

# 2012/2013 YUKON VISITOR TRACKING PROGRAM:

## **PATHWAYS REPORT**



The 2012/2013 Yukon Visitor Tracking Program was a collaborative project between government and the tourism industry. The Department of Tourism and Culture contracted DataPath Systems, of Marsh Lake, Yukon, through a competitive bid for the Survey design, methodology, data collection, and data analysis were.

Funding for the two-year study was provided by Government of Yukon's departments of Tourism and Culture and Economic Development, and the Government of Canada's Canadian Northern Economic Development Agency.

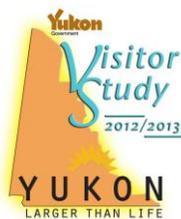
This report presents information from the 2012/2013 Yukon Visitor Tracking Program, as well as data from previous visitor studies conducted by the Department of Tourism and Culture and Yukon Bureau of Statistics.

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# Pathways Map



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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 Pathways Report and it provides insight into visitor and trip characteristics, travel planning, trip spending and satisfaction levels of visitors who travelled to Yukon between June 1 and September 30, 2012.

The report is divided into the following sections:

1. Introduction;
2. Gateways to Yukon; and
3. Communities and Regions.

### 1.2 Methodology Summary

The survey questionnaires for the 2012/2013 Yukon Visitor Tracking Program were designed and developed with input from tourism industry representatives, senior tourism research and marketing staff, the Senior Marketing committee and their research committee, and the Tourism Industry Association of Yukon. The surveys included many questions from past exit surveys, as well as new questions which were aimed at providing more insight for market development, visitor segmentation and product development and enhancement purposes.

Many visitors were intercepted at key locations across Yukon and Alaska by YVTP staff. They were asked a short series of questions which provided baseline information for the development of a weighting model to estimate visitor volume. At this time, the visitors also registered to receive an invitation to complete the detailed YVTP survey online.

Invitations to complete the survey online were e-mailed to travelers who:

- Ordered a Yukon Vacation Planner;
- Were intercepted at hotels, VICs, attractions, ferry and cruise ship terminals, train stations and the Erik Nielsen International Airport;
- Participated in the Yukon Gold Explorer's Passport program;
- Registered for the survey at ballot boxes across the territory; or
- Registered for the survey with a Yukon tour operator.

All visitors that completed the detailed survey online were offered a chance to enter their name for a draw to win a gold nugget valued at \$1000.

**Table 1.1**

<b>Summer Survey: Sample Source</b>	<b>Completed Surveys</b>
Ordered a Yukon Vacation Planner	1952
Intercepted at key locations	837
Participated in the Yukon Gold Explorer's Passport Program	598
Registered for the Survey at a Ballot Box	397
Registered for the Survey with a Yukon Tour Operator	87
<b>Total Completed Surveys</b>	<b>3871</b>

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

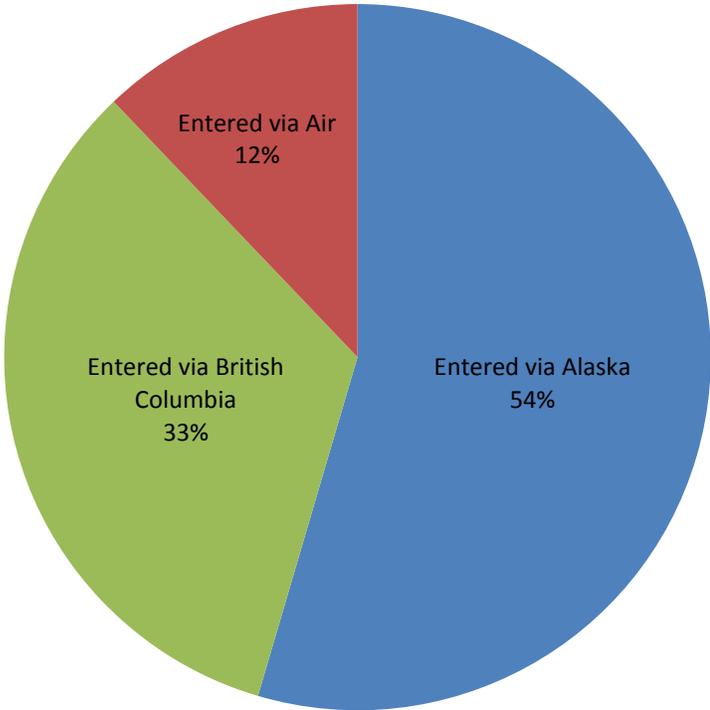
A data weighting model was developed to incorporate visitor volume data from Canada Border Services Agency, Eric Nielsen Whitehorse International Airport, highway traffic counts, Yukon Gold Explorer's Passport program, people who ordered the Yukon Vacation Planner, White Pass and Yukon Route's passenger volumes, visitation levels at key Yukon attractions and the intercept survey data. The weighting system provided a mathematically sound means to determine total visitor volumes based on the survey samples.

The Yukon Bureau of Statistics and the Department of Economic Development were consulted to ensure that the calibration method used to derive weights was reliable and robust.

[Note: Numbers and data provided in this report have been rounded and, as a result, percentages may not always add up to 100%. Due to small sample sizes, please use caution interpreting the results.]

2 Gateways to Yukon

How did visitors enter Yukon?



# Gateways to Yukon:

Entered via Alaska

## 2.1 Entered via Alaska – 54%

### Visitor Demographics

**Average Age:** 53 years\*

**Average Education:** College or University

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

**Typical Occupation:** Employed or self employed

**Average Household income before deductions:** \$95,900

**Average Party Size:** 2.5\*

### Visitor Psychographics

**Explorer Quotient Type:** Authentic Experiencer

**Common activities done on trip:**

Visit museums or historical sites

Natural scenery

Shopping

**Likelihood of recommending Yukon:** 67%

**Likelihood of visiting Yukon again:** 44%

### Trip Characteristics

**Typical Accommodation:** Hotel or motel

**Favourite Community:** None, just passing through

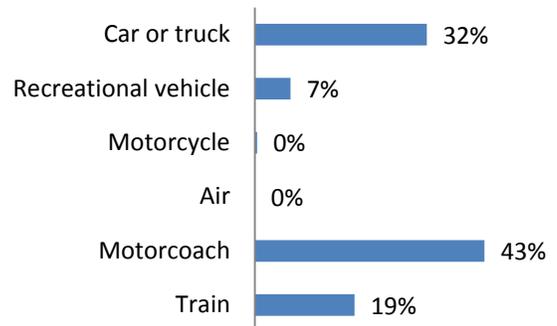
**Average Nights away from home:** 15\*

**Average Nights in Yukon:** 3\*

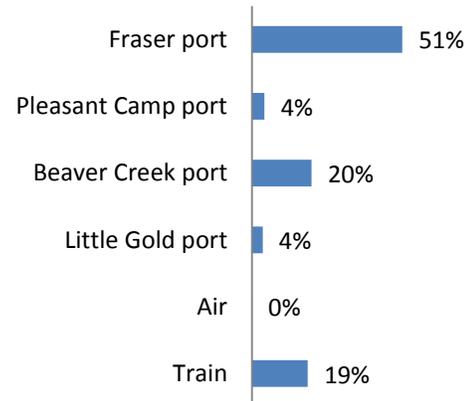
*\*used 5% trim to calculate central tendency*

*All other calculations used mean to calculate central tendency*

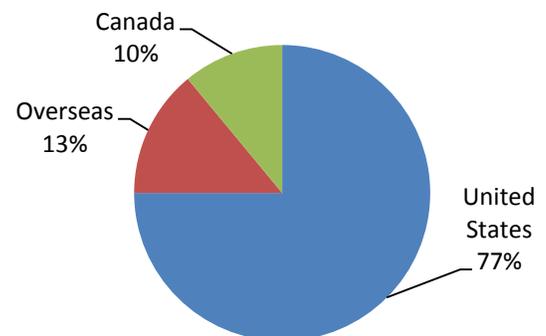
### Transportation Used to Enter Yukon



### Entry points into Yukon



### Visitor Origin



# Gateways to Yukon:

Entered via British Columbia

## 2.2 Entered via British Columbia – 33%

### Visitor Demographics

**Average Age:** 55 years\*

**Average Education:** College or University

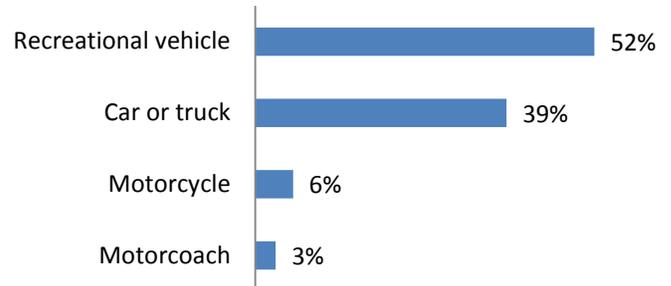
**Female:** 33%    **Male:** 67%

**Typical Occupation:** Employed or self employed

**Average Household income before deductions:** \$90,000

**Average Party Size:** 2.5\*

Transportation Used to Enter Yukon



### Visitor Psychographics

**Explorer Quotient Type:** Authentic Experienter

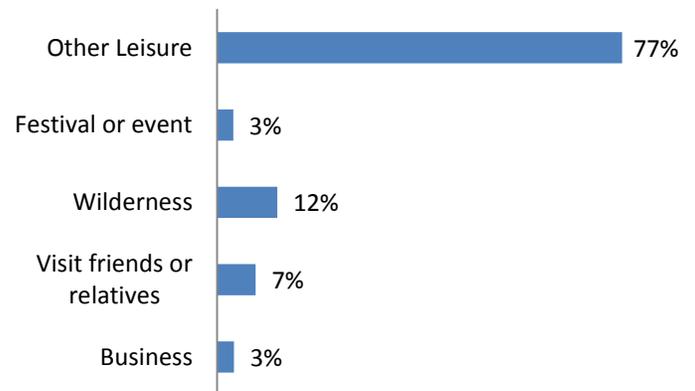
**Common activities done on trip:**

- Natural scenery
- Wildlife viewing or bird watching
- Visitor Information Centre visit

