

2004 YUKON
VISITOR EXIT SURVEY
MAIN SURVEY

The Yukon 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 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 of 2004, a major survey of visitors to the Yukon was undertaken by the Yukon Bureau of Statistics on behalf of the Government of Yukon's Department of Tourism and Culture. This survey, referred to as the 2004 Yukon Visitor Exit Survey (VES), sought answers from visitors on a wide variety of questions relating to their visit to the Yukon. Comparable surveys were run in 1987, 1994 and 1999. In 2004, additional questions were added to address changing dynamics within the tourism industry, including pre-paid package tours; Yukon's highway corridors; and wilderness adventure travellers.

The VES was administered by trained surveyors to visitors as they exited the Yukon for the last time. Visitors were intercepted and personally interviewed at various locations throughout the Yukon including, but not limited to, the Whitehorse International Airport, hotel lobbies and roadside pull-outs.

A brief report on the preliminary results of the 2004 Yukon VES was released in spring, 2005. Updates have been made to some figures presented in the preliminary report and are included in this report.

The current report will focus specifically on the results of the main Yukon Visitor Exit Survey administered in the Yukon. A parallel series of regional reports on the nine Yukon tourism regions: Campbell, Klondike, Kluane, North Yukon, Silver Trail, Southern Lakes, Teslin, Watson Lake and Whitehorse are also available. Note in 2004 Teslin has been removed from the Teslin region and will now be included in the Southern Lakes region. Regional reports are based on the results of a very similar survey administered as part of the 2004 VES. The focus of each of the regional reports is on the number of visitors who visited a particular Yukon region (see Fig.1), who they were, where they came from, how much they spent, what they did, where they stayed and how they travelled around.

Other reports to be released from the 2004 Yukon Visitor Exit Survey series, in addition to the nine regional reports mentioned above, include a regional summary report, an Adventure Travel sector report (including wilderness traveller profiles), other sectoral reports as well as a technical paper describing the methodology used in the survey.

Numbers presented within are based on the 2004 Yukon Visitor Exit Survey and compared, when possible, with results from surveys conducted in 1999, 1994 and 1987. Note the numbers contained within the report have been weighed to reflect the border crossing statistics collected on a monthly basis by the Canadian Border Services Agency. During the months of June to September 2004, 250,302 visitors were recorded at Yukon border crossings.

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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, smoke, perceived road closures and media hype regarding the fires.

HOW MANY VISITORS CAME TO THE YUKON?

- In 2004, **251,704** visitors came to the Yukon. This is an increase of 8% or 18,938 compared with 1999 when **232,766** visitors came to the Yukon. In 1994, **206,800** visitors came to the Yukon.
- Visitors travelled in groups or parties. In 2004, **108,808** visitor parties stopped in the Yukon. This is up 10% or 9,954 parties from 1999 when **98,854** parties stopped in the Yukon. In 1994, **88,100** parties stopped in the Yukon.
- On average there were **2.3** visitors in each group or party. In 1999, there were **2.4** visitors in each group or party.

WHERE DID THEY COME FROM?

- **14%** of visitor parties were from Canada; **77%** were from the U.S.A. and **9%** were from other countries.
- **33%** of Canadian visitor parties were from British Columbia; **31%** of overseas visitor parties were from Germany; and **32%** of visitor parties from the United States were from Alaska.
- **53%** of visitors were men; **47%** of visitors were women.
- **11%** of visitors were younger than 18 years of age; **43%** were between 18 and 54; and **46%** were older than 54.

WHAT DID THE VISITORS DO WHILE IN THE YUKON (ACTIVITIES)?

- **83%** of visitors to the Yukon were on a 'pleasure trip'
- **47%** of visitor parties travelled within the Yukon by car, truck, van or motorcycle
- **14%** of visitor parties rented a vehicle to travel within the Yukon
- **29%** of visitor parties purchased a prepaid package trip.
- **21%** of visitor parties travelled in an organized tour group.
- The **most frequently** mentioned activity was shopping (64%).

WHAT DID THEY DO WHILE THEY WERE HERE?

- **30%** of visitor parties to the Yukon stayed for one to two nights; **27%** stayed for three to five nights.
- The largest percentage of visitor parties (**40%**) stayed in hotels or motels, while **36%** stayed in campgrounds (commercial or government).

HIGHLIGHTS

HOW DID THEY ENJOY THEIR STAY WHILE IN THE YUKON?

- More than **80%** of visitors rated their visit to the Yukon as 7 out of 10 or above. Fewer than **2%** rated their visit as 4 or below (1 being the worst and 10 being the best.)
- **70%** of *visitors* felt they had received ‘value for their money’ during their trip to the Yukon.
- When asked what would make them stay longer in the Yukon, **58%** of *visitors* said ‘time’ (meaning that if they had more time available they would be able to stop in the Yukon longer).

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE YUKON ?

- Spending by *visitors* while in the Yukon totalled approximately **\$75,854,000**. This is up 12% from 1999, when visitors spent **\$67,692,000**. In 1994, visitors spent **\$54,218,000**.
- The typical amount spent by each *visitor party* during their visit to the Yukon was **\$396**.
- **66%** of *visitor parties* spent in excess of \$100 each night of their stay.
- Overseas *visitor parties* typically spent **\$622** during their visit to the Yukon; Canadian *visitor parties* spent **\$819**; and *visitor parties* from the U.S.A. typically spent **\$314**.
- **57%** of *visitor* spending in the Yukon was by *parties* travelling by car, truck, van or motorcycle.
- The highest expenditure in the Yukon was by *visitor parties* travelling by boat (**\$1,070**).
- Each *visitor* who stayed a night in the Yukon typically spent **\$77**.
- Looking at a typical expenditure of \$100 by a *visitor* shows that the highest amount spent was for transportation (**\$33**). *Visitors* from the U.S.A. spent the most on transportation (**\$36**).

HOW DID THEY PLAN FOR THEIR VISIT ?

- **41%** of *visitor parties* decided to visit the Yukon sometime in 2004, the same year of travel.
- The **Milepost** was the most frequently mentioned source of information *visitor parties* used in planning their trip.

Note: All 1994 and 1999 reported spending has been adjusted for inflation to 2004 equivalent dollars.

YUKON TOURISM REGIONS

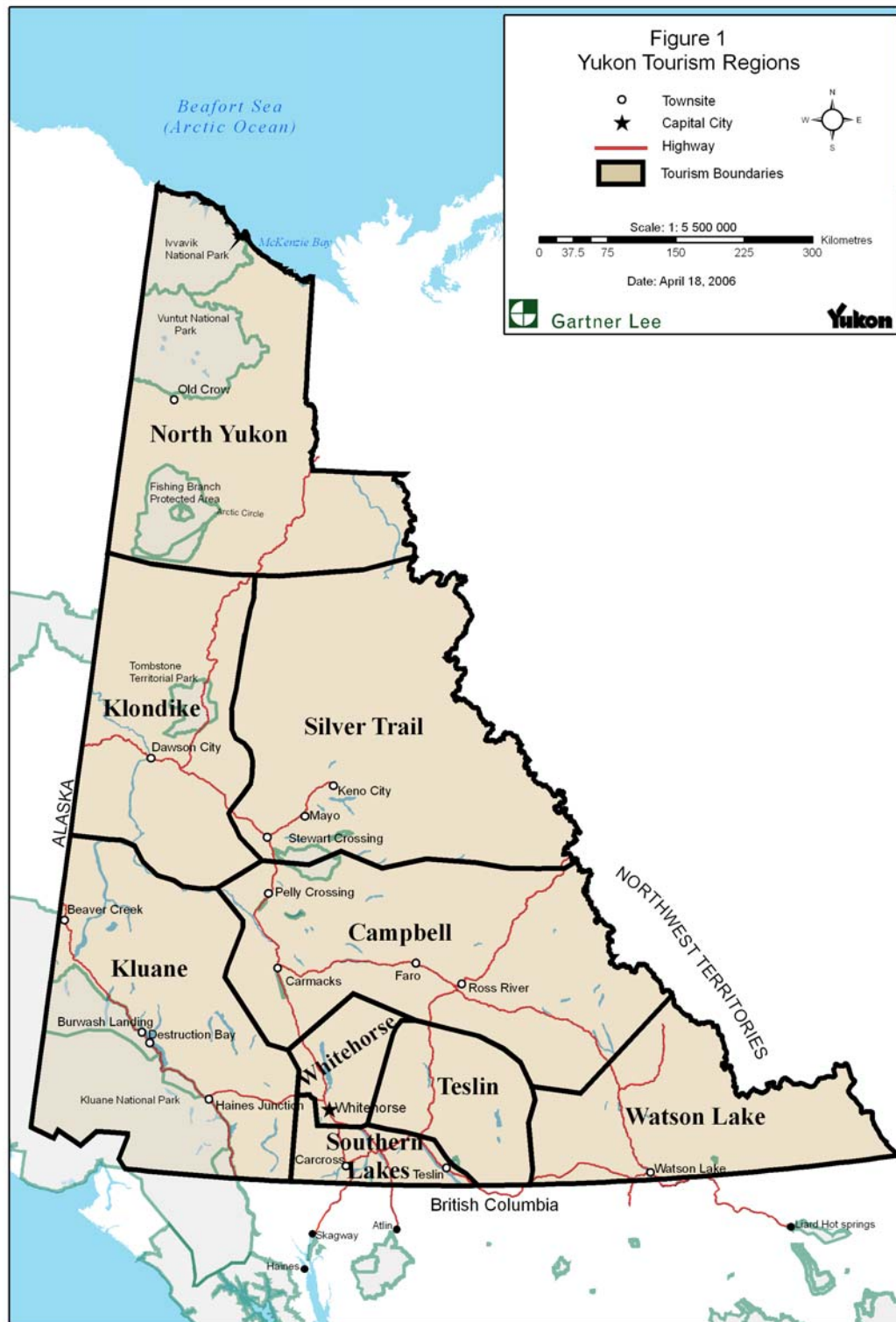


Figure 1. A breakdown of the tourism regions of the Yukon. The boundaries of these regions are different than those identified in the Yukon Vacation Guide. A report will be generated for each of the tourism regions indicated on this map.

Note: For 2004, Teslin has been removed from the Teslin region and included in the Southern Lakes region.

HOW MANY VISITORS CAME TO THE YUKON?

How many visitors came to the Yukon?

Survey question 1.

From June to September 2004, 251,704 visitors came to the Yukon. This is an increase of 8%, or 18,938 visitors, compared to 1999, when 232,766 people visited the Yukon. Since 1987, the number of visitors has increased by 30% or 57,996.

How many visitor parties and households are represented?

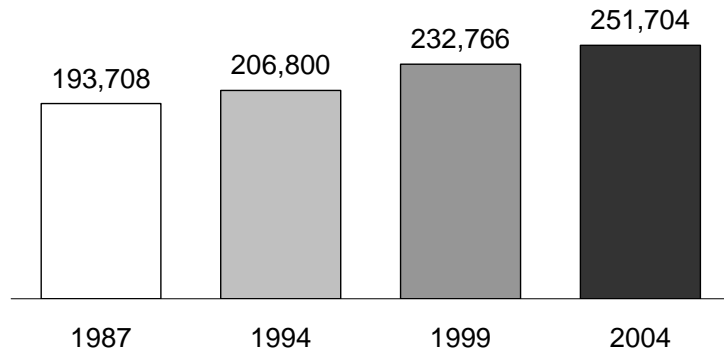
Survey questions 1 and 3.

Visitors were asked how many people were travelling with them in their immediate travel party, sharing expenses, experiences or decisions. In addition, visitors were asked how many different households were represented in their travel party. The figure on the right shows the number of travel parties or groups who visited the Yukon compared to the total number of visitors and households.

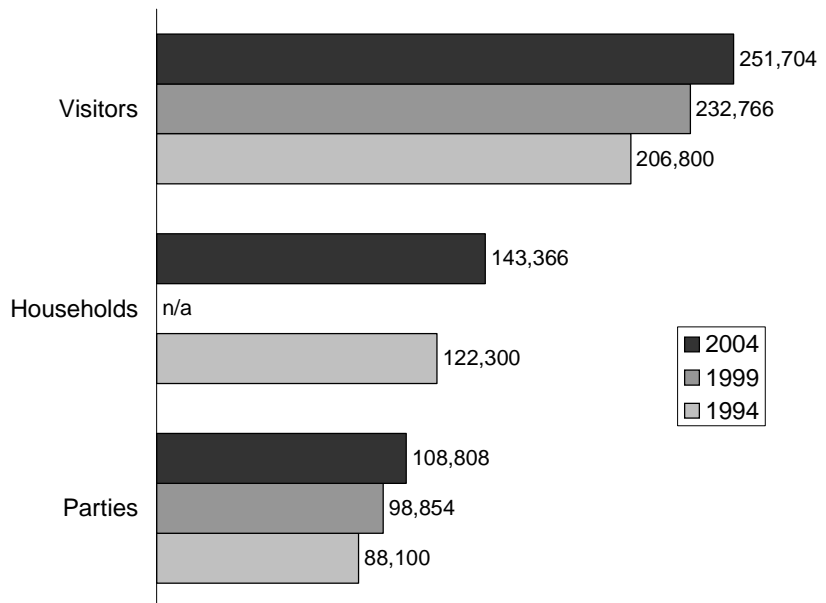
In 2004, 108,808 parties were comprised of 251,704 visitors that came to the Yukon.

In 1999, 98,854 travel parties consisted of 232,766 visitors that came to the Yukon. In 1994, 88,100 travel parties comprised of 206,800 visitors came to the Yukon.

Visitors to the Yukon



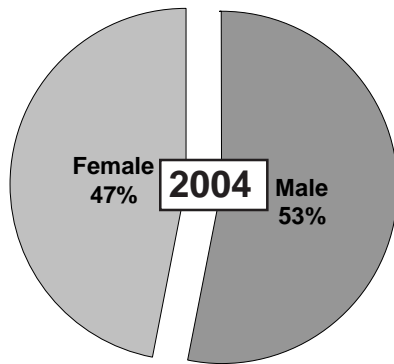
Visitor Parties



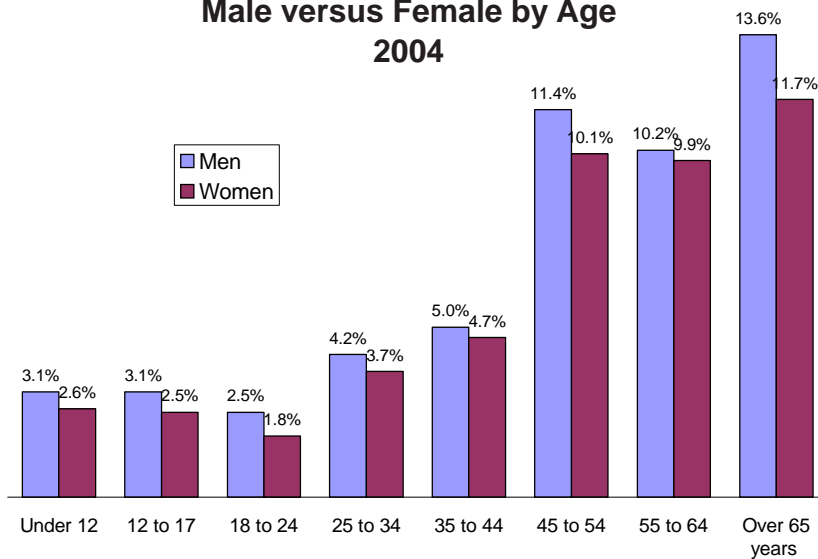
Party Size

In 2004, the average number of people comprising a visitor group or party was 2.3 persons. The average party size in 2004 for visitors from the U.S. was 2.5, for visitors from Canada it was 1.8 and the average party size was 2.0 for groups from other countries.

