



Visitor Exit Survey 2022/23

Yukon Bureau of Statistics



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Executive Summary

The 2022/23 Yukon Visitor Exit Survey (VES) was conducted during the period from November 01, 2022 to October 31, 2023. The survey collected data from visitors to Yukon by randomly intercepting them at the Erik Nielsen Whitehorse International Airport, hotels, and highway exit checkpoints on random dates and times throughout the year.

Survey results

In 2022/23, Yukon welcomed an estimated 450,500 visitors. These visitors arrived in a total of 243,870 parties. The average size of a travelling party was 1.9 individuals.

Demographics and mode of entry

The majority of these visitors (62%) were from the United States (US). Canadians comprised 29% of the total, while overseas visitors, excluding those from the US, accounted for the remaining 9%.

Half (50%) of all visitors to Yukon were aged 55 years or older. More than one-third (35%) were in the 25-54-year age group; 5% were young adults (18-24 years), and children under the age of 18 made up 7% of all visitors.

Two-thirds (67%) of all visitors travelled to Yukon by private vehicle. The remaining one-third (33%) of the visitors entered Yukon by other modes of transportation: 13% arrived by air, 11% by bus, and 9% arrived by train.

Characteristics of visit and length of stay

Half (50%) of all visitors to Yukon cited "Leisure/Recreation" as their main reason for visiting Yukon in 2022/23. Over two-thirds (70%) of the visitors spent at least one night in Yukon. The average length of stay for all overnight visitors was 3.0 nights.

More than one-third of the visitors (35%) listed Yukon as the primary destination of their trip, while over half (56%) named Alaska as their main destination.

The top three activities visitors took part in during their trip to Yukon were: (i) Camping without guide; (ii) Visiting a historic site, park or building; and (iii) Experiencing local cuisine.

Visitor Spending

In 2022/23, a quarter (25%) of all visitors' trips to Yukon included or were part of a travel package. Visitors spent a total of \$310.6 million on travel packages that included Yukon. While in Yukon, visitors reported a total spending of \$284.6 million (excluding travel package expenditures). Visitors spent the most on transportation (\$94.1 million, including gasoline or

diesel fuel purchases), followed by accommodation (\$80.1 million), food and beverages (\$50.1 million), clothing and gifts (\$23.0 million), recreation and entertainment (\$22.8 million), and other activities (\$14.5 million). The in-Yukon per-person per-trip expenses averaged \$653, excluding travel packages.

Net Promoter Score®

The Net Promoter Score® (NPS) is a simple indicator used to measure the overall satisfaction with the travel experience of a destination and the likelihood of recommending that destination to others. When asked to rate their likelihood of recommending a friend or colleague visit Yukon, 78% visitors selected 10 on a scale of 0 to 10. Based on their ratings, 87% of all visitors were *Promoters* (loyal enthusiasts, scoring 9-10), while 3% were *Detractors* (unsatisfied customers, scoring 0-6). This results in a NPS score of +84 for recommending Yukon to a friend or colleague.

Introduction

The Yukon Visitor Exit Survey (VES) is a year-long survey conducted by Yukon Bureau of Statistics (YBS) on behalf of the Yukon government Department of Tourism and Culture. The 2022/23 VES was in the field during the period from November 1, 2022 to October 31, 2023. The survey used systematic random approach to intercept visitors to Yukon at the Erik Nielsen Whitehorse International Airport, hotels, and highway checkpoints, collecting data on randomly selected dates and times for each location.

All Visitors

Demographics and mode of entry

In 2022/23¹, an estimated total of 450,500 visitors came to Yukon. The majority visited during the period from June to September, accounting for 78% of the total. The month of August recorded the highest number of visitors, while January saw the lowest number (Table 1 and Figure 1).

Table 1: Visitors to Yukon by month and year

Month and year	Count of visitors ²
Nov-22	5,500
Dec-22	5,300
Jan-23	4,700
Feb-23	5,500
Mar-23	5,300
Apr-23	8,800
May-23	49,300
Jun-23	76,300
Jul-23	104,300
Aug-23	108,500
Sep-23	61,800
Oct-23	15,200
Total	450,500

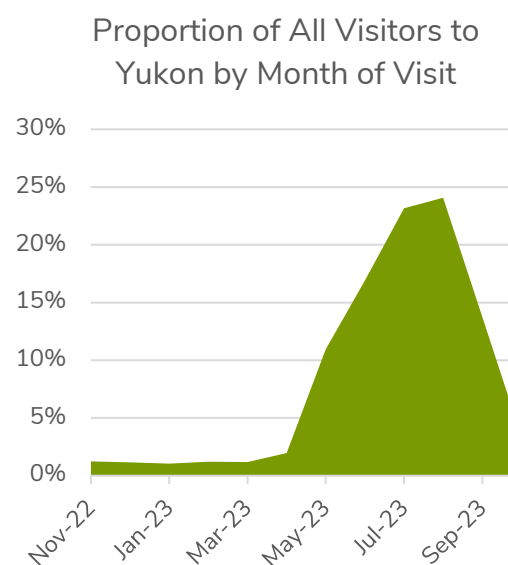


Figure 1: Visitors to Yukon by month

¹ Throughout this report, 2022/23 refers to the period from November 1, 2022, to October 31, 2023.

² Numbers are rounded to the nearest hundred.

In 2022/23, visitors to Yukon were predominantly (62%) from the United States. Canadians accounted for 29% of all visitors, while overseas visitors (other than those from the United States) made up the remaining 9% (Table 2).

Table 2: Percent of all visitors by country/region of origin

Country/region of origin	Percent of visitors
United States	62%
Canada	29%
Overseas	9%
Europe	3.9%
Australia/New Zealand	3.6%
Asia	0.5%
Central America, Mexico and Caribbean	0.4%
South America	0.1%
Other	0.9%
Total	100%

Half (50%) of all visitors were aged 55 years or older. Over one-third (35%) were in the 25-54-year age group, 5% were young adults (18-24 years), and children under the age of 18 made up 7% of all visitors (Figure 2 and Figure 3).

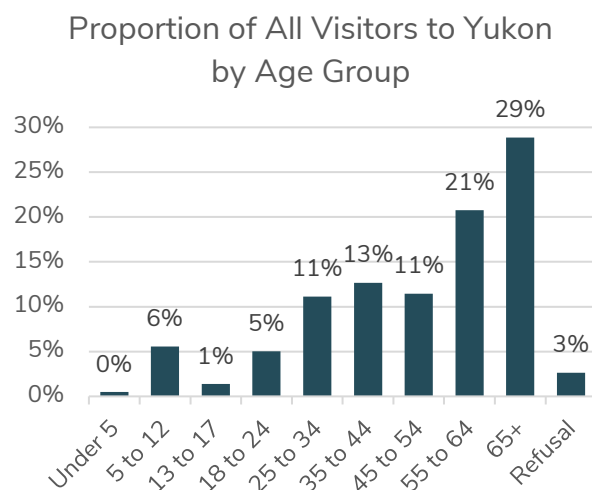


Figure 2: All visitors to Yukon by age group

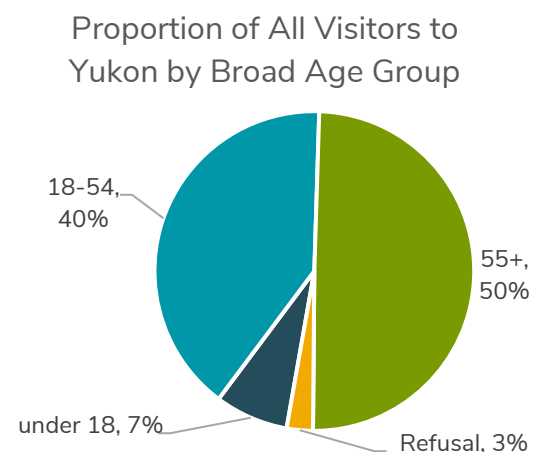


Figure 3: All visitors to Yukon by broad age group

Two-thirds (67%) of all visitors travelled to Yukon in 2022/23 by private vehicle. The remaining one-third (33%) of the visitors entered Yukon by other modes of transportation: 13% arrived by air, 11% entered by bus, and 9% arrived by train. (Figure 4).

All Visitors by Mode of Entry to Yukon

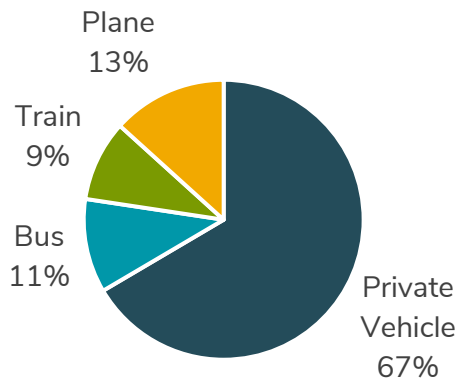


Figure 4: All visitors by mode of entry to Yukon

In total, 243,870 travelling parties visited Yukon in 2022/23. The average size of a travelling party was 1.9 individuals.

Characteristics of visit and length of stay

In 2022/23, half (50%) of all visitors cited “Leisure/Recreation” as their main reason for visiting Yukon. Additionally, 29% cited “In transit”, and 18% visited for personal reasons (Figure 5).

All Visitors by Main Reason for Visiting Yukon

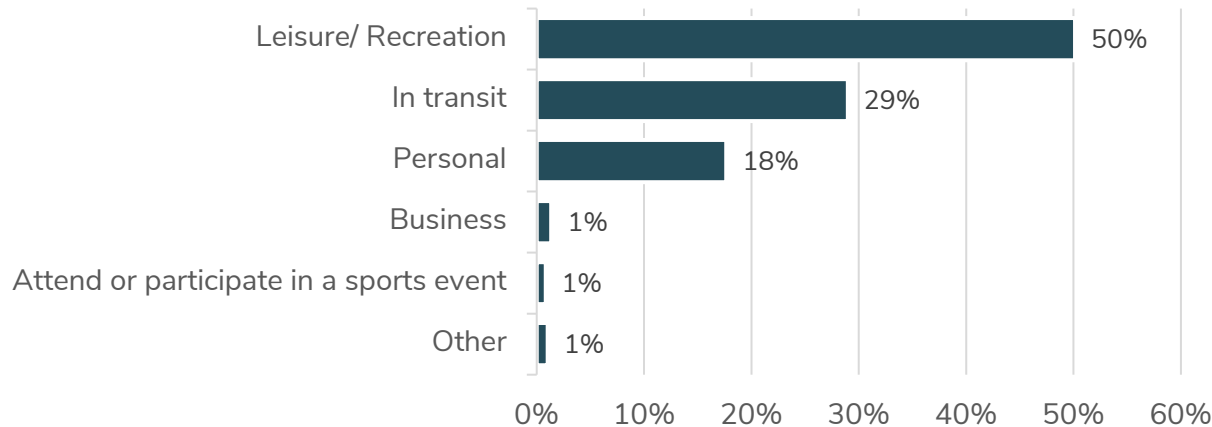


Figure 5: All visitors by main reason for visiting Yukon

In 2022/23, over two-thirds (70%) of all visitors spent at least one night in Yukon (Figure 6).

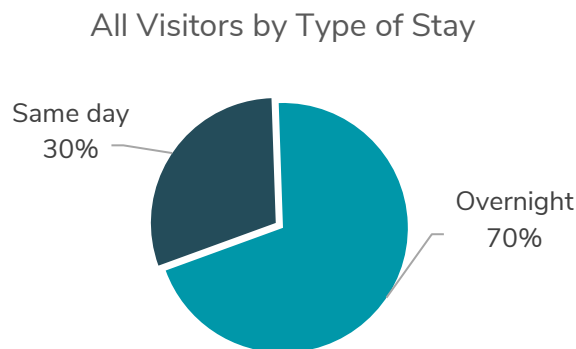


Figure 6: All visitors by type of stay

The average length of stay of all overnight visitors was 3.0 nights in Yukon. On average, visitors stayed longer if their main reason for visiting was leisure/recreation (3.7 nights), personal (4.3 nights), or business (2.4 nights), and they stayed shorter (1.1 nights) if they were in transit (Figure 7).

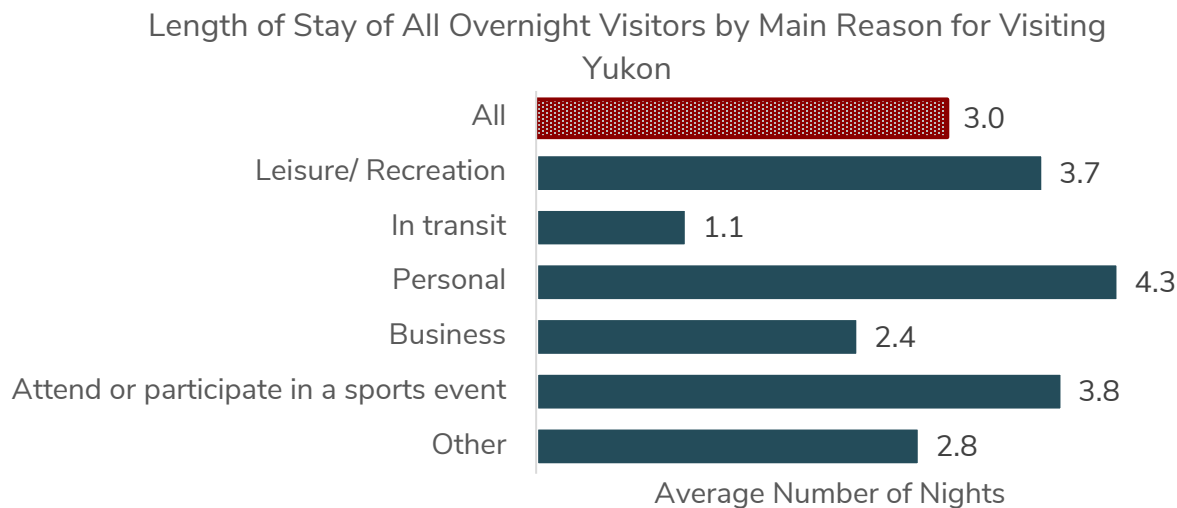


Figure 7: Length of stay of all overnight visitors by main reason for visiting Yukon

Visitors were asked which factors were important in their decision to visit Yukon. Nearly one-third of the visitors (32%) wanted to explore. Additionally, 16% had Yukon on their bucket list and 12% intended to relax, unwind and decompress (Figure 8, multiple responses allowed).

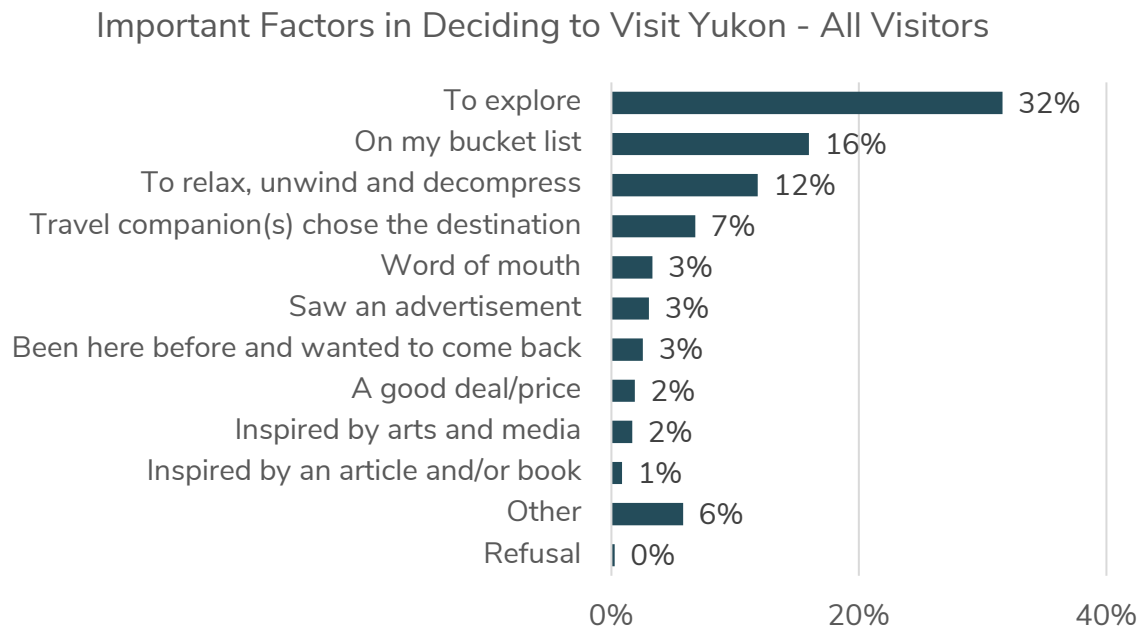


Figure 8: Important factors in deciding to visit Yukon – all visitors

More than one-third (35%) of all visitors identified Yukon as their primary destination, while over half (56%) named Alaska as their main destination. Other visitors were travelling through Yukon on their way to other parts of Canada or the United States, or they were travelling without a specific main destination in mind (Table 3).

Table 3: Main destination of trip, all visitors

Destination	Percent of visitors
Alaska	56%
Yukon	35%
Northwest Territories	3%
Northern British Columbia	1%
Other	5%

In 2022/23, about two-fifths (43%) of all visitors to Yukon only visited one community, just over a quarter (26%) visited two communities, and over one in five (22%) visited three or more communities (Table 4).

Table 4: Number of communities visited, all visitors

Number of communities visited, all visitors	Percent of visitors
None	9%
1	43%
2	26%
3	9%
4	5%
5+	8%

One-quarter (25%) of all person-nights³ were spent in a hotel or motel, while 21% were in an RV park or commercial campground. Additionally, 15% of the person-nights were spent in the homes of family or friends and another 15% in a YG campground (Figure 9).

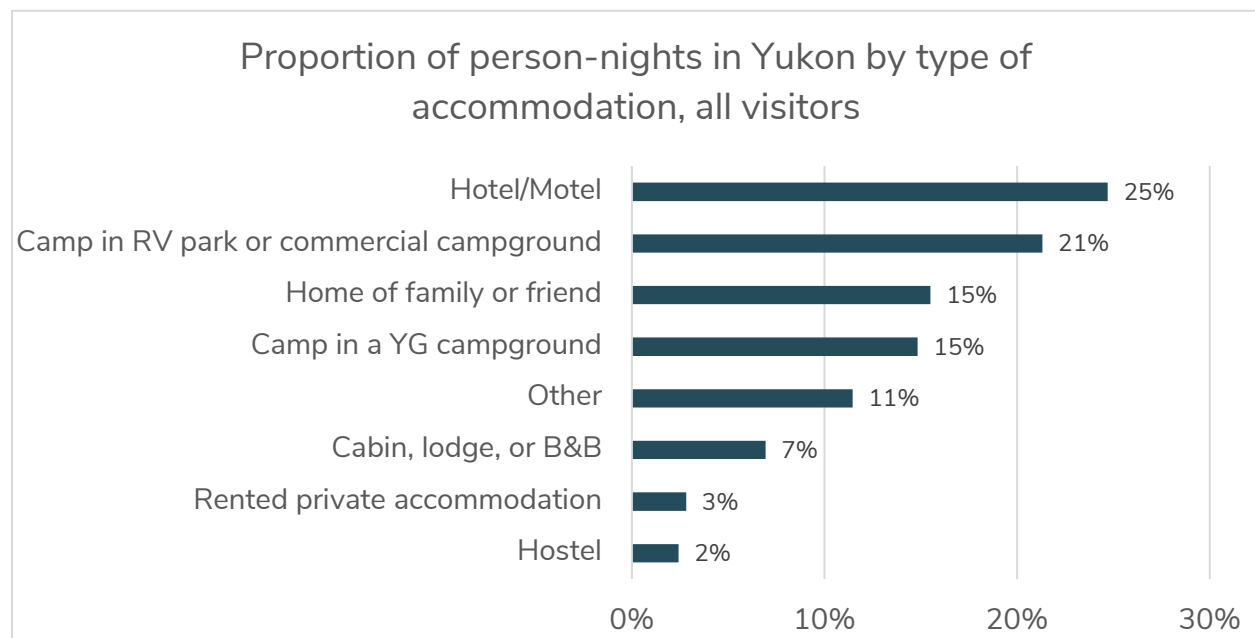


Figure 9: Proportion of person-nights in Yukon by type of accommodation, all visitors

³ A person night is a measure of one person spending one night in a location, type of lodging, etc. For example, if a family of four spent two nights in a hotel, it would be counted as eight person-nights in a hotel.

The top three activities visitors took part in during their trip to Yukon were: (i) Camping without guide; (ii) Visit a historic site, park or building; and (iii) Experience local cuisine (Table 5).

Table 5: Top ten activities completed by all visitors

Top ten activities completed by all visitors	Number of activities completed ^{4,5}
Camping without guide	566,900
Visit a historic site, park or building	541,100
Experience local cuisine	537,100
Hiking without guide	526,300
Northern lights viewing without guide	417,700
Visit a museum	412,200
Wildlife viewing or bird watching without guide	404,500
Visit a Visitor Information Centre	389,900
Parks and wilderness areas without guide	344,000
Northern lights viewing with guide	201,300

Visitor spending

In 2022/23, the Yukon trip of 25% of all visitors included or was part of a travel package. A significantly higher percentage of visitors arriving by train (65%) or by plane (56%) opted for a travel package, while only 10% of visitors who travelled by private vehicle chose this option (Table 6).

The average travel package cost in 2022/23 was \$5,448 per travelling party. Packages included some combination of transportation, accommodation and activities for all or part of the visitor's trip. The average travel package cost was the highest for travelling parties arriving by private vehicle (\$6,843) and the lowest for those arriving by plane (\$3,713) (Table 6).

