



## Online Tourism Operators Forum – Friday May 8, 2020 (12pm)

12pm – Welcome and Overview:

TIA Yukon Executive Director, Blake Rogers

- Slido 99819
- 80 participants on the call
- A lot of discussion about reopening; BC announced on Wednesday, Alaska as well.
- What does reopening look like? Who can answer these questions? There are more questions than answers.
- TIA is committed to getting these questions for you
- Issued the invitation last week to CMOH.
- We are going to change up our approach from the last couple of weeks. Gathering Intel through surveys and zoom chats. We want to make sure there is a tourism plan in place and that they understand what operators are going through. Three-pronged approach, what TIA can do in climate we are in:
  - 1. Exploring programming that uses mind mapping – gather information from all of you on reopening process. We will launch on Monday.
  - 2. Slido (separate from today) run it all next week closing on Tuesday at 11:59pm. Questions specific for CMOH. Slido event # 72098
  - 3. A series of small zoom sessions next week, broken into different sectors (similar to TIA board with sector seats). Up to 15 people to provide input, what you are dealing with in that particular sector.
- We hear you, TIA is listening and we are trying to get answers for you.

12:05pm – TIA Yukon Status Report

TIA Yukon Chair, Neil Hartling

- What we are learning as we communicate with the jurisdictions that are approaching loosening restrictions is there is much work to be done
- 2 months ago we envisioned a whistle would blow, thank you as you were – not how it is going to work with this pandemic
- It is clear, it won't be business as usual for some time to come and everything will be done in phases and demand no transmission during all of those phases
- Tourism in any greater capacity won't come until phase 4 or 5 of the plans we are see going out.
- As an example, we have posted: <https://tiayukon.com/wp-content/uploads/2020/05/BCROA-Covid-19-Best-Practises-06.05.20.pdf> of the best practices for commercial river rafting operators. It only includes daily operations – doesn't include expeditions or food services.

- Locally Trevor Braun has gone through this process with his canoe school.
- Posted on the TIA website - river gear cleaning protocols: <https://tiayukon.com/wp-content/uploads/2020/05/nrs-coronavirus-cleaning-may-2020-2.pdf> list from Northwest River Supply.
- We are passing the timeline that the initial financial relief measures were to cover. Back when we thought a June recovery was a conservative estimate, we know that is not the same. We know some of you have business models that are falling through the cracks, like the hunting outfitters.
- With increasing evidence that will not be a summer tourism season for most tourism operators, we are increasing our advocacy focus – a note to YG representatives on the line, please pass on this information
- With Dr. Hanley, his office sent a note back saying he was busy, engaged and working on a plan with YG.
- We welcome any operator to send us your email address, [info@tiayukon.com](mailto:info@tiayukon.com) to receive our Industry Update e-blasts. This is a free non-voting access to TIA resources; spread the word to your colleagues.

#### 12:10pm – Government of Canada Update

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

- New things for this week:
  - 1. Rent relief program will change a bit more, more so for NGOs.
  - 2. Help coming for seniors
  - 3. Parks Canada will open in various stages (no date yet)
  - 4. CanNor has a new emergency benefit, 220 applications for \$5 million, over 50 projects. Sundog changed for the summer to be building greenhouses and using students. They will donate all product to food bank: [igg.me/at/sundog-cares](http://igg.me/at/sundog-cares)
  - 5. Emergency Worker Benefit announcement was made – putting themselves at risk for us. The decision of who will get it and how it will work is up to each province and territory.
  - 6. No news on the US border
  - 7. Mental Health Week – part of federal website: <https://www.canada.ca/en/public-health/topics/mental-health-wellness.html>
  - 8. More detailed outline on the Heritage Funding of \$500 million for artists, culture, heritage, sports (bigger part of our economy than a lot of other economies). This will go through the Canadian Council for the Arts, the Canadian Media Fund, Factor, Music Action and Telefilm Canada and they will concentrate on Aboriginal Minority official languages and minority groups like LBGTQ2.
  - 9. Setting up an Industry Strategy Council like YTAB in the Yukon. Made up of tables that are public and private ones that we use to consult on. It'll go for 90 days to give government feedback on the reopening of the economy.
  - 10. Yukon seasonal businesses in the summer – wage subsidy ends on June 6<sup>th</sup>, before a lot of businesses start. The wage subsidy period will be

extended – TBA on the details of until when or how that will work.  
Announce next week.

