1.0 Background and Methodology

1.1 Background

Recently WTAY entered into a partnership agreement with the Yukon Government's Department of Tourism, the Yukon's Tourism Industry Association and the Industry Enhancement Committee of the Canadian Tourism Commission to develop a Northern Wilderness Adventure Tourism Product Club. This Product Club was formed to enhance the north's wilderness tourism industry and improve the competitiveness of Canada's wilderness adventure product line.

One step in that process was to conduct a market research study with potential wilderness/adventure travellers. To accomplish that, DataPath Systems was contracted and the study was conducted in the Fall 1998 and Winter 1999.

This study has five primary objectives:

1. Understand the overall interest in wilderness/adventure products
    - What percentage of the population is interested in such products?
    - Past trip experience among potential wilderness travellers
    - Who is likely to include it in up-coming travel (demographics)
2. Determine Trip Planning Issues
    - What is the decision making process? Information sources?
    - What are the barriers to travel, barriers to the Yukon
3. Determine the level of interest in the Yukon, and our products.
    - What is the current level of interest in the Yukon?
    - What specific products are they interested in? And at what level?
    - What is the role of guided trips?
    - What benefits/motivations are important?
4. Segment those interested in northern wilderness/adventure.
    - That segmentation would include: travel behaviour, psychographics, trip planning, travel benefits, Yukon imaging, and demographics.
5. Profile the resulting segments and determine the best product-market match.
    - How do the segments differ from each other?
    - Which are the strongest targets? (product match and economics)

1.2 Methodology

A total of 800 surveys were completed in the cities listed below. In order to qualify for the survey a respondent had to have travelled in the past two years on a leisure trip to a destination at least two hours away by plane, or was planning to take such a trip in the next year and reside in a neighbourhood where the average income is over $40,000 (indicating the ability to travel). In addition, they had to show interest in any of the following trip types:

- Boating or fishing in a rural or remote area
- Hiking, biking, horseback riding, walking, bird watching or photography in a wilderness or scenic area
- Rafting, canoeing, or kayaking at either a slow or active level
- Winter activities such as dog sledding, cross country skiing, ice fishing or snowmobiling or
- Where the primary type of accommodation is camping in a tent or staying in a rustic cabin or lodge

Respondents qualifying for the survey will be referred to as potential wilderness travellers.

Cities included:

CITY	SAMPLE SIZE
Southern California (all counties south of San Luis Obispo)	100
Northern California (all counties north of San Luis Obispo)	100
Chicago, IL	100
Portland Oregon	25
Seattle, WA	75
Vancouver BC	100
Calgary AB	100
Southern Ontario (TO to Hamilton – the Golden Horseshoe)	200

U.S. cities were based on counties within the DMA (demographic metropolitan area) of the cities, which is broader than merely the city limits. Canadian cities were defined as the CMA (Census metropolitan area), also broader than the city limits. Several CMAs were combined to create Southern Ontario.

Respondents were telephoned in the evenings and weekends based on randomly generated phone numbers (includes listed and non-listed numbers). The person in the household was selected based on the adult who had the next birthday. This process generates a random sample.

2.0 Incidence

The following table shows the percentage of respondents who qualified as potential wilderness travellers within that city. The Americans were slightly more likely to qualify as a potential wilderness visitor than were the Canadians (80% vs. 63%).

- Within the U.S., those residing in the Pacific NW were more often qualified (82%), than those living in U.S. cities further away (and more urban) (77%).

- In Canada, Western residents qualified more often (66%) than Ontario residents (59%), following a similar pattern to that in the U.S.

CITY	**% of population in that cities which qualified for this study**
U.S. Cities (net)	80%
Pacific NW (N.CA, Portland, Seattle)	82%
Northern California	83%
Portland Oregon	81%
Seattle, WA	82%
Long-haul U.S. cities (net)	77%
Southern California	75%
Chicago	81%
Canadian Cities (net)	63%
Western Canada	66%
Vancouver BC	59%
Calgary AB	69%
Southern Ontario	59%
TOTAL	**73%**

This level of incidence can indicate the general success in finding a potential wilderness visitor in that city area. For example, although the population in Calgary is smaller than that of Ontario, for every 100 households targeted in the Calgary, 69 are likely visitors, while in Ontario, that number would be 10 less. This does not translate into interest or visitation to the Yukon specifically, only interest and ability to take wilderness type trips.

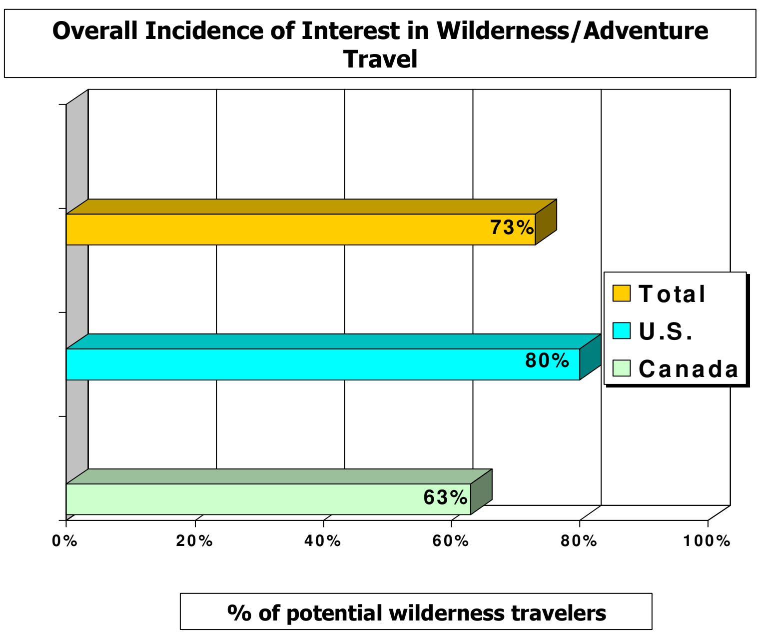
3.0 Overall Interest in Wilderness/adventure products

3.1 What percent is interested?

Overall interest in wilderness/adventure products was determined based on the desire and ability to take such a trip. To measure desire, respondents reported on their level of interest on seven different trip types. Five of those trip types would qualify as wilderness/adventure, while two were non-wilderness type trips. A respondent had to have reported they were likely to take at least one of the five wilderness type trips in the next three years in order to qualify.

- ❖ In total, 73% reported they were likely to take at least one of the wilderness trips in the next 3 years.

- ❖ This was slightly higher in the U.S. (80%) than in Canada (63%).

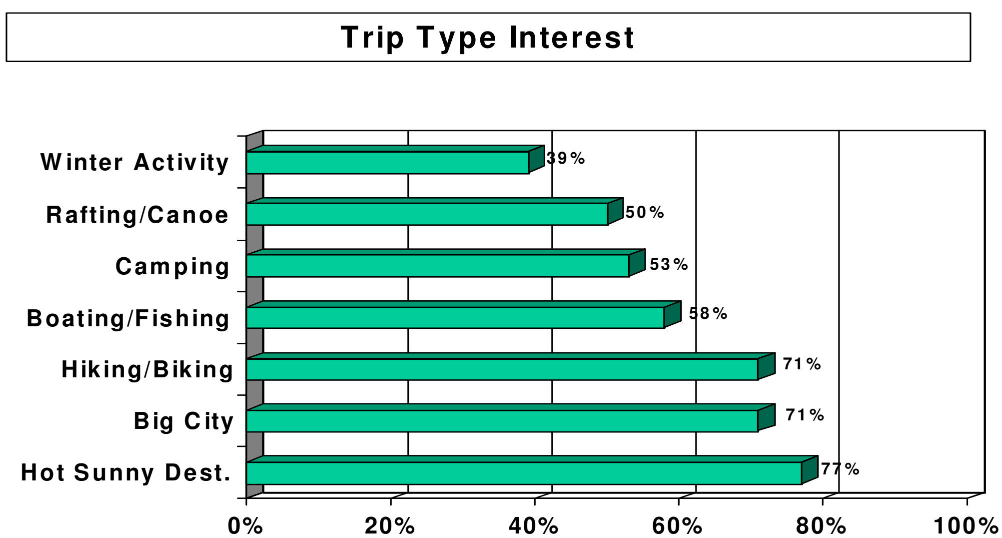


Of the seven trip types, however, the non-wilderness types were more often reported as a possible trip type than were the wilderness trips.

- ❖ In both the U.S. and Canada, visiting a resort in a hot sunny destination was the number one pick (77%), (except in the Calgary/Vancouver, where hiking, and biking trips were more common.)
- ❖ Visiting a big city like Las Vegas or Toronto was the second most selected trip type (71%) with that trip type being more popular among Americans (73%) than Canadians (61%)
- ❖ In Canada the second most popular trip type was hiking and biking

Among the five wilderness trip types, hiking and biking trips were the most popular (70%), followed by boating/fishing (58%), camping (53%), rafting/canoeing (50%) and winter activities (39%).

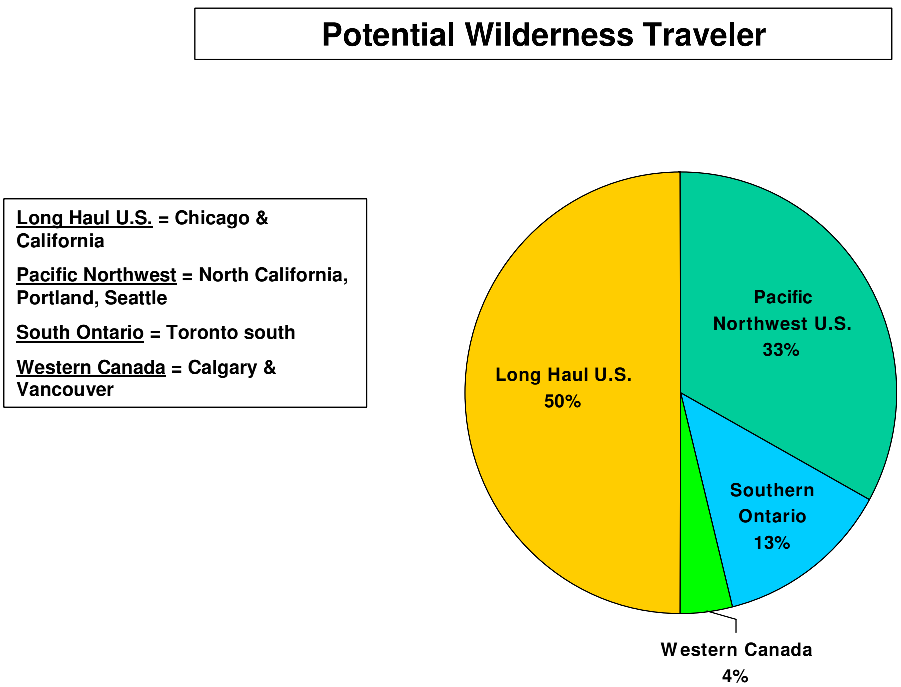
- ❖ Each of these lost popularity with age, i.e. those over age 55 were less interested in the outdoor trips than those under age 55.



