

2004 YUKON VISITOR EXIT SURVEY



Presented By:

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Tourism Yukon

TIAY

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Program

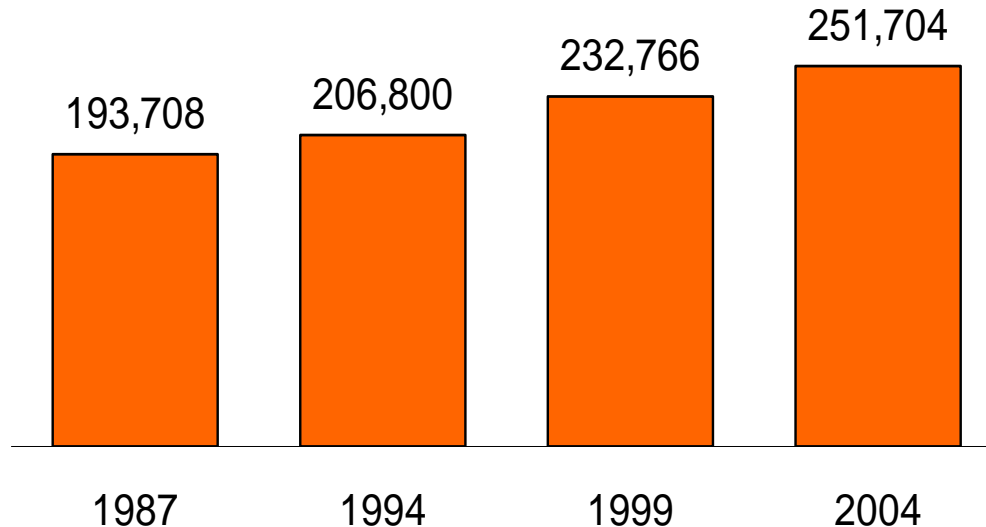
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Introduction

Acknowledgements

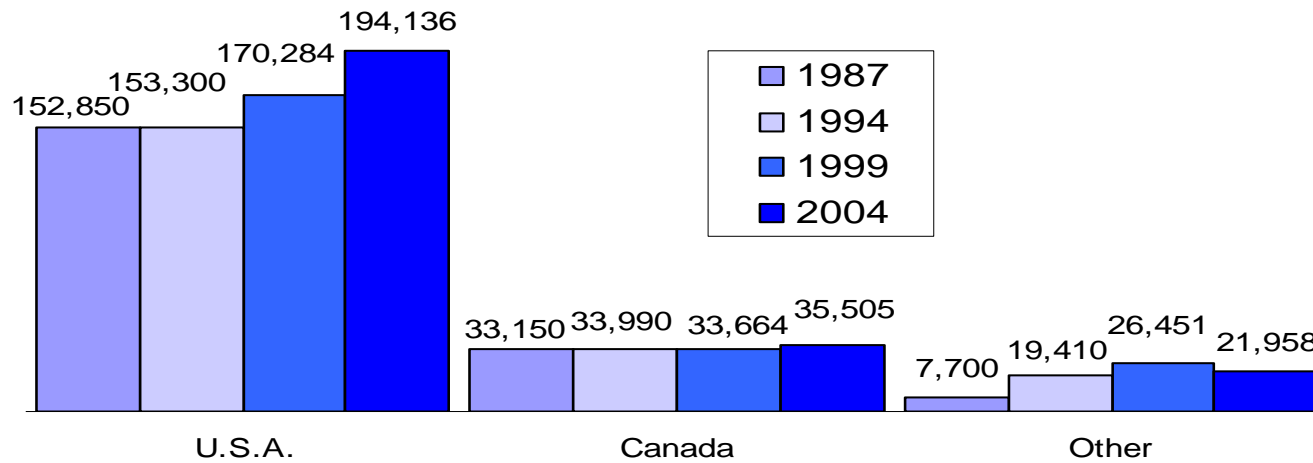
Highlights

How many visitors came to the Yukon from June to September of 2004?



- 2004 showed an increase of 18,938 visitors or 8% over 1999
- 2004 showed an increase of 57,996 visitors or 30% over 1987

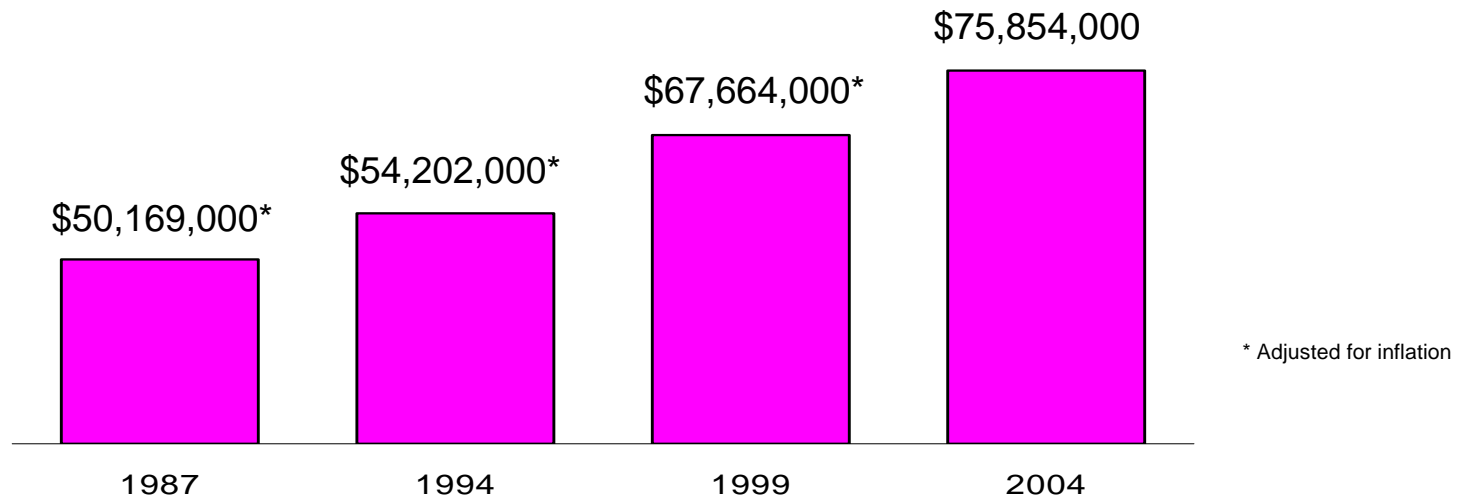
Where did the visitors to the Yukon come from?



