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TIA Yukon / CITAP FAM Tour

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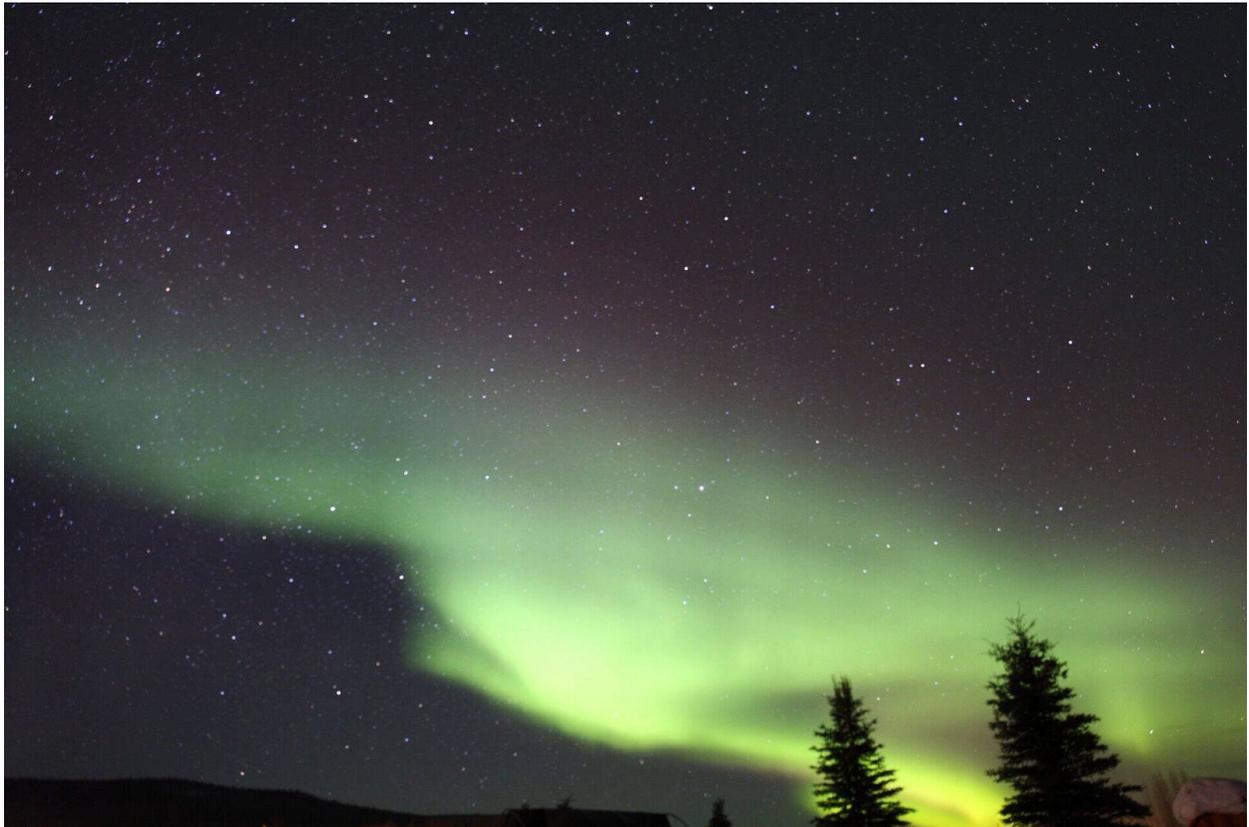


Image by FAM Participant in Dawson

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TIA Yukon - CITAP FAM Tour

Tuesday, March 21

11:00 Depart Vancouver on Air North 4N506
13:25 Arrive Whitehorse
14:00 Arrive at hotel (Coast High Country Inn)
14:30-17:30 Wilderness City & Museum Tour (Arctic Range)
17:30-18:00 Tour of Arctic Range Aurora Viewing Facilities
18:15-18:45 Beer tasting (Yukon Brewing)
19:00-21:00 Dinner with TIA Yukon board at The Wheelhouse
22:00-26:00 Northern Lights Viewing (Northern Tales)

Wednesday, March 22

07:30 Breakfast
08:00 Check-out Coast High County Inn, Check-in Westmark
08:30-13:00 Arctic Day: First Nation Carving Tour (Arctic Range)
13:00-13:45 Lunch at Air North (Air North)
14:15-15:45 Wildlife Preserve (Arctic Colour Tours & YWP)
16:00-16:30 Tour of Arctic Colour Tours Aurora Viewing Facility
16:30-18:00 Industry Roundtable/speed networking
18:30-20:30 Cocktail reception and Yukon dinner (TIAY & YG)
21:00-22:00 Geothermal Pools (Arctic Colour Tours & Takhini Hot Pools)
22:00-24:00 Northern Lights Viewing (Customized) (Arctic Range)

Thursday, March 23

06:45 Depart hotel
07:15 Arrive at airport
08:15 Depart Whitehorse on Air North 207
09:25 Arrive Dawson City
10:00 Arrive at Downtown Hotel
10:30-12:30 Snowshoeing (The Klondike Experience)
12:30-13:15 Lunch at the Aurora Inn
13:15-14:45 Cultural tour in Dawson City – Part 1 (Parks Canada)
14:45-16:15 Cultural Tour in Dawson City – Part 2 (Dänojà Zho Cultural Centre)
16:15-17:00 Cultural Tour in Dawson City – Part 3 (Dawson City Museum)
17:00-18:00 Industry Roundtable/speed networking
18:15-19:45 Dinner at the Drunken Goat (TIAY & YG)
20:00-21:30 Dawson Experimental Activity (Optional) (TBA)
22:00-24:00 Northern Lights Viewing (Optional) (The Klondike Experience)

Friday, March 24

07:30 Breakfast
08:30-13:30 Sightseeing tour to Tombstone Territorial Park with packed lunch (The Klondike Experience)
13:30 Arrive at airport
14:20 Depart Dawson City on Air North 308
15:30 Arrive Whitehorse
17:00 Depart Whitehorse on Air North 535
19:15 Arrive Vancouver

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Participant Profiles

A Registration requirement for the TIAY/CITAP FAM was for all participants to submit a brief profile.