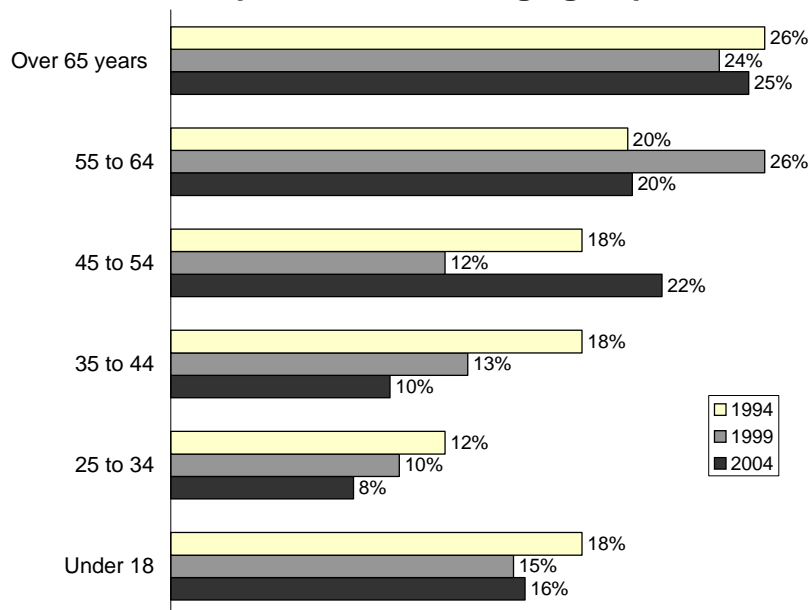
WHO VISITED THE YUKON?



Male versus Female by Age
2004



Comparison between age groups



Gender

Survey question 2.

A breakdown of visitors to the Yukon (all ages included) indicates that 47% were female and 53% were male.

In 1999, 47% of visitors to the Yukon were women and 53% were men.

In 1994, 49% of visitors to the Yukon were women and 51% were men.

Age

Survey question 2.

Looking at the age of visitors to the Yukon in 2004, approximately 11.3% were younger than 18 years of age, 43.3% were between 18 and 54 years old and 45.5% were older than 54.

In 1999, 10% were younger than 18 years of age, 40% were between 18 and 54 and 50% were older than 54.

In 1994, 11% of all visitors were younger than 18 years of age, 48% were between 18 and 54 years and 41% were older than 54.

Since 1994 the percentage of visitors younger than 18 and those over 65 years have stayed essentially the same. Visitors 35 to 44 years old has increased steadily since 1994. Visitors from 45 to 64 years old has fluctuated since 1994.

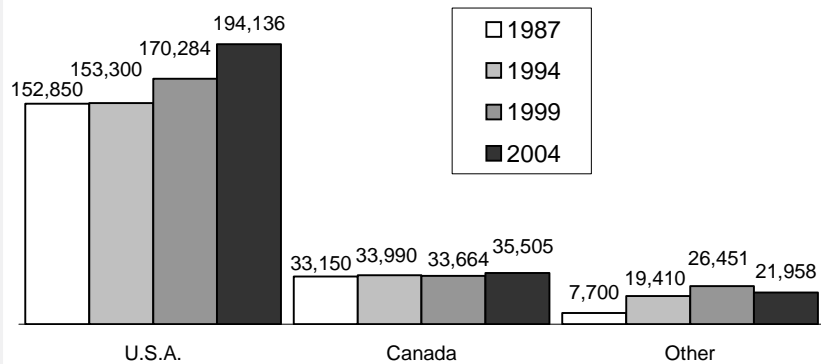
WHERE DID THE VISITORS COME FROM?

Origin of Visitors

Survey question 4.

In 2004, the United States accounted for 77% of all visitors, Canada accounted for 14% and visitors from other countries accounted for 9% of all visitors to the Yukon. The numbers of visitors from U.S.A. in 2004 increased by 23,852, or 14% compared to 1999. Canadian visitors in 2004 increased by 1,841, or 5%, over 1999. Visitors from other countries decreased by 4,493, or 17% compared to 1999.

Origin of Visitor Parties 1987 to 2004



Note: Figures may not sum to totals due to the exclusion of "not stated" responses.

Province of Origin

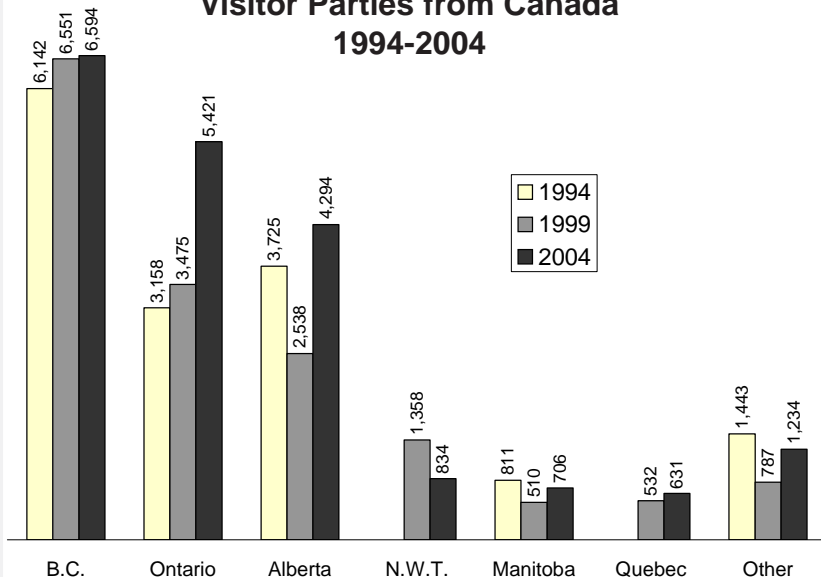
Survey question 4.

Of the 19,714 Canadian visitor parties that came to the Yukon in 2004, 33% were from B.C., 28% were from Ontario, 22% were from Alberta and 17% were from the other provinces.

In 1999, of the 15,751 Canadian parties, 6,551 or 42% were from B.C., 3,475 or 22% were from Ontario, 2,538 or 16% were from Alberta and the remaining 3,187 or 20% were from other provinces.

In 1994, 15,329 parties from Canada visited the Yukon including, 6,111 or 40% from B.C., 3,725 or 24% from Alberta and 3,158 or 21% from Ontario. The remaining 2,335 or 15% of Canadian visitor parties were from other provinces.

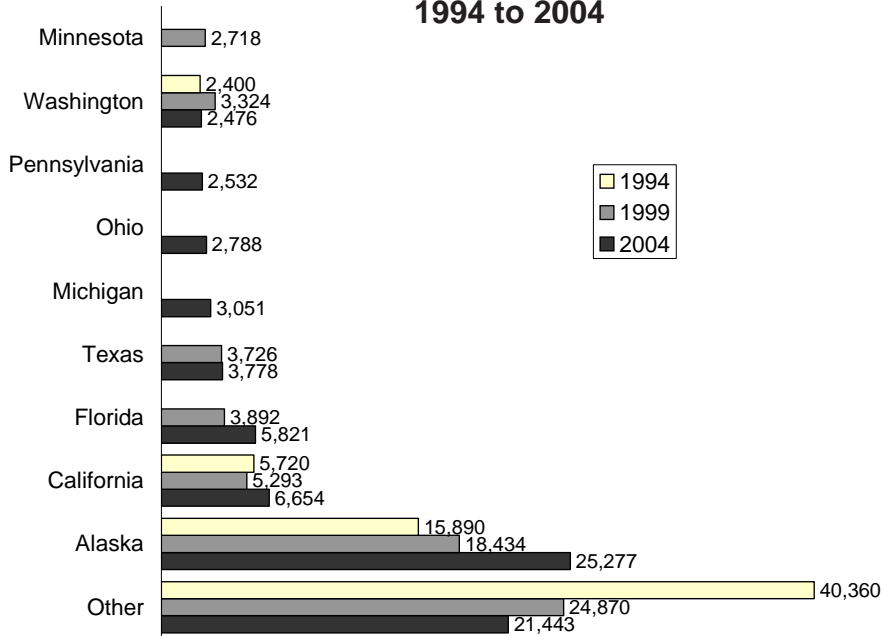
Visitor Parties from Canada 1994-2004



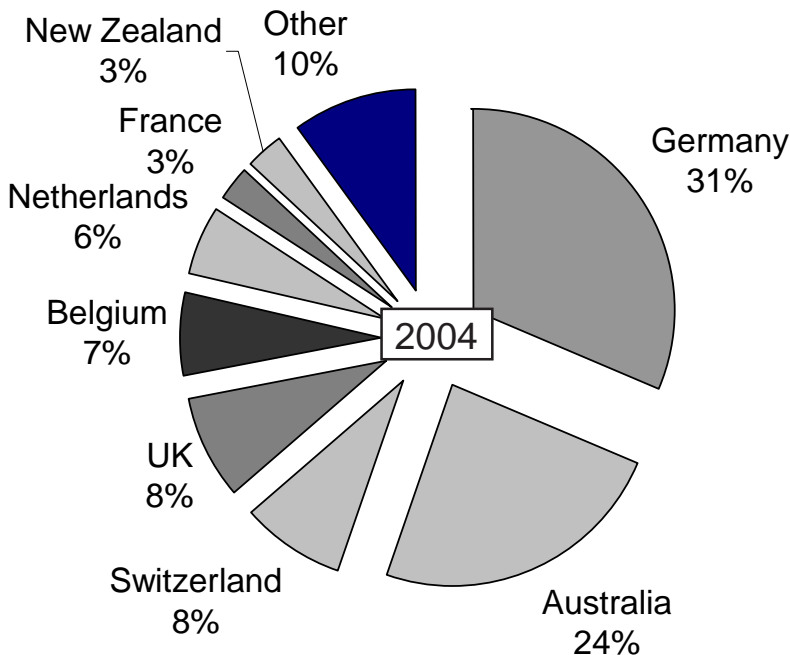
Canadian visitors to the Yukon have most commonly been from B.C., Ontario or Alberta. Ontario visitation has been steadily increasing and is up 2,263 visitors or 72% since 1994. Visitation from Alberta dropped 32% from 1994, however recovered in 2004, increasing by 569 visitors or 15% over 1994.

WHERE DID THE VISITORS COME FROM?

**Visitor Parties from the U.S.A.
1994 to 2004**



**Visitor Parties from Other Countries
2004**



State of Origin

Survey question 4.

Of the 78,047 American visitor parties that came to the Yukon in 2004, the three most common states of origin were Alaska (32%), California (9%) and Florida (8%).

Of the 70,927 parties of American visitors to the Yukon in 1999, the three most frequently mentioned states were Alaska (26%), California (7%) and Florida (6%).

In 1994, 64,327 American visitor parties came to the Yukon. Twenty-five percent were from Alaska, 9% from California and 4% were from Washington.

Country of Origin

Of the 10,994 visitor parties to the Yukon from countries other than Canada or the U.S. in 2004, 3,446 were from Germany, 2,638 were from Australia, 915 were from Switzerland, 910 were from United Kingdom, 722 from Belgium, 613 were from Netherlands, 353 were from New Zealand and 303 from France.

In 1999, of the 11,819 visitor parties to the Yukon from other countries, 4,392 or 37% were from Germany, 1,669 or 14% were from Australia, 1,358 or 11% were from the U.K., 962 or 8% were from France and 922 or 8% were from Switzerland.

In 1994, 8,426 visitor parties from other countries came to the Yukon. Of these parties 2,871 or 34% were from Germany, 1,090 or 13% from Australia, 793 or 9% from Austria and 714 or 9% from U.K.

WHAT DID THE VISITORS DO WHILE IN THE YUKON?

What was the purpose of the trip?

Survey question 5.

Of the 251,704 visitors to the Yukon in 2004, 216,211 or 83% were visiting for pleasure, 27,106 (10%) were visiting for personal reasons and 18,825 (7%) were visiting for business.

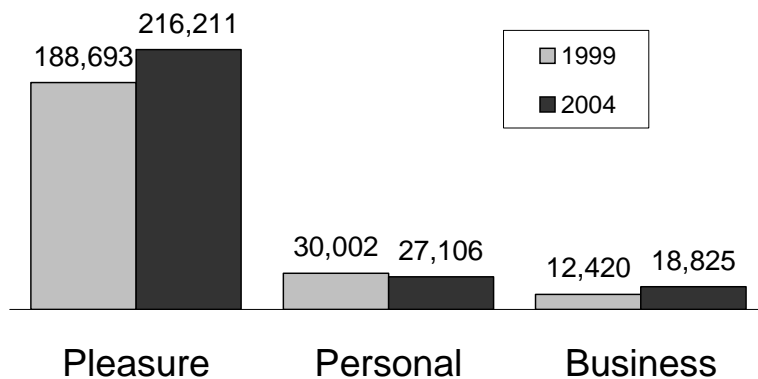
Of the 232,766 visitors to the Yukon in 1999, 188,693 or 81% were visiting for pleasure, 30,002 (13%) were visiting for personal reasons and 12,420 (5%) were visiting for a business purpose.

A breakdown of the business purpose visitors is shown in the table to the right: business incentive travel accounted for 3%, conventions/ conferences/meetings accounted for 10%, government business for 46%, corporate business for 23%, and other business travel accounted for 18%.

A breakdown of visitors to the Yukon for personal reasons shows that: illness accounted for 31% of visitation, funerals for 1%, work/job 2%, relocation 56%, and other personal travel accounted for 10%.

Pleasure purpose visitors to the Yukon break down as follows: 1% to participate in or attend sporting events, 6% to attend arts or cultural events, 6% for wilderness adventure, 6% to visit friends or relatives, 18% to museums/ interpretive centres, 20% to experience Yukon history or First Nation culture, 41% for touring and 2% for other pleasure travel.

**Purpose of Trip
1999 vs. 2004**



Note 1,651 or 1% did not state the purpose of their trip in 1999.
Details of each category are listed below.

