



Digital Audit Results – 2022/23

Results of an internal study of digital “readiness”
within the Yukon’s tourism industry

Contents

Introduction	1
Summary	2
Audit Results	3
Website	3
Social Media	5
Digital Marketing Strategy	7
Guest Interaction	8

Introduction

In 2022/2023, Destination Development (formerly Industry Services Unit) conducted an audit to assess the presence and effectiveness of tourism operators and businesses across digital platforms. This audit has allowed the Department of Tourism and Culture to gain an understanding of where Yukon's tourism industry currently stands in terms of digital "readiness" so that future programming and funding can be allocated where it is most needed.

The different sectors that were assessed for this digital audit included:

- Restaurants
- Accommodations
- Wilderness Tourism Businesses
- Aviation
- Outfitter
- Retail/Rental
- Non-Profit
- Arts and Culture
- Other

The digital presence criteria and platforms that businesses were assessed on included:

- ❖ Websites
- ❖ Social Media
- ❖ Digital Marketing Strategy
- ❖ Guest Interaction

In addition to the audit, Destination Development administered Go Digital Yukon, a program offering online training for tourism businesses. Sign up for Go Digital [here](#) to access complimentary digital marketing courses tailored for the tourism sector.

Further digital marketing resources can be found in our [Digital Marketing Toolkit](#), developed for the Yukon's tourism industry using the results of the audit.

Summary

Destination Development developed criteria on websites, social media, digital marketing strategy and guest interaction to assess the digital presence of tourism businesses throughout the Yukon.

For this audit 308 different businesses were assessed. The results of this audit indicate that a majority of businesses rate in the Proficient to Professional rating. There is room for improvement in all categories and all businesses should strive to reach at least a Proficient grading if not go above to reach Professional level. Figure 1 details the overall results in each assessed category. Potential is a score between 0-24% in the category, Passing is a score between 25% - 49%, Proficient is a score between 50% - 74% and Professional is a score between 75% - 100%.