In 2004:

- 77% of the visitors came to the Yukon from the United States
- 14% of visitors came to the Yukon from Canada
- 9% of visitors came to the Yukon from other countries

How much was spent by visitors to the Yukon in 2004?



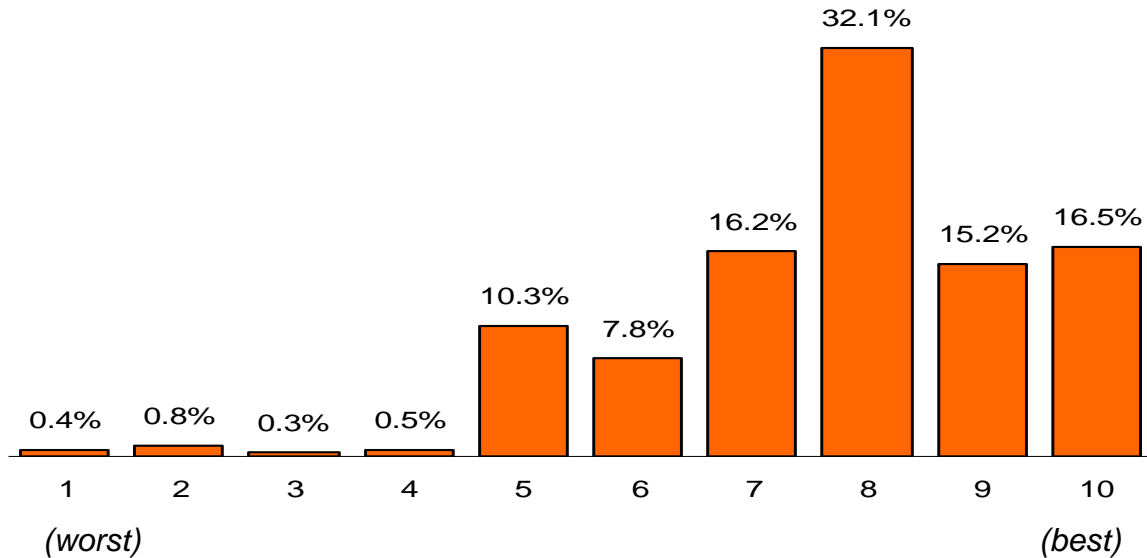
- Total visitor spending increased by 12% from \$67.6 million in 1999
- Each visitor to the Yukon in 2004 spent approximately \$301 while in the territory.
- This is an increase of \$10 or 3% over 1999 visitor

How much was spent by visitors to the Yukon in 2004 (cont.)?

Spending as a Percentage of All Visitor Spending					Average Expenditure per Person per day					
	1987	1994	1999	2004		1987	1994	1999	2004	Change '99-'04
U.S.A.	63%	49%	52%	51%	U.S.A.	n/a	\$68	\$76	\$76	\$0
Canada	31%	33%	27%	29%	Canada	n/a	\$56	\$73	\$90	\$17
Other	6%	18%	21%	20%	Other	n/a	\$60	\$71	\$59	-\$12

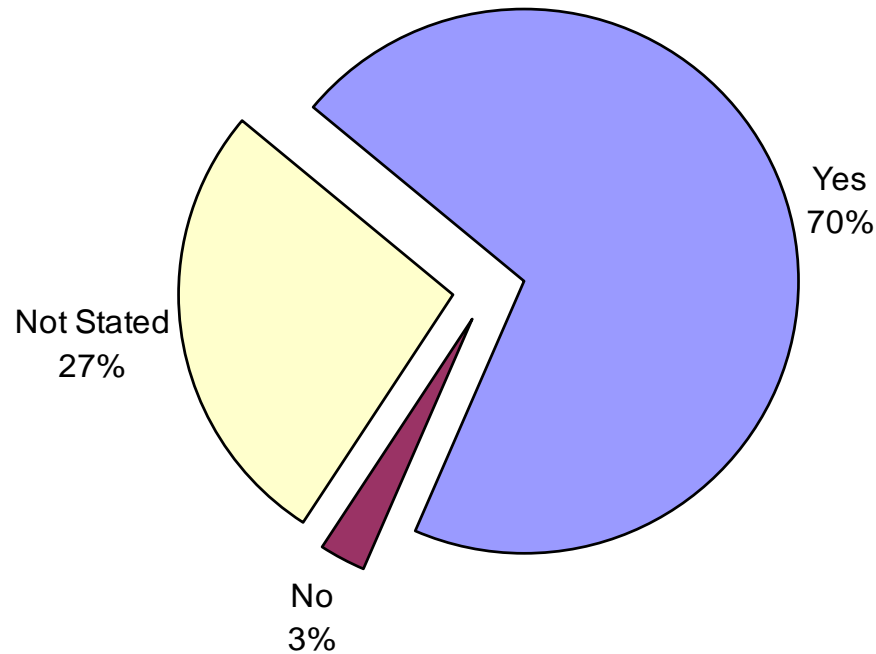
- U.S. visitors spent \$38,353,000 or 51% of all visitor spending
- Canadian visitors spent \$22,135,000 or 29% of all visitor spending
- Visitor from other countries spent \$15,327,000 or 20% of all visitor spending

