



Online Tourism Operators Forum – Friday July 17, 2020 (12pm)

Meeting Minutes

Note: numbers in brackets correspond with when each person starts speaking in the recording

- Slido #97575
- 45 People on the call

12pm – Welcome and Overview

TIA Yukon Executive Director, Blake Rogers

12:04:05pm – Government of Canada Update

Yukon MP and Parliamentary Secretary for CanNor, Hon. Larry Bagnell

- CanNor is extending tourism businesses, fixed cost program until March 31, 2021
- TIA and YG are working with CanNor to develop a tourism support program
- Parks Canada most things open except for the Chilkoot
- \$19 billion announced for provinces and territories for the economic restart (9 different items)
- Finance Minister announced changes to the wage subsidy

12:08:28pm – Yukon Tourism & Culture Update

Deputy Minister Val Royle and Director Pierre Germain

- VIC's are all now open. For the first 2 weeks of operations the VIC's have seen 2,400 visitors, 55% BC and followed by Yukoners. Total for 2 weeks is lower than our daily total.
- Radio ads for in Yukon campaign – you don't need to go far to get away
- TCMF processing applications quickly as possible – ongoing
- Hotels work with folks not on the designated route – information was provided to the hotels

12:11:42pm – Parks Canada Update

Jackie Zinger, External Relations Manager

- S.S. Klondike has opened – only open to guided tours, tours running daily, 10am – 3:30pm.
- Visitor Centre open, 9am – 4pm, daily. Lots of intake in tours so far
- Kluane VIC is open 9am – 7pm, daily
- Dawson is opening up for tours starting tomorrow
- Otentiks will remain closed in Kluane, and Thechàl Dhâl, Chilkoot (entire site)
- Check website – constantly updating

12:15:51pm – Special Update from Northern BC

Northern BC Tourism Association CEO, Clint Fraser

- The Association represents 60% of the province and focuses on generating demand from marketing activities and working on developing the destination
- Funded through the provincial government
- Retooled operations and supported businesses through the pandemic, 1-1 business services
- Stimulus funding on the supply side
- New infrastructure

12:31:23pm – Industry Perspectives: Business Transition, Marketing, and Re-opening
Former Yukon Agency of Record & Current Business Consultant, Dee Enright

- Primary challenges were managing the borders with the Atlantic bubble.
- If someone self isolated in NS they can go out the other Atlantic bubble provinces
- Requests from the government for a standard questionnaire for all businesses to use.
- Confusion
- Clean it right – certification
- Higher expectations on cancellations and new legal clauses being added – frustration of contract
- More desire for health services in a destination – what is the plan if something happens again?

12:48pm – Q&A

Min 12:49:00 **Question 1**

Carmen Magro: Have all accommodation providers ie: BnB, hostels, wilderness camps, etc, been included in the direct communications regarding restrictions and protocols?

Valerie Royle responded

Min 12:50:44 and Min 12:54:36 **Question #2**

Wolfgang: Does T&C have any plans/programs to promote the winter tourism soon in BC or Canada wide, especially for Northern Lights packages/tours?

Robin Anderson responded

Min 12:52:02 **Question #3**

Louis Gagnon: Will YG extend the Fixed cost program?

Valerie Royle responded

Min 12:55 **Question #4 & #5**

If an employee was laid off in March and we re-hire him in September, would he be eligible for the wages subsidy even if he had some income during the summer?

Addition to my first question about wage subsidy: can we apply for wage subsidy for new employees, too as we always have seasonal staff only?

Larry Bagnell responded

Min 12:57:22 **Question #6**

Carmen Magro: With more people visiting the Yukon, some requiring isolating/quarantine, some not, What should we be accepting at front line level as proof of iso/quarantine?

Valerie Royle responded

Min 12:59:34 **Question #7**

Carmen Magro: Wouldn't we need to be advertising now for winter visitors?

Robin Anderson responded

Min 12:01:45 pm Blake Question to Robin: What are you doing with international dollars for overseas marketing? How funds might be reallocated.

Min 1:06:56 **Question #8**

Lisa Christensen: Interested to hear Clint's story about new infrastructure for Northern BC hwy's. Does YT have plans to upgrade hwy/rec site infrastructure during downtime?

Valerie Royle and Larry Bagnell responded

Min 1:08:46 **Question #9**

Louis R Gagnon: there are new masks rules starting up in some of our Major cities... with traveling opening up.. will there be a mandatory call done for the Yukon for masks?

Valerie Royle responded

Min 1:11:42 Larry Bagnell's last comments

- A number of people from BC and Yukon on these calls have expressed weariness of Americans coming in. Informally, my contacts are just as wary as folks on these calls are – may provide some comfort

1:13pm – Adjourn

Zoom sidebar chat

Clint Fraser: Thanks again everyone. Alaska Highway Experience Master Plan contacts at Northern BC Tourism Association: April Moi - april@nbctourism.com or Clint Fraser - clint@nbctourism.com

Andy Cunningham: Val can you forward that to kva@dawson.net so we can forward it to our members?

Wolfgang Bublitz: Sorry Robin but this is way to late to start in October to promote winter business!

Valerie Royle: COVID-19 phone line 1-877-374-0425