

2016 Community Visitor Survey: Dawson



Untitled, 2013 by Angie Joseph-Rear
Photo credit: Tr'ondëk Hwëch'in First Nation

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Overview of the 2016 Community Visitor Survey in Dawson

Survey purpose

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

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

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

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

Development of the survey instrument

The Department of Tourism and Culture designed the survey instrument with assistance from the Yukon Bureau of Statistics. It was presented to local stakeholders in Dawson at a community stakeholder engagement session held in April 2016. Twenty-five people attended including representatives from:

- Local accommodation, service, attraction and transportation providers;
- The Dänojà Zho Cultural Centre;
- Parks Canada;
- The Klondike Visitors Association;
- The Dawson Chamber of Commerce; and
- The City of Dawson Council.

One-on-one meetings took place with those unable to attend the community engagement session including additional staff from Parks Canada, the Klondike Visitors Association, Dawson City Visitor Information Centre, local consulting firms, and accommodation and transportation providers.

The Government of Yukon contracted Chief Isaac Group of Companies to manage the survey in Dawson. They hired and supervised 12 staff including interviewers and data-entry personnel; two additional staff provided associated services and support. Interviewer training was provided by the Department of Tourism and Culture.

Data collection method

The data was collected through face-to-face interviews conducted throughout Dawson. Interviewers used a standardized survey questionnaire (see Appendix C). The data collection period ran from July 12 to September 30, 2016.

In total, 1,400 people were interviewed. Of those, 83 surveys were removed from the final dataset because they were incomplete, had inconsistent responses or the respondents were out of scope (they were permanent or seasonal Dawson residents). Of the total responses, 1,317 surveys were retained, representing over 3,416 visitors to Dawson.

The data presented in this report has not been weighted, and therefore should not be generalized to the whole Dawson summer visitor population.

The following number of surveys were completed per month:

Month	% responses	No. responses
July 12–31, 2016	17%	218
August 1–31, 2016	47%	621
September 1–30, 2016	35%	465
Missing date field	1%	13
Total	100%	1,317

Respondent selection method

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

Locations with the highest number of responses:

Location	% responses
Front Street	21%
Visitor Information Centre	16%
Dawson City Museum	9%
Downtown Hotel	8%
Ferry landing	8%
Eldorado Hotel	6%
Westmark Hotel	4%
Diamond Tooth Gerties	4%
Gold Rush Campground	3%
Klondike Kate's	3%
Husky Bus	3%
Monte Carlo Laundry	2%
Triple J Hotel	2%
Aurora Inn	2%
All other locations ¹	10%

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

Survey instrument

Please see Appendix C on page 21 for a copy of the survey instrument.

¹ Includes the Dawson City Airport, the Dome, farmers market, baseball diamond, Rock Creek Campground, Dänojà Zho Cultural Centre, Dawson City RV Park and Campground, and Moosehide Village, among others.

Results

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

	Number of visitors interviewed		Number of visitors represented ²	
	Percent	Number	Percent	Number
Canada³	45%	593	44%	1,543
British Columbia	11%	148	11%	376
Prairies	10%	126	9%	320
Yukon	8%	101	9%	306
Ontario	8%	107	7%	235
Atlantic	2%	22	2%	70
Quebec	2%	30	2%	63
Territories (excl. Yukon)	1%	19	2%	67
Canada – not specified	3%	40	3%	106
United States⁴	33%	446	33%	1,141
Alaska	4%	52	4%	127
California	3%	44	3%	102
Pacific (excl. AK & CA)	3%	37	2%	80
East North Central	5%	62	5%	169
South Atlantic	4%	47	3%	114
West North Central	3%	45	4%	123
Mountain	3%	40	3%	103
Mid-Atlantic	3%	36	3%	99
Other United States	6%	83	7%	224
Europe	16%	212	17%	568
German-speaking Europe ⁵	10%	128	9%	313
United Kingdom ⁶	3%	35	4%	127
Benalux ⁷	2%	28	3%	92
Other Europe	2%	21	1%	36
Asia/Pacific	6%	77	6%	201
Australia	4%	53	3%	122
Other Asia/Pacific	2%	29	2%	79
Other	0%	5	0%	18
TOTAL⁸	100%	1,317	100%	3,416

Throughout the remainder of the report, where possible, results are presented in six columns displaying results by respondent origin, so that readers can see the overall trend, compare responses of Yukoners and non-Yukoners, and response by general world origin. The number of survey responses and per cent distributions are rounded, therefore,

² 'Number of visitors represented' is the sum of the number of people in each travel party as reported by each visitor who was interviewed.

