

2012/2013 YUKON VISITOR TRACKING PROGRAM:
VISITOR SEGMENTATION 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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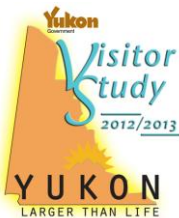


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1 Introduction

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 Visitor Segmentation 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. As there was a smaller sample of winter visitors taken between the months of October 2012 – April 2012, due to sample size there are only 2 segments highlighted for winter.

The report is divided into the following sections:

1. Introduction;
2. The Explorer Quotient;
3. Summer Authentic Experiencers;
4. Winter Authentic Experiencers;
5. Summer Cultural Explorers;
6. Winter Cultural Explorers;
7. Summer Familiarity Seekers;
8. Summer Free Spirits;
9. Summer Historians; and
10. Summer Rejuvenators.

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, VICs, 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.

Table 1.1 – Completed Surveys by Source

	Summer	Winter
Intercept Surveys and Kiosks	837	267
Registered for the Survey at a Ballot Box	397	-
Registered for the Survey with a Yukon Tour Operator	87	-
Participated in the Yukon Gold Explorer’s Passport Program	598	-
Ordered a Yukon Vacation Planner	1,952	-
Total Completed Surveys	3,871	267

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. In winter, 267 surveys were completed for an estimated midpoint visitor population of 75,700 which gives a low calibration of 71,200 and a high calibration of 80,200 visitors.

The Yukon Bureau of Statistics and 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 approximate and have been rounded and, as a result, percentages may not always add up to 100%.]

2 The Explorer Quotient® (EQ®)

2.1 EQ® Introduction

Developed for the Canadian Tourism Commission, the Explorer Quotient® is an innovative market segmentation system that provides high-quality, primary market research that enables destinations and businesses to enhance traveller experiences, position them to meet customers' needs and market them accordingly.

Market segmentation is a marketing analysis technique grouping customers based on common criteria such as interests, demographics, travel behaviours, and geography.

According to the Canadian Tourism Commission, there are 9 different Explorer Types or segments that have their own motivations and preferences while on vacation:

- Authentic Experiencer
- Cultural Explorers
- Cultural History Buffs
- Free Spirits
- Gentle Explorers
- No-Hassle Travellers
- Personal History Explorers
- Rejuvenators
- Virtual Travellers

Authentic Experiencer	Typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit.
Cultural Explorers	Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit.
Cultural History Buffs	Cultural History Buffs are defined by their focused interest in the history, culture and natural surroundings of the places they visit. They are driven to learn everything about a culture, in the company of other like-minded people.
Free Spirits	Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they bask in high-end hedonistic experiences that are shared with others.
Gentle Explorers	Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home and travel 'on condition,' demanding the very best and most comfortable environments for themselves when they must do so.
No-Hassle Travellers	No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life.
Personal History Explorers	As travellers, Personal History Explorers are primarily defined by their desire to connect to their own cultural roots – and do so by travelling in comfort, style and security.
Rejuvenators	Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life to get pampered and indulge themselves.
Virtual Travellers	Tending not to travel very often, you prefer the comforts of home to the uncertainties of new places or cultures.

2.2 Yukon Explorer Types

A standard series of questions was asked on the 2012/2013 Yukon Visitor Tracking Program survey to determine the Explorer Types of Yukon visitors.

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

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

This information offers insight into the types of travellers Yukon is currently hosting in order to better understand who visitors are, how to communicate to them and how to reach them.

The largest segment in summer is the Authentic Experiencers (29% of summer visitors), followed by Cultural Explorers (19%).

Combined, the top two segments account for 48% of Yukon summer visitors.

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



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”.

Winter Visitors:

Due to smaller sample during winter months, the majority of data in this report is limited to visitors travelling during the summer months. When sample sizes are large enough, data from winter visitors is presented.

2.3 Summer Yukon Explorer Types: Visitor Numbers versus Total Spend

Figure 2.1: Visitor Numbers by Explorer Type

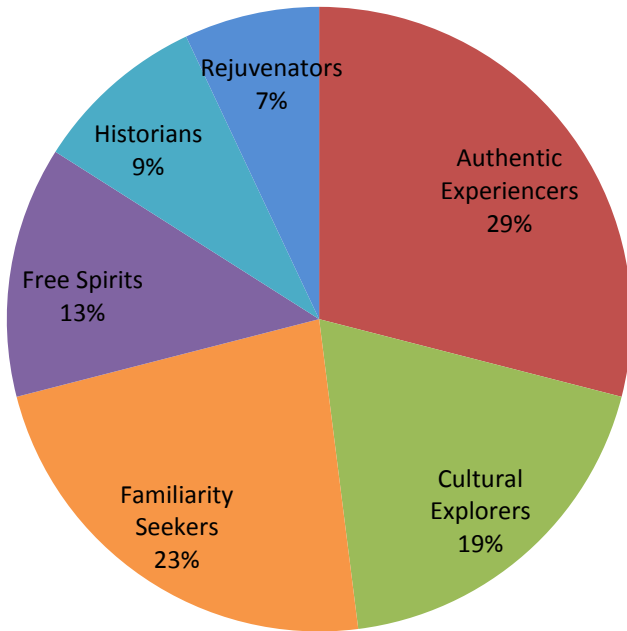
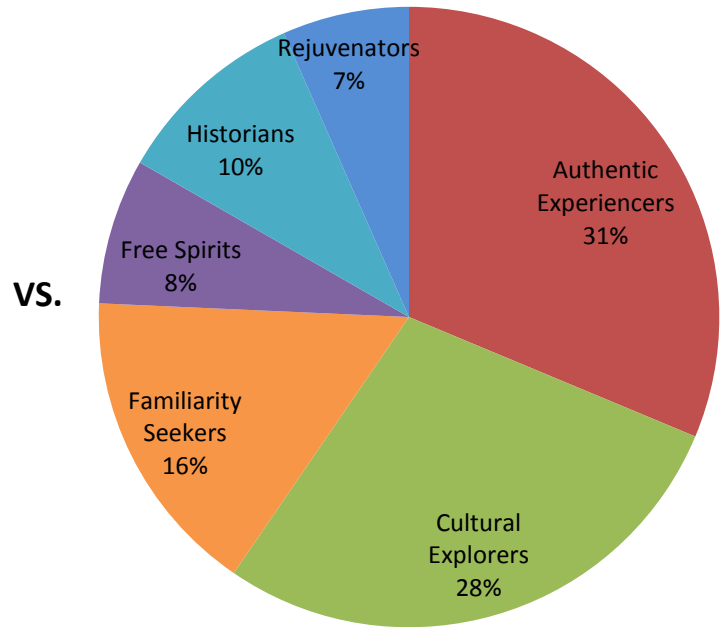


Figure 2.2 - Total Spend by Explorer Type



VS.

Figure 2.3 - Summer: Total Spend by Explorer Type (in millions)



Includes pre-trip Yukon purchases and in-Yukon purchases only (excludes transportation).

Figure 2.4 - Summer: Average Spend per Day by Explorer Type



Includes pre-trip Yukon purchases and in-Yukon purchases only (excludes transportation).

3 Summer Authentic Experiencers – 29% (AE)

Visitor Demographics

Average Age: 54 years*

Average Education: College/University level

Female: 44% **Male:** 56%

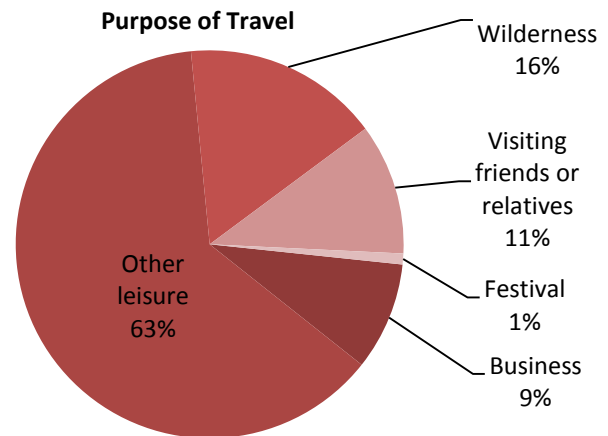
Typical Occupation: Employed or self-employed

Average Household Income before deductions: \$93,211

Average Party Size: 2.5*

Parties without kids on trip: 84%

Average Visitor Spend: \$76 / day in Yukon*



Visitor Psychographics

Sources AE rated as influential in trip planning:

Other travel guides/books
 Friends or relatives who had visited Yukon
 Friends or relatives who live in Yukon

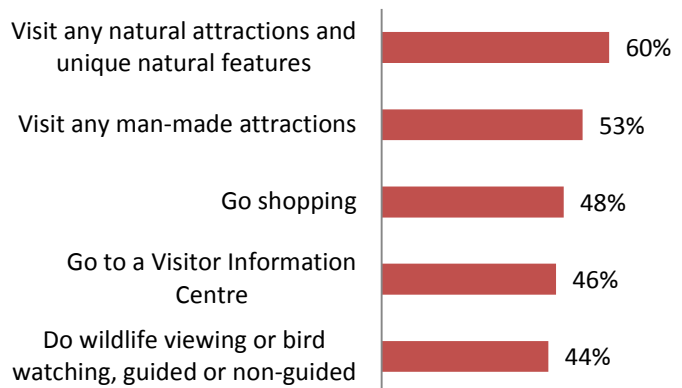
What was important to AE on their Yukon trip?