How did the visitors rate their Yukon visit as compared to visits to other destinations?

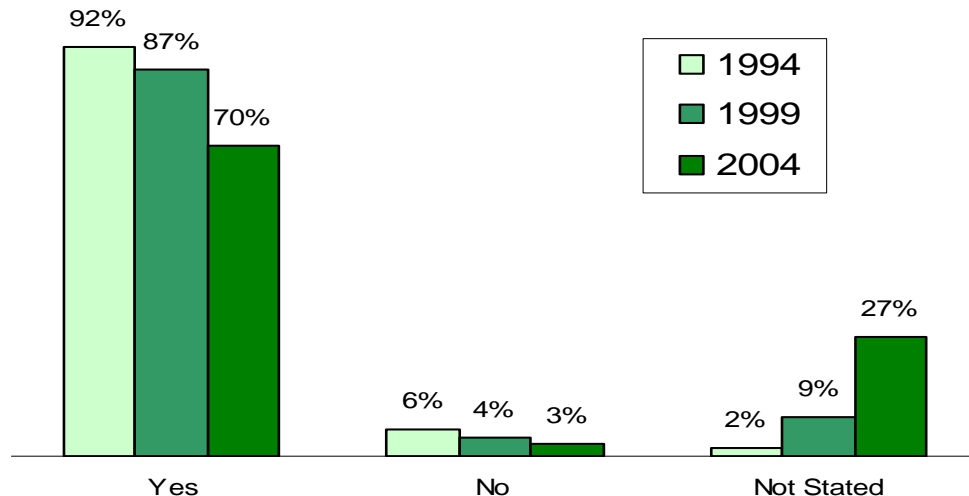


- 80% of visitors rated their visit to the Yukon as a 7 or above
- Fewer than 2% rated their visit a 4 or below

Did visitors feel they received value for their money during their visit to the Yukon?

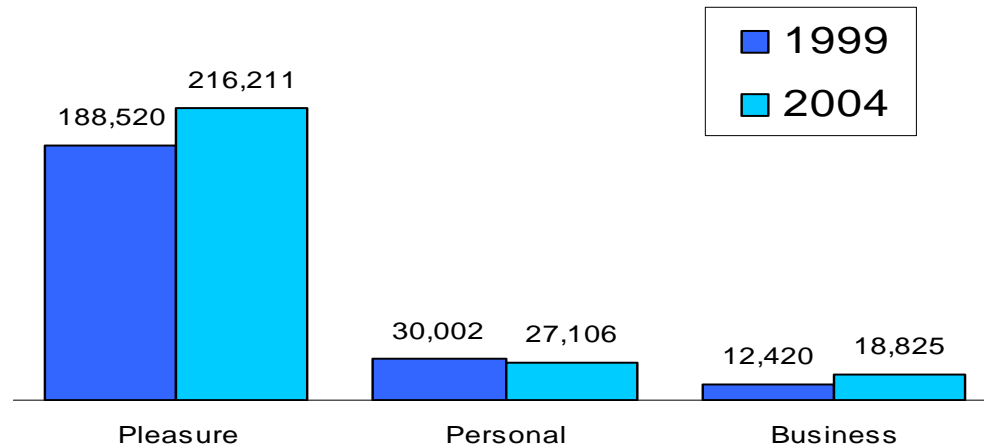


Did visitors feel they received value for their money during their visit to the Yukon (cont.)?



- Visitors perception of value for money has decreased by 24% since 1994

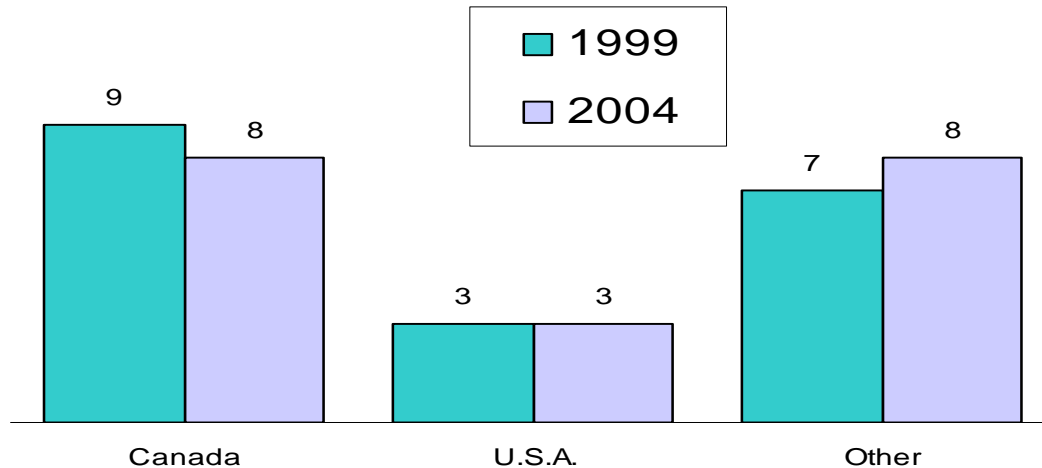
Why did visitors come to the Yukon?