**Likelihood of recommending Yukon:** 91%

**Likelihood of visiting Yukon again:** 71%

Main Purpose of Trip



### Trip Characteristics

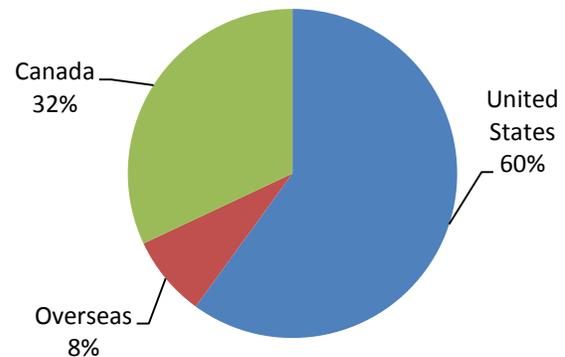
**Typical Accommodation:** RV Park or commercial campground

**Favourite Community:** Whitehorse

**Average Nights away from home:** 49\*

**Average Nights in Yukon:** 10\*

Visitor Origin



\*used 5% trim to calculate central tendency

All other calculations used mean to calculate central tendency

# Gateways to Yukon:

Entered via Air

## 2.3 Entered via Air – 12%

### Visitor Demographics

**Average Age:** 46 years\*

**Average Education:** College or University

**Female:** 46%    **Male:** 54%

**Typical Occupation:** Employed or self employed

**Average Household income before deductions:** \$94,900

**Average Party Size:** 2.1\*

### Visitor Psychographics

**Explorer Quotient Type:** Authentic Experiencer

**Common activities done on trip:**

Visit friends/relatives living in Yukon

Shopping

Natural scenery

**Likelihood of recommending Yukon:** 89%

**Likelihood of visiting Yukon again:** 79%

### Trip Characteristics

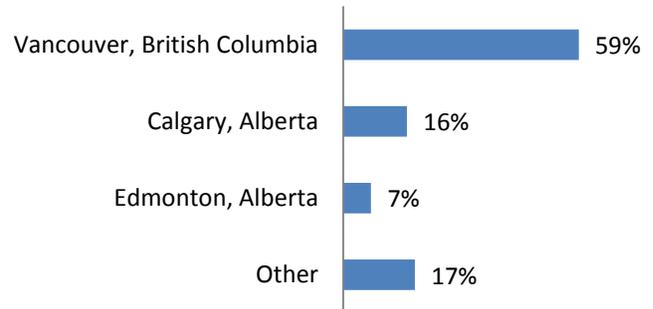
**Typical Accommodation:** Hotel or motel

**Favourite Community:** Dawson City

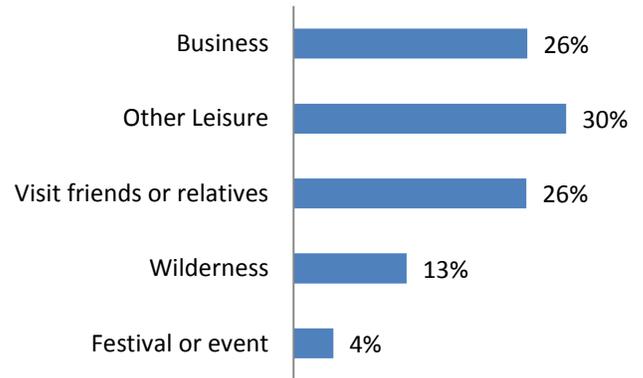
**Average Nights away from home:** 15\*

**Average Nights in Yukon:** 11\*

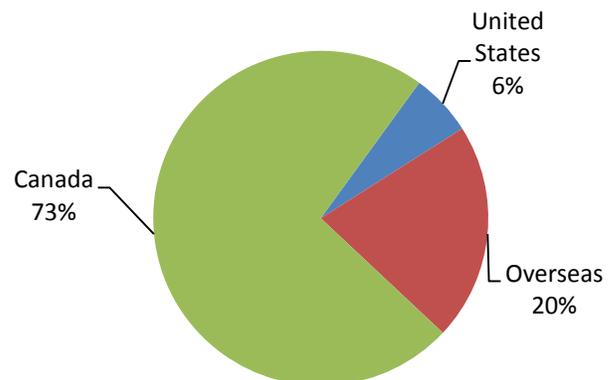
City flew into Yukon from:



Main Purpose of Trip



Visitor Origin



\*used 5% trim to calculate central tendency

All other calculations used mean to calculate central tendency

# Communities and Regions:

Visited Whitehorse

## 3 Communities and Regions

### 3.1 Whitehorse

#### Visitor Demographics

**Average Age:** 54 years

**Average Education:** College/University

**Female:** 45%    **Male:** 55%

**Typical Occupation:** Employed or self employed

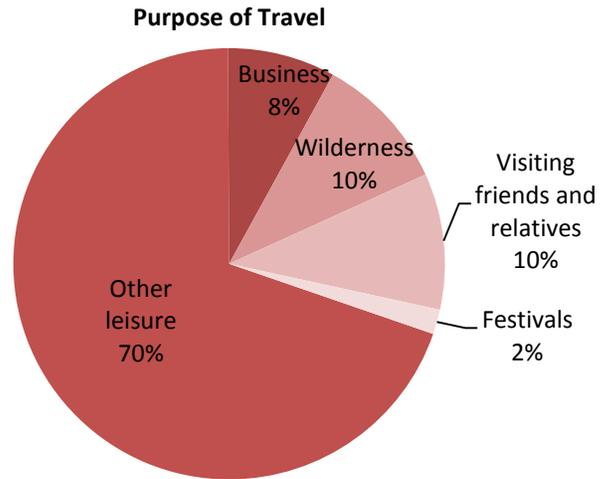
**Average Household income before deductions:** \$91,800

**Average Party Size:** 2.4\*

**Parties without kids on trip:** 82%

**Parties without kids at home:** 86%

**Visitor spend:** \$82 per day in Yukon\*



#### Visitor Psychographics

**Explorer Quotient Type:** Authentic Experiencer

**Sources rated as influential in trip planning:**

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

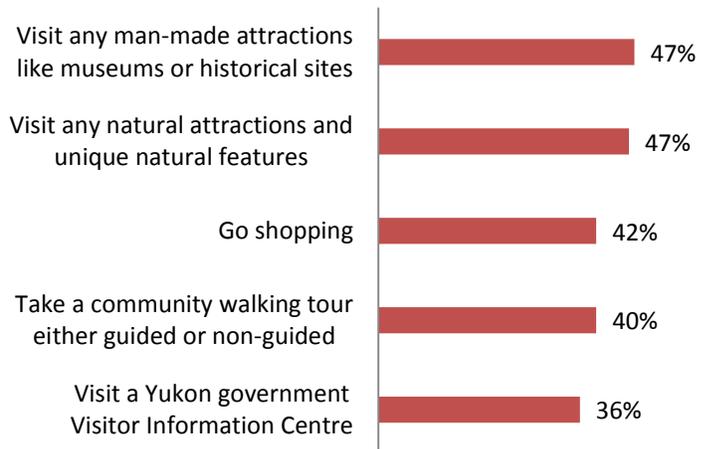
**What was important on their Yukon trip?**

Wildlife viewing opportunities  
Visit a place that few others have been to  
To visit and experience Alaska

**What were they satisfied with on their Yukon trip?**

Experience time in the wilderness (hike/camp/fish/paddle)  
To visit Dawson City  
Wilderness but stay in town at night

#### Top Activities Done on Trip



#### Trip Characteristics

**Transportation entering Yukon:** Personal or rental vehicle

**Typical Accommodation:** Hotel or motel

**Favourite Community:** Dawson City

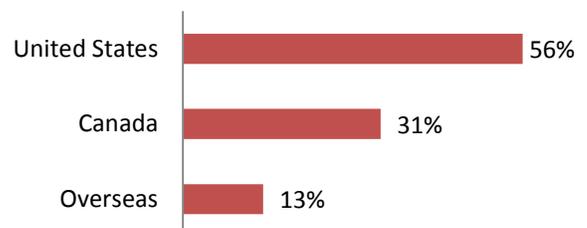
**Average Nights away from home:** 26\*

**Average Nights in Yukon:** 7\*

*\*used 5% trim to calculate central tendency*

*All other calculations used mean to calculate central tendency*

#### Visitor Origin



# Communities and Regions:

## Visited Dawson City

### 3.2 Dawson City

#### Visitor Demographics

**Average Age:** 54 years

**Average Education:** College/University

**Female:** 49%    **Male:** 51%

**Typical Occupation:** Employed or self employed

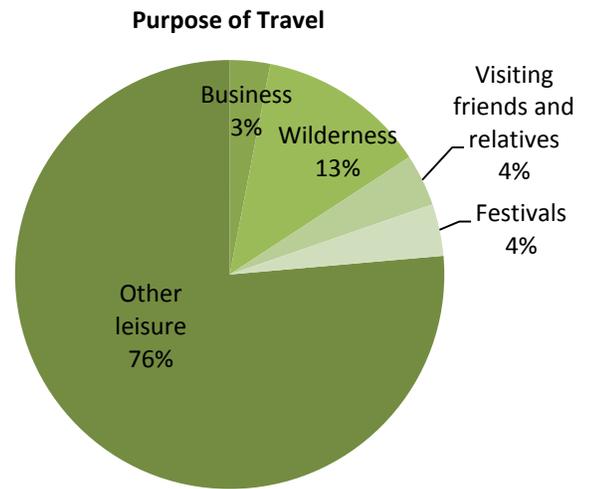
**Average Household income before deductions:** \$90,500

**Average Party Size:** 2.4\*

**Parties without kids on trip:** 76%

**Parties without kids at home:** 86%

**Visitor spend:** \$78 per day in Yukon\*



#### Visitor Psychographics

**Explorer Quotient Type:** Authentic Experiencer

##### Sources rated as influential in trip planning

- Travel company websites
- Travel guide books
- Yukon Vacation Planner

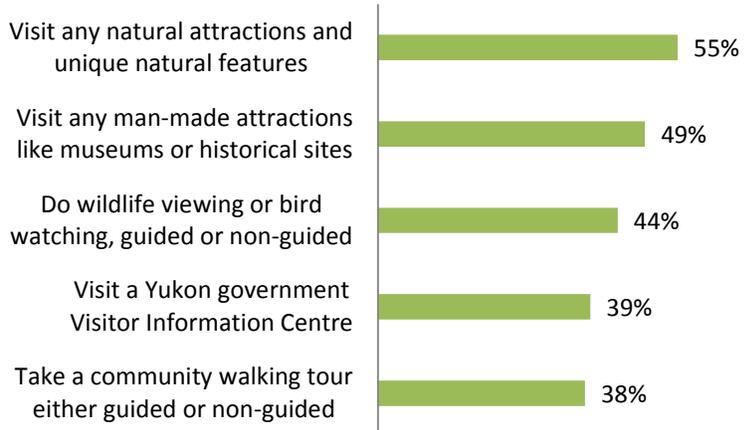
##### What was important on their Yukon trip?

