

2012/2013 YUKON VISITOR TRACKING PROGRAM:
SUMMER REPORT



The 2012/2013 Yukon Visitor Tracking Program was a collaborative project between government and the tourism industry. The Department of Tourism and Culture contracted DataPath Systems, of Marsh Lake, Yukon, through a competitive bid for the Survey design, methodology, data collection, and data analysis were.

Funding for the two-year study was provided by Government of Yukon's departments of Tourism and Culture and Economic Development, and the Government of Canada's Canadian Northern Economic Development Agency.

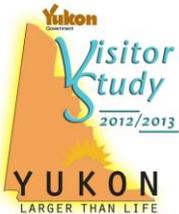
This report presents information from the 2012/2013 Yukon Visitor Tracking Program, as well as data from previous visitor studies conducted by the Department of Tourism and Culture and Yukon Bureau of Statistics.

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Executive Summary

Introduction

This is the Summer Report for the 2012/2013 Yukon Visitor Tracking Program and it provides insight into visitor and trip characteristics, travel planning, trip spending and satisfaction levels of visitors who travelled to Yukon between June 1 and September 30, 2012.

Visitation Summary

It is estimated that 317,200 people visited Yukon during the summer of 2012. This is an increase of 26% over 2004 volume estimates, or over 65,500 more visitors since the last study was conducted.

Approximately 129,600 visitor parties travelled to Yukon in the summer of 2012, which was an increase of 19% (up 20,800) over 2004. Party size increased marginally from 2.3 people per party to 2.4 people per party between 2004 and 2012.

Visitor Characteristics

Visitor Origin

Over half of Yukon's 2012 summer visitors (63%) came from the United States, while the bulk of the remainder (25%) hailed from Canada. Yukon's overseas markets represented the remaining 12% of total visitors. Within that 12%, more than three quarters (76%) of visitors were from Europe.

British Columbia, Alberta, and Ontario continue to be the top three provinces of origin for Yukon visitors, which have remained the same since 2004. Travellers from British Columbia represented almost one half (42%) of Yukon's domestic visitors, (approximately 33,300 visitors), while travellers from Alberta generated 19% of Canadian visitors (approximately 15,100 visitors). Approximately 13,500 visitors came from Ontario and 8,700 people came from Quebec (representing 17% and 11% of Canadian visitors respectively). Notably, the proportion of visitors from Quebec increased from 3% in 2004 to 11% in 2012.

Not surprisingly, Alaskans accounted for 12% of all American visitors; however, Alaskans represented 29% of American visitors in 2004, so this market has decreased significantly over the past eight years. The next top five states of origin were Oregon, California, Florida, Texas, and New York. The number of visitors from Oregon and New York increased 6 and 5 fold respectively since 2004.

Travellers from Europe accounted for 76% of Yukon's overseas market. Asia/Pacific countries accounted for 19% of the overseas visitor numbers. Other overseas visitors make up 5% of overseas visitors.

From 2004 to 2012, the number of visitors from overseas markets increased. European markets increased by 86% and Asia/Pacific markets reported a lift of 22% since 2004.

Party Size

Over half of Yukon visitors (55%) were traveling in parties of two. Other party sizes were fairly evenly distributed: 13% for parties of one person, 10% for parties of three, 11% for parties of four, 9% for parties of five or more. 22% of Yukon visitors were traveling with children.

Demographic Trends

	2004		2012	
Children in household	n/a		50,800	16%
Male	133,000	53%	168,100	53%
Female	118,300	47%	149,100	47%
Under age 45	85,600	34%	73,000	23%
Age 45 – 64	105,700	42%	177,600	56%
Age 65+	62,900	25%	63,400	20%

Past Yukon Visits

Two-thirds of Yukon visitors (67%) were on their first Yukon trip, while one-third (33%) were repeat visitors. Since 2004, slightly fewer visitors have been repeat visitors (37% versus 33%).

Yukon's Visitor Segments

The largest summer visitor segment is the Authentic Explorers (29%), followed by Cultural Explorers (19%). Combined, the top two segments account for 48% or 152,300 of Yukon summer visitors.

Trip Characteristics

Trip Purpose

Nearly half of Yukon visitors (46%) stated that the primary purpose of their overall trip was to visit Alaska, while nearly one-quarter (20%) took the trip primarily to visit Yukon. Among those whose main destination was Yukon, 7% traveled for business and 93% came for leisure. These percentages have remained unchanged since 2004.

In 2004, only 10% of business travelers attended a conference or convention. By 2012, the number of conference/convention travelers increased by 4,000 visitors (up 222%). During the same period, government related travel dropped from 45% to only 7%.

Of people travelling for Leisure/Personal reasons, the number of people travelling for "Other Leisure/Personal" increased 15% (29,400 visitors) between 2004 and 2012. "Wilderness travel" doubled (up 20,800 visitors) from 2004 and "Visiting Friends and Relatives" increased 62% (up 9,000 visitors). People travelling for "Festivals and Events" decreased 56% (down 7,500 visitors) between 2004 and 2012.

Transportation

Over half of Yukon visitors (53%) drove to the territory. Of those who drove, 57% drove a car, truck or van; 40% drove a recreational vehicle and 4% drove a motorcycle.

12% of Yukon visitors flew to the territory, with the majority of people flying through Vancouver, Calgary, and Edmonton. Another 24% of visitors arrived on a motorcoach and the remaining 10% arrived by train.

The most common point of entry to Yukon was via Alaska, followed by driving the Alaska or Cassiar Highway (Watson Lake), then via air.

Communities, Regions and Routes

There are three routes that people could have chosen to enter Yukon. The majority of people entered through Alaska (54%), followed by through British Columbia (34%), and finally by air (12%).

35% of visitors stated they were “just passing through” Yukon, while 29% indicated that Dawson City was their main Yukon destination, followed by 17% for Carcross and 15% for Whitehorse. Dawson City was also visitors’ favourite community, followed by Whitehorse and Carcross.

Almost one-third (31%) of visitors travelled in a loop that started and ended in Watson Lake. The next most common routes were taken by visitors who travelled from Alaska into a Yukon community close to a border and then left again (the most frequented “border town” was Carcross).

Visitors were more likely to fly out of Yukon (15%) than to fly into Yukon (12%).

Accommodations

Overall the most common type of accommodation was to camp. Camping of various types was reported by 59% of the visitors, which included RV park/commercial campgrounds, Yukon government campgrounds and pull outs or parking lots. Among the 59% who reported they camped during their visit, 65% stayed in a RV/camper/trailer, 32% used a tent and 3% used both types.

Nearly half of Yukon visitors (42%) reported staying at a hotel or motel in Yukon; 9% reported staying in a Bed & Breakfast, lodge, cabin, or hostel; and 9% stayed with a friend or relative.

Activities

The most popular activity was viewing “natural scenery” (48%), followed by visits to “museums or historical sites” at 42% and “shopping” at 41%. Between 2004 and 2012, there was an increase in the number of visitors visiting “natural attractions and national or territorial parks” and a drop in the number of people visiting museums/historic sites and shopping. Activities like wildlife viewing and community walking tours gained in popularity.

Length of Trip

14% of visitors came to Yukon on a day trip and did not stay overnight. 30% of visitors spent 1-3 nights; 23% spent 4-7 nights and 31% spent 8 or more nights in Yukon. Compared to 2004, the proportion of visitors staying one or more nights in Yukon grew from 71% to 84% in 2012.

Visitor Spending

Visitors during the summer months spent \$114 million in Yukon, which is up from \$87 million (accounting for inflation) in 2004. In 2012, 40% of visitor spending was on pre-trip expenditures (hotel reservations, pre-booked tour packages, etc.) and the remainder was spent during visitors’ time in the territory.

During the summer of 2012, average spend per party was \$855 and the average spend per person per day was \$82.

In total, visitors spent \$56.1 million (\$28.8 million in 2004) on transportation in Yukon; \$26.2 million (\$16.6 million in 2004) on accommodations; \$23.5 million all other money spent on “other packages” (tour packages that did not have a wilderness component); and \$20.9 million (\$22.7 million in 2004) on food and beverages.

Trip Planning

Timing

42% of visitors made their decision to travel to Yukon more than six months prior to their trip, which is up slightly from 2004. 26% of visitors made their decision to travel four to six months prior to their trip.

Resources

Visitors to Yukon used a wide variety of resources to plan their trip. Most visitors reported using the Yukon Vacation Planner, travel books and advertising they saw about Yukon as pre-trip travel planning resources. Many visitors used online resources and friends and family who live in or have visited Yukon.

Destination-related websites like travelyukon.com, review sites like Trip Advisor, tour company websites and booking sites like Travelocity were the most common types of websites visitors use to help plan trips. Just over a third (37%) of people booked online with a company, while 35% requested a travel planner and 23% booked components of their trip with a travel agent. 28% reported that they did not use any pre-trip planning services.

Advertising for Yukon, Yukon Vacation Planner, and www.travelyukon.com were the most influential resources on trip planning for visitors. Social media sites and travel or outdoor shows were the least influential resources in terms of trip planning. In 2004, the most useful resources were The Milepost, followed by community guides, the internet and the Yukon Vacation Planner.

While in Yukon, 68% used the Internet; 68% of visitors went to a Yukon Visitor Information Centre; 58% used brochures/flyers; and 58% used the Yukon Vacation Planner. Of all travel planning tools used while in Yukon, Yukon Visitor Information Centres, the Yukon Vacation Planner and travel books were the highest rated resources travellers used while in Yukon.

Visiting Alaska, wildlife viewing, and visiting a place few others have been to were rated as the top three most important reasons influencing travellers' decision to visit Yukon.

Visitor Satisfaction

Satisfaction with Yukon experiences were rated very high for the majority of the travel experiences listed on the survey. Highest satisfaction was with wildlife viewing (79%), closely followed by experiencing Alaska (77%). To learn about the Klondike Gold Rush history and to experience time in the wilderness (hike/camp/fish/ paddle) followed at 76% and 75%, respectively.

76% of visitors to Yukon said they would recommend Yukon as a destination to friends and family. Only 2% said they were not likely to recommend Yukon. 55% of visitors claimed they were very or definitely likely to return to Yukon.

69% of visitors rated Yukon as a "Strong Favourite" or "Most Favourite" destination over others including Europe, Alaska, and Western United States.

Respondent Demographics

Survey respondents were fairly evenly split between males and females. Most respondents were 45 years of age or older, were college or university educated and were employed or self-employed. Interestingly, 51% of visitors had annual household incomes over \$80,000 and 49% had annual household incomes less than \$80,000.

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1 Introduction

1.1 Background

In 1987, Government of Yukon's Department of Tourism and Culture undertook a comprehensive exit survey of summer visitors to the Territory. This survey was repeated in 1994, 1999, 2004 and 2012. However, for the first time in 2012, both summer and winter visitors were surveyed and the project was called the 2012/2013 Yukon Visitor Tracking Program.

The main purpose of the 2012/2013 Yukon Visitor Tracking Program (YVTP) was to produce a model that has the capacity to capture, maintain, analyze and report visitor data on a monthly basis. The purpose of the model is to provide Yukon government and businesses with data to support strategic marketing and investment decisions.

In addition to developing a model to estimate the number of visitors monthly, the YVTP was intended to collect detailed information from visitors in order to:

- Assess visitor and trip characteristics;
- Assess and estimate visitor spending;
- Assess travel patterns;
- Provide information for product development purposes; and
- Provide information for marketing initiatives.

The analysis and reporting for the YVTP is comprehensive and data is outlined in a series of reports, which include:

1. 2012/2013 Yukon Visitor Tracking Program: Methodology Report
2. 2012/2013 Yukon Visitor Tracking Program: Summer Report
3. 2012/2013 Yukon Visitor Tracking Program: Winter Report
4. 2012/2013 Yukon Visitor Tracking Program: Visitor Segmentation Report
5. 2012/2013 Yukon Visitor Tracking Program: Pathways Report

This is the Summer Report and it provides insight into visitor and trip characteristics, travel planning, trip spending and satisfaction levels of visitors who travelled to Yukon between June 1 and September 30, 2012. Throughout this report, data from previous visitor exit surveys are included to illustrate trends or comparisons where data is applicable and available.

The report is divided into the following sections:

1. Introduction
2. Visitation Summary
3. Visitor Characteristics
4. Trip Characteristics
5. Visitor Spending
6. Trip Planning
7. Visitor Satisfaction
8. Respondent Demographics

1.2 Methodology Summary

[NOTE: A comprehensive and detailed Methodology Report is available from the Department of Tourism and Culture.]

The survey questionnaires for the 2012/2013 Yukon Visitor Tracking Program were designed and developed with input from tourism industry representatives, senior tourism research and marketing staff, the Senior Marketing committee and their research committee, and the Tourism Industry Association of Yukon. The surveys included many questions from past exit surveys, as well as new questions which were aimed at providing more insight for market development, visitor segmentation and product development and enhancement purposes.

Many visitors were intercepted at key locations across Yukon and Alaska by YVTP staff. They were asked a short series of questions which provided baseline information for the development of a weighting model to estimate visitor volume. At this time, the visitors also registered to receive an invitation to complete the detailed YVTP survey online.

Invitations to complete the survey online were e-mailed to travelers who:

- Ordered a Yukon Vacation Planner;
- Were intercepted at hotels, Visitor Information Centres, attractions, ferry and cruise ship terminals, train stations and the Erik Nielsen International Airport;
- Participated in the Yukon Gold Explorer’s Passport program;
- Registered for the survey at ballot boxes across the territory; or
- Registered for the survey with a Yukon tour operator.

All visitors that completed the detailed survey online were offered a chance to enter their name for a draw to win a gold nugget valued at \$1000.

Figure 1.1

Summer Survey: Sample Source	Completed Surveys
Ordered a Yukon Vacation Planner	1952
Intercepted at key locations	837
Participated in the Yukon Gold Explorer’s Passport Program	598
Registered for the Survey at a Ballot Box	397
Registered for the Survey with a Yukon Tour Operator	87
Total Completed Surveys	3871

In addition to the intercept surveys, YVTP staff also completed vehicle license plate and vehicle type tally counts at Watson Lake and passenger tally surveys at the Eric Nielson Whitehorse International Airport to determine residency, trip purpose and airline data. Again, these tallies were used in the development of a weighting model to estimate visitor volume.

A data weighting model was developed to incorporate visitor volume data from Canada Border Services Agency, Eric Nielsen Whitehorse International Airport, highway traffic counts, Yukon Gold Explorer’s Passport program, people who ordered the Yukon Vacation Planner, White Pass and Yukon Route’s passenger volumes, visitation levels at key Yukon attractions and the intercept survey data. The weighting system provided a mathematically sound means to determine total visitor volumes based on the survey samples. As noted in the table above, over 3800 surveys were completed for an estimated visitor population midpoint of 317,200, which gives a low calibration of 312,200 and a high calibration of 322,200 visitors.

The Yukon Bureau of Statistics and the Department of Economic Development were consulted to ensure that the calibration method use to derive weights was reliable and robust.

[NOTE: Numbers and data provided in this report are all approximate and have been rounded and, as a result, percentages may not always add up to 100%.]

2 Visitation Summary

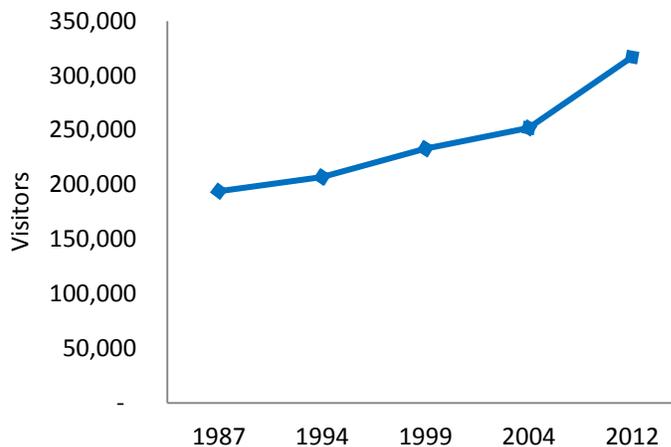
2.1 Number of Visitors

An estimated total of 442,200 people travelled to Yukon between June 1, 2012 and May 31, 2013 according to the 2012/2013 Yukon Visitor Tracking Program.

This Summer Survey represents the estimated 317,200 people who visited Yukon between June 1 and September 30, 2012.

Summer 2012 saw an increase of 26% more visitors over 2004 (over 65,500 people).

Figure 2.1 Number of Summer Visitors to Yukon



2.1.1 Number of Visitors to Yukon: Trends

The annual growth rate is approximately 3% per year from 2004 to 2012.

A slightly lower growth rate (2%) was experienced in the years between 1999 and 2004. Between 1994 and 1999, visitor numbers grew an average of 2% per year.

Average annual growth was relatively low between 1987 and 1994 (1%).

[NOTE: "Visitors" includes adults and children who are not residents of Yukon].

Table 2.1 Average Annual Growth Rate of Visitors

Time period between studies	Average annual growth rate
1987 - 1994	1% per year
1994 - 1999	2% per year
1999 - 2004	2% per year
2004 - 2012	3% per year

Visitation Summary:

Number of Visitors Parties

2.2 Number of Visitor Parties

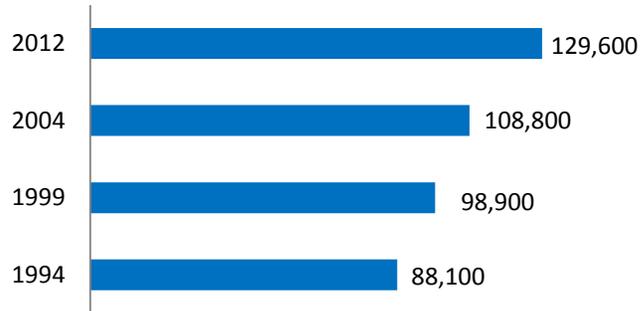
Approximately 129,600 visitor parties travelled to Yukon in the summer of 2012.