Wildlife viewing opportunities
 To visit and experience Alaska
 Klondike Gold Rush history

What was AE satisfied with on their Yukon trip?

Wildlife viewing opportunities
 Experience time in the wilderness
 Klondike Gold Rush history

Top Activities Done on Trip



Trip Characteristics

Transportation entering Yukon: Personal or rental vehicle

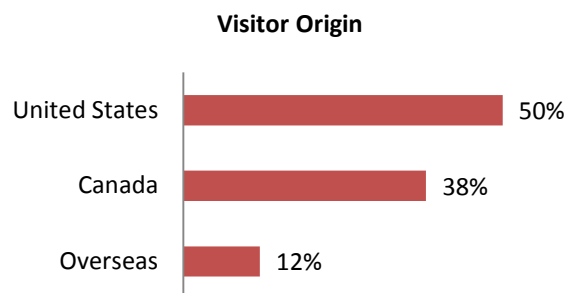
Typical Accommodation: Hotel/motel

Favourite Community: Dawson City

Average Nights away from home: 21*

Average Nights in Yukon: 5*

Average Nights in Alaska: 6*



*used 5% trim to calculate central tendency

All other calculations used mean to calculate central tendency

4 Winter Authentic Experiencers – 44% (AE)

Visitor Demographics

Average Age: 50 years*

Average Education: Post-Graduate University

Female: 44% **Male:** 56%

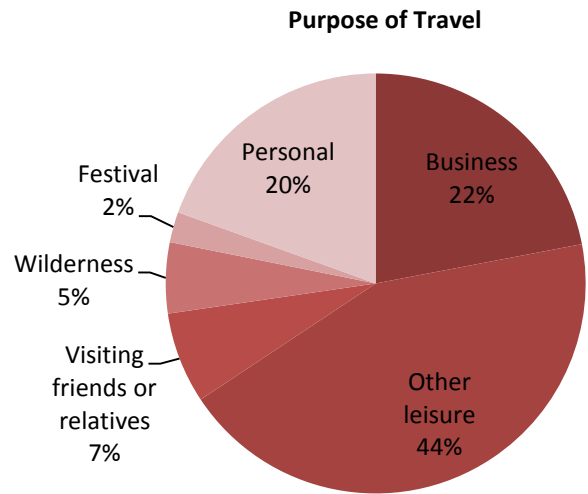
Typical Occupation: Employed or self-employed

Average Household Income before deductions: \$96,579

Average Party Size: 2.4*

Parties without kids on trip: 79%

Average Visitor Spend: \$98 / day in Yukon*



Visitor Psychographics

Sources AE rated as influential in trip planning:

- Friends or relatives who had visited Yukon
- Other travel guides/books
- News or magazine stories

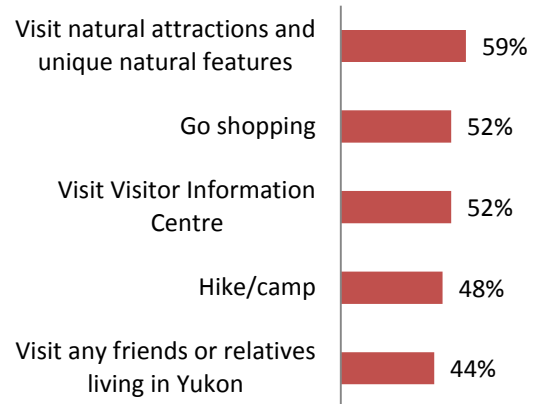
What was important to AE on their Yukon trip?

- Visit a place few others had been to
- Time in wilderness
- Challenge myself with something I have never done

What was AE satisfied with on their Yukon trip?

- Visit a place few others had been to
- Time in wilderness
- To be physically active

Top Activities Done on Trip



Trip Characteristics

Transportation entering Yukon: Personal or rental vehicle

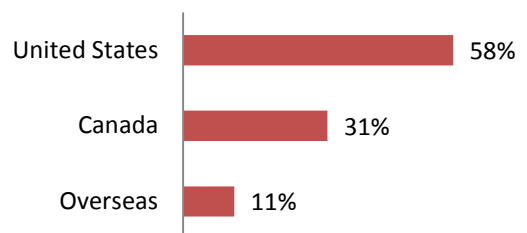
Typical Accommodation: Hotel or Motel

Average Nights away from home: 29*

Average Nights in Yukon: 13*

Average Nights in Alaska: 2*

Visitor Origin



*Notes: * indicates that 5% trim was used to calculate central tendency*

*All calculations used mean to calculate central tendency except those indicated by an **

5 Summer Cultural Explorers – 19% (CE)

Visitor Demographics

Average Age: 48 years*

Average Education: College/University level

Female: 46% **Male:** 54%

Typical Occupation: Employed or self-employed

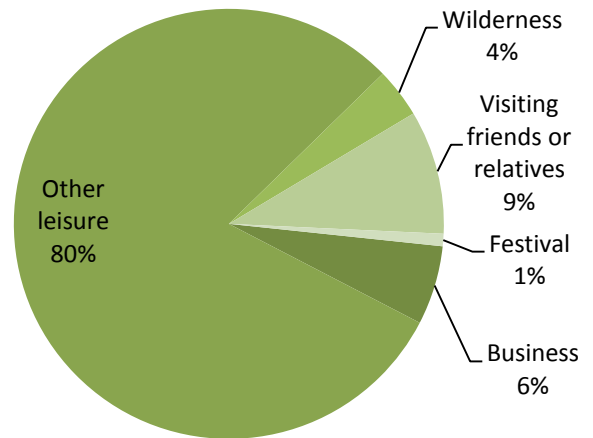
Average Household Income before deductions: \$88,261

Average Party Size: 2.5*

Parties without kids on trip: 78%

Average Visitor Spend: \$88 / day in Yukon*

Purpose of Travel



Visitor Psychographics

Sources CE rated as influential in trip planning:

Travel company websites
www.travelyukon.com 42
Yukon Vacation Planner

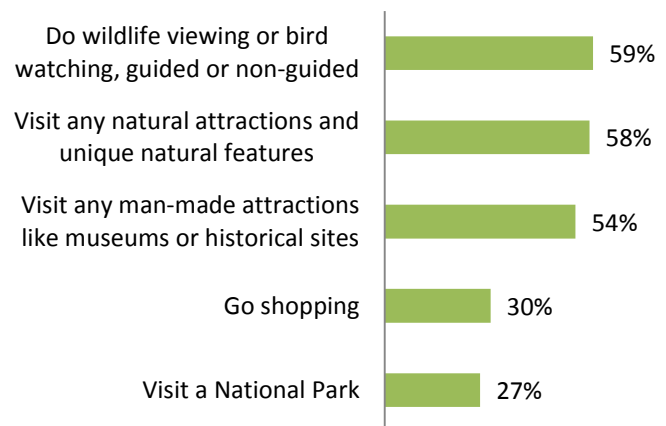
What was important to CE on their Yukon trip?

Experience time in the wilderness
To visit a place that few others have been to
Wildlife viewing opportunities

What was CE satisfied with on their Yukon trip?