⁴ Note: Activities that visitors took part in in more than one community are counted multiple times. For example, if a family of four visited three Visitor Information Centres, it would count as 12 activities.

⁵ Numbers are rounded to the nearest hundred.

Table 6: Visitors whose trips included a travel package by mode of entry

Mode of entry	Number of visitors with travel packages ⁶	Number of visitors without travel packages ⁶	% of visitors with travel packages	Total cost of travel packages ⁶	Average cost of travel package per travelling party
Private vehicle	30,900	268,800	10%	\$124,980,300	\$6,843
Bus	20,600	28,300	42%	\$61,509,600	\$6,795
Train	27,500	14,600	65%	\$50,340,200	\$5,121
Plane	33,500	26,400	56%	\$73,738,600	\$3,713
All	112,500	338,000	25%	\$310,568,800	\$5,448

In 2022/23, visitors spent a total of \$ 310.6 million on travel packages which included the Yukon trip. Visitors from US spent the most on travel packages (\$193.0 million), while visitors from Canada spent the least (\$56.2 million) (Table 7).

Table 7: Visitors whose trip included a travel package by origin and length of stay

Origin	Length of stay	Number of visitors with travel packages ⁷	Number of visitors without travel packages ⁷	% of visitors with travel packages	Total cost of travel packages ⁷	Average cost per travelling party
Canada	Same day	2,200	7,200	23%	\$3,318,700	\$2,359
	Overnight	24,900	94,300	21%	\$52,847,000	\$3,595
	Total Canada	27,100	101,500	21%	\$56,165,600	\$3,487
US	Same day	20,900	87,500	19%	\$52,712,900	\$4,984
	Overnight	40,600	130,700	24%	\$140,264,600	\$6,379
	Total US	61,400	218,200	22%	\$192,977,500	\$5,926
Overseas	Same day	11,700	5,700	67%	\$24,233,000	\$9,137
	Overnight	12,300	12,600	49%	\$37,192,600	\$6,554
	Total Overseas	23,900	18,300	57%	\$61,425,600	\$7,377
All	Same day	34,700	100,500	26%	\$80,264,600	\$5,484
	Overnight	77,800	237,600	25%	\$230,304,200	\$5,436
	Total	112,500	338,000	25%	\$310,568,800	\$5,448

Visitors were asked to estimate their spending while in Yukon by category of expenditure. Excluding travel packages, visitors spent a total of \$284.6 million in Yukon. They allocated the

⁶ Numbers are rounded to the nearest hundred.

⁷ Numbers are rounded to the nearest hundred.

largest portion of the expenditure to transportation (\$94.1 million, including gasoline or diesel fuel purchases), followed by accommodation (\$80.1 million), and food and beverages (\$50.1 million) (Figure 10).

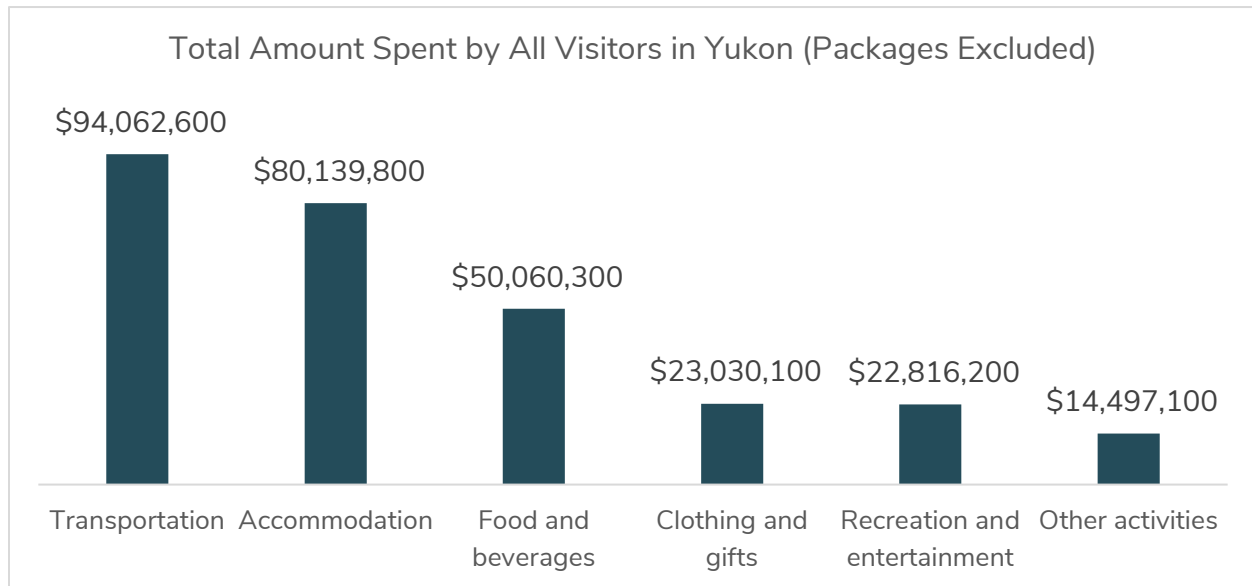


Figure 10: Total amount spent by all visitors in Yukon (packages excluded)

Excluding packages, the average spending per party per trip was \$1,209 (per-person per-trip expenditure was \$653). Per-party per-trip expenditure was the highest for accommodation at \$761, followed by \$509 for transportation⁸ (Figure 11).

⁸ Average expenditures are calculated from positive values only. Expenditure categories with a value of zero are excluded from the calculation of the average.

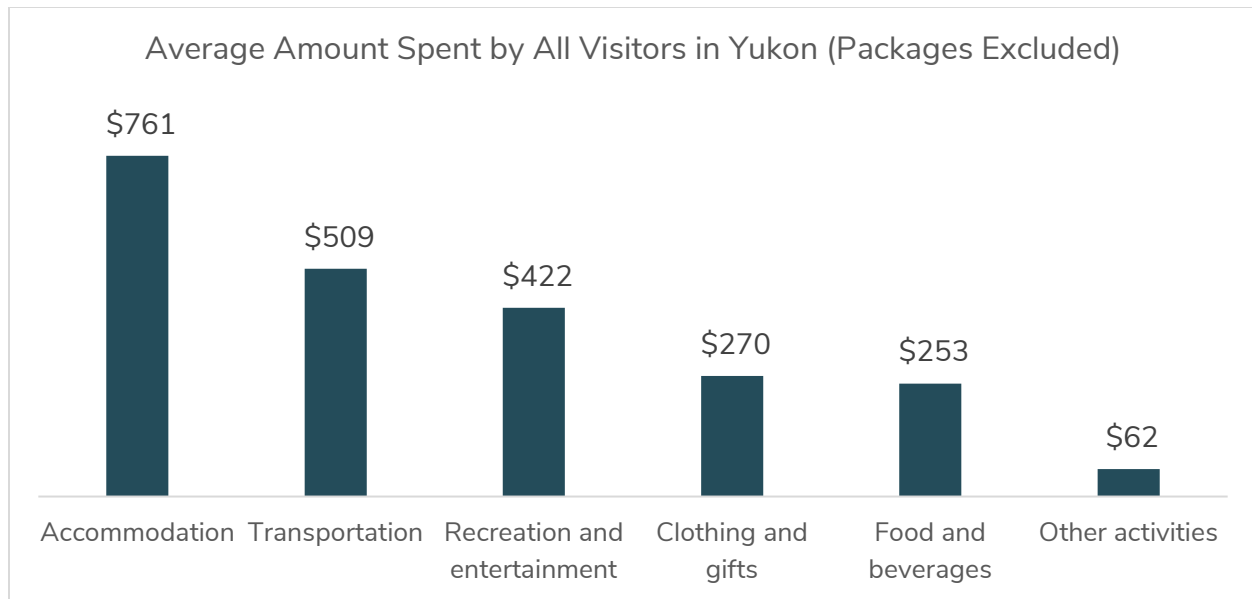


Figure 11: Average amount spent in Yukon per party (packages excluded)

In 2022/23, same-day visitors to Yukon spent a total of \$29.9 million, while visitors who spent at least one night in Yukon spent a total of \$ 254.7 million (packages excluded).

On average, visitors who stayed overnight in Yukon spent more in all categories (except other activities) than those who did not stay overnight. On a per-party per-trip basis, both same-day parties and overnight parties spent the most on transportation (\$191 and \$454, per party per trip, respectively) (Figure 12).

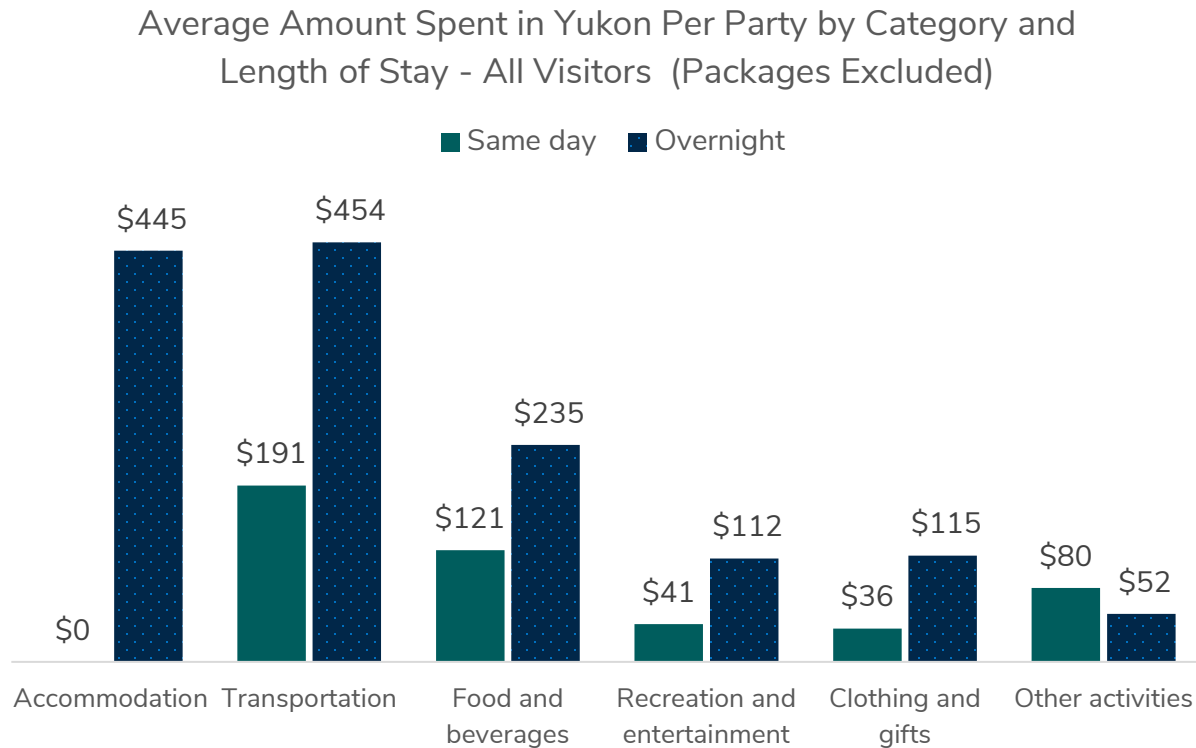


Figure 12: Average amount spent in Yukon per party by category and length of stay - all visitors

Overall, visiting parties that did not stay a night in Yukon in 2022/23 spent an average of \$1,864 in Yukon, while parties that stayed four or more nights spent an average of \$3,810 per party.

Table 8: Visitor spending by length of stay, all visitors

Length of stay, in days	Total expenditures ⁹	Average expenditures per travelling party
Same day	\$103,627,100	\$1,864
1	\$67,304,800	\$1,440
2	\$75,429,200	\$1,866
3	\$87,951,900	\$3,350
4+	\$254,347,000	\$3,810
Refusal	\$6,514,900	\$803
All	\$595,174,900	\$2,441

⁹ Numbers are rounded to the nearest hundred.

Net Promoter Score®

The Net Promoter Score® (NPS) is a simple indicator used to measure customer loyalty and satisfaction based on their likelihood to recommend products or services of a business to others. In the context of travel and tourism, NPS serves as an indicator of overall satisfaction with the travel experience of a destination and the likelihood of recommending that destination to others.

This survey asked visitors to rate a statement about their likelihood of recommending a friend or colleague visit Yukon on a scale of 0 to 10. Their responses were then grouped in three categories: *Promoters* (loyal enthusiasts, scoring 9-10), *Passives* (satisfied but unenthusiastic customers, scoring 7-8), and *Detractors* (unsatisfied customers, scoring 0-6). The NPS is calculated by subtracting the percentage of *Detractors* from the percentage of *Promoters*.

When rating their likelihood of recommending a friend or colleague visit Yukon, most visitors (352,800 visitors, or 78% of all visitors) selected 10 (Figure 13). Based on their ratings, 87% of visitors were *Promoters*, while 3% were *Detractors* (Figure 14). This results in a NPS score of +84 for recommending Yukon to a friend or colleague.

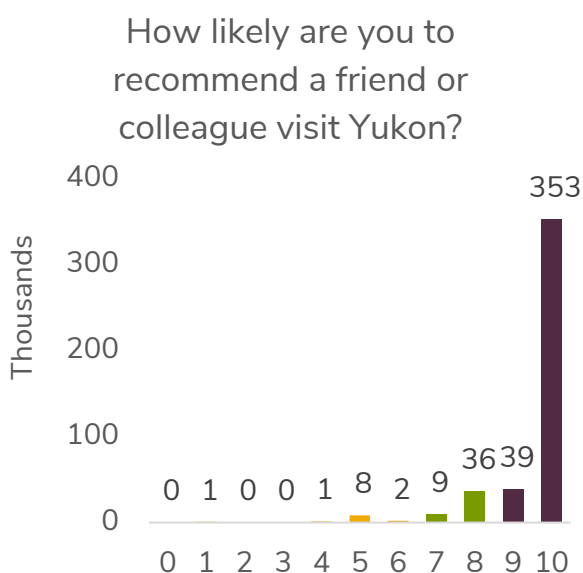


Figure 13: How likely are you to recommend a friend or colleague visit Yukon?

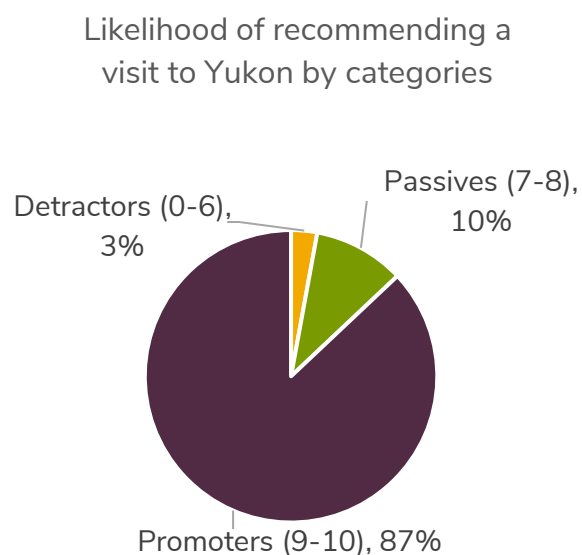


Figure 14: How likely are you to recommend a friend or colleague visit Yukon?

When asked to rate their likelihood of visiting Yukon again, on a scale of 0 to 10, most visitors (297,400 visitors, or 66% of all visitors) selected the rating of 10 (Figure 15). Seventy-two percent of visitors were very likely to return (9-10), while 16% were unlikely to return (0-6) (Figure 16).

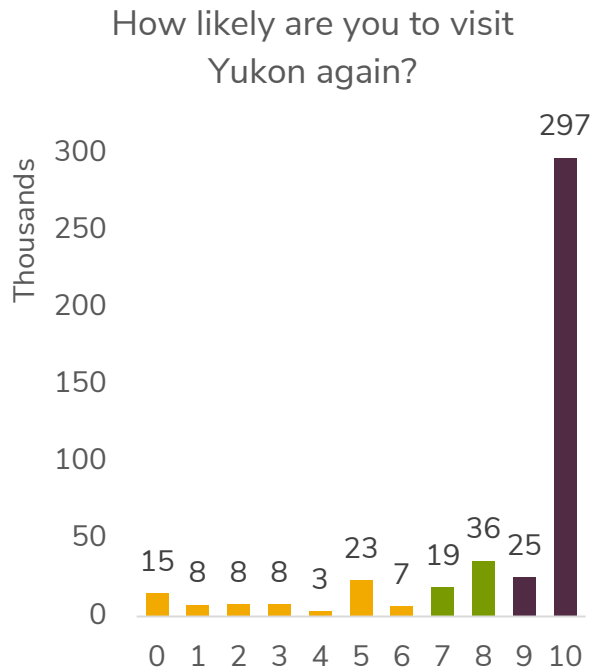


Figure 15: How likely are you to visit Yukon again?

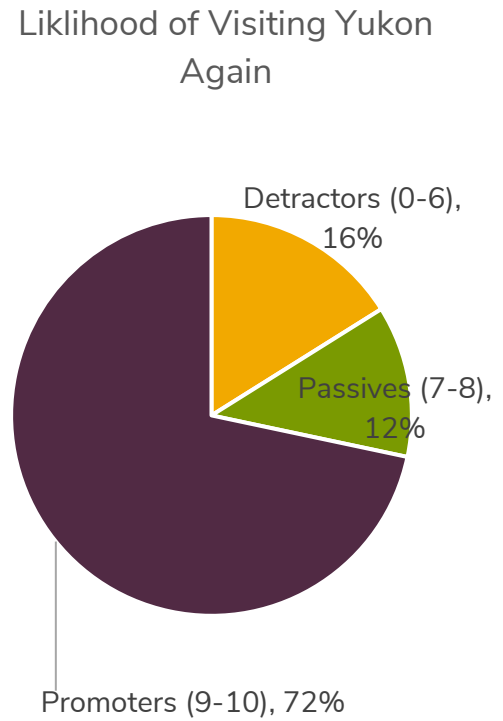


Figure 16: How likely are you to visit Yukon again?

Canadian Visitors

Demographics and mode of entry

With 128,600 visitors, Canadians made up 29% of all visitors to Yukon in 2022/23. The majority (75%) of Canadian visitors came to Yukon in the period from June to September. The month of July recorded the highest number of Canadian visitors, while January saw the lowest number (Table 9 and Figure 17).

Table 9: Canadian visitors to Yukon by month and year

Month and year	Count of Canadian visitors ¹⁰
Nov-22	2,600
Dec-22	2,700
Jan-23	2,000
Feb-23	2,600
Mar-23	2,700
Apr-23	4,300
May-23	10,900
Jun-23	14,400
Jul-23	32,500
Aug-23	31,800
Sep-23	17,300
Oct-23	4,900
Total	128,600

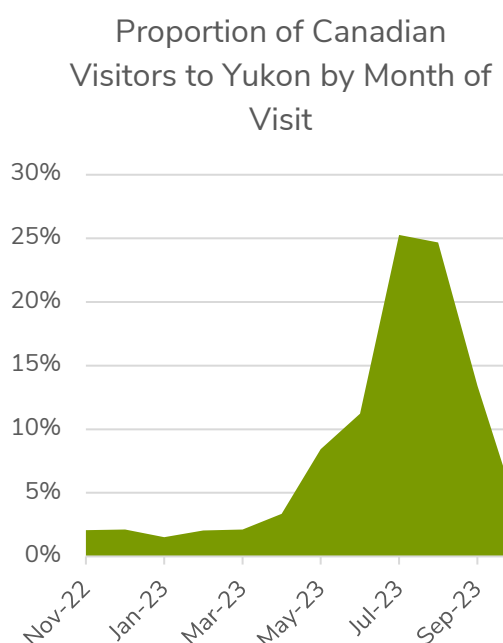


Figure 17: Visitors to Yukon by month

Over one-third (37%) of all Canadian visitors to Yukon were from British Columbia. About one-quarter (24%) of Canadian visitors were from Ontario, while 17% were from Alberta (Table 10).

¹⁰ Numbers are rounded to the nearest hundred.

Table 10: Visitors from Canada by province/territory of origin

Canadian Province/Territory of Origin	Percent of Visitors ¹¹
British Columbia	37%
Ontario	24%
Alberta	17%
Northwest Territories	6%
Newfoundland and Labrador	5%
Quebec	4%
Saskatchewan	4%
Manitoba	1%
Nova Scotia	1%
New Brunswick	0%
Nunavut	0%
Prince Edward Island	0%
Refusal	1%
Total	100%

Nearly half (48%) of all Canadian visitors were aged 55 years or older. Children under the age of 18 years made up only 6% of all Canadian visitors (Figure 18 and Figure 19).