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

⁴ Origin of American visitors based on zip code information provided. Where more than one zip code where provided, only the first was used.

⁵ 'German-speaking Europe' includes Germany, Switzerland and Austria.

⁶ 'United Kingdom' includes England, Wales, Scotland and Ireland.

⁷ 'Benalux' includes France, Belgium, Netherlands and Luxembourg.

⁸ Due to rounding, values may not sum to 100.

they may not sum to totals. Dependent on the question, values have been adjusted for party size; questions where values have been adjusted are clearly noted.

Party size

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

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

Party size (# adults + # children)	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
1 person	12%	20%	12%	16%	6%	13%
2 people	60%	38%	62%	56%	67%	64%
3 people	8%	17%	8%	9%	7%	7%
4 people	10%	6%	11%	12%	12%	6%
5 to 10 people	6%	11%	5%	4%	7%	4%
11+ people	3%	6%	3%	2%	2%	5%
Not specified	1%	3%	0%	16%	6%	13%
Total	100%	100%	100%	100%	100%	100%
No. respondents	1,300	100	1,200	500	400	300

Average party size ⁹	2.4 people	2.8 people	2.4 people	2.3 people	2.5 people	2.3 people
Median party size	2 people	2 people	2 people	2 people	2 people	2 people

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

Children in travelling party

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Children on trip	4%	15%	4%	5%	3%	2%
No children on trip	96%	85%	96%	95%	97%	98%
Total	100%	100%	100%	100%	100%	100%
No. respondents	1,300	100	1,200	500	400	300

Notes: Children are defined as under the age of 16.

Due to rounding, values may not sum to 100.

Main destination

Question: What was the main destination for your trip?

Destination	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Dawson	42%	92%	38%	51%	26%	33%
Alaska	40%	8%	43%	22%	67%	43%
Tombstone/ Dempster ¹⁰	7%	3%	8%	14%	2%	5%
Other Yukon	25%	8%	27%	26%	27%	27%
Other destination	10%	0%	10%	8%	6%	21%
No. respondents	3,400	300	3,100	1,200	1,100	800

Notes: Adjusted for party size (n=3,400).

Respondents could select more than one travel purpose, therefore values do not sum to 100.

⁹ A 5% trimmed mean (otherwise referred to as a truncated mean) was used for average party size. The trimmed mean is a method of averaging that removes the largest 5% and smallest 5% of values before calculating the average.

¹⁰ Tombstone/Dempster includes respondents who indicated any of the following as their main destination: Tombstone Territorial Park; Dempster Highway; Inuvik, NWT; or Tuktoyaktuk, NWT.

Repeat visitation

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

Past Yukon visit	Overall	Canadians, excl Yukoners	Americans	Overseas
Repeat visitor	34%	47%	27%	26%
First time visitor	66%	53%	73%	74%
Total	100%	100%	100%	100%
No. respondents	3,100	1,200	1,100	800

Notes: Adjusted for party size (n=3,100).
 'Overall' excludes Yukoners.
 Due to rounding, values may not sum to 100.

Trip planning and timing

Questions: Did you plan to visit Dawson?

If yes, when did you start planning your trip?

	Overall	Yukoners	Non- Yukoners	Canadians, excl Yukoners	Americans	Overseas
No. respondents	3,400	300	3,100	1,200	1,100	800
Did not plan to visit Dawson	12%	10%	12%	8%	14%	15%
Planned to visit Dawson	88%	90%	88%	92%	86%	85%
Under 6 months	52%	78%	49%	59%	45%	41%
6 months - 1 year	36%	10%	38%	30%	41%	47%
More than 1 year	12%	11%	12%	11%	14%	12%
Average ¹¹	6.6 months	3.9 months	6.8 months	5.8 months	7.6 months	7.7 months
Median	5 months	1 month	6 months	4 months	6 months	8 months
No. respondents	2,900	200	2,700	1,100	1,000	600

Notes: Adjusted for party size (n=3,400).
 Due to rounding, values may not sum to 100.