The ability to take such a trip was based on past travel experience and future intentions. To qualify, a respondent had to have either taken a trip for leisure in the past two years where they travelled at least two hours by plane to the destination, or very or somewhat likely to take such a trip in the next two years.

- 88% of contacts qualified at these travel experience questions.

The remainder of this report covers only those respondents (73%) who qualified as potential wilderness travellers. Data has been weighted and reflect population and incidence rates.



3.2 Past trip experience among potential wilderness travellers

Potential wilderness travellers are fairly frequent leisure travellers. On average they took 3.6 trips (2+ hours by plane) in the past two years, or almost two per year.

- Americans average more trips/year (3.8) compared to Canadians (2.6).

When asked specifically about past trips to a wilderness or scenic area, 57% had taken at least one wilderness trips in the past two years.

- This is highest in the Pacific NW of the U.S. (67%) and lowest in Ontario (42%)

- Both Western Canada and Long-Haul U.S. fell in between that at 56%.

Because everyone in the study had qualified as likely to take one of the five trip types, in appears a good percentage do not classify those trip types as wilderness trips. For example, a person can report they have taken a fishing or boating trip, and later report they did not take a wilderness trip. The use of the term "wilderness" may be one reason that those who said they likely to take one of the five trip types, reported they have not taken a wilderness trip. One other reason may that the market is expanding, and while on 57% have taken such a trip, the other 43% are intending to enter the market.

For up-coming trips, most travellers felt they would set aside 7 or fewer nights (83%). Only 8% felt they would plan 14 or more nights for such a trip. The average trip length would be 6 nights.

- Canadians plan slightly longer trips than Americans, reporting an average of 7 nights vs. 5.8 for Americans.

The trip would typically include 2 persons (63%) and have a budget set around $2,500.

- Considering the exchange rate, comparing Canadians to Americans shows Canadians generally spending less than Americans do. The average budget for a Canadian was nearly $3,000 Canadian, while it was approximately $2,500 U.S. for Americans. (translating to approximately $3,600 Canadian).

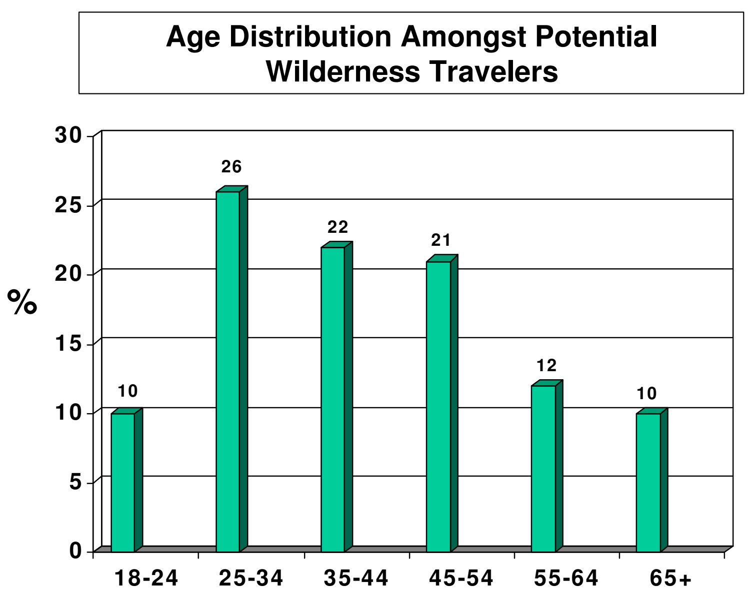
Planned Wilderness Trip Profile

	Total	American	Canadian
Nights away from home (average)	6.0	5.8	7.0
Trip Budget (average $)	$2,560	$2,490	$2,960
Number of People on the trip (average)	2.5	2.5	2.5

Demographics of potential wilderness travellers

The average age of a potential visitor is 42.8. The distribution of age shows 35% under the age of 34, 43% between 35 and 54, and 22% over the age of 54.

❖ The was little variations in age across the regions



❖ The 25 – 34 year old group represents over one-quarter of these travellers

❖ Female wilderness travellers are slightly younger than their male counterparts, (41% vs. 43% average age)

Potential wilderness travellers are currently employed full time (69%). Surprisingly, perhaps is the large percentage who are retired (16%). This is fairly consistent across all cities.

- ❖ 74% of males and 65% of females were employed full time.

- ❖ Employment is slightly higher in the U.S.

Income levels reflect the high employment, with 23% earning under $40,000, 27% earning between $40 and $60,000, 30% between $60 and $100,000, with 20% over $100,000. (reported in their own currency)

- ❖ Income ranges show the typical U.S. travellers are earning less than $60,000 U.S. (48%), with 30% earning between $60,000 and $100,000. Approximately 22% are earning over $100,000.

- ♦ This compares to national demographics by………
- ♦

- ❖ Incomes in the Pacific NW were higher than any other area with 30% earning over $100,000.

Incomes in Canada are slightly lower, with over half (57%) earning less than $60,000 Canadian, 32% between $60,000 and $100,000 and only 11% earning over $100,000.

- ❖ Comparing Western Canada to Ontario shows Western Canada has more travellers in the lower income level (63% less than $60,000 compared to 55% in Ontario), and also more in the higher income level (13% over $100,000 compared to 11% in Ontario)

Household composition is primarily composed of two adults (58%), with one-quarter of the households consisting of only one adult.

- ❖ Over one-half (58%) of the households do not have any children under 18 living at home. This is consistent across the cities.

To describe a typical household, one might say it consists of two adults in their early 40's, without kids in the household. Both are employed full time, with a household income between $40,000 and $80,000.

- ❖ Keep in mind, however, there is no such thing as "typical".

- ❖ % of the potential wilderness travellers would fit that description.

	Total	American	Canadian
AGE			
Average age	42.8	43.1	41.4
INCOME			
<$60,000	50%	48%	**57%**
$60,000 - $100,000	30%	30%	32%
$100,000 +	20%	**22%**	11%
EMPLOYMENT			
Full time	69%	**70%**	65%
Part time/student	13%	12%	**20%**
Retired	17%	18%	15%
HOUSEHOLD COMPOSTION			
Average # of adults	2.0	2.0	2.1
Kids in Household – average	.8	.8	.8
No kids	58%	58%	60%
1 – 2 kids	35%	35%	34%
3+ kids	7%	7%	7%
GENDER			
Male	49%	**51%**	40%
Female	51%	49%	**60%**

4.0 Determine Trip Planning Issues

Several factors are included in planning a trip. First, the person must be "pushed" out of their current situation and inspired to travel. Second, they must feel informed about a destination prior to selecting it, feel "pulled" towards it, and finally, they must be able to overcome any barriers there are to visiting that destination.

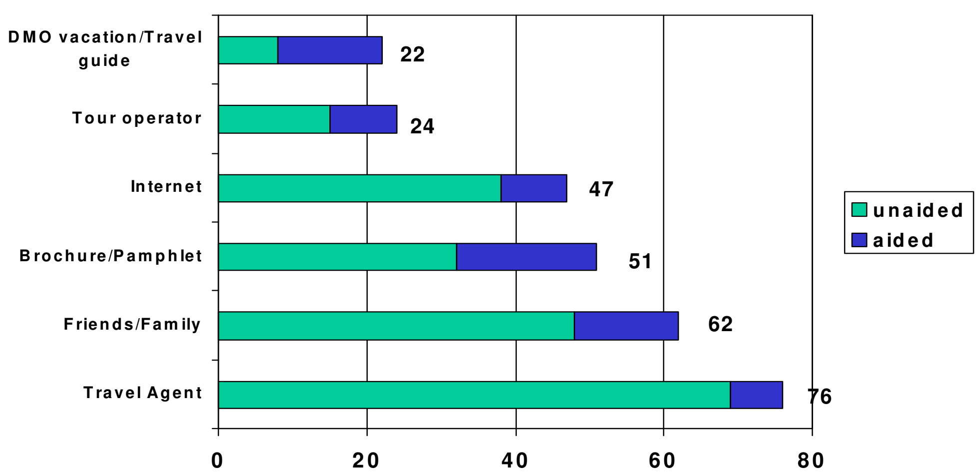
4.1 What is the decision making process?

When planning a trip to a destination they have not been to before, these travellers were extremely likely to be well informed. 51% reported they like having all the arrangements made and lots of information on the destination before they leave home. To acquire that information over three-quarters (76%) report they would look to or talk to a travel agent.

- ❖ Second to using a travel agent is friends/family (62%), followed by brochures/pamphlets (51%), and the Internet (47%)

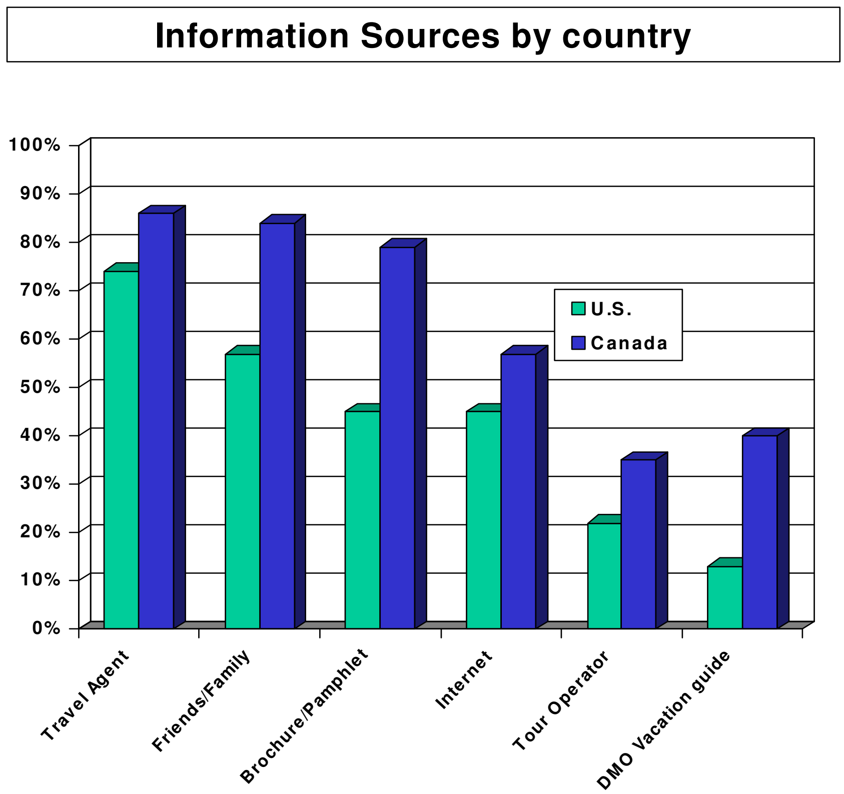
- ❖ A smaller percentage would use tour operators (24%) or city/state/provincial travel guides (22%).

