

# 2012/2013 YUKON VISITOR TRACKING PROGRAM:

WINTER REPORT



The Yukon Visitor Tracking Program was a project of Yukon Government's Department of Tourism and Culture. Survey design, methodology, data collection, and data analysis were contracted to DataPath Systems, of Marsh Lake Yukon, through a competitive bid.

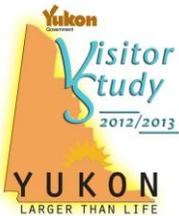
Funding for the two-year study was provided by the departments of Tourism and Culture and Economic Development, and the Canadian Northern Economic Development Agency's Strategic Investments in Northern Economic Development fund.

This report presents information from the 2012/13 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. For further information, contact the Industry Services Unit of the Department of Tourism and Culture at:

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## Executive Summary

### Introduction

This is the Winter Report for the 2012/2013 Yukon Visitor Tracking Program and it provides insight into visitor and trip characteristics, travel planning, trip spending and satisfaction levels of visitors who travelled to Yukon between October 1, 2012 and April 30, 2013.

### Visitation Summary

It is estimated that 75,700 people visited Yukon during the winter of 2012/13. Approximately 39,200 visitor parties travelled to Yukon in the winter of 2012/13. Party size decreased from 2.4 people per party to 1.9 people per party between the summer survey and winter survey.

### Visitor Characteristics

#### Visitor Origin

In the winter months about 45% of visitors came from Canada, 43% came from the United States and the remaining 12% were from overseas.

From summer to winter, the proportion of United States visitors dropped from 63% to 43%. While the proportion of Canadian visitors increased from 25% to 45% of visitors.

#### Party Size

Just under half of visitors (47%) traveled in parties of two. The proportion of visitors that came solo jumped from 13% in summer to 33% in winter. The other party sizes were as follows: 12% for parties of three, 1% for parties of four, 7% for parties of five or more. 13% of visitors were traveling with children.

### Demographic Trends

	Summer 2012		Winter 2012/13	
Children in household	50,800	16%	9,800	13%
Male	168,100	53%	45,400	60%
Female	149,100	47%	30,300	40%
Under age 45	73,000	23%	30,300	40%
Age 45 – 64	177,600	56%	38,600	51%
Age 65+	63,400	20%	7,600	10%

### Past Yukon Visits

About 38% of visitors were on their first Yukon trip while 62% were repeat visitors. The proportion of repeat visitors increased from summer (33%) to winter (62%).

## Yukon's Visitor Segments

The largest visitor segments during winter months were the Authentic Experiencers (44%) and Cultural Explorers (14%).

## Trip Characteristics

### Trip Purpose

People traveling for leisure or personal reasons accounted for 69% of visitors in winter. Of those travelers 20% were visiting friends or relatives, 13% were in Yukon for personal reasons, 9% came to attend a festival or event, 8% came for wilderness travel and 50% came for other leisure reasons.

In summer, 22,200 visitors came to Yukon on business, while in winter 23,500 visitors came to Yukon on business. Of those winter business travelers 43% were attending a conference, 14% came on mining business, 5% were on government business, and 38% came for other business reasons.

### Transportation

In winter, people entered Yukon with either a personal/rental vehicle (62%) or by air (38%). Of those who drove, 84% drove a car and among those who flew, the departure cities were primarily Vancouver, Calgary and Edmonton.

### Accommodations

Overall, the most common type of accommodation was hotel/motel (65%). Camping was reported by 33% of the visitors (almost all were during the month of October), 26% stayed with a friend or relative and 12% reported staying in a Bed & Breakfast, lodge, cabin, or hostel.

### Activities

Shopping was the most popular activity for visitors to do in winter (52%). This was followed closely by viewing natural scenery (49%), going to a Visitor Information Centre (38%) and people visiting museums or other historical sites (37%). Compared to summer, the greatest difference was the proportion of people that come to visit friends or relatives in summer (10%) to winter (29%).

### Length of Trip

On average, people stayed two nights longer in Yukon (average 8 nights), versus six nights in summer.

## Visitor Spending

Visitors during the winter months of 2012/13 spent \$66.5 million in Yukon. The average spend per party was \$3,140 and the average spend per person per day was \$151, which is significantly higher than summer visitors (at \$72). In total, visitors spent \$33.9 million on transportation in Yukon; \$20.0 million on food and beverage; \$13.9 million on accommodations; \$4.2 million on wilderness packages; \$3.5 million shopping; \$2.2 on "other packages" (tour packages that did not have a wilderness component); and \$1.1 million on entertainment.

## Trip Planning

### Timing

In winter, only 13% of people made their decision to visit Yukon more than 6 months before their trip, while in summer 42% made their decision 6 months before their trip. The majority of visitors, 65%, make their decision to travel to Yukon 1-3 months prior to arrival.

### Resources

Visitors to Yukon used a wide variety of resources to plan their trip. Most visitors reported using the Yukon Vacation Planner, travel books, friends or relatives who had visited or live in Yukon, and advertising they saw about Yukon. Many visitors used online resources and destination-related websites like [travelyukon.com](http://travelyukon.com), tour company websites, review sites like Trip Advisor, and booking sites like Travelocity.

The most commonly used planning method was to book directly with companies for activities, transportation and accommodations. Friends or relatives who visited Yukon were the most influential resources for trip planning; while travel agents were the least influential for trip planning.

While in Yukon the most used resource for information were the “people that were met in Yukon”, followed by Yukon Visitor Information Centres, brochures/flyers and the internet. The highest rated source was the people that were met while in Yukon (93%). Wildlife experiences, time to relax and reflect and wilderness viewing were rated as the top three most important reasons influencing the travelers’ decision to visit Yukon.

### Visitor Satisfaction

Quiet time for relaxing and reflecting rated highest among winter visitors, followed by going to a place few others had been too and wilderness experiences. 90% of visitors said they would recommend Yukon as a destination for friends and family. Only 2% said they were not likely to recommend Yukon. 87% of visitors reported they were very or definitely like to return to Yukon; a 32% increase over summer visitors reported likelihood of returning.

### Respondent Demographics

Survey respondents were slightly more likely to be male (60%) versus female (40%) in winter. Over half of respondents (61%) were 45 year of age or older; most were college or university educated (54%) and employed or self-employed (70%). Yukon visitors earning under \$80,000 make up 57% of winter visitors.

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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 Winter Report and it provides insight into visitor and trip characteristics, travel planning, trip spending and satisfaction levels of visitors who travelled to Yukon between October 1, 2012 and May 31, 2013. Throughout this report, data from the 2012/2013 Yukon Visitor Tracking Program: Summer Report is included to illustrate trends or comparisons where data is applicable and available.

The report is divided into the following sections:

1. Introduction
2. Visitation Summary
3. Visitor Characteristics
4. Trip Characteristics
5. Visitor Spending
6. Trip Planning
7. Visitor Satisfaction
8. Respondent Demographics

### 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:

- Were intercepted at hotels, Visitor Information Centres, attractions and the Erik Nielsen International Airport;
- 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.

**Figure 1.1**

<b>Sample Source</b>	<b>Completed Surveys</b>
Intercept Surveys and Kiosks	267
<b>Total Completed Surveys (Winter)</b>	<b>267</b>

In addition to the intercept surveys, YVTP staff also completed passenger tally surveys at the Eric Nielson Whitehorse International Airport to determine residency, trip purpose and airline data throughout the winter months. Again, these tallies were used in the development of a weighting model to estimate visitor volume.

A data weighting model for the Winter Survey was developed to incorporate visitor volume data from Canada Border Services Agency, Eric Nielsen Whitehorse International Airport, highway traffic counts, 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.

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

# Visitation Summary:

## Number of Visitors and Visitor Parties

### 2 Visitation Summary

#### 2.1 Number of Visitors and Visitor Parties

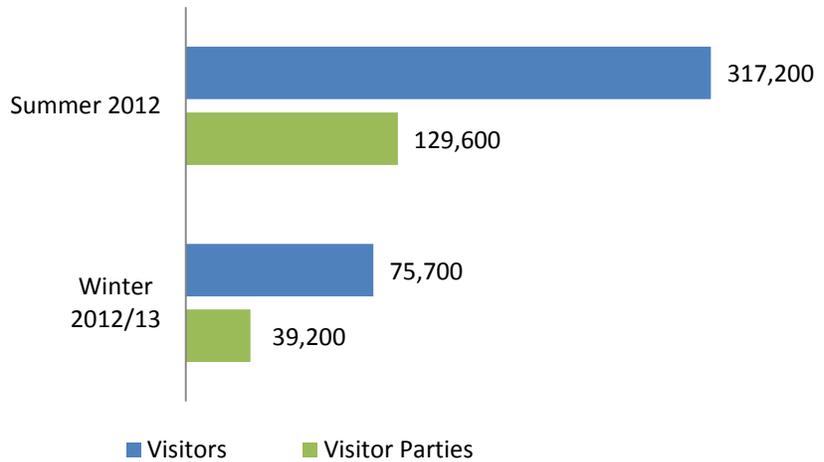
**An estimated total of 442,200 people travelled to Yukon between June 1, 2012 and May 31, 2013 according to the 2012/2013 Yukon Visitor Tracking Program.**

This Winter Survey represents the 75,700 people visited Yukon between October 1, 2012 and April 30, 2013.

In the winter of 2012/13, approximately 39,200 visitor parties travelled to Yukon. In the summer of 2012, there was an estimated 129,600 visitor parties to Yukon.

[NOTE: "Visitors" includes adults and children who are not residents of Yukon].

Figure 2.1 - Number of Visitors and Visitor Parties to Yukon



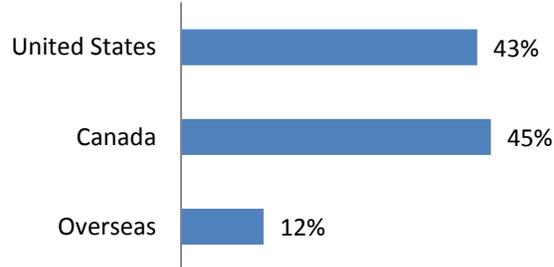
### 3 Visitor Characteristics

#### 3.1 Visitor Origin

A little less than half of Yukon’s winter visitors (45%) came from Canada, while most of the other half (43%) hailed from the United States.

Yukon’s overseas markets represented the remaining 12% of total visitors.

**Figure 3.1 - Visitor Origin**



##### 3.1.1 Visitor Origin: Trends

Yukon attracted 32,500 Canadian visitors in the winter increasing the proportion of their market share from 25% of visitors in summer to 45% of visitors in winter.

**Table 3.1 – Visitor Origin, Summer to Winter 2012/13**

	Summer 2012		Winter 2012/13	
	Count	Percentage	Count	Percentage
United States	198,500	63%	32,500	43%
Canada	79,300	25%	34,100	45%
Overseas	39,400	12%	9,100	12%

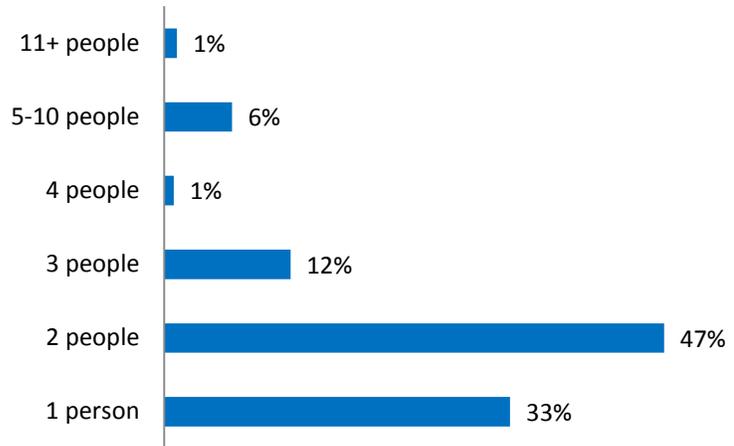
### 3.2 Party Size

Almost half of Yukon winter visitors were travelling in parties of two (47%).

The average party size for winter visitors was 1.9, which was smaller than the 2.4 party size found with summer visitors.

[NOTE: "Visitor parties" is defined as groups of people travelling together].