In 2004:

- 83 % of the visitors came to the Yukon for pleasure
- 10% of visitors came to the Yukon for personal reasons and
- 7% of visitors came to the Yukon for business

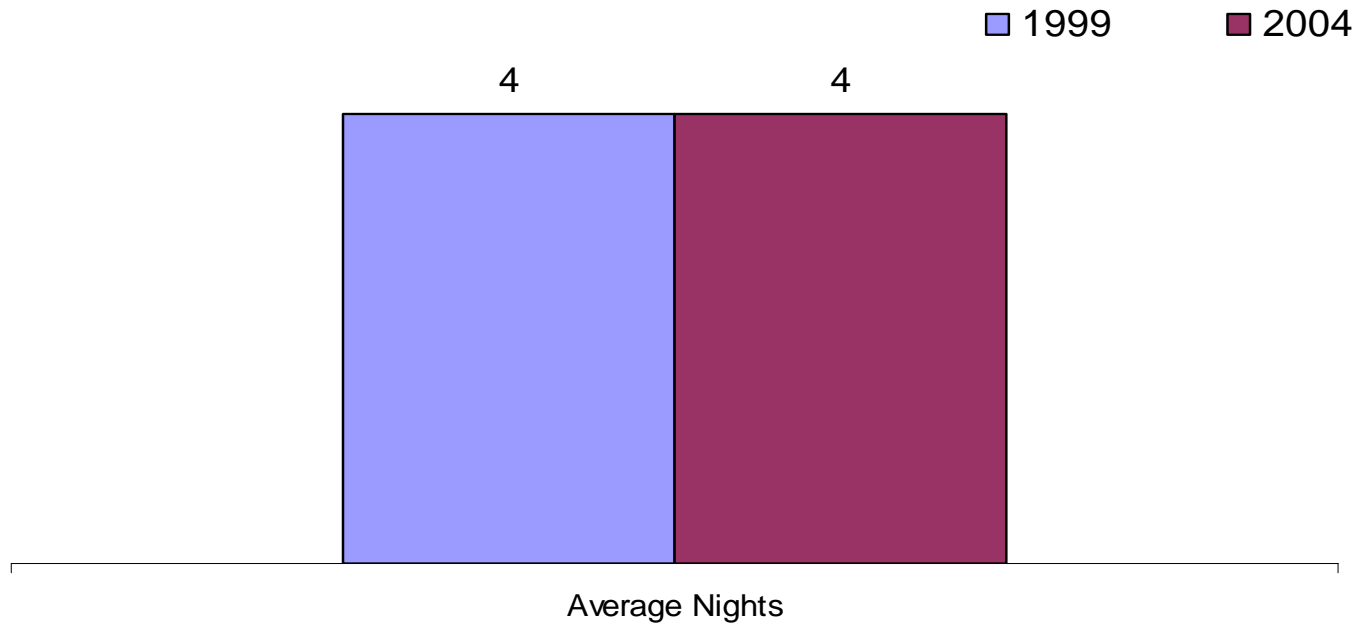
On average how many nights did visitors stay in the Yukon?



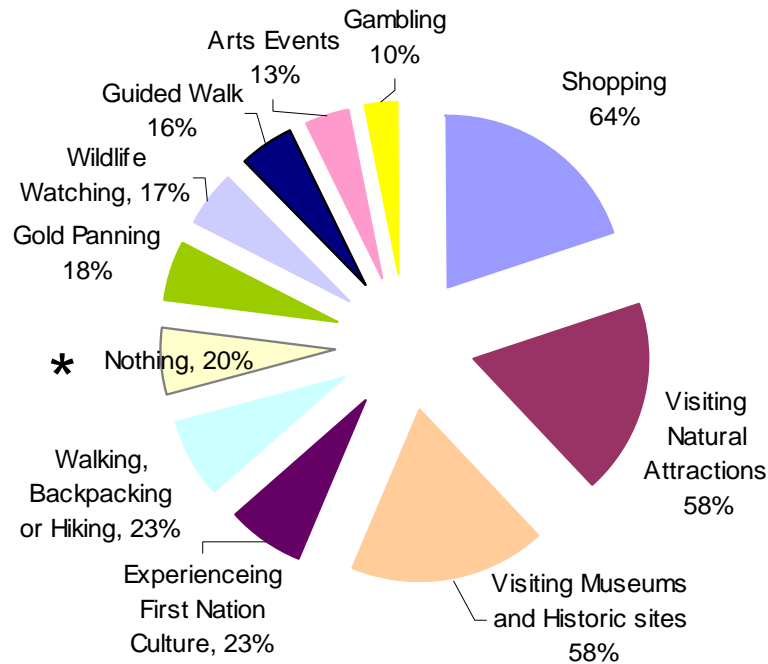
In 2004 the average length of stay by visitors from:

- Canada was approximately 8 nights
- the United States visitors was 3 nights
- Other countries was approximately 8 nights

On average how many nights did visitors stay in the Yukon?