Klondike Gold Rush history
Experience time in the wilderness
Quiet time to relax and reflect

Top Activities Done on Trip



Trip Characteristics

Transportation entering Yukon: Personal or rental vehicle

Typical Accommodation: Day trip or cruise

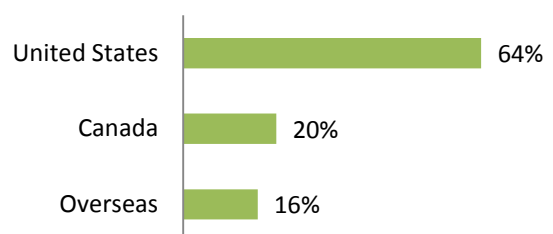
Favourite Community: Just passing through or Whitehorse

Average Nights away from home: 16*

Average Nights in Yukon: 3*

Average Nights in Alaska: 7*

Visitor Origin



Notes: * indicates that 5% trim was used to calculate central tendency

All calculations used mean to calculate central tendency except those indicated by an *

6 Winter Cultural Explorers – 14% (CE)

Visitor Demographics

Average Age: 44 years*

Average Education: College or University

Female: 33% **Male:** 67%

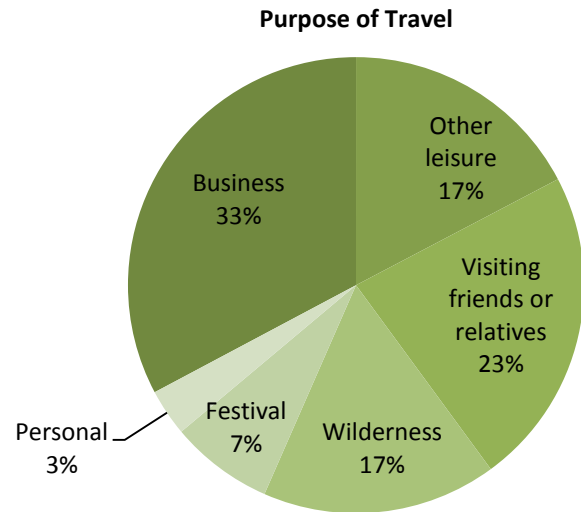
Typical Occupation: Employed or self-employed

Average Household Income before deductions: \$86,080

Average Party Size: 1.3*

Parties without kids on trip: 99%

Average Visitor Spend: \$197 / day in Yukon*



Visitor Psychographics

Sources CE rated as influential in trip planning:

Friends or relative who live in Yukon
 Review sites, such as Trip Advisor
 Advertising about Yukon

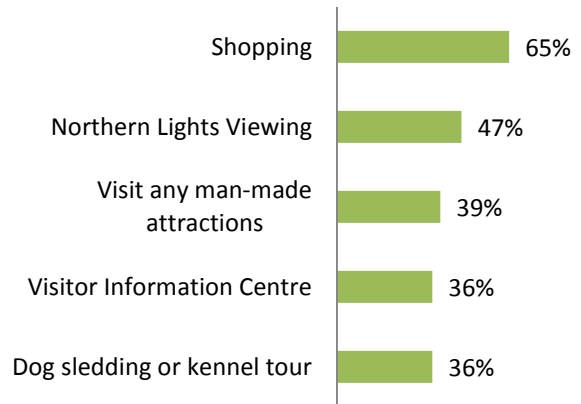
What was important to CE on their Yukon trip?

Quiet time to relax and reflect
 To be physically active
 Challenge myself with something I have never done

What was CE satisfied with on their Yukon trip?

Quiet time to relax and reflect
 Experience winter and winter time activities
 Challenge myself with something I have never done

Top Activities Done on Trip



Trip Characteristics

Transportation entering Yukon: Plane

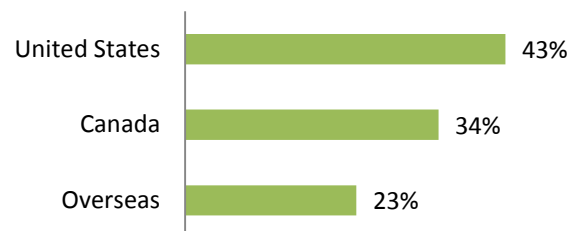
Typical Accommodation: Hotel or Motel

Average Nights away from home: 16*

Average Nights in Yukon: 8*

Average Nights in Alaska: 2*

Visitor Origin



Notes: All calculations used mean to calculate central tendency except those indicated by an *

*indicates that 5% trim was used to calculate central tendency

7 Summer Familiarity Seekers – 23% (FS)

Visitor Demographics

Average Age: 54 years*

Average Education: College/University level

Female: 48% **Male:** 52%

Typical Occupation: Employed or self-employed

Average Household Income before deductions: \$106,081

Average Party Size: 2.7*

Parties without kids on trip: 72%

Average Visitor Spend: \$96 / day in Yukon*

Visitor Psychographics

Sources FS rated as influential in trip planning:

Advertising you saw about Yukon
www.travelyukon.com
Yukon Vacation Planner

What was important to FS on their Yukon trip?

To visit and experience Alaska
Visit museums/historical attractions
Klondike Gold Rush history

What was FS satisfied with on their Yukon trip?

To visit and experience Alaska
Visit museums and historical attractions
To drive the Alaska Highway

Trip Characteristics

Transportation entering Yukon: Bus or motorcoach

Typical Accommodation: Day trip or cruise

Favourite Community: Carcross

Average Nights away from home: 16*

Average Nights in Yukon: 2*

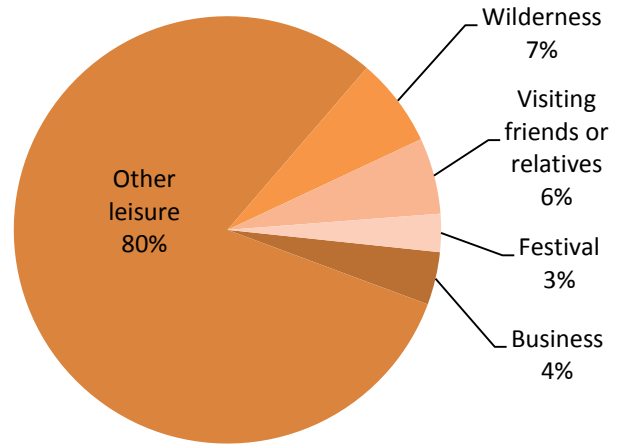
Average Nights in Alaska: 6*

*Notes: All calculations used mean to calculate central tendency except those indicated by an **

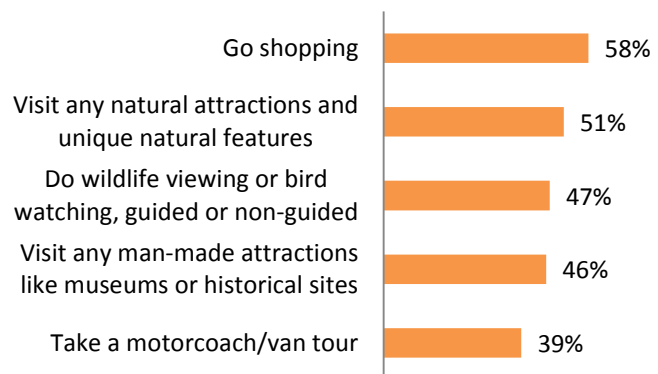
**indicates that 5% trim was used to calculate central tendency*

Familiarity Seekers are comprised of Gentle Explorers (12%), No-Hassle Travelers (6%), and Virtual Travelers (3%).

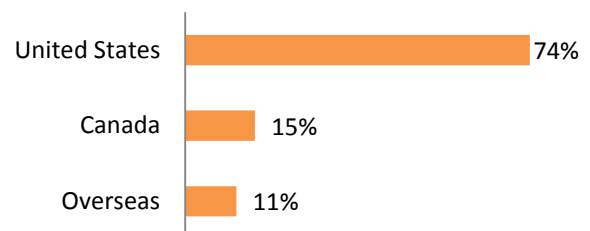
Purpose of Travel



Top Activities Done on Trip



Visitor Origin



8 Summer Free Spirits – 13% (FSp)

Visitor Demographics

Average Age: 62 years*

Average Education: Post Graduate University

Female: 71% **Male:** 29%

Typical Occupation: Retired

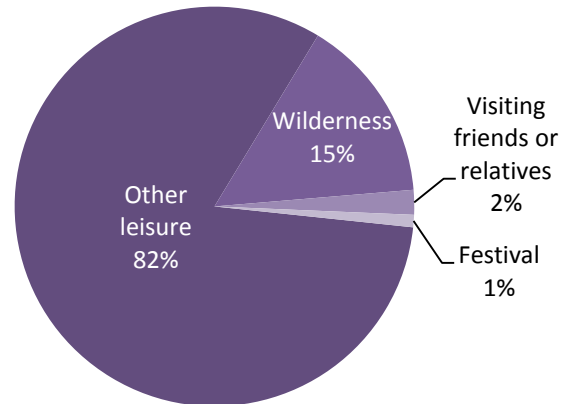
Average Household Income before deductions: \$77,376

Average Party Size: 3.2*

Parties without kids on trip: 94%

Average Visitor Spend: \$77 / day in Yukon*

Purpose of Travel



Visitor Psychographics

Sources FSp rated as influential in trip planning:

Review sites, such as Trip Advisor
Friends or relatives who had visited Yukon
Yukon Vacation Planner

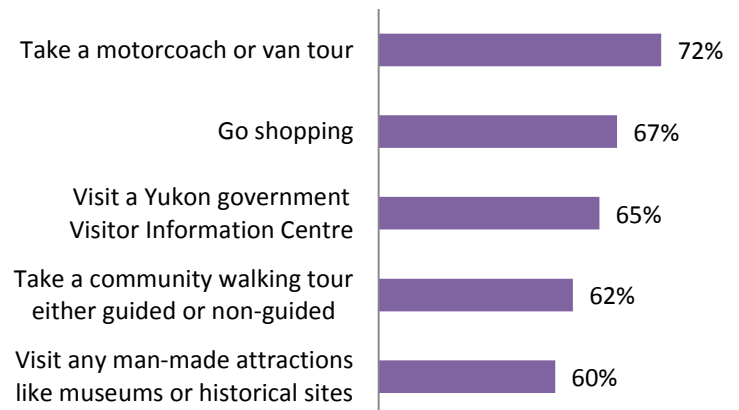
What was important to FSp on their Yukon trip?

