

2004 YUKON  
VISITOR EXIT SURVEY  
**KLONDIKE REGION**

The Yukon Regional Visitor Exit Survey was a joint project of the Yukon Government's Department of Tourism and Culture and the Yukon Bureau of Statistics.

This report presents selected figures from the 2004 Yukon Regional Visitor Exit Survey. For further information on the 2004 Yukon Visitor Exit Survey contact the Tourism Product Development & Research unit of the Department of Tourism and Culture at:

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# **INTRODUCTION**

From June to September, 2004 a major survey of visitors was undertaken by the Yukon Bureau of Statistics on behalf of the Yukon Government's Department of Tourism and Culture. This survey, referred to as the Visitor Exit Survey (VES), sought answers from visitors on a wide variety of questions relating to their Yukon visit, as they left the Yukon for the last time.

A parallel survey, the Regional Visitor Exit Survey (RVES) was administered to visitors as they exited particular regions within the Yukon. This report will focus specifically on the results of the Regional Visitor Exit Survey administered in the Klondike region (one of nine Yukon tourism regions). The Klondike region encompasses Dawson City, Tombstone Park and outlying areas. Other regional reports will cover the eight remaining tourism regions: Campbell, Southern Lakes, Kluane, North Yukon, Silver Trail, Teslin, Watson Lake and Whitehorse.

The focus of each of the regional reports will be on the number of tourists who visited the region in terms of who they were, where they came from, how much they spent, what they did in the region, where they stayed, how they travelled and how they evaluated the local services and attractions.

A regional visitor was defined as a non-resident who made at least one stop in the region. A non-resident who travelled through a region without stopping was not counted by the survey as a regional visitor. A stop could have been as brief as gassing up at a local service station or stopping at a visitor reception centre, or could have been as long as staying over in the region for several nights. A stop could also have involved leaving the region and returning to continue the visit. For example, Mr. and Mrs. Smith from Houston, Texas travelled to the Yukon in June, 2004. They arrived in the Klondike region, Dawson City to be exact, and stayed for three nights, leaving to travel over the Top of the World Highway to various destinations in Alaska. In late July they returned to the Yukon on their way home via the Alaska Highway, stopping briefly in the Kluane region at Beaver Creek, Destruction Bay and overnight in Haines Junction, before arriving in Whitehorse for a stay of two nights. They then departed the Yukon via the South Klondike Highway through Carcross on their way to Skagway and ferry service to the south. For the purpose of the Klondike regional survey they were counted as a party of two, who visited the Klondike region once for a total stay of three nights. Since the Smiths made several stops and stayed overnight in Haines Junction before their two night stay in Whitehorse, they would also have been counted as visiting both the Kluane and Whitehorse regions.

The Visitor Exit Survey was administered to visitors as they left the Yukon for the last time. Results from the VES showed that between June and September 2004, 251,704 visitors came to the Yukon. However, most visitors to the Yukon, such as in our example above of the Smiths from Texas, visit and stop in more than one Yukon tourist region. These visitors, or shared customers, were counted by the regional VES in each region visited. The regional surveys show that the 251,704 Yukon visitors counted by the VES as they left the Yukon for the last time, made approximately 667,000 'stops' in total to all of the nine Yukon visitor regions.

Comparable surveys were conducted by the Yukon Bureau of Statistics in 1994 and 1999 and where appropriate, results from these were included in this survey. Comparisons with 1999 may be misleading in the Klondike region as 1999 was part of the Gold Rush Centennial celebration in the Klondike region, when there was mass promotion to attract visitors to the region.

# HIGHLIGHTS

*Record-breaking wildfire activity had an adverse affect on tourism in the Yukon during summer, 2004. The hot weather, severe fires, and heavy smoke conditions, extending through June, July and August affected Yukoners and travellers alike. Tourism operators throughout the Yukon experienced a decrease in business due to the fires, the smoke, the perceived road closures and the media hype regarding the fires.*

## **HOW MANY VISITORS CAME TO THE REGION ?**

- In 2004, **60,503** visitors came to the Klondike region, down 18,775 or 17% from 1999 (79,278).
- **60,354** visitors actually stopped in the region, down 17,926 or 23% from 1999 (78,280).
- Visitors travelled in groups or parties. In 2004, **27,512** visitor groups or parties stopped in the region. This was down 5,194 or 16% from 1999 (32,706).
- On average there were **2.2** visitors in each group or party. In 1999, there were 2.4 visitors in each group or party.

## **WHO MADE THE VISITS ?**

- **50%** of visitors were men; **50%** of visitors were women.
- **4%** of visitors were younger than 18 years of age; **31%** were between 18 and 54; and **65%** were older than 54.
- **24%** of visitor parties were from Canada; **19%** were from overseas; and **57%** were from the U.S.A.
- **29%** of Canadian visitor parties were from Alberta; **22%** of overseas visitor parties were from Germany; and **11%** of visitor parties from the U.S.A. were from Florida.

## **WHAT DID THE VISITORS DO WHILE IN THE REGION ?**

- **97%** of visitors to the Klondike region were on a pleasure trip.
- **36%** of visitor parties travelled within the region by car, truck, van or motorcycle.
- **20%** of visitor parties rented a vehicle to travel within the region.
- The **most frequently** mentioned activity was participating in Diamond Tooth Gerties (**12%**).

## **WHAT WERE THE LOGISTICS OF THEIR STAY ?**

- **63%** of visitor parties to the Klondike region stayed for one night to two nights.
- The largest percentage of visitors (**45%**) stayed in hotels/motels.
- The second largest percentage of visitor parties (**42%**) stayed in campgrounds.

# HIGHLIGHTS

## HOW DID THEY ENJOY THEIR STAY WHILE IN THE REGION ?

- **30%** of *visitors* said that the most **positive** thing about their visit to the Klondike region was the scenery.
- **27%** of *visitors* said that the most **negative** thing about their visit to the Klondike region was forest fires.
- When asked what would make them stay longer in the Klondike region, **32%** of *visitors* said nothing.
- **100%** of visitors said they had received good or very good *value for their money* in terms of tours such as flight-seeing, walking tours, etc.; **99%** said the same about museums/interpretive centres; **84%** about accommodations; **90%** about entertainment and recreation; **85%** about meals & refreshments in restaurants; **53%** about automobile and RV service/ repair; **94%** about Yukon arts and crafts; and **89%** said the same about outdoor/ wilderness activities.

## HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

- Spending by *visitors* to the Klondike region totalled approximately **\$8,692,903**, down \$6,176,709 or 41.5% from 1999 (\$14,869,612 expressed in 2004 dollars).
- The typical amount spent by each *visitor party* during their visit to the Klondike region was **\$247**.
- **51%** of *visitor parties* spent in excess of \$100 each night of their stay.
- Each *visitor* who stayed a night in the Klondike region typically spent **\$54** per night.
- Overseas *visitor parties* typically spent **\$270** during their visit to the Klondike region; Canadian *visitor parties* spent **\$294**; and *visitor parties* from the U.S.A. typically spent **\$222**.
- **45%** of visitor spending in the Klondike region was by *visitor parties* travelling by car, truck, van or motorcycle.
- The highest expenditure in the region was by *visitor parties* travelling by car, truck, van or motorcycle (**\$301**).
- Looking at the typical expenditure of \$100 by a *visitor* shows that the largest amount of that \$100 was spent on transportation (**\$27**).

## HOW DID THEY PLAN FOR THEIR VISIT ?

- **84%** of *visitor parties* stated that they had planned to visit the Klondike region before arriving in the region.
- The **Internet** was the most frequently mentioned source of information *visitor parties* used in planning their trip (**18%**).

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# KLONDIKE REGION

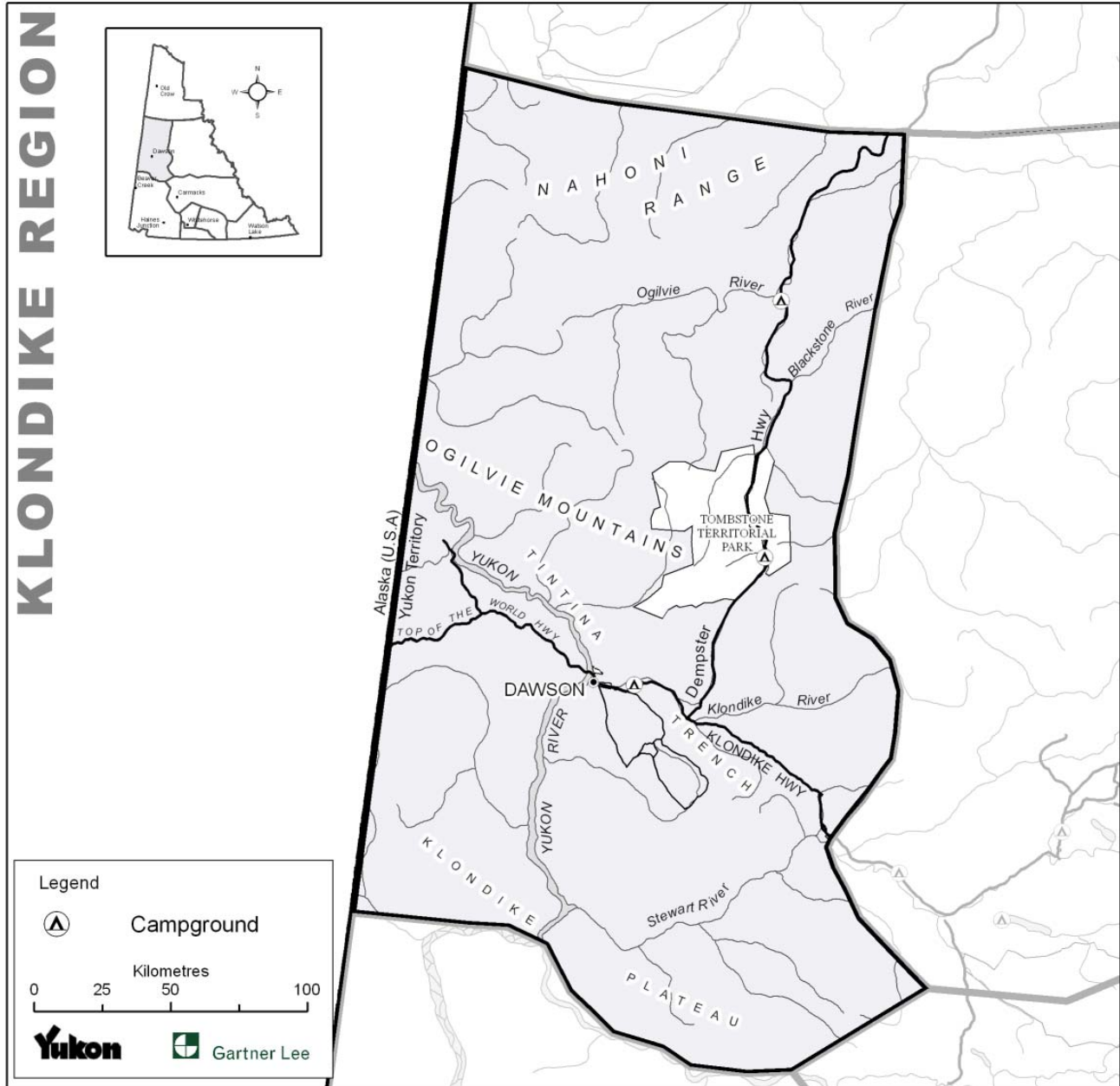


Figure 1. Location map of the Klondike region.

## HOW MANY VISITORS CAME TO THE REGION ?

### How many visitors came to the Klondike?

Survey Question 1.

The pie chart on the right shows the number of visitors who came to the Klondike region from June to September 2004, out of the total number of visitors to the Yukon during the same time period. Of the 251,704 visitors to the Yukon, 60,503 or 24% spent some time in the Klondike region (76% of visitors to the Yukon did not go to the Klondike region).

In 1999, 79,728 out of 232,766 visitors to the Yukon visited the Klondike region (34%).

In 1994, 67,570 out of 206,800 visitors to the Yukon came to the Klondike region (33%).

In summary, the number of visitors travelling to the Klondike region was down almost 30% compared to 1994 and 1999.

### What was the average party size that came to the Klondike?

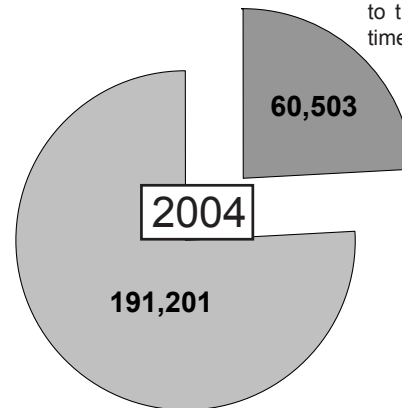
Survey Question 1.

The average party size varied between regions. The table on the right shows the average party size in each of the tourist regions of the Yukon.

Note: these figures have been rounded to one decimal point. Therefore calculations using them may not be consistent with data shown in other areas of this report.

### Visitors to the Klondike Region

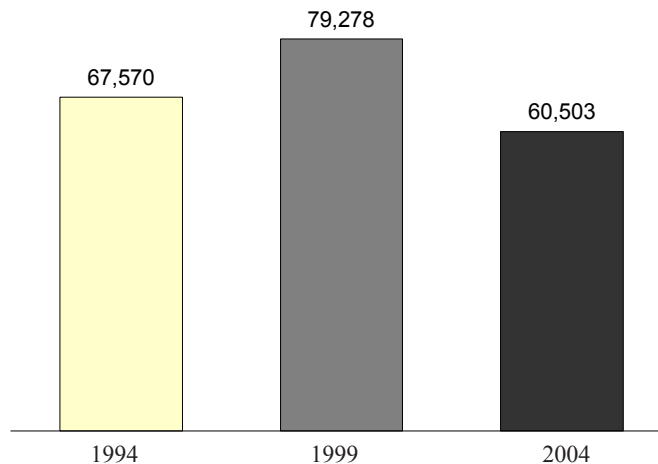
(Visitors to the Yukon = 251,704)



Visitors to the Yukon who came to the Klondike region some-time during their trip.

