

Visitor Exit Survey

2017/18

Yukon Bureau of Statistics



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Executive Summary

Visitation Summary

The 2017-2018 Yukon Visitor Exit Survey (VES) was conducted between November 2017 and October 2018. It is estimated that from November 2017 through October 2018, there were 491,300 visitors to Yukon. This is an increase of 25% over 2012 estimates (the last year the Yukon Visitor Exit Survey was conducted)¹.

Demographics and mode of entry

Visitors to Yukon were largely from the United States (62%). Canadians made up over a quarter of Yukon's visitors (28%). International visitors (other than those from the United States) made up the remaining ten percent of all visitors.

Most visitors (57%) were aged 55 years or older. Children under the age of 18 made up four percent of all visitors. Seventy-one percent of all visitors to Yukon came by private vehicle. Eight percent entered by bus, another eight percent entered by train, and thirteen percent flew.

In total, 262,500 travelling parties visited Yukon. On average, there were 1.9 people in each travelling party.

Length of stay and characteristics of visit

Seventy-one percent of the visitors to Yukon spent at least one night in Yukon. The average length of stay for all overnight visitors was 4.3 nights.

While many visitors listed Yukon as their main destination for their trip (43%), almost as many listed Alaska as their main destination (42%).

The top three activities visitors took part in during their trip to Yukon were: Visit a Visitor Information Centre; Visit a historic site, park or building; and Visit a museum.

Visitor Spending

Nearly one-third (32%) of all visitors' trips to Yukon included or were part of a travel package. Visitors spent a total of \$429 million on travel packages which included Yukon. While in Yukon, visitors estimated spending \$149 million (excluding travel package expenditures). Visitors

¹ Due to significant changes in methodology between the 2012 and 2017/18 VES surveys, comparisons of figures other than total visitors have not been made in this report.

spent the most on transportation (\$48m), followed by accommodation (\$40m), food and beverages (\$34m), clothing and gifts (\$9m), recreation and entertainment (\$9m), and other activities (\$8m). In-Yukon expenses per-person per-trip averaged \$399.

Net Promoter Score

The Net Promoter Score® (NPS) is a simple indicator used to measure the likelihood of a person to recommend or refer a product or service to friends and family. When asked to rate on a scale of zero to ten how likely they would be to recommend a friend or colleague visit Yukon, visitors most often chose ten. Eighty-three percent of visitors were Promoters, while two percent were Detractors. This results in a NPS score of +81 for recommending Yukon to a friend or colleague.

All Visitors

Demographics and mode of entry

It is estimated that from November 2017 through October 2018, there were 491,300 visitors to Yukon. The majority of visitors to Yukon came in the summer months of June through September (78%). The month of July saw the highest number of visitors, and the month of January saw the lowest number of visitors (Table 1 and Figure 1).

Table 1: Visitors to Yukon by month and year

	Count of visitors
Nov-17	6,900
Dec-17	6,000
Jan-18	4,900
Feb-18	5,900
Mar-18	6,200
Apr-18	9,600
May-18	51,500
Jun-18	87,100
Jul-18	117,800
Aug-18	112,000
Sep-18	68,100
Oct-18	15,300
Total	491,300

Proportion of All Visitors to Yukon by Month of Visit

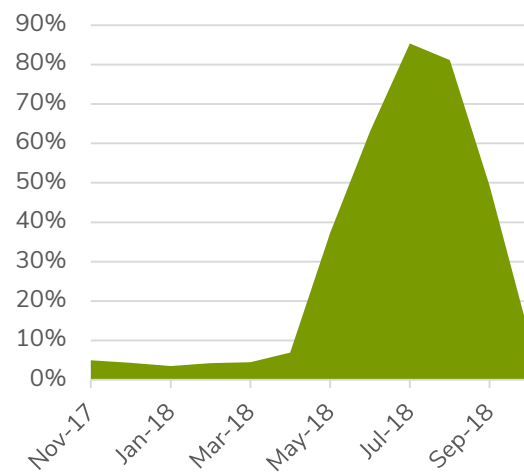


Figure 1: Visitors to Yukon by month

Visitors to Yukon were largely from the United States (62%). Canadians made up over a quarter of Yukon's visitors (28%). International visitors (other than those from the United States) made up less than ten percent of all visitors (Table 2).

Table 2: Percent of all visitors by country/region of origin

	Percent of visitors
United States	62%
Canada	28%
Overseas	10%
Europe	5%
Australia/New Zealand	3%
Asia	0.4%
Central America, Mexico and Caribbean	0.3%

	Percent of visitors
South America	0.2%
Total	100%

Most visitors (57%) were aged 55 years or older. Children under the age of 18 only made up four percent of all visitors (Figure 2 and Figure 3).

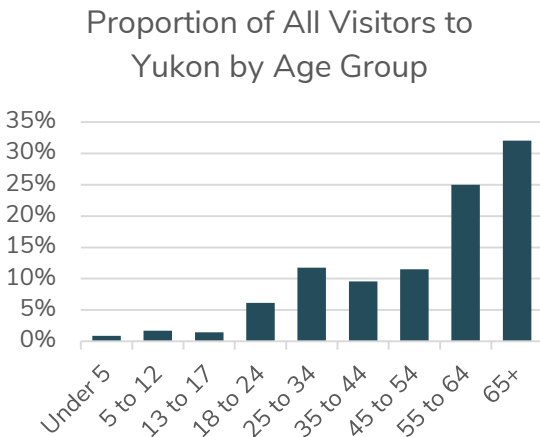


Figure 2: All visitors to Yukon by age group

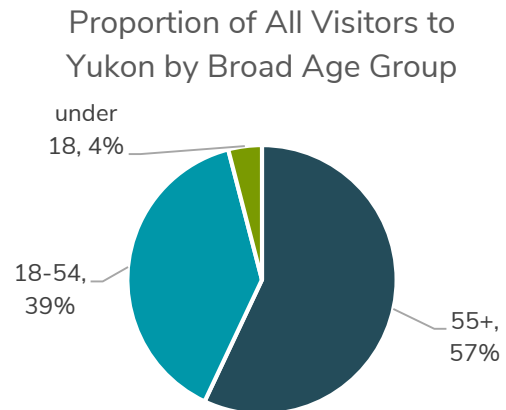


Figure 3: All visitors to Yukon by broad age group

Seventy-one percent of all visitors to Yukon came by private vehicle. Eight percent entered by bus, another eight percent entered on train, and thirteen percent flew (Figure 3).

All Visitors by Mode of Entry to Yukon

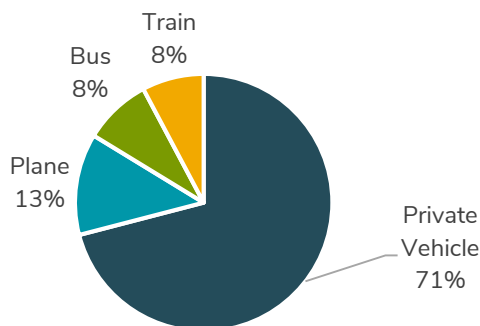


Figure 4: All visitors by mode of entry to Yukon

In total, 265,200 travelling parties visited Yukon. On average, there were 1.9 people per travelling party.

Length of stay and characteristics of visit

In 2017/18, 71% of Yukon's 491,300 visitors spent at least one night in Yukon. The average length of stay in Yukon for all overnight visitors was 4.3 nights. Visitors stayed longer (an average of 5.8 nights) if their main reason for visiting was personal or business, and they stayed shorter (an average of 2.1 nights) if they were in transit.

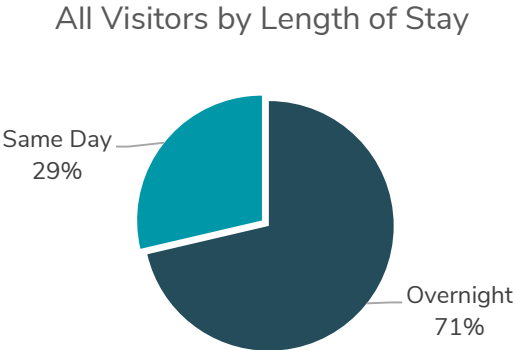


Figure 5: All visitors by length of stay

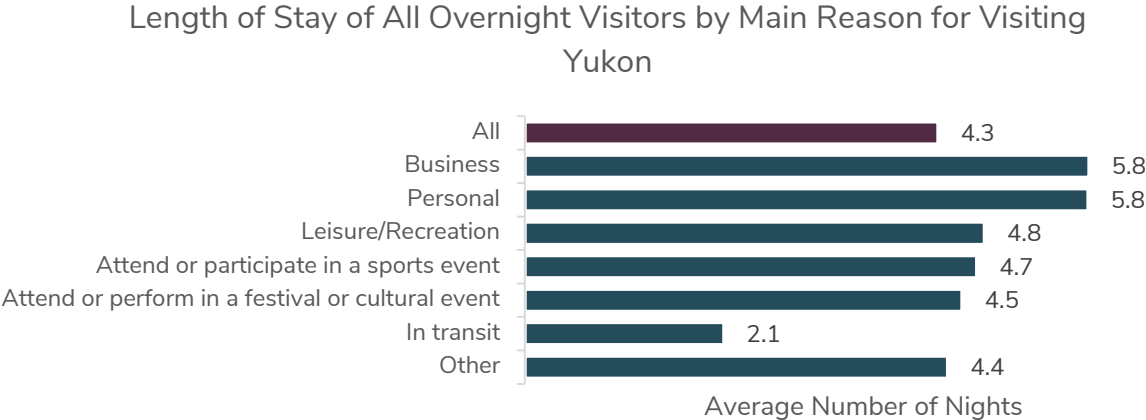


Figure 6: Length of stay of all overnight visitors by main reason for visiting Yukon

Thirty-seven percent of visitors cited 'Leisure/Recreation' as their main reason for visiting Yukon. Another 22% cited 'In transit', and 13% had personal reasons for their trip (Figure 7).

All Visitors by Main Reason for Visiting Yukon

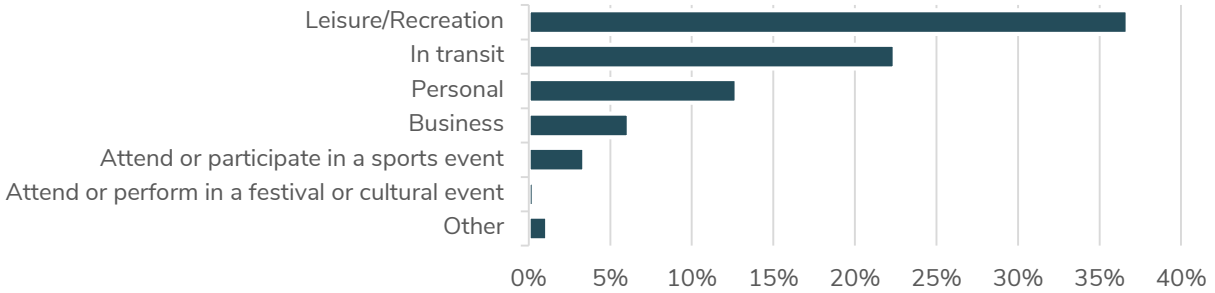


Figure 7: All visitors by main reason for visiting Yukon

Visitors were asked which factors were important in their decision to visit Yukon. Twenty-three percent wanted to explore, while 15% had Yukon on their bucket list (Figure 8, multiple responses allowed).

Important Factors in Deciding to Visit Yukon - All Visitors

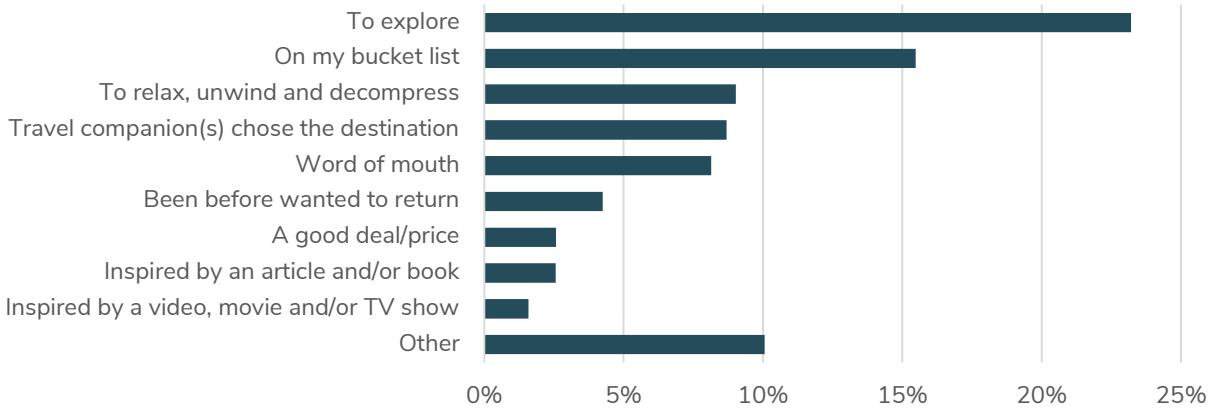


Figure 8: Important factors in deciding to visit Yukon – all visitors

While many visitors to Yukon list Yukon as their main destination for their trip (43%), almost as many list Alaska as their main destination (42%). Other visitors were travelling through on their way to other parts of Canada, the US, or were simply travelling in the area and didn't have a 'main destination' (Table 3).

Table 3: Main destination for trip, all visitors

Destination	Percent of visitors
Yukon	43%
Alaska	42%
Other US	4%
Northwest Territories	3%
Yukon and other	3%
Other	2%
Northern British Columbia	2%
Other Canada	1%

Almost half of the visitors to Yukon only visited one community (46%) (Table 4).

Table 4: Number of communities visited, all visitors

	Percent of visitors
None	1%
1	46%
2	17%
3	10%
4	8%
5+	14%
Don't know	4%

Just over one-third of all person-nights² were spent in a hotel or motel (34%). Nineteen percent were in the home of a family or friend, and another 19% were in an RV park or commercial campground (Figure 9).

² A person night is a measure of one person spending one night in a location, type of lodging, etc. For example, if a family of four spent two nights in a hotel, it would be counted as eight person-nights in a hotel.

Proportion of person-nights¹ in Yukon by type of accommodation,
all visitors

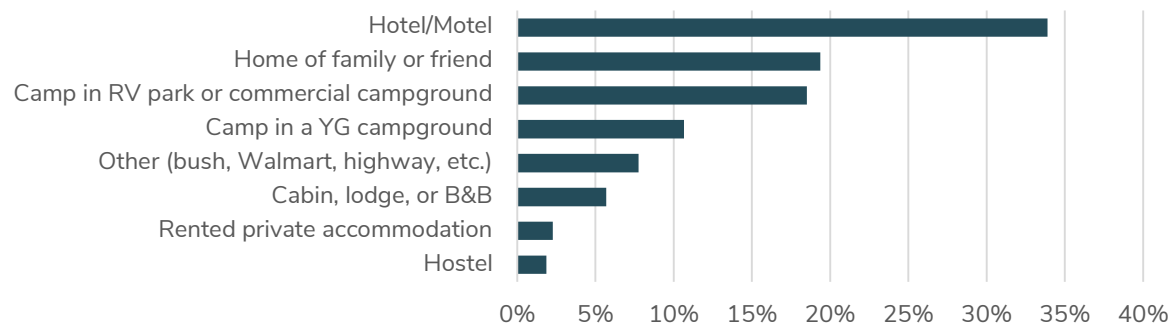


Figure 9: Proportion of person-nights in Yukon by type of accommodation, all visitors

The top three activities visitors took part in during their trip to Yukon were: Visit a Visitor Information Centre; Visit a historic site, park or building; and Visit a museum (Table 5).

Table 5: Top ten activities completed by all visitors³

	Number of activities completed
Visit a Visitor Information Centre	278,300
Visit a historic site, park or building	267,900
Visit a museum	265,500
Wildlife viewing or birdwatching without guide	205,500
Camping without guide	169,100
Hiking without guide	136,400
Visit a cultural centre	103,500
Take a community walking tour	72,600
Visit friends or relatives	60,200
Use a recreation facility (e.g. The Canada Games Centre)	31,300

³ Note: Activities that visitors took part in in more than one community are counted multiple times. For example, if a family of four visited three Visitor Information Centres in Yukon, it would count as 12 activities completed.