To visit a place few others had been to
Experience the Midnight Sun
Tag on a Yukon land tour to a cruise

What was FSp satisfied with on their Yukon trip?

To visit a place few others had been to
See wilderness, stay in town at night/visit Dawson City
Ability to tag on a Yukon land tour to a cruise

Top Activities Done on Trip



Trip Characteristics

Transportation entering Yukon: Train

Typical Accommodation: Hotel/motel

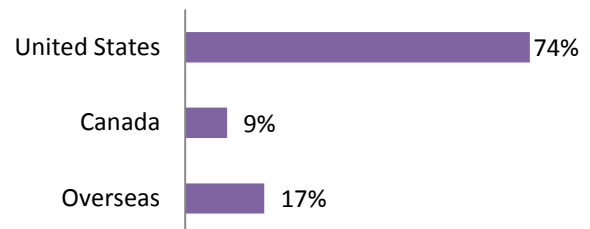
Favourite Community: Preferred to pass through

Average Nights away from home: 11*

Average Nights in Yukon: 2*

Average Nights in Alaska: 4*

Visitor Origin



Notes: All calculations used mean to calculate central tendency except those indicated by an *

*indicates that 5% trim was used to calculate central tendency

9 Summer Historians – 9% (HT)

Visitor Demographics

Average Age: 54 years*

Average Education: College/University level

Female: 37% **Male:** 63%

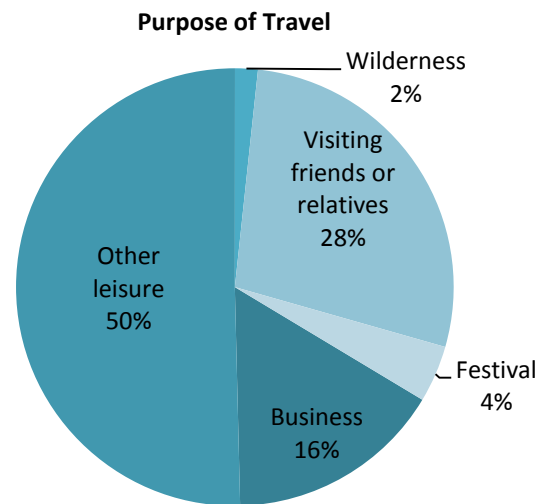
Typical Occupation: Employed or self-employed

Average Household Income before deductions: \$103,131

Average Party Size: 2.1*

Parties without kids on trip: 92%

Average Visitor Spend: \$103 / day in Yukon*



Visitor Psychographics

Sources HT rated as influential in trip planning:

Other travel guides/books
Yukon Vacation Planner
www.travelyukon.com

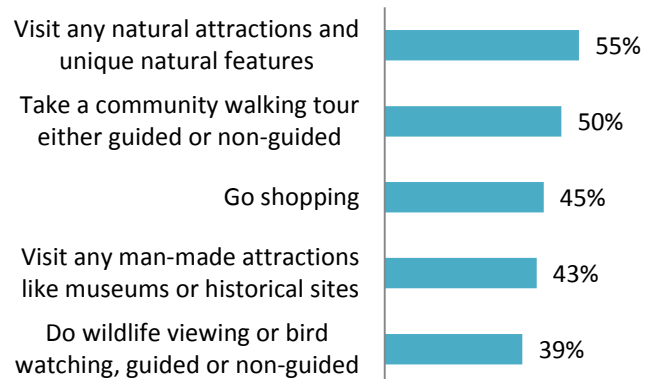
What was important to HT on their Yukon trip?

To visit and experience Alaska 52%
Drive the Alaska Highway 51%
See wilderness, stay in town at night 51%

What was HT satisfied with on their Yukon trip?

To experience the Midnight Sun
Wildlife viewing opportunities
Visit Dawson City

Top Activities Done on Trip



Trip Characteristics

Transportation entering Yukon: Personal or rental vehicle

Typical Accommodation: Hotel/motel

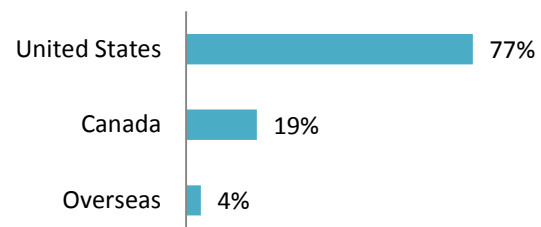
Favourite Community: Preferred to pass through

Average Nights away from home: 22*

Average Nights in Yukon: 3*

Average Nights in Alaska: 11*

Visitor Origin



*Notes: All calculations used mean to calculate central tendency except those indicated by an **

**indicates that 5% trim was used to calculate central tendency*

10 Summer Rejuvenators – 7% (RJ)

Visitor Demographics

Average Age: 54 years*

Average Education: College/University level

Female: 25% **Male:** 75%

Typical Occupation: Employed or self-employed

Average Household Income before deductions: \$86,915

Average Party Size: 2.0*

Parties without kids on trip: 75%

Average Visitor Spend: \$87 / day in Yukon*

Visitor Psychographics

Sources RJ rated as influential in trip planning:

Travel company websites (airlines, hotels)
www.travelyukon.com
Yukon Vacation Planner

What was important to RJ on their Yukon trip?

To visit a place few others had been to
To visit and experience Alaska
Wildlife viewing opportunities

What was RJ satisfied with on their Yukon trip?

To visit a place few others had been to
Wildlife viewing opportunities
Quiet time to relax and reflect

Trip Characteristics

Transportation entering Yukon: Personal or rental vehicle

Typical Accommodation: Hotel/motel

Favourite Community: Dawson City

Average Nights away from home: 30*

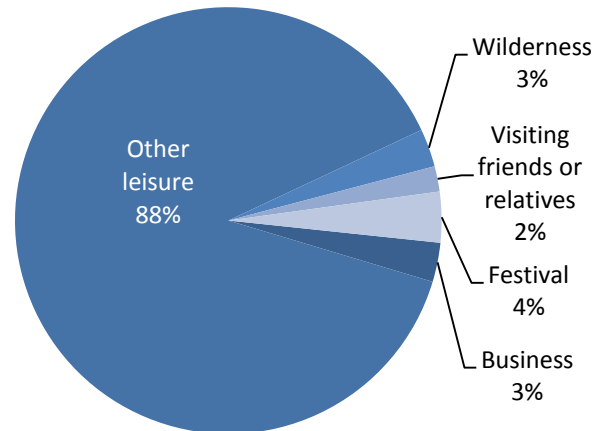
Average Nights in Yukon: 4*

Average Nights in Alaska: 9*

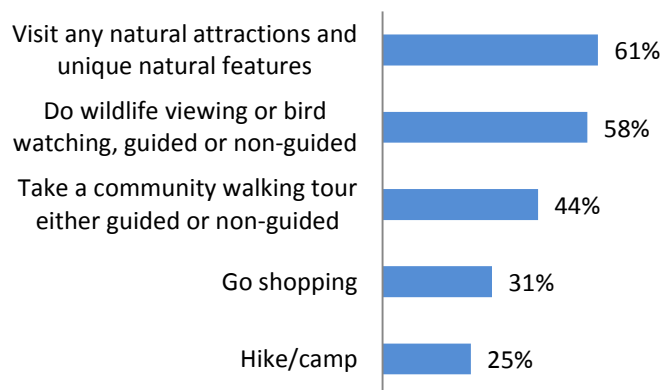
*Notes: All calculations used mean to calculate central tendency except those indicated by an **

**indicates that 5% trim was used to calculate central tendency*

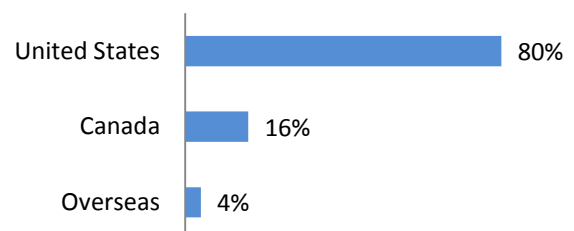
Purpose of Travel



Top Activities Done on Trip



Visitor Origin



Appendix for Summer Visitors: Yukon Explorer Type Tables

11 Appendix for Summer Visitors: Yukon Explorer Type Tables

Please note: due to small sample sizes five Explorer Quotient segments have been combined into two groups:

1. Familiarity Seekers include Gentle Explorers (13%), No-Hassle Travelers (7%) and Virtual Travelers (3%).
1. Historians are comprised of Cultural History Explorers (6%) and Personal History Explorers (3%).

