

2021 Yukon Resident Perceptions of Tourism Survey Report



Prepared by Yukon Bureau of Statistics for the Department of Tourism & Culture Government of Yukon

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Highlights



Overall perceptions of tourism

91% of Yukoners agree that tourism is good for the Yukon overall.89% of Yukoners agree that tourism is good for their community.32% of Yukoners agree that they personally benefit from tourism.





96% of Yukoners agree that tourism benefits Yukon's economy.91% of Yukoners agree that tourism creates jobs for people in their community.

89% of Yukoners agree that tourism benefits their community's economy.

Social and cultural impacts of tourism



70% of Yukoners agree that tourism contributes positively to the quality of life of Yukoners.

20% of Yukoners agree that tourism makes it hard for Yukoners to enjoy local attractions.

63% of Yukoners agree that tourism helps preserve and celebrate culture.

Environmental impacts of tourism



23% of Yukoners agree that has a negative impact on the Yukon's natural resources.

15% of Yukoners agree that visitors make it hard for Yukoners to enjoy wilderness.

25% of Yukoners agree that tourism causes damage to the Yukon's environment.



Community impacts of tourism

19% of Yukoners agree that tourism makes it hard to find housing. 37% of Yukoners agree that visitor traffic negatively affects travel on Yukon highways and in communities.

2021 Yukon Resident Perceptions of Tourism Survey Report

Background

In 2019, the first Yukon Resident Perceptions of Tourism Survey was developed by the department of Tourism and Culture and conducted by Yukon Bureau of Statistics (YBS). The survey was repeated in 2021, with some modifications to the questionnaire to account for the COVID-19 pandemic and its potential impact on public perceptions of tourism. This report includes results from the 2021 survey, and wherever comparison is possible, from the 2019 survey as well.

As outlined in the Yukon Tourism Development Strategy, the department intends to conduct the survey every two years to monitor local perceptions of tourism and ensure that sustainable tourism growth aligns with Yukon residents' core values.

Methodology

YBS used its household survey frame to draw a random sample from all Yukon households. The survey was conducted from July to September 2021. The sample was stratified by region, age group and gender. From a total sample of 1304 households, 1104 eligible respondents were identified. Those with invalid or incorrect contact information who could not be traced were removed from the sample.

Whenever there was an email address on file, respondents were invited by email to complete the survey online. After an initial email invitation and two weekly reminders, telephone interviews were conducted with those who did not respond to the email invitation and those for whom YBS had no email address on file.

Analytical weights were applied to the responses to generate population-level estimates after adjusting for non-response by stratum. The weighted response rate for the survey was 56.6%, and the weighted refusal rate was 23.3%.

Results

Overall perceptions of tourism

The survey began by asking Yukon residents their agreement with three statements about tourism. Ninety-one percent of residents said they "agree" or "strongly agree" that tourism is good for the Yukon overall, and 89% agreed that tourism is good for their community (Figure 1).

The distributions of the levels of agreement with the first two statements — tourism is good for the Yukon and for the respondents' community — were very similar to the results in 2019. In 2021, residents were slightly less likely to agree that they personally benefit from tourism (32%) compared to 2019 (36%).

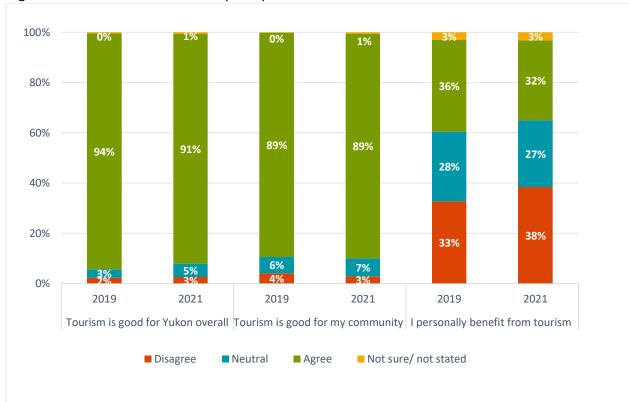


Figure: 1 Yukon residents' overall perceptions of tourism*

Notes: Yukon residents' overall perceptions of tourism as rated on five-point Likert scale questions. "Strongly disagree" and "disagree" are combined for the purpose of this figure, as are "agree" and "strongly agree".