What were the most popular activities visitors participated in during their stay in the Yukon?



*Visitors who spend less than one night make up 4% of the responses while visitors who stayed more than one night make up the remaining 16%

What were the most popular activities visitors participated in during their stay in the Yukon (cont.)?

Breakdown of Activities*			
Activity	1999	2004	% change
Shopping	64%	64%	0%
Visiting Natural Attractions	70%	58%	-12%
Visiting Museums and Historic sites	61%	58%	-3%
Experiencing First Nation Culture	7%	23%	16%
Walking, Backpacking or Hiking	25%	23%	-2%
Nothing	16%	20%	4%
Gold Panning	12%	18%	6%
Wildlife Watching	39%	17%	-22%
Guided Walk	16%	16%	0%
Arts Events	8%	13%	5%
Gambling	14%	10%	-4%

* 64% of all visitors said that they participated in shopping while visiting the Yukon in 2004.

What kind of experience were visitors looking for while in the Yukon?

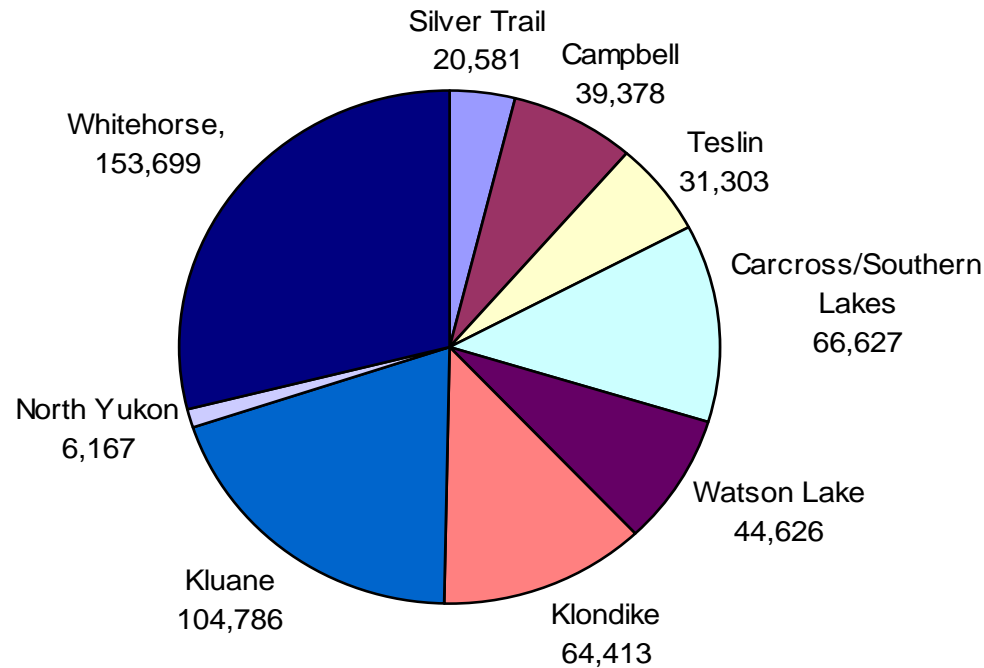
Experiences looked for while in the Yukon:

1. Scenery
2. Seeing wildlife
3. Outdoor activities
4. History
5. Sightseeing
6. Visiting family & friends
7. Roads
8. No specific reason
9. Relaxation, safety, quiet
10. Feeling freedom, and peace

Success finding experience:

Nothing:	43%
No:	3%
Somewhat:	3%
Yes:	51%

In what regions of the Yukon did visitors stop or stay overnight in 2004?

