



## **Annual Report 2011/12**

## Table of Contents

Board of Directors.....	3 - 4
Past TIA Yukon Presidents/Chairs .....	5
Chair's Report.....	6
Executive Director's Report .....	7- 9
Program Reports .....	10 - 12
• Canada Select .....	10
• Tourism Training Fund.....	11
• Tourism Cooperative Marketing Fund .....	12

## **2011-12 TIA Yukon Board of Directors (elected)**

### Officers

(1<sup>st</sup> year of two-year term)

#### **Chair – Neil Hartling**

Canadian River Expeditions/  
Nahanni River Adventures  
Box 31203 Whitehorse, YT Y1A 5P7  
Phone: (867) 668-3180  
E-mail: info@nahanni.com

(2<sup>nd</sup> year of two-year term)

#### **First Vice-Chair – Joost van der Putten**

Nature Tours Yukon  
PO Box 31187  
Whitehorse, YT Y1A 5P7  
Phone: (867) 667-4868  
E-mail: joost@naturetoursyukon.com

### Elected Directors

(2<sup>nd</sup> year of two-year term)

#### **Bill Fletcher**

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

(1<sup>st</sup> year of two-year term)

#### **Teresa Earle**

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

(1<sup>st</sup> year of two-year term)

#### **Secretary/Treasurer – Tracey Anderson**

Yukon Historical & Museums Association  
3126 – 3<sup>rd</sup> Avenue  
Whitehorse, YT Y1A 1E7  
Phone: (867) 667-4704  
E-mail: yhma@northwestel.net

(1<sup>st</sup> year of two-year term)

#### **Second Vice-Chair – Harreson Tanner**

Yukon Artists at Work  
120 Industrial Road (Suite 200)  
Whitehorse, YT Y1A 2T9  
Phone: (867) 393-4848  
E-mail: harresontanner@artlover.com

(1<sup>st</sup> year of two-year term)

#### **John Robertson**

High Country Inn, Best Western Gold Rush Inn  
4133-4<sup>th</sup> Avenue  
Whitehorse, YT Y1A 1H8  
Phone: (867) 334-9005  
E-mail: gm@yukonhotels.com

**2011-12 TIA Yukon Board of Directors (appointed)**

(All one-year terms)

**Felix Geithner**

Wilderness Tourism Association of Yukon  
#4 1114 First Ave.  
Whitehorse, YT Y1A 1A3  
Phone: (867) 668-3369  
E-mail: [wtay@klondiker.com](mailto:wtay@klondiker.com)

**Heather McIntrye**

Yukon Convention Bureau  
3-1109 First Avenue  
Whitehorse, YT Y1A 5G4  
Phone: (867) 668-3555  
Email: [info@ycb.com](mailto:info@ycb.com)

**Teena Dickson**

Yukon Outfitters Association  
PO Box 9130  
Whitehorse, YT Y1A 4A2  
Phone: (867) 668-4118  
E-mail: [info@dicksonoutfitters.com](mailto:info@dicksonoutfitters.com)

**Gary Parker**

Klondike Visitors Association  
Box 3898  
Dawson City, YT Y0B 1G0  
Phone: (867) 993-5575  
E-mail: [gparker.kva@dawson.net](mailto:gparker.kva@dawson.net)

**Justin Ferbey**

Yukon First Nations Tourism Association  
409 Black Street  
Whitehorse, YT Y1A 2N2  
Phone: (867) 668-6925  
E-mail: [jjferbey@gmail.com](mailto:jjferbey@gmail.com)

**Staff and Contract Colleagues:**

Executive Director – Krista Prochazka  
Operations and Programs Officer – Jennifer Sugden  
Office Administrator –Kealy Sweet/ Tracey White  
Membership and Community Relations Officer –Emilie Joslin

Bookkeeper – Candice Scott – Bottom Line Accounting

### **Past TIA Yukon Presidents/Chairs 1973-2012**

- 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



## Chair's Report

My first year as the Chair of TIA Yukon has been one of exciting change and economic growth. It began with a successful Spring Conference in Dawson City, which was quickly followed by National Tourism Week to celebrate the economic and social contributions of the tourism industry. The Yukon Convention Bureau (YCB) moved into the same space as TIA Yukon in July, and we had a territorial election in the fall. The Fall Round Up at the end of October brought strong positive feedback with an industry-only session. At the Tourism Industry Association of Canada's annual conference, I was honoured to receive the Sustainable Tourism Award. In the spring, WestJet announced their plans to fly to Whitehorse, and while benefiting from the additional airlift, the community recognized the tremendous significance Air North has in providing local service, local employment, and local spending. Concern erupted again soon after with the government's unilateral announcement of eight new principles in the Peel River Watershed Planning process and its interest in potentially opening the door to oil and gas exploration in Southern Yukon.

