

2004 YUKON  
VISITOR EXIT SURVEY  
**KLUANE REGION**

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

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

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# **INTRODUCTION**

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

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

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

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

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

Comparable surveys were conducted by the Yukon Bureau of Statistics in 1994 and 1999 and where appropriate, results from these were included in this survey (refer to the 1994 and 1999 Kluane Visitor Exit Survey reports).

# HIGHLIGHTS

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

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

- In 2004, **116,635** visitors came to the Kluane region, down 12,160 or 9% from 1999 (128,795).
- **109,321** visitors actually stopped in the region, up 16,805 or 18% from 1999 (92,516).
- Visitors travelled in groups or parties. In 2004, **48,606** visitor groups or parties stopped in the region. This was up 6,421 or 15% from 1999 (42,085).
- On average there were **2.2** visitors in each group or party. In 1999, there were also 2.2 visitors in each group or party.

## **WHO MADE THE VISITS ?**

- **51%** of visitors were men; **49%** of visitors were women.
- **9%** of visitors were younger than 18 years of age; **34%** were between 18 and 54; and **57%** were older than 54.
- **10%** of visitor parties were from Canada; **9%** were from overseas; and **81%** were from the U.S.A.
- **35%** of Canadian visitor parties were from British Columbia; **35%** of overseas visitor parties were from Germany; and **22%** of visitor parties from the U.S.A. were from Alaska.

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

- **83%** of visitors to the Kluane region were on a pleasure trip.
- **50%** of visitor parties travelled within the region by car, truck, van or motorcycle.
- **14%** of visitor parties rented a vehicle to travel within the region.
- The **most frequently** mentioned activity was participating in outdoor activities (**43%**).

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

- **41%** of visitor parties to the Kluane region stayed for one night to two nights.
- The largest percentage of visitor parties (**60%**) stayed in campgrounds.
- The second largest percentage of visitor parties (**28%**) stayed in hotels/motels.

# HIGHLIGHTS

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

- **50%** of *visitors* said that the most **positive** thing about their visit to the Kluane region was the scenery.
- **51%** of *visitors* said that the most **negative** thing about their visit to the Kluane region was the road conditions/ traffic.
- When asked what would make them stay longer in the Kluane region, **33%** of *visitors* said outdoor activities.
- **100%** of visitors said they had received good or very good *value for their money* in terms of museums and interpretive centres, RV auto repairs and entertainment and recreation; **93%** said the same thing about Yukon arts and crafts; **92%** about outdoor/ wilderness activities; **84%** about meals and refreshments in restaurants.

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

- Spending by *visitors* to the Kluane region totalled approximately **\$6,560,607**, down \$312,035 or 4.5% from 1999 (\$6,872,642 expressed in 2004 dollars).
- The typical amount spent by each *visitor party* during their visit to the Kluane region was **\$103**.
- **30%** of *visitor parties* spent in excess of \$100 each night of their stay.
- Each *visitor* who stayed a night in the Kluane region typically spent **\$71** per night.
- Overseas *visitor parties* typically spent **\$234** during their visit to the Kluane region; Canadian *visitor parties* spent **\$148**; and *visitor parties* from the U.S.A. typically spent **\$100**.
- **61%** of visitor spending in the Kluane region was by *visitor parties* travelling by car, truck, van or motorcycle.
- The highest typical expenditure in the region was by *visitor parties* travelling by bus or motorcoach (**\$189**).
- Looking at the typical expenditure of \$100 by a *visitor* shows that the largest amount of that \$100 was spent on transportation (**\$36**). Visitors from Canada spent the most on transportation (**\$38**).

## HOW DID THEY PLAN FOR THEIR VISIT ?

- **35%** of *visitor parties* stated that they had planned to visit the Kluane region before arriving in the region.
- The **Milepost** was the most frequently mentioned source of information *visitor parties* used in planning their trip (**28%**).

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# KLUANE REGION

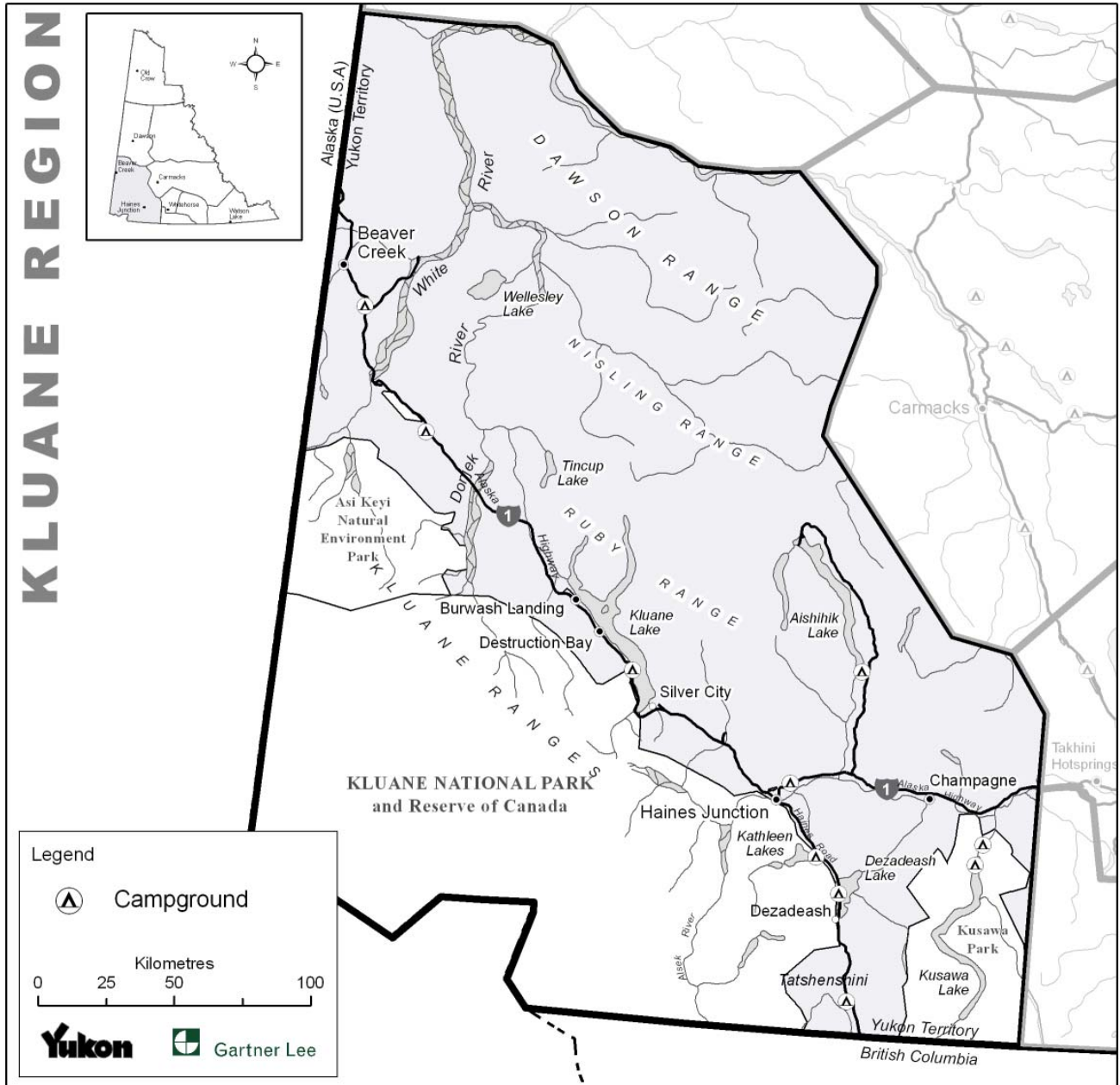


Figure 1. Location map of the Kluane region.

## HOW MANY VISITORS CAME TO THE REGION ?

### How many visitors came to Kluane?

*Survey Question 1.*

The pie chart on the right shows the number of visitors who came to the Kluane region from June to September 2004, out of the total number of visitors to the Yukon during the same time period. Of the 251,704 visitors to the Yukon, 116,635 or 46% spent some time in the Kluane region. Fifty-four percent of visitors to the Yukon did not go to the Kluane region.

In 1999, 128,795 out of 232,766 visitors to the Yukon visited the Kluane region (55%).

In 1994, 136,496 out of 206,800 visitors to the Yukon came to the Kluane region (66%).

### What was the average party size that came to the Kluane region?

*Survey Question 1.*

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

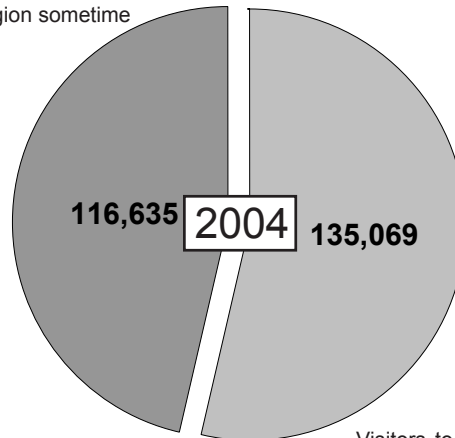
Note: these figures have been rounded to one decimal point. Therefore calculations using them may not be consistent with data shown in other areas of this report.

In summary, the percentage of visitors travelling to the Kluane region has been dropping steadily with a 30% decline since 1994. However, the total number of visitors stopping in the region has increased (see chart to the right).

### Visitors to the Kluane Region

(Visitors to the Yukon = 251,704)

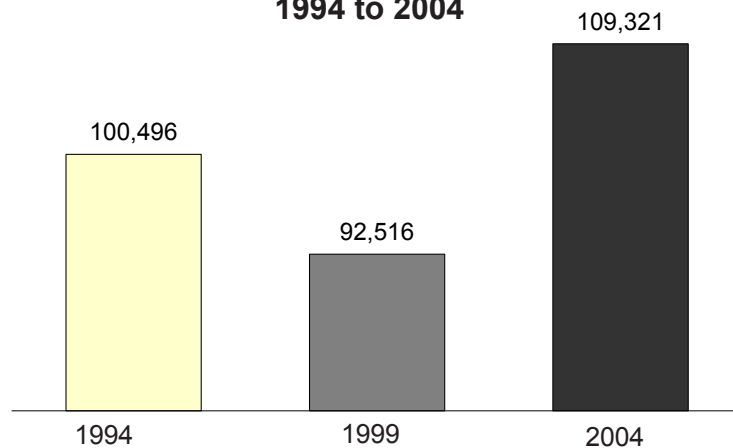
Visitors to the Yukon who came to the Kluane region sometime during their trip.



