



Annual Report 2015-2016

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	
• Yukon Tourism Training Fund	10
• Tourism Cooperative Marketing Fund	11
Priorities for 2014-2015	12

2015-2016 TIA Yukon Board of Directors (Elected)

Officers

(1st year of two-year term)

Chair – Felix Geithner

Adventure & Winter Product
Arctic Range/Ruby Range
Adventures
P.O. Box 30107
Whitehorse, YT Y1A 5M2
Phone: (867) 667- 2209
Email: felix@rubyrange.com

(1st year of two-year term)

First Vice-Chair – Bill Fletcher

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

(2nd year of two-year term)

Second Vice-Chair – Charlene Alexander

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

(2nd year of two-year term)

Secretary/Treasurer – 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

Elected Directors

(1nd year of two-year term)

Jasmine Sangria

Accommodation, Food & Beverage
Yukon Brewing
102 Copper Rd.
Whitehorse, YT Y1A 2Z6
Phone: (867) 668-4183
Email: bfletcher@hollandamerica.com

(1st 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

2015-2016 TIA Yukon Board of Directors (Appointed)

(All one-year terms)

Appointed Directors

Kalin Pallett

Wilderness Tourism Association of Yukon
Up North Adventures
103 Strickland St
Whitehorse, YT Y1A 2J6
Phone: (867) 667-7035
Email: felix@rubyrange.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

Sallyn Robinson

Yukon Historical & Museums Association
312 3rd Ave
Whitehorse, YT Y1A 1E7
Phone: (867) 633-3896
Email: srobinson@northwestel.net

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

Pauline Frost

Yukon First Nations Tourism & Culture
#1-1109 Front Street
Whitehorse, YT Y1A 5G4
Phone: (867) 335-8087
Email: paulinefrost@northwestel.net

Brian Stethem

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

Staff and Contract Colleagues:

Executive Director – Blake Rogers
Membership and Community Relations – Amy O'Rourke
Office Manager – Allyn Walton
Zara Soukoroff

Bookkeeper – Sue Stephens – MacKay LLP Chartered Accountants

Past TIA Yukon Presidents/Chairs 1973-2016

- 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
- 2013-14 Neil Hartling
- 2014-15 Neil Hartling
- 2015-16 Felix Geithner



Chair's Report

“The sky is open, the scenery is breathtaking and opportunities are abundant.” – this could have been the motto for tourism in the Yukon for the last year. You might think “well, I’ve known this for a while”, but this year it’s especially true.

In 2015 we have seen an impressive and continuous growth in our industry with many new sectors being developed and/or expanded upon.

To achieve the overall objective of our industry in welcoming a healthy number of visitors in our beautiful territory and providing exceptional experiences we identify two important components: Captivating and inspiring marketing as well as an exceptional repertoire of products and services. In both we were able to exceed any expectation.

The Yukon Now campaign, which broadcasted on national television last year for the first time, helped to significantly increase awareness for and inspire Canadians to travel to the Yukon. And our industry can see the results.

The list of products and services in the Yukon is continuously growing through the help of many entrepreneurial businesses, which are members of TIA Yukon. We have seen culinary tourism and first-nation tourism getting part of more tourism products through the help of one-of-a-kind events.

Our shoulder seasons are now a valuable part of year-round services in the Yukon and the growth rate is impressive. Visitation during the winter season increased by 8%. New markets emerge and we now welcome more international and national travelers than ever before.

We are working towards another prosperous year of the tourism industry in the Yukon with the upcoming celebration of Canada 150 and Alaska Highway 75 in 2017.

Tourism is one of the most important income providers in the Yukon’s industry. Moving into the next year TIA Yukon will continue to engage closely with our membership to provide expert leadership for the Yukon’s tourism industry.



Executive Director's Report

2015-16 has been an eventful year for our tourism industry, and TIA Yukon has been working hard to advocate for industry. Collaborating with the Yukon Chamber of Commerce, we successfully advocated for additional destination marketing funding for the territory last year that saw \$3.6 million over two years in additional funding provided from the Government of Canada and the Yukon Government. This funding is being well spent on the Yukon Now campaign, which saw the production of TV ads featuring the Yukon and have been aired all across Canada. Consistent lobbying efforts by TIA Yukon and the Yukon Chamber of Commerce, a strong partnership with the Yukon Department of Tourism and Culture and the Yukon Government's leadership has made it possible for funding for the Yukon Now program to continue. The Yukon Government has committed \$2.7 million over the next three years to this campaign, amounting to \$900,000 per year. The federal government has been asked to match this commitment through CanNor funding.