During 2011/12, TIA Yukon continued to support the Peel Watershed Plan as delivered by the Commission; advocate for competitive, sustainable marketing funding; high-quality infrastructure that brings our destination up to competitive standards; and ways to tackle the increasing labour shortage. The Yukon Queen was a hot button issue at the Dawson Regional Planning Forum at which I made a presentation about Tourism considerations for the planning process. Dawson City is also seeking a UNESCO World Heritage Site rating, and is considering a point-of-sale kiosk in their Visitor Information Center.

Three members of the TIA staff are moving on, and we wish them well in their future endeavors. Krista Prochazka is passing the torch to Blake Rogers, TIA's new Executive Director. Emilie Joslin, Membership and Community Relations Officer, and Tracey White, interim Office Administrator, continued on in their career pursuits. We welcomed Zara Bachli as the new Office Administrator and Brad Weston as the new Membership and Community Relations Officer. Coralie Ulyett joined the team as a Communications Coordinator summer student and Jen continued in her position as the Operations and Programs Officer.

Going forward, planning and commitment needs to be put toward our priorities as determined at the Board Retreat.

I am enthused with the strong team we have pulled together and look forward to an exciting and productive year to come.

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

Neil Hartling  
Chair, TIA Yukon



## **Executive Director's Report**

2011 – 2012 was a very exciting, and very busy year. The fiscal year began with our Senior Marketing Committee retreat and Spring Conference and AGM in Dawson City – where we perfectly timed Spring Break-Up! This conference saw about 125 industry members and government stakeholders representing every sector and sub-sector of tourism come together for 3 days of networking and learning. We focused on speakers, bringing in 4 from outside, and on celebrating the successes, the innovation and even the challenges of our industry. In total, there were 25 panelists and presenters. A special thanks to all of the registrants, sponsors and supporters who help make this event happen.

Tourism Week quickly followed the Spring Conference. In addition to supporting the Tourism Champion Awards with the Minister of Tourism and Culture, we took the opportunity to launch a campaign speaking about the broad impact tourism has within our businesses and our communities - which became an integral part of all of our messaging in 2011-2012. With the help of 5 partners, we ran radio ads and print advertising that spoke to tourism's non-traditional impact. Specifically our partners said tourism provides a forum for First Nations to celebrate their art and culture, a chance to get a job they love aka "to live the dream," work that helps pay for schooling while providing great lifelong skills, opportunities for new investment in infrastructure within our communities and the ability of businesses to generate enough summer business they can stay open all year for the community.

Efforts to spread the word about tourism continued throughout the year. TIAY launched our Facebook page and Twitter accounts, and revamped our website – watch for a launch later this summer! We published four Tourism Times editions and utilized advertising opportunities offered through the Whitehorse Chamber of Commerce. As well, as part of a review of all communications pieces, we revamped our bi-weekly Industry Updates trying to zero in on information our members have identified as valuable.

In summer, we welcomed the Yukon Convention Bureau who began renting office space from TIA Yukon. This has definitely created stronger communications and new opportunities for greater collaboration. With a commitment to continue reaching out to our partners and members, Krista attended either a board meeting or the AGM of most designated organizations and spent a week on the road meeting with operators and businesses up the North Klondike, the Dempster Highway and west on the Alaska Highway. We surveyed membership a couple of times throughout the year, seeking their input on key priorities for TIA Yukon, as well as their opinions on issues such as Oil and Gas Development.

In fall, we incorporated an industry-only session at the Fall Round Up, which was extremely well received. Member registration was extremely high. Feedback from the community tours, member surveys and the Fall Round Up formed the basis for our TIAY board retreat and the subsequent review of our priorities moving forward. The TIAY board identified ten priorities, which were subsequently approved early in 2012. Planning for their achievement has begun and is ongoing.