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

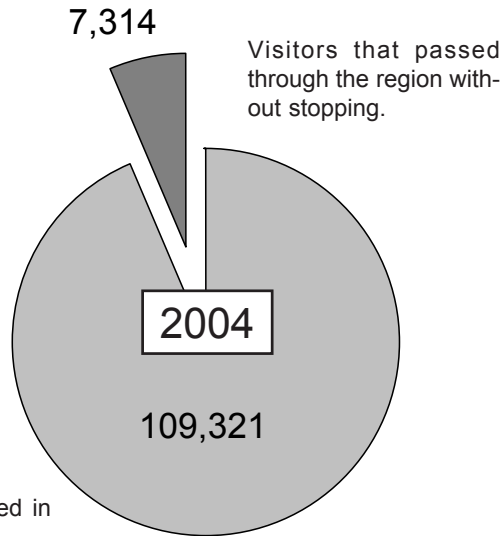
Visitor Region	Average Party Size		
	1994	1999	2004
Campbell	2.2	2.2	2.2
Klondike	2.1	2.4	2.2
<b>Kluane</b>	<b>2.4</b>	<b>2.2</b>	<b>2.2</b>
North Yukon	2.0	2.2	2.3
Silver Trail	2.2	2.3	2.2
Southern Lakes	2.3	2.5	n/a
Teslin	2.6	2.1	n/a
Watson Lake	2.5	2.3	2.2
Whitehorse	2.2	2.3	2.1

### Historical Comparison of Visitors to Kluane 1994 to 2004



## HOW MANY VISITORS CAME TO THE REGION ?

### Visitors Stopping in the Kluane Region (Visitors to the Kluane Region = 116,635)



### How many visitors stopped in the Kluane region?

Survey Question 6.

The graph on the left compares the number of visitors who came to the Kluane region with the actual number of visitors who stopped in the region. Of the 116,635 visitors to the Kluane region, 109,321 or 94% stopped in the region, 7,314 or 6% simply passed through without stopping.

In 1999, 92,516 out of 128,795, or 72% of visitors to the Kluane region stopped in the region.

In 1994, 100,496 out of 136,496 or 74% of visitors to the Kluane region stopped in the region.

In summary, the number of visitors that stopped in the Kluane region in 2004 was up 18% from 92,516 visitors in 1999. Of the nine visitor regions, the Kluane region had the second largest number of visitors.

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

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

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

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

## HOW MANY VISITORS CAME TO THE REGION ?

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

Survey Question 6.

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

In 2004, 48,606 travel parties stopped in the Kluane region, up 15% from 42,085 travel parties that stopped in the Kluane region in 1999. In 2004, of the nine visitor regions the Kluane region had the second highest number of travel parties that stopped.

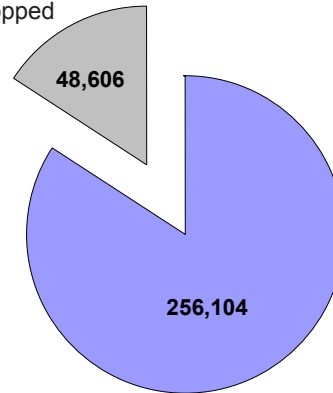
In 1999, 42,085 out of 231,800 travel parties stopped in the Kluane region (16%).

In 1994, 42,633 travel parties stopped in the region out of 207,689 parties that stopped in a region (20%).

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

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

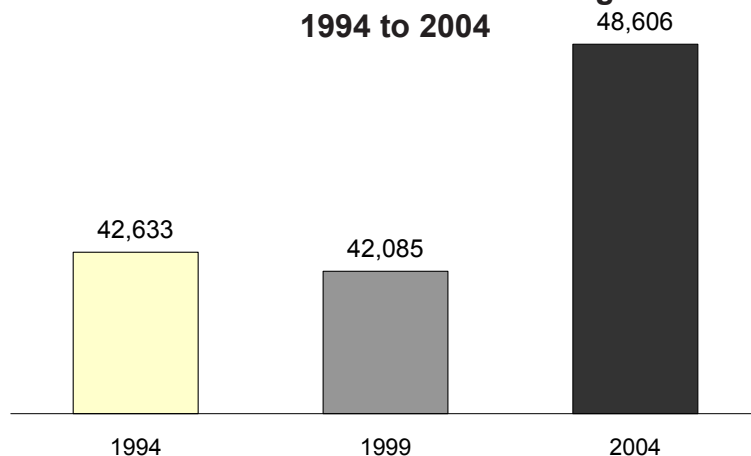
Travel parties that stopped in the Kluane region.



Travel parties that stopped in the other eight regions.

### Travel Parties in the Kluane Region

1994 to 2004



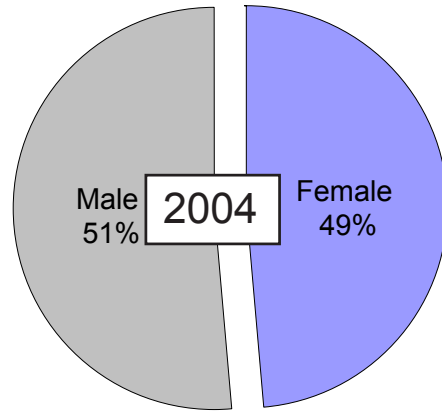
Visitor Region	Number of Travel Parties		
	1994	1999	2004
Campbell	6,383	14,287	23,254
Klondike	27,230	32,706	27,512
<b>Kluane</b>	<b>42,633</b>	<b>42,085</b>	<b>48,606</b>
North Yukon	2,229	3,347	3,550
Silver Trail**	3,318	6,119	15,536
Southern Lakes*	19,548	21,435	n/a
Teslin*	17,447	21,200	n/a
Watson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

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

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

## WHO VISITED THE REGION ?

### Gender



### Gender

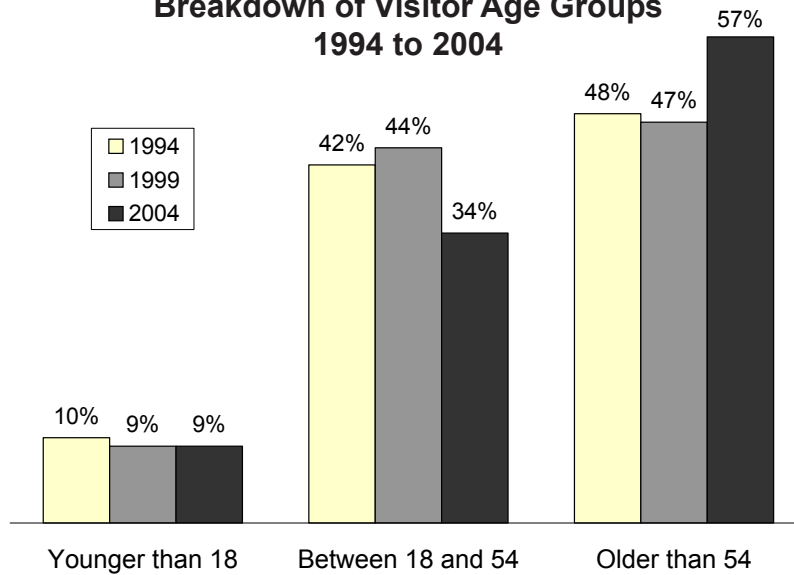
Survey Question 2.

A breakdown of visitors to the Kluane region shows that in 2004, 49% were female and 51% were male (all ages).

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

In 1994, 48% of all visitors to the Kluane region were women and 52% were men.

### Breakdown of Visitor Age Groups 1994 to 2004



### Age

Survey Question 2.

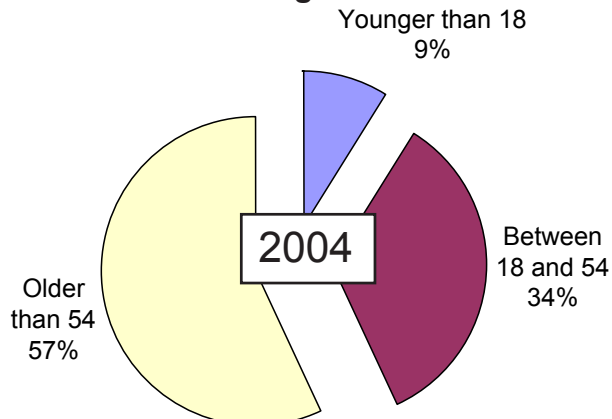
Looking at the age of visitors to the Kluane region in 2004, 9% or 9,044 were under 18 years of age, 34% or 35,503 were between 18 and 54 and 57% or 59,474 were 55 or older.

In 1999, approximately 9% were younger than 18 years of age, 44% were between 18 and 54 years old and 47% were older than 54.

In 1994, 10% of all visitors to the Kluane region were younger than 18 years of age, 42% were between 18 and 54 years old and 48% were older than 54.

Visitors between 18 and 54 years of age were down 23% from 1999, while visitors 54 and older were up 21%.

### Age



## WHERE DID VISITORS COME FROM ?

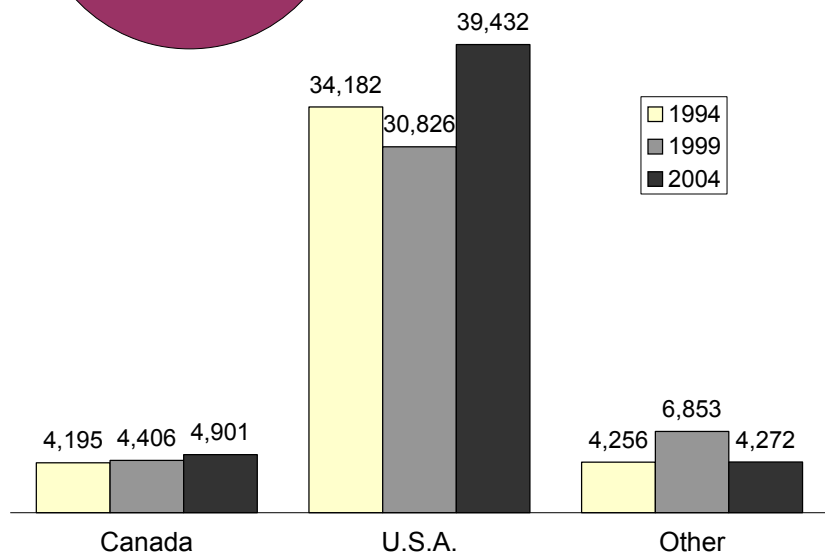
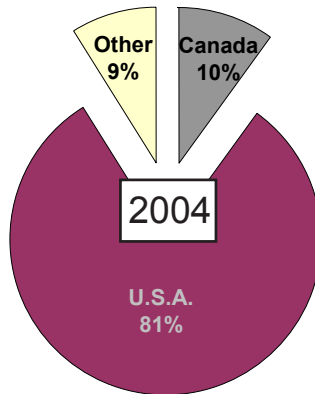
### Origin of Visitors

*Survey Question 4.*

Of the 48,606 visitor parties to the Kluane region in 2004, 4,901 or 10% were from Canada, 39,432 or 81% were from the United States and 4,272 or 9% were from countries other than Canada or the U.S.A.

In 1999, of the 42,085 parties, 4,406 or 10% were from Canada, 30,826 or 74% were from the U.S.A. and 6,853 or 16% were from other countries.

In 1994, of the 42,633 parties that visited the Kluane region, 4,195 or 10% were from Canada, 34,182 or 80% were from the U.S.A. and 4,256 or 10% were from other countries.