The number of visitor parties increased by 19% (up 20,800 visitor parties) since 2004. The percentage increase in the number of visitor parties is less than the percentage increase in total number of visitors due to an increase in the average party size.

In 2004, the average number of people per visitor party was reported at 2.3 persons, compared to 2.4 in 2012.

[NOTE: "Visitor parties" is defined as groups of people travelling together].

Figure 2.2 Number of Visitor Parties in Yukon



3 Visitor Characteristics

3.1 Visitor Origin

3.1.1 Visitor Origin

Over half of Yukon’s 2012 summer visitors (63%) came from the United States, while the bulk of the remainder (25%) hailed from Canada.

Yukon’s overseas markets represented the remaining 12% of total visitors.

Figure 3.1 - Visitor Origin



3.1.2 Visitor Origin: Trends

While the number of visitors from the United States is still higher than all other countries combined, the market has been relatively flat over the past eight years.

There was a significant increase in the number of Canadian visitors to Yukon. Compared to 2004, approximately 44,300 more Canadians (up 127%) visited the Territory in 2012. This rise led to an increase in the proportion of Canadian visitors from 14% of visitors in 2004 to 25% in 2012.

Visitors from overseas increased by 17,400 people (up 79%) to increase their share of the total visitor numbers from 9% in 2004 to 12% in 2012.

Table 3.1 – Visitor Origin, 2004 to 2012

	2004		2012	
United States	194,000	77%	198,500	63%
Canada	35,000	14%	79,300	25%
All other	22,000	9%	39,400	12%

3.1.3 Visitors from Canada

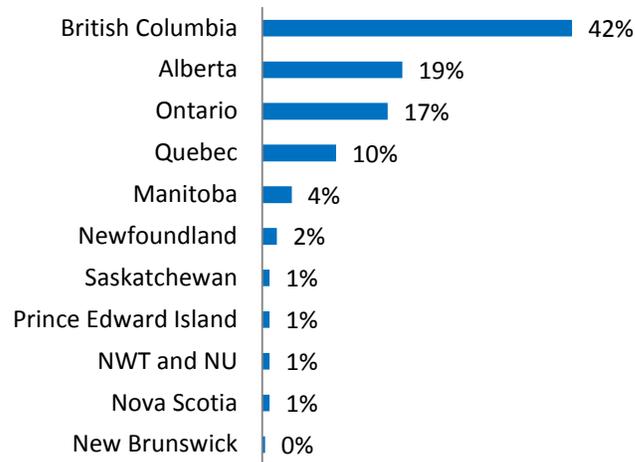
In total, 79,300 visitors came to Yukon from other parts of Canada.

Travellers from British Columbia represented 42% of Yukon's domestic visitors, (approximately 33,300 visitors), while travellers from Alberta generated 19% of Canadian visitors (approximately 15,100 visitors).

Approximately 13,500 visitors came from Ontario and 8,700 people came from Quebec (representing 17% and 11% of Canadian visitors respectively).

All other provinces and territories represented the remaining 10% of travellers (approximately 8,000 visitors).

Figure 3.2 – Visitors from Canada



3.1.4 Visitors from Canada:

Trends

The top three provinces of origin for Yukon visitors have remained the same since 2004. British Columbia, Alberta and Ontario continue to be the provinces representing the highest numbers of Canadian visitors to Yukon.

Notably, the proportion of visitors from Quebec increased from 3% in 2004 to 11% in 2012.

Table 3.2 – Origin of Visitors from Canada, 2004 and 2012

	2004		2012	
	Visitors	Percentage	Visitors	Percentage
British Columbia	11,100	31%	33,300	42%
Alberta	9,800	28%	15,100	19%
Ontario	7,900	22%	13,500	17%
Quebec	1,100	3%	8,700	11%
Manitoba	1,400	4%	3,200	4%
Other	4,100	12%	4,800	6%

3.1.5 Visitors from the United States

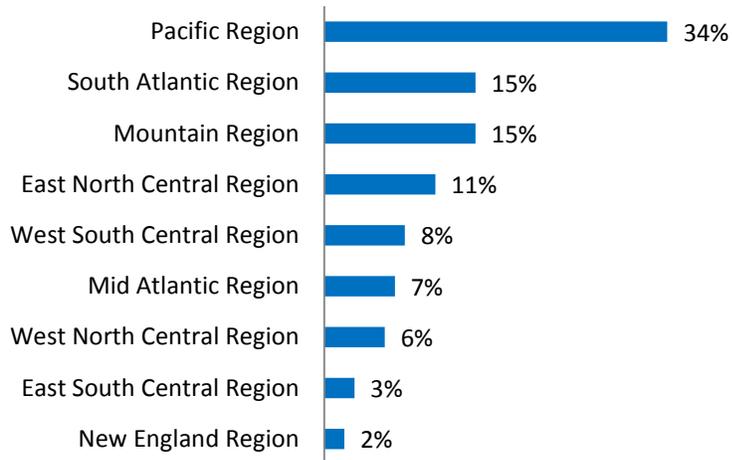
The United States continues to be Yukon’s largest market and accounts for nearly 200,000 visitors to Yukon.

The Pacific Region was Yukon’s top American market with 34% of total U.S. visitors.

The South Atlantic and Mountain Regions both followed at 15%.

All other regions account for the remaining 37% of American visitors to Yukon.

Figure 3.3 – Origin of Visitors from U.S. Regions

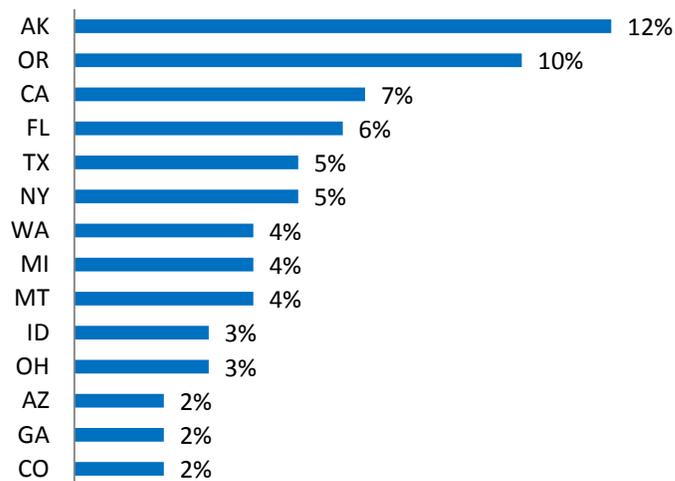


3.1.6 State of Origin

Not surprisingly, Alaskans accounted for 12% of all U.S. visitors. Individually, every other state represented less than 11% of U.S. visitors to Yukon.

The top 5 states of origin were, in order: Alaska, Oregon, California, Florida and Texas.

Figure 3.4 – State of Origin



3.1.7 State of Origin: Trends

The number of Alaskan residents that visited Yukon decreased by 57% between 2004 and 2012. However, the number of visitors from Oregon and New York increased 6 and 5 fold respectively over the same time period.

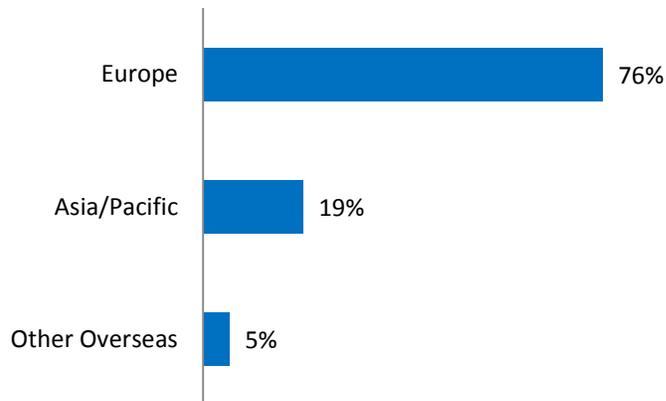
Table 3.3 – State of Origin

	2004		2012	
Alaska	56,400	29%	24,000	12%
Oregon	2,700	1%	20,000	10%
California	17,200	9%	14,000	7%
Florida	16,600	9%	12,000	6%
Texas	8,800	5%	10,000	5%
New York	1,700	1%	10,000	5%
Washington	5,500	3%	8,000	4%
Other	-	-	101,800	49%

3.1.8 Origin of Oversea Visitors

Among the roughly 38,100 overseas visitors, travelers from Europe accounted for 76% of the overseas market. Asia/Pacific countries accounted for 19% of the overseas visitor numbers. All other countries made up 5% of the overseas visitors.

Figure 3.5 – Origin of Oversea Visitors



3.1.9 Origin of Visitors from Countries Overseas: Trends

From 2004 to 2012, the number of visitors from the European market increased by 86%. The Asia/Pacific market also reported a lift of 22% since 2004.

Table 3.6 - Origin of Visitors from Countries Overseas

	2004		2012	
Europe	15,600	71%	29,000	76%
Asia / Pacific	5,900	27%	7,200	19%
Other Overseas	400	2%	1,900	5%

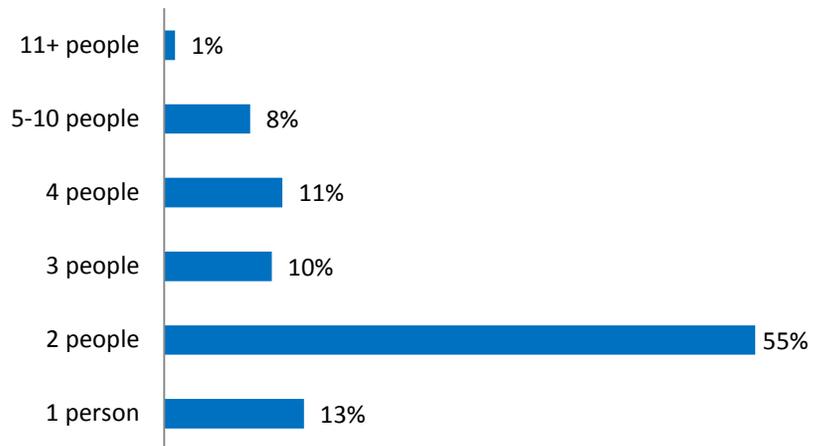
3.2 Party Size

Over half of visitors (55%) were traveling in parties of two.

Other party sizes were fairly evenly distributed: 13% for parties of one person, 10% for parties of three, 11% for parties of four, and 9% for parties of five or more.

The average party size was 2.4 (trimmed average). However, 68% of the parties were one or two persons only, with a median size of 2 persons per party.

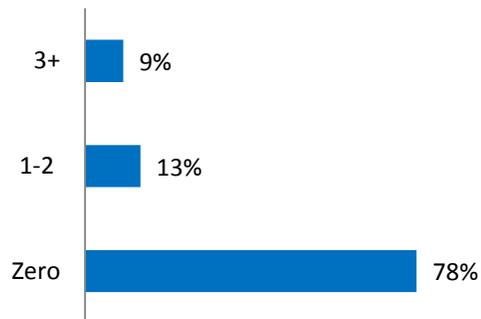
Figure 3.7 - Party Size (Adults and children on trip)



3.2.1 Children in Traveling Party

22% of visitors were traveling with children.

Figure 3.8 – Number of Children on Trip



3.3 Demographic Trends

There have been some significant changes in the demographics of Yukon visitor over the past eight years.

Party Size has increased slightly while the proportion of gender has reported little change.

The biggest shift in demographics was the increase of 71,900 visitors between the ages of 45-64.

Table 3.7 – Demographic trends

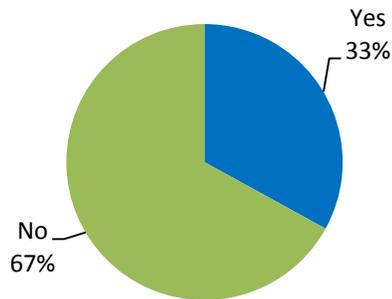
	2004		2012	
Party size (average)	2.3		2.4	
Children in household	n/a		50,800	16%
Male	133,000	53%	168,100	53%
Female	118,300	47%	149,100	47%
Under age 45	85,600	34%	73,000	23%
Age 45 – 64	105,700	42%	177,600	56%
Age 65+	62,900	25%	63,400	20%

3.4 Past Yukon Visits

3.4.1 Past Yukon Visits

Two-thirds of Yukon visitors (67%) were on their first Yukon trip, while one-third (33%) were repeat visitors.

Figure 3.9 - Previous Travel to Yukon



3.4.2 Past Yukon Visits trends

Since 2004, slightly fewer visitors have been repeat visitors (37% versus 33%).

Table 3.8 – Previous Travel to Yukon

	2004	2012
Traveled to Yukon before	37%	33%
First trip to Yukon	63%	67%

3.5 Visitor Segmentation

3.5.1 Explorer Quotient®

Introduction

The Explorer Quotient® is a market segmentation tool developed for the Canadian Tourism Commission.

The tool collects data on visitors' social values, behaviours and motivations. That data is then clustered into psychographic groups or "Explorer Types".

The Yukon visitor is dominated by two primary Explorer Types: Authentic Experiencers and Cultural Explorers (48%).



Authentic Experiencer

"I like to experience local foods, local locations, to see local architecture".



Cultural Explorer

"I find it enriching to be exposed to others engaging in their customs, routines and rituals in their own environment – to me, that is the authentic travel experience".

3.5.2 Yukon's Visitor Segments

Six Explorer Types emerged as common groups for Yukon visitors. The groups include:

1. Authentic Experiencers (29%)
2. Cultural Explorers (19%)
3. Familiarity Seekers (23%)*;
 - Gentle Explorers (13%)
 - No-Hassle Travelers (7%)
 - Virtual Travelers (3%)
4. Free Spirits (13%)
5. Historians (9%)*; includes
 - Cultural History Buffs (6%)
 - Personal History Explorers (3%)
6. Rejuvenators (7%)

*[NOTE: Due to small sample sizes Familiarity Seekers and Historians are comprised of more than one segment each.]

Figure 3.10 – Yukon's Visitor Segments



[NOTE: A more detailed profile on the Explorer Types can be found in the Visitor Segmentation Report.]

4 Trip Characteristics

4.1 Trip Purpose

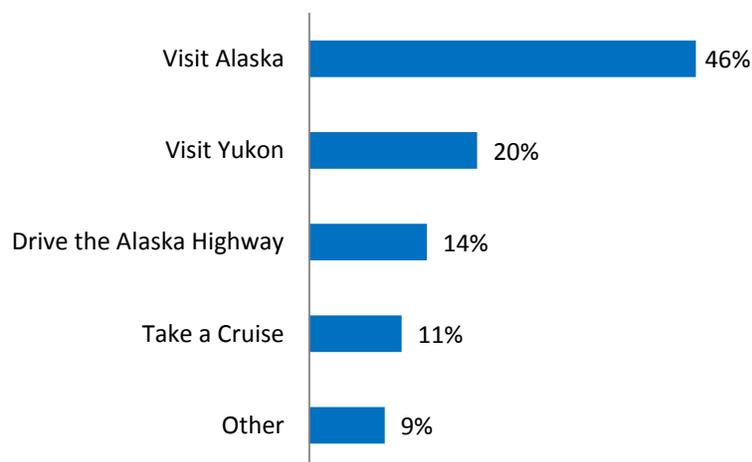
4.1.1 Primary Trip Purpose

Nearly half of Yukon visitors (46%) stated that the primary purpose of their overall trip was to visit Alaska, while nearly one-quarter (20%) took the trip primarily to visit Yukon.

14% responded that their purpose was to “take a road trip/drive the Alaska highway,” and 11% selected “take a cruise” (9% indicated “other”).

[NOTE: The specific wording on this question was, “When you first started thinking about traveling for this trip, was it primarily to...” They were given four response options, plus an “other” option. This question was not asked in previous years.]

Figure 4.1 – Primary Trip Purpose



4.1.2 Business vs. Leisure: Trends

Approximately 22,200 of visitors came to Yukon for business versus 295,000 that came for leisure or personal reasons.

There was no change between 2004 and 2012 in terms of general trip purpose, with 93% saying they were traveling for personal or leisure.

There were 22,200 business travelers in 2012, up 3,400 from 2004. That is up from the 5% travelling on business in 1999 and consistent with the overall percent of travelers in 2004.

Table 4.1 – Business vs. Leisure/Personal

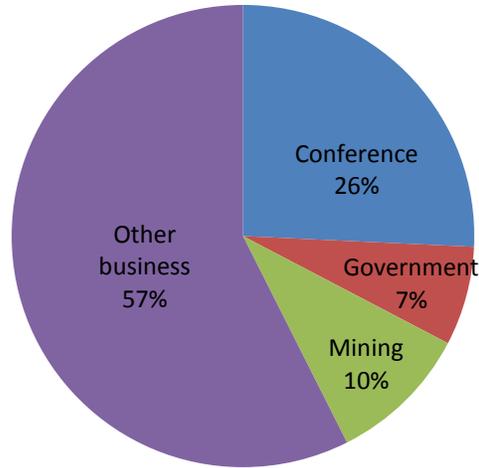
	2004		2012	
Business	18,800	7%	22,200	7%
Leisure/Personal	243,300	93%	295,000	93%

4.1.3 Business Travel

Among business travelers, 26% attended a conference or convention in Yukon.