Visitors to the Yukon who did not come to the Klondike region.

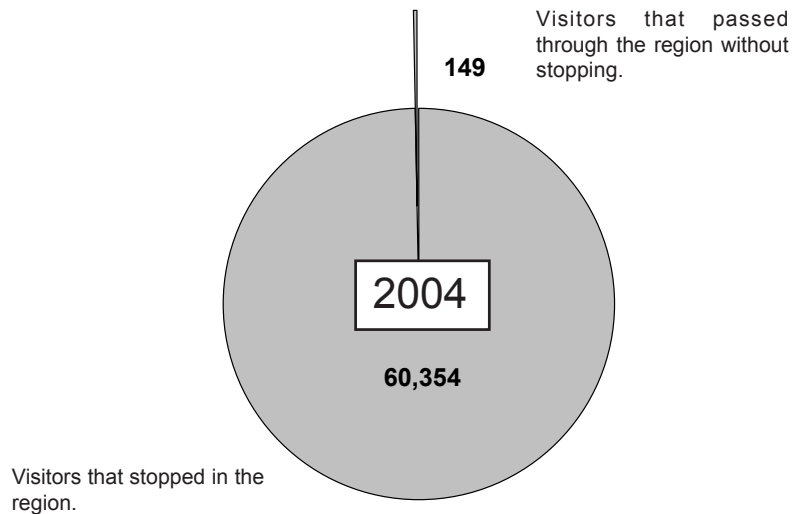
### Historical Comparison of Visitors to the Klondike



Visitor Region	Average Party Size		
	1994	1999	2004
Campbell	2.2	2.2	2.2
<b>Klondike</b>	<b>2.1</b>	<b>2.4</b>	<b>2.2</b>
Kluane	2.4	2.2	2.2
North Yukon	2.0	2.2	2.3
Silver Trail	2.2	2.3	2.2
Southern Lakes	2.3	2.5	n/a
Teslin	2.6	2.1	n/a
Watson Lake	2.5	2.3	2.2
Whitehorse	2.2	2.3	2.1

## HOW MANY VISITORS CAME TO THE REGION ?

### Visitors Stopping in the Klondike Region (Visitors to the Klondike Region = 60,503)



### *How many visitors stopped in the Klondike region?*

*Survey Question 6.*

The graph on the left compares the number of visitors who came to the Klondike region with the actual number of visitors who stopped in the region. Of the 60,503 visitors to the Klondike region, 60,354 or 99.8% stopped in the region, 149 or 0.2% simply passed through without stopping.

In 2004, the number of visitors that stopped in the Klondike region was down 23% from 78,280 visitors in 1999. Of the nine visitor regions, the Klondike region had the fourth largest number of visitors in 2004.

In 1999, 78,280 out of 79,278, or 99%, visitors to the Klondike region stopped in the region.

In 1994, 58,020 out of 67,570 or 86%, visitors to the Klondike region stopped in the region.

Visitor Region	Number of Visitors		
	1994	1999	2004
Campbell	13,821	30,835	50,892
<b>Klondike</b>	<b>58,020</b>	<b>78,280</b>	<b>60,354</b>
Kluane	100,496	92,516	109,321
North Yukon	4,455	7,336	8,049
Silver Trail**	7,290	14,022	33,515
Teslin*	46,209	45,730	n/a
Southern Lakes*	44,061	52,533	n/a
Watson Lake	70,960	63,520	73,580
Whitehorse	131,273	144,575	163,035
<b>Total Visitors</b>	<b>476,585</b>	<b>529,347</b>	<b>667,490</b>

Note: the total visitors figure is much larger than the total visitors to the Yukon figure of 251,704 since Yukon visitors who stopped in multiple regions (shared customers) were counted as a visitor in each region.

\* Note: the definition of the Southern Lakes and the Teslin regions changed from 1999 to 2004.

\*\*The definition of the Silver Trail region changed from 1994 to 1999.

## HOW MANY VISITORS CAME TO THE REGION ?

### How many parties stopped in the Klondike region?

Survey Question 6.

Regional visitors were asked how many people were travelling with them in their immediate travel party, sharing expenses, experiences or decisions. The chart on the right shows the number of travel parties who visited the Klondike region compared to the total number of parties visiting the other eight regions.

In 2004, 27,512 travel parties stopped in the Klondike region, down 16% from 32,706 travel parties that stopped in the Klondike region in 1999. In 2004, of the nine visitor regions the Klondike region had the fourth highest number of travel parties.

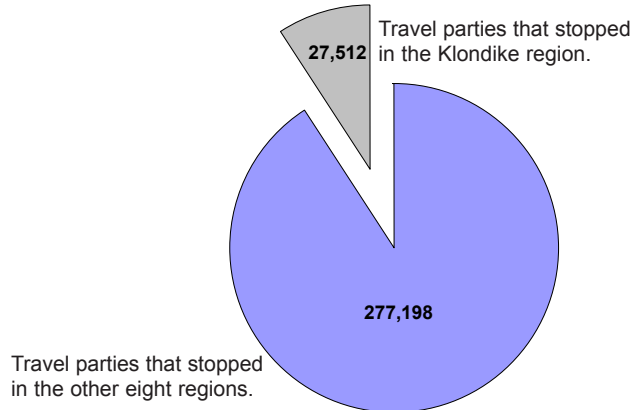
In 1999, 32,706 out of 231,800 travel parties stopped in the Klondike region (14%).

In 1994, 27,230 travel parties stopped in the region out of 207,689 parties that stopped in a region (13%).

Traffic to the Klondike is believed to be down due to the concentration of forest fire activity in the region during summer, 2004.

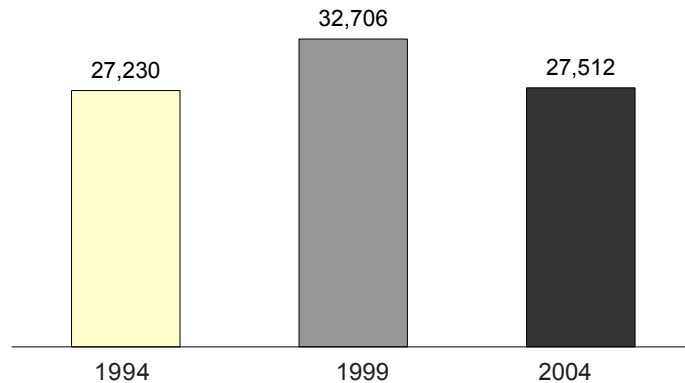
Note: travel parties who stopped in more than one region would be counted more than once.

### Travel Parties Stopping in the Klondike Region (of 304,710 parties that stopped in a region)



Note: travel parties who stopped in more than one region were counted more than once.

### Travel Parties Stopping in the Klondike Region



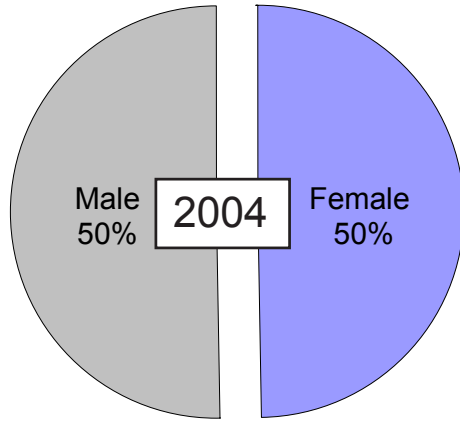
Visitor Region	Number of Travel Parties		
	1994	1999	2004
Campbell	6,383	14,287	23,254
<b>Klondike</b>	<b>27,230</b>	<b>32,706</b>	<b>27,512</b>
Kluane	42,633	42,085	48,606
North Yukon	2,229	3,347	3,550
Silver Trail**	3,318	6,119	15,536
Southern Lakes*	19,548	21,435	n/a
Teslin*	17,447	21,200	n/a
Watson Lake	27,908	27,251	34,053
Whitehorse	60,993	63,370	76,712
<b>Total</b>	<b>207,689</b>	<b>231,800</b>	<b>304,710</b>

\*Note: the definition of the Southern Lakes and the Teslin regions changed from 1999 to 2004.

\*\*Note: the definition of the Silver Trail region changed from 1994 to 1999.

## WHO VISITED THE REGION ?

### Gender



### Gender

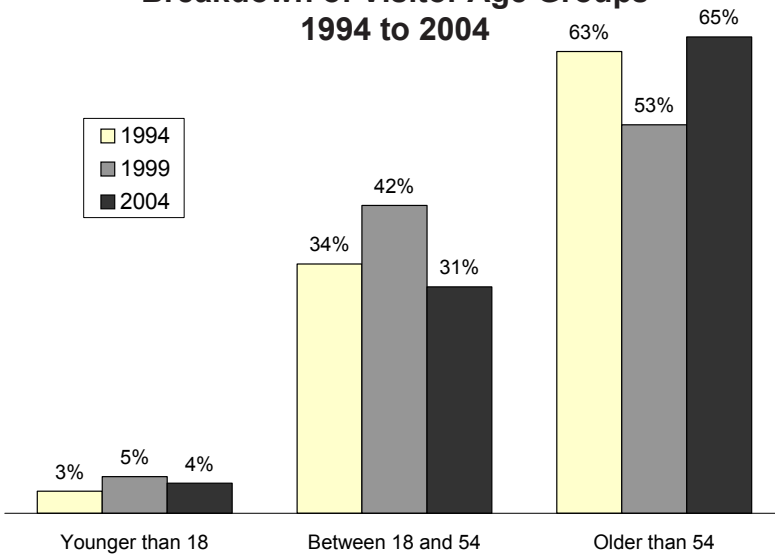
*Survey Question 2.*

A breakdown of visitors to the Klondike region in 2004, shows that 50% of visitors were female and 50% were male (all ages).

In 1999, 46% of visitors to the Klondike region were female and 54% were male.

In 1994, 49% of all visitors to the Klondike region were women and 51% were men.

### Breakdown of Visitor Age Groups 1994 to 2004



### Age

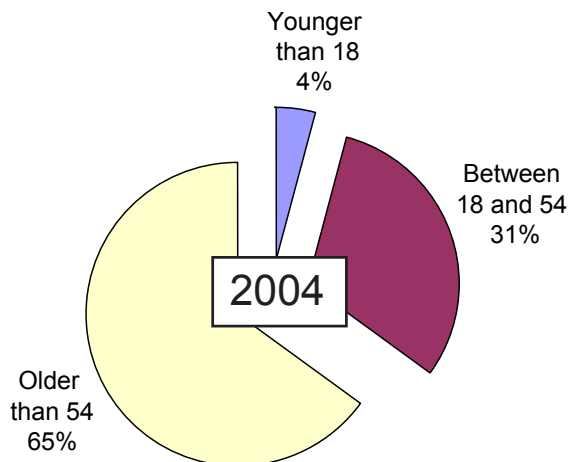
*Survey Question 2.*

Looking at the age of visitors to the Klondike region in 2004, 4% or 2,338 were under 18 years of age, 31% or 17,731 were between 18 and 54 and 65% or 37,233 were older than 54. Visitors between 18 and 54 years of age were down 26% from 1999, while visitors older than 54 were up 23%.

In 1999, approximately 5% were younger than 18 years of age, 42% were between 18 and 54 years old and 53% were older than 54.

In 1994, 3% of all visitors to the Klondike region were younger than 18 years of age, 34% were between 18 and 54 years old and 63% were older than 54.

### Age



## WHERE DID VISITORS COME FROM ?

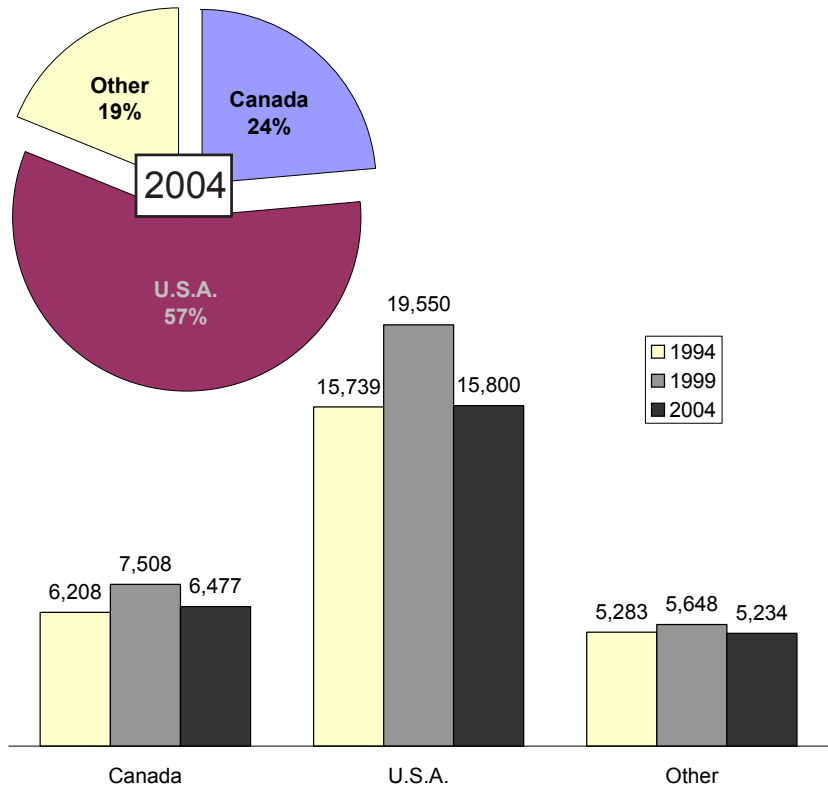
### Origin of Visitors

Survey Question 4.

