



# YUKON WINTER TOURISM SUMMIT

GROWING TOURISM. OUR FUTURE. OUR PATH.

December 8, 2017





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## Welcome

As Minister of Tourism and Culture, I am so pleased to welcome you to the Yukon Winter Tourism Summit.

The Government of Yukon is committed to supporting a strong and growing tourism sector because we all benefit when the industry succeeds.



Winter tourism has seen significant, sustained growth in recent years. The opportunity to harness this growth, and strategically approach what we collectively need to do to further increase tourism in Yukon, has never been greater.

I look forward to hearing about the challenges, trends and opportunities you face, and engaging in discussions today that will help us prepare for the future.

The time is right to take tourism to the next level and this is our first step.

Together, we will develop and implement a made in Yukon strategy to sustainably grow tourism in the Territory.

Thank you all for coming.

A blue ink handwritten signature of Jeanie Dendys.

Jeanie Dendys

Minister of Tourism and Culture



# Agenda

8:30 – DOORS OPEN AND COFFEE AVAILABLE

9:00 – 9:15 YUKON WINTER TOURISM SUMMIT OPENING

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9:10 – 9:15 WELCOME FROM NEIL HARTLING, CHAIR OF THE TOURISM INDUSTRY ASSOCIATION OF THE YUKON

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9:15 – 9:35 WELCOME FROM MINISTER JEANIE DENDYS

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9:35 – 9:45 GROWING TOURISM. OUR FUTURE. OUR PATH. PREMIER SANDY SILVER

9:50 – 10:05 – BREAK

10:05 – 12:00 5 X 5 SESSIONS: UNDERSTANDING THE PRESENT – PLANNING THE FUTURE

12:00 – 1:00 – LUNCH

1:00 – 2:10 ENGAGEMENT SESSIONS: OUR SHARED TOURISM STORY, LAYING THE FOUNDATION

2:10 – 2:25 – BREAK

2:25 – 3:45 ENGAGEMENT SESSIONS: THINKING AHEAD

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3:45 – 4:00 CLOSING REMARKS FROM MINISTER JEANIE DENDYS

4:00 – CLOSE



## Tourism in Yukon

### WHAT DOES TOURISM CONTRIBUTE TO THE YUKON ECONOMY?

Tourism is a major contributor to the local economy, responsible for between 3.9% and 7.2% of the Yukon's GDP each year.

In 2016, business revenue from tourism activity grew by 6%, significantly outpacing revenue from non-tourism activity. Revenues from tourism increased by 5% which was the third highest rate of growth in Canada and also higher than the national average.

It is also a major driver of jobs, with just over 1 in 10 Yukon workers directly employed in the tourism sector including airlines, hotels, restaurants, souvenir sales and tour operators. Many more are employed by companies that supply goods and services to the tourism sector.

Tourism generates revenue for a wide variety of businesses both directly and indirectly through a trickledown effect. In 2016, visitors to the Yukon spent \$303 million, an increase of 7% over 2015. Visitor spending has grown significantly in the past five years.


A growing tourism industry means higher employment and improved wages, leading to more disposable income which in turn benefits all local businesses. It stimulates new business enterprises while also raising revenue through taxation, both on the income from tourism employment and tourism businesses as well as through sales taxes on goods and services used by visitors.

Development and enhancement of local facilities and infrastructure driven by tourism needs also provides tangible benefits for residents.

### VISITOR PROFILE

How many visitors does the Yukon receive and where are they from?

In 2016, 419,200 visitors arrived in the Yukon which was an increase of 7% over 2015. Of that number, 72% were from the US, 18% from Canada and 11% from other countries. The number of visitors coming to the Yukon has been rising steadily - since 2004 visitor numbers have increased 26%, or 3% per year.



2017 has been another year of healthy growth. Between January and June 2017, border crossings into the Yukon were 1% higher and air arrivals were 5% higher than at the same time in 2016.

What do visitors do while they're here?