### Province of Origin

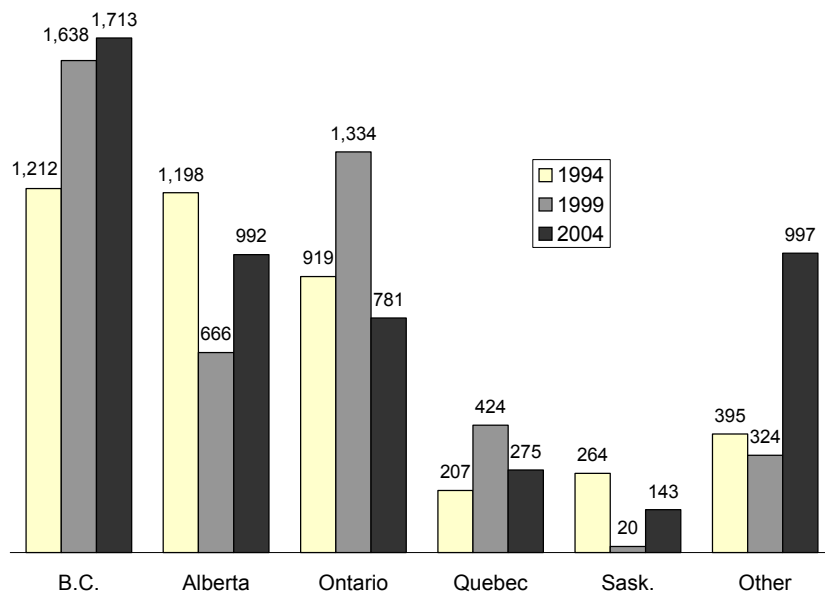
*Survey Question 4.*

Of the 4,901 parties of Canadian visitors to the Kluane region in 2004, 35% were from B.C., 20% were from Alberta, 16% were from Ontario, 6% were from Quebec and the remaining 23% were from other provinces.

In 1999, of the 4,406 Canadian visitor parties to the Kluane region, 37% were from B.C., 30% were from Ontario, 15% were from Alberta and the remaining 18% were from other provinces.

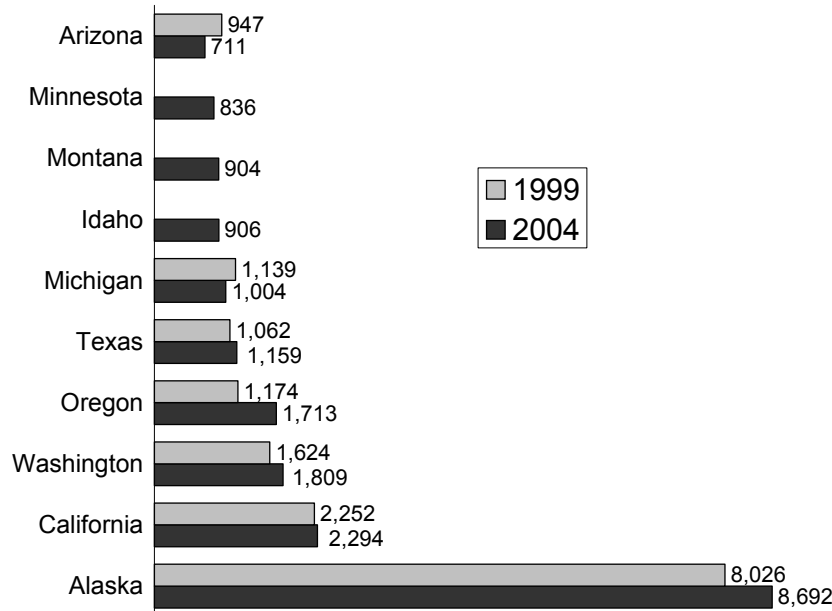
In 1994, 4,195 parties from Canada visited the Kluane region, 29% were from B.C., 29% were from Alberta and 22% were from Ontario. The remaining 20% were from other provinces.

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



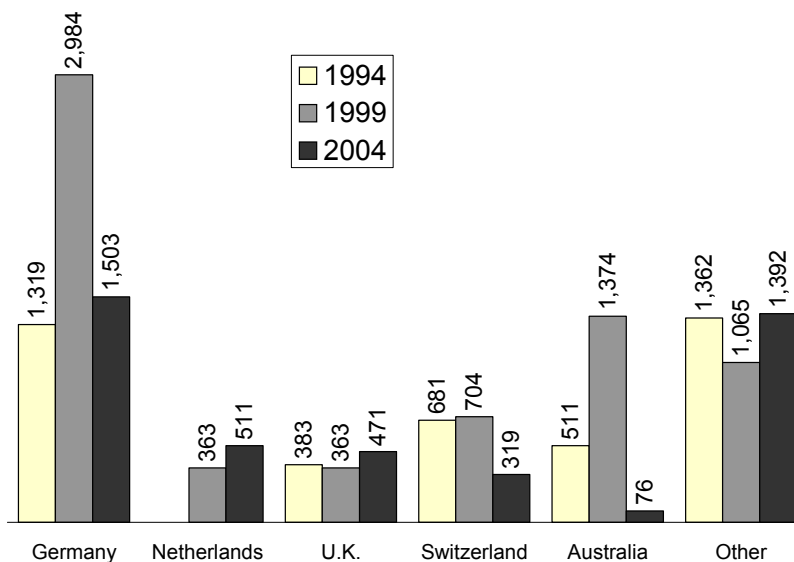
## WHERE DID VISITORS COME FROM ?

### Visitor Parties from the U.S.A. to the Kluane Region 1999 vs. 2004



In 1994, of the 34,182 American visitor parties who stopped in the Kluane region, the five most frequently mentioned states of origin were Alaska (22%), California (9%), Washington (6%), Pennsylvania (4%) and Florida (4%).

### Visitor Parties from Overseas to the Kluane Region 1994 to 2004



### State of Origin

*Survey Question 4.*

Of the 39,432 American visitor parties to the Kluane region in 2004, the five most frequently mentioned states were Alaska (22% of all American parties), California (6%), Washington (5%), Oregon (4%), and Texas (3%).

In 1999, 30,826 American visitor parties stopped in the Kluane region. The five most frequently mentioned states were Alaska (26% of all American parties), California (7%), Washington (5%), Ohio (4%), and Oregon (4%).

### Country of Origin

*Survey Question 4.*

Of the 4,272 parties of visitors from countries other than Canada or the U.S. to the Kluane region in 2004, 35% were from Germany, 12% were from Netherlands, 11% were from the United Kingdom (U.K.), 8% were from Switzerland and 2% Australia. The number of German parties was down 50% and the number of Australian parties was down 94% from 1999.

In 1999, of the 6,853 overseas visitor parties to the Kluane region, 45% were from Germany, 20% were from Australia, 10% were from Switzerland and 5% from Brazil, Denmark, Netherlands and the U.K.

In 1994, 4,256 overseas visitor parties stopped in the Kluane region. 31% were from Germany, 16% were from Switzerland, 12% were from Australia, 9% were from the United Kingdom.

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

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

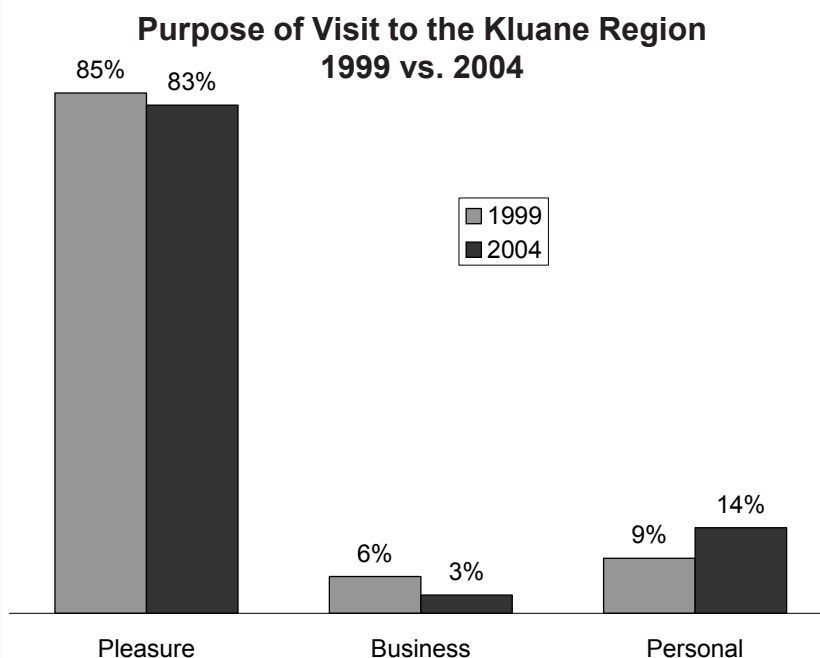
Survey Question 5.

In 2004, of the 109,321 visitors that stopped in the Kluane region, 88,988 or 83% were visiting for pleasure, 14,422 or 14% were visiting for personal reasons and 3,622 or 3% were visiting for a business purpose. 130 visitors did not respond to the question.

In 1999, of the 92,516 visitors to the Kluane, 78,070 or 85% were visiting for pleasure, 8,724 or 9% were visiting for personal reasons and 5,722 or 6% were visiting for a business purpose.

In 1994, of the 100,496 visitors to the region, 82,958 or 93% were visiting for pleasure and 7,344 or 7% were visiting for business reasons and 195 did not state the purpose of their trip. (In 1994, personal travel was not a category.)

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

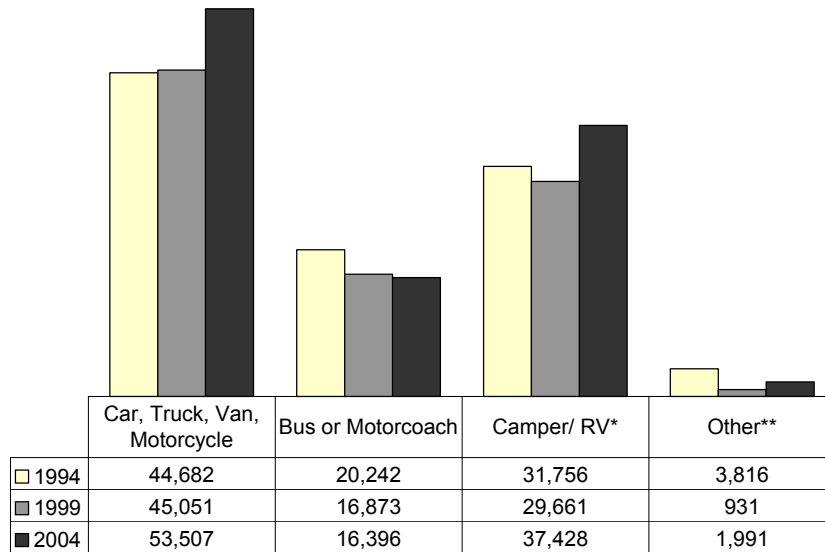


### Breakdown of Visitors to the Kluane Region\*

	Number	%
<b>Business Travel</b>		
Corporate Business	1,557	29
Government Business	1,470	27
Business Incentive Travel	64	1
Other	2,320	43
<b>Total</b>	<b>5,411</b>	<b>100</b>
<b>Personal Travel</b>		
Funeral	195	1
Relocation	9,383	67
Work	1,685	12
Illness	65	1
Other	2,600	19
<b>Total</b>	<b>13,928</b>	<b>100</b>
<b>Pleasure Travel</b>		
Touring	64,397	68
Visiting Friends/Relatives	17,573	18
Play/attend Sports	130	0
Experience Yukon history/YFN Culture	1,961	2
Attend arts/cultural events	1,346	1
Museums/centres/walking tours	5,214	6
Wilderness Adventure	1,732	2
Other	2,978	3
<b>Total</b>	<b>95,332</b>	<b>100</b>

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

**Main Mode of Transportation by Visitors  
1994 to 2004**



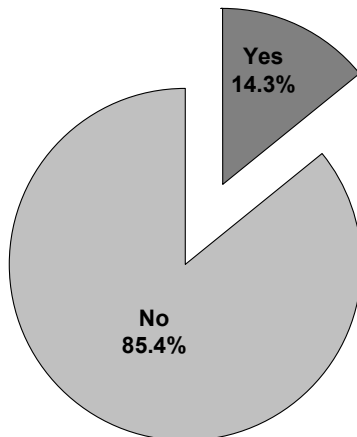
\* Camper/RV includes camperized truck/van and motorhome/RV/converted bus.