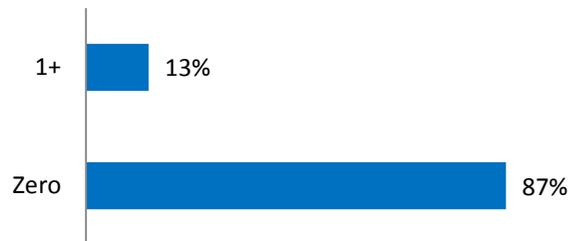
Figure 3.2 - Party Size (adults and children on trip)



#### 3.2.1 Children in Traveling Party and Household

13% of Yukon visitors were traveling with children in winter, compared with 22% in summer. Quite a bit less than the 38% who reported children living in their household in the winter survey.

Figure 3.3 - Number of Children on Trip



### 3.3 Demographic Trends

Changes in the demographics of Yukon visitors over the entire year are slight but significant.

Party Size has decreased from 2.4 in summer to 1.9 in winter.

People are less likely to bring their children on their Yukon trip in the winter and more likely to have children at home.

More males visited Yukon in summer (53%) and in winter (60%).

Visitors as a whole are younger in winter time. The average age of the visitor in the summer was 52 years as opposed to 48 years in the winter.

**Table 3.2 - Demographic trends**

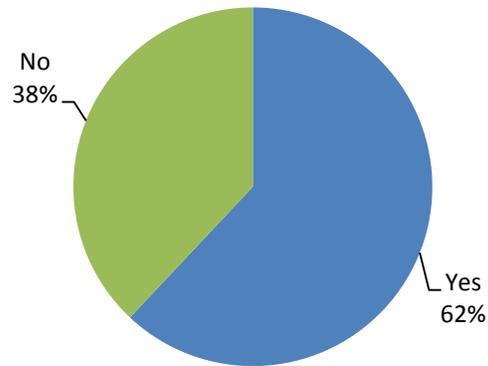
	Summer 2012		Winter 2012/13	
Party size (average)	2.4		1.9	
Children on trip	69,800	22%	9,800	13%
Children in household	50,800	16%	28,800	38%
Male	168,100	53%	45,400	60%
Female	149,100	47%	30,300	40%
Under age 45	73,000	23%	30,300	40%
Age 45 – 64	177,600	56%	38,600	51%
Age 65+	63,400	20%	7,600	10%
Average age	52 years		48 years	

### 3.4 Past Yukon Visits

#### 3.4.1 Past Yukon Visits

Roughly 38% of visitors were on their first Yukon trip, while 62% were repeat visitors.

Figure 3.4 - Previous Travel to Yukon



#### 3.4.2 Past Yukon Visits trends

From summer 2012 to winter 2012/13 visitors, there was a switch in visitor travel behavior. People were more likely to have travelled to Yukon before if visiting in winter.

Table 3.3 – Previous Travel to Yukon

	Summer 2012	Winter 2012/13
Traveled to Yukon before	33%	62%
First trip to Yukon	67%	38%

### 3.5 Visitor Segmentation

#### 3.5.1 Explorer Quotient

##### Introduction

The Explorer Quotient® is a market segmentation tool developed for the Canadian Tourism Commission.

The tool collects data on visitors' social values, behaviours and motivations. That data is then clustered into psychographic groups or "Explorer Types".



##### **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".

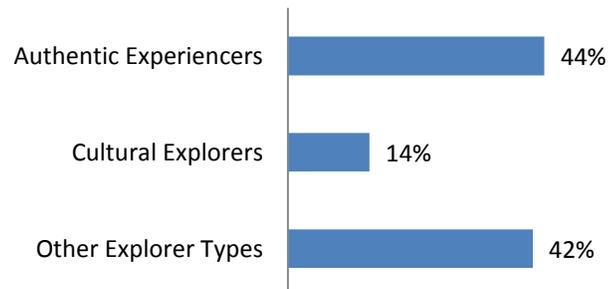
#### 3.5.2 Yukon's Winter Visitor Segments

Two Explorer Types emerged as common groups for Yukon's winter visitors. The groups include Authentic Experiencers (44%) and Cultural Explorers (14%).

[NOTE: Due to smaller sample sizes during winter months, the Explorer Types for winter visitors are limited to these two types.]

[NOTE: A more detailed profile on the Explorer Types can be found in the Visitor Segmentation Report.]

Figure 3.5 - Yukon's Visitor Segments



### 4 Trip Characteristics

#### 4.1 Trip Purpose

##### 4.1.1 Business vs. Leisure

Approximately 23,500 of visitors came to Yukon for business versus 52,200 that came for leisure or personal reasons.

The ratio of business travellers (31%) increased in winter compared to summer visitors (7%).

**Table 4.1 – Primary Trip Purpose, Business or Leisure**

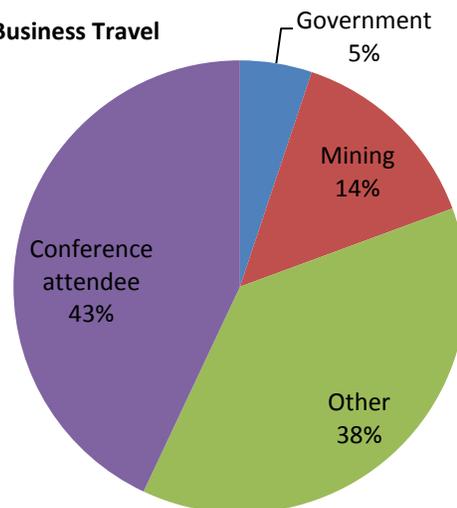
	Summer 2012		Winter 2012/13	
Business	22,200	7%	23,500	31%
Leisure/Personal	295,000	93%	52,200	69%

##### 4.1.2 Business Travel

Among business travelers, 43% attended a conference or convention in Yukon.

About 5% of visitors were travelling for government-related business and 14% stated that their trip purpose was associated with the mining industry. The remaining 38% fell in the “other” category.

**Figure 4.1 - Business Travel**



##### 4.1.3 Business Travel: Trends

The winter months in Yukon saw 4,300 more visitors come for conferences compared to the summer months. People visiting Yukon for mining related business increased very slightly in the winter months to 3,100 visitors. Government related visitors decreased 400 people in winter when compared to summer.

**Table 4.2 – Business Travel: Main Purpose**

	Summer 2012		Winter 2012/13	
Conference	5,800	26%	10,100	43%
Mining	2,200	10%	3,300	14%
Government	1,600	7%	1,200	5%
Other Business	12,700	57%	8,900	38%

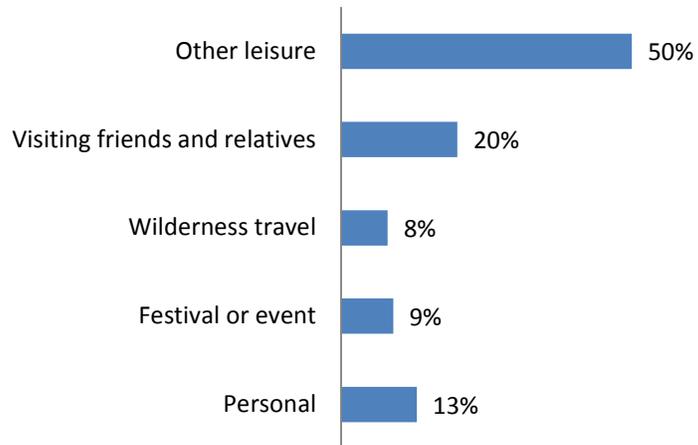
### 4.1.4 Leisure/Personal Travel

Approximately 52,200 winter people travelled to Yukon for leisure or personal reasons in 2012/13.

Half of the leisure or personal visitors travelled for “other leisure” reasons. Visiting friends and relatives accounted for 20% of people’s main purpose to travel in winter.

[NOTE: Greater detail on trip behavior can be found in the Activity section of this report.]

Figure 4.2 - Leisure/Personal Travel: Main Purpose



### 4.1.5 Leisure/Personal Travel:

#### Trends

As would be expected, a greater percentage of people in winter came to visit friends and relatives as opposed to the summer months.

A larger percentage of people came up for festival and events in the 8 months of winter. Some major events that happened during the 2012/13 winter included: the Yukon Quest, the Frostbite Music Festival and Sourdough Rendezvous.

Table 4.3 - Leisure/Personal Travel: Main Purpose

	Summer 2012		Winter 2012/13	
	Count	Percentage	Count	Percentage
Other leisure/personal	230,100	78%	32,900	63%
Wilderness travel	35,400	12%	4,200	8%
Visit friends and relatives	23,600	8%	10,400	20%
Festival and events	5,900	2%	4,700	9%

### 4.2 Transportation

#### 4.2.1 Mode of Transportation into Canada

For winter visitors, driving a personal vehicle was the most common mode of transportation to enter Canada at 37%.

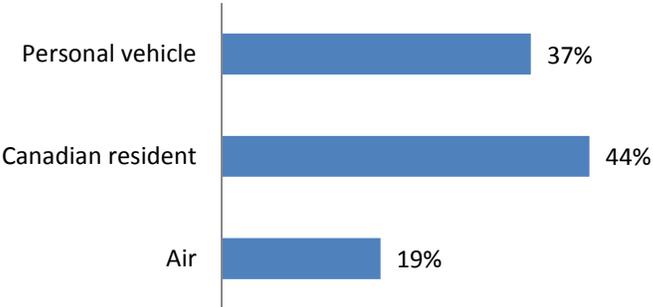
44% of visitors were Canadian residents and 19% arrived by air.

#### 4.2.2 Air into Canada

Among the 19% of visitors that flew into Canada, the most common ports of arrival included:

- Vancouver International Airport (70%)
- Whitehorse International Airport (9%)
- Toronto Pearson International Airport (9%)
- Calgary International Airport (1%)
- Halifax Stanfield International Airport (1%)

Figure 4.3 - Mode of Transportation into Canada



### 4.2.3 Mode of Transportation into and out of Yukon

Of the 75,700 visitors that came to Yukon in winter, 62% arrived via a personal or rental vehicle. Roughly half (49%) of Yukon visitors exited the Territory with a personal or rental vehicle.

There was a 14% disparity between those winter visitors that arrived by personal/rental vehicle than those that exited by that mode.

### 4.2.4 Personal/Rental Vehicle into Yukon

Personal/Rental Vehicle travel is split between:

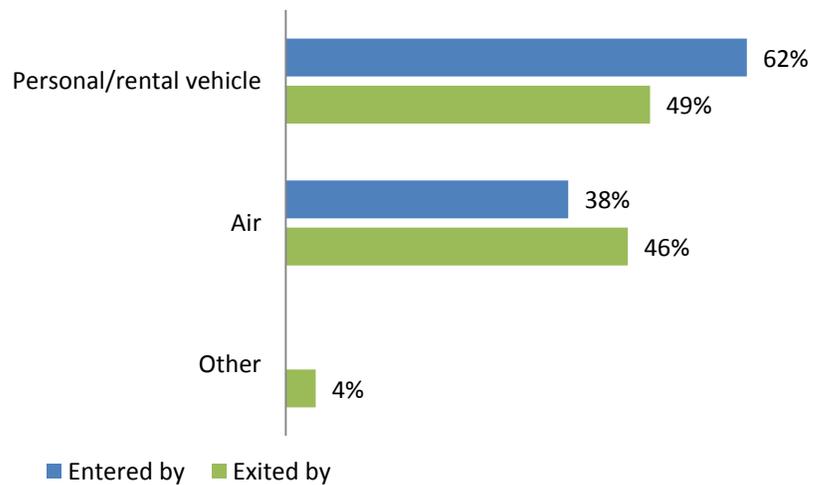
- Car/truck/van (84%)
- Recreational vehicle (11%)
- Motorcycle (6%)

### 4.2.5 Air into Yukon

Among the 38% of visitors that flew into Yukon, departure cities were:

- Vancouver (80%)
- Calgary (8%)
- Edmonton (4%)
- Other/Do not know (8%)

Figure 4.4 - Mode of Transportation into and out of Yukon



### 4.2.6 Mode of Transportation out of Yukon: Trends

Compared from summer to winter, proportion of travel by motorcoach dropped from 79,300 to zero visitors.

In contrast, transportation by air had significant increases in proportion from 15% in summer to 46% in winter.