Of the 27,512 visitor parties to the Klondike region in 2004, 6,477 or 24% were from Canada, 15,800 or 57% were from the United States and 5,234 or 19% were from countries other than Canada or the U.S.A.

In 1999, of the 32,706 parties, 7,508 or 23% were from Canada, 19,550 or 60% were from the U.S.A. and 5,648 or 17% were from overseas.

In 1994, 27,230 parties visited the Klondike region, 6,208 or 23% were from Canada, 15,739 or 58% were from the U.S.A. and 5,283 or 19% were from overseas.



### Province of Origin

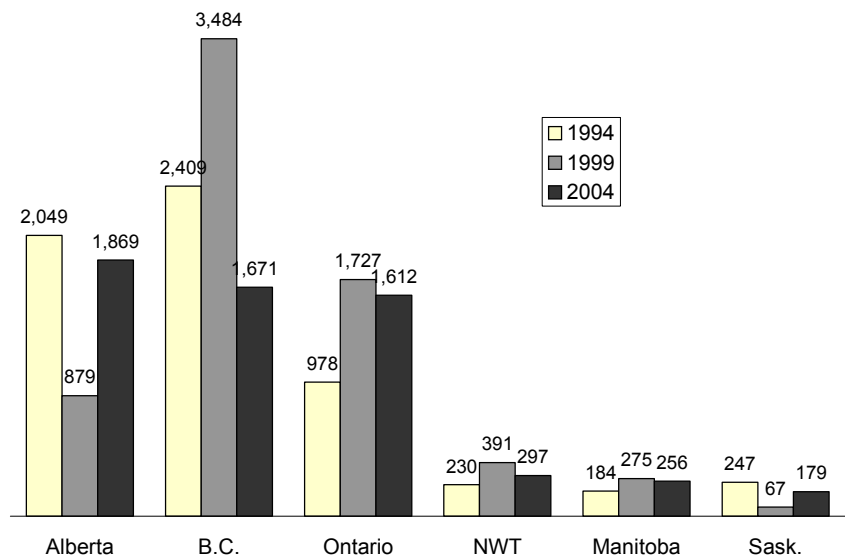
Survey Question 4.

Of the 6,477 parties of Canadian visitors to the Klondike region in 2004, 29% were from Alberta, 26% were from B.C., 25% were from Ontario and the remaining 20% were from other provinces.

In 1999, of the 7,508 Canadian visitor parties to the Klondike region, 46% were from B.C., 23% were from Ontario, 12% were from Alberta and the remaining 19% were from other provinces.

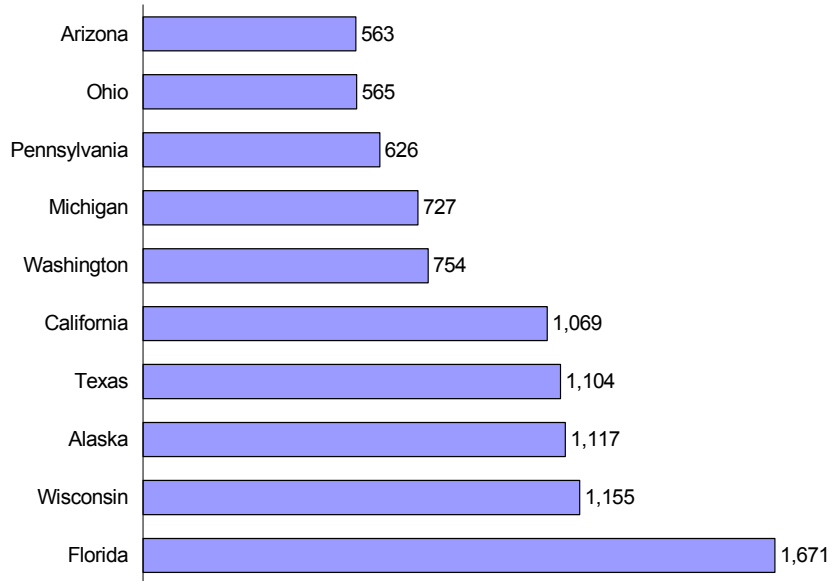
In 1994, 6,208 parties from Canada visited the Klondike region, 39% were from B.C., 33% were from Alberta and 16% were from Ontario. The remaining 12% were from other provinces.

### Visitor Parties from Canada to the Klondike Region 1994 to 2004



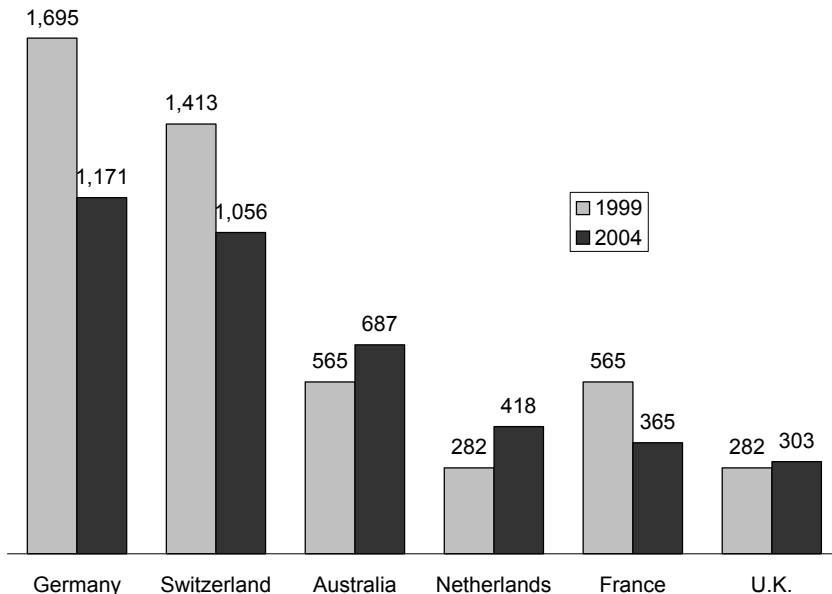
## WHERE DID VISITORS COME FROM ?

### Visitor Parties from the U.S.A. to the Klondike Region 2004



There was a significant decrease in the number of visitors from California (down 73%) and Alaska (down 76%), compared to 1999.

### Visitor Parties from Overseas to the Klondike Region 1999 vs. 2004



### State of Origin

*Survey Question 4.*

Of the 15,800 American visitor parties to the Klondike in 2004, the five most frequently mentioned states of origin by American parties were Florida (11%), Wisconsin (7%), Alaska (7%), Texas (7%) and California (7%).

In 1999, of the 19,550 American parties who stopped in the Klondike region, 24% were from Alaska, 20% from California, 6% from Michigan, 5% from Pennsylvania and 4% were from Arizona.

In 1994, of the 15,739 American parties who stopped in the region, 11% were from California, 11% from Minnesota, 10% from Florida, 6% from both North Carolina and Michigan.

### Country of Origin

*Survey Question 4.*

Of the 5,234 parties from countries other than Canada or the U.S. to the Klondike in 2004, 22% were from Germany, 20% were from Switzerland, 13% were from Australia, 8% were from Netherlands. The number of German visitors was down 31% and the number of Swiss visitors was down 25%.

In 1999, of the 5,648 overseas parties to the Klondike region, 30% were from Germany, 25% were from Switzerland, 10% were from France, 10% were from Australia.

In 1994, 5,283 overseas parties stopped in the Klondike region. 47% were from Germany, 22% were from Switzerland, 11% were from Australia, and 4% were from U.K.

## WHAT DID THE VISITORS DO WHILE IN THE REGION ?

### What was the purpose of this trip to the Klondike region?

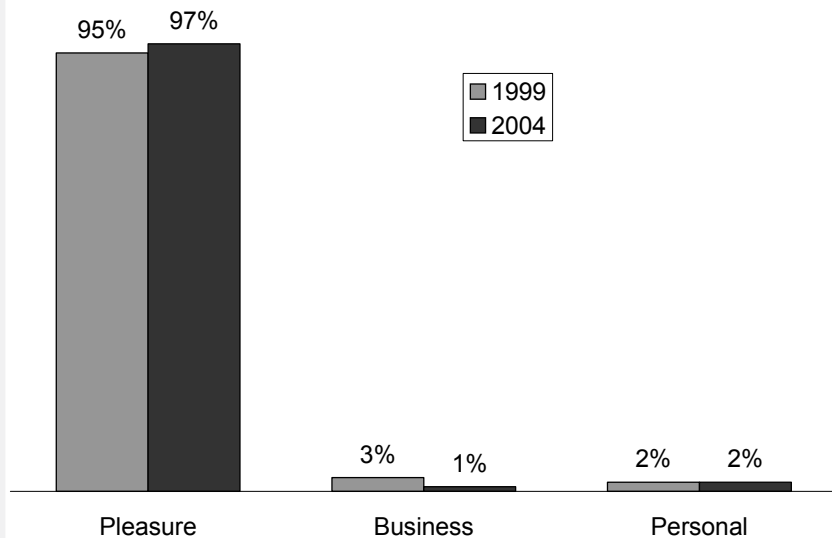
Survey Question 5.

In 2004, of the 60,354 visitors to the Klondike region, 58,543 or 97% were visiting for pleasure, 1,233 or 2% were visiting for personal reasons and 538 or 1% were visiting for a business purpose. Only 40 visitors did not respond to the question.

In 1999, of the 78,280 visitors to the Klondike, 74,636 or 95% were visiting for pleasure, 1,089 or 2% were visiting for personal reasons and 2,555 or 3% were visiting for a business purpose.

In 1994, of the 58,020 visitors to the region, 57,078 or 98.4% were visiting for pleasure and 943 or 1.6% were visiting for business reasons. (In 1994, personal travel was not a category.)

**Purpose of Visit to the Klondike  
1999 vs. 2004**



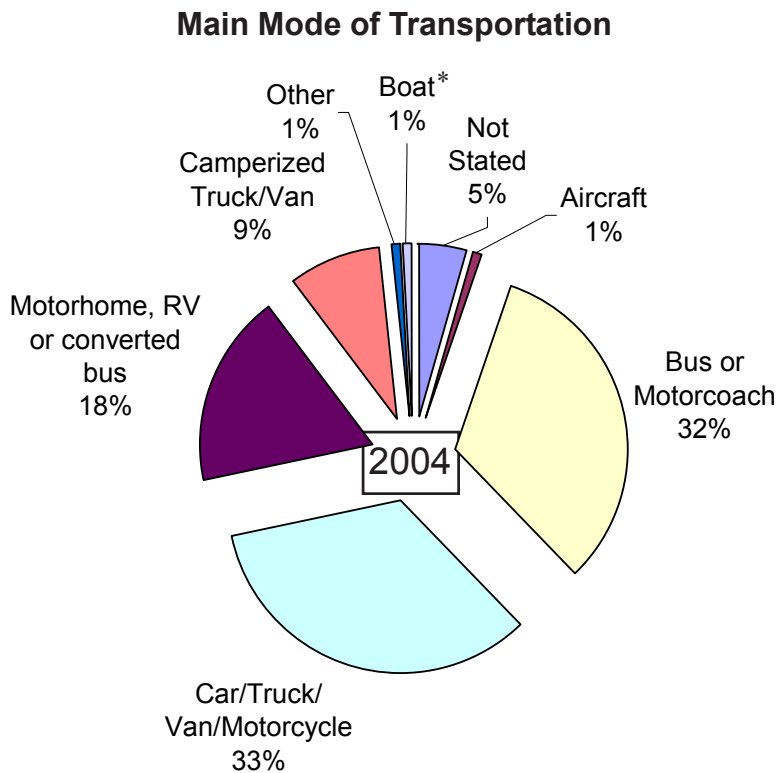
### Breakdown of Visitors to the Klondike Region

<b>Business Travel</b>		<b>%</b>
Corporate Business	686	64
Government Business	100	9
Other	292	27
<b>Total</b>	<b>1,078</b>	<b>100</b>
<b>Personal Travel</b>		
Relocation	101	14
Work	227	31
Other	408	55
<b>Total</b>	<b>736</b>	<b>100</b>
<b>Pleasure Travel</b>		
Touring	55,437	36
Visiting Friends/Relatives	6,241	4
Play/Attend Sports	1,342	1
Experience Yukon History/YFN Culture	33,928	22
Attend Arts/Cultural Events	11,317	7
Museums/Centres/Walking tours	33,928	22
Wilderness Adventure	8,849	6
Other	2,358	2
<b>Total</b>	<b>153,401</b>	<b>100</b>

Note: The number of visitors that responded to the question may vary from the number of visitors interviewed as visitors were able to respond in more than one 'business', 'personal' or 'pleasure' category.

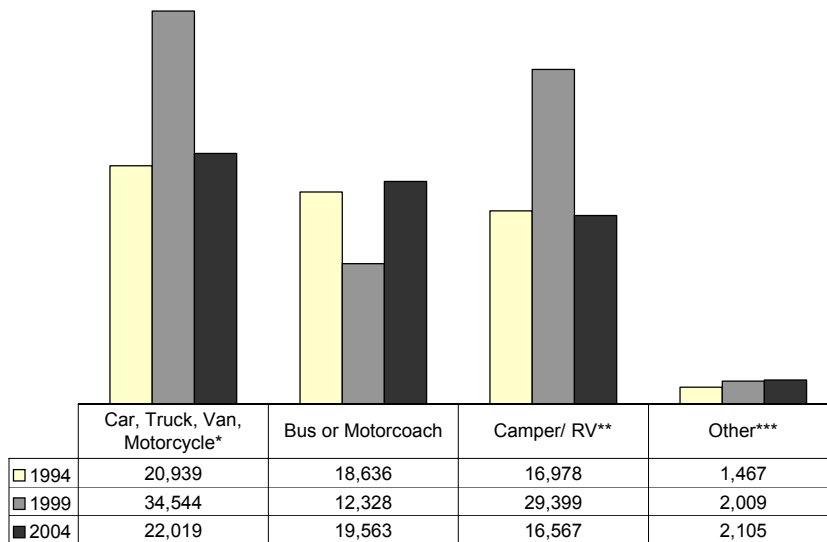


## WHAT DID THE VISITORS DO WHILE IN THE REGION ?



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

### Main Mode of Transportation within the Region 1994 to 2004



\*Prior to 2004, motorcycles were included in the other category. Van tours have been included in this category.