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

Planning resources

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

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

Resource used	Overall	Canadians, excl Yukoners	Americans	Overseas
Friends or relatives who live in, or visited Yukon	28%	37%	18%	21%
Other guide/book	20%	24%	16%	28%
People you talked to in Yukon	19%	25%	9%	18%
TravelYukon.com	18%	27%	9%	21%
Online booking site	14%	14%	16%	17%
Website of a local business	13%	15%	10%	13%
Milepost	11%	14%	13%	9%
Review site	11%	13%	10%	13%
DawsonCity.ca	10%	15%	6%	10%
Yukon Visitor Information Centre	10%	12%	6%	15%
Social networking site	9%	12%	8%	9%
Community guide book	8%	12%	6%	8%
Cruise brochure	8%	3%	18%	4%
Yukon Vacation Planner	7%	12%	4%	7%
Other websites	7%	8%	3%	9%
Blog	6%	6%	5%	10%
Newspaper	5%	8%	4%	5%
Art Adventure on Yukon Time	1%	--	--	--
No. respondents	3,400	1,200	1,100	800

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

Adjusted for party size (n=3,400).

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

Advance booking

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

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Booked in advance	57%	40%	58%	44%	73%	58%
Did not book in advance	43%	60%	42%	56%	27%	42%
Total	100%	100%	100%	100%	100%	100%
No. respondents	3,400	300	3,100	1,200	1,100	800

Notes: Adjusted for party size (n=3,400).

Due to rounding, values may not sum to 100.

Booking method

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

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

Method used	Overall	Canadians, excl Yukoners	Americans	Overseas
Yukon business	26%	30%	19%	34%
Cruise line	27%	17%	31%	27%
Online booking site	21%	25%	21%	15%
Travel agent	16%	21%	16%	13%
Other	11%	7%	13%	11%
Total	100%	100%	100%	100%
No. respondents	1,200	300	600	300

Notes: Among those who booked in advance, and specified their booking method, adjusted for party size (n=1,200).

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

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

Length of Dawson trip

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

Length of time in Dawson (days)	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Day trip	11%	4%	11%	8%	16%	9%
2 days	41%	23%	42%	30%	57%	42%
3 days	19%	29%	19%	19%	15%	22%
4 days	9%	19%	8%	11%	4%	9%
5 to 7 days	11%	15%	11%	18%	3%	10%
8 to 14 days	5%	7%	5%	8%	2%	3%
15+ days	4%	2%	5%	6%	2%	6%
Total	100%	100%	100%	100%	100%	100%

Average	4.4 days	3.5 days	3.0 days	3.5 days	2.3 days	3.0 days
Median	2 days	3 days	2 days	3.0 days	2 days	2 days
No. respondents	1,300	100	1,200	500	400	300

Notes: Not adjusted for party size (n=1,300).

Due to rounding, values may not sum to 100.

Trip purpose

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

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Pleasure	95%	84%	95%	94%	97%	96%
Personal	6%	22%	5%	8%	3%	2%
Business	8%	34%	6%	9%	4%	3%
No. respondents	1,300	100	1,200	500	400	300

Notes: Not adjusted for party size (n=1,300)

Respondents could select more than one travel purpose, therefore values do not sum to 100.

Accommodations

Question: What type of accommodations did you, or are you planning to use in Dawson?

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Hotel	51%	33%	52%	40%	70%	46%
RV park	18%	13%	18%	23%	12%	19%
Yukon government campground	14%	10%	14%	17%	8%	19%
Other camping ¹²	8%	17%	7%	7%	3%	10%
House of family or friends	6%	12%	5%	8%	3%	4%
Lodge, cabin or B&B	5%	5%	5%	7%	4%	2%
Hostel	2%	2%	2%	2%	1%	3%
No. respondents	3,400	300	3,100	1,200	1,100	800

Notes: Adjusted for party size (n=3,400).

Respondents could select more than one accommodation type, therefore values do not sum to 100.