- Keep feeding me information of where people fall between the cracks

12:20pm – Update from Yukon Department of Tourism & Culture

Deputy Minister Valerie Royle and Director Pierre Germain

- Apologizes the Minister and the DM are currently on a PFT conference call
- TCMF: most will recall that we shared the new interim guidelines to the public last week. We have received a lot of feedback from industry operators and NGOs.
- Followed up with Zoom calls with industry to get additional feedback.
- Finalize guidelines and make them available next week. That will be followed with the online application form, which will be available after YG releases its reopening plan
- The YG is working on its reopening plan, information to come out soon
- Another press conference with the Premier and CMOH today, encourage everyone to listen in to that
- We continue to weekly tap in to FPT Ministers calls, Destination Canada, weekly calls with TIA to keep informed on what is happening
- A very fluid situation, appreciate everyone's engagement

12:30pm: Industry Perspectives: Business Transition, Marketing, and Re-opening

Former Yukon Agency of Record & Current PEI BnB owner, Dee Enright

- Neil Hartling introduced Dee Enright. Long time marketing authority and advisor to Yukon tourism business community. Her marketing business Outside the Cube ran one of the big campaigns that has been very successful in the Yukon. Moved from Yukon to PEI a few years ago and purchased a high end B&B called the Charlotte's Rose, which she sold last year. Has unique insights coming from a jurisdiction that is in the news as embarking on re-entry.
- Have a company called Jebbca Strategies, which was launched on April 1. Dee@Jebbca.com
- Involved in Yukon College's Pivot Program, you can apply for funding, where you get a budget, you can hire a consultant (Dee is available) of your choice for their time to develop a Pivot plan. <https://www.yukoncollege.yk.ca/innovation-entrepreneurship/PIVOT>
- They have money to buy equipment for adapting to Covid. They have a roster of experts.
- Working with a number of jurisdiction across Canada and overseas
- Every government I have seen has no playbook. Everything is created from scratch and it is happening live.

Tips for Adapting

- 1. We are striving to get information from our governments, but best piece of advice is you write the policy for them. They are swamped, trying to figure out how to work remotely. Some governments lost weeks because staff working from home, VPN's didn't work, couldn't access files, etc.

- I'm working for a convention bureau where we are drafting what reopening could and should look like based on research. It's a lot of work. Not normally your role, but if you want to be prepared then you need to be proactive.
- 2. It is not as simple as people think. In PEI, phase one has happened. Just because the government gives you a plan that says open, many of the businesses are saying they are not ready. If you proactively start the plan, you will be in a much better place.
- 3. Opportunity and adaptation. Consider a staycation campaign. A benefit in the Yukon is that a large percentage of the employee's works for YG and Northwestel all still have their paychecks with jobs and money to spend. In adaptation what can people afford?
- Yukoners are travellers so there is an opportunity to market to those people
- 4. Pivoting – turn one degree rather than turning yourself around fully. Recommend 1 – 3 degrees of adaptation. If you pivot for a short term, opportunity cost will outweigh the revenue. If it is a sustainable pivot past the pandemic then yes do the math, take the opportunity, go for it. Pandemic is causing us to do adaptations to do anyway. Examples like take-out, courses and learning going online, concert and music, art industry. That doesn't have to go away afterwards. It may present a whole new market. Think degrees and take a lot at opportunity costs. For seasonal tourism businesses – make sure you look at packaging product and market and that they match.
- Think about the new consumer mindset. What does your new experience look like? The one they knew, no longer exists and that is worldwide. So start showing them.
- As you do new communications, don't use old words and images for the new world.
- Stop using the words pandemic and Covid. They are fed up. It has become a red word. Certain words you don't use in marketing like taxes.
- Don't talk about the new normal. No one knows what it is.
- You can talk about how you have raised standards, new protocols, raising bar, levelling up – position it as a positive new way not because of a pandemic or a virus.