\*\* Camper/RV includes camperized truck/van and motorhome/RV/converted bus.

\*\*\*Other includes aircraft and boat.

### While travelling in the region, what was your main mode of transportation?

Survey Question 10.

The graph on the left shows that, of the 60,354 visitors who visited the Klondike region in 2004, 20,360 or 33% travelled within the region by car, truck, van or motorcycle, 19,563 or 32% travelled by bus or motorcoach, 10,877 or 18% travelled by motorhome, RV or converted bus and 5,187 or 9% travelled by camperized truck or van. Other includes visitors who used other means of travel including bicycling, walking, etc.

In 1999, 14,403 or 44% travelled within the region by car, truck or van, 11,818 or 36% travelled by motorhome, RV or camperized bus, 5,712 or 18% travelled by bus or motorcoach, 773 or 2% travelled by other means of transportation.

In 1994, 9,452 or 35% travelled by bus, 9,295 or 34% travelled by car, truck or van, 5,500 or 20% by motorhome, RV or camperized bus, 2,108 or 8% by camperized car, truck or van and 875 or 3% by other modes.

The chart to the left indicates that travel patterns were relatively similar volumes in 1994 and 2004, based on mode of transportation used in the region.

## WHAT DID THE VISITORS DO WHILE IN THE REGION ?

### **Was their vehicle rented?**

*Survey Question 10.*

The pie chart on the right shows that 3,351 or 20% of the visitor parties who visited the Klondike region in 2004, were driving rented a vehicle while in the region.

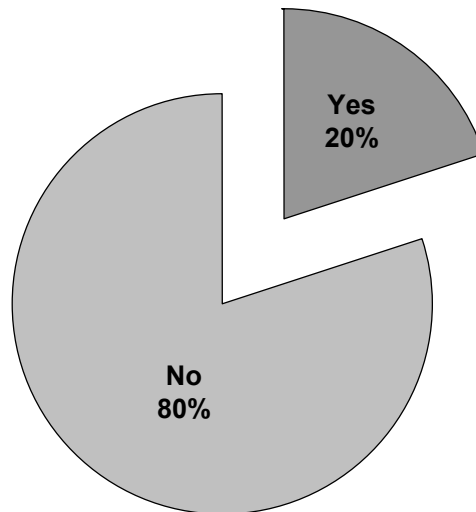
Note: In 2004, only 17,017 parties answered the question.

In 1999, 5,665 or 17% of the 32,706 tourist groups or parties who visited the Klondike region were driving a rental vehicle while in the region.

In 1994, 3,336 or 12% of the 27,230 tourist groups or parties who visited the Klondike region were driving a rental vehicle while in the region.

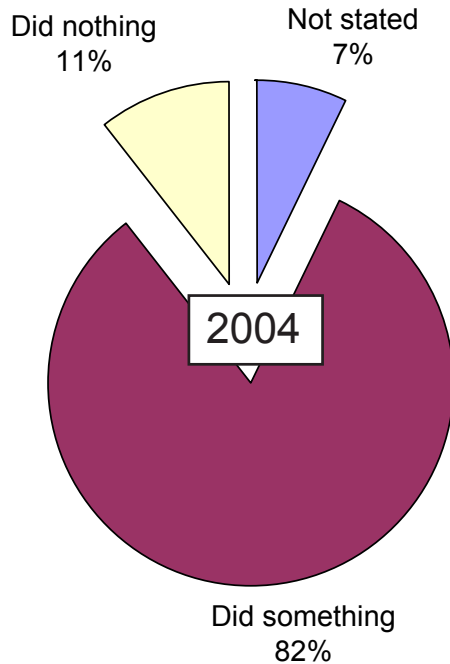
The number of visitors to the Klondike region has steadily increased since 1994 from 12% to 20% in 2004.

**Parties Using a Rental Vehicle in the Klondike Region  
2004**

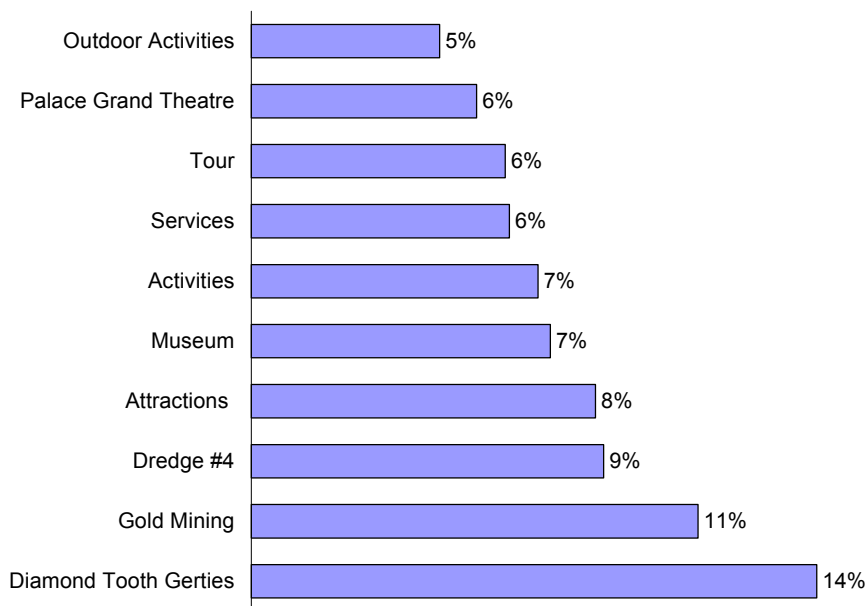


## WHAT DID THE VISITORS DO WHILE IN THE REGION ?

### Percentage of Visitors who Participated in Activities



### 2004 Activity Participation Breakdown



Note: visitors were asked to list as many attractions or activities as they thought appropriate. The figures in the graph above show how often an activity was mentioned by visitors. Many visitors reported doing nothing or not having enough time to participate in any activities.

### ***Did you participate in any activities, events or visit any attractions while in the Klondike region?***

*Survey Questions 16 and 16.1.*

When asked if you or someone in your household participated in any attractions, events or activities while in the region, 82% or 49,618 visitors stated that they had done something, while 11% or 6,350 did nothing.

When visitors were asked why they didn't do anything in the region, the most common responses included: passing through (33%), not enough time (18%) and had other plans (17%).

### ***What attractions or activities did parties take part in while visiting the region?***

*Survey Question 16.2.*

The graph on the left shows the percentage of visitors taking part in each of the activities listed. A number of other activities were mentioned by visitors including Robert Service Cabin (4%), Dawson City (3%), sightseeing (3%), Jack London (3%) and culture (2%).

## WHAT DID THE VISITORS DO WHILE IN THE REGION ?

### What did visitors do that they hadn't planned on doing while in the region?

Survey Questions 16.3 and 16.3.1.

When visitors were asked what activities, events or attractions that they had participated in, that they hadn't planned on, the most common responses are shown on the graph on the left.

When asked why they participated, their most common responses included:

- Received Information 16%
- Change of Plans 13%
- Word of Mouth 10%
- History 10%

### What did visitors not do that they had planned on doing while in the region?

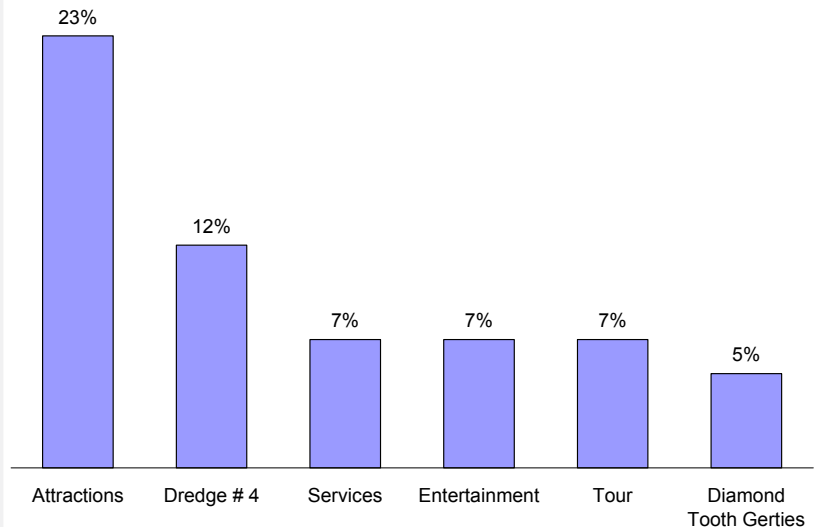
Survey Questions 16.4 and 16.4.1.

When visitors were asked what activities, events or attractions that they had not participated in, that they had planned on, the most common responses are shown on the graph on the right.

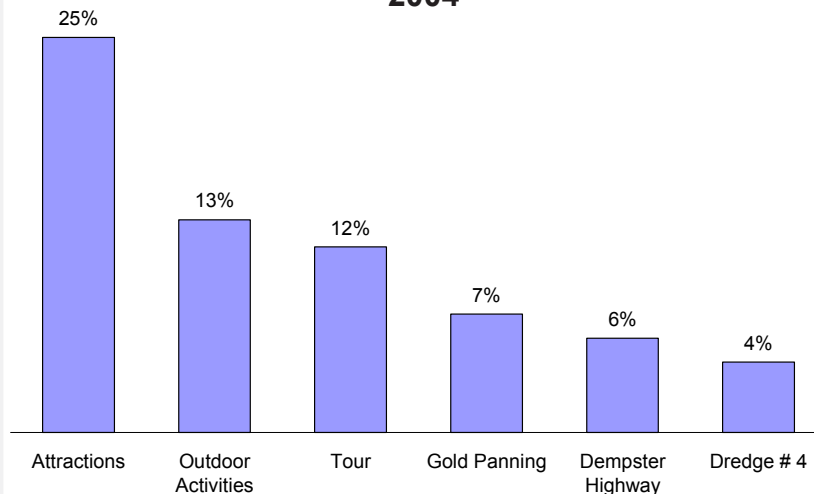
When asked why they did not participate, their most common responses included:

- Time 35%
- Forest Fires 21%
- Closed\* 11%

### Activities Visitors HADN'T Planned on Doing 2004



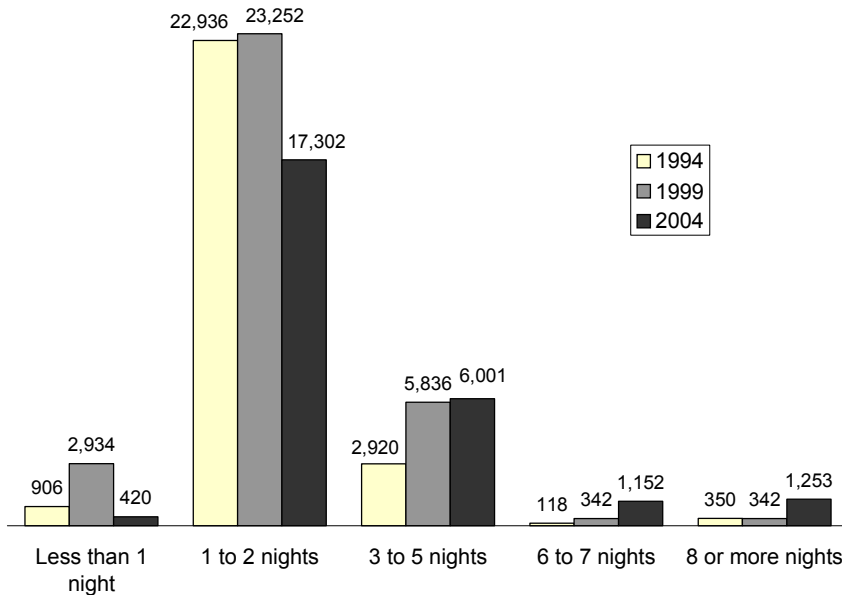
### Activities that Visitors HAD Planned to Do but Didn't 2004



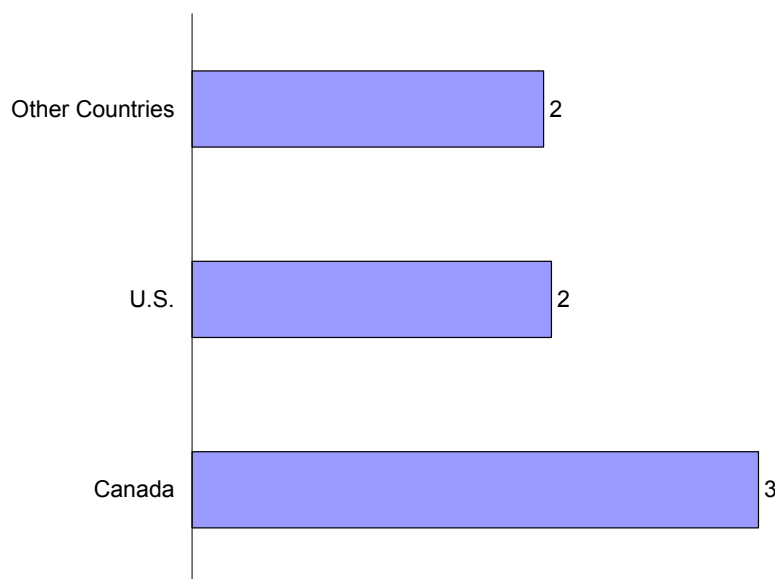
\*Note: In the Klondike region, portions of the Dempster, Klondike and Top of the World highways were closed during summer, 2004 due to wildfire activity. Due to labour disputes at Parks Canada a number of venues in the Klondike region were also closed including the Palace Grand and Dredge No.4. Other closures mentioned included stores closing too early or opening too late.