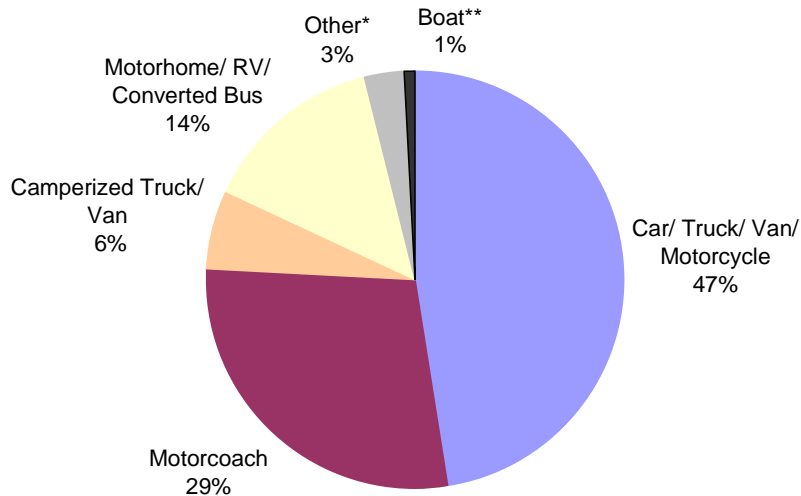
Visitor Breakdown by Purpose of Trip

Business Travel	
Business Incentive Travel	399
Conventions / Conferences / Meetings	1,142
Government Business	5,403
Corporate Business	2,768
Other	2,197
Total	11,909
Personal Travel	
Illness	6,183
Funeral	192
Work / Job	463
Relocation	11,399
Other	2,012
Total	20,249
Pleasure Travel	
Participating In / Attending Sporting Events	4,584
Attending Arts / Cultural Events	22,139
Wilderness Adventure	24,378
Visiting Friends / Relatives	24,481
Experiencing Yukon History or First Nation Culture	77,208
Touring	155,577
Museums / Interpretive Centres / Walking Tours	67,298
Other	8,695
Total	384,360

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

WHAT DID THE VISITORS DO WHILE IN THE YUKON?

**Mode of Transportation WITHIN Yukon
2004**



*Other includes aircraft (<1%), van tours (<<1%), bicyclers.

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

What was their main mode of travel while IN the Yukon?

Survey question 16.

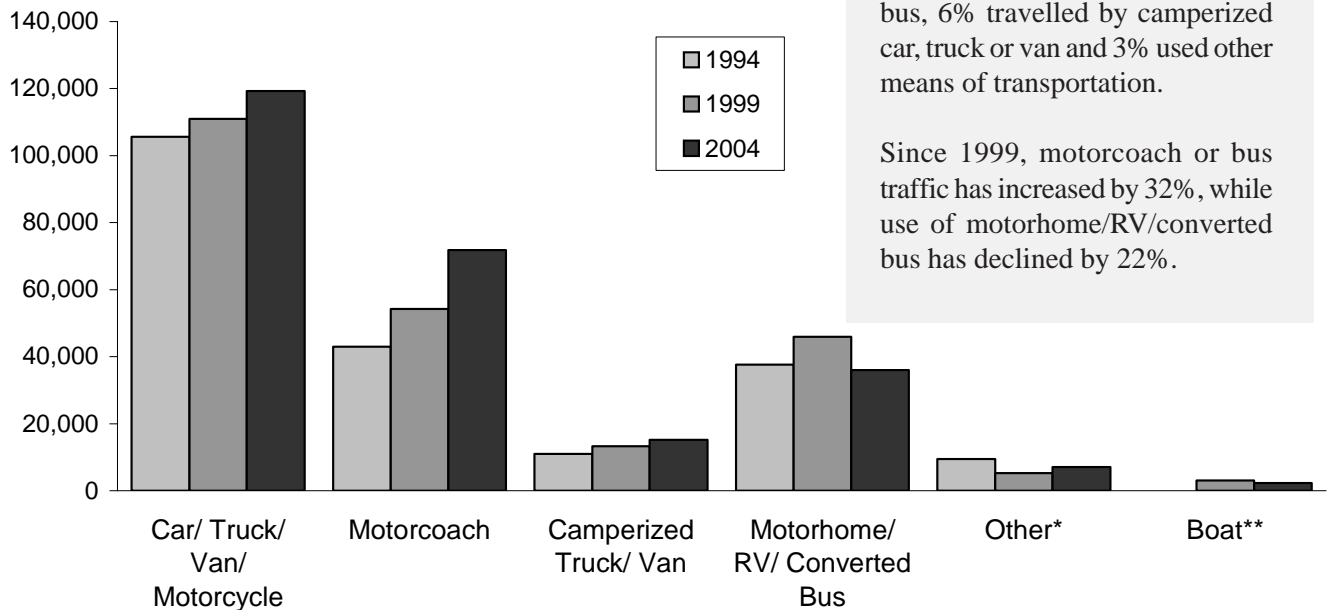
In 2004, the main mode of transportation for 47% of visitors travelling within the Yukon was a car, truck, van or motorcycle; 29% travelled by motorcoach; 14% travelled by motorhome or recreational vehicle; 6% travelled by camperized truck or van; 1% travelled by boat and 3% travelled by other modes of transportation.

The graph on the bottom left shows that, there has been an increase in the use of all modes of traffic with the exception of travellers using motorhome/RV/converted bus and boat, since 1999.

In 1999, 48% of visitors to the Yukon used a car, truck or van as their main mode of transportation, 23% travelled by bus or motorcoach, 20% travelled by motorhome, RV, or camperized bus, 6% travelled by camperized car, truck or van and 3% used other means of transportation.

Since 1999, motorcoach or bus traffic has increased by 32%, while use of motorhome/RV/converted bus has declined by 22%.

**Mode of Transportation WITHIN Yukon
1994 to 2004**



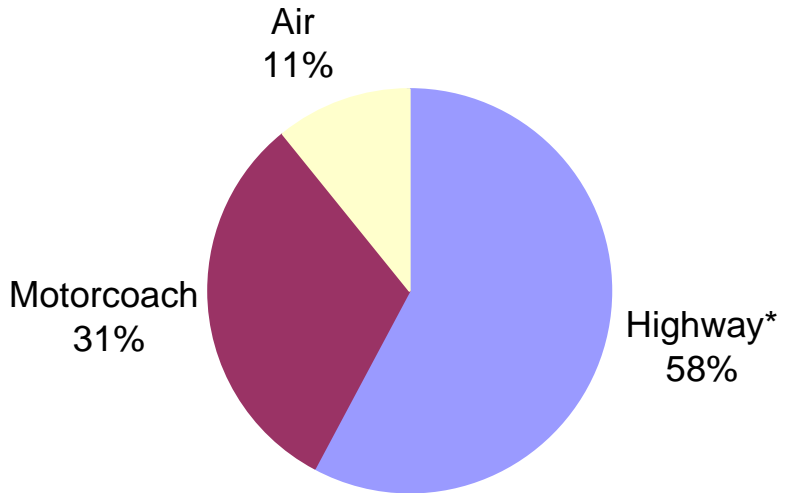
WHAT DID THE VISITORS DO WHILE IN THE YUKON?

What was the main mode of travel used to EXIT the Yukon?

In 2004, 58% of visitors last exited Yukon via a highway*, 31% of visitors exited by motorcoach and 11% of visitors to Yukon last exited via air. Since 1999, the number of visitors exiting by highway* has decreased 5%, the number of visitors exiting by motorcoach has increased by 43% and visitors exiting Yukon by air has increased by 8%.

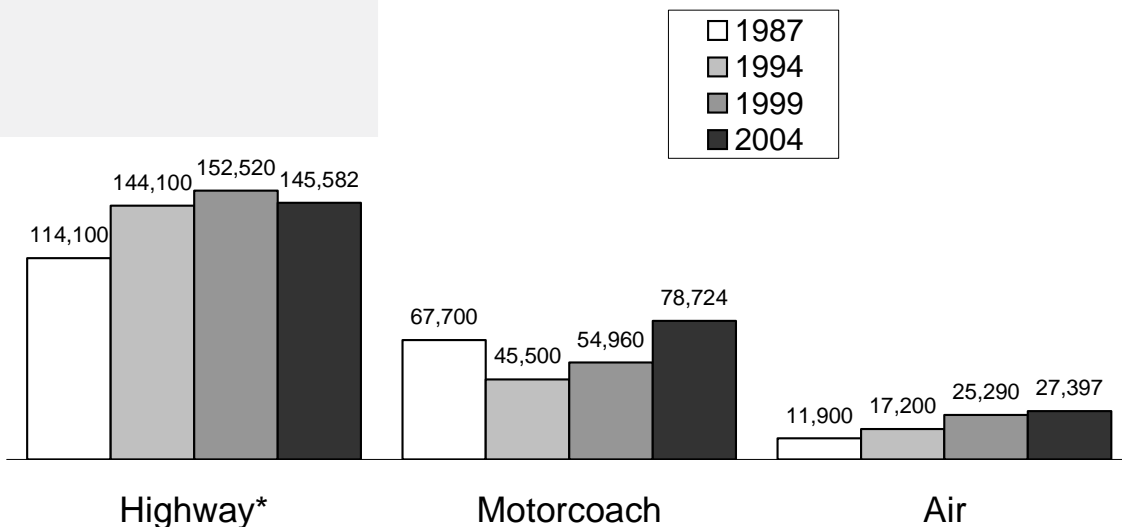
The graph below shows a comparison between the modes of transportation visitors used to exit the Yukon in 1987, 1994, 1999 and 2004. Volumes of all modes of traffic have increased since 1987. Highway traffic has fluctuated, although increased since 1987. Motorcoach traffic dropped in 1994 but has been steadily increasing since. Air traffic has been incrementally increasing since 1987.

**Mode of Transport used to EXIT the Yukon
2004**



**Does not include motorcoach (bus).*

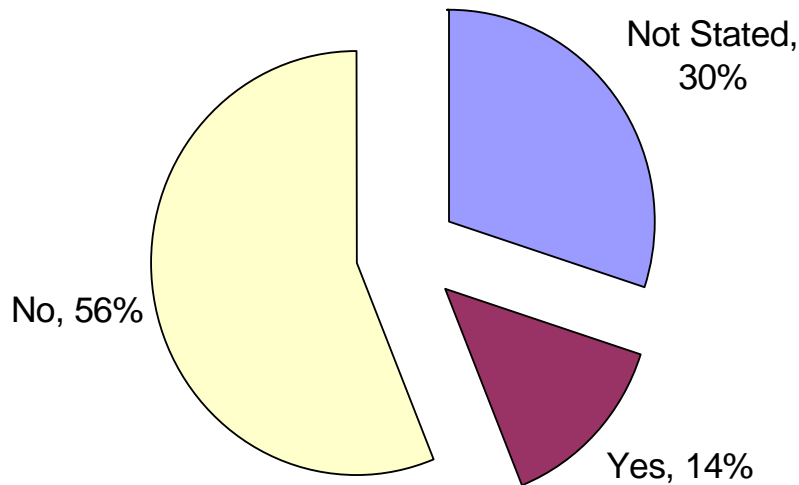
Mode of Transport used to EXIT the Yukon



**Highway does not include motorcoach (bus).*

WHAT DID THE VISITORS DO WHILE IN THE YUKON?

Parties that Used a Rental Vehicle
2004



2004 Breakdown of Type of Vehicle Rental

Car/ Truck/ Van/ Motorcycle	75%
Motorhome/ RV/ converted bus	17%
Boat (canoe, kayak, raft, motorboat)	4%
Camperized truck/ van	3%
Other	1%

Was your main mode of transportation a rental vehicle?

Survey question 16.

The pie chart on the left shows that 15,381 or 14% of the 108,808 visitor parties who visited the Yukon rented a vehicle.

In 1999, 15,190 or 15% of parties who visited the Yukon rented vehicles.

In 1994, 12,584 or 14% of the 88,100 tourist groups or parties who visited the Yukon rented a vehicle.

The percentage of parties renting a vehicle has not changed since 1994 (14 to 15% of parties).

WHAT DID THE VISITORS DO WHILE IN THE YUKON?

What activities did visitors take part in while in the Yukon?

Survey question 11.

The graph on the right shows a breakdown of the activities visitors participated in while in the Yukon. The three categories of activities most often mentioned by visitors were:

- 1) Shopping: 64%
- 2) Museums*: 58%
- 3) Natural Attractions**: 58%

*Museums also includes historic sites and interpretive centres.

**Visiting natural attractions includes unique natural features such as Kluane National Park, Miles Canyon, etc. (i.e., not “man-made”).

Since 1999, there has been a significant decline in the number of visitors who reported participating in wildlife watching (down 22%) and visiting natural attractions (down 12%). However, there was a 16% increase in visitors who experienced First Nations Culture.

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



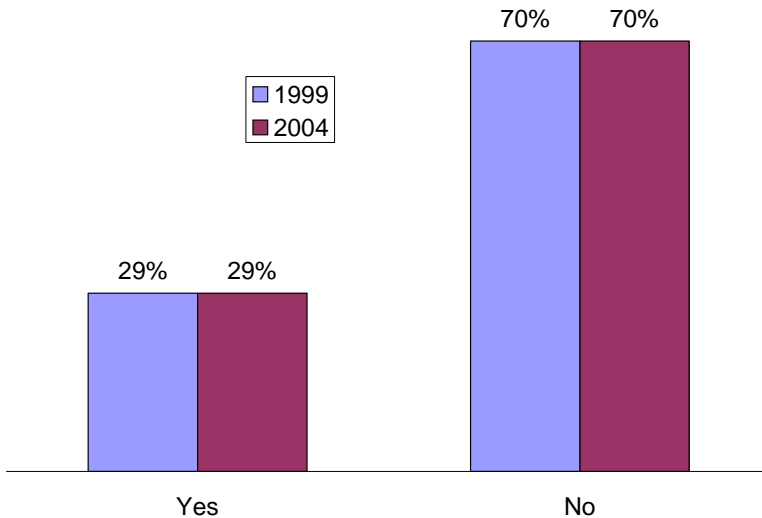
When responses in “Nothing” category are broken down by visitor length of stay, the visitors who spent less than one night make up 4% of responses while visitors who stayed one night or more make up the remaining 16%.

Summary of Activities Participation

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%
Visiting Friends and Relatives	9%	10%	1%
Fishing	6%	8%	2%
Canoeing, Rafting or Kayaking	4%	7%	3%
Other Activities	5%	4%	-1%
Sporting Events	2%	3%	1%
Motor Boating	4%	3%	-1%
Biking	2%	2%	0%
Other Outdoor/Wilderness Activities	2%	3%	1%
Horse back	1%	1%	0%

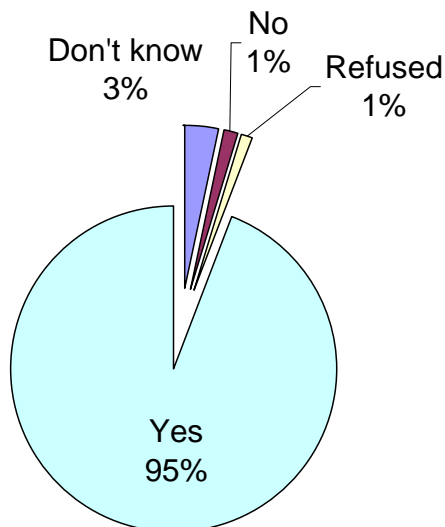
WHAT WERE THE LOGISTICS OF THEIR STAY?

