre Burton books, and it was a wonderful experience, I would go back again.
No, not that can be printed
None of the previous possible answers in regards to how the TV show affected my visits to the Yukon are applicable because I only saw the TV show after my (so far) last visit to the Yukon. I definitely will be visiting the Yukon again, but that's much more inspired by the beauty of the Yukon itself than by the TV show.
None, but I also watch Yukon Gold and most other shows, dealing with the Yukon and Alaska. You can't visit one and not the other, while one is up there.
Not a particularly good show. I never tune it in on purpose, but might watch a few minutes when channel surfing.
Not about the show but the roads were terrible. Tore-up my RV and towed car. approx \$2,000 in damage. Broke both headlights both park lights and chipped the windshield.
Not directly about the TV show <i>Gold Rush</i> more that your request to complete the survey about the Yukon is very misleading when all the questions relate to this TV show. Shame on issuing this survey.
Not Really having visited there twice already
Not really, except I wish we had more of the shows. It was a very good program.
Not really, was not part of the trip.
Not really, we've been to the Yukon before and liked it so much we wanted to return. The show only reminds us how wonderful the Yukon really is.
Not really. I enjoy the show, and am looking forward to the season starting soon.
Not really. But I would like to add that I received the vacation planner very late. I was already on my vacation destination before receiving anything.
Not the show itself, but I once lived in the Yukon when I was stationed there by the government. And I been debating about coming back to retire. Hence the trip.
NOT VERY GOOD
Not very real over played.
Nothing to add but am planning another visit to the Yukon.
Now we have been there, we look more often en more interested than before
OK show but can get boring
One of my favorites. Especially admire the Schnobel family.. Not impressed with most of the others, especially reject the obnoxious Norseman.
Only that I wish I was young enough to join
Only that it shows the area in and around Dawson City. There is much more to see and do in the Territory and for us driving was the ideal way to the area from Dawson City, south to the B.C. border.
Only watch it occasionally
only watched it a few times over the past 2-3 years...visited because my daughter and family live in Whitehorse and we toured in Skagway...thanks
only watched part of the show occasionally

Comments
Our son loves the show and watches it regularly. We only watch TV on occasion, so even though we have seen the show a few times, it has no bearing on what we do or do not do. Show is OK though. No bad reviews from us. :-)
Our visit to the Yukon was because of the history and intrigue of that area. Although it was interesting to talk to the present day gold miners, they were not the highlight of the area or the trip. For us it was mainly seeing your beautiful area, meeting the people and learning more of the history.
Over dramatized like all reality shows
Passed through Yukon Territory while driving an RV to Alaska. Spent 2 nights in Yukon campgrounds. Thank you
Personally, I find the show somewhat boring, repetitive, and redundant.
Please don't put fake stuff or procedures on, it ruins the show.
Pretty well done. A general comment about "reality" shows . . . I believe them to be highly contrived and have little to do with reality.
Probably a degree of truth to the story lines, but seems a bit exaggerated at the same time. The people seem so desperate to get their quota of gold that they don't seem to think things through before pushing their machines to breaking point.
Reality shows are not reality...they are staged to make them interesting.
Reality television shows are probably not helpful most of the time.
Recognize some of the places where we have been
Seems fake. And I do not like to see land destroyed by mining.
Seems to be a lot of fictitious script.
Seen show but do not like. Time wasted with the characters and not enough actual panning. Don't learn anything from the show. The show gold fever is a lot more informational. I would like to see what the avg guy can find with minimal equipment. this show seems to me to be just reality fluff with no substance. I like the format gold fever uses in their show. Actual mining a guy can use.
Show less altercations
Shows the lifestyle and the beautiful country/Yukon
Some of the show is interesting but mostly fake.
Some of these People are nothing but actors. I worked in Camp #9 in the Striping and drove the Crummy in 1954 and 1955. Then in 1958 I drove a Cat, we started the last week in March and finished on the 15th of November when the Dredge pond froze. So you see that I have some knowledge about mining.
Sometimes wonder just how accurate it is regarding living and mining in the Yukon. Kind of a skeptic so take a lot of it with a grain of salt!
SOUNDS LIKE YOU HAVE A REAL NICE PLACE .
Still a favorite. My spouse is a huge Caribou and Yukon gold rush fan. We visit historic sites multiple times such as Barkerville, Skagway, Seattle (stopping points for gold miners), and local mines in the BC region. The show keeps the desire strong to go back to the Yukon.
Stopped watching the show as it is not of interest to me buy, the Yukon Territory is

Comments
Sure....it is just a TV show! I have been coming your way for 25 years....so this 'show' has no impact. The beauty of the place and great people keep me coming back. As to gold rush Todd and Christo are both so totally obnoxious that the show is not a priority.
That's a whole lot of gravel being messed up!
The broadcast also shows the destruction of the beautiful environment by gold mining. But many tourists love unspoiled landscapes.
The characters are the most interesting part of the show for me. The Yukon happens to be where they are conducting their lives. For that reason the show's impact on my visit was negligible.
The drama doesn't give a balanced view of the Yukon. Try to include more general information and scenery as well.
The <i>Gold Rush</i> show depicts the Yukon as a place where the wilderness is still close at hand.
The history how they brought and built the dredge's long ago, and other things like the history of the Alaska hwy. Things done in the past that has helped them in the future.
The manner in which placer gold mining is portrayed in the show <i>Gold Rush</i> shows why regulations are in place. The 'actors' do not show any empathy towards the environment and the show detracts from 'honest' operations. The show is entertaining however it is just a show and shows little semblance to Yukon life/hardships
The only time I ever saw or even heard about this TV show was when I was in the Yukon. I later met a real miner at the museum in Dawson City who explained how the people in the show had little idea of what they were doing but had great equipment -- he was a bit jealous.
The relationship between the participants has too many "emergency incidents" which are not realistic.
The show is I there sting in some respects, but, mostly just another reality program. (Similar shows used to be called soap operas in prior years.) In my opinion, the show and it doing anything to attract visitors is remote.
The show and the miners presented are interesting and enjoyable to watch. I hope this seasons is as good as the past show have been. We are planning our next trip to the Yukon for July 2016.
The show depicts the efforts in searching for that elusive 'Gold Nugget'. It shows the geographical areas where mining is taking place and the 'characters' who are actually doing the mining. I often ask people if they have seen the show and, it's amazing how many do watch it. Of course, men are more likely to say "I watch it". Hosting a TV series such as ' <i>Gold Rush</i> ' should also impact the business community in Dawson City.
the show had no effect on our travels
The show had no influence on our decision to go visit Yukon and Alaska. We had, long ago, made up our minds that we would visit these places once we would retire and, so, we took 2 months and really enjoyed our visit. Actually, we enjoyed Yukon more than Alaska although we had a great time.
The show has had no affect on my interest in the Yukon. I have visited several times before and would continue to do so with or without the show. Having said that, most Canadians have not been there and do not know what they are missing. Thus, please keep the show going as long as it has an audience.

