

Growing Tourism

Our Future. Our Path.

Yukon Tourism Development Strategy Engagement Process

The Government of Yukon is committed to supporting a strong and growing tourism sector because we all benefit when the industry succeeds. This is why we are working to develop a new Yukon Tourism Development Strategy to sustainably grow tourism in the territory.

From now until the end of March 2018, through a series of community engagements and through an online platform, Yukoners will be invited to share their thoughts on sustainably growing tourism.

At the conclusion of each community engagement, we will report out on what was heard. These reports, along with responses to the survey questions and research, will provide the foundation upon which the Yukon Tourism Development Strategy will be built.

Once a draft strategy has been developed, it will be shared with the Steering Committee and the organizations they represent, along with First Nations and municipal governments, for review. After this review, the draft strategy will be posted on this website for public comment. The Steering Committee will then submit a recommended strategy to the Yukon Government for final review and approval.

The final Yukon Tourism Development Strategy is expected to be released later in the year. This document will guide the development of future action plans on key strategic priorities.

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Yukon Tourism Development Strategy Steering Committee

Co-Chairs

Rich Thompson
CEO of Northern Vision Development LP

Valerie Royle
DM Department of Tourism and Culture

Members

Bev Buckway
Association of Yukon Communities

Kalin Pallett
Wilderness Tourism Association of the
Yukon

Brian Stethem
Klondike Visitors Association

Katie Newman
Yukon Heritage and Museums Association

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Yukon First Nation Chamber of Commerce

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Tourism Industry Association of the Yukon

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