Areas of tourism impact

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

^{*}The numbers are rounded off to nearest integer

Economic

In the 2021 survey, a vast majority of Yukon residents agreed or strongly agreed that tourism benefits Yukon's economy. Ninety-six percent agreed that tourism benefit's Yukon's economy; 91% agreed that tourism creates jobs for people in their community, and 89% agreed that tourism benefits their community's economy (Figure 2). The distribution of Yukon residents' levels of agreement with each of the three statements on economic impact was very similar to the results in 2019.

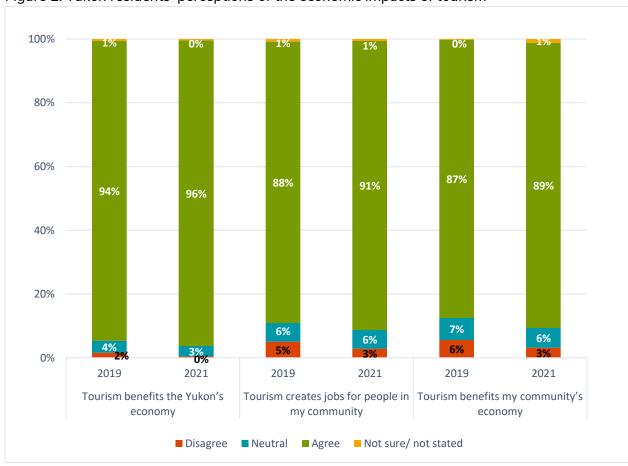


Figure 2. Yukon residents' perceptions of the economic impacts of tourism*

Notes: Yukon residents' perceptions of the economic impacts of tourism as rated on five-point Likert scale questions. "Strongly disagree" and "disagree" are combined for the purpose of this figure, as are "agree" and "strongly agree".

^{*}The numbers are rounded off to nearest integer

Social and cultural

Overall, Yukon residents felt positive about the social and cultural impacts of tourism in the Yukon, and the responses in 2021 were similar to the 2019 survey. While 70% of Yukon residents agreed that tourism contributes positively to their quality of life, 63% agreed that tourism helps preserve and celebrate culture. Twenty percent of Yukon residents agreed that tourism makes it hard for Yukoners to enjoy local attractions, up from 14% in 2019 (Figure 3).

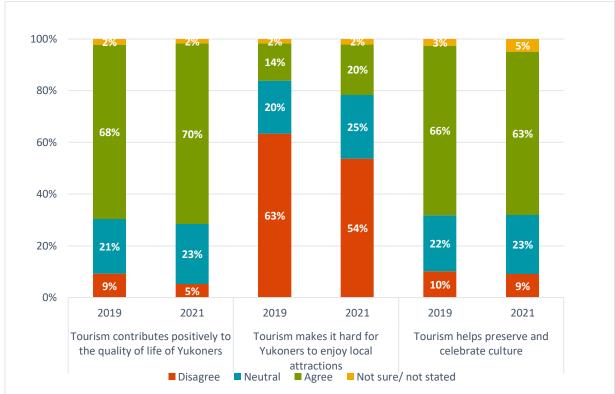


Figure 3. Yukon residents' perceptions of the social and cultural impacts of tourism*

Notes: Yukon residents' perceptions of the social and cultural impacts of tourism as rated on five-point Likert scale questions. "Strongly disagree" and "disagree" are combined for the purpose of this figure, as are "agree" and "strongly agree".