Information Sources used for trips & destinations not been to before



There were a few gender differences, in that women in general used more sources of information compared to men, and in particular showed higher use of the Internet and friends/family.

- Canadians used all the information sources more often than Americans.



4.2 Factors used to when deciding where to travel

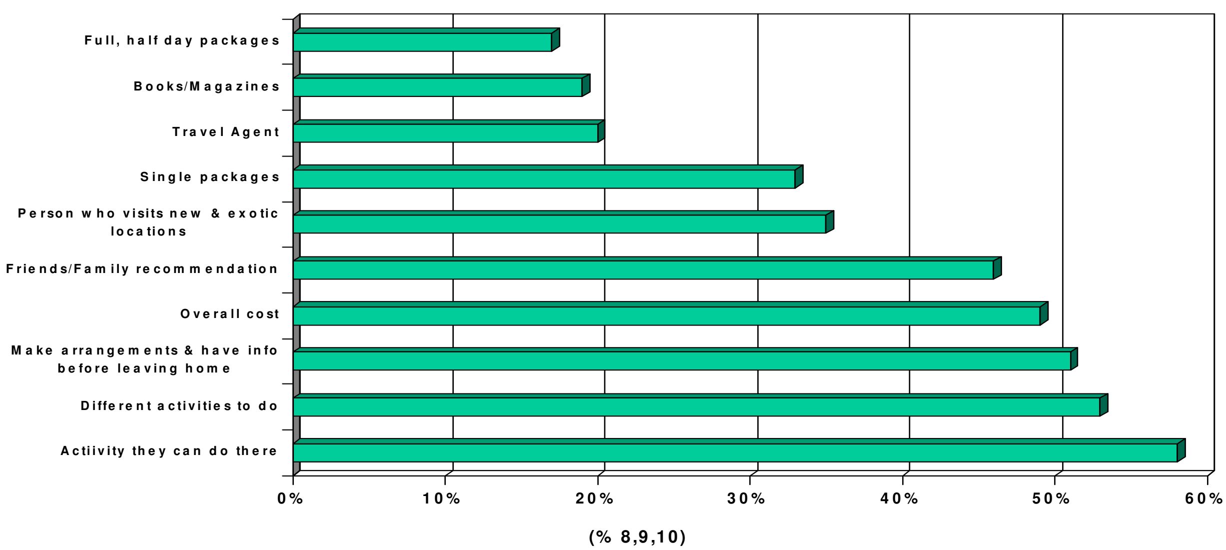
Many factors are involved in the selection of a specific destination. Potential wilderness travellers were asked to rate how important ten factors were in choosing the destination. In order for a destination to quality in a respondents "list of possible" destinations, at least several of these factors would need to be satisfied.

- The two top factors considered when choosing a destination are both activity related. Both "knowing there are activities you can do when you get there" and the "knowing the destination has many different activities to do there" are very important in the selection of a destination, (58% and 53% rate it an 8,9,or 10 respectively on an importance scale of 1 to 10).

- Information is also critical to the destination selection. "Having arrangements made and lots of information about the destination before leaving home", and "having the recommendation of friends and family" are the second most important items (51% and 46%)

- Cost is next (49%), and is followed by "being known as a person who visits new and exotic locations" (35%), "purchasing components of the trip in a single package" (33%), "use of a travel agent to decide the destination" (21%), "recommendations of books and magazines" (19%), and "availability of half and full day packages" (17%).

Importance Of Factors When Selecting a Destination



- Canadians placed more importance on the cost of the trip compared to Americans.

- Ontario residents tended to place a higher degree of importance on recommendations (friends/family, book/magazines, and travel agents) and on each of the package factors then did either the Americans or Western Canadians.

4.3 Barriers to wilderness travel

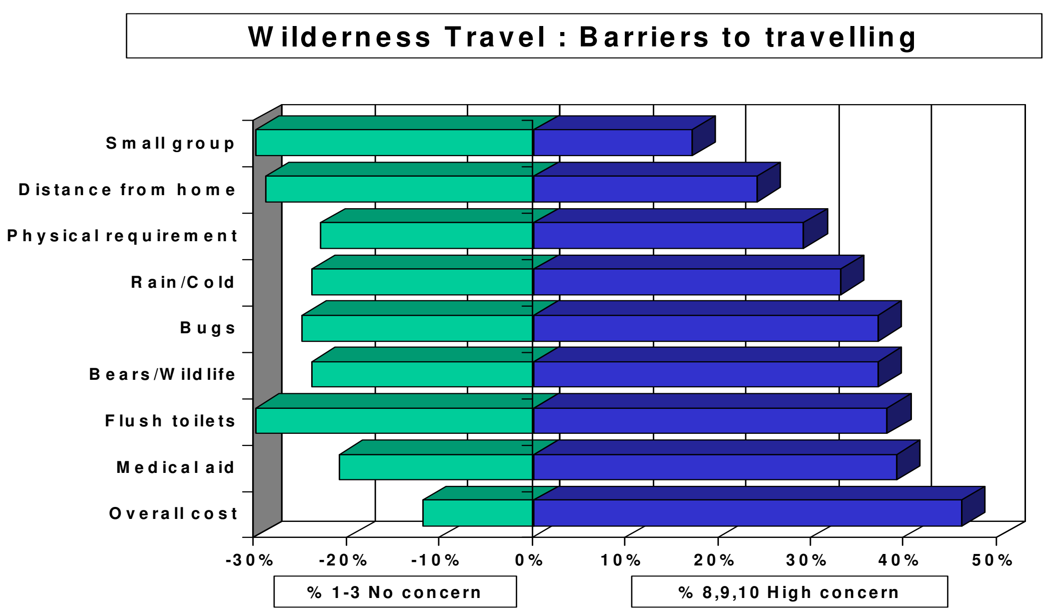
In order to better understand some of the barriers to wilderness travel, even among those interested in wilderness travel, nine potential barriers were tested on how concerned they made the travellers.

❖ The most outstanding barrier is the cost of the trip. While the overall cost of the trip was not considered the most important factor in selecting the destination, it is the most important barrier to the trip. (46% rated it a high concern – 8,9,10 on a scale from 1 to 10)

❖ The second tier of barriers feel out in the following order:

- Distance from medical aid (39%)
- The lack of flush toilets (38%)
- Encountering bears or other threatening wildlife (37%)
- Bugs (37%)
- The possibility of rain or cold weather (33%)
- The physical requirements needed on the trip (29%)

❖ The least relevant barriers were the distance you are away from home (24%) and sharing your experience with a small group of strangers (17%).



When looking at which of these barriers are not really barriers (the percent rating them a low concern, 1,2, or 3), it shows low concern for the following:

- ❖ Sharing your experience with a small group of strangers (30%)
- ❖ No flush toilets (30%)

Canadians were more concerned with Bears and wildlife, distance from medical aid, cost and distance from home than were Americans.

- ❖ Americans showed greater concern than Canadians did for the lack of flush toilets.

4.4 Other Barriers to the Yukon

In addition to those barriers, there are other issues that the Yukon would need to overcome in order to get these travellers.

- ❖ One important issue is that the majority of travellers would only plan one week for the trip. This time barrier would need to be addressed.
- ❖ A budget of $2,500 may be considered too low for a Yukon trip.
- ❖ Low awareness of the Yukon
- ❖ 29% of potential travellers are concerned with how far they are away from home

Only 27% of respondents reported they were not very or not at all interested in visiting the Yukon. The primary reasons for not being interested include:

- ❖ Too Cold (30%)
- ❖ Don't know why (26%)
- ❖ Too far (23%)
- ❖ Never heard of it (19%)
- ❖ Never thought of it (16%)
- ❖ Too expensive (7%)

5.0 The level of interest in the Yukon, and our products

This section reviews what is needed to "pull" potential wilderness visitors to the Yukon. In order to get them to select the Yukon, they must first be aware of the destination, be at least somewhat interested in it based on that awareness, and be interested in the products and benefits the destination has to offer.

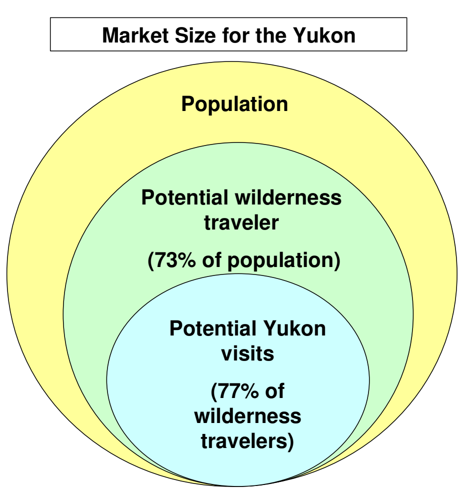
5.1 Awareness of the Yukon

Potential wilderness travellers were asked to name destinations that came to mind when thinking about taking a wilderness trip.

- In total, 7% mentioned the Yukon (unaided).
    - Yukon mentions were higher among men than women (10% vs. 6%)
    - As would be expected, Canadians were more likely to mention the Yukon than were Americans (19% vs. 5%)

Among those who did not mention the Yukon, they were asked how interested they would be in visiting the Yukon.

- In total, 73% were either very (25%) or somewhat (47%) interested in visiting the Yukon. This is a very positive finding for the Yukon.
    - Combining those who mentioned the Yukon unaided, and those who are at least somewhat interested in visiting, yields a total potential Yukon market of over 77%.
    - 27% were either not very or not at all interested in visiting the Yukon.



Among those that are potential Yukon visitors, what appeals to them most about the Yukon is that is a place they have never been to before (45%).

- That is followed by remote (41%), adventure (21%), gold rush history (12%), rivers (6%), and First Nations (6%).

5.1.1 Interest in the Yukon by Origin

Comparing the four regions studied in this report, Southern Ontario has the highest level of unaided awareness of the Yukon, with 21% of all Southern Ontario residents mentioning the Yukon when they think of taking a wilderness trip.

- That is nearly twice as high as those living in Western Canada (13%), and three times as high as those living in the Long-haul U.S. (7%).
- Unaided recall of the Yukon was nil in the Pacific Northwest - perhaps due to the competition there. Those living in the Pacific NW were more likely to mention Alaska, Yosemite, Sierra Nevadas, Oregon, Arizona and Canada (in general), than residents of other regions.

The differences between the region become less apparent when you included aided interest in the Yukon. Combining those who mentioned the Yukon unaided with those "very" interested in the Yukon when prompted, the results show:

- Western Canada - 42% very interested
- Southern Ontario - 41% very interested
- Pacific Northwest - 31% very interested
- Long haul U.S. 29% very interested

This indicates that top of mind awareness is strongest in Southern Ontario, but interest is also strong in Western Canada. Top of mind awareness is an important factor, however, as it indicates they are more likely to make the initial contact for travel information, where with those needing aided recall, the destination has to first find them and remind them of the Yukon prior to them travelling here.