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

##### What were they satisfied with on their Yukon trip?

- Wildlife viewing opportunities
- To visit Dawson City
- Klondike Gold Rush history

#### Top Activities Done on Trip



#### Trip Characteristics

**Transportation entering Yukon:** Personal or rental vehicle

**Typical Accommodation:** Hotel or motel

**Favourite Community:** Dawson City

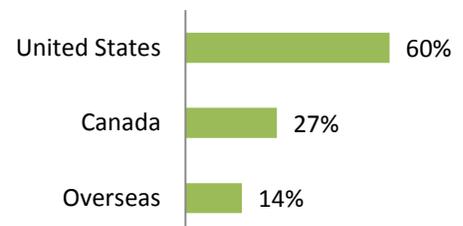
**Average Nights away from home:** 29\*

**Average Nights in Yukon:** 8\*

*\*used 5% trim to calculate central tendency*

*All other calculations used mean to calculate central tendency*

#### Visitor Origin



# Communities and Regions:

Visited the Southern Region

## 3.3 Southern Region (Carcross, Tagish, Atlin)

### Visitor Demographics

- Average Age:** 55 years
- Average Education:** College/University
- Female:** 56%    **Male:** 44%
- Typical Occupation:** Employed or self employed
- Average Household income before deductions:** \$98,400
- Average Party Size:** 2.6\*
- Parties without kids on trip:** 76%
- Parties without kids at home:** 87%
- Visitor spend:** \$82 per day in Yukon\*

### Visitor Psychographics

**Explorer Quotient Type:** Authentic Experienter & Cultural Explorer

#### Sources rated as influential in trip planning

- Advertising you saw about Yukon
- www.travelyukon.com
- Review site, such as Trip Advisor

#### What was important on their Yukon trip?

- To visit and experience Alaska
- Wildlife viewing opportunities
- Tag on a Yukon land tour to a cruise

#### What were they satisfied with on their Yukon trip?

- To visit and experience Alaska
- Wilderness but stay in town at night
- Klondike Gold Rush history

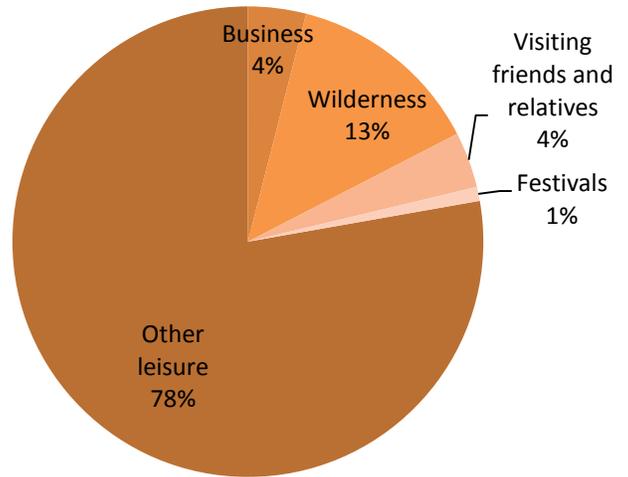
### Trip Characteristics

- Transportation entering Yukon:** Motorcoach
- Typical Accommodation:** Hotel or motel
- Favourite Community:** Carcross
- Average Nights away from home:** 14\*
- Average Nights in Yukon:** 3\*

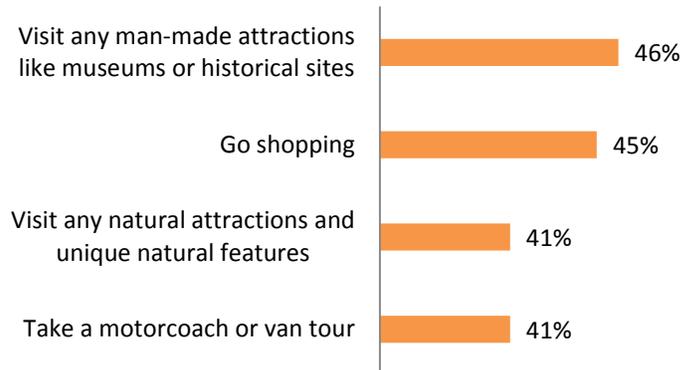
*\*used 5% trim to calculate central tendency*

*All other calculations used mean to calculate central tendency*

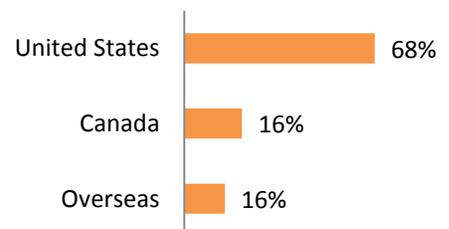
Purpose of Travel



Top Activities Done on Trip



Visitor Origin



# Communities and Regions:

## Visited Haines Junction

### 3.4 Haines Junction

#### Visitor Demographics

**Average Age:** 55 years

**Average Education:** College/University

**Female:** 44%    **Male:** 56%

**Typical Occupation:** Employed or self employed

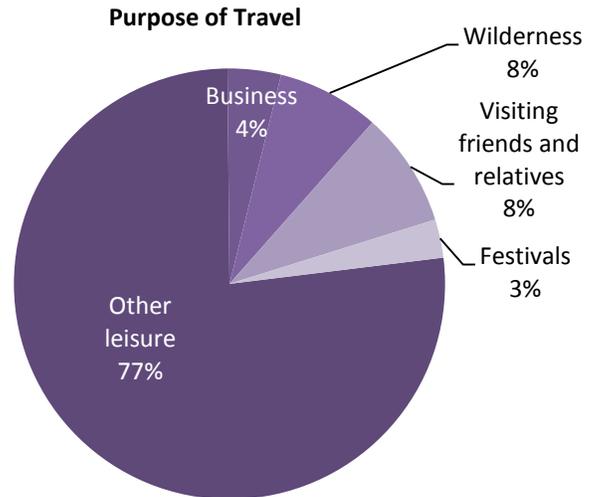
**Average Household income before deductions:** \$98,000

**Average Party Size:** 2.5\*

**Parties without kids on trip:** 84%

**Parties without kids at home:** 87%

**Visitor spend:** \$71 per day in Yukon\*



#### Visitor Psychographics

**Explorer Quotient Type:** Authentic Experienter

##### Sources rated as influential in trip planning:

- Friends or relatives who visited Yukon
- Other travel guides/books
- Yukon Vacation Planner

##### What was important on their Yukon trip?

- To visit and experience Alaska
- To drive the Alaska Highway
- Wildlife viewing opportunities

##### What were they satisfied with on their Yukon trip?

- To visit and experience Alaska
- Experience time in the wilderness (hike/camp/fish/paddle)
- Something I've never done before

#### Top Activities Done on Trip



#### Trip Characteristics

**Transportation entering Yukon:** Personal or rental vehicle

**Typical Accommodation:** RV park or commercial campground

**Favourite Community:** Dawson City

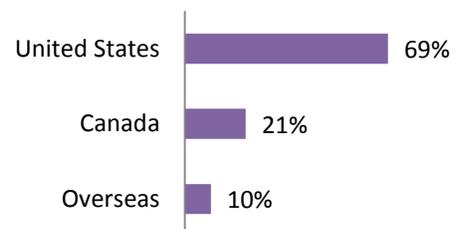
**Average Nights away from home:** 35\*

**Average Nights in Yukon:** 7\*

*\*used 5% trim to calculate central tendency*

*All other calculations used mean to calculate central tendency*

#### Visitor Origin



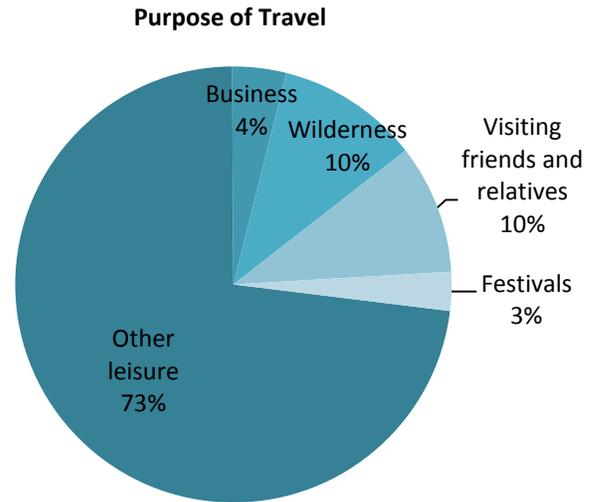
# Communities and Regions:

## Visited Watson Lake or Teslin

### 3.5 Watson Lake & Teslin

#### Visitor Demographics

- Average Age:** 55 years
- Average Education:** College/University
- Female:** 33%    **Male:** 67%
- Typical Occupation:** Employed or self employed
- Average Household income before deductions:** \$89,000
- Average Party Size:** 2.4\*
- Parties without kids on trip:** 86%
- Parties without kids at home:** 83%
- Visitor spend:** \$67 per day in Yukon\*



#### Visitor Psychographics

**Explorer Quotient Type:** Authentic Experiencer

**Sources rated as influential in trip planning:**

- Yukon Vacation Planner
- Friends or relatives who visited Yukon
- Other travel guides/books