About 7% of visitors were travelling for government-related business and 10% stated that their trip purpose was associated with the mining industry. The remaining 57% fell in the “other” category.

Figure 4.2 - Business Travel



4.1.4 Business Travel: Trends

In 2004, only 10% of business travelers attended a conference or convention. By 2012, the number of conference/convention travelers increased by 4,000 visitors. During the same period, government related travel dropped from 45% to only 7%.

Table 4.2 – Business Travel: Main Purpose

	2004*		2012	
Conference	1,800	10%	5,800	26%
Mining	n/a	n/a	2,200	10%
Government	8,500	45%	1,600	7%
Other Business	8,500	45%	12,700	57%

[NOTE: The 2004 survey allowed for more than one trip purpose to be selected. Volumes are based on the percentage of total mentions. The differences in 2004 and 2012/2013 survey questions may have affected some percentage changes.]

4.1.5 Leisure/Personal Travel

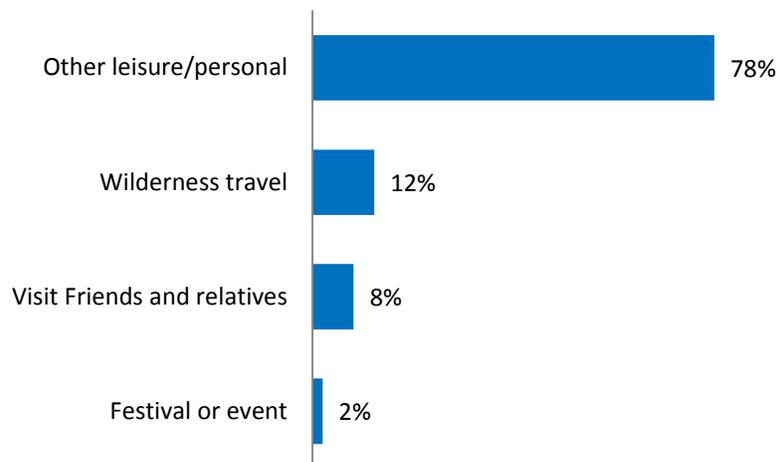
Approximately 295,000 summer people travelled to Yukon for leisure or personal reasons in 2012.

A little less than one-quarter of leisure/personal visitors fell into three specific trip purpose categories: wilderness travel (12%), visit friends and relatives (8%) and festivals or events (2%).

The majority of visitors (78%) travelled for “other leisure/personal” reasons.

[NOTE: Greater detail on trip behavior can be found in the Activity section of this report.]

Figure 4.3 – Leisure/Personal Travel: Main Purpose



4.1.6 Leisure/Personal Travel: Trends

Since 2004, there has been a shift in proportions of people travelling for “other leisure/personal” (down 4%) and “wilderness travel” (up 6%).

However, the number of people travelling for “other leisure/personal” increased 15% (29,400 visitors) between 2004 and 2012. “Wilderness travel” doubled (up 20,800 visitors) from 2004 and “visiting friends and relatives” increased 62% (up 9,000 visitors).

The proportion of people travelling for “festivals and events” decreased 56% (down 7,500 visitors) between 2004 and 2012.

Table 4.3 - Leisure/Personal Travel: Main Purpose

	2004*		2012	
Other Leisure/Personal	200,700	82%	230,100	78%
Wilderness Travel	14,600	6%	35,400	12%
Visit Friends and Relatives	14,600	6%	23,600	8%
Festival and Events	13,400	6%	5,900	2%

[NOTE: The survey in 2004 allowed for more than one trip purpose to be selected. These numbers are based on the percentage of total mentions.]

4.2 Transportation

4.2.1 Mode of Transportation into Canada

For international visitors, driving a personal vehicle was the most common mode of transportation to enter Canada at 49%.

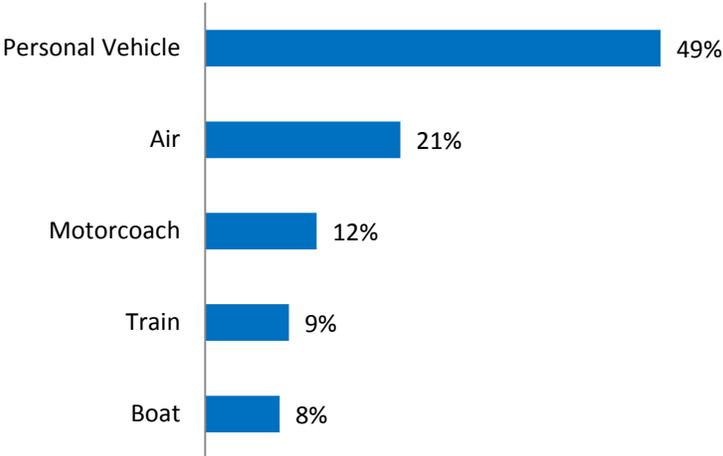
21% of international visitors flew to Canada, 12% arrived by motorcoach, 9% arrived by train and another 8% entered by boat.

4.2.2 Air into Canada

Among the 21% of visitors that flew into Canada, the most common ports of arrival included:

- Vancouver International Airport (65%)
- Calgary International Airport (11%)
- Whitehorse International Airport (10%)
- Toronto Pearson International Airport (8%)

Figure 4.4 – Mode of Transportation into Canada



4.2.3 Mode of Transportation into and out of Yukon

Over half of Yukon visitors (53%) entered and exited the Territory with a personal or rental vehicle.

Most visitors used the same transportation method to enter and exit Yukon, with the exception of people travelling by air and train. Slightly more visitors entered by train and exited either by motorcoach or air.

4.2.4 Drove to Yukon

Personal/Rental Vehicle travel is split between:

- Car/truck/van (57%)
- Recreational vehicle (40%)
- Motorcycle (4%)

4.2.5 Flew to Yukon

Among the 12% of visitors that flew into Yukon, departure cities were:

- Vancouver (60%)
- Calgary (16%)
- Edmonton (7%)
- Other/Do not know (17%)

4.2.6 Mode of Transportation out of Yukon: Trends

While the quantity of people travelling by motorcoach has not increased much between 2004 and 2012, the proportion of arrivals and departures by motorcoach has dropped 6 points.

In contrast, transportation by personal/rental vehicle, air and train/other all had significant increases over the same period. Since 2004, personal/rental vehicle and airline visitors have grown 15% and 74%, respectively.

Figure 4.5 – Mode of Transportation into and out of Yukon

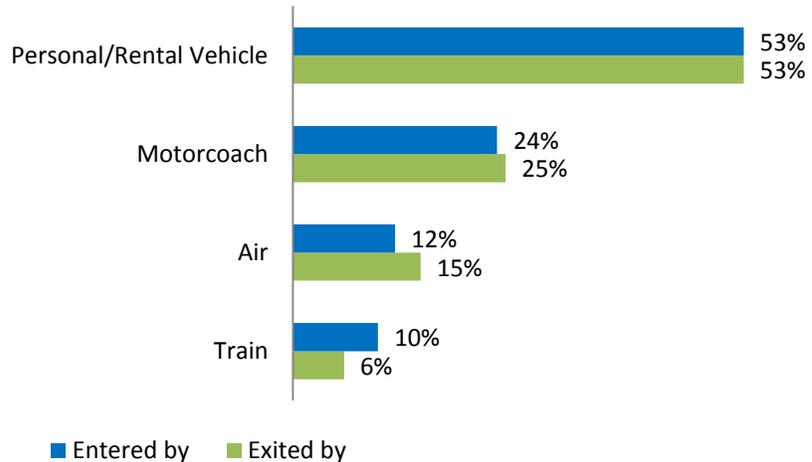


Table 4.4 - Mode of Transportation out of Yukon

	2004		2012	
Personal/Rental Vehicle	145,600	58%	168,100	53%
Motorcoach	78,700	31%	79,300	25%
Air	27,400	11%	47,600	15%
Train/Other	n/a*		19,000	6%

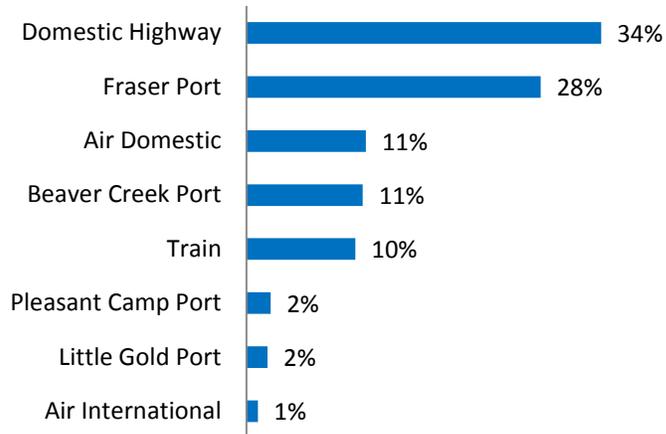
[NOTE: In the 2004 survey, “Train/Other” was not an option in this question. The majority of train passengers transfer to a motorcoach, so arrivals and departures by “Train/Other” would likely be included in “Motorcoach”.]

4.2.7 Location of Entry

The most common point of entry to Yukon was via Alaska. The border crossings that saw the largest percentage of visitors enter were: Fraser port (28%), Beaver Creek port (11%), Pleasant Camp port (2%), and Little Gold port (2%).

Domestic highway traffic (entry through the Alaska Highway or Cassiar Highway) accounted for 34% of visitors entering. People who entered via air from Canada reported 11% of visitors and those that fly from international locations directly to Whitehorse reported for 1% of visitors. 10% of people arrived to Yukon via train.

Figure 4.6 – Location of Entry



4.2.8 Watson Lake Entry and Exit

The majority of visitors entering or exiting through Watson Lake travelled in on the Alaska Highway.

Approximately 88% of people driving to Yukon travel through British Columbia on the Alaska Highway and 12% drive up the Cassiar Highway.

When visitors left Yukon through Watson Lake, 85% drove south on the Alaska Highway and 15% drove the Cassiar Highway.

4.2.9 Carcross Entry and Exit

The majority of travelers entering or exiting via Carcross used the Klondike Highway.

Of visitors who entered through Carcross, 74% used the Klondike Highway while 26% used the train.

Of visitors who exited through Carcross, 77% used the Klondike Highway while 23% used the train.

4.2.10 Alaska Entry and Exit

Among those who entered or exited through Alaska, over half were on a cruise ship.

Of visitors who entered, 65% cruise, 17% live in Alaska, 13% flew to Alaska and 5% ferried.

Of visitors who exited through Alaska, 45% cruise, 18% live in Alaska, 17% flew to Alaska, 15% ferried and 5% used other means.

4.3 Communities, Regions and Routes

4.3.1 Primary Yukon Destination

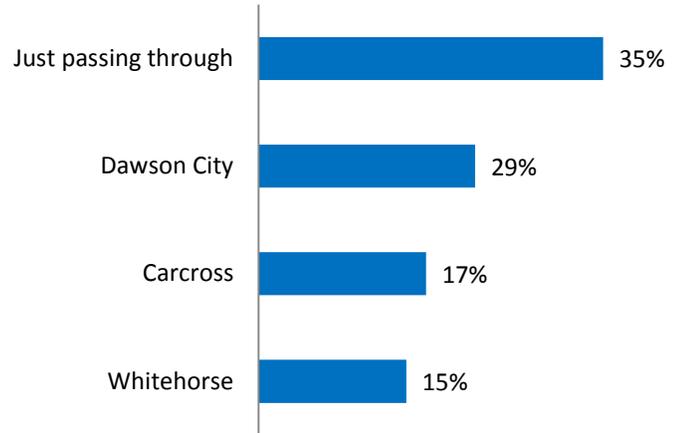
Visitors were asked to select their primary Yukon destination (which may be different from their primary destination for their entire trip).

Nearly one-third indicated they did not have any Yukon destination, they were just passing through (35%).

Slightly fewer reported Dawson City as their primary Yukon destination (29%).

In 2004, 33% of visitors reported they were “just passing through” Yukon. This has increased to 35%.

Figure 4.7 – Primary Yukon Destination



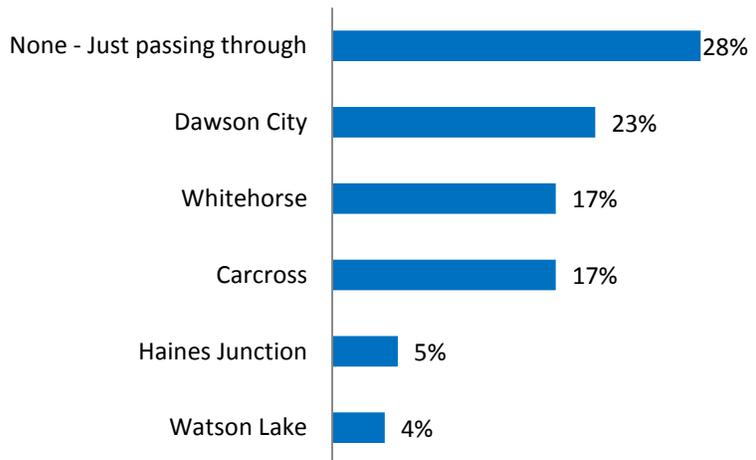
4.3.2 Favorite Yukon Community

When asked for a favorite Yukon community, Dawson City was the most cited community (23%).

Whitehorse and Carcross tied for second at 17%.

[NOTE: 2004 data is not available on this survey question.]

Figure 4.8 - Favourite Yukon Community



Trip Characteristics: Communities, Regions and Routes

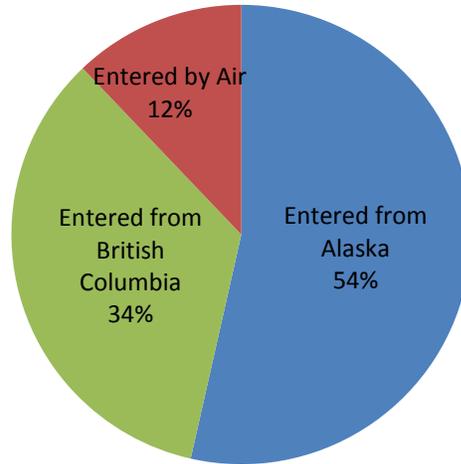
4.3.3 Routes into Yukon

There are three routes that people could have chosen to enter Yukon.

The majority of people entered through Alaska (53%), followed by through British Columbia (34%), and finally by air (12%).

Details on what each of these three segments is profiled within the pathways report.

Figure 4.9 - Routes into Yukon



4.3.4 Route Combinations

Pathways are groups of routes based on common geographic traits. Pathways include:

Loops - routes that begin and end at the same point.

One-Way - routes that begin and end at different points.

Borders - routes that only include a community near Yukon’s border.

Almost one-third (31%) of visitors travelled in a loop that started and ended in Watson Lake (“Loops – BC in and out”).

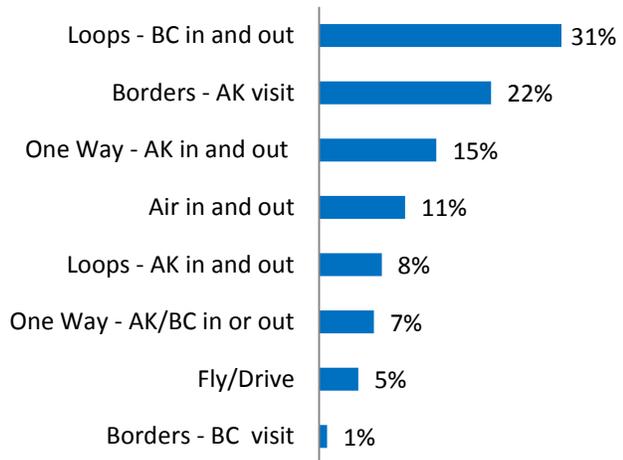
The next most common routes were taken by visitors who travelled from Alaska into a Yukon community close to a border and then left again. The most frequented “border town” was Carcross.

15% traveled one way both starting and ending in Alaska.

Those visitors flying in and out of the Territory represented 11% of visitors, while another 5% flew in and drive out or vice versa.

7% of visitors drove one way either through Watson Lake to Alaska, or the reverse (Alaska to Watson Lake).

Figure 4.10 - Route Combinations



4.4 Accommodations

4.4.1 Accommodations

Overall the most common type of accommodation was to camp. Camping of various types was mentioned by 59% of the visitors.

RV park/commercial campground accounted for 30% of visitors and 20% for Yukon government campgrounds. The remaining campers (9%) used pull outs or parking lots.

Among the 59% who reported they camped during their visit, 65% stayed in a RV/camper/trailer, 32% used a tent and 3% used both types.

Nearly half of Yukon visitors (42%) reported staying at a hotel or motel in Yukon.

9% reported staying in a Bed & Breakfast (B&B), lodge, cabin, or hostel.

9% stayed with a friend or relative. (This corresponds closely with the 7 percent of visitors who reported that visiting friends or relatives was their main trip purpose.)

19% of Yukon visitors were on day trips to the Territory, and did not use any lodging.

[NOTE: Visitors could use more than one accommodation type.]