#### Dee's Projections

- I believe there will be no international travel into Canada until at least a year from today. I believe cross border travel will be done in bubbles. It will not open up across Canada at the same time. For the Yukon, you may be in a tough place; you have like us (PEI) have remote communities to deal with, who are not prepared to put themselves at risk. If the BC border opens up, trying to convince them to come to the Yukon, given the current environment, the lack of across country being projected, significant increases in transportation prices is going to be a tough sell.
- Plan local, near-term (30-60 days), mid-term (September-Spring) and build a plan for September to Spring short haul (one border away)
- Start messaging to suppliers, staff and communities to make them feel they want to be back.

- What are you doing now to start rebuilding those relationships? Talking to those people or the door may be closed when you go knocking.

#### Blake Rogers Comments

- The last few weeks have been focusing on funding support, but it has become really clear that focus is on what is lying ahead
- The only certain thing is uncertainty.

12:45pm – Q&A

### **1. Who is working on the issue of whether or not, and how, Yukon-only tourism might be possible?** (Pierre Germain responded)

- To Dee's point, in terms of the feedback you are hearing from stakeholders and governments is that the road to recovery is going to be long and begin with in-Territory travel.
- Tourism and Culture is exploring an in-destination marketing campaign – stay tuned.
- Important to note that the engagement with communities is going to be critical in ensuring they are comfortable to open their doors even if it is from the Yukon
- YG reopening plan will identify a milestone step process in terms of what businesses can expect, so they can build that into their marketing strategies and plans.
- Social licence to explore Yukon as Yukoners love to do

#### Blake's Comments

- Local travel in the Yukon – what are the challenges and opportunities.
- KVA has gone above and beyond helping people move around over the years with their events
- What opportunities exist and could be built from growing the local market.

### **2. Can we get Dee to run a marketing zoom meeting for all of us?** (Dee Enright responded)

- Would be happy to let me know when. Happy to help.

### **3. Can we start advertising tourism for locals?** (Pierre Germain responded)

- Highly recommend to follow the advice of the CMOH's guidelines
- Civil emergency measures act, to make sure you are not doing something that isn't allowed in Yukon law
- The messaging to your target audience is going to be a very important element in having success within marketing strategy and activities

#### Dee Enright's Comments

- We are seeing in every jurisdiction that there is also a very large swelling of acknowledgement of local and supporting local business. Already walking into a market that is open to your message and that is already talking about this.

- Should you have a local marketing campaign, yes – when? Has to follow the guidelines.
- Start talking about it sooner than later, no reason it has to wait.
- Doing it together, think about that.
- Yes, push YG and don't wait and start talking about it now.

**4. Larry, what is the Federal Government's stance on opening the border?** (Larry Bagnell responded)

- No change there.
- Suggestion this morning in our national conference call is that it will not be all in one place at one time as there are different levels of Covid in different jurisdictions.
- Being very careful, no tentative dates.

**5. Is there information from Condor as to the status of the feeder flights in Europe? Is Lufthansa out? Who is in?** (Pierre Germain responded)

- Nothing new for me to update.

**Daniel Sokolov's Comments**

- It depends on who will own Condor
- Last week the European commission gave permit to the German Government to almost 330 million, extending credit line on the \$200 million they've already received
- The Polish airline was suppose to buy Condor and as a reaction of that Lufthansa said they would not extend any contracts with Condor with feeder flights
- Still have operated feeder flights this year, but contracts with feeder flights would expire
- Now the Polish airline can't afford to buy, that's why they need the money from the German government and there is a possibility that Lufthansa may end up buying Condor after all, which they wanted to do last year, but Lot won the bidding process.
- Lufthansa is also looking for government support to stay afloat, so it is difficult to proceed.
- If Lufthansa buys Condor they will keep the feeder flights and they'll stay around as they are too big to fail.
- It is an open question.