Comments
The show is bogus
The show is good, but the places in went in the Yukon were better. Dawson City, Carcross, also was in Whitehorse. You have a beautiful Territory! Would like to go back!
The show is great, I love that we see gold being melted into a brick. I feel that everything about the show is real, nothing seems put on. I love the response of the bosses to every crisis, and we can easily recognize the "sense for urgency" with which every crisis is attended to. I love the interactions with the crew members. I wish there was more on the people going to town and blowing off steam as this must also be part of working there. I loved my 21 day stay in Dawson in 2011 but I didn't get to go out of town as I was researching my gold dust men in town at the Dawson Museum each day. Best of luck with the show in the future. I love it and try to catch every episode.
The show is interesting, shows what hard work gold mining is, we really enjoyed the Yukon, especially Whitehorse and Dawson City.
The show is no different than any of the scripted reality shows. Not real life at all!
The show is very interesting & informative. Impact on families is also very interesting & shows reality of separation & stress of what occurs
The show was interesting at first but got "old" quickly.
The small amount of Gold, but destroy a lot of rich Yukon land. In our world of respect to the nature not the best show.
The TV show depicts gold mining as destructive to the environment.
The TV show <i>Gold Rush</i> it's too much "american corny" for me, not the real life of the Yukon. I think the TV show it's not the right promotion for the wonderful nature and landscape. Its shows the wrong image from the real Yukon....
The TV show is interesting and presents aspects of human quest and determination, and the fact that the landscape around is so generous surely is a pleasure for those watching it. As a tourist, I have requested the Yukon brochure long before I saw the first episode. That is why the series did not influence my plans, my itinerary, my decision to visit Yukon. It has been a great trip and made me so happy to see so many interesting places that I knew from school, books, general culture and knowledge background! I am now 66 and I have sensed Yukon "live" exactly as I knew from my school years. Thank you!
The TV show was simply not a factor in our decision to visit the Yukon. Over the years, my wife and I have been systematically visiting all of Canada's capital cities from our home in Ottawa. We intentionally left the most distant capital as the last to visit; that would be Whitehorse. We traveled around the Yukon for a week before heading home through Skagway and the ferry to Bellingham. We had an absolutely unforgettable visit with you folks in the Yukon. The memories are many and often reported to one another.
The winters look too serious.
The Yukon is a tremendous destination to visit and any shows depicting life, activities, and the wildlife in the Yukon is interesting and helpful to would be visitors.
The Yukon is our favorite destination because of the beauty of that great area. The TV show did not influence our decision to visit the Yukon at all.
The Yukon passport program was what encouraged my visit as well as all the welcome centers. The welcome centers are the critical difference, I appreciated their friendliness and enthusiasm.

Comments
There are a couple of gold mining shows on TV. They all upset me to see the destruction they do to the landscape as they bulldoze and dig into it.
There is so much to offer other than Gold I suggest you promote other stuff.
There were segments that seemed quite phony at times. Squabbling. Bickering. Some backstabbing, greed on a few occasions. Otherwise, a good series to watch. The young kid running the big equipment was very good.
They are fun to watch - mainly for the different characters & personalities.
This is a question better answered by my husband, who DVRs all the episodes. I watch by default :) However, when we've visited, he's never brought up the show. The things I love in YK- the beautiful scenery, the wildlife, the regular people and the culture-aren't featured on the program. But he can enthusiastically share everyone's story on <i>Gold Rush</i> :)
This show does not really show the true reality of the Yukon for me ...and it's not why I went there.....we went to the Yukon to see the history of the past like Dawson city....Whitehorse and the old paddle wheeler and just the sheer beauty of the Yukon....these is no denying the show does get the Yukon on TV and the show is just fun to watch....for me it's the past history:)
Thoroughly enjoy it.
Those guys are nuts - willing to risk it all. They sure fight a lot.
too much drama or (bull shit)
Too much jabbering
To the average viewer, in my opinion, because many of the miners are American, the perception would be that the Yukon was part of the U.S. In fact, I quite sure if you asked the average American, they would feel exactly that way. Too bad that the show has not explored some of the historic aspects of gold mining in the Yukon and visited places like White Horse and Dawson. For the record, I think very, very, fondly of my visit to White Horse. It is one of the cleanest, friendliest, and most interesting towns I have ever visited. On stepping off the plane at the airport, my first impression was of how far and clear the distant mountains were; most certainly because of the clean air and lack of particulates in the atmosphere - clean fresh air. I told my wife after my visit, that it is a place I could seriously consider retiring to. And there is so much more to see. I think the show "Selling the Yukon" (I believe that is the name) is a much better advertiser for the merits of the territory ... sorry if I do not have the correct name for the show, but it is a show about house hunting in the Yukon. As someone who loves to explore museums, more efforts should be made to advertise the plethora of museums in and around White Horse ... All the best, thanks for letting me express my admiration for your territory.
Tony is too intense. Parker is too driven. The Hoffmans cannot be so naive and unorganized!?!
Truly enjoy the show, would like to see Dakota Fred and son return.
Unfortunately I personally think the show is scripted and doesn't show "real" life in the Yukon. It's sad really because naïve people actually believe a lot of the exaggerated scripting of the show. I know the producers have to keep ratings high, but it actually has turned off a lot of people who know better with what is portrayed on the show. Mr. Beets and his use of vulgar swearing is definitely a turn off.
Unfortunately, although I do enjoy the show, I am saddened how the landscape is raped and not restored. Please STOP ruining your landscape.
Very educational and interesting. Love the scenery!!!

