

What we heard in Keno City

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| Community | Keno City |
| Date | Tuesday, March 6, 2018 |
| Time | 12 pm |
| Location | Church/Library |
| Facilitator | Mal Malloch |
| Note taker | Carleen Kerr Colleen Madore |
| Participants | 6 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?

- We treasure this place
- We cannot lose authenticity
- Tourism is the mainstay of our economy
- Tourism cuts through the ups and downs of the mining industry
- The tourists that come here are amazing
- Tourists explore and have a great time
- Need to look at quality over quantity
- Advertising is great – saw the advertisement during the Super Bowl
- The number of Yukon tourists is increasing
- Because Keno has been in the sidelines for so long, it has become an advantage
- Keno is unique
- Tourists get the chance to see what Yukon truly is here
- Keno City is the only place where old Yukon truly exists
- Long term Yukoners see Keno as an example of the reason they moved here
- Want to build on what we are, not become something else
- Tremendous support from the museums unit
- The infrastructure and buildings are really supported and we feel very lucky
- Museums support us so we can do a lot
- Really great network through the visitors' associations and establishments throughout the Yukon

- All you need to do is send them a note about an event and they get it all across the territory
- The Silver Trail Association does a great job of promoting what's going on in the region
- The spirit of the north is fading around the world, but in Keno it is alive and kicking
- People are here because they want to be here, not because of a job
- Keno City is a buzz in Europe
- Need to make sure when tourists get here that we meet their expectations

What can tourism partners build on/do more of?

- People don't know we are here
- People won't come if they don't know we are here
- More signs would be great so that people know we are here
- Needs to be more than the one sign at Stewart Crossing
- More advertising to help people know we exist
- Build on Keno itself – the first tourism was here
- The better Keno does, the better the other communities do because they drive through the communities to get there
- We need to do a better job at getting people here – knowing that Keno exists
- We need more signage so that people can start to make their plans and raise awareness about the opportunities
- Signage should start at Watson Lake and carry all the way through
- There is a great spot for signage right past Porter Creek
- More infrastructure: better water supply, waste removal
- After festivals the dumps overflow and we don't have water because government is still just thinking about it
- The roads need to be kept in better shape
- A lot of tourists come here because we are not part of the main stream
- They want a picture in front of something different than the standard
- Government ignored us for a long time, and that is a blessing and a curse
- Because they did, we haven't changed into something else
- We are unique and authentic and tourists like it
- We need to get people here – because while they might not know about it, once they get here they will fall in love with Keno

What opportunities do you see?

- The opportunities are endless
- In a town that needs everything, there is tons of potential
- History, culture, wilderness, we have everything here
- Opportunity to develop the assets we already have here
- We can also do it in a way that minimizes the impact and keeps it more sustainable
- People really appreciate the opportunity to relax and unplug
- Lack of regulation – we get away with a lot of stuff that other places can't
- We are the highest elevation town in the North
- It is often warmer than Mayo and other regions as well
- You can hike a mountain, go to a lake, or paddle a river right from here
- Surrounded by a sea of mountains

Thinking Ahead: Round 2

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

What could be improved?

- Resource development is being implemented before the infrastructure is prepared to handle it
- Road conditions cannot handle the volume of traffic
- It is illegal for rental vehicles to come here
- The Silver Trail should be completed
- The Duncan Creek road is not maintained – but the loop route is shown on google maps
- Someone should go to Google and say that is not a maintained road
- It is not a loop, it is not maintained
- It is crazy that's what Google says.
- Some places say Keno City is actually called Keno Hill and there are other discrepancies on maps
- This road provides us a sense of peace because if there were anything to go wrong on the highway, we have an emergency way out
- It needs to stay a road
- Keno is not a mining town, it was here long before

- Information about how to get here, and to get here safely is key
- We need work on our trails - signs are gone and people might get lost
- We have to apply for the funding to get the money to do it
- There is a lot of money out there
- Accuracy of the data from the Visitor Exit survey needs to be improved

What are the roadblocks and barriers of sustainably developing tourism?