Visitor spending

There were 157,900 visitors (32%) whose Yukon trip included or was part of a travel package. Visitors who arrived by bus or train were almost certain to have purchased a travel package (99%) whereas that proportion was much smaller for those visitors who arrived by private vehicle (20%) or plane (14%).

The average travel package cost was \$7,486 per travelling party. Packages include some combination of transportation, accommodation and activities for all or part of the visitor's trip. Package costs were highest for travelling parties arriving by train (\$9,623) and lowest for those arriving by bus (\$5,211). (Table 6).

Table 6: Visitors whose trips included a travel package by mode of transportation

	Visitors whose trip included a travel package	Visitors whose trip did not include a travel package	% of visitors whose trip included a travel package	Total cost of travel packages	Average cost of travel package per travelling party
Private vehicle	70,100	278,500	20%	\$237,983,600	\$5,911
Bus	41,300	500	99%	\$89,006,300	\$5,211
Train	37,600	600	98%	\$81,897,200	\$9,623
Plane	8,900	53,800	14%	\$20,002,200	\$5,992
All	157,900	333,300	32%	\$428,889,200	\$7,486

Visitors spent a total of \$428.9 million on travel packages which included Yukon. Visitors from US spent the most on travel packages (\$309.5 million), while visitors from Canada spent the least (\$40.8 million) (Table 7).

Table 7: Visitors whose trip included a travel package by origin and length of stay

Region	Length of stay	Visitors whose trip included a travel package	Visitors whose trip did not include a travel package	% of visitors whose trip included a travel package	Total cost of travel packages	Average cost of travel package per travelling party
Canada	Same day	7,800	19,600	29%	\$14,062,300	\$4,809
	Overnight	9,100	101,500	8%	\$26,751,300	\$6,724
	Total Canada	16,900	121,200	12%	\$40,813,600	\$5,912

Region	Length of stay	Visitors whose trip included a travel package	Visitors whose trip did not include a travel package	% of visitors whose trip included a travel package	Total cost of travel packages	Average cost of travel package per travelling party
US	Same day	59,200	37,600	61%	\$126,516,100	\$6,272
	Overnight	53,700	154,400	26%	\$182,983,800	\$9,343
	Total US	112,900	192,000	37%	\$309,500,000	\$7,785
Overseas	Same day	16,700	2,600	86%	\$38,881,000	\$6,283
	Overnight	11,400	17,500	39%	\$39,694,600	\$8,933
	Total Overseas	28,100	20,100	58%	\$78,575,600	\$7,391
All	Same day	83,700	59,900	58%	\$179,459,400	\$6,128
	Overnight	74,200	273,400	21%	\$249,429,800	\$8,906
	Total	157,900	333,300	32%	\$428,889,200	\$7,486

Visitors were asked to estimate their spending while in Yukon by category of expenditure. Excluding travel packages, visitors spent \$148.6 million while visiting Yukon. The highest amount was spent on transportation (\$48 million), followed by accommodations (\$40 million), and food and beverages (\$34 million) (Figure 10).

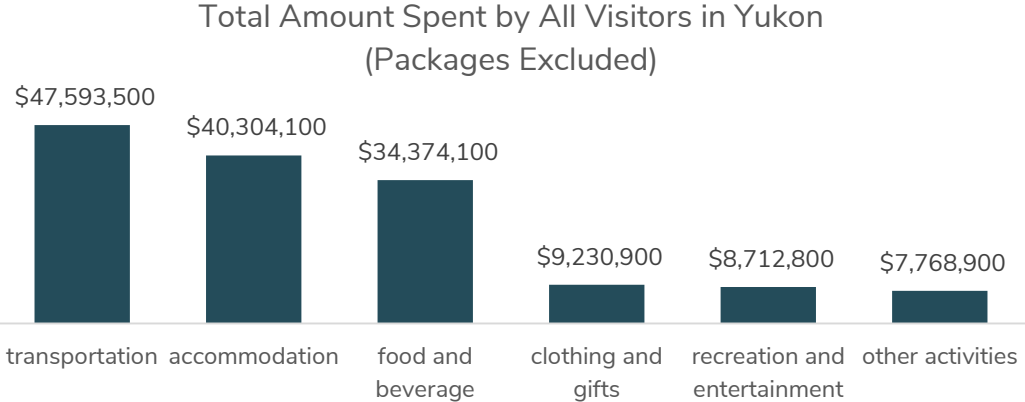


Figure 10: Total amount spent by all visitors in Yukon (packages excluded)

Excluding packages, the average spend per party per trip was \$658 (Per-person per-trip expenditures were \$399). Per party, per-trip expenditures were highest for accommodation at

\$346, followed by \$291 for transportation, and \$257 for other activities (including parts, repairs, tips, etc.)⁴ (Figure 11).

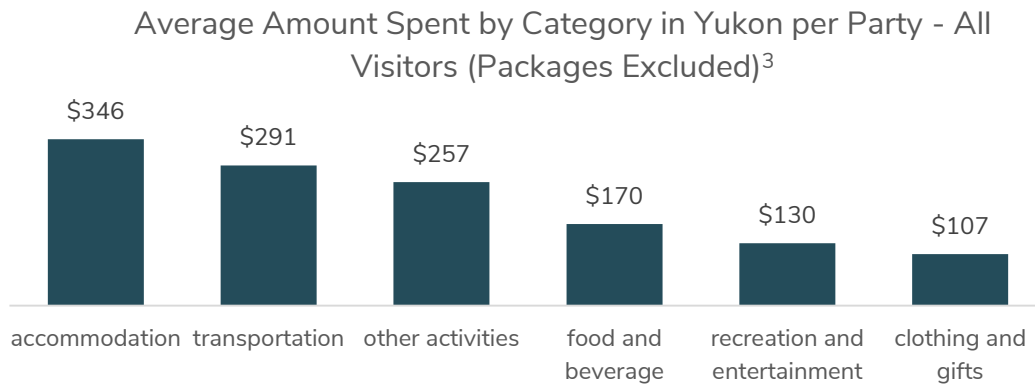


Figure 11: Average amount spent in Yukon per party (packages excluded)

Same-day visitors to Yukon spent a total of \$5.1 million, while visitors who spent at least one night in Yukon spent a total of \$143 million (packages excluded). On average, per party per trip, overnight parties spent the most on accommodation (\$346), while same-day parties spent the most on 'other' activities (\$109). The top three 'other' expenditure categories for same-day parties were tips, repairs, and parts.

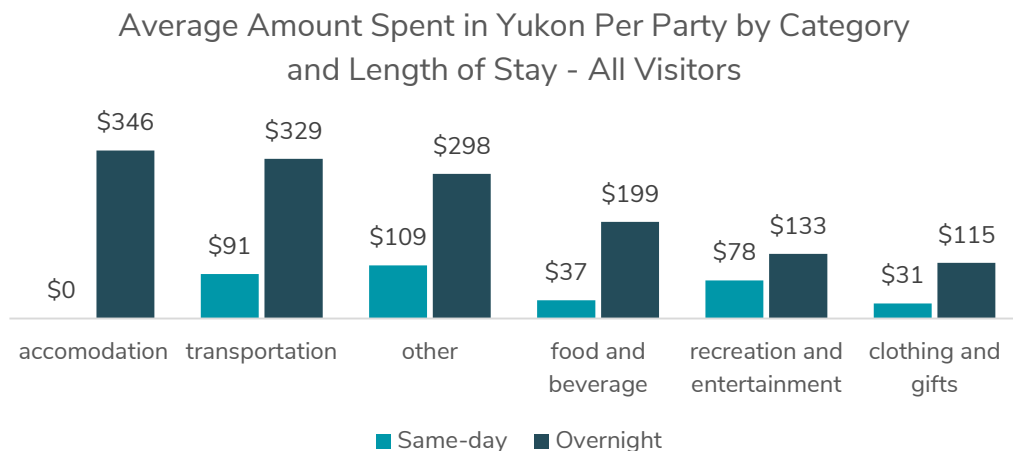


Figure 12: Average amount spent in Yukon per party by category and length of stay - all visitors

⁴ Average expenditures are calculated from non-missing values only; if visitors did not give a number for an expenditure category, they are excluded from the average.

Visitors with longer stays in Yukon spent more across all categories. Visiting parties who did not spend a night in Yukon spent an average of \$111 in Yukon, while parties who spent five or more nights in Yukon spent an average of \$1,591 per party in Yukon.

Table 8: Visitor spending by length of stay, all visitors

Length of stay, in days	Total expenditures	Average expenditures per travelling party
Same-day	\$5,165,300	\$111
1	\$11,506,700	\$263
2	\$16,708,700	\$525
3	\$18,104,800	\$613
4	\$17,408,600	\$733
5+	\$79,250,400	\$1,591
All	\$148,144,400	\$658

Net Promoter Score ®

The Net Promoter Score ® (NPS) is a simple indicator used to measure the likelihood of a person to recommend or refer a product or service to friends and family. Respondents are asked to rank a statement from zero to ten. Responses are then grouped in three categories: Promoters (9-10), Passives (7-8), and Detractors (0-6). The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters.

When asked to rate on a scale of zero to ten how likely they would be to recommend a friend or colleague visit Yukon, visitors most often chose ten. Eighty-three percent of visitors were Promoters, while two percent were Detractors (Figure 13 and Figure 14). This results in a NPS score of +81 for recommending Yukon to a friend or colleague.

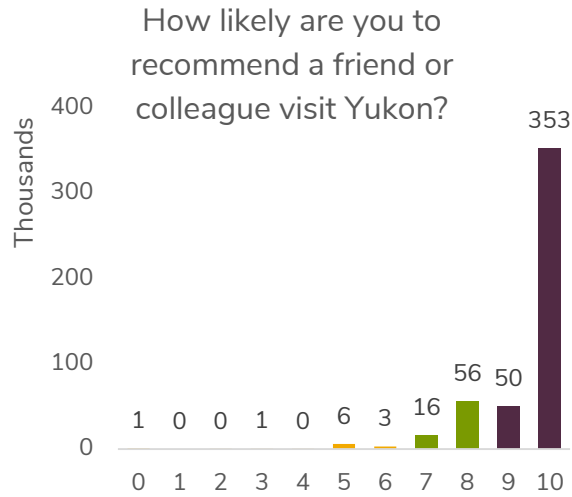


Figure 13: How likely are you to recommend a friend or colleague visit Yukon?



Figure 14: How likely are you to recommend a friend or colleague visit Yukon?

When asked to rate on a scale of zero to ten how likely they would be to visit Yukon again, once more visitors most often chose ten. Sixty-one percent of visitors were very likely to return (9-10), while 26 percent were unlikely to return (0-6) (Figure 15 and Figure 16).

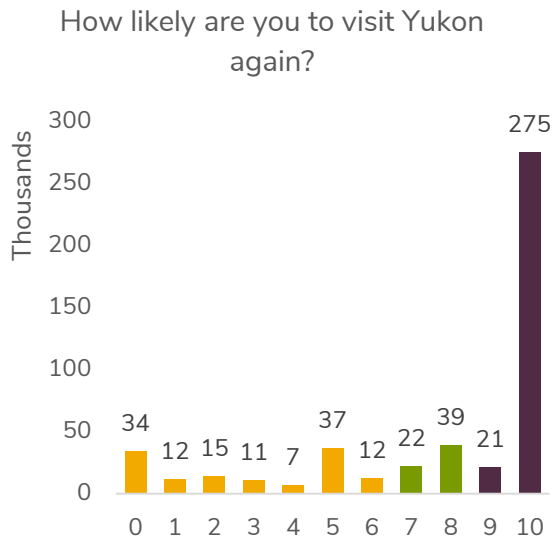


Figure 15: How likely are you to visit Yukon again?

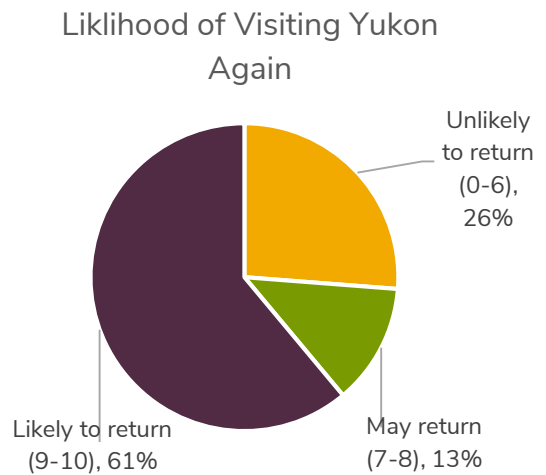


Figure 16: How likely are you to visit Yukon again?

Canadian Visitors

Demographics and mode of entry

With 138,100 visitors, Canadians made up 28% of all visitors to Yukon. The majority of Canadian visitors to Yukon came in the summer months of June through September (76%). The month of July saw the highest number of Canadian visitors, and the month of January saw the lowest number of Canadian visitors (Table 9 and Figure 17).

Table 9: Canadian visitors to Yukon by month and year

	Count of visitors
Nov-17	3,200
Dec-17	2,600
Jan-18	1,900
Feb-18	3,100
Mar-18	3,300
Apr-18	4,600
May-18	9,700
Jun-18	16,000
Jul-18	34,600
Aug-18	31,900
Sep-18	22,400
Oct-18	4,700
Total	138,100

Proportion of Canadian Visitors to Yukon by Month of Visit

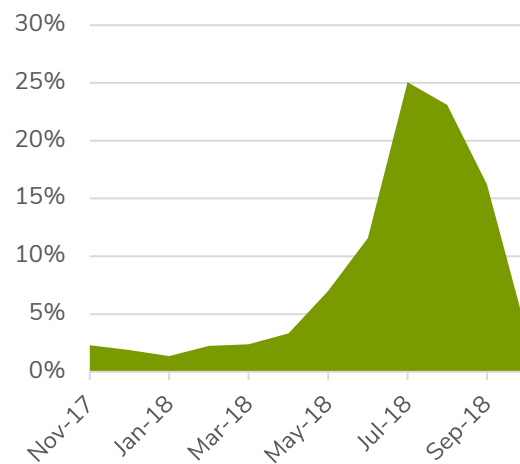


Figure 17: Visitors to Yukon by month

Canadian visitors to Yukon were largely from British Columbia (40%). Albertans made up one-fifth of Yukon’s visitors (20%), and visitors from Ontario made up fifteen percent (Table 10).

Table 10: Visitors from Canada by province/territory of origin

Province/Territory of Origin	Percent of Visitors
British Columbia	40%
Alberta	20%
Ontario	15%
Northwest Territories	11%
Manitoba	6%
Quebec	4%
Saskatchewan	3%
Nova Scotia	2%

Province/Territory of Origin	Percent of Visitors
New Brunswick	1%
Prince Edward Island	0.3%
Newfoundland and Labrador	0.1%
Nunavut	0.0%
Total	100%

Most Canadian visitors (50%) were age 55 or older. Children under age 18 only made up four percent of all Canadian visitors (Figure 18 and Figure 19).

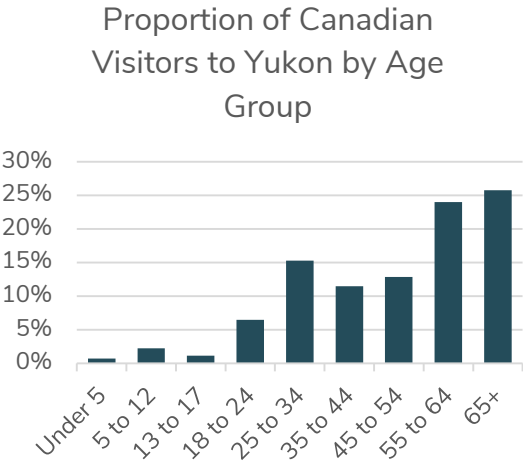


Figure 18: Canadian visitors to Yukon by age group

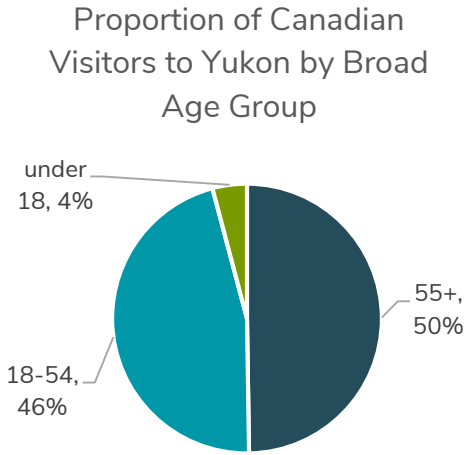


Figure 19: Canadian visitors to Yukon by broad age group

Sixty-eight percent of all visitors to Yukon came by private vehicle. Twenty-six percent arrived on a plane, three percent entered on bus, and another three percent took a train (Figure 20).