Topping the list of activities undertaken by visitors, is enjoying the Yukon's natural scenery. Nearly half of all visitors identified natural scenery as a key element of their trip. The second most popular activity is visiting museums or historic sites, which is followed by shopping, wildlife or bird viewing and community walking tours.


With the Yukon's spectacular natural scenery being a major attraction, many visitors include outdoor activities in their travel plans. The top outdoor experiences undertaken by visitors are wildlife viewing or bird watching, hiking, camping, visiting Tombstone Territorial Park and driving the Dempster Highway.

In terms of the Yukon's top cultural activities or attractions, of those visitors who included a cultural activity, 81% visited an historic site. The next most popular cultural activities were visiting a museum, visiting the Dänojà Zho Cultural Centre, experiencing First Nations Culture or traditional ways of life and visiting an art gallery.

#### WHAT STRATEGIES AND GUIDING PRINCIPLES HAVE BEEN DEVELOPED BY LARGER ORGANIZATIONS SUCH AS THE UNITED NATIONS AND THE GOVERNMENT OF CANADA TO GROW TOURISM?

Tourism is responsible for 10% of the world's GDP and in 2016 grew faster than the global economy as a whole. It's one of the world's largest and fastest-growing economic sectors with more than 1.2 billion people travelling for tourism in 2016. Globally, the industry is valued at over CDN\$2 Trillion.

The World Travel and Tourism Council (WTTC) has identified that in order for future growth and success, tourism businesses will need to recognize the trends that will drive the travel habits and expectations of travelers in the future. Businesses need to navigate a global climate of rapid technological innovation, geo-political unrest, pandemics and rising consumer demands, all of which are likely to transform tourism.



Sustainable tourism development is a major guiding principle of the United Nations. To that end, 2017 was declared the International Year of Sustainable Tourism for Development. As the number of people traveling continues to increase, issues of sustainability, both environmental and cultural, are becoming more critical.

Nationally, the Government of Canada has identified three key pillars to grow the tourism sector:

1. Through marketing, continue to build Canada's strong international brand and develop new markets using both traditional and innovative new media
2. Improve access to Canada for international travellers
3. Support the renewal and innovation of products and services with a focus on the authentic experiences being sought by travelers

#### WHY DO DESTINATIONS INVEST IN TOURISM MARKETING?

A healthy and sustainable tourism sector raises revenue not only for local tourism businesses but also for other businesses in the supply chain as well as providing spillover benefits to other sectors and raising the overall quality of life of Yukoners.

Tourism is the Yukon's second largest industry and its largest private sector employer. As tourism grows, the number of tourism-related jobs increases and so does the percentage of the Yukon's GDP attributable to tourism which benefits all Yukoners.

The role of Tourism Yukon is to present the Yukon in key global markets as a compelling, year-round travel destination that offers authentic experiences and unique stories.

By maximizing the reach and effectiveness of our marketing programs and by working in partnership with stakeholders, our goal is to grow the visitor economy for the long term benefit of the tourism industry.

#### TOURISM YUKON'S MARKETING CHANNELS

Tourism Yukon employs an integrated multi-channel approach in order to reach our target travellers globally. This strategy allows us to not only connect with consumers through multiple touch points, but to achieve greater efficiency, consistency of brand and influence.



## Consumer Marketing

Consumer marketing involves communicating directly with our target travellers via a range of strategies. Our goal is to inspire, engage and move them along the path to purchase by serving “the right content, to the right people, at the right time”, particularly in the digital domain. We market directly to consumers in the North American markets. In the overseas markets we target consumers through strategic partnerships with key tour operators.

## Travel Trade

The travel trade is vital to Tourism Yukon’s marketing efforts, particularly in overseas markets. The travel trade encompasses all the supply chain stakeholders from airlines and Receptive Tour Operators through tour operators, wholesalers and online travel agencies to retail travel agents. By working in partnership with the travel trade we can leverage our investments, reach target travellers with specific and timely offers and increase Yukon products available in each market.