Activities: Summary

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

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

Number of activities participated in while in Dawson

Number of activities participated in	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
1 to 3 activities	3%	8%	3%	2%	5%	2%
4 to 6 activities	14%	11%	14%	8%	20%	14%
7 to 9 activities	30%	28%	30%	25%	40%	25%
10 to 12 activities	28%	28%	28%	28%	24%	33%
13 to 15 activities	17%	18%	17%	24%	8%	20%
16 to 18 activities	6%	5%	6%	11%	3%	5%
19+ activities	1%	1%	1%	2%	1%	1%
No activities	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%

Average ¹³	9.9 activities	9.7 activities	9.9 activities	11.1 activities	8.5 activities	10.3 activities
Median	10 activities	10 activities	10 activities	11 activities	8 activities	10 activities
No. respondents	3,400	300	3,100	1,200	1,100	800

Note: Adjusted for party size (n=3,400).

¹² Of those who reported spending at least one night in Dawson in 'other camping', 79% indicated camping at the roadside or in their vehicle, 11% at Moosehide, and 10% in other/unspecified camping.

¹³ 5% trimmed mean was used for average party size. The trimmed mean is a method of averaging that removes the largest 5% and smallest 5% of values before calculating the average.

Activities summary by type

Participated in at least one activity	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Outdoor	95%	90%	95%	95%	93%	98%
Arts/cultural	94%	94%	93%	96%	91%	93%
Other	99%	97%	99%	99%	100%	98%
No. respondents	3,400	300	3,100	1,200	1,100	800

Notes: Activities were grouped as being either 'Outdoor'; 'Arts or cultural'; or 'Other'.
Adjusted for party size (n=3,400).

Outdoor activities

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

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

Number of outdoor activities

Outdoor activities participated in	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
1 outdoor activity	14%	22%	13%	11%	19%	9%
2 outdoor activities	17%	14%	18%	12%	25%	16%
3 outdoor activities	17%	19%	16%	11%	19%	20%
4 outdoor activities	15%	8%	15%	16%	16%	12%
5 to 7 activities	27%	24%	27%	37%	11%	34%
8+ outdoor activities	5%	2%	5%	7%	3%	6%
No outdoor activities	6%	10%	5%	5%	7%	2%
Total	100%	100%	100%	100%	100%	100%

Average	3.8 activities	3.3 activities	3.8 activities	4.4 activities	3.0 activities	4.1 activities
Median	3 activities	3 activities	4 activities	4 activities	3 activities	4 activities
No. respondents	3,400	300	3,100	1,200	1,100	800

Note: Adjusted for party size (n=3,400).

Top outdoor activities

Outdoor activities participated in	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Wildlife viewing or bird watching	58%	48%	59%	62%	51%	68%
Hiking	48%	51%	48%	49%	37%	60%
Camping	41%	47%	41%	52%	25%	44%
Visiting Tombstone	38%	25%	39%	52%	18%	47%
Driving the Dempster	36%	29%	36%	49%	15%	48%
Go on a river cruise	31%	14%	33%	22%	51%	23%
Gold panning	29%	18%	30%	31%	27%	33%
Visiting the Dome	18%	6%	19%	21%	17%	19%
Fishing	17%	18%	17%	24%	10%	18%
Canoeing/kayaking	11%	11%	10%	13%	5%	15%

Notes: Adjusted for party size (n=3,400).
Respondents could select more than one outdoor activity, therefore values do not sum to 100.
Top 10 activities displayed are most frequently reported having participated in overall.

Arts or cultural activities or attractions

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

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

Number of arts or cultural activities or attractions

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
1 cultural activity	11%	7%	11%	8%	14%	12%
2 cultural activities	17%	16%	17%	16%	19%	17%
3 cultural activities	17%	13%	17%	16%	20%	16%
4 cultural activities	19%	23%	18%	21%	17%	17%
5 to 7 activities	27%	25%	27%	33%	19%	30%
8+ cultural activities	2%	9%	2%	2%	1%	1%
No cultural activities	7%	6%	7%	4%	9%	7%
Total	100%	100%	100%	100%	100%	100%

Average	3.7 activities	4.2 activities	3.7 activities	4.0 activities	3.3 activities	3.7 activities
Median	4 activities	4 activities	4 activities	4 activities	3 activities	4 activities
No. respondents	3,400	300	3,100	1,200	1,100	800

Notes: Adjusted for party size (n=3,400).