Canadian Visitors by Mode of Entry to Yukon

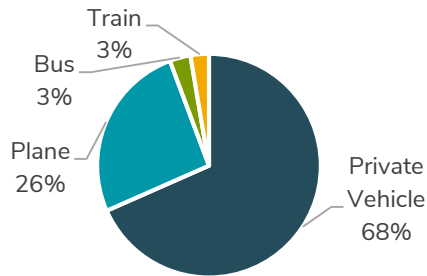


Figure 20: Canadian visitors by method of entry to Yukon

In total, 82,600 travelling parties from Canada visited Yukon. On average, there were 1.7 Canadians per travelling party.

Length of stay and characteristics of visit

In 2017/18, 80% of Yukon’s 138,000 Canadian visitors spent at least one night in Yukon. The average length of stay in Yukon for Canadian overnight visitors was 6.3 nights. Visitors stayed longer (an average of 6.8 nights) if their main reason for visiting was personal, and they stayed shorter (an average of 4.4 nights) if their main reason for visiting was to attend or participate in a festival or cultural event, or ‘other’.

Canadian Visitors by Length of Stay

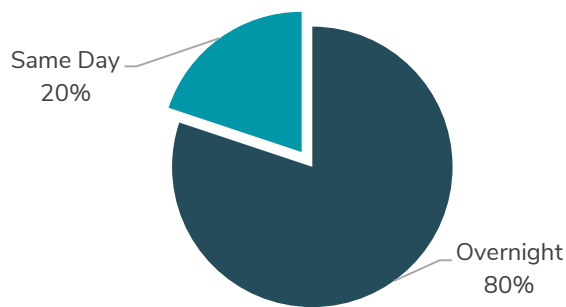


Figure 21: Canadian visitors by length of stay

Length of Stay of Canadian Overnight Visitors by Main Reason for Visiting Yukon

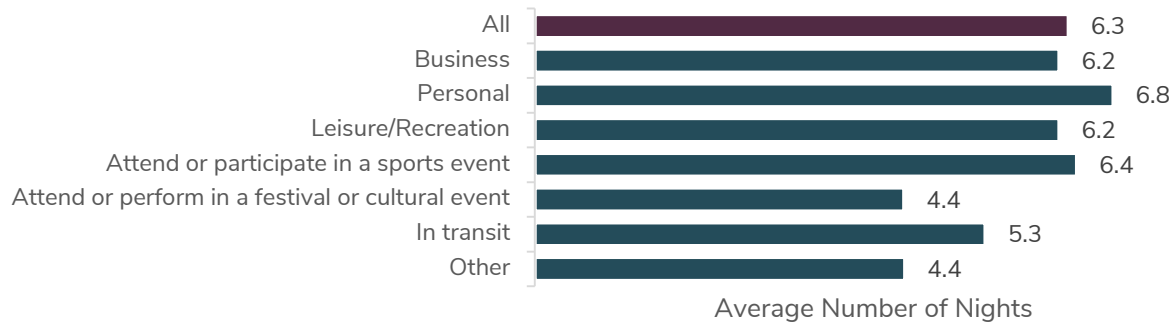


Figure 22: Length of stay of Canadian overnight visitors by main reason for visiting Yukon

Thirty-nine percent of Canadian visitors cited ‘Leisure/Recreation’ as their main reason for visiting Yukon. Another 29% cited personal reasons, and 13% were visiting for business (Figure 23).

Canadian Visitors by Main Reason for Visiting Yukon

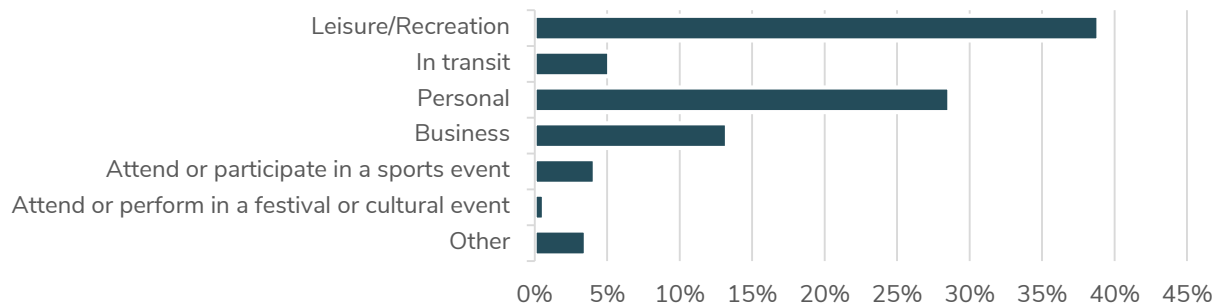


Figure 23: Canadian visitors by main reason for visiting Yukon

Visitors were asked which factors were important in their decision to visit Yukon. Twenty-one percent wanted to explore, while another 14% had Yukon on their bucket list (Figure 24, multiple responses allowed).

Important Factors in Deciding to Visit Yukon - Canadian Visitors

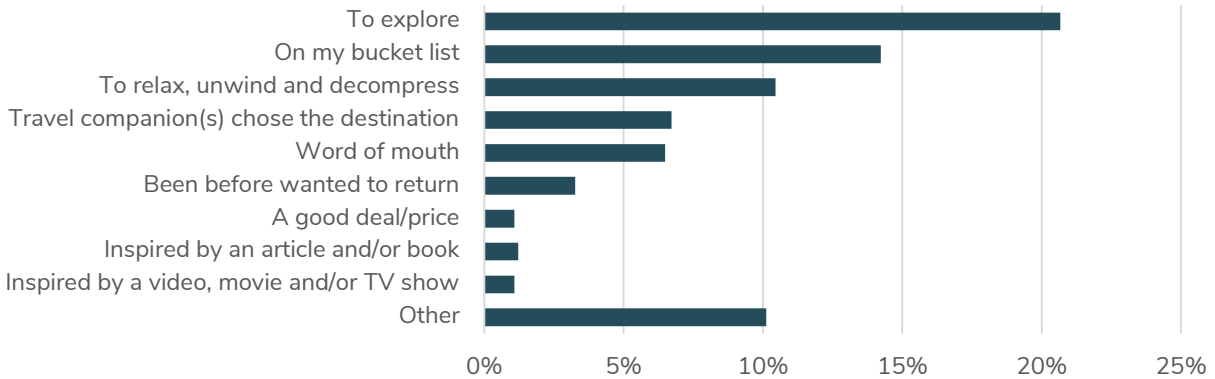


Figure 24: Important factors in deciding to visit Yukon – Canadian visitors

Most Canadian visitors to Yukon listed Yukon as their main destination for their trip (76%). Other visitors were travelling through on their way to Alaska, other parts of Canada, the US, or were simply travelling in the area and didn't have a 'main destination' (Table 11).

Table 11: Main destination for trip, Canadian visitors

Destination	Percent of visitors
Yukon	76%
Alaska	9%
Northwest Territories	6%
Canada	3%
Northern British Columbia	3%
Yukon and other	3%
Other	1%
US	0%

Almost half of the Canadian visitors to Yukon only visited one community (46%) (Table 12).

Table 12: Number of communities visited, Canadian visitors

	Percent of visitors
None	0%
1	45%
2	16%
3	10%
4	7%
5+	21%
Don't know	1%

One-third of all Canadian person-nights⁵ were spent at the home of a family or friend (33%). Twenty-three percent were in a hotel/motel, and another 14% were in an RV park or commercial campground (Figure 25).

Proportion of person-nights in Yukon by type of accommodation, Canadian visitors

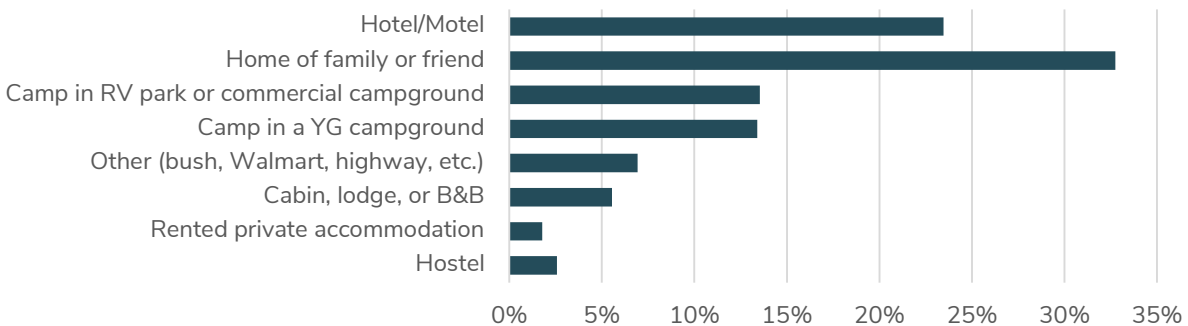


Figure 25: Proportion of person-nights in Yukon by type of accommodation, Canadian visitors

The top three activities Canadian visitors took part in during their trip to Yukon were: Visit a Visitor Information Centre; Visit a historic site, park or building; and Visit a museum (Table 13).

⁵ A person night is a measure of one person spending one night in a location, type of lodging, etc. For example, if a family of four spent two nights in a hotel, it would be counted as eight person-nights in a hotel.

Table 13: Top ten activities completed by Canadian visitors⁶

	Number of activities completed
Visit a Visitor Information Centre	105,400
Visit a historic site, park or building	100,400
Visit a museum	94,400
Camping without guide	82,700
Wildlife viewing or birdwatching without guide	81,700
Hiking without guide	62,800
Visit a cultural centre	49,300
Visit friends or relatives	48,000
Take a community walking tour	14,400
Use a recreation facility (e.g. The Canada Games Centre)	13,700

Canadian visitor spending

There were 16,900 Canadian visitors (12%) whose Yukon trip included or was part of a travel package. Visitors who arrived by bus or train were almost certain to have purchased a travel package (99%) whereas that proportion was much smaller for those visitors who arrived by road (7%) or plane (7%).

The average travel package cost was \$5,912 per travelling party. Packages included some combination of transportation, accommodation and activities for all or part of the visitor's trip. Average package costs were highest for travelling parties arriving by private vehicle (\$8,197) and lowest for those arriving by plane (\$3,548). (Table 14).

⁶ Note: Activities that visitors took part in in more than one community are counted multiple times. For example, if a family of four visited three Visitor Information Centres in Yukon, it would count as 12 activities completed.

Table 14: Canadian visitors whose trips included a travel package by mode of transportation

	Visitors whose trip included a travel package	Visitors whose trip did not include a travel package	% of visitors whose trip included a travel package	Total cost of travel packages	Average cost of travel package per travelling party
Private vehicle	6,600	87,900	7%	\$22,305,800	\$8,197
Bus	4,100	-	99%	\$7,369,800	\$4,715
Train	3,700	-	99%	\$6,660,500	\$4,909
Plane	2,500	33,300	7%	\$4,477,600	\$3,548
All Canada	16,900	121,200	12%	\$40,813,600	\$5,912

Canadian visitors spent a total of \$40.8 million on travel packages which included Yukon. Of the top three home provinces of Canadian visitors, visitors from Ontario spent the most on travel packages (\$25.3 million), while visitors from Alberta spent the least (\$2.8 million) (Table 15).

Table 15: Visitors whose trip included a travel package by top 3 Canadian origins

	Visitors whose trip included a travel package	Visitors whose trip did not include a travel package	% of visitors whose trip included a travel package	Total cost of travel packages	Average cost of travel package per travelling party
Ontario	7,300	13,000	36%	\$25,331,400	\$8,262
British Columbia	4,200	50,900	8%	\$7,741,200	\$4,465
Alberta	2,100	25,300	8%	\$2,787,400	\$3,270

Canadian visitors were asked to estimate their spending while in Yukon by category of expenditure. Excluding packages, Canadian visitors spent \$72.2 million while visiting Yukon. The highest amount was spent on transportation (\$23 million), followed by accommodations (\$20 million), and food and beverages (\$16 million) (Figure 26).

Total Amount Spent by Canadian Visitors in Yukon (Packages Excluded)

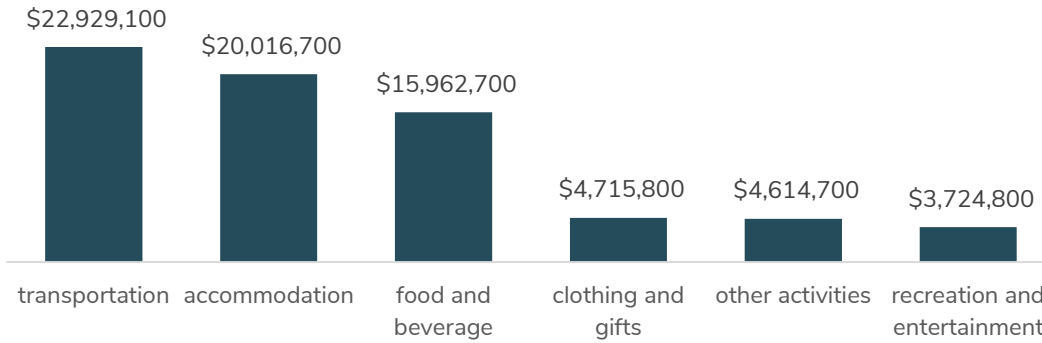


Figure 26: Total amount spent by Canadian visitors in Yukon (packages excluded)

Excluding packages, the average spend per Canadian party per trip was \$926 (Per-per person per-trip expenditures were \$571). Per-party, per-trip expenditures were highest for Canadians in accommodation at \$475, followed by \$399 for transportation, and \$329 for other activities (including parts, repairs, tips, etc.)⁷ (Figure 24).

Average Amount Spent by Category in Yukon Per Party - Canadian Visitors (Packages Excluded)⁶

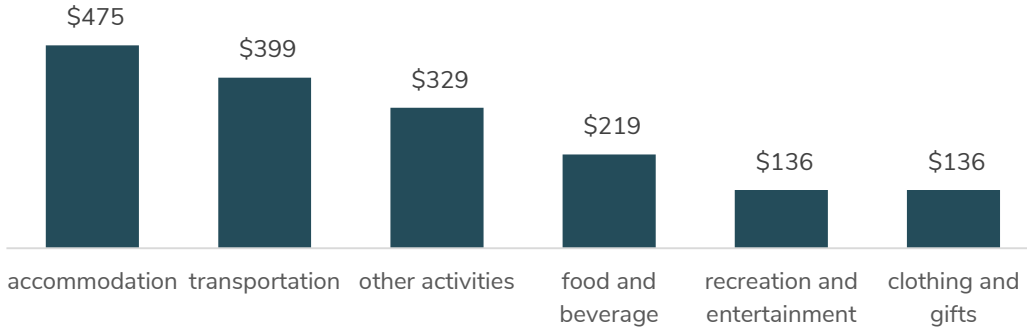


Figure 27: Average amount spent in Yukon per Canadian visitor (packages excluded)

Same-day Canadian visitors to Yukon spent a total of \$1.7 million, while visitors who spent at least one night in Yukon spent a total of \$70.2 million (packages excluded). On average, per party per trip, overnight parties spent the most on accommodation (\$475), while same-day

⁷ Average expenditures are calculated from non-missing values only; if visitors did not give a number for an expenditure category, they are excluded from the average.

parties spent the most on 'other' activities (\$103). The top four 'other' expenditure categories for Canadian same-day parties were parts, lumber, medication, and supplies (Figure 28).