**Table 4.4 - Mode of Transportation out of Yukon**

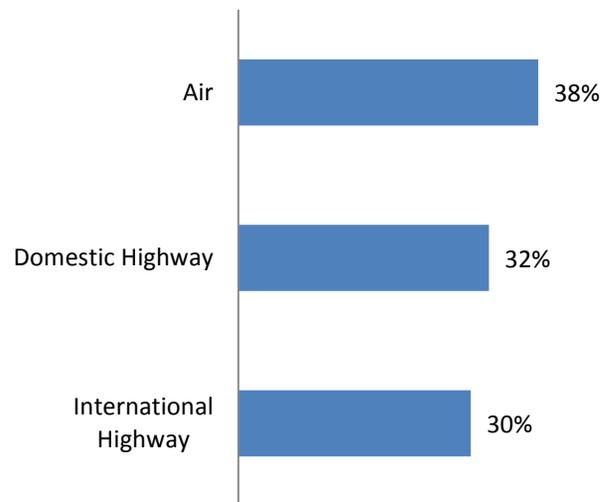
	Summer 2012		Winter 2012/13	
	Count	Percentage	Count	Percentage
Personal/rental vehicle	168,100	55%	37,100	49%
Motorcoach	79,300	25%	0	0%
Air	47,600	15%	34,800	46%
Train/other	19,000	6%	3,000	4%

### 4.2.7 Location of Entry and Exit

The most common point of entry to Yukon was via air (38%) or into the Eric Nielsen International Airport in Whitehorse

Almost one-third (32%) of visitors entered Yukon domestically on the Alaska Highway through Watson Lake or on the Cassiar Highway. The remaining 30% of visitors entered Yukon from Alaska – termed the International Highway in Figure 4.5.

**Figure 4.5 - Location of Entry**



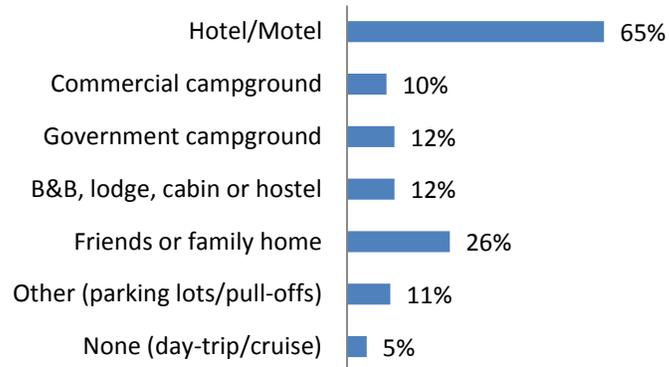
### 4.3 Accommodations

Overall the most common type of accommodation in the winter was to stay in a hotel or motel (65%).

5% of Yukon visitors were on day trips to the Territory, and did not use any lodging.

[NOTE: Visitors could use more than one accommodation type.]

**Figure 4.7 - Accommodations**



#### 4.3.1 Accommodations Trends

Given the time of year, it is not surprising that only 33% of visitors reported that they camped in winter. In summer, 78% of visitors reported camping on their Yukon visit.

This finding corresponds to the lift in proportion of people who stayed in hotels or motels in winter. Staying with friends or at a family home also accounted for a greater proportion of visitor accommodation choice.

**Table 4.6 – Accommodation**

	Summer 2012	Winter 2012/13
Hotel/motel	42%	65%
Commercial campground	30%	10%
Government campground	20%	12%
B&B, lodge, cabin, or hostel	9%	12%
Friends or family home	9%	26%
Other (parking lots/pull-offs)	28%	11%

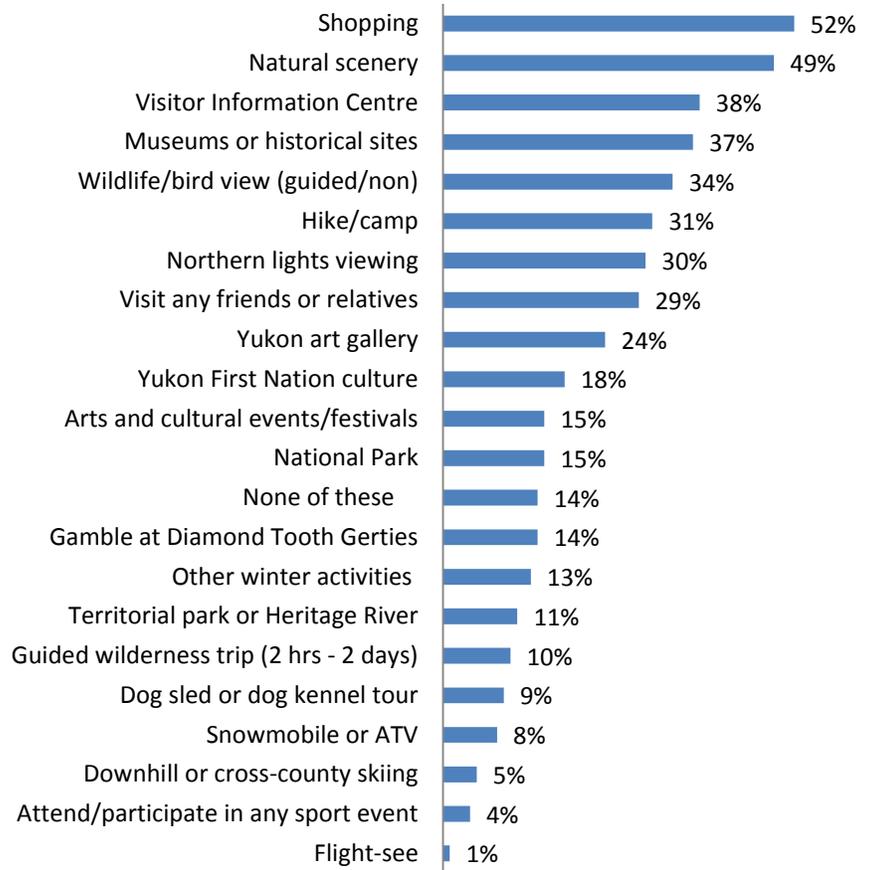
### 4.4 Activities

#### 4.4.1 Activities done on trip

Visitors were asked whether they had participated in an array of activities while in Yukon. The most popular activity was shopping (52%).

This was followed by viewing “natural attractions and unique natural features” (49%).

Figure 4.8 - Activities done on trip



#### 4.4.2 Activities trends

The largest shift between summer and winter has been an increase in the proportion of visitors who visited friend and relatives (up 18%).

Hiking/camping recorded a 10% lift and shopping saw a 11% lift in proportion from summer to winter.

Table 4.7 – Activities

	Summer 2012	Winter 2012/13
Natural scenery	48%	49%
Man-made attractions (museums/historic sites)	42%	37%
Shopping	41%	52%
Wildlife viewing	37%	34%
Visit Yukon arts gallery	15%	24%
Hiking/camping	21%	31%
First Nation culture	16%	18%
Visit any friends or relatives	11%	29%
National Park	20%	15%

[NOTE: Visitor volume is not included due to multiple responses per visitor.]

### 4.5 Length of Trip

#### 4.5.1 Total Nights on Trip

Visitors were asked about the total number of nights they were away from home on their trip, including the number of nights in Yukon and the number of nights in Alaska.

The average length of overall trip among all visitors in summer 2012 was 24 nights (trimmed) and in winter was 15 nights (trimmed).

#### 4.5.2 Total Nights in Yukon

The average length of stay in Yukon in the winter was 8 nights. This is an increase over the summer trip stay of 6 nights.

#### 4.5.3 Total Nights in Alaska

In winter, on average, visitors spent 2 nights of their overall trip in Alaska.

#### 4.5.4 Month Visit to Yukon Started

It is worth noting that almost one third of visitors to Yukon in winter were directly after summer in October (31%). May was excluded from the winter survey.

Figure 4.9 - Total nights

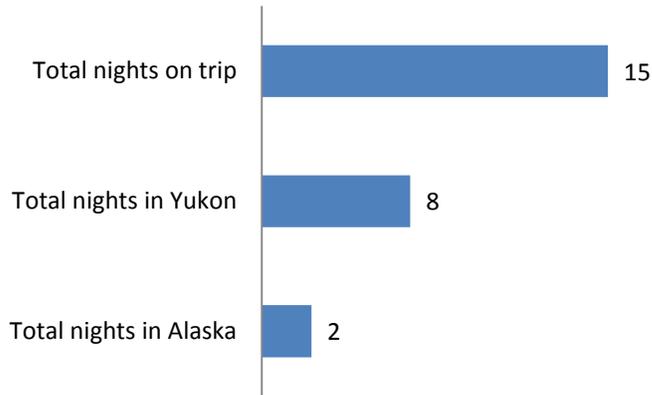
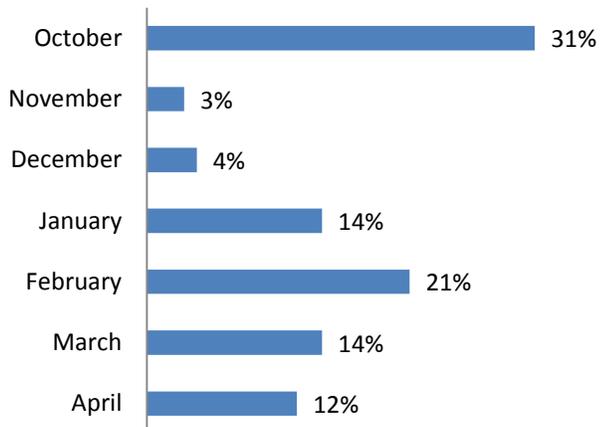


Figure 4.10 - Month Visit to Yukon Started



### 5 Visitor Spending

#### 5.1 Total Visitor Spend

Visitors during the winter months spent \$66.5 million in Yukon.

Prior to their trip, visitors spent about \$37.1 million dollars on hotels, guided tours and rental vehicles bookings.

Once in Yukon (In Yukon purchases), another \$29.4 million dollars was spent by travellers.

The total of Pre-trip, Yukon tour packages, and In Yukon purchases by Yukon visitors was \$66.5 million dollars.

Spending was grouped into five categories:

1. **Pre-trip Expenditures:** Pre-trip bookings for hotels, guided tours or activities and Yukon car or RV rentals (excludes transportation costs to get to Yukon).
2. **In-Yukon Purchases:** Includes spending on accommodations, rental vehicles, groceries, alcohol, meals, souvenirs/arts and crafts, outdoor activities, organized day tours, admissions, entertainment, gasoline/fuel, vehicle repair, local transportation, and "other" while in Yukon.
3. **Total Yukon Expenditures:** Sum of Pre-trip Expenditures, Yukon Tour Packages, and In-Yukon Purchases.

[NOTE: Spending estimates use total DAILY spending per visitor – 5% trimmed average, projected up to total visitors by total and key sub-groups.]

Figure 5.1 - Total Visitor Spend

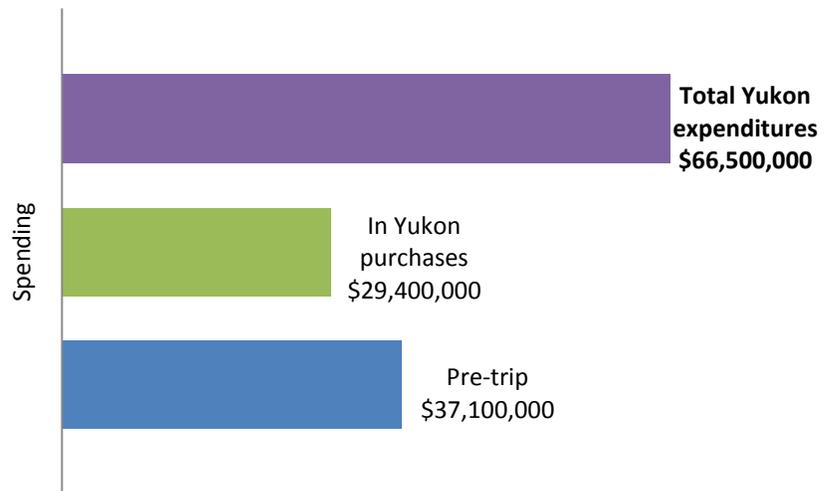
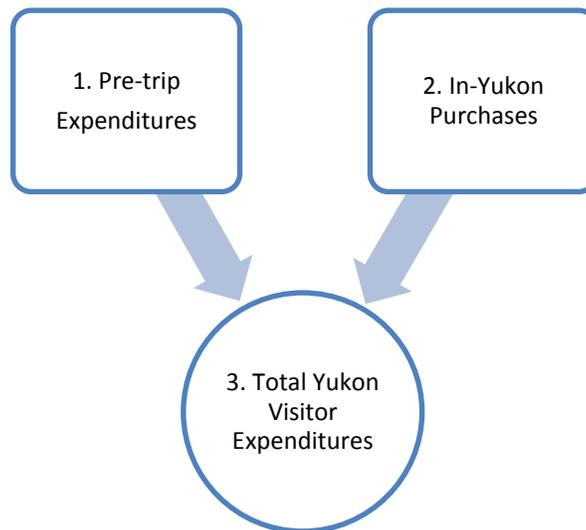


Figure 5.2 – Breakdown of visitor spending categories



## 5.2 Average Spend

### 5.2.1 Average Spend per Party

The “amount spend per party” is the typical amount\* a travel party (traveling together and sharing travel decisions) spent during their time in Yukon.

