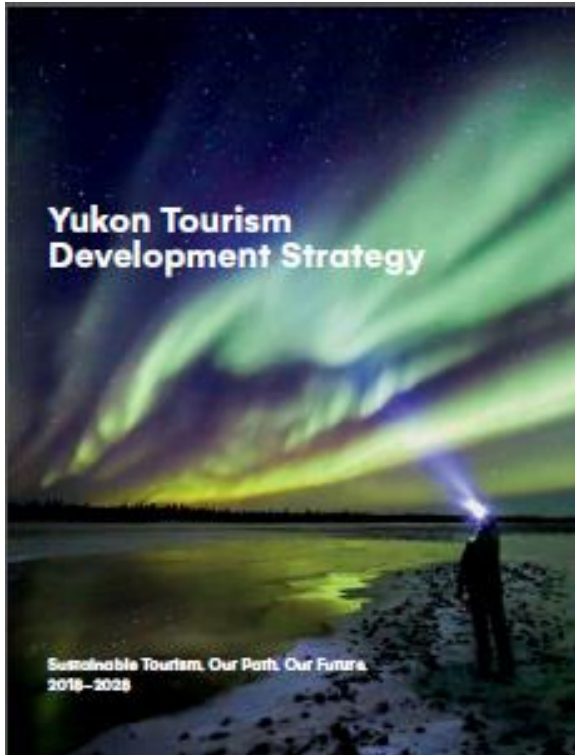




The Tale of Two... Resident Sentiment Surveys!