Akiko Sato Operation Manager ARA Professional Travel & Support

ARA Professional Travel & Support Inc. is a Full Service Travel Agency and Receptive Tour Operator in Vancouver. We offer an extensive portfolio of products online for all major cities and unique tour destinations within Canada. We specialize in tailor-made FIT and Group tours and cater to the most discerning VIP clients. ARA is a team of travel specialists with a solid reputation for creating customized, luxurious and intimate small-group tours to wondrously inspiring destinations. Supported by a host of experts, we design tours that can be rustic and adventurous, urban and uber-sophisticated, or even a perfect blend of both.

With over two decades of experience in the Japanese travel industry, and our constant exploration of Canada's vast array of treasures, hidden and famous, ARA offers first-rate, personalized itineraries to Japanese-speaking clients. We offer sublime experiences and memories to cherish for a lifetime.

Akiko would like to have site inspections at the aurora viewing sites of the land operators we've established business relationship with. She is also interested in meeting with other land operators and suppliers to broad our tour availabilities. This is a great opportunity for ARA to develop a new tour destination such as Dawson City and Tombstone Territorial Park. We are sure we will be able to sell the tours to up north with more confidence after the Yukon FAM tour.

David Lin President GS Travel

GS Travel (Vancouver) Ltd. was established on September 2, 2003. As a Hotel Wholesaler and Tour Operator in Vancouver, we have built up a strong network and trusted partnership with major hotel brands in Vancouver and Toronto area. We also work with strong suppliers around the globe for outbound travel, providing full range of travel services. Our major wholesale business is Hotel Bookings, both inbound and outbound. Our major sources of clients for inbound hotel business are from Mainland Chinese, Hong Kong, Taiwan, Korean and S.E. Asian markets. In Vancouver, we co-operate with over 200 local travel agencies in our

daily business. We also handle a variety of Land Tour, Pre- and Post-cruise Land Arrangement, MICE(Meeting, Incentive, Conference and Exhibition) in Asia and Europe, including coach bookings, professional multilingual tour guiding, hotel accommodations, meals and tour planning. We provide efficient and top quality travel services to our valuable customers under the networking with our local and worldwide suppliers.

Donna Li
Operations Manager
Cantop Tours & Travel

Founded in 1990, Cantop Tours & Travel Ltd. has become one of the leading reputable In-bound tour operators in West Canada .We are specialized in the tours to the Canadian Rockies. Our service include package tours, customized itinerary, outdoor adventure tours, as well serving pre/post groups to Alaska cruise, hosting corporate/ incentive groups, student groups and FITs to West Coast. We own and operate Prevost highway coaches offering competitive charter rates to clients. Our goal is not only to fulfill our contractual obligation with client, but also to go extra miles to meet clients satisfaction.

Yukon destination is NEW to Taiwan/ China market, and New to Cantop Tours. Participating in this FAM is most effective way to discover Yukon destination and gain product knowledge
Goal - To create new Yukon only tour package, to better relay Yukon region to our recent tour package, and to help our oversea partners to better understand this destination.

Recent Region(s) of Canada Promoted:

BC and Alberta

Countries in which Canadian Products are Promoted:

Taiwan (80%) and Mainland China (20%)

Type of Clientele Served (indicate %):

FIT : N/A Package Tour 50% Series Tour : 15 %

Ad Hoc Group 20% Incentive 15%

Eddy Hua
Director
Canada Inter-Mile Travel

Canada-Mile Travel Inc., founded in 2005, is located at Richmond, B.C, Canada. All through these years, it has been making every effort to serve Chinese business and travel groups. As Canada-China signed Approved Destination Status, the company has developed rapidly. It became a registered Canada-China Inbound Tour Operator, member of TIAC, CITAP and Tourism Richmond. Every year, visitors we have greeted has exceeded 5000, and the services we supplied are all across Canada, covering almost every big cities and the most famous sceneries. It has become one of the famous Receptive Tour Operators in Canada. Meanwhile, the company has good relationships with Chinese travel companies, and has an excellent reputation within those wholesalers and Chinese Market. Sincerely, we invite more and more friends to explore Canada with us.

Recently ,I got more and more inquire about Northern light viewing program ,that means Chinese visitors want to explore special program instead of sight seeing in City like Vancouver and Toronto . So I need to find local supplies in Whitehorse and Dawson area in order to I can set up new itinerary for our groups.

Jian Qu
Manager
Canadian Scenery Travel

Canadian Scenery Travel – Banff/Calgary Inc. (since 2010) is an officially registered and ADS accredited Tour Operator based in beautiful Banff Alberta. To date, CST is a proud member of Banff Lake Louise Tourism, Travel Alberta, Tourism Calgary, IATA, Canadian Inbound Tourism Association (Asia Pacific) and Tourism Industry Association of Canada. Our head office is in Banff and our branch office is in Calgary.

During the past many years of operation, we have accumulated much experiences of providing services to business Groups, FIT's, Incentive Groups, Customized Groups and ADS Groups. Our hard work and personalized service have gained positive reputation among industry peers. CST owns a fleet of more than 10 newer vehicles, which are commercially licensed, insured and inspected. We believe that "people" are what make us stand out, we have friendly local Mandarin/Cantonese speaking driver/guides who have worked in hospitality industry for many years, who love to share their stories and experiences with our guests.

