



2019 Yukon Resident Perceptions of Tourism Survey

Department of Tourism and Culture










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Highlights

-  **94%** of Yukoners feel tourism is good for the Yukon overall.
-  **89%** of Yukoners feel tourism is good for their community.
-  **94%** of Yukoners feel that tourism benefits Yukon's economy.
-  **87%** of Yukoners feel tourism is good for their community's economy.
-  **68%** of Yukoners feel that tourism contributes positively to the quality of life of Yukoners.
-  **36%** of Yukoners personally benefit from tourism.
-  **66%** of Yukoners feel that tourism helps preserve and celebrate culture.
-  **47%** of Yukoners want to see tourism grow in Yukon over the next 10 years.



Introduction

The 2019 Yukon Resident Perceptions of Tourism Survey was developed by the department of Tourism and Culture and conducted by the Yukon Bureau of Statistics.

This first Yukon Resident Perceptions of Tourism Survey provides a strong baseline for the department of Tourism and Culture to measure and monitor local satisfaction with tourism and perceptions of issues specific to Yukon. The survey will be conducted every two years to monitor local perceptions of tourism and ensure that sustainable tourism growth aligns with Yukoners' core values. It provides a metric to verify if we are achieving one of the three goals in the Yukon Tourism Development Strategy – that 80% of Yukoners have a positive attitude about tourism.

Methodology summary

The Yukon Bureau of Statistics contacted a sample of randomly selected households from communities across Yukon to complete the survey. Respondents were initially contacted by email or mail with the option to self-complete the survey online between mid-July and August 2019. Follow-up phone interviews were conducted between mid-August and mid-September. In total 1,302 households were selected in the sample.

Analytical weights were applied to the responses to generate population-level estimates by community following calibration and non-response adjustments at the stratum level. A total of 635 households completed the survey. The weighted response rate was 68.9%.

Results

Perceptions of tourism

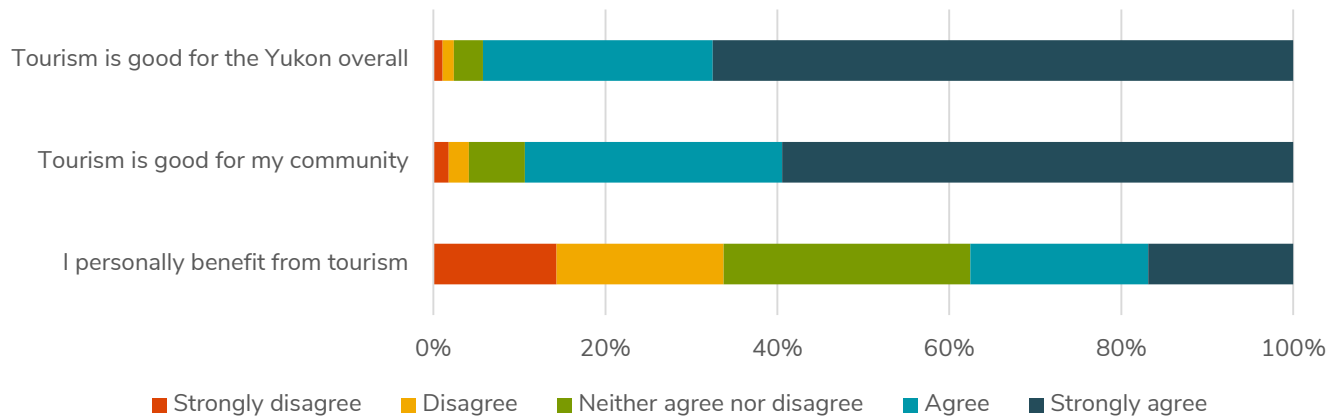
The Yukon Resident Perceptions of Tourism Survey began by asking Yukoners their agreement with a series of three statements about tourism. Residents' responses were overwhelmingly positive. At least 80% of Yukoners "strongly agreed" or "agreed" with the following statements:

- Tourism is good for the Yukon overall (94%).
- Tourism is good for my community (89%).