Prior to the trip, a typical travel party spent \$2,002 on pre-trip bookings excluding transportation.

While in Yukon, a typical party spent a total of \$1,026.

The average total Yukon-related spend was \$3,142 per travel party including package spending.

Including transportation tickets, a typical party spent \$3,569.

*\*using a 5% trimmed average*

### 5.2.2 Average Spend per Visitor per Day

For each Yukon visitor, about \$63 is spent per day of the trip while in Yukon.

Adding in pre-purchased packages, excursions, accommodations and rental cars, spend per person per day increases to \$151.

Total spending, including transportation costs, distributed over the days in Yukon totals \$182 per person per day.

Figure 5.3 – Average Spend per Party

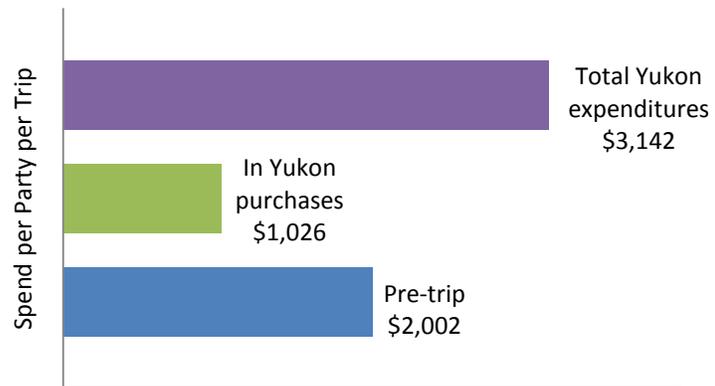
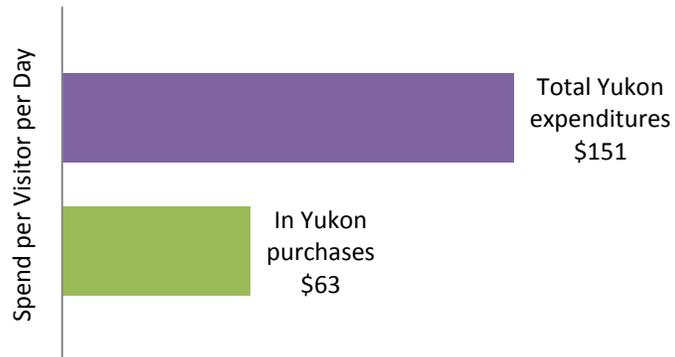


Figure 5.4 - Average Spend per Visitor per Day



Average Spend per Party

**\$3,140**

[Total Yukon Expenditures – 5% trimmed averages]

Average Spend per Visitor per Day

**\$151**

[Total Yukon Expenditures – 5% trimmed averages]

## 5.3 Spending Details

The survey included 20 individual spending categories, which were summed to create the total spending reported.

### 5.3.1 Pre-Trip Spending

Pre-trip purchases show that over half (56%) of visitors booked and paid for accommodations in advance of their arrival in Yukon.

Airline tickets and packages were purchased by 33% of visitors before they arrived.

Rental vehicles were booked by 13% of visitors with the majority of those vehicles picked up in Yukon.

### 5.3.2 During the Trip Spending

The majority of visitors spent at least some money on restaurants and bars (75%).

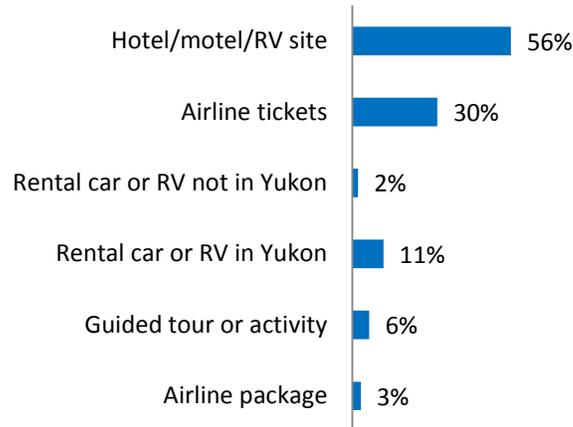
About half purchased groceries/alcohol (60%), and/or gasoline/ fuel. (54%)

26% purchased at least one Yukon-made product and 27% purchased other souvenirs/art/crafts.

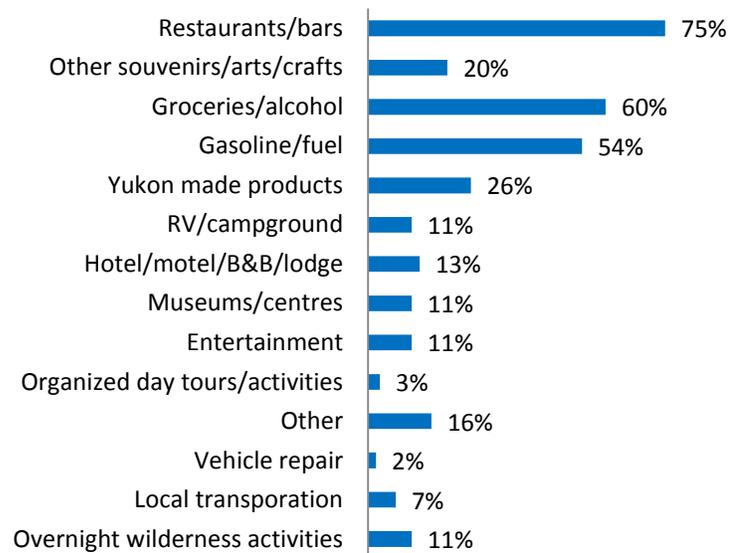
Close to the same percentage of visitors reported RV/camping (11%) or hotel/motels/B&B/lodge (13%) expenditures once in Yukon.

Museums, entertainment and organized overnight wilderness activities were purchased by less often (11%, each).

**Figure 5.5 - Percent of Visitors who Spent Money Pre-trip on:**



**Figure 5.6 - Percent of Visitors who Spent Money During their Trip on:**



### 5.3.3 Expenditures by Category

The 20 detailed expenditure categories were grouped into eight primary categories to determine total spending.

The largest spending category was Transportation (43% or \$33.9 million), and the largest component of that were airline tickets.

Food and beverage, at \$20.0 million accounted for 25% of total spending. Visitors spent more money on restaurants than groceries.

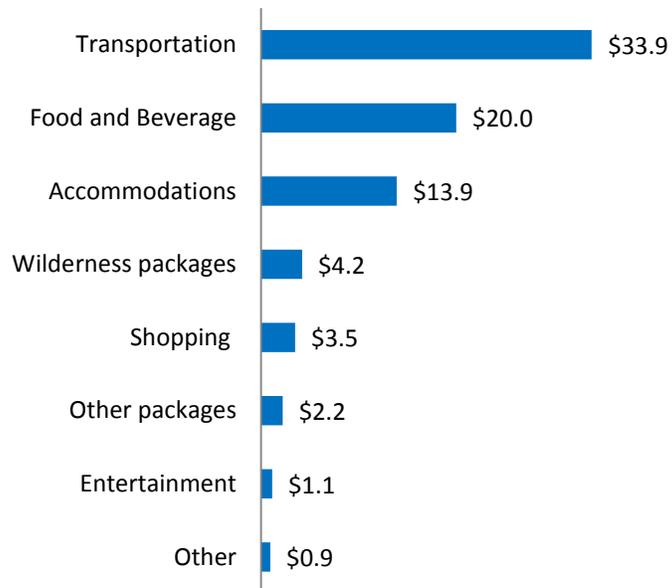
Accommodations, at \$13.9 million, generated 17% of visitor spending.

Wilderness packages were 5% of total spend at \$4.2 million.

Shopping is nearly evenly divided between Yukon-made products and other souvenirs, totaling \$3.15 million and accounting for 4% of total spend.

Entertainment and other each make up less than 1% of total spend.

Figure 5.7 – Spending in millions by Category



### 5.3.4 Spending by Category – Per Visitor Spend

The following table shows the approximate spending per visitor – among those who spent any money on in that category.

Wilderness or guided tour packages booked before visitors arrived in Yukon averaged a cost of \$563. Those purchasing an organized overnight wilderness trip once they were in Yukon spent about \$245 per person.

Costs per person on pre-booked airline packages averaged \$930.

Pre-booked accommodations expenditures averaged \$237 per person.

Airline tickets averaged \$833. Average expenses for rental vehicles picked up in Yukon were \$357 and rental vehicles picked up outside of Yukon averaged \$1,543.

### 5.3.5 In-Trip Spending

The highest per visitor spend is for Overnight wilderness activities at \$245.

In-trip per person expenses for restaurants and bars (\$248), organized day tours (\$234), vehicle repair (\$259) follow.

The next highest category is for fixed roof accommodations, at \$219 per person.

Fuel (\$145), local transportation (\$144) and Groceries/alcohol (\$98) follow).

**Table 5.1 – Average Pre-trip Spending per Visitor**

	<b>Winter 2012/13</b>
Rental car/RV not in Yukon	\$1543
Airline package	\$930
Airline tickets	\$833
Guided tour or activity	\$563
Rental car/RV in Yukon	\$357
Hotel/motel/RV sites	\$237

**Table 5.2 - Average In-Trip Spending per Visitor**

	<b>Winter 2012/13</b>
Vehicle repair	\$259
Restaurants/bars	\$248
Overnight wilderness activities	\$245
Organized day tours/activities	\$234
Hotel/motel/B&B/lodge	\$219
Gasoline/fuel	\$145
Local transportation	\$144
Yukon made products	\$103
Groceries/alcohol	\$98
RV/campground	\$89
Other souvenirs/arts/crafts	\$79
Other	\$72
Entertainment	\$29
Museums/centres	\$26

## 6 Trip Planning

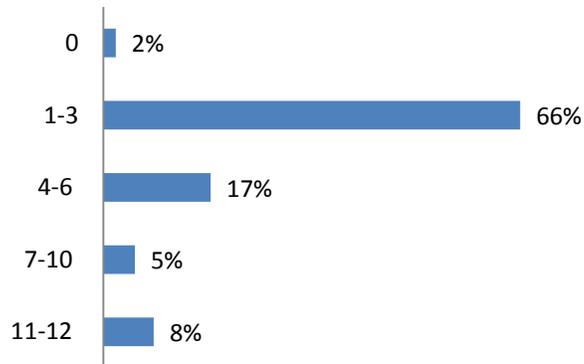
### 6.1 Decision Making

Visitors were asked how many months ahead of their trip they made the decision to take the trip. The most common length of time was 1-3 months, accounting for 66% of visitors.

This was followed by 4 to 6 months at 17% and 11-12 months at 8%.

Surprisingly, no respondents made the decision more than a year in advance.

Figure 6.1 - Months in Advance of Trip Decision



#### 6.1.1 Months in Advance of Trip Decision: Trends

A significantly large shift in trip planning behavior was evident between summer and winter visitors. The majority of winter visitors (85%) made a decision to visit Yukon less than 6 months before they travelled. While roughly half (59%) of summer visitors made the decision less than 6 months before travel.