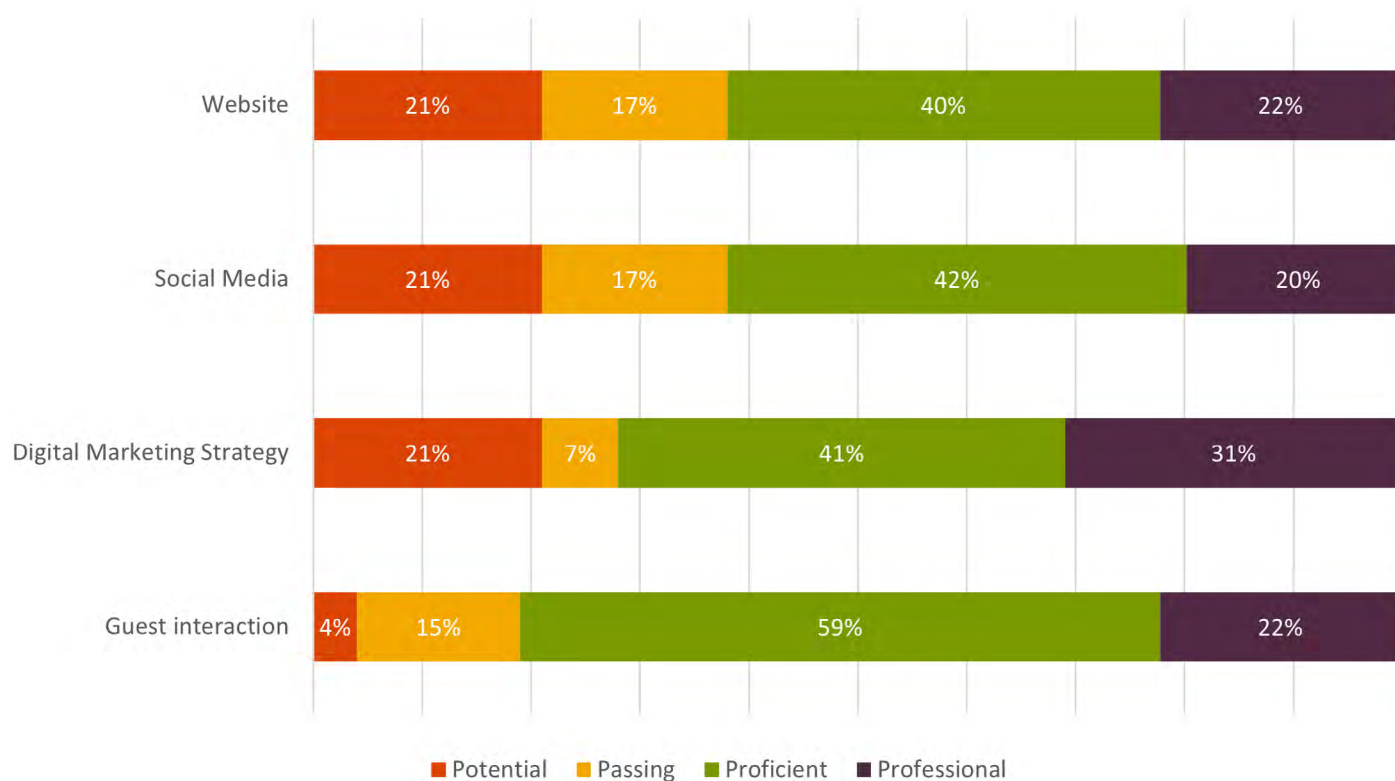


Figure 1 Overall summary of results of Digital Presence of businesses assessed.

Audit Results

This section includes the details of the findings of the Digital Audit done on Yukon's tourism sector. A personalized "Report Card" summarizing your business's audit is available for businesses by contacting destinationmanagement@yukon.ca. The report card will be done by the Tourism's Destination Development team and will detail business' overall scores in each category, accompanied by practical advice, recommendations, and helpful resources to enhance your digital footprint.

Website

In today's digital era, a website is essential for tourism businesses, serving as a centralized platform for travelers to access information, make bookings and engage with their clients and customers. It enhances visibility, credibility and can have a global reach, while also streamlining bookings and providing personalized customer experiences. For this section we graded business's websites on the below criterion.

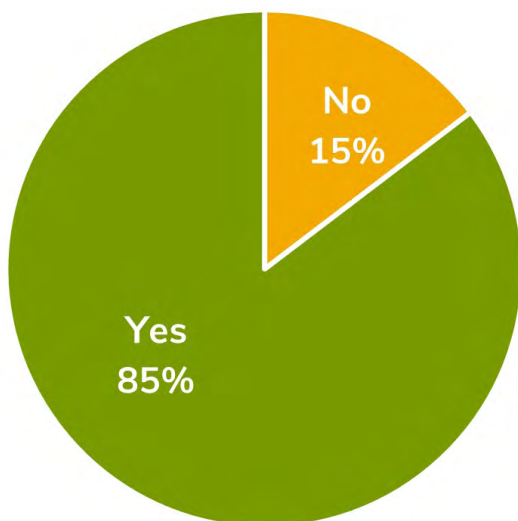


Figure 2 Has a website?

Figure 2: 85% of the businesses assessed do have a website (262 of 308).

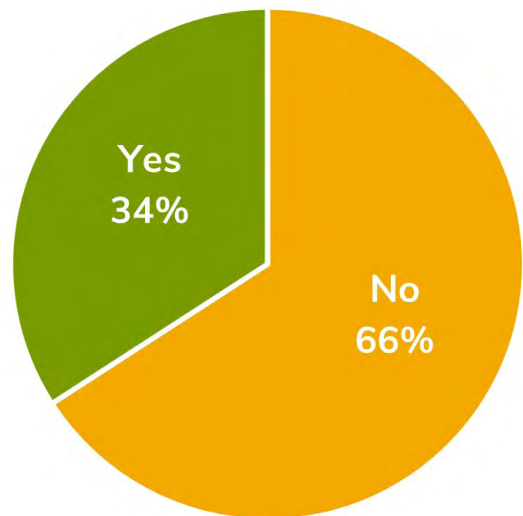


Figure 3 Can you book/reserve online?

Figure 3: 66% of businesses do not have the option for customers to book/reserve online.