Over one-third of Yukoners "strongly agreed" or "agreed" with the following statement:

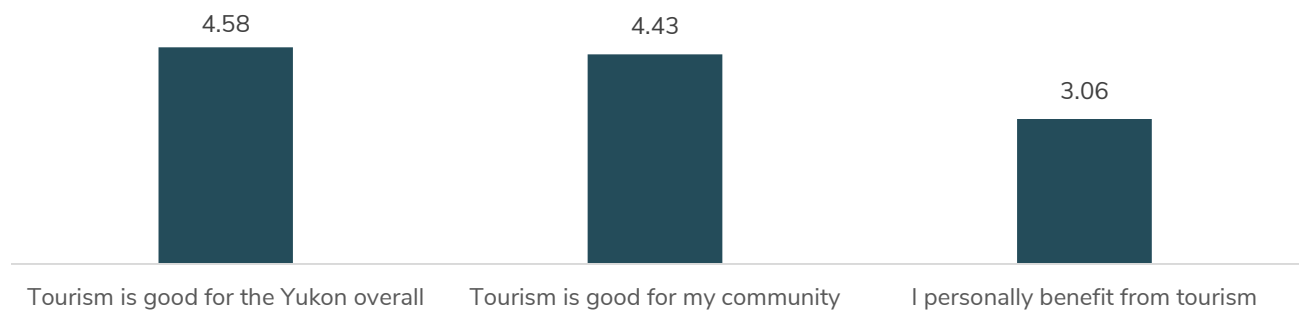
- I personally benefit from tourism (36%).

Figure 1: Yukoners' perceptions of tourism



To understand the overall perceptions, average scores have been used to compare the results. Since all questions were asked on a five-point scale, the closer the average score is to five the more people felt positively about that statement.

Figure 2: Average scores for Yukoners' perceptions of tourism



Areas of tourism impact

The next nine questions in the survey focused on residents' perspectives on areas of tourism impact. These impact areas were derived from the core values identified in the Yukon Tourism Development Strategy. The values are features of Yukon that residents expressed wanting to preserve and protect; these included economic, social, cultural, environmental and community elements.

Economic

Yukon residents were overwhelmingly positive in the area of economics. At least 80% of Yukoners “strongly agreed” or “agreed” with the following statements:

- Tourism benefits Yukon’s economy (95%).
- Tourism creates jobs for people in my community (89%).
- Tourism benefits my community’s economy (87%).

Social and cultural

Overall, Yukoners felt positive about the social and cultural impacts of tourism in Yukon. At least two-thirds of Yukoners felt tourism positively contributes to quality of life and helps preserve and celebrate culture.

- Tourism contributes positively to the quality of life of Yukoners (68%).
- Tourism makes it hard for Yukoners to enjoy local attractions (14%).
- Tourism helps preserve and celebrate culture (66%).

Environmental

Less than one quarter of Yukoners felt that tourism has negative environmental impacts in Yukon. Only one in ten Yukoners felt that tourism had a negative impact on their ability to enjoy wilderness.

- Tourism has a negative impact on Yukon's natural resources (e.g. hunting, fishing, gathering and water resources) (21%).
- Visitors make it hard for Yukoners to enjoy wilderness (11%).
- Tourism causes damage to Yukon's environment (21%).

Community

Questions in the community area measured perceptions about regional concerns identified by Yukoners during the Yukon Tourism Development Strategy engagement; these included housing and visitor traffic.

- Tourism makes it hard to find housing (14%).
- Visitor traffic negatively affects travel on Yukon highways and in communities (35%).

