

2016 Community Visitor Survey: Carcross



Photo credit: Sheena Greenlaw

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Overview of the 2016 Community Visitor Survey in Carcross

Survey purpose

The success of a destination's tourism industry depends on having current and reliable market intelligence to inform evidence-based decisions. This information is essential for Yukon government, First Nations governments, municipal or regional development bodies, and industry to both measure the success of their experience development and marketing initiatives, and to provide the detailed information necessary to develop evidence-based business and marketing plans.

The main goal of the 2016 Community Visitor Survey was to find out more about travellers and how they spend their time in the community; specifically to better understand the attitudes, travel motivations and behaviours of visitors when they are in the community. The pilot Community Visitor Survey project differed from past Yukon visitor surveys in two key ways: (1) questions were specific to the community the survey was conducted in; and (2) Yukoners from outside the community were considered visitors and participated in the survey.

Carcross was selected as one of the locations to pilot the project because it has a unique visitor population, good infrastructure, and the community is strategically invested in tourism; all of which made Carcross an ideal location to pilot the survey project.

The pilot Community Visitor Survey in Carcross was paid for in whole by Government of Yukon.

Development of the survey instrument

The Department of Tourism and Culture designed the survey instrument with assistance from the Yukon Bureau of Statistics. It was presented to the Carcross/Tagish First Nation Land Management Board (LMB), Carcross/Tagish First Nation Capacity Development, the Executive Director for Carcross/Tagish First Nation, and Caribou Crossing, a local tourism business in April 2016. Following meetings, the final survey instrument was shared with the Carcross/Tagish First Nation management board and Executive Council.

The Government of Yukon contracted Carcross/Tagish First Nation to manage the survey in Carcross. They hired and supervised two staff to conduct visitor interviews and data-entry. Two additional Government of Yukon staff conducted interviews and entered data. Interviewer training was provided by the Department of Tourism and Culture, and Yukon Tourism Education Council.

Data collection method

The data was collected through face-to-face interviews conducted throughout Carcross. Interviewers used a standardized survey questionnaire (see Appendix C). The data collection period ran from July 7 to September 30, 2016.

In total, 477 people were interviewed. Of those, 28 surveys were removed from the final dataset because they were incomplete, had inconsistent responses or the respondents were out of scope. Of the total responses, 449 surveys were retained, representing 1,454 visitors to Carcross.

The data presented in this report has not been weighted and therefore should not be generalized to the whole Carcross summer visitor population. Results for Yukoners should be interpreted with extreme caution due to low survey respondents.

The following number of surveys were completed per month:

Month	% responses	No. responses
July 7–31, 2016	12%	55
August 1–31, 2016	40%	179
September 1–30, 2016	48%	214
Missing date field	0%	1
Total	100%	449

Respondent selection method

Respondents were selected based on a convenience sample. Interviewers were assigned times and locations throughout Carcross to interview visitors.

Locations with the highest number of responses:

Location	% responses
Caribou Crossing	60%
Carcross Commons	37%
Other/not specified	2%

Respondents were given a Carcross-themed luggage tag as a thank you for completing the survey.

Survey instrument

Please see Appendix C on page 18 for a copy of the survey instrument.

Results

The following section outlines the questions and results of the Carcross pilot Community Visitor Survey. Below are the number of people and visitor parties, by origin who were in-scope for the survey.

	Number of visitors interviewed		Number of visitors represented ¹	
	Percent	Number	Percent	Number
Canada²	22%	101	21%	308
Yukon	6%	26	6%	80
British Columbia	5%	24	5%	77
Prairies	5%	22	4%	64
Ontario	4%	18	4%	54
Other Canada	2%	11	2%	33
United States³	67%	298	69%	1,008
Pacific	11%	51	11%	159
Mountain	10%	46	9%	137
South Atlantic	9%	41	9%	135
North East Central	9%	38	8%	117
West North Central	7%	29	7%	108
Mid-Atlantic	7%	32	7%	108
New England	4%	19	5%	77
West South Central	3%	12	4%	58
East South Central	2%	10	2%	25
United States-not specified	5%	20	6%	84
Europe	5%	22	4%	61
German-speaking Europe ⁴	2%	8	1%	14
United Kingdom ⁵	2%	7	2%	30
Benalux ⁶	1%	5	1%	9
Other Europe	0%	2	1%	8
Asia/Pacific	5%	24	4%	59
Australia	4%	17	3%	38
Other Asia/Pacific	2%	7	1%	21
Other	1%	4	1%	18
TOTAL⁷	100%	449	100%	1,454

Throughout the remainder of the report, where possible, results are presented in six columns displaying results by respondent origin, so that readers can see the overall trend, compare responses of Yukoners and non-Yukoners, and response by general world origin. Data for Yukoners should be interpreted with extreme caution. The number of survey responses are rounded to the nearest 25 and per cent distributions are rounded to the nearest whole number, therefore, they may not sum to totals. Dependent on the question, values have been adjusted for party size; questions where values have been adjusted are clearly noted.

