



Online Tourism Operators Forum – Friday August 28, 2020 (12pm)

54 people on the call

Meeting Minutes

12pm – Welcome and Overview

TIA Yukon Executive Director, Blake Rogers

12:05pm – Industry Update, Neil Hartling

TIA Yukon

- Letter to Premier on Monday on opening to rest of country
- Local campaign to welcome tourism
- Show good leadership and practice safe six

12:06pm – Yukon Tourism & Culture Update

Deputy Minister Val Royle and Director Pierre Germain

- Val is on holiday, Jonathan Parker on the line for her
- Updates on organized gatherings are now online yukon.ca
- Same for sport events
- Updates on stats: 37042 travelers
- Now surpassed 10,000 visitors in the VIC, mostly from BC
- YG received 617 complaints received through CEMA info line
- Mostly calling in to complain about people don't self-isolating
- Destination Canada just announced new Chief Executive Officer
- Watson lake and Beaver Creek VIC's still operating (Beaver Creek at border)

12:10pm – Update from Carly Carruthers, CanNor

- Application deadline is Monday August 31, 2020

12:12 - Marilyn Jensen, Charlene Alexander, YFNCT

- Introducing Keith at ITAC
- Working on domestic marketing campaign
- Operators should access ITAC stimulus grant
- Socio-Economic Impact study soon released to highlight importance of indigenous tourism. Share it late September, early October



12:15pm – Special Update from the Indigenous Tourism Sector

Keith Henry, CEO, Indigenous Tourism Association of Canada (ITAC)

- Sharing reality, what we are facing right now
- Yukon very attractive destination
- Indigenous tourism is critical
- (Presentation via zoom)
- Revised Action plans 2020-2021
- Cook offs, webinars
- Created a solutions paper
- Stimulus development grants: <https://indigenoustourism.ca/corporate/tourism-development-funding-support-program/>
- Indigenous tourism hit harder than average tourism
- Community sentiment: Covid and historic pandemics for indigenous people
- Must figure out how to deal with Indigenous tourism and indigenous hesitance in communities
- Use the tools that are publicly available
- We are trying to pivot and maneuver
- Created a tool: created packages, laid out interactive map to let you know who and what indigenous tourism businesses are open in Canada
- This is a collective challenge we all need to work together and need to come to new solutions
- Blake: We talked a lot about partnerships. Are there new ways of partnering that you have seen?

Marilyn Jensen: This is more of a chance to deepen good and create new relationships

- More understanding of indigenous communities

Blake Rogers:

- Rural areas of the country (Yukon being one of those) have different realities
- Opportunity

Keith Henry, CEO, Indigenous Tourism Association of Canada (ITAC)

- What are we going to do to stabilize the industry?
- We do need to be practical
- If we don't have a strategy, won't work
- Receiving calls every day from business owners that are having a nervous break down
- Where are we navigating to: tourism needs to have positive market
- Education tourism

12:40pm – Q&A

Question 1: Follow-Up my quest from last week: If there are any plans/information about a possible extension of the wage subsidy for period after Nov, maybe thru CanNor

Response from Larry

Question 2: Follow-up from a couple weeks ago - clients inquiring: How do Yukoners get COVID test results for destinations that require proof one is COVID free pre-arrival?

Response from Jonathan Parker

Question 3: Is the Covid Alert APP already working in the Yukon? I get a message that people in the province are not able to report a COVID diagnosis.

Response from Larry Bagnell

Question 4: Keith, thanks for the great update and the hard work of your team. What would you say are the top 3 priorities for stabilizing tourism in the Yukon?

Response from Keith Henry

1pm – Government of Canada Update

Yukon MP, Hon. Larry Bagnell

Update from federal Government

Question 5 from Blake Rogers to Keith: Is there value to bring education to the perspective on the product of tourism (besides GDP)

Keith Henry Policy responded

1:15pm - Adjourn