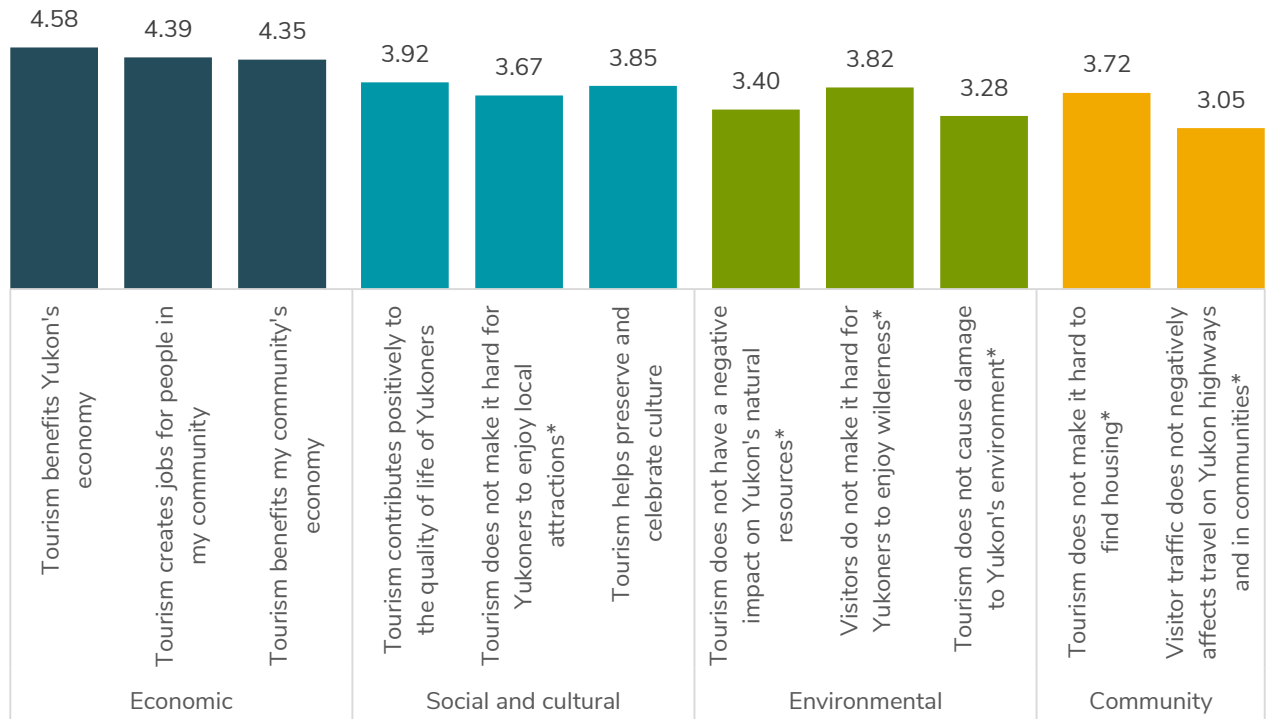
Average scores

To understand the overall perspectives for each impact area, average scores can be used to compare the results. Since all questions were asked on a five-point scale, the closer the average score is to five the more people felt positively about that statement. As statements in the questionnaire alternated between positive and negative phrasing, negatively phrased questions have been reverse scored so they can be consistently compared¹.

Overall, Yukoners felt most positively about the economic benefits of tourism and felt the least positive about tourism impacts on Yukon communities.

¹ Negatively phrased statements were reverse scored for calculating average scores. Using a paired t-test, correlation was 95% or greater, with a statistically significant association between the two variables for all reverse scored statements.

Figure 3: Average scores for areas of tourism impact



*response reverse scored

Tourism growth

Yukoners were asked if, over the next 10 years, they would like to see more, less or a similar amount of tourism. Approximately 2 in 5 Yukoners said they would like to see more tourism over the next 10 years:

- In their community (41%).
- In the Yukon overall (47%).

Figure 4: Thinking about the next 10 years, do you want to see more, less, or a similar amount of tourism in your community?

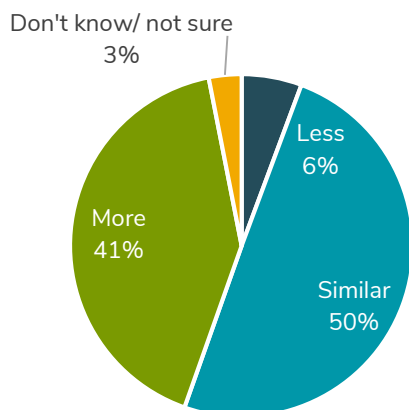
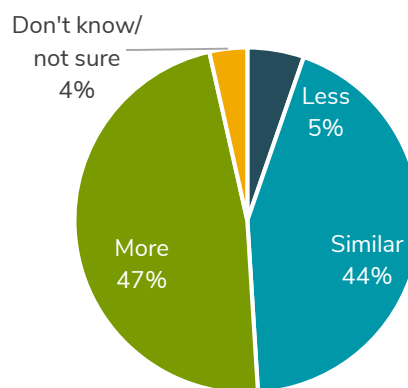


Figure 5: Thinking about the next 10 years, do you want to see more, less, or a similar amount of tourism in the Yukon overall?



