



Annual Report 2012-2013

Table of Contents

Board of Directors.....	3 - 4
Past TIA Yukon Presidents/Chairs	5
Chair's Report.....	6
Executive Director's Report	7- 10
Program Reports	11 - 12
• Yukon Tourism Training Fund	11
• Tourism Cooperative Marketing Fund	12
Priorities for 2013-2014	13-14

2012-2013 TIA Yukon Board of Directors (Elected)

Officers

(2nd year of two-year term)

Chair – Neil Hartling

Adventure & Winter Tourism
Canadian River Expeditions/
Nahanni River Adventures
P.O. Box 31203
Whitehorse, YT Y1A 5P7
Phone: (867) 668-3180
Email: info@nahanni.com

(2nd year of two-year term)

Second Vice-Chair – John Robertson

Accommodation, Food & Beverage
Coast High Country Inn/
Best Western Gold Rush Inn
4133-4th Avenue
Whitehorse, YT Y1A 1H8
Phone: (867) 334-9005
Email: gm@yukonhotels.com

(1st year of two-year term)

First Vice-Chair – Joost van der Putten

MC&IT/Travel Trade
Nature Tours of Yukon
P.O. Box 31187
Whitehorse, YT Y1A 5P7
Phone: (867) 667-4868
Email: joost@naturetoursyukon.com

(One-year term – Appointed)

Secretary/Treasurer – Gary Parker

Klondike Visitors Association
Box 3898
Dawson City, YT Y0B 1G0
Phone: (867) 993-5575
Email: gparker@dawson.net

Elected Directors

(1st year of two-year term)

Bill Fletcher

Transportation
Holland America Line
300-Elliott Avenue West
Seattle, Washington, 98119
Phone: 1-800-647-4727 Ext. 3671
Email: bfletcher@hollandamerica.com

(1st year of two-year term)

Charlene Alexander

Festivals, Events and Attractions
Yukon First Nations Tourism Association
#1-1109 First Avenue
Whitehorse, YT Y1A 5G4
Phone: (867) 667-7698
Email: calexander@northwestel.net

(2nd year of two-year term)

Teresa Earle

Tourism Services
Teresa Earle Communications
Box 31106
Whitehorse, YT Y1A 5P7
Phone: (867) 667-6472
Email: teresa@earle.ca

2012-2013 TIA Yukon Board of Directors (Appointed)

(All one-year terms)

Appointed Directors

Felix Geithner

Wilderness Tourism Association of Yukon
Ruby Range Adventure
P.O. Box 30107
Whitehorse, YT Y1A 5M2
Phone: (867) 667-2209
Email: felix@rubyrange.com

Heather McIntyre

Yukon Convention Bureau
Westmark Whitehorse Hotel & Conference Centre
201 Wood Street
Whitehorse, YT Y1A 2E4
Phone: (867) 393-9711
Email: hmcintyre@hollandamerica-princess.com

Teena Dickson

Yukon Outfitters Association
Dickson Outfitters
P.O. Box 9130
Whitehorse, YT Y1A 4A2
Phone: (867) 668-4118
Email: teena.dickson@gmail.com

Katie Johnson

Yukon First Nations Tourism Association
#1-1109 First Avenue
Whitehorse, YT Y1A 5G4
Phone: (867) 667-7698
Email: tutchone2000@yahoo.com

Marc Johnston

Yukon Historical & Museums Association
Box 892
Dawson City, YT Y1A 1G0
Phone: (867) 996-2233
Email: marcjohn@yahoo.com

Staff and Contract Colleagues:

Executive Director – Blake Rogers
Membership and Community Relations – Brad Weston
Office Administrator and Programs Coordinator – Zara Bachli
Industry Development and Special Projects Officer – Coralie Ulyett