¹ 'Number of visitors represented' is the sum of the number of people in each travel party as reported by each visitor who was interviewed.

² Origin of Canadians based on postal code information provided. Where more than one postal code where provided, only the first was used.

³ Origin of American visitors based on zip code information provided. Where more than one zip code where provided, only the first was used.

⁴ 'German-speaking Europe' includes Germany, Switzerland, and Austria.

⁵ 'United Kingdom' includes England, Wales, Scotland, and Ireland.

⁶ 'Benalux' includes France, Belgium, Netherlands, and Luxembourg.

⁷ Due to rounding, values may not sum to 100.

Party size

Question: How many people, including yourself, are in your immediate travel party?

(the number of friends and family travelling together and making decisions together)

Party size (# adults + # children)	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
1 person	11%	27%	10%	5%	9%	20%
2 people	41%	27%	42%	48%	40%	50%
3 people	9%	4%	10%	13%	9%	10%
4 people	17%	23%	17%	16%	19%	6%
5 to 10 people	11%	8%	11%	7%	12%	8%
11+ people	10%	12%	10%	11%	11%	6%
Total	100%	100%	100%	100%	100%	100%
No. respondents	450	25	425	75	300	50

Average party size ⁸	3.2 people	2.9 people	3.0 people	3.0 people	3.4 people	2.6 people
Median party size	2 people	2 people	2 people	2 people	3 people	2 people

Notes: Due to rounding, values may not sum to 100.

Children in travelling party

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Children on trip	12%	27%	11%	13%	11%	10%
No children on trip	88%	73%	89%	87%	89%	90%
Total	100%	100%	100%	100%	100%	100%
No. respondents	450	25	425	75	300	50

Notes: Children are defined as under the age of 16.
Due to rounding, values may not sum to 100.

Main destination

Question: What was the main destination for your trip?

Destination	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Alaska	79%	23%	82%	51%	92%	62%
Carcross	13%	66%	10%	26%	8%	3%
Other Yukon	11%	4%	11%	41%	2%	28%
Whitehorse	6%	3%	6%	23%	1%	22%
Dawson	3%	-	3%	7%	2%	5%
Other destination	2%	10%	1%	-	-	10%
No. respondents	1,450	75	1,375	225	1,000	150

Notes: Adjusted for party size (n=1,450).
Respondents could select more than one travel purpose, therefore values do not sum to 100.

⁸ A 5% trimmed mean (otherwise referred to as a truncated mean) was used for average party size. The trimmed mean is a method of averaging that removes the largest 5% and smallest 5% of values before calculating the average.

Repeat visitation

Question: Before this trip, had you ever been to the Yukon before?

Past Yukon visit	Overall	Canadians, excl Yukoners	Americans	Overseas
Repeat visitor	26%	47%	22%	26%
First time visitor	74%	53%	78%	74%
Total	100%	100%	100%	100%
No. respondents	1,375	225	1,000	150

Notes: Adjusted for party size (n=1,375).
 'Overall' excludes Yukoners.
 Due to rounding, values may not sum to 100.

Trip planning and timing

Questions: Did you plan to visit Carcross?

If yes, when did you start planning your trip?

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
No. respondents	1,400	75	1,325	225	975	125
Did not plan to visit Carcross	52%	9%	54%	35%	58%	59%
Planned to visit Carcross	48%	91%	46%	65%	42%	41%
Under 6 months	48%	77%	46%	56%	42%	45%
6 months - 1 year	41%	21%	42%	40%	44%	35%
More than 1 year	11%	2%	12%	3%	14%	20%
Average ⁹	6.4 months	2.7 months	6.7 months	5.3 months	7.4 months	7.5 months
Median	6 months	1 week	6 months	3 months	6 months	6 months
No. respondents	600	50	550	125	375	50

Notes: Adjusted for party size (n=1,400). Missing responses removed from tabulations.
 Due to rounding, values may not sum to 100.

⁹ 5% trimmed mean was used for average party size. The trimmed mean is a method of averaging that removes the largest 5% and smallest 5% of values before calculating the average.

Planning resources

Question: Which of the following did you use when planning or researching your trip to Carcross to help you find accommodations, activities, attractions, festivals/events, etc.?