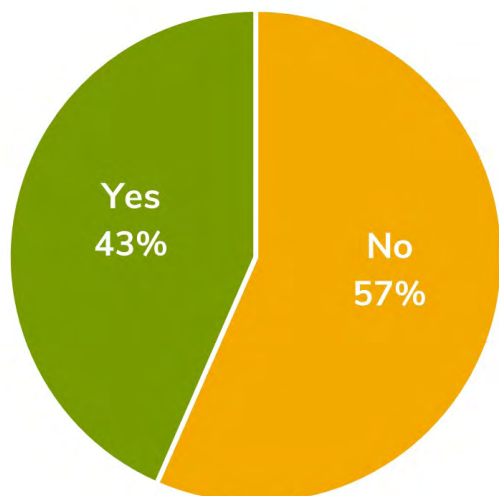


Figure 4 Is E-commerce enabled?

Figure 4: 57% of websites do not have e-commerce capabilities. E-commerce allows customers/clients to fully pay on their site (including external payment page, i.e. PayPal).

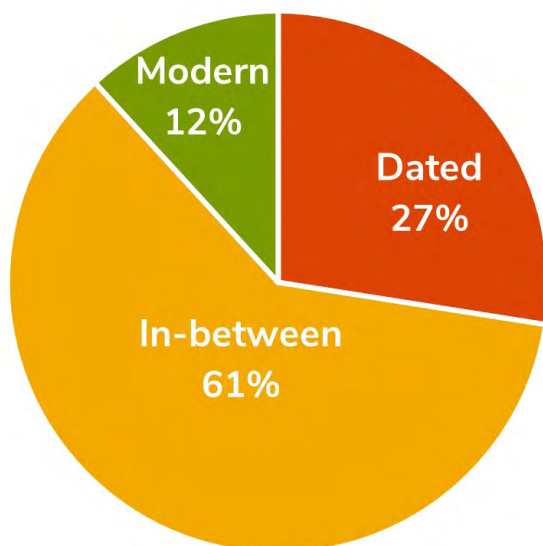


Figure 5 Website rating.

Figure 5: 61% of websites were considered to possess “in between” design features, 27% of websites were considered “dated” and only 12% of websites were classified as “modern.” This criterion was assessed subjectively and examined the look and feel of websites, considering the user experience, use of media on website, colourways, etc. For more information on how this criterion was assessed, email destinationmanagement@yukon.ca.

Resources to help businesses improve their website are available through the [Go Digital Yukon](#) program. Good courses to start with:

- [Lessons From 1,000+ Tourism Websites](#)
- [What to Do When Your Website Needs an Upgrade](#)

Social Media

Today a strong social media presence is not just advantageous-it's essential for staying relevant and thriving in the tourism industry. It can offer reach, engagement, and provide valuable insights into customer preferences and trends, enabling businesses to tailor their offerings and marketing strategies accordingly. This audit looked at major social media platforms including Facebook, Instagram and X, formerly known as Twitter. The below figures show the different criteria on which they were assessed.

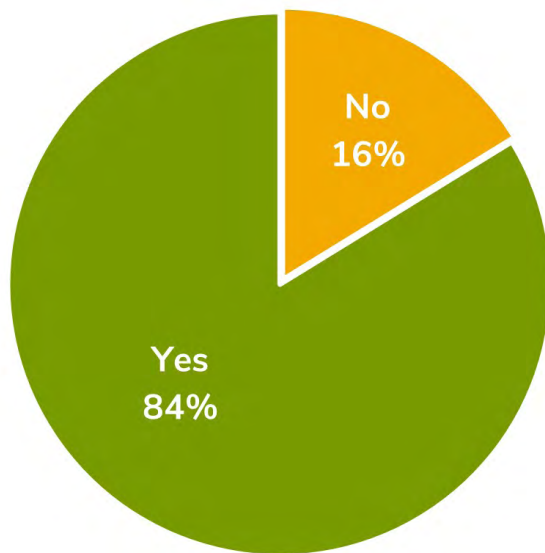


Figure 6 Do they have at least one social media platform?