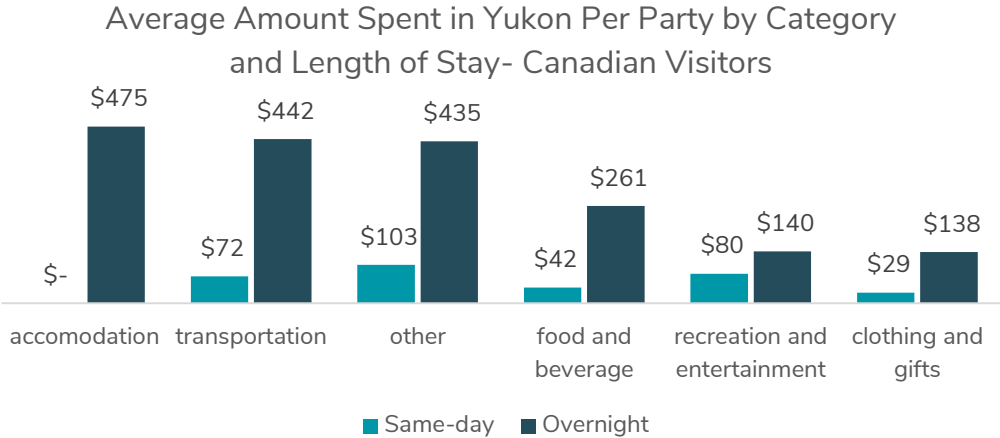


Figure 28: Average amount spent in Yukon per party by category and length of stay - Canadian visitors

Visitors with longer stays in Yukon spent more across all categories. Canadian visiting parties who did not spend a night in Yukon spent an average of \$108 in Yukon, while parties who spent five or more nights in Yukon spent an average of \$1,611 per party in Yukon.

Table 16: Visitor spending by length of stay, Canadian visitors

Length of stay, in days	Total expenditures	Average expenditures per travelling party
Same-day	\$1,751,200	\$108
1	\$1,204,400	\$296
2	\$6,358,700	\$629
3	\$6,928,500	\$750
4	\$7,794,800	\$942
5+	\$47,926,100	\$1,611
All	\$71,963,800	\$926

Net Promoter Score ®

The Net Promoter Score ® (NPS) is a simple indicator used to measure the likelihood of a person to recommend or refer a product or service to friends and family. Respondents are asked to rank a statement from zero to ten, and then responses are grouped in three categories: Promoters (9-10), Passives (7-8), and Detractors (0-6). The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters.

When asked to rate on a scale of zero to ten how likely they would be to recommend a friend or colleague visit Yukon, Canadian visitors most often chose ten. Ninety-one percent of visitors were Promoters, while one percent were Detractors (Figure 29 and Figure 30). This results in a NPS score of +90 for recommending Yukon to a friend or colleague.

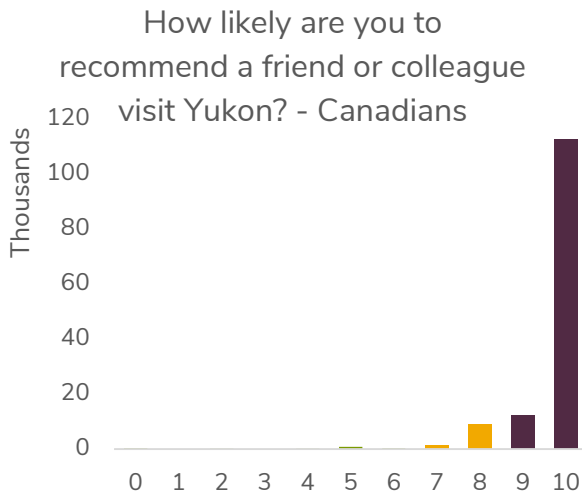


Figure 29: How likely are you to recommend a friend or colleague visit Yukon?

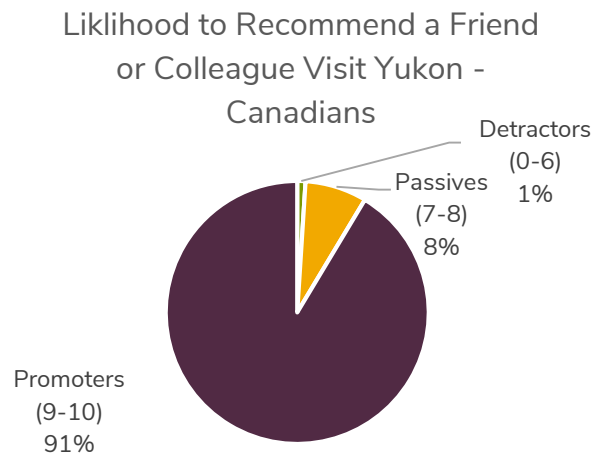


Figure 30: How likely are you to recommend a friend or colleague visit Yukon?

The NPS scores for the top three origins of Canadian visitors are in Table 17.

Table 17: NPS scores for top three origins of Canadian visitors

	Promoters (9-10)	Passives (7-8)	Detractors (0-6)	NPS
Alberta	95%	5%	0%	94
British Columbia	88%	11%	2%	86
Ontario	94%	5%	0%	94

When asked to rate on a scale of zero to ten how likely they would be to visit Yukon again, once more visitors most often chose ten. Seventy-six percent of visitors were very likely to return (9-10), while 13 percent were unlikely to return (0-6) (Figure 31 and Figure 32).

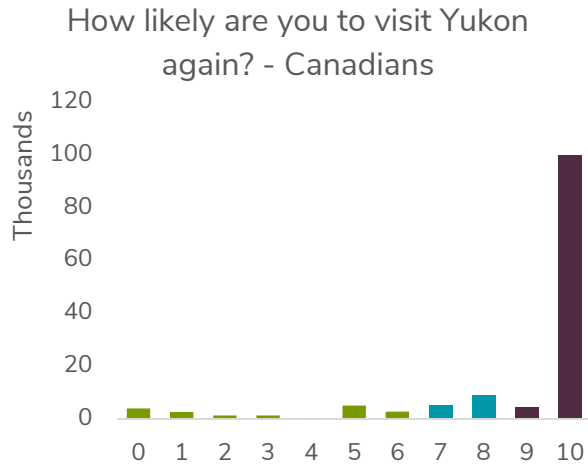


Figure 31: How likely are you to visit Yukon again?

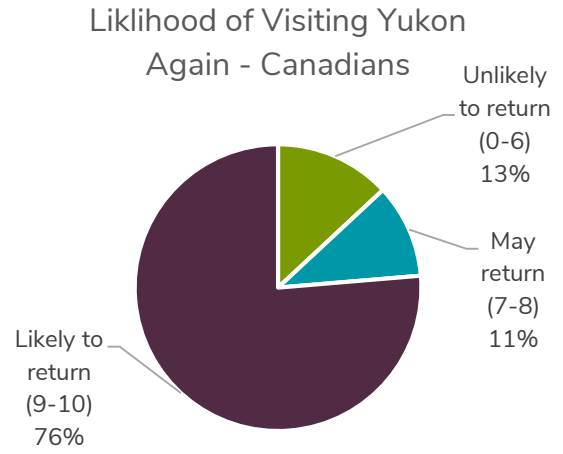


Figure 32: How likely are you to visit Yukon again?

American Visitors

Demographics and mode of entry

With 305,000 visitors, Americans made up 62% of all visitors to Yukon. The majority of American visitors to Yukon came in the summer months of June through September (79%). The month of July saw the highest number of visitors, and the month of January saw the lowest number of visitors (See Table 18 and Figure 33).

Table 18: American Visitors to Yukon by month and year

	Count of visitors
Nov-17	3,200
Dec-17	2,400
Jan-18	2,500
Feb-18	2,200
Mar-18	2,500
Apr-18	4,800
May-18	35,700
Jun-18	60,700
Jul-18	72,800
Aug-18	69,500
Sep-18	38,700
Oct-18	9,800
Total	305,000

Proportion of US Visitors to Yukon by Month of Visit

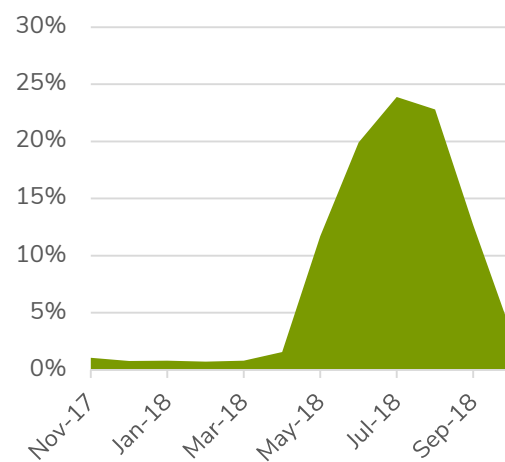


Figure 33: US Visitors to Yukon by month

Just under one-third of American visitors to Yukon were from Alaska (31%). Californians made up one-tenth of Yukon’s visitors (10%), and Texans made up 6% (Table 19).

Table 19: Visitors from US by Province/Territory of Origin

US State of Origin	Percent of Visitors
Alaska	31%
California	10%
Texas	6%
Washington	4%
Florida	3%
Oregon	3%
Idaho	2%
Wisconsin	2%
Illinois	2%
Minnesota	2%
Other	34%
Total	100%

Most visitors (59%) were age 55 or older. Children under age 18 only made up four percent of all visitors (Figure 34 and Figure 35).

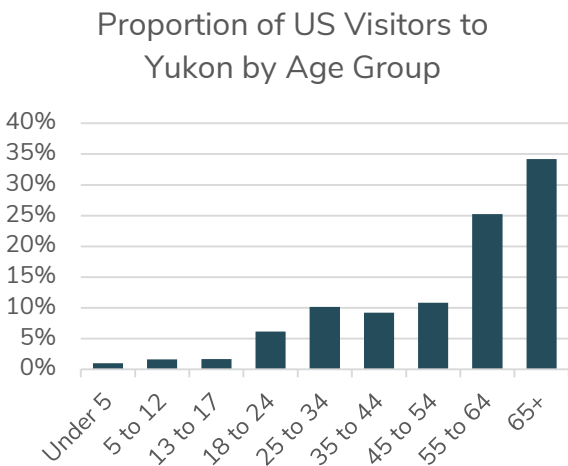


Figure 34: US visitors to Yukon by age group

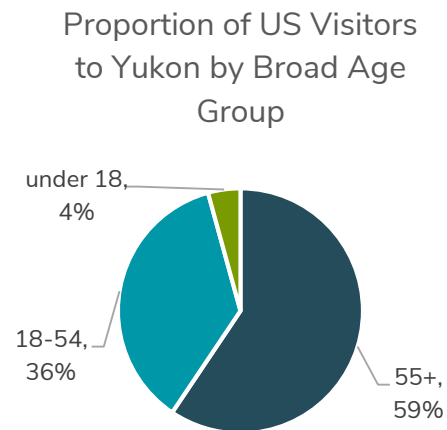


Figure 35: US visitors to Yukon by broad age group

Over three-quarters (77%) of all visitors to Yukon came by private vehicle. Nine percent arrived on a bus, nine percent took a train, and five percent flew (Figure 36).

US Visitors by Mode of Entry to Yukon

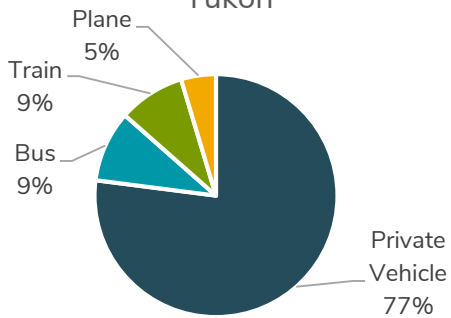


Figure 36: US visitors by method of entry to Yukon

In total, 156,100 travelling parties from the US visited Yukon. On average, there were 2.0 people per travelling party.

Length of stay and characteristics of visit

In 2017/18, 69% of Yukon's 305,000 American visitors spent at least one night in Yukon. The average length of stay in Yukon for American overnight visitors was 3.0 nights. Visitors stayed longer (an average of 4.7 nights) if their main reason for visiting was business, and they stayed shorter (an average of 1.8 nights) if they were in transit.

US Visitors by Length of Stay

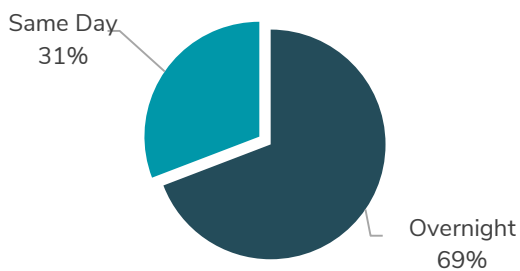


Figure 37: US visitors by length of stay

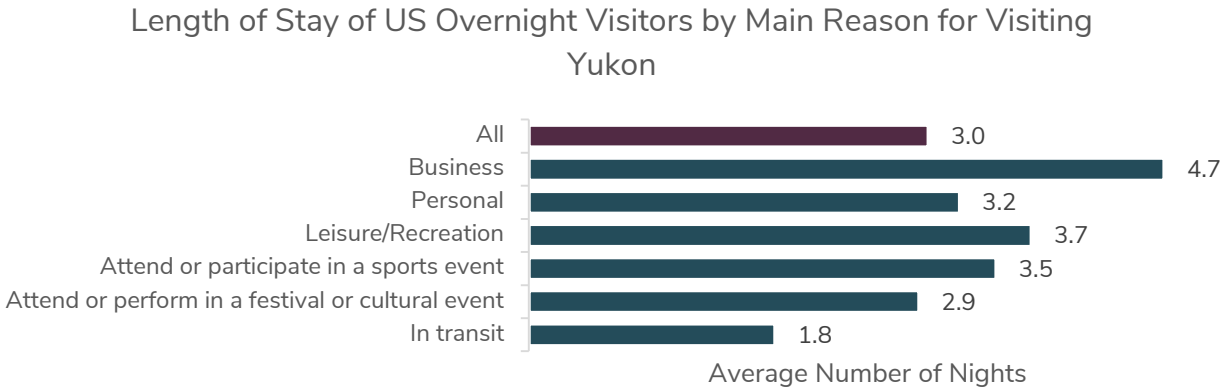


Figure 38: Length of stay of US overnight visitors by main reason for visiting Yukon

Thirty-three percent of US visitors cited 'Leisure/Recreation' as their main reason for visiting Yukon. Another 33% were in transit, and 7% were visiting for personal reasons (Figure 39).

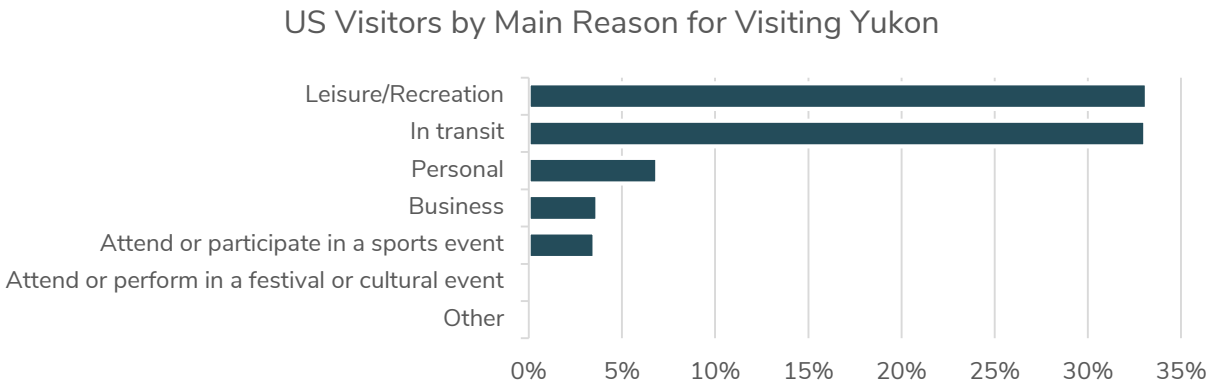


Figure 39: US visitors by main reason for visiting Yukon

Visitors were asked which factors were important in their decision to visit Yukon. Twenty-two percent of all US visitors wanted to explore, while fifteen percent had Yukon on their bucket list (Figure 40, multiple responses allowed).