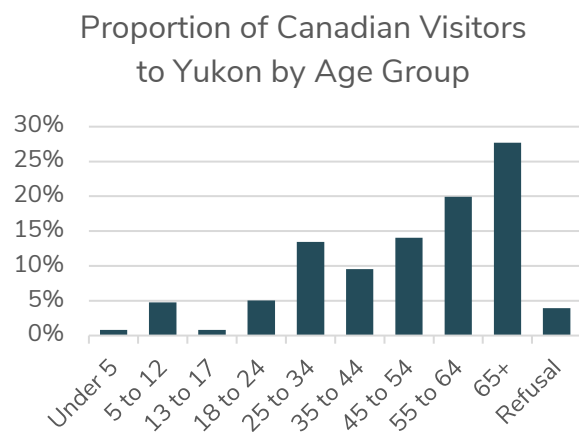


Figure 18: Canadian visitors to Yukon by age group

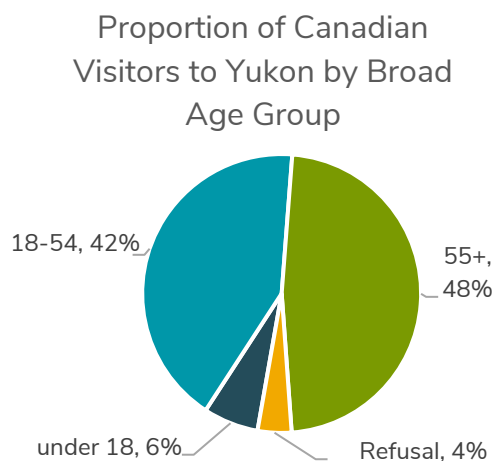


Figure 19: Canadian visitors to Yukon by broad age group

¹¹A value of 0% may actually represent a small percentage less than 0.5%.

About two-thirds (64%) of all Canadian visitors travelled to Yukon by private vehicle. Over one-quarter (29%) arrived by air, 4% entered Yukon by bus, and another 3% took a train (Figure 20).

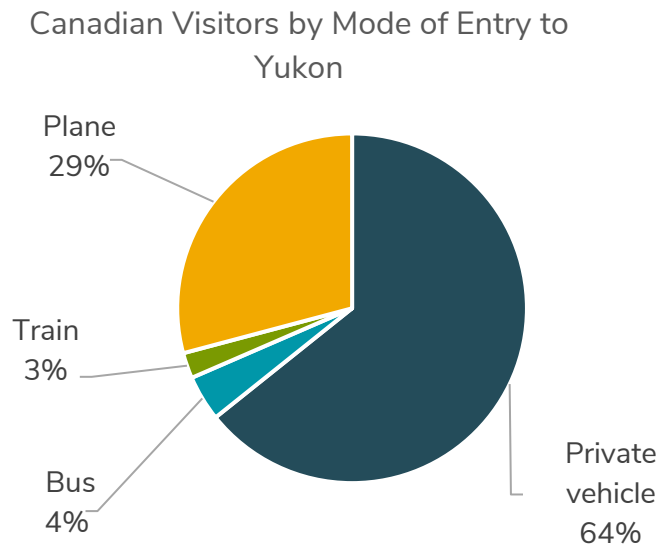


Figure 20: Canadian visitors by method of entry to Yukon

In total, 77,350 travelling parties from Canada visited Yukon. The average size of a Canadian travelling party was 1.7 individuals.

Characteristics of visit and length of stay

In 2022/23, over half (56%) of all Canadian visitors cited “Leisure/Recreation” as their main reason for visiting Yukon and nearly one third (32%) visited for personal reasons (Figure 21).

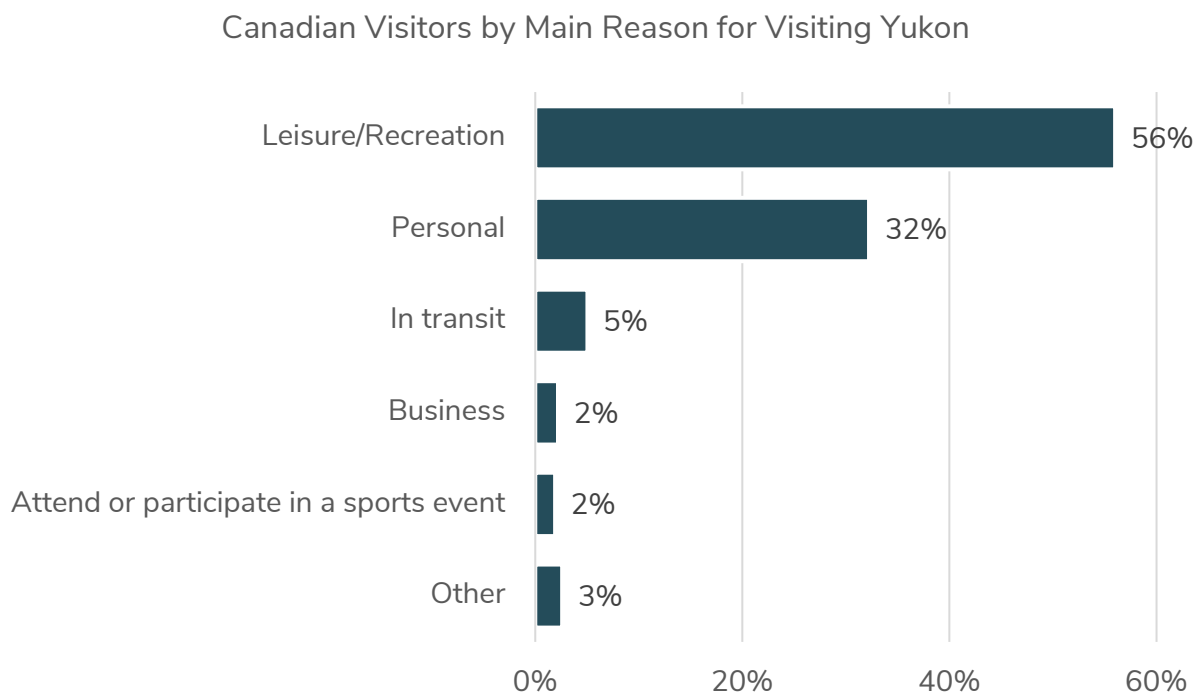


Figure 21: Canadian visitors by main reason for visiting Yukon

In 2022/23, ninety-three percent of all Canadian visitors spent at least one night in Yukon (Figure 22).

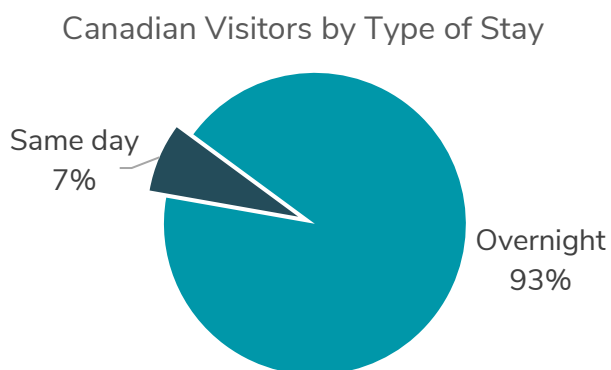


Figure 22: Canadian visitors by type of stay

The average length of stay of Canadian overnight visitors was 5.6 nights in Yukon. On average, visitors stayed longer if their main reason for visiting was leisure/recreation (6.2 nights), personal (5.7 nights), or to attend or participate in a sport event (4.2 nights), and they stayed shorter if they were in transit (2.2 nights) or they were visiting for business (3.5 nights) (Figure 23).

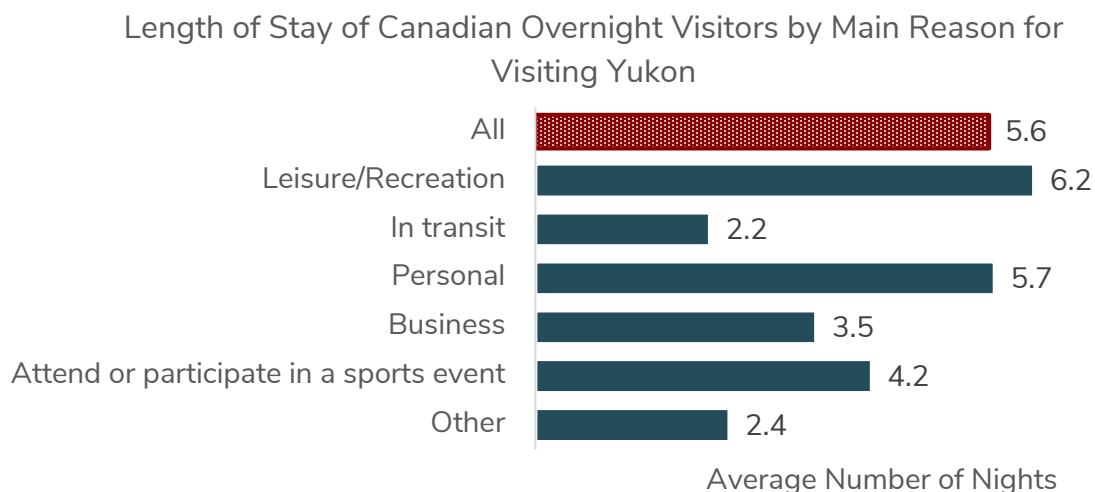


Figure 23: Length of stay of Canadian overnight visitors by main reason for visiting Yukon

Visitors were asked which factors were important in their decision to visit Yukon. Over one-third (36%) of all Canadian visitors wanted to explore. Additionally, 14% had Yukon on their bucket list, 13% intended to relax, unwind, and decompress, and 10% visited Yukon because travel companions chose the destination (Figure 24, multiple responses allowed).

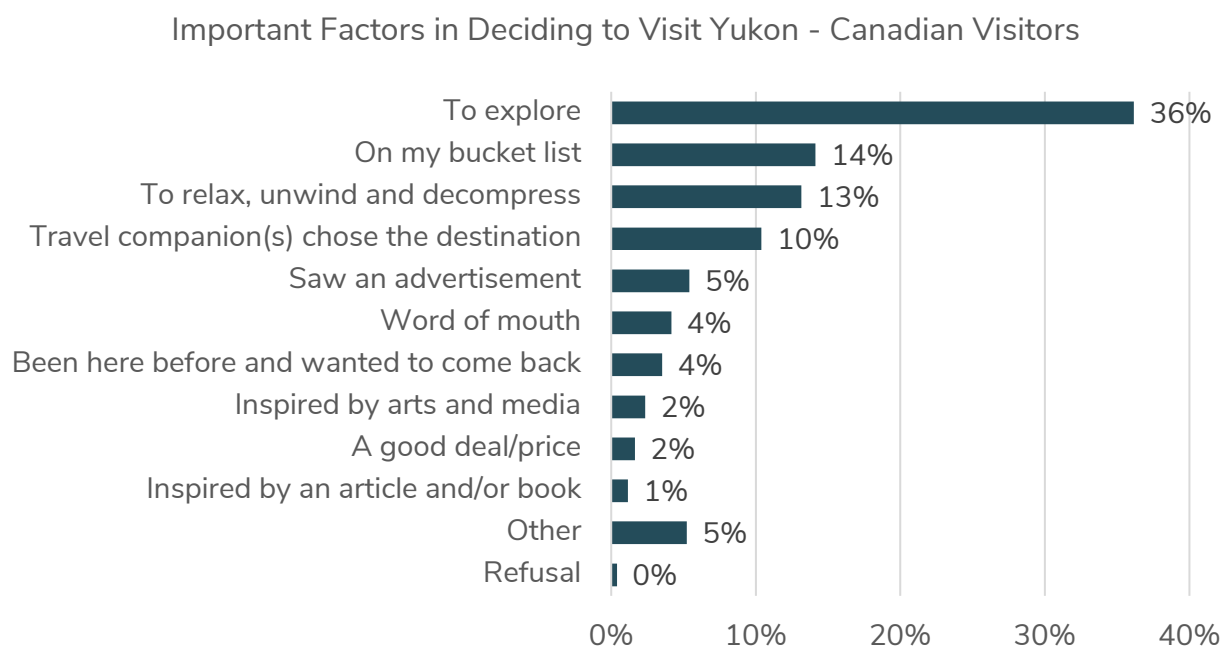


Figure 24: Important factors in deciding to visit Yukon – Canadian visitors

More than two-thirds (68%) of all Canadian visitors to Yukon listed Yukon as their main destination of their trip. Other visitors were travelling through Yukon on their way to Alaska or

other parts of Canada/US, or they were travelling without a specific main destination in their mind (Table 11).

Table 11: Main destination of trip, Canadian visitors

Destination	Percent of Canadian visitors
Yukon	68%
Alaska	19%
Northwest Territories	6%
Northern British Columbia	3%
Other	5%

In 2022/23, nearly one-third (31%) of Canadian visitors to Yukon explored two communities, while 29% visited just one community (Table 12).

Table 12: Number of communities visited, Canadian visitors

Number of communities visited, Canadian visitors	Percent of Canadian visitors
None	2%
1	29%
2	31%
3	12%
4	9%
5+	17%

Over one-fifth (22%) of all Canadian visitors' person-nights¹² were spent at the home of a family or friend, while 20% were in a hotel or motel, and another 20% in an RV park or commercial campground (Figure 25).

¹² A person night is a measure of one person spending one night in a location, type of lodging, etc. For example, if a family of four spent two nights in a hotel, it would be counted as eight person-nights in a hotel.

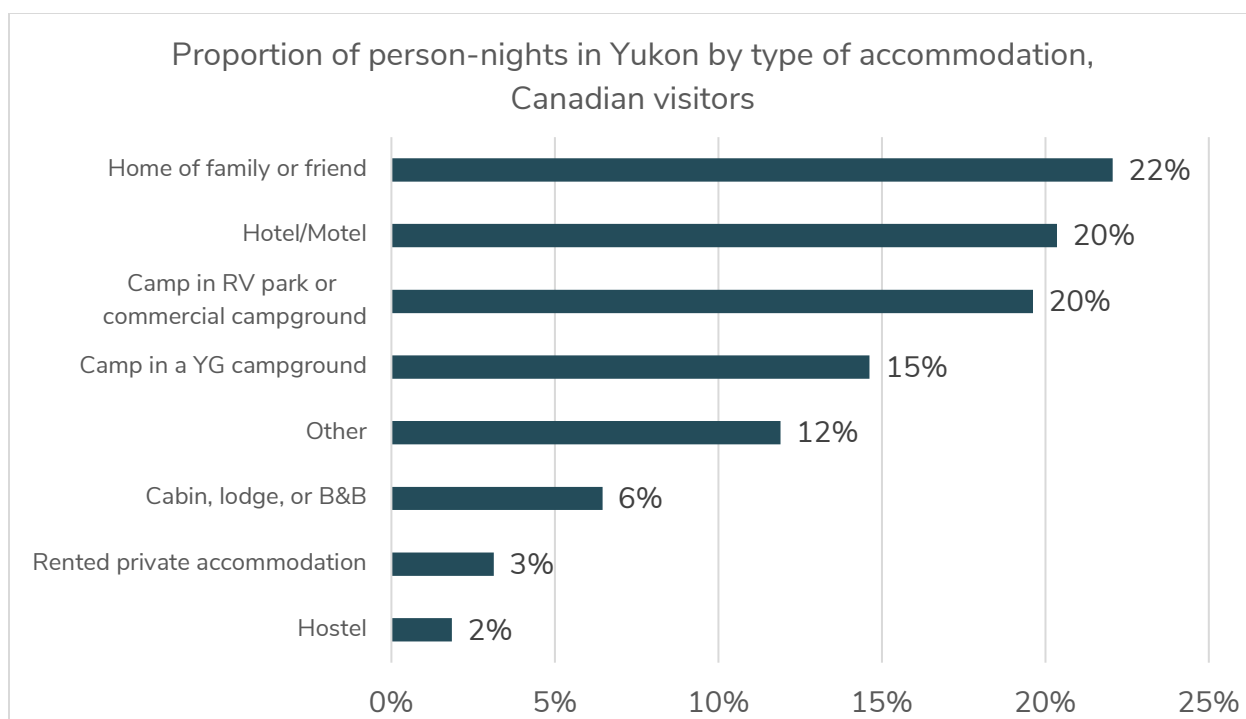


Figure 25: Proportion of person-nights in Yukon by type of accommodation, Canadian visitors

The top three activities Canadian visitors took part in during their trip to Yukon were: (i) Camping without guide; (ii) Hiking without guide; and (iii) Visit a historic site, park or building (Table 13).

Table 13: Top ten activities completed by Canadian visitors

Top ten activities completed by Canadian visitors	Number of activities completed ^{13,14}
Camping without guide	233,000
Hiking without guide	218,800
Visit a historic site, park or building	208,400
Parks and wilderness areas without guide	187,400
Experience local cuisine	178,100
Visit a Visitor Information Centre	162,700
Visit a museum	162,700
Wildlife viewing or bird watching without guide	139,400
Northern lights viewing without guide	115,700
Hiking with guide	90,800

¹³ Note: Activities that visitors took part in in more than one community are counted multiple times. For example, if a family of four visited three Visitor Information Centres, it would count as 12 activities.

¹⁴ Numbers are rounded to the nearest hundred.

Canadian visitor spending

In 2022/23, about one-fifth (21%) of all Canadian visitors to Yukon had a trip that included or was part of a travel package. About half of Canadian visitors who arrived by plane (52%) or by bus (51%) purchased a travel package, while only 6% of those who arrived by road did so. Canadian visitors arriving by train did not purchase a travel package (Table 14).

The average travel package cost of Canadian visitors in 2022/23 was \$3,487 per travelling party. Packages included some combination of transportation, accommodation and activities for all or part of their trip. Average package cost was the highest for travelling parties arriving by bus (\$7,361) and the lowest for those arriving by plane (\$2,466) (Table 14).

Table 14: Canadian visitors whose trips included a travel package by mode of entry

Mode of entry	Number of visitors with travel packages ¹⁵	Number of visitors without travel packages ¹⁵	% of visitors with travel packages	Total cost of travel packages ¹⁵	Average cost of travel package per travelling party
Private vehicle	5,000	77,600	6%	\$13,837,000	\$6,437
Bus	2,700	2,700	51%	\$11,882,400	\$7,361
Train	-	3,100	0%	-	-
Plane	19,400	18,100	52%	\$30,446,200	\$2,466
All Canada	27,100	101,500	21%	\$56,165,600	\$3,487

¹⁵ Numbers are rounded to the nearest hundred.

Canadian visitors spent a total of \$56.2 million on travel packages which included their Yukon trip in 2022/23. Among the top three home provinces of Canadian visitors, visitors from Ontario spent the most on their travel packages (\$25.0 million), while visitors from Alberta spent the least (\$5.6 million) (Table 15).

Table 15: Canadian visitors and package cost by top three provinces, with and without travel package

Top three provinces	Number of visitors with travel packages ¹⁶	Number of visitors without travel packages ¹⁶	% of visitors with travel packages	Total cost of travel packages ¹⁶	Average cost of travel package per travelling party
British Columbia	11,500	35,800	24%	\$17,642,600	\$2,433
Ontario	5,700	24,700	19%	\$25,024,600	\$7,105
Alberta	4,300	18,100	19%	\$5,606,500	\$2,182

Canadian visitors were asked to estimate their spending in Yukon by category of expenditure. Excluding packages, they spent a total of \$112.1 million in Yukon. The highest amount was spent on transportation (\$35.8 million, including gasoline or diesel fuel purchases), followed by accommodation (\$34.9 million), and food and beverages (\$21.9 million) (Figure 26).

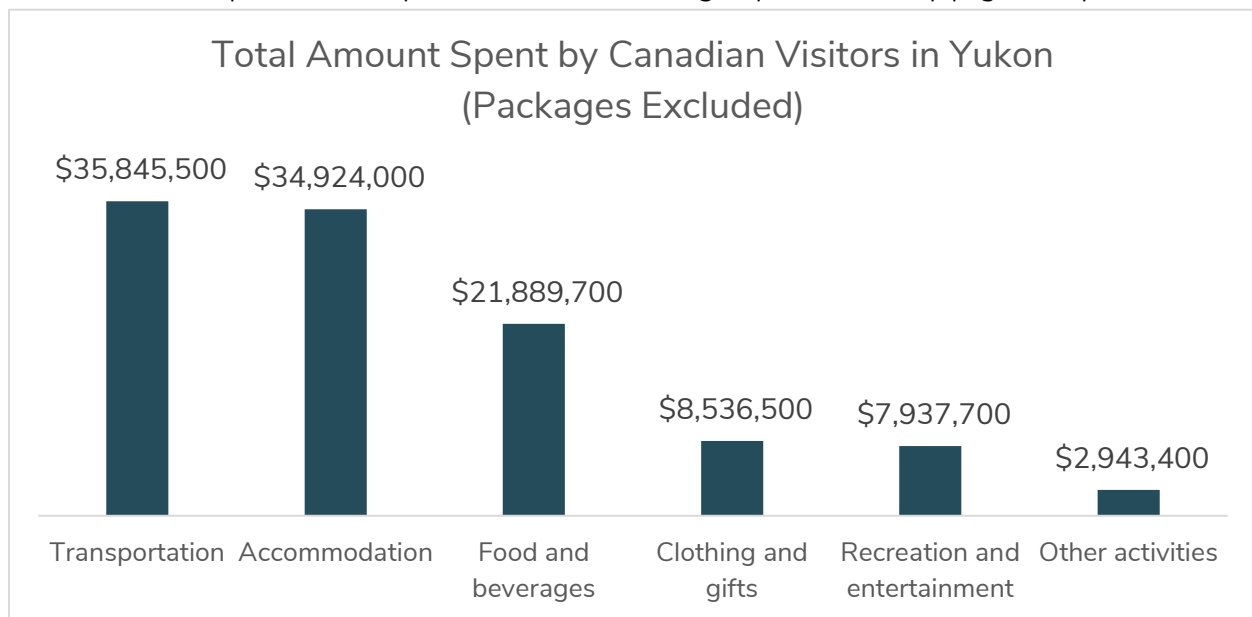


Figure 26: Total amount spent by Canadian visitors in Yukon (packages excluded)

¹⁶ Numbers are rounded to the nearest hundred.

