

What we heard in Marsh Lake

Community	Marsh Lake
Date	March 20, 2018
Time	6:30-8:30 pm
Location	Marsh Lake Community Center
Facilitator	Mal Malloch
Note taker	Colleen Madore
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?

- Promotions and branding
 - Yukon has been branded well (as a wilderness destination)
 - Promotions
 - Great job promoting Yukon internationally; have started to do good promotions within Canada
 - Want to promote things sustainably, controlled and sustainable manner
- Entrepreneurs
 - Strong private entrepreneurs
 - Private enterprises are doing a good job of promoting the territory
- Natural assets
 - Live in a beautiful area; that's why tourism is here and what tourists are coming to experience
 - People value beauty
 - Tourists come here because of the wide open spaces; they come here because there is so much undisturbed land
 - Maintain the pristine nature that people are coming here to see
 - Worried about overcrowding
 - Put a value (monetary value) on what we have (e.g. clean up garbage)
 - Leave no trace
- Advocacy organizations working well together
- Winter tourism is starting to pick up
- Outfitting groups have kept areas well and are operating sustainably
- Tourism is a large economic benefit
- Keeps people employed
- Economic opportunities

What can tourism partners build on/do more of?

- Build on what people are coming here for (pristine beauty – keep it pristine)
- We need to go to the next step now
- We've spent a lot of time and money promoting Yukon, but there isn't a lot for them to do here because we lack attractions and infrastructure to keep them here
- Time to sit back and figure out how we are going to manage tourism
- Need to establish a ceiling for the number of tourists we can handle and manage
- Need to have government control (more standards) to ensure everyone is offering a quality product

What opportunities do you see?

- There are tons of opportunities
- Cannot keep over promoting Yukon
- Balance the funding to promote Yukon, vs providing the infrastructure and amenities needed when travellers get here
- Need to raise revenue to be able to do the work needed; funds need to come from the tourists (e.g. destination tax)
- All the people are coming and the campgrounds are full, there is garbage on the rivers, etc. – need manage better what we have before inviting more people here
- Keep people here longer (stay another day concept)
- Build more attractions
- More entrepreneurs
- Encourage and support operators to continue to do the things they do well
- Incentivize existing businesses to grow and for new businesses to develop
- Ensure quality and consistency of operation/business
- Quality, safety standards are important
- How big do you want it to be?
- How much opportunity do you want to see developed in any particular area?
- Need more information (education) for tourists
- Opportunity to be strategic

Thinking Ahead: Round 2

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

What could be improved?

- Have more regulations, especially for the Outside companies who are using the land and then leaving
- Need to have controls for people (including Yukoners) who are abusing the lands and not considering the environmental impacts of their recreational activities

- Small private companies need to be able to compete – FN governments and groups are given money or incentives and there is an uneven playing field for independent businesses
- Sustainability isn't just about the land; it's about the people, the businesses, the infrastructure
- Get out and talk to the people
- Talk to communities
- Make things region-specific
- Need to start taking a different attitude about who we are inviting to come to our land
- Need to provide tourists places to go to experience the wilderness in a contained and controlled way (e.g. trails for 4x4s, outhouses, campsites, etc.)
- As volume increases, has to be managed (e.g. how the Chilkoot is managed – only allow so many people up there at a time)
- Need to guide and control tourists at a different level than the local people

What are the roadblocks and barriers of sustainably developing tourism?

- Lack of education across all user groups (tourists, operators, locals) of the value of the land – need to be able to sustain it and take care of it.
- Existing infrastructure not being maintained; i.e. cannot get onto the Kluane Lake as there is no useable marina
- Promoting tourism but don't have the infrastructure to support tourism growth in place
- The government is a road block in and of itself
- Government circle – you need to talk to department x, need to talk to department y – government not working together and passing the buck
- Government not getting things done, just talking about it
- Want tourism to grow, but with all the growth comes challenges
- Cannot allow tourism to grow infinitely, need to keep the balance between growth and natural resources; also don't want over regulation so that only big operators can be in business)

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?

- Limiting total numbers of people in any one specific area (e.g. Chilkoot and Tombstone – there is a fixed number of permits issued to be in one area at a time; permit fees help keep the place pristine and all for enforcement)
- Facilities for tourists are lacking (outhouses, garbage, docks/boat launches)

- Grow tourism infrastructure to keep people here longer (have more product and services for tourists)
- Work is a lifestyle, not just a paycheck
- Seed funding for new businesses
- Ensure that there is incentive for small businesses to get into business and to stay in business
- Support operators – licensing, permitting, reduce regulatory burden for businesses, land use, be sensible in the rules that are created
- Level playing field for all businesses to use the land (have the same regulations and fines for all industries and sectors)
- Regulations and enforcement need to be equalized across different industries (e.g. lack of regulation enforcement for mineral extraction companies for garbage, trail creation and use, fuel storage, etc. but so much for tourism operators)
- Operators all need to be treated equally – no favouritism for large businesses vs. smaller operators
- Regulate tourism, but don't kill us with regulation and rules
- Getting a good mix of private enterprises to supply a service – don't want government operators
- Consider community-level implementation plans; cannot think Yukon-wide
- Keep the Yukon the way it is; incremental growth
- Respect for the land
- Department of Tourism needs to have a better inventory on the resource base for tourism (tourism resource plan that identifies regions by primary use, animal habitat, etc.; include migration patterns of animals, rivers for paddling, fish, concessions, trap lines, etc.)

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 sustainably growing tourism sustainably in Yukon?

- Actually do something; don't just talk about it
- Keep on consulting and have all the relevant groups in the room at the same time to talk about the issues and find a solution
- Education across all interest groups
- Need to have people all sit down together and listen to each other in a respectful way and to come together and find solutions to issues and problems
- Need to have buy in
- Need to continue to involve everyone as it rolls out