Table 6.1 - Months in Advance of Trip Decision

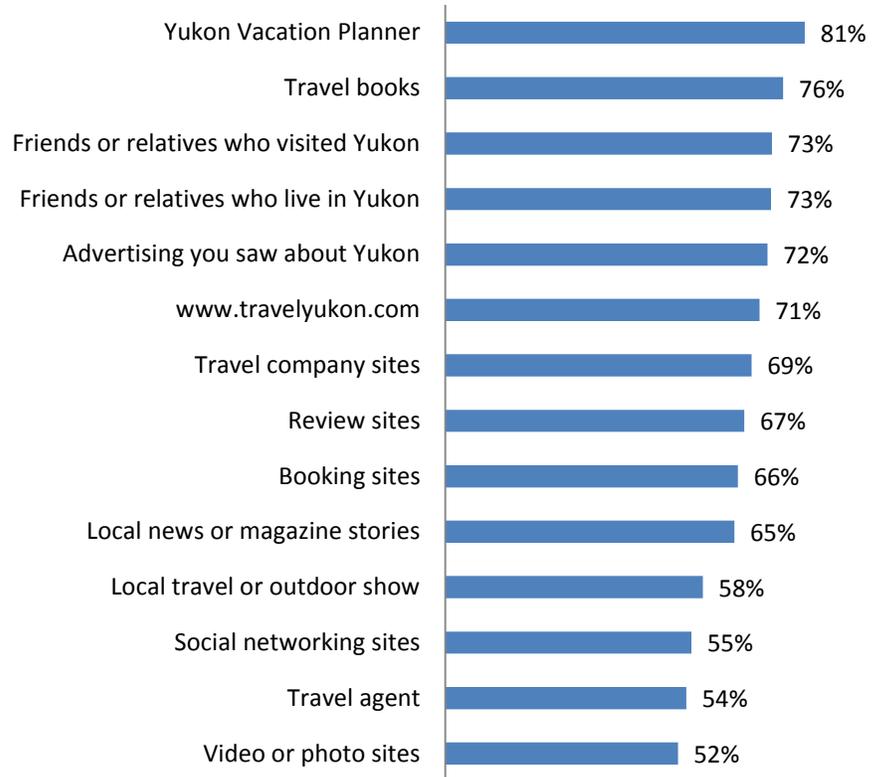
	Summer 2012		Winter 2012/13	
More than 6 months before travel	133,200	42%	9,800	13%
Less than 6 months before travel	187,100	59%	64,300	85%

### 6.2 Resources

#### 6.2.1 Pre-Trip Travel Planning Resources

Before travelling to Yukon visitors used a variety of different planning resources. The top resourced used was the Yukon Vacation Planner followed by travel books, which was consistent with the summer survey. Next visitors relied on friends or relatives that either live in Yukon or have visited as their resource for trip planning.

Figure 6.2 - Pre-Trip Planning Resources

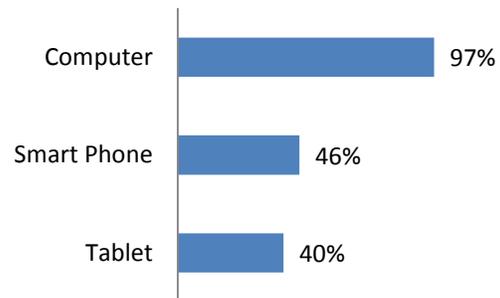


### 6.2.2 Electronic Devices Used to Plan Trip

Among those who reported accessing travel websites, computers were the most common method of website research, at 97%. For comparison, summer visitors used computers to access travel websites 89% of the time.

Smart phones ranked second at 46% of visitors using technology to access travel websites.

Figure 6.3 - Technology Used to Access Travel Websites



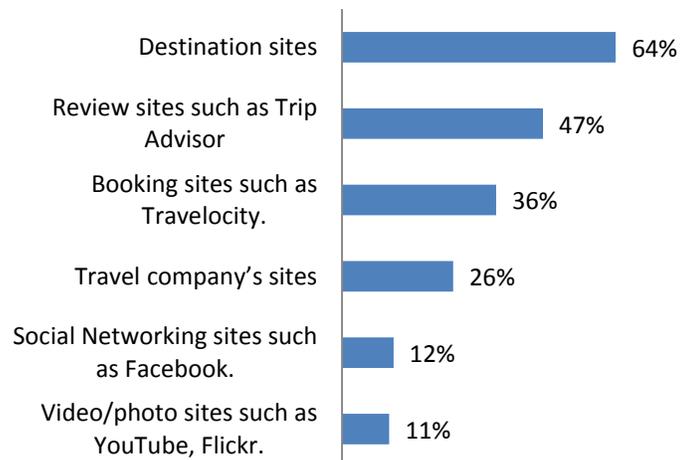
### 6.2.3 Travel Websites Used to Plan Trips

Yukon visitors were asked which types websites they typically use when planning trips (not specifically this Yukon trip).

The most common type of websites were Destination Management Organization's websites (those hosted by cities, states, provinces, and countries), mentioned by 64% of internet users.

Review sites were also highly popular, mentioned by 47% of internet users.

Figure 6.4 - Travel Websites Used to Plan Trips



### 6.2.4 Pre-trip Planning Services Used

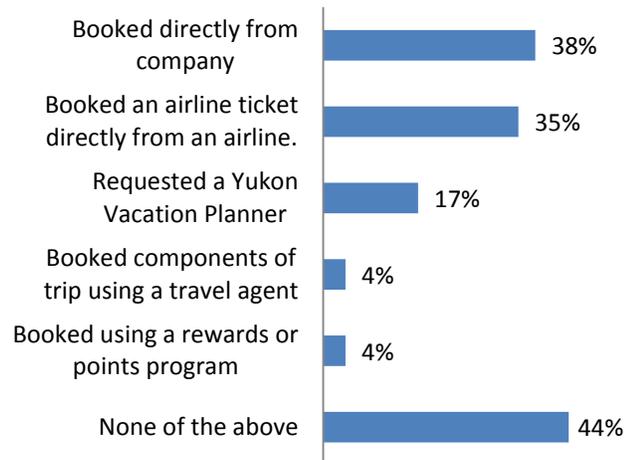
Visitors were asked whether they used five specific trip planning methods for planning trips.

At 38%, the most commonly used planning method was to book directly with companies for activities, transportation and accommodations.

Nearly a quarter (17%) of visitors said they requested a Yukon Vacation Planner.

One third of visitors (44%) did not use any of the planning methods offered.

Figure 6.5 - Pre-trip Planning Services Used



### 6.2.5 Influence of Information on Trip Decision

Visitors were asked how they would rate the influence of information sources on making their trip decision on a 1 – 5 scale, where a 1 was “low influence” and a 5 was “high influence”. Only those who used the source are included in the rating.

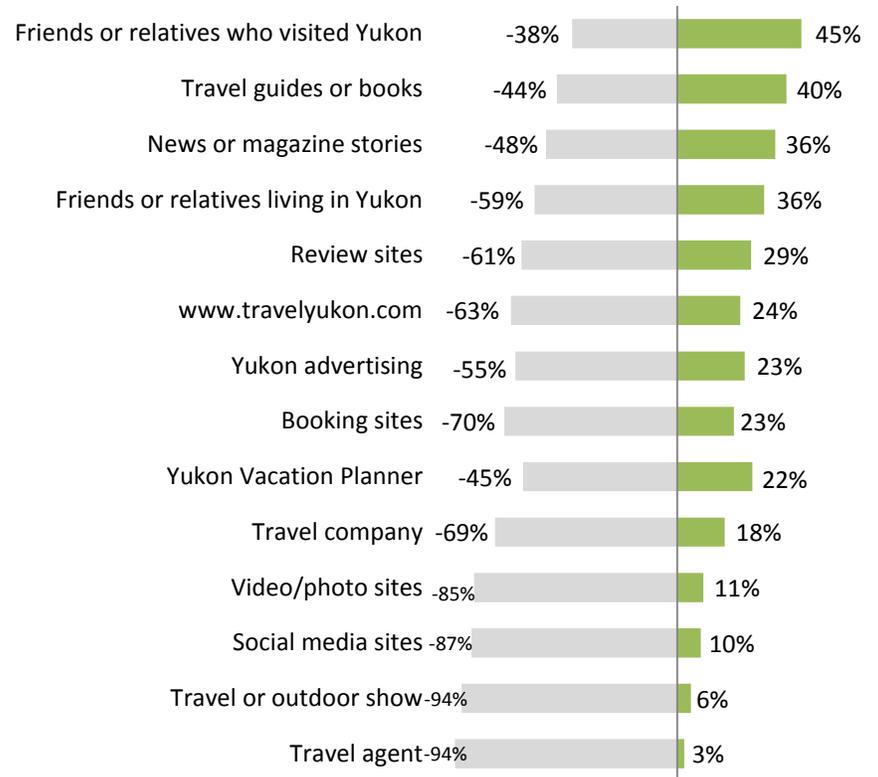
Friends or relatives who visited Yukon or live in Yukon ranked high as sources of influence on the winter visitor at 45% and 36%, respectively.

[NOTE: Includes only those using that source who rated it.]

### 6.2.6 Influence of Information on Trip Decision: Trends

Travel guides or books held their proportion of influence between summer and winter visitors (44% in summer and 40% in winter).

Figure 6.6 - Influence of Information on Trip Decision



■ Low influence (1-2)    ■ High influence (4-5)

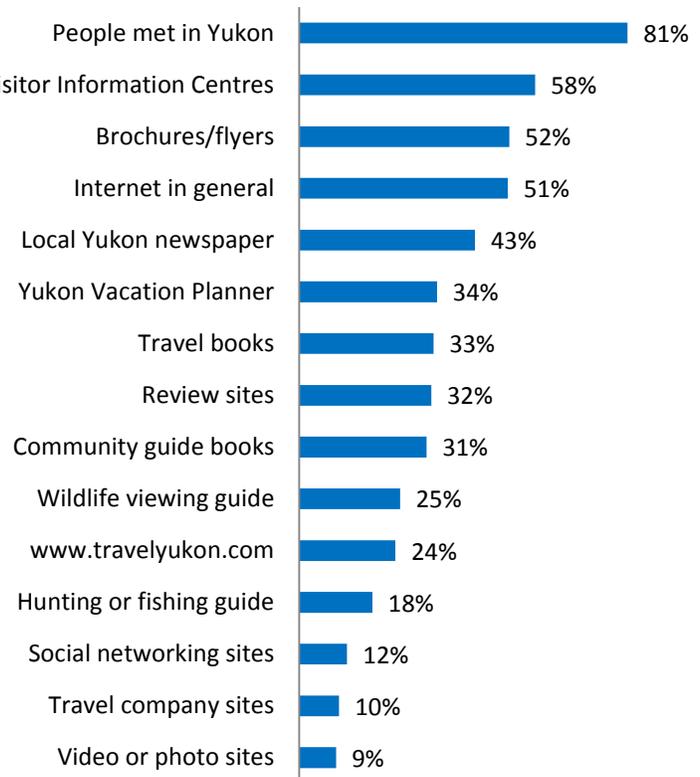
### 6.2.7 Resources Used During the Trip

While in Yukon, a large variety of travel-planning resources were used.

Topping the list of information used was the “people that were met” while in Yukon (81%).

Almost a quarter (24%) of people used [travelyukon.com](http://www.travelyukon.com) while on their Yukon visit.

Figure 6.7 - Information used during Yukon trip



### 6.2.8 Quality of Information Used During the Trip

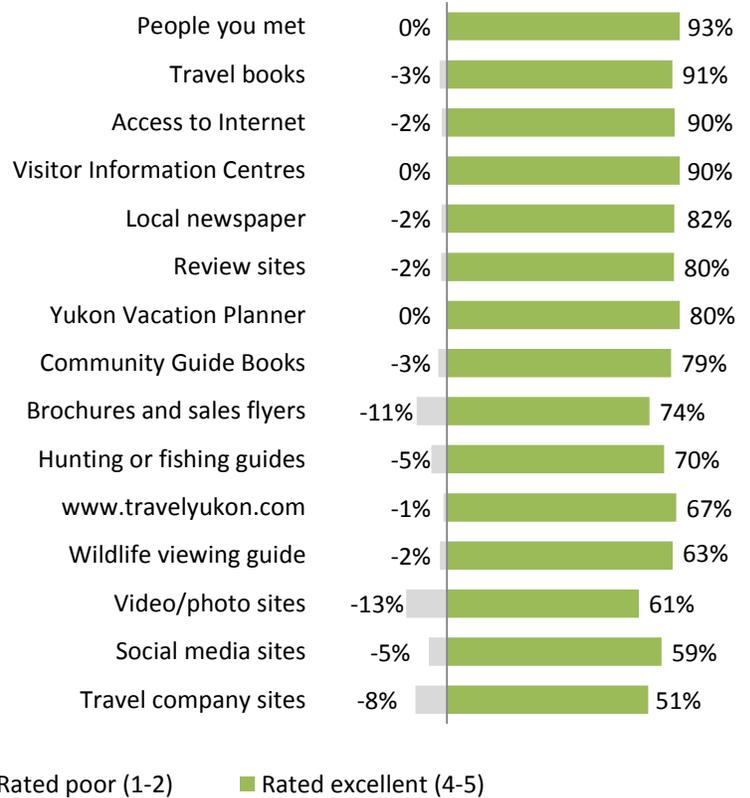
Visitors were asked how they would rate the quality of information sources used during their trip on a 1 – 5 scale, where a 1 was “poor” and a 5 was “excellent”. Only those who used the source are included in the rating.

