

What we heard in Beaver Creek

Community	Beaver Creek
Date	Tuesday, March 27, 2018
Time	6:30 p.m.
Location	Buckshot Betty's
Facilitator	Carleen Kerr
Note taker	Denise McCann
Participants	7 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?

- Tourists like that we have some distance marker signs in kms and miles - lots of compliments on those signs
- American tourists like the familiarity of the signs in miles
- I like daylight savings time and don't want it to change
- People love our campground
- Love the free wood as its dry and handy
- Campground bathrooms are the cleanest they've seen
- Good – finally got some good outhouses - took forever, but done

What can tourism partners build on/do more of?

- Not enough signs
- People miss the campground
- People get to Beaver Creek and have missed things because they missed the signs
- People pulled over in the ditch to spend the night
- Don't know where the campgrounds are? Too cheap to pay?
- Kiosk with signs to show what is in town - would this eliminate the VIC?
- Not enough pullouts for viewing
- Nowhere to pull over on the road
- Bathrooms are ok, but no places with picnic tables to enjoy the view

- But then they will camp there - people always looking for free places to stay
- Interpretative signs are overgrown and faded out

What opportunities do you see?

- Hootenanny, campfire for the evening
- Find ways to keep people here after dinner
- Hot tub would be popular - Beaver Creek has a pool but no hot tub
- Mud wrestling (but told not to)
- Museum and other things
- Need a way to get people to stop and stay
- There is history here and stories to be told
- Someone here who is from Switzerland and tells a good story - people have heard about him and come here and look for him
- People are surprised that this is Beaver Creek, Yukon
- They only know Beaver Creek, Colorado
- Tourists love to walk - plant native plants on the walk way for people to see
- Cutting down the brush so people can see the trail, trail head, to get to the water
- Need more funding for this type of work (trails)
- Yukon passes for campgrounds
- Snag is coldest place in North America
- How to get people down there to see Snag?
- Thermometer for people to see record cold temperature outside Buckshot Betty's
- Border as an attraction
- Bike rental business
- The escape room at Takhini Hot Springs is great - tourists love it
- Could put up a 911 sign now that it is available here

Thinking Ahead: Round 2

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

What could be improved?

- Getting people to stop

- How to get them to stop?
- More promotion
- More signage
- More ways of getting them to see history
- Snag - no cell service there
- Can't send people there because they may get stuck
- Need a bus tour, or some way to drive them down there safely
- Locals are tired putting their time in and they are not getting anything out of it
- Need to cut the brush back
- Too much grass
- Need more funding to keep the brush and grass cut back, especially around the interpretative signs
- Lack of funding support
- Lack of knowledge of what funding is available
- Make it easier to access funds
- Need an easier way to get through the funding process
- Make Beaver Creek look like it's alive
- Time, money, energy, and people needed
- People keep doing stuff for free, to try to make things look better for the tourists
- A little bit of money would give others more incentive to help beautify the town
- More and better signage
- Americans love to have the mile signs - just the few signs made them feel so much better
- Need a bus service
- There was one for Tok to Whitehorse but now its gone
- People miss the bus - people really need it
- It is difficult for people who don't have cars
- People won't pick up hitchhikers to cross the border
- Even once a week a bus would be a big help
- People would even take a bus just to say they got to the border and then go back
- People will go to the border for different reasons - even to get married!
- Clean up the dog mess at the sign at the border
- Beaver Creek needs more tidying up – more beautification
- Tourists only ask - Where is the bathroom? Where is the gas?
- Sometimes the ATM goes down - people need a 24 hour ATM

- The bank says ATM's are too expensive here
- Tourists need cash for the campgrounds
- Community members have to put out their own money for people
- It's difficult for people to find the exact change to pay their 12-dollar campground fee
- The boxes are not being checked at campground
- Idea for Yukon passes for campgrounds - people can buy a booklet with tickets and use the tickets in any campground which would eliminate the need for cash
- People are just going to Alaska
- Yukon is not being pushed enough globally - it's all about Alaska
- Major tour companies may be willing to stay, but there is nothing to offer them after they eat
- Beaver Creek has nothing to offer
- We need more funding or something to keep people occupied
- For example, a dog musher talks to tourists in Tok, walking trails, Snag and the border itself
- People don't like to be detached
- Stress about no cell coverage for sections of the highway
- Tourists fall asleep driving because there is so much daylight
- Tourists drive too long without stopping
- Tourists say not enough signs
- They feel unsure that they are still going in the right direction
- They don't realize that there is only one road and they can't get lost
- Same complaint every year - the road is bad
- Need funding for businesses in Beaver Creek
- How do businesses access money?
- Why is the bakery in Haines Junction popular and how can Beaver Creek attract people in the same way?
- Everyone else gets funding and money but Beaver Creek doesn't
- Everything is being sent to Dawson
- This part of the highway doesn't get promoted
- People don't know that Beaver Creek exists
- Some more limelight would be nice for Beaver Creek
- Need promotion of each and every community
- Tourists feel the signs that say no camping are insulting and unfriendly in the way it is worded

- People are allowed to camp at pullouts in Alaska
- There is not enough warning of when the campground is coming up
- The fire hall needs a sign - it's a brand-new building with no sign

What are the roadblocks and barriers of sustainably developing tourism?