Visitor Origin

Visitor Origin:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
United States	63%	50%	64%	74%	74%	77%	80%
Canada	25%	38%	20%	15%	9%	19%	16%
Overseas	12%	12%	16%	11%	17%	4%	4%

Top 4 American Regions of Origin

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits*	Historians	Rejuvenators*
First	Pacific (34%)	South Atlantic (31%)	Pacific (37%)	Pacific (36%)	Pacific (76%)	Pacific (49%)	Mountain (22%)
Second	South Atlantic (15%)	Pacific (17%)	Mountain (30%)	Mountain (30%)	East North Central, South Atlantic (6%)	West South Central (25%)	Pacific (21%)
Third	Mountain (15%)	Mountain (16%)	East North Central (14%)	South Atlantic (13%)	-	East South Central (9%)	New England (15%)
Fourth	East North Central (11%)	East North Central (13%)	Mid-Atlantic (6%)	Mid-Atlantic (7%)	-	Mid-Atlantic (6%)	East South Central (11%)

*small sample size

Appendix for Summer Visitors: Yukon Explorer Type Tables

Top 4 States of Origin

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits*	Historians	Rejuvenators*
First	Alaska (12%)	Florida (14%)	California (26%)	Oregon (26%)	Oregon (60%)	Alaska (31%)	Montana (21%)
Second	Oregon (10%)	Arizona (13%)	Idaho (23%)	Montana (23%)	California (14%)	California (15%)	Alaska (20%)
Third	California, (7%)	West Virginia (11%)	Alaska (10%)	Alaska (7%)	Alaska (7%)	Oklahoma (18%)	Maryland (14%)
Fourth	Florida (6%)	Texas (9%)	Michigan (7%)	North Carolina (5%)	-	Texas (7%)	Tennessee (8%)

*small sample size

Top 4 Provinces of Origin

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits*	Historians	Rejuvenators*
First	British Columbia (42%)	British Columbia (50%)	Ontario (46%)	British Columbia (31%)	Alberta (53%)	British Columbia (61%)	British Columbia (42%)
Second	Alberta (19%)	Alberta (23%)	British Columbia (21%)	Alberta (27%)	British Columbia (31%)	Alberta (28%)	Ontario (29%)
Third	Ontario (17%)	Ontario (13%)	Manitoba (10%)	Ontario (13%)	Newfoundland (13%)	Manitoba (5%)	Alberta (27%)
Fourth	Quebec (11%)	Quebec (8%)	Alberta (6%)	Manitoba (11%)	Ontario (2%)	-	-

*small sample size

Appendix for Summer Visitors: Yukon Explorer Type Tables

Party Size

Total Party Size (adults + kids):

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Mean	2.7	2.7	2.7	2.9	3.5	2.3	2.2
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0
1	13%	9%	17%	11%	31%	19%	31%
2	55%	61%	49%	44%	28%	55%	49%
3	10%	5%	8%	21%	2%	17%	9%
4	11%	17%	11%	14%	21%	5%	1%
5-10	8%	6%	14%	9%	5%	2%	10%
11+	1%	1%	1%	1%	12%	1%	-

Past Yukon Visits

Prior to this trip, had you been to Yukon before?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Yes	33%	32%	22%	19%	7%	53%	66%
No	67%	68%	78%	81%	93%	47%	34%

Appendix for Summer Visitors: Yukon Explorer Type Tables

Visitor Segmentation

Explorer Types:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Authentic Experiencer	29%	100%	-	-	-	-	-
Cultural Explorer	19%	-	100%	-	-	-	-
Familiarity Seekers (3 Explorer Types)	23%	-	-	100%	-	-	-
No Hassle Traveller	7%	-	-	32%	-	-	-
Gentle Explorer	13%	-	-	55%	-	-	-
Virtual Traveller	3%	-	-	13%	-	-	-
Free Spirit	13%	-	-	-	100%	-	-
Historian (2 Explorer Types)	9%	-	-	-	-	100%	-
Cultural History Buff	6%	-	-	-	-	67%	-
Personal History Explorer	3%	-	-	-	-	33%	-
Rejuvenator	7%	-	-	-	-	-	100%

Trip Purpose

When you first started thinking about travelling for this trip, was it primarily to:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Visit Alaska	46%	37%	51%	44%	68%	34%	55%
Visit Yukon specifically (Friends/Family, Business, Getaway, Vacation)	20%	27%	17%	17%	7%	19%	11%
Road trip/drive Alaska highway	14%	15%	12%	3%	6%	28%	13%
Take a cruise	11%	14%	17%	31%	19%	2%	7%
Other	9%	7%	3%	5%	-	17%	14%

Appendix for Summer Visitors: Yukon Explorer Type Tables

Was your trip primarily for business or leisure/personal?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Business	7%	9%	6%	4%	-	16%	3%
Leisure/Personal	93%	91%	94%	96%	100%	84%	97%

Business Travellers: Primary purpose of this trip

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Conference/convention	26%	7%	26%	15%	12%	2%	13%
Other Business/work-related	74%	93%	74%	85%	88%	98%	87%

Business Travellers: Primary industry

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Mining	13%	22%	9%	8%	52%	-	45%
Government	9%	5%	21%	42%	13%	*	4%
Other	78%	73%	70%	50%	35%	100%	50%

Leisure/Personal Travellers: Primary purpose of this trip

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Other leisure	78%	69%	86%	84%	82%	60%	92%
Wilderness	12%	18%	4%	7%	15%	2%	3%
Visiting friends and family	8%	12%	10%	6%	2%	33%	2%
Festival	2%	1%	1%	3%	1%	5%	4%

Appendix for Summer Visitors: Yukon Explorer Type Tables

Transportation

On this trip, how did you first enter Canada?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Drove into Canada	37%	33%	34%	33%	3%	51%	65%
None, we live in Canada	24%	35%	13%	14%	8%	18%	16%
Flew into Canada	16%	14%	10%	17%	63%	16%	7%
Motorcoach/bus	9%	8%	20%	9%	10%	9%	5%
Came on the train from Skagway	7%	4%	7%	24%	2%	4%	7%
Cruise/ferry/boated into Canada	6%	6%	16%	3%	15%	3%	1%

How did you enter Yukon?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Personal/rental vehicle	53%	52%	42%	37%	6%	61%	73%
Bus/motorcoach	24%	21%	38%	45%	39%	21%	11%
Air	12%	18%	12%	13%	6%	12%	9%
Train	10%	9%	8%	5%	49%	7%	6%

If you entered by personal/rental vehicle, was that by:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Car/truck/van	57%	69%	76%	73%	43%	84%	54%
RV/camper	40%	28%	14%	26%	56%	10%	41%
Motorcycle	4%	3%	10%	1%	1%	5%	5%

Appendix for Summer Visitors: Yukon Explorer Type Tables

If you entered by motorcoach or train, was that by:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Independent	3%	2%	-	-	1%	27%	-
Tour company	51%	37%	35%	66%	60%	29%	31%
Day Trip	42%	60%	58%	33%	38%	40%	69%
Non-Tour bus line	2%	1%	2%	-	-	3%	-
Other	3%	-	4%	1%	1%	-	-

How did you travel around Yukon?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Drive only	83%	84%	86%	91%	26%	77%	92%
None, stayed in 1 community	8%	9%	10%	9%	25%	12%	7%
Both drive and fly within Yukon	6%	4%	1%	-	45%	7%	-
Other	2%	2%	2%	-	4%	4%	-
Fly (in Yukon)	-	1%	-	-	-	-	1%

How did you exit Yukon?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Personal/rental vehicle	53%	51%	42%	40%	7%	62%	73%
Bus/motorcoach	25%	16%	23%	43%	32%	17%	7%
Air	15%	18%	12%	10%	51%	12%	8%
Train	6%	13%	23%	8%	9%	6%	9%
Other	-	1%	-	-	-	3%	2%