By attending FAM tour in Whitehorse, we would like to bundle Winter/Fall Aurora tours with our existing Canadian Rockies products/services to sell to Chinese inbound tourists. We hope to learn more about RTO and Aurora viewing services.

Jin Lim
Director
TOURCLICK YVR Travel Canada

Tour Click is the largest tour company in Western Canada serving Koreans. We are the sole representatives for HanaTour, which is the largest and most established tour company in South Korea. We are dealing not only Hana Tour but also Lotte and Hanjin and other travel companies in Korea. We used to be sell the Yukon Aurora product 6 years ago and because we are receiving many Northern Night tour inquiries, we want to set up new Yukon Aurora products again. We have our headquarters in Vancouver and have offices in Calgary, Seattle and South Korea. I am sure that this FAM tour will help us a lot to set up new product to sell in South Korea and local Korean Market too.

Leo Yamaguchi
Controller, Leisure Business Department
JTB International (Canada)

JTB International (Canada) Ltd., is a Canadian subsidiary of JTB, the largest wholesaler and retailer in Japan. We plan, coordinate and operate various types of tours including but not limited to Leisure Package, Student Groups, MICE Groups, Special Interest Tours and FIT. Under JTBI Canada Group, we cater for the diversified market segments of Asia Pacific and Latin America through Silkway Travel & Cruise - d.b.a. TPI Silkway and TPI Travel (Canada). Our company philosophy is to provide "Perfect Moment Always" to our customers.

OUR GOALS AND OBJECTIVES BY ATTENDING THIS FAM:

Learning the destination and networking with local service providers,
In Japan market, Yukon has been promoted as an Aurora viewing destination. But we believe the vast and colorful nature through summer and fall season and its history would attract the Japanese tourists.

In this FAM, our staff will see and experience Yukon and create 2018 tour programs. I also would like him to see any opportunity for educational tour programs for the student group market.

Mark Ma
Sales Manager – Chinese Market
Bestcan Tours

As an ADS Canada-China Inbound Accredited Tour Operator, Bestcan Tours Inc is one of the most reputable independent operated travel agencies in Vancouver, membership of ACTA, CITAP, BPCPA. We specialize in making arrangements for Group-tours in Canada. "Travel with a Trustworthy Friend" is our commitment to all our clients, we are proud to be Group Specialist – we customize packages for Chinese ADS leisure group Tours and Delegation Groups based on their

requirements. We offer customized itineraries in accordance with needs and budgets: making hotel reservations, arranging local transportation, and providing tour guide service. Expertise, reliability, and personal attention are our long-standing integrities. The goal for this FAM is to get more familiar with Whitehorse products and push to Chinese market to our agents.

Tony Meng
Manager
CAL Travel International

CAL Travel is a Canada-wide receptive tour operator providing a full range of travel products and services for travel agents and wholesales around the world. Over 15 years' experience and service we represent more than 1000 supplier partners and host over 7000 guests per year, Focus in Asia market around 60% in Mid to highend quality tour. We offer group travel and FIT package, professional develop the custom-designed itineraries in year rounds touring, including train vacations, fly and drives package, accommodation and Resort, city highlights, cruise tour, Golf package, Ski vacations, natural & wildlife adventure, cruise tour, pre or post-convention tour, incentive group. The client's travels tend about 60% from April to October and 40% from November to March, Popular for Asia market traveling to Yukon region in summer (FIT package, cruise tour) and winter (aurora viewing). It being pleasure have chance join this FAM, CAL Travel has been working with suppliers in Whitehorse for winter Aurora viewing in pass several years, compare with other winter aurora viewing destination (our winter products including Fairbanks Alaska, Yellowknife, Fort McMurray), we thinking Whitehorse has better condition than Fort McMurray & Yellowknife can present better products to our market. We want to know more new products and creating more itineraries at Whitehorse; not only for winter, summer and fall seasons might another option too.

Victor Pun
Managing Director
Winners Vacation

Winners Vacation Inc. is a registered travel agency located in beautiful Vancouver, British Columbia. Member of TIAC, CITAP and an accredited ADS RTO. We work in partnership with Winners Express Charter Coach Ltd., which is a fully licensed charter coach operator. Winners Express owns and operates various deluxe tour coaches, with seats ranging from 7 to 52. All of the coaches are equipped with visual and audio systems, as well as air conditioning. WEL's friendly and experienced coach captains are happy to present you-our distinguished customers-with safe, comfortable, and express services. Winners Vacation Inc. has a specialized group of

dedicated tour operators working together to cater to your specific travel needs. We are proud of our strong reputation within the rapidly changing tourism industry, and we pride ourselves on our sincerity, passion and knowledge. Furthermore, we can present you with comfortable travel arrangements to anywhere from the exotic Leavenworth in Lake Chelan, to the breath-taking Athabassca Glacier in the Rocky Mountains. Our success within the industry is due to our detailed planning, thorough organization, and respectful servicing. We never compromise on our standards or courteous services. Our dedicated team members appreciate that our customers come first; consequently, our philosophy is: Never satisfied...until you are. Our goals and objectives for participation in the FAM is to promote and recruit more tourists from Chinese and Malaysian markets. We will work out the itinerary for the Northern Lights products with our colleagues there. Yukon and Yellow Knife is more and more popular in the Asian markets. So we want to participate the FAM to get more first hand information, and serve the tourists professionally.