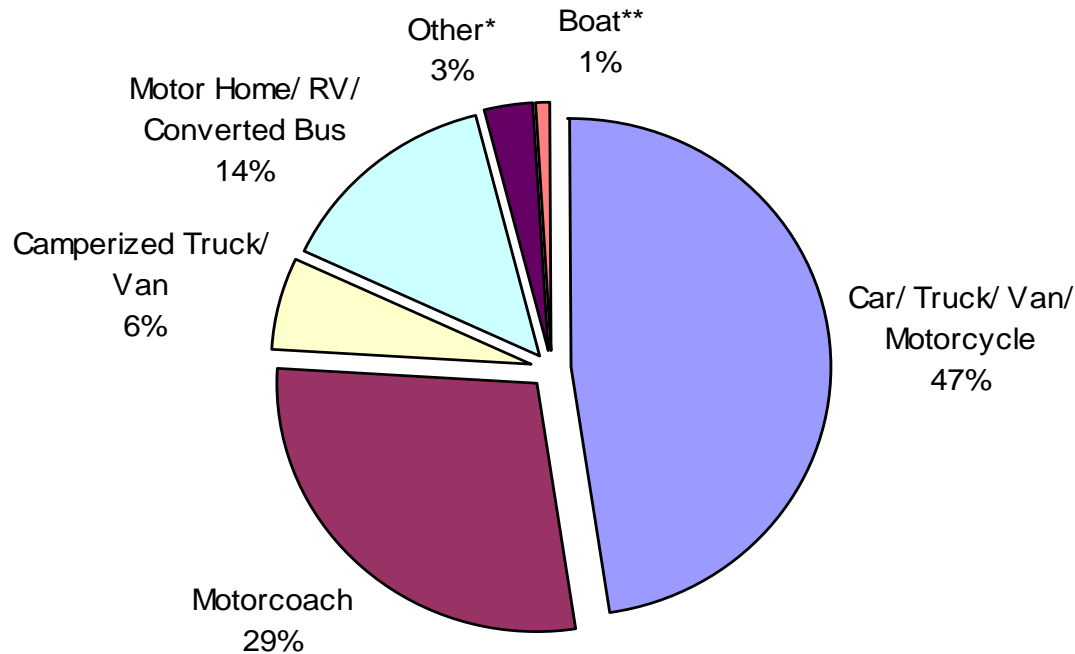


- * Visitors were considered to have stopped in a region if they did more than briefly stop for gas or food.
- * The total number of visitors stopping in the various region is much higher than the overall total number of visitors to the Yukon.

In what regions of the Yukon did visitors stop or stay overnight in 2004 (cont.)?

Visitors to Stop or Overnight by Region			
	Number of Visitors		
Visitor Region	1994	1999	2004
Silver Trail	7,290	14,022	20,581
Campbell	13,821	30,835	39,378
Teslin	46,209	45,730	31,303
Carcross/Southern Lakes	44,061	52,533	66,627
Watson Lake	70,960	63,520	44,626
Klondike	58,020	78,280	64,413
Kluane	100,496	92,516	104,786
North Yukon	4,455	7,336	6,167
Whitehorse	131,273	144,575	153,699

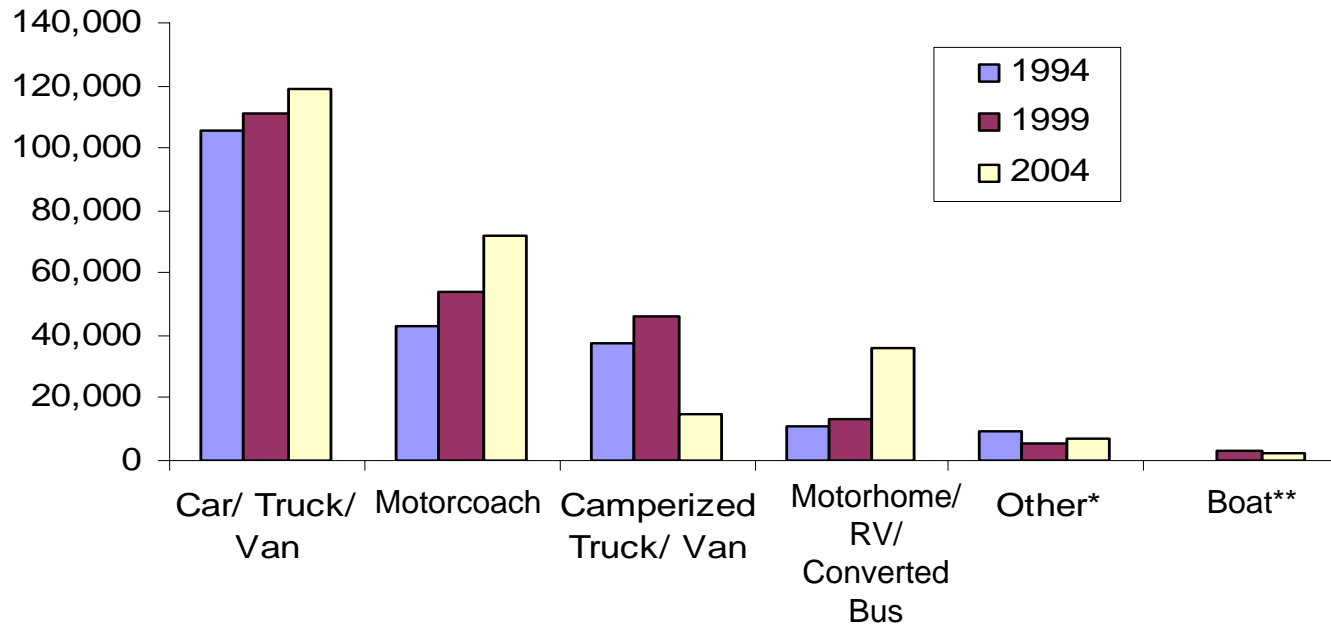
What type of vehicle did visitors use for travel within the Yukon?



* Other includes aircraft, van tour, etc.