Figure 4.11 - Accommodations

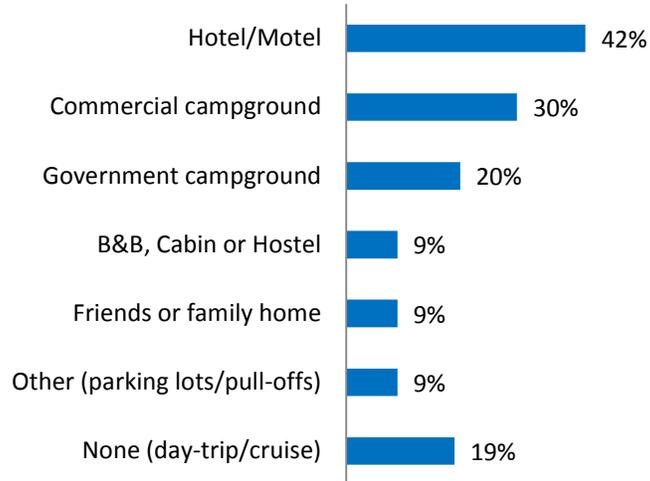


Table 4.6 - Accommodation

	2004	2012
Hotel/motel	40%	42%
RV park or commercial campground	24%	30%
Yukon government campground	13%	20%
B&B, lodge, cabin, or hostel	5%	9%
Friends, relatives, or family home	4%	9%
Other or None	15%	28%

[NOTE: To compare to 2004, the day-trippers have been removed from the analysis. Visitor volume is not included due to multiple responses per visitor.]

4.5 Activities

4.5.1 Activities done on trip

Visitors were asked whether they had participated in an array of activities while in Yukon. The most popular activity was viewing “natural attractions and unique natural features” (48%).

This was followed by going to museums or historical sites at 42% and shopping at 41%.

Over one-quarter of visitors (27%) did not participate in any of the listed activities.

Figure 4.12 - Activities done on trip



4.5.2 Activities trends

The largest shifts between 2004 and 2012 have been a drop in the proportions of visits to museums/historic sites and shopping. More physical activities, such as wildlife viewing and community walking tours, have increased notably. Wildlife viewing participation came close to the 39% recorded in 1999.

Table 4.7 – Activities

	2004	2012
Natural attractions	58%	83%*
Man-made attractions (museums/historic sites)	58%	42%
Shopping	64%	41%
Wildlife viewing	17%	37%
Community tour	16%	34%
Hiking/camping	23%	21%
First Nation culture	23%	16%
Visit friends/family in Yukon	10%	11%
Gold panning	18%	12%

*Includes visiting national and territorial parks, in order to be comparable to 2004.

[NOTE: Visitor volume is not included due to multiple responses per visitor.]

4.6 Length of Trip

4.6.1 Total Nights on Trip

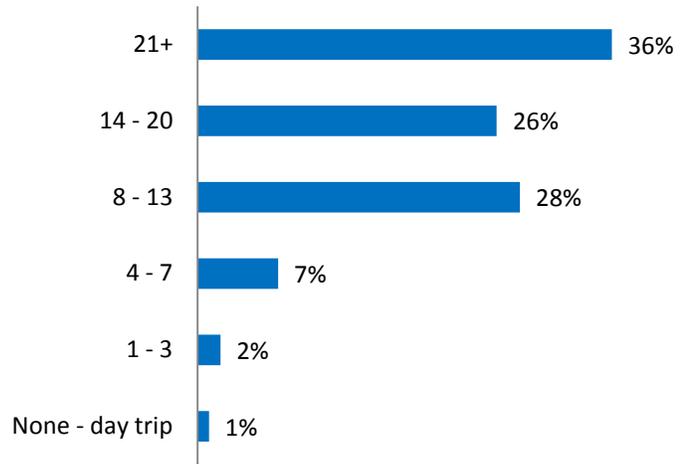
Visitors were asked about the total number of nights they were away from home on their trip, including the number of nights in Yukon and the number of nights in Alaska.

The most common trip length was over 21 nights (3 weeks or more), at 36%, followed by 8-13 nights at 28% then 14-20 nights at 26%.

Only 10% of visitors were away from home fewer than 8 nights.

The average length of overall trip among all visitors was 24 nights.

Figure 4.13 - Total Nights on Trip



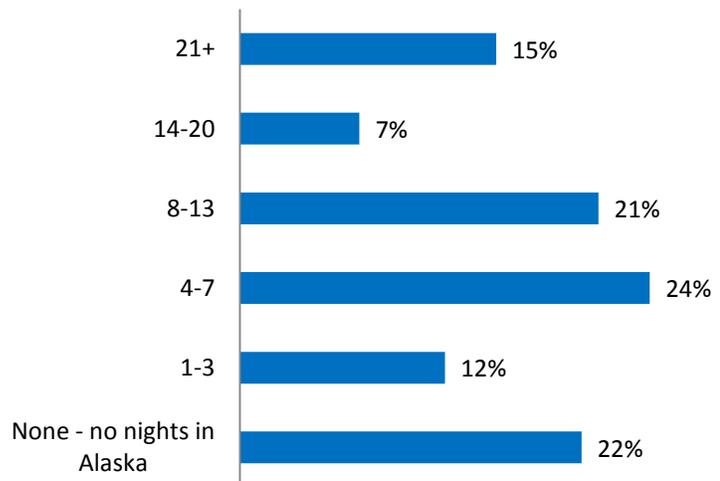
4.6.2 Total Nights in Alaska

The majority of visitors reported spending at least one night in Alaska (79%).

Almost a quarter of visitors spent 14 or more nights in Alaska.

On average, visitors spent 8 nights or 33% of their total nights in Alaska.

Figure 4.14 – Total Nights in Alaska



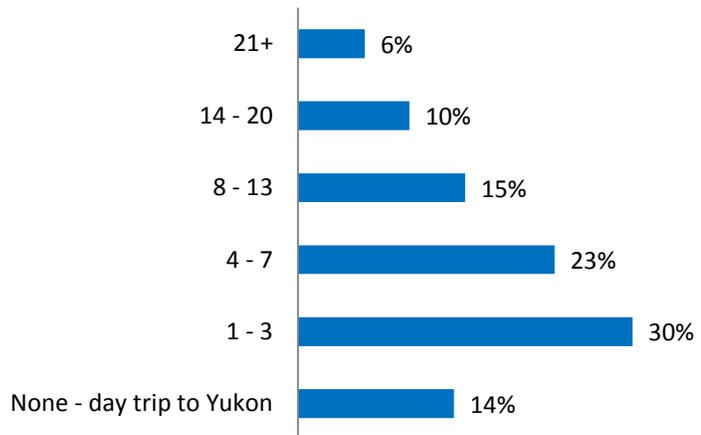
4.6.3 Total Nights in Yukon

The majority of visitors (84%) spent at least one night in the Territory.

17% of visitors spent 14 or more nights in Yukon.

On average, visitors spent 6 nights or 25% of their total nights in Yukon.

Figure 4.15 – Total Nights in Yukon



4.6.4 Average Nights in Yukon by Origin trends

In 2012, the average length of stay by Canadian visitors to Yukon was approximately 10 nights, an increase of 2 nights when compared to 2004. Visitors from the United States increased 1 night in 2012 when compared to 2004.

Table 4.8 - Average Nights in Yukon by Origin

	2004	2012
Canada	8	10
United States	3	4
Overseas	8	7

5 Visitor Spending

5.1 Total Visitor Spend

Visitors during the summer months spent \$114 million in Yukon.

Prior to their trip, visitors spent about \$42.0 million dollars on hotels, guided tours and rental vehicles bookings.

Once in Yukon (In Yukon purchases), another \$72.0 million dollars was spent by travellers (63% of total).

The total of Pre-trip, Yukon tour packages, and In Yukon purchases by Yukon visitors was \$114 million dollars.

Spending was grouped into three categories:

1. **Pre-trip Expenditures:** Pre-trip bookings for hotels, guided tours or activities and Yukon car or RV rentals (excludes transportation costs to get to Yukon).
2. **In-Yukon Purchases:** Includes spending on accommodations, rental vehicles, groceries, alcohol, meals, souvenirs/arts and crafts, outdoor activities, organized day tours, admissions, entertainment, gasoline/fuel, vehicle repair, local transportation, and "other" while in Yukon.
3. **Total Yukon Expenditures:** Sum of Pre-trip Expenditures, Yukon Tour Packages, and In-Yukon Purchases.

[NOTE: Spending estimates use total DAILY spending per visitor – 5% trimmed average, projected up to total visitors by total and key sub-groups.]

Figure 5.1 - Total Visitor Spend

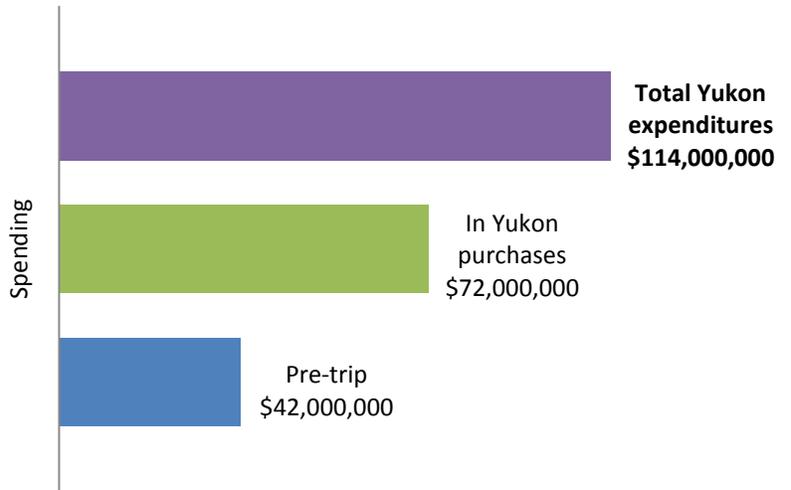
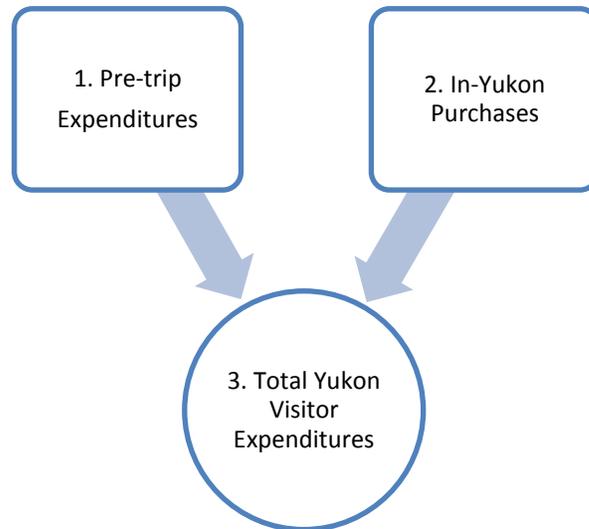


Figure 5.2 – Breakdown of visitor spending categories



5.2 Average Spend

5.2.1 Amount Spend per Party

The “average spend per party” is the typical amount* a travel party (a group traveling together and sharing travel decisions) spent during their time in Yukon.

Prior to the trip, a typical travel party spent \$338 on pre-trip bookings, which excludes transportation.

While in Yukon, a typical party spent a total of \$517.

Therefore, total Yukon-related spend was \$855 per travel party.

Including transportation tickets, a typical party spent \$1,125.

**using a 5% trimmed average*

5.2.2 Average Spend per Visitor per Day

For each Yukon visitor, about \$46 is spent per day of the trip while in Yukon.

Including packages and excursions but excluding other transportation, spend per person per day is \$82.

Figure 5.3 – Average Spend per Party

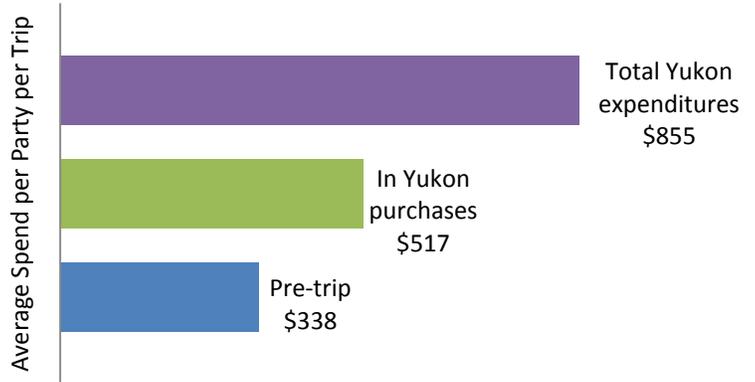
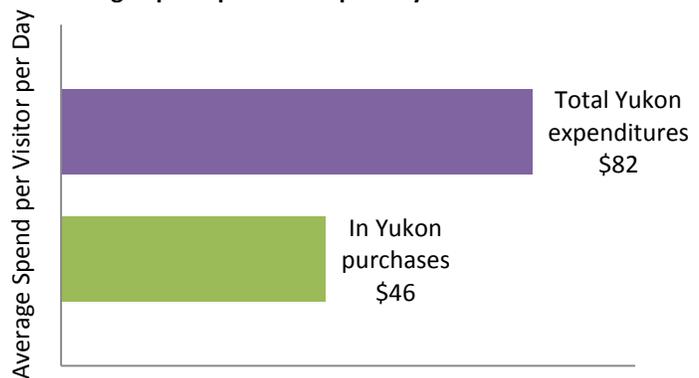


Figure 5.4 - Average Spend per Visitor per Day



Average Spend per Party

\$855

[Total Yukon Expenditures – 5% trimmed averages]

Average Spend per Visitor per Day

\$82

[Total Yukon Expenditures – 5% trimmed averages]

Visitor Spending:

Average Spend

5.2.3 Spending: Trends

Since the first exit study in 1987, visitor spending in Yukon has increased by \$50 million dollars, nearly doubling (up from \$64 million to \$114 million).

Since 2004, visitor spending has increased by \$27 million dollars. This translates to an average increase of 3.2% per year.

Since total spending has increased at a faster pace than per visitor spending, this reflects the increase in total visitors, which increased from 251,000 to 317,200, or 2.9% per year.

Table 5.1 - Total Spending and Spending per Party and per Visitor, actuals from previous Visitor Exit Surveys

	1987	1994	1999	2004	2012
Total spending (millions)	\$37	\$46	\$63	\$76	\$114
Average total spending per party	\$410	na	\$422	\$396	\$855
Average spending per visitor per day	\$66	\$69	\$74	\$77	\$82

Table 5.2 - Total Spending and Spending per Party and per Visitor, in 2012 dollars (adjusted for inflation)

	1987	1994	1999	2004	2012
Total spending (millions)	\$64	\$65	\$81	\$87	\$114
Average total spending per party	\$714	na	\$546	\$455	\$855
Average spending per visitor per day	\$115	\$97	\$96	\$89	\$82

[NOTE: When comparing trend data on spending, an adjustment for inflation is included using the Bank of Canada inflation calculator.]

5.3 Spending Details

The survey included 22 individual spending categories, which were summed to create the total spending reported.

5.3.1 Pre-Trip Spending

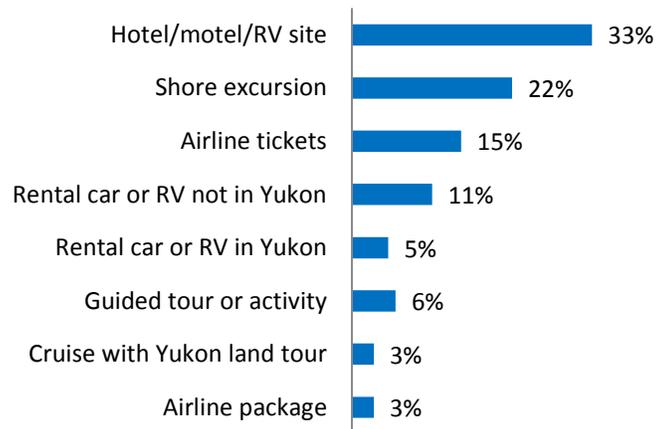
Pre-trip purchases show that about one-third (33%) of visitors booked and paid for accommodations in advance of their arrival in Yukon.

Cruises with a Yukon land tour shore excursion were purchased by 22% of visitors.

Airline tickets and packages were purchased by 15% of visitors before they arrived.

Rental vehicles were booked by 16% of visitors with two-thirds of those vehicles picked up outside Yukon.

Figure 5.5 - Percent of Visitors who Spent Money Pre-trip on:



5.3.2 During the Trip Spending

The majority of visitors spent at least some money on restaurants and bars (69%).

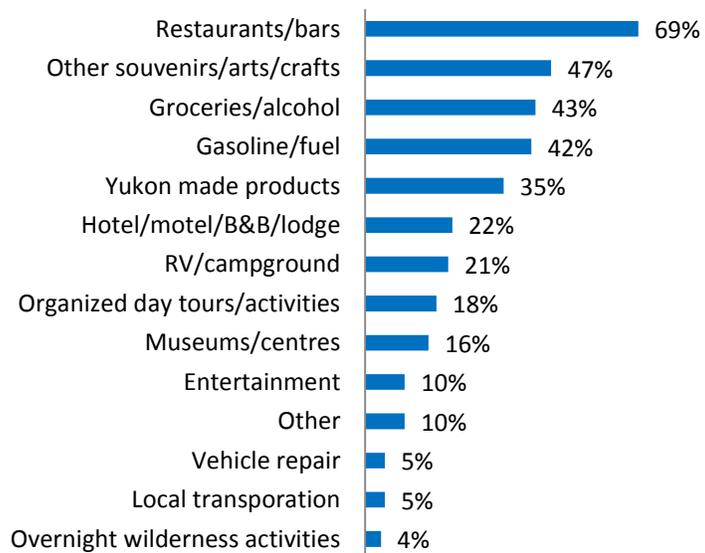
About half purchased souvenirs, groceries/alcohol, gasoline/ fuel.