Winnie Liu
Managing Director
CPTrip Service

With over 20 years' experience in the hospitality industry, CPtrip Service Inc. is specialized in offering professional and quality service for tour groups, meetings & incentive trips, as well as corporate travel management programs. CPtrip specializes in global travel service and focuses on tailor-made corporate and leisure groups. We have great experience in conducting M.I.C.E. and themed tour service for clients from/to Southeast Asia, South America, Europe, as well as China, Japan, and USA. Our major clients are from the sectors of pharmaceutical, financial, insurance, IT, consulting, government, education, association, etc. We have been formerly Director of Sales & Marketing at various luxury hotels in Toronto, and have the superb relationship and in-depth knowledge with hotel properties globally. We strive to offer exceptional service and WOW experience to our clients as a reliable DMC in Canada and USA. We want to know more about YUKON, so we know how to sell and what your have for my clients.

Winnie Lung
Operations Manager
Harvest Tours

HARVEST TOURS has been a ground operator and Receptive agent for North America for over 40 years. To date, we have also evolved into a Destination Management Company for the cities of Honolulu, Los Angeles and Vancouver. Having achieved to be one of the major receptive agents in North America and now a reputable destination management

company, did not make us overlook the finer details. We still offer the same personalized and quality service that our agents have come to expect and rely upon. Our goal is not only to fulfill our contractual obligation with you, but also to go that extra mile to please your clients, and portray a sense of satisfaction that equates with excellence.

GROUP AND F.I.T.s

With professional, experienced and multi-lingual guides, Harvest Tours can give your clients the feeling of "home away from home". By operating our own line of private cars, passengers vans and maintaining great relationship directly with our charter alliances, your small group consistently obtain the benefit of competitive pricing.

HOTEL ONLY

Harvest Tours provides hotel reservation service for your clients at very competitive prices.

Confirmation is within 24 hours.

EXCLUSIVE & CUSTOMIZED TOURS

Exclusive occupancy of a coach can be arranged for any of our escorted tour programs.

Customized itineraries can also be designed for any group size, at guaranteed competitive rates.

INCENTIVE TRAVEL

Harvest Tours offers creative planning and personalized service for your incentive needs.

From elegant balls, to Western Hoedowns, to mountain picnics, we can arrange them all.

Our experienced staff will tailor our proposal according to your budget and schedule.

CONVENTION SERVICES

We can act a housing bureau only, or as a convention organizer from beginning to end.

Among our recent service records include provisions of tour handing for Prudential, Loreal

Hair, Carlsberg, Mac World – Uniphone, Colgate, Yellow Page, Amways, Sony, Honda and etc.

STEP-ON GUIDE SERVICES

Step-On Guide Service is available upon request. Language available at English, French,

Spanish, German, Cantonese, Mandarin or Thai.

**TIAY/CITAP
Industry Roundtable in WHITEHORSE
High Country Inn
Wednesday, March 22, 2017**

TIAY Members:

Garry Umbrich, Takhini Hot Pools
Felix Geithner, Arctic Range Adventure
Adam Gerle, Northern Vision Development
Jeanine Cathers, Cathers Wilderness Adventures
Sara Newton, Yukon First Nations Culture and Tourism
Teena Dickson: Who, What, Where Tours
Ying Li, Arctic Colour Tours

Introductions:

Leo: Inbound Tour from Japan and Brazil. We are sending customers to Whitehorse, so this is a great opportunity to brush up on our knowledge.

Akiko: Clients are Japanese living in Vancouver or from Japan. We sell Whitehorse, and we want to update our Northern lights tours.

Jin: We have Korean customers. 5 years ago we did northern lights tours and now we are thinking of making new product in Yellowknife and Yukon.

Winnie: We haven't sold to Whitehorse yet, our major market is from Asia and the major request is northern lights, and we have been sending them to Yellowknife.

Winnie: South East Asia. Hot topic is Aurora viewing. It's a good time for me to learn more.

Donna: Our markets are Taiwan and mainly China. Majority are for Canadian Rockies. Yukon is a new destination for us to promote. We are looking to develop a new Yukon package.

Eddy: This is my first time to Yukon. It has given me a big surprise. There are a lot of things to do in Whitehorse, my company is 90% mainland China, we need to set up a new itinerary for them. I think this year we need a new product.

Tony: Our markets are Taiwan and China. We are developing a Yukon package.

Victor: Northern lights is very popular in China, this is the right time for us to work closely to build an attractive itinerary for our Chinese friends.

Mark: We market to mainland China. We estimate 8000 guests coming next year. I am seeing a lot of potential in the region, but so far our company is not sending anyone here.

David: In the Taiwan market, there are a lot of requests about hotels in Whitehorse. I also host radio shows and I would like to interview everyone for that.

Jian: We focus on mainland China. Our business sells the west coast, Rockies, east coast but now we are learning more about the demand for the north and northern lights. We are trying to start new business here.

Adam: We are delighted to have you all here. Hopefully this will inspire some more tours. My company owns 3 hotels in Whitehorse and 1 in Dawson. We specialize with Asian visitors. We have Japanese speaking staff and Chinese speaking staff. We have translated menus. We are happy to hear feedback and add more services.

Winnie: Room rate?

Adam: We have a high-low season rates, we also have corporate rates. Summer is our high season so you would have lower rates in winter. Edgewater will have 33 rooms.

Jeanine: Summer and winter tours. Winter we do multi day dog-sledding tours, and limited number of day tours. Wilderness experience. We have a good space for lights viewing. In the summer we offer Yukon river canoe trips as well as hiking and boating.

Donna: How long are your dog sledding tours?

Jeanine: Usually 4-7 days but we do customize.

Jin: Do you handle larger groups?

Jeanine: We can do larger groups over a day. Our main group sizes are up to 5-8 people.

Eddy: Do you have a guide that can speak Mandarin?

Jeanine: No unfortunately not.

Eddy: This makes it difficult. Maybe we would add a tour leader who could speak Mandarin. But it would be better to have a local leader.

Jin: What about pick up and drop off service?