Bookkeeper – Sue Stephens – MacKay LLP Chartered Accountants

Past TIA Yukon Presidents/Chairs 1973-2013

- 1973-74 Gerry Weigand
- 1974-75 Barry Redfern
- 1975-76 Joe Becker
- 1976-77 Ron Atkinson
- 1977-78 Joe Becker
- 1978-79 Athol Retallack
- 1979-80 Reg Therrien
- 1980-81 Reg Therrien
- 1981-82 June Hampton
- 1982-83 June Hampton
- 1983-84 Bill Mueller
- 1984-85 Bill Mueller
- 1985-86 Giovanni Castellarin
- 1986-87 Steve Leonard
- 1987-88 Steve Leonard
- 1988-89 Steve Leonard
- 1989-90 David Loeks
- 1990-91 David Loeks
- 1991-92 Phil Dyke
- 1992-93 Larry Watling
- 1993-94 Garry Vander Veen
- 1994-95 Garry Vander Veen
- 1995-96 Lowry Toombs
- 1996-97 Barry Bellchambers
- 1997-98 Pat Irwin
- 1998-99 Pat Irwin
- 1999-00 Dick Van Nostrand
- 2000-01 Dick Van Nostrand
- 2001-02 Steve Leonard
- 2002-03 Nancy Huston
- 2003-04 Lael Lund
- 2004-05 Noel DeChambeau
- 2005-06 Rod Taylor
- 2006-07 Rod Taylor
- 2007-08 Rod Taylor
- 2008-09 Rod Taylor
- 2009-10 Rod Taylor
- 2010-11 Rod Taylor
- 2011-12 Neil Hartling
- 2012-13 Neil Hartling



Chair's Report

The 2012-2013 year has been very busy and productive for TIA.

It has also been a year of many challenges.

At the time of the last AGM, we had a completely new staff. They jumped in and did a tremendous job of the conference and then pulled together as a formidable team and have been going strong ever since.

The significant projects we have tackled include:

- The Parks Canada Cuts and the importance of Parks Canada to Yukon's economy and its particular importance to the local economies of several Yukon communities like Haines Junction and Dawson City. TIAY played a major role in keeping the issue alive and holding the Government accountable.
- The Peel Planning process & land certainty in the territory. TIA carefully reviewed the new ideas the government put on the table and chose to support the original plan.
- The increase in the number of visitors in the summer & the boom in winter tourism. TIA has broadcast the success story of the operators and the Tourism Department in achieving record visitation.
- The increased potential for sporting events in the territory (based on the success of major events like the Women's World Fast pitch Championship) and the economic impact that these events have on the territory
- Continuing to strengthen existing partnerships with tourism stakeholders inside and outside the territory and developing new relationships with organizations that have interests similar to our own.
- Continuing to work closely with the Yukon Government on several initiatives, such as the Visitor Tracking Program.

A handwritten signature in cursive script that reads "Neil".

Neil Hartling
Chair, TIA Yukon



Executive Director's Report

It was March, 2012 when I first came on board at TIA Yukon – one full year ago. Over the past year, I've witnessed dramatic changes both with our organization, and with the industry itself.

This past year has been an incredible one for Yukon tourism. Last fall, the Yukon received a prestigious recognition by Lonely Planet, placing #4 in the world on its list of "Best Regions to Visit in 2013". A few months ago, Outside Magazine acknowledged Carcross as being the Best Mountain Bike Destination in the world. This past May, Yukon Tourism hosted the international "Go Media" conference, which was considered by many to be the most successful Go Media conference ever. Winter tourism in the territory has grown by leaps and bounds, with some operators reporting as much as a 300% increase in visitation from last year. It's been a good year, and the potential for the Yukon's tourism industry in the years to come remains strong.

At the TIA Yukon office, 2012 brought about a complete change in staff. For some organizations this could have been very problematic, but with the valuable guidance provided by TIA Yukon's former staff, the advice and helping hands offered by our board members and the dynamic team currently at TIA Yukon, our organization is stronger than ever.

In April of last year we hosted the 2012 TIA Yukon spring conference. I'd like to thank my predecessor Krista Prochazka, members of the TIAY board, spring conference volunteers Carole and Dawn as well as the staff at OTC for all of the support they provided, and a huge thank you to Jen Sugden who played a vital role in bringing the conference to fruition.

In May, TIAY hired Brad Weston as the new Membership and Community Relations Officer, Zara Bachli as the new Office Administrator and brought Coralie Ulyyett on board as a STEP summer student. I'm not exaggerating when I say that these three have each made monumental contributions to TIAY this year – without which, TIAY would not have been able to accomplish the things that we did. With Jen's departure in June, each of the staff were asked to take on more responsibility in addition to the roles that they were still in the process of learning. In addition to these roles, Brad has assisted in managing the office and now processes some of the paperwork required for HR; Zara has taken over management of TIAY's programs (TCMF and YTTF) and now assists with our finances; Coralie was hired on as a contractual employee at the end of her STEP program and now assists Zara with the YTTF as well as overseeing special projects, including the planning of events such as Fall Round Up and Spring Conference. All of the TIAY staff have proven their adaptability and their reliability this past year; I'm proud to work with such a talented and cohesive group of people.