Among those interested in visiting the Yukon, top of mind awareness is, of course, higher (10% vs. 7% overall).

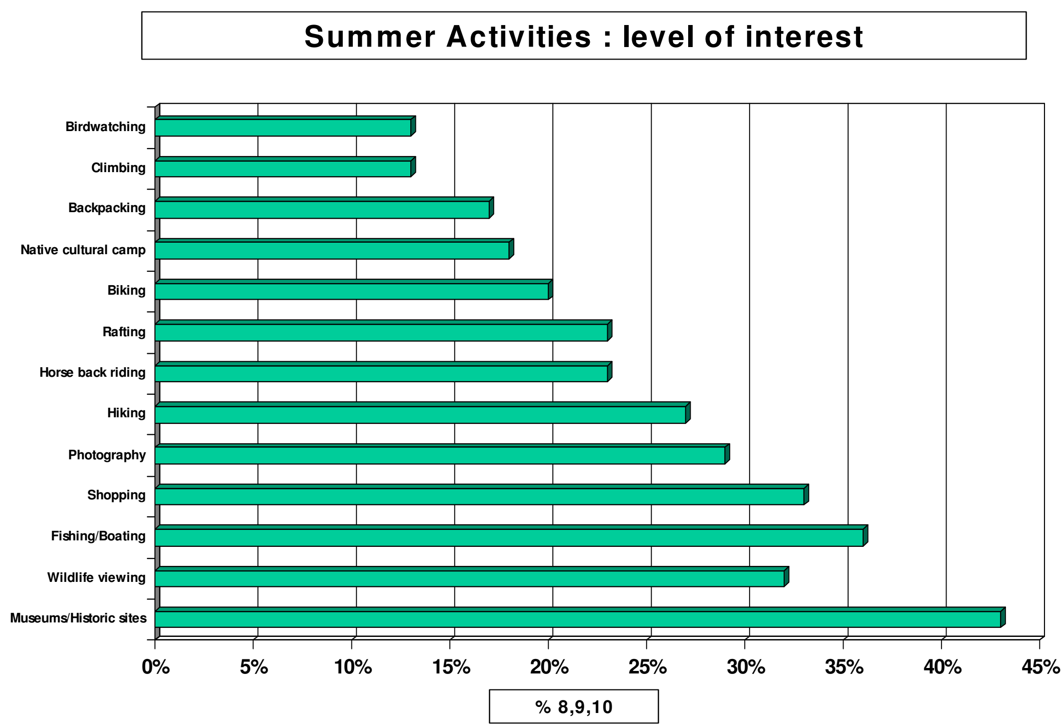
5.2 What specific products are they interested in?

Products were divided up between summer and winter activities and travellers were asked to rate how interested they were in each activity. For activities that they were interested in, they were asked if the activity would be the primary focus of a trip, or just part of a trip.

5.2.1 Summer Activities

A total of 14 activities were tested. In terms of interest, the lowest impact activities, those that appeal to a broader market, were rated the highest.

- The activities with the most appeal included: museums/historic sites (43%), wildlife viewing (32%), fishing/boating (31%), shopping (30%), photography (29%), and hiking (27%)
- Those were followed up by rafting (23%), horseback riding (23%) and biking (20%)
- More specific, or niche markets were found for native cultural camps (18%), backpacking (17%), canoeing (16%), climbing (13%) and birdwatching (10%)



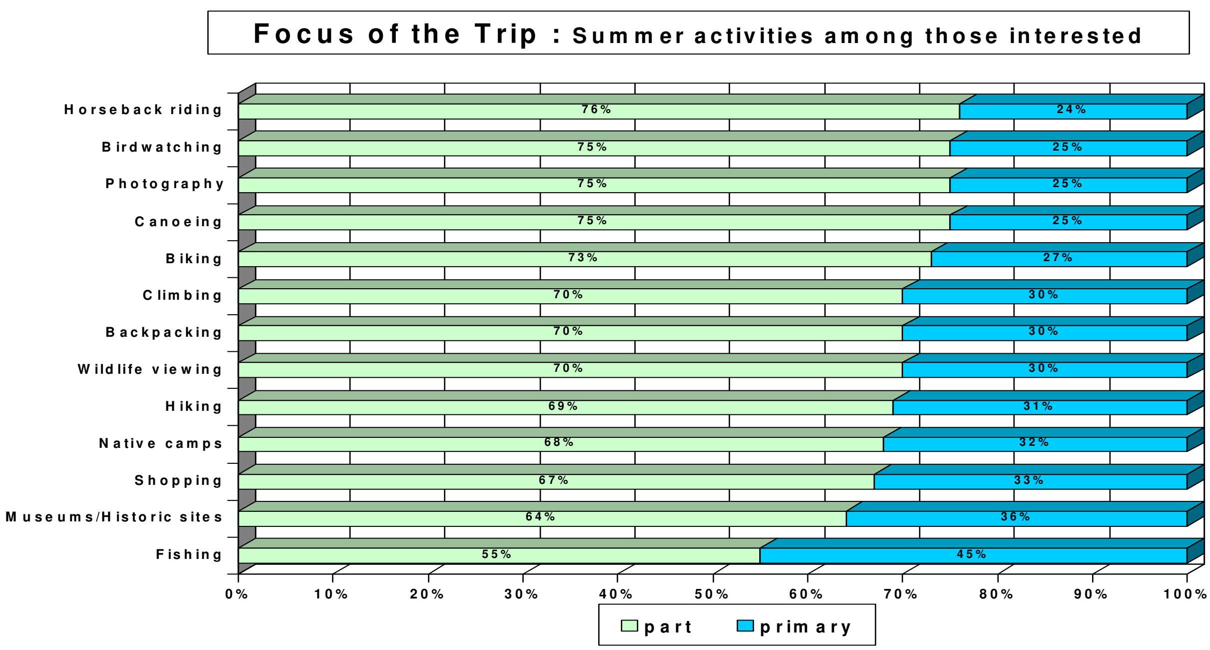
- Gender differences show that men are more interested in fishing compared to women, while women are more interested than men in museums, shopping, hiking, photography, native cultural camps, wildlife viewing, horseback riding and birdwatching.

- Canadians were more interested in birdwatching, backpacking, horseback riding and wildlife viewing compared to Americans

- Younger travellers (under 35) were more interested in the more physical activities such as rafting, hiking, climbing and shopping. They were less interested in native cultural camps, fishing, birdwatching and museums/historic sites.

Comparing of the level of importance the activity would play in the trip, a few differences arise:

- ❖ If fishing is important to the traveller, it becomes the primary focus of the trip for 45% of them.
- ❖ For about one-third, museums (36%), shopping (33%), native culture camps (32%), hiking (31%), rafting (31%), wildlife viewing (30%), backpacking (30%) and climbing (30%) would likely be the primary purpose of the trip.
- ❖ Biking (27%), canoeing (25%), birdwatching (25%), photography (25%) and horseback riding (24%) are likely to only be part of a trip purpose.



- ❖ Women were more likely to make many of the activities the primary focus of the trip, while men were more likely to view them as only part of the trip. (Men seek more activity than women do?)

5.2.2 Winter Products

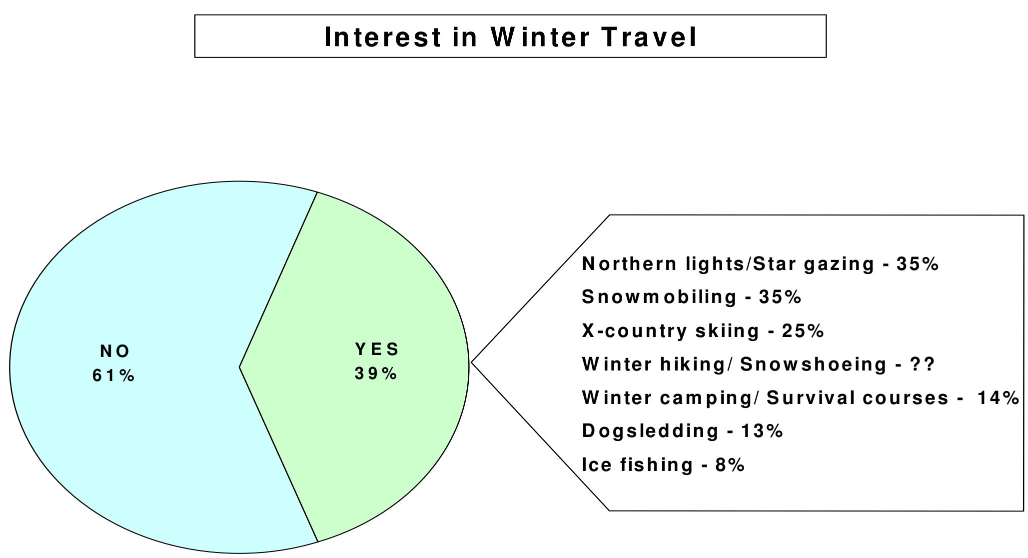
Among these potential wilderness travellers, 39% would likely consider taking a vacation in winter for snow base activities.

- ❖ This is slightly higher (43%) for those interested in visiting the Yukon

Seven winter activities were rated. The most popular activities were viewing the northern lights/star gazing and snowmobiling.

- ❖ These were followed by cross country skiing, winter hiking and snow shoeing, winter camping or survival courses, and dog sledding.

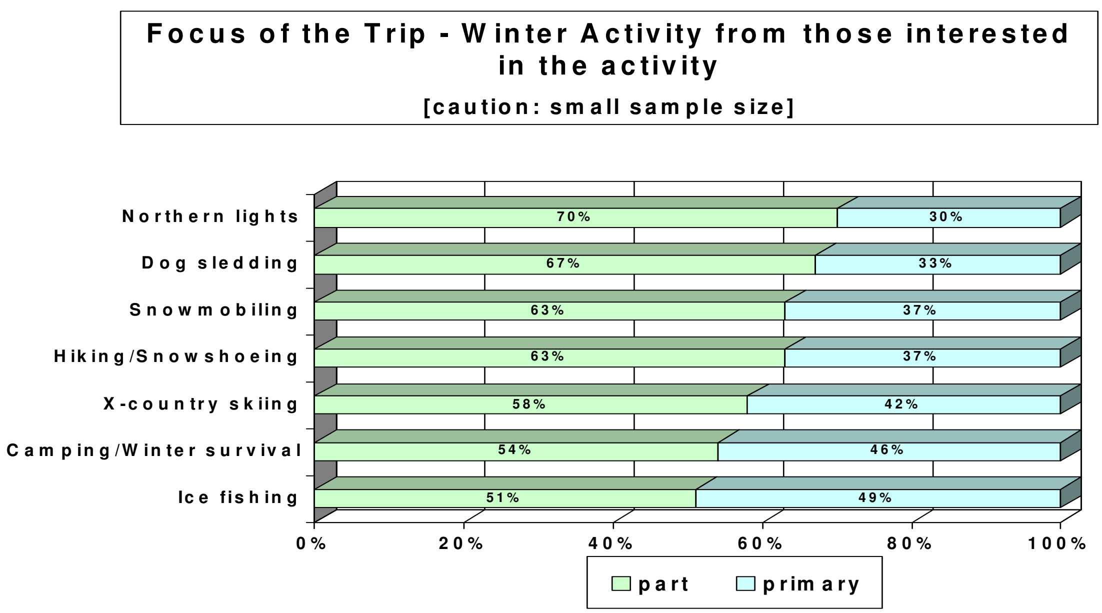
- ❖ Ice fishing was the least popular



When thinking of winter activities, travellers are more likely to consider them as the primary activity of the trip compared to summer activities. This indicates that a winter trip is more likely to have a primary purpose (activity goal oriented), while summer travel more often consists of a combination of multiple activities.

