



TOURISM INDUSTRY ASSOCIATION OF THE YUKON



ANNUAL REPORT 2020-2021

TIAYUKON.COM

CONTENTS



03

ABOUT TIA YUKON

04

PERFORMANCE
HIGHLIGHTS

06

CHAIR'S REPORT

07

TIA YUKON TEAM

08

TIA YUKON BOARD

09

ACTIVITIES

14

COMMUNICATIONS

15

PARTNERSHIPS &
COMMITTEE
PARTICIPATION

ABOUT TIA YUKON

Mission Statement

The Tourism Industry Association of the Yukon is the visitor industry association forging a common voice and actions to influence, promote and assist the development of tourism in the Yukon. For over 45 years, TIA Yukon has been the voice of the Yukon tourism industry.

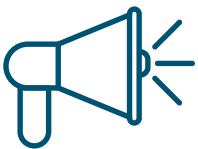
Values

- Approachability
- Communication
- Great customer service
- Honesty
- Humour
- Professionalism
- Recognition
- Respect
- Sustainable practices
- Trust

Role Statement

- Bringing the tourism industry together
- Increasing the awareness of the value of tourism
- Providing leadership

Priorities



Advocacy



Partnerships



Community
Development



Industry
Sustainability



Organizational
Stability

PERFORMANCE HIGHLIGHTS

1 More staff, more support for the tourism industry

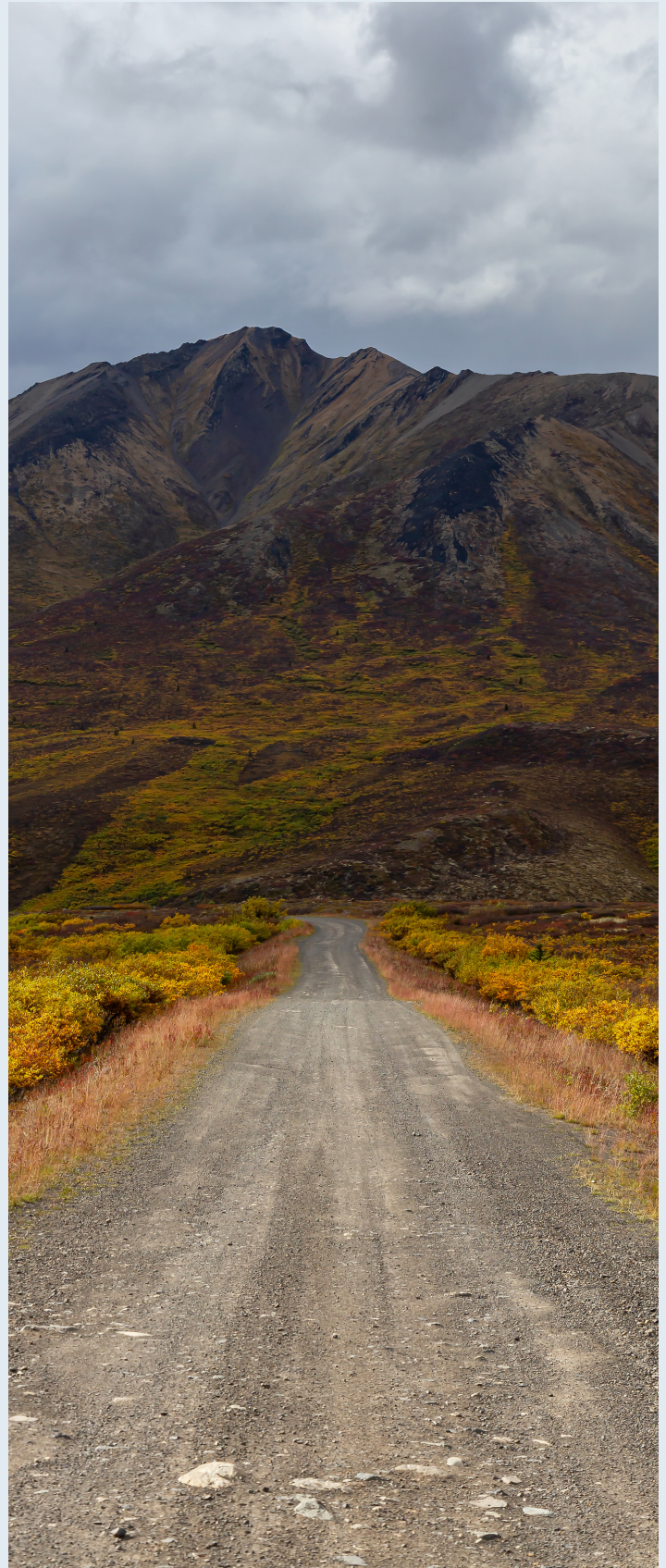
Along with the Executive Director and Office Manager positions, the industry was also able to rely on the experience and knowledge of several new team members in 2020/2021: a Program Manager for the Elevate funding program, a Communication Specialist, a Policy Analyst, and a Funding Navigator.