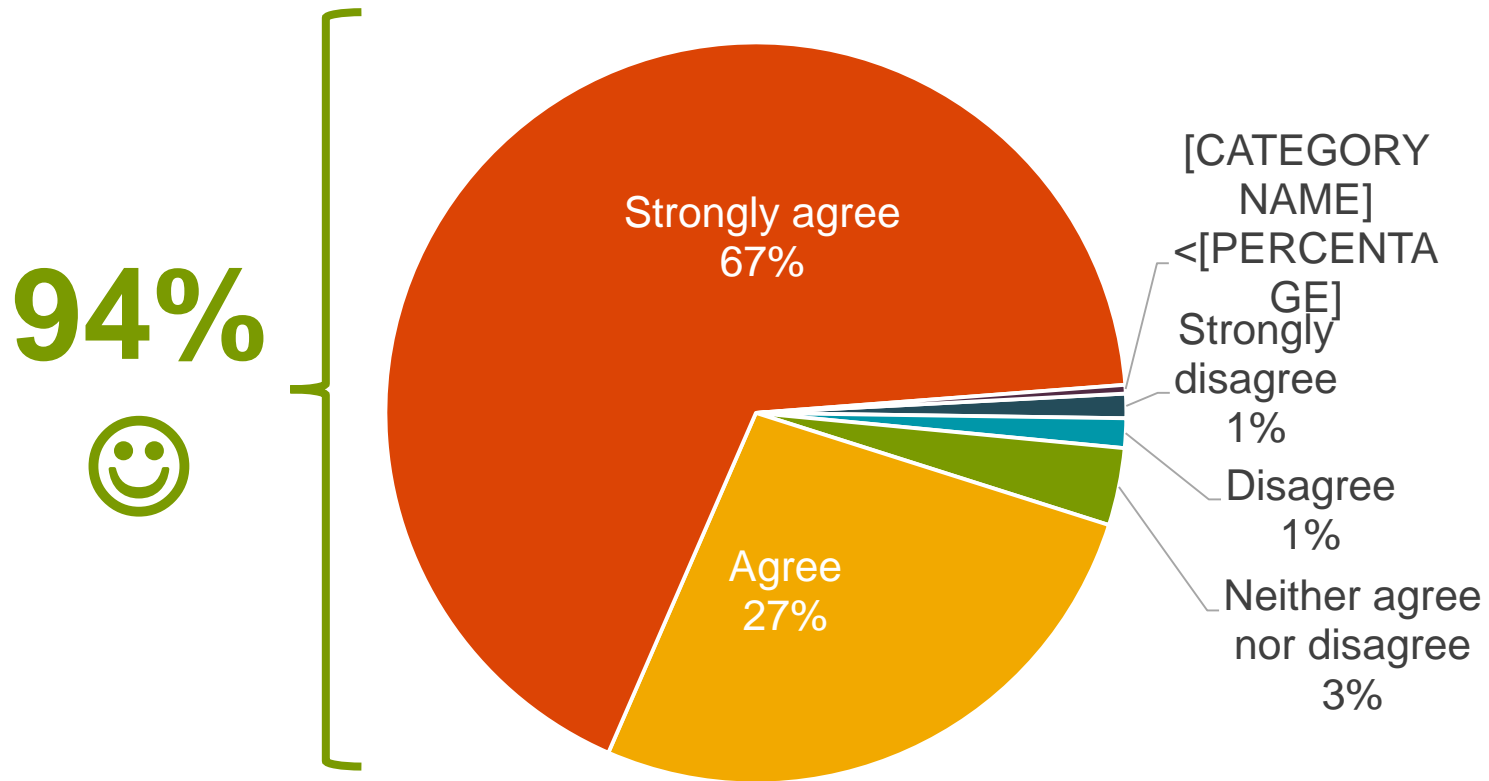


Yukon Tourism Development Strategy Goals

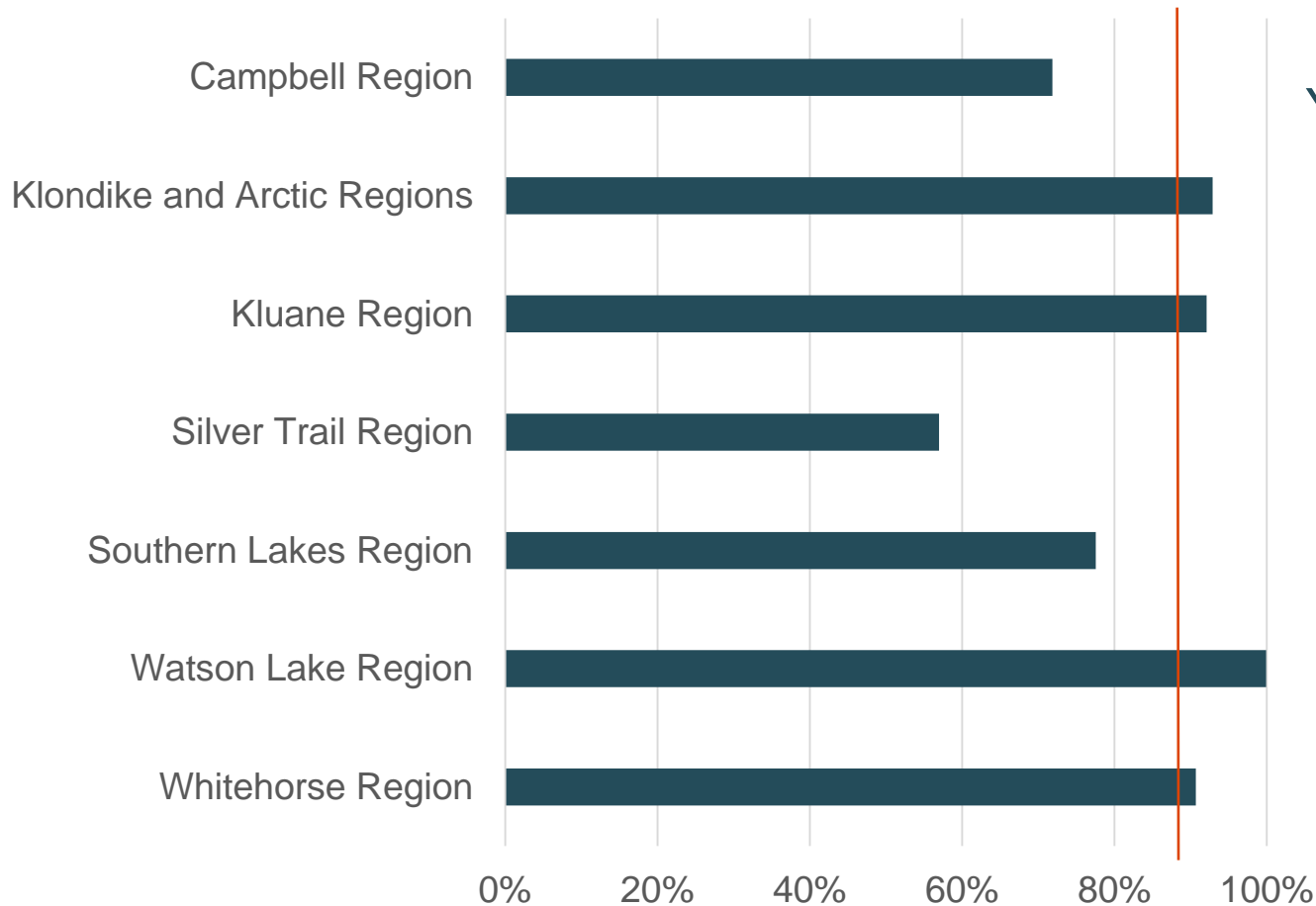


Yukon Residents' Perceptions of
Tourism Survey

“Tourism is good for the Yukon overall”



“Tourism is good for my community”



89% of Yukoners strongly agree or agree that **tourism is good for their community.**

Highlights & Warning Signs



94% Benefits Yukon's economy.