- For those interested in ice fishing, winter survival courses and cross-country skiing, they are most likely (compared to other activities) to consider it as the primary focus of their trip. (over 40%)
- Over one-third of those interested in winter hiking/snow shoeing, snowmobiling, and dog sledding would consider it as the primary focus of the trip
- Slightly under one-third of those interested in northern lights/star gazing consider it the primary focus of the trip.

This information is extremely useful when packaging trip activities. For example, if marketing a dog sledding trip --- if marketed as the primary focus of the trip, the target audience becomes quite small, (39% interested in winter, times 13% interested in dog sledding, times 33% interested in it as the primary focus results in 2% of the total market). On the other hand, if the dog sled component is featured, but included in a broader trip along with northern lights and skiing, the appeal is broader – up to 5% of the total market.



5.2.3 Activity's role in destination selection

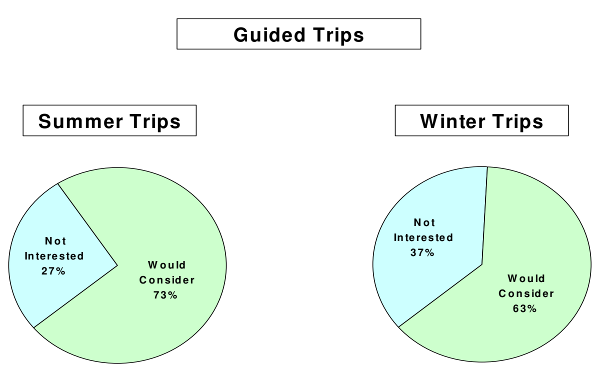
A general understanding of how important the activity is to the destination selection was conducted by comparing activity-based motivations against other travel motivations/ benefits.

- 58% rated "the activities you can do when you get there is extremely important". This was the most important factor in deciding where to travel.
- Second was "prefer destinations with many different activities to do there" (53%)
- This confirms that activities at the destination continues to be the driving factor in destination selection.

5.3 What is the role of guided trips?

For summer travel, 73% of potential wilderness travellers would be either somewhat or extremely likely to consider take a guided trip for the activities they were interested in.

- Women were more interested in guide trips than were men (75% vs. 67%).
- Travellers between 35 and 54 years old were the most likely to consider a guided tour (74%)
- Western residents in both the U.S. and Canada were less likely to consider a guided trip than their more Eastern counterparts.
- For winter travel only 63% would consider a guided trip and again women and those between 35 – 55 were most interested.



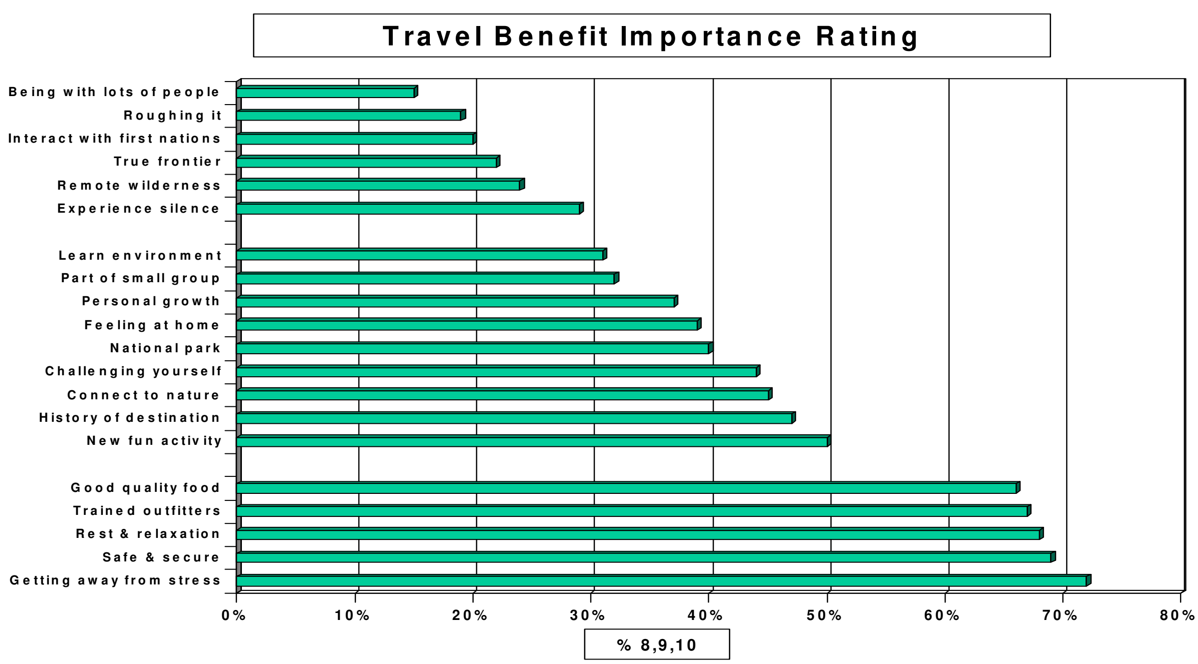
5.4 Travel Benefits

An important component of the products offered it the benefits they offer to the traveller. These are more motivational and personal than physical products. A destination or product needs to include both the physical product and the motivation or benefit in purchasing the product in order to maximize returns.

- ❖ Five benefits stood out from the rest in terms of importance for what a traveller feels they may get out of a trip. They all deal with the basic requirements: getting away from the stresses of everyday life, be safe and secure, rest and relaxation, knowing the guides and outfitters are well trained (safety issues), and having good quality food.

- ❖ The middle tier of benefits showed strong levels of importance for enjoying a new, fun but easy activity, learning about the history of a destination, connecting to nature, challenging yourself, visiting a national park, feeling at home away from home, personal growth, being part of a small group, learning about the environment, plants and animals, and experiencing silence.

- ❖ The least important benefits were being in a remote wilderness setting, going to a true frontier where few people have visited, authentic interactions with First Nations people, and roughing it, and being in a place with lots of people.



Compared to Americans, Canadians placed considerably more importance on safety and educational areas:

- Safe and secure
- Feeling at home away from home
- Knowing outfitters and guides are well trained
- Experiencing silence
- Learning about the environment,
- Getting away from the stresses of everyday life
- Being part of a small group
- First nations interaction

Compared to men, women (more like Canadians) placed greater importance on safety and education:

- Safe and secure
- Feeling at home away from home
- Learning the history of the destination
- Knowing outfitters and guides are well trained
- Rest and relaxation
- Getting away from the stresses of everyday life
- Learning new activities
- Personal growth

The older the traveller the more importance was placed on:

- Feeling at home away from home
- Learning the history of the destination
- Connecting to nature
- Learning about the environment
- Being part of a small group
- Good quality food

Those interested in visiting the Yukon placed slightly more importance then the average traveller on:

- Learning the history of the destination
- Being part of a small group
- Roughing it
- Going to a frontier
- Connecting to nature
- Challenging yourself
- Being in a remote wilderness setting
- Personal growth
- Visiting a national park

6.0 Segmentation of Potential Wilderness Travellers

6.1 Segment Summary

This section of the report focus on segmenting the respondents based on attitudes and behaviours. Segmentation is the aggregation or grouping of people together into groups that tend to be homogeneous in nature. The type of segmentation used in this study is holistic segmentation. It combines most of the variables in the survey in order to allow the data to create the segments. That is, it is not based on just one or two factors, but over 100.

Because it includes demographics, behaviour, values and lifestyle information, it allows better targeting for advertising, and fine-tuning of the message.

In total, five segments were created. One segment was pre-defined (those definitely not interested in visiting the Yukon), and the other four were the result of the segmentation, cluster analysis. The segments can be summarized as follows:

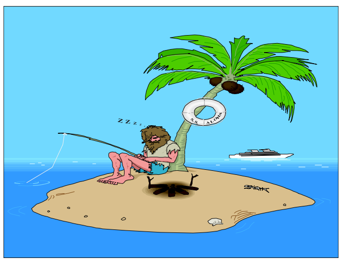
The Earthy Explorer: this segment was originally introduced in the 1992 segmentation study. Their characteristics have not changed significantly since then. They prefer to keep it simple. They are independent, lower budget, into nature, challenges, and willing to deal with the roughness of it all. They tend to specialize in one activity rather than trying them all.

The Adventure Collector: In 1992, we had the Style Conscience Adventurers – dominating the Adventure market. Over time, they have aged some and the new Adventurer is not Style Conscience, but more of a Sampler of Adventure products. So, welcome the new SCA: The Adventure Collector. They want to do it all! Keep it short and sweet! Fun Fun Fun. Highest of Quality only please!

The Pampered Consumer Boomers: The 1992 SCAs are now a bit less Adventuresome, and a bit more Pampered. This is likely to be an emerging market as the demographics of the population age. They will come, and pay the price, but it should be high quality. They want time to relax, have interesting things to do, but in a non-threatening way.

There are two segments that are less likely to be interested in visiting the Yukon.

The No Thrills: They prefer wilderness trips that are mainly close to home, with no risk or adventure needed. This is not a strong market for the Yukon.

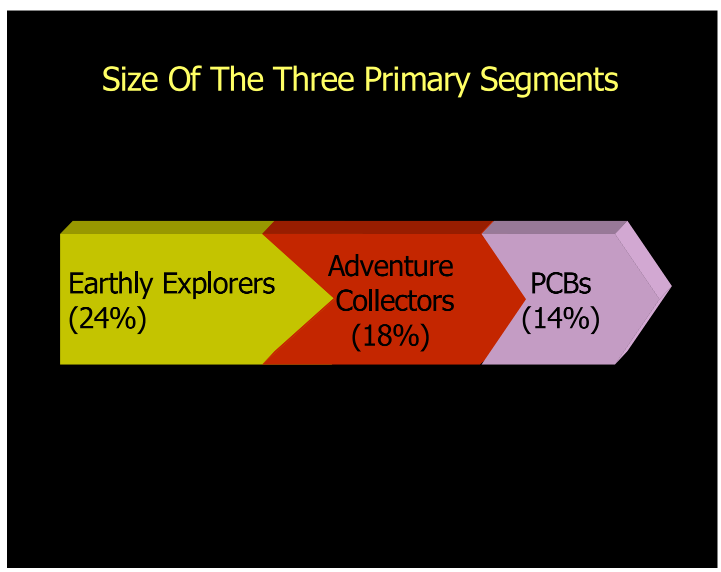


And last but not least, a segment just not interested in the Yukon - the: **Non-Yukon segment.** This segment rejected the Yukon as a destination of interest. This segment, basically, missed the boat.

