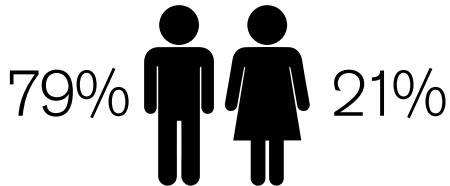
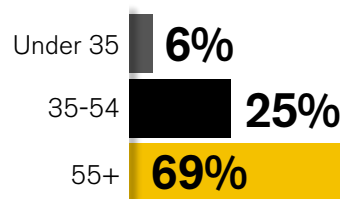


**DASHBOARD DEMOGRAPHICS**

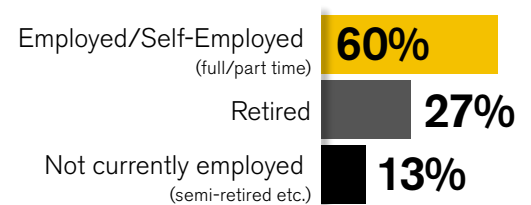
**MALE/FEMALE**



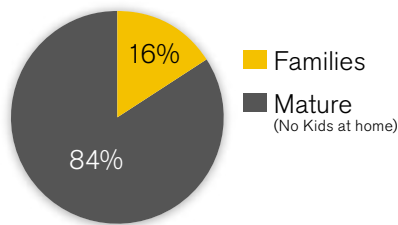
**AGE**



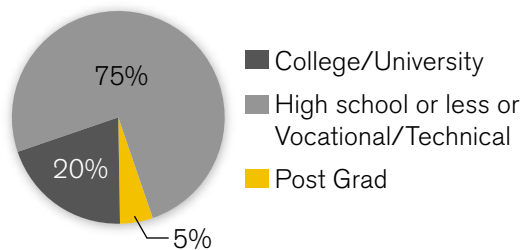
**EMPLOYMENT**



**LIFESTAGE**



**EDUCATION**



**CONSIDERATIONS FOR PRODUCT DEVELOPMENT**

**SOCIAL/TRAVEL VALUES**



**TOP DEFINING VALUES**

- » Has a joy for consumption
- » Spends more than other EQ types in Yukon
- » Seek luxury and comfort
- » Attracted to groups where they can socialize
- » Are willing to trust professionals



**BOTTOM DEFINING VALUES**

- » Skeptic towards advertising
- » Not mistrustful of societal institutions like government



Free Spirits advocate once returning home, making them the most vocal EQ type.

**EXPERIENCE APPEAL**



**THEY SEEK**

- Mountain and Glacier viewing
- Aurora Viewing
- They want to see all the main attractions
- Free Spirits love to travel

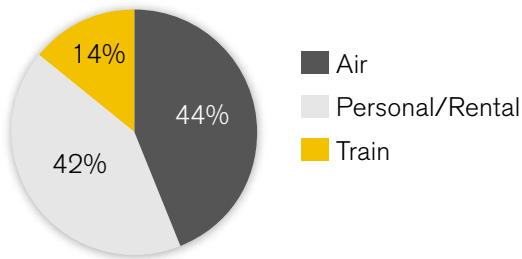


**THEY AVOID**

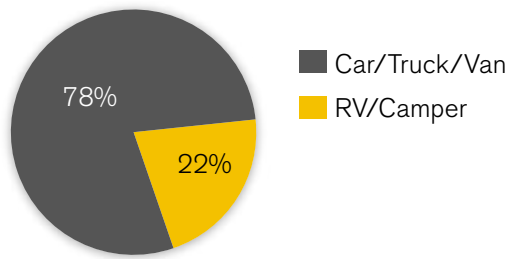
- Farm Stays
- Staying in hostels

# CONSIDERATIONS FOR PRODUCT DEVELOPMENT

## METHOD OF ENTRY TO THE YUKON:



## PERSONAL VEHICLE TRAVEL IN THE YUKON

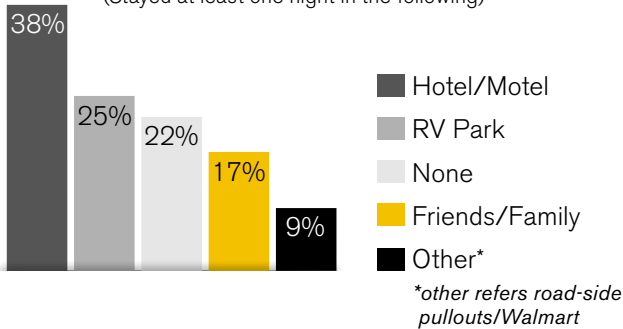


**TIP**

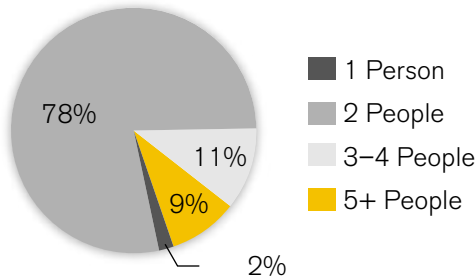
Pay close attention to review sites, and respond to both negative and positive feedback.

## ACCOMMODATIONS

(Stayed at least one night in the following)



## PARTY COMPOSITION



**i**

50% of Free Spirits that come to Yukon are return visitors.

# CONSIDERATIONS FOR MARKETING

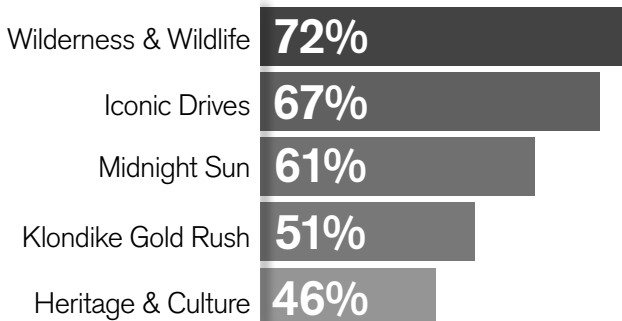
## WHEN BUILDING AN AD:



Consider including text and imagery that highlights unique natural features, like mountains and lakes with emphasis on active and outdoor adventures. Show successful, stylish people. Showcase brands and offer some indulgence. Free Spirits are more carefree and indulgent than other EQ types.

## 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. News/Magazines – 52%
2. Advertising – 46%
3. Others who have visited – 43%
4. Friends and Family who reside in Yukon – 43%
5. Travel Guides – 27%



### TRIP PLANNING

TOP 3 ONLINE PLANNING SOURCES:

1. Review sites, such as Trip Advisor – 64%
2. Travel Company Website – 61%
3. City, State, Province, Country Website – 54%

PLANNING LEAD TIME:

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