When asked to think about the next 10 years, two-thirds of Yukoners said that they wanted to see more tourism in winter months (65%) and a third said they wanted to see a growth in tourism in the summer months (38%).

Main benefits regarding tourism in communities

Yukoners were asked to identify what they perceive to be the main benefits of tourism in their community. More than two-thirds of Yukoners identified aspects their community's economy and nearly half identified tourism creating jobs for people in their community as the main benefits.

- Tourism benefits my community's economy (67%)
- Tourism creates jobs for people in my community (48%)
- Tourism helps preserve and celebrate culture (26%)
- Tourism contributes positively to the quality of life of Yukoners (14%)
- Visitors are engaged in local culture (13%)
- Tourism makes it easier for Yukoners to enjoy local attractions (12%)
- No benefits (5%)
- Visitors make it easier for Yukoners to enjoy wilderness (3%).

Figure 6: Perceived main benefits of tourism in communities



Main concerns regarding tourism in communities

Yukoners were asked to identify their main concerns regarding tourism in their community. More than one-third of Yukoners indicated that they did not have concerns. Of those with concerns, the most frequently identified concern was traffic.

- No concerns (36%)
- Visitor traffic negatively affects locals' travel on Yukon highways (16%)
- Tourism causes damage to Yukon's environment (13%)
- Tourism has a negative impact on Yukon's natural resources (e.g. hunting, fishing, gathering and water resources) (11%)
- Tourism makes it hard to find housing (5%)
- Visitors are not engaged in local culture (5%)
- Visitors make it hard for Yukoners to enjoy wilderness (3%)
- Tourism negatively impacts the quality of life of Yukoners (3%)
- Tourism makes it hard for Yukoners to enjoy local attractions (2%)
- Tourism hinders preserving and celebrating culture (1%)

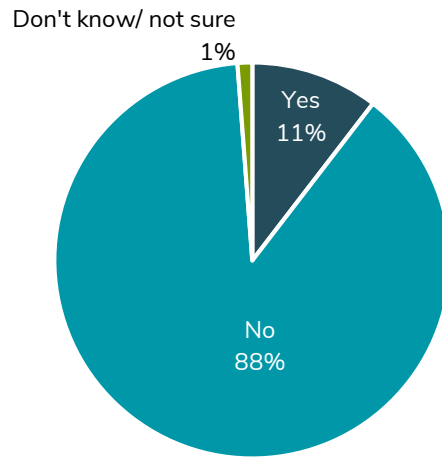
Figure 7: Main concerns regarding tourism in communities



Tourism employment

Just over 1 in 10 Yukoners identified that they are employed in the tourism sector.

Figure 8: Tourism employment in Yukon



Appendix A: Frequency tables

Q1. Tourism is good for the Yukon overall	Frequency	Percent
Strongly disagree	353	1%
Disagree	428	1%
Neither agree nor disagree	1,120	3%
Agree	8,838	27%
Strongly agree	22,329	67%
Don't know/not sure	125	0%
Total	33,194	100%

Q2. Tourism is good for my community	Frequency	Percent
Strongly disagree	591	2%
Disagree	780	2%
Neither agree nor disagree	2,157	6%
Agree	9,907	30%
Strongly agree	19,687	59%
Don't know/not sure	71	0%
Total	33,194	100%

Q3. I personally benefit from tourism	Frequency	Percent
Strongly disagree	4,601	14%
Disagree	6,246	19%
Neither agree nor disagree	9,228	28%
Agree	6,660	20%
Strongly agree	5,419	16%
Don't know/not sure	1,040	3%
Total	33,194	100%

Q4. Tourism benefits Yukon's economy	Frequency	Percent
Strongly disagree	258	1%
Disagree	286	1%
Neither agree nor disagree	1,229	4%
Agree	9,430	28%
Strongly agree	21,777	66%
Don't know/not sure	213	1%
Total	33,194	100%