2 Elevating & adapting to weather a storm

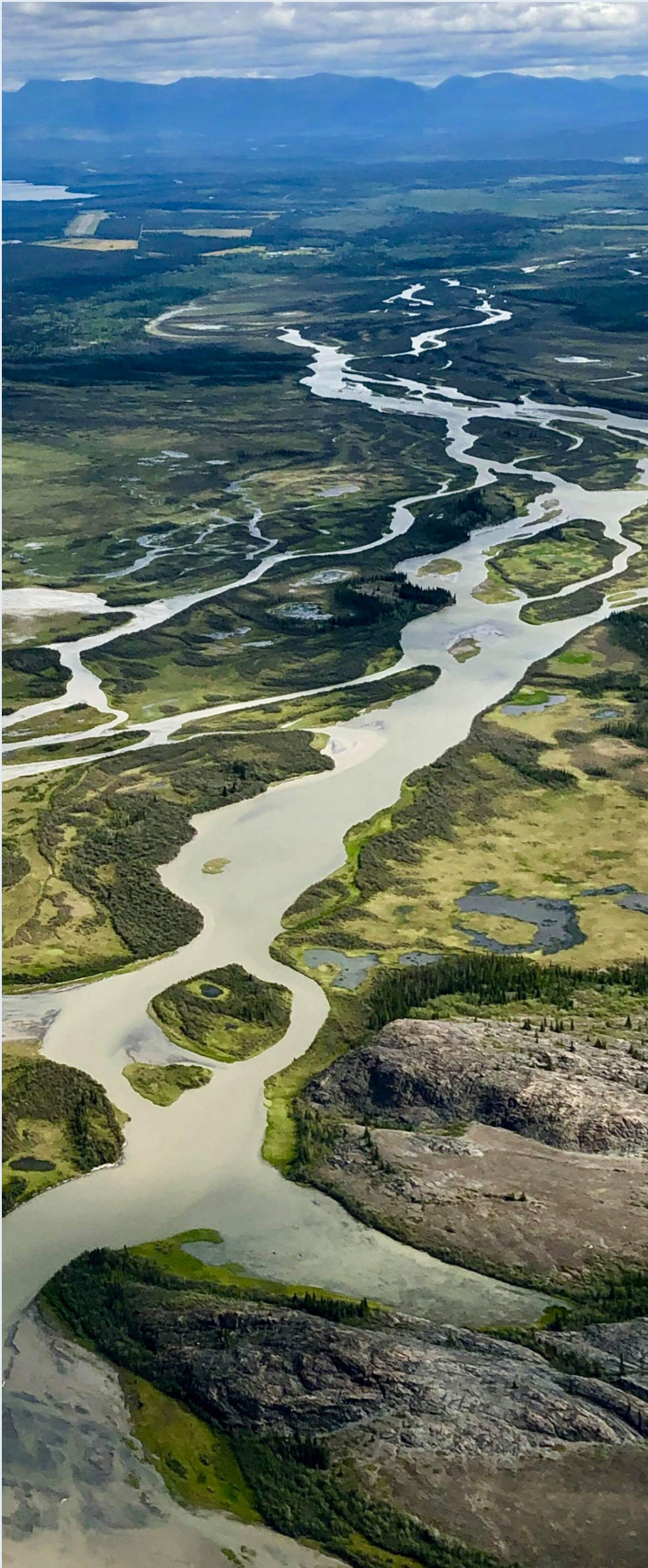
TIA Yukon worked quickly with key partners to develop the Yukon Elevate Tourism Program, which provided crucial support to Yukon's hard-hit tourism industry. Elevate provided funding to 106 tourism businesses and organizations in 2020/2021 to complete adaptation projects and elevate their businesses through professional development.

3 Safe Travels near & far

In August 2020, TIA Yukon became the local ambassador of the World Tourism and Travel Council's Safe Travels Stamp program. The stamp allows visitors and locals to recognize businesses who have adopted global standardized health and hygiene practices.