Jeanine: We can arrange that, usually for day trips people are renting vehicles.

Jian: How many dogs do you have? If you do the multi day trip where are people sleeping?

Jeanine: They are based at our cabins.

Garry: We run the Hot Pools. We are developing the product and are hoping to add vacation homes and a hotel using the geo thermal resource. There's a lot going on out that way near us, we try to run it as a big happy family out in the Yukon.

Winnie: is it a natural hot spring?

Garry: Yes it is a natural spring and we are not filtered.

Winnie: How many people maximum?

Garry: 80-120

Leo: Do you have a time frame?

Garry: September 2019.

Winnie: Do people stay for 1 night?

Jin: Hot springs are a major draw for the Korean market.

Teena: We are a 100% made in the Yukon company. We offer a lot of support in transportation. We keep our numbers small with tour vans and vehicles. We do encourage people to bring a translator, we do think that it's important that our staff are from here so they can tell you the stories of the land and we think this ensures visitors safety when it comes to winter driving.

Sara: We host a festival every year called Adaka and are developing new cultural experiences here in the Yukon. Adaka is from June 30th-July 6th this year. We are working on a Canada 150 project. We have a company called Long Ago Peoples Place and they do day tours. We have Shakatan who have 4 cabins, and they do a trap line tour. We are interested in working with your costumers to see if there is any interest in cultural tourism.

Jin: Do you do any winter activities?

Sara: Long Ago Peoples Place do arrange visits.

Felix: Arctic Range Adventure – We offer anything from day tours to multi day. We have language services, transportation services, we have a facility for northern lights viewing. Facility can host up to 120 people. We've been dealing with some of our partners in the Asian market and we welcome all of your questions. I think it's a great opportunity to develop relationships.

Ying: Arctic Colour Tours. We do northern lights viewing tours, provide transportation and accommodation and we work with other operators to develop packages. We are also developing driving trips to Dempster and Kluane.

Q&A:

Adam: I guess I have more of a request. You are heading to Dawson tomorrow and we are so excited that you will be able to experience that. We would like to grow the northern lights business in Dawson. So I guess I would like to know your feedback on this – what kind of facilities or opportunities.

Jeanine: I'm wondering if any of you have smaller groups.

Winnie: I think we all bring large groups and smaller groups.

Tony: we are seeing groups like 20 people. But we do get the smaller family groups and private groups.

Teena: I have been dealing with several agencies in Vancouver and Toronto who have been needing a driver. We have found a challenge with the rate negotiations. But we are getting requests to just be drivers and use their rental vehicles. We want to make sure that your visitors are safe. So when you bring your translator and they become your driver it becomes more dangerous.

Blake: To Teena's point, it's important to highlight that we are promoting Yukon companies. From a TIAY perspective this is something that is important to us.

Jian: This was happening in the National Park. We asked the government to help us with regulations.

Winnie: As an operator we have the same problem.

Victor: So no industry service wants to touch this. It's a very tough topic. As for Destination Canada and TIAC they just want to promote this country and recruit people to come here. But the reception is not what they deal with. We've been talking a lot about this. If you want to be in the industry you need a license, but the regulations don't seem to matter in Canada.

Felix: I want to thank you for bringing this up because it is a tough issue. But I think this gives us an opportunity to build direct bridge. If you have suggestions or some main points as what you would require to bring clients to the Yukon.

Leo: So, Yellowknife is another destination for northern lights, but it's overflowing, so I think Whitehorse can do something new and different, and I think that's something for Whitehorse to think about. I was looking for these differences.

Garry: So we do see people coming here, but we don't see the people who decided to not come. So what do you think is the ideal amount of time for the winter traveler?

Winnie: I think 5 days is maximum.

Leo: From Japan I think max 7 days including travel.

Lin: So for staying in Whitehorse I would say 3 nights.

Leo: A lot of Asian tourists want to be busy and see new things everyday.

Blake: One of the common themes in your profiles was product. New product. I am interested in maybe some new trends you might be seeing in the different markets you represent.

Victor: The most attractive is northern lights. First place they know is Yellowknife, now they know Whitehorse, and then they would go to Europe. But they need to see what else can happen with northern lights

Felix: So what are you seeing as comparable products? Where do you see the difference?

Winnie: For me in Canada, travel is slower. If they go to Europe they can visit 10 countries in 1 trip. In Canada there is a lot of transportation. And it's not a negative, it's just a different traveller

David: I think it's how you promote the product. In Japan northern lights have been promoted for 20 years. It's not for the young people - this is a niche market.

Leo: There are brochures all over Asia, but I think Yukon could use the "+1" attitude.

Akiko: I have also seen a lot of hospitality here and food culture in Whitehorse is something very different from Yellowknife.

Sara: I was curious as to what we could do to make the Yukon more attractive in the summer and the same for Cultural Tourism.

Jin (Click Tours): People can get cultural experiences in other provinces, but you need to find something that makes Yukon unique.

Felix: It is interesting to know from you what will make the Yukon stand out.

**TIAY/CITAP
Industry Roundtable in DAWSON CITY
Downtown Hotel
Thursday, March 23, 2017**

TIAY Members:

Jesse Cooke - Husky Bus/The Klondike Experience
David Rohatensky – Parks Canada, Klondike Region
Paul Robitaille - Klondike Visitors Association
Glenda Bolt - Dänojà Zho Cultural Centre
Dawn Kisoun - Tundra North Tours
Brian Stethem - Gold Bottom Tours
Steve Nordick - Aurora Inn
Mark Mathers - The General Store
Josi Heideritz- Nature Tours of Yukon, Percy De Wolf Race

CITAP initial comments:

- Easier to see great colours and wildlife near Dawson
- Opportunities for the Dempster Highway, Fall Colours, Aurora viewing
- Interested in learning more about accommodations, attractions, food & beverage
- Concern about language barrier
- Travel trends have changed, more visitors are FIT
- Winter has potential, but intrigued by summer possibilities too

Jesse: Very little happening in Dawson November-January; opportunity for small group travel February-March. Things close down in Dawson around Christmas. Dawson closing in the winter is chicken and egg – looking to do more partnerships to find business during the slow times for more businesses to justify staying open.