^{*}The numbers are rounded off to nearest integer

Environmental

A small proportion of Yukon residents have concerns about tourism's impact on the environment; these values were up slightly in 2021, compared with 2019 (Figure 4). Twenty-three percent of residents agreed that tourism has a negative impact on the Yukon's natural resources, such as hunting, fishing, gathering and water resources. Fifteen percent agreed that visitors make it hard for Yukoners to enjoy the wilderness, and 25% agreed that tourism causes damage to the Yukon's environment.

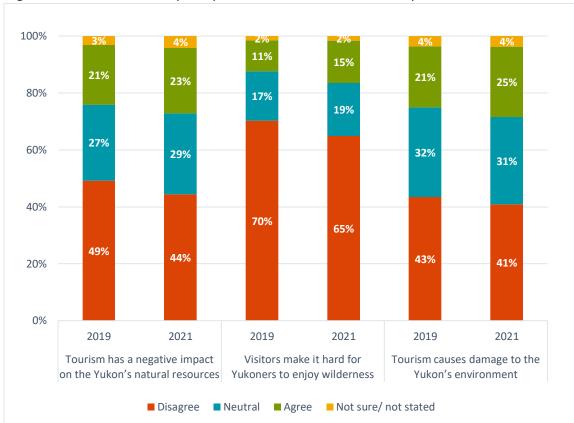


Figure 4. Yukon residents' perceptions of the environmental impacts of tourism *

Notes: Yukon residents' perceptions of the environmental impacts of tourism as rated on five-point Likert scale questions. "Strongly disagree" and "disagree" are combined for the purpose of this figure, as are "agree" and "strongly agree".

^{*}The numbers are rounded off to nearest integer

Community

Two community impact questions addressed regional concerns which were identified by Yukon residents during the Yukon Tourism Development Strategy engagement. In 2021, 19% of residents agreed that tourism makes it hard to find housing; this was up from 14% in 2019. Thirty-seven percent agreed that visitor traffic negatively affects travel on Yukon highways and in communities, up slightly from 35% in 2019 (Figure 5).

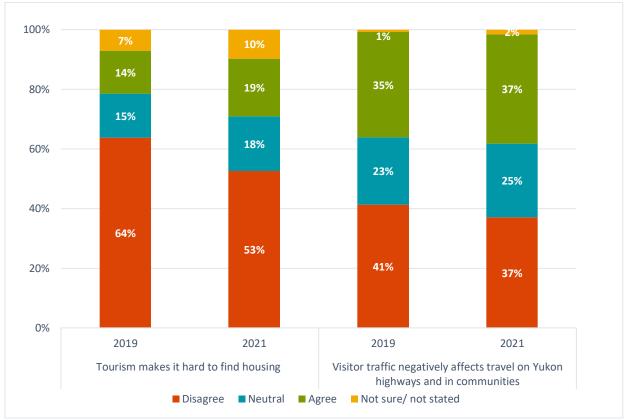


Figure 5. Yukon residents' perceptions of the community impacts of tourism*

Notes: Yukon residents' perceptions of the community impacts of tourism as rated on five-point Likert scale questions. "Strongly disagree" and "disagree" are combined for the purpose of this figure, as are "agree" and "strongly agree".

*The numbers are rounded off to nearest integer

Average Scores

Average (mean) scores were calculated for each of the Likert scale questions to provide additional insight on the distribution of responses. Since each question was answered on a five-point scale, the closer the average score is to five, the more positively people felt about that statement overall.

Comparing 2019 and 2021, there were some small differences in the average scores (Figure 6). Positive statements are green and negative statements are yellow, for ease of comparison.

