

# Yukon Tourism Development Strategy Engagement – What We Heard Summary Report

## Values

### Loving Yukon

Yukoners are proud to call the territory home. We value the wilderness, our vibrant communities and way of life. We are proud of what makes us unique and want to ensure that it is preserved for generations to come.

### Encouraging a thriving tourism sector

Yukoners recognize that tourism plays an important role in growing and strengthening our economy. Small businesses are the heart of our communities, and provide benefits that extend well beyond employment opportunities.

### Preserving and enjoying our natural environment

Yukoners love being in the outdoors and value the vast expanses of the pristine wilderness. While we want visitors and residents to explore our wild and dynamic lands, our natural environment must be appropriately managed. Our wilderness is our strength and a fundamental part of who we are.

### Honouring our heritage

Yukoners are proud of our living culture that honours Indigenous knowledge, traditions and values, commemorates our mining legacy, and celebrates our rich and diverse natural history. Our heritage forms a part of what draws visitors to Yukon, and we will be respectful in how heritage is integrated into the tourism industry.

### Celebrating our cultural diversity

People from all over the world have chosen to call Yukon home. This cultural diversity strengthens our territory and makes Yukon a more welcoming place for locals and residents alike.

### Building healthy communities

Yukoners appreciate that our communities are truly unique and believe they should be celebrated. Tourism can play an important role in developing our communities through job creation, strengthening community services and supporting infrastructure that benefits everyone. We want to ensure this is done in a way that allows our communities to retain their authentic identity and character while benefiting from tourism development.

### Developing partnerships

Tourism touches us all so we must work together to harness the opportunities and benefits that tourism provide. Every tourism operator, stakeholder, government, community, citizen and resident brings their own unique viewpoint to the discussion and that must be encouraged and valued for our mutual success.

### Fostering innovation

Above all else, Yukoners value creative solutions and action. There is excitement in the industry and across the territory about the opportunity tourism can provide, and Yukoners want to see a bold vision for the future supported by the innovative and creative solutions that will help get us there.

## Access

### Improve visitor access to Yukon and support infrastructure

- Continue to support Air North, Yukon's Airline as a strategic partner, while also pursuing expanded air access to Yukon
- Explore opportunities to improve airport management and infrastructure
- Improve and maintain highway and road access
- Explore supports and services along our highway and roads
- Improve access and infrastructure to Yukon's backcountry trails, lakes, and rivers
- Improve access to historic sites and heritage resources
- Explore opportunities to link communities through transit
- Explore opportunities to link communities through cellular coverage and improved internet access
- Explore opportunities to increase accommodations
- Work in partnership to support campgrounds
- Support barrier free accessibility
- Explore opportunities to support community infrastructure

### Improve signage

- Improve highway and community signage
- Work in partnership to support opportunities for interpretive signage
- Work in partnership to incorporate traditional language and Traditional Territory on signage

### Respectful access to and protection of land, natural resources and traditions

- Work across governments to provide consistent, clear and fair land policies, legislation and regulations for all land users
- Review land available for tourism development
- Work in partnership to protect and preserve land and natural resources
- Work in partnership to ensuring harvesting is sustainable

## Experiences

### Support the development of authentic and meaningful Yukon First Nations\* tourism experiences

- Explore financial incentives to support Yukon First Nations experience development
- Increase Yukon First Nations capacity through skills development and training
- Explore opportunities to engage and involve Yukon First Nations youth in experience development
- Work with Yukon First Nations to explore the role of cultural centres in support of tourism
- Support Yukon First Nations experience development, including experiences that promote reconciliation

### Support the development of arts, culture and heritage experiences

- Explore opportunities to strengthen the role of arts and culture in visitor experience
- Support the ongoing maintenance and interpretation of historic sites and heritage resources
- Explore opportunities to strengthen event and festival experiences
- Explore opportunities to support new and ongoing heritage experiences and interpretation
- Explore opportunities to strengthen and support museums
- Collaborate with Parks Canada to enhance coordination related to heritage experiences