This fiscal year saw a continued interest in both the Yukon Tourism Training Fund and Tourism Cooperative Marketing Fund. The application forms for both programs were revised and streamlined; these changes will be implemented this fiscal. As well, a lot of work was done to improve the TCMF database,

which will help both applicants and program administrators. Responding to our ever-evolving industry and feedback we receive from members, a review of the TCMF program – particularly the eligibility of organizations to apply and the types of marketing initiatives allowed – will occur this coming year. As well, tweaks to the YTTF program were implemented following a review last fiscal and we will continue to monitor the program. A special thanks goes out to all members of the YTTF and TCMF committees, whose passion and commitment have provoked these changes.

2011 saw the end of the Canada Select program in Western Canada. TIA Yukon and our Accommodations sector representative John Robertson stayed apprised of these changes, advised program participants, implemented a one-year transition period and continue to investigate potential alternatives. Cost continues to be a prohibitive factor for any ratings program, as we do not have the concentration of establishments to offset the costs of onsite reviews.

Advocacy on behalf of the tourism industry was busy this year. In partnership with the Senior Marketing Committee, TIAY advocated for updated visitor research that includes information on spending, and has worked with an industry sub-committee, Tourism and Culture, CanNor and Economic Development to see research undertaken this summer and winter. Other key SMC and TIAY board priorities that we have been advocating for include an industry website with information our members have identified as valuable, opportunities for industry to participate in Go Media this spring, a greater digital presence in our territorial marketing and a retail point of sale function within our Visitor Reception Centres. An industry website has been launched, a digital strategy has been developed and plans for a pilot retail point of sale are being developed.

TIAY has been participating as an industry representative with Yukon Worker's Compensation Health and Safety Board Stakeholder Advisory Committee. We contributed to their 5 year planning effort, advocated for the hiring of an employers' advocate and monitored changes to legislation, especially around Young and New Workers and First Aid. We have been consulted by Advanced Education and have advocated for changes to the Temporary Foreign Worker's Program that would make it more feasible for our members to access (including seasonal opportunities).

We launched a campaign in advance of the Territorial election in an effort to ensure tourism interests were represented and to provide our membership with party positions on key tourism-related issues. We have continued to monitor and respond to actions around the Peel River Watershed Planning efforts and have participated in the Dawson Regional Land Planning process. We have been participating in the energy planning for Yukon, as well.

We have participated in early consultations by mining companies hoping to work within the territory. We continue to provide letters of support for our members seeking regulatory approvals or funding. Nationally, we continue to sit on the Provincial and Territorial Tourism Industry Association committee. We met in Ottawa in November during the TIAC Tourism Congress. As a member of this committee, TIAY presented to the Federal Government's Standing Committee on Finance during their pre-budget consultations requesting changes to the Aviation Cost Structure within Canada and seeking stabilized funding for the CTC. Chair Neil Hartling subsequently presented these same priorities during Ministerial consultations.

Administratively, TIAY Yukon continues to look at its long-term budget forecasts. Changes made 6 years ago that offered free membership to the members of our designated partner organizations have had long-term implications. We have stable core funding, but have increasingly relied on sponsorship and other fundraising initiatives to cover increased expenses. To adjust, we realigned roles and responsibilities within the TIAY office this past year moving from a staff of 4 to a staff of 3.5.

From a staffing perspective, job descriptions were not the only thing that changed. In January, interim Office Administrator Tracey White's term ended, and in March, executive director Krista Prochaska and Membership and Community Relations Officer Emilie Joslin left TIAY to pursue other opportunities. Blake Rogers was hired as Executive Director, joining TIAY in late March. A new Office Administrator, Zara Bachli, and a new Membership and Community Relations Officer, Brad Weston have been hired and will begin in May. TIAY will also have a STEP student helping this summer. Coralie Ulyett will begin in May. A very big thank you to the staff for all of the work they completed in the past year, and a very warm welcome to the new staff that will be joining us.

As well, I would like to thank all of the members that have contacted us and participated in our programs over the past year. And to thank our board of directors who are diligent in their efforts to represent the interests of tourism every single day.

A handwritten signature in blue ink, appearing to read "Prochaska".

Krista Prochaska  
Executive Director, TIA Yukon



In 2011, TIA Yukon continued to be in contact with Canada Select participants as more information became available. TIA Yukon was committed to finding a solution that meets the needs of our hotel and accommodation partners, and worked to ensure that properties were able to maintain their existing recognition level in the interim.