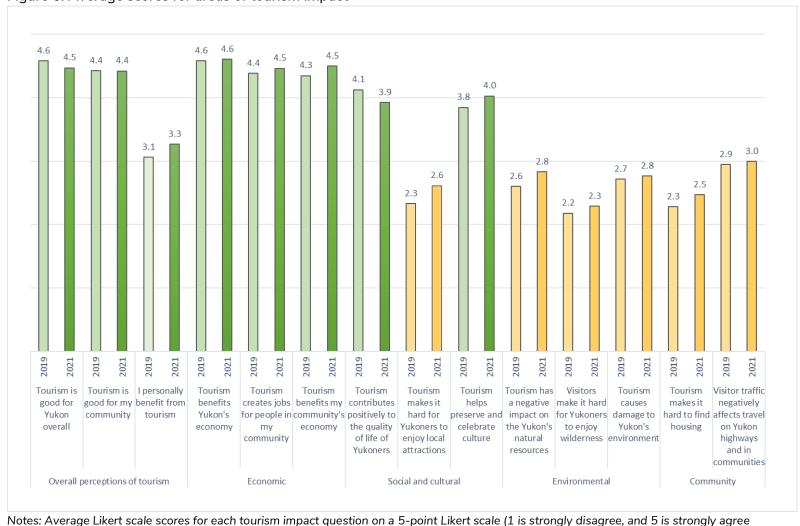


Figure 6. Average scores for areas of tourism impact

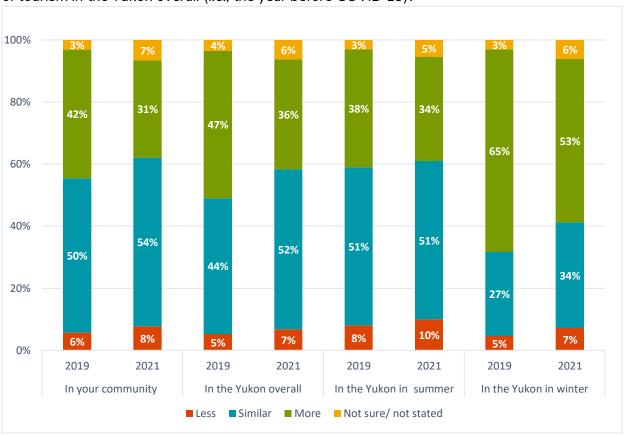
Attitudes towards growth of tourism

The next few questions of the survey asked residents if - over the next 10 years - they would like to see more, less or a similar amount of tourism, compared to a typical year (outside of the COVID-19 pandemic). In 2021, residents were somewhat less likely to say they wanted to see the growth of tourism, compared with 2019 (Figure 7).

In the 2021 survey, 31% of residents said they would like to see tourism grow in their community over the next 10 years; 36% would like to see tourism grow in the Yukon; 34% would like to see an increase in summer tourism, and 53% would like to see an increase in winter tourism.

For each question, 7-10% of Yukon residents said they would like to see a decline in tourism over the next 10 years.

Figure 7. Thinking about the next 10 years, do you want to see more, less, or a similar amount of tourism in the Yukon overall (i.e., the year before COVID 19)? *



Notes: Yukon residents' opinions about tourism growth as rated on five-point Likert scale questions. "Strongly disagree" and "disagree" are combined for the purpose of this figure, as are "agree" and "strongly agree".

^{*}The numbers are rounded off to nearest integer

Implications of the COVID-19 pandemic

For the 2021 survey, a series of new questions addressed concerns specific to the COVID-19 pandemic. Only 27% of residents agreed that they feel visitors follow COVID-19 related travel protocols, while 52% agreed that they feel tourism increases risk to their community's health and wellbeing.

Seventy-eight percent of Yukon residents agreed that they feel safe to travel to Yukon communities, while 43% agreed that they feel safe travelling elsewhere in Canada, and 21% agreed that they feel safe travelling outside of Canada.