Comments
Very entertain show. I have family in Whitehorse and would have visited anyway. Beautiful area.
Very good show!
Very interesting and very actual.
Very interesting and educational re: the YT We actually had decided to visit the Yukon quite some time age. The trip was fantastic and I'm certain the TV program has encouraged many folks to take the trip
Very interesting but does the land that they get the gold from ever get put back the way it was before? Have been into the Yukon several times in the past years and I seem to not be able to get enough, maybe I will just move there and then I can enjoy all the time.
Very much enjoy the show. Like all reality shows, I have some doubts about the accurate accounts of gold mining. Same goes for the characters. None the less, I think the choice of characters and the "reality" very interesting.
Very nice to visit and try Old panning and visited the place which explain and show the equipment they used in the past ( very amazing and worth wile to visit and we are planning to visit again once we save for this excursion vacation and visit for a longer period as we did a lot when in our visit but was too fast.
Very real life experience
Visited Goldrush site on invitation from Klondike Steve, people were very, very nice. Made our visit special. Thanks to all!
Visited Yukon prior to beginning of TV show. No interest in pursuing gold interests - more interested in wild life, natural beauty. TV show doesn't seem to focus on highlighting the beauty of the region.
Visiting the Yukon was the high point of our Trip up the Alcan to Alaska and back last year. Watching the show however (in my opinion) tends to cast Alaska and the Yukon in a bad light. The depiction of the strip mining and the beautiful country side laid bare, while digging up the clean running streams.... Not exactly Eco Friendly.
Was given a trip from work and had chosen to go to Alaska and the Yukon. Traveled around by rental car. Had really noticed the shows about the Yukon or Alaska until after and now they just kind of jump out at me. Makes it more interesting because hey, I've been there.
was interesting given I have seen mining operations when I lived there
Wasn't aware that it was being filmed in areas I was visiting prior to the trip.
Watched it once. Interesting show, we don't subscribe to the channel so don't see it often. Our trip to the Yukon was independent of seeing the show.
WATCHED IT TWICE AND THOUGHT IT WAS DESTROYING THE COUNTYSIDE.HARD TO IMAGINE THE GOVERNMENT GIVING PERMITS FOR THIS
Watched once. Way too stupid to bother with again.
Watching a few episodes was interesting but after that not so much.
We enjoyed our visit even more after meeting friends of some of the personal tissues on the show.
We actually only watch the show because my husband and myself had already visited the Yukon...the show had nothing to do with us wanting to spend time there. It's neat to see places

Comments
we've been (Dawson etc), and think about where we might go if we have the chance to visit again.
We always wanted to visit the Yukon, actually we are going again in the summer of 2016. Although the show is interesting and somewhat informative, we still would have visited the Yukon without it. The Yukon is a spectacular place to visit, it has the wilderness, the free roaming animals, the quietness and the vastness that we enjoy. The history is great and the people are so informative and genuine, all in all it's the mixture of all that that has us returning. Bottom line is, show or no show we truly love the Yukon.
We are planning another trip in July 2016 this time with a daughter and son-law. Cannot wait !!!! Love Dawson city !!
We are Alaskans and have the pioneer living (lived on an island w/o water /electricity for 4 yrs commuting into town by boat for work) & spirit. Love the Yukon and would like to explore Dawson City more and outlying area...on short trips always try to stay a few days in Whitehorse...love the Yukon river!
WE ARE ALSO WATCHING ICE LAKE REBELS IN THE NWT. I FEEL THAT IF YOU SHOW HOW PEOPLE ARE ABLE TO MAKE A LIVING IN THE YUKON. IT MAKES PEOPLE INTERESTED IN WATCHING THAT STYLE OF LIFE. FARMING, RANCHING, FISHING, HUNTING.ETC
We are going to Dawson City area in 2016 and plan to look for the "Beets" dredge.
We are hooked! Is there any job openings?
We cannot believe that they can make any money let alone a living. It seems like the equipment and fuel consumes all of the profit. We do like to watch.
We did do some gold panning and visited the large dredge NW of Dawson City but we visited there before watching the TV show. The environmental impact of placer mining is horrendous with miles and miles of tailings. I can only imagine the environmental destruction that occurred when hydraulic mining was used.
We do like to watch & enjoy Grandpa & the family interaction.
We enjoy the show because we had visited the Yukon and now are planning another trip for next year.
We enjoy watching the show. We visited a couple mines.
WE found it very interesting but it had no effect on our desire to visit the Yukon. We had decided long before the show that we wanted to visit there - probably more to do with books read in childhood.
We had an interest in gold mining before we visited the Yukon. Since visiting there, we have been interested in TV shows dealing with the Yukon (and Alaska which we also visited) because the places are familiar to us. Not only have we watched some of the <i>Gold Rush</i> series, lately we have been watching "Buying the Yukon" since we traveled through Carcross and Whitehorse on our way to Dawson.
We had been to the Yukon several times before we even knew about the show, likely before it was being produced. We visited in 2003,2005 2006 then again in 2010 and 2011
We had planned a trip to the Yukon before we started watching the show and watched the show more frequently once our trip plans were finalized. We visited the Yukon in May 2015.
We hadn't found he show before we went to the Yukon I wish we has though

Comments
We have made two trips to the Yukon and plan another next year but the show didn't influence our decision to visit, There are so many attractions that the show alone is not a significant influence for us.
We have travelled in the Yukon since 1968. Beautiful place to go.
We have visited the Yukon 4 times now and love the history. We never see everything want but will hopefully return again. I have found that a great uncle had a claim near Dawson City but have not found much about it.
We love it
We love the show ! Actually ran into Parker's grandpa in a parking lot in Haines Alaska ! We recognized him immediately and he stopped to visit with us and have a photo with him. What a nice person, and he were just like he is on the show---genuine. We love the Yukon territory and hope to make that trip again.
We love the show!! It was thrilling to actually meet with and talk to John Schnabel while we visited Haines. What a sweetheart of a man. We just missed Parker as he had just left to pick up some equipment. <i>Gold Rush</i> is a favorite of ours but in all honesty, can't stand ol' Todd. My family had been interested in gold mining years ago and watching <i>Gold Rush</i> brought back memories of when I was a kid ( in the 60's) learning to pan in the Mokulmne River in CA. We started going to Alaska since the late 80's and I'd go every year if I could. We've been, I believe, six times to Alaska, flying and renting a mini Winnie, once on the Alaska Marine Ferry, 3 cruises and in 2014 spent 2 months camping in our trailer. THAT trip was magnificent in 2014. And I wish we could have stayed longer!!!! Every place in Alaska/Yukon was unforgettable, we wanted to do more gold panning but it wasn't meant to be on our last trip. Dawson was fabulous, I felt like I truly belonged there. My friend and I told our husbands that we wanted to stay in Dawson and work there for the summer....we met Chris Doumitt at Diamond Tooth Gerties and he was so nice, also met the original Captain "Sourtoe" Dick on the road and he autographed his book for us, so when we got to Dawson we went to the Downtown Hotel and participated in the Sourtoe Cocktail, that too, is an experience never to forget. Crossing the Yukon was just a great feeling after learning the history of the Yukon. We watch most of the Alaska shows all the time, reading I Married The Klondike was an excellent book. Denali's wildlife tundra tour (done that twice) is an experience we'll never forget. I just can't say enough how magnificent Alaska/Yukon is to travel to and explore. My 2 halibut fishing trips ( in Homer & Valdez was a little expensive but still fun) were definitely were a must, salmon fishing on the Kenai was unforgettable experience for a number of reasons. I could go on and on but suffice to say, Alaska and the Yukon are the most fabulous places to visit. You can bet we'll be back, I'm in love with Alaska/Yukon!!!!!!!!!!!!
We love watching it. Exciting.
We loved the show and found it very entertaining and interesting. We had traveled to the Yukon on our trip to Alaska in our motor home. This in total was a 2 month trip and included late summer and early fall. Some of the fall colors were great and we got some wonderful pictures. Since my wife and I are now both 76 we probably won't be able to make the trip again but it was a trip of a life time and we highly recommend it especially to the younger generation.
We met a miner in Dawson City , his name was Eric .he was also interested in the pristine wild places
We met some of the show participants while visiting the Yukon prior to seeing the show.