Excluding packages, the average spending per Canadian party per trip was \$1,536 (per-person per-trip expenditures was \$926). Their average per-party per-trip expenditure¹⁷ on accommodation was the highest at \$840, followed by transportation at \$589 (Figure 27).

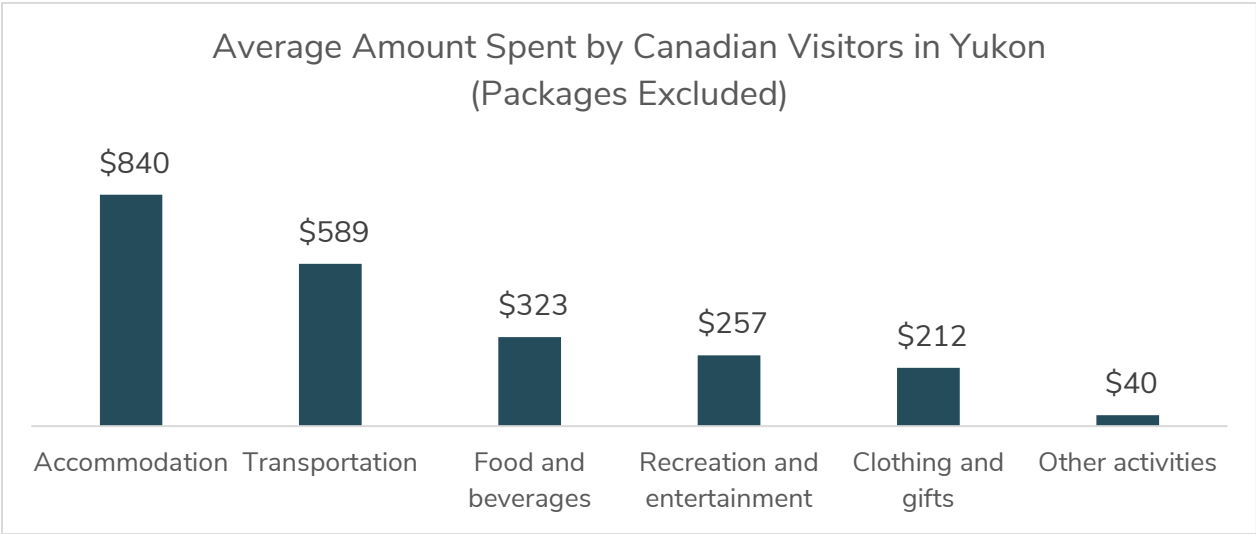


Figure 27: Average amount spent in Yukon per Canadian visitor (packages excluded)

In 2022/23, same-day Canadian visitors to Yukon spent a total of \$4.4 million, while visitors who spent at least one night in Yukon spent a total of \$107.7 million (packages excluded).

On average, Canadian visitors who stayed overnight in Yukon spent more in all categories (excluding food and beverages, and other activities) than those who did not stay overnight. On a per-party per-trip basis, overnight parties spent the most on accommodation (\$486) and transportation (\$475), while same-day parties spent the most on transportation (\$316) and food and beverages (\$290) (Figure 28).

¹⁷ Average expenditures are calculated from positive values only. Expenditure categories with a value of zero are excluded from the calculation of the average.

Average Amount Spent in Yukon Per Party by Category and Length of Stay - Canadian Visitors (Packages Excluded)

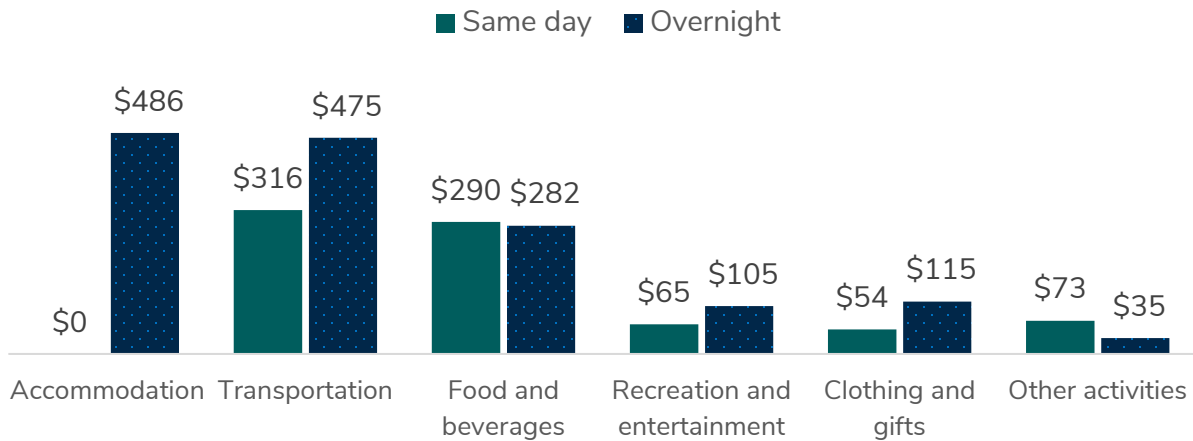


Figure 28: Average amount spent in Yukon per party by category and length of stay - Canadian visitors

Canadian visiting parties that did not stay overnight in Yukon in 2022/23 spent an average of \$1,436 per party in Yukon, while parties that spent four or more nights in Yukon spent an average of \$2,725.

Table 16: Visitor spending by length of stay, Canadian visitors

Length of stay, in days	Total expenditures ¹⁸	Average expenditures per travelling party
Same day	\$7,542,200	\$1,436
1	\$10,116,000	\$1,778
2	\$18,030,400	\$1,153
3	\$18,418,600	\$2,110
4+	\$114,008,400	\$2,725
Refusal	\$126,800	\$628
All	\$168,242,500	\$2,175

Net Promoter Score®

When asked to rate their likelihood of recommending a friend or colleague visit Yukon, most Canadian visitors selected 10 on a scale of 0 to 10 (Figure 29). Based on their ratings, 94% of

¹⁸ Numbers are rounded to the nearest hundred.

visitors were Promoters, while 1% were Detractors (Figure 29 and Figure 30). This results in a NPS score of +93 for recommending Yukon to a friend or colleague.

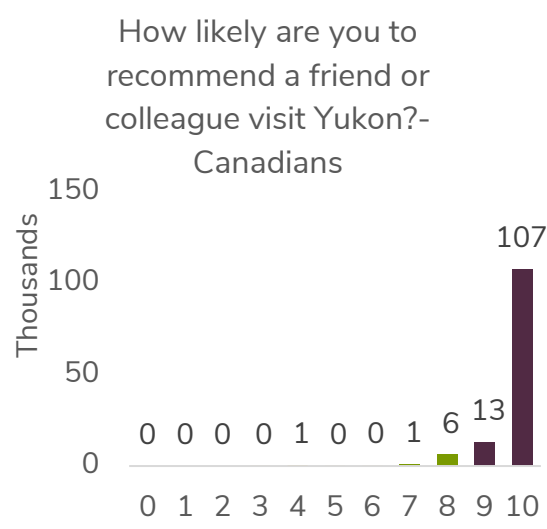


Figure 29: How likely are you to recommend a friend or colleague visit Yukon?

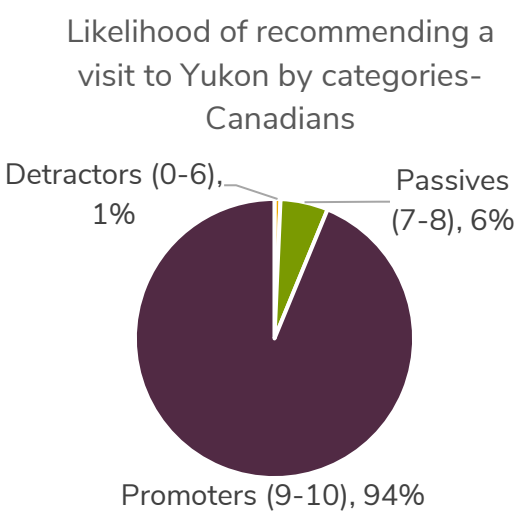


Figure 30: How likely are you to recommend a friend or colleague visit Yukon?

The NPS scores for the top three origins of Canadian visitors are in Table 17.

Table 17: NPS scores for top three origins of Canadian visitors

Top three origins of Canadian visitors	Promoters (9-10)	Passives (7-8)	Detractors (0-6)	NPS
Alberta	90%	10%	1%	89
British Columbia	94%	6%	1%	93
Ontario	95%	5%	0%	95

When asked to rate their likelihood of visiting Yukon again, on a scale of 0 to 10, most Canadian visitors selected the rating of 10 (Figure 31). Seventy-four percent of visitors were very likely to return (9-10), while 13% were unlikely to return (0-6) (Figure 32).

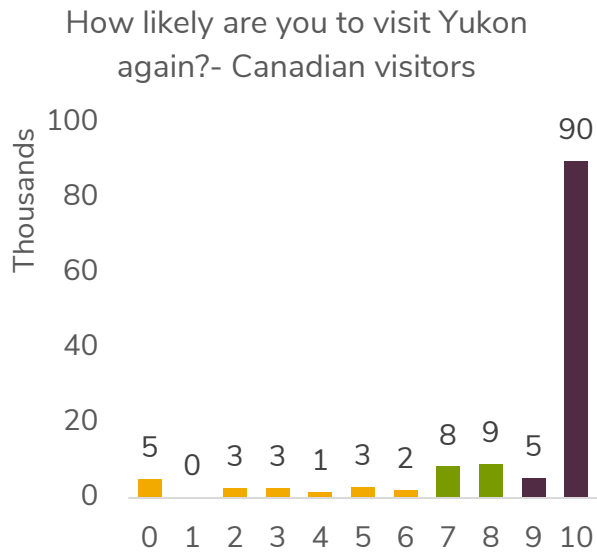


Figure 31: How likely are you to visit Yukon again?

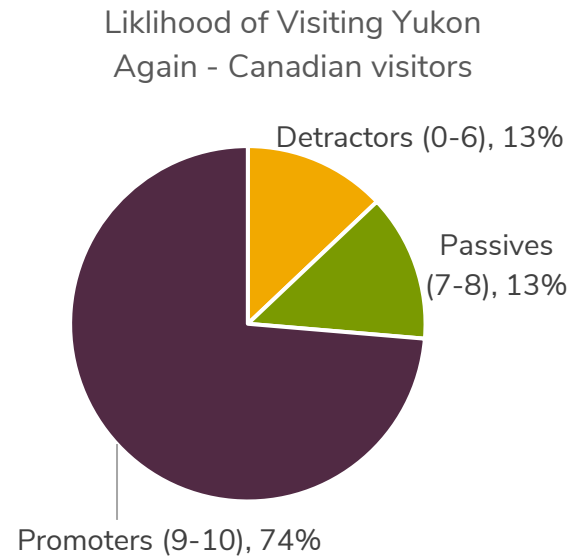


Figure 32: How likely are you to visit Yukon again?

United States (US) Visitors

Demographics and mode of entry

With 279,600 visitors, US visitors made up 62% of all visitors to Yukon. The majority (80%) of US visitors came to Yukon in the period from June to September. The month of August recorded the highest number of US visitors, while December saw the lowest number (See Table 18 and Figure 33).

Table 18: US Visitors to Yukon by month and year

Month and year	Count of US visitors ¹⁹
Nov-22	2,000
Dec-22	1,500
Jan-23	1,700
Feb-23	1,800
Mar-23	1,900
Apr-23	3,900
May-23	34,700
Jun-23	53,700
Jul-23	63,500
Aug-23	65,700
Sep-23	40,300
Oct-23	8,900
Total	279,600

Proportion of US Visitors to Yukon by Month of Visit

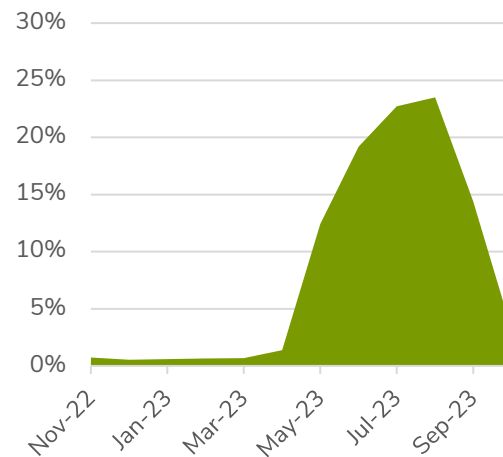


Figure 33: US Visitors to Yukon by month

¹⁹ Numbers are rounded to the nearest hundred.

Two-fifths (40%) of all US visitors to Yukon were from Alaska, 5% from California, and 4% each from Washington State, Florida and Texas (Table 18).

Table 19: Visitors from US by Province/Territory of Origin

US State of Origin	Percent of US Visitors
Alaska	40%
California	5%
Washington State	4%
Florida	4%
Texas	4%
Oregon	3%
Pennsylvania	3%
Massachusetts	3%
Arizona	3%
Minnesota	2%
Wisconsin	2%
Utah	2%
Indiana	2%
North Carolina	2%
Louisiana	2%
New York	2%
Other	19%
Total	100%

Half (50%) of all US visitors were aged 55 years or older. Children under the age of 18 years made up only 8% of all visitors (Figure 34 and Figure 35).

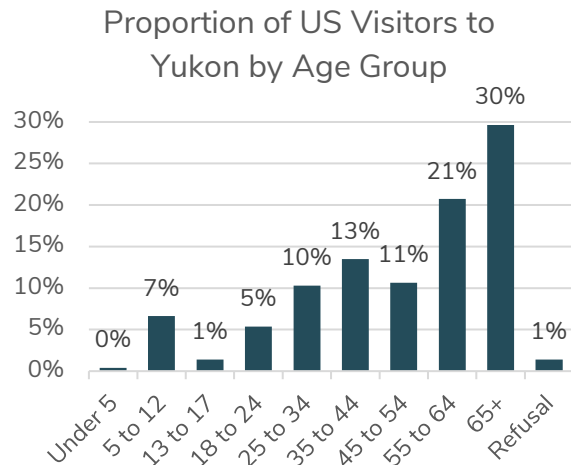


Figure 34: US visitors to Yukon by age group

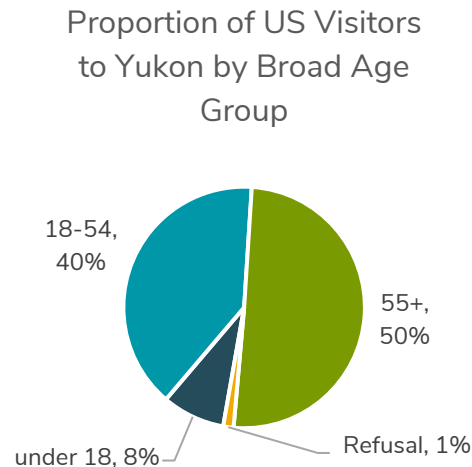


Figure 35: US visitors to Yukon by broad age group

Almost three-quarters (74%) of all US visitors travelled to Yukon by private vehicle. Thirteen percent arrived by bus, 10% took a train, and 3% arrived by air (Figure 36).

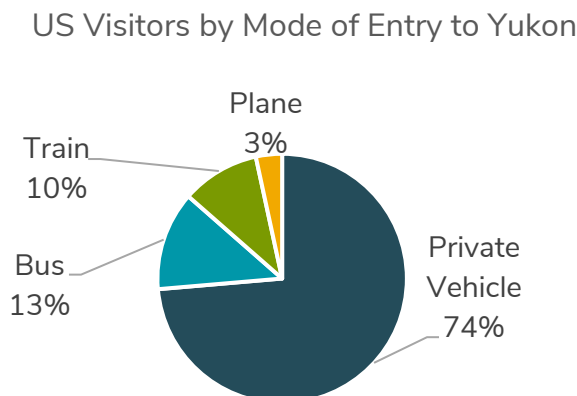


Figure 36: US visitors by method of entry to Yukon

In total, 148,400 travelling parties from the US visited Yukon. The average size of a US travelling party was 1.9 individuals.

Characteristics of visit and length of stay

In 2022/23, over two-fifths (44%) of all US visitors cited "In transit" as their main reason for visiting Yukon, closely followed by 43% who visited mainly for "Leisure/Recreation". Another 12% visited for personal reasons (Figure 37).

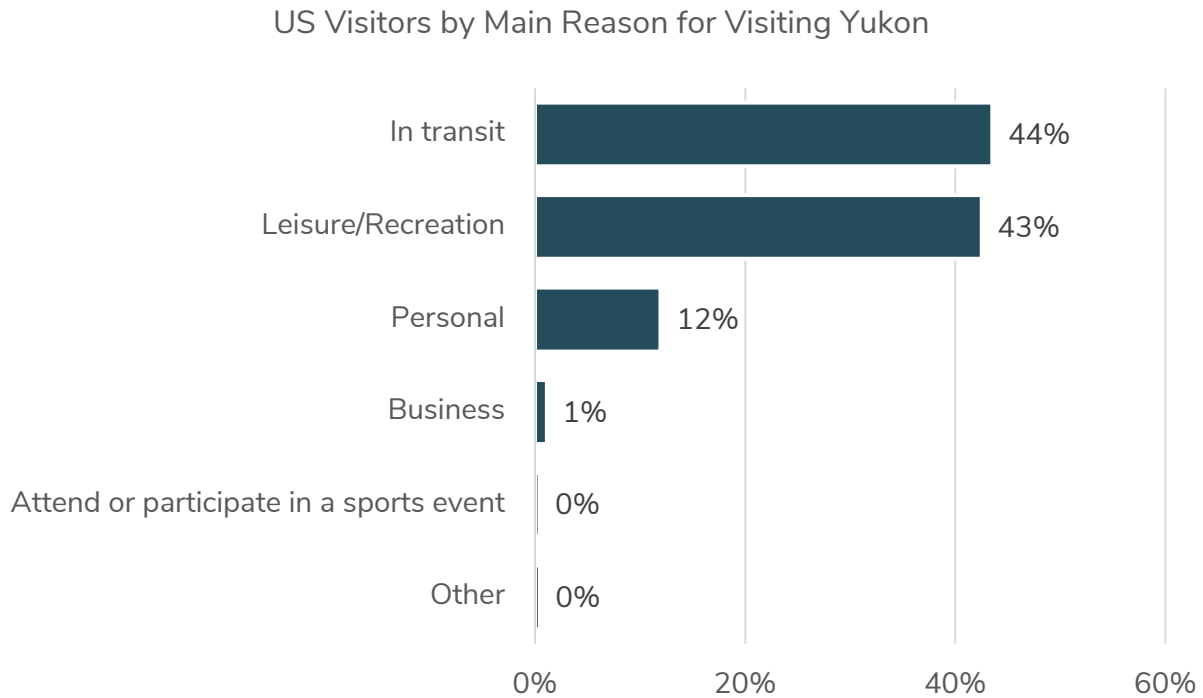


Figure 37: US visitors by main reason for visiting Yukon

In 2022/23, 61% of US visitors spent at least one night in Yukon (Figure 38).

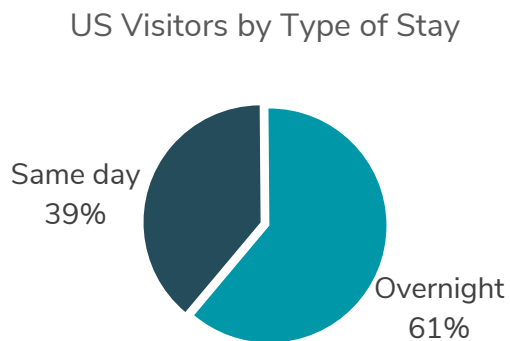


Figure 38: US visitors by type of stay

The average length of stay of US overnight visitors was 1.7 nights in Yukon. Visitors stayed longer (an average of 2.2 nights) if their main reason for visiting was leisure/recreation or personal, and they stayed shorter (an average of 1.1 nights) if they were in transit or they were visiting primarily for business (Figure 39).

Length of Stay of US Overnight Visitors by Main Reason for Visiting Yukon

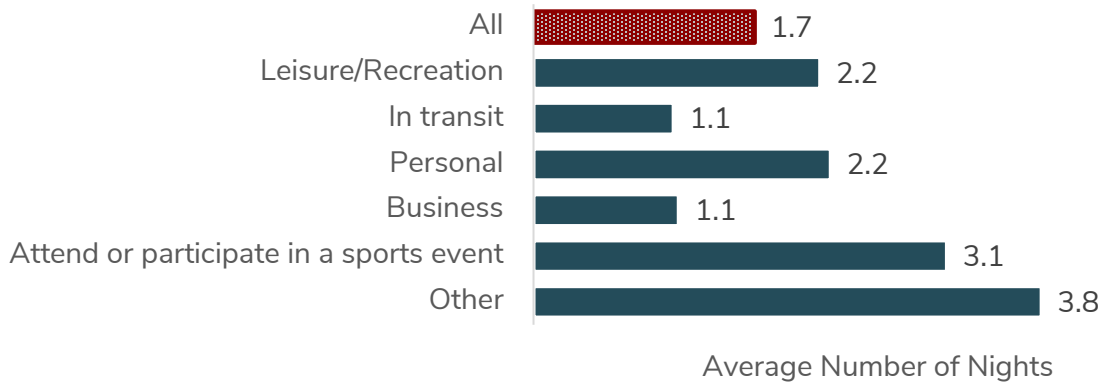


Figure 39: Length of stay of US overnight visitors by main reason for visiting Yukon

Visitors were asked which factors were important in their decision to visit Yukon. A quarter (25%) of all US visitors wanted to explore. Additionally, 15% had Yukon on their bucket list, and 11% intended to relax, unwind and decompress (Figure 40, multiple responses allowed).