Top arts or cultural activities or attractions

Arts/culture activities	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Visited a historic site	81%	69%	82%	86%	77%	81%
Visited a museum	64%	42%	66%	68%	62%	67%
Visited the Dānojà Zho Cultural Centre	50%	44%	51%	57%	41%	55%
Experienced First Nations culture or traditional ways of life	33%	56%	31%	32%	24%	39%
Visited an art gallery	27%	21%	28%	34%	24%	25%
Attended a festival, event or performance	27%	59%	24%	29%	19%	24%
Visited a cemetery	25%	28%	25%	32%	21%	20%

Notes: Adjusted for party size (n=3,400).

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

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

Number of festivals, events or performances

Festivals/event attended	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
1 festival/event	21%	42%	19%	21%	15%	21%
2 festivals/events	3%	6%	3%	4%	4%	2%
3 festivals/events	1%	4%	1%	1%	1%	1%
None	75%	47%	77%	75%	80%	77%
Total	100%	100%	100%	100%	100%	100%

Average	1.2 festivals	1.3 festivals	1.2 festivals	1.2 festivals	1.3 festivals	1.1 festivals
Median	1 festival	1 festival	1 festival	1 festival	1 festival	1 festival
No. respondents	3,400	300	3,100	1,200	1,100	800

Note: Adjusted for party size (n=3,400).

Top festivals, events or performances

Festivals, events or performances	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Performance at Gerties	41%	29%	43%	37%	51%	43%
Moosehide Gathering	20%	12%	16%	18%	17%	13%
Discovery Days	16%	18%	16%	19%	14%	13%
Music festival	15%	12%	16%	18%	17%	13%
Arts festival	9%	7%	10%	12%	10%	7%
Performance at KIAC	9%	18%	7%	5%	2%	17%
Parks Canada performance	9%	3%	10%	9%	17%	3%
Other event	2%	0%	2%	5%	1%	0%
No. attended festival	900	200	700	300	200	200

Notes: Adjusted for party size (n=900).

Of those who indicated attended at least one festival, event or performance.

Respondents could select more than one festival, event or performance, therefore values do not sum to 100.

Top festivals, events or performance displayed are most frequently reported having attended overall.

Other activities

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

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

Number of other activities or attractions

Other activities participated in	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
1 other activity	5%	7%	5%	3%	9%	3%
2 other activities	26%	24%	26%	24%	27%	27%
3 other activities	44%	43%	44%	41%	45%	47%
4 other activities	17%	18%	17%	20%	14%	16%
5+ activities	7%	5%	7%	10%	4%	6%
No other activities	1%	3%	1%	1%	0%	2%
Total	100%	100%	100%	100%	100%	100%

Average	3.0 activities	2.9 activities	3.0 activities	3.2 activities	2.8 activities	3.0 activities
Median	3 activities	3 activities	3 activities	3 activities	3 activities	3 activities
No. respondents	3,400	300	3,100	1,200	1,100	800

Note: Adjusted for party size (n=3,400).

Top other activities or attractions

Other activities participated in	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Explored Dawson on foot	94%	88%	94%	96%	91%	96%
Went to a Visitor Information Centre in Dawson	80%	47%	83%	84%	78%	89%
Went to Diamond Tooth Gerties	54%	68%	53%	55%	54%	47%
Visited friends or relatives living in Dawson	19%	55%	16%	24%	9%	10%
Went shopping	15%	6%	15%	15%	17%	14%
Participated in mining-related activities ¹⁴	12%	6%	13%	17%	8%	12%

Notes: Adjusted for party size (n=3,400).

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

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

¹⁴ Includes the Dredge, Claim 33, Discovery Claim, Gold Bottom, etc.

Ways to explore Dawson on foot

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Independently	83%	87%	82%	84%	78%	85%
With a map	36%	11%	38%	36%	38%	40%
With a guide	13%	5%	14%	15%	14%	12%
With an app	2%	1%	2%	2%	2%	1%
No. explored Dawson on foot	3,200	300	2,900	1,200	1,000	800

Notes: Adjusted for party size (n=3,200).
Of those who indicated they explored Dawson on foot.
Respondents could select more than one way of exploring Dawson, therefore values do not sum to 100.

