

FOR RELEASE
November 1, 2017

Survey of visitors to Yukon begins year-long tourism research project

The Government of Yukon launched its 2017–18 Yukon Visitor Exit Survey today. During the first phase of the research, interviewers will talk to Yukon's visitors at hotels and the Erik Nielsen Whitehorse International Airport to learn about their time in the territory.

The survey allows the government to estimate the number of visitors to Yukon; assess visitor characteristics, behaviour and spending; and assess trip characteristics.

The project will meet the tourism sector's need for current and reliable information to plan for the future, develop programs and products, and market Yukon. The results will be used by territorial, First Nations and municipal governments; regional and economic development bodies; and providers of tourism services and experiences.

The second phase of the Yukon Visitor Exit Survey will begin this spring. This phase will include surveys at Whitehorse and Dawson airports, along with interviews with visitors travelling by road as they leave the territory.

Quotes

"Tourism is a highly competitive global industry and visitor exit surveys provide us with essential in-depth information from the people who chose Yukon for their vacation. Conducting research about Yukon's visitors ensures we make informed marketing and investment decisions to compete successfully in the national and international marketplaces."

–Minister of Tourism and Culture Jeanie Dendys

"To map out where you want to go, it's essential to know where you've been and where you are now. The Yukon Visitor Exit Survey will provide this information, help us understand the factors influencing travellers' decisions and expectations, and measure the Yukon's success as a travel destination. TIA Yukon supports the launch of the survey and we look forward to seeing the results."

–Tourism Industry Association of the Yukon executive director Blake Rogers

"We are really looking forward to the new data collected in this survey which we will use to help grow and promote a vibrant and sustainable First Nations cultural tourism sector in Yukon."

–Yukon First Nations Culture and Tourism Association executive director Charlene Alexander

Quick facts

- The 2017–18 Yukon Visitor Exit Survey is a collaboration between the Department of Tourism and Culture and the Yukon Bureau of Statistics.
- The period of visitor data collection will run from November 1, 2017 until October 31, 2018.
- Some supplemental information from visitors travelling by road during the winter months will be captured with surveys at hotels in Beaver Creek, Haines Junction, Whitehorse and Watson Lake.
- The Department of Tourism and Culture has conducted visitor exit surveys approximately every five years since 1982. The last survey took place in 2012–13.

Learn more: Yukon Visitor Exit Survey

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