**Pre-Paid Package
1999 vs. 2004**



Note: each year 1% of respondents did not state whether or not they purchased a pre-paid package.

**Pre-Paid Package Value for Money
2004**



Did they purchase a pre-paid package or travel in a group/independently?

Survey questions 14 and 17.

In 2004, 21% of visitor parties stated that they travelled in an organized tour group in 2004. This was down from 1999, when 25% of visitor parties reported that they travelled in an organized tour group (the same question was not asked in the 1994 survey).

In 2004, 29% of visitor parties described their trip as a pre-paid packaged trip, while 15% described their trip as having some part of their trip pre-paid, such as accommodation or wilderness adventure.

Seventy percent of visitors reported not purchasing a pre-paid package and one percent either didn't know or did not answer the question.

A pre-paid package supplement was administered as part of the 2004 Visitor Exit Survey. The supplement asked a variety of questions including: what was included in your package, how did you purchase the package and how much did you pay.

Total spending reported in the pre-paid package supplement was \$53,427,843. This spending includes all visitor pre-paid package spending on this trip, including portions of the trip outside of the Yukon as well.

WHAT WERE THE LOGISTICS OF THEIR STAY?

How many nights did visitor parties stay in the Yukon?

Survey question 9.

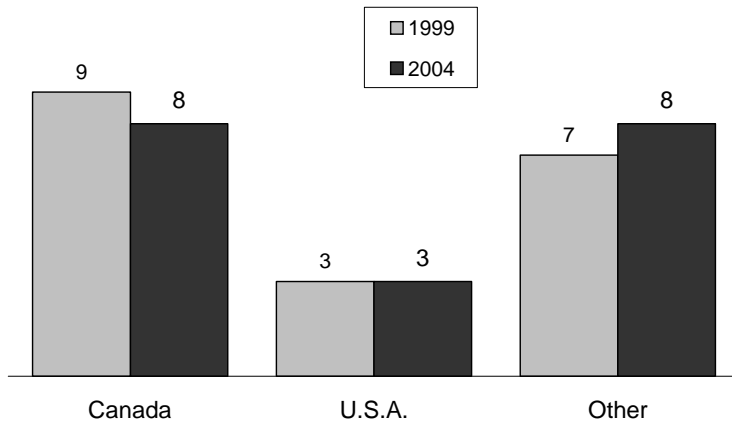
In 2004, the average length of stay by Canadian visitors to the Yukon was approximately 8 nights, a decrease of 1 night, compared to 1999. Canadian visitors stayed approximately three times longer than visitors from the United States, who stayed approximately 3 nights in 2004, the same as in 1999. Visitors from other countries stayed approximately 8 nights in 2004, an increase of 1 night compared to 1999.

Of the 108,808 parties visiting the Yukon in 2004, 32,992 or 30% stayed 1 to 2 nights and 29,192 or 27% stayed 3 to 5 nights.

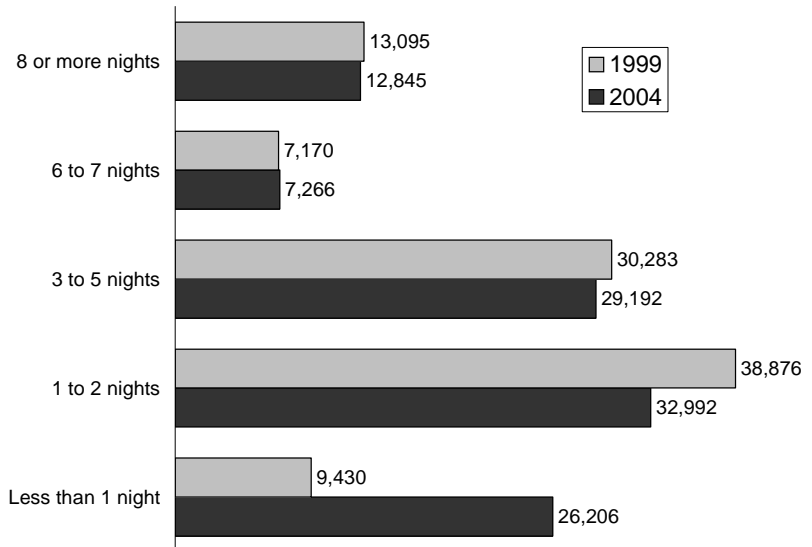
For the most part, length of stay in Yukon is decreasing. Most significant is the number of parties who stayed less than one night increased by 178% or 16,776 parties, over 1999.

The average length of stay by Canadian visitors to the Yukon was 8 nights in the Yukon, 3 nights in Alaska and 5 nights elsewhere. The average length of stay of American visitors to the Yukon was 3 nights in Yukon, 6 nights in Alaska and 7 nights elsewhere. The average length of stay for other visitors to the Yukon was 8 nights in the Yukon, 8 nights in Alaska and 9 nights somewhere else.

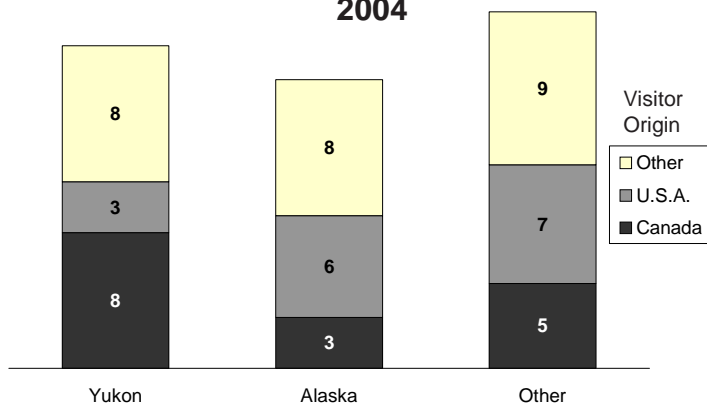
**Average Length of Stay in the Yukon
(by Visitor Party)**



**Breakdown of Length of Stay
1999 vs. 2004**



**# Nights in Yukon vs. Alaska
2004**



WHAT WERE THE LOGISTICS OF THEIR STAY?

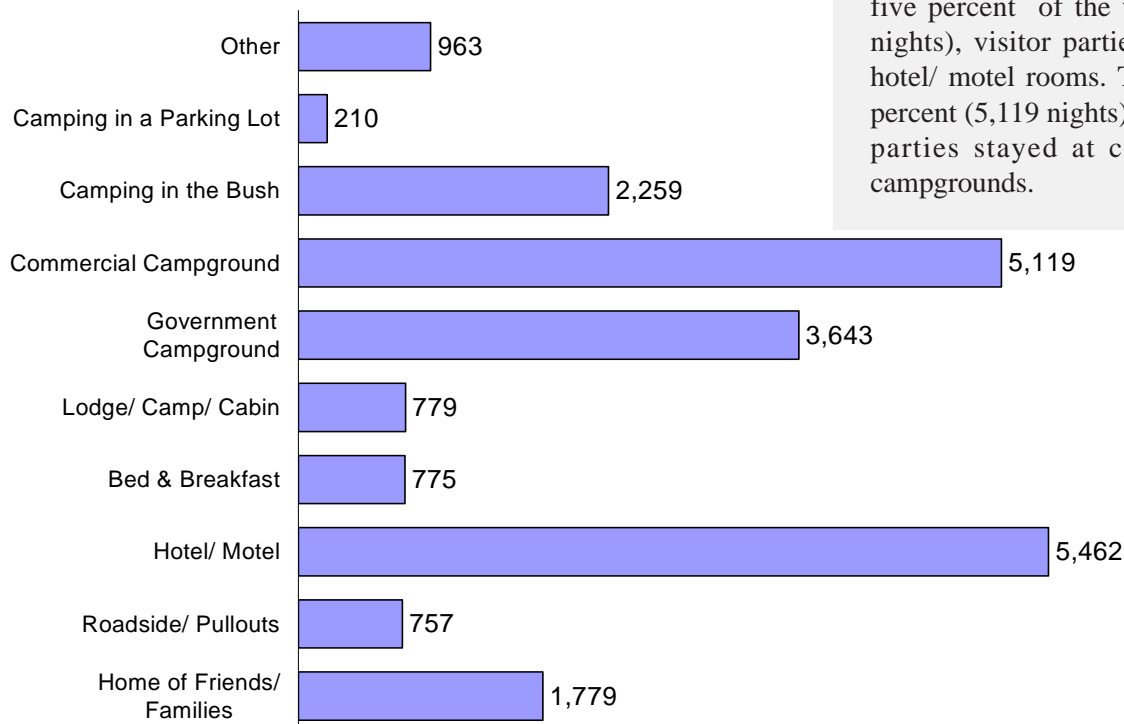
Type of Accommodation 2004

Accommodation Type	# of Parties	Total %
Home of Friends/ Families	3,933	4.3%
Roadside/ Pullouts	5,384	5.9%
Hotel/ Motel	36,360	40.1%
Bed & Breakfast	2,130	2.3%
Lodge/ Camp/ Cabin	2,040	2.3%
Government Campground	11,585	12.8%
Commercial Campground	21,424	23.6%
Camping in the Bush	4,377	4.8%
Camping in a Parking Lot	1,605	1.8%
Other	1,837	2.0%

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

The number of visitor parties staying in hotels/ motels and campgrounds has declined since 1994. Camping in the bush is up almost 3%, or 2,028 parties, over 1999. Camping in parking lots was a new category for 2004.

Number of Nights by Accommodation Type 2004



What accommodation type did parties use while in the Yukon?

Survey questions 9 and 10.

In 2004, the largest proportion of visitor parties stayed in hotels or motels while in the Yukon (40%). This was followed by 36% of parties who stayed in either commercial and/ or government campgrounds.

In 1999, hotels/ motels accounted for 43% of visitor party accommodations, while 39% of parties stayed at campgrounds.

In 1994, 42% of visitor parties stayed in hotels/motels while 32% stayed in campgrounds.

The chart below is a breakdown of the type of accommodation by the number of nights used. Twenty-five percent of the time (5,462 nights), visitor parties occupied hotel/ motel rooms. Twenty-four percent (5,119 nights) of the time parties stayed at commercial campgrounds.

HOW MUCH DID THEY SPEND IN THE YUKON?

How much did visitors spend while in the Yukon?

Survey question 15.

In 2004, visitors to the Yukon spent \$75,854,000. Total spending in 1987 was \$37,287,000, the 1994 figure to \$46,740,000 and the 1999 figure was \$62,678,000.

Comparing adjusted expenditures in 1999 to those in 2004, as shown in the graph to the right, visitor spending increased 12% or \$8,160,000.

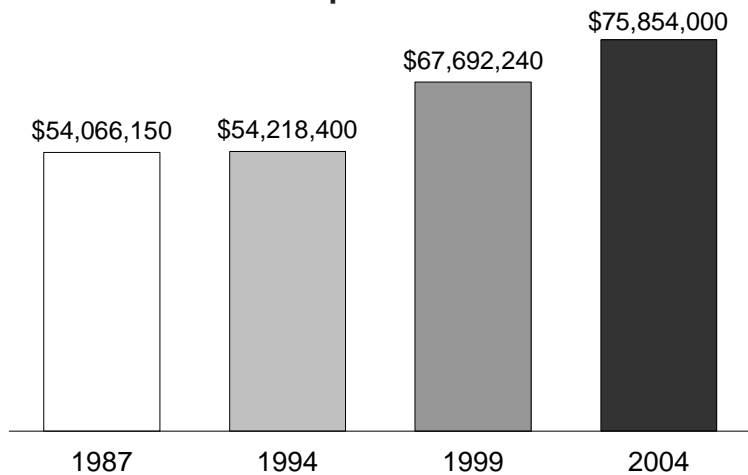
On average, each of the visitors to the Yukon in 2004 spent approximately \$301 while in the Territory. This is an increase of \$10 or 3%, over 1999 (\$291) per visitor (adjusted for inflation).

Visitors from the United States spent a total of \$38,353,000 or 51% of all visitor spending. Canadian visitors spent a total of \$22,135,000 or 29% of all visitor spending and visitors from other countries spent \$15,327,000 or 20% of all visitor spending.

What was the typical amount spent by tourist parties?

In 2004, the typical amount spent by each tourist party during their visit to the Yukon was \$396. This is down from the 1999 figure of \$422 per tourist party when adjusted for inflation, 1999 party spending was \$456.

Dollars Spent in the Yukon



Note: The values in the above graph demonstrate the spending adjusted for inflation. Non-adjusted values are noted in the accompanying text.

Spending as a Percentage of all Visitor Spending

	1987	1994	1999	2004
U.S.A.	63%	49%	52%	51%
Canada	31%	33%	27%	29%
Other	6%	18%	21%	20%

Average Expenditure per Person per Day

	1987	1994	1999	2004	Change '99-'04
U.S.A.	n/a	\$79	\$82	\$76	\$6
Canada	n/a	\$65	\$79	\$90	\$11
Other	n/a	\$70	\$77	\$59	-\$18

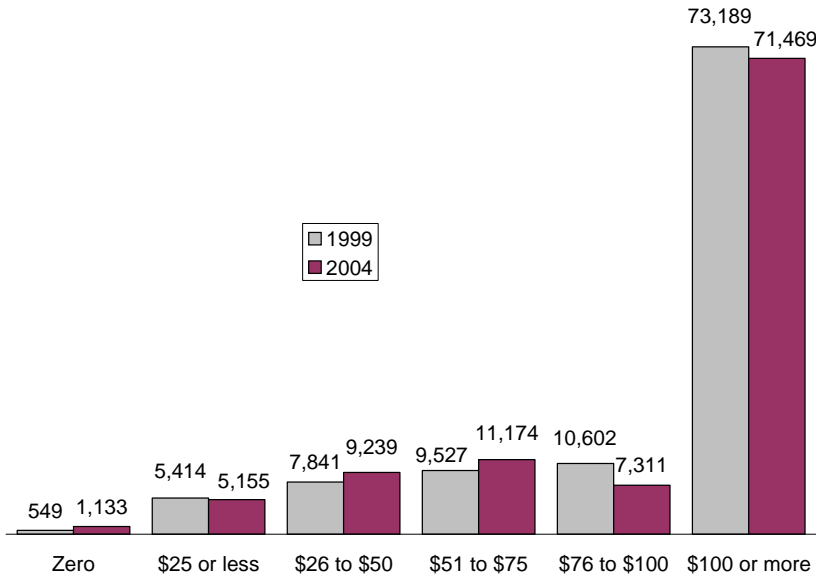
Note: The survey asked visitors how much they spent in Yukon whether by cash, travellers cheque or credit card. Spending outside the Yukon has not been included in this report. The number of dollars spent per person is a simple average.

\$396

Note: Typical expenditure 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 IN THE YUKON?

\$ Spent per Visitor Party per Night 1999 vs. 2004



Typical \$ Spent per Person per Night

\$77

Note: Typical expenditure 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 was spent per party per night?

