

What we heard in Destruction Bay

Community	Destruction Bay
Date	Monday, March 19, 2018
Time	2 p.m.
Location	Talbot Arms Motel
Facilitator	Sandy Legge
Note taker	Carleen Kerr Colleen Madore
Participants	4 participants

Thinking Ahead: Round 1

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

What is already working well?

- The direct Condor flight is great and brings a lot of people out to the area
- The government campgrounds are really popular with Europeans
- The government campgrounds system is really easy and convenient
- We get 1-5 busses through a day
- Yukon nominee program works great
- The program is helping to stabilize staffing issues
- Events in the winter work well – we have rooms here
- Summer is busy – don't even need to advertise in the summer
- We bend over backwards for people to enjoy their stay
- Like TCMF – really like it, but it could be a bit easier
- Like that TCMF now includes the tv screen advertising

What can tourism partners build on/do more of?

- We have the biggest lake in the Yukon, but limited access to it
- Businesses spend a lot of money to maintain their establishments, why doesn't government do its part?
- There is one tour company who comes out here – but need to know more
- Visitors are looking for walking trails
- The trails are not cleared and there is a lot of bears

- Take care of the existing infrastructure
- The 75th anniversary of the highway and Canada 150 didn't have the support it should have – they weren't a big thing like the 50th anniversary
- There is nothing to do or to hold the visitors in the area
- We just want people to get out and see the beauty
- If we are busy, they just keep driving
- Winter tourism was tough this year – coming up with new ideas to try to get more people

What opportunities do you see?

- Government should fund transportation
- Shuttle bus from Beaver Creek to Destruction Bay or Whitehorse to Dawson would support people who can't afford to drive
- It would be nice to have our fishing derby back again in July
- People come from all over Canada for it – we had 150-200 at the last derby
- People who drive by with their boats want to stay
- They would stay another day if they could actually get their boat in the water
- Last summer, since the derby was cancelled, we put together a car show
- Car show was really fun and now people want it again
- Want to expand the car show to include a beer garden, but too much paperwork
- Opportunity to do a fly-in event
- Competitions and would attract different people
- One person proactively shared their history and culture at the gazebo, but the visitors dwindled as it wasn't regular
- The old mile posts are all run down
- Should have been refurbished for the 75th anniversary of the highway

Thinking Ahead: Round 2

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

What could be improved?

- Access to the lake – dredging and boat access/docks
- Summer fishing derby was cancelled

- Departments don't communicate
- Clean up the space in front of the lake so we don't lose the view
- It would be safer from a bear perspective
- Not safe for tourists to walk down by the lake
- The fishing licenses are really fiddly and dealing with government is tough
- They are not user friendly
- If everyone is making mistakes – do something about it
- Government is very inflexible
- They don't see the big picture of the impacts on small business
- We don't have the staff like government to deal with all this paperwork
- We want people to go into the park or operate in the park
- Make it easier for people to access land
- Inconsistency
- Some operators are not following their permit and there is no enforcement of those who don't follow the rules
- We are being penalized for following the rules
- Government has its hands in too many things
- Don't do it if you can't manage it
- Need to have more respect for small businesses
- There is a lot of knowledge here and that is not respected
- Need to clear the brush off the sides of the roads – it is a safety issue
- Clarity around service animals to support small business owners in the communities
- Common sense solutions to make it easier for small businesses to focus less on regulations and paper work and more time on actually growing their business

What are the roadblocks and barriers of sustainably developing tourism?

- When Greyhound shuts down that is going to be a challenge for Northern B.C. and Yukon
- Lack of advertising, marketing and signage means people don't know what is happening in the community
- There is zero being spent from the government here
- The government is a barrier
- Government is not flexible, they don't cooperate, and they don't do the simple things that would make everything better

- There is no access to land for a business
- No access to land for housing
- Lack of access to land has completely stifled our growth
- Lack of flexibility around rules to make creative ideas work
- Government is often a burden on small business owners
- Rules change
- Rules are not streamlined or easy to follow
- Lack of housing – small business owners here need to provide housing
- If businesses don't provide housing, workers won't come
- Would rather they could find housing in Burwash
- No problem doing our part, but it feels like government just keeps getting in the way and changing the rules
- All this regulation and red tape is just drowning small businesses
- Government supported entities (museums, stores, etc.) end up competing against small businesses
- Municipalities are different – no bylaws

Thinking Ahead: Round 3

Think about yourself as well as your neighbours, colleagues or industry partners. With those perspectives in mind:

What do you think are the 5 most important things that need to be considered to sustainably grow tourism?

- Stop getting in the way of small business
- Listen to the small business owners – they know what works
- Don't have a one size fits all approach – communities are different
- Clear up the roadways – make it look pretty and safe

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?

- Make sure the community perspective is taken into account
- If you can't get something done, then at least get out of the way

- For example: if you can't dredge the lake, just give us the licence back, let us fundraise, get the permits and let us get it done
- Important to advertise how the communities are unique
- Need to get across to the tourists that we are unique – travel everywhere