\*\*Other includes aircraft and boat.

Note: Prior to 2004, motorcycles were included in the other category.

The chart above indicates that travel pattern volumes were relatively similar in 1994 and 2004, based on transportation mode used in the region.

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



In 1994, 3,431 or 8% of the 42,633 parties who visited the Kluane region were driving a rented vehicle.

### **What was the main transportation mode?**

*Survey Question 10.*

The graph on the left shows that of the 109,321 visitors to the Kluane region in 2004, 53,507 or 49% travelled within the region by car, truck, van or motorcycle, 16,396 or 15% travelled by bus or motorcoach, 37,428 or 34% travelled by motorhome, RV or converted bus, camperized truck or van. The "other" two percent includes visitors who used other means of travel including bicycle, aircraft, boat, etc.

In 1999, 49% travelled within the region by car, truck or van, 32% travelled by motorhome, RV or camperized bus, 18% travelled by bus or motorcoach, 1% travelled by other means.

In 1994, 45% travelled within the region by car, truck or van, 24% travelled by motorhome, RV or camperized bus, 20% by bus; 7% by camperized car, truck or van and 4% by other modes.

### **Was your vehicle rented?**

*Survey Question 10.*

The pie chart on the left shows that 8,114 or 14.3% of the visitor parties who visited the Kluane region in 2004, were driving a rental vehicle while in the region.

In 1999, 6,692 or 16% of the 42,085 parties who visited the Kluane region were driving a rental vehicle while in the region.

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

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

*Survey Questions 16 and 16.1.*

When asked if you or someone in your household participated in any attractions, events or activities while in the region, 10% or 10,544 visitors stated that they had done something, while 42% or 45,828 did nothing and 48% or 52,949 did not answer the question.

When visitors were asked why they didn't do anything in the region, the most common responses included: passing through (69%), not enough time (13%) and had other plans (7%).

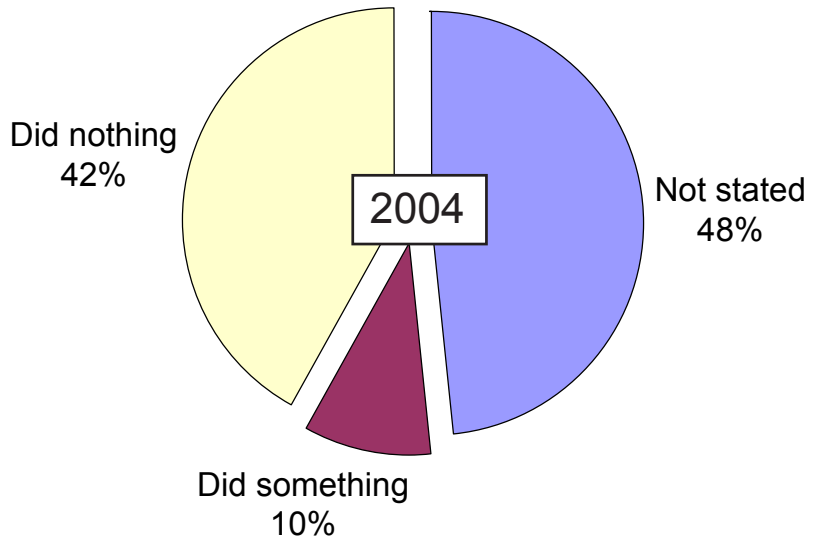
### ***What attractions or activities did parties take part in while visiting the region?***

*Survey Question 16.2.*

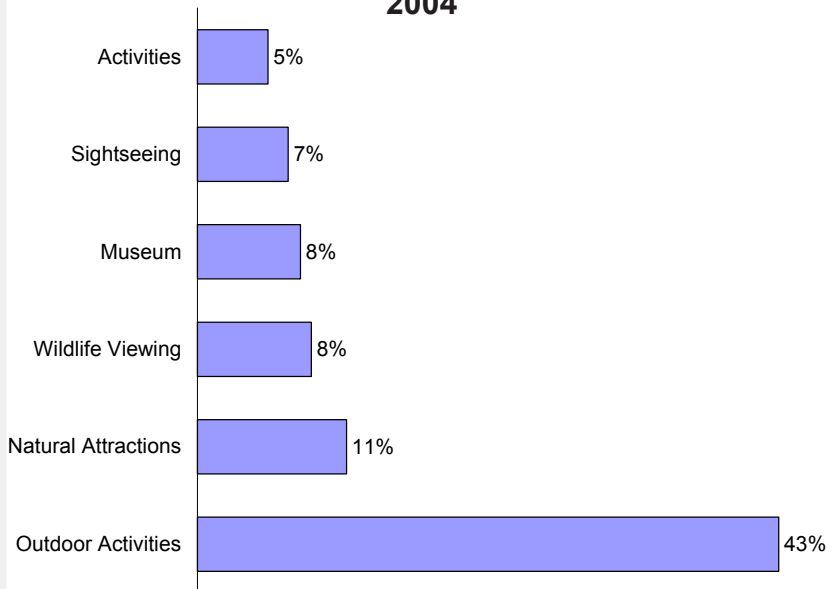
The graph on the right shows the percentage of visitors taking part in each of the activities listed. A number of other activities were mentioned by visitors including outdoor activities (43%), natural attractions (11%), museum (8%) and wildlife viewing (8%).

Natural attractions or activities mentioned by visitors to the region included took a flight to the glacier, walk along Kluane Lake and camped by Kluane Lake.

**Percentage of Visitors who Participated in Activities 2004**



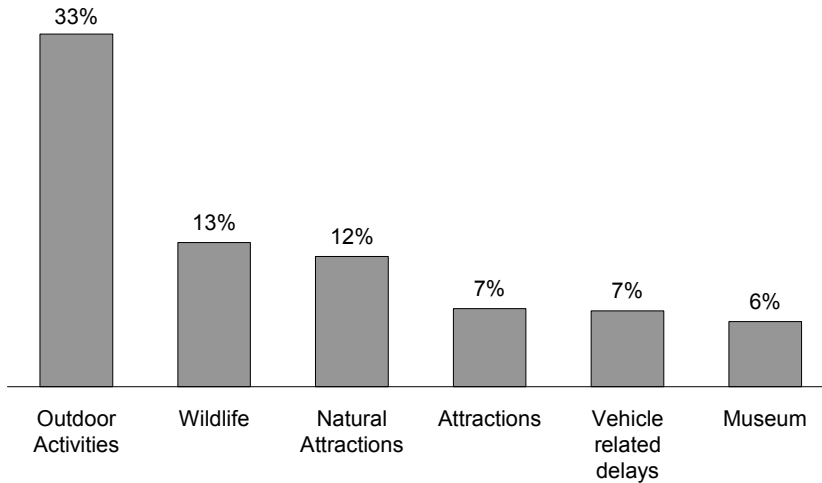
**Activity Participation Breakdown 2004**



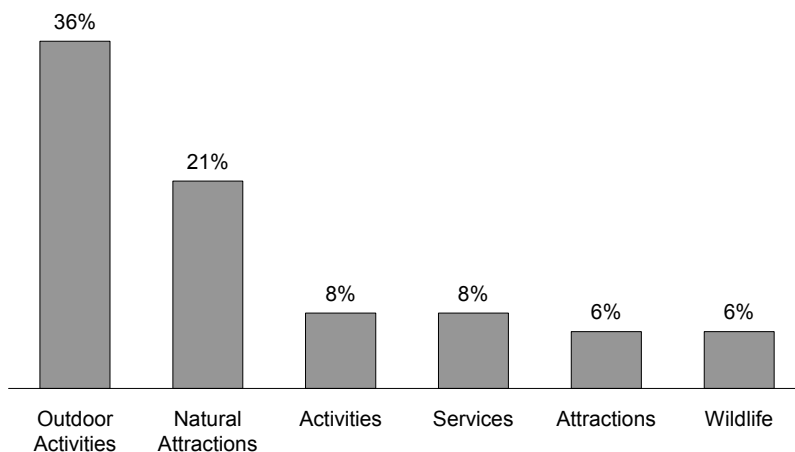
Note: visitors were asked to list as many attractions or activities as they thought appropriate. The figures in the graph above show how often an activity was mentioned by visitors. Many visitors reported doing nothing or not having enough time to participate in any activities.

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

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



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



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

*Survey Questions 16.3 and 16.3.1.*

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

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

- Enjoyment 42%
- Vehicle related 13%
- Personal 9%

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

*Survey Questions 16.4 and 16.4.1.*

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

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

- Forest Fires 24%
- Time 19%
- Services 12%
- Wildlife 10%
- Access 8%

## WHAT WERE THE LOGISTICS OF THEIR STAY ?

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

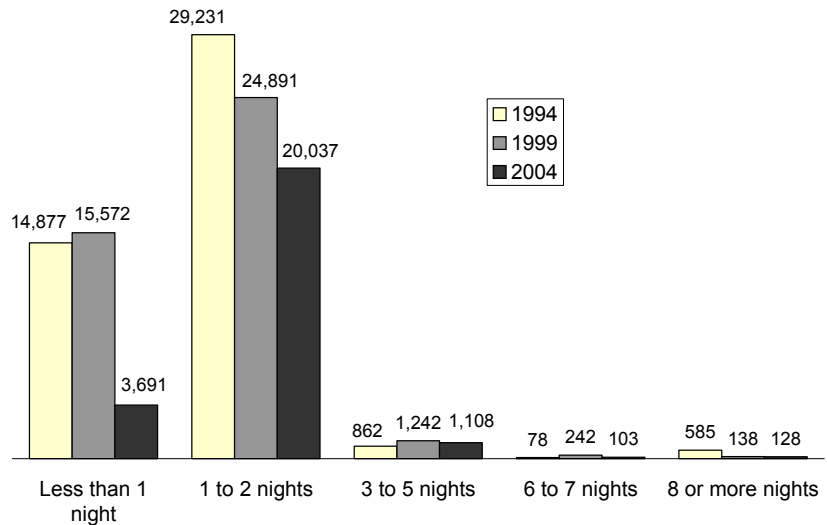
*Survey Question 8.*

The chart on the right shows the number of nights visitor parties stayed in the Kluane region, comparing the results of the last three surveys. During summer 2004, 41% of all visitor parties who visited the Kluane region stayed for a duration of 1 to 2 nights. This is down from 59% who stayed 1 to 2 nights in 1999. 23,538 or 48% of parties did not state their length of stay.

