



Online Tourism Operators Forum – Friday August 7, 2020 (12pm)

Meeting Minutes

Note: numbers in brackets correspond with when each person starts speaking in the recording

- Slido #80889
- 48 People on the call

12pm – Welcome and Overview

TIA Yukon Executive Director, Blake Rogers

12:04:17pm – Industry Update

TIA Yukon Chair, Neil Hartling

- It's not good out there for anyone in tourism in the Yukon
- There are a small number who have come into a good, unique contract or circumstance or creative work of their own. Example: highway lodge with road building crew
- A couple of operators seeing bookings from BC well before Covid and seeing some business from that.
- Most others in YT and BC are not doing well at all
- It is inspiring that 0.001% are having some business, it is important that we not allow the very few survival stories capture the news and create a false impression that things are better than they are
- In the Yukon, good financial relief is available to us and helping us survive.
- Discussions on topics of seals and badges for consumer confidence
- Wilderness tourism licencing act – duplicated in Brazil (presented years ago) and chose to adopt Yukon's model
- Currently, looking at three considerations, early stages:
 - World Travel and Tourism Council <https://wttc.org/COVID-19/Safe-Travels-Global-Protocols-Stamp><https://>
 - Adventure Travel Trade Association www.adventuretravel.biz/COVID19guidelines/-- (adhere to their activity standards and overarching guidelines)
 - Hotel Association: www.hotelassociation.ca/

12:12:56pm – Federal Updates

Sierra Van der Meer, CanNor, Director

- Update on Alaska travel - new legislation for Alaskans travelling through
 - Certain ports of entry in order to get to Alaska
 - Need to disclose travel plans to CBSA agent and receive a hang tag on their vehicle
- Entering into extensions to extend the fixed cost relief to March 31 (notified everyone who has already been approved)
- Anyone who hasn't been approved and working on submissions – initial application followed by extension
- Everything has to be completed for August 31st
- Every Wednesday and Thursday Sierra is available – hosted zoom calls for any questions to help finalize applications
- Extension also extends your final report deadline

12:20:41pm – Yukon Tourism & Culture Update

- Working with the emergency control centre to reposition our staff in Watson Lake and Beaver Creek to provide information to travellers into the Yukon. Transition is occurring now. Intent: more information to visitors into the Territory.
- TCMF: We are aware of industries concerns of processing the applications – clarification with applicants, taking time and delaying paperwork.
- Tripled number of people working on those applications.
- Half a million dollars in processed TPA's approved for operators and we need their signature before we can release the money
- Applied for travel related activities – we know that over the past 3-4 weeks, a number of marketplaces that have changed from in-person to virtual. If that is the case with you, let us know, so we can make amendments. Participating in virtual marketplaces is now an eligible expense.
- If you have questions about the status of your TCMF application/agreement, please contact us at tcmf@gov.yk.ca and we will reply as quickly as possible.
- To subscribe to the Department of Tourism & Culture's Tourism e-newsletter, please sign up here: <https://confirmsubscription.com/h/j/4B6B16720D670225>

Pierre Germain responded to all TCMF related questions in Slido

Min 12:23:55 **Question 1**

Joel Hibbard: Could the department share info on the current campaign – print screens, media buy-in schedule and trade efforts/fam schedules so we can align our messaging?

Min 12:24:45 **Question 2**

Torsten Eder: Does the department plan to adjust the campaign schedule and target markets for winter, given that we are competing for a smaller market with other provinces?

Min 12:25:26 **Question 3**

Jesse Cooke: Does the dep't plan to re-adjust TCMF guidelines so that operators who don't use certain resources can benefit from more money for what works for them?

Min 12:26:53 **Question 4**

Joel Hibbard: Could more resources be allocated to TCMF application review and approval? We are hearing from WTAY members of exceedingly long delays.

Min 12:27:17 **Question 5**

Sarah Steucker: Is the department able to start marketing to jurisdictions that are not open to come to Yukon yet? We have to plant the seeds now for results in 3 months.

Mine 12:28:26 **Question 6**

Carmen Magro: Is there an update on the Department's travel trade communication strategy.

12:29:55pm – Special Update from the Klondike

Klondike Visitors Association (KVA) Executive Director Jackie Olson

- Dawson Mayor and Chief welcome and opened Dawson for visitors in a safe manner
- A lot of businesses that are open in the summer, appreciate the business
- So many families coming up, lots of Whitehorse folks
- Most of bars and restaurants are open
- Bar managers working together, same messages to ensure alignment
- Gerties is open with 100 seat capacity, Thursday – Saturday, tonight is the first Can Can show of the season
- Big challenges: highway construction by Gravel Lake (KVA and DCCC in contact with construction Project Manager)
- Busy week and for Discovery Days coming up
- Dawson is fortunate and has become sustainable and able to do ebb and flow. Tourism is the bust this year; everyone is supporting the local businesses that rely on summer revenues.

Min 12:33:53

Blake Rogers follow up question to Jackie Olson: sentiment from the community, insights for other communities? Open in a safe way? Restore confidence in businesses to openly safely.

Jackie Olson responded

12:38:25pm – Special Update: TIAY Media Relations Campaign

Former Yukon Agency of Record & Current Business Consultant, Dee Enright

- Atlantic Canada bubble: some people are doing great, sold out. Shift in normal market. Inns, B&B's, Hotels, and Motels are devastated. They suspect 60% did

not even open for the season. Those who have opened are seeing less than 20%.