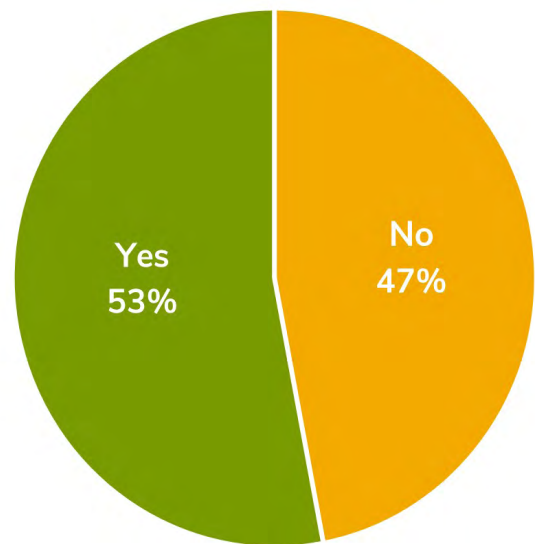


Figure 7 Interacts with social media users on dominant channel.

Figure 6: businesses have at least one major social media platform.

Figure 7: only 53% of businesses that are on social media are actively interacting with social media users. This includes activities such as “liking” comments made by users or answering questions that are posted on their pages.

Maintaining an active, consistent social media presence is crucial for a strong digital presence and interacting with users fosters connections and builds trust. Regular social media updates are vital to stay visible and engaging.

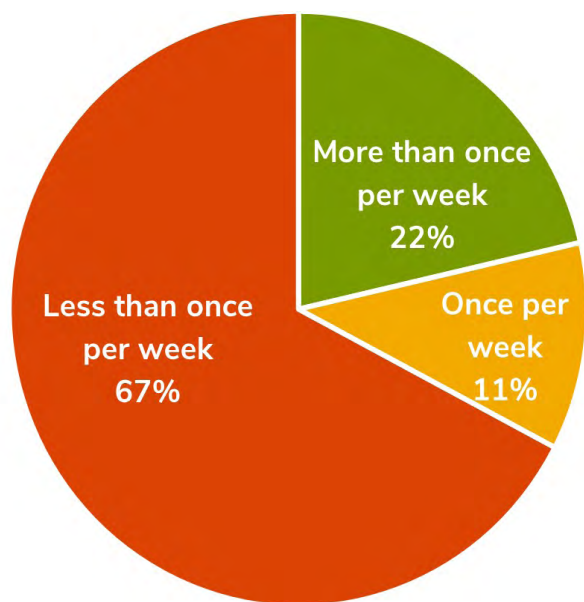


Figure 8: 67% of businesses are posting less than once per week on social media. 22% are posting more than once per week, and 11% are posting only once per week.

Figure 8 How often are they posting on social media?

Managing social media can seem like a daunting task. Resources to help businesses improve their social media presence are available through the [Go Digital Yukon](#) program. Good courses to start with:

- [Creating Content that Travellers Love](#)
- [Real-life Social Media Tools & Tactics](#)
- [Creating Instagram Reels that Get Reach](#)
- [Making Sense of Social](#)

Digital Marketing Strategy

Having a strong digital marketing strategy is vital for tourism businesses. By appearing prominently on Google search results, listing on popular channels and other strategies, businesses can effectively reach a wide audience of travelers actively seeking information about their services. For example, having a free listing on the Travel Yukon website is one way for businesses to tap into a targeted audience interested in exploring the region, thereby increasing their chances of attracting interested travelers and driving bookings. The below figures show the results of some criteria of digital marketing on which businesses were assessed. Get a free listing for your business on Travel Yukon by following this [link](#).