PERFORMANCE HIGHLIGHTS



4 *Partnerships created and strengthened*

TIA Yukon formed and strengthened many partnerships in 2020/2021 in the spirit of cooperative problem solving. TIA Yukon developed programs, hosted workshops, and connected frequently with local, territorial, federal, and global organizations throughout the year. Not only did this increase TIA Yukon's network, but it also put the organization on the world stage in a significant way.

5 *Bringing the industry together*

In March 2020, TIA Yukon started its weekly virtual Yukon Tourism Industry Forums to provide a space for the industry to gather and hear important updates. The forums quickly became a much-needed constant for the industry in the ever-changing climate created by the COVID-19 pandemic.

6 *Mental health matters*

It became more obvious than ever that mental health was key to a thriving tourism industry when the COVID-19 pandemic hit. TIA Yukon partnered with the Canadian Mental Health Association to deliver free training and workshops to provide tactics for resilience and tips for maintaining a healthy mindset through hardship.

CHAIR'S REPORT

The cancellation of the Arctic Winter Games due to concerns about the novel coronavirus in March 2020 marked the beginning of chaos and catastrophe for the tourism industry. By then, we already knew that we would see our industry get hit hard by COVID-19. All we were hoping for was an early resolution, as none of us dared to contemplate the estimate that the pandemic could last 3 years. After over 45 years of existence, TIA Yukon was being tested by the largest disaster our industry had known, and all hands were on deck.

Our Executive Director swiftly engaged the industry in weekly online Industry Forums where officials and representatives of all levels of government, and a cast of relevant experts, communicated information and answered questions in real-time. Collaborative partnerships were formed to ensure that resources, data, and best practices were known and shared efficiently.

It was also clear to us that the industry faced an existential threat. It would take decades to regain Yukon's position as a premier tourism destination if a significant number of tourism service providers were lost. TIA Yukon took on the administration of new programs such as the Yukon Elevate Tourism Program and the Funding Navigators to support the industry. We helped wrangle and deliver relief and recovery funds in the millions. By Fall 2020, the TIA Yukon team had increased by three to manage the workload and a cooperative partnership with the Wilderness Tourism Association of the Yukon brought additional support and expertise.

In the last year, TIA Yukon has taken on more challenges and growth than any of us could have ever imagined. TIA Yukon staff addressed the COVID-19 challenges in real-time, with long days, and grinding work. This was matched by our partners within governments who used our data to design and deliver financial programs in record time. I commend the work of each employee who gave exemplary service in this time. I also appreciate the support of the TIA Yukon Board, especially the Executives, who also committed significant time to maintaining internal HR functions.

Through this time of adversity, our members have shown resilience and resourcefulness. We are grateful for the input and insight they shared with us, and we are confident that the efforts made by our members will drive the recovery of Yukon's tourism industry.



NEIL HARTLING
CHAIR

TIA YUKON TEAM

Executive Director

Blake Rogers

Communications Specialist

Erin Kohler

Office Manager

Julia Heiroth

Policy Analyst

Marcelo Gortari

Project Manager

Coralie Ullyett

Tourism Funding Navigator

Maxime Gouyou-Beauchamps



TIA YUKON BOARD

Officers

Chair & Travel Services

Neil Hartling

Vice Chair

Jesse Cooke

Treasurer

Jackie Olson

Secretary

Kaitlin Normandin

Transportation

Tyler Rose

Accommodations

Sarah Stuecker

Arts, Sports & Events

Brian Stethem

Food & Beverage

Sonny Gray

Appointed Directors

Wilderness Tourism Association of Yukon

Kalin Pallett

Yukon Outfitters Association

Clint Collins

Yukon Convention Bureau

Adam Gerle

Yukon Historical & Museums Association

Kaitlin Normandin

Klondike Visitors Association

Paul Wettstein

Yukon First Nations Culture and Tourism Association

Jackie Olson





James Allen - Shakat Tun Adventures
Photo credit: Peter Mather

Elevate

Yukon Tourism Program

ACTIVITIES

ELEVATE

In response to the disproportionate impact of the pandemic on the tourism sector, TIA Yukon launched the Yukon Elevate Tourism Program in September 2020. Elevate offered funding to support adaptation projects and professional development for Yukon tourism businesses that allowed them to be better positioned to thrive when travel resumed.

Elevate Online was also developed through the Elevate program to offer free live training sessions and workshops to tourism businesses.

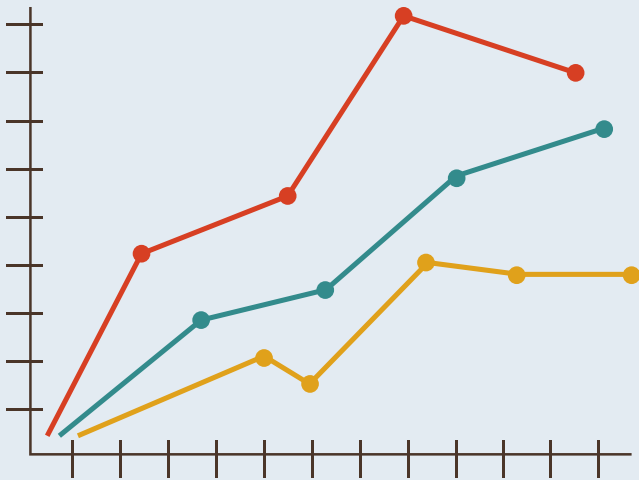
The ELEVATE program was co-developed and delivered with Yukon University's Innovation and Entrepreneurship, Yukon First Nation Culture and Tourism Association and the Wilderness Tourism Association of the Yukon. The program was generously funded by the Government of Yukon and the Canadian Northern Economic Development Agency.

Through Elevate, 81 participants received funding for professional development and 105 applicants were supported for adaptation projects.

TRAVEL TRENDS & CONSUMER SENTIMENT INITIATIVE

Leger and DataPath Systems conducted secondary market research at a national level to identify travel trends and consumer sentiments towards travel.

Representatives from both Leger and DataPath Systems presented their findings during TIA Yukon's Tourism Industry Forum on April 1, 2021.



TOURISM FUNDING NAVIGATORS

To help the tourism industry with COVID-19 relief and recovery programs, TIA Yukon partnered with the Wilderness Tourism Association of the Yukon to hire two part-time Funding Navigators. The Funding Navigators, both bilingual, assisted Yukon tourism businesses with accessing supports to suit their specific needs. The Funding Navigators reached out to 369 businesses during an initial needs assessment. Businesses requiring support were provided with information on existing programs and assisted with funding application processes. The Funding Navigators also developed the Yukon Tourism Funding Guide with the TIA Yukon team. The guide is updated regularly and made available for free on TIA Yukon's website.





The Yukon Tourism Training Fund (YTTF) provides funding for tourism training that is responsive to industry and employee training needs.

With the changes and challenges brought on by the COVID-19 pandemic, the YTTF committee saw the need to update the fund to allow Yukon's tourism industry to pivot or shift the focus of their operations, jobs, or skill sets.

TIA Yukon expanded the funding options, simplified the application process, and promoted the program through different media and in the Yukon communities.

In 2020-2021, 31 applicants received YTTF funding in the amount of \$24,616.



Photo credit: Alistair Maitland

CANADIAN COVID-19 TOURISM POLICY WATCH

TIA Yukon's policy analyst regularly performed best practice scans of other jurisdictions to enable TIA Yukon to follow the evolution of public health measures and implementation of COVID-19 business relief programs. This work helped TIA Yukon to better forecast the economic trends for the tourism and hospitality sector on the national and international level.

Safe travels

by

WORLD
TRAVEL &
TOURISM
COUNCIL

TIA YUKON
TOURISM INDUSTRY ASSOCIATION OF THE YUKON

WORLD TRAVEL & TOURISM COUNCIL SAFE TRAVELS STAMP

Early in the pandemic, TIA Yukon reached out to the World Travel & Tourism Council (WTTC) to learn more about the implementation of global health & hygiene standards. These standards aim to ensure the safety of the workforce and travellers as the sector shifts to a new normal. The Safe Travels Stamp allows travellers to recognize businesses that have adopted the WTTC's global health and hygiene protocols.

*Over 40 Yukon tourism
businesses received the Safe
Travels stamp in 2020/2021.*

HAND WASH STATION RENTALS

In response to the need for increased health and hygiene practices at events and gatherings, TIA Yukon started a hand wash station rental program to help the community host safe and enjoyable events anywhere. Eight hand wash stations are now available for rent by organizations and businesses.





COMMUNICATIONS

YUKON TOURISM INDUSTRY FORUM

In March 2020, TIA Yukon established a weekly virtual Yukon Tourism Industry forum to keep the industry updated and create a space for governments, non-profits, and businesses to connect and share information.

As the Yukon adapted to pandemic life, the forums evolved into a mix of COVID-19 updates and mini workshops and presentations delivered by industry experts.

In 2020-2021, 52 forums were held with an average of 50 participants each week.

INDUSTRY UPDATES

Each week TIA Yukon sends out a newsletter detailing important updates, workshops, and events. During the peak of the COVID-19 pandemic three newsletters per week were sent out to keep the industry as in the loop as possible during the rapidly evolving crisis. The newsletter is sent out to over 500 subscribers.

SOCIAL MEDIA

TIA Yukon's social media channels received more engagement than ever in 2020-2021 as they became a hub for up to date industry information and disseminated key funding and industry forum information.

COVID-19 RESOURCES

The TIA Yukon team made several upgrades to the website to ensure that Yukon's tourism industry had easy access to current COVID-19 information and resources. Global best practices, reopening plans, traveller checklists, and a funding guide were made accessible for free on TIA Yukon's website and were updated frequently.

PARTNERSHIPS AND COMMITTEE PARTICIPATION

CANADIAN MENTAL HEALTH ASSOCIATION

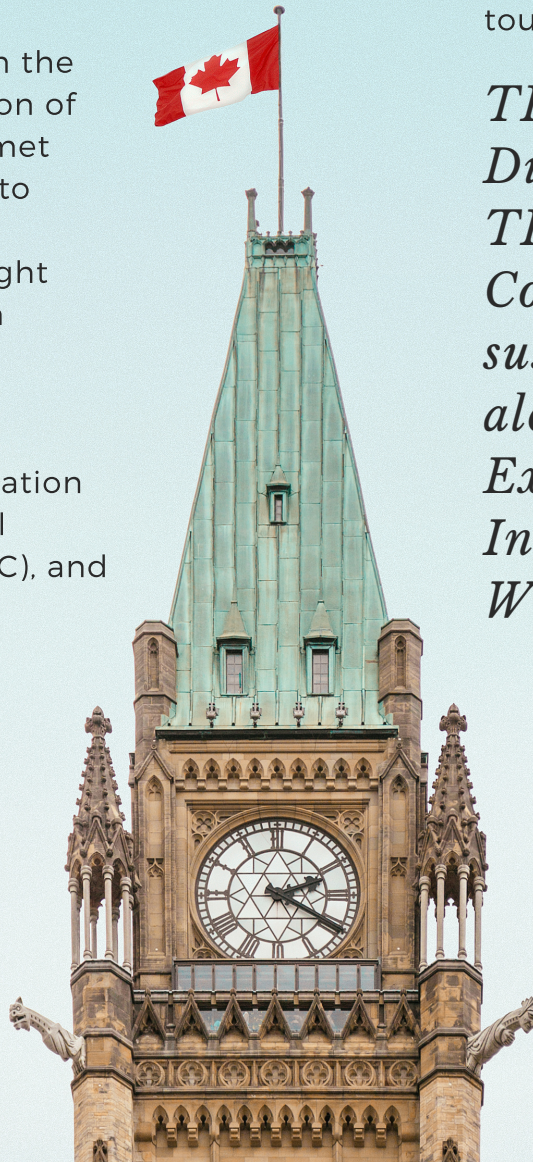
The importance of mental health was brought to the forefront during the COVID-19 pandemic as Yukon's tourism industry struggled to keep their businesses afloat. To serve this need, TIA Yukon partnered with the Canadian Mental Health Association – Yukon Division to provide free mental health workshops and training to Yukon's tourism industry.

TOURISM INDUSTRY ASSOCIATION OF CANADA

TIA Yukon is an active member of the Provincial and Territorial Tourism Associations (PTTIA), a national group representing each of Canada's 13 provinces and territories and which includes participation from the Tourism Industry Association of Canada (TIAC). The PTTIA met virtually on a weekly basis to provide TIAC with regional information that was brought forward to federal decision makers. Other key national groups engaged in these discussions included the Indigenous Tourism Association of Canada (ITAC), the Hotel Association of Canada (HAC), and Tourism HR Canada.

TIA Yukon facilitated two Yukon tourism industry engagement sessions on behalf of TIAC to allow TIAC to deliver information on culinary tourism and winter tourism.

TIA Yukon's Executive Director spoke at TIAC's 2020 Annual Congress on the topic of sustainable tourism, alongside Harvard Extension School Instructor Megan Epler Wood.



PROVIDING A
UNIFIED
VOICE FOR
THE YUKON'S
TOURISM
INDUSTRY

TIA  YUKON

TOURISM INDUSTRY ASSOCIATION OF THE YUKON