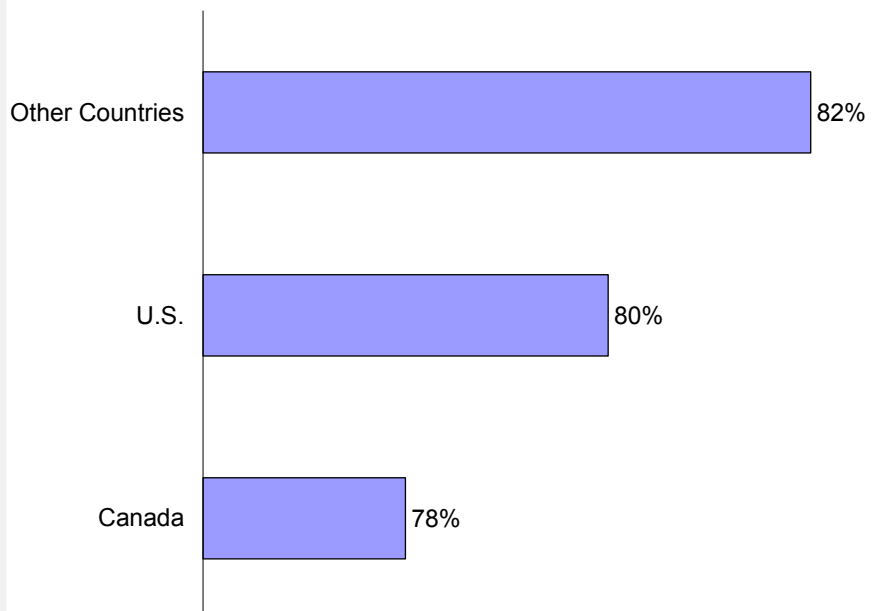
Looking at the length of stay in the region by origin of the visitor party shows that in 2004:

- 78% of Canadian visitors stayed 1 to 2 nights;
- 80% of American visitors stayed 1 to 2; and
- 82% of visitors from other countries stayed 1 to 2 nights.

### Number of Nights in the Kluane Region 1994 to 2004



### Percentage of parties staying 1 to 2 nights in Kluane 2004

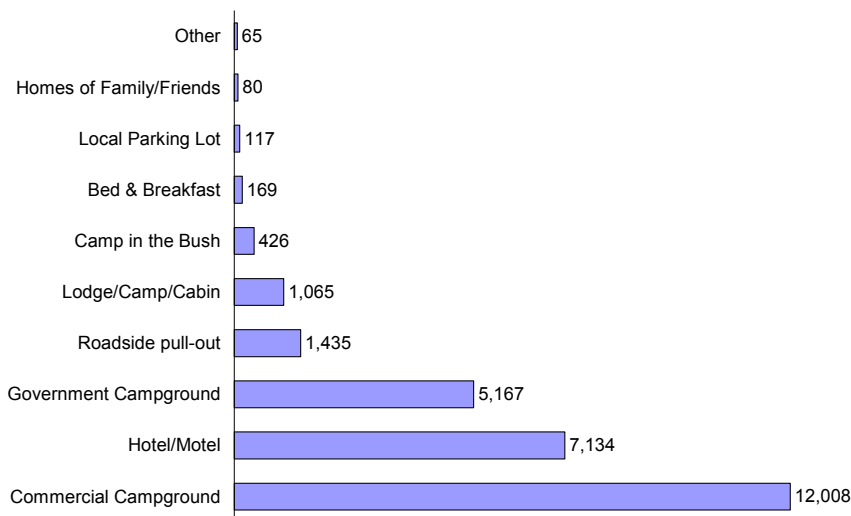


## WHAT WERE THE LOGISTICS OF THEIR STAY ?

### Accommodation Type 1994 to 2004

Accommodation Type	Number of Parties		
	1994	1999	2004
Hotel/Motel	12,301	10,641	6,152
Commercial Campground	9,831	7,576	9,555
Government Campground	4,550	5,729	3,888
Roadside pull-out	3,053	1,723	1,435
Camp in the Bush	n/a	162	116
Homes of Family/Friends	234	501	40
Lodge/Camp/Cabin	365	439	871
Other	844	725	65
Bed & Breakfast	0	162	117
Local Parking Lot	n/a	n/a	117
Not stated	400	14,427	
None	12,108		
<b>Total</b>	<b>31,578</b>	<b>42,085</b>	<b>22,356</b>

### Number of Nights by Accommodation Type 2004



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

### **What accommodation type did parties use while in the region?**

*Survey Question 9.*

In 2004, the largest proportion of parties to the Kluane region stayed in campgrounds, including both commercial and government campgrounds (60%). This was followed by those who stayed in hotels/motels (28%).

In 1999, the largest proportion stayed in campgrounds (32%), followed by hotels/motels (25%).

In 1994, 33% stayed in campgrounds, 28% stayed in hotels/motels.

In 2004 in the Kluane region, major declines were noted in the use of hotels/motels (down 42%) and government campgrounds (down 32%) since 1999, while those staying at a lodge/camp/cabin were up 98% and those staying at commercial campgrounds were up 26% over 1999.

Based on number of nights by accommodation type in 2004, 43% (12,008 nights) of the time visitors stayed in a commercial campground. Twenty-six percent of the time (7,134 nights) visitors stayed in hotels/motels, 18% of the time visitors stayed in government campgrounds and 5% of the time visitors stayed in roadside pull-outs.

## HOW MUCH DID THEY SPEND IN THE REGION ?

### What did visitors to the Kluane region spend in total?

Survey Question 11.

The graph on the right shows a comparison of spending within the different regions of the Yukon between 1999 and 2004. Spending in the Kluane region totalled \$6,560,607, down 4.5% or \$6,872,642 from 1999. Below is a comparison of visitor spending in each region as a percentage of total visitor spending in the Yukon (\$75,854,000) in 2004:

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

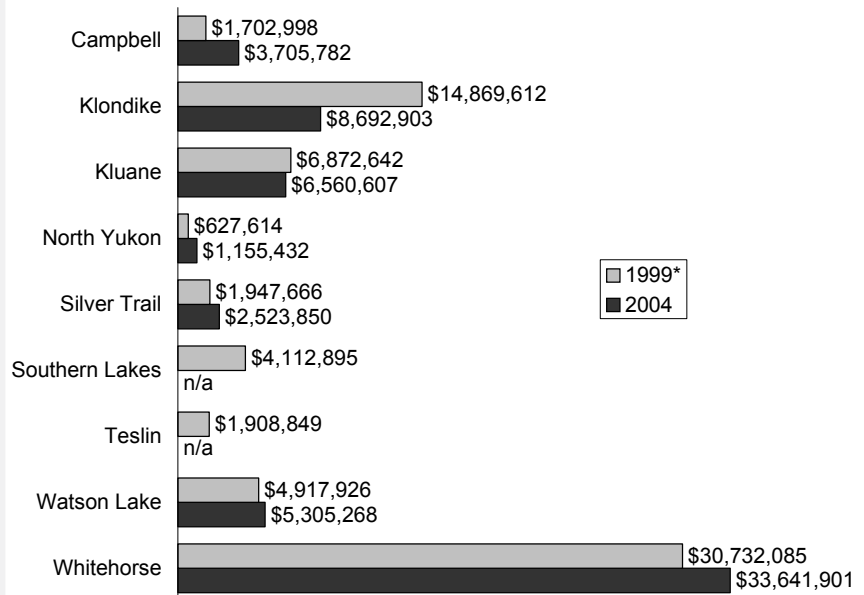
In 1999, visitors to the Kluane region spent \$6,872,642 or 10% of the \$67,692,285 spent in the Yukon.

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

Survey Question 11.

In 2004, the typical amount spent by each tourist party during their visit to the Kluane region was \$103. This is up approximately 7% from the 1999 when parties reported spending \$96. Spending by parties in 1994 was \$125.

### Total spent by Visitors to the Kluane Region 1999 vs. 2004



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

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

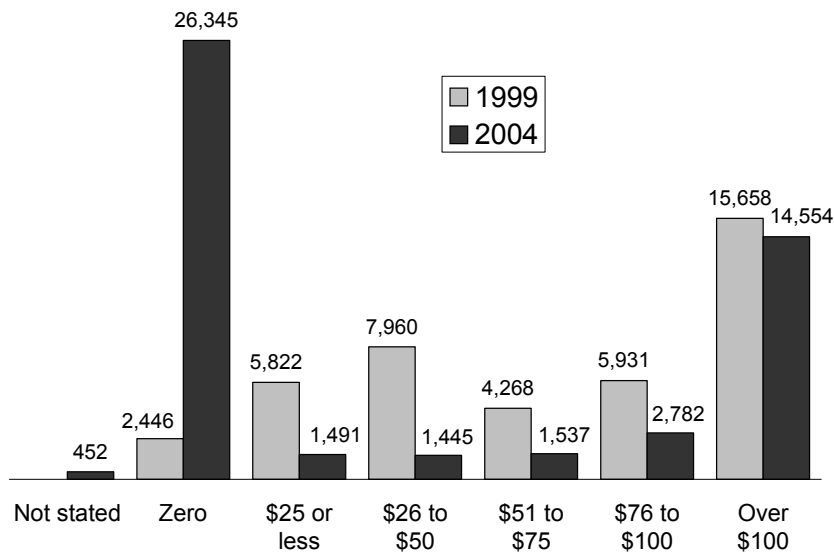
# \$103

Note: in order to avoid results which could be misleading, extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating the above figure. A simple average, including both high and extremely low spenders (total spending divided by the number of visitor parties) yields a figure of \$155.

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

## HOW MUCH DID THEY SPEND IN THE REGION ?

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



# \$71

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

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

### **What was the expenditure by party each night in the Kluane region?**

*Survey Question 11.*

Of the 48,606 visitor parties to the Kluane region:

- 30% spent in excess of \$100 per night, a 7% drop from 1999;
- 8% spent between \$76 and \$100 per night, down 53% from 1999;
- 3% spent between \$51 and \$75 per night, down 64% from 1999;
- 3% spent between \$26 and \$50 per night, down 82% from 1999;
- 3% spent \$25 or less, down 74% from 1999;
- 54% spent nothing, up 977% from 1999; and
- 1% did not state their spending.

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

*Survey Question 11.*

In 2004, each visitor who spent a night in the Kluane region typically spent \$71 per night. This is up from the 1999 figure of \$43 per person per night.

In 1994, each person spent \$61 per night.

## HOW MUCH DID THEY SPEND IN THE REGION ?

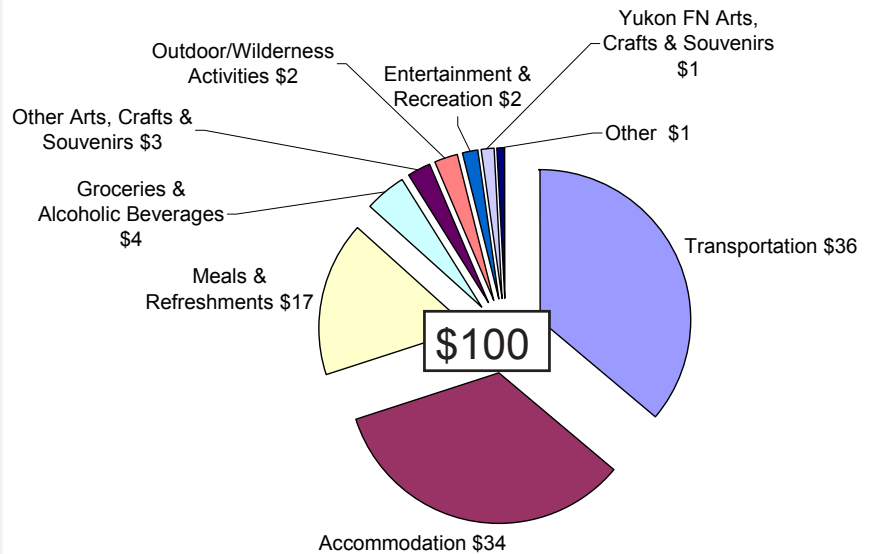
### What did visitors spend their money on?