## WHAT WERE THE LOGISTICS OF THEIR STAY ?

**Number of Nights in the Klondike Region  
1994 to 2004**



**Average Number of Nights in the Klondike Region  
2004**



### *In total, how many nights did visitor parties spend in the Klondike region?*

*Survey Question 8.*

The chart on the left shows the number of nights visitor parties stayed in the Klondike region, comparing the results of the last three surveys. During summer 2004, 63% of all visitor parties who visited the Klondike region stayed for a duration of 1 to 2 nights. This is down from 71% who stayed 1 to 2 nights in 1999, however in 2004 visiting parties tended to stay longer as more visitor parties reported staying three or more nights than in the past.

Looking at the length of stay in the region by origin of the visitor party shows that in 2004:

- 45% of Canadian visitors stayed 1 to 2 nights;
- 80% of American visitors stayed 1 to 2; and
- 52% of visitors from other countries stayed 1 to 2 nights.

On average, visitors from Canada stayed 3 nights in the Yukon, visitors from the United States stayed 2 nights and visitors from other countries spent 2 nights.

## WHAT WERE THE LOGISTICS OF THEIR STAY ?

### What accommodation type did visitors use while in the region?

Survey Question 9.

In 2004, the largest proportion of parties to the Klondike region stayed in hotels/motels (44%). This was followed by those who stayed in campgrounds, including both commercial and government campgrounds (42%).

In 1999, the largest proportion stayed in campgrounds (45%), followed by hotels/motels (34%).

In 1994, 44% stayed in campgrounds, 43% stayed in hotels/motels.

Major declines were noted in the use of Bed & Breakfasts (down 67%) and Lodge/Camp/Cabins (down 50%) since 1999, while those camping in the bush were up 59% over 1999.

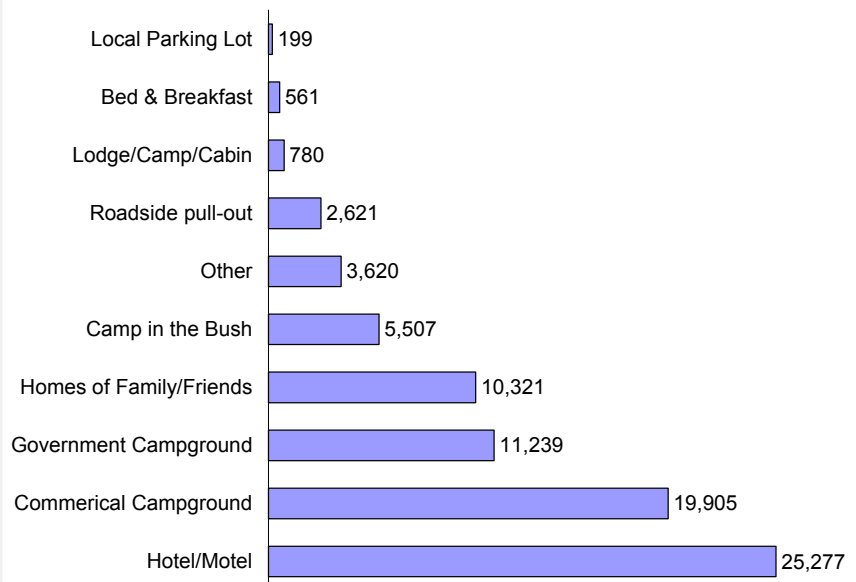
Note: visitor parties may have used more than one type of accommodation.

Based on number of nights by accommodation type, 32% (25,277 nights) of the time visitors stayed in either a hotel or motel. Twenty-five percent of the time (19,905 nights) visitors stayed in commercial campgrounds, 14% of the time visitors stayed in government campgrounds and 13% of the time visitors stayed in the homes of friends or family.

### Accommodation Type 1994 to 2004

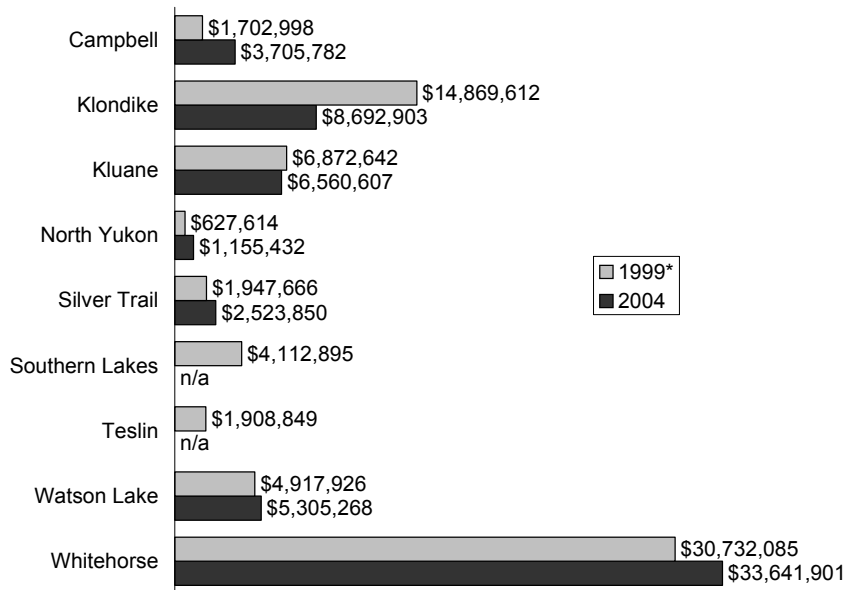
Accommodation Type	Number of Parties		
	1994	1999	2004
Hotel/Motel	12,187	11,229	13,685
Commercial Campground	7,947	11,511	8,348
Government Campground	4,578	3,270	4,665
Roadside / Pullout	1,312	366	1,329
Camp in the Bush	n/a	614	974
Homes of Family/Friends	189	683	687
Lodge/Camp/Cabin	24	977	491
Other	864	575	470
Bed & Breakfast	751	1,109	365
Local Parking Lot	n/a	n/a	108
Not Stated	30	2,372	n/a
None	400	n/a	n/a

### Number of Nights by Accommodation Type 2004



## HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

**Total spent by Visitors to the Klondike  
1999 vs. 2004**



\* 1999 dollars have been adjusted for inflation and are reported in 2004 dollars.

Note: due to the redefinition of the Southern Lakes and Teslin regions, the amount spent is not comparable between 2004 and previous surveys.

# \$247

Note: in order to avoid results which could be misleading, extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating the above figure. A simple average, including both high and extremely low spenders (total spending divided by the number of visitor parties) yields a figure of \$317.

Note: All 1994 and 1999 expenditure figures have been adjusted for inflation and reported in 2004 equivalent dollars.

### **What did visitors to the Klondike region spend in total?**

Survey Question 11.

The graph on the left shows a comparison of spending within the different regions of the Yukon in 2004. Spending in the Klondike totalled \$8,692,903, down 41.5% or \$6,176,709 from 1999. Below is a comparison of visitor spending in each region as a percentage of total visitor spending in the Yukon (\$75,854,000) in 2004:

Campbell	5%
<b>Klondike</b>	<b>11%</b>
Kluane	9%
North Yukon	2%
Silver Trail	3%
Southern Lakes	n/a
Teslin	n/a
Watson Lake	7%
Whitehorse	44%

In 1999, visitors to the region spent \$14,869,612 or 22% of the \$67,692,285 spent in the Yukon.

### **What was the typical amount spent by each party during their visit?**

Survey Question 11.

In 2004, the typical amount spent by each tourist party during their visit to the Klondike region was \$247. This is down approximately 25% from the 1999 when parties reported spending \$330 and in 1994 when parties spent \$320.

During the same period, reported visitation to the Klondike region was down by 17% from 1999.

## HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

### What was the expenditure by tourist party each night of their stay in the Klondike?

Survey Question 11.

Of the 27,512 visitor parties to the Klondike region:

- 51% spent in excess of \$100 per night, a 42% drop from 1999;
- 14% spent between \$76 and \$100 per night, up 50% from 1999;
- 12% spent between \$51 and \$75 per night, up 124% from 1999;
- 13% spent between \$26 and \$50 per night, up 36% from 1999;
- 6% spent \$25 or less, up 35% from 1999;
- 2% spent nothing, down 19% from 1999; and
- 2% not stated.

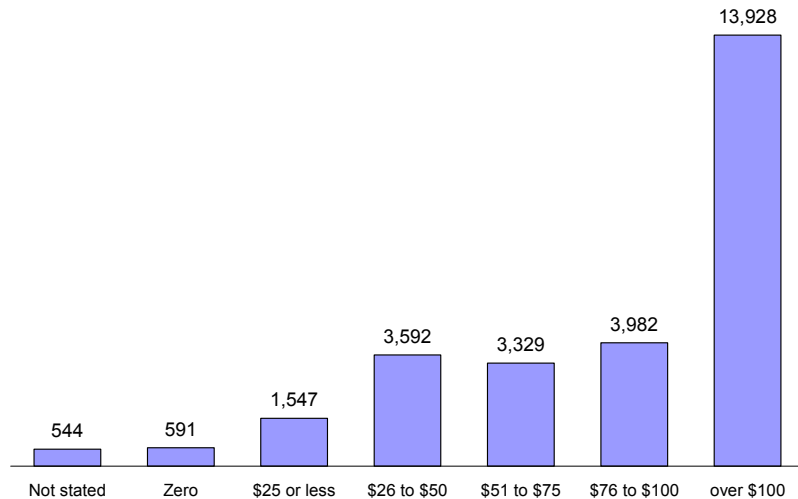
### How much was spent per person per night?

Survey Question 11.

In 2004, each visitor who spent a night in the Klondike region typically spent \$54 per night. This is down from the 1999 figure of \$92 per person per night.

In 1994, each person spent \$86 per night.

Visitor Parties to the Klondike Region  
by their expenditure per night in the region



# \$54

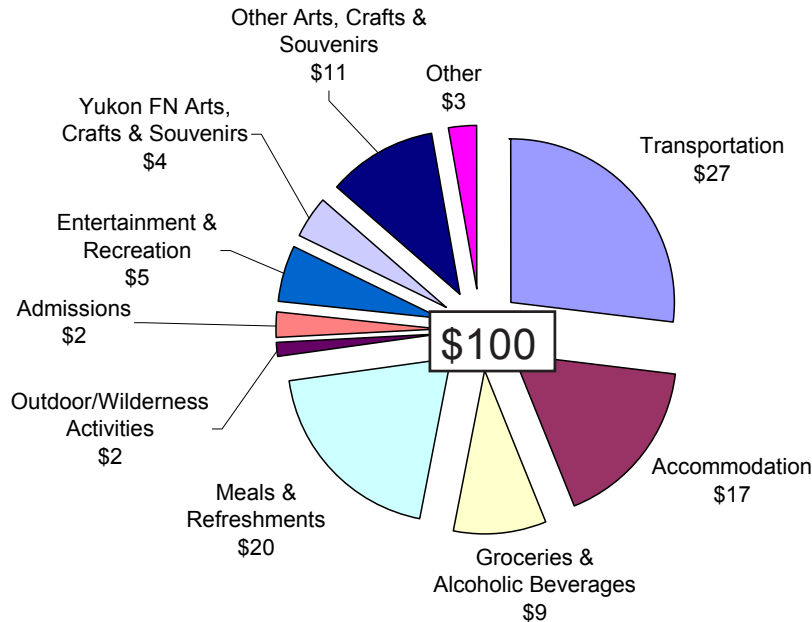
Note: in order to avoid results which could be misleading, extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating the above figure.

Note: the 1994 and 1999 expenditure figures have been adjusted for inflation and reported in 2004 equivalent dollars.



## HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

### Breakdown of Expenditure by Visitors to the Klondike Region 2004



The table below shows how spending varied depending on the origin of visitors. Spending is shown as so many dollars out of every \$100 spent. For instance, \$33 out of every \$100 spent by visitors from Canada was spent on transportation as compared to \$23 for visitors from the U.S.A. and \$24 for visitors from other countries.

### Breakdown of Expenditure by Origin

	Visitor Origin		
	Canada	U.S.A.	Other
Transportation	\$33	\$23	\$24
Accommodation	\$18	\$15	\$19
Groceries & Alcoholic Beverages	\$10	\$6	\$13
Meals & Refreshments	\$16	\$25	\$15
Outdoor/Wilderness Activities	\$1	<\$1	\$4
Entertainment & Recreation	\$4	\$8	\$4
Yukon FN Arts, Crafts & Souvenirs	\$3	\$4	\$10
Other Arts, Crafts & Souvenirs	\$11	\$13	\$5
Admissions	\$2	\$2	\$3
Other Expenses	\$2	\$3	\$3
<b>Total</b>	<b>\$100</b>	<b>\$100</b>	<b>\$100</b>

Note: <1 means less than one.

### What did visitors spend their money on?

Survey Question 11.

The graph on the left shows what visitors to the Klondike region spent their money on while visiting the region. In general, every \$100 spent by a visitor was divided up as follows:

- \$27 out of the \$100 was spent on transportation, down 13% from 1999;
- \$20 was spent on meals and refreshments in restaurants and bars, down 9% from 1999;
- \$9 was spent on groceries and alcoholic beverages, up from less than \$1 in 1999;
- \$17 was spent on accommodation, down 39% from 1999;
- \$11 was spent on non-Yukon FN arts, crafts and souvenirs;
- \$5 was spent on entertainment and recreation, up from less than \$1 spent in 1999;
- \$4 was spent on Yukon FN arts, crafts and souvenirs, up from \$2 spent in 1999;
- \$2 was spent on outdoor/wilderness activities, up from less than \$1 spent in 1999; and
- \$2 was spent on admissions to museums and interpretive centres.

## HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

### Expenditures in the Klondike region by origin

Survey Questions 4 and 11.

The graph on the right shows the expenditure by visitor party by origin of the party. For instance, the middle column of the graph, Canada, shows that in 2004 visitor parties from Canada typically \$294 during their visit to the Klondike region.

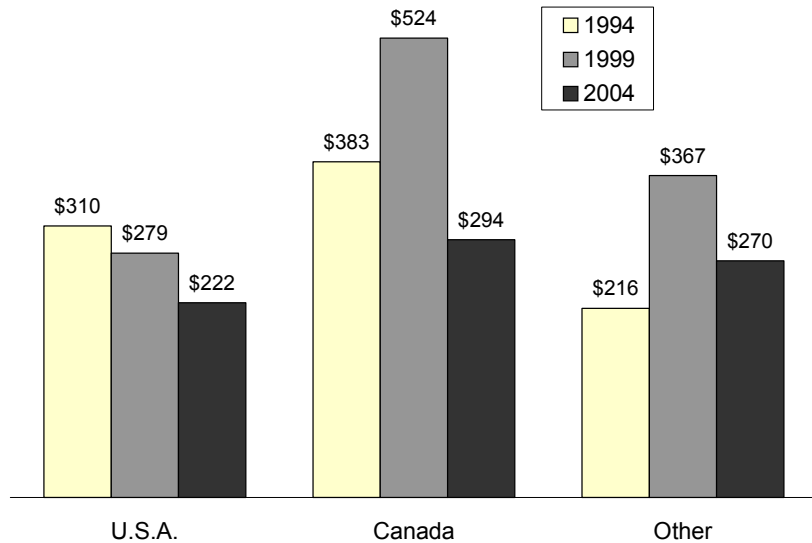
A further breakdown of the 2004 figures for each of the three origins in the above graph (U.S.A., Canada and other) is shown in the tables to the right.

In 1999, the typical expenditure by visitor parties to the Klondike region from the U.S.A was \$279. Visitor parties from Canada spent \$524 and visitor parties from other countries spent \$367.

In 1994, the typical expenditure by visitor parties to the Klondike region from the U.S.A. was \$310. Visitor parties from Canada spent \$383 and visitor parties from other countries typically spent \$216.

There has been a consistent decline in the amount of spending in the Klondike region by Americans, since 1994. Spending by Canadians has also dropped since 1994 while spending by visitor parties from other countries has fluctuated since 1994.

Typical Expenditure by Parties to the Klondike Region by origin



#### CANADA

2004	Total Expenditure	Average Expenditure
Saskatchewan	\$139,185	\$473
Manitoba	\$131,690	\$516
Ontario	\$545,682	\$300
British Columbia	\$721,503	\$338
Alberta	\$609,849	\$234
<b>Total Canada</b>	<b>\$2,427,445</b>	<b>\$294</b>

#### USA

2004	Total Expenditure	Average Expenditure
Alaska	\$420,909	\$364
California	\$275,505	\$285
Michigan	\$142,033	\$204
Pennsylvania	\$191,823	\$239
Texas	\$300,569	\$273
Arizona	\$117,773	\$211
Florida	\$511,278	\$272
Wisconsin	\$425,020	\$187
Washington	\$142,858	\$190
<b>Total U.S.A.</b>	<b>\$4,142,614</b>	<b>\$222</b>

#### OTHER

2004	Total Expenditure	Average Expenditure
Germany	\$461,031	\$234
Australia	\$489,179	\$454
Switzerland	\$214,156	\$158
Netherlands	\$180,475	\$237
<b>Total Other</b>	<b>\$2,122,844</b>	<b>\$270</b>

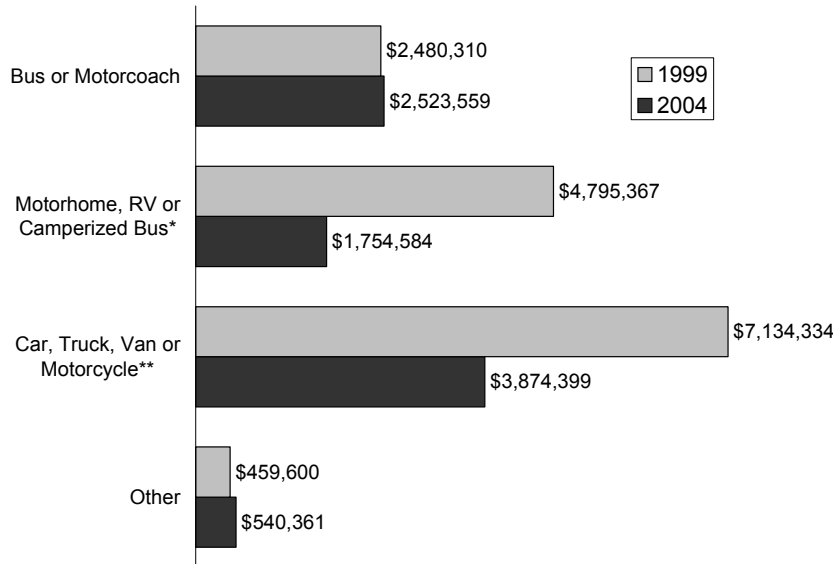
Note: these figures are 'trimmed' averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.

Note: All 1994 and 1999 expenditure figures have been adjusted for inflation and reported in 2004 equivalent dollars.

All dollars are reported as Canadian dollars.

## HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

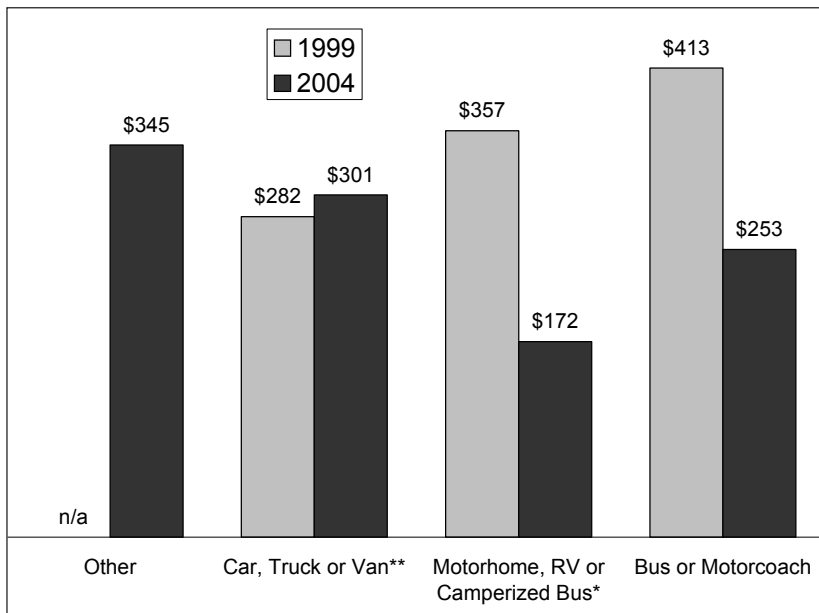
### Total Spent by Visitor Parties to the Klondike Region by mode of travel within the region



\*Motorhome, RV or Camperized Bus includes Camperized truck/van as well as Motorhome/RV/Converted Bus.

\*\* In 2004, motorcycles were included in the Car, Truck or Van category for the first time.

### Typical Expenditure in the Klondike Region by mode of travel within the region



Note: the 1999 expenditure figures have been adjusted for inflation and reported in 2004 equivalent dollars.

### Expenditures in the Klondike region by Mode of Travel

Survey Questions 10 and 11.

The graph on the left shows the expenditure by visitor party by mode of travel while in the region, compared to spending in 1999. Of the total amount spent in the Klondike region by all visitor parties (\$8,692,903):

- \$2,523,559 or 29% was spent by visitors travelling by bus or motorcoach;
- \$1,754,584 or 20% was spent by visitors travelling by motorhome, RV or camperized bus;
- \$3,874,399 or 45% was spent by visitors travelling by car, truck or van; and
- \$540,361 or 6% was spent by visitors travelling by other modes of travel.

Overall spending by travellers in a car, truck or van as well as those in motorhome, RV or camperized bus was down considerably from 1999, while spending by motorcoach travellers remained essentially the same.

Note: these figures are 'trimmed' averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.

## HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

### **Expenditure patterns in the Klondike region by mode of travel**

Survey Questions 10 and 11.

The question could be clarified with a specific example such as, 'Did visitors who travelled in a motorhome spend their money differently than visitors who travelled by bus or motorcoach?' The table on the right provides a breakdown of a typical \$100 spent by visitors, categorized by the type of transportation they used in the region. For instance, looking at spending on accommodation:

- visitors travelling by car, truck or van typically spent \$23 on accommodation out of each \$100 they spent;
- visitors travelling by motorhome, RV or camperized bus spent \$14 out of each \$100;
- visitors travelling by bus or motorcoach spent less than \$1 out of each \$100\*; and
- visitors travelling by other means of transportation typically spent \$23 out of each \$100.

\* Reported spending by visitors travelling by bus does not reflect pre-paid package expenditures, only out of pocket expenditures while in the region.

### **Breakdown of Expenditure by Mode of Travel 2004**

	<b>Car, Truck Van or Motorcycle</b>	<b>Motorhome, RV or Camperized Bus</b>	<b>Bus or Motorcoach</b>	<b>Other</b>
Transportation	\$25	\$37	<\$1	\$46
Accommodation	\$23	\$14	<\$1	\$23
Groceries & Alcoholic Beverages	\$10	\$11	\$7	\$6
Meals & Refreshments	\$19	\$13	\$45	\$9
Outdoor/Wilderness Activities	\$1	\$3	\$0	\$1
Entertainment and Recreation	\$5	\$3	\$14	\$3
Yukon FN Arts, Crafts & Souvenirs	\$3	\$7	\$5	\$1
Other Arts, Crafts & Souvenirs	\$11	\$7	\$26	\$2
Admissions	\$2	\$3	\$3	<\$1
Other Expenses	\$2	\$3	<\$1	\$9
<b>Total</b>	<b>\$100</b>	<b>\$100</b>	<b>\$100</b>	<b>\$100</b>

The visitors who spent on average the greatest proportion of their visitor dollars on each type of expense were:

Visitors travelling by other means of transportation (bicycle, boat, air) spent \$46 out of every \$100 on transportation;

Bus or motorcoach visitors spent \$45 out of each \$100 on meals and refreshments in restaurants or bars;

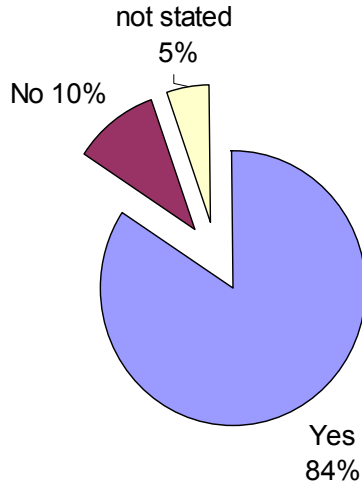
Visitors travelling by other means of transportation spent \$23 out of each \$100 on accommodations;

Bus or motorcoach visitors spent \$31 out of each \$100 on arts, crafts and souvenirs; and

Car, truck or van visitors spent \$23 out of each \$100 on accommodations.

## HOW DID THEY PLAN FOR THEIR VISIT ?

### Parties that Planned to Visit the Klondike Region 2004



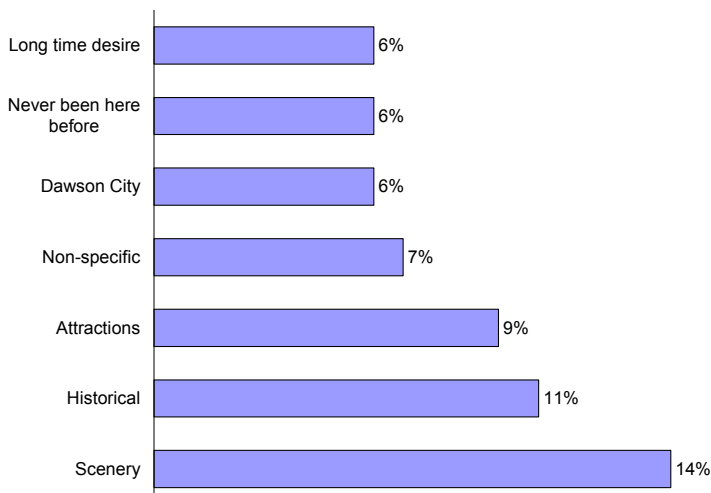
### % of Parties that Planned to Visit Regions in Yukon

Visitor Region	Visitor Parties		
	1994	1999	2004
Silver Trail	78%	91%	69%
Campbell	83%	85%	76%
Teslin*	80%	72%	n/a
Southern Lakes*	79%	90%	n/a
Watson Lake	80%	73%	43%
Klondike	88%	88%	84%
Kluane	60%	89%	35%
North Yukon	72%	94%	82%
Whitehorse	89%	86%	57%

\*Note: the definition of the Southern Lakes and Teslin regions changed between 1999 and 2004.

The definition of the Silver Trail region changed in 1999.

### Motivations for Visiting the Klondike



### ***Before you arrived in the Yukon, had you planned on stopping in this region?***

*Survey Question 13.*

The graph on the left shows that of the 27,512 parties who visited the Klondike region in 2004, 23,171 or 84% said they had planned to visit the region, 2,854 or 10% said they had not planned to visit the region, prior to arriving in the Yukon.

In 1999, 28,701, or 88%, of the 32,706 parties that visited the Klondike region had planned to visit prior to arriving in the Yukon. Only 12% stated that they had not planned to visit the region.