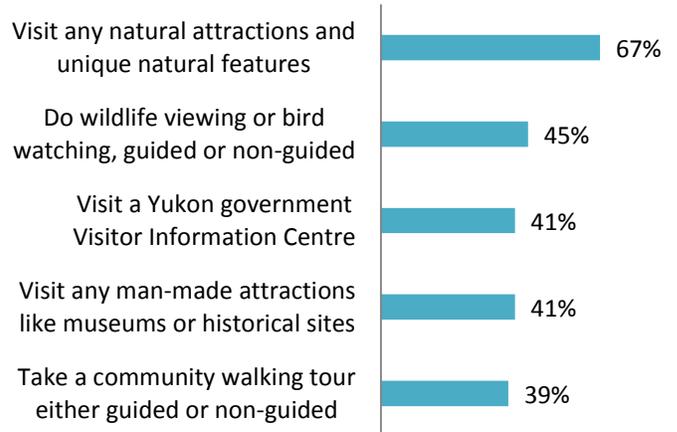
**What was important on their Yukon trip?**

- To drive the Alaska Highway
- Wildlife viewing opportunities
- Experience time in the wilderness (hike/camp/fish/paddle)

**What were they satisfied with on their Yukon trip?**

- Wildlife viewing opportunities
- To drive the Alaska Highway
- To visit and experience Alaska

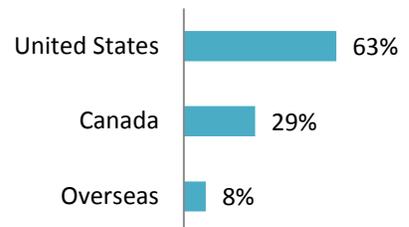
#### Top Activities Done on Trip



#### Trip Characteristics

- Transportation entering Yukon:** Personal or rental vehicle
- Typical Accommodation:** RV park or commercial campground
- Favourite Community:** Whitehorse
- Average Nights away from home:** 46\*
- Average Nights in Yukon:** 10\*

#### Visitor Origin



\*used 5% trim to calculate central tendency

All other calculations used mean to calculate central tendency

# Communities and Regions:

Visited the Western Region

## 3.6 Western Region

(Beaver Creek, Destruction Bay, Burwash Landing)

### Visitor Demographics

**Average Age:** 55 years

**Average Education:** College/University

**Female:** 45%    **Male:** 55%

**Typical Occupation:** Employed or self employed

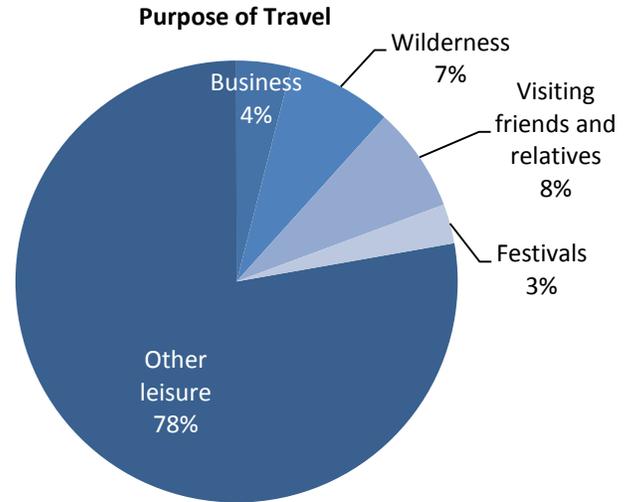
**Average Household income before deductions:** \$95,200

**Average Party Size:** 2.5\*

**Parties without kids on trip:** 84%

**Parties without kids at home:** 87%

**Visitor spend:** \$68 per day in Yukon\*



### Visitor Psychographics

**Explorer Quotient Type:** Authentic Experiencer

#### Sources rated as influential in trip planning:

Friends or relatives who visited Yukon  
Other travel guides/books  
Travel Agent

#### What was important on their Yukon trip?

To drive the Alaska Highway  
To visit and experience Alaska  
Challenge myself

#### What were they satisfied with on their Yukon trip?

To drive the Alaska Highway  
To visit and experience Alaska  
Experience time in the wilderness (hike/camp/fish/paddle)

### Top Activities Done on Trip



### Trip Characteristics

**Transportation entering Yukon:** Personal or rental vehicle

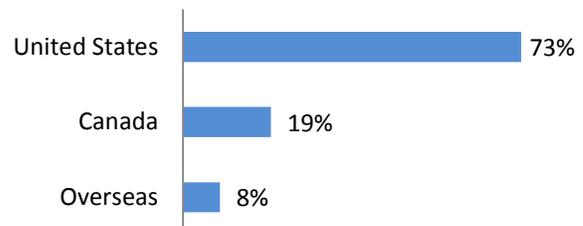
**Typical Accommodation:** RV park or commercial campground

**Favourite Community:** Dawson City

**Average Nights away from home:** 36\*

**Average Nights in Yukon:** 7\*

### Visitor Origin



\*used 5% trim to calculate central tendency

All other calculations used mean to calculate central tendency

# Communities and Regions:

Visited the Central Region

## 3.7 Central Region

(Carmacks, Ross River, Faro, Mayo, Keno City, Pelly Crossing)

### Visitor Demographics

**Average Age:** 47 years

**Average Education:** Post Graduate University

**Female:** 33%    **Male:** 67%

**Typical Occupation:** Employed or self employed

**Average Household income before deductions:** \$98,100

**Average Party Size:** 2.7\*

**Parties without kids on trip:** 90%

**Parties without kids at home:** 78%

**Visitor spend:** \$64 per day in Yukon\*

### Visitor Psychographics

**Explorer Quotient Type:** Authentic Experienter

#### Sources rated as influential in trip planning:

Travel company websites (airlines, hotels etc.)  
Yukon Vacation Planner  
Friends or relatives who live in Yukon

#### What was important on their Yukon trip?

Experience time in the wilderness (hike/camp/fish/paddle)  
Visit a place that few others have been to  
Wildlife viewing opportunities

#### What were they satisfied with on their Yukon trip?

Wildlife viewing opportunities  
Experience time in the wilderness (hike/camp/paddle)  
To visit a place that few others have been to

### Trip Characteristics

**Transportation entering Yukon:** Personal or rental vehicle

**Typical Accommodation:** Hotel or motel

**Favourite Community:** Dawson City

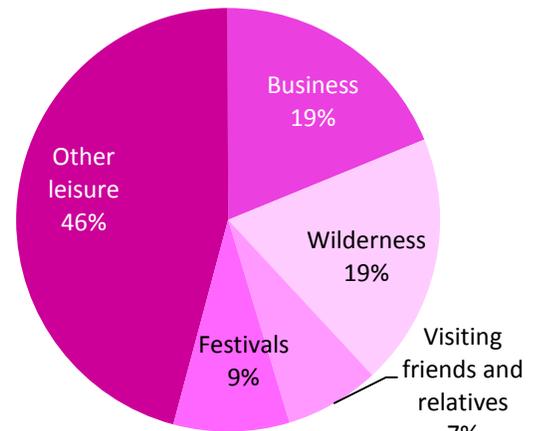
**Average Nights away from home:** 34\*

**Average Nights in Yukon:** 15\*

*\*used 5% trim to calculate central tendency*

*All other calculations used mean to calculate central tendency*

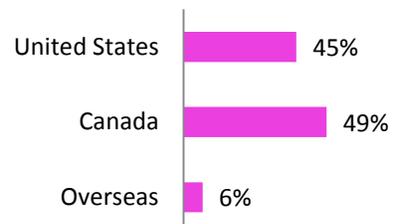
Purpose of Travel



Top Activities Done on Trip



Visitor Origin



# Communities and Regions:

Visited the Northern Region

## 3.8 Northern Region (Old Crow, Tombstone, Inuvik)

### Visitor Demographics

**Average Age:** 48 years

**Average Education:** Post Graduate University

**Female:** 44%    **Male:** 56%

**Typical Occupation:** Employed or self employed

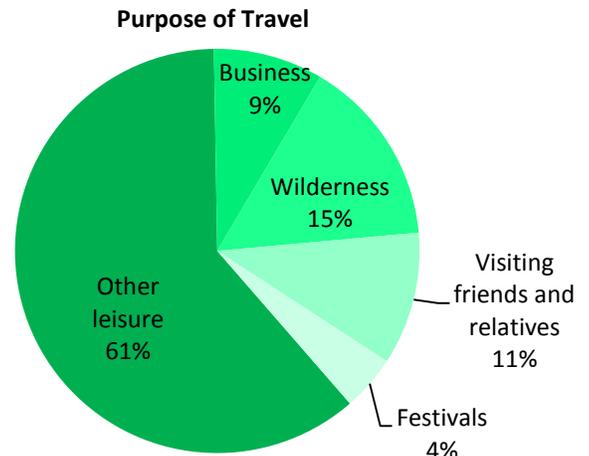
**Average Household income before deductions:** \$72,700

**Average Party Size:** 2.3\*

**Parties without kids on trip:** 84%

**Parties without kids at home:** 91%

**Visitor spend:** \$68 per day in Yukon\*



### Visitor Psychographics

**Explorer Quotient Type:** Authentic Experiencer

**Sources rated as influential in trip planning:**

www.travelyukon.com

Advertising you saw about Yukon

Friends or relatives who visited Yukon

**What was important on their Yukon trip?**

Wildlife viewing opportunities

To visit Dawson City

Visit a place that few others have been to

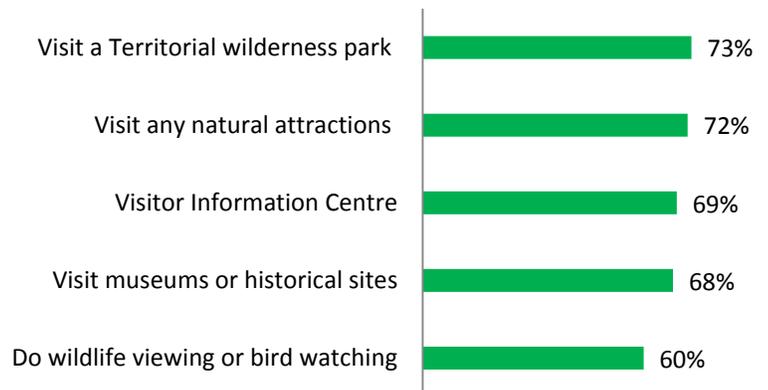
**What were they satisfied with on their Yukon trip?**