89% Creates jobs for people in my community.



68% Contributes positively to the quality of life of Yukoners.



35% Negatively impacts travel on highways.



21% Causes damage to the environment.



14% Makes it hard to find housing.

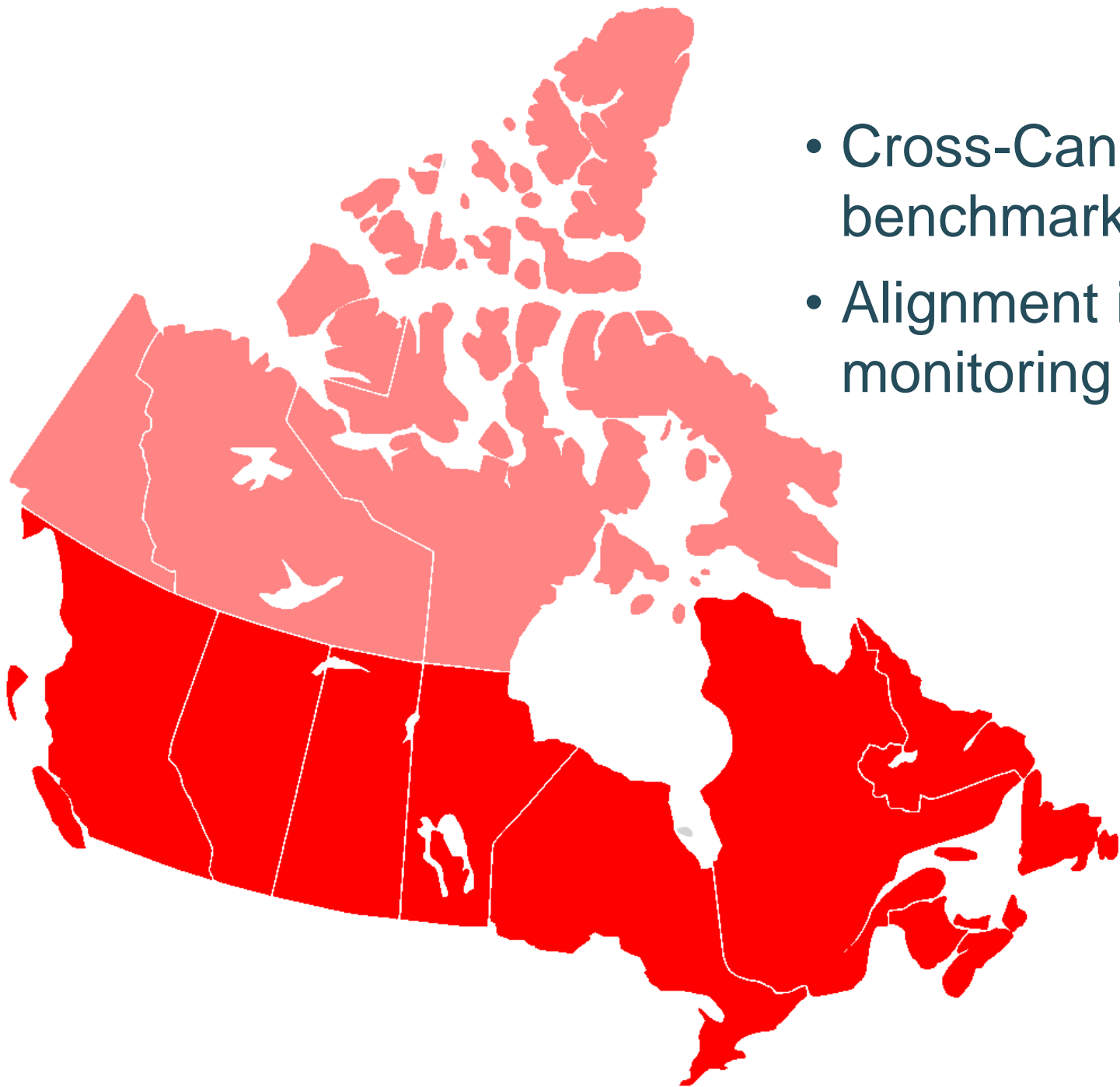
Resident Sentiment / Opinion des résidents



Canada



HEALTH



- Cross-Canada benchmarking
- Alignment in monitoring efforts

Level of Welcome Towards Visitors

I would welcome visitors travelling to my community...