Glenda: Small groups offer an opportunity to spend more time with guests, so this is ideal. Mornings are the best times for private tours.

Akiko: Many shops are closed on Sundays in Whitehorse – this is bad for Japanese as shopping opportunities are important.

Paul: There is a network of walking trails – great pedestrian friendly town.

Steve: Late fall, early spring and winter are shoulder season for Dawson – these times of the year have capacity and are a good time to encourage visitation.

Josi: Opportunities for traveling on the Dempster Highway to Inuvik.

David R.: Some experiences that visitors like are the fish wheel activity and the escape room (puzzle room).

Glenda: Holland America guests traveling to Dawson from Fairbanks often say that they wish that they had gone from Dawson to Alaska instead of Alaska to Dawson, because they end up using up all of their time in Alaska. Many people would like to stay longer – they feel that 2 days is not enough.

Jesse: Do travelers to YT/Canada from Asian markets ever travel with a guide? How is their English if they are traveling on their own?

CITAP group:

- Smaller groups from China try to bring their own guide
- English level for the Chinese market depends on age – under 40 is usually easier, over 50, usually difficult.
- There is usually a tour coordinator for Japanese groups. Most Japanese people on group tours cannot speak English well – maybe bringing a Japanese guide to Dawson City when they come would make sense.
- Most Korean people who can speak English well usually don't book through the RTOs because they can do it on their own.

Winnie: Not many planes coming to Dawson. Difficult to book group travel to Dawson via Air North and expensive. There is lots of product in Dawson, but need to work on access. Inbound tours are difficult but not impossible - it depends on the market.

Eddy: For 70% of clients, the itinerary is set up ahead of time and everything is already booked when they arrive. More young people like different experiences and want to explore something special. Transportation is key so Husky Bus is great! Would like to set up 1 week tour in the Yukon to allow for driving to Dawson – some groups would like to drive themselves as well, especially those wanting to do the Dempster Highway.

Victor: Important to be able to translate cultural experiences (storytelling). Availability of Chinese food would be good.

David: Language services are needed for Chinese guests. Rich people looking for more FIT – they are looking to explore Canada but their ability to speak English is not always good.

Paul: Dawson is a unique experience – parts can be challenging but that's part of the allure. Small groups in the winter is a great place to start.

Jesse: Events in Dawson create a big draw – always something to do. Every week is special because there is something new. Yukon Quest, Thaw Di Gras, etc.

Paul: We have a calendar of events on the KVA website that can be referenced.

Steve: We could come up with rooms if needed but there are a few weeks that are tough: DCMF, Trek Over the Top, Yukon Quest and Discovery Days.

CITAP group: Interest in events, midnight sun golf, shopping, day trips (light hiking, photo opportunities, short excursions), storytelling, fall colours, Dempster Highway, Aurora viewing, culinary experiences.

Leo: Good thing about winter tourism in Dawson is that there are less tourists. Tranquility and quiet = a draw for Japanese visitors.

Follow up with CITAP FAM participants (July, 2017)

TIA Yukon, Tourism Yukon and Air North met with CITAP FAM participants in July, 2017 to follow up on their Yukon FAM tour experiences in March. Here is the feedback we received:

Harvest Tours (SE Asia)

Represents groups from Singapore, Malaysia, Philippines – many of these markets are looking for higher end experiences.

-Trying to look at group rates from operators but only able to get rates for FITs.

-Not creating any new packages, but looking at adding to existing packages.

-Good idea to connect with wholesalers.

-The Rockies are well known to these markets and are a draw. Also looking for something new, so the Yukon could provide an opportunity to include in a Rockies package.

-Travelers from Malaysia and Singapore love to travel by train – could be opportunities with White Pass Rail.

-SE Asia is a big potential market for Western Canada – recommended that Tourism Yukon build awareness in this region.

-It was noted that Air North does group booking and that they would be happy to facilitate this.

-RE: Dawson flights: ETR can hold 42 people. Dawson has potential for these markets but air capacity may be an issue. Winter is especially of interest – expressed interest in more flights if possible.

-One area that could be improved is price – more interest if better rates could be offered.

-Ideas for products/experiences:

- Fall colours, short day hikes
- Packaging aurora with train trips in the Rockies (Vancouver-Whitehorse-Edmonton-Calgary-Vancouver) – 2 experience itinerary
- Culinary, beer (Singapore travelers love to eat and experience new foods) – younger generation is especially interested
- Fall colours + culinary tour at end of August would be popular
- Midnight sun golf – Air North could help put together a team for the tournament

-Looking for different experiences for incentive tours – incentive tours would be more high end and for executives. Ice bears were mentioned by Air North as a high end product, but something that could be considered.

-Request for a promo video that could be used –Tourism Yukon to follow up.
-If another FAM tour were to take place, November would be the best time for RTOs as they have more time.

-FN tourism and museum tours are a draw, but should be more experiential than interpretive as storytelling is difficult for translation. Artisanal experiences work well.

Winner Vacations (China)

-Seeing small groups, FIT interested in the Yukon this season.

-New itinerary created as a result of the FAM tour: 4 day, 3 night aurora experience (6-7 ppl per group) – working with Arctic Colour Tours exclusively (“Chinese people are more familiar with the needs of Chinese people”). Will be working with markets in China with Arctic Colour Tours to promote.