Survey questions 9 and 15.

Of the 108,808 visitor parties to the Yukon, in 2004:

- 71,469 or 66% spent in excess of \$100 per night;
- 7,311 or 7% spent between \$76 and \$100 per night;
- 11,174 or 10% spent between \$51 and \$75 per night;
- 9,239 or 9% spent between \$26 and \$50 per night;
- 5,155 or 5% spent \$25 or less; and
- 1,113 or 1% spent nothing.

How much was spent per person per night?

In 2004, each visitor who spent a night in Yukon typically spent \$77. This is down from the adjusted 1999 figure of \$80.

Spending per person per night in 1994 was \$75 (adjusted to 2004 equivalent dollars).

HOW MUCH DID THEY SPEND IN THE YUKON?

Expenditures in the Yukon by Origin

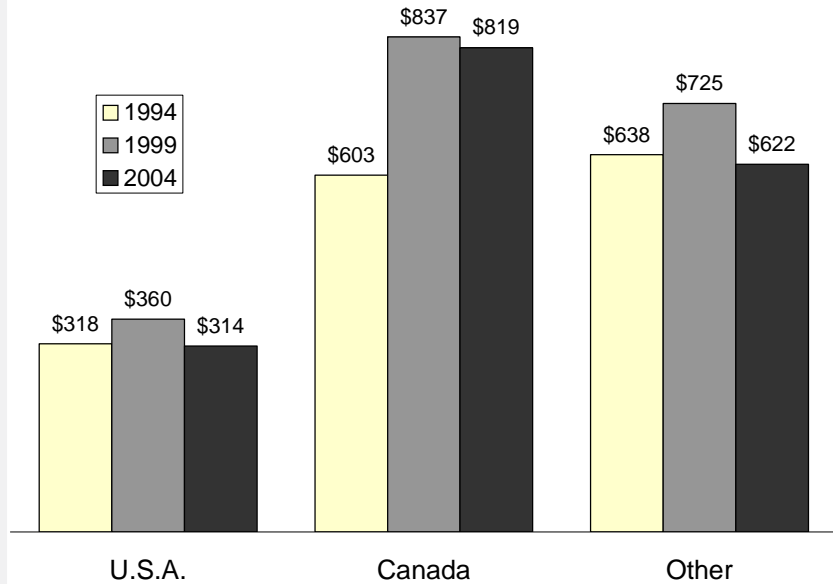
Survey questions 15 and 4.

The graph on the right shows the expenditure by visitor party by origin, comparing 2004 to 1999 and 1994. For instance, the middle column of the graph, Canada, shows that visitor parties from Canada typically spent \$819 during their visit to the Yukon.

In 2004, American and overseas visitor party spending was down from both 1999 and 1994. Spending by Canadian visitor parties was down from 1999, however it was up from 1994.

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

Expenditure by Origin 1994 to 2004



CANADA

2004	Total Expenditures	Average Expenditures
B.C.	\$6,821,107	\$633
Ontario	\$5,791,251	\$730
Alberta	\$5,461,555	\$1,032
Quebec	\$1,067,060	\$1,364
N.W.T.	\$992,653	\$1,008
Saskatchewan	\$708,078	\$1,008
Other	\$695,959	n/a
Manitoba	\$597,074	\$712
Total	\$22,134,737	\$819

USA

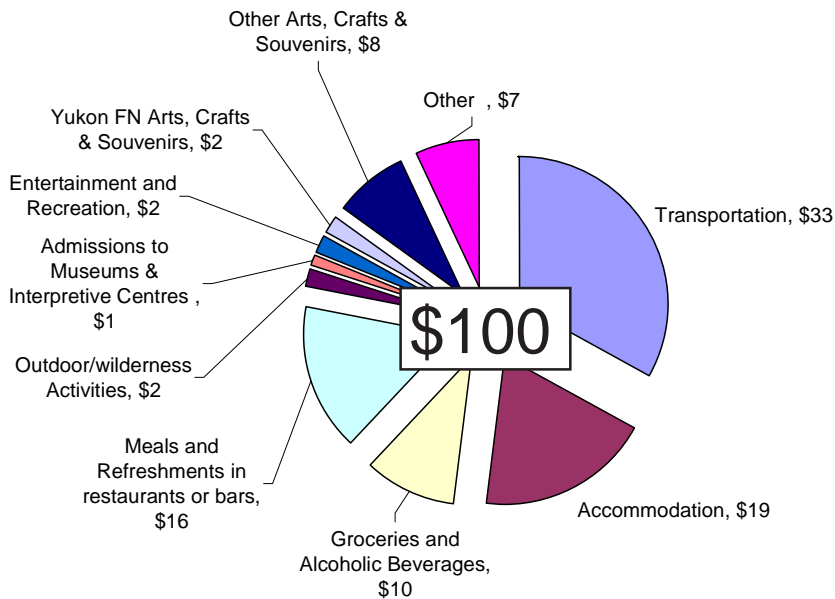
2004	Total Expenditures	Average Expenditures
Alaska	\$11,444,682	\$317
Other	\$8,063,645	n/a
Ohio	\$3,257,735	\$262
California	\$2,680,712	\$224
Florida	\$2,436,483	\$184
Washington	\$1,983,509	\$503
Michigan	\$1,526,170	\$349
Texas	\$1,479,269	\$269
Pennsylvania	\$1,475,597	\$496
Wisconsin	\$820,824	\$491
Illinois	\$773,988	\$417
Minnesota	\$653,484	\$339
New York	\$611,777	\$557
Oregon	\$569,901	\$400
North Carolina	\$494,372	\$427
Alabama	\$80,728	\$703
Total	\$38,352,876	\$314

OTHER

2004	Total Expenditures	Average Expenditures
Germany	\$7,543,144	\$1,247
U.K.	\$1,752,338	\$284
Switzerland	\$1,198,120	\$1,026
New Zealand	\$1,193,153	\$440
Australia	\$1,064,840	\$215
Netherlands	\$613,196	\$569
Kenya	\$559,807	\$7,543
France	\$476,931	\$1,127
Other	\$407,635	n/a
Austria	\$277,078	\$1,521
Belgium	\$164,187	\$100
Italy	\$76,712	\$539
Total	\$15,327,141	\$622

HOW MUCH DID THEY SPEND IN THE YUKON?

Expenditure Breakdown 2004



The table below shows how spending varied depending on the origin of visitors. Spending is shown as the amount of dollars out of every \$100 spent. For instance, \$30 out of every \$100 spent by visitors from Canada was spent on transportation as compared to \$38 for visitors from the U.S.A. and \$30 for other visitors.

Expenditure Breakdown by Origin 2004

	Visitor Origin		
	Canada	U.S.A.	Other
Transportation	\$30	\$36	\$30
Accommodation	\$23	\$17	\$13
Groceries and Alcoholic Beverages	\$10	\$8	\$13
Meals and Refreshments in restaurants or bars	\$17	\$16	\$12
Outdoor/Wilderness Activities	\$1	\$2	\$5
Admissions to Museums & Interpretive Centres	\$1	\$1	\$1
Entertainment and Recreation	\$4	\$2	\$1
Yukon FN Arts, Crafts & Souvenirs	\$3	\$1	\$3
Other Arts, Crafts & Souvenirs	\$8	\$9	\$5
Other Expenses	\$3	\$8	\$17
Total	\$100	\$100	\$100

What did visitors spend their money on?

Survey question 15.1.

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

\$33 out of \$100 was spent on transportation;

\$19 was spent on accommodation;

\$16 was spent on meals and refreshments in restaurants or bars;

\$10 was spent on groceries and alcoholic beverages;

\$8 was spent on non-First Nation arts, crafts and souvenirs;

\$2 was spent on First Nation arts, crafts and souvenirs;

\$2 was spent on entertainment and recreation;

\$2 was spent on outdoor/wilderness activities; and

\$1 was spent on admissions to museums and interpretive centres.

HOW MUCH DID THEY SPEND IN THE YUKON?

Expenditures by mode of transportation within the Yukon

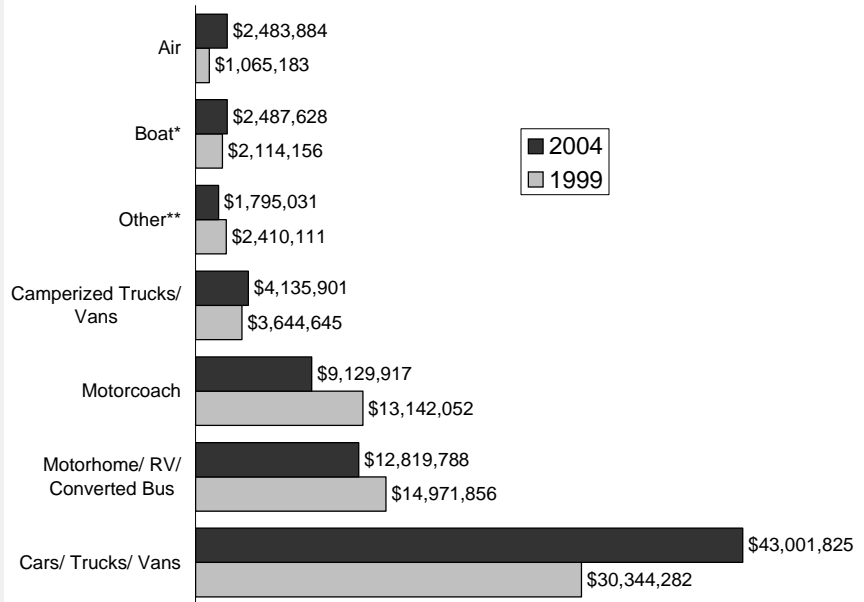
Survey questions 1 and 16.

Since 1999 there has been a shift in the spending patterns of our travellers by mode of travel. In 2004, there was a 42% increase in spending by travellers in cars/trucks/vans and motorcycles, over 1999. Spending by motorcoach visitors was down 44% since 1999.

The graphs on the right show the overall expenditures by visitor parties by mode of travel while in the Yukon and the average expenditure per visitor per trip.

The typical expenditure per visitor, based on mode of transportation has changed since 1999 as noted in the graph to the right. Spending by air travellers has increased significantly, up 224%, or 899 since 1999. Typical expenditures were down in almost all other modes of transportation, except visitors using boats which was up 6%.

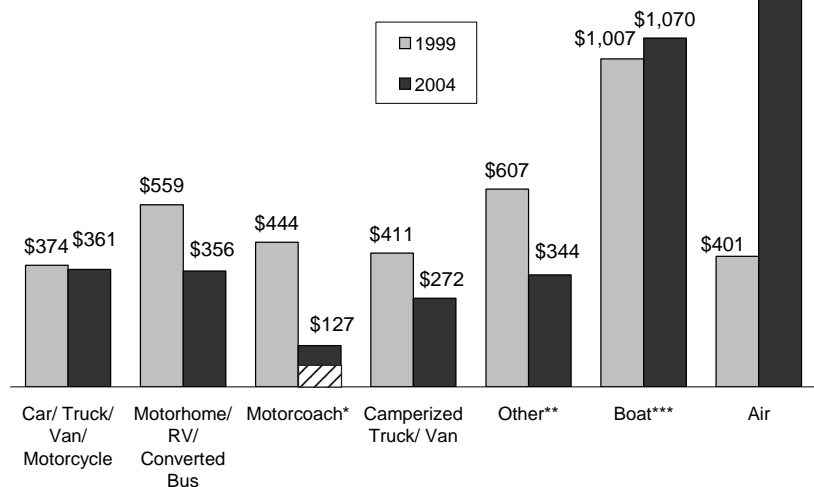
Expenditures by Mode of Transportation 1999 vs. 2004



*Boat includes canoe, kayak, raft and motorboat.

**Other includes van tour, etc.

Typical Expenditure per Visitor per Trip 1999 vs. 2004



▨ 50% of visitors travelling by motorcoach spent less than one night and \$23 per trip;
 ■ 50% of visitors travelling by motorcoach spent one night or more and \$231 per trip;

*The decrease in motorcoach per visitor spending reflects the large increase in number of motorcoach day trip visitors (i.e., short excursion trip to Southern Lakes Region).

**Other includes van tour, etc.

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

HOW MUCH DID THEY SPEND IN THE YUKON?

Expenditures Patterns 2004

	Car/ Truck/ Van/ Motorcycle	Camp. Truck/ Van	Motor- home/ RV/ Convert Bus	Bus or Motor- coach	Boat	Air	Van Tour	Other
Transportation	\$30	\$48	\$49	\$5	\$26	\$24	\$16	\$15
Accommodation	\$24	\$11	\$10	\$8	\$14	\$24	\$15	\$35
Groceries and Alcoholic Beverages	\$9	\$12	\$13	\$5	\$15	\$2	\$27	\$9
Meals and Refreshments in restaurants or bars	\$17	\$12	\$10	\$28	\$11	\$20	\$24	\$19
Outdoor/wilderness Activities	\$1	\$1	\$1	\$6	\$19	\$1	<\$1	\$4
Admissions to Museums & Interpretive Centres	\$1	\$2	\$2	\$1	\$1	<\$1	\$1	\$1
Entertainment & Recreation	\$3	\$4	\$1	\$2	\$1	<\$1	\$1	\$2
Yukon FN Arts, Crafts & Souvenirs	\$2	\$2	\$1	\$5	\$3	\$1	\$2	\$6
Other Arts, Crafts & Souvenirs	\$5	\$5	\$6	\$37	\$4	\$4	\$12	\$0
Other	\$8	\$3	\$7	\$3	\$6	\$24	\$2	\$10
Total	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100

Summary of visitor spending breakdown highlights, based on the greatest proportion of their visitor dollars on each type of expense:

- Motorhome/RV/Converted Bus spent \$49 out of every \$100 on transportation, while camperized truck and van visitors spent \$48 out of every \$100 on transportation;
- Bus or motorcoach spent \$42 out of every \$100 on arts, crafts and other souvenirs and \$28 on meals and refreshments in restaurants or bars;
- Van tour visitors spent \$27 on groceries and alcoholic beverages and \$24 on meals and refreshments in restaurants or bars; and
- Boat visitors spent \$19 out of every \$100 on outdoor/wilderness activities.

Expenditure patterns by mode of transportation

Survey questions 15.1 and 16.

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 motor-coach?” The table on the left provides a breakdown of a typical \$100 spent by visitors, categorized by the type of transportation they used in the Yukon. For instance, looking at spending on Transportation:

- visitors travelling by car, truck, van or motorcycle spent on average \$30 on transportation out of each \$100 they spent;
- visitors travelling by camperized truck or van spent on average \$48 out of each \$100;
- visitors travelling by motorhome, RV or converted bus spent \$49 per \$100; and
- visitors travelling by motorcoach or bus spent \$5 out of \$100.

HOW DID THEY PLAN FOR THEIR VISIT?