- From communities **near me**
- From communities **in my province**
- From other provinces **within Canada**
- From the **United States**
- From **other countries**



Receptivity of Advertising

How would you feel if you saw an advertisement today promoting your community...

- To visitors from other **communities near you?**
- To visitors from other **parts of your province?**
- To visitors from other **parts of Canada?**
- To visitors from **the United States?**
- To visitors from **other countries?**

I Feel Safe to Travel

I feel safe to travel...

- To communities **near me**
- To communities **in my province**
- To other provinces **within Canada**
- To the **United States**
- To **other countries**

Level of Welcome Towards Visitors

British Columbia / Colombie-Britannique

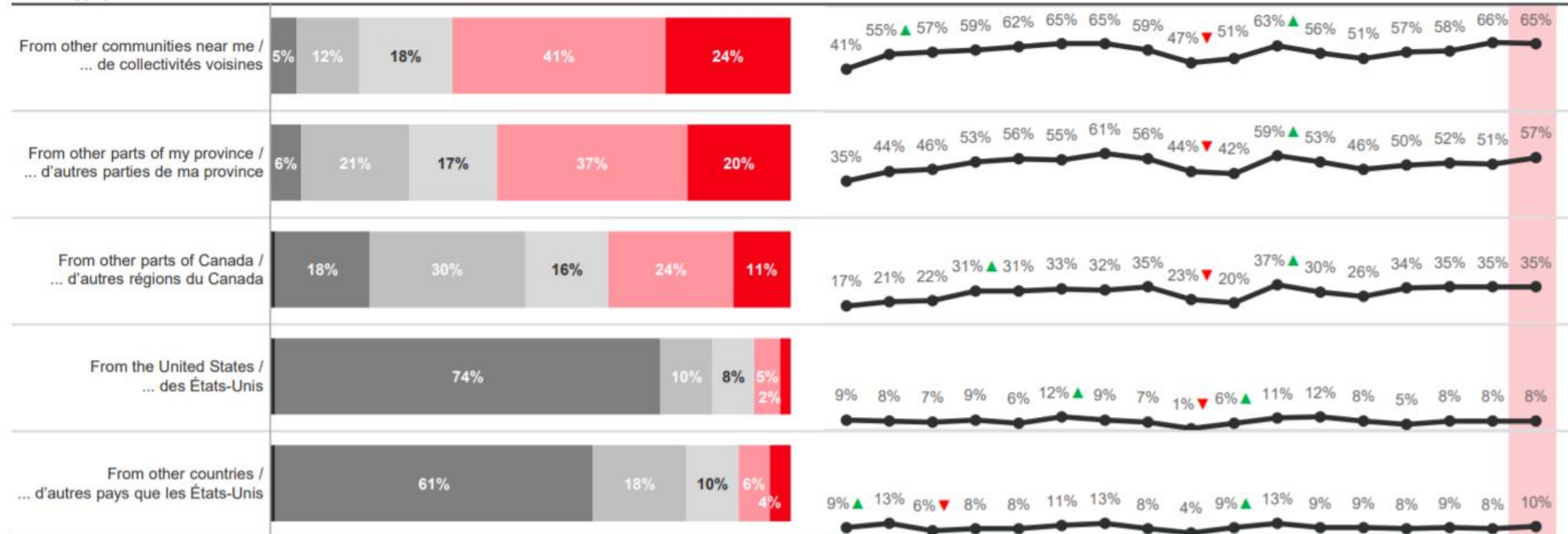
Level of Welcome Towards Visitors / Opinion envers l'accueil de visiteurs

- Don't know / Je ne sais pas
- Strongly disagree / Pas du tout d'accord
- Somewhat disagree / Plutôt en désaccord
- Neither agree nor disagree / Ni d'accord ni en désaccord
- Somewhat agree / Plutôt d'accord
- Strongly agree / Tout à fait d'accord

Oct 13 / 13 oct.

Trending / Tendance

% Somewhat / Strongly Agree / % Tout à fait d'accord / Plutôt d'accord



Base: British Columbia

To what extent do you agree or disagree with each of the following statements?
"I would welcome visitors travelling to my community..."

Niveau de référence : Colombie-Britannique

Dans quelle mesure êtes-vous d'accord avec chacun des énoncés suivants?
« J'accueillerais volontiers dans ma collectivité des visiteurs... »

▲ indicates significantly higher than previous week @ 95% confidence / indique un résultat considérablement plus élevé que la semaine précédente (confiance à 95%)
▼ indicates significantly lower than previous week @ 95% confidence / indique un résultat considérablement moins élevé que la semaine précédente (confiance à 95%)



For Yukon's research:

URL: yukon.ca/en/statistics-and-data/tourism-statistics-and-reports

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