Similarly, while 79% of residents agreed that they would welcome visitors from the Yukon travelling to their community, this dropped to 52% for visitors from other parts of Canada, and 35% for international visitors. (Figure 8)

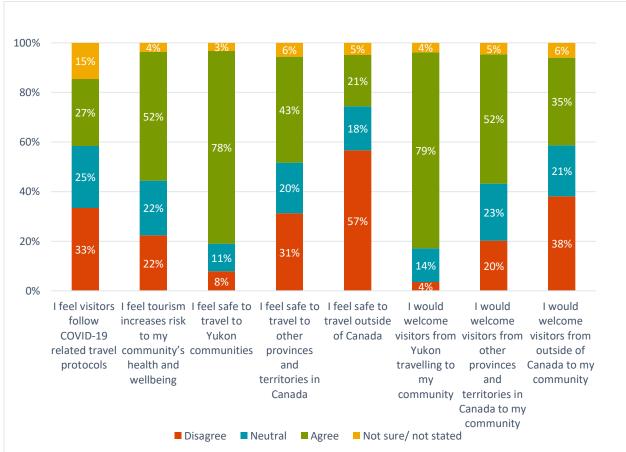


Figure 8. Yukon residents' opinions about travel during COVID-19 (2021 survey only)*

Notes: Yukon residents' opinions about travel during COVID-19 as rated on five-point Likert scale questions. "Strongly disagree" and "disagree" are combined for the purpose of this figure, as are "agree" and "strongly agree".

*The numbers are rounded off to nearest integer

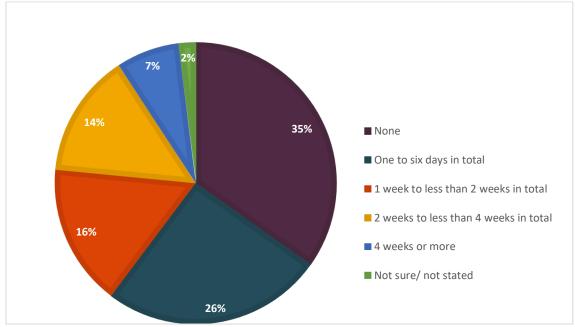
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Respondent characteristics

The final section of the survey collected information on several respondent characteristics: recreational travel within the Yukon, employment in the tourism sector, and COVID-19 vaccination status.

Approximately a third of Yukon residents (35%) did not spend any recreational travel time in other Yukon communities in 2020, while the majority spent at least one leisure day in another Yukon community. (Figure 9)

Figure 9. Between January and December of 2020, approximately how many days did you travel outside of your home community to another location in the Yukon for leisure or recreational purposes? *



^{*}The numbers are rounded off to nearest integer

Nine percent of Yukon residents said they were employed in the tourism sector at the time of the survey.

Eighty-eight percent of residents said they were vaccinated against COVID-19, 4% said they were not vaccinated, and 8% declined to answer the question. Of those who were vaccinated, 97% said they had received two doses of vaccine.

Appendix 1. Frequency tables

Q1. To what extent do you agree or disagree with each of the following statements about tourism in Yukon:

Tourism is good for the Yukon overall

	Frequency	Percent
Strongly disagree	457	1.39
Disagree	382	1.17
Neither agree nor disagree	1777	5.42
Agree	10702	32.62
Strongly agree	19247	58.66
Not sure	244	0.74

Tourism is good for my community

	Frequency	Percent
Strongly disagree	260	0.79
Disagree	686	2.09
Neither agree nor disagree	2360	7.19
Agree	11052	33.69
Strongly agree	18254	55.64
Not sure	198	0.60

I personally benefit from tourism

Frequency	Percent
5119	15.60
7476	22.79
8737	26.63
6150	18.74
4258	12.98
950	2.89
120	0.37
	5119 7476 8737 6150 4258 950

Tourism benefits the Yukon's economy

	Frequency	Percent
Strongly disagree	61	0.19
Disagree	94	0.29
Neither agree nor disagree	1067	3.25
Agree	10213	31.13
Strongly agree	21241	64.74
Not sure	133	0.41