Q5. Tourism creates jobs for people in my community	Frequency	Percent
Strongly disagree	554	2%
Disagree	1,125	3%
Neither agree nor disagree	1,937	6%
Agree	10,741	32%
Strongly agree	18,557	56%
Don't know/not sure	280	1%
Total	33,194	100%

Q6. Tourism benefits my community's economy	Frequency	Percent
Strongly disagree	522	2%
Disagree	1,314	4%
Neither agree nor disagree	2,319	7%
Agree	10,853	33%
Strongly agree	18,086	54%
Don't know/not sure	99	0%
Total	33,194	100%

Q7. Tourism contributes positively to the quality of life of Yukoners	Frequency	Percent
Strongly disagree	338	1%
Disagree	2,742	8%
Neither agree nor disagree	6,989	21%
Agree	11,538	35%
Strongly agree	10,877	33%
Don't know/not sure	708	2%
Total	33,194	100%

Q8. Tourism makes it hard for Yukoners to enjoy local attractions	Frequency	Percent
Strongly disagree	6,632	20%
Disagree	14,424	43%
Neither agree nor disagree	6,799	20%
Agree	3,703	11%
Strongly agree	1,067	3%
Don't know/not sure	568	2%
Total	33,194	100%

Q9. Tourism helps preserve and celebrate culture	Frequency	Percent
Strongly disagree	510	2%
Disagree	2,864	9%
Neither agree nor disagree	7,168	22%
Agree	12,335	37%
Strongly agree	9,469	29%
Don't know/not sure	848	3%
Total	33,194	100%

Q10. Tourism has a negative impact on Yukon's natural resources (e.g. hunting, fishing, gathering and water resources)	Frequency	Percent
Strongly disagree	4,907	15%
Disagree	11,428	34%
Neither agree nor disagree	8,866	27%
Agree	5,431	16%
Strongly agree	1,509	5%
Don't know/not sure	1,052	3%
Total	33,194	100%

Q11. Visitors make it hard for Yukoners to enjoy wilderness	Frequency	Percent
Strongly disagree	8,129	24%
Disagree	15,180	46%
Neither agree nor disagree	5,779	17%
Agree	2,702	8%
Strongly agree	903	3%
Don't know/not sure	500	2%
Total	33,194	100%

Q12. Tourism causes damage to Yukon's environment	Frequency	Percent
Strongly disagree	3,523	11%
Disagree	10,885	33%
Neither agree nor disagree	10,467	32%
Agree	5,367	16%
Strongly agree	1,763	5%
Don't know/not sure	1,188	4%
Total	33,194	100%

Q13. Tourism makes it hard to find housing	Frequency	Percent
Strongly disagree	7,282	22%
Disagree	13,875	42%
Neither agree nor disagree	4,918	15%
Agree	3,376	10%
Strongly agree	1,400	4%
Don't know/not sure	2,342	7%
Total	33,194	100%

Q14. Visitor traffic negatively affects travel on Yukon highways and in communities	Frequency	Percent
Strongly disagree	3,443	10%
Disagree	10,270	31%
Neither agree nor disagree	7,516	23%
Agree	7,930	24%
Strongly agree	3,768	11%
Don't know/not sure	267	1%
Total	33,194	100%

Q15. Thinking about the next 10 years, do you want to see more, less, or a similar amount of tourism in your community?	Frequency	Percent
Less	1,881	6%
Similar	16,512	50%
More	13,776	42%
Don't know/not sure	1,025	3%
Total	33,194	100%

Q16. Thinking about the next 10 years, do you want to see more, less, or a similar amount of tourism in the Yukon overall?	Frequency	Percent
Less	1,759	5%
Similar	14,510	44%
More	15,752	47%
Don't know/not sure	1,173	4%
Total	33,194	100%

Q17. Thinking about the next 10 years, do you want to see more, less, or a similar amount of tourism in the Yukon in the summer?

	Frequency	Percent
Less	2,686	8%
Similar	16,869	51%
More	12,645	38%
Don't know/not sure	993	3%
Total	33,194	100%

Q18. Thinking about the next 10 years, do you want to see more, less, or a similar amount of tourism in the Yukon in the winter?

