

What we heard in Pelly Crossing

Community	Pelly Crossing
Date	March 13, 2018
Time	3:00 p.m.
Location	The Big Room
Facilitator	Jean-Sebastien Blais
Note taker	Colleen Madore
Participants	14 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?

- Gold rush history
- Mining
- Northern lights
- Natural history
- Parks
- River travel
- Museums and cultural centers in every community
- Cultural festivals, especially Moosehide Gathering

What can tourism partners build on/do more of?

- Get people to stop in Pelly Crossing
- Improved year-round tourism
- More and improved facilities for tourists
- More partnerships (between First Nation governments and Yukon Government; between SMEs and larger organizations; between residents and tour companies; partnerships among communities)
- Expand cultural centers (physical facilities)
- Sharing information – Government to disseminate information back to communities: specifically emerging trends in tourism, results of surveys that have been done, emerging markets and opportunities
- Feasibility studies for new business opportunities
- Advertising Yukon communities and businesses within Yukon

- Culture camps (similar to Long Ago People's Place) for tourists to learn about First Nations history

What opportunities do you see?

- Funding:
 - Increase the amount of funding available and how it is distributed, either by project size (e.g. under \$5,000, \$5,000-\$10,000 and \$10,000+) or by strategic area (e.g. First Nations, visual art, crafts, culinary, eco-tourism, etc.)
 - Education to applicants on how to submit a good funding application
- More First Nations history, heritage and interpretation
 - Invite tourists to take part in existing traditions (e.g. hunts with First Nations)
 - Expand displays, including bead work, regalia, interpretation, estimated time to complete projects
 - Demonstrations, workshops and culture camps; especially around food (drying meats, cutting fish, drying fish, gathering medicine, etc.)
 - Passing on cultural practices; including sewing and beading classes and demonstrations
 - Storytelling/campfire talks
- Using our land
 - River boat tours to Fort Selkirk (potentially to McMillian and Fish Camp too)
 - Create multi-use trails for hiking, guiding, bike riding, dog sledding, etc.
 - Education, especially targeted to Elders, around the opportunity that exists in tourism; elders are reluctant to open up too many things.
- Arts/artists
 - Artist in residence program
 - Local artists working at the museums
 - More artisans in communities selling crafts and other wares
 - Establish relationships with brokers to bring business to artists
 - Have a building to house artisans to create and sell products to visitors
 - Increased funding available in the arts fund
- Marketing and promoting communities
 - Some communities (Dawson and Carcross) seem to have higher promotion priorities than others – creating have and have not communities

- Revisit the potential of smaller communities
- Develop an itinerary that includes communities and gives them a destination
- Pelly is in the middle of the Yukon, but there isn't any tourism in the traditional area
- Targeting specific markets
- Lack of entrepreneurs

Thinking Ahead: Round 2

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

What could be improved?

- Diversifying the marketing story
 - Tell the real, true, full story of Yukoners and of all the First Nations and all First Nation people
 - Yukon is more than the gold rush
 - Explaining who the Northern Tutchone people are when marketing outside of Yukon
 - Improving tourists' knowledge of the history, people and culture
- Relationships
 - Distrust of Yukon Government
 - Increased supports available to smaller communities
 - Make commitments and implement them
 - Improve the relationship between Yukon Government and communities
- Infrastructure
 - Develop infrastructure in communities to equip communities to capture tourists
 - Improve access to Fort Selkirk
 - The Fort Selkirk interpretation guide from Yukon Government is too scripted and does not allow local guides to tell their true story; the story of the people who used the place

What are the roadblocks and barriers of sustainably developing tourism?

- Regulatory burden to start a tourism business
 - The current regulatory system is blocking entrepreneurs from starting businesses: too many licenses and regulations (access to bathroom

facilities, garbage disposal, dish washing, food safe, wilderness first aid, CPR, staff, license to drive the boat, etc.)

- Licensing and regulatory standards should be different in smaller communities than in Whitehorse/Dawson
- Inability to include caught fish into business model as fish need to be graded to able to sell or serve to tourists
- Lack of available funding
- Start-up costs to establish a business are too high
- Competition
 - Small businesses cannot compete with large tour companies (on price)
 - Outside tour companies are able to do tours on traditional territory, but theirs is little benefit back to the First Nation
 - Costs to develop tourism infrastructure is too high for a small business
- Having elders, chief and council support developing tourism businesses

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?

- Cut down on red tape, especially for wilderness tourism
- Support businesses: work more one-on-one with the individual, provide more funding support, and advanced workshops about tourism business development
- Share knowledge back with the communities
- Make it easier to access capital
- Land use planning: potential of tourism vs. resource extraction

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?

- Develop tools and how-to guides to help entrepreneurs better understand what is required to develop and open a tourism business (e.g. licensing and insurance requirements, where to register, types of funding and supports available, etc.).

- Create a land-based framework which balances tourism needs, environmental protection and resource extraction. Ensure a large portion of Yukon remains pristine and untouched; it is our best asset
- Tourism has as much, or more potential than resource extraction, and should have a proportionate amount of political weight
- Pay more attention to the individual entrepreneur and less to the large tour companies
- Support the small and medium sized businesses and entrepreneurs; especially as it relates to marketing and development
- Develop an information network among entrepreneurs to develop business partnerships
- Diversify who is at the table, and include everyone in the discussion – all communities, all FNAs, all art forms
- Education process for tourism to better understand what is out there – art forms, stories that are out there so that they can be better promoted