35% purchased at least one Yukon-made product.

Close to the same percentage of visitors reported RV/camping (21%) or hotel/motels/B&B/lodge (22%) expenditures.

Museums, and organized day trips were purchased by similar quantities of visitors (16%, and 18% respectively).

Figure 14.6 - Percent of Visitors who Spent Money During their Trip on:



5.3.3 Spending by Category

The 22 detailed expenditure categories were grouped into eight primary categories to determine total spending.

The largest spending category was Transportation (37% or \$56.1 million), and the largest component of that were gasoline/fuel-related expenses.

Accommodations, at \$26.2 million dollars, generated 17% of visitor spending.

16% of spend is on Packages, with Airline packages slightly larger than Shore excursions – totally nearly \$23.5 million.

Food and beverage, at \$20.9 million accounted for 14% of Total Spending. Visitors spent more money on restaurants than groceries.

Shopping is nearly evenly divided between Yukon-made products and other souvenirs, totaling \$8.7 million and accounting for 6% of total spend.

Entertainment, wilderness packages and other each make up less than 4% of total spend.

Expenditures have increased significantly in the Transportation category, mainly as a result of increased fuel costs, which were about double the cost per liter from 2004 - 2012. The totals and shares of spending on Food & Beverage and Shopping, both dropped significantly between 2004 and 2012.

[NOTE: “Package” was not a category in 2004]

Figure 5.7 – Spending by Category (in millions)

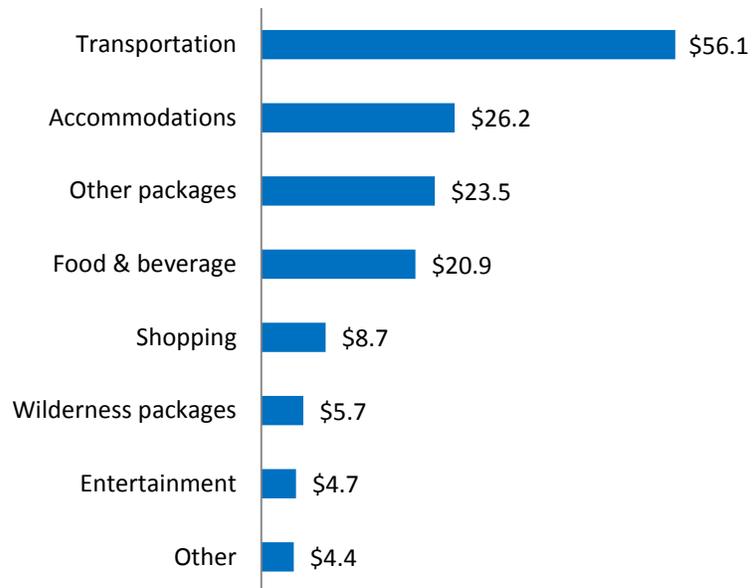


Table 5.3 - Spending

	2004		2012	
Transportation	\$29,000,000	33%	\$56,100,000	37%
Accommodations	\$16,700,000	19%	\$26,200,000	17%
Food & Beverage	\$22,900,000	26%	\$20,900,000	14%
Shopping	\$8,800,000	10%	\$8,700,000	6%
Outdoor/Wilderness Packages	\$1,800,000	2%	\$5,700,000	4%
Entertainment	\$2,600,000	3%	\$4,700,000	3%
Packages	n/a	-	\$23,500,000	16%
Other	\$6,200,000	7%	\$4,400,000	3%

5.3.4 Spending by Category – Per Visitor Spend

The following table shows the approximate spending per visitor – among those who spent any money on in that category.

Wilderness or guided tour packages booked before visitors arrived in Yukon averaged a cost of \$206. Those purchasing an organized overnight wilderness trip once they were in Yukon spent \$244 per person.

Costs per person on pre-booked cruise and airline packages were \$1,354 and \$2,063 per person, respectively.

Pre-trip shore excursion expenses averaged \$170 per person.

Pre-booked accommodations expenditures averaged \$177 per person.

Airline tickets averaged \$340. Average expenses for rental vehicles picked up in Yukon were \$443 and rental vehicles picked up outside of Yukon averaged \$280.

5.3.5 In-Trip Spending

The highest per visitor spend is for vehicle repair, at \$255 per person.

The next highest category is for overnight wilderness activities at \$244.

In-trip per person expenses for fixed roof accommodation (\$160), local transportation (\$212) and fuel follow (\$150).

Food and beverage shows an even split between groceries/alcohol (\$76) and restaurants/bars (\$76).

Table 5.4 – Average Pre-trip Spending per Visitor

	2012
Airline package	\$2,063
Cruise with Yukon land tour	\$1,354
Rental car/RV in Yukon	\$443
Airline tickets	\$340
Rental car/RV not in Yukon	\$280
Guided tour or activity	\$206
Hotel/motel/RV sites	\$177
Shore excursion	\$170

Table 5.5 - Average In-Trip Spending per Visitor

	2012
Vehicle repair	\$255
Overnight wilderness activities	\$244
Local transportation	\$212
Other	\$183
Hotel/motel/B&B/lodge	\$160
Gasoline/fuel	\$150
Restaurants/bars	\$76
Groceries/alcohol	\$76
RV/campground	\$67
Organized day tours/activities	\$63
Yukon made products	\$51
Other souvenirs/arts/crafts	\$38
Entertainment	\$37
Museums/centres	\$27

6 Trip Planning

6.1 Decision Making

6.1.1 Months in Advance of Trip Decision

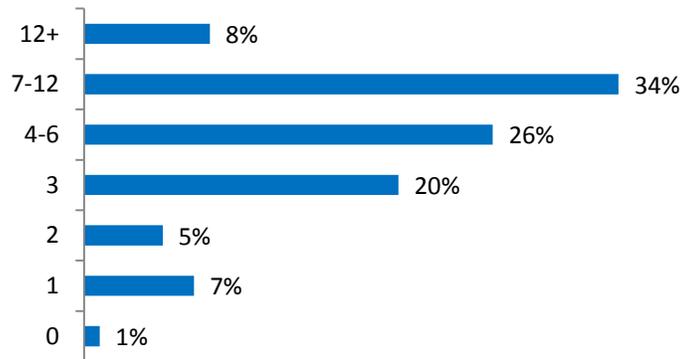
Visitors were asked how many months ahead of their trip they made the decision to take the trip. The most common length of time was 7 to 12 months, accounting for 34% of visitors.

This was followed by 4 to 6 months at 26% and 3 months at 20%.

Only 8% made the decision more than a year in advance.

The average among all visitors was 7.3 months.

Figure 6.1 – Months in Advance of Trip Decision



6.1.2 Months in Advance of Trip Decision: Trends

Since 2004, the minimum trip planning time has not shifted. In 2004, 44% made the decision before the current year (approximately more than 6 months before the trip), compared to 42% in 2012.

[NOTE: Wording of question was not exactly the same in the 2004 survey.]

Table 6.1 - Months in Advance of Trip Decision

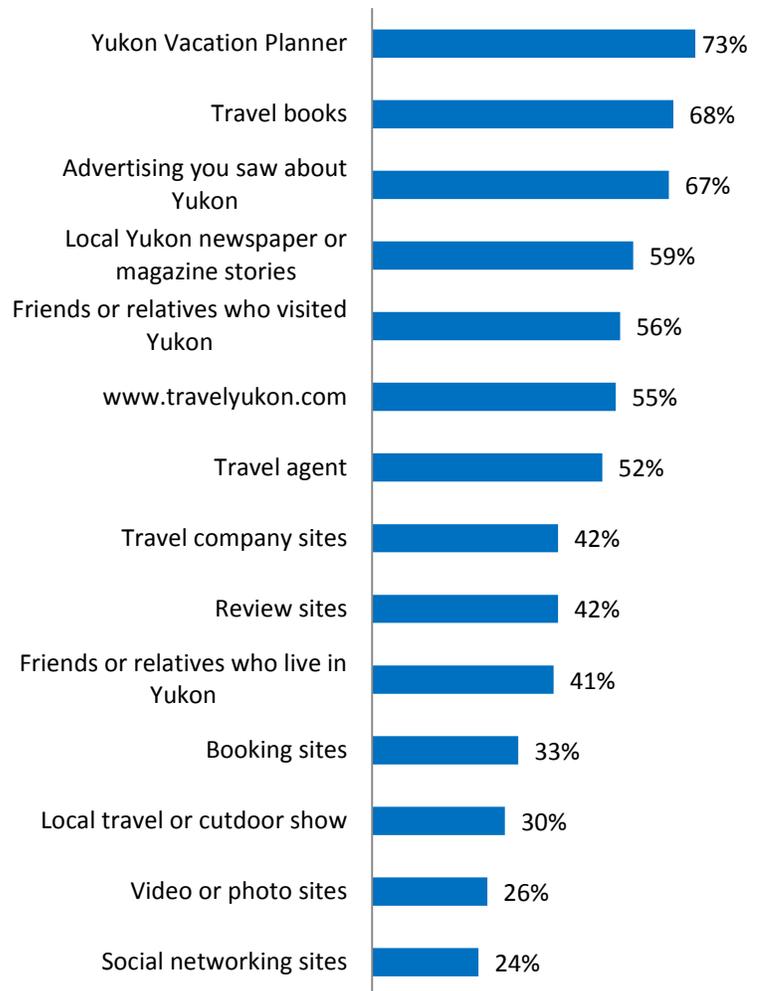
	2004		2012	
More than 6 months before travel	110,700	44%	133,200	42%
Less than 6 months before travel	140,900	56%	187,100	59%

6.2 Resources

6.2.1 Pre-Trip Travel Planning Resources

Visitors to Yukon used a wide variety of resources to plan their trip. Most visitors claimed to have used the Yukon Vacation Planner, travel books and advertising they saw about Yukon as pre-trip travel planning resources. Many visitors used online resources and friends and family who live in or have visited Yukon. 52% of visitors reported using traditional travel agents for pre-trip planning purposes.

Figure 6.2 - Pre-trip Travel Planning Resources



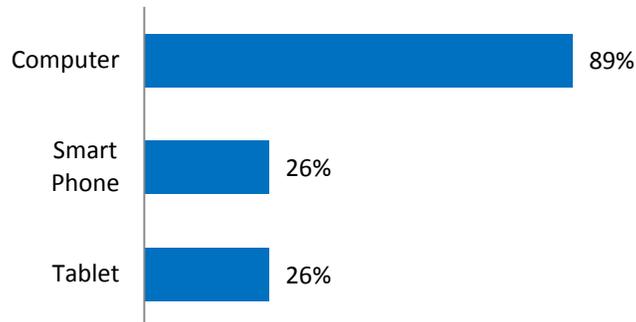
6.2.2 Electronic Devices Used to Plan Trip

Among those who used travel websites, computers were by far the most common method of website research, at 89%.

Tablets and Smart phones tied at 26% of visitors using technology to access travel websites.

In 2004, only 18% of visitors had used the internet to plan their trip and would have only had access to a computer.

Figure 6.3 - Technology Used to Access Travel Websites



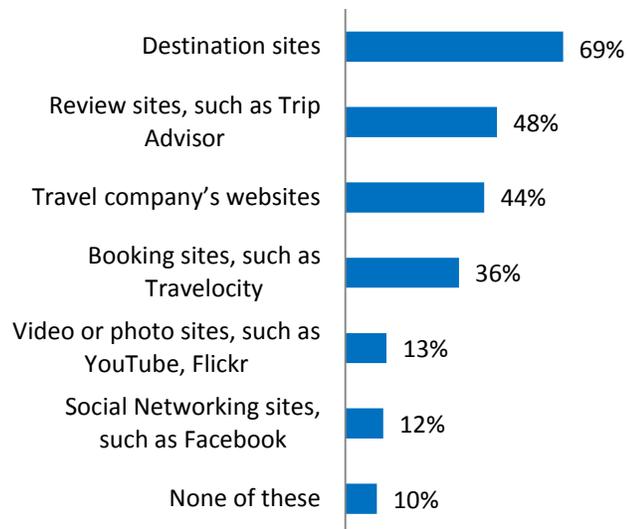
6.2.3 Travel Websites Used to Plan Trips

First, visitors were asked which types of websites they typically use when planning trips (not specifically this Yukon trip).

The most common type of websites were Destination Management Organization's websites (those hosted by cities, states, provinces, and countries), mentioned by 69% of internet users.

Review sites were also highly popular, mentioned by 48% of internet users.

Figure 6.4 - Travel Websites Used to Plan Trips



6.2.4 Pre-trip Planning Services Used

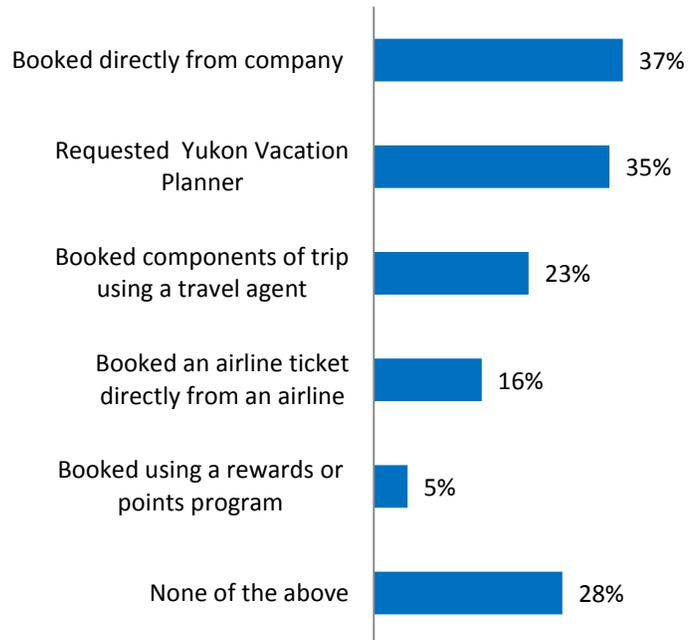
Visitors were asked whether they used five specific trip planning methods for planning trips.

At 37%, the most commonly used planning method was to book directly with companies for activities, transportation and accommodations.

Over one-third (35%) of visitors said they requested a Yukon Vacation Planner.

Over one-quarter of visitors (28%) did not use any of the planning methods offered.

Figure 6.5 – Pre-trip Planning Services Used



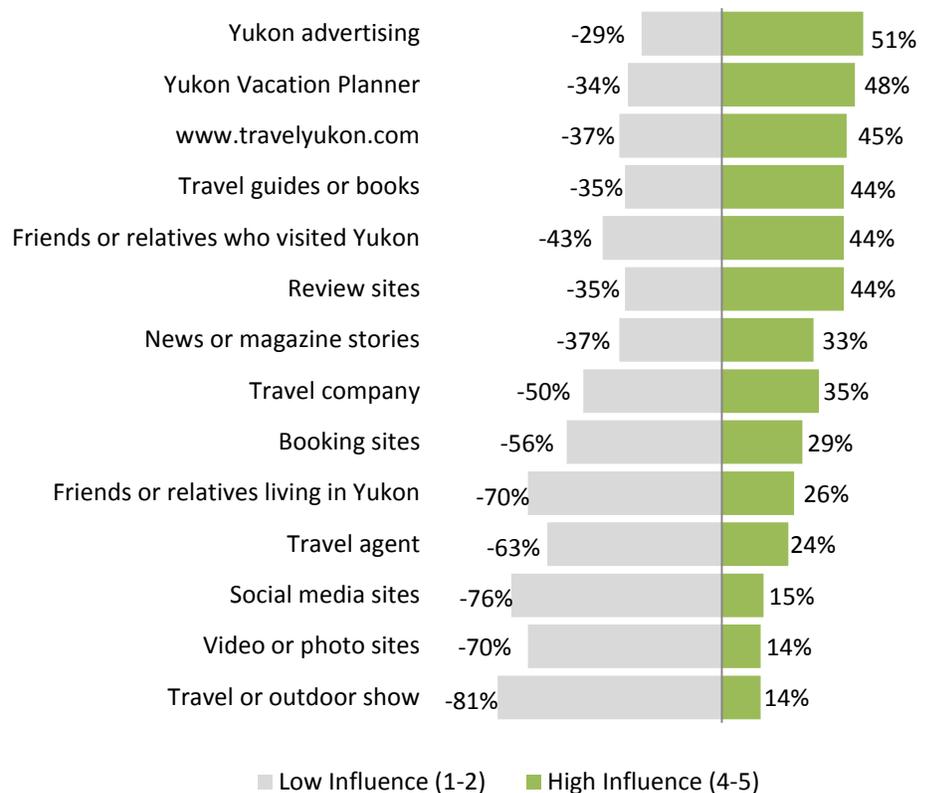
6.2.5 Influence of Information on Trip Decision

Visitors were asked how they would rate the influence of information sources on making their trip decision on a 1 – 5 scale, where a 1 was “low influence” and a 5 was “high influence”. Only those who used the source are included in the rating.

Yukon advertising recorded the highest percentage of influence on trip decision (51%). The Yukon Vacation Planner followed at 48% and TravelYukon.com was a close third at 45%.

[NOTE: Includes only those using that source who rated it.]

Figure 6.6 – Influence of Information on Trip Decision



6.2.6 Influence of Information on Trip Decision: Trends

In 2004, the source rated “most useful” was the Milepost, followed by community guides, then the Internet. Those were followed by the Vacation Planner and word of mouth.