The highest rated source was the people that were met while in Yukon (93%).

The sources that rated poor (1-2) was video/photo sites (13%) and brochures and sales flyers (11%).

Although the “level of influence” was not high for any information used prior to Yukon trip for winter visitors, the “quality of information”, was rated excellent almost across all sources during their trip.

Figure 6.8 - Quality of Information Used During Trip



### 6.2.9 Importance of Activities on Trip Decision

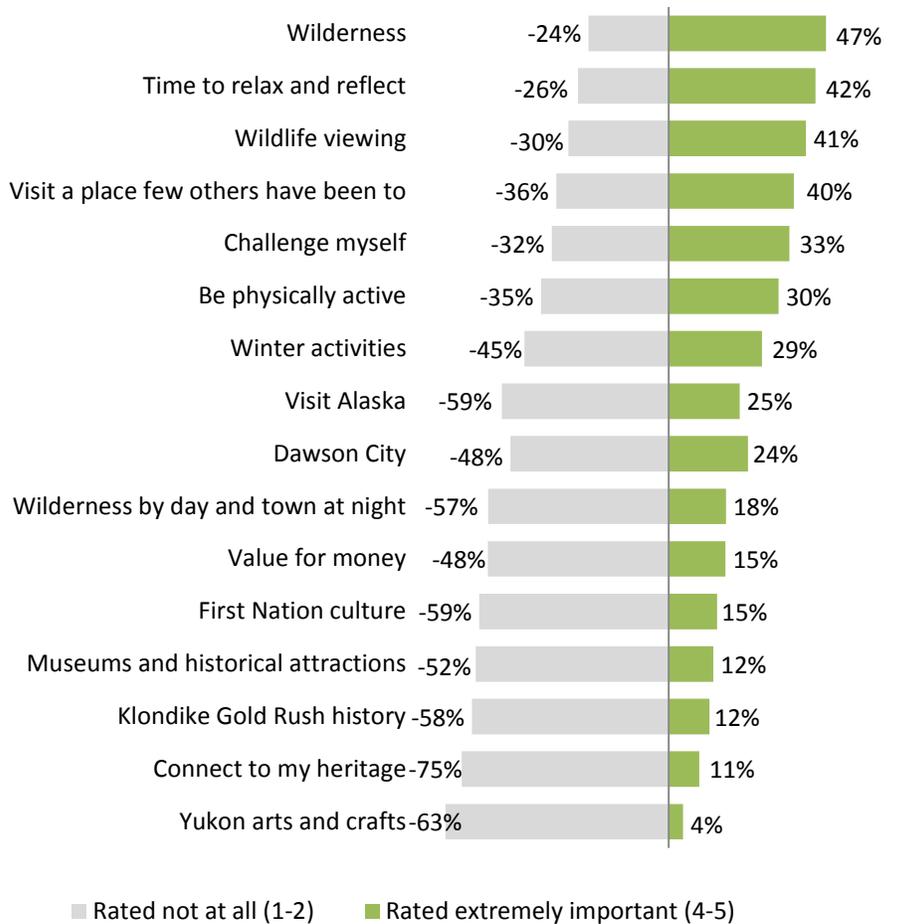
Visitors were asked how they would rate the importance of each activity or experience in making their trip decision on a 1 – 5 scale, where a 1 was “not at all” and a 5 was “extremely important”.

Wildlife experiences ranked either a 4 or 5 in 47% of visitor decisions to take a trip to Yukon.

The second most-important experience among visitors was to have quiet time to relax and reflect (42%).

The third most-important experience was to have wilderness viewing opportunities (41%).

Figure 6.9 - Importance of Activities on Trip Decision



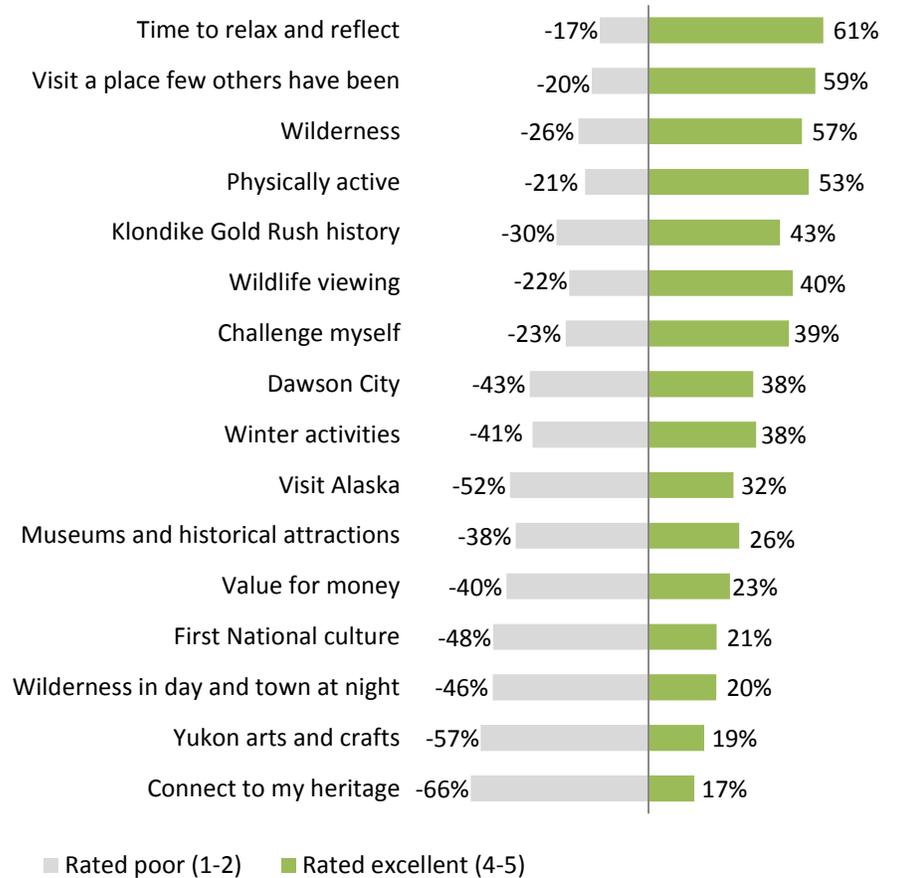
### 7 Visitor Satisfaction

#### 7.1 Yukon as a Place for this Experience

Visitors were asked, “How would you rate Yukon as a place for following experiences, on a 1 – 5 scale, where a 1 was “poor” and a 5 was “excellent?”

Quiet time for relaxing or reflecting rated highest among winter visitors (61%). Followed by going to a place few others had been to (59%)

Figure 7.1 - Yukon as a Place for this Experience

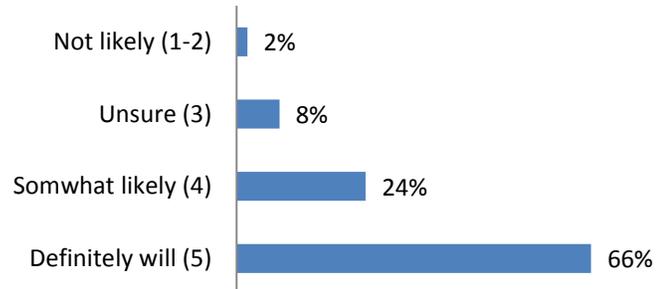


### 7.2 General Trip Satisfaction

#### 7.2.1 Likelihood of Recommending Yukon

Over half of visitors to Yukon (66%) said they would “definitely” recommend Yukon as a destination to friends and family. Only 2 percent said they were not likely to recommend Yukon (rated a 1 or 2).

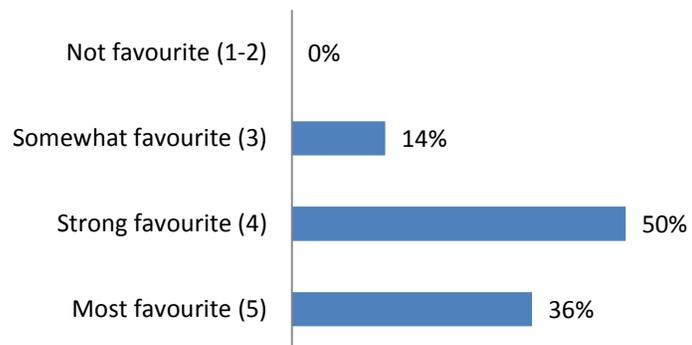
Figure 7.2- Likelihood of Recommending Yukon



#### 7.2.2 Yukon Compared to Other Destinations

When asked how Yukon compared to other destinations half of visitors rated it 4, where 1 means least favorite and 5 means most favorite. No one ranked Yukon a 1 or 2 (least favorite) compared to other destinations.

Figure 7.3 - Yukon Compared to Other Destinations



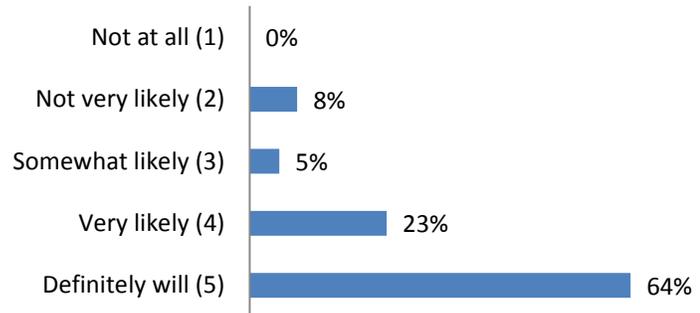
### 7.3 Likelihood of Visiting Again

The majority of winter visitors (64%) to Yukon said they “definitely will” return to Yukon. In summer only 34% said they “definitely will” return to Yukon.

Another 23% said it was “very likely” they would return. Combined, 87% of visitors feel that they would at least like to return to Yukon again.

Only 8 percent said it was not likely they would return.

Figure 7.4 - Likelihood of Visiting Again



#### 7.3.1 Likelihood of Visiting Again trends

From summer to winter visitors, there was a 32% increase in people that said it was likely they would visit Yukon again.

Table 7.1 - Likelihood of Visiting Yukon Again

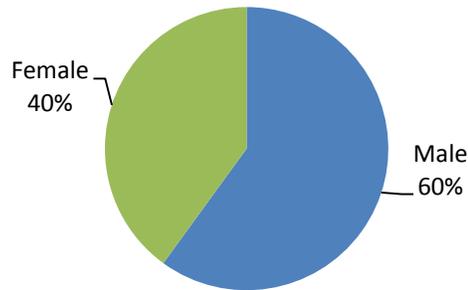
	Summer 2012		Winter 2012/13	
Yes (4-5)	174,500	55%	65,800	87%
Somewhat likely (3)	114,200	36%	3,800	5%
No/not likely (1-2)	31,700	10%	6,100	8%

## 8 Respondent Demographics

### 8.1 Respondent Gender

Yukon Visitor Tracking Program respondents in winter were more likely to be male (60%).

Figure 8.1 - Respondent Gender



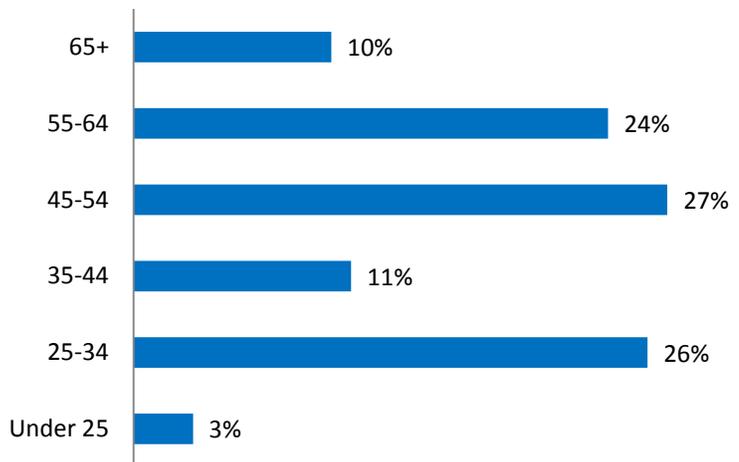
### 8.2 Respondent Age

Over half of respondents (61%) were 45 years of age or older.