### Develop experiences that build on Yukon's strengths

- Develop experiences sustainably to prevent overtourism
- Explore opportunities to strengthen sport experiences
- Explore opportunities to strengthen meeting, incentive, conferences and exhibition experiences
- Explore opportunities to strengthen wildlife viewing, adventure and wilderness tourism experiences
- Explore opportunities to expand niche tourism markets such as culinary, astronomy, paleontology, health tourism, volun-tourism, research
- Explore opportunities to develop high end tourism packages

### Develop experiences that extend the tourism season

- Diversify tourism experience development
- Support the development of shoulder season and winter experiences
- Explore partnerships to support year round employment
- Explore ways to support Yukon's volunteers
- Support the development of regional packages
- Facilitate partnerships in support of package development

## Awareness

### Develop awareness through authentic marketing and promotions

- Share Yukon's diverse and rich history through authentic and meaningful marketing and promotions
- Enhance marketing that aligns with Yukon values
- Enhance marketing to visitors who share Yukon values
- Increase basic awareness about Yukon (where it is located, etc.)
- Enhance marketing Yukon as a year round destination
- Support marketing innovation

### Celebrate Yukon First Nations

- Work with Yukon First Nations to share and promote traditional heritage and culture
- Work with Yukon First Nations to share and promote traditional knowledge and storytelling
- Support Yukon First Nations unique cultural protocols and values, including respect for land and traditions, to help ensure authentic visitor experiences
- Work with Yukon First Nations to raise awareness of existing operators and cultural centres

### Celebrate Yukon's diverse and vibrant communities

- Explore opportunities to market Yukon to Yukoners
- Explore opportunities to share community activities through a centralized system
- Recognize that community improvements benefit tourism as well as locals
- Explore a community-based approach to tourism
- Celebrate Yukon's authenticity

### Visitor awareness

- Work in partnership to identify opportunities to improve visitor experience
- Align promotional efforts with real visitor experiences to ensure reality and expectations are aligned
- Explore opportunities to enhance visitor information
- Explore opportunities to enhance where visitor information is shared (cultural centres, visitor information centres, interpretive centres, etc.)
- Work in partnership to promote safe visitor experiences
- Work in partnership to educate visitors about Yukon values

## Opportunities

### Work together to support tourism

- Explore a new governance model for tourism
- Break down silos to implement a one government approach to tourism
- Work with partners to clarify roles and responsibilities
- Facilitate and support new and innovative partnerships
- Explore the opportunity to align with the United Nations sustainable tourism goals
- Embrace and enhance industry leadership
- Embrace and enhance Yukon First Nations leadership and partnerships

### Improve industry standards and regulations

- Explore opportunities to align legislation and regulations in support of tourism
- Support industry led standards (service, accommodations, etc.)
- Identify opportunities to enhance enforcement
- Review policies, licensing and regulations

### Make it easier for Yukoners to do business

- Review financial supports to ensure they align with priorities
- Explore innovative ways to financially support new and existing businesses
- Review training and development opportunities to ensure they align with needs
- Explore opportunities to increase human resource capacity through training and retention strategies
- Explore opportunities to financially support arts, culture and heritage experiences
- Explore opportunities to financially support innovative marketing
- Reduce unnecessary red tape to make it easier to do business in Yukon
- Help Yukoners access government services in an easier and more streamlined manner

### Support decision making through evidence based research

- Identify best practices from other jurisdictions
- Identify the needs of visitors through Visitor Exit Surveys and research
- Collect tourism data and ensure it is easily accessible by tourism partners to help inform decision making
- Ensure customer centric research is at the forefront of decision making
- Ensure tourism policies and decisions evolve as visitor needs evolve and change over time

\*Yukon First Nations refers to: governments, development corporations, organizations and Citizens