Wildlife viewing opportunities

To experience the midnight sun

Wilderness/wildlife, but stay in town at night

### Top Activities Done on Trip



### Trip Characteristics

**Transportation entering Yukon:** Personal or rental vehicle

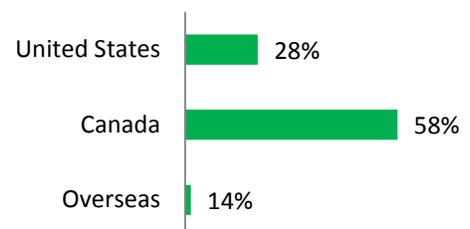
**Typical Accommodation:** Hotel or motel or Yukon Government campground

**Favourite Community:** Dawson City

**Average Nights away from home:** 29\*

**Average Nights in Yukon:** 12\*

### Visitor Origin



*\*used 5% trim to calculate central tendency*

*All other calculations used mean to calculate central tendency*

## 4 Appendix: Communities and Regions – Tables

## Communities and Regions

Southern Region	Western Region	Central Region	Northern Region
Carcross	Beaver Creek	Ross River	Old Crow
Tagish	Destruction Bay	Faro	Tombstone
Atlin	Burwash Landing	Mayo	Inuvik
		Carmacks	
		Keno City	
		Pelly Crossing	

## Visitor Origin

Visitor Origin:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Canada	25%	31%	27%	26%	21%	29%	19%	49%	58%
United States	63%	56%	60%	68%	69%	63%	73%	45%	28%
Overseas	12%	13%	14%	16%	10%	8%	8%	6%	14%

Among Canadian visitors: province of origin

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
First	British Columbia (42%)	British Columbia (36%)	British Columbia (37%)	Ontario (33%)	British Columbia (45%)	British Columbia (49%)	British Columbia (35%)	British Columbia (75%)	British Columbia (34%)
Second	Alberta (19%)	Alberta (20%)	Ontario & Quebec (21%)	British Columbia (23%)	Alberta (23%)	Alberta (28%)	Alberta (27%)	Alberta (16%)	Quebec (31%)
Third	Ontario (17%)	Ontario (18%)	Alberta (13%)	Quebec (20%)	Quebec (10%)	Ontario (7%)	Quebec (13%)	Ontario (5%)	Ontario (19%)
Forth	Quebec (11%)	Quebec (13%)	-	Alberta (16%)	Ontario (9%)	Quebec (6%)	Ontario (10%)	None	Alberta (10%)

## Appendix:

### Communities and Regions – Tables

Among American visitors: region of origin

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
First	Pacific (34%)	Pacific (35%)	Pacific (28%)	Pacific (31%)	Pacific (34%)	Pacific (27%)	Pacific (38%)	Pacific (51%)	South Atlantic (31%)
Second	South Atlantic (15%)	South Atlantic (15%)	South Atlantic (18%)	South Atlantic (15%)	Mountain (19%)	South Atlantic (20%)	Mountain (19%)	West South Central Region (23%)	Mountain (25%)
Third	Mountain (15%)	Mountain (14%)	Mountain (12%)	East North Central & Mountain (13%)	South Atlantic (13%)	Mountain (19%)	South Atlantic (12%)	East South Central region (12%)	Pacific (19%)

Among American visitors: State of origin

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
First	Alaska (12%)	Alaska (15%)	Alaska (17%)	Oregon (14%)	Alaska (21%)	Alaska (9%)	Alaska (22%)	Washington St (42%)	Georgia (26%)
Second	Oregon (10%)	Oregon (9%)	Florida (8%)	California (9%)	Washington (6%)	Florida (9%)	Montana (9%)	Texas (23%)	Arizona (21%)
Third	California (7%)	Montana (6%)	Texas (8%)	New York (8%)	Texas (6%)	California (9%)	Washington (6%)	Tennessee (12%)	Texas (12%)

## Party Size

Total party size (adults + kids)

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
1	13%	14%	13%	12%	6%	10%	6%	12%	14%
2	55%	55%	58%	55%	58%	62%	57%	60%	58%
3	10%	12%	8%	10%	16%	7%	18%	7%	11%
4	11%	9%	11%	11%	13%	11%	13%	6%	6%
5-10	8%	8%	9%	9%	6%	9%	5%	15%	9%
11+	1%	2%	1%	3%	1%	1%	1%	1%	1%
Mean	2.7	2.7	2.7	2.9	2.7	2.6	2.7	3.0	2.6
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0

Number of children under the age of 16 on trip

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
0	78%	82%	76%	76%	84%	86%	84%	90%	84%
1	5%	3%	3%	7%	2%	2%	3%	3%	5%
2	8%	7%	9%	8%	4%	8%	3%	5%	4%
3	1%	2%	2%	2%	1%	1%	1%	*	*
4	3%	1%	1%	6%	*	*	*	*	*
5	1%	1%	1%	1%	1%	1%	1%	*	5%
6	*	*	*	*	*	*	*	1%	1%
7	1%	*	1%	*	*	1%	*	*	*
10	3%	4%	7%	*	7%	*	7%	*	*

## Past Yukon Visits

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

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Yes	33%	36%	38%	15%	45%	44%	46%	61%	40%
No	67%	64%	62%	85%	55%	56%	54%	39%	60%

## Visitor Segmentation

## Explorer Quotient Segments

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Authentic Experiencers	29%	32%	39%	22%	36%	35%	32%	57%	51%
Cultural Explorers	19%	17%	19%	22%	14%	17%	15%	9%	10%
Familiarity Seekers (3 Explorer Types)	23%	20%	16%	28%	23%	13%	24%	4%	17%
<i>No Hassle Travellers</i>	7%	9%	4%	11%	13%	2%	16%	1%	2%
<i>Gentle Explorers</i>	13%	9%	9%	14%	9%	11%	7%	2%	14%
<i>Virtual Travellers</i>	3%	2%	3%	3%	1%	1%	1%	1%	1%
Free Spirits	13%	12%	5%	20%	2%	2%	2%	*	*
Historian (2 Explorer Types)	9%	11%	9%	4%	13%	18%	14%	5%	12%
<i>Cultural History Buffs</i>	6%	8%	5%	2%	10%	15%	11%	4%	5%
<i>Personal History Explorers</i>	3%	3%	3%	3%	2%	3%	2%	1%	7%
Rejuvenators	7%	9%	13%	4%	12%	14%	15%	24%	10%

## Trip Purpose

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

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Visit Alaska	46%	44%	46%	61%	49%	39%	47%	27%	19%
Visit Yukon specifically (Friends/Family, Business, Getaway, Vacation)	20%	26%	22%	11%	15%	21%	13%	60%	45%
Take a road trip/drive the Alaska Highway	14%	15%	15%	5%	18%	31%	21%	12%	24%
Take a cruise	11%	4%	5%	21%	3%	1%	2%	*	6%
Other	9%	11%	11%	2%	15%	9%	17%	1%	6%

Was your trip primarily for: business, leisure/personal

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Business	7%	8%	3%	4%	4%	4%	4%	19%	9%
Personal/Leisure	93%	92%	97%	96%	96%	96%	96%	81%	91%

## Communities and Regions – Tables

Which of the following is your primary purpose of this trip: conference/convention, other business/work/related

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Other Business/Work/related: Mining, Government, Other	74%	89%	97%	34%	99%	99%	96%	100%	100%
Conference, Convention attendee	26%	11%	3%	66%	1%	1%	4%	*	*

Which of the following is your primary purpose of this trip: mining, government, other

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Other	78%	80%	64%	89%	90	88%	95%	55%	78%
Mining	13%	12%	25%	1%	4%	6%	4%	40%	21%
Government	9%	8%	11%	11%	4%	4%	*	5%	1%

Which of the following is your primary purpose of this trip: other leisure, wilderness, visiting friends and relatives, festival

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Other Leisure	78%	75%	78%	81%	80%	76%	81%	57%	69%
Wilderness	12%	11%	13%	14%	8%	11%	8%	24%	17%
VFR	8%	11%	4%	4%	9%	10%	8%	9%	12%
Festival	2%	2%	4%	1%	3%	3%	3%	11%	5%

## Transportation

On this trip, how did you first enter Canada?

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Drove into Canada	37%	39%	42%	20%	62%	60%	67%	43%	28%
None, we live in Canada	24%	31%	24%	13%	21%	31%	18%	49%	58%
Flew into Canada	16%	16%	15%	23%	7%	8%	6%	7%	13%
Came in a motorcoach/bus	9%	5%	7%	16%	4%	2%	2%	*	*
Came on the train from Skagway	7%	8%	8%	15%	5%	*	6%	*	*
Cruised, ferried or boated into Canada	6%	3%	3%	12%	1%	*	1%	*	*

Did you enter Yukon by:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Personal/Rental Vehicle	53%	57%	62%	29%	82%	96%	86%	71%	63%
Bus/Motorcoach	24%	14%	16%	47%	13%	3%	12%	2%	8%
Air	12%	17%	10%	4%	4%	*	2%	27%	30%
Train	10%	12%	12%	20%	1%	1%	*	*	*
Other	*	*	*	*	*	*	*	*	*

(If personal vehicle) Was that by: car/truck/van, RV/camper, motorcycle?

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Car/Truck/Van	57%	54%	54%	75%	53%	45%	52%	48%	52%
RVCamper	40%	41%	43%	23%	44%	50%	45%	50%	46%
Motorcycle	4%	5%	3%	2%	3%	5%	3%	2%	2%

(If coach/train). Where did you travel: independent, tour company, day trip, non-tour bus line, other

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Independent	3%	4%	4%	3%	4%	5%	3%	23%	3%
Tour Company	51%	77%	72%	50%	76%	68%	94%	*	45%
Day Trip	42%	13%	16%	43%	19%	13%	2%	8%	39%
Non-Tour Busline	2%	1%	2%	1%	1%	13%	*	68%	13%
Other	3%	4%	6%	3%	2%	1%	2%	*	*

After arriving in Yukon, to travel around Yukon, did you:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Drive only	83%	85%	89%	77%	96%	95%	96%	86%	90%
None, Stayed in just one community	8%	5%	5%	13%	2%	2%	2%	-	3%
Both Drive and Fly within Yukon	6%	8%	4%	8%	2%	3%	1%	14%	7%
Other	2%	2%	2%	2%	*	*	*	*	*
Fly (to Yukon communities) only.	*	1%	1%	*	*	*	*	*	*

Mode of transportation used for Yukon final exit

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Personal/Rental Vehicle	53%	57%	64%	30%	83%	94%	86%	74%	65%
Bus/Motorcoach	25%	21%	26%	47%	13%	5%	11%	2%	7%
Air	15%	20%	8%	10%	3%	*	2%	24%	28%
Train	6%	1%	1%	12%	1%	*	1%	-	*
Other	1%	*	1%	1%	*	*	*	1%	*

Your map indicates that you first entered Yukon from Alaska. How did you get to Alaska?

