

Yukon Tourism Development Strategy - Survey Questions

The Government of Yukon is committed to supporting a strong and growing tourism sector because we all benefit when the industry succeeds. We are working to develop a new Yukon Tourism Development Strategy to sustainably grow tourism in the territory.

This is an opportunity to share your experiences, hopes and suggestions about sustainably growing tourism in ways that support our economy, our communities and our environment. Your input will be used to help inform and influence the Yukon Tourism Development Strategy which will later guide action plans and future tourism related initiatives.

Laying the Foundation & Thinking Ahead

We understand there are numerous perspectives and experiences with tourism and a comprehensive strategy to sustainably grow tourism will need to consider all of them. Think about yourself as well as your neighbours, your community, colleagues or industry partners and answer the following questions.

In regards to sustainably growing tourism in Yukon, and regardless of whose responsibility it is:

1. What is already working well?
2. What can tourism partners build on/do more of?
3. What opportunities do you see?
4. What could be improved?
5. What are the roadblocks and barriers of sustainably developing tourism?
6. What do you think are the 5 most important things that need to be considered to sustainably grow tourism?
7. What advice would you give to decision-makers (Yukon Government, Yukon First Nation Governments, municipalities, organizations, individual businesses, etc.) to consider as we collectively develop the strategy for growing tourism sustainably in Yukon?

To help us breakdown overall survey response data, can you please tell us:

1. In which Yukon community do you live?
2. How would you classify your involvement in the tourism industry?
 - a. Tourism operator/business
 - b. Working for a non-governmental organization
 - c. Working for a government (Yukon Government, Yukon First Nation Government, Municipality, Federal Government)
 - d. Yukon resident passionate about tourism
 - e. other

Thank you for your participation!