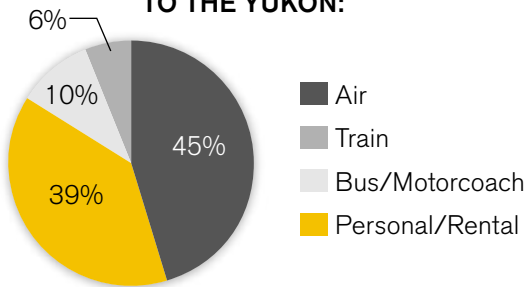
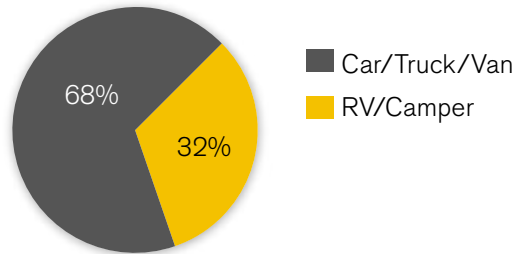


CONSIDERATIONS FOR PRODUCT DEVELOPMENT

METHOD OF ENTRY TO THE YUKON:



PERSONAL VEHICLE TRAVEL IN THE YUKON

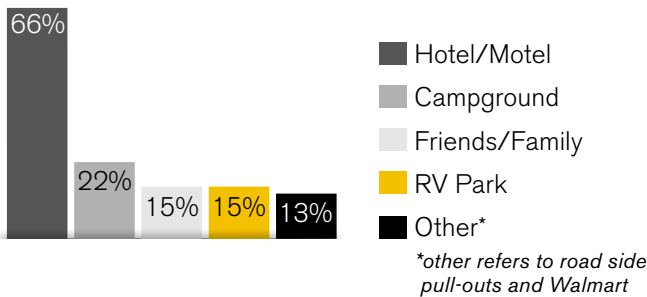


TIP

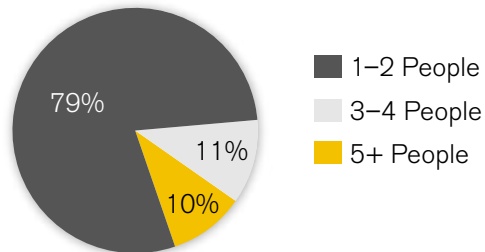
Take advantage of travelyukon.com when advertising to this EQ type.

ACCOMMODATIONS

(Stayed at least one night in the following)



PARTY COMPOSITION



CONSIDERATIONS FOR MARKETING

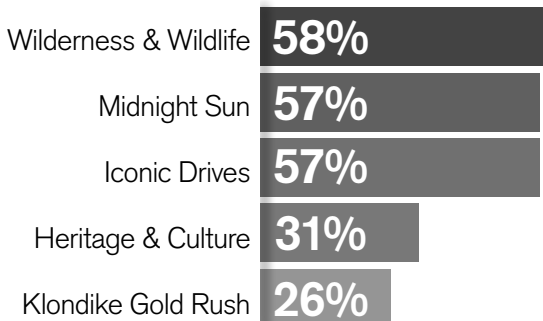
WHEN BUILDING AN AD:



Use imagery that highlights quiet time and visiting places less traveled. Reading a book along a quiet beach for example. Avoid busy imagery with lots of people.

EXPERIENCE DRIVERS

(Average % of EQ type that found activities in these categories appealing)



HOW, WHEN & WHERE TO REACH THEM:



TRIP INSPIRATION

TOP 5 INFLUENTIAL MEDIA SOURCES:

1. Booking sites – 61%
2. travelyukon.com – 50%
3. Vacation Planner – 46%
4. Advertising – 43%
5. Word of Mouth (review sites) – 32%



TRIP PLANNING

TOP 3 ONLINE PLANNING SOURCES:

1. City, State, Province, Country website – 81%
2. Review sites such as Trip Advisor – 37%
3. Travel company websites – 28%

PLANNING LEAD TIME:

- » 1-3 months – 47%
- » 4-6 months – 33%
- » 7-12 months – 15%
- » 12+ months – 5%