Comments
We now have our own claims in the Yukon!
We really enjoyed the Dempster Highway and Dawson. But the TV show was irrelevant,
We really enjoy it! It's great watching Parker and the others - we root for them!
We really enjoy the show, but it has only a small impact on our trips to the Yukon. We enjoy visiting for many reasons such as the scenery, wildlife, fishing and the people.
We really like Whitehorse and Dawson City.
We saw a few of the cast members at Gerties final show that was interesting and added credibility to the show.
We sometimes feel that the miners make a terrible mess of the area they are mining however watching the young miner cleaning up a site before starting a new area was very interesting. We just love seeing the beautiful scenery and hope to make another trip to the Yukon. Also love watching the eagles raising their young on line.
We thought the mess left after the miners were there was pathetic. Especially what we saw around Dawson city.
We travelled to the Yukon in 2010 before we had even seen the show and loved the Yukon and planned to come back to spend more time. While in the Yukon we read a couple books and after returning home a few more about the "real" <i>Gold Rush</i> . We planned a longer trip this past summer/full however my husband became ill and we had to postpone the trip until next year I love the history and planned to check out some of the historical sites and graves sites of the men and women involved in the "real" gold rush. I love the scenery, the fact that there are so few people. I loved the Dempster and this time planned to go backcountry to Tombstone. I have liked several Facebook pages so I am always getting information. we do enjoy the show <i>Gold Rush</i> and watch every season and funny enough on our trip in 2010 we also visited Haines Alaska where the first show was filmed
We visited the Yukon because we wanted the experience as well as to travel the Alaska Highway . What a marvelous achievement it was - completing the highway in just 8 months , many of them during winter .We were impressed with the scenery , the pristine lakes and forests as well as the wildlife . Visiting Watson Lake and seeing the hundreds of signs as well as the toe in Dawson City and the signed caps at the Toad River Lodge were bonuses as were the cinnamon buns throughout the province and especially those baked at Braeburn . Whitehorse has some magnificent museums , the paddlewheel boat and excellent B & B's and Carcross and Dawson City were relics of the past . We stopped at almost all of the aboriginal museums we came across and were impressed with the beautiful handicrafts and talent of the artists as well as the beautiful display of animals and birds found throughout region . The Yukon is a very impressive territory and we will remember it forever . We stayed at many bed and breakfasts and were impressed with their hospitality as well as the very professional and helpful staff at each of the Tourist Information Centres we stopped at - in Watson Lake , Whitehorse and Haines Junction . Having the passport promotion was an excellent idea and we managed to get it stamped from over 25 sites listed in the book . Whay fun !
WE WENT TO THE YUKON BEFORE THE GOLD RUSH SHOW. WE ALSO ENJOY THE CURSE OF THE FROZEN GOLD.WE PLANNED TO GO AGAIN, BUT I HAD A STROKE& FIND IT DIFFICULT IN A WHEEL CHAIR. WE LOVED DAWSON CITY AND YELLOW KNIFE. SHOPPING THEIR WAS A TREAT. ..SPECIAL PARKING FOR MOTOR HOMES.

Comments
We went to The Yukon before we ever knew about the show. I feel we have learned more about The Yukon from the few episodes we have seen.
We went to the Yukon before we saw the show but loved everything about our trip and can't wait to go back. Depicts the characters and the life they live, entertaining but not our motivation for seeing your wonderful part of Canada
We were on a trip to Alaska, we broke down I White Horse.
Well it shows these people as very hard workers and they have many setbacks with machinery breakdowns, weather etc. Certainly makes one appreciate how difficult it is to actually mine the gold because you don't think about that when you just buy a gold nugget in the store.
What attracted me was the scenery and wildlife.
What does the show have to do with the Government and Yukon Tourism? It's a beautiful country. A gold mine is one small spot in all of the Yukon. Why not put more focus on the entire Territory? There are many beautiful places to visit and the place itself is a "Gold Mine" for outdoor tourism. There is so much that could be done here. Why does the Government not put more focus on creating jobs here? There is an always a small boom of jobs created over the summer months, but come fall, winter and spring the people starve for employment. Tourism of the Yukon could be a year round venture for many of the people who live there and a lot more focus could be put here rather than on one small TV show.
What great and hearty people.
When we were in Dawson City we saw picture of Todd Hoffman in the local restaurant. Very cool
when's the show start in Ontario again
While visiting Haines we "got word" that grandpa John visited the local bar for coffee usually every morning so,,, the next morning we headed to the bar and sure enough,,, he was there. He was so friendly and we simply chit chatted with him for a few minutes. He was kind enough to pose for some photos with us. Talk about a super memory on our trip! Then, when we were in Dawson City, we were in a casino when in walks Chris who smokes a cigar. He visited with us for a few minutes- such a sweet guy 😊
Why is it that you think a show about decimating the Yukon environment by greedy Americans would make me want to spend more time in the Yukon? How about an episode about how they have to clean up after they're finished plundering Canada!! Or a show that shows how much they contribute to the Canadian economy!
Wish it was available on regular TV (antenna). Love the show. FM
Would love to go back. But funds do not allow that. We truly enjoyed our Alaska/Yukon adventure.
Would really enjoy seeing some or more about the Yukon Quest
Yes, interesting, entertaining, characters are real interesting
Your Yukon is absolutely beautiful along with your people.
Yukon men are hot! I want one for myself!
Yukon should do more to promote the northern communities, like Whitehorse, Dawson, history, rivers, adventure travel, natives etc. <i>Gold Rush</i> is too limited.