In 1994, 23,934 or 88% out of the 27,230 parties who visited the Klondike region, said they had planned to visit the region, 1,882 or 7% said they had not planned to visit the region, and 1,414 or 5% did not respond.

### ***What motivated you to visit this region?***

*Survey Question 12.*

The graph on the left shows the most common responses to the question of what were your motivations for visiting the Klondike region.

Other responses included been here before, visiting friends and relatives, culture, outdoor activities, reference to Canada, the North and wildlife.

## WHAT SOURCES OF INFORMATION DID THEY USE ?

### What sources of information did you use when **PLANNING** your visit to the region?

Survey Question 13.1.

The bar graph on the right shows that the most frequently mentioned sources of information were the Internet (mentioned 16,984 times or 18% of the time), the Milepost mentioned 13,229 times or 14% of the time), and travel agent (mentioned 8,873 times or 10% of the time).

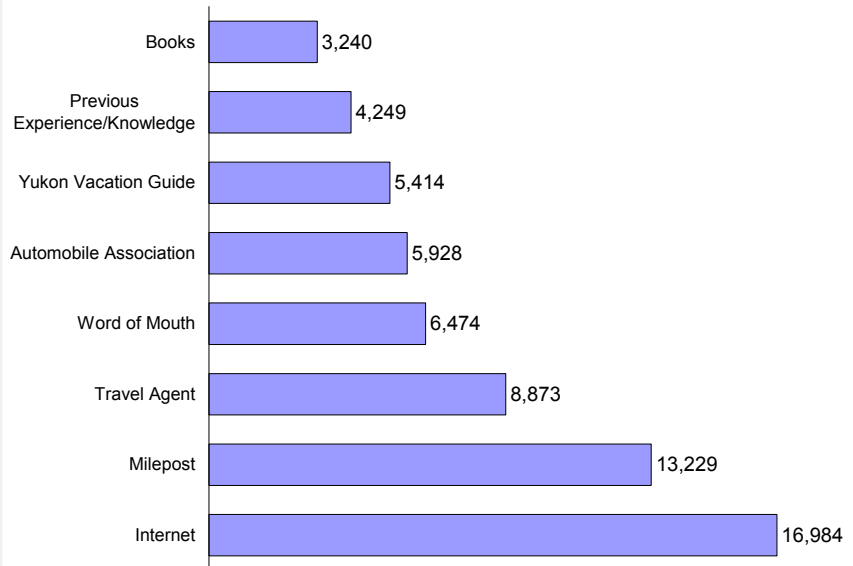
Internet use was up from 2,315 responses in 1999 to 16,984 in 2004, or an increase of 634%. Reported use of the Milepost was down 3% from 1999, while use of travel agents was up 300%, from 2,209 reported.

### Which sources of information were the most helpful?

Survey Question 13.2.

The bar graph on the right shows the various sources of information from the least helpful to the most useful. The most frequently mentioned sources of information were the Milepost (mentioned 28% of the time) and the Internet (mentioned 15% of the time).

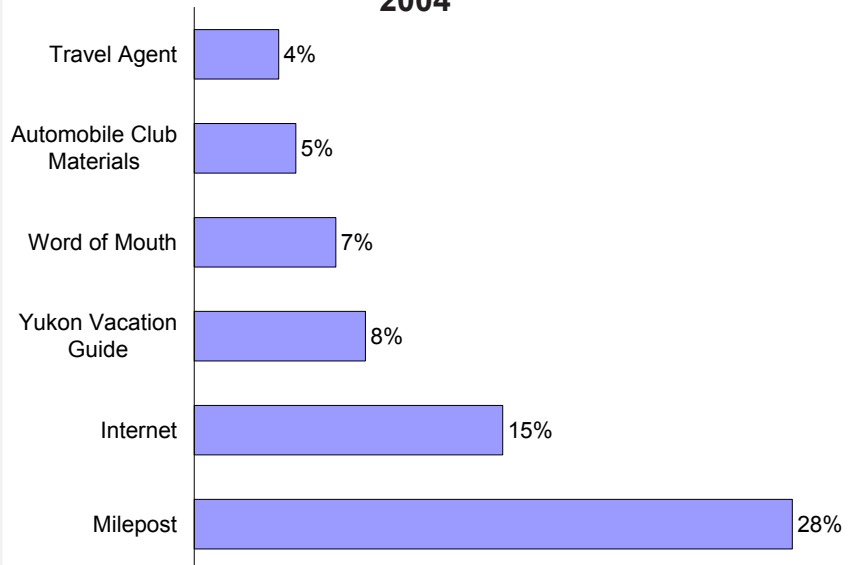
### Sources of information used to PLAN 2004



Note: the figures in the graph above include only the visitors that said they had planned to visit the region before arriving.

Note: visitors were able to choose more than one source of information.

### Most useful sources of information used to PLAN 2004

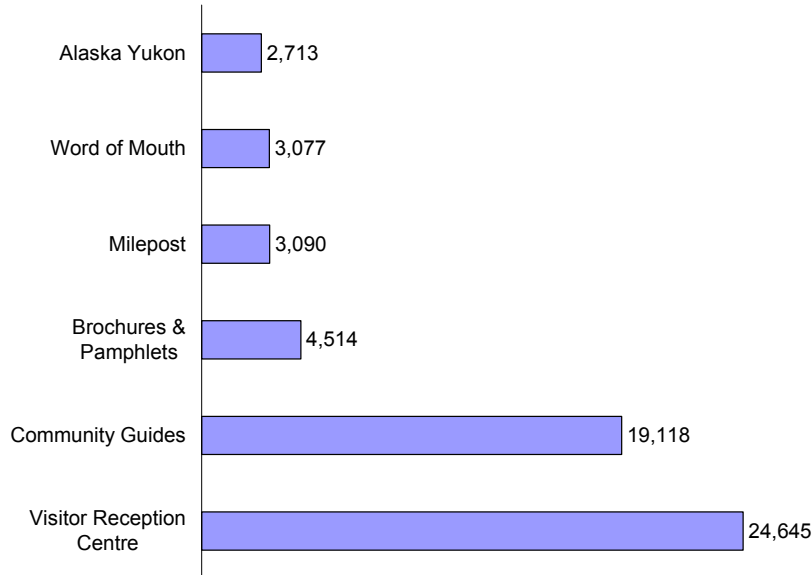


Note: the figures in the graph above include only the visitors that said they had looked for information about the region.

Note: visitors were able to choose more than one source of information.

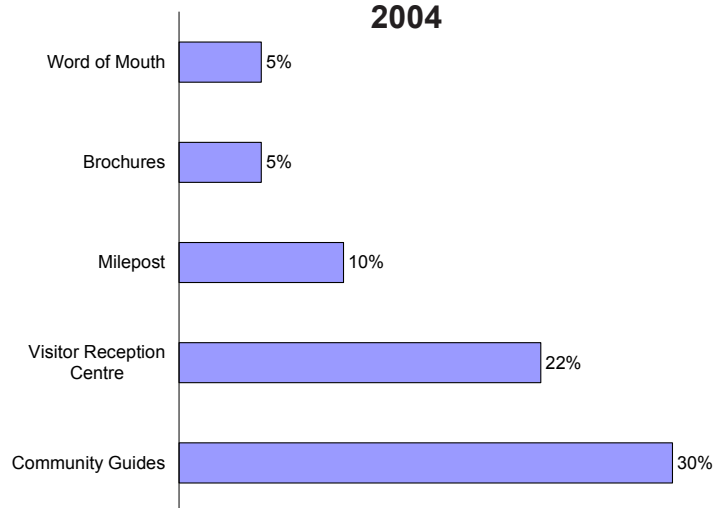
## WHAT SOURCES OF INFORMATION DID THEY USE ?

### Sources of information used DURING their trip 2004



Note: visitors were able to choose more than one source of information.

### Most useful sources of information used DURING the trip 2004



Note: the figures in the graph above include only the visitors that said they had looked for information about the region.

Note: visitors were able to choose more than one source of information.

### *What sources of information did you use DURING your visit to the region?*

*Survey Question 15.1.*

The graph on the left shows that the most frequently mentioned sources of information used DURING the trip were the Visitor Reception Centre (mentioned 24,645 times or 36% of the time), the Community Guides mentioned 19,118 times or 28% of the time), and brochures and pamphlets (mentioned 4,514 times or 7% of the time).

### *Which sources of information were the most helpful?*

*Survey Question 15.1.1.*

The graph on the left shows the various sources of information from the least helpful to the most useful. The most frequently mentioned sources of information were the Community Guides (mentioned 30% of the time) and the Visitor Reception Centre (mentioned 22% of the time).

## HOW DID THEY ENJOY THEIR STAY WHILE IN THE REGION ?

### What were the most positive/negative aspects of your visit to the Klondike region?

Survey Questions 20 and 21.

Visitors were asked to provide the most positive thing and the most negative thing about their visit to the Klondike region. The most positive thing mentioned more than any other was scenery. The most negative thing mentioned more than any other was forest fires.

In 1999 and 1994, the most positive thing mentioned was scenery (28% and 39%, respectively). The most negative thing mentioned in 1999 was nothing (31%) and in 1994 was transportation (22%).

### What activities would have encouraged you to stay longer?

Survey Question 17.

When asked what activities or attractions would have encouraged visitors to spend more time in the Klondike region, of those who responded, 38% said nothing, 12% said I don't know and 6% said more time. The most frequently mentioned activities that would have encouraged visitors to stay longer include hiking opportunities (6%), fishing (6%) and boating opportunities, including canoeing, rafting, kayaking and river cruises (5%).

In 1999 and 1994 the most common response was time, meaning if they had more time available they would have been able to stop in the region longer.

#### Positive Aspects

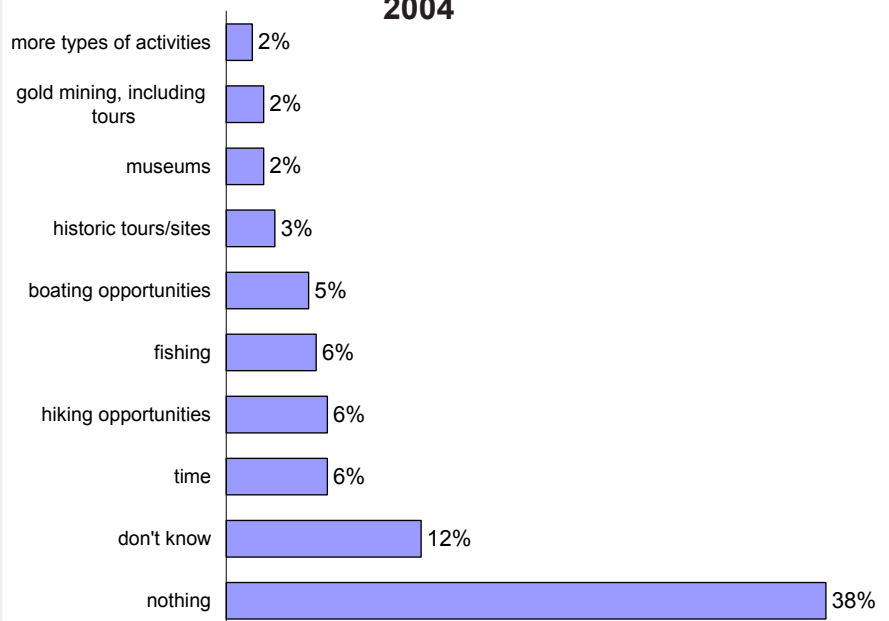
Scenery	30%
People	16%
Attractions	9%
History	7%
Non-specific	6%
Wildlife	6%
Services	4%
Hospitality	3%
Roads	3%

#### Negative Aspects

Forest Fires	27%
Road Conditions/Traffic	18%
Cost	9%
Insects	6%
Services	5%
Wildlife	5%
Weather	5%
Services Closed	3%
Food and Hotels	3%

Note: Portions of the roads were closed during summer, 2004 due to forest fires causing delays in traffic.

### Activities that would have encouraged visitors to stay 2004





## HOW DID THEY ENJOY THEIR STAY WHILE IN THE REGION ?

	Poor or Very Poor Quality	Okay	Good or Very Good Quality
<b>Accommodations</b>			
Overall Quality	1%	15%	84%
Variety and Selection	7%	20%	73%
Service/ Hospitality	1%	5%	94%
Value for Money	4%	12%	84%
<b>Meals and Refreshments in Restaurants and Bars</b>			
Overall Quality	1%	14%	85%
Variety or Selection	2%	13%	85%
Service/ Hospitality		6%	94%
Value for Money	3%	12%	85%
<b>Outdoor/ Wilderness Activities</b>			
Overall Quality		16%	84%
Variety or Selection	12%	23%	65%
Service/ Hospitality		7%	93%
Value for Money		11%	89%
<b>Built Attractions and Features (Museums / Interpretive Centres)</b>			
Overall Quality	1%	2%	97%
Museums and Interpretive Centres		2%	98%
Service/ Hospitality		1%	99%
Value for Money	1%		99%
<b>Entertainment and Recreation</b>			
Overall Quality	2%	8%	90%
Variety or Selection	2%	13%	85%
Service/ Hospitality	2%	3%	95%
Value for Money	2%	8%	90%
<b>Yukon-made Arts and Crafts</b>			
Overall Quality	<1%*	4%	95%
Variety or Selection	1%	5%	94%
Value for Money	1%	6%	94%
<b>Automobile and RV Service/ Repair</b>			
Overall Quality	18%	4%	78%
Variety or Selection	36%	18%	47%
Service/ Hospitality		25%	75%
Value for Money	3%	44%	53%
<b>Speciality Tours</b>			
Overall Quality			100%
Variety or Selection			100%
Service/ Hospitality			100%
Value for Money			100%

\* <1 denotes "less than"

### On a scale of 1-5, how would you rate your visit?

Survey Question 11.1.