Appendix for Summer Visitors: Yukon Explorer Type Tables

If you entered Alaska, which mode of transportation did you use?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Cruise ship	65%	64%	53%	93%	99%	41%	60%
Air/Flew	13%	30%	26%	2%	*	8%	23%
I live in Alaska	17%	3%	16%	2%	*	38%	2%
Ferry	5%	1%	5%	3%	*	12%	13%
Other	1%	1%	*	*	*	*	2%

If you exited Alaska, which mode of transportation did you use?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Cruise ship	45%	38%	87%	27%	81%	35%	49%
I live in Alaska	18%	1%	4%	4%	-	7%	22%
Air/Flew	17%	55%	5%	14%	16%	26%	21%
Ferry	15%	5%	4%	50%	3%	7%	8%
Other	5%	1%	1%	4%	*	25%	*

Communities and Routes

If you flew into Canada, what city did you first land in?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Vancouver, British Columbia	65%	68%	55%	75%	96%	80%	42%
Whitehorse, Yukon	10%	12%	6%	24%	*	5%	37%
Toronto, Ontario	8%	1%	19%	*	1%	2%	-
Calgary, Alberta	11%	6%	12%	1%	*	7%	21%

Appendix for Summer Visitors: Yukon Explorer Type Tables

If you flew to Yukon, what city did you fly from?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Vancouver, BC	60%	65%	77%	64%	24%	71%	62%
Calgary, AB	16%	8%	17%	20%	72%	9%	1%
Edmonton, AB	7%	7%	4%	5%	2%	4%	5%
Inuvik, NT	*	*	*	*	-	-	-
Fairbanks, AK	*	*	*	*	*	6%	-
Other	17%	19%	2%	11%	2%	9%	32%

Entry point into Yukon:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Watson Lake	34%	29%	13%	11%	4%	24%	44%
Carcross	38%	37%	55%	68%	88%	23%	17%
Whitehorse	12%	17%	12%	13%	6%	12%	9%
Beaver Creek	11%	9%	11%	6%	1%	34%	27%
Dawson City	2%	3%	8%	1%	*	4%	1%
Haines, Alaska	2%	5%	1%	*	1%	2%	2%

Appendix for Summer Visitors: Yukon Explorer Type Tables

Which one of these Yukon communities would you say was your primary destination?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
None - Just passing through	35%	31%	32%	40%	10%	56%	34%
Dawson City	22%	26%	24%	8%	48%	15%	30%
Whitehorse	15%	14%	19%	13%	7%	13%	8%
Carcross	17%	8%	18%	34%	32%	6%	5%
Watson Lake	3%	6%	1%	-	1%	4%	11%
Haines Junction	3%	6%	1%	1%	1%	3%	-
Mayo	1%	2%	-	-	-	-	-
Eagle Plains	1%	2%	-	3%	1%	-	-
Teslin	1%	1%	4%	-	-	-	-
Keno	1%	1%	-	-	-	-	7%
Faro	1%	1%	-	-	-	1%	3%
Destruction Bay	1%	2%	-	-	-	-	-
Beaver Creek	-	-	-	-	-	2%	1%
Johnson Crossing	-	-	-	1%	-	-	-
Marsh Lake	-	-	-	-	-	-	-
Ross River	-	-	-	-	-	-	1%
Carmacks	-	-	-	-	-	-	-
Burwash	-	-	-	-	-	-	-
Pelly	-	-	-	-	-	-	-
Old Crow	-	-	-	-	-	-	-
Stewart Crossing	-	-	-	-	-	-	-

Appendix for Summer Visitors: Yukon Explorer Type Tables

What was your primary route?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
ROUND TRIP - Watson Lake in/out NO Dawson	15%	10%	7%	5%	2%	10%	7%
BORDER ONLY - Carcross only	20%	17%	38%	41%	36%	11%	12%
ROUND TRIP - Watson Lake in/out with Dawson	11%	13%	5%	6%	1%	10%	32%
ONE WAY - Alaska highway only - no Dawson	9%	3%	11%	23%	1%	33%	13%
AIR - Flew in/out - no driving routes	8%	9%	9%	9%	4%	8%	5%
BORDER ONLY - All except for Carcross	3%	9%	2%	2%	1%	4%	3%
ONE WAY - Skagway-Dawson-Tok N/S	7%	8%	14%	3%	2%	8%	8%
ROUND TRIP - Watson Lake in/out -route unknown	5%	-	-	-	-	2%	-
ROUND TRIP - Tok/Beaver Creek in/out	5%	7%	1%	1%	-	-	12%
AIR - Drove in-Flew out	3%	1%	1%	-	44%	3%	1%
ROUND TRIP - Skagway/Haines in/out NO Dawson	4%	1%	5%	5%	7%	1%	-
AIR - Flew in/out With Driving Routes	3%	8%	3%	1%	1%	1%	4%
ONE WAY - Longer Route	2%	3%	2%	1%	-	2%	1%
ONE WAY - Short Route	3%	8%	3%	1%	-	4%	2%
AIR Flew in-Drove Out	1%	1%	-	4%	1%	2%	1%

If you entered near Watson Lake, what highway did you travel north on?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Alaska Highway	88%	73%	96%	97%	33%	85%	35%
Highway 37	12%	27%	4%	3%	67%	15%	65%

Appendix for Summer Visitors: Yukon Explorer Type Tables

If you exited near Watson Lake, what highway did you drive south on?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Alaska Highway	85%	74%	88%	91%	95%	92%	50%
Highway 37	15%	26%	12%	9%	5%	8%	50%

If you entered through Carcross, what route did you travel on?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Entered Klondike highway	74%	77%	86%	93%	44%	72%	66%
Entered White Pass & Yukon Route train	26%	23%	14%	7%	56%	28%	34%

If you exited through Carcross, what route did you travel on?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Exit Klondike highway	77%	37%	54%	83%	76%	51%	25%
Exit White Pass & Yukon Route train	23%	63%	46%	17%	24%	49%	75%

Appendix for Summer Visitors: Yukon Explorer Type Tables

Accommodations

On this trip, in Yukon, did you stay at a:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Hotel/motel	42%	48%	39%	37%	52%	53%	31%
RV park or commercial campground	30%	26%	12%	18%	3%	11%	45%
Yukon government campground	20%	13%	17%	4%	1%	5%	16%
B&B, lodge, cabin or hostel	9%	7%	7%	6%	16%	7%	6%
Friends, relatives or family home	9%	17%	12%	3%	2%	3%	4%
Other	9%	8%	5%	11%	1%	15%	31%
None (day-trip/cruise excursion)	19%	19%	40%	40%	27%	16%	13%

If you camped, where did you camp?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Camp in an RV or camper/trailer	65%	57%	31%	87%	59%	91%	83%
Camp in a tent	32%	37%	48%	13%	20%	9%	17%
Both	3%	6%	20%	*	21%	1%	*

Appendix for Summer Visitors: Yukon Explorer Type Tables

Activities

Which of the follow activities were done on this trip? (Top 3 activities bolded)

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Visit any natural attractions and unique natural features, like mountains, waterfalls or lakes	48%	60%	58%	51%	30%	55%	61%
Visit any man-made attractions like museums or historical sites	42%	53%	54%	46%	60%	43%	17%
Go shopping	41%	48%	30%	58%	67%	45%	31%
Do wildlife viewing or bird watching, guided or non-guided	37%	44%	59%	47%	6%	39%	58%
Take a community walking tour either guided or non-guided	34%	41%	22%	35%	62%	50%	44%
Visit a Yukon government Visitor Information Centre	32%	46%	22%	35%	65%	27%	21%
Take the White Pass Yukon Train to/from Skagway	28%	30%	46%	35%	58%	24%	10%
Hike/camp	21%	36%	23%	9%	13%	22%	25%
Take a motorcoach or van tour	24%	20%	22%	39%	72%	14%	10%
Visit a National Park wilderness area (Kluane, Ivavik, Vuntut, or Chilkoot Trail)?	20%	31%	27%	13%	6%	32%	24%
Visit a Territorial wilderness park or Heritage River	15%	24%	11%	7%	45%	3%	25%
Experience Yukon First Nation culture or traditional ways	16%	28%	24%	8%	5%	24%	4%
Visit a Yukon art gallery	15%	20%	10%	5%	47%	7%	4%
Visit any friends or relatives living in Yukon	11%	20%	15%	10%	4%	8%	9%
Do a Wilderness guided activity that lasted anywhere from 2 hours to multiple days	12%	16%	20%	12%	6%	12%	5%
Go gold panning	12%	17%	13%	12%	5%	10%	25%
Attend/participate in any arts and cultural events or festivals	10%	16%	15%	5%	3%	15%	4%
Go Dog sledding, or Take a dog kennel tour	8%	10%	8%	9%	21%	7%	-
Canoe/Kayak/Raft	7%	5%	14%	2%	1%	2%	7%
Participate in the Yukon Gold Explorer's Passport Contest (may not have entered contest)	6%	6%	5%	4%	3%	5%	5%
Take a River/lakes tour boat	6%	9%	12%	5%	2%	5%	5%
Fish	6%	13%	5%	2%	2%	7%	4%
Conduct business or job related activities	3%	8%	3%	2%	-	3%	1%
Attend/participate in any sport event	2%	3%	4%	2%	-	4%	-
Flight-see	4%	6%	10%	2%	1%	2%	1%
Attend a Conference or Convention	1%	1%	2%	-	-	-	-