(Note: list of possible resources was provided with the option to specify other resources)

Resource used	Overall	Canadians, excl Yukoners	Americans	Overseas
Cruise Land Excursion Brochure	44%	15%	57%	26%
Friends or relatives who live in, or visited the Yukon	12%	33%	5%	25%
Travel agency	11%	4%	12%	18%
Visitor Information Centre	9%	25%	7%	5%
Social networking site	8%	13%	17%	5%
Review site (e.g. Trip Advisor)	8%	33%	5%	8%
People you talk to in Yukon	6%	18%	3%	4%
Other travel guide or book	6%	4%	6%	11%
Internet	6%	10%	6%	7%
Tour guide/bus driver	6%	1%	9%	1%
Travel forum or blogs	6%	5%	8%	2%
Online booking site	6%	4%	7%	4%
TravelYukon.com	5%	16%	10%	--
Other websites	5%	5%	5%	11%
Walking around	4%	4%	3%	9%
Other sources	3%	2%	3%	--
The Milepost	2%	4%	2%	--
Community guide book	2%	4%	2%	--
The website of Yukon businesses	2%	2%	2%	4%
Yukon Vacation Planner	1%	4%	--	--
Television	1%	3%	--	--
No. respondents	1,450	225	1,000	150

Notes: Adjusted for party size (n=1,450).

Do not sum to 100 as respondents could indicate more than one source was used.

'Overall' includes 'Yukoners', however 'Resources used to plan' cannot be broken down for 'Yukoners' and 'Non-Yukoners' due to small numbers.

Advance booking

Question: Did you book any parts of your trip to Carcross in advance?

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Booked in advance	71%	16%	74%	42%	82%	71%
Did not book in advance	29%	84%	26%	58%	18%	29%
Total	100%	100%	100%	100%	100%	100%
No. respondents	1,450	75	1,375	225	1,000	150

Notes: Adjusted for party size (n=1,450).

Due to rounding, values may not sum to 100.

Booking method

Question: What did you use to book your trip to Carcross?

(Note: this was asked those who indicated they booked at least part of their trip to Carcross in advance.)

Method used	Overall	Canadians, excl Yukoners	Americans	Overseas
Cruise line	67%	42%	73%	44%
Online booking site	18%	29%	15%	28%
Travel agent	13%	14%	12%	24%
Yukon business	5%	15%	3%	8%
Other	1%	7%	--	--
No. respondents	950	75	775	100

Notes: Among those who booked in advance, and specified their booking method, adjusted for party size (n=950).

Do not sum to 100 as respondents could indicate more than one source was used.

'Overall' includes 'Yukoners', however 'Booking method' cannot be broken down for 'Yukoners' and 'Non-Yukoners' due to small numbers.

Length of Carcross trip

Question: How long do you plan to spend in Carcross?

Length of time in Carcross	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
1 hour or less	24%	16%	25%	25%	24%	28%
2 hours	49%	28%	50%	32%	54%	49%
3 hours	7%	11%	7%	4%	9%	2%
4+ hours	5%	24%	3%	11%	2%	1%
24 hours	10%	1%	11%	16%	10%	12%
Day Trip Total	95%	80%	96%	87%	98%	92%
2 days	3%	3%	3%	9%	1%	5%
3 days	1%	8%	1%	2%	--	3%
4+ days	1%	10%	1%	3%	1%	--
Total	100%	100%	100%	100%	100%	100%

Average ¹⁰	4.5 hours	15.1 hours	4.3 hours	10.1 hours	3.3 hours	5.6 hours
Median	2 hours	3 hours	2 hours	2 hours	2 hours	2 hours
No. respondents	1,450	75	1,375	225	1,000	150

Notes: Not adjusted for party size (n=1,450).

Due to rounding, values may not sum to 100.

Trip purpose

Question: Are you in Carcross for pleasure, personal reasons or business?

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Pleasure	96%	70%	98%	97%	98%	98%
Personal	1%	11%	1%	3%	0%	1%
Business	3%	16%	2%	0%	2%	1%
No. respondents	1,450	75	1,375	225	1,000	150

Notes: Not adjusted for party size (n=1,450)

¹⁰ 5% trimmed mean was used for average party size. The trimmed mean is a method of averaging that removes the largest 5% and smallest 5% of values before calculating the average.

Activities: Summary

Question: Which of the following activities did you or someone in your travel party participate in, or plan to participate in, while in Carcross?

(Note: A list of activities was provided, however respondents could indicate additional activities.)