Important Factors in Deciding to Visit Yukon - US Visitors

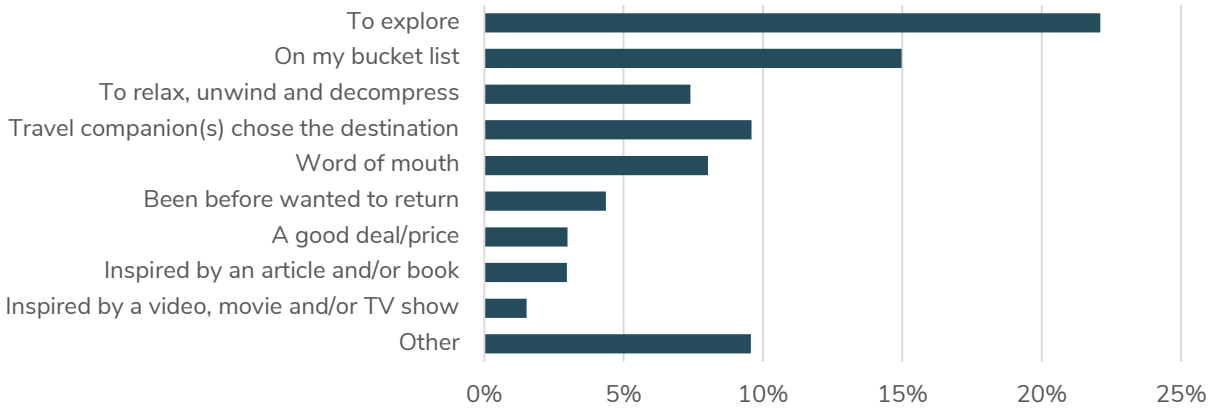


Figure 40: Important factors in deciding to visit Yukon – US visitors

Most US visitors to Yukon listed Alaska as their main destination for their trip (62%). Other visitors were visiting Yukon, the US, other parts of Canada, or were simply travelling in the area and didn't have a 'main destination' (Table 20).

Table 20: Main destination for trip, US visitors

Destination	Percent of visitors
Alaska	62%
Yukon	23%
US	7%
Other	3%
Yukon and other	3%
Northwest Territories	1%
Northern British Columbia	1%

Almost half of the US visitors to Yukon only visited one community (45%) (Table 21).

Table 21: Number of communities visited, US visitors

	Percent of visitors
None	1%
1	47%
2	18%
3	10%
4	8%
5+	11%
Don't know	5%

Almost half of all US person-nights⁸ were spent in a hotel/motel (47%). Another twenty-six percent were in an RV park or commercial campground. (Figure 41).

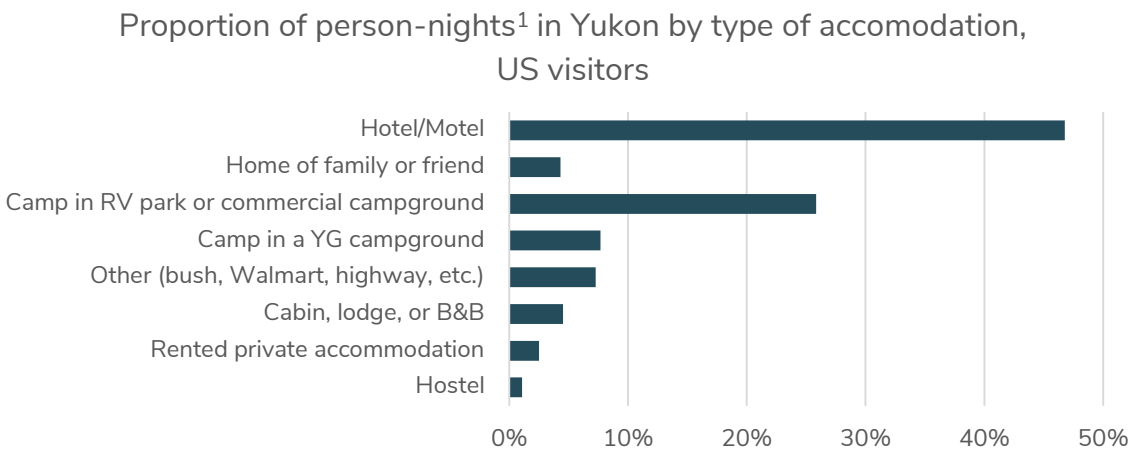


Figure 41: Proportion of person-nights in Yukon by type of accommodation, US visitors

The top three activities US visitors took part in during their trip to Yukon were: Visit a Visitor Information Centre; Visit a historic site, park or building; and Visit a museum (Table 22).

⁸ A person night is a measure of one person spending one night in a location, type of lodging, etc. For example, if a family of four spent two nights in a hotel, it would be counted as eight person-nights in a hotel.

Table 22: Top ten activities completed by US visitors⁹

	Number of activities completed
Visit a Visitor Information Centre	137,700
Visit a historic site, park or building	137,100
Visit a museum	135,300
Wildlife viewing or birdwatching without guide	94,000
Camping without guide	67,200
Hiking without guide	57,300
Take a community walking tour	53,600
Visit a cultural centre	42,700
Canoeing, kayaking, rafting or boating with guide	23,900
Attend an arts or music festival	20,500

American visitor spending

There were 113,000 American visitors (37%) whose Yukon trip included or was part of a travel package. Visitors who arrived by bus or train were almost certain to have purchased a travel package (99% and 98%, respectively) whereas that proportion was much smaller for those visitors who arrived by private vehicle (24%) or plane (15%).

The average package cost was \$7,785 per travelling party. Packages included some combination of transportation, accommodation and activities for all or part of the visitor's trip. Package costs were highest for American travelling parties arriving by private vehicle (\$9,670) and lowest for those arriving by plane (\$5,993) (Table 23).

⁹ Note: Activities that visitors took part in in more than one community are counted multiple times. For example, if a family of four visited three Visitor Information Centres in Yukon, it would count as 12 activities completed.

Table 23: US Visitors whose trips included a travel package by mode of transportation

	Visitors whose trip included a travel package	Visitors whose trip did not include a travel package	% of visitors whose trip included a travel package	Total cost of travel packages	Average cost of travel package per travelling party
Private vehicle	55,800	179,100	24%	\$185,911,000	\$9,670
Bus	28,500	400	99%	\$61,265,000	\$6,001
Train	26,600	400	98%	\$57,272,500	\$6,042
Plane	2,100	12,100	15%	\$5,051,500	\$5,993
All US	112,900	192,000	37%	\$309,500,000	\$7,785

US visitors spent a total of \$309.5 million on travel packages which included Yukon. Of the top three home states of US visitors, visitors from California spent the most on travel packages (\$36.3 million), while visitors from Alaska spent the least (\$1.3 million) (Table 24).

Table 24: US Visitors whose trip included a travel package by top three states of origin

	Visitors whose trip included a travel package	Visitors whose trip did not include a travel package	% of visitors whose trip included a travel package	Total cost of travel packages	Average cost of travel package per travelling party
California	16,600	14,200	54%	\$36,316,400	\$6,860
Texas	9,200	7,400	55%	\$29,947,200	\$8,902
Alaska	300	94,200	0.3%	\$1,297,900	\$1,372

American visitors were asked to estimate their spending while in Yukon by category of expenditure. Excluding travel packages, visitors spent \$61.2 million while visiting Yukon. (The highest amount was spend on transportation (\$20 million), followed by accommodations (\$16 million), and food and beverages (\$15 million) (Figure 42).

Total Amount Spent by US Visitors in Yukon (Packages Excluded)

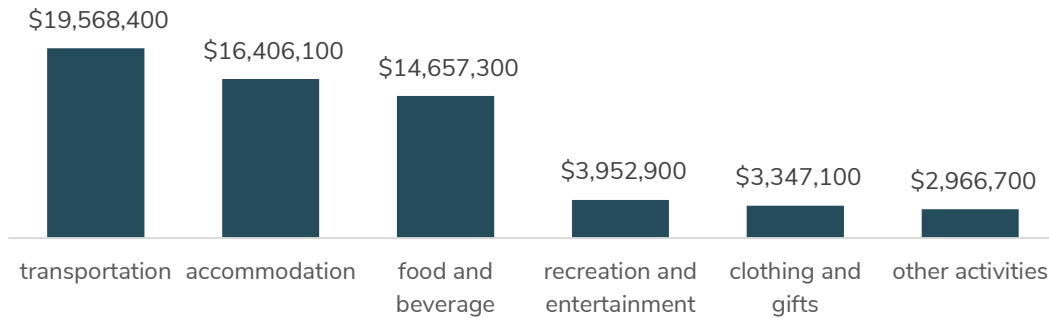


Figure 42: Total amount spent by US visitors in Yukon (packages excluded)

Excluding packages, the average spend per American party per trip was \$470 (Per-person per-trip expenditures were \$272). Per-party per trip expenditures were highest in the areas of accommodation at \$247, followed by \$207 for transportation, and \$200 for other activities (including parts, repairs, tips, etc.)¹⁰ (Figure 43).

Average Amount Spent in Yukon Per Party by Category - US Visitors (Packages Excluded)⁹

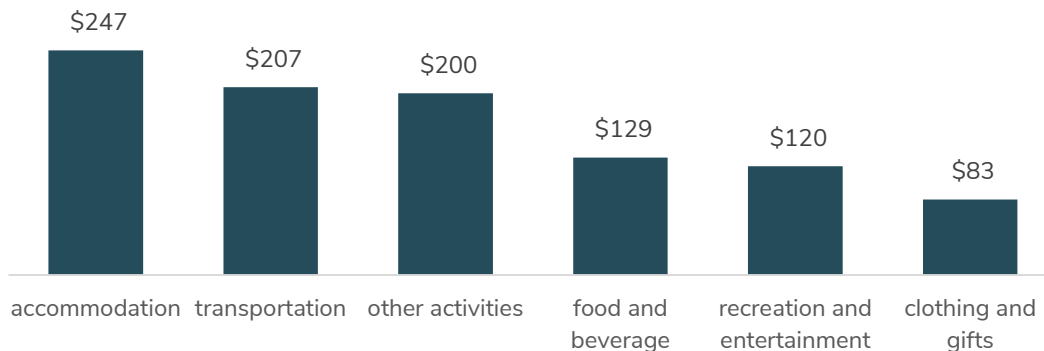


Figure 43: Average amount spent in Yukon per US party per trip (packages excluded)

Same-day US visitors to Yukon spent a total of \$3.0 million, while visitors who spent at least one night in Yukon spent a total of \$57.8 million (packages excluded).

¹⁰ Average expenditures are calculated from non-missing values only; if visitors did not give a number for an expenditure category, they are excluded from the average.

On average, per party per trip, overnight parties spent the most on accommodation (\$248), while same-day parties spent the most on 'other' activities (\$145). The top four 'other' expenditure categories for same-day parties were parts, medical and unspecified.

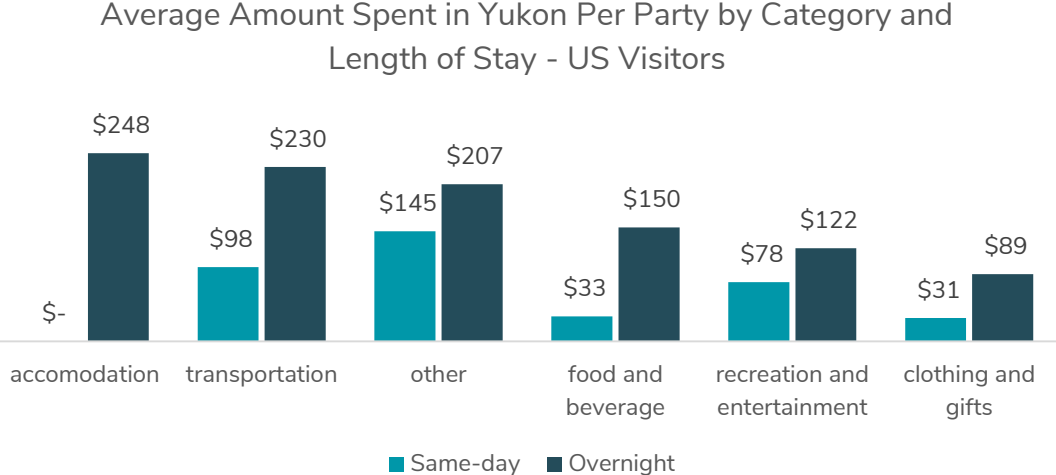


Figure 44: Average amount spent in Yukon per party by category and type of visitor – US visitors

Visitors with longer stays in Yukon spent more across all categories. US visiting parties who did not spend a night in Yukon spent an average of \$113 per party in Yukon, while parties who spent five or more nights in Yukon spent an average of \$1,545 per party per trip in Yukon.

Table 25: Visitor spending by length of stay, US visitors

Length of stay, in days	Total expenditures	Average expenditures per travelling party
Same-day	\$3,066,100	\$113
1	\$10,069,600	\$264
2	\$9,585,600	\$481
3	\$10,310,800	\$552
4	\$7,742,500	\$614
5+	\$20,123,800	\$1,545
All	\$60,898,500	\$470

Net Promoter Score ®

The Net Promoter Score ® (NPS) is a simple indicator used to measure the likelihood of a person to recommend or refer a product or service to friends and family. Respondents are

asked to rank a statement from zero to ten, and then responses are grouped in three categories: Promoters (9-10), Passives (7-8), and Detractors (0-6). The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters.

When asked to rate on a scale of zero to ten how likely they would be to recommend a friend or colleague visit Yukon, American visitors most often chose ten. Eighty percent of American visitors were Promoters, while three percent were Detractors (Figure 45 and Figure 46). This results in a NPS score of +77 for recommending Yukon to a friend or colleague.

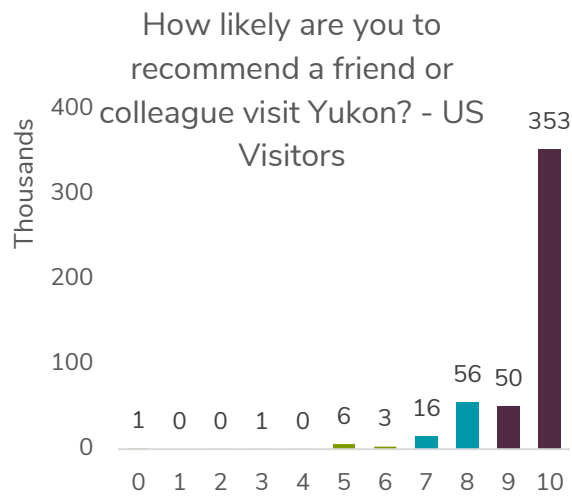


Figure 45: How likely are you to recommend a friend or colleague visit Yukon?

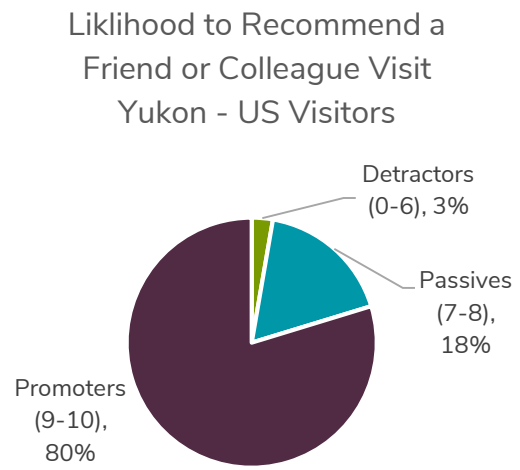


Figure 46: How likely are you to recommend a friend or colleague visit Yukon?

The NPS scores for the top three origins of US visitors are in Table 26.

Table 26: NPS scores for top three origins of US visitors

	Promoters (9-10)	Passives (7-8)	Detractors (0-6)	NPS
Alaska	81%	16%	3%	78
California	82%	17%	1%	81
Texas	73%	26%	1%	71

When asked to rate on a scale of zero to ten how likely they would be to visit Yukon again, once more visitors most often chose ten. Fifty-eight percent of visitors were very likely to return (9-10), while 29 percent were unlikely to return (0-6) (Figure 47 and Figure 48).