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Cruise ship	65%	52%	39%	84%	30%	11%	24%	2%	79%
I live in AK	17%	22%	36%	1%	40%	31%	47%	61%	*
Air/Flew	13%	17%	18%	9%	24%	15%	25%	9%	9%
Ferry	5%	8%	4%	6%	4%	35%	3%	13%	5%
Other	1%	1%	3%	*	2%	7%	2%	16%	7%

# Appendix:

## Communities and Regions – Tables

Your map indicates that you last exited Yukon into Alaska. How did you leave Alaska?

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Cruise ship	45%	19%	20%	58%	10%	1%	5%	*	1%
I live in AK	18%	25%	35%	3%	33%	6%	38%	5%	*
Air/Flew	17%	22%	24%	15%	18%	5%	20%	25%	62%
Ferry	15%	26%	11%	18%	36%	79%	36%	12%	22%
Other	5%	8%	10%	5%	2%	10%	2%	58%	15%

### Communities and Routes

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

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Vancouver, British Columbia	65%	65%	57%	72%	25%	28%	21%	9%	51%
Toronto, Ontario	8%	10%	16%	9%	32%	35%	35%	1%	1%
Calgary, Alberta	11%	6%	5%	11%	9%	10%	10%	26%	22%
Don't know	3%	2%	1%	2%	7%	7%	7%	7%	*
Montreal, Quebec	1%	2%	3%	1%	8%	8%	9%	*	*
Halifax, Nova Scotia	1%	1%	1%	2%	2%	2%	3%	*	*
Whitehorse, Yukon	10%	15%	16%	2%	17%	7%	16%	42%	19%

Which city did you fly into Yukon from?

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Vancouver, British Columbia	60%	60%	59%	64%	43%	61%	48%	65%	31%
Calgary, Alberta	16%	16%	9%	18%	21%	11%	23%	16%	15%
Edmonton, Alberta	7%	7%	6%	1%	3%	*	*	1%	1%
Inuvik, NWT	*	*	*	*	*	*	*	*	*
Fairbanks, Alaska	*	*	*	1%	*	*	*	*	*
Other	17%	17%	26%	16%	33%	27%	28%	18%	53%

## Appendix: Communities and Regions – Tables

Which one of these Yukon communities would you say was your primary destination? (Top 3 bolded)

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
None - Just passing through	<b>35%</b>	<b>35%</b>	<b>25%</b>	<b>34%</b>	<b>57%</b>	<b>45%</b>	<b>59%</b>	<b>19%</b>	<b>36%</b>
Dawson City	<b>22%</b>	<b>31%</b>	<b>46%</b>	<b>21%</b>	<b>18%</b>	<b>16%</b>	<b>19%</b>	<b>36%</b>	<b>30%</b>
Carcross	<b>17%</b>	2%	3%	<b>31%</b>	*	*	*	*	2%
Whitehorse	15%	<b>20%</b>	<b>11%</b>	10%	<b>11%</b>	<b>20%</b>	<b>10%</b>	7%	6%
Watson Lake	3%	3%	4%	1%	4%	7%	4%	*	*
Haines Junction	3%	2%	1%	2%	5%	*	2%	1%	*
Eagle Plains	1%	2%	3%	*	1%	2%	1%	1%	<b>23%</b>
Teslin	1%	1%	*	*	2%	2%	2%	*	*
Keno City	1%	1%	2%	*	1%	2%	1%	13%	*
Mayo	1%	1%	1%	*	*	*	*	5%	3%
Faro	1%	1%	1%	*	*	1%	*	<b>17%</b>	*
Destruction Bay	1%	1%	2%	1%	2%	2%	2%	*	*
Beaver Creek	*	*	1%	*	*	*	*	*	*

# Appendix:

## Communities and Regions – Tables

Primary Route

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
BORDER ONLY – Carcross only	20%	*	*	40%	*	*	*	*	*
ROUND TRIP - Watson Lake in/out NO Dawson	15%	21%	5%	2%	27%	39%	27%	9%	2%
ROUND TRIP - Watson Lake in/out with Dawson	11%	16%	27%	5%	23%	28%	24%	56%	45%
ONE WAY - AK Hwy only - no Dawson	9%	13%	*	11%	22%	10%	24%	*	1%
AIR - Flew in/out - no driving routes	8%	11%	1%	2%	1%	*	*	12%	1%
ONE WAY - Skagway- Dawson-Tok N/S	7%	9%	16%	14%	*	*	*	*	*
ROUND TRIP - Watson Lake in/out - route unknown	5%	*	11%	*	*	12%	*	*	*
ROUND TRIP - Tok/Beaver Creek in/out	5%	7%	11%	1%	12%	*	12%	*	*
ROUND TRIP - Skagway/Haines in/out NO Dawson	4%	6%	10%	9%	1%	*	*	*	*
BORDER ONLY – All except for Carcross	3%	*	2%	*	2%	2%	3%	1%	3%
AIR - Drove in-Flew out	3%	5%	1%	6%	*	*	*	*	7%
ONE WAY - Short Route	3%	3%	*	5%	5%	3%	2%	*	1%
AIR – Flew in/out with Driving Routes	3%	5%	6%	2%	3%	*	2%	11%	23%
ONE WAY - Longer Route	2%	3%	5%	4%	5%	6%	5%	5%	11%

# Appendix:

## Communities and Regions – Tables

Highway used to enter near Watson Lake:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Alaska Hwy	88%	90%	85%	98%	92%	87%	92%	80%	86%
Highway 37	12%	10%	15%	2%	8%	13%	8%	20%	14%

Highway used to exit near Watson Lake:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Alaska Hwy	85%	85%	75%	80%	86%	85%	86%	93%	58%
Highway 37	15%	15%	25%	20%	14%	15%	14%	7%	42%

Highway used to enter Carcross:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Entered on Klondike highway (driving out to Skagway, Alaska)	74%	54%	52%	74%	95%	80%	98%	100%	100%
Entered on the White Pass & Yukon Route train	26%	46%	48%	26%	5%	20%	2%	*	*

Highway used to exit Carcross:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Exit on Klondike highway (driving out to Skagway, Alaska)	77%	88%	90%	77%	88%	98%	88%	100%	100%
Exit on the White Pass & Yukon Route train	23%	12%	10%	23%	12%	2%	12%	*	*

## Accommodations

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

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Hotel/Motel	42%	51%	47%	46%	37%	32%	37%	49%	58%
RV park or commercial campground	30%	34%	44%	9%	48%	59%	52%	33%	38%
Yukon government campground	20%	24%	24%	8%	30%	38%	31%	29%	58%
B&B, Lodge, Cabin or Hostel	9%	10%	8%	7%	8%	8%	9%	10%	26%
Friends, Relatives or Family home	9%	11%	5%	4%	9%	8%	7%	16%	16%
Other (non-campgrounds, Wal-Mart, or other parking lots, highway pull-offs, etc.)	9%	10%	10%	4%	14%	17%	14%	14%	15%
None (day-trip/cruise excursion)	19%	5%	8%	37%	3%	2%	1%	*	3%

(Among campers) On this trip, in Yukon, did you stay at a:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Camp in an RV or camper/trailer	65%	63%	63%	58%	70%	77%	71%	76%	47%
Camp in a Tent	32%	33%	36%	41%	27%	20%	26%	23%	51%
Both	3%	3%	1%	1%	3%	3%	3%	1%	1%

Activities

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

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Visit any natural attractions and unique natural features,	48%	<b>47%</b>	<b>55%</b>	<b>41%</b>	<b>52%</b>	<b>67%</b>	<b>56%</b>	48%	<b>72%</b>
Visit any man-made attractions like museums or historical sites	42%	<b>47%</b>	<b>49%</b>	<b>46%</b>	<b>43%</b>	41%	<b>44%</b>	47%	68%
Go shopping	41%	<b>42%</b>	38%	45%	35%	37%	35%	<b>59%</b>	44%
Do wildlife viewing or bird watching, guided or not	37%	33%	<b>44%</b>	35%	<b>39%</b>	<b>45%</b>	<b>40%</b>	50%	60%
Take a community walking tour either guided or non-guided	34%	40%	38%	35%	39%	39%	39%	35%	59%
Visitor Information Centre	32%	36%	39%	29%	30%	<b>41%</b>	31%	51%	<b>69%</b>
Take the White Pass Yukon Train to/from Skagway	28%	27%	26%	<b>45%</b>	19%	11%	18%	7%	9%
Hike/camp	21%	25%	31%	13%	24%	33%	25%	<b>59%</b>	51%
Take a motorcoach or van tour	24%	21%	18%	41%	14%	3%	12%	*	1%
Visit a National Park	20%	21%	22%	18%	29%	25%	25%	34%	47%
Visit a Territorial wilderness park or Heritage River	15%	21%	22%	15%	12%	16%	12%	51%	<b>73%</b>
Experience Yukon First Nation culture or traditional ways	16%	20%	28%	12%	19%	26%	19%	28%	40%
Visit a Yukon art gallery	15%	19%	17%	15%	15%	17%	14%	24%	35%
Visit any friends or relatives living in Yukon	11%	14%	10%	5%	9%	11%	6%	<b>36%</b>	28%
Wilderness guided activity	12%	11%	16%	15%	5%	9%	4%	8%	22%
Go gold panning	12%	13%	20%	10%	14%	13%	14%	34%	35%
Attend/participate in any arts and cultural events or festivals	12%	12%	18%	7%	10%	14%	10%	11%	32%
Go Dog sledding, or take a dog kennel tour	8%	4%	5%	14%	5%	1%	3%	1%	*
Canoe/Kayak/Raft	7%	8%	12%	6%	7%	5%	6%	17%	12%
Participate in the Yukon Gold Explorer's Passport Contest	6%	8%	12%	3%	9%	14%	10%	22%	27%
Take a River/lake tour boat	6%	8%	14%	7%	5%	7%	6%	6%	6%
Fish	6%	7%	6%	2%	7%	8%	5%	30%	11%
Conduct business	3%	4%	4%	*	1%	2%	1%	33%	13%
Attend/participate in any sport event	2%	3%	3%	1%	2%	2%	2%	5%	10%
Flight-see	4%	5%	7%	4%	4%	1%	2%	7%	18%
Attend a Conference or Convention	1%	1%	*	*	*	*	*	*	*
Hunt	1%	1%	*	*	*	1%	1%	17%	*
Snowmobile or ATV or other backcountry motorized trip	*	*	*	*	1%	1%	1%	*	1%
Horseback ride	*	1%	*	*	*	*	*	*	1%
Golf	*	1%	*	1%	1%	1%	1%	*	*
Downhill or cross-county skiing	*	*	*	*	1%	1%	*	*	*
None of these	27%	30%	30%	22%	31%	30%	33%	9%	7%

### Length of Trip

How many total nights were you away from home?