- The highway is a literal road block
- It's hard for residents, visitors and once mining takes off, it just won't be safe
- There is one turn that banks the wrong way
- There are other spaces where you need to actually pull off the road so that trucks can pass
- Tourists just don't know that and its dangerous
- Expanding on what we have instead of becoming something new
- People who have come here want to keep coming back to the same place
- A barrier to wanting to sustainably grow tourism – we don't want to lose that
- A residential community getting industrialized is not a good idea
- Last time that happened, it destroyed our tourism season
- Mining is a barrier to sustainably growing tourism
- Mining should work around tourism
- Mining can't hog the roads
- There needs to be a system in place where people can get around and access sights safely
- You have to be able to sustain the area with tourism
- There is a lot of head scratching about how to actually co-exist on roads that weren't made for industrialization
- It is also really loud when mining is going on
- They are too close to co-exist - one or the other has to go
- The traffic from every single mine will be coming to Keno and that's not going to work
- The profile of the community as part of YESAB and in tourism materials show Keno as an afterthought – not the vibrant community that it is
- That leads to people trashing the backcountry and not caring about the community or the land

- The people who just come to get money and leave have no respect for the community or the land
- They just want to get their money and get out
- Community services would be very helpful
- They shut down our dump and replaced it with a transfer station and they expect us to drive our kitchen waste to Mayo - no one else is asked to do that
- We don't have any water and that would be front page news anywhere else
- For three years, tourists have been taking untreated water out of tank and that's wrong
- These people aren't doing their job and that's critical
- Music Fest – 300 people in town and no water

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?

- If the road was improved, people would come here
- If they come here, they are going to be spending more time in the Yukon overall
- The more diversions they have along the route; the more money will stay in the Yukon instead of just on the way to Alaska
- Winter tourism – year-round focus instead of seasonal
- It would be good for YG to advertise in the magazine in all the Air North planes – maybe one-page advertisement that tells about all the communities or even a map that shows where the communities are
- North of Ordinary is also in the hotels in Whitehorse too
- Balance in land use planning processes that should give opportunities for sustainable tourism development
- Tourism should be a large part of the land planning exercise
- Identify who our key target visitors are, advertise to them and then work to meet their expectations
- Not every area can support the expectations of all the groups – need to figure out who can do what where
- Then we need to improve on our ability to provide for them

- If they are coming for the outdoors and we have the outdoors, then we need to create more ways for them to access it
- The American RVers aren't our tourists
- We need to attract our key tourists, advertise to them, and then support their needs and expectations while they are here
- If you are growing tourism, need to focus on growing the communities as well
- That means more financial investment to support the local communities
- New employers used to be able to have their employment insurance covered for the first year, not sure what happened to that
- Music Fest – we can't even advertise in Whitehorse because we can't handle any more people
- We could expand, but we don't have enough water for the 300 people, we couldn't possibly handle 600
- Need to work to improve the trails to the sign post – this should be a priority
- People want to see the sign post, it but it needs work
- There has been a lot of funding for the museum
- Biggest problem is a battle between community services and HPW and no one wants to pay for anything
- Tourism and Heritage are the only reason we have anything here so we appreciate that
- Government departments need to work together

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?

- Realize that without the ability to get here, they aren't going to come
- Breaking their windshield or getting a fine from the rental company isn't what tourists want
- Keno has a huge population if you count all the camps
- These people all rely on Keno for showers, water, laundry, etc.
- Maintain communication
- People in Whitehorse shouldn't just make decisions, they need to communicate with the community
- They don't look at the community – they only look at the least they can do
- Example: transfer station instead of the dump

- The Silver Trail road was supposed to be finished in 1989 – maybe it is finally time to finish the chip seal on the road
- Next year is the 100-year celebration of Keno City
- This would be a big draw for the territory and for tourists but we need infrastructure money to support the visitors
- Recognize that infrastructure is an issue and services are cut constantly here
- We are trying to grow the community
- We aren't only asking for new things, just stop taking the things we have away
- Remind yourself who we are as northerners collectively
- Remember who we are when making decisions
- Can't make decisions like we are in southern Ontario
- It is different here, and we need to acknowledge that and make decisions with that in mind so they can be sustainable
- If you are growing tourism, go to the places that you are trying to grow so you know
- Drive the roads, see the amenities, get a feel for the communities