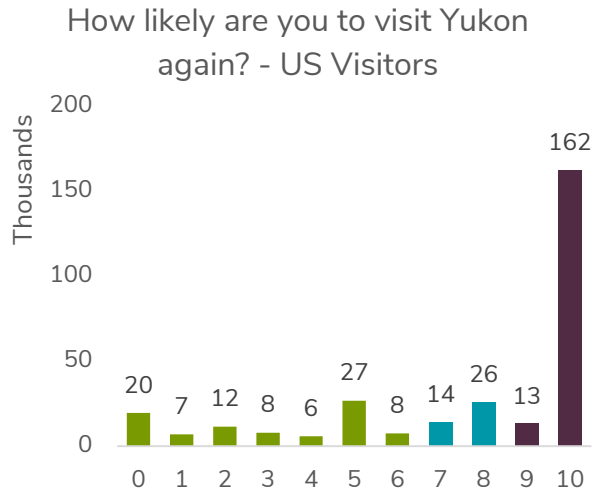


Figure 47: How likely are you to visit Yukon again?

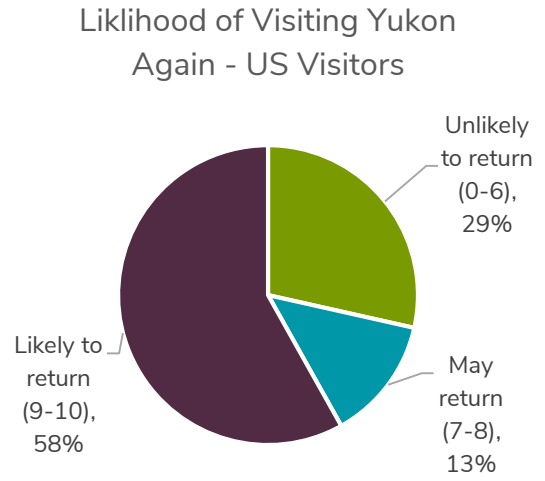


Figure 48: How likely are you to visit Yukon again?

Overseas Visitors

Demographics and mode of entry

With 48,200 visitors, overseas (international visitors excluding US) visitors made up 28% of all visitors to Yukon. The majority of overseas visitors to Yukon came in the summer months of June through September (79%). The month of August saw the highest number of overseas visitors, and the month of April saw the lowest number of overseas visitors (See Table 27 and Figure 49).

Table 27: Overseas Visitors to Yukon by month and year

	Count of visitors
Nov-17	500
Dec-17	1,000
Jan-18	600
Feb-18	600
Mar-18	400
Apr-18	200
May-18	6,000
Jun-18	10,300
Jul-18	10,300
Aug-18	10,500
Sep-18	6,900
Oct-18	800
Total	48,200

Proportion of Overseas Visitors to Yukon by Month of Visit

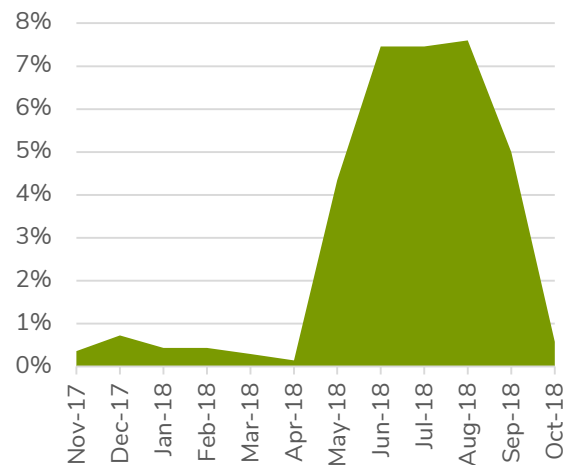


Figure 49: Overseas Visitors to Yukon by month

Just under one-third of overseas visitors to Yukon were from Australia (29%). Germans made up almost one-fifth of Yukon's overseas visitors (17%), and visitors from the United Kingdom made up thirteen percent (Table 28).

Table 28: Overseas Visitors by Country of Origin

Country of Origin	Percent of Visitors
Australia	29%
Germany	17%
United Kingdom	13%
Switzerland	4%
Netherlands	4%
New Zealand	4%

Country of Origin	Percent of Visitors
Czech Republic	4%
France	2%
Mexico	2%
China	2%
Other	18%

Most overseas visitors (62%) were age 55 or older. Children under age 18 only made up two percent of all overseas visitors (Figure 50 and Figure 51).

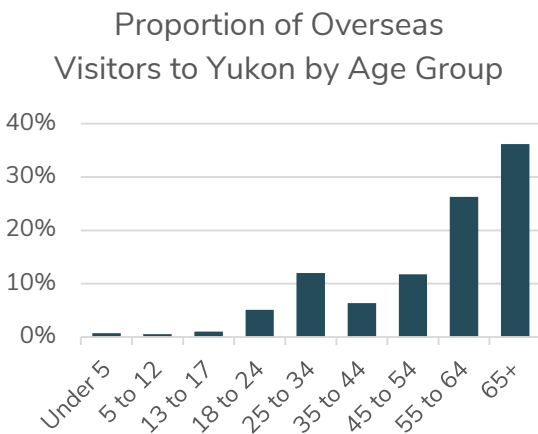


Figure 50: Overseas visitors to Yukon by age group

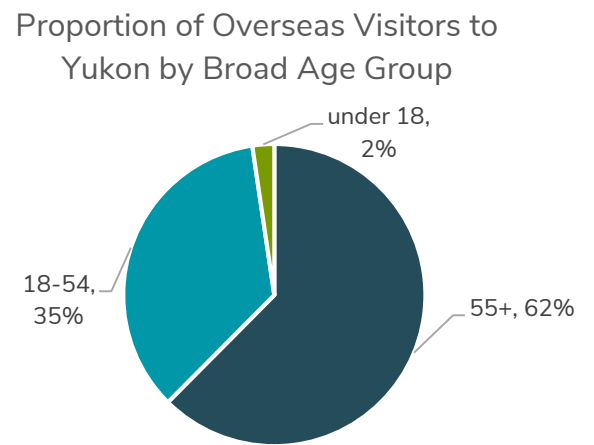


Figure 51: Overseas visitors to Yukon by broad age group

Less than half (40%) of all overseas visitors to Yukon came by private vehicle. Twenty-six percent arrived on a plane, 18 percent were on a bus, and 16 percent took a train (Figure 52).

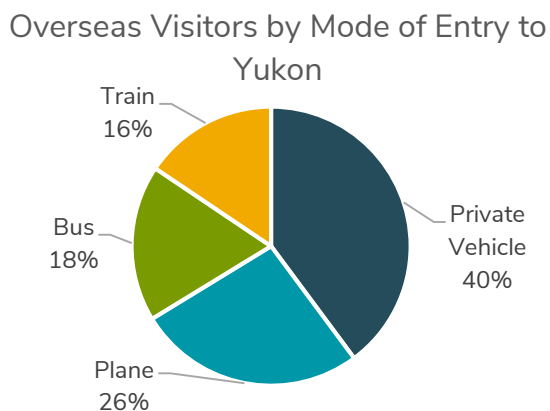


Figure 52: All overseas visitors by mode of entry to Yukon

In total, 26,500 travelling parties from overseas visited Yukon. On average, there were 1.8 people per travelling party.

Length of stay and characteristics of visit

In 2017/18, 60% of Yukon's 48,200 overseas visitors spent at least one night in Yukon. The average length of stay in Yukon for overseas overnight visitors was 6.0 nights. Visitors stayed longer (an average of 16.0 nights) if their main reason for visiting was business, and they stayed shorter (an average of 2.8 nights) if they were in transit.

Overseas Visitors by Length of Stay

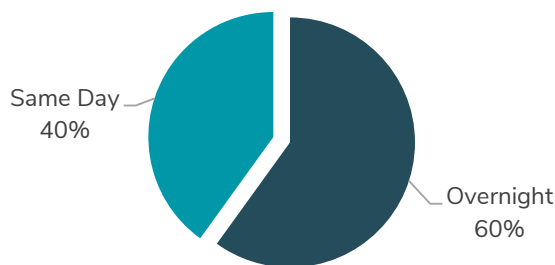


Figure 53: Overseas visitors by type of stay

Length of Stay of Overseas Overnight Visitors by Main Reason for Visiting Yukon

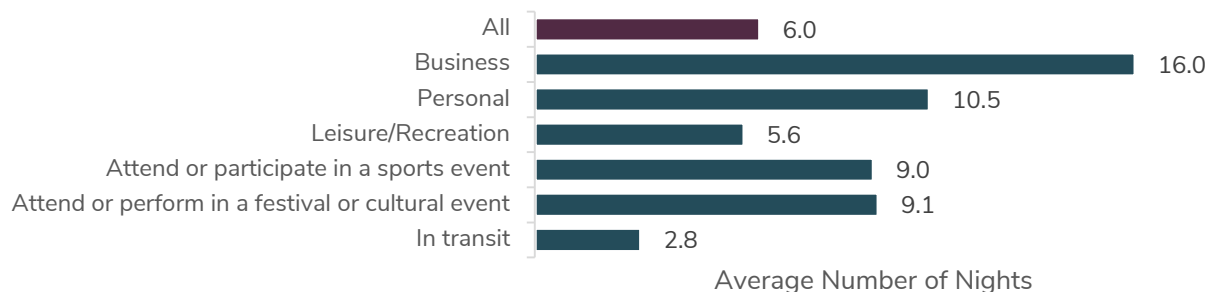


Figure 54: Length of stay of overseas overnight visitors by main reason for visiting Yukon

Fifty-three percent of overseas visitors cited 'Leisure/Recreation' as their main reason for visiting Yukon. Another 5% were in transit, and 4% were visiting for personal reasons (Figure 55).

Overseas Visitors by Main Reason for Visiting Yukon

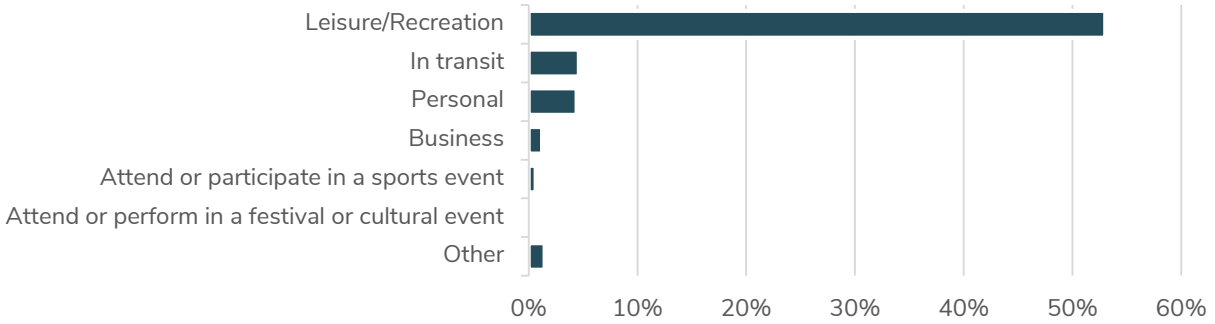


Figure 55: Overseas visitors by main reason for visiting Yukon

Visitors were asked which factors were important in their decision to visit Yukon. Thirty-seven percent of overseas visitors wanted to explore, while 22% had Yukon on their bucket list (Figure 56, multiple responses allowed).

Important Factors in Deciding to Visit Yukon - Overseas Visitors

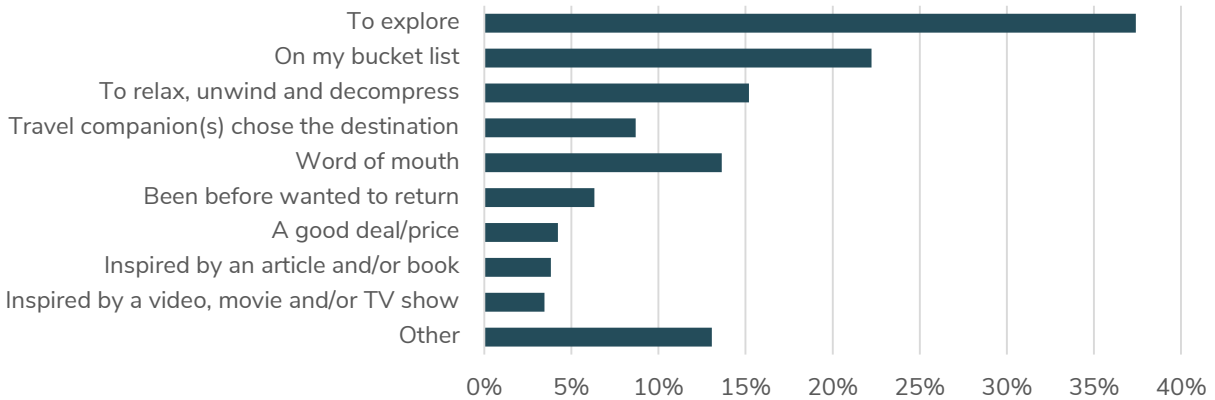


Figure 56: Important factors in deciding to visit Yukon – overseas visitors

Most overseas visitors listed Yukon as their main destination for their trip (54%). Other visitors were visiting Alaska, the US, other parts of Canada, or were simply travelling in the area and didn't have a 'main destination' (Table 29).

Table 29: Main destination for trip, overseas visitors

Destination	% of visitors
Yukon	54%
Alaska	31%
Other	6%
Canada	3%
Northern British Columbia	2%
Yukon and other	2%
US	2%
Northwest Territories	1%

Almost half of the overseas visitors to Yukon only visited one community (48%) (Table 32).

Table 30: Number of communities visited, overseas visitors

	Percent of visitors
None	0%
1	48%
2	12%
3	10%
4	11%
5+	16%
Don't know	1%

Under a third of all overseas person-nights¹¹ were spent in a hotel/motel (31%). Another 18% were in were in the home of a family or friend (Figure 57).

¹¹ A person night is a measure of one person spending one night in a location, type of lodging, etc. For example, if a family of four spent two nights in a hotel, it would be counted as eight person-nights in a hotel.

Proportion of person-nights in Yukon by type of accommodation, overseas visitors

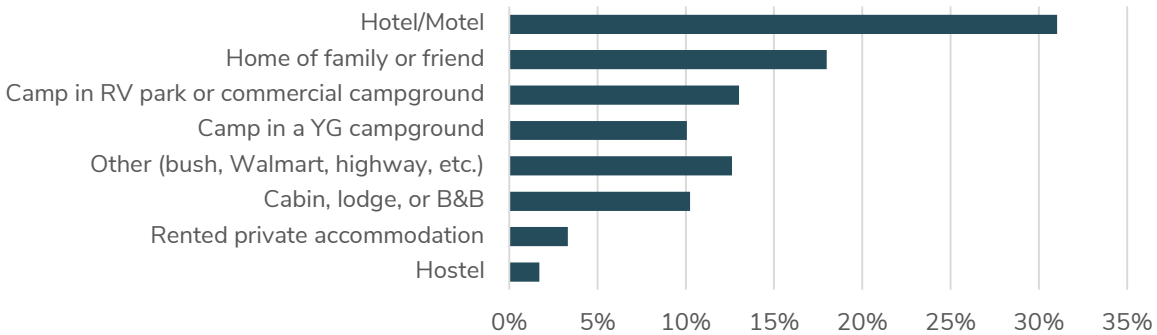


Figure 57: Proportion of person-nights in Yukon by type of accommodation, overseas visitors

The top three activities overseas visitors took part in during their trip to Yukon were: Visit a museum; Visit a Visitor Information Centre; and Visit a historic site, park or building (Table 33).

Table 31: Top ten activities completed by overseas visitors¹²

	Number of activities completed
Visit a museum	35,900
Visit a Visitor Information Centre	35,200
Visit a historic site, park or building	30,300
Wildlife viewing or birdwatching without guide	29,800
Camping without guide	19,200
Hiking without guide	16,300
Visit a cultural centre	11,400
Take a community walking tour	4,600
Canoeing, kayaking, rafting or boating without guide	4,400
Fishing without guide	3,800

¹² Note: Activities that visitors took part in in more than one community are counted multiple times. For example, if a family of four visited three Visitor Information Centres in Yukon, it would count as 12 activities completed.