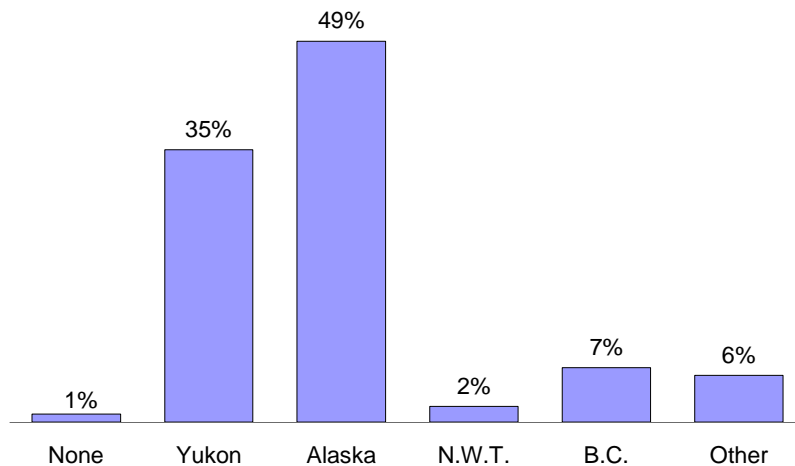
What was your destination on this trip?

Survey question 6.

The chart on the right shows the main destinations of the 108,808 visitor parties who visited the Yukon in 2004. Alaska was the main destination of 58,889 or 49% visitor parties to the Yukon. Yukon was named the main destination by 41,630 visitor parties or 35%, making it the second most popular destination.

Within the Yukon, the main destination mentioned by 59% of visitors was Whitehorse, 30% named Dawson City, 8% said 'all over', 4% stated Watson Lake, 3% named Kluane and 3% named Carcross.

Destination
2004



What other destinations did you consider when planning this trip?

Survey question 6.

There were almost a hundred different responses to this question ranging from Costa Rica to England to Jasper to Russia. The most common responses are listed to the right.

A number of responses included regions within the Yukon that visitors had originally considered visiting but didn't. Some reasons why they didn't visit those regions included too much smoke and we ran out of time.

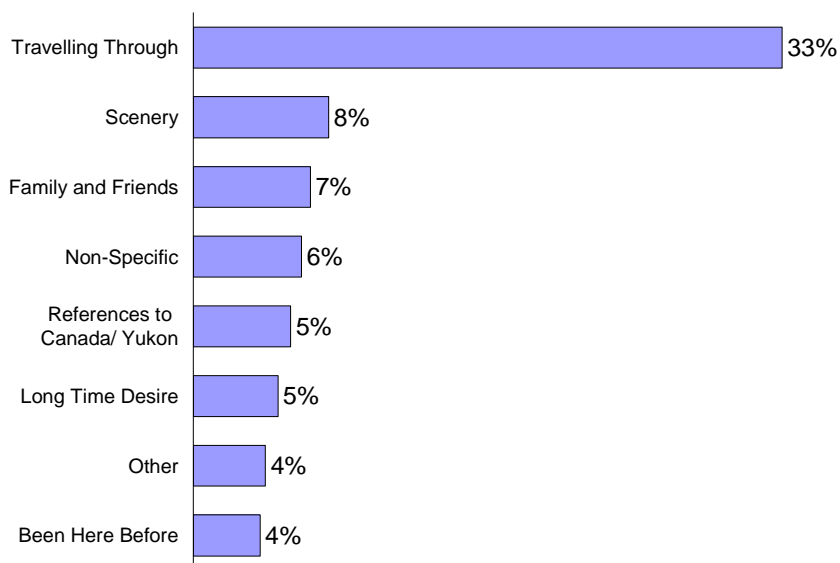
Other Destinations Considered
2004

Other Destinations	Number of times mentioned
Vancouver	5,515
Dawson City	1,613
Whitehorse	1,599
Skagway	961
Hawaii	824
British Columbia	710
Alaska	693
Yukon	523
Inuvik	392
Alberta	295
California	276
Jasper	266

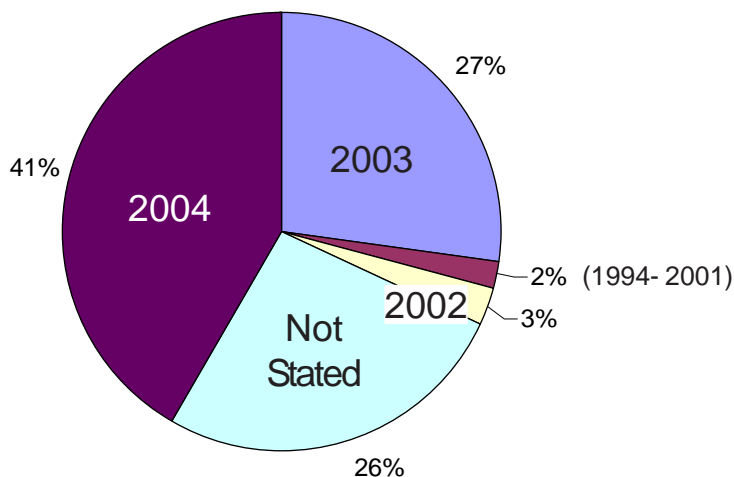
Visitors were able to choose a number of other destinations.

HOW DID THEY PLAN FOR THEIR VISIT?

**Motivation
2004**



**Year Parties Decided to Visit
2004**



Did you expect to see wildlife?

Survey questions 22, 23 and 24.

In 2004, 72% of visitors expected to see wildlife when travelling in the Yukon, 3% did not and 25% did not state whether they expected to see wildlife or not. Nine percent of visitors said that they sought out information on wildlife viewing opportunities while planning their trip. Eleven percent of visitors said that they sought out information on wildlife viewing opportunities during their trip. Of those who sought out information during their trip, 31% used highway roadside information panels or exhibits, 19% used the Yukon's Wildlife Viewing Guide, 18% used the Yukon Vacation Guide, 17% used interpretive facilities such as those at Swan Haven or Sheep Mountain and 15% used campground interpretive walks and talks.

What motivated you to come to the Yukon?

Survey question 26.

When visitors were asked what motivated them to come to the Yukon, 33% responded that they were travelling through. There were a variety of responses from our visitors including the ones in the chart on the left. Some of the more common responses included: scenery (8%) and to visit family and friends (7%).

When did parties decide to visit the Yukon?

Survey question 25.

The graph on the left shows that 41% of visitor parties decided to visit the Yukon sometime during 2004, the same year of travel. Twenty-seven percent decided to visit the Yukon in 2003, 3% decided in 2002 and 2% decided to visit the Yukon sometime between 1994 and 2001.

In 1999, 60% of visitor parties decided to visit the Yukon sometime during the same year of travel. In the year prior to travel to the Yukon (1998), 28% of visitor parties decided to visit.

WHAT SOURCES OF INFORMATION DID THEY USE?

What sources of information did they use to **PLAN** their visit to the Yukon?

Survey question 19.

The graph on the right shows that the most frequently mentioned sources of information were the Internet (mentioned 22,595 times or 18% of the time) and the Milepost (mentioned 21,884 or 18% of the time). Internet use is up from 1999 when 7,785, or 8% of visitor parties reported using the Internet to plan their trip. Mention of the Milepost was down from 1999 when 28% or 27,463 visitor parties reported using it to plan their trip.

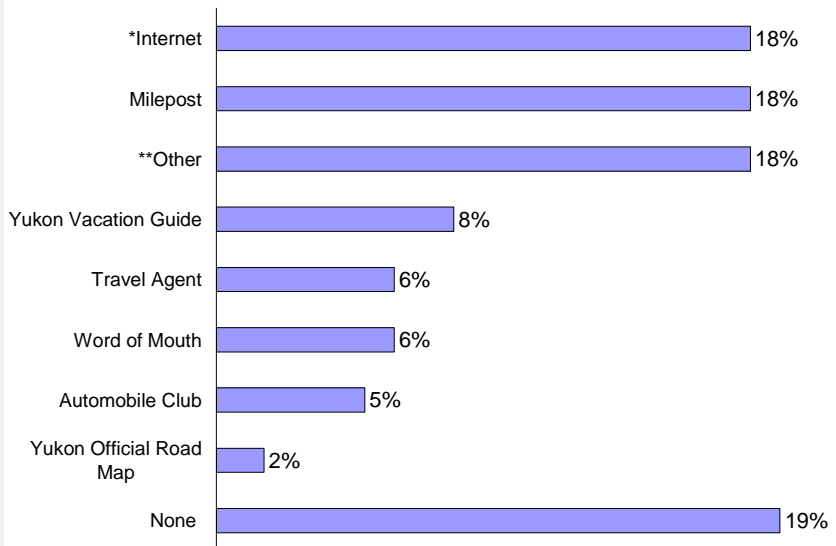
Note: visitors were able to choose more than one source of information.

What sources of information did they use **DURING** their visit to the Yukon?

Survey question 20.

The graph on the right shows the various sources of information used by visitor parties during their trip. The most frequently mentioned sources of information were the Community Guides (PR Services) and the Milepost. Reported use of Visitor Reception centres was down from 1999 when their use was reported 28% of the time. In 1999, use of the Milepost was also high, having been reported 28% of the time, while Community Guides were only reported 11% of the time.

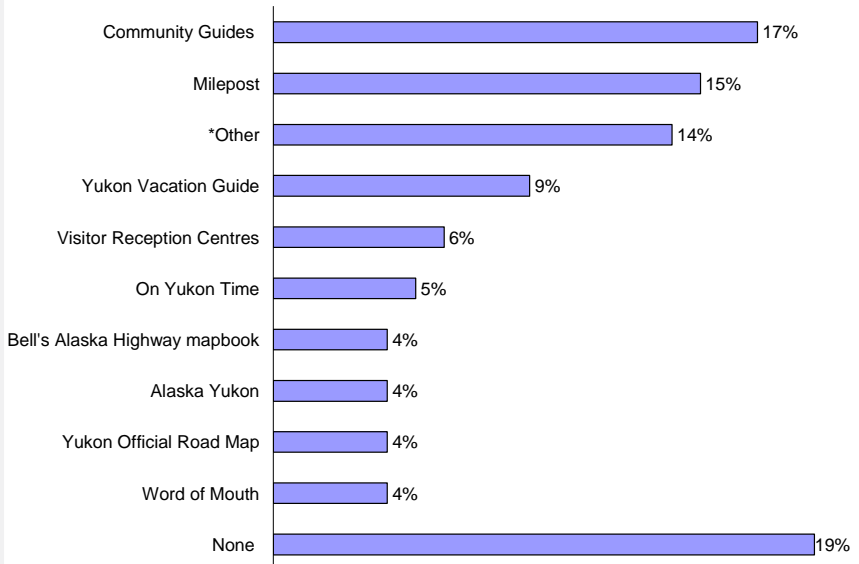
Trip Planning Information 2004



* Internet includes www.touryukon.com (1.6%), www.yukonwild.com (1.3%), and www.tourismeyukon.com (1.2%).

** Other includes a number of other information sources, including North to Alaska (1%), Bell's Alaska Highway mapbook (1%) and Magazine/newspaper stories (1%).

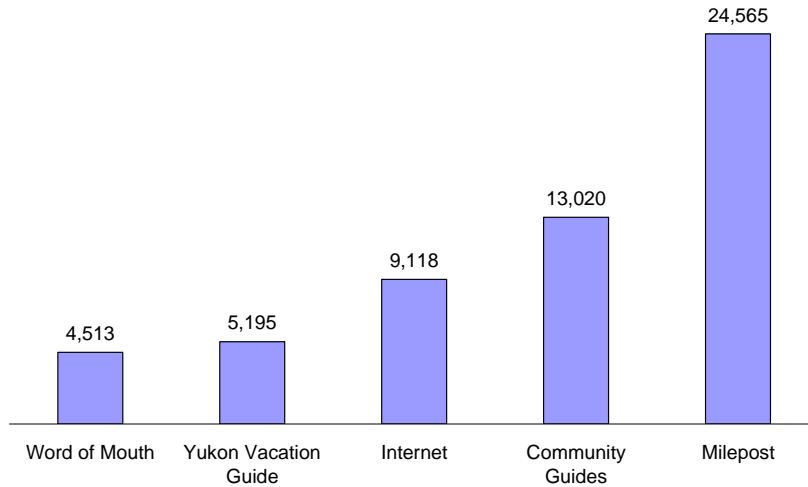
Information used During Trip 2004



* Other includes a number of other information sources; some of the more commonly mentioned sources including North to Alaska (2%), Automobile Associations (2%), Welcome Guide (1%) and the Internet (1%).

WHAT SOURCES OF INFORMATION DID THEY USE?

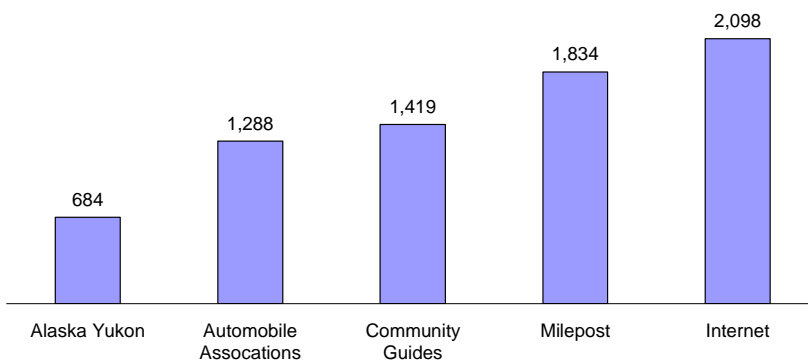
Most Useful Sources of Information used to PLAN or DURING trip 2004



Survey question 18.

Of the 251,704 visitors in 2004, 24,140 or 10% requested a Yukon Vacation Guide, while 65% of visitors to the Yukon in 2004 did not request a Yukon Vacation Guide. Note 26% did not state whether they requested a Guide or not.

Least Useful Sources of Information used to PLAN or DURING trip 2004



Which sources of information were the most useful?

Survey question 21.

The chart to the left shows the most common responses from visitor parties when asked which of the sources they used either to plan or during their trip were the most useful. The Milepost was mentioned 26% of the time as the most useful sources of information.

When asked why they thought these were the most useful sources, people chose the Milepost largely because of its detailed information and its complete/sufficient data. The Community Guides were selected because of their maps and descriptions of routes in addition to good general information.

Which sources of information were the least useful?

Survey question 21.

The chart to the left shows the most common responses from visitor parties when asked which sources of information they used were the least useful.

Interestingly, most of the responses were the same as those to the question of which were the most useful. Reasons stated as to why the internet was the least useful include the format/presentation/appearance. The Milepost was stated as the least useful because it was hard to understand, had too many ads and the information was not detailed enough.

HOW DID THEY ENJOY THEIR STAY?

What images come to mind when thinking of the Yukon?

Survey questions 32 and 33.

When visitors were asked what images came to mind when thinking about the Yukon, prior to visiting in 2004, 41% reported scenery, followed by 18% of visitors who mentioned wildlife.

Visitors were also asked what images they think will come to mind a year from now when remembering or talking about the Yukon. 43% responded scenery, followed by 10% of visitors who stated wildlife.