Gold Rush Comments – Q4b. How would you say the TV Show *Gold Rush* affected your Yukon trip? Other.

Alaska miner
also love Whitehorse & saw Dawson City 1st time
An overall appreciation
Drove the Dempster to Inuvik
Environmentally gives a bad view
Family
fishing
Have been to the Yukon many times since 1989 was interesting to see if I could place where they were mining and I just like to see the scenery.
History, Poets and Writers, landscapes
hunting, fishing and loved looking at the beauty of the Yukon
I had visited before the show
I knew of some of characters on show and grew up in Yukon.
I visited before the show
I was going either way.
I went to the Yukon before I watched the show? This trip was on my "bucket list."
I worked for the YCGC in 1954,55 and 1958. I visited my wife's cousin Wayne Fischer in Dawson City in August 2014
I'm a hunter ,fisherman, and a wilderness rv'er
Into Gold mining but, not due to show. I would rather watch Gold fever show. More actual mining and less reality show.
It made me want to go and tell them how to actually manage a placer mine!
Last visit was for a family wedding. Prior to that I had two trips because I took my mother who had long wanted to see Whitehorse and then went with my husband.
Lived in the Yukon previously
Made me want to see Alaska again.
Mother born in Dawson
Motorcycle adventure, camping in Dawson and the Dempster highway.
My Daughter is living there for over 1 4yrs to date
My wife & I visited the Yukon 2007, 2009,not knowing anything about "gold rush "
My wife and I stayed with Tony Beets for 1 week
Sister's 50th wedding anniversary
spent a day driving a loop around the mine areas around Dawson
the landscape and history were the reason for me to visit the Yukon
The scenery, and the people made me stay longer
There was more to see and do in the Yukon than pan for gold. You have a beautiful country

traveling through B.C. to state of Washington
tusks
Visited friends
Visited Yukon at least three times in last 20 years. Love it and the people living there.
Visiting Family
Visiting our daughter that has moved to Whitehorse a year ago. Having seen the show, we were able to compare what we have seen and the real life.
Was impressed how the people treat the visitor and all the bits and pieces they are willing to share the history. Gold was not my only reason to come
was on a bus tour got to see some of the mining
Watson Lake (name poles), Dawson City (very historic)
We enjoyed following the <i>Gold Rush</i> trail
We have been prospecting 15 yrs before the show
We have visited the Yukon about 8 times since 1986; never because of the TV show. We just love the YT and are planning to go again next year
we love coming to the Yukon
We were already interested in the Yukon, but also have an interest in gold mining.
We were in the Yukon before viewing the show
We were lucky enough to meet Melody Talus at Liard Hot Springs! That was quite the high point of our trip.
wildlife and nature in general

## Appendix D: Gold Rush Production Spending by industry

### 2012 Spending

	2012 Spending	Dawson	ROY	Total Yukon
<b>11</b>	<b>Agriculture, Forestry, Fishing and Hunting</b>			
111	Crop Production			
112	Animal Production			
113	Forestry and Logging			
114	Fishing, Hunting and Trapping			
115	Support Activities for Agriculture and Forestry			
<b>21</b>	<b>Mining, Quarrying, and Oil and Gas Extraction</b>			
211	Oil and Gas Extraction			
212	Mining and Quarrying (except Oil and Gas)			
213	Support Activities for Mining and Oil and Gas Extraction			
<b>22</b>	<b>Utilities</b>			
221	Utilities		\$425	\$425
<b>23</b>	<b>Construction</b>			
236	Construction of Buildings			
237	Heavy and Civil Engineering Construction			
238	Specialty Trade Contractors			
<b>31</b>	<b>Manufacturing</b>			
311	Food Manufacturing			
312	Beverage and Tobacco Product Manufacturing			
313	Textile Mills			
314	Textile Product Mills			
315	Clothing Manufacturing			
316	Leather and Allied Product Manufacturing			
<b>32</b>	<b>Manufacturing</b>			
321	Wood Product Manufacturing			
322	Paper Manufacturing			
323	Printing and Related Support Activities			
324	Petroleum and Coal Product Manufacturing			
325	Chemical Manufacturing			
326	Plastics and Rubber Products Manufacturing			
327	Non-Metallic Mineral Product Manufacturing			
<b>33</b>	<b>Manufacturing</b>			

	2012 Spending	Dawson	ROY	Total Yukon
331	Primary Metal Manufacturing			
332	Fabricated Metal Product Manufacturing			
333	Machinery Manufacturing			
334	Computer and Electronic Product Manufacturing			
335	Electrical Equipment, Appliance and Component Manufacturing			
336	Transportation Equipment Manufacturing			
337	Furniture and Related Product Manufacturing			
339	Miscellaneous Manufacturing			
<b>41</b>	<b>Wholesale Trade</b>			
411	Farm Product Wholesaler-Distributors			
412	Petroleum Product Wholesaler-Distributors		\$38,427	\$38,427
413	Food, Beverage and Tobacco Wholesaler-Distributors			
414	Personal and Household Goods Wholesaler-Distributors			
415	Motor Vehicle and Parts Wholesaler-Distributors			
416	Building Material and Supplies Wholesaler-Distributors			
417	Machinery, Equipment and Supplies Wholesaler-Distributors			
418	Miscellaneous Wholesaler-Distributors			
419	Wholesale Electronic Markets, and Agents and Brokers			
<b>44</b>	<b>Retail Trade</b>			
441	Motor Vehicle and Parts Dealers		\$31,436	\$31,436
442	Furniture and Home Furnishings Stores			
443	Electronics and Appliance Stores			
444	Building Material and Garden Equipment and Supplies Dealers	\$10,559	\$13,410	\$23,969
445	Food and Beverage Stores	\$33,654	\$19,977	\$53,631
446	Health and Personal Care Stores		\$1,046	\$1,046
447	Gasoline Stations	\$6,224	\$5,322	\$11,546
448	Clothing and Clothing Accessories Stores		\$858	\$858
<b>45</b>	<b>Retail Trade</b>			
451	Sporting Goods, Hobby, Book and Music Stores			
452	General Merchandise Stores		\$13,547	\$13,547
453	Miscellaneous Store Retailers	\$6,023	\$2,282	\$8,305
454	Non-Store Retailers			
<b>48</b>	<b>Transportation and Warehousing</b>			
481	Air Transportation		\$35,572	\$35,572
482	Rail Transportation			
483	Water Transportation			