Important Factors in Deciding to Visit Yukon - US Visitors

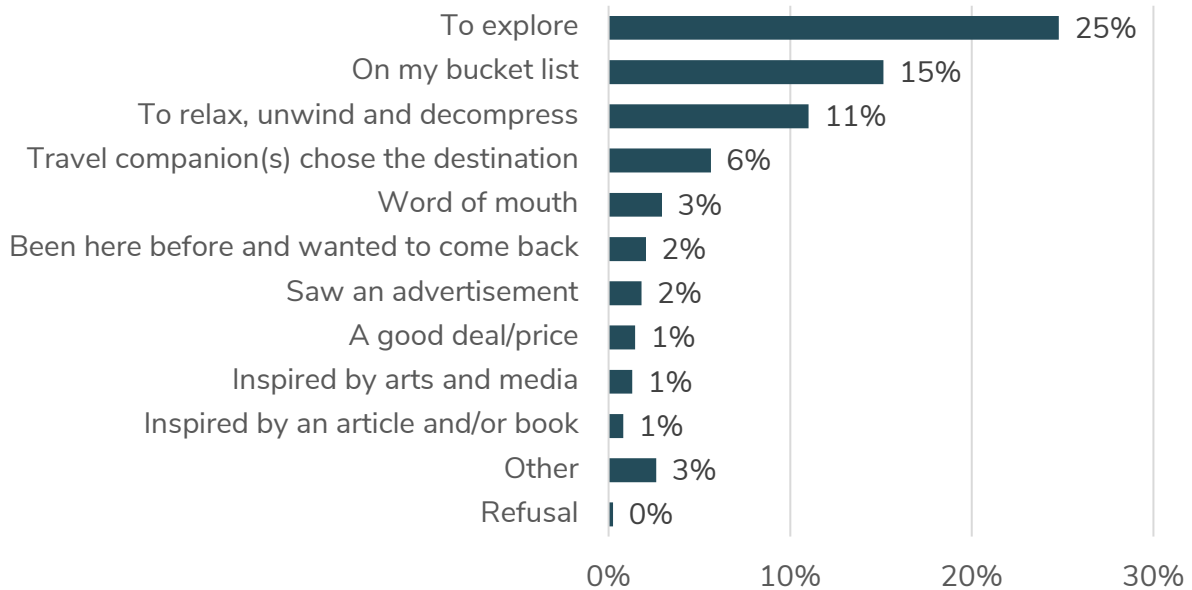


Figure 40: Important factors in deciding to visit Yukon – US visitors

Nearly three-fourths (73%) of all US visitors to Yukon listed Alaska as the main destination of their trip. Other visitors were visiting Yukon or other parts of Canada/US, or they were travelling without a specific main destination in their mind (Table 20).

Table 20: Main destination of trip, US visitors

Destination	Percent of US visitors ²⁰
Alaska	73%
Yukon	20%
Northwest Territories	1%
Northern British Columbia	0%
Other	5%

In 2022/23, almost half (48%) of all US visitors to Yukon visited only one community and nearly a quarter (23%) visited two communities (Table 21).

Table 21: Number of communities visited, US visitors

Number of communities visited, US visitors	Percent of US visitors
None	13%
1	48%
2	23%
3	8%
4	4%
5+	4%

Nearly one-third (31%) of all US visitors' person-nights²¹ were spent in a hotel or motel, while one-quarter (25%) were in an RV park or commercial campground. (Figure 41).

²⁰ A value of 0% may actually represent a small percentage less than 0.5%.

²¹ A person night is a measure of one person spending one night in a location, type of lodging, etc. For example, if a family of four spent two nights in a hotel, it would be counted as eight person-nights in a hotel.

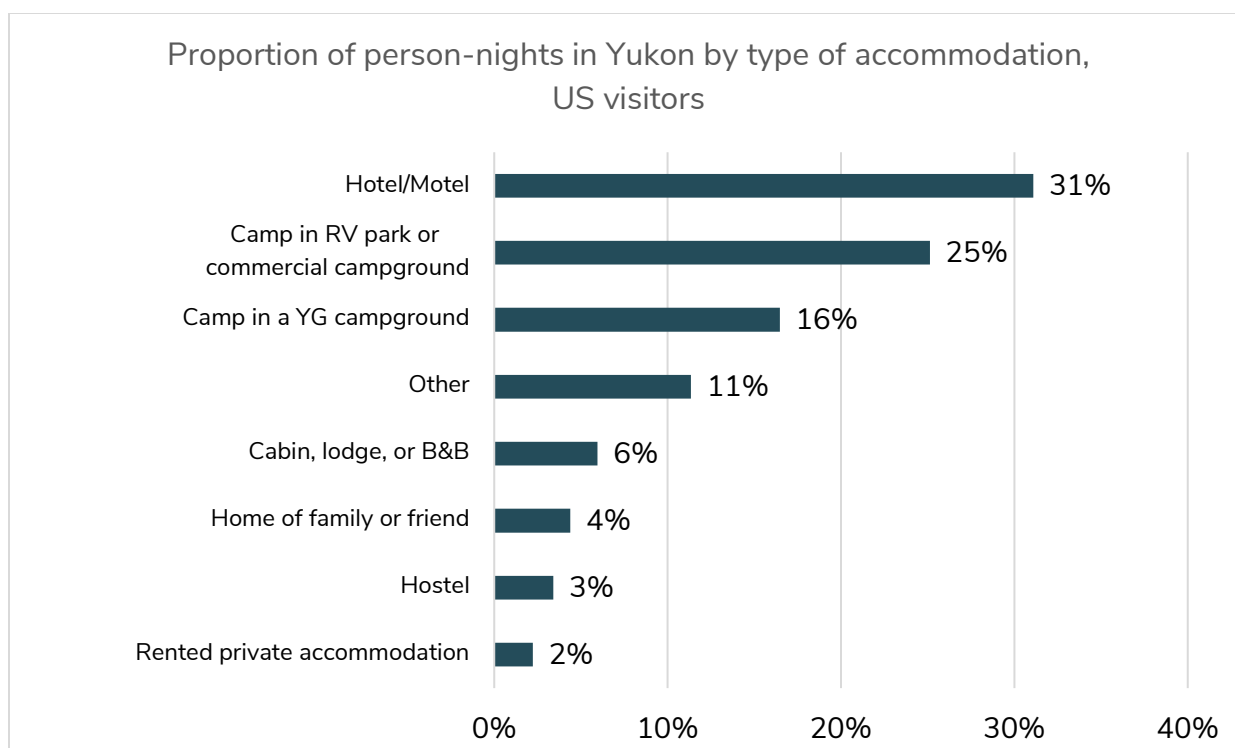


Figure 41: Proportion of person-nights in Yukon by type of accommodation, US visitors

The top three activities US visitors took part in during their trip to Yukon were: (i) Experience local cuisine; (ii) Camping without guide; and (iii) Visit a historic site, park or building (Table 22).

Table 22: Top ten activities completed by US visitors

Top ten activities completed by US visitors	Number of activities completed ^{22,23}
Experience local cuisine	316,300
Camping without guide	289,200
Visit a historic site, park or building	273,900
Northern lights viewing without guide	255,000
Hiking without guide	248,000
Wildlife viewing or bird watching without guide	234,500
Visit a museum	198,800
Visit a Visitor Information Centre	171,100
Parks and wilderness areas without guide	126,300
Northern lights viewing with guide	124,700

²² Note: Activities that visitors took part in in more than one community are counted multiple times. For example, if a family of four visited three Visitor Information Centres, it would count as 12 activities.

²³ Numbers are rounded to the nearest hundred.

US visitor spending

In 2022/23, over one-fifth (22%) of all US visitors to Yukon had a trip that included or was part of a travel package. About six in ten visitors who arrived by plane (63%) or train (59%) purchased a travel package, while 12% of those who arrived by private vehicle did so.

The average package cost of US visitors in 2022/23 was \$ 5,926 per travelling party. Packages included some combination of transportation, accommodation and activities for all or part of their trip. Average cost of package was the highest for travelling parties arriving by bus (\$6,786) and the lowest for those arriving by train (\$3,960) (Table 23).

Table 23: US Visitors whose trips included a travel package by mode of entry

Mode of entry	Number of visitors with travel packages ²⁴	Number of visitors without travel packages ²⁴	% of visitors with travel packages	Total cost of travel packages ²⁴	Average cost of travel package per travelling party
Private vehicle	23,800	182,100	12%	\$101,991,200	\$6,678
Bus	14,700	21,100	41%	\$43,468,300	\$6,786
Train	16,900	11,500	59%	\$30,539,400	\$3,960
Plane	6,000	3,500	63%	\$16,978,600	\$5,347
All US	61,400	218,200	22%	\$192,977,500	\$5,926

²⁴ Numbers are rounded to the nearest hundred.

US visitors spent a total of \$193.0 million on travel packages which included their Yukon trip in 2022/23. Among the top three home states of US visitors, visitors from Alaska spent the most on travel packages (\$57.6 million), while visitors from Texas spent the least (\$2.1 million) (Table 24).

Table 24: US visitors and package cost by top three states of origin, with and without travel package

Top three origins of US visitors	Number of visitors with travel packages ²⁵	Number of visitors without travel packages ²⁵	% of visitors with travel packages	Total cost of travel packages ²⁵	Average cost of travel package per travelling party
Alaska	11,800	100,200	11%	\$57,564,000	\$7,071
California	8,100	6,800	55%	\$28,680,200	\$8,959
Washington State ²⁶	3,100	7,700	29%	\$7,134,200	\$4,259
Florida ²⁶	2,600	7,900	25%	\$3,309,100	\$3,061
Texas ²⁶	1,000	9,100	10%	\$2,088,300	\$4,457

US visitors were asked to estimate their spending in Yukon by category of expenditure. Excluding travel packages, they spent a total of \$123.5 million in Yukon. The highest amount was spent on transportation (\$41.2 million, including gasoline or diesel fuel purchases), followed by accommodation (\$30.7 million), and food and beverages (\$20.6 million) (Figure 42).

²⁵ Numbers are rounded to the nearest hundred.

²⁶ Tied for the third place.

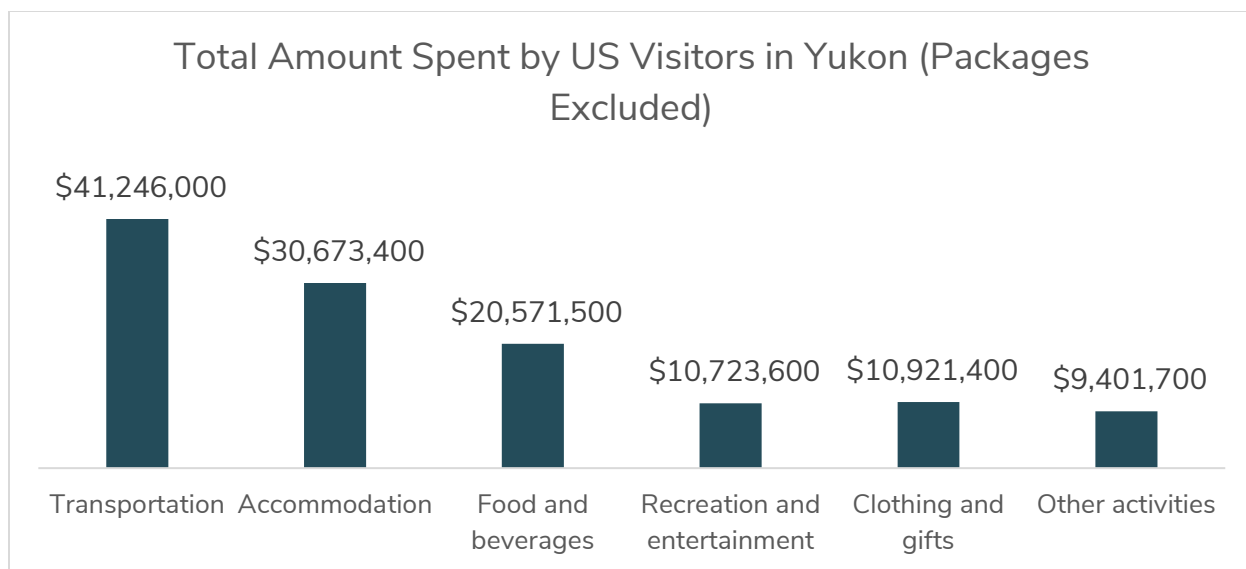


Figure 42: Total amount spent by US visitors in Yukon (packages excluded)

Excluding packages, the average spending per US party per trip was \$848 (per-person per-trip expenditures was \$449). The average per-party per-trip expenditure²⁷ on recreation and entertainment was the highest at \$547, followed by accommodation at \$534 (Figure 43).

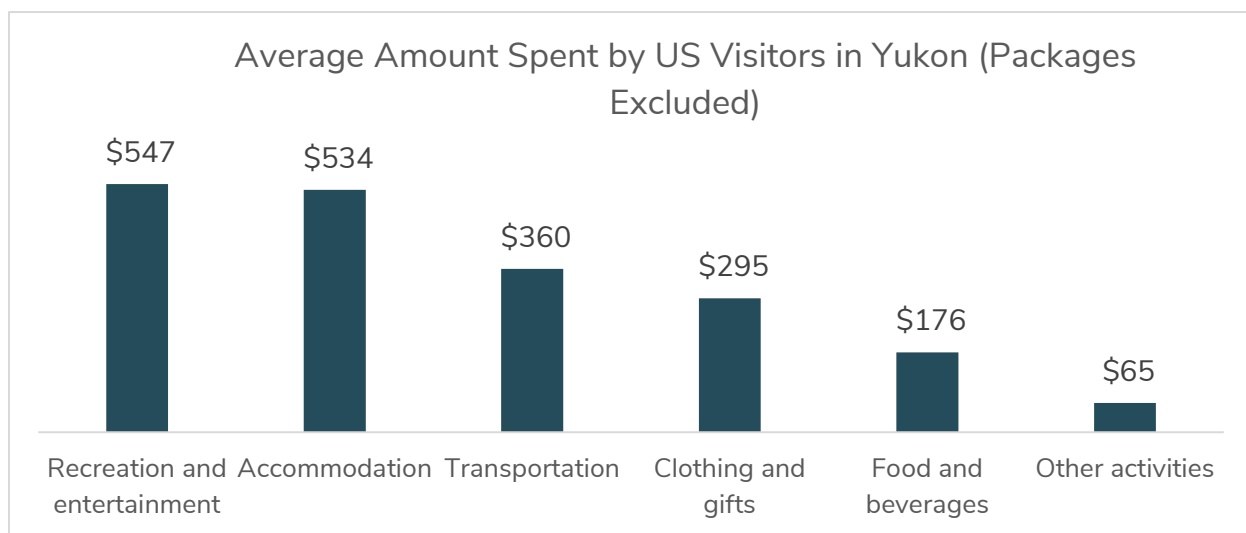


Figure 43: Average amount spent in Yukon per US party per trip (packages excluded)

²⁷ Average expenditures are calculated from positive values only. Expenditure categories with a value of zero are excluded from the calculation of the average.

In 2022/23, same-day US visitors to Yukon spent a total of \$22.2 million, while visitors who spent at least one night in Yukon spent a total of \$101.4 million (packages excluded).

On average, US visitors who stayed overnight in Yukon spent more in all categories (except other activities) than those who did not stay overnight. On a per-party per-trip basis, both same-day parties and overnight parties spent the most on transportation (\$173 and \$336, per party per trip, respectively) (Figure 44).

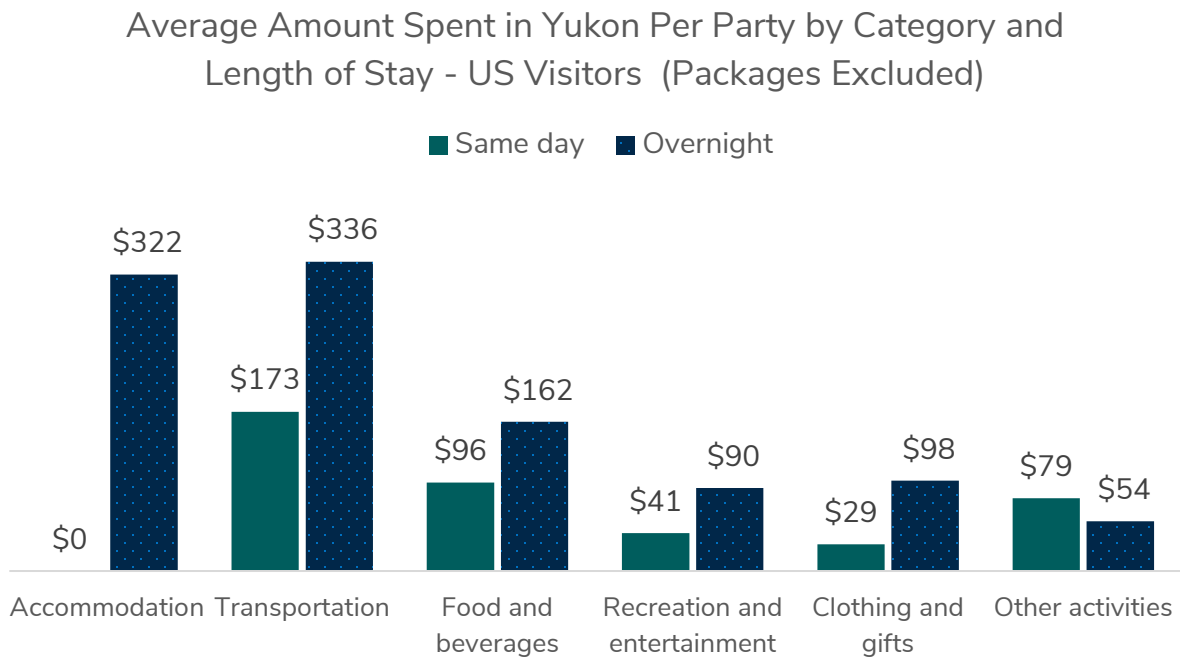


Figure 44: Average amount spent in Yukon per party by category and type of visitor – US visitors

US visiting parties who did not stay overnight in Yukon in 2022/23 spent an average of \$1,517 per party in Yukon, while parties who spent four or more nights in Yukon spent an average of \$4,551.

Table 25: Visitor spending by length of stay, US visitors

Length of stay, in days	Total expenditures ²⁸	Average expenditures per travelling party
Same day	\$69,523,200	\$1,517
1	\$55,961,100	\$1,387
2	\$52,170,400	\$2,242
3	\$52,992,300	\$3,768
4+	\$80,515,900	\$4,551
Refusal	\$5,352,300	\$746
All	\$316,515,100	\$2,133

Net Promoter Score®

When asked to rate their likelihood of recommending a friend or colleague visit Yukon, most US visitors selected 10 on a scale of 0 to 10 (*Figure 45*). Based on their ratings, 84% of US visitors were *Promoters*, while 3% were *Detractors* (*Figure 46*). This results in a NPS score of +81 for recommending Yukon to a friend or colleague.

²⁸ Numbers are rounded to the nearest hundred.

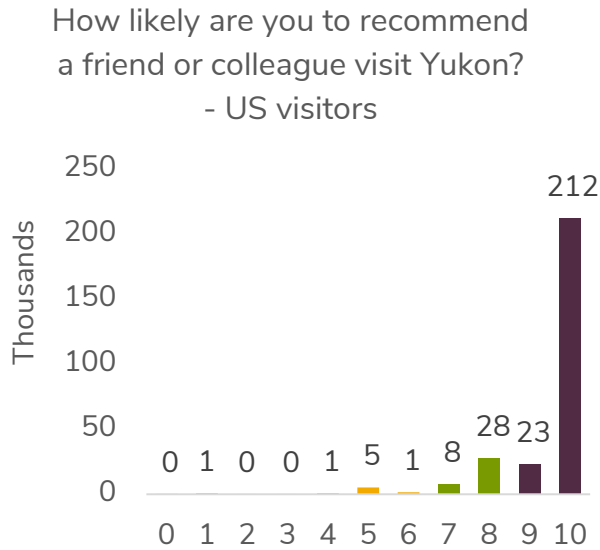


Figure 45: How likely are you to recommend a friend or colleague visit Yukon?

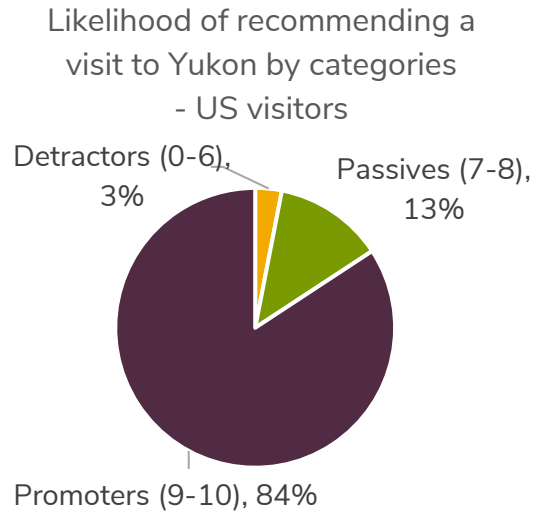


Figure 46: How likely are you to recommend a friend or colleague visit Yukon?

The NPS scores for the top three origins of US visitors are in Table 26.