Activities or attractions unable to do

Question: Were there activities or attractions that you wanted to do while in Dawson, but were not able to do?

If yes; why were you unable to do them?

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
% Wanted, but unable	28%	14%	32%	32%	35%	28%
# Wanted, but unable	1,000	<100	900	400	400	200

Rationale:

Time	54%	28%	55%	51%	58%	58%
Closed	12%	6%	12%	12%	12%	13%
Weather	5%	0%	5%	7%	3%	5%
Price	3%	0%	3%	3%	2%	4%
Lack of transportation	5%	0%	6%	10%	0%	7%
Own physical limitations	5%	0%	5%	6%	4%	3%
Other	2%	8%	1%	2%	1%	1%

Notes: Adjusted for party size (n=1,000).
Of those who indicated there was an activity or attraction they wanted to do while in Dawson but were not able to do.
Respondents could select more reason, therefore values do not sum to 100.

In-Dawson resources

Question: Which of the following did you use while in Dawson to help you find accommodations, activities, attractions, festivals/events, etc.?

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

Resource used	Overall	Canadians, excl Yukoners	Americans	Overseas
Visitor Information Centre	20%	22%	16%	29%
People you talked to in Yukon	8%	11%	5%	10%
Community guide book	6%	7%	7%	5%
Friends or relatives who live in, or visited Yukon	4%	7%	2%	3%
Other guide/book	3%	4%	3%	2%
Newspaper	3%	3%	2%	5%
Milepost	2%	3%	2%	1%
TravelYukon.com	1%	2%	1%	1%
DawsonCity.ca	1%	2%	1%	1%
Yukon Vacation Planner	1%	1%	1%	1%
All other resources, combined	5%	6%	4%	7%
No. respondents	3,400	1,200	1,100	800

Notes: Adjusted for party size (n=3,400).

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

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

Departure mode

Question: How will you be leaving Dawson?

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Car/truck/van	40%	77%	38%	49%	24%	37%
RV/motorhome/camper	21%	10%	22%	24%	17%	27%
Plane	19%	8%	20%	18%	28%	12%
Bus/motorcoach	16%	4%	17%	6%	28%	19%
Other	3%	1%	3%	3%	2%	5%
Total	100%	100%	100%	100%	100%	100%
No. responses	1,300	100	1,200	500	400	300

Notes: Not adjusted for party size (n=1,300)

'Other' includes motorcycle, bicycle, boat and other modes of departure.

Departure direction

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

Direction	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
South (toward Whitehorse)	59%	91%	57%	65%	43%	63%
West (toward Alaska)	35%	4%	38%	24%	55%	34%
North (toward Old Crow/Inuvik)	6%	5%	6%	11%	2%	3%
Total	100%	100%	100%	100%	100%	100%
No. respondents	1,300	100	1,200	500	400	300

Notes: Not adjusted for party size (n=1,300)

Net promoter score

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

	Overall	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas
Net promoter score	71	84	70	79	64	65
No. respondents	1,300	100	1,200	500	400	300

Notes: Not adjusted for party size (n=1,300)

The net promoter score is an index ranging from -100 to +100 that measures the willingness of a traveller to recommend a destination to others. It is used as a proxy to gauge the travellers' satisfaction with the destination. A net promoter score which is positive (i.e. higher than zero) is often considered "good", and a net promoter score of +50 or higher is considered "excellent".

For additional further explanation of the net promoter score, see Appendix B on page 20.

Appendix A: Additional administrative data

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

Estimate of visitors to Dawson City Visitor Information Centre, by month

In June 2016, the Dawson City Visitor Information Centre was estimating its visitation rate by counting the number of signatures in their guestbook. Beginning in July 2016, the Visitor Information Centre installed electronic door counters on all three entrances to the centre to estimate total visitation to the centre.

	June	July	August	September
Visitors to Dawson VIC (estimated)	9,326	24,666	25,845	9,703

Dawson City Visitor Information Centre guestbook

Between June and September, nearly 5,300 parties signed the guestbook located in the Dawson City Visitor Information Centre, representing over 13,000 visitors to the centre. When signing, visitors stated where they were from.