When asked if they had received good or very good value for their money for different aspects of their trip in the Klondike region, visitors responded in the following way:

100% said they had received good, or very good value for their money in terms of speciality tours such as flight-seeing, walking tours, etc.;

99% - said the same about attractions such as museums and interpretive centres;

90% - Entertainment and recreation;

89% - Outdoor/ wilderness activities.

85% - Meals & refreshments in restaurants and bars;

84% - Accommodations;

53% - Automobile and RV service/ repair; and

94% - Yukon arts and crafts.

Compared to 1999 responses, significantly more visitors felt they received value for money in 2004 in outdoor/wilderness activities (30% versus 89%) as well as arts and crafts (62% versus 94%).

Significantly less visitors felt they received value for money in 2004 for automobile and RV services and repairs (72% versus 53%).

## HOW DID THEY ENJOY THEIR STAY WHILE IN THE REGION ?

### **What were your impressions of the region?**

*Survey Question 19.*

Visitors were asked on a scale of 1 to 5, where 1 means very poor and 5 means very good, to rate the quality of the region's natural attractions, wildlife viewing opportunities.

Visitors to the Klondike region were impressed with the region, with 99% stating their feeling of safety was good to very good, 97% stated the same about the region's people and communities as well as the hospitality they received.

In 1999, when visitors were asked to rate their impressions of the region, 97% responded good to very good for their feeling of safety within the region; 96% said the same for the hospitality they received; and 94% rated the people and their communities as good to very good.

### **A year from now, what images or memories do you think will come to mind of the region?**

*Survey Question 14.*

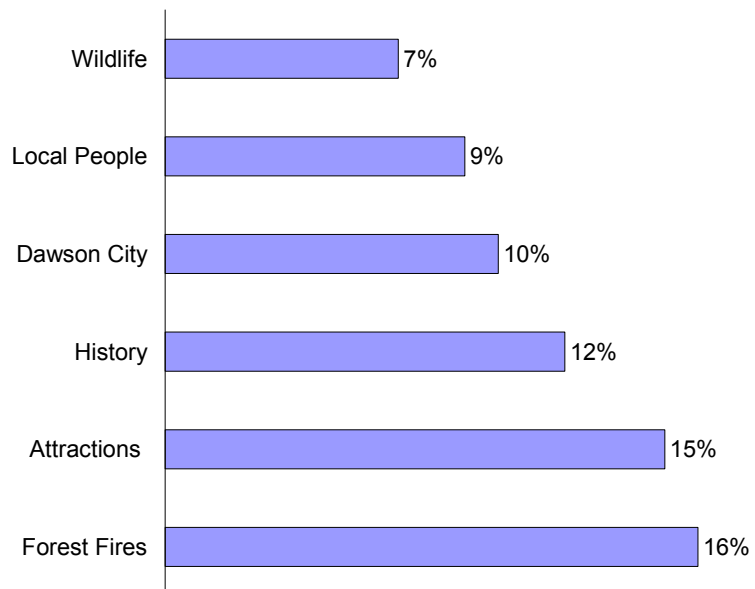
The most common responses to the question above are displayed on the graph to the right.

Attractions that visitors referred to in the region included the Sour Toe Cocktail, mining areas, wooden boardwalks, wonky buildings, ferry, dredge tailings, dirt streets and Dredge #4.

### Rating of the Klondike Region 2004

	Poor or Very Poor	Okay	Good or Very Good
The Region's Natural Attractions/Scenery	<1%	7%	93%
You opportunity to view wildlife	30%	19%	51%
Your impression of the Region's			
People and communities	<1%	3%	97%
Their hospitality		3%	97%
Your feeling of safety	<1%	1%	99%

### Images and Memories a Year from Now



# 2004 Yukon Regional Exit Survey

*Field Operations -  
May to September, 2004*

## APPENDIX ONE - REGIONAL QUESTIONNAIRE

### SECTION 1

- 1. Including yourself, how many people are travelling in your immediate travel party *{sharing expenses, experiences, and/or decisions}*?  
\_\_\_\_\_ persons
- 2. How many people in your immediate travel party are in each of these age categories?  

<b>&lt;12</b>	<b>12-17</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
Male _____	_____	_____	_____	_____	_____	_____	_____
Female _____	_____	_____	_____	_____	_____	_____	_____
- 3. How many different households are represented in your immediate travel party?  
\_\_\_\_\_ households
- 4. What country are you from?  

o Canada:	Province: _____	Postal Code: (if “Don’t know” postal code ask ... What city are you from?) _____	
o U.S.A.	State: _____	Zip Code: _____	o Don’t know
o Other	Country: _____		

### SECTION 2

- 5. Was the primary purpose of this trip ...  
*{If more than one, ask, “Which purpose is most important?”}*  
Rank
- |  |   |   |
|--|---|---|
|  | <b>■ BUSINESS ■</b>                           |   |
|  | <i>(Mark all that apply)</i>                  |   |
|  | o Corporate Business                          | o Conventions/Conferences/Meeting                     |
|  | o Government Business                         | o Other <i>{specify}</i> : _____                      |
|  | o Business Incentive Travel                   |   |
|  | Rank  |   |
|  | <b>■ PLEASURE ■</b>                           |   |
|  | <i>(Mark all that apply)</i>                  |   |
|  | o Touring                                     | o Experiencing Yukon history or First Nations Culture |
|  | o Visiting friends/relatives                  | o Attending arts and/or cultural events               |
|  | o Participating in or attending sports events | o Museums, interpretive centres, walking tours        |
|  | o Other <i>{specify}</i> : _____              | o Wilderness adventure                                |
|  | Rank  |   |
|  | <b>■ PERSONAL ■</b>                           |   |
|  | <i>(Mark all that apply)</i>                  |   |
|  | o Funeral                                     | o Illness   |
|  | o Relocation                                  | o Other <i>{specify}</i> : _____                      |
|  | o Work/job <i>{specify}</i> : _____           |   |

The next few questions are about your travel through this Region.

- 6. Are you just passing through the region?  
o Yes  
o No
- 7. I WOULD LIKE TO TRACE ON THIS MAP THE ROUTE(S) YOU HAVE TRAVELLED.

Interviewer Instruction:  
Print “ENTER” where they (HOUSEHOLD) entered Region and “EXIT” where they are exiting the Region. Indicate with an (N) where they stayed the night and a number to indicate the number of nights spent; and a (S) where stops were made along the way. Indicate with an -> or <- the direction of their travel.  
*(Remember to record air & river travel)*

## APPENDIX ONE - REGIONAL QUESTIONNAIRE

### SECTION 3 - Region Visitors ONLY

Interviewer Notes:

1) If visitor **PASSING THROUGH** the Region, go to page 13.

2) **REGIONAL VISITORS** are defined by response to MAP question as **STOPPING** in the Region.

■ **8. In total, how many nights did you spend in this REGION?**

Interviewer Note: Please confirm with nights on map

\_\_\_\_\_ nights      o d/k      if # of nights = 0, skip to Q. 10. Do not ask accommodation in Q. 11.1.  
# of nights should be the same as given in Q.7 (map)

■ **9. What type of accommodation did you use while in the Region?**

(Do not read)

For each, ask **How many nights?**

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li><input type="radio"/> homes of friends or family</li> <li><input type="radio"/> roadside/pullout</li> <li><input type="radio"/> hotel/motel</li> <li><input type="radio"/> bed &amp; breakfast</li> <li><input type="radio"/> lodge/camp/cabin</li> <li><input type="radio"/> Government campground                             <ul style="list-style-type: none"> <li>Did you mainly tent?      o yes      o no</li> </ul> </li> <li><input type="radio"/> Commercial campground                             <ul style="list-style-type: none"> <li>Did you mainly tent?      o yes      o no</li> </ul> </li> <li><input type="radio"/> camping in the bush</li> <li><input type="radio"/> camping in a local parking lot</li> <li><input type="radio"/> other {specify: _____ }</li> </ul> | _____ nights<br>_____ nights<br>_____ nights<br>_____ nights<br>_____ nights<br>_____ nights<br>_____ nights<br>_____ nights<br>_____ nights<br>_____ nights | Did you book your _____<br>before arriving in the Yukon?<br><input type="radio"/> Yes <input type="radio"/> No<br>How did you book it?<br>_____<br>_____ |
|--|--|--|

■ **10. While travelling in this region, what was your main mode of transportation? (mark only one)**

Aircraft/helicopter       Bus/Coach       Van Tour

Boat - canoe, kayak, raft, motorboat

Was it a rented vessel?    o Yes      o No  
 Did you have restrictions applied to the use of the vessel?  
 o Yes      o No      o Don't know  
 By whom? \_\_\_\_\_

Car/Truck/Van/Motorcycle       Motorhome/R.V./Converted Bus  
 Camperized Truck/Van       Other: \_\_\_\_\_

Was it a rented vehicle?    o Yes      o No  
 Did you have restrictions applied such as "no gravel roads"?  
 o Yes      o No      o Don't know  
 By whom? \_\_\_\_\_

## APPENDIX ONE - REGIONAL QUESTIONNAIRE

**WHILE IN THIS REGION, what is your best estimate of the total expenditures by your household?**

**PLEASE INCLUDE all spending IN THE REGION whether paid for by cash, travellers cheque or credit card. DON'T INCLUDE any prepaid (package) expenses or spending outside of the REGION.**

\$ \_\_\_\_\_ (Total) - *if "0", go to page 11 Q.12.*       Don't know       Refused  
 Was it in:       Canadian \$       U.S. \$       d/k       Other?: \_\_\_\_\_

**11.1 Does your total include the following?**

*(read aloud and mark all that apply)*

yes    no                      *if yes, ask How much did your party spend?*  
          **Transportation within the REGION?**      \$ \_\_\_\_\_  
          **Accommodation?**                                      \$ \_\_\_\_\_

On a scale of 1 to 5, where 1 means very poor and 5 means very good, how would you rate the Region's accommodations, particularly the ...

	1	2	3	4	5			
	very poor					very good    d/k    n/a		
overall quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variety or selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service - hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

yes    no                      *if yes, ask How much did your party spend?*  
          **Groceries and alcoholic beverages?**      \$ \_\_\_\_\_  
          **Meals and refreshments in restaurants or bars?**      \$ \_\_\_\_\_

On a scale of 1 to 5, where 1 means very poor and 5 means very good, how would you rate the Region's meals and refreshments in restaurants or bars, particularly the ...

	1	2	3	4	5			
	very poor					very good    d/k    n/a		
overall quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variety and selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service - hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

yes    no                      *if yes, ask How much did your party spend?*  
          **Outdoor/wilderness activities?**      \$ \_\_\_\_\_

On a scale of 1 to 5, where 1 means very poor and 5 means very good, how would you rate the Region's outdoor/wilderness activities, particularly the ...

	1	2	3	4	5			
	very poor					very good    d/k    n/a		
overall quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variety or selection of types	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service - hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

yes    no                      *if yes, ask How much did your party spend?*  
          **Admissions to museums and interpretive centres?**      \$ \_\_\_\_\_

On a scale of 1 to 5, where 1 means very poor and 5 means very good, how would you rate the Region's built attractions and features such as ...

	1	2	3	4	5			
	very poor					very good    d/k    n/a		
overall quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
museums and interpretive centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service - hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# APPENDIX ONE - REGIONAL QUESTIONNAIRE

## ...SECTION 3 - Region Visitors ONLY continued

- 12. What were your motivations for visiting this Region? \_\_\_\_\_

its on the way  
 don't know

- 13. BEFORE you arrived in the Yukon, had you planned to visit this Region?

Yes  No - if no, skip to question 14

*if yes, ask*

- 13.1 What sources of information did you use when PLANNING your visit to the Region?

none

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*if more than one source listed, ask*

- 13.2 Which of these sources was the most helpful?

\_\_\_\_\_

- 14. A year from now, when remembering or talking about the Region, what images or memories do you think will come to mind?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 15. AFTER arriving in the Yukon, did you look for information about the Region such as, things to do and see, where to stay or camp, or where to dine or eat out?

Yes

*if yes, ask*

- 15.1 What sources of information did you use?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*if more than one source, ask*

- 15.1.1 Which of these sources was the most helpful?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

No

*if no, ask*

- 15.2 Why not?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## APPENDIX ONE - REGIONAL QUESTIONNAIRE

### ...SECTION 3 - Region Visitors ONLY continued

- 16. WHILE IN THIS REGION, what attractions, events or activities did you or someone in your household participate in?

o nothing

- 16.1 Why didn't you?

---



---

(skip to question 16.4)

o did something

- 16.2 What did you do?

---



---

- 16.3 What DID YOU DO in the Region that you had NOT planned on doing?

o nothing - go to Q.16.4

o did do:

---



---

- 16.3.1 Why did you do that?

---



---

- 16.4 What DIDN'T YOU DO in the Region that you had planned to do?

o nothing - skip to Q.17

o did not do:

---



---

- 16.4.1 Why didn't you do that?

---



---

- 17. What type of activities or attractions would have encouraged you to spend more time in this Region on this trip or on a future trip?

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- 18. Was your travel itinerary flexible enough to let you spend more time in this Region had you wanted to?

o Yes      o No      o d/k      o refused

- 19. On a scale of 1 to 5, where 1 means very poor and 5 means very good, how would you rate the quality of (read list)?

	1	2	3	4	5		
	very				very		
	poor				good	d/k	n/a
The Region's natural attractions/scenery	0	0	0	0	0	0	0
Your opportunity to view wildlife	0	0	0	0	0	0	0
Your impression of the Regions							
people and communities	0	0	0	0	0	0	0
their hospitality	0	0	0	0	0	0	0
your feeling of safety	0	0	0	0	0	0	0

- 20. Looking back on your trip, what were the MOST NEGATIVE things about your visit to this Region?

o Nothing

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- 21. Looking back on your trip, what were the MOST POSITIVE things about your visit to this Region?

o Nothing

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