

## What we heard in Mayo

<b>Community</b>	Mayo
<b>Date</b>	Monday, March 5, 2018
<b>Time</b>	6:30 p.m.
<b>Location</b>	Mayo Community Hall
<b>Facilitator</b>	Mal Malloch
<b>Note taker</b>	Carleen Kerr
<b>Participants</b>	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?

- The information booth at Stewart Crossing – good resource, but when it concludes we'll be back at square one
- Advertisement for the Yukon works well
- Marketing strategies targeting the US working well
- Funding businesses to go to trade shows working well
- Natural resources work well: the lakes, the rivers, natural beauty
- Binet House Museum is working well
- Mayo is a place to come to get away from it all and just relax
- Fishing is great up here

### What can tourism partners build on/do more of?

- Promote more independent travelers to the area
- Encourage more campgrounds and fishing, signage and hiking trails
- Good to be creating a strategy
- Visitors need to be able to get a meal
- Visitors need somewhere fast to be able to get a meal
- Maintenance of the road means people often turn around and don't visit
- Access to the trails and recreational lakes is also a challenge
- There are no signs to direct people anywhere

- Advertising is really important - YTG, the Village, and businesses advertise, but it would be good to do more
- It would be great if YTG could help advertise Mayo to other communities
- An initiative to support an area to advertise would be efficient and effective
- YTG should advertise areas to support communities
- How come Whitehorse people don't know about the Silver Trail?
- When people come up here they see how amazing it is and then they tell their friends and we get more people here - but that's not enough, we need to promotion to start
- You don't even know about Keno until you get to Stewart - how would you decide to go there if you didn't even know it existed?
- The signage drives a lot

### **What opportunities do you see?**

- A lot of potential for development that hasn't been tapped into
- Investments in infrastructure would also benefit locals
- Promotion of more Yukon communities
- Improved signage
- More communication – advertising what you have more
- See what other communities are doing and if it is a good idea, bring it here
- As you drive into Whitehorse, you see lots of signs about what Whitehorse has to offer. When you leave, there are no signs to tell people about what is next.
- Only two pamphlets from Keno at the Visitor Centre in Whitehorse, and there wasn't a pamphlet about the Village of Mayo either
- More stocked lakes with easy access could lead to a great fishing lodge
- Idea to bring fast food or an internet café but trying to find funding can be hard

### **Thinking Ahead: Round 2**

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

#### **What could be improved?**

- We need better road maintenance - it's a mess most of the summer

- To drive more people to the Village, and increase tourism, we need everyone involved, that means YTG, the Village, NND, businesses and citizens
- Signage is very poor
- Maintaining the trails would be a good thing
- Road maintenance
- Yukon Government could help follow up on advertising opportunities
- Funding to send summer VIC staff around the territory so they can experience the museums and experiences
- Good to extend this funding to community museum staff so they know how to promote other areas
- Brief staff that it is their job to promote the Yukon and all the experiences so that no matter where a visitor goes, they get information about all possibilities
- Work with the Passport program to profile more entertainment - opportunity for First Nation dancers or others to participate in the program
- Entertainment is really important - the bar was great
- Value in connecting visitors with local experiences
- Would be great if there was an area to support local crafts
- We haven't gotten around to planning our summer activities, so that it can be packaged and sent down the highway
- An event calendar would help make sure that visitors know what great things there are going on here
- Gas stations not being open can be a challenge
- When it comes to advertising  $1+1 = 3$
- Whitehorse only thinks about Whitehorse

### **What are the roadblocks and barriers of sustainably developing tourism?**

- Don't like a strategy for all of Yukon - different areas need different plans
- Want a diversified strategy for all the areas – Whitehorse, Dawson, and Silver Trail all have different needs and attractions
- A unified strategy isn't where we should go
- Not helpful to have a few different groups here, would have been better to have everyone together in one room
- Big concern to accommodate all the people we want to get here
- Even with rubber tire traffic, we don't have enough campgrounds or accommodations for them

- Regardless of what we talk about, we need people who actually step forward and want to do it
- There is always the question of money
- It seems very overwhelming right now
- There are so few people to do so much work
- Money needs to come from somewhere to pay for the infrastructure, and actually maintain it
- Lack of initiative to follow through on promotion
- The regulations in running a business - there are so many regulations
- Sometimes it feels like it isn't worth the pain
- So many departments, so many regulations that impact common sense ideas
- Sometimes regulations don't make sense in small places like Keno
- The hassle to make a small change makes it not worth it
- There is a reason people give up liquor or food – the regulations make it too hard to keep these things up
- Money – there is not enough to realize the opportunities before us
- Lake access would increase opportunities, but putting together a bid for a boat launch is nearly impossible between dealing with water regulations, contractor to build it, etc.
- Regulations around stocked lakes are frustrating
- The market may be so small in some communities that competition can be hard

### 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?**

- Better access to the main highway and to the lakes and trails around the community
- Some of the roads aren't terrible, but we do need maintenance and that costs money
- Training for young people to learn about tourism opportunities
- Funding for people to borrow at a lower interest rate so that they can open up a business

- Insurance is important for these businesses, but very expensive
- Not enough access for young people to get financing
- The development of more attractions - a region needs one major attractions, or a dozen small attractions - if you don't have that, its too hard to get people to the area and tourism will not be sustainable
- The green curtain – YG needs to change regulations to allow for clearing of a space to create a spot for tourists to view the beautiful attractions and give them a reason to stop
- Tourists see the great aerial photos of Yukon but can't see the vistas because of the trees
- Even if you get the start up dollars, it takes a long time to attract enough visitors and you don't make a living and can't keep it up
- The people aren't there to support it
- It's a circle - if there isn't the initial money, they can't start it, and then we don't have the attractions - needs to be YG to do this
- Attractions such as pull outs and hiking trails should be created by the Yukon government
- This would help create the attractions which would pull people to develop a business like a hotel or restaurant and take the risk
- Yukon should be separated into regions because there are completely different needs in different areas
- Mining industry should work with tourism associations - need government to tell industry to work together
- Infrastructure is missing, we have to be able to accommodate visitors
- Limited number of sites at Five Mile lakes - they aren't always full, but when they are there is nowhere to send people
- You have to be able to accommodate the people you are trying to attract here
- It comes down to money
- Coming together and sharing best practices so that others learn where to find funding
- YG and NND should help people learn to work together and benefit from programs that exist
- The Mayo marathon was amazing for the community but there was volunteer burnout
- There needs to be people with enthusiasm and a drive to make these things happen

- Like the ball games, the marathon, creating ski trails, and even the bonspiel - we seem to be lacking the passion and then the support to continue them
- Hiring and training young people to help support these businesses and use their knowledge

**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?**

- Would like to see a report in the end that shows what changed
- Listen to all the different organizations and the people who shared their ideas with you and try to do it how the majority people want
- Maintain the visitors that come to Yukon to travel to Alaska
- Find out what is bringing people here
- Help make people come here, not just drive through
- Road maintenance contractors should have in their contracts that they have to grade the road
- When it doesn't make sense, fix it
- To promote the Yukon by the regions
- Highlight the attractions of the different regions
- Use the Silver Trail to help improve the visitor experience
- We don't need more attractions; we just need access to them
- Build trails or improve our existing trails, more stocked lakes, more boat launches
- Clean the outhouses