## Media and Public Relations

One of the most cost effective ways to increase destination awareness is through unpaid media coverage and public relations exposure. By building and maintaining strong relationships with media outlets, journalists and social media influencers globally, we can maximize our investments while building quality content for use in other channel marketing activities.

## Meetings, Incentives, Conferences and Events (MICE) and Sport Tourism

Tourism Yukon continues to partner with the Yukon Convention Bureau (YCB), which implements a marketing plan designed to promote Yukon as a MICE destination. We also partner with Sport Yukon to support the organization’s sport tourism marketing efforts targeted towards national, regional and local sports organizations and stakeholders.

## GLOBAL MARKET OVERVIEW

Tourism Yukon is currently targeting twelve geographic markets. Our investments, activities and support for each market are determined by whether the market is classified as Primary, Secondary, Emerging or Monitor.





Markets are initially evaluated using market intelligence from a variety of data sources. In addition, several other factors are also analyzed. Awareness of Canada as a tourism destination is critical. And Destination Canada's presence in a market not only supports Tourism Yukon's marketing activities but also provides important and timely market insight. Air accessibility also factors into our decisions – travellers from a market should ideally be able to get here with only one or two stops. Finally, we also consider the types of travel products desired by travellers and whether that matches what we currently or could potentially offer.


As part of our annual planning process, Tourism Yukon conducts an assessment of each geo-market to review performance over the past year to determine future potential. This ensures that markets with the most potential for the Yukon are prioritized both in terms of budget and related marketing activities. And finally, every few years, Tourism Yukon conducts a Marketing Program Assessment (MPA) to assess the opportunity for growth and to guide investments being made in each of the target geo-markets. The MPA draws on research, industry intelligence, empirical data and key performance indicators that enable strategic geo-market assessment that ultimately drives research-based budget allocations. The most recent MPA was completed in 2014.

- Primary Markets: Canada, United States, German-speaking Europe
- Secondary Markets: United Kingdom, Australia, Japan
- Emerging Markets: Netherlands (Benelux), France, China
- Monitor Markets: South Korea, Mexico, Brazil

#### WHAT ARE THE DIRECT AND INDIRECT CONNECTIONS BETWEEN TOURISM, ARTS AND CULTURE?

The tourism and cultural sectors have a close and mutually beneficial relationship that can strengthen the competitiveness of a destination. Cultural activities are becoming an increasingly important part of the tourism product with many travelers now seeking out cultural institutions or special events such as festivals. In fact, the OECD states that cultural tourism is one of the largest and fastest growing tourism markets globally.

When it comes to making a destination unique, local culture plays an important role. The arts and culture of a region create authenticity and distinctiveness in an increasingly crowded global marketplace. Even destinations such as the Yukon that have traditionally relied upon



natural assets for promotion, are becoming more reliant on all forms of culture to market the destination.

Tourism in turn brings larger audiences for local events, visitors to galleries and museums and helps to support local artists. Small entrepreneurs such as artists and crafters have the opportunity to grow their sales. All of which creates a more sustainable arts and culture sector.



## 5x5 Sessions: Speaker Bios

### ALIDA MUNRO, YUKON CONVENTION BUREAU

Managing Director

The Yukon Convention Bureau is a member-led non-profit organization whose mission is to sell the Yukon as a destination for meetings and special events, which contribute significantly to the Yukon economy. The Yukon Convention Bureau has been in operation since 1998, offering an exciting, value-for-dollar option for meeting and conference planners.

### BENJAMIN RYAN, AIR NORTH, YUKON'S AIRLINE

Chief Commercial Officer

Air North, Yukon's Airline – founded in 1977 – has won praise for its authentic Yukon hospitality from travellers around the globe. In just over ten years the airline has flown more than a million passengers on its Boeing 737 fleet between Whitehorse, Vancouver, Calgary and Edmonton – and recently added flights between Whitehorse and Kelowna, Yellowknife, Ottawa and now Victoria!