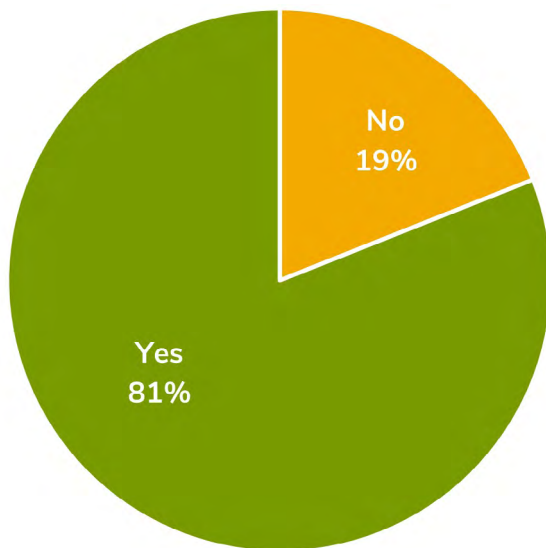


Figure 9 Has listing on Google Business

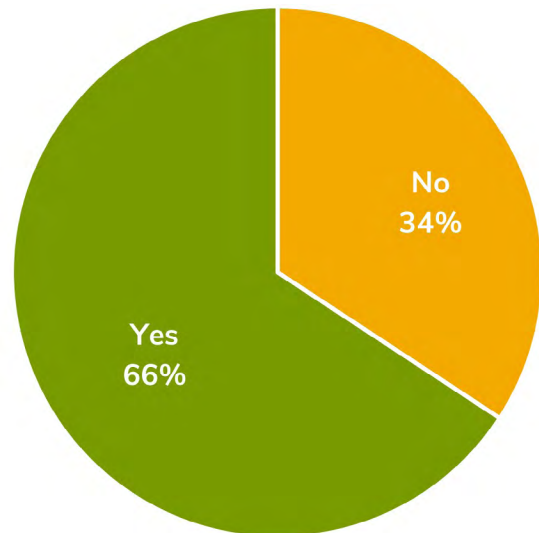


Figure 10 Has listing on Travel Yukon

Figure 9: over 80% of businesses assessed can be found when Googled with relevant business information readily available. This includes information such as opening/closing times, address, contact information, website link, etc.

Figure 10: though 66% of businesses are listed on Travel Yukon, there are still some who should take advantage of this digital marketing opportunity.

Building a strong digital marketing strategy can start by simply being present on these free platforms. Though they don't require the same upkeep as a social media page, ensuring the correct and most up to date information is available is a great start toward developing a reliable digital marketing strategy.

You can learn more about building a strong digital marketing strategy in the [Digital Marketing Toolkit](#), or check out these courses available through the [Go Digital Yukon](#) program:

- [Simple Search Engine Techniques that Anyone Can Use](#)
- [Google Business Profile and Google Tools for Your Business](#)
- [Getting the Most from Google Ads](#)

Guest Interaction

Interacting with guests online is crucial for tourism businesses. Maintaining an active digital presence through newsletters and responding to reviews and comments or questions on social media shows dedication to customer satisfaction. Being accessible via phone and email enhances support throughout the customer's journey. Below are the criteria used to assess this category.

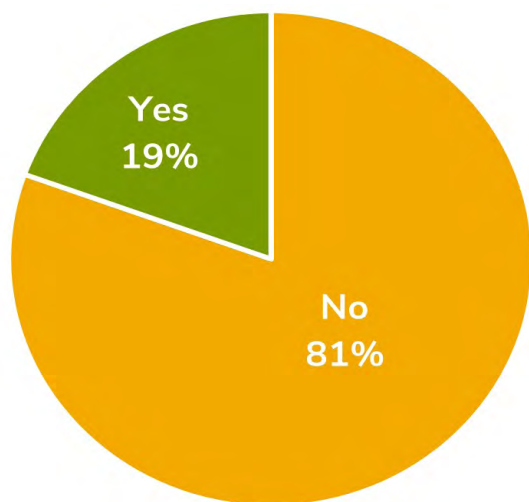


Figure 11: 81% of businesses do not have an email newsletter (e-newsletter) sign-up available on their website.

Figure 11 Has email newsletter sign-up form on website.