Survey Question 11.

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

- \$36 out of the \$100 was spent on transportation, down 8% from 1999;
- \$34 out of \$100 was spent on accommodations, up 17% from 1999;
- \$17 was spent on meals and refreshments in restaurants and bars, up 21% from 1999;
- \$4 was spent on groceries and alcoholic beverages, down from \$56 in 1999;
- \$3 was spent on non-Yukon FN arts, crafts and souvenirs;
- \$2 was spent on entertainment and recreation, up from \$1 spent in 1999;
- \$2 was spent on outdoor/wilderness activities, up from \$1 spent in 1999;
- \$1 was spent on Yukon FN arts, crafts and souvenirs; and
- less than \$1 was spent on admissions to museums and interpretive centres.

**Breakdown of Expenditure by Visitors to Kluane 2004**



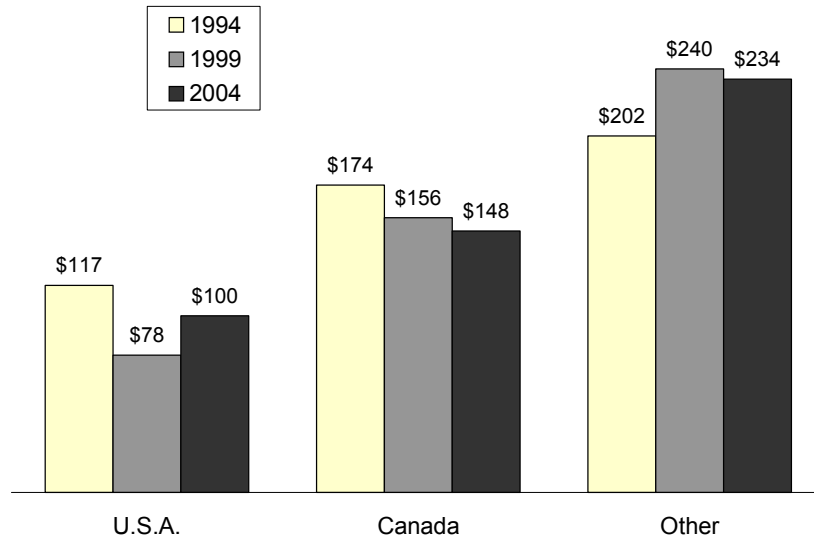
The table below shows how spending varied depending on the origin of visitors. Spending is shown as so many dollars out of every \$100 spent. For instance, \$33 out of every \$100 spent by visitors from Canada was spent on transportation as compared to \$23 for visitors from the U.S.A. and \$24 for visitors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

**Breakdown of Expenditure by Origin**

	Visitor Origin		
	Canada	U.S.A.	Other
Transportation	\$34	\$38	\$27
Accommodation	\$31	\$34	\$34
Groceries & Alcoholic Beverages	\$10	\$3	\$3
Meals & Refreshments	\$11	\$18	\$19
Outdoor/Wilderness Activities	\$5	<\$1	\$13
Entertainment & Recreation	\$2	\$2	<\$1
Yukon FN Arts, Crafts & Souvenirs	\$3	\$1	\$2
Other Arts, Crafts & Souvenirs	\$3	\$3	\$1
Admissions	<\$1	<\$1	<\$1
Other Expenses	<\$1	\$1	\$0
<b>Total</b>	<b>\$100</b>	<b>\$100</b>	<b>\$100</b>

## HOW MUCH DID THEY SPEND IN THE REGION ?

**Typical Expenditure by Visitor Parties to the Kluane Region by origin**



### CANADA

2004	Total Expenditure	Average Expenditure
British Columbia	\$372,991	\$125
Alberta	\$292,442	\$156
Ontario	\$190,847	\$168
Quebec	\$57,542	\$188
Saskatchewan	\$23,122	\$146
Manitoba	\$10,584	\$71
Other	\$118,295	
<b>Total</b>	<b>\$1,065,823</b>	<b>\$148</b>

### USA

2004	Total Expenditure	Average Expenditure
Alaska	\$1,030,437	\$100
California	\$335,159	\$125
Oregon	\$255,763	\$113
Michigan	\$174,842	\$117
Washington	\$159,587	\$67
Texas	\$143,160	\$84
Georgia	\$123,954	\$170
Colorado	\$123,403	\$123
Idaho	\$111,990	\$98
Minnesota	\$102,210	\$118
Other	\$1,634,505	
<b>Total</b>	<b>\$4,195,010</b>	<b>\$100</b>

### OTHER

2004	Total Expenditure	Average Expenditure
U.K.	\$333,407	\$12
Netherlands	\$315,765	\$546
Germany	\$306,561	\$116
Switzerland	\$62,073	\$97
Other	\$281,968	
<b>Total</b>	<b>\$1,299,774</b>	<b>\$234</b>

## *Expenditures in the Kluane region by origin*

*Survey Questions 4 and 11.*

The graph on the left shows the expenditure by visitor party by origin. For instance, the middle column of the graph, Canada, shows that in 2004 visitor parties from Canada spent on average \$148 during their visit to the Kluane region.

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

In 1999, the typical expenditure by visitor parties to the Kluane region from the U.S.A. was \$78. Visitor parties from Canada spent \$156 and parties from other countries spent \$240.

In 1994, the typical expenditure by visitor parties to the Kluane region from the U.S.A. was \$117. Visitor parties from Canada spent \$174 and visitor parties from other countries spent on average \$202.

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

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

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

All dollars are reported as Canadian dollars.

## HOW MUCH DID THEY SPEND IN THE REGION ?

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

*Survey Questions 10 and 11.*

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

- visitors travelling by car, truck or van typically spent \$31 on accommodation out of each \$100 they spent;
- visitors travelling by motorhome, RV or camperized bus spent \$15 out of each \$100;
- visitors travelling by bus or motorcoach spent, \$68 out of each \$100; and
- visitors travelling by “other” means of transportation typically spent \$28 out of each \$100 on accommodation.

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

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

	<b>Car, Truck Van or Motorcycle</b>	<b>Motorhome, RV or Camperized Bus</b>	<b>Bus or Motorcoach</b>	<b>Other</b>
Transportation	\$39	\$56	\$0	\$30
Accommodation	\$31	\$15	\$68	\$28
Groceries & Alcoholic Beverages	\$6	\$4	\$0	\$11
Meals & Refreshments	\$16	\$12	\$25	\$21
Outdoor/Wilderness Activities	\$2	\$5	\$0	\$0
Entertainment & Recreation	\$1	<\$1	\$7	\$0
Yukon FN Arts, Crafts & Souvenirs	\$2	\$2	\$0	\$0
Other Arts, Crafts & Souvenirs	\$2	\$5	\$0	\$0
Admissions	<\$1	<\$1	\$0	\$0
Other Expenses	\$1	\$1	\$0	\$10
<b>Total</b>	<b>\$100</b>	<b>\$100</b>	<b>\$100</b>	<b>\$100</b>

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

Visitors travelling by other means of transportation (bicycle, boat, air) spent \$30 out of every \$100 on transportation;

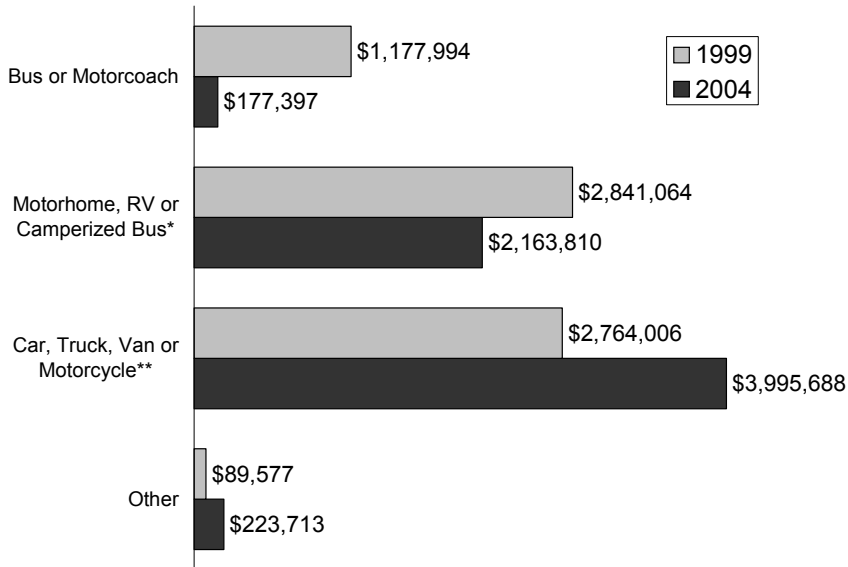
Bus or motorcoach visitors spent \$25 out of each \$100 on meals and refreshments in restaurants or bars;

Visitors travelling by other means of transportation spent \$28 out of each \$100 on accommodations; and

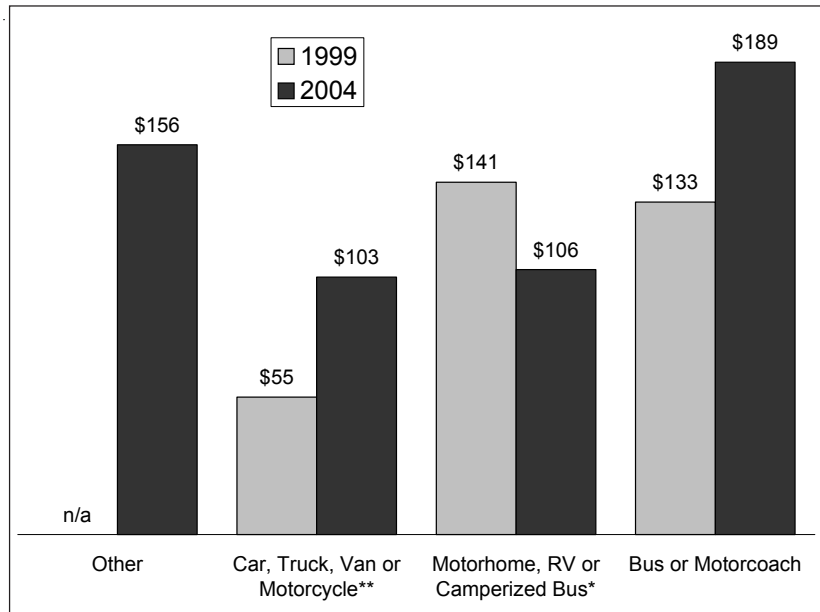
Car, truck or van visitors spent \$39 out of each \$100 on transportation.

## HOW MUCH DID THEY SPEND IN THE REGION ?

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



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



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

\*\* In 2004, motorcycles were included in the Car, Truck, Van category for the first time. Other includes bicycle, boat and air.

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

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

Survey Questions 10 and 11.

