

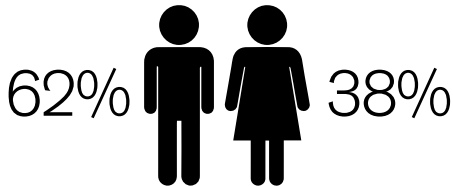
FAMILIARITY SEEKERS

(Combination of Gentle Explorers, No-Hassle Travellers and Virtual Travellers)

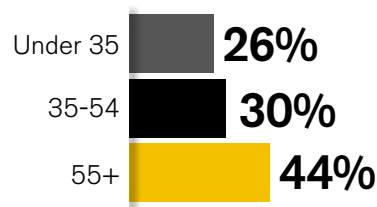
17% of the Canadian visitors to Yukon

DASHBOARD DEMOGRAPHICS

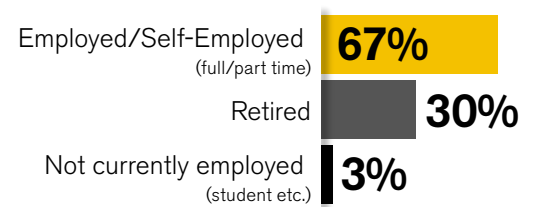
MALE/FEMALE



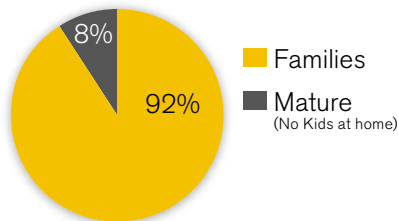
AGE



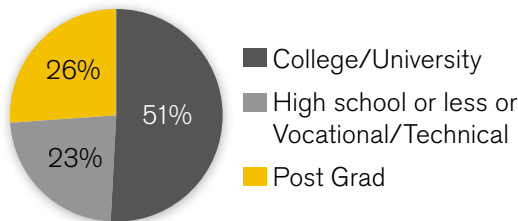
EMPLOYMENT



LIFESTAGE



EDUCATION



Average Income: **\$112,000**

CONSIDERATIONS FOR PRODUCT DEVELOPMENT

SOCIAL/TRAVEL VALUES



- TOP DEFINING VALUES**
- » Higher than average financial security
 - » Hedonistic Rejuvenation
 - » Travel to get away from it all



- BOTTOM DEFINING VALUES**
- » Cultural immersion
 - » Unstructured Travel
 - » Ecological Fatalism



TIP

When marketing to this EQ type, use low-key advertising that is not flashy or heavily branded, but emphasizes value, as well as unforgettable experiences.

EXPERIENCE APPEAL



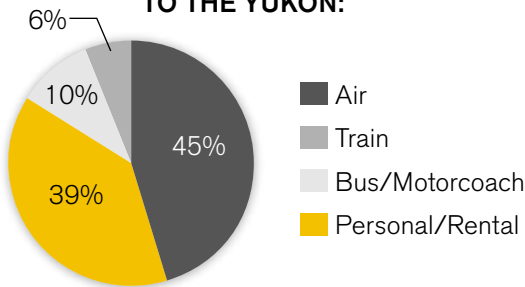
- THEY SEEK**
- More likely to find a variety of activities appealing
 - Outdoor, sporty activities such as canoeing and horseback riding
 - Attending events and festivals



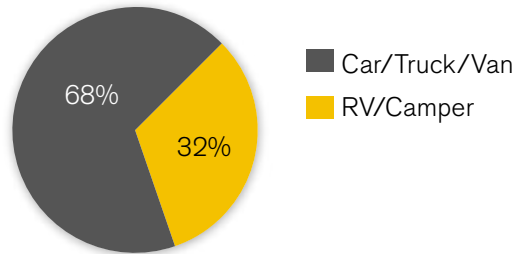
- THEY AVOID**
- Big Crowds
 - Overly Touristy activities

CONSIDERATIONS FOR PRODUCT DEVELOPMENT

METHOD OF ENTRY TO THE YUKON:



PERSONAL VEHICLE TRAVEL IN THE YUKON

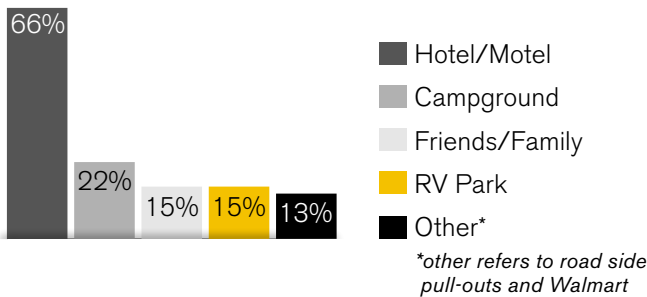


TIP

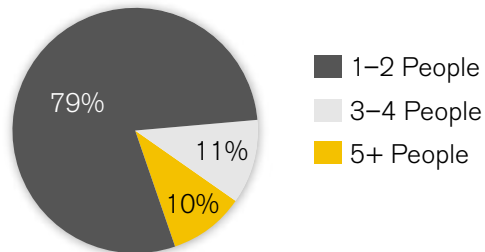
Take advantage of travelyukon.com when advertising to this EQ type.

ACCOMMODATIONS

(Stayed at least one night in the following)



PARTY COMPOSITION



CONSIDERATIONS FOR MARKETING

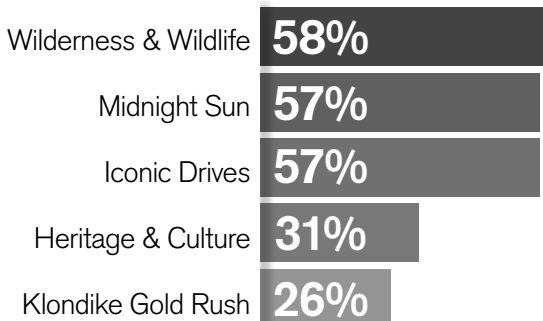
WHEN BUILDING AN AD:



Use imagery that highlights quiet time and visiting places less traveled. Reading a book along a quiet beach for example. Avoid busy imagery with lots of people.

EXPERIENCE DRIVERS

(Average % of EQ type that found activities in these categories appealing)



HOW, WHEN & WHERE TO REACH THEM:



TRIP INSPIRATION

TOP 5 INFLUENTIAL MEDIA SOURCES:

1. Booking sites – 61%
2. travelyukon.com – 50%
3. Vacation Planner – 46%
4. Advertising – 43%
5. Word of Mouth (review sites) – 32%



TRIP PLANNING

TOP 3 ONLINE PLANNING SOURCES:

1. City, State, Province, Country website – 81%
2. Review sites such as Trip Advisor – 37%
3. Travel company websites – 28%

PLANNING LEAD TIME:

- » 1-3 months – 47%
- » 4-6 months – 33%
- » 7-12 months – 15%
- » 12+ months – 5%