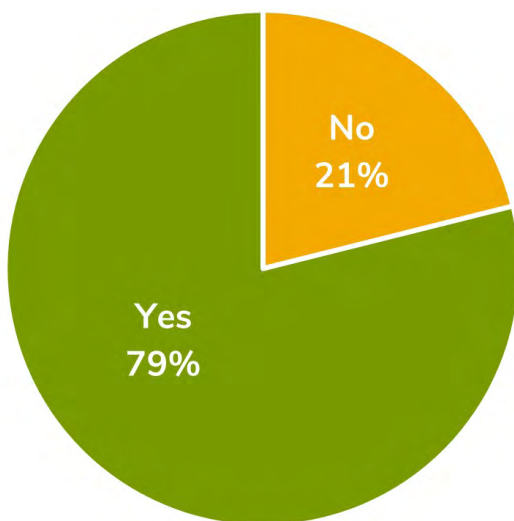


Figure 12 Set up to receive reviews on at least two platforms (e.g., Trip Advisor, Yelp etc)

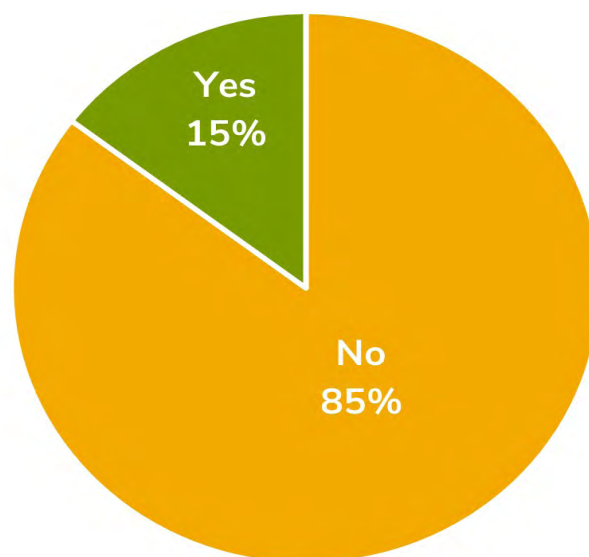


Figure 13 Responds to reviews on all channels

Figure 12: 79% of businesses are set up to receive reviews on at least two platforms, such as Trip Advisor, Google, Facebook, Yelp etc.

Figure 13: 85% of businesses do not interact with or reply to the comments made on these platforms.

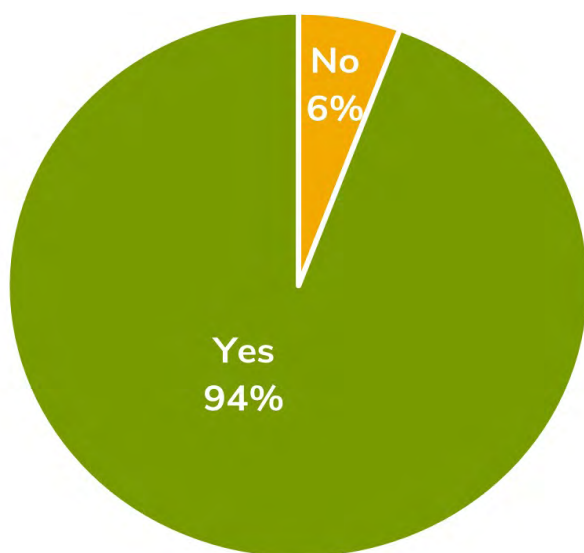


Figure 14 Can be reached by email/telephone (info on website)

Figure 14 : 94% of businesses can be reached by phone or email

Sending out a digital newsletter and responding to reviews left by clients and customers on sites is a larger task to take on when building a digital presence, but it helps show customers that you are present and ensures they remember you when planning future trips to the Yukon.

Here are some courses to assist you in improving or refining your guest interactions, available through our [Go Digital Yukon](#) program:

- [*Managing Your Online Reputation with Trip Advisor*](#)
- [*Create Email Campaigns that Your Guests Will Love*](#)
- [*What is Experiential Tourism and How Does it Relate to Digital?*](#)

Digital competency is an important skill for businesses and organizations to have in order to effectively connect with clients, customers, and stakeholders who may not have discovered them otherwise. Ensuring your website is effective and user-friendly, your social media presence is active, your digital marketing strategy is strong, and engaging in online guest interaction are all key steps toward expanding and strengthening your overall digital footprint.

For further insights and personalized recommendations to enhance your digital presence, you can request a customized “Report Card” by contacting destinationmanagement@yukon.ca. This free comprehensive assessment will offer practical advice and valuable resources tailored to optimize your digital strategy and outreach efforts.