Number of activities participated in while in Carcross

Number of activities participated in	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
1 to 3 activities	46%	30%	47%	43%	49%	47%
4 to 6 activities	31%	55%	29%	22%	30%	36%
7 to 9 activities	11%	6%	12%	16%	12%	5%
10 to 12 activities	7%	-	7%	8%	7%	8%
13+ activities	3%	6%	3%	11%	1%	3%
Zero activities	1%	3%	1%	-	2%	1%
Total	100%	100%	100%	100%	100%	100%

Average ¹¹	4.2 activities	4.6 activities	4.2 activities	5.6 activities	3.9 activities	4.0 activities
Median	4 activities	4 activities	4 activities	5 activities	3 activities	4.0 activities
No. respondents	1,450	75	1,375	225	1,000	150

Note: Adjusted for party size (n=1,450).
Due to rounding, values may not sum to 100.

Activities summary by type

Participated in at least one activity	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Outdoor	60%	68%	60%	71%	55%	72%
Arts/cultural	47%	56%	46%	57%	45%	38%
Other	97%	90%	98%	99%	97%	99%
No. respondents	1,450	75	1,375	225	1,000	150

Notes: Activities were grouped as being either 'Outdoor'; 'Arts or cultural'; or 'Other'. Examples of each activity type can be found on page 21.
Adjusted for party size (n=1,450).

¹¹ 5% trimmed mean was used for average party size. The trimmed mean is a method of averaging that removes the largest 5% and smallest 5% of values before calculating the average.

Outdoor activities

Question: What outdoor activities have you, or someone in your travel party, participated in or plan to participate in while in Carcross?

(Note: A list of activities was provided, however respondents could indicate additional activities).

Number of outdoor activities

Outdoor activities participated in	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
1 outdoor activity	22%	21%	22%	22%	20%	36%
2 outdoor activities	21%	9%	22%	16%	23%	24%
3 outdoor activities	9%	13%	9%	15%	9%	2%
4+ outdoor activities	8%	25%	7%	18%	3%	10%
No outdoor activities	40%	33%	40%	29%	45%	28%
Total	100%	100%	100%	100%	100%	100%

Average	1.1 activities	1.9 activities	1.1 activities	1.9 activities	1.0 activities	1.2 activities
Median	1 activity	1 activity	1 activity	1.5 activities	1 activity	1 activity
No. respondents	1,450	75	1,375	225	1,000	150

Note: Adjusted for party size (n=1,450).
Due to rounding, values may not sum to 100.

Top outdoor activities

Outdoor activities participated in	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Visit Carcross Desert	47%	26%	48%	60%	45%	49%
Visit Bennett Lake	21%	41%	20%	32%	17%	17%
Visit Emerald Lake	15%	8%	15%	15%	14%	23%
Wildlife viewing or bird watching	12%	14%	12%	18%	12%	4%
Hiking	7%	23%	6%	14%	4%	11%

Notes: Adjusted for party size (n=1,450).
Respondents could select more than one outdoor activity, therefore values do not sum to 100.
Activities displayed are most frequently reported having participated in overall.

Arts or cultural activities or attractions

Question: What arts or cultural activities or attractions have you, or someone in your travel party, participated in or plan to participate in while in Carcross?

(Note: A list of activities was provided, however respondents could indicate additional activities).

Number of arts or cultural activities or attractions

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
1 cultural activity	21%	19%	21%	16%	23%	12%
2 cultural activities	13%	19%	13%	18%	11%	15%
3 cultural activities	11%	8%	6%	11%	4%	7%
4+ cultural activities	7%	11%	7%	12%	6%	4%
No cultural activities	53%	44%	54%	43%	55%	62%
Total	100%	100%	100%	100%	100%	100%

Average	0.8 activities	1.2 activities	0.8 activities	1.3 activities	0.7 activities	0.7 activities
Median	0 activities	1 activity	0 activities	1 activity	0 activities	0 activities
No. respondents	1,450	75	1,375	225	1,000	150

Notes: Adjusted for party size (n=1,450).
Due to rounding, values may not sum to 100.

Top arts or cultural activities or attractions

Arts/culture activities	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Visited a historic site	31%	35%	31%	38%	30%	23%
Visited the Art House Carcross	19%	40%	17%	26%	16%	11%
Experienced First Nations culture or traditional ways of life	15%	3%	16%	28%	13%	18%
Visited the Carcross/Tagish First Nation Carving Shed	15%	25%	15%	22%	13%	11%
Other arts/cultural activities	15%	21%	15%	26%	11%	19%

Notes: Adjusted for party size (n=1,450).
Respondents could select more than one arts or cultural activity or attraction, therefore values do not sum to 100.
Activities displayed are most frequently reported having participated in overall.