The remainder of this report focuses on the three primary segments for the Yukon.

6.2 Size of the Segments

- The Earthy Explorers represent the largest of the three markets, accounting for 24% of respondents.
- Adventure Collectors are 18% of the respondents.
- PCBs are currently only 14%. However, it is expected that this market, new since 1992, is an emerging marketing and will continue to grow.



The Earthy Explorers - Compared to other segments

This segment is **more** likely than other segments to place high importance on:

- Being experimental, Using the Internet
- Being independent travellers
- Taking shorter trips, but they think of places like Australia, Costa Rica, Montana, National parks, and the Western U.S. as destinations they would like to visit

They are **strong** in the areas of:

- Roughing it and Challenging yourself
- Going to a true Frontier, Connecting with Nature, and Experiencing Silence
- Learning about the environment
- Being in a remote wilderness setting

This segment is the **least** concerned with: Bugs, Bears, Rain, Cold, Distance, Cost, or Physical requirements.

Compared to other segments, they are **more** likely:

- To have the activity as the primary focus of the trip (especially for photography, native cultural camps, fishing/boating or backpacking). That is, they are less likely to hop from activity to activity on one trip.

This segment is the least likely to take a guided trip, however, 73% would at least consider it for these types of activities.

They are **least** interested in:

- Having arrangements made in advance
- Using a travel agent, Buying full or day packages
- Being safe/secure, Feeling at home
- Being with lots of people or part of a small group
- Rest and Relaxation
- Being in fashion, buying name brands, financial investments

Demographically, compared to other segments, they are:

- More often employed full time (78%)
- More often single (28%), and Less likely to have kids at home (61%)
- Younger than all other segments except the Adventure Collectors
- More male
- Higher ratios live in Seattle and lower in Ontario

6.3 Earthy Explorers – Profile

When planning a trip, the following items are **most** important for this segment:
(% rated 8 – 10)

- The activities determine the destination (55%)
- A destination with many different activities (45%)
- The overall cost of the trip (37%)
- The recommendation of family and friends (37%)
- Being known as a person who visits exotic destinations (33%)

The **most** important benefits they get out of a vacation are: (% rated 8 – 10)

- Getting away from stresses (68%)
- Knowing guides/outfitters are well trained (56%), and Connecting to nature (54%)
- Rest and Relaxation (52%) and Challenging yourself (49%)
- Learning the history of a Destination (47%)

Their **strongest** interests are in: (% rated 8 – 10)

- Museums and historic sites (41%), and Wildlife viewing (38%)
- Hiking (32%)
- Photography, fishing/boating, rafting and backpacking (approx. 25%)

When asked about winter travel, 38% of Earthy Explorers would consider a winter vacation. Popular activities would be: (% rated 8 – 10)

- Northern lights/star gazing (33%)
- Cross country skiing (30%)
- Snowmobiling (28%)

For a segment not typically interested in guided trips, 69% would consider using a guide for a winter trip.

Psychographically, Earthy Explorers: (% rated 8 – 10)

- Like to keep up to date on world events (49%)
- Don't care about being in fashion (41%)
- Feel financial investment is important now (34%)
- Feel they are more experimental than traditional (32%)
- Spontaneous, enjoy a small amount of risk and feel it is important to understand their inner self (approx. 30%)

Demographically, they are:

- Employed full time (78%), Two adult households (55%),
- No kids (61%)
- Median age of 38, Income under $60,000 (54%)

6.4 Adventure Collectors –Compared to Other Segments

This segment is **more likely** than other segments to place high importance on:

- The activities you can do when you get to the destination
- Roughing it and Challenging yourself
- Being known as a person who visits new and exotic destinations
- Going to a true frontier where few people have visited

This segment is **more likely than other segments** to place high importance on:

- Connecting to Nature
- Getting away from the stresses of life
- Learning about the history of the destination, and the plants, wildlife.
- Experiencing Silence, Being in a remote setting
- Interacting with First Nations culture

They are also **more** likely:

- To mention Hawaii, Europe, Oregon, the Caribbean, and Yosemite
- To be very interested in the Yukon (same as Earthly Explorers) and mention the Yukon unaided as a wilderness destination
- Feel they are spontaneous
- Enjoy introducing small element of risk
- To consider a Winter trip

There is nothing they are **less** interested in doing, when compared to the other segments

Compared to other segments, this group is:

- More often in a one adult household
- More likely to have children
- Younger
- More often from California

6.5 Adventure Collectors – Profile

The **most** important benefits they get out of a vacation: (% rated 8 –10)

- Knowing guides/outfitters are well trained (85%)
- Getting away from the stresses of life (84%)
- Rest and Relaxation (79%)
- Connecting to Nature (77%)
- Safe and Secure (75%)
- Learning about the Destination, Challenging Yourself and Learning new fun activities (68%)

This segment is interested in most of the activities offered here **more** than the other segments are. Their favorite activities are: (% rated 8 – 10)

- Fishing/boating (52%) and Hiking (51%)
- Museums/historic sites (48%)
- Rafting (47%)
- Horseback riding and backpacking (44%)

When asked if they would consider taking a guided trip for one of these activities, 84% responded they would either be somewhat likely or extremely likely to do so.

This segment is the **most** interested in winter travel. 65% would consider a winter trip.

Winter activities they would participate in are: (% rated 8 – 10)

- Snowmobiling (43%) and Northern lights/star gazing (41%)
- Cross Country skiing (32%)
- Dog sledding (26%) and Winter camping/survival courses (25%)

This segment is the **most** likely to consider taking a guided winter trip (72%)

Psychographically, they best describe themselves as: (% rated 8 – 10)

- Keeping up to date on world news (72%)
- Feeling financial investment is extremely important (68%)
- Spontaneous, understanding their inner self & enjoying a small element of risk (52%)

Demographically, this segment tends to be:

- Employed full time (71%), 2 adult household (53%), with kids (54%)
- The kids typically travel with them (88%)
- Median age is 35
- Income ranges between $30,000 - $60,000 (55%), - 5% earn over $200,000
- Over half live in California

6.6 Pampered Consumer Boomers - compared to other segments

This segment is **more likely** than other segments to place high importance on:

- Having the arrangements made in advance, using a travel agent
- Buying half and full day packages, and purchasing all the components in a package
- Recommendations of friends and family
- Being safe and secure, and feeling at home

They are also **more likely** to:

- Seek Rest and Relaxation
- Personal growth, understanding inner self
- Be part of a small group
- Be Traditional
- Pay what it costs to get the best, buy name brands, be in fashion, good quality food
- Value recognition, financial investments and be up to date on world news

Demographically, compared to other segments, PCBs are:

- More often Retired,
- Older
- Have no kids at home

This segments is the **most** concerned with all potential barriers:

- Distance from medical aid, distance from home and physical requirements
- Cost of the trip
- Lack of flush toilets
- Bugs and Bears
- Cold weather

6.7 Pampered Consumer Boomers – Profile

The **most** important destination selection issues are: (% rated 8 – 10)

- Having all arrangements made & lots of information before leaving home (80%)
- Going to a destination with many different activities (66%)
- The activities you can do when you get there (66%)
- The overall cost of the trip (66%)
- Recommendations of friends & family (62%)

PCBs are **less interested** in most activities compared to the other segments. Those they are interested in include: (% rated 8 – 10)

- Museums and historic sites (53%)
- Wildlife viewing (41%) and Shopping (40%)
- Fishing or boating (35%) and Photography (34%)

Most activities would only be part of the trip, rather than a primary focus of the trip.

Overall, 83% would consider a guided trip for these types of activities

This segment was the **least** interested in Winter tourism. Only 37% would consider a winter, snow based activity vacation.

Winter activities the would consider include* (% rated 8 – 10) (* Caution, small sample size)

- Northern lights/star gazing (46%) and Snowmobiling (36%)
- Cross country skiing (21%)

Surprisingly, only 64% would consider a guided winter trip

Psychographically, this segment feels:

- They like to be up-to-date on world events (81%)
- Financial investment is important right now (70%)
- They are more traditional than experimental (62%)
- Will pay whatever it costs to get the best quality (61%)
- Recognition is important (56%)
- It's important to understand your inner self (55%)
- They like to buy brand name, quality equipment and clothing (53%)

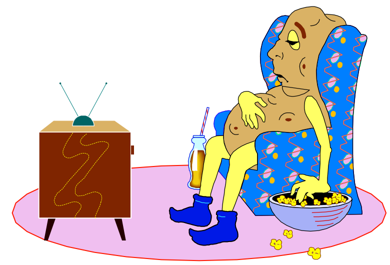
Demographically, they are:

- Employed full time (54%) or retired (35%) with Two adults in the household (62%)
- No children in the household (66%)
- Median age of 49,

- Income between $40,000 and $80,000 (52%)

6.8 No Thrills – Profile

This segment is **Not** interested in:



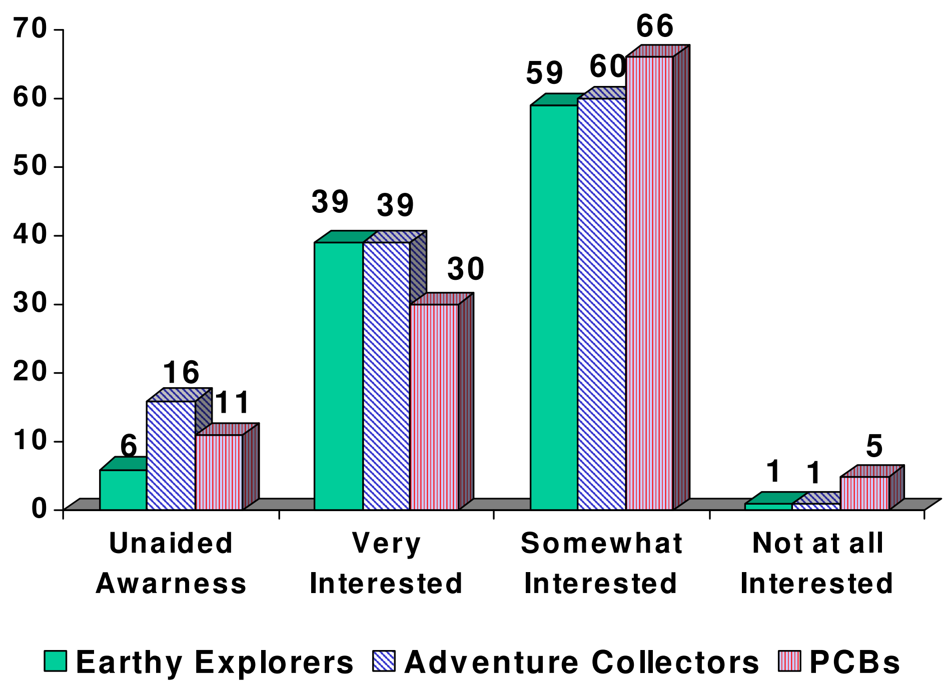
- Half or full day packages
- Roughing it
- Going to a true frontier, connecting to nature
- Experience silence, being in a remote setting
- Learning about the destination, the environment, plants, animals
- Interacting with First Nations people
- Any of the wilderness activities
- Inner self, risk, paying for quality

6.9 Not interested in the Yukon - Profile

This segment:

- Prefer sunny destinations
- Destinations with lots of people
- U.S. destinations
- Not interested in the Yukon mainly because:
  - It's too cold (31%)
  - They never thought of it or heard of it (27%)
  - They don't know why (24%)
  - It's too far(24%)

7.0 Awareness and Interest in the Yukon



In 1992, in total, only 51% were very/somewhat interested in the Yukon.
(Slightly different sample).