-Tour package will include dogsledding, ice fishing, add on excursions. Timed for Fall/Winter (probably October-April but will gauge feedback to determine timing).

-Too early to build opportunities around the Golden Week holiday in China and during Chinese New Year, Chinese tend to stay in China.

-Aurora in October is good but not a lot of snow and ice in late October/early November, so this may pose challenges for add-ons.

-Will do both Whitehorse and Dawson but Dawson will be a longer add-on tour

-Another issue is vehicles: don't have enough larger tour buses. 21 to 24 seaters not as plentiful as Vancouver.

-Whitehorse hotels are a challenge for capacity - small groups would be okay though

-Yellowknife is currently more well known in the Chinese market but more promotion will be done in China to build up Whitehorse

-Middle class in China is 35-65. This is the main audience.

-Long journey, cold-weather, makes the trip better for families and small groups.

-More Chinese language translation is needed - may send up interpreters from Vancouver. Will want to take a look at operators who specialize in Chinese language etc. who can cater to Chinese market.

-Rockies are not a good option right now as everything is full.

-Not a lot of seats on flights to Whitehorse.

-Chinese don't want to do remote adventure in the Rockies in the winter.

-Traditional First Nation experiences would be appealing - could be combined with museums. Storytelling is fine, it doesn't need to be interactive.

-Want to try local food, but also want familiar tastes – should include water kettle in hotel rooms and have rice available.

-It is hard to book big groups on short notice

-Summertime is so busy not really looking for more destinations.

-Chinese market changed years ago: traditionally the Chinese markets came from the main cities, now there are direct flights from 13 Chinese cities. Before, the smaller cities amalgamated with bigger groups - now smaller groups try to go independently but it means lots of cancellations because they don't have experience with visas or planning.

-Young people book on the web – they have a 10 year multiple entry. Online they book hotels air tickets or small packages. Some will hire a bus and tour guide. They spend more nights in one place. They go to Vancouver and use this as a launching place. Other people will rent a car and drive on their own. You can book rental cars on the web. Several groups will rent 2 to 3 cars and get a tour guide - this is high-risk low revenue for tour operators.

-Yukon should talk to local travel agencies in Vancouver to tap into domestic Chinese market.

-RTOs work with Destination Canada on its showcase – good to get the Yukon itinerary on the Destination Canada website

-Summer travel (hiking etc.) is a niche product for China – most Chinese travelers are looking for soft travel.

ARA (Japan)

-Working with Arctic Range this summer, selling Northern Lights tours to Whitehorse

-New tour as a result of the FAM: Hiking tour, six days in Dawson City. To start in summer, 2018.

-White Pass added to the itinerary. Carving tour added through Arctic Range. Northern Tales Aurora site will be used – this offers more privacy.

-Accommodation is a challenge. Whitehorse is at capacity. Tours are available but hotels aren't available.

-FIT travel (2-4 people, etc.). 6 people minimum for Arctic Range.

-Yamnaska Motoyama (professional) – Whitehorse to Tombstone.

-A lot of interest in Air North in-flight Aurora viewing starting in November (2017) - new experience in the Yukon.

-Culture difference – Chinese use flashlight in the dark, play cards, loud music. Northern lights etiquette: Arctic Range, Northern Tales are good at creating the right environment. Chinese want lights sooner and will be satisfied with a short show - Japanese will wait for the lights and want more.

-Japanese are very drawn to world heritage sites. Flightseeing tour of Tombstone Park and other activities would be amazing, but the draw is still mainly in Northern lights. The Japanese traveler doesn't want to be too tired from activities to miss the Aurora.

-Keith Smarch has a Japanese connection, which adds even more interest in the First Nation carving experience in Carcross.

-Beringia Center could be of interest.

-Things to enhance the experience: Made in the Yukon souvenirs that could be bought would be a great value added. Small things that can pack easily.

-More pictures of Dawson City on the website would help increase interest.

-Japanese like to try samples of things not really a whole day of one activity.

-Inquired about connecting flights with Air North between Vancouver-Whitehorse-Dawson. Air North service is a big plus for the Yukon experience.

TPI (Asia except Japan) – *not on March FAM but interested in the Yukon*

- Does MICE and Educational travel as well.
- Need to find some programs for winter; aurora viewing is definitely a program that they would be interested in, looking at packages with Rockies and aurora viewing.
- Flight segment, Air North would be able to come into that. Would need a domestic flight.
- Groups are still the majority of the costumers but FIT would do as well, especially in winter.
- How would suppliers get commitment for costumers?
- Things aren't as good this summer (2017) because Rockies are expensive and lack of capacity.
- Big volume from Brazil now (they have a GSA office in Brazil); sales manager in Toronto and Vancouver.
- Trying to develop new intern programs. Looking at option but if people come in off season, they want to pay less for it.
- Showcase is in Beijing in October (biggest Canada showcase to China).
- Add on activities to Aurora, daytime (snowshoe, dog sled etc.).
- Not sure if there will be summer product for China in 2018 – not sure what product is available.
- Tourism Yukon will help to provide more insights on products that are available (wildlife viewing etc.).
- Taiwan costumers have potential. Willing to pay for high end product, not as price conscious as mainland China.
- Banff has already stopped booking for next year (already full).
- If the Chinese are paying big money, they want to see everything.
- Chinese tradition – want to be home for Chinese New Year.

-If the Yukon had programs for high school kids or younger in summer, there could be opportunity.

-April/November/December are great times to plan MICE. Shoulder season plenty of accommodations.

-FIT is more flexible but want more than group travel, will use same operators but want different experiences.

-FAM will help TPI sell Yukon.

ITB (Japan)

-Yellowknife is overflowing.