### DENNY KOBAYASHI, NORTHERN VISION DEVELOPMENT

President, Real Estate

Northern Vision Development LP, a private real estate partnership, was established in 2004 with a mandate to acquire properties with strong growth prospects in Whitehorse, Yukon. In addition to the real estate investments, NVD also owns and operates the Best Western Gold Rush Inn, the Edgewater Hotel, the Coast High Country Inn and the Downtown Hotel.

### ECHO ROSS, SPORT YUKON

Sport Tourism Program - Contractor

Sport Yukon is a non-profit society run by a volunteer board of directors. Its member organizations are territorial sport governing bodies, clubs and associations who offer a variety of sport, recreation and other community based programs. Sport Yukon and its members host several yearly events which are open to visiting participants, ranging from road cycling to road running relays, cross country skiing races to paddling journeys down the Yukon River. Sport Yukon also provides consultation and guidance to help evaluate potential bids and assistance in understanding the business planning required to bid on and host sporting events in the Yukon.



## GARRY UMBRICH, TAKHINI HOT POOLS

President

Takhini Hot Pools is one of the most visited locations in the Yukon. The hot springs have been in operation for over 100 years. Our hot springs pools are a relaxing 36° and 42° Celsius, with water entering the pool at 47 degrees. The water is natural and rich in minerals. We are open year around. Please see the menu above for our summer and winter hours.

## GARY BURDESS, SKY HIGH WILDERNESS RANCH

Operations Manager

Sky High Wilderness Ranch is a true Yukon experience! We are an authentic wilderness ranch located 30 minutes from Whitehorse in the Coastal mountains, on the shores of beautiful Fish Lake. We offer cabin, lodge, and yurt rentals, trail rides scheduled daily during the summer months (June-Sept), dog sled adventures in winter months (Nov- April), aurora viewing, snowmobiling, snowshoeing, tobogganing and ice fishing.

## META WILLIAMS, LONG AGO PEOPLES PLACE

Owner/Program Manager

Long Ago Peoples Place is a recreation of a traditional First Nations Village. It has traditional living structures as well as tools and hunting recreations. It is located just off the Alaska Highway, near Champagne Yukon, between Whitehorse and Haines Junction. Since 1995, Long Ago Peoples Place has been educating and entertaining visitors from around the world. It is an excellent school resource, a great place for tour companies as well as individual travelers, and an excellent place for government and mining companies to learn Southern Tutchone history and culture.

## NATALIE HALTRICH, YUKON QUEST

Executive Director, Whitehorse Office

The legendary Yukon Quest challenges mushers and their dog teams to traverse the frozen wilderness between Whitehorse, Yukon and Fairbanks, Alaska each February. Spectators from around the world travel to the Yukon to witness the event live, while thousands follow the race progress online.

The 1000-mile Quest trail follows historical gold rush and mail delivery routes, but varied weather and trail conditions provide a fresh challenge for mushers and their dogs every year.



## PAUL ROBATAILLE, KLONDIKE VISITORS ASSOCIATION

Marketing and Events Manager

Klondike Visitors Association (KVA) is a not-for-profit tourism sector organization, based in Dawson City, Yukon, representing local and regional members and industry stakeholders. KVA's mandate includes destination marketing, operation of attractions and presentation of special events that increase visitation and add to the quality of life in our community.

## SARAH STUECKER, SOUTHERN LAKES RESORT AND TAGISH WILDERNESS LODGE

General Manager, Head Chef and Wilderness Guide

Southern Lakes Resort is a spectacular lakefront resort offering beautiful, private log cabins right on Tagish Lake. The resort is also home to a restaurant and is an ideal stop on your way through the Yukon - gorgeous views and a fine selection of carefully prepared meals. The resort and restaurant newly renovated, open June - September and mid-November to End of March.

Tagish Wilderness Lodge is a unique and remote place, a classic log-built boutique resort with 4 cozy guest cabins and a full-service contemporary main lodge where great food is served and amazing stories are shared. Discover the beauty of the Yukon by canoe, kayak, on a fishing trip or a hiking tour.





## Contact Information

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