Table 26: NPS scores for top three origins of US visitors

Top three origins of US visitors	Promoters (9-10)	Passives (7-8)	Detractors (0-6)	NPS
Alaska	86%	11%	2%	84
California	73%	26%	1%	72
Washington State ²⁹	77%	9%	14%	63
Florida ²⁹	86%	12%	2%	84
Texas ²⁹	85%	13%	1%	84

When asked to rate their likelihood of visiting Yukon again, on a scale of 0 to 10, most US visitors selected the rating of 10 (Figure 47). Seventy-one percent of US visitors were very likely to return (9-10), while 17% were unlikely to return (0-6) (Figure 48).

²⁹ Tied 3rd place.

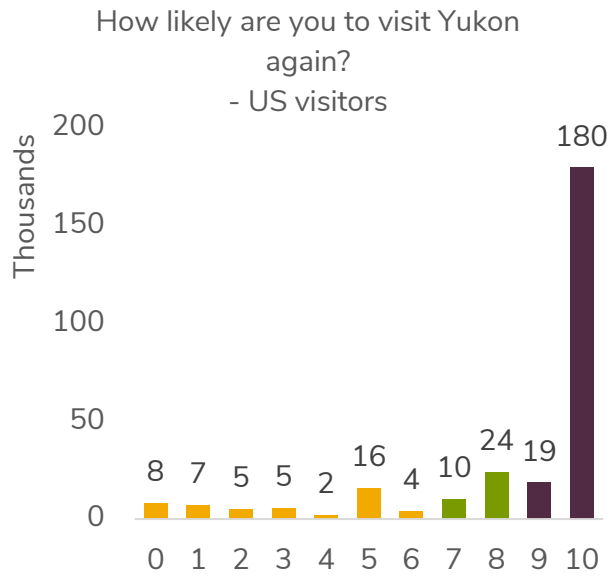


Figure 47: How likely are you to visit Yukon again?

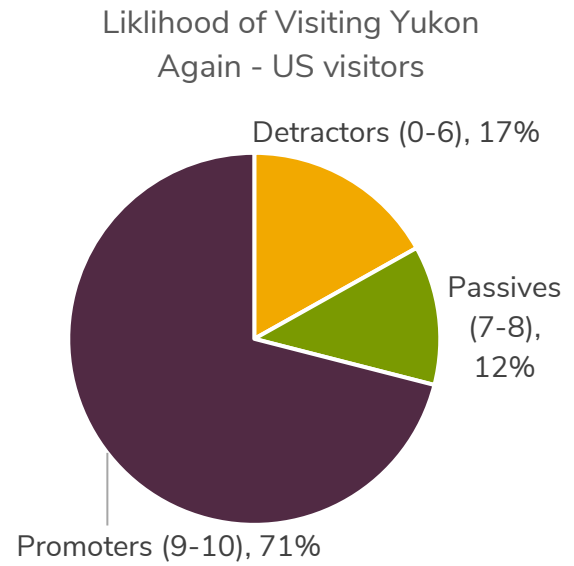


Figure 48: How likely are you to visit Yukon again?

Overseas Visitors

Demographics and mode of entry

With 42,200 visitors, overseas (international visitors excluding US) visitors made up 9% of all visitors to Yukon in 2022/23. The majority (75%) of overseas visitors came to Yukon during the period from June to September. The month of August recorded the highest number of overseas visitors, while April saw the lowest number (See Table 27 and Figure 49).

Table 27: Overseas Visitors to Yukon by month and year

Month and year	Count of overseas visitors ³⁰
Nov-22	900
Dec-22	1,000
Jan-23	1,100
Feb-23	1,100
Mar-23	700
Apr-23	600
May-23	3,700
Jun-23	8,200
Jul-23	8,300
Aug-23	11,000
Sep-23	4,300
Oct-23	1,400
Total	42,200

Proportion of Overseas Visitors to Yukon by Month of Visit

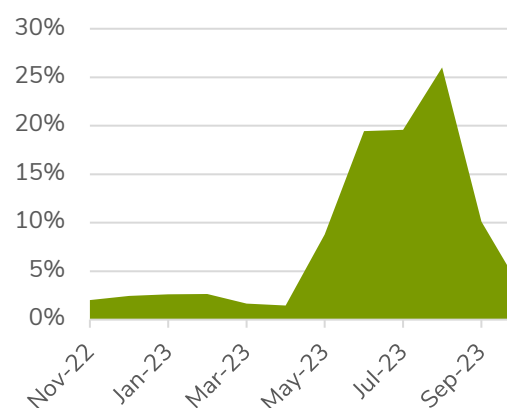


Figure 49: Overseas Visitors to Yukon by month

In 2022/23, nearly two-fifths (38%) of overseas visitors to Yukon were from Australia. Additionally, Germans made up just over one-eighth (12%), while the UK visitors accounted for one-ninth (11%) of Yukon's overseas visitors (Table 28).

³⁰ Numbers are rounded to the nearest hundred.

Table 28: Overseas Visitors by Country of Origin

Country of Origin	Percent of Overseas Visitors
Australia	38%
Germany	12%
United Kingdom	11%
Switzerland	8%
Mexico	4%
Denmark	2%
France	2%
Japan	2%
Spain	2%
Other	21%
Total	100%

Just over half (51%) of all overseas visitors to Yukon in 2022/23 were aged 55 years or older. Children under the age of 18 years made up only 4% of all overseas visitors (Figure 50 and Figure 51).

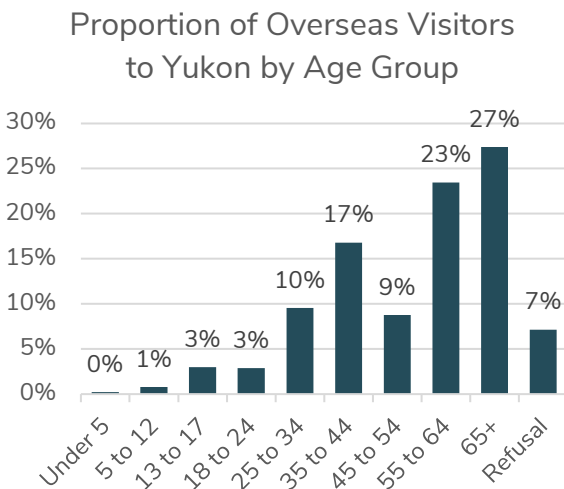


Figure 50: Overseas visitors to Yukon by age group

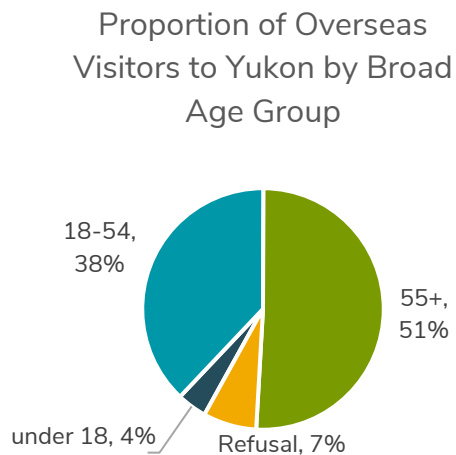


Figure 51: Overseas visitors to Yukon by broad age group

In 2022/ 23, Nearly a third (31%) of all overseas visitors to Yukon arrived by air. About a quarter (26%) of them entered Yukon by private vehicle, another quarter (25%) by train, and 18% arrived by bus (Figure 52).

Overseas Visitors by Mode of Entry to Yukon

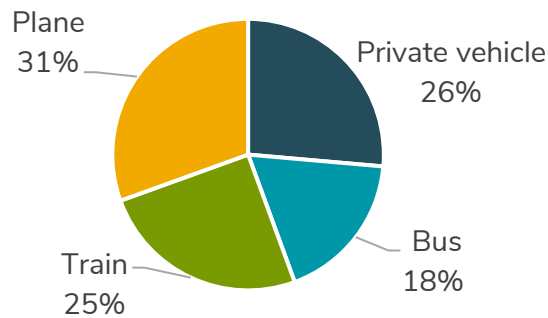


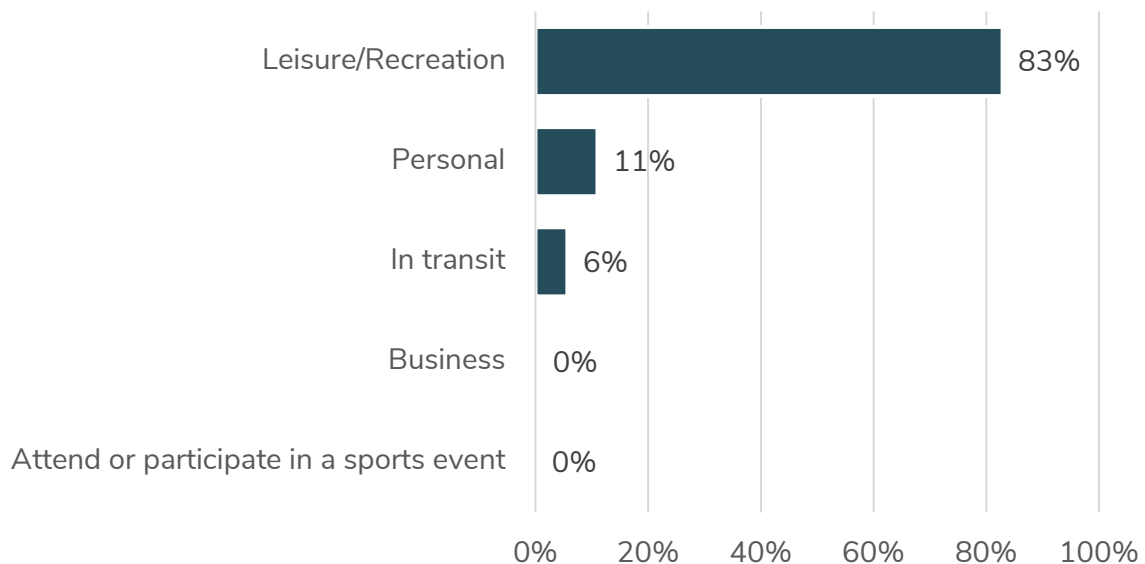
Figure 52: All overseas visitors by mode of entry to Yukon

In total, 18,120 travelling parties from overseas visited Yukon. The average size of an overseas travelling party was 2.3 individuals.

Characteristics of visit and length of stay

In 2022/23, more than four in five overseas visitors (83%) cited “Leisure/Recreation” as their main reason for visiting Yukon. Another 11% were visiting for personal reasons, and 6% were in transit (Figure 53).

Overseas Visitors by Main Reason for Visiting Yukon



Note: A value of 0% may actually represent a small percentage less than 0.5%.

Figure 53: Overseas visitors by main reason for visiting Yukon

In 2022/23, nearly six in ten (59%) of Yukon’s 42,200 overseas visitors spent at least one night in Yukon (Figure 54).

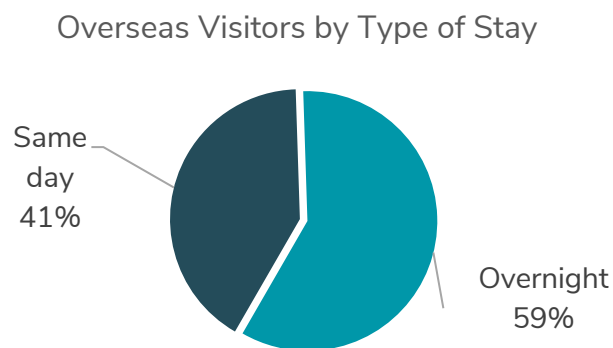


Figure 54: Overseas visitors by type of stay

The average length of stay of overseas overnight visitors was 3.3 nights in Yukon. Visitors stayed longer (an average of 8.4 nights) if their main reason for visiting was business, and they stayed shorter (an average of 0.8 nights) if they were in transit (Figure 55).

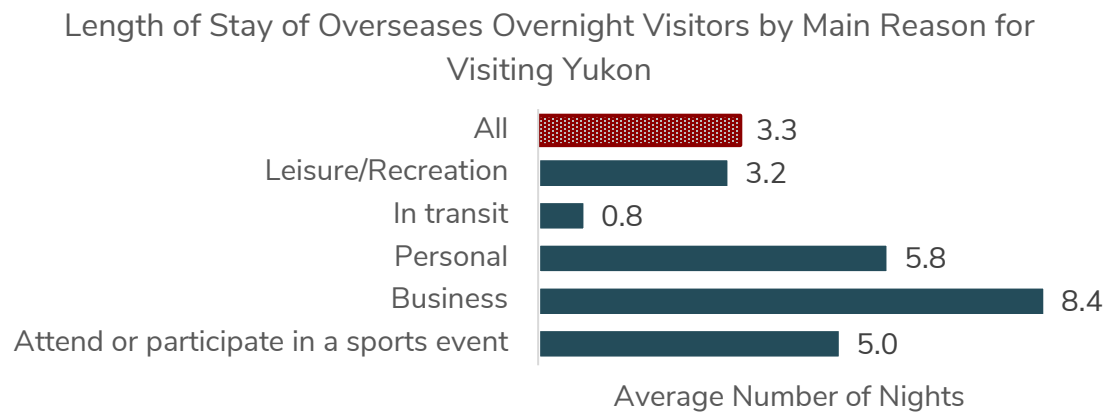


Figure 55: Length of stay of overseas overnight visitors by main reason for visiting Yukon

Visitors were asked which factors were important in their decision to visit Yukon. Sixty-three. percent of overseas visitors wanted to explore, while 27% had Yukon on their bucket list (Figure 56, multiple responses allowed).

Important Factors in Deciding to Visit Yukon - Overseas Visitors

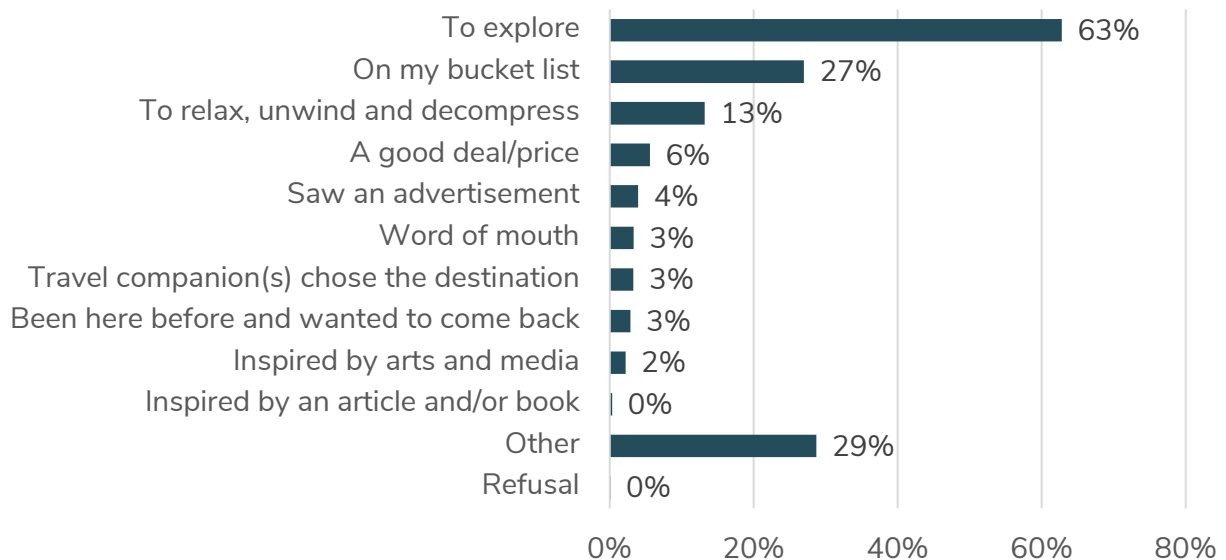


Figure 56: Important factors in deciding to visit Yukon – overseas visitors

Nearly six in ten (58%) overseas visitors listed Alaska as the main destination of their trip, while 39% stated Yukon. Other overseas visitors were visiting other parts of Canada/US, or they were travelling without a specific main destination in their mind (Table 29).

Table 29: Main destination of trip, overseas visitors

Destination	Percent of Overseas visitors ³¹
Alaska	58%
Yukon	39%
Northwest Territories	1%
Northern British Columbia	0%
Other	2%

³¹ A value of 0% may actually represent a small percentage less than 0.5%.

Almost half (49%) of all overseas visitors (excluding US visitors) to Yukon only visited one community, while a quarter (26%) visited two communities (Table 30).

Table 30: Number of communities visited, overseas visitors

Number of communities visited, Overseas visitors	Percent of Overseas visitors
None	0%
1	49%
2	26%
3	7%
4	9%
5+	9%

Over one quarter (27%) of all overseas visitors' person-nights³² were spent in a hotel or motel, 18% of their person-nights were in an RV park or commercial campground, and 16% were at a home of family or friend (Figure 57).

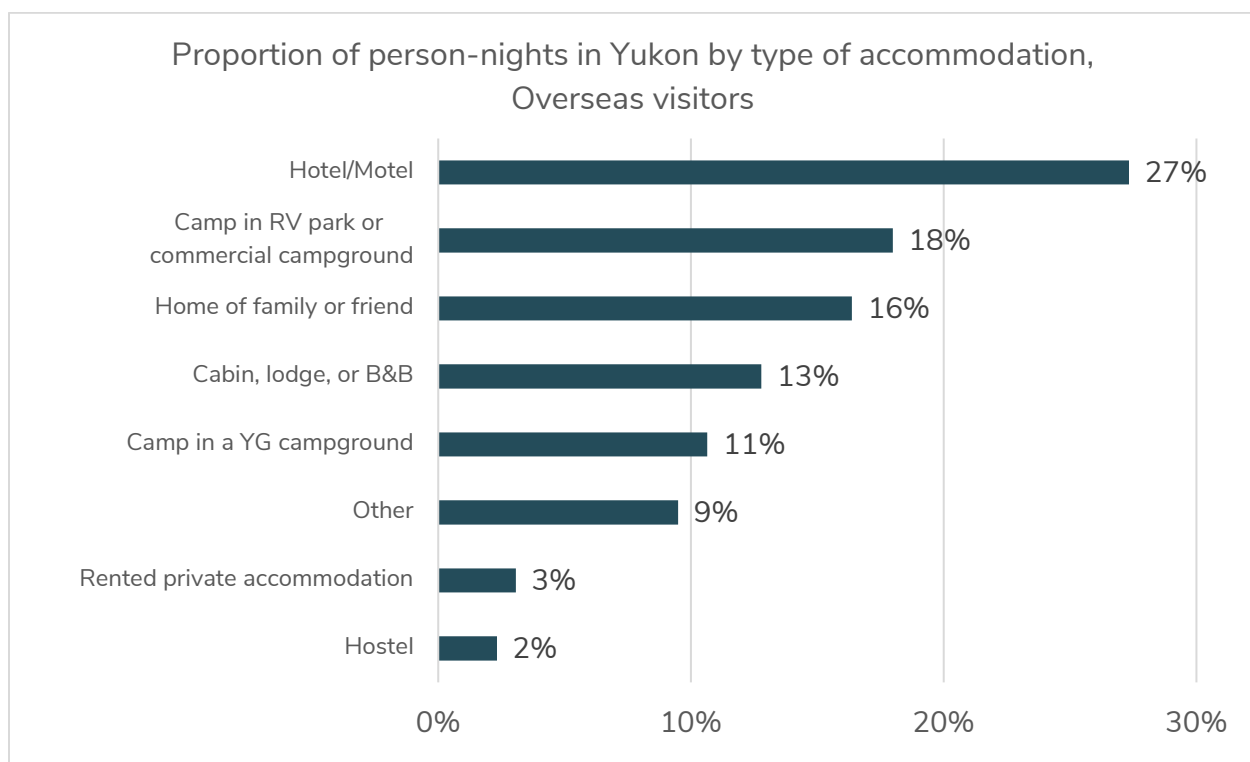


Figure 57: Proportion of person-nights in Yukon by type of accommodation, overseas visitors

³² A person night is a measure of one person spending one night in a location, type of lodging, etc. For example, if a family of four spent two nights in a hotel, it would be counted as eight person-nights in a hotel.

The top three activities overseas visitors took part in during their trip to Yukon in 2022/23 were: (i) Hiking without guide; (ii) Visit a historic site, park or building; and (iii) Visit a Visitor Information Centre (Table 31).

Table 31: Top ten activities completed by overseas visitors

Top ten activities completed by Overseas visitors	Number of activities completed ^{33,34}
Hiking without guide	59,500
Visit a historic site, park or building	58,700
Visit a Visitor Information Centre	56,100
Visit a museum	50,700
Northern lights viewing without guide	47,000
Camping without guide	44,700
Experience local cuisine	42,700
Wildlife viewing or bird watching with guide	31,700
Wildlife viewing or bird watching without guide	30,500
Parks and wilderness areas without guide	30,200

Overseas visitor spending

In 2022/23, about six in ten (57%) overseas visitors to Yukon had a trip that included or was part of a travel package. All overseas visitors (100%) who arrived by train purchased a travel package, while 19% of those who arrived by private vehicle did so.

The average travel package cost of overseas visitors in 2022/23 was \$7,377 per travelling party. Packages included some combination of transportation, accommodation and activities for all or part of the visitor's trip. The average package cost was the highest for travelling parties arriving by private vehicle (\$10,877) and the lowest for those arriving by bus (\$5,970) (Table 32).

³³ Note: Activities that visitors took part in in more than one community are counted multiple times. For example, if a family of four visited three Visitor Information Centres, it would count as 12 activities.

³⁴ Numbers are rounded to the nearest hundred.