- Cottages (traditionally what Maritimers book) 50% did not open, those who did open are doing quite well. Consumers feel confident. May reach as high as 70% for occupancy for July and August combined.
- Restaurants and patio with outdoor space can't keep up with demand. Half the space, half the people. Full, not making money and getting complaints.
- Large indoor restaurants are not doing well
- Campgrounds are doing ok. Tend to be Atlantic Canadians and Eastern US
- B&B's, Inn's Western US and International – so doing terribly.
- Experiences, tours are gutted. Over 7,000 passengers by now, have had 22
- Worried there will be nothing for them to do – at least for this Fall
- Golf stays, women's weekends very popular
- Tartan – go out into market next week. Purpose: YG can't lobby other governments. TIA felt there was value in stepping in.
- Conversations about Destination BC – not promoting travel outside BC at this time
- Working with Tourism Vancouver, Serena PR, press release expected today for approval to go out next week. Then calls with media, identified a list of partners from the Yukon to be spokes-people, reach out to Neil and Blake if there is a good fit.
- Potential visitors coming up so there isn't dissuasion coming up. A lot of moving pieces.

12:51pm – Q&A

Min 12:51:53 **Question 7**

Carmen Magro: Is there an update on a "Yukon Safe Seal"?

Blake Rogers responded

Min 12:53:50

Sarah Steuker to Pierre Germain: We have a lot of come-from-away's, I just feel like a way that messaging can be found and used so we don't lose top of mind position in the markets we already have. That is a sentiment we are getting. We don't lose that market share.

Pierre Germain responded

Min 12:57:32 - TCMF

Dee Enright, Pierre Germain

Min 1:02:54 – Not marketing until you are open (YG is not allowed to market)

Min 1:05:10 – More real talk like the above conversation

Joel Hibbard and Pierre Germain

Min 1:07:00 – delays with processing TCMF applications (feedback from operators)
Blake Rogers, Pierre Germain and Dee Enright

Min 1:12:55 – pressure on the government that other provinces are allowed to enter without quarantining
Torsten Eder and Pierre Germain

Min 1:14:51 - sending another letter to YG & encourage people to get out and vote
Neil Hartling

Min 1:18:43 **Question 8**

Carmen Magro: What is stopping a campaign to "visit later" for domestic travellers?

Pierre Germain responded

Min 1:22:43

Valerie Royle: If you have a remote location, you can put together an operational plan, if you want to have visitors self-isolate. This was approved for the outfitting industry, but individual businesses can do this. Met with WTAY. Outfitters are willing to share their plan. Talking about doing something for wilderness tourism industry.

1:27pm – Adjourn

Zoom sidebar chat

Coralie Ulyett: World Travel and Tourism Council <https://wttc.org/COVID-19/Safe-Travels-Global-Protocols-Stamp>

Adventure Travel Trade Association www.adventuretravel.biz/COVID19guidelines/--

Hotel Association: www.hotelassociation.ca/

Sarah Marsh: If you have questions about the status of your TCMF application/agreement, please contact us at tcmf@gov.yk.ca and we will reply as quickly as possible.

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robin anderson: Still being developed Carmen. Stand by! :)

Jannie: We love you Dee

Raven Inn: Thanks Dee! Can you share the study/results you've mentioned about consumer confidence/masks etc.?

Sarah Marsh: Hi Sarah, Here's a link to Destination Canada's most recent (Aug 4) release of the Resident Sentiment results (it's limited to the provinces, but gives an indication of sentiment in the domestic market):

https://www.destinationcanada.com/sites/default/files/archive/1124-Canadian%20Resident%20Sentiment%20-%20August%204%2C%202020/Resident%20Sentiment%20Tracking_August%204_EN.pdf

Andrea Altherr: Great worlds Dee!

Donna Moore: Very thankful for TCMF and appreciate the support! It's made a difference for our operation for sure.

Carmen Magro: Thank you Dee!

Jannie: Let's hope their is an Industry well said Dee

Kalin Pallett: @Pierre - Blake is correct. TCMF applications need a much faster turnaround time

Donna Moore: Our application was turned around in a month which I think it quite impressive for the increase to intake.

Sarah Marsh: 867-667-5632 if you'd like to speak to me directly. Really want to give you all the information and confidence you need.

Valerie Royle: Every Canadian is allowed to enter. Most have to self-isolate. Government will continue to follow the science and epidemiology under the leadership of Dr. Hanley

Torsten Eder: I understand Valerie but with the 14 days of self isolation it does not work for tourists...as you know.

Raven Inn: We all want to be and remain safe. We would like the powers that be to be confident that we're willing to adapt and willing to take responsibility so that we can remain in business. We just like to be asked/recognized and involved in the process/discussion....

Jannie: Sarah at Raven is Right, Industry needs to be involved in the Process/Discussion

Dee Enright: sorry to take you over time- thanks Pierre for engaging and answering- you certainly did not have to!

Teena Dickson: because outfitters we are required by law to be guided 1 on 1

Teena Dickson: q's ask me pls. ill give you the good the bad and the ugly hahahah

Jannie: Thanks great conversations