Visitor spending

There were 28,100 overseas visitors (58%) whose Yukon trip included or was part of a travel package. Visitors who arrived by bus or train were almost certain to have purchased a travel package (99%) whereas that proportion was smaller for those visitors who arrived by private vehicle (40%) or plane (34%).

The average travel package cost was \$7,391 per travelling party. Packages included some combination of transportation, accommodation and activities for all or part of the visitor's trip. Package costs were highest for travelling parties arriving by private vehicle (\$10,696) and lowest for those arriving by plane (\$6,042) (Table 32).

Table 32: Visitors whose trips included a travel package by mode of transportation

	Visitors whose trip included a travel package	Visitors whose trip did not include a travel package	% of visitors whose trip included a travel package	Total cost of travel packages	Average cost of travel package per travelling party
Bus	8,600	100	99%	\$20,371,500	\$6,201
Private Vehicle	7,800	11,500	40%	\$29,766,800	\$10,696
Train	7,400	100	99%	\$17,964,200	\$6,347
Plane	4,300	8,500	34%	\$10,473,100	\$6,042
All	28,100	20,100	58%	\$78,575,600	\$7,391

Overseas visitors spent a total of \$78.6 million on travel packages which included Yukon. Of the top three overseas countries, Australians spent the most on travel packages (\$38.5 million), while Germans spent the least (\$4.3 million). (Table 33).

Table 33: Overseas visitors whose trip included a travel package by region of origin

	Visitors whose trip included a travel package	Visitors whose trip did not include a travel package	% of visitors whose trip included a travel package	Total cost of travel packages	Average cost of travel package per travelling party
Australia	12,000	2,200	85%	\$38,502,400	\$8,219
United Kingdom	4,200	2,000	68%	\$15,154,300	\$8,654
Germany	2,400	5,800	29%	\$4,354,700	\$7,771

Overseas visitors were asked to estimate their spending while in Yukon by category of expenditure. Excluding travel packages, overseas visitors spent \$15.3 million while visiting Yukon. The highest amount was spent on transportation (\$5 million), followed by accommodations (\$4 million), and food and beverages (\$4 million) (Figure 57).

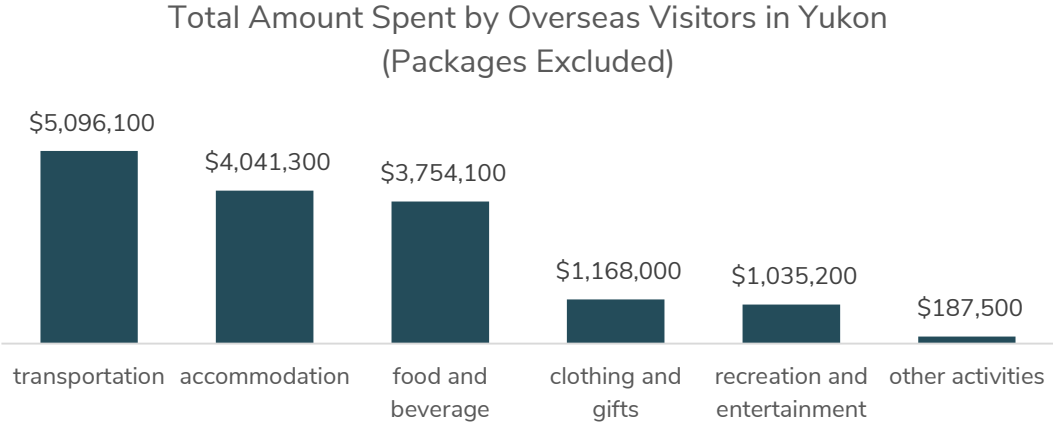


Figure 58: Total amount spent by overseas visitors in Yukon (packages excluded)

Excluding packages, the average spend per party per trip for overseas visitors was \$860 (Per-person per-trip expenditures were \$571). Per-party per-trip expenditures were highest in the areas of transportation at \$493, followed by accommodation at \$472, and \$239 for food and beverages (Figure 58)¹³.



Figure 59: Average amount spent in Yukon per overseas party (packages excluded)

¹³ Average expenditures are calculated from non-missing values only; if visitors did not give a number for an expenditure category, they are excluded from the average.

Same-day overseas visitors to Yukon spent a total of \$300,000, while visitors who spent at least one night in Yukon spent a total of \$14.9 million (packages excluded). On average, per party per trip, overnight visitors and same day visitor both spent the highest amounts on transportation, \$540 per party per trip, and \$105 per party per trip, respectively (Figure 59).

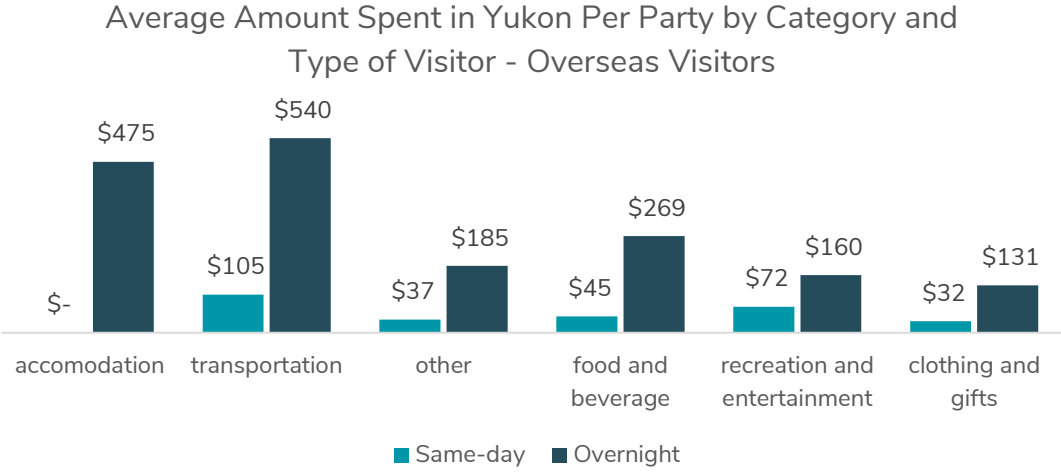


Figure 60: Average amount spent in Yukon per party by category and length of stay – overseas visitors

Visitors with longer stays in Yukon spent more across all categories. Overseas visitors who did not spend a night in Yukon spent an average of \$118 per party in Yukon, while parties who spent five or more nights in Yukon spent an average of \$1,597 per party per trip in Yukon (Table 34).

Table 34: Visitor spending by length of stay, overseas visitors

Length of stay, in days	Total expenditures	Average expenditures per travelling party
Same-day	\$347,900	\$118
1	\$232,700	\$150
2	\$764,400	\$428
3	\$865,500	\$539
4	\$1,871,200	\$654
5+	\$11,200,500	\$1,597
All	\$15,282,200	\$860

Net Promoter Score ®

The Net Promoter Score ® (NPS) is a simple indicator used to measure the likelihood of a person to recommend or refer a product or service to friends and family. Respondents are asked to rank a statement from zero to ten, and then responses are grouped in three categories: Promoters (9-10), Passives (7-8), and Detractors (0-6). The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters.

When asked to rate on a scale of zero to ten how likely they would be to recommend a friend or colleague visit Yukon, overseas visitors most often chose ten. Eighty percent of visitors were Promoters, while three percent were Detractors (Figure 60 and Figure 61). This results in a NPS score of +77 for recommending Yukon to a friend or colleague.

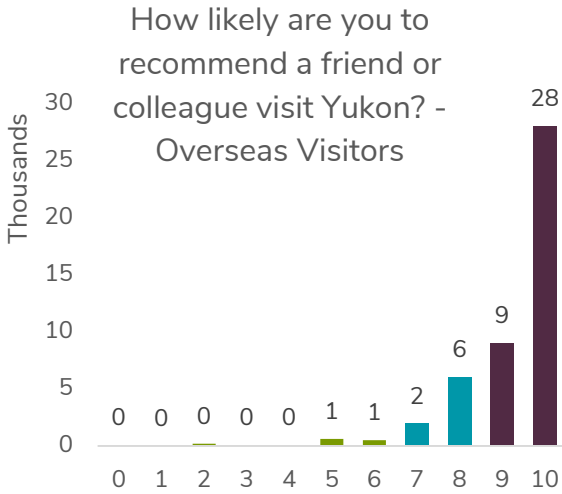


Figure 61: How likely are you to recommend a friend or colleague visit Yukon?

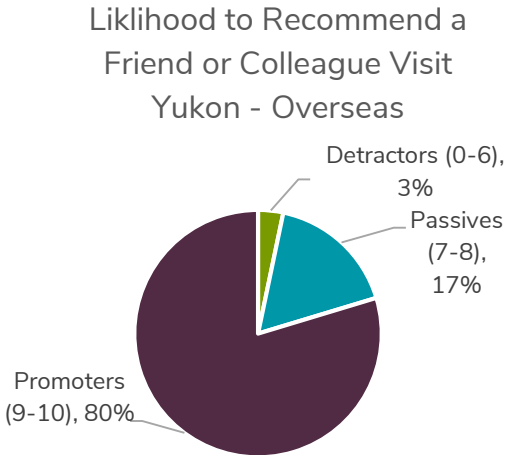


Figure 62: How likely are you to recommend a friend or colleague visit Yukon?

The NPS scores for the top three origins of overseas visitors are in Table 35.

Table 35: NPS scores for top three origins of overseas visitors

	Promoters (9-10)	Passives (7-8)	Detractors (0-6)	NPS
Australia	76%	20%	5%	71
Germany	88%	10%	2%	87
United Kingdom	76%	23%	1%	74

When asked to rate on a scale of zero to ten how likely they would be to visit Yukon again, once more overseas visitors most often chose ten; however, nearly as many chose zero. Thirty-

five percent of visitors were very likely to return (9-10), while 50 percent were unlikely to return (0-6) (Figure 62 and Figure 63).

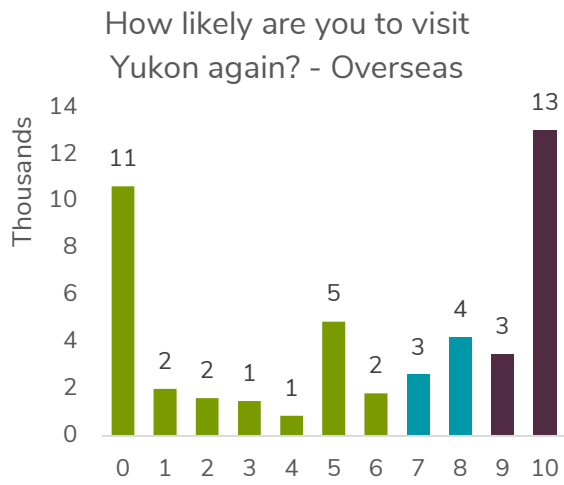


Figure 63: How likely are you to visit Yukon again?

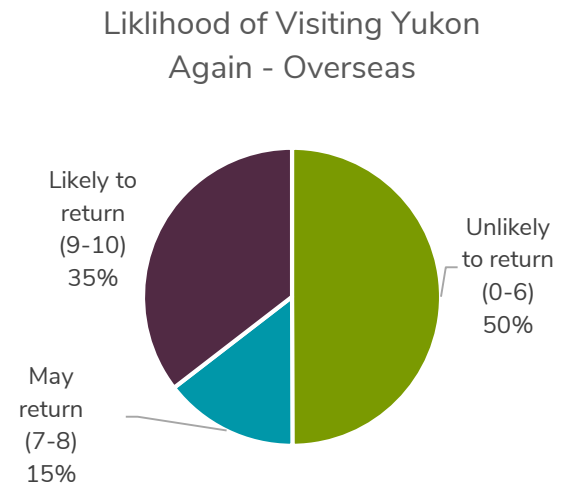


Figure 64: How likely are you to visit Yukon again?

Appendix A: Tables

Table A-1: Visitors to Yukon by country of origin and mode of transportation

	Canada	United States	Overseas	Total
Private Vehicle	94,400	234,900	19,200	348,600
Plane	35,800	14,200	12,700	62,700
Bus	4,200	28,900	8,800	41,800
Train	3,700	27,000	7,500	38,200
Total	138,100	305,000	48,200	491,300

Table A-2: Visitors to Yukon by country of origin and main reason for visiting

	Canada	United States	Overseas	Total
Leisure/Recreation	53,700	101,100	25,600	180,400
In transit	7,100	100,900	2,200	110,200
Personal	39,500	21,000	2,100	62,600
Business	18,300	11,200	600	30,100
Attend or participate in a sports event	5,700	10,800	300	16,800
Other	4,900	-	700	5,600
Attend or perform in a festival or cultural event	900	400	200	1,500
Refusal	8,000	59,500	16,500	84,100

Table A-3: Overnight visitors to Yukon by average length of stay in days and main reason for visiting

	Canada	United States	Overseas	Total
Leisure/Recreation	6.2	3.7	5.6	4.8
In transit	5.3	1.8	2.8	2.1
Personal	6.8	3.2	10.5	5.8
Business	6.2	4.7	16.0	5.8
Attend or participate in a sports event	6.4	3.5	9.0	4.7
Other	4.4	. -	-	4.4
Attend or perform in a festival or cultural event	4.4	2.9	9.1	4.5
Total	6.3	3.0	6.0	4.3

Table A-4: Visitors to Yukon by country of origin and age group

	Canada	United States	Overseas	Total
Under 5	1,000	3,000	300	4,300
5 to 12	3,000	4,800	300	8,100
13 to 17	1,500	4,900	500	7,000
18 to 24	8,700	18,300	2,400	29,300
25 to 34	20,400	30,200	5,500	56,100
35 to 44	15,300	27,500	2,900	45,800
45 to 54	17,200	32,300	5,400	54,900
55 to 64	32,000	75,200	12,100	119,400
65+	34,400	102,000	16,700	153,100
Don't know/refuse	4,600	6,700	2,000	13,300

Table A-5: Total and average amount per party (CAD)¹⁴ visitors spent by country of origin and category of expense (packages excluded)

Spending category	Canada		United States		Overseas		Total	
	Total spent	Average spent per party per trip	Total spent	Average spent per party per trip	Total spent	Average spent per party per trip	Total spent	Average spent per party per trip
Accommodation	\$20,016,700	\$475	\$16,406,100	\$247	\$4,041,300	\$472	\$40,464,100	\$346
Clothing and gifts	\$4,781,700	\$136	\$3,400,200	\$83	\$1,168,000	\$116	\$9,349,900	\$109
Food and beverages	\$16,044,500	\$219	\$14,700,400	\$129	\$3,754,100	\$239	\$34,499,100	\$170
Other activities	\$4,614,700	\$329	\$2,966,700	\$200	\$187,500	\$140	\$7,768,900	\$257
Recreation and entertainment	\$3,727,700	\$136	\$3,952,900	\$120	\$1,035,200	\$157	\$8,715,800	\$130
Transportation	\$22,975,100	\$399	\$19,745,100	\$207	\$5,096,100	\$493	\$47,816,300	\$293
Total	\$72,160,400	\$926	\$61,171,400	\$470	\$15,282,200	\$860	\$148,614,000	\$658

Table A-6: Average amount per person (CAD)¹³ visitors spent by country of origin and category of expense (packages excluded)

	Canada	United States	Overseas	Total
Accommodation	\$196	\$61	\$104	\$113
Clothing and gifts	\$33	\$29	\$44	\$32
Food and beverages	\$103	\$46	\$66	\$68
Other activities	\$171	\$256	\$42	\$207
Recreation and entertainment	\$28	\$100	\$35	\$64
Transportation	\$86	\$106	\$139	\$101
All categories	\$571	\$272	\$571	\$399

¹⁴ Average expenditures are calculated from non-missing values only; if visitors did not give a number for an expenditure category, they are excluded from the average