	Community was included on Trip Route								
	All 2012 Summer Visitors	Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
NONE - Day trip	1%	1%	2%	1%	*	*	*	*	*
1 - 3	2%	2%	1%	*	*	1%	*	3%	*
4 - 7	7%	7%	5%	8%	3%	3%	2%	5%	7%
8 - 13	28%	23%	19%	37%	21%	7%	20%	3%	10%
14 - 20	26%	27%	27%	37%	25%	17%	23%	32%	31%
21+	36%	40%	46%	17%	51%	72%	54%	57%	52%
Mean	28	30	33	17	38	49	40	36	32
Median	15	15	19	14	21	40	22	25	23

How many nights did you spend in Yukon (MUST INSERT 0 IF NONE)

	Community was included on Trip Route								
	All 2012 Summer Visitors	Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
NONE - day trip	14%	3%	6%	28%	2%	1%	*	*	3%
1 - 3	30%	33%	24%	34%	36%	20%	35%	5%	1%
4 - 7	23%	27%	28%	26%	23%	24%	24%	15%	38%
8 - 13	15%	19%	17%	7%	21%	26%	21%	33%	16%
14 - 20	10%	12%	17%	3%	12%	20%	12%	34%	23%
21+	6%	7%	8%	2%	6%	10%	7%	14%	19%
Mean	8	9	9	4	9	12	9	18	14
Median	4	5	6	2	5	9	6	12	10

How many nights did you spend in Alaska (MUST INSERT 0 IF NONE)

	Community was included on Trip Route								
	All 2012 Summer Visitors	Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
0	20%	25%	18%	9%	15%	22%	14%	52%	31%
1-3	12%	14%	9%	17%	9%	7%	11%	5%	16%
4-7	24%	16%	20%	39%	14%	13%	13%	5%	18%
8-13	21%	21%	26%	24%	27%	11%	27%	4%	17%
14-20	7%	8%	8%	6%	11%	10%	12%	10%	2%
21+	15%	15%	20%	4%	22%	35%	23%	22%	16%
Mean	11	11	12	8	15	17	15	10	8
Median	6	6	8	6	9	10	9	*	4

## Trip Planning Timing

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

All 2012 Summer Visitors	Community was included on Trip Route							
	Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
0	1%	1%	1%	*	*	1%	1%	2%
1	7%	8%	5%	3%	5%	7%	4%	8%
2	5%	6%	9%	2%	3%	6%	3%	14%
3	20%	21%	14%	27%	10%	12%	12%	13%
4 - 6	26%	25%	16%	27%	34%	28%	37%	16%
7 -12	34%	31%	41%	34%	39%	33%	34%	32%
12+	8%	9%	14%	7%	9%	12%	9%	15%
Mean	7	8	10	7	9	10	9	10
Median	6	6	7	6	6	6	6	6

## Resources

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

All 2012 Summer Visitors	Community was included on Trip Route							
	Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Booked activities, transportation or accommodations on your own directly from the company providing that service (i.e. rental car/RV companies, hotels/lodges, tours, cruise lines, etc.)	37%	32%	33%	44%	29%	19%	27%	39%
Requested a Yukon Vacation Guide or Planner	35%	27%	28%	45%	29%	30%	28%	30%
Booked a travel package or trip components using a travel agent or tour operator.	23%	19%	25%	40%	13%	5%	10%	3%
Booked an airline ticket directly from an airline.	16%	16%	15%	21%	7%	3%	5%	16%
Booked any travel product/service using a rewards or points program (airline, credit/bank cards, car/hotel, etc.).	5%	5%	5%	5%	2%	2%	2%	11%
None of the Above	28%	33%	30%	13%	41%	55%	45%	32%

If you used rewards on your Yukon trip was the rewards program you used primarily:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Credit card or Bank card points	45%	43%	28%	40%	41%	13%	59%	89%	93%
Airline points	37%	31%	45%	30%	30%	75%	17%	11%	5%
Hotel/rental car points	5%	6%	*	7%	25%	6%	21%	*	*
Other	13%	20%	27%	24%	4%	6%	3%	*	2%

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

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Computer	89%	93%	94%	87%	93%	91%	94%	99%	87%
Smart Phone	26%	26%	27%	20%	30%	34%	31%	36%	44%
Tablet	26%	25%	23%	27%	22%	28%	22%	29%	7%
None of These	2%	3%	2%	2%	2%	3%	2%	1%	2%

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

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Destination sites	69%	62%	83%	69%	66%	77%	71%	68%	74%
Review sites, such as Trip Advisor	48%	37%	49%	52%	29%	33%	27%	60%	57%
Travel company's websites.	44%	37%	36%	56%	27%	21%	21%	48%	28%
Booking sites such as Travelocity.	36%	31%	31%	36%	29%	33%	29%	37%	29%
Social Networking sites, such as Facebook.	12%	7%	8%	11%	6%	15%	7%	2%	15%
Video/photo sites such as YouTube, Flickr.	13%	9%	11%	15%	7%	11%	7%	14%	17%
None of these	10%	15%	7%	10%	18%	12%	21%	10%	8%

## Appendix: Communities and Regions – Tables

Was that Yukon Advertising you saw:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Magazine/Printed material.	54%	45%	54%	48%	55%	63%	52%	52%	61%
Internet.	43%	43%	66%	40%	39%	42%	36%	43%	60%
On TV.	6%	6%	8%	4%	5%	6%	5%	20%	23%
Billboards or public signs.	3%	5%	2%	*	8%	11%	9%	1%	2%
Other	23%	34%	12%	26%	32%	17%	34%	26%	17%

How much did each of those influence your decision to visit Yukon?

	All 2012 Summer Visitors	Community was included on Trip Route		
		Whitehorse	Dawson City	Southern Region
First	Advertising you saw about Yukon (51%)	Friends or relatives who visited Yukon (46%)	Travel company websites (44%)	Advertising you saw about Yukon (56%)
Second	Yukon Vacation Planner (48%)	Advertising you saw about Yukon (45%)	Travel Guide Books (41%)	www.travelyukon.com. (49%)
Third	www.travelyukon.com (45%)	Travel Guide Books (45%)	Yukon Vacation Planner (41%)	Review sites, such as Trip Advisor (47%)

How much did each of those influence your decision to visit Yukon? (continued)

	Community was included on Trip Route				
	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
First	Friends or Relatives who had visited Yukon. (55%)	Friends or Relatives who had visited Yukon. (50%)	Friends or Relatives who had visited Yukon. (57%)	Travel company websites (airlines, hotels). (56%)	www.travelyukon.com (65%)
Second	Other Travel Guides/Books. (54%)	Yukon Vacation Planner (50%)	Other Travel Guides/Books. (54%)	Yukon Vacation Planner/Guide. (52%)	Advertising you saw about Yukon (59%)
Third	Yukon Vacation Planner/Guide. (47%)	Other Travel Guides/Books (46%)	Travel Agent (46%)	Friends or Relatives who live in Yukon. (52%)	Friends or Relatives who had visited Yukon (43%)

## Appendix: Communities and Regions – Tables

Rate the quality of the sources of information while travelling in Yukon:

	All 2012 Summer Visitors	Community was included on Trip Route			
		Whitehorse	Dawson City	Southern Region	Haines Junction
First	Yukon government Visitor Information Centres (93%)	Yukon government Visitor Information Centres (93%)	Yukon government Visitor Information Centres (92%)	Yukon government Visitor Information Centres (94%)	Yukon government Visitor Information Centres (95%)
Second	The Yukon Vacation Planner/Guide (84%)	Travel books. (84%)	Travel books. (87%)	The Yukon Vacation Planner/Guide (86%)	Travel books. (91%)
Third	Travel books (83%)	www.travelyukon.com (81%)	The Yukon Vacation Planner/Guide. (80%)	www.travelyukon.com (82%)	People you meet or talked to in Yukon. (85%)

Rate the quality of the sources of information while travelling in Yukon (continued):

	Community was included on Trip Route			
	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
First	Yukon government Visitor Information Centres (90%)	Yukon government Visitor Information Centres (95%)	Travel books. (97%)	Yukon government Visitor Information Centres (99%)
Second	Travel books. (84%)	Travel books. (90%)	Yukon government Visitor Information Centres (93%)	www.travelyukon.com. (96%)
Third	Yukon Wildlife viewing guide. (83%)	People you meet or talked to in Yukon. (85%)	The Yukon Vacation Planner (89%)	Yukon Wildlife viewing guide (92%)

How important was the following on your decision to visit Yukon:

	All 2012 Summer Visitors	Community was included on Trip Route			
		Whitehorse	Dawson City	Southern Region	Haines Junction
First	To visit and experience Alaska (61%)	Wildlife viewing opportunities. (56%)	To visit and experience Alaska. (66%)	To visit and experience Alaska. (75%)	To visit and experience Alaska. (68%)
Second	Wildlife viewing opportunities. (59%)	Visit a place that few others have been to. (53%)	Wildlife viewing opportunities. (61%)	Wildlife viewing opportunities. (61%)	To drive the Alaska Highway. (60%)
Third	Visit a place that few others have been to. (52%)	To visit and experience Alaska. (52%)	Visit a place that few others have been to. (61%)	Tag on a Yukon land tour to a cruise (55%)	Wildlife viewing opportunities. (52%)