The tourism industry is a critical component of the Yukon's economy, and tourism's significant contribution is possible thanks to our operators and partners who continually deliver a world-class product. Three Yukon organizations were shortlisted for a TIAC Canadian Tourism Award in 2015. Those shortlisted included: the Adaka Cultural Festival for the National Aboriginal Cultural Tourism Award, the "International Hair Freezing Contest" Takhini Hot Pools for the social media initiative of the year, and Husky Bus' Jesse Cooke in Dawson City for the Youth Tourism Entrepreneur Award. At the TIAC Annual Congress in Ottawa in December, Jesse Cooke and Takhini Hot Pools each walked away with the national awards for which they were shortlisted. This comes on the heels of the Daka Kw'an Dancers winning a TIAC National Award in 2014, Yukon's Department of Tourism & Culture being presented with a shared TIAC award with the other two territorial governments for pan-North marketing, and Outside the Cube in conjunction with Travel Yukon recently receiving GO MEDIA's 2015 Explore Canada Award of Excellence in the category of Most Innovative PR Campaign for their User generated Content and Digital Storytelling Project. We are thrilled to have members of the Yukon's tourism community recognized on the national stage.

For those who may not be familiar with TIA Canada's national tourism awards, you should know that Yukon has been consistently garnering a handful of finalist nominations each year. This is an accomplishment we need to celebrate. This quest for excellence among Yukon's tourism businesses and partners is nurtured by strong recognition programs here at home including our own Yukon Tourism Awards of Excellence – our thanks to Yukon Brewing for sponsoring these annual awards – as well as the Golden Host Service Excellence Awards supported by YTEC, TIA Yukon, and the Whitehorse Chamber of Commerce. Our congratulations in advance to all of the 2016 Yukon nominees, finalists and recipients!

For the past year, TIAY has been busy strengthening and building partnerships, collecting information, advocating and developing niche sectors on behalf of the Yukon's tourism

community. This summer, tours were conducted of Southern Lakes (Teslin, Tagish and Carcross), the Golden Circle (Carcross, Skagway, Haines and Haines Junction) and the Northern Klondike (Dawson, Beaver Creek, Destruction Bay and Haines Junction) to check in with operators as to how this year's summer season. While some operators and organizations did mention a few challenges, such as the difficulty in securing seasonal workers (Beaver Creek), and concerns with border changes in Skagway (Skagway), the responses as a whole were overall, extremely positive.

TIAY continues to work with local partners such as the Yukon Chamber of Commerce as well as stakeholders in Alaska and other parts of the country, such as CITAP, ATAC, Tourism HR Canada, Destination Canada, TIAC and our tourism industry association counterparts in various provinces and territories.

TIAY hosted the 3rd Yukon Culinary Festival in August, which was a big success, heavily engaging the community and encouraging some visitors from the gateway cities to visit the Yukon for the first time. The event couldn't have taken place without the phenomenal amount of buy in from Air North, NVD, Yukon Brewing, the Yukon Government, KIAC and Parks Canada as well as other governments and many tourism operators and tourism based organizations. 2015 was the last year that TIAY will be hosting the Culinary Festival, but there will be news in the weeks to come about the next chapter for the Yukon Culinary Festival, including plans for 2016. TIAY continues to support culinary tourism and has been working hard to ensure a successful transition of the festival to a new host organization.

This past April, while I was in Ecuador on personal travel, I had the opportunity to attend the International Ecotourism Society's annual conference in Quito. It was a fantastic learning experience, from which TIAY was able to develop international contacts in the ecotourism community, generate interest from groups such as the Global Sustainable Tourism Council in the Yukon and our region of North America and become better plugged into international issues impacting tourism. While every region around the world is different and faces a unique array of challenges when it comes to developing tourism sustainably, it was incredible to compare notes and find similarities as well as hearing best practices that could be applied locally. TIAY's thoughts go out to all those impacted by the earthquake in Ecuador this past weekend and send best wishes to the operators, residents and visitors dealing with the situation in this part of the world.