Other activities

Question: What other activities or attractions have you, or someone in your travel party, participated in or plan to participate in while in Carcross?

(Note: A list of activities was provided, however respondents could indicate additional activities).

Number of other activities or attractions

Other activities participated in	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
1 other activity	40%	53%	39%	43%	38%	40%
2 other activities	22%	19%	22%	15%	23%	28%
3 other activities	13%	16%	13%	11%	14%	11%
4+ other activities	22%	3%	23%	30%	22%	20%
No other activities	3%	10%	2%	1%	3%	1%
Total	100%	100%	100%	100%	100%	100%

Average	2.2 activities	1.5 activities	2.2 activities	2.4 activities	2.2 activities	2.1 activities
Median	2 activities	1 activity	2 activities	2 activities	2 activities	2 activities
No. respondents	1,450	75	1,375	225	1,000	150

Note: Adjusted for party size (n=1,450).

Top other activities or attractions

Other activities participated in	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Visited Caribou Crossing Trading Post	66%	21%	69%	42%	76%	59%
Visited Carcross Commons	55%	78%	54%	71%	49%	62%
Went to a Visitor Information Centre in Carcross	32%	8%	34%	40%	33%	28%
Explored Carcross on foot	28%	13%	29%	39%	28%	25%
All other activities	15%	25%	14%	16%	13%	18%

Notes: Adjusted for party size (n=1,450).

Respondents could select more than one activity or attraction, therefore values do not sum to 100.

Top activities displayed are most frequently reported having participated in overall.

Ways to explore Carcross on foot

	Overall	Canadians, excl Yukoners	Americans	Overseas
Independently	72%	64%	74%	80%
With a guide	11%	17%	12%	-
With a map	5%	9%	4%	-
With an app	2%	3%	1%	14%
Not specified	10%	7%	10%	6%
No. explored Carcross on foot	425	100	300	25

Notes: Adjusted for party size (n=425).
Of those who indicated they explored Carcross on foot.
'Overall' includes 'Yukoners', however 'ways to explore Carcross on foot' cannot be broken down for 'Yukoners' and 'Non-Yukoners' due to small numbers.

Activities or attractions unable to do

Question: Were there activities or attractions that you wanted to do while in Carcross, but were not able to do?
If yes; why were you unable to do them?

	Overall	Canadians, excl Yukoners	Americans	Overseas
% Wanted, but unable	18%	20%	17%	16%
# Wanted, but unable	250	50	175	25

Rationale:

	Overall	Canadians, excl Yukoners	Americans	Overseas
Time	41%	71%	34%	27%
Not available	6%	13%	3%	-
Closed	4%	-	4%	-
Needs advanced planning/not in bus schedule	3%	7%	2%	-
Other	5%	-	7%	9%
Did not specify reason	41%	9%	49%	67%

Notes: Adjusted for party size (n=250).
Of those who indicated there was an activity or attraction they wanted to do while in Carcross but were not able to do.
'Overall' includes 'Yukoners', however 'Activities or attractions unable to do' cannot be broken down for 'Yukoners' and 'Non-Yukoners' due to small numbers.

Additional cultural activities

Question: Are there additional cultural activities you would be interested in seeing more of in Carcross?

More cultural activities in Carcross	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Yes	17%	25%	17%	19%	16%	16%
No	81%	73%	81%	81%	81%	82%
Did not specify	2%	3%	2%	-	2%	2%
No. respondents	1,450	75	1,375	225	1,000	150

Notes: Adjusted for party size (n=1,450).
Due to rounding, values may not sum to 100.

Departure mode

Question: How will you be leaving Carcross?

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Bus/motorcoach	49%	-	52%	16%	63%	36%
Train	21%	-	23%	15%	23%	34%
Car/truck/van	21%	92%	17%	48%	8%	24%
RV/motorhome/camper	7%	8%	7%	20%	4%	4%
Other	2%	-	2%	1%	2%	2%
Total	100%	100%	100%	100%	100%	100%
No. responses	450	25	425	75	300	50

Notes: Not adjusted for party size (n=450).
 Due to rounding, values may not sum to 100.
 'Other' includes motorcycle, bicycle, boat and other modes of departure.

Departure direction

Question: In which direction are you planning to depart Carcross?

Direction	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
South (toward Skagway)	78%	19%	81%	40%	93%	76%
North (toward Whitehorse)	17%	65%	14%	45%	6%	14%
East (toward Tagish/Atlin)	4%	15%	3%	12%	-	4%
Don't know/did not specify	2%	-	2%	3%	1%	6%
Total	100%	100%	100%	100%	100%	100%
No. respondents	450	25	425	75	300	50

Notes: Not adjusted for party size (n=450).
 Due to rounding, values may not sum to 100.

