

What we heard in Carmacks

Community	Carmacks
Date	March 8, 2018
Time	1:30 to 3:30 p.m.
Location	Rec centre
Facilitator	Shena Shaw
Note taker	Jean-Sébastien Blais
Participants	3 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?

- River Quest
- Being the hub of the Yukon
- A beautiful place
- Accommodation, B&B
- Regional meeting taking place in Carmacks (AYC)
- Outfitter industry: it's an environmentally, sustainable and low impact (low footprint) industry. It's a wealth generator.

What can tourism partners build on/do more of?

- Access to cultural tourism;
- Working to promote Carmacks to Yukoners;
- Working to host bigger shows and events in Carmacks;
- Tombstone;
- Enable outfitters to operate better;

What opportunities do you see?

- Taking advantage of the local history (pre-Klondike, FN history);
- Developing interest for the other shore;
- Eco-tourism;
- Upgrading Cole Lake Campground;
- Ridge run;
- Supporting canoeing and Cole campground;
- Better advertising of Fort Selkirk;

- Outfitter now recognized as a tourism industry;
- Impact of the Tuk highway.

Thinking Ahead: Round 2

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

What could be improved?

- The “control” to keep the quality;
- Non-disruptive activities;
- Land availability;
- Promotion toward Yukoners;
- Cole Lake Campground.

What are the roadblocks and barriers of sustainably developing tourism?

- Time availability;
- Conflicted industry (Tour Operators and Outfitters);
- Mining: Cyclical;
- Lack of control (enforcement) and standards;
- Carmacks not being a destination;
- Carmacks has no land and building available for development.

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?

- Wilderness tourism and eco-tourism have a significant potential for Yukon;
- We need to value the local history;
- Access to land and funding;
- Partnership with communities;
- To promote the outfitters industry to the emerging demographics (young, environmentally aware, etc.) seen as being potential clients.

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 a tool to convince outfitters to spend more days in Yukon after their expeditions is done;
- For Yukon government to set standards to be followed;
- For Yukon government to allow more land to be available;
- To value quality over quantity.