In July, TIAY was asked by the Friends of the Klondike to assist with its second annual Legacy Day event in Seattle, Washington. Legacy Day is July 17th – this is the day that a ship laden with gold arrived in Seattle from the Klondike and is believed to have triggered the Klondike Gold Rush. The purpose of the event is to cultivate more awareness of the Klondike in the Seattle area to encourage more visitation to the Yukon and Alaska. Yukon operators such as Air North have participated in this event and Holland America is a sponsor; Parks Canada and the US National Park Service are big partners as well and were really hands on with the coordination. The event attracted about 1,200 people throughout the day and should help to increase awareness of the Yukon's tourism industry to this nearby market. For more information about this event, please contact the Friends of the Klondike.

TIAY took part in several business missions over the 2015-16 year that were organized by the Yukon Chamber of Commerce. These initiatives were a great collaboration between industry and various governments in the Yukon, and had a strong focus on tourism. The mission to Yellowknife in October and to Ottawa in February helped develop new relationships and strengthen existing ones in these areas.

This year we said goodbye to Amy O'Rourke and Zara Soukaroff who departed TIAY to pursue other career paths and we welcomed Allyn Walton as our new Office Manager. I'd like to thank Zara and Amy for their contributions to TIAY over the years and to recognize Allyn for the great work that she's been doing since starting at TIAY just two months ago.

This past year a significant amount of time and effort went into the development of new policies to modernize TIAY's internal structure. Staff and board members invested a considerable energy into this endeavour, which resulted in a complete review of the existing bylaws and procedures which were developed almost a decade ago and recommendations for moving forward.

Looking to the year ahead, one of the things on TIAY's planned 'to do list' includes exploring ways to enhance membership engagement, which will include a revamping of incentives associated with TIAY membership. We will also be taking a closer look at issues such as tourism labour needs, how to encourage innovation in the industry, how to put a greater focus on succession planning and how to enhance the voice of our industry through greater engagement of the Yukon public and highlighting the value of tourism to the Yukon's economy. With a Yukon territorial election set to take place this October, it's more important than ever for all sectors of the tourism industry to work together and to stand united, adding more weight to TIAY's voice as it advocates for the industry.



Blake Rogers
Executive Director, TIA Yukon



YUKON TOURISM TRAINING FUND



Yukon Tourism Training Fund

Between January 1 2016 and March 31, 2016, the Yukon Tourism Training Fund (YTTF) had one intake date on February 19, 2016. We are now at 5 committee members and recruiting for two more:

- Fabian Schmitz – Yukon Quest International (Canada)
- Paul Robitaille – Klondike Visitors Association (KVA)
- Teena Dickson – Dickson Outfitters
- Kelly Fraser – Wilderness Tourism Association of the Yukon (WTAY)
- Briana Mackay – NOLS

As industry continues to be aware of the existence of this fund, we expect to see a steady number of applications to the YTTF in the future. The increased interest in winter tourism in the past year means a likely upswing in related training and applications to the fund. Advertising for each intake has been undertaken and will be reviewed throughout the year to increase the number of applications. The decrease in administrative funds from Advanced Education has made it difficult for TIA Yukon to administer the fund to the best of its abilities. Initially, we forecasted for the YTTF program to be oversubscribed but due to the majority of the February 2016 application training being held after April 1, 2016 the fund was not fully subscribed and the payouts will be in the 2016/17-year. This is a flaw in the program and something that needs to be reviewed.

We expect to see a greater influx going into 2016/17 due to awareness of the fund and opportunities for tourism training. Administrative fees for administering this program are high due to the amount of applications. In order to continue to administer this fund, TIA Yukon will need to see an increase in the administration side of the funds. TIA Yukon will continue to collaborate with Advanced Education on YTTF and be involved in the Labour Market Framework strategies and committee meetings.

YTTF Administrator, Zara Soukoroff left TIA Yukon in February of 2016. Allyn Walton started as Office Manager of TIA Yukon in February 2016 and will be administering the YTTF program.