**6. What are the plans for the more extensive testing required for any opening up of things? Do we have sufficient materials to carry out this?** (Blake Rogers responded)

- Question for the CMOH

**7. Is there any program in the making to support businesses that will have little to no revenue this summer beyond the period covered by YBRF and NBRF?** (Larry Bagnell)

- Wage subsidy that went to June 6 is going to be extended (date TBA)
- CanNor funding hasn't been announced yet to help people who fall between cracks of other programs

**8. What is a company's liability if one of your guides or staff infects a guest?** (Neil Hartling responded)

- A question to bounce off your lawyer
- One of your risk management tools is your waiver
- All documents in pre-trip package constitute part of your risk management strategy
- Every operator should be reviewing their waivers that you have covered off Covid related issues

Dee Enright's comments

- Came up in another jurisdiction
- There are some insurance companies who have been told to pause that can't quote on any new policies because of their actuaries have not had time to address risk. Ran into that with a business I was working with. Found another provider.
- When considering your waiver, think about how you will communicate to your guests and staff

**9. We hear from more and more clients that they have to cancel because they can't get flights for July/August 2020. Any news on plans for domestic flights?** (Blake Rogers)

- Been in touch with ATIA since they reopened on April 24 and even though they are in phase two (started today), but still no domestic flights available. All by road and by Alaskans, with the exception of small charter flights like Kodiak
- If you have staff, that aren't Yukoners something to factor in

Pierre Germain's Comments

- Air North is still flying
- Air Canada - you can book into the future, however, there are limitations on their scheduling and they will be providing additional language in the purchasing agreement of cancellation and change fees that are required during this pandemic period. Flights are still going and you can book them.
- If you fly into YXY, screened upon entry, supply individuals with key information if you are a Yukoner coming back home or are an essential worker

Dee Enright's Comments

- May load inventory based on current health advisory – all subject to change
- Loaded June (Air Canada) if extension of border limitations happen, back that schedule off again

- Depending on the ramp up they will look at the financial ROI.

Larry Bagnell

- Unless you are essential you won't be allowed to travel

**10. Let's be honest, local tourism in Yukon isn't as realistic as other jurisdictions. Most Yukoners are here because we DIY our own tours.** (Dee Enright responded)

- Not pivot, but adapt
- Lived there (Yukon) 12 years, dreamt of doing the trips that I promoted
- I DIY because I spend on guided elsewhere, not spending it elsewhere and I want to travel, support local, doesn't mean I won't this time
- Reassess, realign your product
- Many Yukoners have said they want to go on these dream trips

Kalin Pallett's Comments

- This could be a real opportunity (I am one of the Pivot coaches)
- Yukoners to experience their own home unobstructed, do that river trip and hike, don't have to fight with tourists to do it
- Experience your own home in the purist way possible
- One of pieces of YTDS is a high level of support for tourism from Yukoners – be careful of the language
- Yes, small population there are a lot of new Yukoners and some born and Yukoners have never explored their own home
- A lot of potential in the short term

**Amelie what about if the community is resistant to any kind of tourism?** (Blake Rogers responded)

- A real challenge
- Have more of a conversation around this – subsectors and individual needs from operators
- Tourism industry compared to a box of mixed lego because it is not one size fits all – what we can build together as whole.

Kalin Pallett's Comments

- Doesn't matter what colour of lego you are or shape you all have a part to play

Dee Enright's Comments

- Think about supplier and staff mindsets too
- Planning for the impacts of civil unrest should the wishes of the populace be ignored

Gerd Mannsperger's Comments

- People going forward and more talk about moving forward, can't stress how important it is for the industry – moving in a direction. We are doing that within

our company and it has been a great change. We need something to look forward to.