Table A-7: Visitors to Yukon by length of stay and country of origin

	Canada	United States	Overseas	Total
Same-day	27,500	96,900	19,400	143,700
1	8,100	69,600	2,300	79,900
2	17,600	42,000	4,200	63,800
3	16,600	44,800	4,100	65,500
4	12,200	26,000	6,500	44,700
5+	56,200	25,800	11,700	93,700
Total	138,100	305,000	48,200	491,300

Table A-8: Visitors to Yukon by number of communities visited and country of origin

	Canada	United States	Overseas	Total
None	400	3,200	200	3,800
1	61,900	141,900	23,300	227,000
2	21,700	55,600	5,800	83,200
3	13,600	32,000	4,900	50,500
4	10,000	23,300	5,500	38,800
5+	29,100	33,600	7,900	70,600
Don't know	1,500	15,400	600	17,400
All	138,100	305,000	48,200	491,300

Table A-9: Person-nights¹⁵ by type of accommodation and country of origin

	Canada	United States	Overseas	Total
Cabin, lodge, or B&B	37,700	26,500	17,500	81,700
Camp in a YG campground	90,900	45,000	17,200	153,100
Camp in RV park or commercial campground	91,800	151,600	22,200	265,700
Home of family or friend	222,100	25,400	30,700	278,200
Hostel	17,500	6,400	2,900	26,800
Hotel/Motel	159,100	274,600	53,000	486,700
Other (bush, Walmart, highway, etc.)	47,000	42,700	21,500	111,300
Rented private accommodation	12,100	14,700	5,700	32,500
Total	678,200	587,000	170,800	1,436,000

Table A-10: Number of activities completed by activity completed and country of origin¹⁶

	Canada	United States	Overseas	Total
Attend a First Nations cultural festival	4,200	2,500	900	7,500
Attend a personal event (e.g. wedding, funeral, potlatch, etc.)	7,500	1,400	200	9,000
Attend an arts or music festival	8,100	20,500	1,500	30,000
Attend an organized sports event	3,200	3,300	300	6,800
Camping with guide	800	700	900	2,400
Camping without guide	82,700	67,200	19,200	169,100
Canoeing, kayaking, rafting or boating with guide	2,700	23,900	2,600	29,200
Canoeing, kayaking, rafting or boating without guide	11,100	6,600	4,400	22,100
Fishing with guide	600	300	400	1,300
Fishing without guide	13,400	5,000	3,800	22,200

¹⁵ A person night is a measure of one person spending one night in a location, type of lodging, etc. For example, if a family of four spent two nights in a hotel, it would be counted as eight person-nights in a hotel.

¹⁶ Note: Activities that visitors took part in in more than one community are counted multiple times. For example, if a family of four visited three Visitor Information Centres in Yukon, it would count as 12 activities completed in Table A-12.

Gold panning with guide	3,300	7,900	1,300	12,400
Gold panning without guide	4,400	6,900	1,000	12,300
Golfing	2,200	10,900	3,600	16,800
Hiking with guide	1,500	9,300	2,800	13,600
Hiking without guide	62,800	57,300	16,300	136,400
Horseback riding or sleigh ride	3,600	400	100	4,100
Hunting with guide	800	1,900	-	2,700
Hunting without guide	500	1,100	-	1,600
Mountain biking or cycling with guide	100	8,400	-	8,500
Mountain biking or cycling without guide	9,000	8,300	400	17,700
Northern lights viewing with guide	3,700	1,900	2,100	7,700
Northern lights viewing without guide	6,500	4,900	2,300	13,700
Participate in a First Nations cultural experience with a guide/host	3,900	8,900	700	13,500
Skiing, snowboarding or snowshoeing with guide	300	300	500	1,100
Skiing, snowboarding or snowshoeing without guide	1,700	800	200	2,700
Take a community walking tour	14,400	53,600	4,600	72,600
Use a recreation facility (e.g. The Canada Games Centre)	13,700	14,600	3,000	31,300
Use an off-road vehicle with guide	800	5,000	900	6,700
Use an off-road vehicle without guide	3,000	3,100	300	6,400
Visit a cultural centre	49,300	42,700	11,400	103,500
Visit a historic site, park or building	100,400	137,100	30,300	267,900
Visit a museum	94,400	135,300	35,900	265,500
Visit a Visitor Information Centre	105,400	137,700	35,200	278,300
Visit friends or relatives	48,000	9,100	3,100	60,200
Wildlife viewing or birdwatching with guide	3,400	8,700	3,200	15,300
Wildlife viewing or birdwatching without guide	81,700	94,000	29,800	205,500
Total	752,900	901,600	223,300	1,877,700

Appendix B: Methodology Summary

The 2017-2018 Yukon Visitor Exit Survey was conducted between November 2017 and October 2018. The survey was designed with a two-stage sampling design. First, time-slots for data collection were randomly selected for major modes of transport and departure points for the 12-month period considering seasonal variability. Second, systematic random sampling was used to intercept visitors and collect data from visitors exiting Yukon. The survey was administered in English and French. In addition, paper copies of the survey were available in German, Filipino, Chinese, Japanese and Korean languages.

Interviewers performed a tally count of vehicle traffic, airline passengers, and bus and train passengers. Interviewers also intercepted a sample of these travelling groups to conduct the survey. In total, interviewers intercepted 21,652 travellers or travelling parties. Almost half of these travellers or travelling parties were out of scope of the survey (a Yukon resident, under the age of 18, a seasonal or shift worker, or not exiting Yukon for the last time). A total of 4,534 travellers or travelling parties completed the survey. The tally counts of travellers and, where applicable, administrative data on passenger or traveller counts, were used in the calculation of analytical weights for data analysis.

From November through April, interviewers intercepted travellers and travelling parties at:

1. The Erik Nielsen Whitehorse International Airport;
2. Select hotels in Whitehorse, Watson Lake, Beaver Creek and Haines Junction (to intercept road travellers);
3. Whitehorse bus depots; and
4. The 'Trek Over the Top' snowmobile race in Dawson City.

From May through October, interviewers intercepted travellers and travelling parties at:

1. Nine highway exit locations: (a) Haines Highway at the Pringle Towers rest stop, (b) Alaska Highway at the Kluane Lake rest stop or KM 1726 rest top, (c) Alaska Highway at the Watson Lake rest stop, (d) Stewart-Cassiar Highway at the Cassiar-AK Highway junction, (e) South Klondike Highway at the Log Cabin or the Robinson Roadhouse rest stop, (f) Atlin Road at the Little Atlin rest stop, (h) the Top of the World Highway at Old Mile 68.0 rest stop, and (i) Dempster Highway at KM 80.5;
2. The Erik Nielsen Whitehorse International Airport and the Dawson City Airport;
3. Whitehorse, Dawson City and Carcross (Caribou Crossings) bus depots/stops; and
4. The Carcross Railway Station.

Appendix C: Survey Instrument

Screening Questions

1. Are you a Yukon resident? (i.e. live here permanently/ long term basis)
 - Yes → End survey
 - No

2. Are you 18 years or older?
 - Yes
 - No → End survey

3. Are you in Yukon as a seasonal or shift worker or are you commuting here for work? (i.e. main residence is not in Yukon)
 - Yes → End survey
 - No

4. Are you leaving Yukon for the last time on this trip? (i.e. is this your final exit)
 - Yes
 - No → End survey

5. (Hotel intercepts only) Are you leaving Yukon by air?
 - Yes → End survey
 - No

Section 1 – Yukon Trip Information

6. Is this your first visit to Yukon?
 - Yes
 - No

7. What was your main reason for coming to Yukon? (Check only one)
 - Business (e.g. Sales call; attend a conference; trade show) → Skip to Q9
 - Personal (e.g. Attend a wedding, graduation, potlatch, family reunion, house hunting trip, etc.) → Skip to Q9
 - Leisure/ Recreation (e.g. Road trip; outdoor adventure; northern lights or scenery viewing, etc.)
 - Attend, participate or perform in a festival or cultural event → Skip to Q9
 - Attend or participate in a sports event → Skip to Q9
 - Other: _____ → Skip to Q9

8. What were the most important factors influencing your travel decision to come to Yukon?
(Check all that apply)
 - Travel companion(s) chose the destination
 - To relax, unwind and decompress
 - To explore

- On my bucket list
- A good deal/price
- Inspired by a video, movie and/or TV show
- Inspired by an article and/or book I read
- Been here before and wanted to come back
- Word of mouth (i.e. people recommended visiting Yukon)
- Other: _____

9. What was your main destination for this trip? (Check only one)

- Yukon
- Alaska
- Northwest Territories
- Northern British Columbia
- Northern Alberta
- Other: _____

Section 2 - Transportation

10. How did you first enter Yukon on this trip?

- By road →What type of vehicle did you use?
 - Car/truck/van
 - RV/ camper/trailer
 - Bus/motorcoach
 - Bicycle
 - Motorcycle
 - Other: _____

- By road →Where did you enter the Yukon?
 - Watson Lake, YT (Alaska Highway or Cassiar Hwy 37)
 - Carcross, YT (Driving from Skagway, AK)
 - Haines Junction, YT (Driving from Haines, AK)
 - Beaver Creek, YT (Driving from Tok, AK via the Alaska Highway)
 - Dawson City, YT (Driving the Top of the World Highway)
 - Via the Dempster Highway (From Inuvik, NWT)
 - Other: _____

- By air →Which airport did you land at?
 - Whitehorse International Airport
 - Dawson City Airport
 - Other: _____

- By rail
- Other: _____

11. On this trip, what means of transportation did you use while in Yukon? (Check all that apply)

- Car/truck/van
- RV/camper/trailer
- Bus
- Plane
- Bicycle
- Train
- Motorcycle
- Other: _____

12. Where will you exit Yukon? (Leaving Yukon for the last time on completion of this trip)

- Beaver Creek, YT (To Tok, AK) (Alaska Highway)
- Carcross, YT (To Skagway, AK)
- Dawson City Airport
- Dawson City, YT (Top of the World Highway)
- Dempster Highway (To Inuvik, NWT)
- Haines Junction, YT (To Haines, AK)
- Nugget City, YT via Cassiar Highway 37
- Watson Lake, YT via Alaska Highway
- Whitehorse International Airport
- Other: _____

Section 3 – Locations Visited

13. Which Yukon communities, parks or locations did you visit? (Stop and explore; not just passing through)

(Check all that apply)

- Beaver Creek
- Burwash Landing
- Carcross
- Carmacks
- Dawson City
- Destruction Bay
- Faro
- Haines Junction
- Keno
- Mayo
- Old Crow
- Pelly Crossing
- Stewart Crossing
- Ross River
- Tagish
- Teslin
- Watson Lake
- Whitehorse (includes Ibex Valley & Marsh Lake)
- Kluane National Park & Reserve
- Tombstone Territorial Park
- Other:_____

14. Which Yukon communities, parks or locations did you stay overnight in? (Enter number of nights in each location and type of accommodation)

	Cabin, lodge, or B&B	Camp in RV park or commercial campground	Camp in Yukon Government campground	Home of family or friend	Hostel	Hotel/Motel	Rented private accommodation (Air B&B, VRBO, etc.)	Other (bush camping, Walmart camping, highway pull offs, etc.)
E.g. Burwash Landing		4						
E.g. Carcross			2					
Beaver Creek								
Burwash Landing								
Carcross								
Carmacks								
Dawson City								
Destruction Bay								
Faro								
Haines Junction								
Keno								
Mayo								
Old Crow								
Pelly Crossing								
Ross River								
Stewart Crossing								
Tagish								
Teslin								
Watson Lake								
Whitehorse								
Kluane National Park & Reserve								
Tombstone Territorial Park								
Other:								

Section 4 – Activities

15. Did you or anyone in your travelling party take part in any of the following activities during this Yukon trip?
(Check all that apply, ask for each community mentioned in Q13 & Q14)

		Beaver Creek	Burwash Landing	Carcross	Carmacks	Dawson City	Destruction Bay	Faro	Haines Junction	Keno	Mayo	Old Crow	Pelly Crossing	Ross River	Stewart Crossing	Tagish	Teslin	Watson Lake	Whitehorse	Kluane	Tombstone		
Arts & Culture	Attend a First Nations cultural festival																						
	Participate in a First Nations cultural experience with a guide/host																						
	Attend an arts or music festival																						
	Visit a cultural centre																						
	Visit a historic site, park or building																						
	Visit a museum																						
Outdoor	Camping	With guide																					
		Without guide																					
	Canoeing, kayaking, rafting or boating	With guide																					
		Without guide																					
	Dog sledding																						
	Golfing																						
	Gold panning	With guide																					
		Without guide																					
	Hiking	With guide																					
		Without guide																					
	Horseback riding or sleigh ride																						
	Hunting	With guide																					
		Without guide																					
	Fishing	With guide																					
		Without guide																					
	Mountain biking or cycling	With guide																					
		Without guide																					
	Northern lights viewing	With guide																					
		Without guide																					
	Skiing, snowboarding or snowshoeing	With guide																					
Without guide																							
Wildlife viewing or bird watching	With guide																						
	Without guide																						
Use an off-road vehicle (ATV, snowmobile, etc.)	With guide																						
	Without guide																						
Other	Attend an organized sports event																						
	Attend a personal event (e.g. wedding, funeral, potlatch, etc.)																						
	Take a community walking tour																						
	Use a recreation facility (e.g. The Canada Games Centre)																						
	Visit friends or relatives																						
	Visit a Visitor Information Centre																						

Section 5 – Spending

16. Did any part of your Yukon trip include a package where you paid for any combination of transportation, accommodations and activities for all or part of your trip?

- Yes, booked in advance of the trip
- Yes, booked when I got to Yukon
- No →Skip to Q17

16.1 How did you book the package?

- Through a retail travel agent (e.g. Marlin Travel, Klondike Travel, etc.)
- Tour operator (e.g. G-adventures, Holland America, etc.)
- Online travel agency (e.g. Expedia, Booking.com, etc.)
- Yukon-based tour company/operator
- On your own/directly with the company offering the package (i.e. direct booking)
- Other: _____

16.2 What was the total package cost? (Total for your travelling party)

Amount: _____

16.2.1 What was the trip package cost currency?

- Canadian dollars
- US Dollars
- Australian Dollars
- Euros
- Pounds
- Mexican pesos
- Other _____

17. What was your travelling party's total spending while in Yukon on each of the following things, as best you can estimate? (Exclude package costs reported in the above question)

	Currency	Approximate Amount
Accommodation (Include room rentals, campground fees, etc.)		
Transportation while in Yukon (Include bus, air fare, gasoline, rental cars, etc.)		
Food and beverages (include restaurants, bars, and grocery stores)		
Recreation and entertainment (Include tours, activities, tickets for events, etc.)		
Clothing and gifts (Include jewelry, art, souvenirs, etc.)		
Other Spending Specify:		

Section 6 – Trip satisfaction

18. 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 Yukon?

Very unlikely											Very likely
0	1	2	3	4	5	6	7	8	9	10	

19. On a scale of 1 to 10, with 1 being very unlikely and 10 being very likely, how likely is it that you will visit Yukon again?

Very unlikely											Very likely
0	1	2	3	4	5	6	7	8	9	10	

Section 7 – Respondent demographics

20. What country do you live in?

- Australia
- Canada →Province/Territory: _____
→Postal Code: _____
- Germany
- Japan
- United Kingdom
- United States →State: _____
→Zip Code: _____
- Other →Country: _____

21. Including yourself, how many people are in your travelling party? _____

22. Including yourself, how many members of your travelling party fall into each age group?

Under 5	_____
5 to 12	_____
13 to 17	_____
18 to 24	_____
25 to 34	_____
35 to 44	_____
45 to 54	_____
55 to 64	_____
65 or older	_____
Refused	_____

Section 8 – Prize draw

23. Would you like to enter your email into a draw for a two-ounce Yukon gold nugget? Your personal information will be used only for the purposes of the prize draw.

- Yes → What is your email address? _____
What is your name? _____
What is your phone number? _____
- No

24. Would you like to subscribe to Tourism Yukon’s e-newsletter and receive future promotional material from Travel Yukon? (Ask for email only if not provided above)

- Yes → What is your email address? _____
- No
-

**Thank you for your time!
Safe Travels**