How important was the following on your decision to visit Yukon (continued):

	Community was included on Trip Route			
	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
First	To drive the Alaska Highway. (66%)	To drive the Alaska Highway. (68%)	Experience time in the wilderness (hike/camp/fish/paddle). (83%)	Wildlife viewing opportunities. (89%)
Second	Wildlife viewing opportunities. (55%)	To visit and experience Alaska. (65%)	Visit a place that few others have been to. (74%)	To visit Dawson City. (77%)
Third	Experience time in the wilderness (hike/camp/fish/paddle). (55%)	Challenge myself (48%)	Wildlife viewing opportunities. (72%)	To visit a place few others have been to (74%)

### Visitor Satisfaction

Which one Yukon community was your favourite? (include: none) (Top 3 bolded)

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Dawson City	<b>20%</b>	<b>28%</b>	<b>54%</b>	<b>12%</b>	<b>22%</b>	<b>22%</b>	<b>23%</b>	<b>42%</b>	<b>40%</b>
None - Just passing through	<b>28%</b>	<b>25%</b>	<b>15%</b>	<b>38%</b>	<b>25%</b>	<b>12%</b>	<b>29%</b>	8%	<b>25%</b>
Whitehorse	<b>17%</b>	<b>22%</b>	<b>16%</b>	12%	<b>17%</b>	<b>26%</b>	<b>16%</b>	<b>16%</b>	8%
Carcross	17%	3%	3%	<b>30%</b>	3%	1%	1%	*	3%
Watson Lake	4%	4%	2%	1%	6%	<b>12%</b>	6%	2%	*
Haines Junction	5%	4%	1%	4%	10%	4%	4%	1%	*
Beaver Creek	2%	3%	*	*	6%	6%	7%	-	-
Destruction Bay	2%	4%	3%	1%	6%	7%	7%	-	5%
Stewart Crossing	1%	1%	1%	1%	1%	1%	1%	-	-
Eagle Plains	1%	1%	2%	*	1%	2%	1%	-	<b>15%</b>
Faro	1%	1%	*	*	*	2%	*	11%	*
Teslin	1%	1%	*	*	1%	2%	1%	3%	*
Keno	1%	1%	2%	*	1%	2%	1%	<b>14%</b>	1%
Carmacks	*	1%	1%	*	1%	1%	1%	*	*
Ross River	*	*	*	*	*	*	*	2%	2%

## Communities and Regions – Tables

Comparing Yukon to other destinations you have visited, how would you rate Yukon: 1 = Least Favorite and 5 = Most Favorite

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
1...Least Favourite	*	*	*	*	*	*	*	*	*
2...	1%	1%	1%	1%	*	*	*	*	*
3...	31%	28%	24%	35%	38%	19%	35%	26%	12%
4...	53%	52%	48%	51%	46%	55%	49%	48%	43%
5...Most Favorite	16%	20%	27%	13%	16%	25%	16%	27%	45%

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

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
First	Europe (20%)	Europe (24%)	Alaska (27%)	Europe (29%)	Alaska (27%)	Alaska (23%)	Alaska (24%)	Alaska (43%)	Europe (23%)
Second	Alaska (19%)	Alaska (16%)	Western U.S. (16%)	Alaska (18%)	Western U.S. (25%)	Western Canada (20%)	Western U.S. (23%)	No Major (31%)	Australia/NZ (22%)
Third	Western U.S. (13%)	Western Canada (14%)	Europe (14%)	Western U.S. (11%)	Western Canada (12%)	Western U.S. (13%)	Western Canada (15%)	None	Western U.S. (15%)

How would you rate Yukon for the following experiences?

	All 2012 Summer Visitors	Community was included on Trip Route			
		Whitehorse	Dawson City	Southern Region	Haines Junction
First	Wildlife viewing opportunities (79%)	Experience time in the wilderness (hike/camp/fish/paddle) (85%)	Wildlife viewing opportunities (92%)	To visit and experience Alaska. (70%)	To visit and experience Alaska. (87%)
Second	To visit and experience Alaska (77%)	To visit Dawson City. (85%)	To visit Dawson City. (84%)	Wilderness/wildlife, but stay in a town/village/city at night. (72%)	Experience time in the wilderness (hike/camp/fish/paddle). (87%)
Third	Klondike Gold Rush history (76%)	Wilderness/wildlife, but stay in a town/village/city at night. (81%)	Klondike Gold Rush history (84%)	Klondike Gold Rush history. (71%)	Something I've never done before (86%)

# Appendix:

## Communities and Regions – Tables

How would you rate Yukon for the following experiences (continued)?

	Community was included on Trip Route			
	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
First	Wildlife viewing opportunities. (93%)	To drive the Alaska Highway. (87%)	Wildlife viewing opportunities. (90%)	Wildlife viewing opportunities (97%).
Second	To drive the Alaska Highway. (90%)	To visit and experience Alaska. (86%)	Experience time in the wilderness (hike/camp/fish/paddle). (90%)	To experience the midnight sun. (97%)
Third	To visit and experience Alaska. (88%)	Experience time in the wilderness (hike/camp/fish/paddle). (86%)	To visit a place that few others have been to. (85%)	Wilderness/wildlife, but stay in a town/village/city at night. (96%)

How likely are you to refer Yukon as a destination to visit to your friends and family? 1 = Not at all likely, 5 = Definitely will.

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
1...Not At All	*	*	*	*	*	*	*	*	*
2...	2%	2%	2%	2%	1%	2%	1%	*	*
3...	23%	25%	12%	29%	25%	11%	28%	18%	*
4...	23%	19%	25%	23%	19%	29%	21%	21%	29%
5...Definitely Will	53%	54%	61%	46%	55%	58%	50%	60%	71%
Mean	4.3	4.2	4.4	4.1	4.3	4.4	4.2	4.4	4.7

How likely are you to visit Yukon again?

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Not At All	3%	4%	8%	2%	7%	3%	8%	-	*
Not Very Likely	7%	5%	6%	9%	4%	5%	2%	1%	2%
Somewhat Likely	36%	39%	33%	48%	35%	20%	35%	27%	22%
Very Likely	27%	26%	25%	27%	27%	38%	29%	16%	36%
Definitely Will	28%	26%	27%	14%	28%	34%	26%	56%	40%
Mean	3.7	3.7	3.6	3.4	3.7	4.0	3.6	4.3	4.1

## Respondent Demographics

Education:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Up to Grade 9	1%	1%	*	1%	2%	2%	2%	*	*
Grade 10 to Grade 12	6%	8%	10%	3%	9%	14%	9%	14%	1%
Vocational/Technical school	10%	12%	6%	13%	16%	7%	17%	11%	7%
College/University	50%	46%	49%	39%	57%	60%	54%	37%	46%
Post Graduate University	33%	33%	35%	44%	17%	17%	18%	38%	48%

Occupation:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Employed or Self-employed (full time or part time)	58%	57%	57%	58%	56%	55%	56%	49%	65%
Semi-Retired	8%	8%	10%	11%	6%	7%	6%	1%	3%
Retired	30%	32%	30%	26%	36%	35%	37%	47%	31%
Not currently employed (Student, unemployed, parenting, disabled)	4%	3%	3%	6%	2%	3%	2%	3%	1%

Total household income last year before tax deductions:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
under \$20,000	3%	4%	4%	*	5%	6%	5%	1%	11%
20,000 to 39,999	9%	6%	9%	10%	8%	11%	8%	4%	9%
40,000 to 59,999	18%	25%	15%	21%	15%	15%	12%	11%	10%
60,000 to 79,999	19%	18%	22%	14%	20%	21%	24%	15%	27%
80,000 to 99,999	12%	14%	17%	9%	14%	17%	16%	39%	37%
100,000 to 149,000	27%	19%	19%	31%	24%	18%	23%	14%	3%
150,000 to 199,999	6%	6%	9%	6%	5%	6%	5%	16%	1%
\$200,000 or more	6%	7%	4%	7%	10%	6%	8%	*	2%
Mean	\$94,333	\$91,823	\$90,483	\$93,379	\$98,037	\$88,975	\$95,227	\$98,114	\$72,687
Median	\$90,000	\$70,000	\$70,000	\$90,000	\$90,000	\$70,000	\$90,000	\$90,000	\$70,000

Age of respondent:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Mean	53	54	54	55	55	53	55	47	48
Median	55	56	59	57	57	55	55	46	53
Under 25	3%	5%	3%	1%	4%	6%	4%	10%	8%
25 - 34	6%	8%	12%	2%	3%	6%	3%	30%	34%
35 - 44	14%	10%	9%	14%	10%	14%	11%	6%	4%
45 - 54	25%	25%	21%	28%	28%	22%	31%	16%	5%
55 - 64	31%	28%	29%	32%	37%	30%	30%	13%	20%
65+	20%	24%	27%	22%	19%	22%	21%	25%	29%

Gender: male, female:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Male	53%	51%	55%	44%	56%	67%	55%	67%	56%
Female	47%	49%	45%	56%	44%	33%	45%	33%	44%

Children (under age 18) living at home:

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Yes	16%	14%	17%	13%	13%	17%	13%	22%	9%
No	84%	86%	83%	87%	87%	83%	87%	78%	91%

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

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
English	90%	90%	88%	90%	91%	94%	94%	90%	73%
Other	5%	4%	3%	7%	5%	1%	1%	4%	3%
German	2%	3%	4%	1%	2%	3%	2%	6%	2%
French	2%	3%	5%	1%	2%	2%	2%	*	21%
Japanese	*	*	*	*	*	1%	1%	*	*

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

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
English	94%	94%	91%	95%	96%	96%	96%	93%	94%
German	1%	2%	3%	1%	1%	2%	1%	6%	1%
French	1%	2%	3%	1%	1%	1%	1%	1%	4%
Japanese	1%	1%	1%	1%	*	1%	1%	*	*

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

	All 2012 Summer Visitors	Community was included on Trip Route							
		Whitehorse	Dawson City	Southern Region	Haines Junction	Watson Lake/ Teslin	Western Region	Central Region	Northern Region
Yes	1%	1%	1%	1%	2%	1%	2%	19%	3%
No	99%	99%	99%	99%	98%	99%	98%	81%	97%