Tourism creates jobs for people in my community

	Frequency	Percent
Strongly disagree	363	1.11
Disagree	574	1.75
Neither agree nor disagree	1934	5.89
Agree	10418	31.75
Strongly agree	19311	58.86
Not sure	211	0.64

Tourism benefits my community's economy

	Frequency	Percent
Strongly disagree	160	0.49
Disagree	872	2.66
Neither agree nor disagree	2030	6.19
Agree	10247	31.23
Strongly agree	19103	58.22
Not sure	383	1.17
Prefer not to say	14	0.04

Tourism contributes positively to the quality of life of Yukoners

	Frequency	Percent
Strongly disagree	414	1.26
Disagree	1293	3.94
Neither agree nor disagree	7642	23.29
Agree	13822	42.13
Strongly agree	9077	27.67
Not sure	563	1.71

Tourism makes it hard for Yukoners to enjoy local attractions

	Frequency	Percent
Strongly disagree	5764	17.57
Disagree	11869	36.18
Neither agree nor disagree	8086	24.65
Agree	4389	13.38
Strongly agree	2038	6.21
Not sure	637	1.94
Prefer not to say	26	0.08

Tourism helps preserve and celebrate culture

	Frequency	Percent
Strongly disagree	309	0.94
Disagree	2680	8.17
Neither agree nor disagree	7477	22.79
Agree	12248	37.33
Strongly agree	8477	25.84
Not sure	1554	4.74
Prefer not to say	64	0.20

Tourism has a negative impact on the Yukon's natural resources (e.g. hunting, fishing, gathering and water resources)

	Frequency	Percent
Strongly disagree	4147	12.64
Disagree	10407	31.72
Neither agree nor disagree	9359	28.53
Agree	5950	18.13
Strongly agree	1559	4.75
Not sure	1343	4.09
Prefer not to say	45	0.14

Visitors make it hard for Yukoners to enjoy wilderness

	Frequency	Percent
Strongly disagree	7245	22.08
Disagree	14025	42.75
Neither agree nor disagree	6145	18.73
Agree	4183	12.75
Strongly agree	695	2.12
Not sure	516	1.57

Tourism causes damage to the Yukon's environment

Frequency	Percent
3647	11.12
9759	29.75
10086	30.74
6593	20.09
1518	4.63
1207	3.68
	3647 9759 10086 6593 1518

Tourism makes it hard to find housing

	Frequency	Percent
Strongly disagree	6813	20.77
Disagree	10464	31.89
Neither agree nor disagree	5984	18.24
Agree	4415	13.46
Strongly agree	1961	5.98
Not sure	3173	9.67

Visitor traffic negatively affects travel on Yukon highways and in communities

	Frequency	Percent
Strongly disagree	3201	9.76
Disagree	8956	27.30
Neither agree nor disagree	8118	24.74
Agree	8864	27.02
Strongly agree	3152	9.61
Not sure	519	1.58

Q2. Thinking about the next 10 years, do you want to see more, less, or a similar amount of tourism than there was in 2019 (i.e., the year before COVID-19)? In your community

	Frequency	Percent
Less	2547	7.76
Similar	17806	54.27
More	10313	31.43
Not sure	1840	5.61
Prefer not to say	304	0.93

In Yukon overall

	Frequency	Percent
Less	2212	6.74
Similar	16905	51.52
More	11649	35.51
Not sure	1765	5.38
Prefer not to say	278	0.85

In Yukon in the summer

	Frequency	Percent
Less	3269	9.96
Similar	16750	51.05
More	11001	33.53
Not sure	1511	4.61
Prefer not to say	278	0.85

In Yukon in the winter

	Frequency	Percent
Less	2352	7.17
Similar	11175	34.06
More	17284	52.68
Not sure	1721	5.24
Prefer not to say	278	0.85

Q3. To what extent do you agree or disagree with each of the following statements relating to the COVID-19 pandemic

