

What we heard in Faro

Community	Faro
Date	February 22, 2018
Time	5:30 to 8:30 p.m.
Location	Town Hall
Facilitator	Mal Malloch
Note taker	Jean-Sébastien Blais
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?

- Like tourism ads on TV (increase of production quality), but not a lot of other communities featured;
- Lots of web presence, but focus seems to be on Dawson or Whitehorse;
- Diversity of visitors coming;
- Lots to do if you get the right people here;
- Sheep and Crane festival;
- Golf Festival;
- Camping in Faro;
- Last frontier image/romance;
- First nations products;
- Overseas marketing; and
- TV ads.

What can tourism partners build on/do more of?

- Expand exposure of communities in marketing;
- Need to know how to promote or position our communities;
- Partnerships between existing tourism business, entrepreneurs and locals;
- Encourage a stopover for paddlers in Faro;
- Having partnership for the 50th anniversary;
- Better informing Yukoners of what is in Faro;
- Access to capital;
- Matching program to support local expertise;
- Getting people beyond Whitehorse/Dawson corridor

- Support for infrastructure to visit;
- Commercials on TV – series featuring diverse areas;
- Inclusive promotion of Yukon’s communities;
- Take lessons from NFLD/NWT marketing;
- First Nations products;
- Do more packaging and partnerships; and
- Funding for “intra-territory” tourism – not only overseas.

What opportunities do you see?

- Know what keeps residents here;
- Finding the right visitors;
- Encourage residents travel because Yukoners become great ambassadors;
- Expand tourism from within;
- Encourage small scale trips;
- Enhance air charter service within Yukon to get visitors outside of Whitehorse;
- Expo for tourism operators to learn more about communities as destinations on a tour;
- First Nations tourism opportunities;
- Winter tourism opportunities;
- The 50th Anniversary;
- Road and infrastructure to convince Yukoners to travel in Yukon;
- Higher standards for facilities;
- Summer and winter tourism;
- Bus service;
- Domestic market;
- First Nations tourism;
- Highways maintenance and brushing;
- Attracting families and millennial;
- In territory tours;
- Packages including transportation – loop trips; and
- Supporting local product development.

Thinking Ahead: Round 2

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

What could be improved?

- Better air service/connections to and within Yukon;
- Improve rest stops and add rests stops;
- Improve infrastructure and services (highways);

- Ensure people know about communities and improve communications to visitors;
- Some communities and highways have bad reputation;
- Yukon's perception as a northern and remote location;
- Transportation option;
- Tourism package about Faro in car rental businesses;
- Highways maintenance and brushing;
- Availability of public restrooms all over the territory;
- All businesses recognizing importance of tourism; and
- Support for small scale business –availability and cost for infrastructure.

What are the roadblocks and barriers of sustainably developing tourism?

- Local capacity is limited;
- Financial capacity is limited;
- Staffing capacity is limited;
- Lack of capital;
- Expensive and high operative costs;
- Options for flights
- Cost of travelling in Yukon;
- Options for activities and services;
- Overselling destination;
- Finances;
- Population to support development; and
- Potential to destroy Yukon's wilderness aspect.

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?

- Transportation;
- Keep a Yukoner perspective and encourage resident travel;
- Yukoners first;
- Partnerships with First Nations
- Yukon government outreach and coordination;
- One-government approach;
- Ongoing engagement;
- Tourism always needs to be a priority;
- Improving transport safety and options;

- Developing unique products;
- Communication between users and owners
- Collaborating on infrastructure development;
- Offering real incentive for people to stay here;
- Internet and cell phone availability and the quality of service;
- Internal transportation at reasonable cost;
- Keeping young people to stay and return post education;
- Access to funding at reasonable rates and terms; and
- Networking and co-operation between and among communities, operators and businesses.

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?

- Tourism needs to be a priority – the strategy can't sit on the shelf – the plans, programs and funding need to adapt as tourism changes and grows;
- Tourism is a long-term strategy;
- Need dedicated and sustainable funding;
- Having a implementation process by phases;
- Developing measurable and impactful deliverables;
- Collaboration is key. Not one stakeholder should have more influence than another;
- We have to work and grow together;
- To have a long-term commitment;
- Working on the funding;
- Having slow and steady progresses. Not interested in a boom and bust scenario; and
- Developing high quality internet and cell service.
- Fine tune the engagement process across Yukon government; Ensure appropriate notification for maximum involvement and moving beyond token engagement.