What experience were you looking for when coming to the Yukon?

Survey question 13.

When visitors were asked what experiences they sought when they came to the Yukon, the most common response was wildlife (22%), followed by history (12%) no specific reason (9%) and outdoor activities by 7% of visitors. Of those who expected to see wildlife 84% found it, 93% found history who sought it and 90% of visitors expecting to experience outdoor activities found them.

* History includes "history of the Gold Rush".

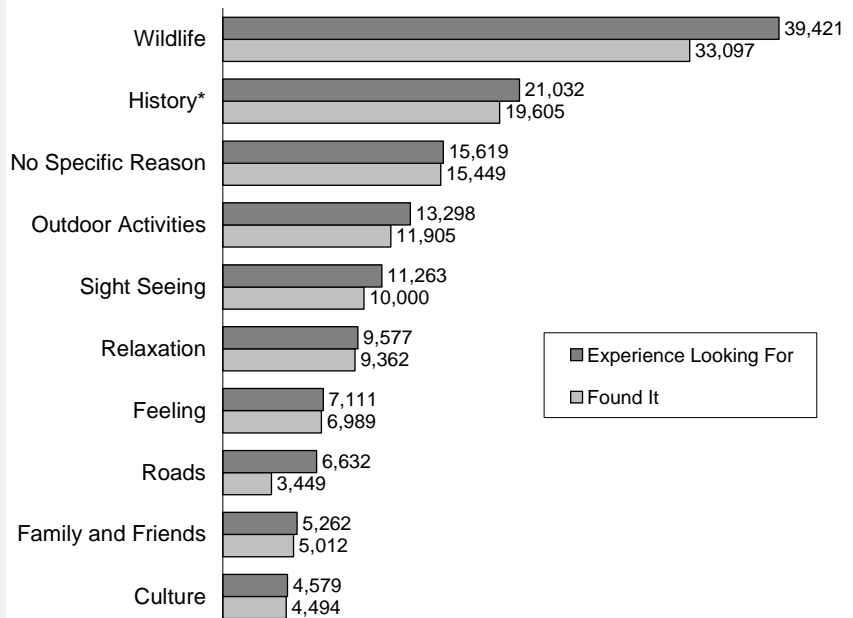
Images of Yukon Before Arriving (2004)

Scenery	41%
Wildlife	18%
Weather	8%
History	8%
Nothing	4%
Culture	4%
Low Population	3%
Rustic/Harsh	3%
Road Conditions	2%
Attractions	2%

Images of Yukon in a Year's Time (2004)

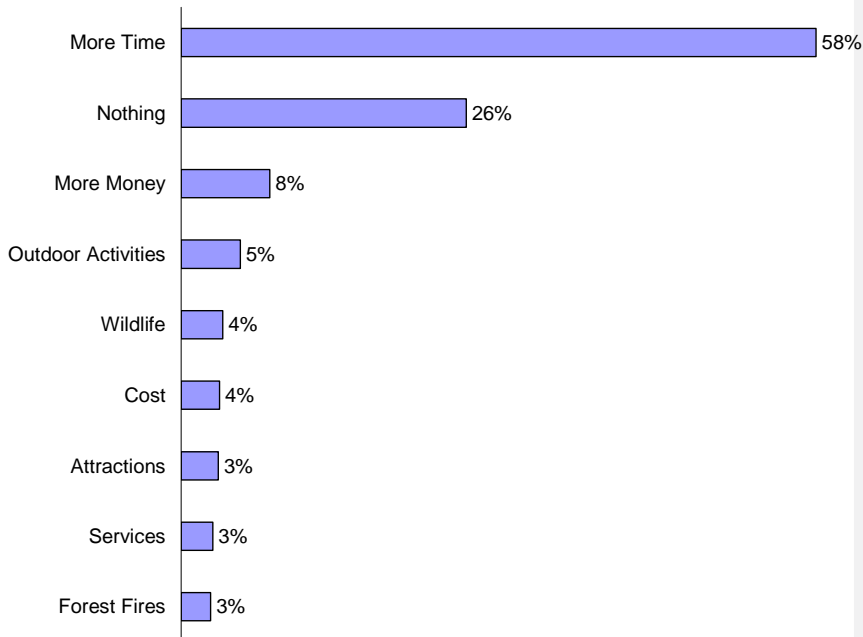
Scenery	43%
Wildlife	10%
Local People	5%
Roads	5%
Natural Attractions	4%
Historic	4%
Weather	4%
Forest Fires	4%
Feeling	3%
Attractions	3%

Experience Visitors were Looking For 2004



HOW DID THEY ENJOY THEIR STAY?

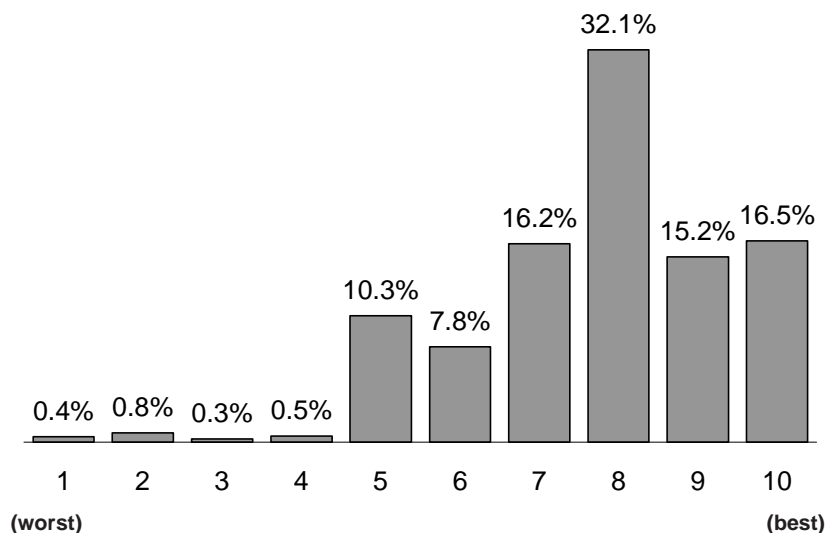
Reasons to Stay Longer 2004



Note: visitors were asked if there was anything that would have encouraged them to spend more time in the Yukon and 64,517 or 26% out of 251,704 visitors to the Yukon said 'nothing'. The figures in the table do not include visitors that responded 'nothing'.

With respect to forest fires, visitors would have stayed longer if no forest fires.

Rating of the Yukon 2004



Note: 29% of visitors did not respond to the question.

What would make you stay longer?

Survey question 31.

When asked what would make visitors stay longer in the Yukon, the most common response was 'more time' (58%), meaning that if they had more time available they would have been able to stop in the Yukon longer. Some other common responses are shown on the chart on the left.

'Time' was also the most common response of visitors in 1999 (47%) and 1994 (41%), followed by 'money' comprising 4% of the responses in 1999 and 15% in 1994.

How would you rate your Yukon visit?

Survey question 29.

In 2004, visitors were asked to rate their visit to the Yukon on a scale of 1 to 10 compared to other destinations they had visited. One is the worst trip they had taken and 10 is the best. Of those who responded to the question, more than 80% of visitors rated their visit to the Yukon as 7 or above. Fewer than 2% rated their visit as 4 or below.

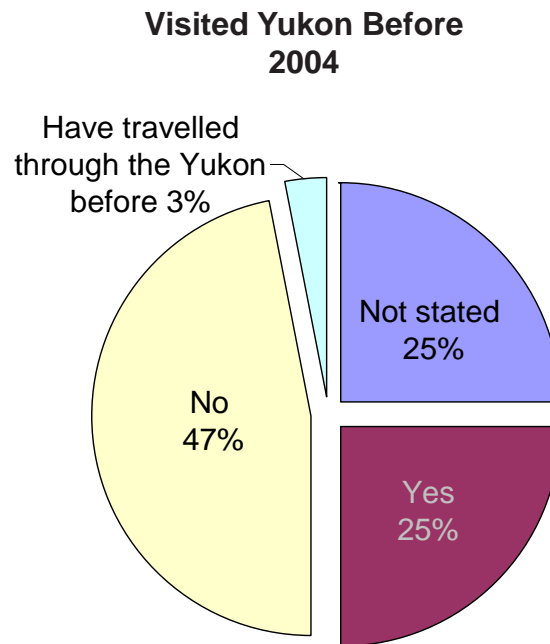
In 1999, the survey asked visitors to compare their Yukon trip with prior expectations of the trip. Almost half of all visitors in 1999 reported that their visit was "better than expected". A further 43% rated their trip "as expected", while 3% rated their Yukon trip as "worse than expected".

HOW DID THEY ENJOY THEIR STAY?

Have you visited the Yukon before?

Survey question 27.

The graph on the right shows the percentage of visitors who visited the Yukon before and those visiting the Yukon for the first time. Twenty-five percent, or 63,380 people have visited the Yukon before while 3%, or 6,930 people, have travelled through the Yukon before. Of the 251,704 visitors to the Yukon, 117,653 or 47% were first time visitors.



Do you plan on visiting Yukon again?

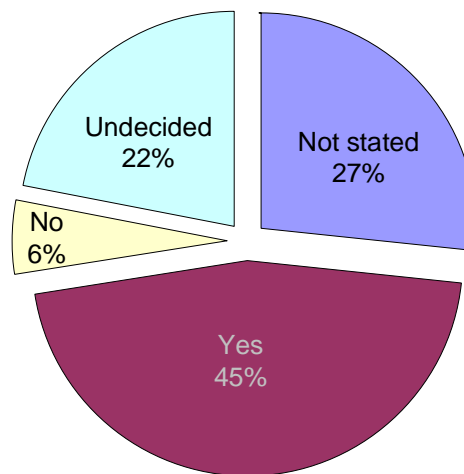
Survey question 28.

When visitors were asked if they plan to visit the Yukon again, 46% or 114,905, visitors stated that they plan to visit again, while 22% or 55,021, visitors were undecided. Only 6%, or 14,397, visitors stated that they did not plan to visit the Yukon again. The remaining 27%, or 67,381 visitors, did not answer the question.

Main reasons visitors stated that they would visit again include:

- Travelling through 18%
- More time 17%
- Feeling (i.e., I love it here, it's lovely) 11%
- Outdoor Activities 10%
- Local people 8%

Plan on Visiting the Yukon Again 2004

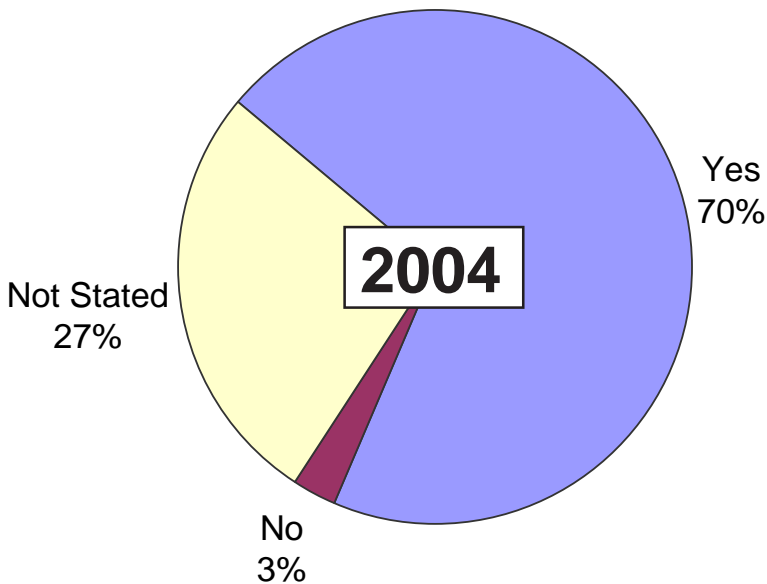


Main reasons visitors stated that they would not visit again include:

- Would rather go elsewhere (41%)
- Personal (18%)
- Too difficult (15%)
- Been here (15%)

HOW DID THEY ENJOY THEIR STAY?

Value for Money
2004



Did you receive “value for your money”?

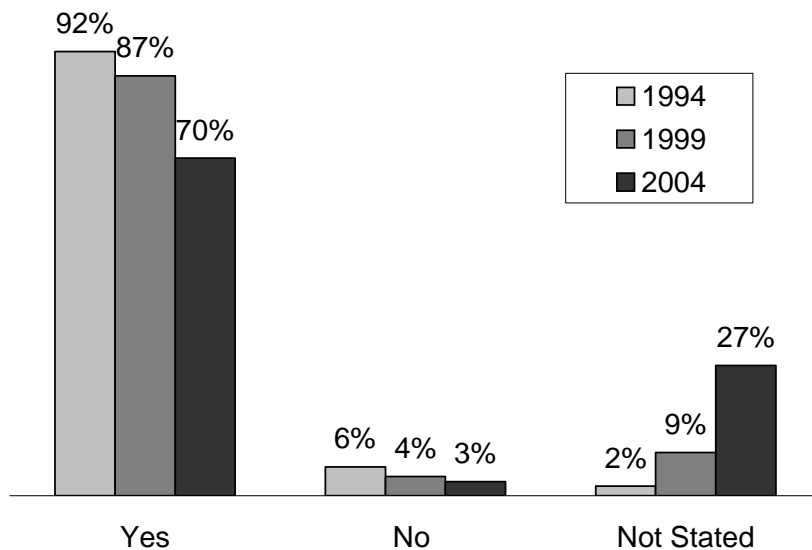
Survey question 30.

In 2004, the number of visitors who felt they did receive value for money while in the Yukon fell to 70% from 87% in 1999 and 92% in 1994. However, this decrease can be attributed to the large increase in the number of visitors who responded that they “did not know” or did “not state” whether they felt they received value.

In 2004, 27% of visitors answered that they “did not know” or they did “not state” whether they felt they received value for their money, compared to 9% in 1999 and 2% in 1994.

The number of visitors who have replied “no” to the question of whether they received value for their money has decreased slightly each year the survey was conducted. In 2004, 3% of visitors felt they did not receive value for their money, down from 4% in 1999 and 6% in 1994.

Value for Money
1994 to 2004



HOW DID THEY ENJOY THEIR STAY?

Is wheel chair accessibility a concern?

Survey question 12.

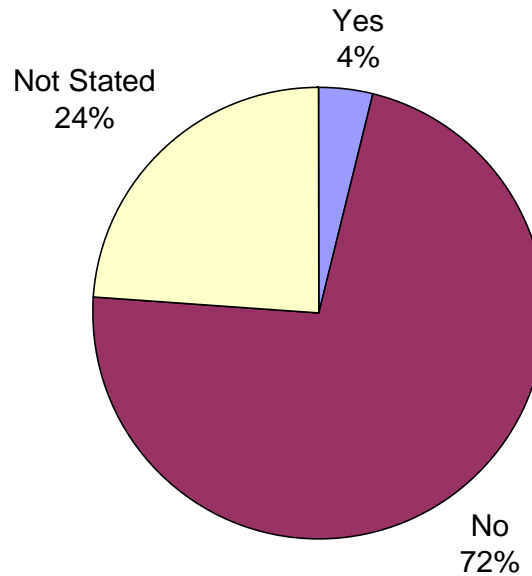
For the first time in our Visitor Exit surveys, visitors were asked whether or not wheel chair accessibility is a concern. Of the 251,704 visitors surveyed 9,927 or 4% stated that wheel chair accessibility is a concern for them or another person in their household.