The graph on the left shows the expenditure by visitor party by mode of travel while in the region, compared to spending in 1999. Of the total amount spent in the Kluane region by all visitor parties (\$6,650,607):

- \$177,397 or 3% was spent by visitors travelling by bus or motorcoach;
- \$2,163,810 or 33% was spent by visitors travelling by motorhome, RV or camperized bus;
- \$3,995,688 or 61% was spent by visitors travelling by car, truck or van; and
- \$223,713 or 3% was spent by visitors travelling by other modes of travel.

Overall spending by travellers in motorhome/ RV/ camperized bus was down considerably from 1999, while spending by car, truck, van and motorcycle travellers increased.

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

## HOW DID THEY PLAN FOR THEIR VISIT ?

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

*Survey Question 13.*

The graph on the right shows that of the 48,606 parties who visited the Kluane region in 2004, 16,937 or 35% said they had planned to visit the region, 7,656 or 16% said they had not planned to visit the region, prior to arriving in the Yukon, 24,013 or 49% did not respond to the question.

In 1999, 37,428, or 89%, of the 42,085 parties that visited the Kluane region had planned to visit prior to arriving in the Yukon. Only 11% or 4,657 parties stated that they had not planned to visit the region.

In 1994, 25,919 or 60% out of the 42,633 parties who visited the Kluane region, said they had planned to visit the region, 7,924 or 19% said they had not planned to visit the region, and 8,790 or 21% did not respond.

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

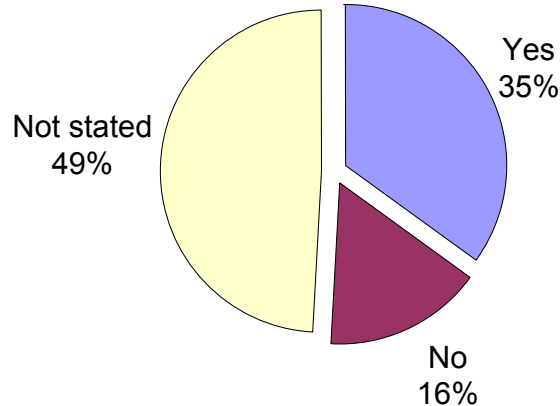
*Survey Question 12.*

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

Other responses included wildlife, visiting friends and relatives and personal reasons.

Natural attractions include Congdon Creek, Kluane Icefields, Aurial Trail, etc.

### **Parties that Planned to Visit the Kluane Region 2004**



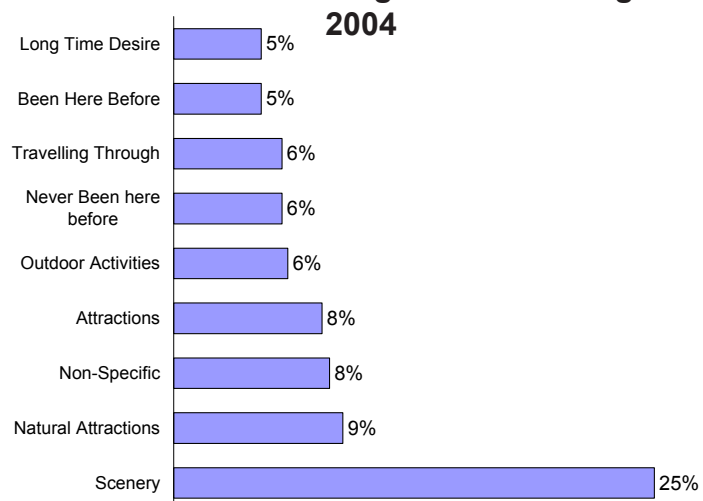
### **% of Parties that Planned to Visit Regions in Yukon**

Visitor Region	Visitor Parties		
	1994	1999	2004
Campbell	83%	85%	76%
<b>Kluane</b>	<b>60%</b>	<b>89%</b>	<b>35%</b>
Klondike	88%	88%	84%
North Yukon	72%	94%	80%
Silver Trail	78%	91%	69%
Southern Lakes*	79%	90%	n/a
Teslin*	80%	72%	n/a
Watson Lake	80%	73%	41%
Whitehorse	89%	86%	57%

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

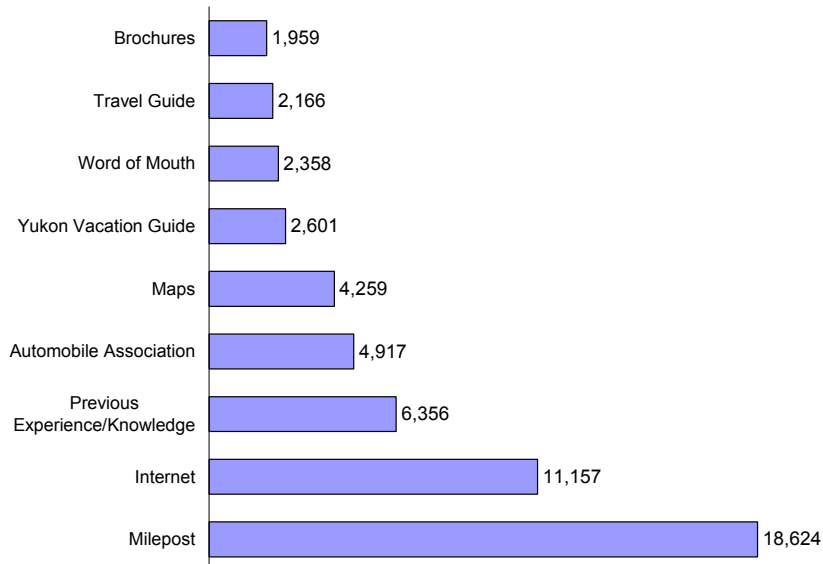
The definition of the Silver Trail region changed in 1999.

### **Motivations for Visiting the Kluane Region**



## WHAT SOURCES OF INFORMATION DID THEY USE ?

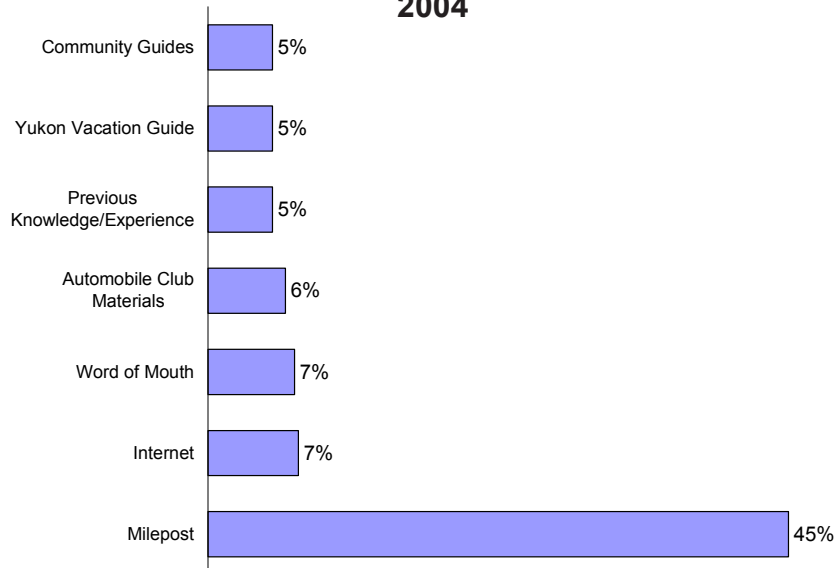
### Sources of information used to PLAN 2004



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

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

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



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

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

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

*Survey Question 13.1.*

The graph on the left shows that the most frequently mentioned sources of information were the Milepost (mentioned 18,624 times or 28% of the time), the Internet (mentioned 11,157 times or 17% of the time), and previous experience/knowledge (mentioned 6,356 times or 9% of the time).

Internet use was up from 3,533 responses in 1999 to 11,157 in 2004, or an increase of 216%. Reported use of the Milepost was up 42% from 1999.

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

*Survey Question 13.2.*

The graph on the left shows the various sources of information from the least helpful to the most useful. The most frequently mentioned source of information was the Milepost (mentioned 45% of the time).

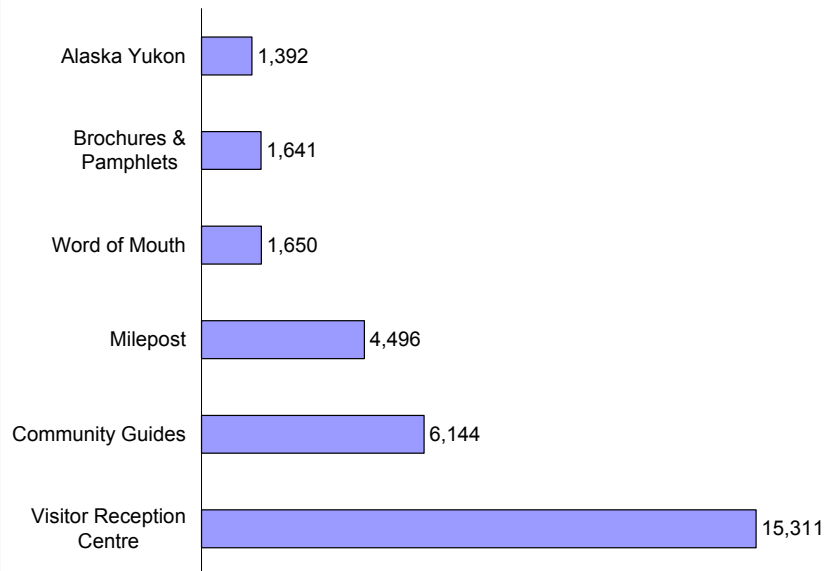
## WHAT SOURCES OF INFORMATION DID THEY USE ?

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

Survey Question 15.1.

The graph on the right shows that the most frequently mentioned sources of information used DURING the trip were the Visitor Reception Centre (mentioned 15,311 times or 42% of the time), the Community Guides mentioned 6,144 times or 17% of the time), and Milepost (mentioned 4,496 times or 12% of the time).

### Sources of information used DURING their trip 2004



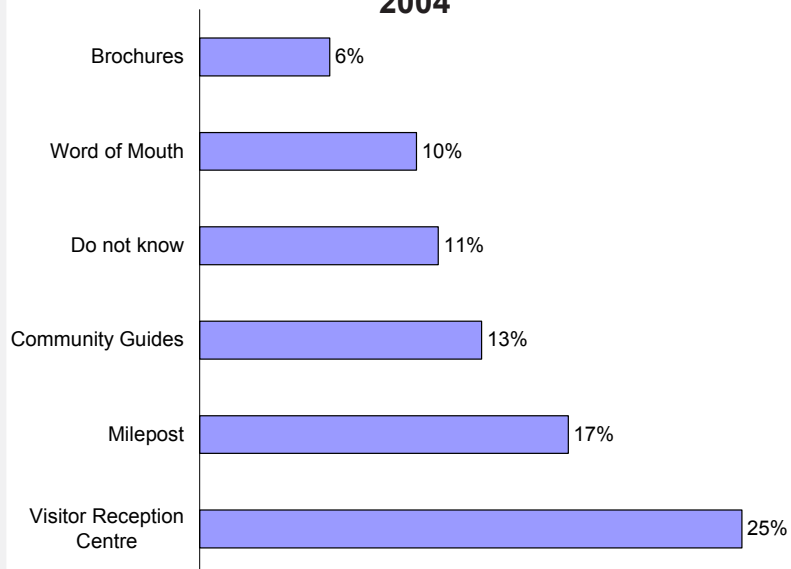
Note: visitors were able to choose more than one source of information.