**11. What engagement is T&C getting from businesses to help create a strategy. Sounds like strategy is being autonomously built by the committee and T&C**  
(Pierre Germain)

- Since the Pandemic hit the vast majority of the focus was on the business relief side
- Beginning to transfer to the reopening plan and YTAB has made it clear that they want to begin to focus on our path forward for recovery to tourism sector
- We will do it in conjunction with stakeholder groups and industry – you will hear from us.

Zoom Bar Chat Questions

**Larry, what are the chances of getting CRA to allow Yukoners to claim travel in Yukon even if their employer does not provide a travel benefit?** (Larry Bagnell)

- We are trying to change that system where you don't need an employer to provide a travel benefit
- It has to be included in the Federal budget, so until it happens we wait
- I will see where that initiative is at – planned for this years budget or future budgets

Denny's comments

- If we are planning to promote Yukoners to travel in the Yukon and this summer; it would be great to have Yukoners know that money they spend on travel that they can deduct on their income tax for every Yukoner.

Blake's Comments

- Travel vouchers, good model for people to take look at it. Iceland has done this.

1:27pm – Adjourn

Zoom sidebar chat

Luann Baker-Johnson: I am a part of PIVOT and the program is incredible! I have 3 marketing consultants that are helping Lumel plan on-line marketing - they are exceptionally proactive. Apply.

Dee Enright: I hope that I am wrong too on projections but I always plan for the worst and anything else is gravy!

**Questions on Slido that the call didn't get to, but noted for future discussions.**

***Please note: All of these questions will be put on Slido for the Friday, May 15th, 2020 meeting.***

1. Given the possibility of a protracted outbreak in the US, is YG looking to support businesses transform and innovate their way out of business failure?
2. Any opportunity to move the money from the Temporary Event Support - from cancelled events, to supporting new events to bolster in Territory tourism?
3. Question regarding TCMF: What happens, if we already decided to commit to certain magazines etc. can we still get funding for things we committed to already?
4. Will NGOs who have leverage contributions, still receive the leverage contribution amounts should they fall short of the deliverables outlined in their TPAs?
5. Could you please answer the questions that are left over from other sessions on your website?
6. has anyone received the Wage Subsidy
7. Where are these tourists staying that are "visiting" from outside. If they are in RVs they would be very obvious at the border check - no?
8. Canada Summer jobs: Can we confirm we aren't going to have to pay payroll tax/deductions on these jobs? Can age be increased to rehire laid off tourism staff?
9. Our liability insurance needs renewing soon. We may cancel it until we start guiding again. Possible to keep wilderness tourism license issued already?
10. If a business had not fully used last fiscal TCMF, can the amount due back to YG be deferred?
11. Larry: Can Fed consider a remunerated volunteer initiative for older/senior volunteer as the youth one? Could be beneficial in community's cultural spaces.
12. Are there any provisions for the delivery of Tourism related goods from BC to the Yukon and transiting to Alaska?

13. If the YCB revision of estimates is overestimated, will penalties apply at yearend, if the actual earnings amount exceeds the revised estimate?
14. CEBA qualifications are too restrictive. Only accepts T4 Summary of Remuneration Paid statement for employees NOT wages paid to contractors so we can't apply!!!
15. What is the status on NGO's awaiting TPA's for those who have already submitted documents for this fiscal and are awaiting first payment?
16. Is there a funding source that applies to foreign workers (with all documents in place) who are scheduled to arrive later this summer?
17. Are there efforts underway to track impact on independent contractors, i.e. the only paid employee is themselves?
18. Regarding CERB: Does someone know if foreign students, that have a study visa, which also allows him or her to work Part Time during school year, qualify?
19. Any updates on NGO's TPAs who have submitted our documents for this fiscal and are awaiting our initial payment?