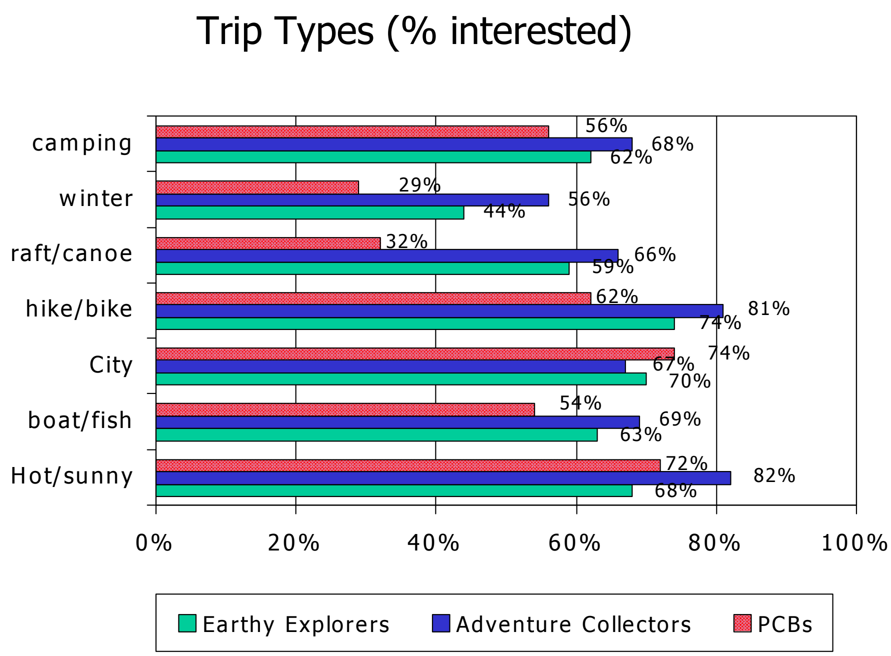
In Total, 77% are very or somewhat interested in visiting the Yukon.

- Adventure Collectors show the highest level of unaided awareness. This group is the most likely to seek out the Yukon as a vacation destination.
- Earthy Explorers, once given the option of the Yukon are as interested in visiting as the Adventure Collectors are.
- PCB's may be a slightly harder sell, however, 95% of this segment is still at least somewhat interested in visiting the Yukon.

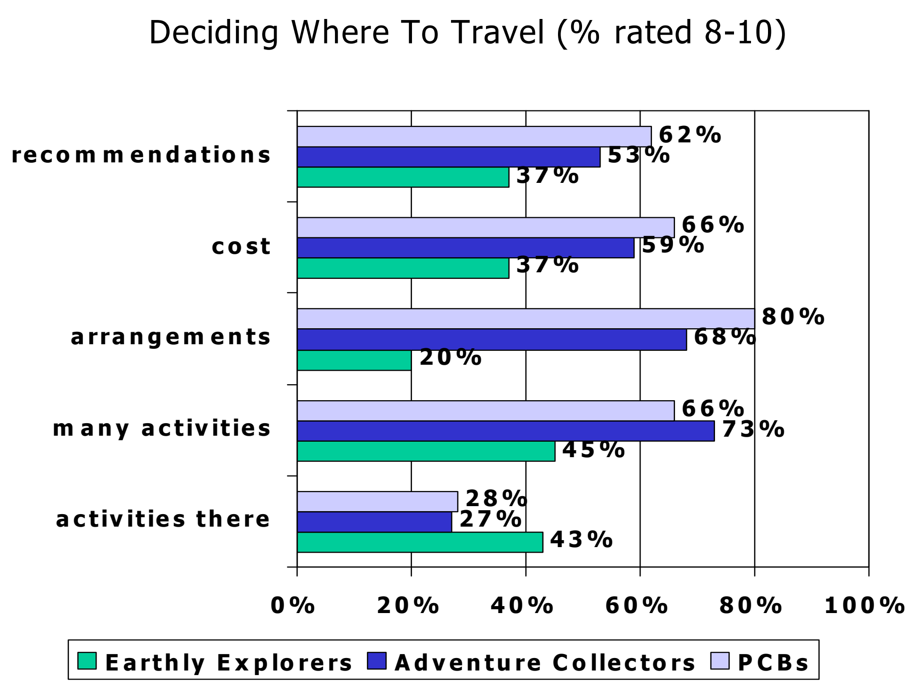
8.0 Changes since 1992

- Earthly Explorers: are basically the same, although museums are now slightly more important to them.
- SCAs have aged into PCBs --- compared to SCAs, PCBs are less adventuresome, older, more willing to spend $ and more willing to use travel agents and packages. They are still into status.
- Adventure Collectors --- have replaced the SCA's as the Adventure segment. Compared to 1992 SCA's this group is more interested in guided trips, less into fashion, more into inner-self and more willing to pay for the best quality.