The 45-54 year old range represents the largest percentage group (27%).

The average age among all visitors was 48 years.

Figure 8.2 – Respondent Age



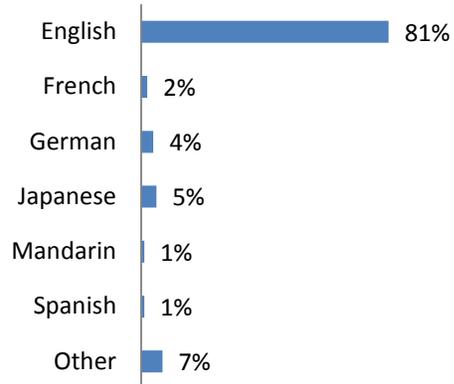
## 8.3 Respondent Languages

For 81% of Yukon visitors, English is the language they first learned at home.

Other languages were mentioned by a small fraction of respondents, most commonly Japanese (5%), German (4%), French (2%), Mandarin (1%), and Spanish (1%).

Only 1% of the respondents reported that they had major issues in Yukon due to language.

Figure 8.3 - First Language Learned at Home



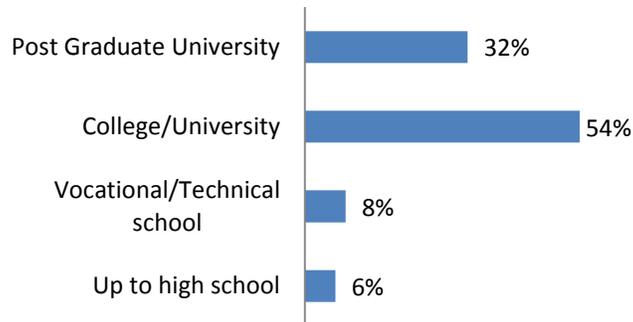
## 8.4 Respondent Education

Over half (54%) of the visitors were college or university educated, almost twice the rate in the U.S. population (30% reported by U.S. Census Bureau\*) or Canada (22% reported by Statistics Canada).

In addition, 32% completed some level of post graduate program, significantly above national averages.

Only 14% of visitors have less than a college degree, with 12% of those people having attended a vocational or technical school.

Figure 8.4 - Respondent Education



*\*of people over the age of 25*

## 8.5 Respondent Employment Status

Seven out of ten Yukon visitors (70%) reported being employed or self-employed (including those employed part-time and full-time).

22% of respondents were retired, 2% were semi-retired, and 6% were not employed (including those who fall into the categories of being a student, parenting, or have a disability).

Figure 8.5 - Respondent Employment Status



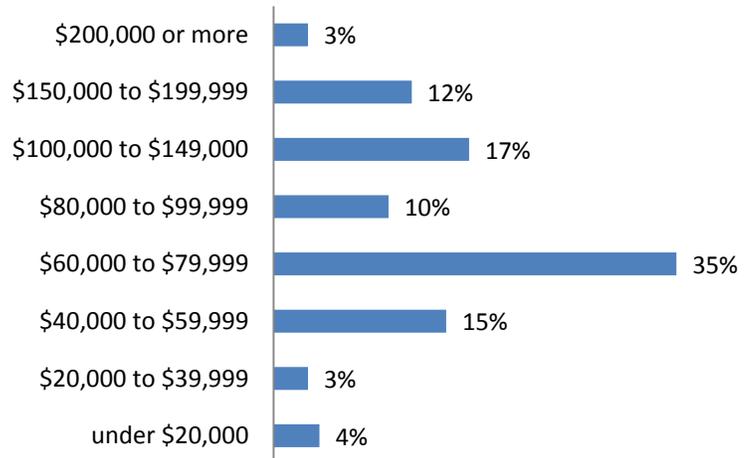
## 8.6 Household Income

Yukon visitors earning under \$80,000 make up 57% of winter visitors.

The most common household income is between the ranges of \$60,000-\$79,999 (35%).

Of Yukon visitors, 15% earn over \$150,000 per household and 7% earn under \$40,000.

Figure 8.6 - Household Income



## 9 Appendix – Questionnaire

### Final Winter – Yukon Visitor Tracking Program – Main Survey

#### Section One

1. Before arriving in Yukon, which of the following did you do? (✓all that apply)
  - Requested a Yukon Vacation Guide or Planner (online or 800#)
  - Booked any travel product/service using a rewards or points program (airline, credit/bank cards, car/hotel, etc.)
  - Booked a travel package or trip components using a travel agent or tour operator
  - Booked an airline ticket or travel package directly from an airline
  - 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.)
  - None of the Above
  
2. Prior to this trip, had you ever been to Yukon before?
  - Yes
  - No
  
3. Including yourself, how many total people were in your travel party?  
(The number of friends and family travelling together)  
# of Adults (age 16+) \_\_\_\_\_ # of Children under the age of 16 \_\_\_\_\_
  
4. a. How many total nights were you away from home?  
b. How many nights did you spend in Yukon (MUST INSERT 0 IF NONE)  
c. How many nights did you spend in Alaska (MUST INSERT 0 IF NONE)

Now think specifically about the time you spent in Yukon, Canada.

5. What month did your visit in Yukon start? (Oct 2012 - May 2013)
  
6. a. Was your trip PRIMARILY for:
  - Business (GO TO BUSINESS 6b)
  - Leisure/Personal (GO TO LEISURE 6c)
  
- b. Which of the following is your primary purpose of this trip?
  - Conference, Convention attendee
  - Other Business/Work/related → was that for: Mining, Government, Other
  
- c. Which of the following is your primary purpose of this trip?
  - Visiting Friends or Relatives
  - Participate/attend a Festival, Sport or Other EVENT
  - Hunting Trip
  - Wilderness Tour (dog sledding/northern lights, etc.)
  - Other Leisure travel/Holiday/Vacation
  - Personal/Family matters

## Yukon Visitor Tracking Program Questionnaire - WINTER

7. On this trip, in Yukon, did you stay at a: (✓ all you stayed at)
- Hotel/Motel
  - RV park
  - Yukon Government campground
  - B&B, Lodge, Cabin or Hostel
  - Friends, Relatives or Family home
  - Other (, parking lots, highway pull-offs, etc.)
  - None (day-trip/cruise excursion)
8. On this trip, how did you first enter **Canada**?
- Flew into Canada (ASK Q9a and b)
  - Drove into Canada (SKIP TO Q10)
  - Came in a motorcoach/bus (SKIP TO Q10)
  - Cruised, ferried or boated into Canada (SKIP TO Q10)
  - Came on the train from Skagway Alaska (SKIP TO Q10)
  - None, we live in Canada (SKIP TO Q10)
9. (SKIP - UNLESS FLEW INTO CANADA)
- a. Which city in Canada did you first land in?
- |   |  |
|---|--|
| <input type="radio"/> Whitehorse, Yukon           | <input type="radio"/> Montreal, Quebec     |
| <input type="radio"/> Vancouver, British Columbia | <input type="radio"/> Halifax, Nova Scotia |
| <input type="radio"/> Calgary, Alberta            | <input type="radio"/> Don't know           |
| <input type="radio"/> Edmonton, Alberta           | <input type="radio"/> Other                |
| <input type="radio"/> Toronto, Ontario            |  |
- b. Which airline did you use to fly into Canada?
- |   |                             |
|---|-----------------------------|
| <input type="radio"/> Air North, Yukon's Airline    | <input type="radio"/> Other |
| <input type="radio"/> Air Canada                    |                             |
| <input type="radio"/> Air Canada Jazz               |                             |
| <input type="radio"/> WestJet                       |                             |
| <input type="radio"/> Condor                        |                             |
| <input type="radio"/> United                        |                             |
| <input type="radio"/> Delta                         |                             |
| <input type="radio"/> American/Continental Airlines |                             |
| <input type="radio"/> U.S. Airways                  |                             |
| <input type="radio"/> Lufthansa                     |                             |
| <input type="radio"/> British Airways               |                             |
| <input type="radio"/> KLM                           |                             |
| <input type="radio"/> JAL                           |                             |
| <input type="radio"/> China Eastern/China airlines  |                             |
| <input type="radio"/> Cathay Pacific                |                             |
| <input type="radio"/> Al Nippon                     |                             |
| <input type="radio"/> Korean Airlines               |                             |

## Yukon Visitor Tracking Program Questionnaire - WINTER

(IF WHITEHORSE IN Q9a, SKIP TO Q10c, else continue to Q10)

10. a. Did you enter Yukon...
- By air (commercial, charter, private plane) (GO TO Q10b/c)
  - By personal or rental vehicle (car, van, RV, camper, other) (GO TO Q10d)
  - On a motorcoach or bus (GO TO Q10e)
  - Train (GO TO Q10e)
  - Other (walk, , commercial truck, snow machine/ATV) (GO TO Q10e)

b (IF AIR) Was that flight on:

- Air North, Yukon's Airline
- Air Canada/Jazz/Express
- WestJet
- Condor
- Private or Charter plane

c. Which city did you fly into Yukon from?

- Vancouver, British Columbia
- Calgary, Alberta
- Edmonton, Alberta
- Inuvik, NWT
- Fairbanks, Alaska
- Other

(ALL SKIP TO Q11)

d. (IF PERSONAL VEHICLE) Was that by...

- Car/truck/van
- RV/camper
- Other

e. Where did you first enter into Yukon?

- Watson Lake (Alaska Highway or Cassiar Hwy 37)
- Skagway, AK/Carcross Yukon
- Haines, AK/Haines Junction, Yukon
- Tok, AK/Beaver Creek Yukon (Alaska Highway)
- Top of the World Hwy/Dawson City, Yukon
- Inuvik, NWT/Dempster highway
- Other → explain

## Yukon Visitor Tracking Program Questionnaire - WINTER

11. AFTER arriving in Yukon, to travel AROUND Yukon, did you: (✓ all used)
- Drive a personal (yours or friend/family or company) car/truck
  - Drive a rental car/truck
  - Drive a personal (yours or friend/family or company) RV/camper
  - Drive a rental RV/camper
  - Fly to OTHER Yukon communities (in addition to flying to Yukon)
  - Use Local transportation by tour operator
  - None of these– (walked/biked/taxi)

12. a. Which of these communities/towns/did you visited and which ones did you stayed overnight in? (✓all that apply)

	Visited (spent some time in)	Stayed overnight
Whitehorse		
Dawson City		
Other Northern communities in Yukon (Eagle Plains, Old Crow, Tombstone, Inuvik NWT)		
Central Yukon Communities (Carmacks, Faro, Keno, Mayo, Pelly, Ross River)		
Haines, Alaska		
Haines Junction, Yukon		
Other Western Yukon Communities (Beaver Creek, Burwash Landing, Destruction Bay)		
Tok, Alaska		
South-Eastern Yukon Communities (Watson Lake, Teslin)		
Carcross		
Skagway, Alaska		
Other Southern Yukon Communities (Tagish, Atlin, BC,)		

- b. Do you have any other comments that you want to share to better explain where you travelled in Yukon?

