LOVING A PLACE TO DEATH

Exploring the causes, impacts and opportunities of last chance tourism in the context of Canadian communities

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Farewell TO THE CATHEDRAL - YANKEE STADIUM
“By the end of the century the ensemble averages range from ∼70% (RCP2.6) to ∼95% (RCP8.5) reduction of both area and volume relative to 2005 values.”

(Clarke et al., 2015)

“If the climate continues to warm, we predict that the negative effects on polar bears will probably increase to the point where polar bears will disappear from much of their range within a few decades.”

(Stirling & Derocher, 2012)

Photo Credits
Athabasca Glacier: Chris Lemieux
Polar Bear: Tundra Buggy
Visitor’s are drawn to last chance destinations by the desire to capture a disappearing experience in a ‘pristine’ environment.
2. The LCT market is driven by destination marketing that creates a sense of urgency by emphasizing destination vulnerability.

Ice bears on the edge - National Geographic Traveler (No Date)

The disappearing polar bears of Churchill - Outside Magazine (2012)

9 things you must see before they disappear forever - Yahoo Travel (2014)

“With two-thirds of the world’s polar bears possibly going extinct by 2050, it is high time you booked a trip to Churchill, Canada.”
3. There is an ethical dilemma within the LCT market, as visitors do not typically realize the impact of their own travel
### Visitor Characteristics

<table>
<thead>
<tr>
<th></th>
<th>JASPER</th>
<th>CHURCHILL</th>
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<tbody>
<tr>
<td><strong>Completed Surveys</strong></td>
<td>399</td>
<td>295</td>
</tr>
<tr>
<td><strong>Median Age</strong></td>
<td>41 50% : 50%</td>
<td>63 67% : 33%</td>
</tr>
<tr>
<td><strong>Female : Male</strong></td>
<td>60% 50% : 50%</td>
<td>63% 67% : 33%</td>
</tr>
<tr>
<td><strong>Education (≥ Bachelor’s)</strong></td>
<td>63% 60% : 41%</td>
<td>76% 76% : 24%</td>
</tr>
<tr>
<td><strong>First Visit</strong></td>
<td>399 63% : 37%</td>
<td>295 95% : 5%</td>
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Measured motivations included the desire to:
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Measured motivations included the desire to:
- Capture a last chance experience
- Engage in reflection in a natural environment
Visitor’s are drawn to last chance destinations by the desire to capture a disappearing experience in a ‘pristine’ environment.

Measured motivations included the desire to:
• Capture a last chance experience
• Engage in reflection in a natural environment
• Become part of the unfolding local story
Visitor Motivations

**Jasper**
- Last chance experience
- Natural reflection
- Joining the story

**Churchill**
- Natural reflection
- Last chance experience
- Joining the story

Motivation is **more** central to travel decision

Motivation is **less** central to travel decision
2. The LCT market is driven by destination marketing that creates a sense of urgency by emphasizing destination vulnerability
3. There is an ethical dilemma within the LCT market, as visitors do not typically realize the impact of their own travel.

Would you be willing to pay to offset the carbon produced by your trip?

- No: 54%
- Yes: 61%
Opportunities: Carbon Offsetting

Average cost of “carbon conscious” travel (Dawson et al., 2010)

Average willingness to pay for carbon offsets

JASPER
- $13.11
- unknown

CHURCHILL
- $36.92
- $21.46
References:


Thank You

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