Appendix for Summer Visitors: Yukon Explorer Type Tables

Hunt	1%	3%	-	-	-	2%	-
Snowmobile or ATV or other backcountry motorized trip	-	1%	-	-	-	-	-
Horseback ride	-	-	-	-	-	2%	-
Golf	-	1%	-	-	-	2%	-
Go downhill or cross-country skiing	-	1%	-	-	1%	-	-
None of these	27%	10%	10%	12%	16%	13%	26%

Appendix for Summer Visitors: Yukon Explorer Type Tables

Length of Trip

How many total nights were you away from home on this trip?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
NONE - Day trip	1%	-	-	-	-	-	-
1 - 3	2%	1%	1%	3%	2%	4%	1%
4 - 7	7%	9%	19%	8%	5%	9%	4%
8 - 13	28%	31%	27%	38%	64%	36%	18%
14 - 20	26%	29%	30%	28%	28%	22%	40%
21+	36%	30%	23%	23%	2%	28%	37%
Mean	27.8	24.1	18.7	19.4	11.8	26.5	32.0
Median	15.0	14.0	14.0	14.0	9.0	14.0	18.0

How many nights did you spend in Yukon?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
NONE - day trip	14%	14%	35%	34%	16%	12%	13%
1 - 3	30%	37%	18%	44%	75%	59%	41%
4 - 7	23%	26%	28%	10%	6%	17%	29%
8 - 13	15%	9%	14%	6%	2%	6%	6%
14 - 20	10%	7%	5%	5%	1%	5%	8%
21+	6%	8%	2%	2%	-	1%	2%
Mean	7.6	7.3	4.8	2.9	2.7	3.9	4.7
Median	4.0	3.0	3.0	1.0	3.0	2.0	3.0

How many nights did you spend in Alaska?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
None – day trip	20%	32%	16%	18%	6%	32%	10%
1-3	12%	10%	19%	2%	46%	14%	10%
4-7	24%	17%	27%	41%	36%	15%	22%
8-13	21%	24%	26%	28%	9%	22%	46%
14-20	7%	7%	8%	6%	2%	2%	2%
21+	15%	10%	4%	4%	-	5%	12%
Mean	10.5	7.8	7.6	7.5	3.9	16.36	9.9
Median	6.0	5.0	5.0	6.0	2.0	4.0	8.0

Appendix for Summer Visitors: Yukon Explorer Type Tables

Trip Planning Timing

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

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
0	1%	-	-	1%	-	1%	1%
1	7%	9%	10%	4%	4%	6%	2%
2	5%	9%	3%	4%	3%	4%	-
3	20%	13%	26%	11%	63%	4%	16%
4 - 6	26%	26%	18%	43%	13%	33%	30%
7 -12	34%	38%	33%	33%	15%	37%	26%
12+	8%	6%	10%	3%	1%	15%	24%
Mean	7.3	7.1	6.8	6.3	4.3	9.2	14.6
Median	6.0	6.0	6.0	6.0	3.0	8.0	7.0

Trip Planning Resources

Before arriving in Yukon, which of the following did you do?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Booked activities, transportation or accommodations on your own directly from the company providing that service (i.e. rental car/RV companies, hotels/lodges, tours, cruise lines, etc.)	37%	44%	32%	49%	80%	25%	17%
Requested a Yukon vacation Guide or Planner (online or 800#)	35%	34%	44%	49%	32%	22%	41%
Booked a travel package or trip components using a travel agent or tour operator.	23%	25%	36%	37%	16%	20%	10%
Booked an airline ticket directly from an airline.	16%	17%	16%	14%	28%	13%	20%
Booked any travel product/service using a rewards or points program (airline, credit/bank cards, car/hotel, etc.).	5%	10%	6%	5%	4%	1%	6%
None of the above	28%	21%	15%	11%	5%	47%	46%

Appendix for Summer Visitors: Yukon Explorer Type Tables

If you used rewards, was the program you used primarily:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Credit card or bank card points	45%	50%	41%	39%	52%	71%	52%
Airline points	37%	44%	37%	40%	48%	22%	37%
Hotel/rental car points	5%	6%	21%	4%	-	8%	10%
Other	13%	-	1%	17%	-	-	-

Which of the following devices do you use to access travel websites?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Computer	89%	93%	93%	71%	92%	99%	100%
Smart Phone	26%	34%	24%	17%	13%	34%	19%
Tablet	26%	30%	22%	33%	17%	40%	33%
None of These	2%	2%	2%	2%	2%	1%	-

Which of the following travel websites do you typically use when planning your trips?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Destination websites	69%	70%	82%	65%	28%	79%	90%
Review sites, such as Trip Advisor	48%	52%	63%	45%	26%	37%	40%
Travel company's websites.	44%	45%	52%	32%	77%	36%	22%
Booking sites such as Kayak and Travelocity.	36%	37%	62%	23%	16%	57%	31%
Social Networking sites, such as Facebook.	12%	8%	30%	8%	5%	5%	4%
Video/photo sites such as YouTube, Flickr.	13%	6%	25%	19%	6%	5%	12%
None of these.	10%	10%	3%	25%	4%	4%	9%

Appendix for Summer Visitors: Yukon Explorer Type Tables

Top 3 Resources Influencing Decision to Visit Yukon

	Yukon Explorer Types						
	All 2012 Summer Visitors	Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
First	Advertising you saw about Yukon (51%)	Other Travel Guides/Books (59%)	Yukon Vacation Planner (41%)	Advertising you saw about Yukon (78%)	Review sites, such as TripAdvisor (80%)	Other Travel Guides/Book (74%)	Travel company websites (airlines, hotels, etc.) (59%)
Second	Yukon Vacation Planner (48%)	Friends or Relatives who had visited Yukon (54%)	News or Magazine stories (printed or online) (41%)	travelyukon.com (57%)	Friends or Relatives who had visited Yukon (55%)	Yukon Vacation Planner (61%)	travelyukon.com (55%)
Third	travelyukon.com (45%)	Friends or Relatives who live in Yukon (45%)	travelyukon.com (42%)	Yukon Vacation Planner (55%)	Yukon Vacation Planner (50%)	travelyukon.com (61%)	Yukon Vacation Planner(46%)

If you saw Yukon advertising, where did you see it?

	Yukon Explorer Types						
	All 2012 Summer Visitors	Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Magazine/printed material	54%	66%	62%	49%	19%	59%	57%
Internet	43%	50%	46%	36%	18%	61%	68%
On TV	6%	5%	4%	2%	5%	23%	6%
Billboards or public signs	3%	2%	7%	1%	2%	7%	1%
Other	23%	17%	4%	31%	68%	8%	9%

Appendix for Summer Visitors: Yukon Explorer Type Tables

Top 3 Sources of Information Used While Travelling in Yukon:

	Yukon Explorer Types						
	All 2012 Summer Visitors	Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
First	Yukon Government Visitor Information Centres (93%)	Yukon Government Visitor Information Centres (90%)	Yukon Government Visitor Information Centres (95%)	Yukon Government Visitor Information Centres (93%)	Yukon Government Visitor Information Centres (98%)	Community guide books (94%)	Travel books (87%)
Second	The Yukon Vacation Planner (84%)	The Yukon Vacation Planner (84%)	Community guide books (88%)	The Yukon Vacation Planner (88%)	Accessing the internet for work/personal use (email, etc.) (97%)	Yukon Wildlife viewing guide (93%)	Video/photo sites such as YouTube, Flickr (87%)
Third	Travel books (83%)	People you meet or talked to in Yukon (83%)	travelyukon.com (86%)	travelyukon.com (80%)	Brochures and sales flyers (94%)	Yukon Government Visitor Information Centres (93%)	People you met or talked to in Yukon (86%)