	Frequency	Percent
Less	1,528	5%
Similar	8,981	27%
More	21,668	65%
Don't know/not sure	1,016	3%
Total	33,194	100%

Q19. What are your main concerns regarding tourism in your community?

	Frequency	Percent
Tourism negatively impacts the quality of life of Yukoners	1,025	3%
Tourism makes it hard for Yukoners to enjoy local attractions	820	2%
Tourism hinders preserving and celebrating culture	437	1%
Visitors are not engaged in local culture	1,549	5%
Tourism has a negative impact on Yukon's natural resources (e.g. hunting, fishing, gathering and water resources)	3,540	11%
Visitors make it hard for Yukoners to enjoy wilderness	1,045	3%
Tourism causes damage to Yukon's environment	4,438	13%
Tourism makes it hard to find housing	1,693	5%
Visitor traffic negatively affects local's travel on Yukon highways	5,200	16%
Other	13,535	41%
No concerns	11,881	36%

Q20. What are the main benefits of tourism in your community?	Frequency	Percent
Tourism is good for the Yukon overall	8,314	25%
Tourism is good for my community	6,338	19%
I personally benefit from tourism	1,949	6%
Tourism benefits Yukon's economy	20,976	63%
Tourism creates jobs for people in my community	15,767	47%
Tourism benefits my community's economy	22,325	67%
Tourism contributes positively to the quality of life of Yukoners	4,434	13%
Tourism makes it easier for Yukoners to enjoy local attractions	1,724	5%
Tourism helps preserve and celebrate culture	4,745	14%
Visitors are engaged in local culture	4,049	12%
Visitors make it easier for Yukoners to enjoy wilderness	995	3%
Other	8,468	26%
No benefits	1,521	5%

Q21. Are you employed in the tourism sector?	Frequency	Percent
Yes	3,464	10%
No	29,331	88%
Don't know/not sure	399	1%
Total	33,194	100%

Appendix B: Survey questionnaire

To what extent do you agree or disagree with each of the following statements for tourism in Yukon:

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know/not sure
1	Tourism is good for the Yukon overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Tourism is good for my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	I personally benefit from tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Tourism benefits Yukon's economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Tourism creates jobs for people in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Tourism benefits my community's economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	Tourism contributes positively to the quality of life of Yukoners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	Tourism makes it hard for Yukoners to enjoy local attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	Tourism helps preserve and celebrate culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	Tourism has a negative impact on Yukon's natural resources (e.g. hunting, fishing, gathering and water resources)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	Visitors make it hard for Yukoners to enjoy wilderness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	Tourism causes damage to Yukon's environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	Tourism makes it hard to find housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	Visitor traffic negatively affects travel on Yukon highways and in communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Thinking about the next 10 years, do you want to see more, less, or a similar amount of tourism?

		Less	Similar	More	Don't know/ not sure
15	In your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	In the Yukon overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17	In the Yukon in the summer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18	In the Yukon in the winter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. What are your main concerns regarding tourism in your community? (Check all that apply)

- Tourism negatively impacts the quality of life of Yukoners
- Tourism makes it hard for Yukoners to enjoy local attractions
- Tourism hinders preserving and celebrating culture
- Visitors are not engaged in local culture
- Tourism has a negative impact on Yukon's natural resources (e.g. hunting, fishing, gathering and water resources)
- Visitors make it hard for Yukoners to enjoy wilderness
- Tourism causes damage to Yukon's environment
- Tourism makes it hard to find housing
- Visitor traffic negatively affects local's travel on Yukon highways
- Other (please specify): _____
- No concerns

20. What are the main benefits of tourism in your community? (Check all that apply)

- Tourism is good for the Yukon overall
- Tourism is good for my community
- I personally benefit from tourism
- Tourism benefits Yukon's economy
- Tourism creates jobs for people in my community
- Tourism benefits my community's economy
- Tourism contributes positively to the quality of life of Yukoners
- Tourism makes it easier for Yukoners to enjoy local attractions
- Tourism helps preserve and celebrate culture
- Visitors are engaged in local culture
- Visitors make it easier for Yukoners to enjoy wilderness
- Other (please specify): _____
- No benefits

21. Are you employed in the tourism sector?

- Yes
- No
- Don't know/refuse.