** Boat includes canoe, kayak, raft, motorboat.

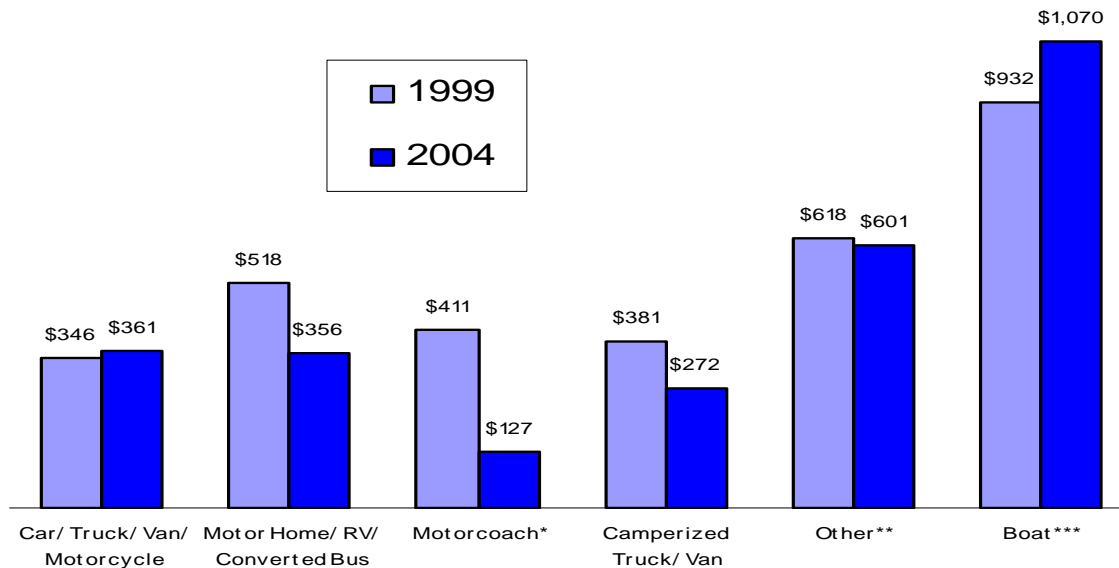
What type of vehicle did visitors use for travel within the Yukon?



* Other includes aircraft, van tour, etc.

** Boat includes canoe, kayak, raft, motorboat

How much was spent by visitors by type of vehicle within the Yukon?



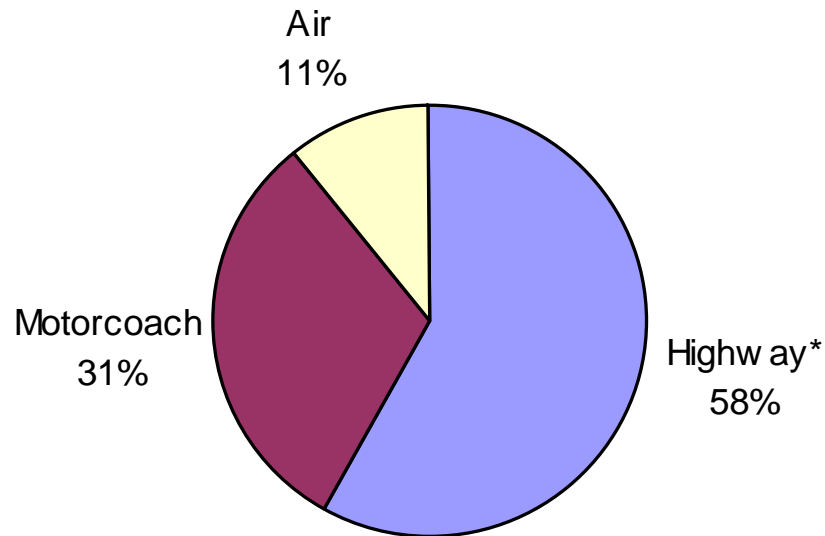
- 50% of visitors travelling by motorcoach spent less than one night and spent \$23 per trip;
- 50% of the visitors travelling by motorcoach spent more than one night and \$231 per trip.

* The decrease in motorcoach per visitor spending reflects the large increase in the number of motorcoach day trip visitors (i.e. shore excursion trips to Carcross).

** Other includes aircraft, van tour, etc.

*** Boat includes canoe, kayak, raft, motorboat.

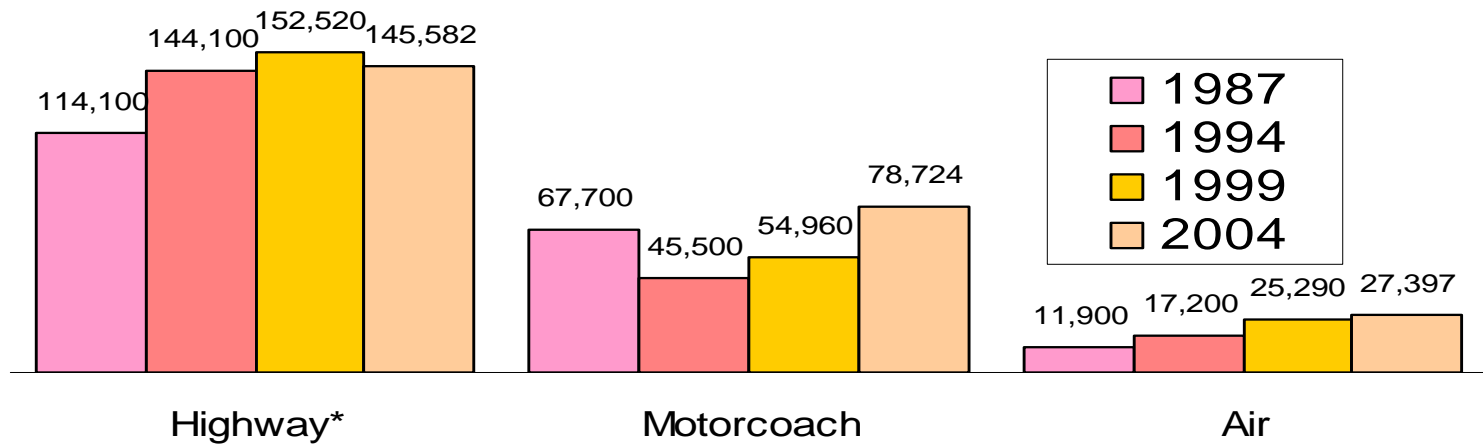
What mode of transportation did visitors use to exit the Yukon?