Table 32: Overseas visitors whose trips included a travel package by mode of entry

Mode of entry	Number of visitors with travel packages ³⁵	Number of visitors without travel packages ³⁵	% of visitors with travel packages	Total cost of travel packages ³⁵	Average cost of travel package per travelling party
Private Vehicle	2,100	9,100	19%	\$9,152,100	\$10,877
Bus	3,100	4,500	41%	\$6,159,000	\$5,970
Train	10,600	-	100%	\$19,800,800	\$9,352
Plane	8,200	4,700	63%	\$26,313,800	\$6,068
All	23,900	18,300	57%	\$61,425,600	\$7,377

Overseas visitors spent a total of \$61.4 million on travel packages which included the Yukon trip in 2022/23. Among the top three overseas countries, Australians spent the most on travel packages (\$23.5 million), while Germans spent the least (\$5.1 million) (Table 33).

Table 33: Overseas visitors by top three countries of origin, with and without travel package

Top three countries of origin	Number of visitors with travel packages ³⁶	Number of visitors without travel packages ³⁶	% of visitors with travel packages	Total cost of travel packages ³⁶	Average cost of travel package per travelling party
Australia	11,900	4,100	74%	\$23,498,700	\$8,986
Germany	2,000	2,900	41%	\$5,139,700	\$4,785
United Kingdom	1,200	3,300	28%	\$5,776,700	\$7,963

Overseas visitors were asked to estimate their spending while in Yukon by category of expenditure. Excluding travel packages, overseas visitors spent \$49.0 million in Yukon. The highest amount was spent on transportation (\$17.0 million, including gasoline or diesel fuel purchases), followed by accommodation (\$14.5 million), and food and beverages (\$7.6 million) (Figure 58).

³⁵ Numbers are rounded to the nearest hundred.

³⁶ Numbers are rounded to the nearest hundred.

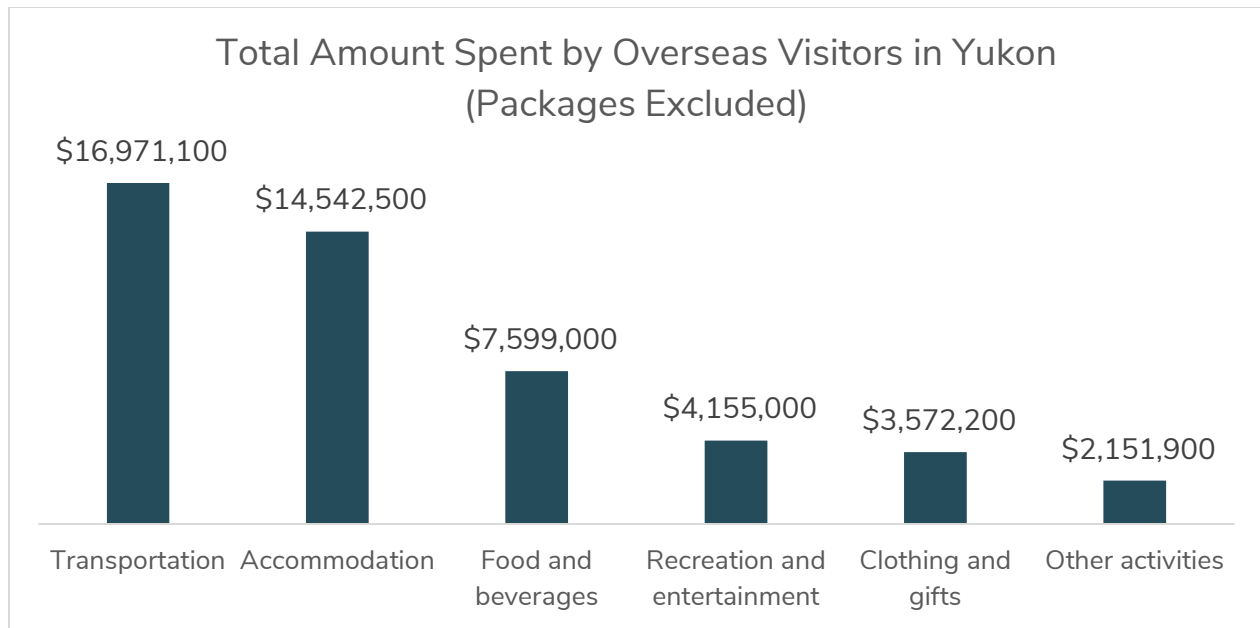


Figure 58: Total amount spent by overseas visitors in Yukon (packages excluded)

Excluding packages, the average spending of overseas visitors per party per trip in 2022/23 was \$2,904 (per-person per-trip expenditures was \$1,229). The average per-party per-trip expenditure³⁷ on accommodation was the highest at \$2,326, followed by transportation at \$1,758, and recreation and entertainment at \$1,162 (Figure 59).

³⁷ Average expenditures are calculated from positive values only. Expenditure categories with a value of zero are excluded from the calculation of the average.

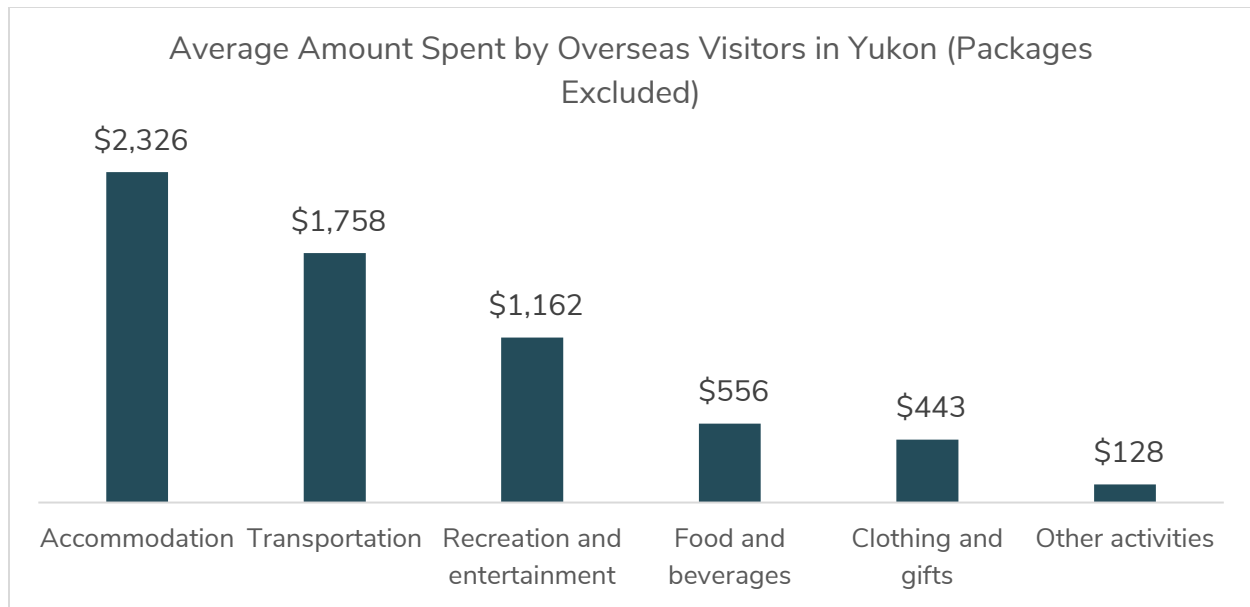


Figure 59: Average amount spent in Yukon per overseas party (packages excluded)

In 2022/23, same-day overseas visitors to Yukon spent a total of \$3.4 million, while visitors who stayed at least one night in Yukon spent a total of \$45.6 million (packages excluded).

On average, overseas visitors who stayed overnight in Yukon spent more in all categories than those who did not stay overnight. On a per-party per-trip basis, both same-day parties and overnight parties spent the most on transportation (\$246 and \$1,219, per party per trip, respectively) (Figure 60).

Average Amount Spent in Yukon Per Party by Category and Length of Stay - Overseas Visitors (Packages Excluded)

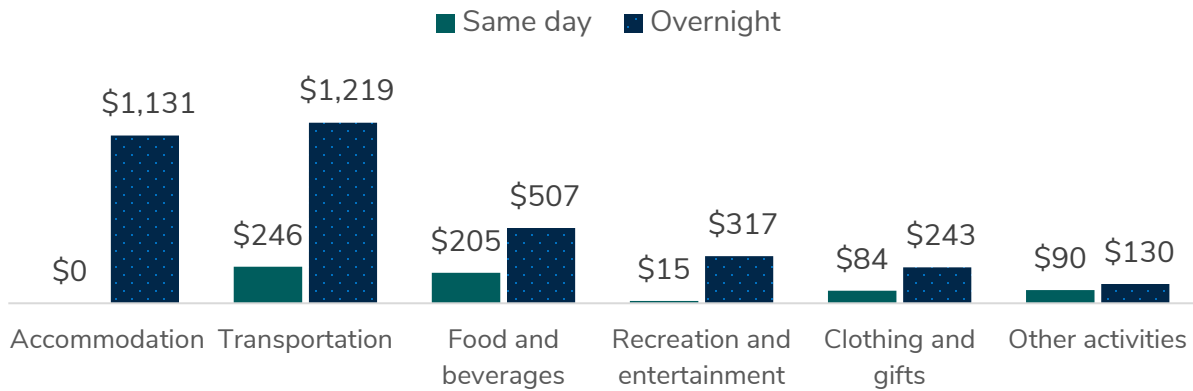


Figure 60. Average amount spent in Yukon per party by category and length of stay – overseas visitors

Overseas visitors who did not stay overnight in Yukon in 2022/23 spent an average of \$5,882 per party, while parties who stayed four or more nights in Yukon spent an average of \$8,283 (Table 34).

Table 34: Visitor spending by length of stay, overseas visitors

Length of stay, in days	Total expenditures ³⁸	Average expenditures per travelling party
Same day	\$26,561,700	\$5,882
1	\$1,227,700	\$1,816
2	\$5,228,400	\$3,467
3	\$16,541,000	\$4,786
4+	\$59,822,600	\$8,283
Refusal	\$1,035,900	\$1,390
All	\$110,417,300	\$6,093

Net Promoter Score®

When asked to rate their likelihood of recommending a friend or colleague visit Yukon, most overseas visitors selected 10 on a scale of 0 to 10 (Figure 61). Eighty-five percent of overseas visitors were Promoters, while 8% were Detractors (Figure 62). This results in a NPS score of +77 for recommending Yukon to a friend or colleague.

³⁸ Numbers are rounded to the nearest hundred.

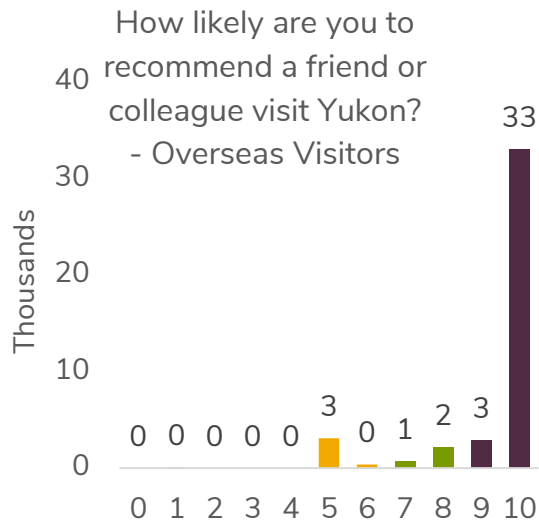


Figure 61: How likely are you to recommend a friend or colleague visit Yukon?

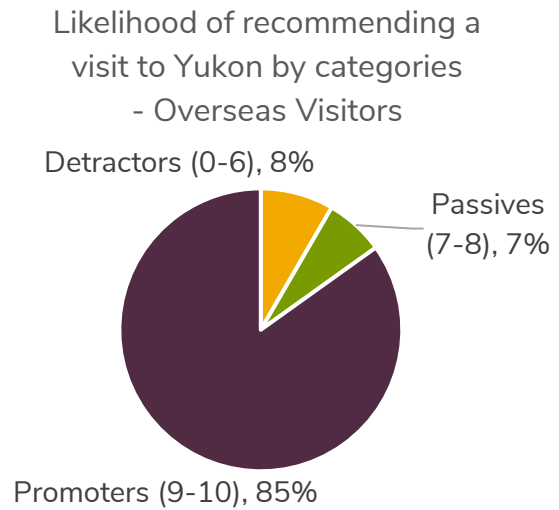


Figure 62: How likely are you to recommend a friend or colleague visit Yukon?

The NPS scores for the top three origins of overseas visitors are in Table 35.

Table 35: NPS scores for top three origins of overseas visitors

Top three origins of overseas visitors	Promoters (9-10)	Passives (7-8)	Detractors (0-6)	NPS
Australia	96%	4%	0%	96
Germany	86%	13%	1%	85
United Kingdom	96%	2%	3%	93

When asked to rate their likelihood of visiting Yukon again, on a scale of 0 to 10, most overseas visitors selected the rating of 10 (Figure 63). Seventy percent of visitors were very likely to return (9-10), while 21% were unlikely to return (0-6) (Figure 64).

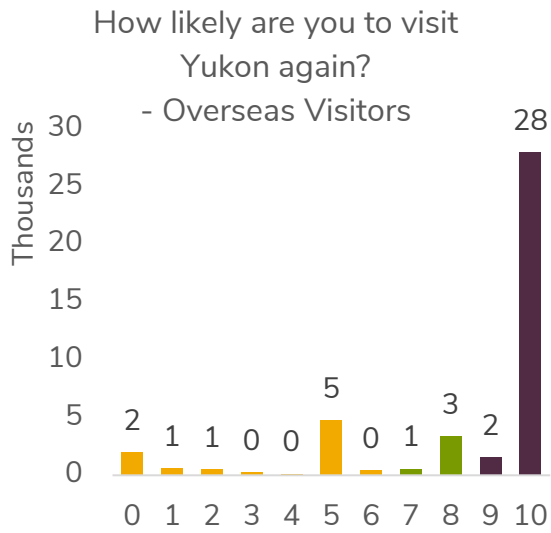


Figure 63: How likely are you to visit Yukon again?

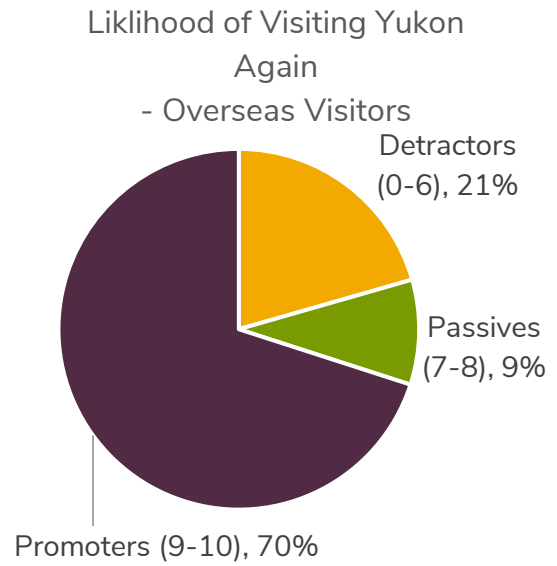


Figure 64: How likely are you to visit Yukon again

Appendix A: Tables

Table A-1: Number of visitors to Yukon by country of origin and mode of entry

Mode of entry	Canada ³⁹	United States ³⁹	Overseas ³⁹	Total ³⁹
Private vehicle	82,700	205,900	11,100	299,700
Bus	5,400	35,900	7,600	48,900
Train	3,100	28,400	10,600	42,000
Plane	37,500	9,500	12,900	59,900
Total	128,600	279,600	42,200	450,500

Table A-2: Number of visitors to Yukon by country of origin and main reason for visiting

Main reason for visiting	Canada ⁴⁰	United States ⁴⁰	Overseas ⁴⁰	Total ⁴⁰
Leisure/Recreation	72,100	118,900	35,000	225,900
In transit	6,500	121,700	2,400	130,500
Business	2,800	3,200	100	6,100
Personal	41,500	33,400	4,600	79,600
Attend or participate in a sports event	2,500	1,200	100	3,700
Other	3,400	1,300	0	4,600

³⁹ Numbers are rounded to the nearest hundred.

⁴⁰ Numbers are rounded to the nearest hundred.

Table A-3: Overnight visitors to Yukon by average length of stay in days and main reason for visiting

Average length of stay(days) Main reason for visiting	Canada	United States	Overseas	Total
Leisure/ Recreation	6.2	2.2	3.2	3.7
In transit	2.2	1.1	0.8	1.1
Personal	5.7	2.2	5.8	4.3
Business	3.5	1.1	8.4	2.4
Attend or participate in a sports event	4.2	3.1	5.0	3.8
Other	2.4	3.8	.	2.8
All	5.6	1.7	3.3	3.0

Table A-4: Number of visitors to Yukon by country of origin and age group

Visitors by country of origin and age group	Canada⁴¹	United States⁴¹	Overseas⁴¹	Total⁴¹
Under 5	1,000	1,100	100	2,200
5 to 12	6,100	18,600	300	25,100
13 to 17	1,100	3,900	1300	6,200
18 to 24	6,500	15,000	1200	22,700
25 to 34	17,300	28,800	4000	50,200
35 to 44	12,200	37,700	7100	57,100
45 to 54	18,100	29,700	3700	51,500
55 to 64	25,700	58,000	9900	93,500
65+	35,600	82,900	11600	130,100
Refusal	5,000	3,800	3000	11,900

⁴¹ Numbers are rounded to the nearest hundred.

Table A-5: Total and average amount per party (CAD)⁴² visitors spent by country of origin and category of expense (packages excluded)

	Canada		United States		Overseas		Total	
Category of expense (packages excluded)	Total spent ⁴³	Average spent per party per trip	Total spent ⁴³	Average spent per party per trip	Total spent ⁴³	Average spent per party per trip	Total spent ⁴³	Average spent per party per trip
Accommodation	\$34,924,000	\$840	\$30,673,400	\$534	\$14,542,500	\$2,326	\$80,139,800	\$761
Transportation	\$35,845,500	\$589	\$41,246,000	\$360	\$16,971,100	\$1,758	\$94,062,600	\$509
Food and beverages	\$21,889,700	\$323	\$20,571,500	\$176	\$7,599,000	\$556	\$50,060,300	\$253
Recreation and entertainment	\$7,937,700	\$257	\$10,723,600	\$547	\$4,155,000	\$1,162	\$22,816,200	\$422
Clothing and gifts	\$8,536,500	\$212	\$10,921,400	\$295	\$3,572,200	\$443	\$23,030,100	\$270
Other activities	\$2,943,400	\$40	\$9,401,700	\$65	\$2,151,900	\$128	\$14,497,100	\$62
Total	\$112,076,800	\$1,536	\$123,537,600	\$848	\$48,991,700	\$2,904	\$284,606,100	\$1,209

⁴² Average expenditures are calculated from non-missing values only; if visitors did not give a number for an expenditure category, they are excluded from the average.

⁴³ Numbers are rounded to the nearest hundred.

Table A-6: Average amount per person (CAD)⁴⁴ visitors spent by country of origin and category of expense (packages excluded)

Category of expense (packages excluded)	Canada	United States	Overseas	Total
Accommodation	\$446	\$295	\$1,264	\$489
Transportation	\$351	\$196	\$953	\$334
Food and beverages	\$200	\$93	\$230	\$156
Recreation and entertainment	\$157	\$260	\$586	\$245
Clothing and gifts	\$132	\$153	\$162	\$160
Other activities	\$26	\$34	\$58	\$39
All categories	\$926	\$449	\$1,229	\$653

Table A-7: Number of visitors to Yukon by length of stay and country of origin

Length of stay, in days	Canada ⁴⁵	United States ⁴⁵	Overseas ⁴⁵	Total ⁴⁵
Same day	9,000	93,000	15,500	117,500
1	10,400	72,500	1,200	84,100
2	20,300	42,800	3,200	66,300
3	15,200	26,100	7,300	48,600
4+	73,300	29,800	13,100	116,300
Refusal	400	15,400	1,900	17,700
Total	128,600	279,600	42,200	450,500

⁴⁴ Average expenditures are calculated from positive values only. Expenditure categories with a value of zero are excluded from the calculation of the average.

⁴⁵ Numbers are rounded to the nearest hundred.

Table A-8: Number of visitors to Yukon by number of communities visited and country of origin

Number of communities visited	Canada ⁴⁶	United States ⁴⁶	Overseas ⁴⁶	Total ⁴⁶
None	2,900	36,800	0	39,700
1	37,200	135,400	20,700	193,300
2	40,500	65,100	10,900	116,400
3	15,200	22,000	3,100	40,300
4	11,000	9,900	3,700	24,500
5+	21,900	10,400	3,900	36,300
All	128,600	279,600	42,200	450,500

Table A-9: Person-nights⁴⁷ by type of accommodation and country of origin

Person-nights by type of accommodation	Canada ⁴⁸	United States ⁴⁸	Overseas ⁴⁸	Total ⁴⁸
Cabin, lodge, or B&B	46,700	26,100	17,200	90,000
Camp in a YG campground	105,800	72,100	14,400	192,300
Camp in RV park or commercial campground	142,000	110,000	24,200	276,200
Home of family or friend	159,600	19,200	22,100	200,900
Hostel	13,400	14,900	3,100	31,500
Hotel/Motel	147,300	136,100	36,900	320,300
Rented private accommodation	22,600	9,700	4,100	36,500
Other	86,100	49,700	12,800	148,600
Total	723,600	437,900	134,800	1,296,300

⁴⁶ Numbers are rounded to the nearest hundred.