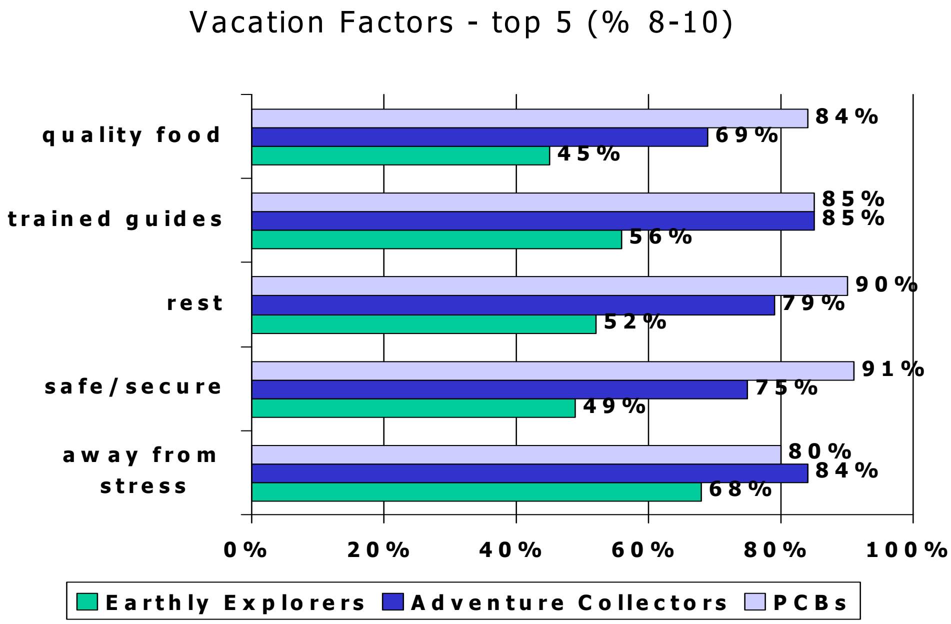
8.1 Interest in Trip Types

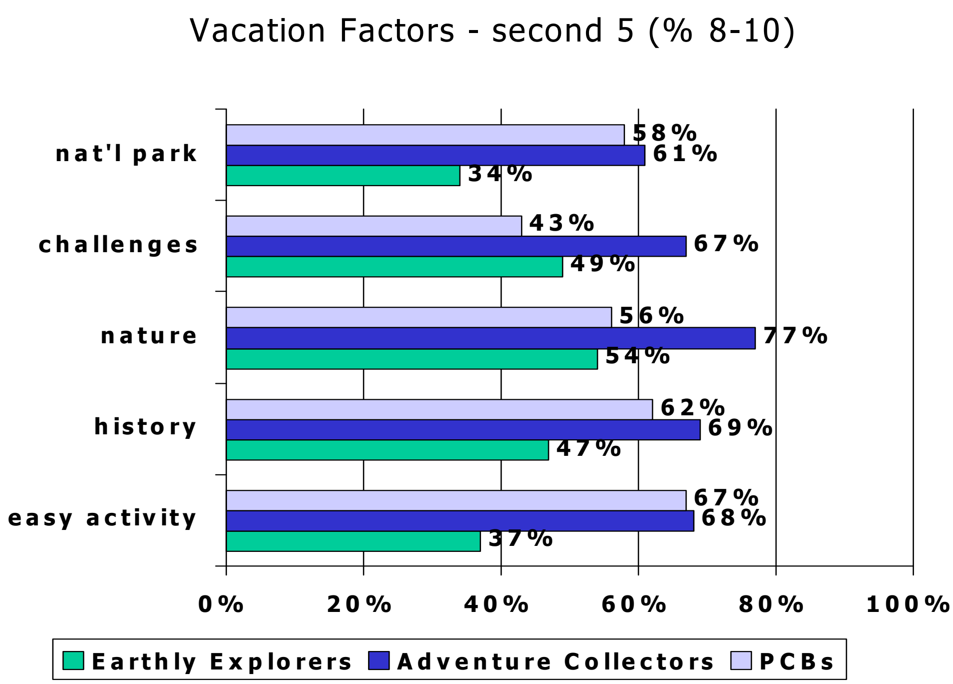


8.2 Trip Planning Issues

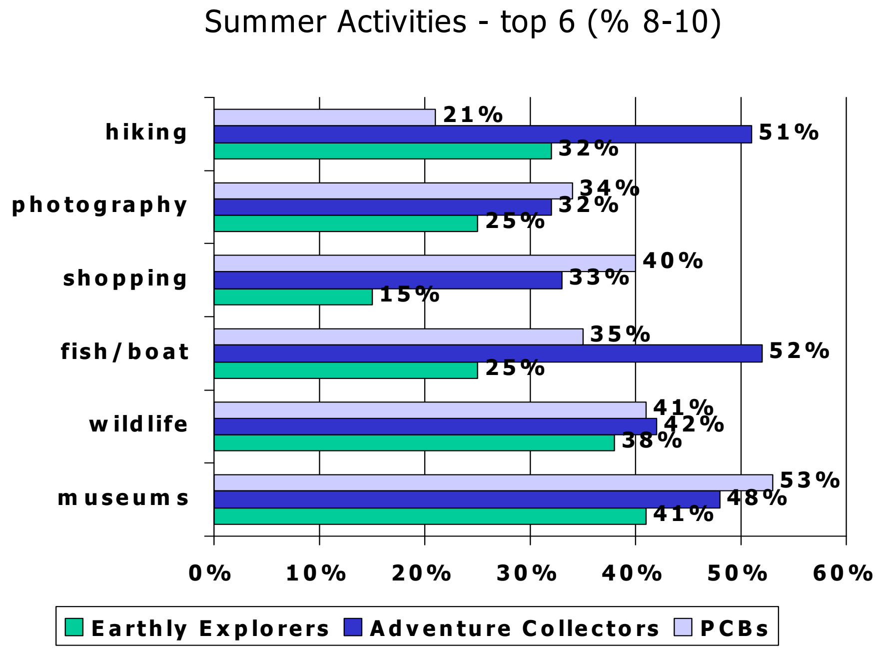


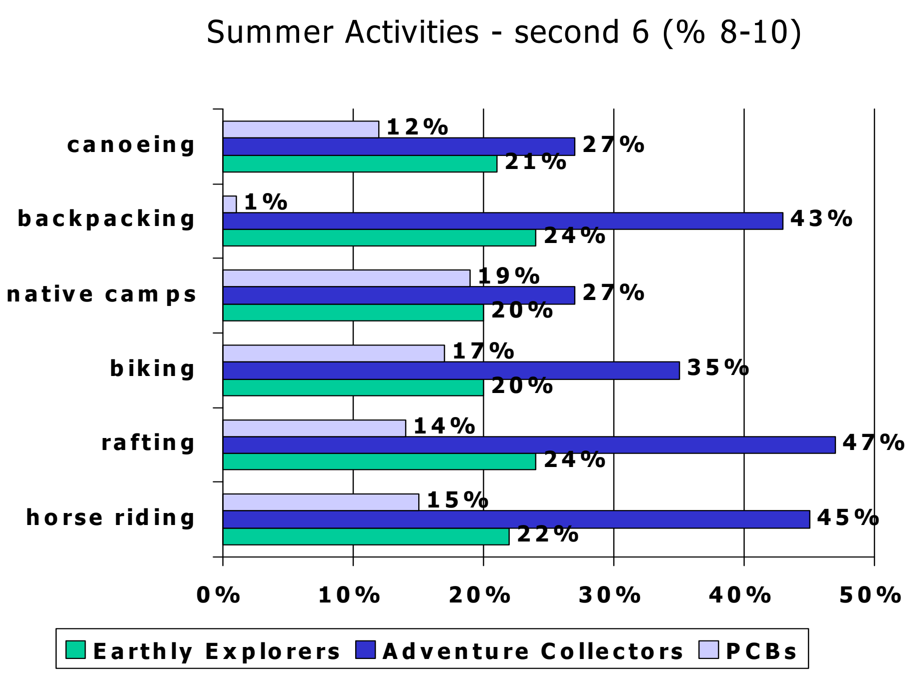
8.3 What you want out of a vacation



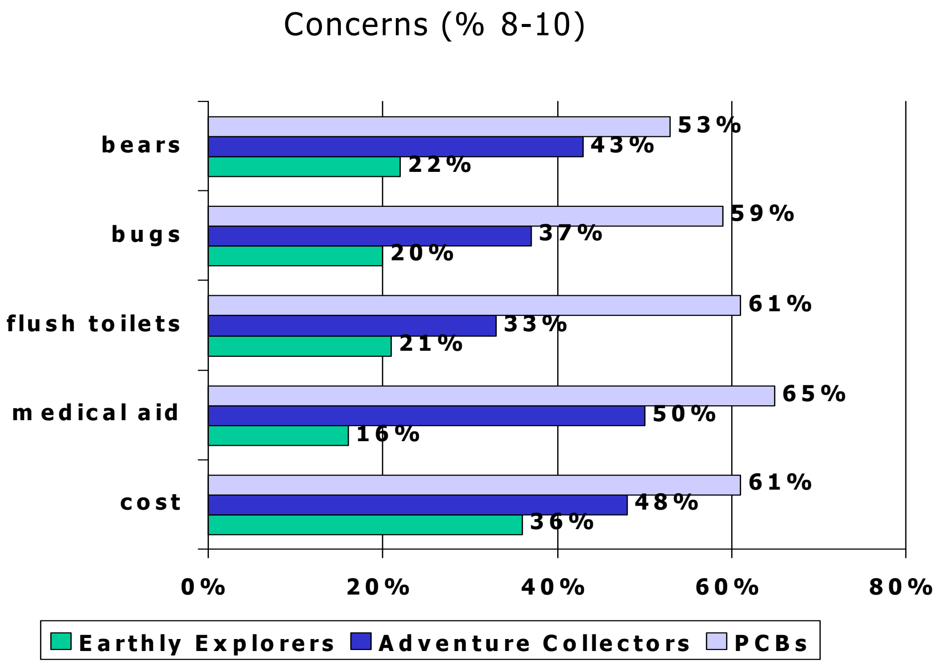


8.4 Summer Activities

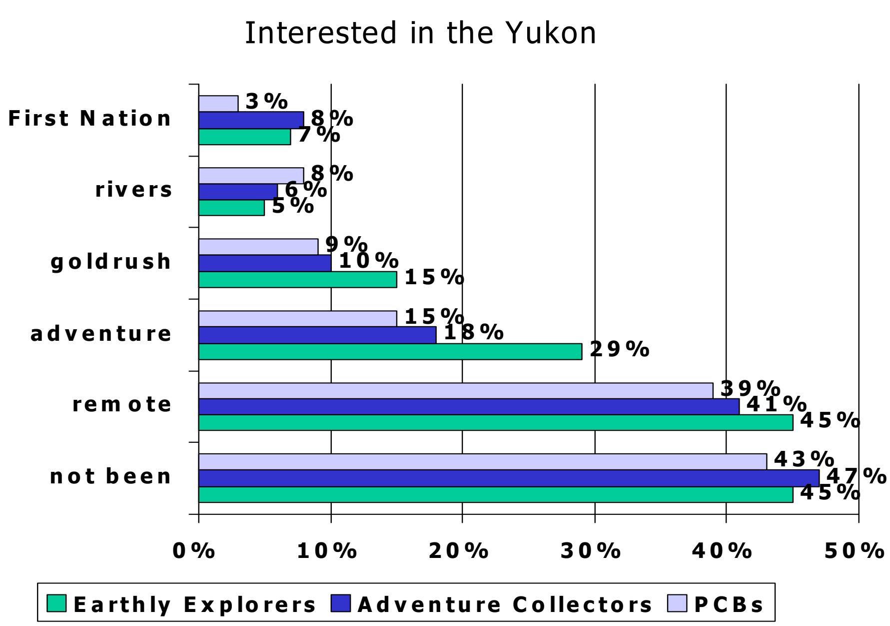




8.5 Concerns with wilderness travel



8.6 Reasons to visit the Yukon



5.1.1 Interest in the Yukon by Origin

Comparing the four regions studied in this report, Southern Ontario has the highest level of unaided awareness of the Yukon, with 21% of all Southern Ontario residents mentioning the Yukon when they think of taking a wilderness trip.

- That is nearly twice as high as those living in Western Canada (13%), and three times as high as those living in the Long-haul U.S. (7%).

- Unaided recall of the Yukon was nil in the Pacific Northwest - perhaps due to the competition there. Those living in the Pacific NW were more likely to mention Alaska, Yosemite, Sierra Nevadas, Oregon, Arizona and Canada (in general), than residents of other regions.

The differences between the region become less apparent when you included aided interest in the Yukon. Combining those who mentioned the Yukon unaided with those "very" interested in the Yukon when prompted, the result show:

- Western Canada - 42% very interested
- Southern Ontario - 41% very interested
- Pacific Northwest - 31% very interested
- Long haul U.S. 29% very interested

This indicates that top of mind awareness is strongest in Southern Ontario, but interest is also strong in Western Canada. Top of mind awareness is an important factor, however, as it indicates they are more likely to make the initial contact for travel information, where with those needed aided recall, the destination has to first find them and remind them of the Yukon prior to them travelling here.

Among those interested in visiting the Yukon, ……

Comparing the Segments

Earthly Explorers	**Adventure Collectors**	**Pampers Consumer Boomers**
Trip Planning	*Trip Planning*	*Trip Planning*
* Most use of Internet	* Most use of brochures/pamphlets	*Most use of travel agents/tour operators
*Don't make arrangements in advance	*Want destinations with lots of activities	*Want arrangement made, use agents, packages
*No travel agents/packages	*Want exotic destinations	* Will watch the price
Travel Benefits	*Travel Benefits*	*Travel Benefits*
*Don't want to be with lots of other people	*More likely to want to get away from stress	*Want safe/secure, feel at home away from home
*Don't want to feel at home	*Want challenges, roughing it	*Want rest & relaxation
* Don't want to be in a small group of people	* Want a true frontier, remote wilderness setting	* Like small groups, good food
*Not so interested in fun, easy activities	* Want to learn and meet First Nations people	Don't want to rough it
Concerns	*Concerns*	*Concerns*
*Not concerned with bears, weather, distance, toilets, physical requirements	* Biggest concerns are cost, medical aid, and bears	*Concerned with all items. Mostly medical aid, toilets, bugs, weather & physical
Activities	*Activities*	*Activities*
*Strongest interests are in museums, wildlife, hiking, photography, fishing/boating, & backpacking	* More interested in all activities than other segments are. Highest in hiking, rafting, biking, native camps, fishing/ boating, backpacking, climbing, horseback riding.	* Highest segment for shopping, museums, photography. Also interested in wildlife, fishing/boating.
* Lowest interest in winter. Winter interest in northern lights, Xcountry skiing, snowmobiling	* Most interested in a winter snow based trip. Especially in snowmobiling, northern lights. Strongest segment for dog sledding and winter camping	* Low interest in Winter. Favorite activities would be Northern Lights, snowmobiling and Xcountry skiing
Yukon issues	*Yukon issues*	*Yukon issues*
*6% mention the Yukon unaided	*16 % mention the Yukon unaided	11% mention the Yukon unaided
*Most likely to mention adventure, hiking & remoteness as the reasons to visit	*More interest in First Nations, but primary reason to come is not been here and remoteness	* More interest in scenery, but primary reason to come is not been here & remote
Psycho/Demographics	*Psycho/Demographics*	*Psycho/Demographics*
*Most experimental, not into fashion, or recognition	*Most into risk, spontaneous. Recognition, finances, inner self, brands are important	*Most into paying for quality, fashion, name brand, recognition, world events. Least into risk, most traditional

*1-2 adults, no kids, 25-54 years old (median=42), employed full time	*1 –2 adults with kids, 25 – 54 (median =35),employed full time	* 2 adults, no kids, 45+ (median=49), retired or employed full time