I feel visitors follow COVID-19 related travel protocols

	Frequency	Percent
Strongly disagree	3326	10.14
Disagree	7626	23.24
Neither agree nor disagree	8212	25.03
Agree	7160	21.82
Strongly agree	1700	5.18
Not sure	4250	12.95
Prefer not to say	535	1.63

I feel tourism increases risk to my community's health and wellbeing

	Frequency	Percent
Strongly disagree	1894	5.77
Disagree	5434	16.56
Neither agree nor disagree	7259	22.12
Agree	12452	37.95
Strongly agree	4544	13.85
Not sure	949	2.89
Prefer not to say	278	0.85

I feel safe to travel to Yukon communities

	Frequency	Percent
Strongly disagree	569	1.74
Disagree	1993	6.07
Neither agree nor disagree	3666	11.17
Agree	16572	50.51
Strongly agree	8958	27.30
Not sure	793	2.42
Prefer not to say	258	0.79

I feel safe to travel to other provinces and territories in Canada

	Frequency	Percent
Strongly disagree	3052	9.30
Disagree	7194	21.93
Neither agree nor disagree	6717	20.47
Agree	10561	32.19
Strongly agree	3466	10.57
Not sure	1455	4.44
Prefer not to say	365	1.11

I feel safe to travel outside of Canada

rrequency	Percent
9341	28.47
9228	28.12
5840	17.80
4355	13.27
2454	7.48
1333	4.06
258	0.79
	9341 9228 5840 4355 2454 1333

I would welcome visitors from the Yukon travelling to my community

	Frequency	Percent
Strongly disagree	212	0.64
Disagree	958	2.92
Neither agree nor disagree	4462	13.60
Agree	14969	45.62
Strongly agree	10968	33.43
Not sure	743	2.26
Prefer not to say	498	1.52

I would welcome visitors from other provinces and territories in Canada to my community

	Frequency	Percent
Strongly disagree	1496	4.56
Disagree	5140	15.67
Neither agree nor disagree	7538	22.98
Agree	12759	38.89
Strongly agree	4352	13.27
Not sure	1119	3.41
Prefer not to say	405	1.23

I would welcome visitors from outside of Canada to my community

	Frequency	Percent
Strongly disagree	5624	17.14
Disagree	6891	21.00
Neither agree nor disagree	6757	20.59
Agree	8183	24.94
Strongly agree	3392	10.34
Not sure	1487	4.53
Prefer not to say	477	1.45

Q4. Between January and December of 2020, approximately how many days did you travel outside of your home community to another location in the Yukon for leisure or recreational purposes?

	Frequency	Percent
None	11423	34.82
One to six days in total	8342	25.43
1 week to less than 2 weeks in total	5342	16.28
2 weeks to less than 4 weeks in total	4676	14.25
4 weeks to less than 6 weeks in total	1538	4.69
6 weeks or more	843	2.57
Not sure	408	1.24
Prefer not to say	238	0.72

Q5. Are you employed in the tourism sector?

	Frequency	Percent
Yes	2825	8.61
No	29274	89.22
Prefer not to say	710	2.17

Q6. Have you been vaccinated against COVID-19?

	Frequency	Percent
Yes	28856	87.95
No	1264	3.85
Prefer not to say	2690	8.20

Q6.1 (If Q6=Yes) How many doses of the COVID-19 vaccine have you received so far?

	Frequency	Percent
One dose	721	2.50
Two doses	28129	97.44
Prefer not to say	19	0.07

Appendix 2. Survey questionnaire

Resident Perceptions of Tourism: 2021

Yukon Bureau of Statistics is conducting the Resident Perceptions of Tourism survey on behalf of the department of Tourism and Culture. This survey is conducted every two years to monitor and learn about Yukoners' perspectives on tourism now and into the future.

Participation in this survey is voluntary; your responses are important to us. The survey will take 5-7 minutes to complete.