Net promoter score

Question: On a scale of 1 to 10, with 1 being very unlikely and 10 being very likely, how likely is it that you would recommend a friend or colleague visit Carcross?

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Net promoter score	53	77	52	71	45	60
No. respondents	450	25	425	75	300	50

Notes: Not adjusted for party size (n=450).
 The net promoter score is an index ranging from -100 to +100 that measures the willingness of a traveller to recommend a destination to others. It is used as a proxy to gauge the travellers' satisfaction with the destination. A net promoter score which is positive (i.e. higher than zero) is often considered "good", and a net promoter score of +50 or higher is considered "excellent".
 For additional further explanation of the net promoter score, see Appendix B on page 17.

Appendix A: Additional administrative data

The following is a collection of additional administrative data from Carcross during the summer of 2016. This data has no bearing on the survey results outlined in previous pages.

Estimate of visitors to Carcross Visitor Information Centre, by month

Over the 2016 season, visitor volume to the Carcross Visitor Information Centre was captured using electronic door counters located on both entrances to the centre. Electronic door counters capture total volume, as opposed to unique individuals, therefore visitor volume is an estimate.

	May	June	July	August	September
Visitors to Carcross VIC (estimated)	11,469	24,446	22,910	20,542	11,861

Carcross Visitor Information Centre guestbook

Between June and September, over 8,300 parties signed the guestbook located in the Carcross Visitor Information Centre, representing over 28,700 visitors to the centre. When signing, visitors stated where they were from.

	Canadians	Americans	Overseas	TOTAL*	Average party size
Total	19%	67%	13%	100%	
No. people**	4,950	19,725	3,575	28,750	3.4

* 'Total' includes signatures where origin was not specified.

** 'Number of people' is the number of signatures multiplied by the party size.

'Canadians' includes 'Yukoners' but cannot be broken down for 'Yukoners' and 'Non-Yukoners' due to small numbers.

Wi-Fi users at Carcross Visitor Information Centre

Over the course of the 2016 season, use of the free Wi-Fi available in Visitor Information Centres across Yukon was monitored. A pop-up survey asked Wi-Fi users their country of origin and the postal/zip code of Canadian and American users.

Users of VIC Wi-Fi in Carcross VIC	Total users	Total survey completions	Response rate
June	385	107	28%
July	634	248	39%
August	720	194	27%
September	367	106	29%
Total Wi-Fi users	2,106	655	31%

Origin of Wi-Fi Users	Canadians	Americans	Overseas	TOTAL
June	28%	2%	52%	100%
July	26%	36%	38%	100%
August	40%	19%	41%	100%
September	31%	19%	50%	100%
Total	31%	26%	43%	100%
No. complete	204	168	283	655

Notes: 'Canadians' includes 'Yukoners' but cannot be broken down for 'Yukoners' and 'Non-Yukoners' due to small numbers.

Appendix B: Net promoter score

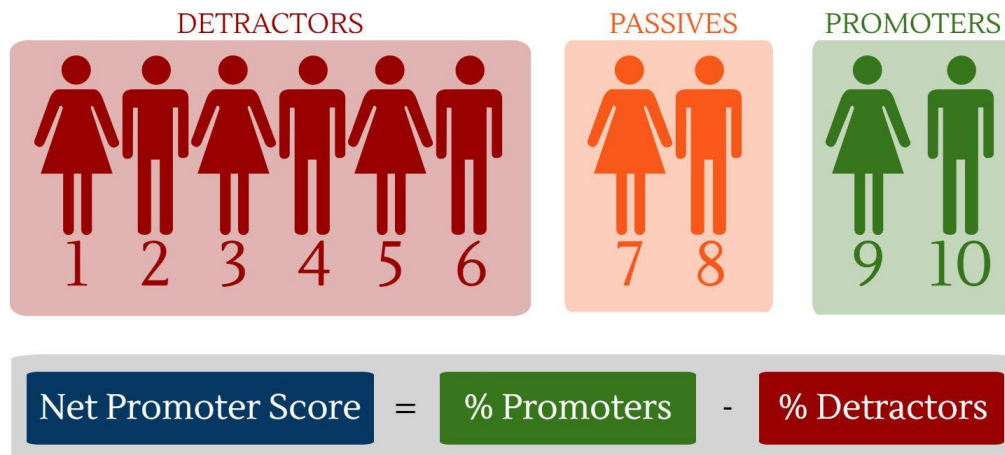
The net promoter score is an index ranging from -100 (everyone is a detractor) to +100 (everyone is a promoter) that **measures the willingness of consumer to recommend a destination, a product, or a service to others**. The net promoter score can be used as a proxy to gauge customers' satisfaction with a destination, product or service.