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

Survey Question 15.1.1.

The graph on the right shows the various sources of information from the least helpful to the most useful. The most frequently mentioned sources of information were the Visitor Reception centres (mentioned 25% of the time) and the Milepost (mentioned 17% of the time).

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



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

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

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

<b>Visitor Trip Rating 2004</b>			
	Poor or Very Poor	Okay	Good or Very Good
<b>Accommodation</b>			
Overall Quality	4%	11%	85%
Variety and Selection	11%	12%	77%
Service/ Hospitality	1%	5%	94%
Value for Money	5%	9%	86%
<b>Meals and Refreshments in Restaurants and Bars</b>			
Overall Quality	2%	11%	87%
Variety or Selection	3%	15%	81%
Service/ Hospitality	1%	21%	77%
Value for Money	2%	14%	84%
<b>Outdoor/ Wilderness Activities</b>			
Overall Quality			100%
Variety or Selection			100%
Service/ Hospitality			100%
Value for Money		8%	92%
<b>Museums / Interpretive Centres</b>			
Overall Quality		4%	96%
Museums and Interpretive Centres			100%
Service/ Hospitality		10%	90%
Value for Money			100%
<b>Entertainment and Recreation</b>			
Overall Quality			100%
Variety or Selection		2%	98%
Service/ Hospitality			100%
Value for Money			100%
<b>Yukon-made Arts and Crafts</b>			
Overall Quality	3%		97%
Variety or Selection	7%	9%	85%
Value for Money		7%	93%
<b>Automobile and RV Service/ Repair</b>			
Overall Quality			100%
Variety or Selection	63%		37%
Service/ Hospitality			100%
Value for Money			100%

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

*Survey Question 11.1.*

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

100% said they had received good, or very good value for their money in terms of museums / interpretive centres, entertainment and recreation as well as RV and auto repairs;

93% - said the same about Yukon arts and crafts;

92% - Outdoor / wilderness activities;

86% - Accommodations; and

84% - Meals & refreshments in restaurants and bars.

Compared to 1999 responses, significantly more visitors felt they received value for money in 2004 in outdoor/wilderness activities (69% versus 92%) as well as RV and auto repairs (72% versus 100%).

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

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

Survey Questions 20 and 21.

Visitors were asked to provide the most positive thing and the most negative thing about their visit to the Kluane region. The most positive thing mentioned more than any other was scenery. The most negative thing mentioned more than any other was road conditions/traffic.

In 1999 and 1994, the most positive thing mentioned was scenery (61% and 62%, respectively). The most negative thing mentioned in 1999 and 1994 was transportation (30% and 62%, respectively).

### A year from now, when remembering Kluane, what images or memories do you think will come to mind?

Survey Question 14.

Responses to the above question are shown in the bar graph to the right.

In terms of roads, visitors were generally not impressed with the conditions of them, stating that roads were rough and bumpy and construction posed problems.

Natural attractions mentioned by visitors to the region included Kluane Lake, Icefields, Congdon Creek and St. Elias.

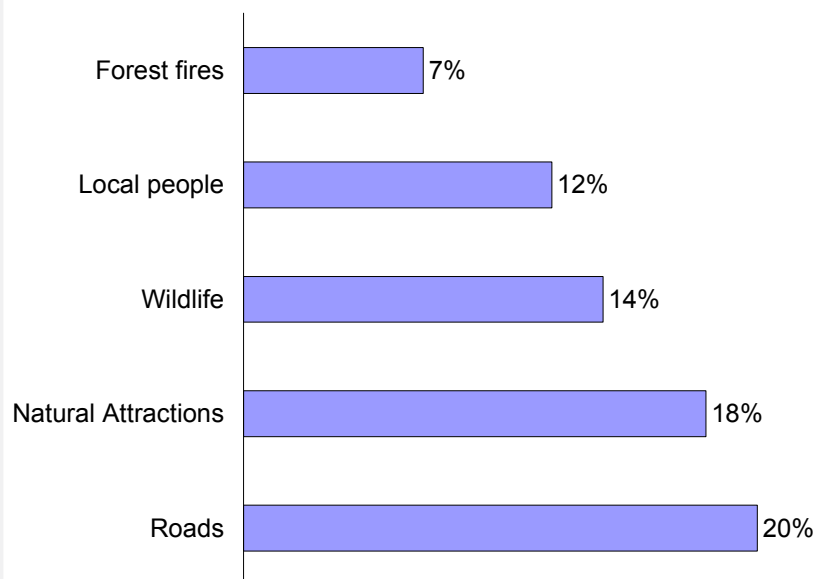
#### Positive Aspects

Scenery	50%
People	16%
Weather	5%
Services	4%
Wildlife	6%
Roads	3%

#### Negative Aspects

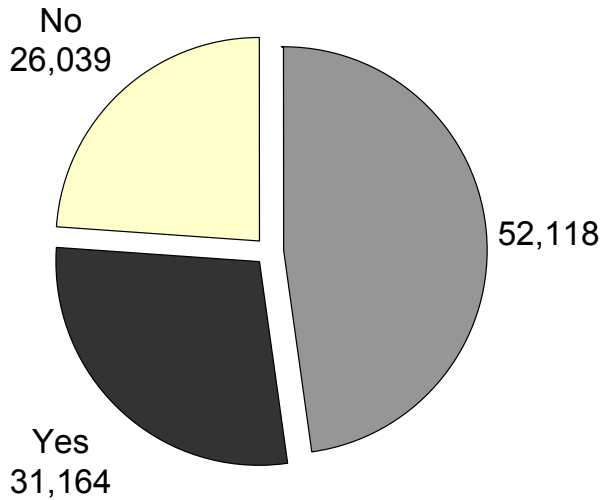
Road Conditions/Traffic	51%
Forest Fires	14%
Cost	7%
Insects	5%
Rest Stops	3%

#### Images and Memories a Year from Now



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

**Flexible Itinerary  
2004**

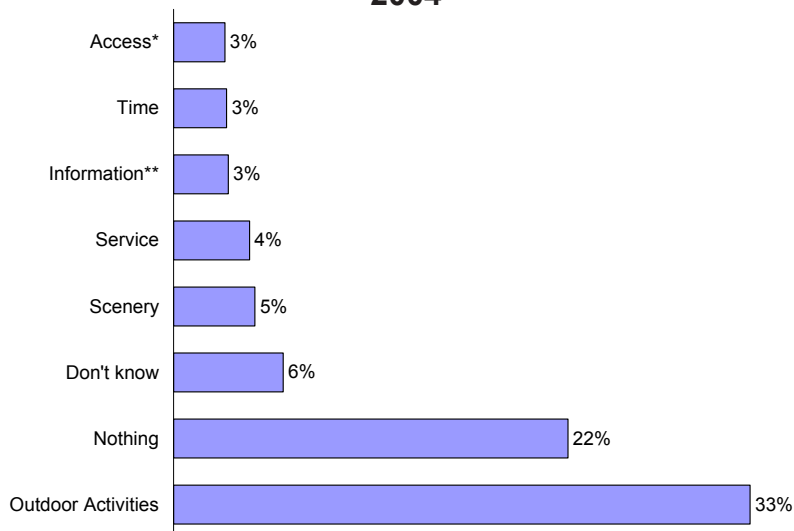


### ***Was your itinerary flexible?***

*Survey Question 18.*

Visitors were asked if their travel itinerary was flexible enough to have let them spend more time in the region if they had wanted to. Twenty-nine percent stated yes, their itinerary was flexible, while twenty-four percent stated that their itinerary was not flexible.

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



\*Access was most commonly mentioned in the context of access to rivers, lakes, streams, mountains, and wilderness for activities like fishing, hiking and boating.

\*\*Information requested included more information on fishing, trails / hiking opportunities, history, detailed maps, geological history, etc.

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

*Survey Question 17.*

When asked what activities or attractions would have encouraged visitors to spend more time in the Kluane region, of those who responded, 33% said outdoor activities, 22% said nothing and 6% said don't know.

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

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

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

*Survey Question 19.*

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

Visitors to the Kluane region were impressed with the region, with 98% stating that the hospitality they received in the region was good to very good and 97% stated the same thing about their feeling of safety and the region's natural attractions and scenery.

### **Rating of the Kluane Region 2004**

	Poor or Very Poor	Okay	Good or Very Good
The Region's natural attractions/scenery	1%	2%	97%
Your opportunity to view wildlife	24%	29%	47%
<b>Your impression of the Region</b>			
People and communities	1%	3%	96%
Their hospitality	<1%	2%	98%
Your feeling of safety	1%	2%	97%

# 2004 Yukon Regional Exit Survey

*Field Operations -  
May to September, 2004*

# APPENDIX ONE - REGIONAL QUESTIONNAIRE

## SECTION 1

- 1. Including yourself, how many people are travelling in your immediate travel party *{sharing expenses, experiences, and/or decisions}*?  
\_\_\_\_\_ persons
- 2. How many people in your immediate travel party are in each of these age categories?  
          <12    12-17    18-24    25-34    35-44    45-54    55-64    65+  
Male \_\_\_\_\_  
Female \_\_\_\_\_
- 3. How many different households are represented in your immediate travel party?  
\_\_\_\_\_ households
- 4. What country are you from?  
o Canada:    Province: \_\_\_\_\_    Postal Code: (if “Don’t know” postal code ask ... What city are you from?) \_\_\_\_\_  
o U.S.A.    State: \_\_\_\_\_    Zip Code: \_\_\_\_\_    o Don’t know  
o Other    Country: \_\_\_\_\_

## SECTION 2

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

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

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

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

(Remember to record air & river travel)

## APPENDIX ONE - REGIONAL QUESTIONNAIRE

### SECTION 3 - Region Visitors ONLY

Interviewer Notes:

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

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

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

Interviewer Note: Please confirm with nights on map

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

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

(Do not read)

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

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

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

Aircraft/helicopter       Bus/Coach       Van Tour

Boat - canoe, kayak, raft, motorboat

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

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

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

## APPENDIX ONE - REGIONAL QUESTIONNAIRE

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

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

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

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

*(read aloud and mark all that apply)*

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

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

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

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

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

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

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

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

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

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

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

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



## APPENDIX ONE - REGIONAL QUESTIONNAIRE

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

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

its on the way  
 don't know

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

Yes  No - if no, skip to question 14

*if yes, ask*

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

none

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

*if more than one source listed, ask*

- 13.2 Which of these sources was the most helpful?

\_\_\_\_\_

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

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

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

Yes

*if yes, ask*

- 15.1 What sources of information did you use?

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

*if more than one source, ask*

- 15.1.1 Which of these sources was the most helpful?

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

No

*if no, ask*

- 15.2 Why not?

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

## APPENDIX ONE - REGIONAL QUESTIONNAIRE

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

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

o nothing

- 16.1 Why didn't you?

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---

(skip to question 16.4)

o did something

- 16.2 What did you do?

---



---

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

o nothing - go to Q.16.4

o did do:

---



---

- 16.3.1 Why did you do that?

---



---

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

o nothing - skip to Q.17

o did not do:

---



---

- 16.4.1 Why didn't you do that?

---



---

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

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---

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

o Yes      o No      o d/k      o refused

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

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

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

o Nothing

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

o Nothing

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