	2012 Spending	Dawson	ROY	Total Yukon
484	Truck Transportation	\$468	\$4,795	\$5,263
485	Transit and Ground Passenger Transportation		\$3,655	\$3,655
486	Pipeline Transportation			
487	Scenic and Sightseeing Transportation			
488	Support Activities for Transportation			
<b>49</b>	<b>Transportation and Warehousing</b>			
491	Postal Service	\$321		\$321
492	Couriers and Messengers			
493	Warehousing and Storage			
<b>51</b>	<b>Information and Cultural Industries</b>			
511	Publishing Industries (except Internet)		\$318	\$318
512	Motion Picture and Sound Recording Industries			
515	BroadCasting (except Internet)			
517	Telecommunications		\$76,829	\$76,829
518	Internet Service Providers, Web Search Portals, and Data Processing Services			
519	Other Information Services			
<b>52</b>	<b>Finance and Insurance</b>			
521	Monetary Authorities - Central Bank			
522	Credit Intermediation and Related Activities			
523	Securities, Commodity Contracts, and Other Financial Investment and Related Activities			
524	Insurance Carriers and Related Activities		\$530	\$530
526	Funds and Other Financial Vehicles			
<b>53</b>	<b>Real Estate and Rental and Leasing</b>			
531	Real Estate	\$23,586		\$23,586
532	Rental and Leasing Services	\$21,450	\$12,765	\$34,215
533	Lessors of Non-Financial Intangible Assets (Except Copyrighted Works)			
<b>54</b>	<b>Professional, Scientific and Technical Services</b>			
541	Professional, Scientific and Technical Services			
<b>55</b>	<b>Management of Companies and Enterprises</b>			
551	Management of Companies and Enterprises			
<b>56</b>	<b>Administrative and Support, Waste Management and Remediation Services</b>			
561	Administrative and Support Services			
562	Waste Management and Remediation Services			
<b>61</b>	<b>Educational Services</b>			
611	Educational Services			
<b>62</b>	<b>Health Care and Social Assistance</b>			
621	Ambulatory Health Care Services			

	<b>2012 Spending</b>	<b>Dawson</b>	<b>ROY</b>	<b>Total Yukon</b>
622	Hospitals	\$244		\$244
623	Nursing and Residential Care Facilities			
624	Social Assistance			
<b>71</b>	<b>Arts, Entertainment and Recreation</b>			
711	Performing Arts, Spectator Sports and Related Industries	\$2,267		\$2,267
712	Heritage Institutions			
713	Amusement, Gambling and Recreation Industries			
<b>72</b>	<b>Accommodation and Food Services</b>			
721	Accommodation Services	\$292,572	\$2,458	\$295,031
722	Food Services and Drinking Places	\$8,532	\$1,049	\$9,581
<b>81</b>	<b>Other Services (except Public Administration)</b>			
811	Repair and Maintenance	\$37,137		\$37,137
812	Personal and Laundry Services	\$953	\$58	\$1,011
813	Religious, Grant-Making, Civic, and Professional and Similar Organizations	\$1,427	\$195	\$1,622
814	Private Households			
<b>91</b>	<b>Public Administration</b>			
911	Federal Government Public Administration			
912	Provincial and Territorial Public Administration	\$657		\$657
913	Local, Municipal and Regional Public Administration			
914	Aboriginal Public Administration			
919	International and Other Extra-Territorial Public Administration			
	<b>Total</b>	<b>\$446,075</b>	<b>\$264,954</b>	<b>\$711,029</b>
	<b>Remuneration</b>			
	Wages	\$94,196		\$282,589
	<i>Per dies</i>	\$135,810		\$135,810
	<b>Total remuneration</b>	<b>\$230,006</b>		<b>\$418,399</b>

**2013 Spending**

	<b>2013 spending</b>	<b>Dawson</b>	<b>ROY</b>	<b>Total Yukon</b>
<b>11</b>	<b>Agriculture, Forestry, Fishing and Hunting</b>			
<b>111</b>	Crop Production	\$2,790		\$2,790
<b>112</b>	Animal Production			
<b>113</b>	Forestry and Logging			
<b>114</b>	Fishing, Hunting and Trapping			
<b>115</b>	Support Activities for Agriculture and Forestry			
<b>21</b>	<b>Mining, Quarrying, and Oil and Gas Extraction</b>			
<b>211</b>	Oil and Gas Extraction			
<b>212</b>	Mining and Quarrying (except Oil and Gas)			
<b>213</b>	Support Activities for Mining and Oil and Gas Extraction			
<b>22</b>	<b>Utilities</b>			
<b>221</b>	Utilities		\$328	\$328
<b>23</b>	<b>Construction</b>			
<b>236</b>	Construction of Buildings			
<b>237</b>	Heavy and Civil Engineering Construction			
<b>238</b>	Specialty Trade Contractors			
<b>31</b>	<b>Manufacturing</b>			
<b>311</b>	Food Manufacturing		\$1,531	\$1,531
<b>312</b>	Beverage and Tobacco Product Manufacturing			
<b>313</b>	Textile Mills			
<b>314</b>	Textile Product Mills			
<b>315</b>	Clothing Manufacturing			
<b>316</b>	Leather and Allied Product Manufacturing			
<b>32</b>	<b>Manufacturing</b>			
<b>321</b>	Wood Product Manufacturing			
<b>322</b>	Paper Manufacturing			
<b>323</b>	Printing and Related Support Activities			
<b>324</b>	Petroleum and Coal Product Manufacturing			
<b>325</b>	Chemical Manufacturing			
<b>326</b>	Plastics and Rubber Products Manufacturing			
<b>327</b>	Non-Metallic Mineral Product Manufacturing			
<b>33</b>	<b>Manufacturing</b>			
<b>331</b>	Primary Metal Manufacturing			
<b>332</b>	Fabricated Metal Product Manufacturing		\$764	\$764
<b>333</b>	Machinery Manufacturing			
<b>334</b>	Computer and Electronic Product Manufacturing			