- Wi-Fi in the VIC can be a problem because now the tourists don't need to talk to the VIC staff
- Having the same password for all VICs means that they don't even have to stop – they can just access wi-fi and keep driving
- People are more in a hurry
- Less patience for waiting
- Liability and insurance issues are a barrier

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 grow tourism?

- Helping the tourists know where they are going
- People can't see the lines on the road in Whitehorse
- Listen to Beaver Creek – we hear it all from tourists as their last stop before Alaska
- Most tourists in Beaver Creek are American
- Beaver Creek needs more advertising - more promoting
- Someone is doing a 2 day show in Beaver Creek and it would be good for YG to help promote it
- Buckshot Betty's is known as a diamond in the rough - needs more promotion for Beaver Creek from the outside
- Need continuous maintenance of the highway and town
- Keep up the look of the town
- Cut the brush back more
- Tourists are nervous of animals jumping out

- Need to cut brush back more on the highway
- Figure out how to keep people longer in the Yukon - not just drive through to Alaska
- Need to give people a reason to stop
- Need something like the sour toe, or the Atlin Festival
- Beaver creek needs something more to offer them
- The trails are ok, but people could get lost
- The trails are not good for tourists
- Trails need more signs for directions and plants for tourists to look at
- Botanists and birdwatchers could do a lot here, but there are no services for them
- No cell service here anymore
- AT&T not here anymore - used to get it here and now people are upset
- Beaver Creek was promised to have cell service
- AT&T is a problem - have had a number of comments
- Cost of internet is too high here – worried about going over bandwidth
- Internet is free in any other city
- Businesses need to decide if they should charge or not charge for internet service - tourists get upset when they have to pay so much
- We thought companies were not supposed to charge for the overage
- Requirements to have a business line and ATM line too much
- Cost of being a business is too high

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?

- More targeting of the European market - Swiss, German, etc.
- Europeans really enjoy our country
- Tourists say they didn't know about Yukon and only heard about it from a friend
- The majority of Europeans come to the Yukon first, Alaska second - Yukon is their main destination
- More flights
- Air North and Air Canada do well and are very helpful
- The Condor flight straight to Yukon is especially good
- Steering committee does not have any "average Joes" on it

- Need to keep in mind the communities and the common people - not just the organizations
- Needs to be community people on the committee
- Want to see action
- Don't keep consulting and asking questions - get something done
- Follow through
- Feels like the money goes to Haines Junction but doesn't make it as far as Beaver Creek
- Burwash and Haines Junction seem to get money
- No money spent in Beaver Creek
- Beaver Creek is the gateway to Yukon from the north but doesn't show it
- Beaver Creek needs a little help and support
- Banners on the streets need to be redone and help getting them up
- There was nothing in Beaver Creek to celebrate the 75 or the 150 anniversaries
- Misinterpretation between Parks Canada free parks (150) and Yukon Parks
- Need a pass for the campgrounds - pay one price for a booklet and tear off the camping ticket so there is no need for cash
- No date on the tickets
- Explore Your Yukon - too short a time period, no one could use them, locals did not want it, time limit too short
- The hotel was in it, but never used one of them
- VIC couldn't give the booklets away
- Business owners would like to help do more/other stuff but have too much to do to keep up the business to take more on
- People just on the way to Alaska
- How to get them to stop?
- How to make Snag viable, make people able to visit it?
- Milepost has Snag in its book but no one can get in there to see it
- Milepost asks about it every year and it still gets put in there, even though we tell them it's closed
- Statues are still in milepost but they are gone
- People in Dawson Creek told people to go through Dawson City, not through Beaver Creek, because the road is too bad
- Misinformation is scaring away business
- People don't usually come back through Beaver Creek
- They go around through Dawson or fly or ferry out of Alaska
- Not a return trip on the highway so need to stop them on the way out
- YG wants us to help the tourists, but they don't help us to help them
- If tourism wants tourism, they need to help the little towns