A net promoter score which is positive (higher than zero) is often considered "good", and a net promoter score of +50 or higher is considered "excellent".

The net promoter score is calculated based on responses to a single question; in the case of the 2016 Community Visitor Survey: Carcross, respondents were asked: "On a scale of 1 to 10, with 1 being very unlikely and 10 being very likely, how likely is it that you would recommend a friend or colleague visit Carcross?"

Those who respond 9 or 10 are considered "Promoters", as they are considered likely to exhibit value-creating behaviours, such as making more positive referrals to other potential visitors. Those who respond with a score of 1 to 6 are considered "Detractors", as they are less likely to exhibit value-creating behaviours of the destination. Responses of 7 or 8 are labelled as "Passives"; they are satisfied but unenthusiastic visitors.

The net promoter score is calculated by subtracting the percentage of detractors from the percentage of promoters. Passives count toward the total number of respondents, thus decreasing the percentage of detractors and promoters, and pushing the net score toward zero.



The purpose of the net promoter score is not to predict actual recommendations, but rather to identify the advantageous behaviours of past visitors.

Appendix C: Survey instrument

Tourism Yukon Community Visitor Survey

Carcross

Good morning/afternoon, my name is _____

I am working with Tourism Yukon to do a short survey to learn more about visitors to Carcross. This survey will only take a few minutes to complete and will help us better understand who visits Carcross and what they do while here. As a thank you for your time, we have a small gift for you.

Any information you provide will be kept confidential and under no circumstances will you be identified in the survey results.

1. To start off, where are you from? (select)

- Canada **If Carcross, end survey**
 United States
 Specify if not Canada/US _____

2. How many people, including yourself, are in your immediate travel party? (the number of friends and family travelling together and making decisions together)

adults (16+) _____
 # children (under 16) _____

3. Before this trip, had you ever been to the Yukon before?

- Yes
 No

4. What is the main destination for your trip?
 (the place you plan to spend the most time)

- Carcross **Go to question 6**
 Write in if another Yukon community _____

- Alaska
 Specify other location _____

FOR ADMINISTRATIVE PURPOSES ONLY	
Interviewer name: _____	
Location: _____	
Start time: _____	Date: _____
End time: _____	

5. Before arriving in Yukon, did you plan to visit Carcross?
 (skip if Carcross was main trip destination)

- Yes
 No **Go to question 7**

6. When did you start planning your trip to Carcross?
 (skip this question if they said they did not plan to visit Carcross before arriving in Yukon)

_____ (MM/YYYY) or number of months

7. How long do you plan to spend in Carcross?

_____ Hours
 _____ Day(s)

8. Are you in Carcross for pleasure, personal reasons or business? (provide examples if required, otherwise select)

- Pleasure (e.g. vacation, visiting friends and relatives, etc.)
 Personal (e.g. attending a funeral, wedding, reunion, illness, etc.)
 Business (e.g. conference, mining, government, etc.)



9. I'm going to read some examples of sources you may have used when planning or researching your trip to Carcross, or while in Carcross, to help you find activities, attractions, festival/events, etc. Please let me know which you used and whether it was used for planning your trip to Carcross, while in Carcross, or both.

	Planning/ researching	In Carcross
TravelYukon.com	<input type="checkbox"/>	<input type="checkbox"/>
DestinationCarcross.ca	<input type="checkbox"/>	<input type="checkbox"/>
Yukon Vacation Planner	<input type="checkbox"/>	<input type="checkbox"/>
Cruise Land Excursion Brochure	<input type="checkbox"/>	<input type="checkbox"/>
Visitor Information Center	<input type="checkbox"/>	<input type="checkbox"/>
<i>The Milepost</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Art Adventure on Yukon Time</i>	<input type="checkbox"/>	<input type="checkbox"/>
Community guide book	<input type="checkbox"/>	<input type="checkbox"/>
Other travel guide or book	<input type="checkbox"/>	<input type="checkbox"/>
A local Yukon newspaper/magazine	<input type="checkbox"/>	<input type="checkbox"/>
Social networking site (e.g. Facebook, Instagram, Twitter, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
The website of Yukon businesses (e.g. airlines, hotels, RV parks, tour operators, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Online booking site (e.g. Booking.com, Expedia, Hotels.com, Trivago, Hotwire, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Review site (e.g. Trip Advisor)	<input type="checkbox"/>	<input type="checkbox"/>
Travel forums or blogs	<input type="checkbox"/>	<input type="checkbox"/>
Friends or relatives who live in, or visited the Yukon	<input type="checkbox"/>	<input type="checkbox"/>
People you talked to in Yukon	<input type="checkbox"/>	<input type="checkbox"/>
Other websites (e.g. SightsAndSites.ca, CarcrossCommons.com, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
<i>If other ask to specify</i>	<input type="checkbox"/>	<input type="checkbox"/>

I am going to read a list of activities you or someone in your travel party may have participated in or plan to participate in while in Carcross. Please let me know which you have done or plan to do.