13. a. How did you exit Yukon? (leave Yukon for the last time)
- By air (commercial, charter, private plane) (GO TO 13b)
  - By personal or rental vehicle (car, van, RV, camper, motorcycle) (GO TO Q14)
  - On a motorcoach or bus (GO TO Q14)
  - Other (walk, commercial truck, snow machine/ATV) (GO TO Q14)

- b (IF AIR) Was that flight on:

## Yukon Visitor Tracking Program Questionnaire - WINTER

- Air North, Yukon's Airline
  - Air Canada/Jazz/Express
  - WestJet
  - Condor
  - Private or Charter plane
- (ALL SKIP TO Q15)

14. Where did you last Exit Yukon? (leave for the last time)

- Watson Lake (Alaska Highway or Cassiar Hwy 37)
- Skagway, AK/Carcross Yukon
- Haines, AK/Haines Junction, Yukon
- Tok, AK/Beaver Creek Yukon (Alaska Highway)
- Top of the World Hwy/Dawson City, Yukon
- Inuvik, NWT/Dempster highway
- Other → explain

15. Here is a list of activities you may have done while on your recent trip to Yukon. While in Yukon did you: (✓ **All that apply**)

- Snowmobile or ATV or other backcountry motorized trip
- Go downhill or cross-country skiing)
- Northern Lights Viewing
- Other winter activities (snow shoeing, ice fishing, skating, etc.)
- Visit any friends or relatives living in Yukon
- Do a wilderness guided activity that lasted anywhere from 2 hours to multiple days
- Visit a National Park wilderness area (Kluane, Ivvavik, Vuntut, or Chilkoot Trail)
- Visit a Territorial wilderness park or Heritage River (Tombstone, Herschel Island, Bonnet Plume, [Tatshenshini](#), etc.)
- Do wildlife viewing or bird watching, guided or non-guided
- Go dog sledding, or take a dog kennel tour
- Flight-see
- Hike/Camp
- Hunt
- Horseback ride
- Visit any natural attractions and unique natural features, like mountains, waterfalls or lakes, fall colours
- Visit any man-made attractions like museums or historical sites
- Experience Yukon First Nation culture or traditional ways
- Go shopping
- Attend/participate in any arts and cultural events or festivals
- Attend/participate in any sport event
- Gamble at Diamond Tooth Gertie's
- Visit a Yukon art gallery
- Visit the Whitehorse government Visitor Information Centre
- Other
- None of these

16. For each of the following attractions, please ✓ if you visited it on this recent trip.

## Yukon Visitor Tracking Program Questionnaire - WINTER

	visited
Beringia Centre (Whitehorse)	
MacBride Museum (Whitehorse)	
Yukon Wildlife Preserve (Whitehorse)	
Takhini Hot Springs	
NONE of these	

17. Now we would like to better understand the cost of your visit to Yukon.

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

For each one, please estimate:

- the amount of money **your total party** spent for that item,
- the number of people (adults and children) that cost included
- The number of nights in Yukon it included

For \$\$ spent BEFORE LEAVING home. Pre-Purchased...	b. Total Cost (either Canadian or U.S. \$)	c. Number of people included	d. Number of nights
Hotel/motel/RV sites in Yukon			
Guided tour or activity (wilderness trip, fishing, hunting, canoeing)			
Purchased a non-cruise (airline) package that included transportation/flight into Yukon, accommodations and an activity			
Airline tickets on a flight landing in Yukon (Whitehorse airport)		X	X
Rental car or RV in Yukon		X	X
Rental car or RV outside Yukon		X	X

## Yukon Visitor Tracking Program Questionnaire - WINTER

18. Now think about all your other spending in Yukon. For each category, please indicate the amount your **total party** spent while in Yukon. Do not include spending from the previous question, and do not include the cost of transportation to get to or from Yukon. Please provide us with your best estimate in either Canadian or U.S. dollars.

	\$
Hotel/Motel/Cabins/Lodge/B&B/hostel (only \$ not reported in previous Q)	
RV sites/Campgrounds	
Groceries and alcohol	
Meals and refreshments in restaurants or bars	
Yukon made products/arts/crafts	
Other souvenirs and arts/crafts	
Outdoor <b>Overnight</b> activities, wilderness tours, dog sledding, northern lights viewing, winter camping, etc.)	
Organized/guided <b>Day tours</b> (walking tours, wilderness day tour, hiking, dog sledding, snow machine/ATV etc.)	
Admissions to museums and/or interpretive centres	
Entertainment (including show tickets, arts and cultural events and sporting events)	
Gasoline/Diesel fuel	
Vehicle repair	
Local transportation (air travel within Yukon, rental cars/RV, local bus, taxi)	
Other spending	

#### CTC EQ/Segmentation

19. This question asks you to think about when you have travelled in the past or when you dream of travelling in the future, and what you value the most. Please indicate your level of agreement with each of the following statements on why you travel or the experiences you seek to gain by doing so. Please use a scale from 1 to 4 where 1 means you Completely Agree and 4 means you Completely Disagree.
- A.1 I like to be able to impress my friends with all of the 5 star hotels and resorts I have been to.
  - A.2 I just want to relax and not have to deal with any worries or obligations.
  - A.3 The part that makes me most uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people, languages and a different way of doing things.
  - A.4 I have everything I need at home; there's no reason to spend money to travel.
  - A.5 I like to be able to take my time at a historic site or in a museum and not feel rushed.
  
  - A.6 I avoid taking uncomfortable rides such as packed local buses. If it means missing something we wanted to visit, so be it.
  - A.7 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.
  - A.8 I live for travel.
  - A.9 I feel safer if a tour operator has organized the hotel, the restaurants to eat at and the sites to visit.
  - A.10 I am much more indulgent and carefree while on vacation than I am at home.

#### EQ Continued

- B.11 I'm more interested in understanding how my ancestors lived than in experiencing the culture as it exists now.
  
- B.12 I want to get away from it all.
- B.13 I prefer to visit places where I will be awe-struck by the sheer beauty of nature, the land, mountains, seas and wildlife.
- B.14 You can't find real culture here at home; you have to travel abroad to find it.
- B.15 I like to experience local foods, local locations, to see local architecture.
- B.16 I feel more comfortable travelling with other people or a guide.
- B.17 I don't need to see all the recommended tourist sites to feel as if I've really visited a place; in fact the best way to know a place is just to walk around and do everyday things like eating, shopping, socializing and relaxing, just as the locals would.
- B.18 A family vacation is an important time to make family memories.
- B.19 Wherever I go, I have to have the very best there is to offer: the best hotels, the best restaurants, the best shopping and the best service.
- B.20 I want to come back from vacation feeling relaxed and refreshed.

## Yukon Visitor Tracking Program Questionnaire - WINTER

## Trip Planning- Marketing Sources

20. Which of the following do you use to access travel websites: (✓ all you typically use)

	Before leaving home or while travelling
Computer/laptop	<input type="checkbox"/>
Tablet (iPad, etc.)	<input type="checkbox"/>
Smart-Phone	<input type="checkbox"/>
None of These	<input type="checkbox"/>

21. Which of the following travel websites do you typically use when planning your trips? (✓ all you typically use)  
(ROTATE LIST)

	Typically use
Travel destination websites such as Cities, States/provinces, Country	<input type="checkbox"/>
Travel company's websites	<input type="checkbox"/>
Social Networking sites, such as Facebook, Twitter	<input type="checkbox"/>
Review sites, such as Trip Advisor	<input type="checkbox"/>
Booking sites such as Kayak and Travelocity	<input type="checkbox"/>
Video/photo sites such as YouTube, Flickr	<input type="checkbox"/>
None of these	<input type="checkbox"/>

22. a. Think about the sources of information you used when deciding to visit Yukon. On a scale from a low of 1 to a high of 5, where a 1 means "not at all" and a 5 means "extremely", how much did each of those **influence your decision to visit Yukon?**

Sources	Influence (1-5 and Did not use)
Advertising you saw about Yukon	
Yukon Vacation Planner/Guide	
News or Magazine stories (printed or online)	
Other Travel Guides/Books	
Friends or Relatives who had visited Yukon	
Friends or Relatives who live in Yukon	
Local Travel or Outdoor Show you attended	
Travel Agent	
www.travelyukon.com	
Travel company websites (airlines, hotels, etc.)	
Social Networking sites, such as Facebook Twitter	
Review sites, such as TripAdvisor	
Booking sites, such as Kayak and Travelocity	
Video/photo sites such as YouTube, Flickr	

## Yukon Visitor Tracking Program Questionnaire - WINTER

b. (IF 23a.item 1> 2) Was that Yukon advertising you saw: (✓ all that you were influenced by)

- TV
- Internet
- Magazine/Printed material
- Billboards or public signs
- Other

23. Now think about the sources of information you used while travelling IN Yukon. Rate the quality of each on your trip experience. (seeing more places, doing more activities, etc.). 1 mean "Poor Quality" 5 means "Excellent Quality" or Did not use in Yukon.

Sources	Value/Help (1 – 5 + 6=Did not use)
Yukon government Visitor Information Centres	
www.travelyukon.com	
The Yukon Vacation Planner/Guide	
Yukon Wildlife viewing guide	
Yukon hunting or fishing guides	
Brochures and sales flyers	
Community guide books	
Travel books	
Travel company websites	
Social Networking sites, such as Facebook, Twitter	
Review sites, such as TripAdvisor	
Video/photo sites such as YouTube, Flickr	
People you meet or talked to in Yukon	
A local Yukon newspaper	

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

\_\_\_\_\_ # of months

- Did not decide to visit Yukon specifically, it was just part of trip to Alaska or another destination.

## Appendix:

### Yukon Visitor Tracking Program Questionnaire - WINTER

25. How important were each of the following on your decision to visit Yukon? (1= Not at all Important, 5= Extremely Important).
26. Using the 1 to 5 scale, where 1 = Poor and 5 = Excellent, how would you rate Yukon as a place for following experiences: (1-5+add 6=Does not apply)

To experience the Klondike Gold Rush history		
To connect to my heritage and how friends or family lived or worked in Yukon (Alaska Highway, gold exploration, etc.)		
To experience First Nation native culture		
To experience time in the wilderness (hike/camp/)		
To visit a place that few others have been to		
Wildlife viewing opportunities		
To visit Dawson City		
To get an excellent value for the money		
To purchase Yukon made arts and crafts		
To visit museums and historical attractions		
Quiet time to relax and reflect		
Challenge myself by doing something I have never done before		
To be physically active		
To experience winter, winter activities or northern lights		
To visit and experience Alaska		
To see wilderness and wildlife, but stay in a town, village or city at night		

27. a. Comparing Yukon to other destinations you have visited, using a 1 to 5 scale where 1 = Least Favorite and 5 = Most Favorite, how would you rate Yukon?

- b. What activities or experiences did you expect to find in Yukon, BUT DID NOT find in Yukon? (LIST FOR 3 ITEMS)

28. How likely are you to:

	1. Not at all Likely	2	3	4	5 Definitely well
a. Refer Yukon as a destination to visit to your friends and family?					
b. Visit Yukon again					

### Demographics

And now just a few demographic questions, for classification purposes only.

29. What year were you born? 19\_\_\_\_\_

30. What country do you live in?

- Canada --> what is your postal code?
- U.S. --> what is your zip code?
- Other Country → which one?

31. Gender

- Male
- Female

32. Do you have children (under age 18) living at home?

- Yes
- No

33. a. Which primary language did you first learn at home that you still understand today?

- English
- French
- German
- Japanese
- Mandarin
- Spanish
- Other

b. (IF NOT ENGLISH), Did you have any major issues in Yukon due to language?

- Yes
- No

34. What is the highest level of education that you have completed?

- Up to Grade 9
- Grade 10 to Grade 12
- Vocational/Technical school
- College/University
- Post Graduate University
- Refused

## Yukon Visitor Tracking Program Questionnaire - WINTER

35. Are you
- Employed or Self-employed (full time or part time)
  - Semi-Retired
  - Retired
  - Not currently employed (Student, unemployed, parenting, disabled)
  - Other - specify
  - Refused
36. a. What is your best estimate of your TOTAL HOUSEHOLD income last year before tax deductions? Please include income from tips, commissions, pension, interest, rents and other types of income. (In Canadian or U.S. \$) Was it:
- under \$20,000
  - 20,000 to 39,999
  - 40,000 to 59,999
  - 60,000 to 79,999
  - 80,000 to 99,999
  - 100,000 to 149,000
  - 150,000 to 199,999
  - \$200,000 or more
  - don't know
  - do not want to answer
- b. In what currency is this income?
- Canadian \$
  - U.S. \$
  - other -> specify
- c. How many people, in your household, contributed to this income?
- \_\_\_\_\_ persons
37. Do you have any other comments about your trip that you wish to share with the Department of Tourism and Culture?

### Yukon Visitor Tracking Program Questionnaire - WINTER

#### Conclusion

38. Government of Yukon's Department of Tourism and Culture is looking for people who would be willing to do more follow-up research during the year. This could be done by phone or email. Your information is completely confidential and protected by the Privacy Laws of Yukon and Canada. Your contact information would be maintained with DataPath Systems and used only for Yukon travel research purposes. Would you be willing to complete other research in the future?

- Yes if OK – Get full name, phone, email
- No – your email will not be used after the contest draw.

39. Are you interested in receiving a 2014 Yukon Vacation Planner?

- Yes if OK – Get full name, address, email (COPY From Q38)
- No

40. Would you like to enter the contest for over \$5,000 in prizes?

- Yes if OK – Get full name, phone, email (COPY From Q38)
- No

Thank you! You have been entered into the contest. We appreciate your feedback.

Submit – Open screen to [www.travel yukon.com](http://www.travel yukon.com) (or close screen?)