TIA Yukon was made aware that provinces including British Columbia, Alberta, Saskatchewan, Manitoba and Ontario would no longer be using Canada Select as their accommodation ratings program as of December 31, 2011. A letter was sent to all Canada Select members in the Yukon informing them that Canada Select will be terminated.

The new program that the other provinces have started using is the Canada Star Quality Accommodation (CSQA) rating system. This program is replacing Canada Select. TIA Yukon will not be involved in the administration of this program.



### **Yukon Tourism Training Fund**

Between April 1, 2011 and March 31, 2012, the Yukon Tourism Training Fund Review Committee (YTTF) met to review applications four (4) times. TIA Yukon will continue to work with the Department of Education to ensure that the program meets all of its objectives efficiently and effectively.

The 2011-2012 fiscal year continued to see strong interest in, and applications to, the Yukon Tourism Training Fund (YTTF). Funding totals (paid funding) for the 2011-2012 fiscal year were \$40,885.39; an additional \$24,633.36 was committed. During the 2011-2012 fiscal year the Tourism Training Fund received 89 applications; 77 were approved.

TIA Yukon has received new year funding from the Yukon Department of Education toward the Yukon Tourism Training Fund (YTTF). The funding contribution is designed to provide the tourism industry with a well trained, adaptable and innovative workforce, supported through educational opportunities focused in the tourism industry field.

TIA Yukon continues to promote the fund to our members, the broader tourism industry, as well as the public. As awareness of the program increases, we expect continued annual growth in applications.

### **Some courses which have received funding in 2011-2012 include:**

- Advanced Wilderness First Aid
- ACA River Rescue Instructor Course
- International Mountain Bike Instructor/Guide
- Canadian Avalanche Association Level 1
- Whitehorse Trapper Training
- Level 1 Intro to Moving Water Canoe course
- Intro to Wine, Wine and Food Compatibility, Wine & festive Season
- Swift Water Rescue 3 International
- Intermediate Whitewater Tandem Canoe Instructor
- Food Safe, Level 1
- Standard First Aid/CPR
- Wilderness First Responder
- Intro to Bookkeeping and Simply Accounting Levels 1 and 2
- Climbing Gym Instructor/Top Rope Climbing Instructor
- Web Mapping development training (Post GIS, Geoserver, OpenLayers)
- Introduction to Whitewater Kayaking
- Boat Operator Accredited Training
- Guide Training Rock Climbing and Assistant Rock Guide
- High Sierra Backcountry Trek Clinic - Introduction to Packing Training / Leave No Trace Awareness Workshop
- Heritage & Culture Essential Skills
- Emerit training courses

## **Tourism Cooperative Marketing Fund**

TIA Yukon administered the Tourism Cooperative Marketing Fund (TCMF) - Trade & Consumer Shows for the 2011-2012 fiscal year. It was another successful year for the fund. The Trade & Consumer Show stream was fully subscribed again this year with funding of \$200,000.

Demand for this program has been increasing steadily over the past few years, and this year that demand remained stable. In the 2011-2012 fiscal year, 31 Yukon tourism operators, businesses, and NGO's received funding through this program (down from 34 in 2010-2011). A total of 43 shows, sales missions and presentations spanning Canada, the United States, and Europe were attended.

The TCMF review committee met this year to continue discussing application and eligibility criteria, and to review options that would make accessing and administering TCMF friendlier. The Yukon Government has committed to help make these changes, and has renewed support for the TCMF Trade & Consumer Show fund for the 2012-2013 fiscal year.

### **Some of the shows operators were supported to attend in 2010-2011 include:**

- All Canada - Chicago
- Boat & Sportsman Show – Calgary, Edmonton
- CITAP
- Dallas Safari Club
- Eastern Sports Show
- Go Media
- International Sportsmen Expo
- International Travel Bourse
- LA Time Travel Show
- Outdoor and Adventure Travel Show
- PUR Life Experiences
- Peddle National Bicycle Expo
- Reiselust
- Rendezvous Canada
- Safari Club International
- Showcase Canada
- Tête-à-Tête
- Toronto Sportsman Show
- Travel Trade Canada
- Viva Touristika
- Western Hunting and Conservation Show
- Wild Sheep Expo