10. I'm going to start with **outdoor activities** (*READ and select all that apply*)

- Canoeing, kayaking or rafting
 - Day trip or Multi-day trip
- Hiking
 - Day trip or Multi-day trip
- Camping
- Mountain biking
- Wildlife viewing or bird watching
- Fishing
- Kitesurfing
- Visiting the Carcross Desert
- Visiting Bennett Lake and the beach

Were there any other **outdoor activities** you participated in or plan to participate in while in Carcross?

Yes (specify) _____

No

11. What **arts or cultural** activities or attractions have you, or someone in your travel party, participated in or plan to participate in while in Carcross? (*READ and select all that apply*)

- Experiencing First Nations culture or traditional ways of life
- Attending a festival, event or performance
 - Which one?* _____
- Visiting the Carcross/Tagish First Nation Carving Shed
- Visiting a historic site or building (e.g. S.S. Tushi Memorial, the Post Office, the *Dutchess*, etc.)
- Visiting the Art House Carcross (in the pavilion building)
- Visiting the Riverfront Warehouse

Were there any other **arts or cultural activities** you participated in or plan to participate in while in Carcross?

Yes (specify) _____

No

12. What **other** activities or attractions have you, or someone in your travel party, participated in or plan to participate in while in Carcross? (*READ and select all that apply*)

- Go to a Visitor Information Center
- Exploring Carcross on foot
 - with a guide with an app
 - with a map independently
- Visiting friends or relatives living in Carcross
- Visiting the Carcross Commons
- Go to Caribou Crossing Trading Post
- Participating in a workshop

Were there any **other activities** you participated in or plan to participate in while in Carcross?

Yes (specify) _____

No

13. Were there any activities or attractions that you wanted to do while in Carcross but were not able to do? (*select*)

Yes

Which activities or attractions?

Why were you unable to do them?

No

14. Are there additional cultural activities would you be interested in seeing more of in Carcross? (e.g. dancing, demonstrations, purchasing First Nations crafts, etc.)

Yes (specify) _____

No

15. Did you book any parts of your trip to Carcross in advance?

- Yes
- No **Go to question 17**

16. What did you use to book your trip to Carcross: *(READ and select all that apply)*

- A Yukon-based business (e.g. hotel, tour guide, airline, etc.)
- A cruise line (e.g. Carnival, Celebrity, Holland America, Princess, etc.)
- A travel agent (e.g. Flight Centre, Transat Travel, Marlin Travel, etc.)
- An online booking site (e.g. Booking.com, Expedia, Hostels.com, Trivago, Hotwire, etc.)

17. Did you or are you planning to spend the night in Carcross?

- Yes
- No **Go to question 19**

18. What type of accommodations did you, or are you planning to use in Carcross? *(READ and select all that apply)*

- House of family or friends
- Lodge, cabin or B&B
- RV Park
- Carcross/Tagish First Nation Campground (by airstrip)
- Conrad Campground
- Other camping (e.g. parking lot, gravel pit, roadside pullout, etc.)

If other ask to specify _____

19. How will you be leaving Carcross? *(select one)*

- Car/truck/van
- RV/Motorhome/Camper
- Motorcycle
- Bus/Motorcoach
- Bicycle
- Train
- Boat
- Other – Specify: _____

20. In which direction are you planning to depart Carcross? *(READ and select one)*

- North (toward Whitehorse)
- South (toward Skagway)
- West (toward Tagish/Atlin)

21. On a scale of 1 to 10, with 1 being very unlikely and 10 being very likely, how likely is it that you would recommend a friend or colleague visit Carcross?

IF FROM CANADA OR UNITED STATES:

22. What is your postal/zip code? _____

23. Would you like to subscribe to Tourism Yukon's e-newsletter and receive future promotional material from Travel Yukon? *(if yes, ask for email address)*

Thank you for your time. I appreciate all the information you have shared. I hope you enjoy the rest of your time in Carcross.

Present respondent with a luggage tag.

