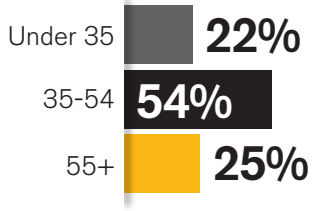
YUKON
LARGER THAN LIFE

CULTURAL EXPLORERS (CE)
18% of the Canadian visitors to Yukon

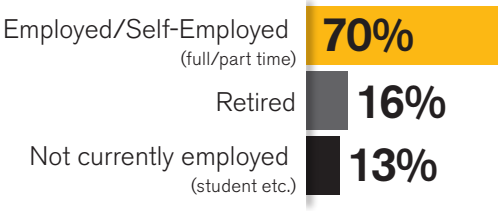
DASHBOARD DEMOGRAPHICS

MALE/FEMALE

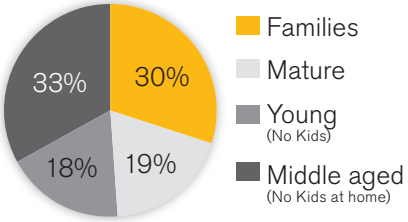
AGE



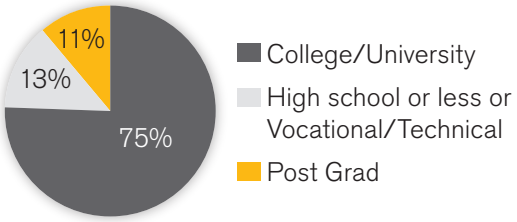
EMPLOYMENT



LIFESTAGE



EDUCATION



Average Income:
$96,000

CONSIDERATIONS FOR PRODUCT DEVELOPMENT

SOCIAL/TRAVEL VALUES

TOP DEFINING VALUES

- Learning about other cultures
- They like to be unique
- They live for travel, and are always planning their next trip

BOTTOM DEFINING VALUES

- They are not materialistic
- They are not intimidated by change, and enjoy spontaneity

EXPERIENCE APPEAL

STRONGER

- Wildlife viewing
- Seek local foods, attractions like museums and historical sites
- To visit a place less travelled, preference for small towns
- Enjoy hiking and camping

WEAKER

- They avoid luxury accommodation and multi-day guided group tours
- Not interested in golfing

THEY SEEK

Cultural Immersion — Attending seasonal festivals, shopping at local arts and craft exhibitions

Wilderness Exploration — Hiking, camping or horseback riding in the wilderness

Heritage and Culture Connection — Visiting museums and historical attractions, and experiencing local foods.

THEY AVOID

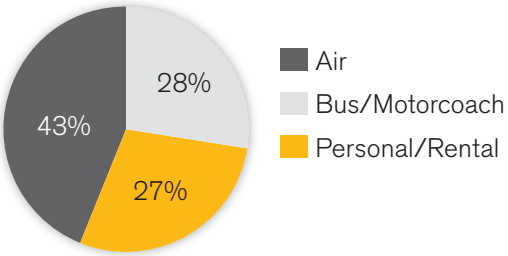
- **Luxury Travel**
- **Strict Schedules**

17% of CE's camp in a tent, whereas only 14% use an RV!

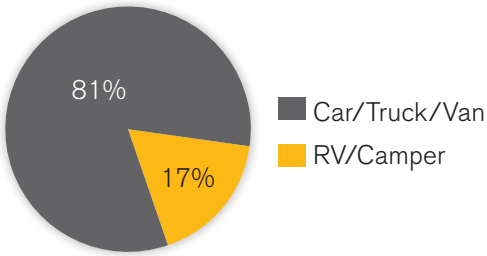
VISIT: http://en-corporate.canada.travel/resources-industry/explorer-quotient

CONSIDERATIONS FOR PRODUCT DEVELOPMENT

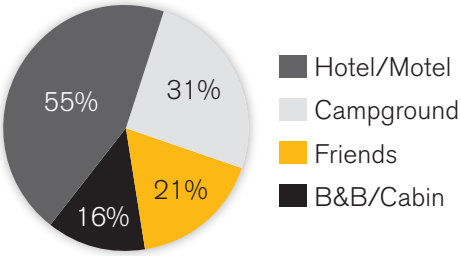
METHOD OF ENTRY TO THE YUKON:



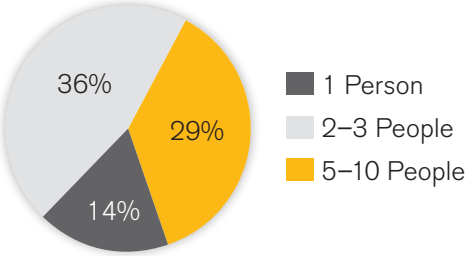
PERSONAL VEHICLE TRAVEL IN THE YUKON



ACCOMMODATIONS



PARTY COMPOSITION



CE TIP

The CE is more indulgent and carefree when travelling. They like to share their experience with others and use social media to do so during their trip.

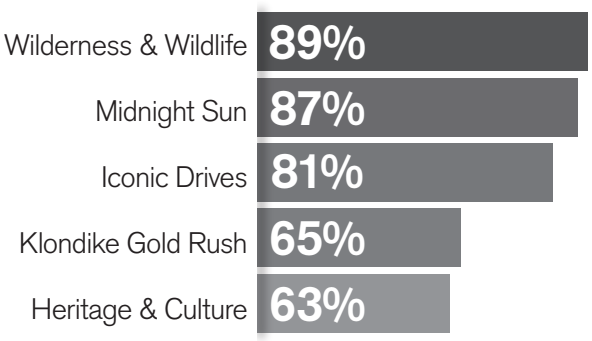
CONSIDERATIONS FOR MARKETING

WHEN BUILDING AN AD:

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

EXPERIENCE DRIVERS

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



CE TIP

Take full advantage of social media such as Facebook and Twitter when marketing to and engaging with the CE.

HOW, WHEN & WHERE TO REACH THEM:

TRIP INSPIRATION

TOP 5 INFLUENTIAL MEDIA SOURCES:

1. Social Networking sites – 69%
2. Yukon Vacation Planner – 64%
3. News or Magazines – 61%
4. travelyukon.com – 59%
5. Advertising – 54%

TRIP PLANNING

TOP 3 ONLINE PLANNING SOURCES:

1. City, State, Province, Country's website
2. Review sites such as Trip Advisor
3. Booking sites such as Travelocity

PLANNING LEAD TIME:

» 4-6 months – 32%

» 7-12 months – 46%