From April 1, 2015 to March 3, 2016, a total of \$33,561.61 was paid out to successful YTTF applicants. An additional \$3,434.21 has been committed to applicants that have not yet completed their training but will be paid out in the 2015/16 fiscal year. \$17,138.70 has been committed to approved applications taking place after April 1, 2016 in the next 2016/17 fiscal year.

Some courses, which have received funding from the February 2016 Intake, include:

- Advanced Wilderness & Remote First Aid/CPR-C
- Standard First Aid Training
- SUP Fitness, Yoga and Paddle Stroke Certification
- French Intermediate Class
- Strategic Cultural Tourism Planning
- CAAO
- Yoga Teacher Training
- Wines and Spirits Course

Tourism Cooperative Marketing Fund

TIA Yukon administers the Trade & Consumer Show portion of the Tourism Cooperative Marketing Fund (TCMF), which is made possible through the Department of Tourism & Culture. In the 2015-2016 fiscal year, a total of 46 Yukon tourism businesses and organizations made use of the program requesting a total of \$386,711.70. A total of \$275,000.00 has been distributed after receiving all the final reports. The program was fully subscribed with a heavy waitlist. The waitlisted applicants were all approved and the full amount of \$275,000.00 was distributed to industry.

The TCMF review committee did not meet in the 2015-2016 year as the program is still going through a formal government review. However, the TIA Yukon Board had discussed the TCMF program and relayed the changes that need to be made to improve the program to the Department of Tourism & Culture. The TIA Yukon Board of Directors and the Director of Tourism, Pierre Germaine had agreed that it is time for the TCMF program to be given back to the Department of Tourism & Culture to Administer. As of April 1, 2016 the TCMF (Trade & Consumer Show Side) has been taken back and is being administered by Cindy Billingham at the Department of Tourism and Culture.

The most common projects this year were:

- Rendez-vous Canada
- Sales Calls & Missions
- Safari Club International Convention
- Dallas Safari Club Convention & Sporting Expo
- The Sheep Show
- CTC Canada Shared
- ITB Berlin Convention
- Tete a Tete Tradeshow
- Western Hunting & Conservation Show
- Showcase Canada Asia
- Toronto Sportsmen's Show
- Edmonton Boat & Sportsmen's Show

TIA Yukon Priorities 2015/16

ADVOCACY

- Advocating and lobbying on behalf of industry – proactively (targeted) and reactively (as required).
 - Parks Canada product
 - Land Use Planning Processes that incorporate meaningful consultation with Yukon First Nations & the Yukon public
 - Product development
 - Tourism infrastructure (maintenance and development)
 - Supporting the development and promotion of cultural tourism
 - Air Access
 - Individual issues as they arise
 - Maintained funding to support T.V. marketing

PARTNERSHIPS

- Developing new partnerships with key stakeholders and enhancing existing relationships with current partners.
 - Encourage/support increased interdepartmental (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 (i.e. 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 (i.e. Tourism industry representatives in Alaska, BC, NWT, etc.).

COMMUNITY DEVELOPMENT

- Continue to support efforts to develop cultural districts and communities.
 - Ex. Dawson (i.e. UNESCO), Whitehorse (i.e. Whitehorse Waterfront), Haines Junction.
- Creation of economic model to generate economies of scale in Yukon communities.
- Support the development of tools that may work to help tourism stakeholders share authentic Yukon experiences with visitors that includes multiple historical and social narratives
 - Ex. Educating ‘tourism ambassadors’, cultural inventories

INDUSTRY SUSTAINABILITY

- Developing tools and techniques to promote innovation and sustainability within the Yukon’s tourism industry.
 - Work with YG and other partners to help address current staffing challenges (i.e. training, job retention, staff housing) for businesses within the industry.
 - Monitor the development of technology trends (i.e. mobile apps, social media) as they relate to visitor habits, and work to support and facilitate industry education

- and increased adoption of new technologies amongst industry stakeholders.
- Explore the viability of niche products and niche markets in the Yukon and encourage growth of those with identified potential (i.e. Culinary Tourism, Port of Skagway Marketing Strategy).

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 Tourism Marketing Committee (TMC).
 - 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.