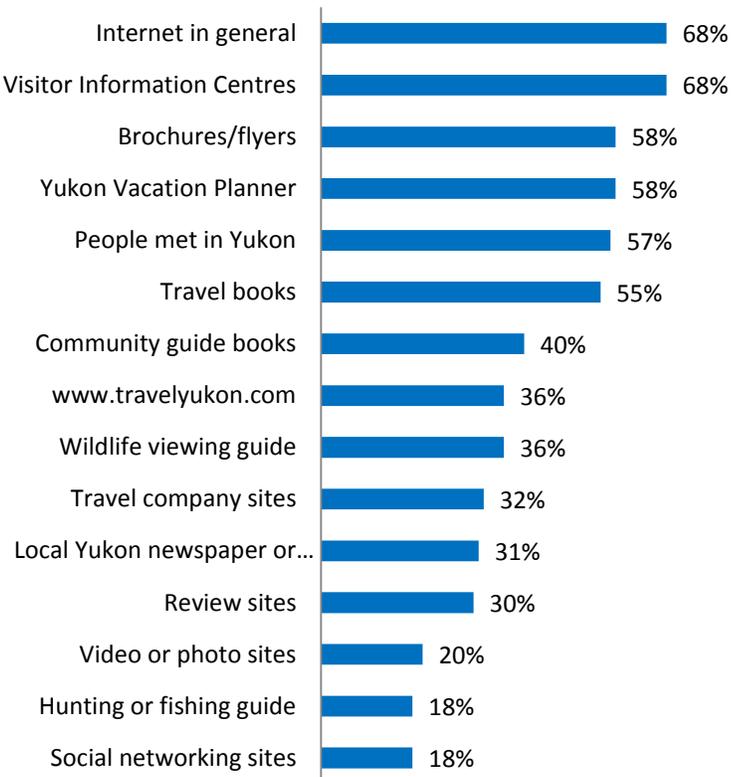
6.2.7 Resources Used During the Trip

While in Yukon, a large variety of travel-planning resources were used.

Topping the list were people who used the Internet (68%) and Yukon Visitor Information Centres (68%).

Brochures/flyers (58%), bringing and using the Yukon Vacation Planner (58%), talking with Yukoners (57%), and using travel books (55%) were the top sources.

Figure 6.7 - Resources Used During the Trip



6.2.8 Quality of Information Used During the Trip

Visitors were asked how they would rate the quality of information sources used during their trip on a 1 – 5 scale, where a 1 was “poor” and a 5 was “excellent”. Only those who used the source are included in the rating.

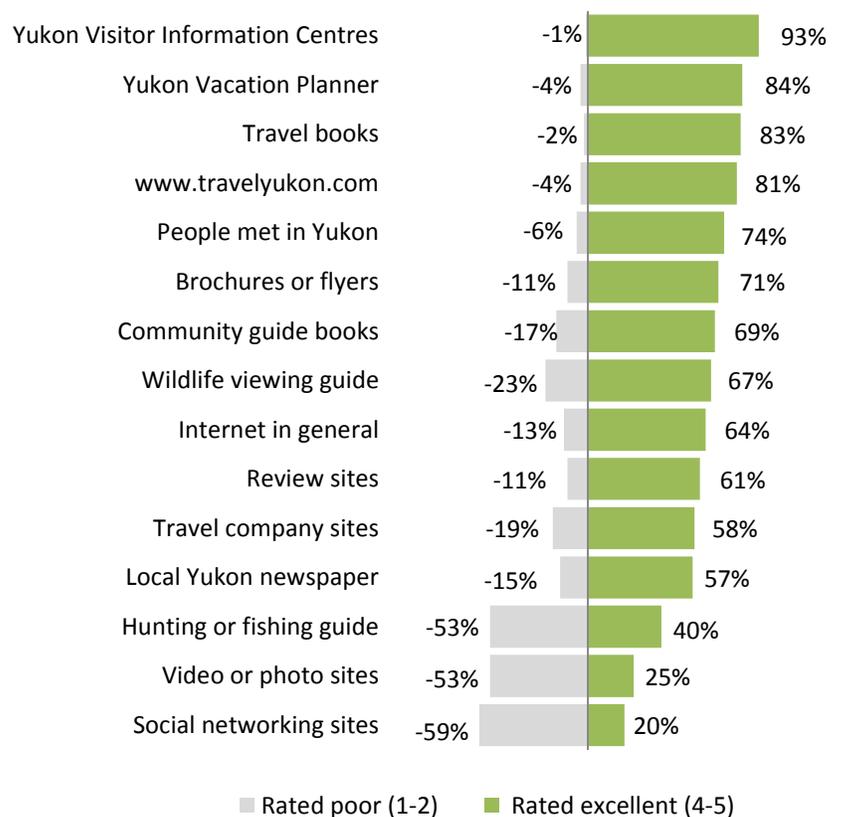
The highest rated source was Yukon Visitor Information Centres at 93%.

Three additional sources rated over 80%: Yukon Vacation Planner at 84%, travel guide books at 83% and www.travelyukon.com at 81%.

Sources rated lowest included social networking sites at 59%, video/photo sharing sites at 53%, and Yukon hunting/fishing guides at 53%.

Comparing the “level of influence” and the “quality of information”, the Yukon Vacation Planner and www.travelyukon.com was rated high in both questions.

Figure 6.8 - Quality of Information Used During the Trip



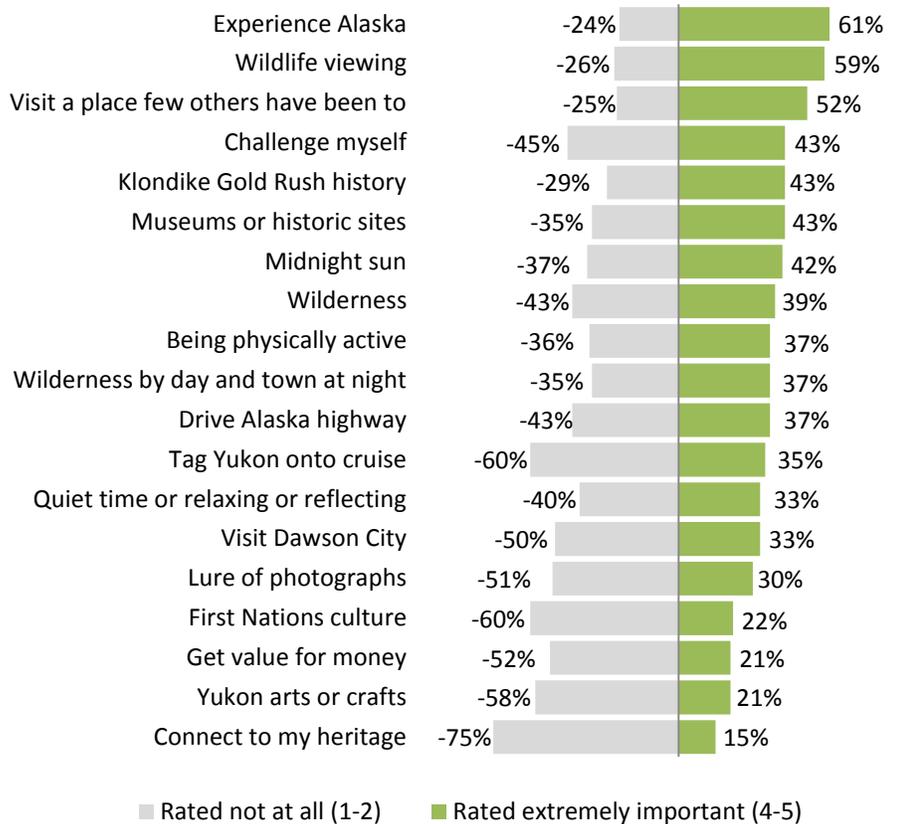
6.2.9 Importance of Activities on Trip Decision

Visitors were asked how they would rate the importance of each activity or experience in making their trip decision on a 1 – 5 scale, where a 1 was “not at all” and a 5 was “extremely important”.

Topping the list was experiencing Alaska (61%). Wildlife viewing ranked either a 4 or 5 in 59% of visitor decisions to take a trip to Yukon.

The third most important experience among visitors was “to visit a place that few others have been to”, at 52%,

Figure 6.9 - Importance of Activities on Trip Decision



Visitor Satisfaction:

General Trip Satisfaction

7 Visitor Satisfaction

7.1 Yukon as a Place for this Experience

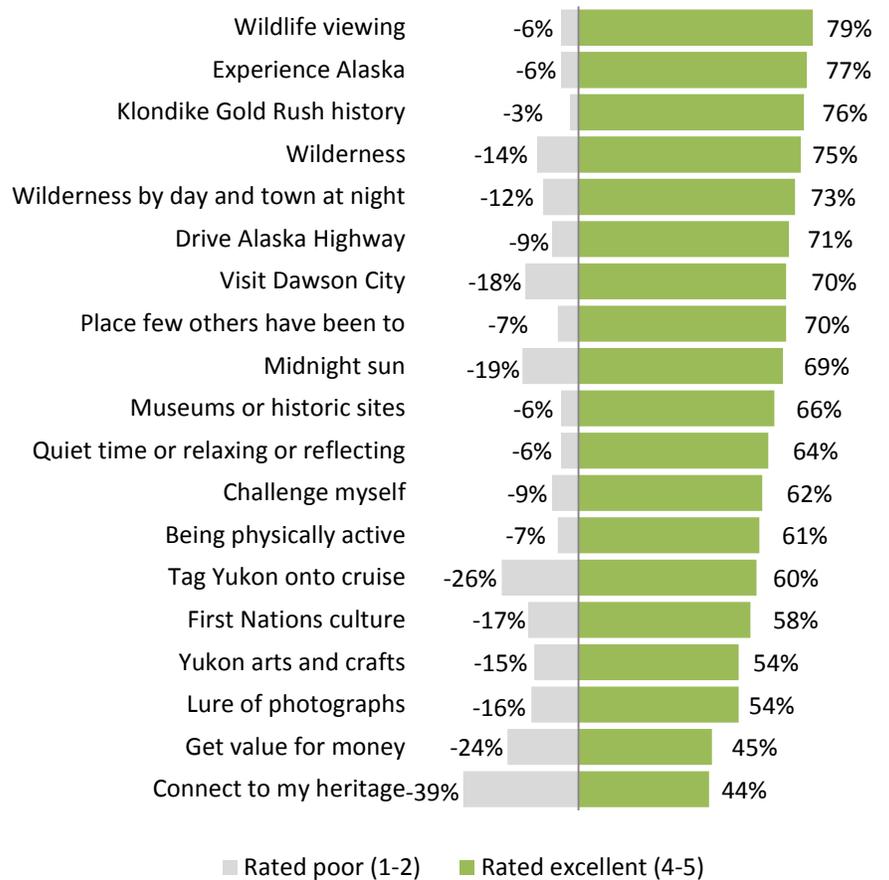
Visitors were asked, “How would you rate Yukon as a place for the following experiences, on a 1 – 5 scale, where a 1 was “poor” and a 5 was “excellent”?”

Most experience options show that over two-thirds of visitors were satisfied with their Yukon experience.

Highest satisfaction was with wildlife viewing (79%), closely followed by experiencing Alaska (77%).

To experience the Klondike Gold Rush history and time in the wilderness (hike/camp/fish/paddle), followed at 76% and 75%, respectively.

Figure 7.1 - Yukon as a Place for this Experience

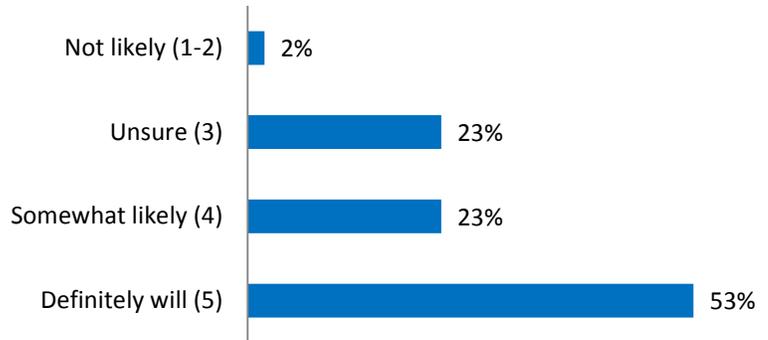


7.2 General Trip Satisfaction

7.2.1 Likelihood of Recommending Yukon

76% of visitors to Yukon said they would recommend Yukon as a destination to friends and family. Only 2% said they were not likely to recommend Yukon.

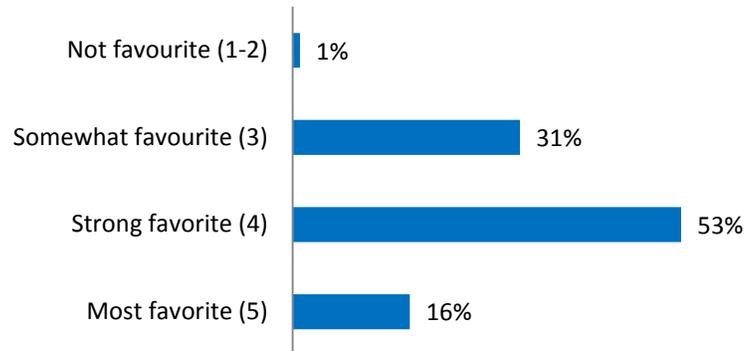
Figure 7.2 – Likelihood of Recommending Yukon



7.2.2 Yukon Compared to Other Destinations

When asked how Yukon compared to other destinations over 69% rated it as their most or strong favorite.

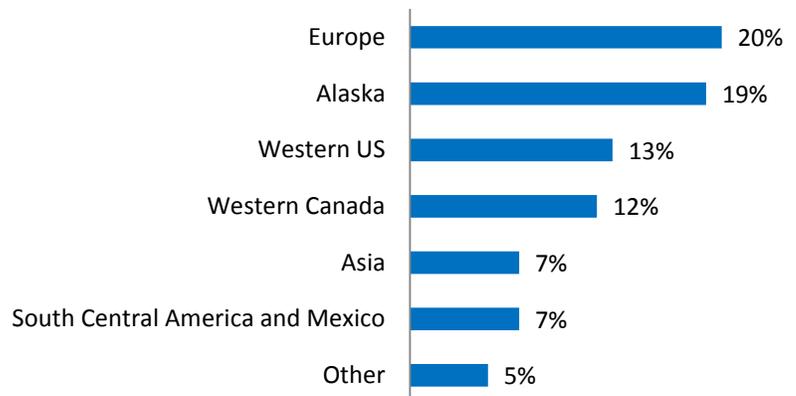
Figure 7.3 – Yukon Compared to Other Destinations



7.2.3 Other Favorite Destinations

Visitors were asked to name their other favourite destinations and the top mentions were Europe (20%), followed by Alaska (19%).

Figure 7.4 - Other Favorite Destinations



7.3 Likelihood of Visiting Again

Almost one-third of visitors (28%) to Yukon said they “definitely will” return to Yukon.

Another 27% said it was “very likely” they would return. Combined, 55% of visitors feel that they would at least like to return to Yukon again.

Only 10% said it was not likely they would return.

7.3.1 Likelihood of Visiting Again: Trends

Since 2004, there has been a slight decline in the likelihood of visitors returning to Yukon.

Figure 7.5 – Likelihood of Visiting Again

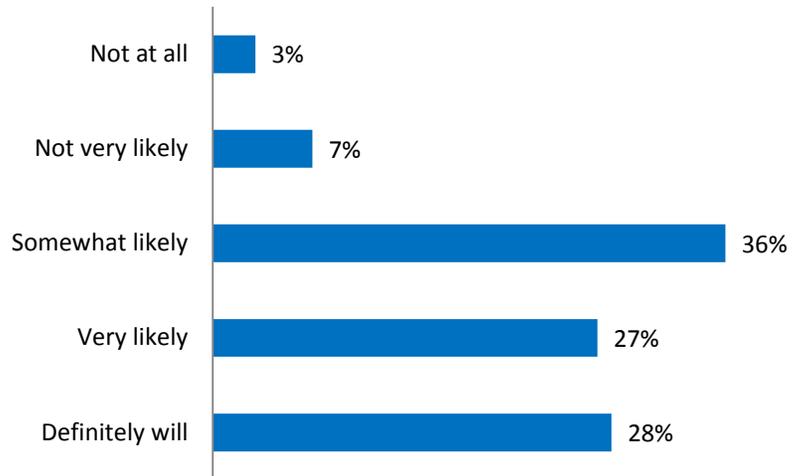


Table 7.1 - Likelihood of Visiting Yukon Again

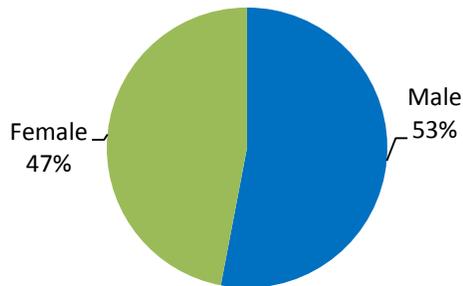
	2004		2012	
Yes (4-5)	156,056	62%	174,500	55%
Unsure (3)	75,511	30%	114,200	36%
No/not likely (1-2)	20,136	8%	31,700	10%

8 Respondent Demographics

8.1 Respondent Gender

Yukon Visitor Tracking Program respondents were slightly more likely to be male (53%).