In May, we drew attention to National Tourism week through a week long media campaign aimed at increasing the public's awareness of the value of tourism. A lot of this information was also shared during International Tourism Day at the end of September, where we partnered with the Department of Tourism

and Culture and the Whitehorse Chamber of Commerce to present the Yukon Tourism Champion Awards to the 2012 winners.

TIAY participated in a number of federal group discussions this past year, including a meeting of the Standing Committee on Human Resources, Skills and Social development and the Status of Persons with Disabilities which we attended in June; a Round Table discussion on Yukon Long Term Infrastructure in July; and a Round Table discussion on the role of Canada's Chairmanship of the Arctic Council (which will run from 2013 until 2015) which we attended in November. We also met with MP Ryan Leef for Pre-budget consultations in January.

TIAY is an ex-officio member of the Whitehorse Chamber of Commerce and the Yukon Chamber of Commerce, and meets with these organizations regularly. We also continue to participate on the Aboriginal Tourism Marketing Circle, the Yukon Worker Compensation Health and Safety Board (YWCHSB) Prevention Working Group, and the Provincial and Territorial Tourism Industry Association (PTTIA) Working Group.

TIAY continues to work closely with the Yukon Government, especially with the Department of Tourism and Culture and the Department of Economic Development. We're developing great working relationships at the municipal levels as well, through our interaction with the City of Whitehorse, the Town of Dawson and the Association of Yukon Communities (AYC).

In July, I accompanied YCB on a community tour of the Southern Lakes, including stops in Teslin, Atlin and Carcross. We met with YCB and TIAY members and listened to their comments and concerns. In August, I took part in a community tour of the North Klondike with Pierre Germain from the Department of Tourism and Culture. We spoke with a number of operators and organizations between Braeburn and Dawson, as well as operators in Chicken, AK, and between Beaver Creek and Haines Junction. Both of these trips were very informative and productive; they provided a great opportunity for TIAY to connect with our members in many of the Yukon's rural areas.

I attended a number of conferences this past fall on behalf of TIAY. These include the Alaska Travel Industry Association (ATIA) Conference in Anchorage, AK; the Host BC Conference in Vancouver, BC; NWT Tourism's annual conference and AGM in Yellowknife, NT; the Tourism Industry Association of Canada (TIAC) Annual Congress in Gatineau, QC; and the Canadian Inbound Tourism Asia Pacific (CITAP) conference in Richmond, BC. These conferences enabled me to learn more about what's happening with tourism in other jurisdictions; they also allowed me to strengthen existing partnerships and develop new ones for TIAY.

In October, TIAY hosted a successful Fall Round Up with about 100 attendees. This provided operators with the opportunity to reflect on the peak 2012 season and to discuss ways that the industry could help further bolster visitation to the territory outside of summer months.

In November, TIAY organized the annual TIAY Board Retreat where the board discussed a number of pertinent issues and participated in drafting the TIAY priorities for the 2013 year. These priorities are available on the TIAY website.

TIAY's Holiday Open House took place in conjunction with YCB at the end of November – it attracted more than 50 people throughout the night, including the Minister of Tourism & Culture, the Minister of EMR and the Premier.

Over the past year, the staff and I have been busy learning about the programs that TIAY administers and have been working to make them more efficient. Zara's hard work on the YTTF has resulted in more funding for the program and some significant changes to policies that will help the program run more smoothly. The Department of Tourism and Culture is currently reviewing the TCMF and Zara has been busy drafting recommendations based on her experience with the part of the TCMF that TIAY administers. For a general overview of the TCMF and changes to the YTTF, Zara will be speaking to this in more detail during the concurrent sessions.