Of those who responded, 7,668 or 3% of visitors stated that wheel chair accessibility is a concern but had no impact on their visit.

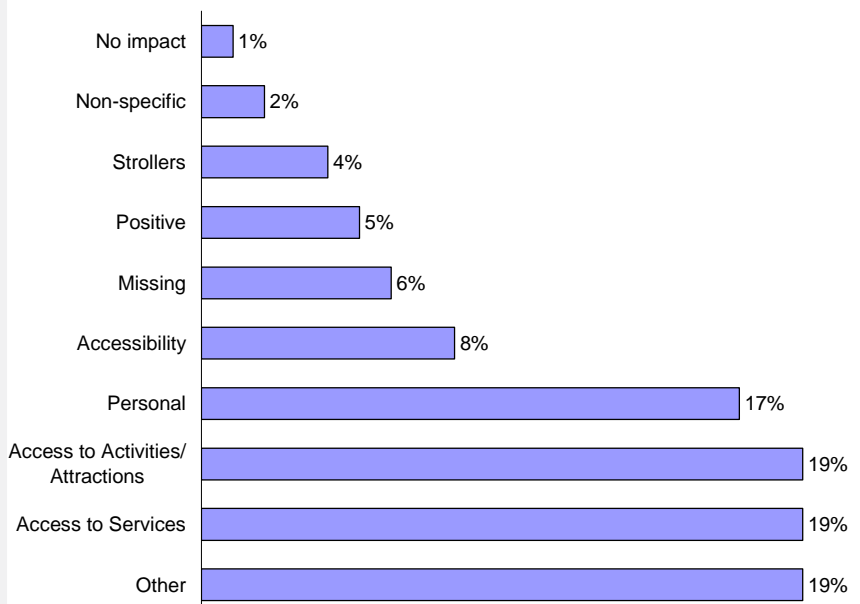
Of those 2,314 visitors who responded yes when asked if wheel chair had an impact on their visit, 19% stated access to activities and attractions had an impact, 19% stated access to services, 17% stated personal and 19% stated other. See the graph on the right for more detail.

Visitors stated that access to services, activities and attractions was limited.

Wheel Chair Accessibility 2004



Impact of Wheel Chair Accessibility 2004



2004 Yukon Visitor Exit Survey

*Field Operations -
May to September, 2004*

APPENDIX ONE - VES 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?**

	<12	12-17	18-24	25-34	35-44	45-54	55-64	65+
Male	_____	_____	_____	_____	_____	_____	_____	_____
Female	_____	_____	_____	_____	_____	_____	_____	_____

- **3. How many different households are represented in your immediate travel party?**

_____ households

- **4. What country are you from?**

Canada: **Province:** _____ **Postal Code:** _____ (if "Don't know" postal code ask ... What city are you from?) _____
 U.S.A. **State:** _____ **Zip Code:** _____ (O Don't know)
 Other **Country:** _____

- **5. Which of the following reasons best describes the purpose of this trip?**

{If more than one, ask, "Which purpose is most important?"}

Rank

■ **BUSINESS** ■

(Mark all that apply)

<input type="radio"/> Corporate Business	<input type="radio"/> Conventions/Conferences/Meeting
<input type="radio"/> Government Business	<input type="radio"/> Other {specify}: _____
<input type="radio"/> Business Incentive Travel	

■ **PLEASURE** ■

(Mark all that apply)

<input type="radio"/> Touring	<input type="radio"/> Experiencing Yukon history or First Nations Culture
<input type="radio"/> Visiting friends/relatives	<input type="radio"/> Attending arts and/or cultural events
<input type="radio"/> Participating in or attending sports events	<input type="radio"/> Museums, interpretive centres, walking tours
<input type="radio"/> Other {specify}: _____	<input type="radio"/> Wilderness adventure

■ **PERSONAL** ■

(Mark all that apply)

<input type="radio"/> Funeral	<input type="radio"/> Illness
<input type="radio"/> Relocation	<input type="radio"/> Other {specify}: _____
<input type="radio"/> Work/job {specify}: _____	

- **6. a) What was your destination on this trip? (mark all that apply)**

None, just travelling/passing through the Yukon
 Yukon - **where in the Yukon?** _____

- Alaska

N.W.T.
 B.C. - **where in B.C.?** _____

Other {specify: } _____

If more than 1 destination, ask:

- Of the destinations mentioned, which would you describe as your main destination?

- **b) While planning this trip did you consider any other destinations?**

Yes - which destinations did you consider? _____
 No

APPENDIX ONE - VES QUESTIONNAIRE

■ **8. In total, how many nights have you been away from home?**

_____ nights (if 0 go to question 11) Don't know

■ **9. How many of these nights did you spend ...**

in the Yukon? _____ nights Don't know * (Interviewer: Please check Yukon nights on map)
Alaska? _____ nights Don't know
Other? _____ nights Don't know

* Interviewer Note: Questions 8 & 9 should balance.

■ **10. What type of accommodation did you use while in the Yukon?**

(Do not read) For each, ask **How many nights?**

- homes of friends or family _____ nights
- roadside/pullout _____ nights
- hotel/motel _____ nights
- bed & breakfast _____ nights
- lodge/camp/cabin _____ nights
- Government campground _____ nights
- Did you mainly tent? yes no
- Commercial campground _____ nights
- Did you mainly tent? yes no
- camping in the bush _____ nights
- camping in local parking lot _____ nights
- other {specify: _____ } _____ nights

Did you book your _____
before arriving in the Yukon?
 Yes No
How did you book it?

(* Interviewer note: Q. 10 should balance to Nights in the Yukon)

■ **11. In which of the following activities did you or someone in your household participate, while in the Yukon?**

None, just travelling/passing through the Yukon (go to Q. 12)

(read aloud and mark all that apply)

- yes no
- visiting friends and relatives
 - visiting natural attractions and unique natural features
 - visiting historic sites, museums or interpretive centres
 - visiting Yukon First Nation cultural centres
 - experiencing Yukon First Nation culture or traditional ways
 - Would you have liked to experience Yukon First Nation culture first hand?** (traditional lifestyle) Yes No
 - shopping
 - taking a guided walking trip or community tour
 - gambling
 - gold panning
 - golfing
 - attending arts events, including music festivals
 - attending meetings or conferences
 - attending sporting events or sporting activities

outdoor or wilderness activities such as:
 yes no (if yes) Was it guided? yes no d/k refused

- hunting - which species? _____
- fishing
- canoeing, rafting or kayaking
- motor boating
- walking, backpacking or hiking
- horseback trail riding
- road or mountain biking
- wildlife watching
- bird watching
- other {specify: _____ }

Did you take part in a wilderness adventure trip?

(Interviewer note: if yes, then complete one **Wilderness Adventure Supplement** for EACH separate trip.)

Other activities {specify: _____ }

■ **12. Is wheel chair accessibility a concern for you or another member of your household?**

Yes - How did it impact your/their visit to the Yukon?

-
- No impact
 - No
 - Don't know
 - Refused

APPENDIX ONE - VES QUESTIONNAIRE

■ 13. a) What kind of experience were you looking for while in the Yukon? o nothing (go to q. 14)

b) Did you find it? o Yes o No o Somewhat

■ 14. Would you describe this trip as a:
 a) pre-paid packaged trip? o Yes o No o Don't know o Refused

and/or

b) having some parts of it, such as accommodation or wilderness adventure, that were booked or purchased prior to your arrival in the Yukon? o Yes o No o Don't know o Refused

Interviewer note: Please complete one Pre-paid Package Trip supplement for those parties who describe their trip as a packaged trip or having some components pre-paid or pre-booked (except business only).

■ 15. WHILE IN THE YUKON, what is your best estimate of the total expenditures by your household? PLEASE INCLUDE all spending IN THE YUKON whether paid for by cash, travellers cheque or credit card. DON'T INCLUDE any pre-paid (package) expenses or spending outside of the Yukon.

\$ _____ (Total) o Don't know o Refused
 Was it in: o Canadian \$ o U.S. \$ o Other? _____ o Don't know

■ 15.1 Does your total include the following? (read aloud and mark all that apply)

yes	no		<i>If yes, ask How much did your party spend?</i>
<input type="radio"/>	<input type="radio"/>	Transportation within Yukon?	\$ _____
<input type="radio"/>	<input type="radio"/>	Accommodation?	\$ _____
<input type="radio"/>	<input type="radio"/>	Groceries and alcoholic beverages?	\$ _____
<input type="radio"/>	<input type="radio"/>	Meals and refreshments in restaurants or bars?	\$ _____
<input type="radio"/>	<input type="radio"/>	Outdoor/wilderness activities?	\$ _____
<input type="radio"/>	<input type="radio"/>	Admissions to museums and/or interpretive centres	\$ _____
<input type="radio"/>	<input type="radio"/>	Entertainment and recreation? (including arts and cultural events)	\$ _____
<input type="radio"/>	<input type="radio"/>	Yukon First Nation arts, crafts and souvenirs?	\$ _____
<input type="radio"/>	<input type="radio"/>	Other arts, crafts and souvenirs?	\$ _____
<input type="radio"/>	<input type="radio"/>	Other expenses? {specify: _____}	\$ _____

■ 16. What was your main mode of transportation WHILE IN THE YUKON? (mark only one)

Aircraft/helicopter Bus/Coach Van Tour

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

Boat - canoe, kayak, raft, motorboat

Was it a rental vehicle/vessel? Yes No
 └─ Did you have restrictions applied such as "no gravel roads"?
 Yes No Don't know
 └─ By whom? _____

■ 17. While visiting the Yukon, did you mostly travel:

in an organized tour group, or
 independently.

APPENDIX ONE - VES QUESTIONNAIRE

Section 4

The next few questions are about tourist information.

- 18. Did you request a copy of the 2004 Yukon Vacation Guide?

o Yes o No o d/k o Refused
 Did you receive a copy? o Yes o No o d/k

- 19. What sources of information did you use when PLANNING your visit to the Yukon?

{don't read - mark all that apply}

<input type="checkbox"/> NONE	<input type="checkbox"/> Trailer Life	<input type="checkbox"/> Magazine/Newspaper Story
<input type="checkbox"/> Word of mouth	<input type="checkbox"/> Bell's Alaska Highway mapbook	<input type="checkbox"/> Automobile Club, AAA, CAA
<input type="checkbox"/> Milepost	<input type="checkbox"/> Hello North	<input type="checkbox"/> previous meeting or convention
<input type="checkbox"/> Yukon Vacation Guide	<input type="checkbox"/> Vacation Country	<input type="checkbox"/> Internet
<input type="checkbox"/> North to Alaska	<input type="checkbox"/> Travel Show	<input type="checkbox"/> www.touryukon.com
<input type="checkbox"/> Welcome Guide	<input type="checkbox"/> Tour operator or travel agent	<input type="checkbox"/> www.yukonwild.com
<input type="checkbox"/> other <i>{specify:</i>	<input type="checkbox"/> Yukon official road map	<input type="checkbox"/> www.tourismeyukon.com
_____	<input type="checkbox"/> Splendeur du Nord Canadien	<input type="checkbox"/> Other web sites <i>{specify:</i>
_____ }		_____ }

- 20. What sources of information did you use DURING your trip through the Yukon?

{don't read - mark all that apply}

<input type="checkbox"/> NONE	<input type="checkbox"/> Community Guides	<input type="checkbox"/> Yukon Gold Explorer's Passport
<input type="checkbox"/> Word of mouth	<input type="checkbox"/> Bell's Alaska Highway mapbook	<input type="checkbox"/> Automobile club/Association
<input type="checkbox"/> Milepost	<input type="checkbox"/> Hello North	<input type="checkbox"/> Alaska Yukon
<input type="checkbox"/> Yukon Vacation Guide	<input type="checkbox"/> On Yukon Time	<input type="checkbox"/> Internet
<input type="checkbox"/> North to Alaska	<input type="checkbox"/> Local tour company or booking agent	<input type="checkbox"/> Yukon Newspaper Visitor Supplement
<input type="checkbox"/> Welcome Guide	<input type="checkbox"/> Yukon official road map	<input type="checkbox"/> Visitor Reception Centre
<input type="checkbox"/> other <i>{specify:</i>	<input type="checkbox"/> Splendeur du Nord Canadien	<input type="checkbox"/> Yukon Convention Bureau

_____ }		

Interviewer note: If NONE to both Q. 19 and Q.20, skip to Q. 22.

If more than one source ask,

- 21. Of all the sources of information you used either in Planning or During your trip which did you find to be:

a) the most useful? _____

Why was that? _____

Don't know

b) the least useful? _____

Why was that? _____

Don't know nothing N/A

- 22. When planning your trip did you expect to be able to see wildlife while travelling in the Yukon?

Yes No d/k Refused

- 23. At that time did you seek out information specifically about wildlife viewing opportunities in the Yukon?

Yes No d/k Refused

- 24. During your trip did you seek out information specifically about wildlife viewing opportunities in the Yukon?

Yes No d/k Refused

If yes, Did you use any of the following sources? (read aloud and mark all that apply)

yes no

<input type="checkbox"/> <input type="checkbox"/>	Yukon Vacation Guide
<input type="checkbox"/> <input type="checkbox"/>	Yukon's Wildlife Viewing Guide
<input type="checkbox"/> <input type="checkbox"/>	highway roadside information panels or exhibits
<input type="checkbox"/> <input type="checkbox"/>	campground interpretive walks and talks
<input type="checkbox"/> <input type="checkbox"/>	interpretive facilities such as those at Swan Haven, Sheep Mountain or the Tombstone Interpretive Centre

- 25. When did you decide to make this trip?

20 ____ year _____ month Don't know

- 26. What motivated you to come to the Yukon? _____

APPENDIX ONE - VES QUESTIONNAIRE

... Section 4 continued

- 27. Have you visited the Yukon before?
 Yes No Travelled through

- 28. Do you plan to visit the Yukon again?
 yes - *if yes ask, Why?* _____

 undecided

 no - *if no ask, Why not?* _____

- 29. Compared to all of the other destinations you've travelled to, how would you rate your visit to the Yukon? If we gave a "1" to the worst trip you've ever taken and a "10" for the best, what number would you give your Yukon trip? _____

- 30. Overall, do you feel you received value for your money?
 Yes No Don't know

Interviewer note: if traveller is in a Charter bus/motorcoach, van tour, or caravan tour - skip to question 32.

- 31. What would have encouraged you to stay longer in the Yukon?

If no to Q. 27 and have not visited the Yukon before, ask ...

- 32. Before coming to the Yukon, what images came to mind when thinking about visiting the Yukon?

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

Interviewer note: REMEMBER THE CHIEF WAGE EARNER SUPPLEMENT

COMMENTS:

