



## **Online Tourism Operators Forum – Friday August 21, 2020 (12pm)**

### **Meeting Agenda**

12pm – Welcome and Overview

TIA Yukon Executive Director, Blake Rogers

Slido: #56713

56 people on the call

12:02:33pm – Industry Update

TIA Yukon Chair, Neil Hartling

12:03:42pm – Government of Canada Update

Yukon MP, Hon. Larry Bagnell – not available.

- Sierra van der Meer provided an update

12:13:16 – Parks Canada Update

Jackie Zinger, External Relations Manager

12:14:46pm – Yukon Tourism & Culture Update

Deputy Minister Val Royle and Director Pierre Germain

Pierre Germain

- Statistics, so far to date there were 34,000 coming into Yukon (significant number of Yukoners travelling)
- 4,000 + BC residents
- Watson Lake VIC has been moved to the border.
- BC marketing campaign is active in marketplace until end of Labour Day long weekend
- YTAB met yesterday at the request of the minister to discuss work on tourism recovery plan and to get feedback. Continuing to work on that plan.
- Condor schedule has been released for 2021 and Whitehorse flight is loaded into their system May 23 – September 12, 2021.
  - 17 flights in their rotation, which is consistent from the past
- New advertising agency out for tender for a new standing agency of record.
  - Tender closes mid-September
- TCMF 216 applications, 172 have been processed
- Planning for Canadian Council of Tourism Ministers, annual meeting, Minister Dendys will be participating
- City of Dawson petition understand that it is critical for resident support for tourism

12:24:20 pm Blake comments

- TIA is conducting a Question of the Week.
- Survey will be coming out early next week – really helpful for feedback and shape efforts in the industry

12:27:24pm – Special Update from the Transportation Sector

Ben Ryan, Chief Commercial Officer, Air North, Yukon's Airline

- Air North, care first program: [https://www.flyairnorth.com/care-first?fbclid=IwAR0S16UcYXdp2zThfO\\_ppMW0SRRpF7qn8l3HPP1H3v9NEVywWpfq4DvOUik](https://www.flyairnorth.com/care-first?fbclid=IwAR0S16UcYXdp2zThfO_ppMW0SRRpF7qn8l3HPP1H3v9NEVywWpfq4DvOUik)
- Some lasting change with the travel experience
- Financial and labour lenses. 389 full-time employees, dropped down to 220 employees
- Where are we heading? Summer usually slows down, anticipating this and adjusting capacity, respond to normal seasonality, but goal is to maintain 2x flights to Vancouver a day
  - Reason one: moving air cargo (covid-19 tests and lab samples)
  - Reason two: critical threshold, smaller than that for very long, will really have to cut back
- Standing out from other airlines – not asking Canadians to travel or asking YG to allow for International travel
- Community based approach is path forward – willing to endure and adapt
- Buy local messaging is more important than ever. How much economic activity takes place in the Yukon takes place outside. People can't find us, don't look for us and heavily tied in to loyalty programs. Challenges with booking system, concur travel system, can't get on the system, can't get a hold of them to show flights in system. Practical challenges we face. Government of Canada travel system – don't have a proper baggage transfer agreement with main airlines. Really have to work hard to fly with us. Google flights we show up.
- Hired Dennis Perry – helping with partnerships, packaged products, [parryd@flyairnorth.com](mailto:parryd@flyairnorth.com)
- Update on Alberta flights: flights loaded for Thanksgiving weekend.

12:45:27pm Blake Rogers question Ben Ryan: What could other airlines be doing to keep travellers safe?

- Ethically wrong to mislead people
- Air travel product itself looking at themselves, operational improvements, some things that the public doesn't know. How air is replenished. Explaining stuff as built in as travel process.
- Middle seat – biggest differentiators. Don't understand what the bigger carriers are thinking. Planes aren't full anyway and had a great opportunity to instil some confidence.
- International travel is not going to come back as soon as they thought.
- Restore confidence in domestic travel. More pleasant.
- Mental health aspects to Covid – people need to feel safe and comfortable.

12:50pm – Q&A

Min 12:50:35 **Question 1**

Torsten: How is Tourism Industry Recovery defined? Without being able to welcome enough visitors due to quarantine requirements, there will be no recovery!