* Does not include motorcoach

What mode of transportation did visitors use to exit the Yukon (cont.)?

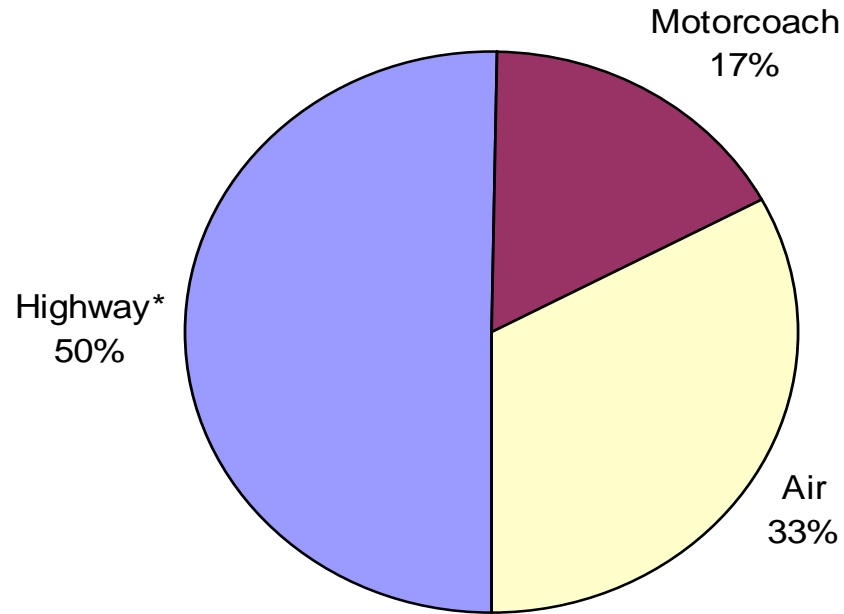
* Does not include motorcoach



Since 1999:

- Highway visitors has decreased by 5%
- Motorcoach visitors has increased by 43%
- Air visitors has increased by 8%

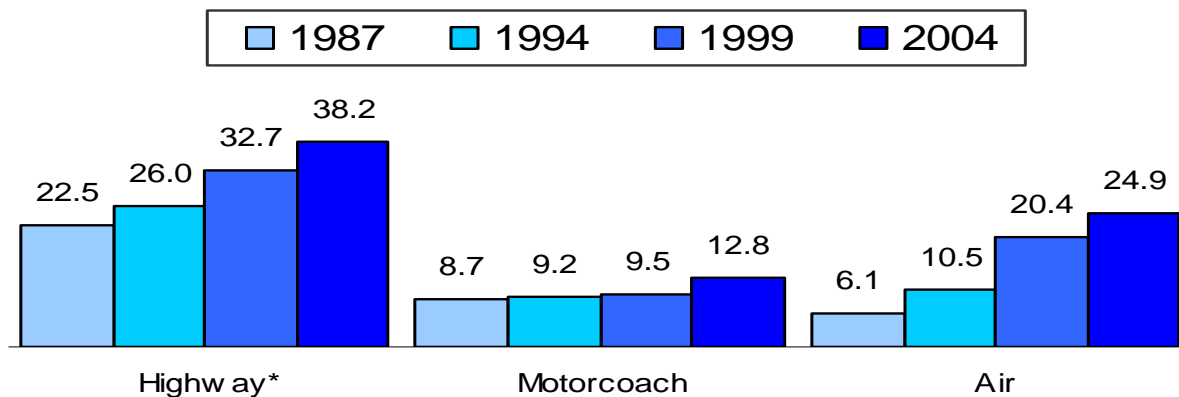
How much was spent by visitors to the Yukon by mode of transportation used to exit the Yukon?



* Does not include motorcoach.

How much was spent by visitors to the Yukon by mode of transportation used to exit the Yukon (cont.)?

\$ millions



* Does not include motorcoach.

What top 10 sources of information did visitors use when PLANNING their visit to the Yukon?

Totals

1. None (20%)
2. Milepost (18%)
3. Internet (13%)
4. Other (13%)
5. Yukon Vacation Guide (8%)
6. Word of mouth (6%)
7. Tour operator or travel agent (6%)
8. Automobile Club, AAA, CAA (5%)
9. Yukon official road map (2%)
10. www.touryukon.com (2%)

What top 10 sources of information did visitors use DURING their visit to the Yukon?

Totals

1. None (19%)
2. Community Guides (17%)
3. Milepost (15%)
4. Yukon Vacation Guide(9%)
5. Other (8%)
6. Visitor Reception Centres (6%)
7. On Yukon Time (5%)
8. Alaska Yukon (4%)
9. Word of mouth (4%)
10. Yukon Official road map (4%)

Of all the sources of information visitors used either in Planning or During their trip which did they find to be the 10 most useful?

1. Milepost (27%)
2. Community guides (15%)
3. Internet (8%)
4. Visitor Information Centre (6%)
5. Yukon Vacation Guide (6%)
6. Word of mouth (6%)
7. Other (4%)
8. Alaska Guide (3.5%)
9. Automobile Club (3.5%)
10. Whitehorse community guide (3%)



Thank you!