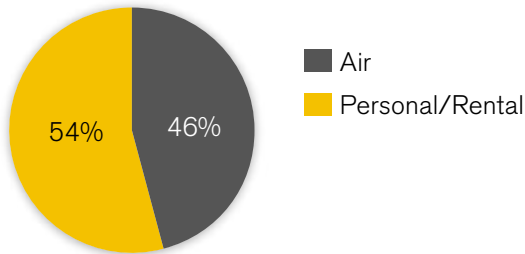
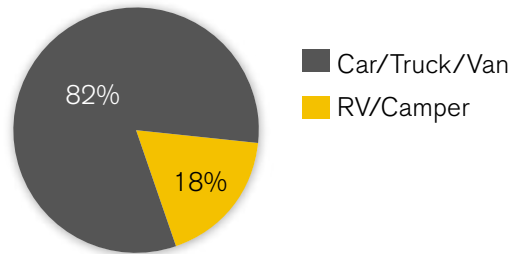


CONSIDERATIONS FOR PRODUCT DEVELOPMENT

METHOD OF ENTRY TO THE YUKON:



PERSONAL VEHICLE TRAVEL IN THE YUKON

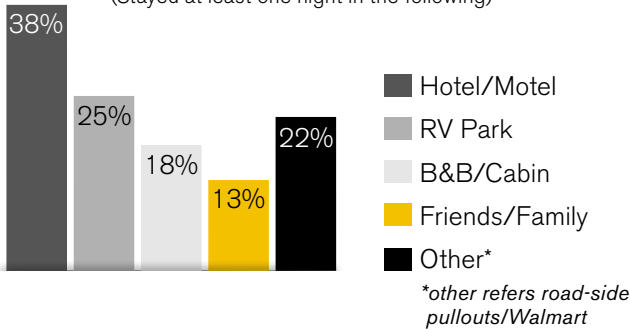


TIP

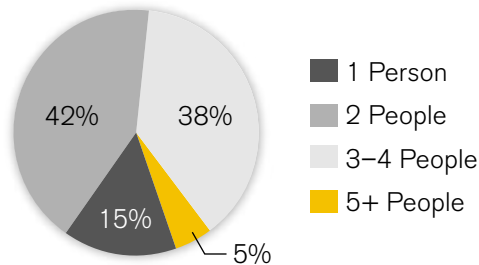
43% of Historians book their activities directly with the supplier before arriving, even though they do their planning on booking sites.

ACCOMMODATIONS

(Stayed at least one night in the following)



PARTY COMPOSITION



CONSIDERATIONS FOR MARKETING

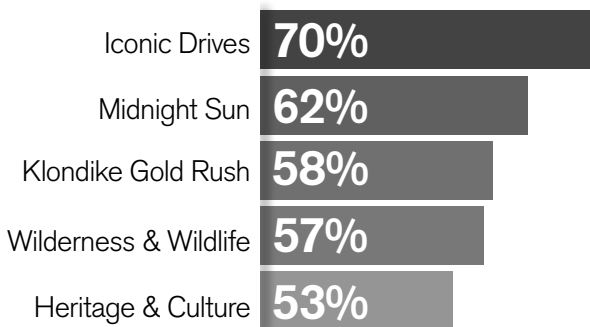
WHEN BUILDING AN AD:



Use imagery that highlights the Alaska Highway and historical points of interest. 80% of Historians stated that driving the Alaska Highway was a major factor in deciding to visit Yukon.

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. travelyukon.com – 54%
2. Friends and Family who have visited – 52%
3. Travel Guides – 47%
4. News/Magazines – 25%
5. Advertising (review sites) – 23%



TRIP PLANNING

TOP 3 ONLINE PLANNING SOURCES:

1. Booking sites – 60%
2. Review sites, such as Trip Advisor – 51%
3. City, State, Province, Country Website – 49%

PLANNING LEAD TIME:

- » 1-3 months – 26%
- » 4-6 months – 11%
- » 7-12 months – 59%
- » 12+ months – 4%