The Senior Marketing Committee had four face-to-face meetings in 2012 and discussed a number of issues relating to the Department's marketing plans. Some of the more pertinent topics included a review of the use of YG funds being provided to NGOs for marketing purposes, a discussion about how success is defined by the tourism industry and the need for more data to measure the performance of the industry. The SMC and TIAY worked to support the Yukon Government's ongoing efforts to successfully undertake a new Visitor Tracking Program (the last one was done in 2004). This data collection took place in the summer of 2012; results from this study will be shared during the spring conference. This past year TIAY drew attention to a number of issues that have an impact on tourism in the territory. When the 2012 World's Women's Fast Pitch Championship took place in Whitehorse, bringing nearly 800 athletes and fans from all over the world this summer, TIAY highlighted the impact that this sporting event and other events like it have on the Yukon's economy. We believe that sporting events like this help to promote the Yukon and generate revenue for local businesses, so we'll continue to encourage the development of sport tourism marketing.

From October to February, TIAY had meetings with Cabinet Ministers and spoke with industry members regarding the Yukon Government's proposed concepts for the Peel, announced in the fall. After careful review, TIAY made a submission to the Peel Planning Consultation Process which concluded that the Yukon Government's new proposed concepts would not meet the needs of the tourism industry. TIAY reiterated its support for the Peel Planning Commission's Recommended Plan.

Last May, the federal government decided to make significant cuts to Parks Canada across the country. Yukon's MP said that these cuts wouldn't impact the Yukon's tourism industry and that anyone who said otherwise was fear-mongering. We arranged meetings with Mr. Leef in May and again in August to try to convince him that these cuts would in fact impact the territory's tourism industry. We checked in with Mr. Leef's office regularly all fall, but heard of no new developments until November. We told Mr. Leef that we would try to engage the industry to see if operators would be interested in managing affected Parks Canada product should the opportunity arise – we were clear however, that trying to use the industry to fill these gaps for the 2013 peak season with so little time for operators to plan before the start of the season should be considered a last resort. In separate meetings with Mr. Leef, Minister Nixon and Minister Bernier we said that temporary federal funding would be needed to successfully get us through the 2013 peak season and that if there was to be a transition to the private sector (which was expected), that industry could be ready by 2014 if it had the necessary time to plan. As it turns out, the federal government's inaction left it with no other option but to ask industry to save the Yukon's 2013 tourism season on short notice. Although TIAY is frustrated by the lack of government action on this issue, we will do everything that we can to support those operators who have received business licenses to operate tours on the S.S. Klondike and Dredge #4 for this summer. TIAY is still extremely concerned about the loss of the staff in Dawson City which was tasked with caring for the territory's collection of historical documents and artifacts.

This coming year, TIAY is planning to look at several niche products, including the impact of film on tourism and the emergence of culinary tourism. These topics will be discussed during the conference.

Overall, it's been a very exciting year at TIAY and the staff and I are looking forward to another action filled year ahead! We're all very happy to be holding our spring conference in Haines this year and to celebrate the longstanding partnership that the Yukon's tourism industry has with Alaska. On a final note, TIA Yukon will be celebrating our 40th anniversary this coming Halloween – we want to give you a heads up that this year's Fall Round Up will be a very special occasion! Thanks to everyone for all of your support this year!



Blake Rogers
Executive Director, TIA Yukon



YUKON TOURISM TRAINING FUND



Yukon Tourism Training Fund

Between April 1, 2012 and March 31, 2013, the Yukon Tourism Training Fund (YTTF) Review Committee met five (5) times to review the program and applications. Recruitment for the YTTF Review Committee is ongoing, as TIA Yukon will continue to seek up to 7 representatives from all sectors of Yukon's tourism industry.

Recommendations from previous years' reviews of the YTTF application criteria along with research of the administration of the fund have assisted with the compilation of updated YTTF criteria and individual and group application forms. Additionally, the YTTF program has a new logo that will appear on all publications and application forms. The Program Coordinator will be presenting the updates at the TIA Yukon Spring Conference on May 5th and distributing them to the YTTF Review Committee and the Department of Education. The new forms will be available on TIA Yukon's website starting immediately after the May 17th intake.

The 2012-2013 fiscal year has seen sustained interest in and applications to the Yukon Tourism Training Fund (YTTF). Specifically, the Yukon Tourism Training Fund received 61 applications during the May, August, November and February intakes, and the Review Committee approved 53 of those applications for funding.