-Air North fixed airfare tour created this summer. It is selling well (FIT tours would be 6-8 tours and include 2-8 people this August and September continuing into winter). Tour will be to Whitehorse and include Haines Junction – eco tours- Look Tour. 3 nights in Yukon plus 1 in Vancouver. Include Kluane National Park sightseeing in winter.

-Yukon has good potential. Yellowknife is congested. Whitehorse is suggested as an alternative.

-Tourism Yukon needs to include more exposure about summer and beautiful scenery in the promotions.

-Midnight sun, hiking, nature walking, kayaking, all of interest.

-Arctic Range is flexible with language, transport.

-To enhance services: would be great to have complementary passes to things.

-Menus printed in Japanese would help.

-Dawson has lots of potential but needs Japanese language guide brought up from Whitehorse.

-Accommodation in Dawson in the summer is booked up. Demand is changing for Dawson so supply may be able to increase as well – chicken and egg.

-Travel to Dawson in winter. Small groups or large groups? Likely small escorted group (less than 20 ppl - could start off with 15 pax/group). If Japanese language barrier was overcome they could offer more FIT.

- Air North could build programs that allow their own guides to be brought up (JTB guides). Translators could be brought up as work experiences.
 - Yukon is about quality experiences, different from Yellowknife.
 - Thru fare to Dawson would be great with stopover in Whitehorse (Vancouver to start, maybe as a group program).
 - Yukon delegation comment: if NWT is doing something well and Yukon is not, it would be good to know for developing best practice guide.
 - Culinary experience would be great. Whitehorse has better dining than Yellowknife.
 - Pre-developed menu (no English necessary or menu in Japanese) meal ticket. Japanese love food but are reluctant to go out if they cannot order. They like to experience local culture.
 - Yellowknife provides experiences in First Nation culture. They need Japanese language. Whitehorse is lacking in this area - need visual experiential short time experiences. First Nations games are very engaging (people are able to participate, Yellowknife does this).
 - Combination of Rockies & Yukon in the winter? Not really a lot of interest - more uptake on Vancouver. 3 nights Whitehorse + 1 night Vancouver would be a possibility.
 - Rockies campaign needed to build interest in the winter. Need to do this before incorporating aurora into the experience.
 - VIA Rail is losing market share from Japanese – Japanese are looking for more high end rail.
 - Educational market could have opportunities.
 - Niagara Falls + Yellowknife combination tour is popular.
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CanTop Travel (Taiwan)

- Taiwan knows Yellowknife much more than Whitehorse. Whitehorse is completely foreign to Taiwan but not to the mainland China market. This is probably because Arctic Colour Tours is so active.
- Number of Chinese tour companies tour directly with Ying. Sell directly to consumers and whole sale.

- CanTop tours doesn't work directly with Arctic Colour Tours yet.
- Chinese Guides needed for the first few times.
- Accommodation in summer could be challenging.
- There are not as many Chinese restaurants in Whitehorse as Japanese.
- Question from Yukon delegation: any interest in lodge experiences? No, more on the urban side, need to explain how unique this product is.
- Air North is a big plus, airline comp meal comp luggage is big bonuses.
- Winter is of interest because of accommodation availability.
- Taiwanese no visa requirement, lots of last minute people booking with only one week notice. Looking for sightseeing, aurora viewing and wildlife.
- CanTop has 40% of Taiwanese market share, only 3 companies in Vancouver that cater to Taiwanese market. Owns their own buses, has large groups. In Oct/Nov they run 40 buses (1000ppl during those months).
- Good food, FN experience, aurora, wildlife. Average of 25-40 ppl per tour.
- Hotel, restaurant, bus capacity – need capacity.
- Taipei-Anchorage direct. Alaska is very successful in attracting Taiwanese.
- To buy domestic flights is more difficult, stop overs are usually more expensive. Balance with domestic flights - holding enough seats and selling them (it's a gamble).
- 3 airlines fly direct Taipei to Vancouver. All the markets come together.
- Air North: AN flexible itineraries, different gateways. If you can't get accommodations in Banff you could do a day trip where Whitehorse is part of the itinerary. AN does fixed pricing and is developed for the full year.
- 4 day 3 nights for Yukon experience. More focus on aurora. Sample itinerary in Haines Junction.
- Train trip can be considered: VIA to Jasper, Edmonton to Whitehorse and take White Pass in summer.

Click Tours (Korea)

-50% of the Korean market want to see Rockies in summer. 50% want to see Northern Lights. 5 or 6 years ago northern lights was ok in Korea, got even bigger with promotion. Korean actors in NWT boosted interest as well. Every year there are more phone calls for Northern Lights.

-Starting in late August. Right now starting up winter product. Winter image is Yellowknife, tipi etc. Yellowknife offers more to FIT, includes transportation.

-Dawson is maybe not ready for overseas market. Maybe for domestic Korean market though. Local students maybe: over 20 years old, people traveling together.

-Exploring opportunities to develop summer product for local Korean market.

-Exploring opportunities to have people involved in an activity (FN experience) - needs to be interactive.

-Domestic Koreans would like the relaxing atmosphere in Dawson - very casual. Overseas markets may find Dawson boring, not enough happening.

-More Korean people are more active these days, thinking about health. Into trekking. Summer may have more appeal since there is more happening. Attraction for the trekker may open opportunities.

-Good to promote locally, about to catch fire with domestic Korean market.

-Air North experience, everyone loves it. Very good for connections. A bit difficult to find times.

-Air North: Will have a new group management tool developed soon.

-October wine festival in Kelowna. Kelowna-Whitehorse-Vancouver. Possible market.

-BBQ and grilled meats has appeal.

-Koreans want to participate in festivals.

-Yukon delegation recommended February in Whitehorse, March in Dawson.