

*queer
yukon*

IMPACT

REPORT

YUKON PRIDE 2023

Thank you for supporting Yukon Pride



OUR VISION

This year marked the 10th annual Pride Festival in the Yukon Territory. With active and growing queer communities across the territory, this year's celebrations took place in Watson Lake, Dawson City, and Whitehorse throughout the months of July and August 2023.

The annual festival brings together the 2SLGBTQIA+ community and allies, celebrates the Two-Spirit/queer/and trans-identified artists and businesses in our community, and builds strong queer families for community member support across the Yukon while paying marginalized artists and performers for their work.

Pride doesn't look the same for each community member. Queer Yukon Society is committed to serving and representing all facets of our 2SLGBTQIA+ community and making Pride 2023 accessible, community-led and diverse. Pride 2023 will have activities and events for a range of ages to ensure that those across our queer community will be able to participate, build community, and see themselves represented and welcomed.

16

Events

3

Communities

31

Jobs created for
2SLGBTQ+ Artists,
Performers, and
Professionals

1,489

Event
Admissions

200+

Youth
Admissions

THIS YEAR'S FESTIVAL...

This year, our festival was the biggest one yet. We offered a combination of events for all ages and for kids and youth in three communities: Whitehorse, Dawson City, and Watson Lake. Yukon Pride 2023 featured a wide variety of types and sizes of events to offer events for community-building and celebration for a diverse audience.

DAWSON CITY | JULY 27-30

EVENT	ATTENDANCE
Drag Forest Walk	5
Tutu Making Hang Out	29
Pride Your Ride	14
Pride Parade and Picnic	51
Drag Me to the Dance Floor	100

WATSON LAKE | AUG 19

EVENT	ATTENDANCE
Float in Discover Days Parade	13

WHITEHORSE | AUG 5-13

EVENT	ATTENDANCE
Pre-pride pancake dinner	36
Float Making workshop	5
Pride Parade	400
Pride Picnic	300
Youth Art Night	7
Youth movie night	9
Queers and Beers	40
Gaylight All Night	300
Drag me to brunch	80
Mo Kenney	100

OUR AUDIENCE

The festival was in-market from March to August with a concentration in efforts from June to August. We reached audiences across Yukon through owned and earned coverage.

Our audiences were highly engaged with this year's festival through a variety of print, digital, and traditional channels and platforms.

With a larger variety of events and partnerships with community organizations and business, we were able to reach new audiences and better engage existing ones who have not had strong participation with Queer Yukon Society events and activities over the past few years.

PHOTO BY ANDREW STRAIN



1,489

Admissions

1,277

Whitehorse
Admissions

199

Dawson
Admissions

13

Watson Lake
Admissions

200+

Youth Admissions

1 IN 3

Attended the
festival for the first
time this year

2 IN 10

Brought kids to
the festival

AUDIENCE FEEDBACK

Post-Pride, we ran a survey in which 124 festival attendees shared their experiences and feedback.

DEMOGRAPHICS



FESTIVAL EXPERIENCE



IMPORTANCE OF PRIDE

WHY IS PRIDE IMPORTANT TO YOU?

Celebrates diversity	84%
Strengthens community	27%
Increases visibility	23%
Increases awareness	23%
Supports mental wellness and health	21%
Educates the public	19%

WHY DO YOU COME TO PRIDE?

Celebrate identity	25%
Feel connected to the community	25%
Socialize	23%
Support the community	21%
Stand against discrimination	20%
Build my personal community	15%
Express myself	15%
It's a safe place to be myself	15%
Learn about the community	8%

AUDIENCE FEEDBACK

“I was at the first pride here 10 years ago and am always amazed at how far its come! Great job!!”

“The event was wonderful, thanks for all your hard work!”

“i was really happy with the messaging, 'how to behave' emails - it was nice to see how seriously everyone's safety and comfort was being taken by organizers.”

“Great job having Pride events in 3 communities! Queer Yukon seems to be really stepping up now as it is a funded organization now with the Pride Centre as well, and hopefully more stable staffing through the next phases.”

“I loved the sense of community and feeling accepted. And the love shown to the performers.”

“Thank you to anyone involved in this event for all the care you have put into making it feel safe to attend!”

“I need to say, your friendliness and positive energy are so wonderful for building community.”

“Thank you - you and your team did an incredible job and I've no doubt set the precedent for the best Yukon Pride to date!”

PHOTO BY ANDREW STRAIN



SOCIAL IMPACT & EXPOSURE

SOCIAL MEDIA

2,699

Facebook
Followers

2,351

Instagram
Followers

184,368

Social Media Views

16,008

Engagements on
social media

MEDIA

24

Media articles and
interviews

114

Radio ads played
across Yukon

591,210+

Readers and
Listeners

11,700

Estimated poster
views

6,426

Web page views

JOBS AND VOLUNTEERS

34

Jobs Created

21

Volunteers

50

Volunteer Hours

Queer Yukon Society
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Whitehorse, Yukon
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WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
OUR FESTIVAL