	2013 spending	Dawson	ROY	Total Yukon
335	Electrical Equipment, Appliance and Component Manufacturing			
336	Transportation Equipment Manufacturing			
337	Furniture and Related Product Manufacturing			
339	Miscellaneous Manufacturing			
41	<b>Wholesale Trade</b>			
411	Farm Product Wholesaler-Distributors			
412	Petroleum Product Wholesaler-Distributors		\$32,089	\$32,089
413	Food, Beverage and Tobacco Wholesaler-Distributors		\$262	\$262
414	Personal and Household Goods Wholesaler-Distributors			
415	Motor Vehicle and Parts Wholesaler-Distributors			
416	Building Material and Supplies Wholesaler-Distributors			
417	Machinery, Equipment and Supplies Wholesaler-Distributors		\$2,013	\$2,013
418	Miscellaneous Wholesaler-Distributors			
419	Wholesale Electronic Markets, and Agents and Brokers			
44	<b>Retail Trade</b>			
441	Motor Vehicle and Parts Dealers		\$13,009	\$13,009
442	Furniture and Home Furnishings Stores		\$260	\$260
443	Electronics and Appliance Stores			
444	Building Material and Garden Equipment and Supplies Dealers	\$6,693		\$6,693
445	Food and Beverage Stores	\$37,467	\$12,733	\$50,200
446	Health and Personal Care Stores		\$789	\$789
447	Gasoline Stations	\$3,801	\$8,109	\$11,909
448	Clothing and Clothing Accessories Stores		\$1,625	\$1,625
45	<b>Retail Trade</b>			
451	Sporting Goods, Hobby, Book and Music Stores		\$913	\$913
452	General Merchandise Stores		\$19,077	\$19,077
453	Miscellaneous Store Retailers	\$5,633	\$10,420	\$16,053
454	Non-Store Retailers			
48	<b>Transportation and Warehousing</b>			
481	Air Transportation		\$41,578	\$41,578
482	Rail Transportation			
483	Water Transportation			
484	Truck Transportation		\$1,192	\$1,192
485	Transit and Ground Passenger Transportation	\$4,750	\$1,027	\$5,777
486	Pipeline Transportation			
487	Scenic and Sightseeing Transportation			
488	Support Activities for Transportation			

	2013 spending	Dawson	ROY	Total Yukon
<b>49</b>	<b>Transportation and Warehousing</b>			
491	Postal Service	\$782		\$782
492	Couriers and Messengers			
493	Warehousing and Storage			
<b>51</b>	<b>Information and Cultural Industries</b>			
511	Publishing Industries (except Internet)	\$135		\$135
512	Motion Picture and Sound Recording Industries			
515	BroadCasting (except Internet)			
517	Telecommunications		\$46,002	\$46,002
518	Internet Service Providers, Web Search Portals, and Data Processing Services			
519	Other Information Services			
<b>52</b>	<b>Finance and Insurance</b>			
521	Monetary Authorities - Central Bank			
522	Credit Intermediation and Related Activities			
523	Securities, Commodity Contracts, and Other Financial Investment and Related Activities			
524	Insurance Carriers and Related Activities		\$2,565	\$2,565
526	Funds and Other Financial Vehicles			
<b>53</b>	<b>Real Estate and Rental and Leasing</b>			
531	Real Estate	\$13,200		\$13,200
532	Rental and Leasing Services	\$108,359	\$48,666	\$157,026
533	Lessors of Non-Financial Intangible Assets (Except Copyrighted Works)			
<b>54</b>	<b>Professional, Scientific and Technical Services</b>			
541	Professional, Scientific and Technical Services			
<b>55</b>	<b>Management of Companies and Enterprises</b>			
551	Management of Companies and Enterprises			
<b>56</b>	<b>Administrative and Support, Waste Management and Remediation Services</b>			
561	Administrative and Support Services			
562	Waste Management and Remediation Services			
<b>61</b>	<b>Educational Services</b>			
611	Educational Services			
<b>62</b>	<b>Health Care and Social Assistance</b>			
621	Ambulatory Health Care Services			
622	Hospitals	\$3,631		\$3,631
623	Nursing and Residential Care Facilities			
624	Social Assistance			
<b>71</b>	<b>Arts, Entertainment and Recreation</b>			
711	Performing Arts, Spectator Sports and Related Industries			

	2013 spending	Dawson	ROY	Total Yukon
712	Heritage Institutions			
713	Amusement, Gambling and Recreation Industries			
72	<b>Accommodation and Food Services</b>			
721	Accommodation Services	\$214,561	\$2,498	\$217,059
722	Food Services and Drinking Places	\$14,160	\$3,014	\$17,174
81	<b>Other Services (except Public Administration)</b>			
811	Repair and Maintenance	\$40,866	\$1,063	\$41,928
812	Personal and Laundry Services		\$218	\$218
813	Religious, Grant-Making, Civic, and Professional and Similar Organizations	\$3,435	\$29,986	\$33,421
814	Private Households			
91	<b>Public Administration</b>			
911	Federal Government Public Administration			
912	Provincial and Territorial Public Administration	\$2,128		\$2,128
913	Local, Municipal and Regional Public Administration			
914	Aboriginal Public Administration			
919	International and Other Extra-Territorial Public Administration			
	<b>Total</b>	<b>\$462,389</b>	<b>\$281,733</b>	<b>\$744,122</b>
				\$744,122
	<b>Remuneration</b>			
	Wages	\$139,530		\$418,590
	<i>Per dies</i>	\$116,383		\$116,383
	<b>Total remuneration</b>	<b>\$255,913</b>		<b>\$534,973</b>

**2014 Spending**

	<b>2014 spending</b>	<b>Dawson</b>	<b>ROY</b>	<b>Total Yukon</b>
<b>11</b>	<b>Agriculture, Forestry, Fishing and Hunting</b>			
<b>111</b>	Crop Production	\$1,763		\$1,763
<b>112</b>	Animal Production			
<b>113</b>	Forestry and Logging			
<b>114</b>	Fishing, Hunting and Trapping			
<b>115</b>	Support Activities for Agriculture and Forestry			
<b>21</b>	<b>Mining, Quarrying, and Oil and Gas Extraction</b>			
<b>211</b>	Oil and Gas Extraction			
<b>212</b>	Mining and Quarrying (except Oil and Gas)			
<b>213</b>	Support Activities for Mining and Oil and Gas Extraction			
<b>22</b>	<b>Utilities</b>			
<b>221</b>	Utilities		\$1,151	\$1,151
<b>23</b>	<b>Construction</b>			
<b>236</b>	Construction of Buildings	\$2,847		\$2,847
<b>237</b>	Heavy and Civil Engineering Construction			
<b>238</b>	Specialty Trade Contractors			
<b>31</b>	<b>Manufacturing</b>			
<b>311</b>	Food Manufacturing		\$1,692	\$1,692
<b>312</b>	Beverage and Tobacco Product Manufacturing			
<b>313</b>	Textile Mills			
<b>314</b>	Textile Product Mills			
<b>315</b>	Clothing Manufacturing			
<b>316</b>	Leather and Allied Product Manufacturing			
<b>32</b>	<b>Manufacturing</b>			
<b>321</b>	Wood Product Manufacturing			
<b>322</b>	Paper Manufacturing			
<b>323</b>	Printing and Related Support Activities			
<b>324</b>	Petroleum and Coal Product Manufacturing			
<b>325</b>	Chemical Manufacturing			
<b>326</b>	Plastics and Rubber Products Manufacturing			
<b>327</b>	Non-Metallic Mineral Product Manufacturing			
<b>33</b>	<b>Manufacturing</b>			
<b>331</b>	Primary Metal Manufacturing		\$149	\$149
<b>332</b>	Fabricated Metal Product Manufacturing			
<b>333</b>	Machinery Manufacturing			
<b>334</b>	Computer and Electronic Product Manufacturing			