	Yukoners*	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas	TOTAL*
June	2%	98%	35%	44%	19%	100%
July	2%	98%	38%	41%	17%	100%
August	2%	98%	37%	40%	22%	100%
September	2%	98%	32%	32%	33%	100%
Total	2%	98%	36%	40%	20%	100%
No. people**	300	12,700	4,700	5,200	2,600	13,000

* 'Yukoners' and 'Total' exclude Dawson residents. 'Total' includes signatures where origin was not specified.

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

Wi-Fi users at Dawson City Visitor Information Centre

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

Users of VIC Wi-Fi in Dawson VIC	Total users	Total survey completions	Response rate
June	1,730	1,004	58%
July	2,707	1,372	51%
August	2,231	1,069	48%
September	863	394	46%
Total Wi-Fi users	7,180	3,839	53%

Origin of Wi-Fi Users	Yukoners	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas	TOTAL
June	1%	99%	26%	32%	41%	100%
July	3%	97%	28%	31%	38%	100%
August	3%	97%	31%	27%	38%	100%
September	7%	93%	23%	22%	48%	100%
Total	3%	97%	28%	29%	40%	100%
No. complete	116	3,723	1,071	1,126	1,526	3,839

Diamond Tooth Gerties passes sold

In total, nearly 32,800 passes to Diamond Tooth Gerties were distributed between March and September 2017. Of those, 66%, or over 21,700 passes, were sold to non-resident visitors (this number excludes complimentary passes, passes sold to Dawson residents, passes sold to tour groups and passes for which no origin data was collected) between June and September.

	Yukoners*	Non-Yukoners	Canadians, excl Yukoners	Americans	Overseas	TOTAL*
June	7%	93%	36%	42%	15%	100%
July	11%	89%	35%	40%	15%	100%
August	9%	91%	28%	44%	18%	100%
September	7%	93%	32%	40%	21%	100%
Total	9%	91%	33%	42%	16%	100%
No. sold	2,000	19,700	7,100	9,100	3,500	21,700

* 'Yukoners' excludes Dawson residents.

International border crossings

There are four key access points to Dawson: via the Top of the World Highway, North Klondike Highway, Dempster Highway, and through the Dawson City Airport. Canada Border Services Agency clears travellers for entry into Canada at the Little Gold port of entry (on the Top of the World Highway) and on direct international flights landing at the airport. The following are the number of travellers cleared for entry into the country at one of two the international ports of entry.

	Canadians, incl. Yukoners	Americans	Other	TOTAL
June	498	2,035	488	3,021
July	1,116	3,907	1,664	6,687
August	1,210	3,489	1,796	6,495
September	286	1,131	624	2,041
Total	3,110	10,562	4,572	18,244

Source: Canada Border Services Agency, CMRS reporting.

Note: These figures do not represent all travellers to Dawson, as they could fly domestically, or travel by road from the North Klondike or Dempster highways.

Aircraft movements at Dawson airport

Yukon Highways and Public Works, Aviation Branch, tracks the total number of airplanes landing at each of the Yukon community airports. Below, is the number of airplanes landing at the Dawson City Airport. Note that these are counts of total airplanes and do not account for the number of passengers aboard the aircraft.

Total aircrafts in Dawson	June	July	August	September	TOTAL
	1,205	1,110	952	944	4,211

