

## **Tourism Sector Categories (TSC) – TIA Yukon Official Definition**

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TIA Yukon classifies Yukon’s tourism industry into the following **Tourism Sector Categories (TSC)**. This definition is based on Yukon’s labour market structure and the tourism framework used by Tourism HR Canada.

For the purposes of TIA Yukon programming, “*tourism industry*” refers to economic activities that primarily provide goods or services to **visitors**—individuals temporarily in the Yukon for leisure, business travel, events, or related purposes.

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### **① Arts, Sports & Events**

Businesses and organizations that deliver cultural, artistic, sports, or event-related experiences designed for visitors.

**Examples include:**

- Concerts, festivals, and live event operations
- Sports tournaments and competitive events
- Art galleries, museums, and cultural centres
- Conferences and meeting facilities
- Entertainment venues (e.g., casinos)
- Event planning and venue operations
- Cultural programming and experience delivery

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### **② Accommodation**

Providers of lodging and overnight services for visitors.

**Examples include:**

- Hotels, lodges, motels, and resorts
- Short-term rental providers (e.g., B&Bs)
- Campgrounds and RV park operators

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### **③ Food & Beverage**

Food and beverage services that directly serve visitors during their stay in the Yukon.

**Examples include:**

- Restaurants
- Coffee shops and cafés

- Bars and pubs
- Bakeries
- Catering services
- Food distributors supporting tourism operations

**⚠ Note:**

Grocery stores, food producers, and other *local-focused consumer service* businesses are **not considered part of TPS-eligible tourism operations**.

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#### ④ Transportation (Visitor Transportation Services)

Businesses that support the mobility and movement of visitors to, from, and within the Yukon.

**Examples include:**

- Airlines (cabin crew, passenger services, ground operations)
- Tour buses, shuttles, and charter transportation
- Ferry or rail passenger services
- Rental car and RV rental companies
- Baggage handling, visitor information, and passenger service desks

**⚠ Note:**

Cargo services, warehouse logistics, and general public transit (e.g., non-tourism taxis, buses) are **not considered tourism for TPS purposes**.

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#### ⑤ Tours & Attractions

Organizations that provide guided experiences, interpretive activities, or visitor attractions.

**Examples include:**

- Wilderness, land, water, and air-based adventure operations
  - Museums
  - Historical and heritage sites
  - Parks
  - Cultural sites and interpretive centres
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#### ⑥ Travel Services

Service providers that support the planning, booking, coordination, or promotion of visitor travel.

**Examples include:**

- Travel agencies
- Wholesalers
- Regional tourism organizations
- Visitor information and travel planning services