Figure 8.1 - Respondent Gender



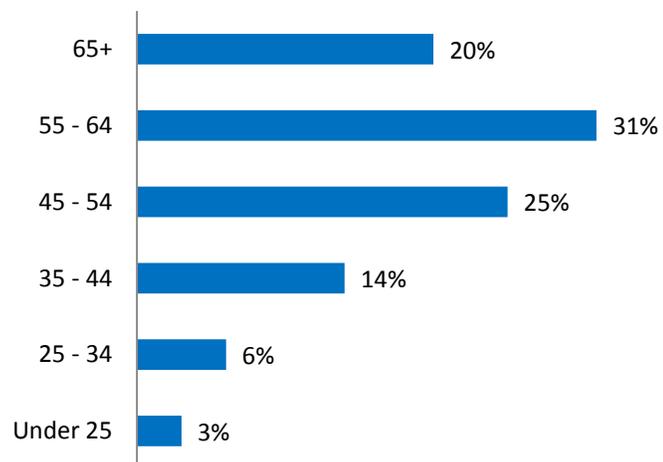
8.2 Respondent Age

Nearly three-quarters of respondents (76%) were 45 years of age or older.

Visitors in the 55-64 age range represent the largest percentage group (31%).

The average age among all visitors was 52 years.

Figure 8.2 – Respondent Age



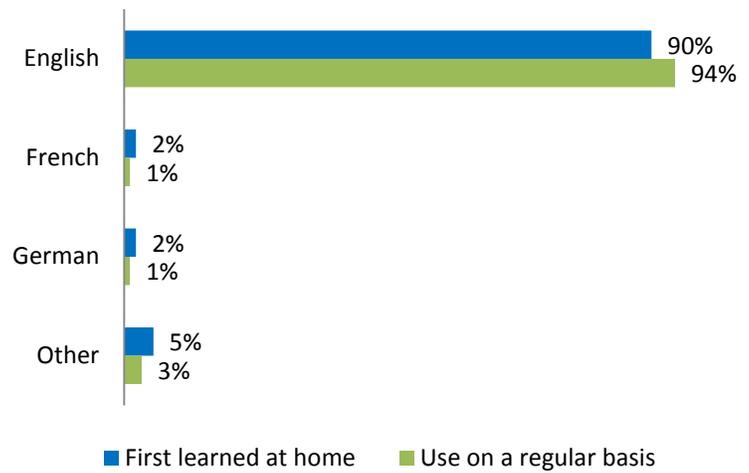
8.3 Respondent Languages

For 94% of Yukon visitors, English is the language they used most frequently. Slightly less than that (90%) English was also the first language they learned at home.

Other languages were mentioned by a small fraction of respondents, Most commonly French (1% used regularly; 2% learned at home) and German (1% used regularly; 2% learned at home).

1% of the respondents reported that they had major issues in Yukon due to language.

Figure 8.3 - Respondent Languages



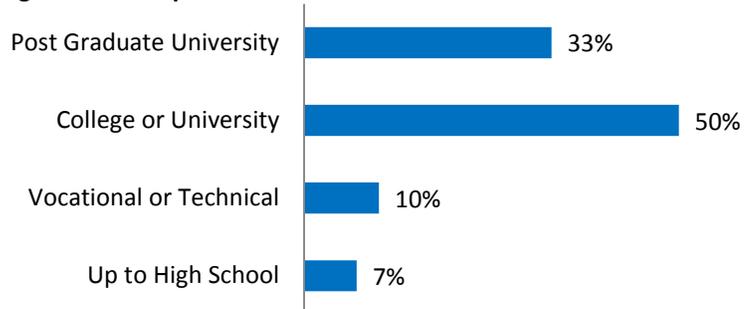
8.4 Respondent Education

Half (50%) of the visitors were college or university educated, significantly over the rate seen in the U.S. population (30% reported by U.S. Census Bureau*) or Canada (22% reported by Statistics Canada).

In addition, 33% completed some level of post graduate program, significantly above national averages.

Only 17% of visitors have less than a college degree.

Figure 8.4 – Respondent Education



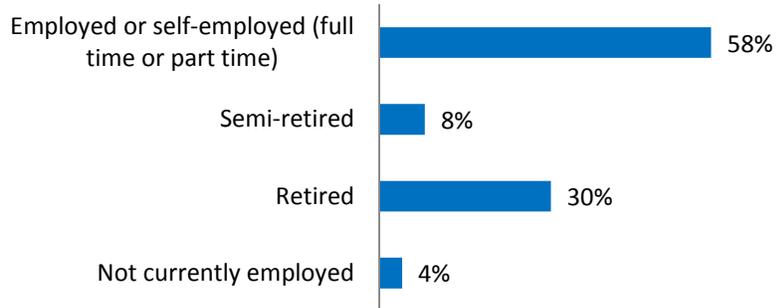
*of people over the age of 25

8.5 Respondent Employment Status

58% of Yukon visitors reported being employed or self-employed (including those employed part-time and full-time).

Over one-quarter (30%) were retired, 8% were semi-retired, and 4% were not employed (including those who fall into the categories of being a student, parenting, or have a disability).

Figure 8.5 – Respondent Employment Status

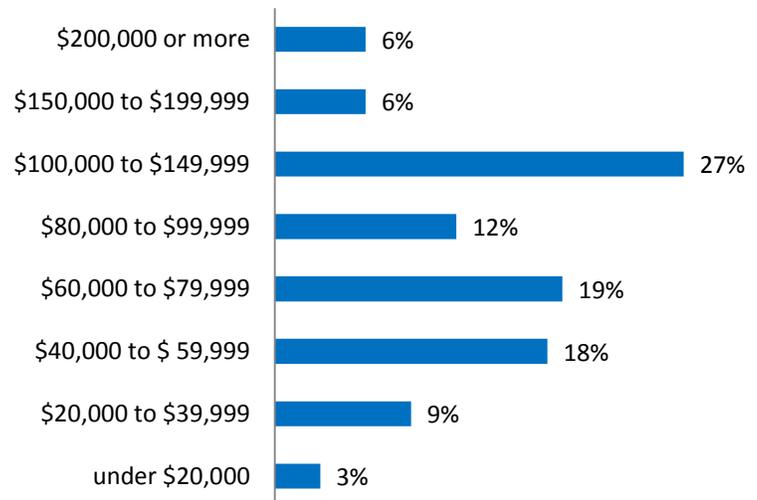


8.6 Household Income

Visitors are almost equally split between those earning under \$80,000 and those earning over \$80,000.

The most common household income is between the ranges of \$100-\$149K (27%).

Figure 8.6 - Household Income



9 Appendix – Questionnaire

Yukon Visitor Tracking Program – Summer Survey

Section One

Pre-Trip Planning

1. When you first started thinking about travelling for this trip, was it PRIMARILY to:
 - Visit Yukon specifically (such as visit Friends/Family, Business, Getaway, Vacation, etc.)
 - Visit Alaska
 - Take a cruise
 - Take a road trip/drive the Alaska Highway
 - Other

2. a. Before arriving in Yukon, which of the following did you do?
 - Requested a Yukon Vacation Guide or Planner (online or 800#)
 - Booked a travel package or trip components using a travel agent or tour operator
 - Booked an airline ticket or travel package directly from an airline
 - Booked activities, transportation or accommodations on your own directly from the company providing that service (ie. rental car/RV companies, hotels/lodges, tours, cruiselines, etc)
 - Booked any travel product/service using a rewards or points program (airline, credit/bank cards, car/hotel, etc)
 - None of the Above

- b. (IF USED REWARDS) Was the rewards program you used primarily:
 - Credit card or Bank card points
 - Airline points
 - Hotel/rental car points
 - Other

3. Prior to this trip, had you ever been to Yukon before?
 - Yes No

During the Trip

4. Including yourself, how many total people were in your travel party?
(the number of friends and family travelling together)
of Adults (age 16+) _____ # of Children under the age of 16 _____

Yukon Visitor Tracking Program Questionnaire - SUMMER

5. a. How many total nights were you away from home?
 b. How many nights did you spend in Yukon (MUST INSERT 0 IF NONE)
 c. How many nights did you spend in Alaska (MUST INSERT 0 IF NONE)

Now think specifically about the time you spent in Yukon Territory, Canada.

6. What month did your visit in Yukon start? (Jan 2012 - May 2013)

7. a. Was your trip PRIMARILY for:

- Business (GO TO BUSINESS Qb)
 Leisure/Personal (GO TO LEISURE Qc)

- b. Which of the following is your primary purpose of this trip?

- Conference, Convention attendee
 Other Business/Work/related → was that for: Mining, Government, Other

- c. Which of the following is your primary purpose of this trip?

- Visiting Friends or Relatives
 Participate/attend a Festival, Sport or Other EVENT
 Hunting Trip
 Wilderness Tour
 Other Leisure travel/Holiday/Vacation
 Personal/Family matters

8. On this trip, in Yukon, did you stay at a: (✓ all you stayed at)

- Hotel/Motel → Did you stay at the Gold Rush Best Western, High Country Inn, Bedrock Hotel or a Westmark Hotel on this trip? (yes/no)
 RV park or commercial campground
 Yukon government campground
 B&B, Lodge, Cabin or Hostel
 Friends, Relatives or Family home
 Other (non-campgrounds, Walmart, or other parking lots, highway pull-offs, etc)
 None (day-trip/cruise excursion)

(IF EITHER CAMPGROUNDS OR OTHER). Did you:

- Camp in an RV or camper/trailer
 Camp in a Tent
 Both

Transportation

9. On this trip, how did you first enter Canada?

- Flew into Canada (ASK Q10a and b)
- Drove into Canada (SKIP TO Q11)
- Came in a motorcoach/bus (SKIP TO Q11)
- Cruised, ferried or boated into Canada (SKIP TO Q11)
- Came on the train from Skagway (SKIP TO Q11)
- None, we live in Canada (SKIP TO Q11)

10. (SKIP - UNLESS FLEW INTO CANADA)

a. Which city in Canada did you first land in?

- | | |
|---|--|
| <input type="radio"/> Whitehorse, Yukon | <input type="radio"/> Montreal, Quebec |
| <input type="radio"/> Vancouver, British Columbia | <input type="radio"/> Halifax, Nova Scotia |
| <input type="radio"/> Calgary, Alberta | <input type="radio"/> Don't know |
| <input type="radio"/> Edmonton, Alberta | <input type="radio"/> Other |
| <input type="radio"/> Toronto, Ontario | |

b. Which airline did you use to fly into Canada?

- | | |
|---|--|
| <input type="radio"/> Air North, Yukon's Airline | <input type="radio"/> U.S. Airways |
| <input type="radio"/> Air Canada | <input type="radio"/> Lufstana |
| <input type="radio"/> Air Canada Jazz | <input type="radio"/> British Airways |
| <input type="radio"/> Westjet | <input type="radio"/> KLM |
| <input type="radio"/> Condor | <input type="radio"/> JAL |
| <input type="radio"/> United | <input type="radio"/> China Eastern/China airlines |
| <input type="radio"/> Delta | <input type="radio"/> Cathay Pacific |
| <input type="radio"/> American/Continental Airlines | <input type="radio"/> Other |

(IF WHITEHORSE IN Qa, SKIP TO Q11c)

Yukon Visitor Tracking Program Questionnaire - SUMMER

11. a. Did you enter Yukon Territory...
- By air (commercial, charter, private plane) (GO TO Q11b/c)
 - By personal or rental vehicle (car, van, RV, camper, motorcycle) (GO TO Q11d)
 - On a motorcoach or bus (GO TO Q11e)
 - By train (GO TO Q11e)
 - Other (walk, bicycle, commercial truck, river) (GO TO Q12)
- b (IF AIR) Was that flight on:
- Air North, Yukon's Airline
 - Air Canada/Jazz
 - WestJet
 - Condor
 - Private or Charter plane
- c. Which city did you fly into Yukon from?
- Vancouver, British Columbia
 - Calgary, Alberta
 - Edmonton, Alberta
 - Inuvik, NWT
 - Fairbanks, Alaska
 - Other
- (ALL SKIP TO Q12)
- d. (IF PERSONAL VEHICLE) Was that by...
- Car/truck/van → was this a rental vehicle? (yes/no) (SKIP TO Q12)
 - RV/camper → was this a rental vehicle? (yes/no) (SKIP TO Q12)
 - Motorcycle(SKIP TO Q12)

Yukon Visitor Tracking Program Questionnaire - SUMMER

e. (IF COACH/TRAIN). Were you...

- On a Holland America multi-day cruise tour to/from Alaska? → tour #_____
- On a multi-day tour with another motorcoach tour company
- Part of a shore excursion tour or day trip excursion from Skagway
- On Greyhound or other bus company
- Travelling independently
- Other

12. a. AFTER arriving in Yukon, to travel AROUND Yukon, did you:

- Drive (car/RV/motorcoach/bike) only
- Fly (to Yukon communities) only
- Both Drive and Fly within Yukon
- None –stayed in just one community

b. (IF FLEW) Which Yukon and local area communities did you fly into? (CHECK ALL YOU FLEW INTO)

- | | |
|---------------------------------------|--------------------------------------|
| <input type="radio"/> Beaver Creek | <input type="radio"/> Pelly Crossing |
| <input type="radio"/> Burwash Landing | <input type="radio"/> Ross River |
| <input type="radio"/> Carmacks | <input type="radio"/> Teslin |
| <input type="radio"/> Carcross | <input type="radio"/> Tombstone |
| <input type="radio"/> Dawson City | <input type="radio"/> Watson Lake |
| <input type="radio"/> Destruction Bay | <input type="radio"/> Whitehorse |
| <input type="radio"/> Eagle Plains | <input type="radio"/> Tok, AK |
| <input type="radio"/> Faro | <input type="radio"/> Skagway, AK |
| <input type="radio"/> Haines Junction | <input type="radio"/> Haines, AK |
| <input type="radio"/> Keno | <input type="radio"/> Atlin, BC |
| <input type="radio"/> Mayo | <input type="radio"/> Inuvik, NWT |
| <input type="radio"/> Old Crow | |

Yukon Visitor Tracking Program Questionnaire - SUMMER

Pathways

INSTRUCTIONS FOR ROUTING YOUR TRIP

13. a. Using the map of Yukon, please click on START STAR ICON by the community where you **started** your trip in Yukon. (List- light up on map and move to table ENTRY COMMUNITY)
- b. Now please Click on EACH community you visited in the ORDER you visited them and click on either the Bed, Clock or Arrow to indicate how long you stayed there. (COMPUTER WILL MOVE THE COMMUNITY NAME INTO THE TABLE AND HIGHLIGHT THE ROAD ON THE MAP TO THAT COMMUNITY)

For each community, please Click on ONE of the following icons..

- the BED icon if you stayed overnight, or
- the CLOCK icon you spent more than an hour there (shopping, museum, tour, or dining, etc.) but not overnight or
- the ARROW icon if you only passed through.

INSERT MAP

14. FOR EACH COMMUNITY...

- a. (IF BED ICON) How many nights?
- b. Was this your **final** exit point from Yukon? (i.e. is this the point in your trip when you left Yukon and did not re-enter Yukon after this?)

(up to 20 communities)

Communities	Overnight, day, pass through	This was my final Exit point
Start of Yukon trip		
Next stop		

Communities/towns/villages Listed map

- Beaver Creek
- Burwash Landing
- Carmacks
- Carcross
- Dawson City
- Destruction Bay
- Eagle Plains
- Faro
- Haines Junction
- Keno
- Jakes Corner
- Mayo
- Old Crow
- Pelly Crossing
- Ross River
- Stewart Crossing
- Teslin
- Tombstone
- Watson Lake
- Whitehorse
- Tok, AK
- Skagway, AK
- Haines, AK
- Atlin, BC
- Inuvik, NWT

Yukon Visitor Tracking Program Questionnaire - SUMMER

- c. Do you have any other comments about your route that you want to share to better explain where you travelled in Yukon?

ALL SITES

Did you

- Overnight.. BED → how many nights
- Stay Awhile... CLOCK
- Pass Through →

POST MAP

ENTER

15. (IF ENTER=WATSON LAKE)Your map indicates you entered Yukon through Watson Lake. Did you:

- Enter on the Alaska Highway or
- Enter on Highway 37 the Cassier Highway
- Don't remember

16. (IF ENTER = CARCROSS) Your map indicates you entered Yukon through Carcross. Did you:

- Enter on Klondike highway (driving up from Skagway, Alaska)
- Enter on the Whitepass Railroad
- Don't remember

(IF ENTER = CARCROSS, HAINES JUNCTION, BEAVER CREEK OR DAWSON CITY)

17. Your map indicates that you **first entered** Yukon from Alaska. How did you get to Alaska?

- Cruiseship
- Ferry
- Air/Flew
- I live in Alaska
- Other → Explain _____

EXITS

18. (IF EXIT=WATSON LAKE)Your map indicates you exited Yukon through Watson Lake. Did you:

- Exit on the Alaska Highway or
- Exit on Highway 37 the Cassier Highway
- Don't remember

19. (IF EXIT = CARCROSS) Your map indicates you exited Yukon through Carcross. Did you:

- Exit on Klondike highway (driving out to Skagway, Alaska)
- Exit on the Whitepass Railroad
- Don't remember

Yukon Visitor Tracking Program Questionnaire - SUMMER

20. (IF EXIT = CARCROSS, HAINES JUNCTION, BEAVER CREEK OR DAWSON CITY) Your map indicates that you **last exited** Yukon into Alaska. How did you leave Alaska?

