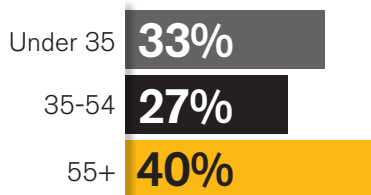


DASHBOARD DEMOGRAPHICS*

MALE/FEMALE



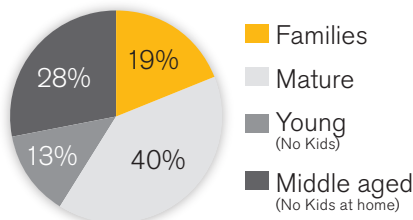
AGE



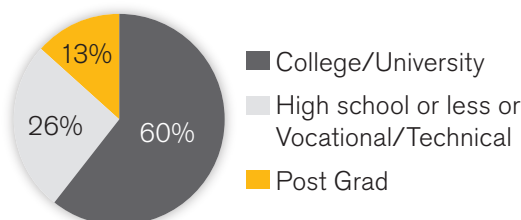
EMPLOYMENT



LIFESTAGE



EDUCATION



Average Income:
\$94,000

CONSIDERATIONS FOR PRODUCT DEVELOPMENT

SOCIAL/TRAVEL VALUES



TOP DEFINING VALUES

- » Hold values such as physical health, wellbeing, ethics and social responsibility in high regard.
- » Strives to be a little different than everyone else.
- » Value-conscious consumerism.



BOTTOM DEFINING VALUES

- » Feeling overwhelmed by the demands on one's time.



Finding authentic experiences is paramount for the Yukon AE, whether on a journey to visit a Territorial wilderness park or Heritage River to hike, camp or fish, or interacting with the local culture and customs of the place they're visiting.

EXPERIENCE APPEAL



STRONGER

- » Immerse themselves in a new place and its culture.
- » Travelling with other like-minded people.
- » Laid back travel experience.
- » Taking their time while travelling.
- » Participating in everyday activities such as eating local foods or engaging in local customs.



WEAKER

- » Travelling to get away from it all.
- » Seeing all of the recommended tourist sites.
- » Engaging with their hobbies while travelling.



The Yukon AE does not travel to get away from it all; they travel to experience the true essence of a new place.



THEY SEEK

- First Nations Tourism** — Experiencing Yukon First Nation culture or traditional ways.
- Nature Observation Activities** — Doing a wildlife viewing or bird watching guided or non-guided activity.
- Water-based Outdoor Activities** — The Yukon AE is significantly more likely to fish on a Yukon vacation.
- Wilderness Exploration** — Experiencing time in the wilderness, hiking, canoeing and camping.



THEY AVOID

- Luxury Travel**
- Packed Schedules**

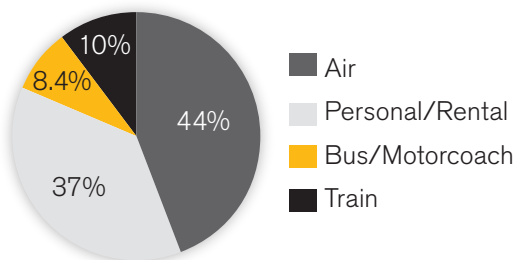


AE TIP

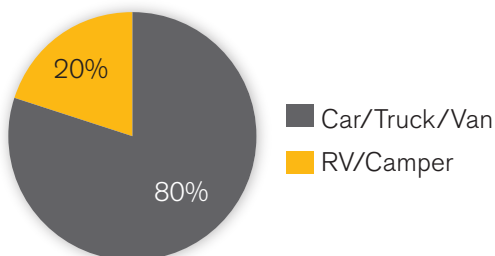
The Yukon AE is the only travel type to list Haines Junction as a primary destination (11%), suggesting they are the best target audience for promoting wilderness product such as hiking in the Kluane National Park and Reserve.

CONSIDERATIONS FOR PRODUCT DEVELOPMENT

METHOD OF ENTRY TO THE YUKON:



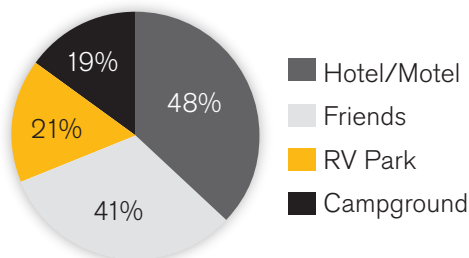
PERSONAL VEHICLE TRAVEL IN THE YUKON



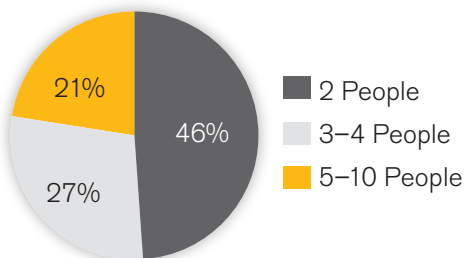
★ AE TIP

The Yukon AE does not travel to relax or escape everyday stress. When marketing to them, cater to their sense of curiosity and desire to truly explore a destination.

ACCOMMODATIONS



PARTY COMPOSITION



Average Party Size » 3.15
(people per party)

Child-Free Trips » 95%

Average Duration » 19
(nights)

Trip Type » Multi-community trip

CONSIDERATIONS FOR MARKETING

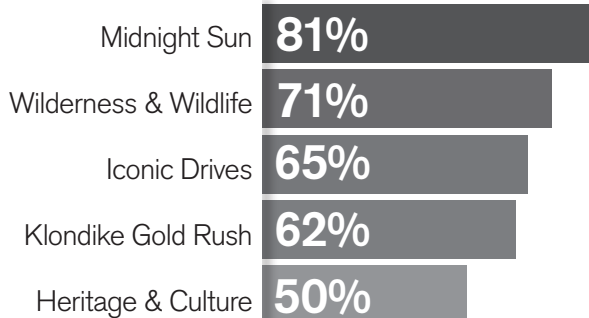
WHEN BUILDING AN AD:



Consider including text and imagery aligning with the Tourism Yukon Brand Pillars that appeal most to the Yukon AE.

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. Review Sites – 51%
2. Yukon Vacation Planner – 50%
3. Advertising – 46%
4. Friends or Relatives in the Yukon – 45%
5. Travel Company Websites – 45%



TRIP PLANNING

TOP 3 ONLINE PLANNING SOURCES:

1. Review Sites, such as Trip Advisor
2. Travel Company's Websites
3. City, State, Province, Country's website

PLANNING LEAD TIME:

- » 1-3 Months – 45%
- » 7-12 Months – 31%

★ AE TIP

For more information on how the Yukon AE travels to and throughout the Yukon, access our 2012/13 Visitor Tracking Program Pathways Report at: www.tc.gov.yk.ca/publications/2012-2013_YVTP_Pathways_Report.pdf

★ AE TIP

When targeting the AE consider the top influential media sources such as the web and the Yukon Vacation Planner.