⁴⁷ A person night is a measure of one person spending one night in a location, type of lodging, etc. For example, if a family of four spent two nights in a hotel, it would be counted as eight person-nights in a hotel.

⁴⁸ Numbers are rounded to the nearest hundred.

Table A-10: Number of activities completed by activity and country of origin⁴⁹

Activity	Canada ⁵⁰	United States ⁵⁰	Overseas ⁵⁰	Total ⁵⁰
Attend a personal event	10,300	1,600	2,100	14,000
Attend an organized sports event	5,500	6,100	1,100	12,600
Attend, participate or perform in a festival(s) or event	8,400	7,900	1,900	18,200
Attend, participate or perform in a Yukon First Nation's festivals or event	22,700	11,200	2,300	36,200
Camping with guide	38,700	87,700	13,000	139,400
Camping without guide	233,000	289,200	44,700	566,900
Canoeing, kayaking, rafting or boating with guide	23,700	11,500	3,300	38,500
Canoeing, kayaking, rafting or boating without guide	55,000	18,100	14,900	88,000
Disc Golfing	10,000	3,900	-	13,900
Dog sledding	18,800	81,300	8,400	108,500
Experience local cuisine	178,100	316,300	42,700	537,100
Fishing with guide	8,500	70,400	3,200	82,100
Fishing without guide	32,500	21,000	8,400	61,900
Flight seeing	1,900	1,000	500	3,400
Gold panning with guide	46,500	11,900	1,000	59,300
Gold panning without guide	90,500	63,000	30,100	183,600
Golfing	12,500	1,200	700	14,400
Hiking with guide	90,800	64,400	14,900	170,100
Hiking without guide	218,800	248,000	59,500	526,300
Horseback riding or Sleigh ride with guide	3,600	1,600	1,100	6,300
Horseback riding or Sleigh ride without guide	100	-	-	100
Hunting with guide	-	200	-	200
Hunting without guide	100	500	-	600

⁴⁹ Note: Activities that visitors took part in in more than one community are counted multiple times. For example, if a family of four visited three Visitor Information Centres in Yukon, it would count as 12 activities completed.

⁵⁰ Numbers are rounded to the nearest hundred.

Activity	Canada⁵⁰	United States⁵⁰	Overseas⁵⁰	Total⁵⁰
Mountain biking, cycling or fat biking with guide	46,500	11,900	1,000	59,300
Mountain biking, cycling or fat biking without guide	90,500	63,000	30,100	183,600
Northern lights viewing with guide	54,300	124,700	22,300	201,300
Northern lights viewing without guide	115,700	255,000	47,000	417,700
Parks and wilderness areas with guide	44,000	57,100	27,100	128,200
Parks and wilderness areas without guide	187,400	126,300	30,200	344,000
Participate in a Yukon First Nation's tourism experience	10,100	8,000	3,000	21,100
Skiing or snowboarding with guide	3,700	-	4,100	7,900
Skiing or snowboarding without guide	21,400	3,300	1,900	26,600
Snowshoeing with guide	1,700	800	2,200	4,700
Snowshoeing without guide	9,000	2,300	700	11,900
Take a community walking tour	33,800	53,300	8,900	96,100
Use a recreation facility	11,600	11,300	3,300	26,200
Use an off-road vehicle with guide	3,700	9,600	3,300	16,500
Use an off-road vehicle without guide	9,200	31,300	1,500	42,100
Visit a historic site, park or building	208,400	273,900	58,700	541,100
Visit a museum	162,700	198,800	50,700	412,200
Visit a Visitor Information Centre	162,700	171,100	56,100	389,900
Visit a Yukon First Nation's cultural centre	85,600	65,900	24,400	175,900
Visit friends or relatives	69,200	19,400	6,600	95,300
Volunteering	6,200	8,300	2,000	16,500
Wellness	18,000	12,000	7,900	37,800
Wildlife viewing or bird watching with guide	71,300	86,100	31,700	189,000
Wildlife viewing or bird watching without guide	139,400	234,500	30,500	404,500
Total	2,676,200	3,146,000	708,900	6,531,000

Appendix B: Methodology Summary

The 2022/23 Yukon Visitor Exit Survey was conducted during the period from November 1, 2022 to October 31, 2023. The survey was designed using a two-stage sampling method. First, the dates and time slots for data collection were randomly selected for major modes of transport and departure points for the 12-month period considering seasonal variability. Second, a systematic random sampling method was used to intercept visitors during the selected time slots on selected dates. The frequency of the interception was determined based on expected volume of traffic or the expected number of travellers at different intercept locations and times. Interviewers used screening questions to identify in-scope travellers and then administered the survey to them. The survey was primarily administered in English. In addition, paper copies of the survey were available in French, German, Spanish, Mandarin Chinese, and Japanese.

In total, interviewers intercepted 13,199 travellers or travelling parties. Of these travellers or travelling parties, 7,375 were out of scope of the survey (Yukon residents, or intercepted visitors under the age of 18, or seasonal or shift workers, or not on their final exit from Yukon). Additionally, 2,449 of the interceptions did not proceed to the next step or result in a completed survey due to flight-boarding calls, occasional sudden rush of visitors that exceeded interviewing capacity, weather conditions and/or staff safety considerations. A total of 2,089 travellers or travelling parties fully completed the survey.

Interviewers performed a tally count on the number of vehicles during the survey time. Additionally, Yukon Bureau of Statistics (YBS) collected administrative data on the number of passengers by air, bus, and train from the service providers. These data were used in the calculation of analytical weights for data analysis.

From November through April, interviewers intercepted travellers and travelling parties at:

1. The Erik Nielsen Whitehorse International Airport;
2. Select hotels in Whitehorse, Watson Lake, Beaver Creek and Haines Junction (to intercept road travellers);

From May through October, interviewers intercepted travellers and travelling parties at:

1. Nine highway exit locations:
 - a) Haines Highway at the Pringle Towers rest stop,
 - b) Alaska Highway at the Kluane Lake rest stop,
 - c) Alaska Highway at the Watson Lake rest stop (*moved to Teslin in June due to challenges posed by wildlife at the selected site, and staffing issue*),

- d) Stewart–Cassiar Highway at the Cassiar-AK Highway junction (*moved to Teslin in June to avoid double counting*),
 - e) Alaska Highway at Teslin, KM 1232,
 - f) South Klondike Highway at the Log Cabin or the Robinson Roadhouse rest stop (June to October) or only the Robinson Roadhouse rest stop (May 2023),
 - g) Atlin Road at the Little Atlin rest stop,
 - h) the Top of the World Highway at Old Mile 68.0 rest stop, and
 - i) Dempster Highway at KM 80.5;
- 2. The Erik Nielsen Whitehorse International Airport
 - 3. Whitehorse and Dawson City tour bus stops; and
 - 4. The Carcross Railway Station.

Appendix C: Survey Instrument

Screening Questions

1. Are you a resident of Yukon? (i.e. live here permanently/ long-term basis)
 - ☐ Yes → End survey
 - ☐ No

2. Are you 18 years or older?
 - ☐ Yes
 - ☐ No → End survey

3. Are you in Yukon as a seasonal or shift worker or are you commuting here for work? (i.e. main residence is not Yukon)
 - ☐ Yes → End survey
 - ☐ No

4. Are you leaving Yukon for the last time on this trip? (i.e. is this your final exit)
 - ☐ Yes
 - ☐ No → End survey

5. (Hotel intercepts only) Are you leaving Yukon by air?
 - ☐ Yes → End survey
 - ☐ No

Section 1 – Yukon Trip Information

6. Is this your first visit to Yukon?
 - ☐ Yes
 - ☐ No

7. What was your main reason for coming to Yukon? (Select one)
 - ☐ Business (e.g. Sales call; attend a conference; trade show) → Skip to Q9
 - ☐ Personal (e.g. Attend a wedding, graduation, potlatch, family reunion, house hunting trip, etc.) → Skip to Q9
 - ☐ Leisure/ Recreation (e.g. Road trip; outdoor adventure; northern lights or scenery viewing, midnight sun, etc.)

- Attend, participate or perform in a Yukon First Nation's festival or event (e.g. Adaka cultural festival, Moosehide gathering, Da Kų Năn Ts'éthhèt - Dance Festival, etc.) → **Skip to Q9**
- Participate in a Yukon First Nation's tourism experience (e.g. artist's studio tour, heritage site tour, gallery viewing, visit a Yukon First Nation's cultural centre, shopping, etc.) → **Skip to Q9**
- Attend, participate or perform in a festival or event → **Skip to Q9**
- Attend or participate in a sports event → **Skip to Q9**
- Other: _____ → **Skip to Q9**

8. What were the important factors influencing your travel decision to come to Yukon?

(Check all that apply)

- ☐ Travel companion(s) chose the destination
- ☐ To relax, unwind and decompress
- ☐ To explore
- ☐ On my bucket list
- ☐ A good deal/price
- ☐ Inspired by arts and media (e.g. saw a video, movie, show or play; saw Yukon visual art; heard Yukon-made music, etc.)
- ☐ Inspired by an article and/or book I read
- ☐ Saw an advertisement →
 - ☐ Magazine/guide or e-magazine (e.g. Yukon Experience Guide)
 - ☐ Newspaper or e-newspaper
 - ☐ Social Media (Facebook, Instagram, TikTok, Twitter, Snapchat, etc.)
 - ☐ Travel Yukon website or blog
 - ☐ TV Commercial
 - ☐ Other (please specify): _____
- ☐ Been here before and wanted to come back → **Skip if Q6= Yes**
- ☐ Word of mouth (i.e. people recommended visiting Yukon)
- ☐ Other: _____

9. What was your main destination of this trip? (Check only one)

- Yukon
- Alaska
- Northwest Territories (Inuvik, Tuktoyuktuk, Arctic Circle, etc.)
- Northern British Columbia
- Other: _____

Section 2 - Transportation

10. How did you first enter Yukon on this trip?

- ☐ By road
- ☐ By air
- ☐ By train
- ☐ Other

☐ By road →What type of vehicle did you use?

- ☐ Car
- ☐ Truck (includes Pickup with slide-in or truck-top camper)
- ☐ Van/SUV (minivan, crossover SUV, large SUV, jeep, etc.)
- ☐ RV/trailer (Class C, B, A RV, 5th wheel trailer and toy hauler)
- ☐ Tour bus / motor coach
- ☐ Motorcycle
- ☐ Bicycle
- ☐ Public transit
- ☐ Cab/Taxi
- ☐ Walking
- ☐ Other: _____

→Where did you enter Yukon?

- ☐ Watson Lake, YT (Alaska Highway, or Stewart-Cassiar Highway 37)
- ☐ Carcross, YT (Driving from Skagway, AK)
- ☐ Haines Junction, YT (Driving from Haines, AK)
- ☐ Beaver Creek, YT (Driving from Tok, AK via the Alaska Highway)
- ☐ Dawson City, YT (Driving on the Top of the World Highway)
- ☐ Via the Dempster Highway (From Inuvik, NWT)
- ☐ Other: _____

☐ By air

- ☐ Dawson City Airport
- ☐ Whitehorse International Airport
- ☐ Other: _____

☐ By rail

☐ Other: _____

11. On this trip, what means of transportation did you use while in Yukon?

(Note: for hybrid vehicles, select 'Electric' under 'Fuel Type')

Vehicle Type	Fuel Type (select one)	Est. Distance
<input type="checkbox"/> Car	<input type="checkbox"/> Gas / <input type="checkbox"/> Diesel / <input type="checkbox"/> Electric	_____KM / Miles
<input type="checkbox"/> Truck (include slide-in camper, Pickup-truck top)	<input type="checkbox"/> Gas / <input type="checkbox"/> Diesel / <input type="checkbox"/> Electric	_____KM / Miles
<input type="checkbox"/> Van / SUV (minivan, crossover SUV, large SUV, jeep etc.)	<input type="checkbox"/> Gas / <input type="checkbox"/> Diesel / <input type="checkbox"/> Electric	_____KM / Miles
<input type="checkbox"/> RV / trailer (Class C, B, A RV, 5 th wheel trailer and toy hauler)	<input type="checkbox"/> Gas / <input type="checkbox"/> Diesel / <input type="checkbox"/> Electric	_____KM / Miles
<input type="checkbox"/> Tour bus / Motor coach	<input type="checkbox"/> Gas / <input type="checkbox"/> Diesel / <input type="checkbox"/> Electric	_____KM / Miles
<input type="checkbox"/> Motorcycle	<input type="checkbox"/> Gas / <input type="checkbox"/> Electric	_____KM / Miles
<input type="checkbox"/> Bicycle	<input type="checkbox"/> Pedal / <input type="checkbox"/> Electric	_____KM / Miles
<input type="checkbox"/> Public Transit		
<input type="checkbox"/> Cab / Taxi		
<input type="checkbox"/> Walking		
<input type="checkbox"/> Boat / Canoe		
<input type="checkbox"/> Other: _____		

12. Where will you exit Yukon? (Leave for the last time)

- Beaver Creek, YT (to Tok, AK via Alaska Highway)
- Carcross, YT (to Skagway, AK)
- Dawson City Airport
- Dawson City, YT (Top of the World Highway)
- Dempster Highway (to Inuvik, NWT)
- Haines Junction, YT (to Haines, AK)
- Nugget City, YT via Stewart-Cassiar Highway 37
- Watson Lake, YT via Alaska Highway
- Whitehorse International Airport
- Other: _____

Section 3 – Locations Visited

13. Which Yukon communities, parks or locations did you visit? (Stop and explore; not just passing through)

(Check all that apply)

- ☐ Beaver Creek
- ☐ Burwash Landing
- ☐ Carcross
- ☐ Carmacks
- ☐ Dawson City
- ☐ Destruction Bay
- ☐ Eagle Plains / Dempster
- ☐ Faro
- ☐ Haines Junction
- ☐ Keno
- ☐ Mayo
- ☐ Old Crow
- ☐ Pelly Crossing
- ☐ Ross River
- ☐ Stewart Crossing
- ☐ Tagish
- ☐ Teslin
- ☐ Watson Lake
- ☐ Whitehorse (includes Ibex Valley & Marsh Lake)
- ☐ Kluane National Park & Reserve
- ☐ Tombstone Territorial Park
- ☐ Other: _____

14. Which Yukon communities, parks or locations did you stay overnight in? (Enter number of nights in each location and type of accommodation)

	Cabin, lodge, or BnB	Camp in RV park or commercial campground	Camp in Yukon government campground	Home of family or friend	Hostel	Hotel/Motel	Private short-term vacation rental (Air BnB, VRBO, Neighbourly North, etc.)	Other (bush camping, boon docking, shopping centre parking lot, highway pull-offs, etc.)
Beaver Creek								
Burwash Landing								
Carcross								
Carmacks								
Dawson City								
Destruction Bay								

Eagle Plains/ Dempster								
Faro								
Haines Junction								
Keno								
Mayo								
Old Crow								
Pelly Crossing								
Ross River								
Stewart Crossing								
Tagish								
Teslin								
Watson Lake								
Whitehorse								
Kluane National Park & Reserve								
Tombstone Territorial Park								
Other (Conrad Historical site, Herschel Island, Rampart House, etc.):								

Section 4 – Activities

15. Did you or anyone in your travelling party take part in any of the following activities during this Yukon trip?

(Check all that apply, ask for each community mentioned in Q13 & 14)

		Beaver Creek	Burwash Landing	Carcross	Carmacks	Dawson City	Destruction Bay	Eagle Plains	Faro	Haines Junction	Keno	Mayo	Old Crow	Pelly Crossing	Ross River	Stewart Crossing	Tagish	Teslin	Watson Lake	Whitehorse	Kluane	Tombstone	
Outdoor	Camping	With guide																					
		Without guide																					
	Canoeing, kayaking, rafting, pack rafting or boating	With guide																					
		Without guide																					
	Dog sledding																						
	Disc Golfing																						
	Golfing																						
	Gold panning	With guide																					
		Without guide																					
	Hiking	With guide																					
		Without guide																					
	Horseback riding or Sleigh ride	With guide																					
		Without guide																					
	Hunting	With guide																					
		Without guide																					
	Fishing	With guide																					
		Without guide																					
	Mountain biking, cycling or fat biking	With guide																					
		Without guide																					
	Northern lights viewing	With guide																					
		Without guide																					
	Skiing or snowboarding	With guide																					
		Without guide																					
	Snowshoeing	With guide																					
		Without guide																					
	Wildlife viewing or bird watching	With guide																					
		Without guide																					
	Use an off-road vehicle (ATV, snowmobile, etc.)	With guide																					
Without guide																							
Parks and wilderness areas	With guide																						
	Without guide																						

		Beaver Creek	Burwash Landing	Carcross	Carmacks	Dawson City	Destruction Bay	Eagle Plains	Faro	Haines Junction	Keno	Mayo	Old Crow	Pelly Crossing	Ross River	Stewart Crossing	Tagish	Teslin	Watson Lake	Whitehorse	Kluane	Tombstone
Arts & Culture	Attend, participate or perform in a Yukon First Nation's festivals or event (e.g. Adaka cultural festival, Moosehide gathering, Da Kų Năn Ts'étthèt - Dance Festival, etc.)																					
	Participate in a Yukon First Nation's tourism experience																					
	Attend, participate or perform in a festival(s) or event																					
	Visit a Yukon First Nation's cultural centre																					
	Visit a historic site, park or building																					
	Visit a museum																					
Other there	Flight seeing (e.g. float plane, fixed wing or helicopter tour)																					
	Attend an organized sports event																					
	Attend a personal event (e.g. wedding, funeral, potlatch, etc.)																					
	Take a community walking tour																					
	Use a recreation facility (e.g. pool, rink, etc.)																					
	Visit friends or relatives																					
	Volunteering																					
	Visit a Visitor Information Centre																					
	Wellness (e.g. spa, yoga retreats, hot springs)																					
	Experience local cuisine (e.g. dining experience, food/drink tours or tastings, etc.)																					

Section 5 – Spending

16. How did you book your trip?

- ☐ Online travel agency (e.g. Expedia, Booking.com, etc.)
- ☐ Tour operator (e.g. G-adventures, Holland America, etc.)
- ☐ Yukon-based tour company/operator
- ☐ Through a retail travel agent (e.g. Marlin Travel, etc.)
- ☐ Other: _____

17. Did any part of your Yukon trip include a package where you paid for any combination of transportation, accommodations and activities for all or part of your trip?

- ☐ Yes, booked in advance of trip
- ☐ Yes, booked when I got to Yukon
- ☐ No → **Skip to Q18**

17.1 What was the total package cost? (Total for your travelling party)

Currency	Approximate Amount
<input type="checkbox"/> Canadian dollars (CAD)	
<input type="checkbox"/> US Dollars (USD)	
<input type="checkbox"/> Australian Dollars (AUD)	
<input type="checkbox"/> Euros (EUR)	
<input type="checkbox"/> British Pounds (GBP)	
<input type="checkbox"/> Mexican Pesos (MXN)	
<input type="checkbox"/> New Zealand Dollars (NZD)	
<input type="checkbox"/> Japanese Yen (JPY)	
<input type="checkbox"/> Other: _____	

18. What was your travelling party's total spending while in Yukon on each of the following goods and services, as best you can estimate? (Exclude package costs reported in the above question)

Goods/Services	Currency	Amount
Accommodation (Include room rentals, campground fees, etc.)		
Fuel while in Yukon (Gasoline or diesel fuel purchases)		
Transportation while in Yukon (Include bus, air fare, rental cars, etc.)		
Food and beverages (Include restaurants, bars, and grocery stores)		
Recreation and entertainment (Include tours, activities, tickets for events, etc.)		
Clothing and gifts (Include jewelry, art, souvenirs, etc.)		
Other Spending, Specify:		
Total Spending (Include all above mentioned expenses)		

Section 6 – Trip satisfaction

19. On a scale of 0 to 10, with 0 being very unlikely and 10 being very likely, how likely is it that you would recommend a friend or colleague visit Yukon?

Very unlikely											Very likely
0	1	2	3	4	5	6	7	8	9	10	

20. On a scale of 0 to 10, with 0 being very unlikely and 10 being very likely, how likely is it that you will visit Yukon again?

Very unlikely											Very likely
0	1	2	3	4	5	6	7	8	9	10	

Section 7 – Respondent demographics

21. What country do you live in?

- ☐ Australia
- ☐ Canada → Province/Territory: _____ Postal Code: _____
- ☐ Germany
- ☐ Japan
- ☐ United Kingdom
- ☐ Mexico
- ☐ New Zealand
- ☐ United States → State: _____ Zip Code: _____
- ☐ Other → Country: _____

22. Including yourself, how many people are in your travelling party?

23. Including yourself, how many members of your travelling party fall into each age group?

Under 5	_____	35 to 44	_____
5 to 12	_____	45 to 54	_____
13 to 17	_____	55 to 64	_____
18 to 24	_____	65+	_____
25 to 34	_____	Refused	_____

Section 8 – Prize draw

24. Would you like to enter your email into a draw for a two-ounce Yukon gold nugget?

Your personal information will be used only for the purposes of the prize draw.

- ☐ Yes → What is your email address? _____

What is your name? _____

What is your phone number? _____

- ☐ No

25. Would you like to subscribe to Travel Yukon's monthly e-newsletter?

(Ask for email only if not provided above)

- ☐ Yes → What is your email address? _____
- ☐ No

Section 9 – Follow-on survey

26. Would you be interested in participating in a short follow-on survey on the topics of Diversity, Equity and Inclusion? You will still be entered into the prize draw if you decline to participate.

- ☐ Yes
- ☐ No

Thank you for your participation in the survey. Safe travels!