This survey is being conducted under the authority of the Statistics Act. Your individual responses will be combined with others for reporting purposes. Anonymized responses will be shared with the department of Tourism and Culture. The final report will be made available to the public on Yukon.ca.

Q1. To what extent do you agree or disagree with each of the following statements about tourism in Yukon:

		Strongly	Disagree	Neither agree	Agree	Strongly	Not sure	Prefer not
		disagree		nor disagree		agree		to say
a	Tourism is good for Yukon overall	0	0	0	0	0	0	0
b	Tourism is good for my community	0	0	0	0	0	0	0
С	I personally benefit from tourism	0	0	0	0	0	0	0
d	Tourism benefits Yukon's economy	0	0	0	0	0	0	0
е	Tourism creates jobs for people in my community	0	0	0	0	0	0	0
f	Tourism benefits my community's economy	0	0	0	0	0	0	0
g	Tourism contributes positively to the quality of life of Yukoners	0	0	0	0	0	0	0
h	Tourism makes it hard for Yukoners to enjoy local attractions	0	0	0	0	0	0	0
i	Tourism helps preserve and celebrate culture	0	0	0	0	0	0	0
j	Tourism has a negative impact on Yukon's natural resources (e.g. hunting, fishing, gathering and water resources)	0	0	0	0	0	0	0
k	Visitors make it hard for Yukoners to enjoy wilderness	0	0	0	0	0	0	0
l	Tourism causes damage to Yukon's environment	0	0	0	0	0	0	0

m	Tourism makes it hard to	0	0	0	0	0	0	0
	find housing							
n	Visitor traffic negatively	0	0	0	0	0	0	0
	affects travel on Yukon							
	highways and in							
	communities							

Q2. Thinking about the next 10 years, do you want to see more, less, or a similar amount of tourism than there was in 2019 (i.e., the year before COVID-19)?

		Less	Similar	More	Not sure	Prefer not to say
а	In your community	0	0	0	0	0
b	In Yukon overall	0	0	0	0	0
С	In Yukon in the summer	0	0	0	0	0
d	In Yukon in the winter	0	0	0	0	0

Q3. To what extent do you agree or disagree with each of the following statements relating to the COVID-19 pandemic:

pant	Jenne.	I			I	I		
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Not sure	Prefer not to say
а	I feel visitors follow COVID-19 related travel protocols	0	0	0	0	0	0	0
b	I feel tourism increases risk to my community's health and wellbeing	0	0	0	0	0	0	0
С	I feel safe to travel to Yukon communities	0	0	0	0	0	0	0
d	I feel safe to travel to other provinces and territories in Canada	0	0	0	0	0	0	0
е	I feel safe to travel outside of Canada	0	0	0	0	0	0	0
f	I would welcome visitors from Yukon travelling to my community	0	0	0	0	0	0	0
g	I would welcome visitors from other provinces and territories in Canada to my community	0	0	0	0	0	0	0
h	I would welcome visitors from outside of Canada to my community	0	0	0	0	0	0	0

Q4. Between January and December of 2020, approximately how many days did you travel outside of your home community to another location in Yukon for leisure or recreational purposes? (Do not include business or medical travel.)

- o None
- o One to six days in total
- o 1 week to less than 2 weeks in total
- o 2 weeks to less than 4 weeks in total
- o 4 weeks to less than 6 weeks in total
- o 6 weeks or more
- o Not sure
- Prefer not to say

Q5. Are you employed in the tourism sector?

Note: Employment in the tourism sector includes jobs that would cease to exist or operate at a significantly reduced level as a direct result of an absence of tourism.

- o Yes
- o No
- Prefer not to say

Q6. Have you been vaccinated against COVID-19?

- Yes
- o No
- Prefer not to say

Q6.1 (If Q6=Yes) How many doses of the COVID-19 vaccine have you received so far?

- o One dose
- o Two doses
- Prefer not to say