

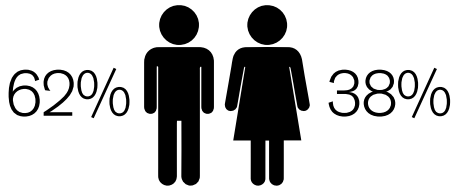
HISTORIANS

(Combination of Personal History Buffs and Cultural History Buffs)

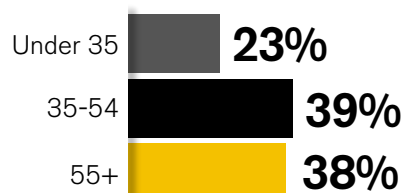
8% of the Canadian visitors to Yukon

DASHBOARD DEMOGRAPHICS

MALE/FEMALE



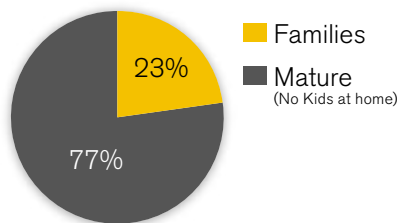
AGE



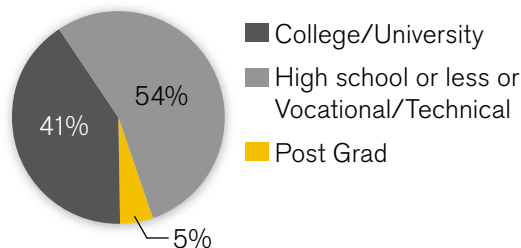
EMPLOYMENT



LIFESTAGE



EDUCATION



Average Income:
\$85,000

CONSIDERATIONS FOR PRODUCT DEVELOPMENT

SOCIAL/TRAVEL VALUES



TOP DEFINING VALUES

- » Attraction for crowds
- » Personal Creativity
- » Holistic health



BOTTOM DEFINING VALUES

- » Buying on Impulse
- » Importance of Aesthetics



TIP

They have a higher appreciation for culinary experiences and enjoy farmers markets, food & drink festivals and high-end restaurants.

EXPERIENCE APPEAL



THEY SEEK

- » Day trips involving cultural immersion
- » Outdoor, activities such as hiking, canoeing and cycling
- » Well known historic sites and buildings
- » Taking time at historic sites and museums

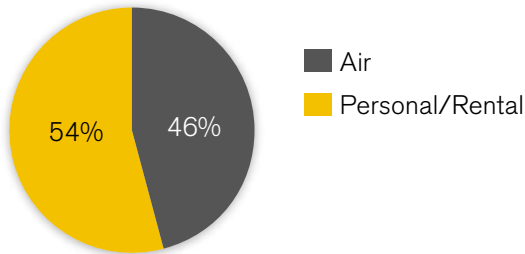


THEY AVOID

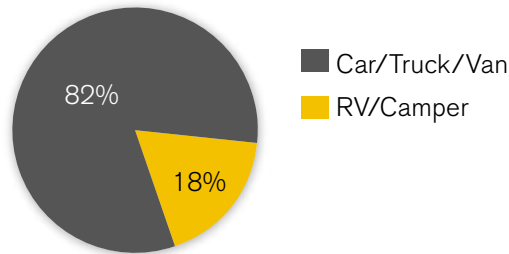
- » Extreme adventure challenges
- » Staying in hostels

CONSIDERATIONS FOR PRODUCT DEVELOPMENT

METHOD OF ENTRY TO THE YUKON:



PERSONAL VEHICLE TRAVEL IN THE YUKON

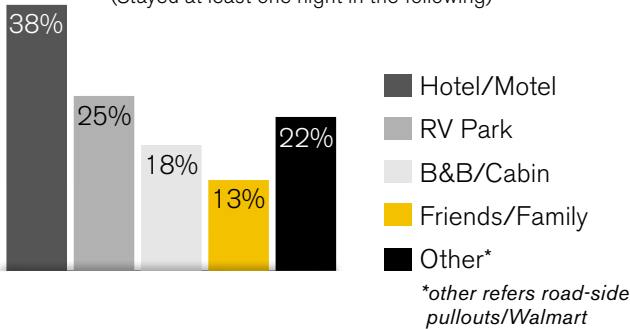


TIP

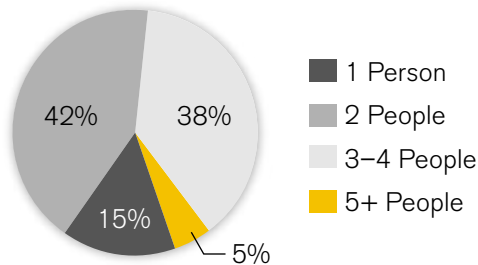
43% of Historians book their activities directly with the supplier before arriving, even though they do their planning on booking sites.

ACCOMMODATIONS

(Stayed at least one night in the following)



PARTY COMPOSITION



CONSIDERATIONS FOR MARKETING

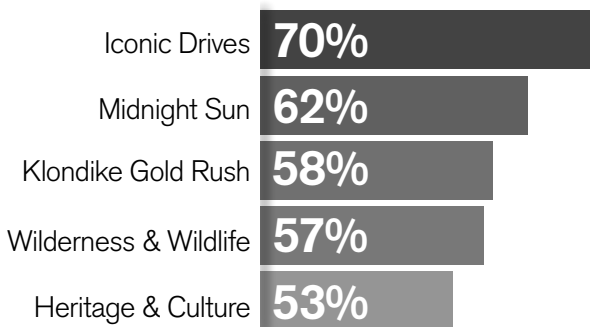
WHEN BUILDING AN AD:



Use imagery that highlights the Alaska Highway and historical points of interest. 80% of Historians stated that driving the Alaska Highway was a major factor in deciding to visit Yukon.

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. travelyukon.com – 54%
2. Friends and Family who have visited – 52%
3. Travel Guides – 47%
4. News/Magazines – 25%
5. Advertising (review sites) – 23%



TRIP PLANNING

TOP 3 ONLINE PLANNING SOURCES:

1. Booking sites – 60%
2. Review sites, such as Trip Advisor – 51%
3. City, State, Province, Country Website – 49%

PLANNING LEAD TIME:

- » 1-3 months – 26%
- » 4-6 months – 11%
- » 7-12 months – 59%
- » 12+ months – 4%