3 Most Important Factors Considered on your Decision to Visit Yukon:

	Yukon Explorer Types						
	All 2012 Summer Visitors	Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
First	To visit and experience Alaska (61%)	Wildlife viewing opportunities (66%)	Experience time in the wilderness (hike/camp/fish/paddle) (61%)	To visit and experience Alaska (80%)	To visit a place that few others have been to (87%)	To visit and experience Alaska (52%)	To visit a place that few others have been to (79%)
Second	Wildlife viewing opportunities (59%)	To visit and experience Alaska (61%)	Wildlife viewing opportunities (54%)	Visit museums/historical attractions (64%)	Experience the Midnight Sun (83%)	Drive the Alaska Highway (51%)	To visit and experience Alaska (75%)
Third	Visit a place few others have been to (52%)	Klondike Gold Rush history (57%)	To visit and experience Alaska (52%)	Klondike Gold Rush history (48%)	Tag on a Yukon land tour to a cruise (79%)	See Wilderness, stay in town at night (51%)	Wildlife viewing opportunities (64%)

Appendix for Summer Visitors: Yukon Explorer Type Tables

Visitor Satisfaction

Top 4 Favourite Yukon Communities:

	Yukon Explorer Types						
	All 2012 Summer Visitors	Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Favourite	Dawson City (29%)	Dawson City (37%)	Dawson City (41%)	Carcross (33%)	None -passing through (49%)	Dawson City (33%)	Dawson City (41%)
Second	None -passing through (22%)	Whitehorse (16%)	Whitehorse (18%)	None -passing through (22%)	Carcross (29%)	None -passing through (21%)	Whitehorse (16%)
Third	Whitehorse (17%)	None -passing through (12%)	None -passing through (15%)	Dawson City (16%)	Dawson City (8%)	Whitehorse (15%)	None -passing through (10%)
Fourth	Carcross (14%)	Haines Junction (9%)	Carcross (13%)	Whitehorse (14%)	Whitehorse (8%)	Watson Lake (14%)	Teslin (8%) AND Destruction Bay (8%)

Comparing Yukon to other destinations you have visited, how would you rate Yukon:

	Yukon Explorer Types						
	All 2012 Summer Visitors	Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
1...Least Favourite	-	-	-	-	-	-	-
2...	1%	-	-	1%	2%	1%	-
3....	31%	33%	22%	49%	7%	17%	35%
4...	53%	49%	49%	45%	83%	49%	53%
5...Most Favorite	16%	15%	18%	5%	9%	33%	11%

Appendix for Summer Visitors: Yukon Explorer Type Tables

If Yukon is not your favourite destination, please list 2 other destinations which are your favourites:

	Yukon Explorer Types						
	All 2012 Summer Visitors	Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
First	Europe (20%)	Western Canada (20%)	Asia (22%)	Alaska (37%)	Europe (77%)	South and Central America (32%)	Alaska (44%)
Second	Alaska (19%)	Europe (17%)	Alaska (16%)	Europe (11%)	Alaska (8%)	Western Canada (14%)	Western U.S. (31%)
Third	Western U.S. (13%)	Western U.S. (15%)	South and Central America (15%)	Western Canada (10%)	None	Other (12%)	Europe (8%)
Fourth	Western Canada (12%)	Alaska (13%)	Western U.S. (10%)	Other US (8%)	None	Alaska (7%)	None

Top 3 Yukon Experiences:

	Yukon Explorer Types						
	All 2012 Summer Visitors	Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
First	Wildlife viewing opportunities (79%)	Wildlife viewing opportunities (93%)	Klondike Gold Rush history (92%)	To visit and experience Alaska (87%)	To visit a place that few others have been to (90%)	To experience the midnight sun (98%)	To visit a place that few others have been to (92%)
Second	To visit and experience Alaska (77%)	Klondike Gold Rush history (87%)	Quiet time to relax and reflect (79%)	Visit museums and historical attractions (76%)	Visit Dawson City (86%)	Wildlife viewing opportunities (96%)	Wildlife viewing opportunities (92%)
Third	Klondike Gold Rush history (76%)	To visit Alaska AND to experience time in the wilderness (85%)	Wildlife viewing opportunities (79%)	Wildlife viewing opportunities (72%)	See wilderness, stay in town at night (85%)	Visit Dawson City (89%)	Quiet time to relax and reflect (91%)

Appendix for Summer Visitors: Yukon Explorer Type Tables

How likely are you to recommend Yukon as a destination to visit to your friends and family?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Mean	4.3	4.5	4.3	3.9	3.6	4.4	4.4
1...Not At All	-	-	-	-	-	-	-
2...	2%	2%	-	3%	-	8%	-
3...	23%	11%	30%	30%	67%	2%	10%
4...	23%	20%	8%	40%	7%	28%	41%
5...Definitely Will	53%	68%	62%	28%	25%	62%	48%

How likely are you to visit Yukon again?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Mean	3.7	3.7	4.0	3.3	3.3	4.0	3.5
Not At All	3%	9%	-	-	-	-	2%
Not Very Likely	7%	5%	2%	19%	3%	8%	4%
Somewhat Likely	36%	31%	26%	43%	70%	19%	51%
Very Likely	27%	19%	46%	26%	18%	35%	28%
Definitely Will	28%	35%	26%	12%	8%	38%	14%

Respondent Demographics

Age of respondent:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Under 25	3%	4%	7%	1%	1%	3%	3%
25 - 34	6%	11%	5%	6%	1%	4%	6%
35 - 44	14%	12%	31%	5%	17%	19%	9%
45 - 54	25%	16%	19%	46%	9%	12%	32%
55 - 64	31%	33%	31%	26%	23%	45%	35%
65+	20%	24%	7%	16%	49%	16%	15%
Mean	53	53	48	54	61	53	53
Median	55	58	47	51	63	57	54

Appendix for Summer Visitors: Yukon Explorer Type Tables

Gender: male, female:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Male	53%	56%	54%	52%	29%	63%	75%
Female	47%	44%	46%	48%	71%	37%	25%

Children (under age 18) living at home:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Yes	16%	15%	19%	10%	8%	12%	38%
No	84%	85%	81%	90%	92%	88%	62%

Education:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Up to Grade 9	1%	-	-	-	-	-	-
Grade 10 to Grade 12	6%	6%	8%	5%	7%	7%	2%
Vocational/Technical school	10%	8%	4%	23%	6%	3%	17%
College/University	50%	63%	45%	47%	12%	73%	41%
Post Graduate University	33%	22%	43%	25%	74%	17%	40%

Occupation:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Employed or Self-employed (full time or part time)	58%	58%	70%	76%	22%	54%	70%
Semi-Retired	8%	9%	10%	2%	4%	14%	6%
Retired	30%	27%	15%	21%	73%	31%	20%
Not currently employed (Student, unemployed, parenting, disabled)	4%	6%	5%	1%	2%	1%	3%

Appendix for Summer Visitors: Yukon Explorer Type Tables

Total household income last year before tax deductions:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Mean	\$94,333	\$93,211	\$88,261	\$106,081	\$77,376	\$103,131	\$86,915
Median	\$90,000	\$70,000	\$70,000	\$125,000	\$50,000	\$125,000	\$90,000
under \$20,000	3%	2%	8%	-	-	1%	1%
20,000 to 39,999	9%	9%	22%	1%	3%	7%	1%
40,000 to 59,999	18%	13%	4%	8%	67%	16%	29%
60,000 to 79,999	19%	29%	21%	22%	4%	9%	13%
80,000 to 99,999	12%	12%	8%	9%	1%	15%	26%
100,000 to 149,000	27%	21%	24%	55%	13%	39%	28%
150,000 to 199,999	6%	6%	5%	1%	9%	12%	2%
\$200,000 or more	6%	7%	8%	3%	3%	1%	1%

Primary language first learned at home that you still understand today:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
English	90%	85%	87%	87%	98%	98%	98%
Other	5%	7%	3%	11%	-	1%	1%
German	2%	3%	6%	-	-	-	-
French	2%	5%	3%	1%	-	-	-
Japanese	-	1%	-	-	1%	-	-
Mandarin	-	-	-	-	-	-	-
Spanish	-	-	-	-	-	-	-

Language you prefer to use at work and home on a regular basis:

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
English	94%	93%	91%	91%	99%	97%	99%
German	1%	3%	2%	-	-	-	-
French	1%	2%	2%	1%	-	-	-
Japanese	1%	1%	3%	-	1%	-	-
Mandarin	-	-	-	-	-	-	-
Spanish	-	-	-	-	-	3%	-
Other	2%	1%	2%	8%	-	-	-

Appendix for Summer Visitors: Yukon Explorer Type Tables

Did you have any major issues in Yukon due to language?

	All 2012 Summer Visitors	Yukon Explorer Types					
		Authentic Experiencers	Cultural Explorers	Familiarity Seekers	Free Spirits	Historians	Rejuvenators
Yes	1%	-	-	1%	18%	-	3%
No	99%	100%	100%	99%	82%	100%	97%