Source: Yukon Bureau of Statistics Monthly Report

Appendix B: Net promoter score

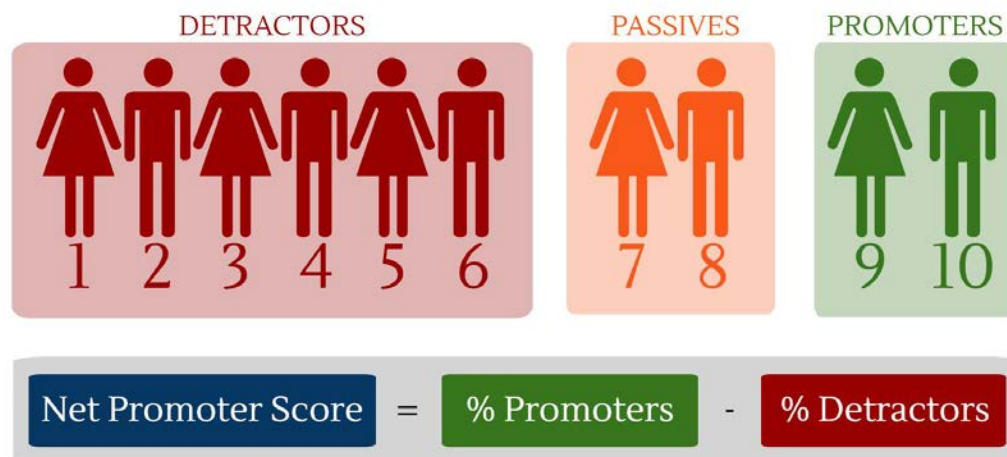
The net promoter score is an index ranging from -100 (everyone is a detractor) to +100 (everyone is a promoter) that **measures the willingness of consumer to recommend a destination, a product, or a service to others**. The net promoter score can be used as a proxy to gauge customers' satisfaction with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

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

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

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

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



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

Appendix C: Survey instrument

Tourism Yukon Community Visitor Survey

Dawson

Good morning/afternoon, my name is _____

I am working with Tourism Yukon to do a short survey to learn more about visitors to Dawson and their time in our community. This survey is short and will only take a few minutes to complete. All of the information you share with me will remain anonymous and confidential.

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

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

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

adults (16+) _____

children (under 16) _____

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

- ☐ Yes
☐ No

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

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

- ☐ Alaska
☐ Specify other location _____

FOR ADMINISTRATIVE PURPOSES ONLY

Interviewer name: _____

Location: _____

Start time: _____

Date: _____

End time: _____

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

- ☐ Yes
☐ No **Go to question 7**

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

_____ (MM/YYYY) or number of months

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

_____ day(s)

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

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



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

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

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

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

- ☐ Canoeing, kayaking or rafting
 - ☐ Day trip or ☐ Multi-day trip
- ☐ Hiking
 - ☐ Day trip or ☐ Multi-day trip
- ☐ Camping
- ☐ Mountain biking
- ☐ Wildlife viewing or bird watching
- ☐ Fishing
- ☐ River cruise
- ☐ Visiting or hiking in Tombstone Territorial Park
- ☐ Gold panning
- ☐ Golfing
- ☐ Driving the Dempster Highway

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

☐ Yes (specify) _____

☐ No

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

- ☐ Experiencing First Nations culture or traditional ways of life
- ☐ Attending a festival, event or performance
 - Which one? _____
- ☐ Visiting the Dänojà Zho Cultural Center
- ☐ Visiting a museum
- ☐ Visiting a historic site or building
- ☐ Visiting an art gallery
- ☐ Visiting a cemetery

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

☐ Yes (specify) _____

☐ No

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

- ☐ Go to a Visitor Information Center
- ☐ Exploring Dawson on foot
 - ☐ with a guide ☐ with an app
 - ☐ with a map ☐ independently
- ☐ Visiting friends or relatives living in Dawson
- ☐ Go to Diamond Tooth Gerties'

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

☐ Yes (specify) _____

☐ No

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

☐ Yes

Which activities or attractions?

Why were you unable to do them?

☐ No

14. Did you book any parts of your trip to Dawson in advance?

- ☐ Yes
☐ No **Go to question 16**

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

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

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

- ☐ House of family or friends
☐ Hostel
☐ Lodge, cabin or B&B
☐ Hotel/Motel
☐ RV Park
☐ Yukon Government Campground
☐ Other camping (e.g. parking lot, gravel pit, roadside pullout, etc.)

If other ask to specify _____

- ☐ Not spending the night in Dawson

17. How will you be leaving Dawson? *(select one)*

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

18. In which direction are you planning to depart Dawson? *(select one)*

- ☐ North (toward Old Crow or Inuvik)
☐ South (toward Whitehorse)
☐ West (toward Alaska)

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

IF FROM CANADA OR UNITED STATES:

20. What is your postal/zip code? _____

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

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

Present respondent with a luggage tag.

