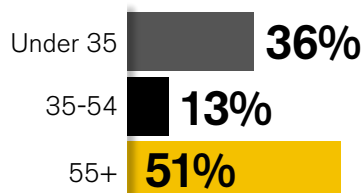


DASHBOARD DEMOGRAPHICS

MALE/FEMALE



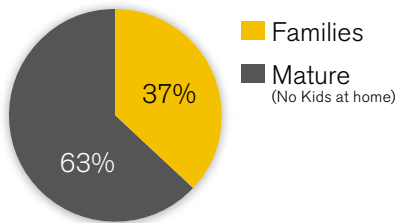
AGE



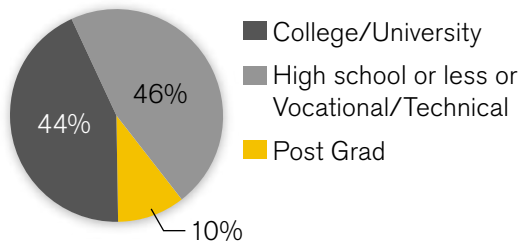
EMPLOYMENT



LIFESTAGE



EDUCATION



Average Income:
\$76,000

CONSIDERATIONS FOR PRODUCT DEVELOPMENT

SOCIAL/TRAVEL VALUES



TOP DEFINING VALUES

- » Will give in to impulse while shopping, but are not impressed by brands
- » Cherish the ordinary moments in everyday life
- » Take time to indulge in individual pleasures



BOTTOM DEFINING VALUES

- » Purchasing decisions are based on use rather than beauty
- » They are less interested in experiencing local culture, arts and crafts than other EQ types



30% noted that Dawson City was their Primary Destination.

EXPERIENCE APPEAL



THEY SEEK

- Mountain and Glacier viewing
- Aurora Viewing
- Wildlife viewing and participation in adventure experiences
- Enjoy quick getaways

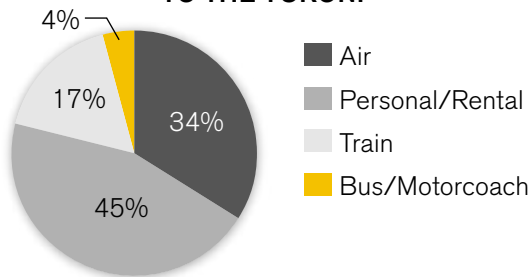


THEY AVOID

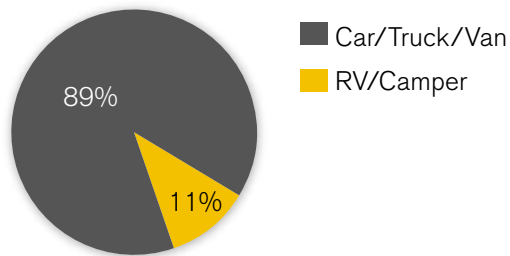
- Farm Stays
- Staying in hostels

CONSIDERATIONS FOR PRODUCT DEVELOPMENT

METHOD OF ENTRY TO THE YUKON:



PERSONAL VEHICLE TRAVEL IN THE YUKON

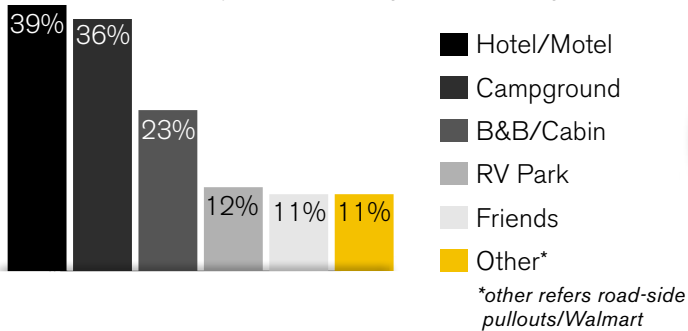


★ TIP

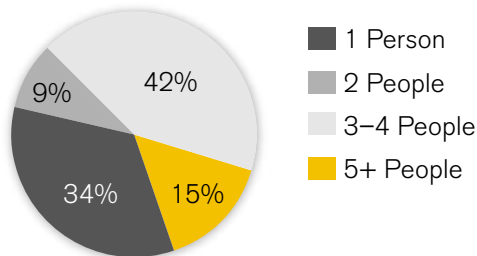
70% of R's that camp use a tent. Only 28% use an RV.

ACCOMMODATIONS

(Stayed at least one night in the following)



PARTY COMPOSITION



i

42% requested a Yukon Travel Planner be sent to them.

CONSIDERATIONS FOR MARKETING

WHEN BUILDING AN AD:



Consider including text and imagery highlighting Wilderness & Wildlife. R's love quick getaways where they can escape from their duties at home. Experiencing time in the wilderness, hiking or paddling is very appealing to them.

HOW, WHEN & WHERE TO REACH THEM:



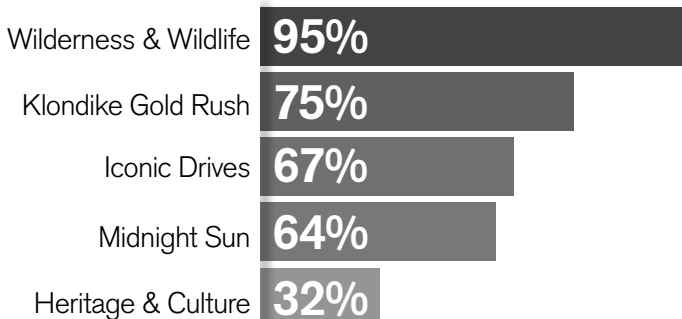
TRIP INSPIRATION

TOP 5 INFLUENTIAL MEDIA SOURCES:

1. travelyukon.com – 62%
2. Travel Guides – 60%
3. Advertising – 44%
4. Vacation Planner – 37%
5. Word of Mouth – 37%

EXPERIENCE DRIVERS

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



TRIP PLANNING

TOP 3 ONLINE PLANNING SOURCES:

1. City, State, Province, Country Website – 55%
2. Review sites, such as Trip Advisor – 47%
3. Booking sites, such as Travelocity – 24%

PLANNING LEAD TIME:

- » Less than 1 month – 7%
- » 1-3 months – 10%
- » 4-6 months – 45%
- » 7-12 months – 35%
- » 12+ months – 3%