	2014 spending	Dawson	ROY	Total Yukon
335	Electrical Equipment, Appliance and Component Manufacturing			
336	Transportation Equipment Manufacturing			
337	Furniture and Related Product Manufacturing			
339	Miscellaneous Manufacturing			
41	<b>Wholesale Trade</b>			
411	Farm Product Wholesaler-Distributors			
412	Petroleum Product Wholesaler-Distributors		\$198,450	\$198,450
413	Food, Beverage and Tobacco Wholesaler-Distributors		\$1,050	\$1,050
414	Personal and Household Goods Wholesaler-Distributors			
415	Motor Vehicle and Parts Wholesaler-Distributors			
416	Building Material and Supplies Wholesaler-Distributors			
417	Machinery, Equipment and Supplies Wholesaler-Distributors			
418	Miscellaneous Wholesaler-Distributors			
419	Wholesale Electronic Markets, and Agents and Brokers			
44	<b>Retail Trade</b>			
4 41	Motor Vehicle and Parts Dealers		\$19,621	\$19,621
4 42	Furniture and Home Furnishings Stores			
4 43	Electronics and Appliance Stores			
4 44	Building Material and Garden Equipment and Supplies Dealers	\$9,490	\$8,567	\$18,058
4 45	Food and Beverage Stores	\$98,960	\$18,777	\$117,738
4 46	Health and Personal Care Stores		\$232	\$232
4 47	Gasoline Stations	\$3,655	\$9,400	\$13,055
4 48	Clothing and Clothing Accessories Stores		\$764	\$764
45	<b>Retail Trade</b>			
4 51	Sporting Goods, Hobby, Book and Music Stores		\$1,963	\$1,963
4 52	General Merchandise Stores		\$23,569	\$23,569
4 53	Miscellaneous Store Retailers	\$12,781	\$9,693	\$22,474
4 54	Non-Store Retailers			
48	<b>Transportation and Warehousing</b>			
481	Air Transportation		\$79,204	\$79,204

	2014 spending	Dawson	ROY	Total Yukon
482	Rail Transportation			
483	Water Transportation			
484	Truck Transportation		\$8,233	\$8,233
485	Transit and Ground Passenger Transportation	\$5,459	\$344	\$5,804
486	Pipeline Transportation			
487	Scenic and Sightseeing Transportation			
488	Support Activities for Transportation			
49	<b>Transportation and Warehousing</b>			
491	Postal Service	\$768		\$768
492	Couriers and Messengers			
493	Warehousing and Storage			
51	<b>Information and Cultural Industries</b>			
511	Publishing Industries (except Internet)		\$491	\$491
512	Motion Picture and Sound Recording Industries			
515	BroadCasting (except Internet)			
517	Telecommunications		\$88,602	\$88,602
518	Internet Service Providers, Web Search Portals, and Data Processing Services			
519	Other Information Services			
52	<b>Finance and Insurance</b>			
521	Monetary Authorities - Central Bank			
522	Credit Intermediation and Related Activities			
523	Securities, Commodity Contracts, and Other Financial Investment and Related Activities			
524	Insurance Carriers and Related Activities		\$8,610	\$8,610
526	Funds and Other Financial Vehicles			
53	<b>Real Estate and Rental and Leasing</b>			
531	Real Estate	\$89,300		\$89,300
532	Rental and Leasing Services	\$92,908	\$28,904	\$121,812
533	Lessors of Non-Financial Intangible Assets (Except Copyrighted Works)			
54	<b>Professional, Scientific and Technical Services</b>			
541	Professional, Scientific and Technical Services			
55	<b>Management of Companies and Enterprises</b>			
551	Management of Companies and Enterprises			
56	<b>Administrative and Support, Waste Management and Remediation Services</b>			
561	Administrative and Support Services			
562	Waste Management and Remediation Services			
61	<b>Educational Services</b>			
611	Educational Services			

	2014 spending	Dawson	ROY	Total Yukon
62	<b>Health Care and Social Assistance</b>			
621	Ambulatory Health Care Services			
622	Hospitals	\$446		\$446
623	Nursing and Residential Care Facilities			
624	Social Assistance			
71	<b>Arts, Entertainment and Recreation</b>			
711	Performing Arts, Spectator Sports and Related Industries			
712	Heritage Institutions			
713	Amusement, Gambling and Recreation Industries			
72	<b>Accommodation and Food Services</b>			
721	Accommodation Services	\$314,350	\$9,136	\$323,485
722	Food Services and Drinking Places	\$8,269	\$975	\$9,244
81	<b>Other Services (except Public Administration)</b>			
811	Repair and Maintenance	\$45,972		\$45,972
812	Personal and Laundry Services	\$33		\$33
813	Religious, Grant-Making, Civic, and Professional and Similar Organizations	\$100		\$100
814	Private Households			
91	<b>Public Administration</b>			
911	Federal Government Public Administration			
912	Provincial and Territorial Public Administration	\$1,777		\$1,777
913	Local, Municipal and Regional Public Administration			
914	Aboriginal Public Administration			
919	International and Other Extra-Territorial Public Administration			
	<b>Total</b>	\$688,879	\$519,577	\$1,208,456
	<b>Remuneration</b>			
	Wages	\$297,370	\$594,741	\$892,111
	<i>Per dies</i>	\$298,580		\$298,580
	<b>Total remuneration</b>	\$595,950	\$594,741	\$1,190,691