Sierra van der Meer, Valerie Royle and Neil Hartling responded

Min 12:59:40 **Question 2**

**Christoph:** any idea if Yukon will ease border restrictions for Alberta and other jurisdiction?

Valerie Royle responded.

Min 1:01:10 **Question 3**

Yukon Tours: Is the visitor centre asking visitors where they are from?

Valerie Royle and Blake Rogers responded

Min 1:04:09 **Question 4**

Sarah Steucker: Are we now to call RCMP if we have through-travellers trying to check-in? People entering YT have to tell officials where they are staying-if it's not along corridor, why does enforcement not go to named location & meet them at arrival?

Valerie Royle responded

Min 1:06:44 **Question 5**

Alida Munro: Will the Event Cancel Fund have any opportunities for cancellations of conferences (w/ a local component criteria) for loss of venue rental revenues?

Valerie Royle

Min 1:07:40 **Question 6**

Wolfgang Bublitz: As Larry is not available for questions, does anyone have information about any plans of further extension of the wage subsidy. Maybe thru CanNor, not FedGov

Carly Carruthers responded

Min 1:08:30 **Question 7**

Daniel Sokolov: What about travelers you have spent >2 weeks in BC? Can they come to the Yukon without self-isolating again? What is the real life experience with that?

Valerie Royle responded

Min 1:12:02 **Question 8**

Joost van der Putten: Is there a way the industry could benefit from and/or support Government research?

Valerie Royle responded

Min 1:14:12 **Question 9**

Lawrie Crawford: There are supports available for businesses to readjust, but what supports will be made available to tourism dependant communities to pivot as well?

Valerie Royle and Pierre Germain responded

Min 1:17:09: Update - Broadband issue with Northwestel from Daniel Sokolov

1:21pm – Adjourn

## **Zoom sidebar chat**

Coralie Ulyett: WTTTC 'Safe Travels' Stamp: <https://tiayukon.com/covid-19-updates/useful-resources/wttc-safe-travels-stamp-program/>

Sierra van der Meer: (867) 335-0863 is the phone number, [sierra.vandermeer@canada.ca](mailto:sierra.vandermeer@canada.ca), Zoom meetings Wed 9-10 am and Thursday 3-4

Coralie Ulyett: Air North Care First: [https://www.flyairnorth.com/care-first?fbclid=IwAR0S16UcYXdp2zThfO\\_ppMW0SRRpF7qn8I3HPP1H3v9NEVyvWpfq4DvOUik](https://www.flyairnorth.com/care-first?fbclid=IwAR0S16UcYXdp2zThfO_ppMW0SRRpF7qn8I3HPP1H3v9NEVyvWpfq4DvOUik)

Christoph Altherr: for Ben: any update on Alberta flights?

Denis Parry: Hi Folks, pleased to be part of the overall team. My contacts are [parryd@flyairnorth.com](mailto:parryd@flyairnorth.com) and would love to hear from you.

Torsten Eder: Sierra the financial help is appreciated but it is not enough to break even. Payroll cost are way too high. We are loosing thousands staying open even with all the help programs.

Joost van der Putten: That is why we had to temporarily close and had to withdraw some offers

Janet Sanders: If it is the same guy he is from Edmonton and has self quarantined. At least that is what he told me. I hope he is telling the Truth.

Yukon Tours: Hey Janet, This guy made no mention of Edmonton. Must be a different guy hopefully! This guy has a French accent - clearly from Quebec.

Janet Sanders: He had a very French accent. I would have thought he was from Quebec, which is why I called him after I saw your questions

Pierre Germain: CEMA info line to report potential non compliance of border restriction is 877-374-0425.

Yukon Tours: Hmm... I definitely would ask a few more questions. If it's the same guy he was very nonchalant about following any rules, restrictions or regulations and was only here for a few days total. We did report to CEMA and if you are concerned Janet feel free to call me (Brooke) at Yukon Tours and I can give you a description and any information you may want.

Liz Hanson: Daniel Sukolov you could also encourage Yukon cabinet to allow Legislative Assembly to sit, as in other jurisdictions, to allow all elected Members to raise questions , make constructive suggestions, regarding the various Orders under CEMA