- Cruiseship
- Ferry
- Air/Flew
- I live in Alaska
- Other → Explain _____

21. a. How did you exit Yukon?

- By air (commercial, charter, private plane)
- By personal or rental vehicle (car, van, RV, camper, motorcycle)
- On a motorcoach or bus
- By train
- Other (walk, bicycle, commercial truck, river)

b (IF AIR) Was that flight on:

- Air North, Yukon's Airline
- Air Canada/Jazz
- WestJet
- Condor
- Private or Charter plane

22. Please explain any other route information that we did not cover.

23. Which ONE of these Yukon communities would you say was your primary destination?

Yukon Visitor Tracking Program Questionnaire - SUMMER

- | | |
|---------------------------------------|--|
| <input type="radio"/> Beaver Creek | <input type="radio"/> Jakes Corner |
| <input type="radio"/> Burwash Landing | <input type="radio"/> Mayo |
| <input type="radio"/> Carmacks | <input type="radio"/> Old Crow |
| <input type="radio"/> Carcross | <input type="radio"/> Pelly Crossing |
| <input type="radio"/> Dawson City | <input type="radio"/> Ross River |
| <input type="radio"/> Destruction Bay | <input type="radio"/> Stewart Crossing |
| <input type="radio"/> Eagle Plains | <input type="radio"/> Teslin |
| <input type="radio"/> Faro | <input type="radio"/> Tombstone |
| <input type="radio"/> Haines Junction | <input type="radio"/> Watson Lake |
| <input type="radio"/> Keno | <input type="radio"/> Whitehorse |

24. (List Yukon communities + none – just passing through) Which ONE Yukon community was your favourite? (include: none)

Activities

25. Here is a list of activities you may have done while on your recent trip to Yukon. While in Yukon did you: (✓ All that apply)

- Visit any friends or relatives living in Yukon
- Do a Wilderness guided activity that lasted anywhere from 2 hours to multiple days
- Visit a National Park wilderness area (Kluane, Ivvavik, Vuntut, or Chilkoot Trail)
- Visit a Territorial wilderness park or Heritage River (Tombstone, Herschel Island, Bonnet Plume, Tatshenshini, etc)
- Do wildlife viewing or bird watching, guided or non-guided
- Canoe/Kayak/Raft
- Fish
- Go Dog sledding, or take a dog kennel tour
- Flight-see
- Hike/Camp
- Hunt
- Horseback ride
- Visit any natural attractions and unique natural features, like mountains, waterfalls or lakes
- Visit any man-made attractions like museums or historical sites (ASK Qb)
- Experience Yukon First Nation culture or traditional ways
- Go shopping

Yukon Visitor Tracking Program Questionnaire - SUMMER

- Take a community walking tour either guided or non-guided
- Go gold panning
- Attend/participate in any arts and cultural events or festivals
- Attend/participate in any sport event
- Take the White Pass Yukon Train to/from Skagway
- Golf
- Gamble at Diamond Tooth Gerties'
- Take a motorcoach or van tour
- Attend a Conference or Convention
- Conduct business or job related activities
- Participate in the Yukon Gold Explorer's Passport Contest
- Take a River/lake tour boat
- Visit a Yukon art gallery
- Snowmobile or ATV or other backcountry motorized trip
- Go downhill or cross-country skiing (HIDE IN SUMMER)
- Visit a Yukon government Visitor Information Centre
- None of these

18.b. (IF MUSUEM/HISTORICAL SITES) While in Yukon, how many museums or historical sites did you visit? (IF 0, SKIP TO Q20)

(CHECK MAP.. SHOW ONLY REGIONS VISITED ON MAP)

26. For each of the following attractions, please ✓ if you visited it on this recent trip.

	visited
IN WHITEHORSE	
Beringia Centre (Whitehorse)	
MacBride Museum (Whitehorse)	
Old Log Church (Whitehorse)	
Yukon Wildlife Preserve (Whitehorse)	
Parks Canada – SS. Klondike TOUR (Whitehorse)	
IN SOUTHERN AND WESTERN YUKON	
Northern Lights Space and Science Centre (Watson Lake)	
Teslin Tlingit Heritage Centre (Teslin)	
Caribou Crossing Attraction (Carcross)	
Kluane Museum of Natural History (Burwash Landing)	
White Pass Railroad Train and Bus Package (Skagway Alaska)	
Hiked the Chilkoot Trail (Skagway Alaska to Yukon)	

Yukon Visitor Tracking Program Questionnaire - SUMMER

IN NORTHERN AND CENTRAL YUKON	
Campbell Region Interpretive Center (Faro)	
Binet House (Mayo)	
Parks Canada – Commissioner Residence Tour (Dawson City)	
Dawson City Museum (Dawson City)	
Dänoja Zho Cultural/Heritage Centre (Dawson City)	
George Black Ferry (Dawson City)	
Parks Canada – Palace Grand (Dawson City)	

Spending

27. Now we would like to better understand the cost of your visit to Yukon.

a. Before arriving in Yukon, please estimate:

- a. the amount of money you spent for that item,
- b. the number of people (adults and children) that cost included
- c. The number of nights in Yukon it included

For \$\$ spent BEFORE LEAVING home. Pre-Purchased...	b. Total Cost (in either Canadian or U.S. \$)	c.Number of people included	d.Number of nights
Hotel/motel/RV sites in Yukon			
Guided tour or activity (wilderness trip, fishing, hunting, canoeing)			
Purchased a non-cruise (airline) package that included transportation/flight into Yukon, accommodations and an activity			
Shore excursion tour or day trip excursion from Skagway to Yukon			X
Airline tickets on a flight landing in Yukon (Whitehorse airport)		X	X
Cruise with an overnight land tour into Yukon		X	X
Rental car or RV in Yukon		X	X
Rental car or RV outside Yukon		X	X

Appendix:

Yukon Visitor Tracking Program Questionnaire - SUMMER

28. Now think about all your other spending in Yukon. For each category, please indicate the amount your total party spent while in Yukon. Do not include spending from the previous question, and do not include the cost of transportation to get to or from Yukon. Please provide us with your best estimate in either Canadian or U.S. dollars.

	\$
Hotel/Motel/Cabins/Lodge/B&B/hostel (only \$ not reported in previous Q)	
RV sites/Campgrounds	
Groceries and alcohol	
Meals and refreshments in restaurants or bars	
Yukon made products	
Other souvenirs and arts/crafts	
Outdoor Overnight activities (fishing, wilderness tours, canoe, bike rentals, dog sledding, etc)	
Organized Day tours (walking tours, fishing, wilderness tour, canoe, bike rentals, dog sledding, etc)	
Admissions to museums and/or interpretive centres	
Entertainment (including show tickets, arts and cultural events and sporting events)	
Gasoline/Diesel fuel	
Vehicle repair	
Local transportation (air travel within Yukon, rental cars/RV, local bus, taxi)	
Other spending	

Yukon Visitor Tracking Program Questionnaire - SUMMER

CTC EQ/Segmentation

29. This question asks you to think about when you have travelled in the past or when you dream of travelling in the future, and what you value the most. Please indicate your level of agreement with each of the following statements on why you travel or the experiences you seek to gain by doing so. Please use a scale from 1 to 4 where 1 means you Completely Agree and 4 means you Completely Disagree.
- A.1 I like to be able to impress my friends with all of the 5 star hotels and resorts I have been to.
 - A.2 I just want to relax and not have to deal with any worries or obligations.
 - A.3 The part that makes me most uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people, languages and a different way of doing things.
 - A.4 I have everything I need at home; there's no reason to spend money to travel.
 - A.5 I like to be able to take my time at a historic site or in a museum and not feel rushed.

 - A.6 I avoid taking uncomfortable rides such as packed local buses. If it means missing something we wanted to visit, so be it.
 - A.7 I find it enriching to be exposed to others engaging in their customs, routines and rituals in their own environment – to me, that is the authentic travel experience.
 - A.8 I live for travel.
 - A.9 I feel safer if a tour operator has organized the hotel, the restaurants to eat at and the sites to visit.
 - A.10 I am much more indulgent and carefree while on vacation than I am at home.

 - B.11 I'm more interested in understanding how my ancestors lived than in experiencing the culture as it exists now.
 - B.12 I want to get away from it all.
 - B.13 I prefer to visit places where I will be awe-struck by the sheer beauty of nature, the land, mountains, seas and wildlife.
 - B.14 You can't find real culture here at home; you have to travel abroad to find it.
 - B.15 I like to experience local foods, local locations, to see local architecture.
 - B.16 I feel more comfortable travelling with other people or a guide.
 - B.17 I don't need to see all the recommended tourist sites to feel as if I've really visited a place; in fact the best way to know a place is just to walk around and do everyday things like eating, shopping, socializing and relaxing, just as the locals would.
 - B.18 A family vacation is an important time to make family memories.
 - B.19 Wherever I go, I have to have the very best there is to offer: the best hotels, the best restaurants, the best shopping and the best service.
 - B.20 I want to come back from vacation feeling relaxed and refreshed.

Yukon Visitor Tracking Program Questionnaire - SUMMER

Demographics

And now just a few demographic questions, for classification purposes only.

30. What year were you born? 19_____

31. a. What country do you live in?

- Canada --> what is your postal code?
- U.S. --> what is your zip code?
- Other Country → which one?

32. Gender

- Male
- Female

33. Do you have children (under age 18) living at home?

- Yes
- No

Congratulations! You have finished most of the survey! Your odds of winning \$5000 in GOLD, travel packages, First Nation crafts and Yukon magazines has now been increased 10 times. By continuing on to Section Two of the survey, you will increase your chance to win another 10 times. (this should only take 5 more minutes).

- OK – I can finish this up now – and I will increase my odds of winning by being entered into the contest 10 more times!
- I am out of time - please email me a reminder to finish later
- No thanks, I do not wish to continue.

The email to be used to enter the contest is _____ (INSERT FROM LOGIN)

Do you have any other comments to share with the Dept of Tourism and Culture about your trip?

(IF OK – GO TO SURVEY PART 2, ELSE GO TO CONFIRMATION AND WWW.TRAVELYUKON.COM)

Yukon Visitor Tracking Program Questionnaire - SUMMER

Section Two

Thank you for continuing our survey

Trip Planning- Marketing Sources

34. Which of the following do you use to access travel websites: (✓ all you typically use)

	Before leaving home or while travelling
Computer/laptop	<input type="checkbox"/>
Tablet (iPad, etc.)	<input type="checkbox"/>
Smart-Phone	<input type="checkbox"/>
None of These (SKIP to Q36)	<input type="checkbox"/>

35. Which of the following travel websites do you typically use when planning your trips? (✓ all you typically use)
(ROTATE LIST)

	Typically use
Travel destination websites such as Cities, States/provinces, Country	<input type="checkbox"/>
Travel company's websites	<input type="checkbox"/>
Social Networking sites, such as Facebook	<input type="checkbox"/>
Review sites, such as Trip Advisor	<input type="checkbox"/>
Booking sites such as Kayak and Travelocity	<input type="checkbox"/>
Video/photo sites such as YouTube, Flickr	<input type="checkbox"/>
None of these	<input type="checkbox"/>

36. a. Think about the sources of information you used when deciding to visit Yukon. On a scale from a low of 1 to a high of 5, where a 1 means not at all and a 5 means extremely, how much did each of those **influence your decision to visit Yukon?**

Sources	Influence (1-5 and Did not use)
Advertising you saw about Yukon	
Yukon Vacation Planner/Guide	
News or Magazine stories (printed or online)	
Other Travel Guides/Books	
Friends or Relatives who had visited Yukon	
Friends or Relatives who live in Yukon	
Local Travel or Outdoor Show you attended	
Travel Agent	
www.travelyukon.com	
Travel company websites (airlines, hotels, etc)	
Social Networking sites, such as Facebook	

Yukon Visitor Tracking Program Questionnaire - SUMMER

Review sites, such as TripAdvisor	
Booking sites, such as Kayak and Travelocity	
Video/photo sites such as YouTube, Flickr	
None of these	--

b. (IF 29a.item 1 > 2) Was that Yukon advertising you saw: (✓ all you were influenced by)

- TV
- Internet
- Magazine/Printed material
- Billboards or public signs
- Other

37. Now think about the sources of information you used while travelling IN Yukon. Rate the quality of each on your trip. (seeing more places, doing more activities, etc).

1= Poor 5 = Excellent

Sources	Quality (1 - 5 + 6=Did not use)
Yukon government Visitor Information Centres	
www.travelyukon.com	
The Yukon Vacation Planner/Guide	
Yukon Wildlife viewing guide	
Yukon hunting or fishing guides	
Brochures and sales flyers	
Community guide books	
Travel books	
Travel company websites	
Social Networking sites, such as Facebook	
Review sites, such as TripAdvisor	
Video/photo sites such as YouTube, Flickr	
People you meet or talked to in Yukon	
A local Yukon newspaper	
Accessing the internet for work/personal use (email, etc)	

38. How many months in advance did you decide to come on this trip to Yukon?

_____ # of months

- Did not decide to visit Yukon specifically, it was just part of trip to Alaska or another destination.

Yukon Visitor Tracking Program Questionnaire - SUMMER

Motivation/Satisfaction

39. What two things most motivated or inspired you to take this trip.

○ _____

40. How important were each of the following on your decision to visit Yukon? (1= Not at all Important, 5= Extremely Important).

41. Using the 1 to 5 scale, where 1 = Poor and 5 = Excellent, how would you rate Yukon as a place for following experiences:

	importance	Satisfaction
To experience the Klondike Gold Rush history		
To connect to my heritage and how friends or family lived or worked in Yukon (Alaska Highway, gold exploration, etc)		
To experience First Nation native culture		
To experience time in the wilderness (hike/camp/fish/paddle)		
To visit a place that few others have been to		
Wildlife viewing opportunities		
To experience the midnight sun		
To get an excellent value for the money		
The ability to tag on a Yukon land tour to a cruise		
The lure of the photographs in books and magazines		
Quiet time to relax and reflect		
Challenge myself by doing something I have never done before		
To be physically active		
To drive the Alaska Highway		
To visit and experience Alaska		
To see wilderness and wildlife, but stay in a town, village or city at night		
To visit Dawson City		
To visit museums and historical attractions		
To purchase Yukon made arts and crafts		
To experience winter, winter activities or northern lights		

42. a. Comparing Yukon to other destinations you have visited, using a 1 to 5 scale where 1 = Least Favorite and 5 = Most Favorite, how would you rate Yukon?

b. (IF Yukon IS NOT =5) Please list 2 other destinations which are your favorites.

c. What activities or experiences did you expect to find in Yukon, BUT DID NOT find in Yukon? (LIST FOR 3 ITEMS)

Yukon Visitor Tracking Program Questionnaire - SUMMER

43. How likely are you to refer Yukon as a destination to visit to your friends and family? 1 = Not at all likely, 5 = Definitely will.

44. A year from now, when remembering or talking about Yukon, what will you remember the most?

45. How likely are you to visit Yukon again?

- Not at all likely
- Not very likely
- Somewhat likely
- Very likely
- Extremely likely

Demographics

46. a. Which primary language did you first learn at home that you still understand today?

- English
- French
- German
- Japanese
- Mandarin
- Spanish
- Other

b. Which language do you prefer to use at work and home on a regular basis?

- | | |
|--------------------------------|--------------------------------|
| <input type="radio"/> English | <input type="radio"/> Mandarin |
| <input type="radio"/> French | <input type="radio"/> Spanish |
| <input type="radio"/> German | <input type="radio"/> Other |
| <input type="radio"/> Japanese | |

c. (IF NOT ENGLISH), Did you have any major issues in Yukon due to language?

- Yes
- No

47. What is the highest level of education that you have completed?

- No formal education
- Up to Grade 9
- Grade 10 to Grade 12
- Vocational/Technical school
- College/University
- Post Graduate University
- Refused

48. Are you

- Employed or Self-employed (full time or part time)
- Semi-Retired
- Retired
- Not currently employed (Student, unemployed, parenting, disabled)
- Other - specify
- Refused

Yukon Visitor Tracking Program Results Tables

49. a. What is your best estimate of your TOTAL HOUSEHOLD income last year before tax deductions? Please include income from tips, commissions, pension, interest, rents and other types of income. In Canadian or U.S. \$) Was it:

- under \$20,000
- 20,000 to 39,999
- 40,000 to 59,999
- 60,000 to 79,999
- 80,000 to 99,999
- 100,000 to 149,000
- 150,000 to 199,999
- \$200,000 or more
- don't know
- do not want to answer

b. In what currency is this income?

- Canadian \$
- U.S. \$
- other -> specify

50. How many people, in your household, contributed to this income?

_____ persons

51. Do you have any other comments about your trip that you wish to share with the Department of Tourism and Culture?

Conclusion

52. Yukon government's Department of Tourism and Culture is looking for people who would be willing to do more follow-up research during the year. This could be done by phone or email. Your information is completely confidential and protected by the Privacy Laws of Yukon and Canada. Your contact information would be maintained with DataPath Systems and used only for research purposes. Would you be willing to complete other research in the future?

- Yes if OK – Get full name, phone, email
- No – your email will not be used after the contest draw.

53. Are you interested in receiving a 2013 Yukon Vacation Planner?

- Yes if OK – Get full name, address, email
- No

(IF YES – CAREFULLY RECORD FULL NAME AND FULL ADDRESS)

Thank you! You have been entered into the contest 20 times! We appreciate your feedback. Submit – Open screen to www.travelyukon.com.