From April 1, 2012 to March 31, 2013, a total of **\$41,445.33** was paid out to successful applicants to the Yukon Tourism Training Fund. Of this, **\$14,242.35** was paid out to outstanding approvals from previous fiscal years, and **\$27,202.98** went to 46 successful applicants who were approved during the May, August, November and February intakes. An additional **\$6,967.13** has been committed to the 7 applicants approved, but still outstanding, from the August, November and February intakes.

Courses that have received funding include:

- Advanced Wilderness & Remote First Aid/CPR
- Standard First Aid/CPR
- Wilderness First Responder
- River Rescue Canada – IRIA and NFTA
- Level 2 Moving Water
- Comprehensive Sea Kayaking Course
- Driver Training
- Swift Water Rescue
- Small Vessel Operators Proficiency
- Canoeing Level 2
- White Water Canoe
- Lapie River Extravaganza
- Joint Health and Safety Committee
- Leadership for Safety Excellence

Tourism Cooperative Marketing Fund

TIA Yukon administers the Trade & Consumer Show portion of the Tourism Cooperative Marketing Fund (TCMF). In the 2012-2013 fiscal year, a total of 36 Yukon tourism operators, businesses, and NGOs made use of the program requesting a total of \$226,635.33. A total of \$159,670.95 has been distributed after receiving all the final reports. A total of 42 shows, sales missions, and sales calls spanning Canada, the United States, Europe, and Asia were attended. Although the stream was fully subscribed, several cancellations and late reports saw a decline in overall use of funds.

The TCMF review committee met again this year to continue discussing application and eligibility criteria, and to review options that would make accessing and administering TCMF better. The program is currently under a formal review, and TIA Yukon will continue to collaborate with the review committee and the Department of Tourism & Culture on this initiative.

Yukon Government has renewed support for the Trade & Consumer Show fund for the 2013-2014 fiscal year in the amount of \$200,000.

The most common projects this year were:

- Rendez-vous Canada
- Sales Calls
- Safari Club International
- Dallas Safari Club
- The Sheep Show
- Travel Trade Canada
- FESPO Ferienmesse

Priorities for 2013 - 2014

Priorities are set at the board retreat each fall - Please note that these are not listed in any particular order.

ADVOCACY

Advocating and Lobbying on behalf of industry – proactively (targeted) and reactively (as required).

- Parks Canada product
- Land Use Planning (ie. The Peel Watershed)
- Product development
- Individual issues as they arise

PARTNERSHIPS

Developing new partnerships with key stakeholders and enhancing existing relationships with current partners.

- Encourage/support increased inter-departmental (YG) collaboration.
- Work to develop and strengthen partnerships with key groups and sectors in the territory that have certain goals in line with those of TIA Yukon (ie. Chambers of Commerce, Chamber of Mines, Association of Yukon Communities).
- Develop a closer working relationship with tourism stakeholders in jurisdictions outside of the Yukon where useful to the needs of TIA Yukon (ie. Tourism industry representatives in Alaska, BC, NWT, etc.).

COMMUNITY DEVELOPMENT

Continue to support efforts to develop cultural districts and communities.

- Ex. Dawson (ie. UNESCO), Whitehorse (ie. Whitehorse Waterfront).

INDUSTRY SUSTAINABILITY

Developing tools and techniques to promote innovation and sustainability within the Yukon's tourism industry.

- Supporting efforts to make VIC Retail Point of Sale options a reality in the territory.
- Work with YG and other partners to help address current staffing challenges for businesses within the industry.
- Explore the viability of niche products in the Yukon and encourage growth of those products with identified potential.

ORGANIZATIONAL STABILITY

Developing tools and techniques that build a foundation for the long term stability and vision of TIA Yukon.

- Continue to oversee and support the work of TIA Yukon's subcommittees, including the Senior Marketing Committee (SMC).
- Develop staff manuals to provide a clear, written record of up-to-date policies, procedures and recent history of the organization.
- Operate current TIA programs (YTTF, TCMF and the Giovanni Castellarin Scholarship) and explore ways to make them more effective and accessible to industry.
- Enhance TIA Yukon's membership program in a way that provides increased value and increased engagement of the industry allowing TIA Yukon to re-engage a membership fee model.
- Consistently work to enhance the TIA Yukon brand.