



**The voice of Yukon's
\$560-million tourism
industry**

**2025
Annual Report**



2025 Annual Report

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Message from our Chair

2025 was an important year for Yukon's tourism industry. It was a year with much to prove, as 2024 had been a banner year for tourism growth, setting new records across multiple categories. It was therefore important to sustain that momentum and demonstrate the viability of stronger growth, expanded seasons, and continued progress in destination development. While official 2025 tourism data had not yet been released (at the time of writing), current indications suggest that 2025 was a resilient year, carrying the success of 2024 despite several emerging challenges.

One major challenge in 2025 was the strained Canada–U.S. trade relationship and its impact on cross-border travel in both directions. Yukon has a strong connection to Alaska, and much of its summer tourism economy is closely tied to visitors from the United States, as well as to multi-destination itineraries that include both Canada and Alaska. Amid these challenges, TIAY sought to provide stability, leadership, and advocacy.

The year also marked a point of transition for Yukon and an opportunity for TIAY to adapt. On November 3, 2025, the Yukon Party won a majority of seats in the territorial election, signaling a new chapter for the territory and a shift in priorities and focus. In anticipation of this changing environment, TIAY committed to robust strategic discussions in September 2025 to chart a renewed strategy and vision for the organization.

From that work, our vision is clear: to ensure that tourism is recognized as a leading sector in Yukon. We aim to advance this vision by creating alignment across the sector, communicating the value of tourism, and building readiness for the future. With this vision, and these three focus areas guiding us, we are optimistic about the future of TIAY and the future of Yukon's tourism sector.

On behalf of the entire TIAY Board, I would like to thank our employees for their dedication, our members for their continued support, and our partners for their enduring commitment to Yukon's tourism industry. Together, we are helping to advance a sector that contributes \$560 million to Yukon's economy and plays a vital role in communities across the territory.



Benjamin Ryan
TIA Yukon Board Chair

Thank you to the dedicated team behind TIA Yukon

Our Board

Elected Directors

Chair - Ben Ryan (Air North)

Vice Chair - Torsten Eder (Northern Tales)

Treasurer - Michael Hale (Northern Vision Development Ltd.)

Secretary - Tyler Rose (Klondike Group)

Officer - Amanda Deuling (Sport Yukon)

Officer - Jean-Pascal Ladroue (Canadian Outdoor Academy)

Appointed Directors

Appointed Advisor - Neil Hartling

Klondike Visitors Association - Brian Stethem

Wilderness Tourism Association of the Yukon - Kalin Pallett

Yukon Convention Bureau - Tobias Barth (replaced Adam Gerle)

Yukon First Nations Culture & Tourism Association - Amber Berard-Althouse

Yukon Historical & Museums Association - Sally Robinson

Yukon Outfitters Association - Heather Deuling (replaced Jessica Young)

Our Staff

Executive Director -

Dylan Soo (January - May)

Caroline Anderson (June - December)

Manager, Labour Market Programming

Yuya Matoba (Jr. Coordinator, Labour Marketing Programming January - July)

Sr. Coordinator, Outreach and Development

Julia Heiroth (January - July)

Who We Represent

The Yukon's \$560-million tourism industry contributes roughly 5% of the territory's GDP.

TIA Yukon represents the businesses that power this economy.

As the voice of Yukon tourism, we help shape the conditions that allow it to thrive.

This work translates into meaningful progress for businesses - and real results for the territory.

Our Members

We are proud to represent 110 members working across the following sectors:

Accommodation	Food & Beverage
Recreation & Entertainment	Transportation
Events (arts, business, sports)	Travel Services

Tourism: A Driving Force in the Yukon Economy

A Key Export Sector

Tourism is a \$560-million industry, bringing hundreds of millions of dollars in visitor spending into the Yukon each year and contributing roughly 5% of the territory's GDP.

A Territory-Wide Sector

Tourism supports 2,095 jobs across the Yukon – nearly 10% of total territorial employment – and 487 tourism businesses operating in urban centres, rural communities and First Nation traditional territories.

A Growing & Resilient Sector

Tourism continues to grow, supporting private and public investment in infrastructure that benefits Yukon communities and strengthens the territory's visitor economy.



2,095 Total Tourism Workers

487 Total Tourism Businesses

Accommodations: 295 workers | 108 businesses

Food & Beverage: 780 | 98

Travel Services: 55 | 32

Recreation & Entertainment: 635 | 165

Transportation: 330 | 84

tourismcan.ca/local-impact

Data provided by Statistics Canada and HR Tourism Canada

Discrepancies reflect differences between 2021 Census data and 2024 Business Register data.

Strengthening Yukon Tourism

TIA Yukon's work spans many activities each year – from hosting gatherings like Compass - Yukon's annual tourism forum and engaging with members across the territory, to participating in national and territorial committees, sharing information through newsletters, and connecting businesses with opportunities.

You can follow along with many of these activities throughout the year through our communications and events.

This report focuses on something different: where that work made the greatest difference for Yukon tourism businesses and for the sector as a whole.

In 2025, that impact was seen in stronger industry influence in policy discussions, deeper collaboration with government and partners, better data to support tourism investment, and new initiatives to strengthen the tourism workforce.



Impact Areas for 2025

TOURISM AT THE POLICY TABLE

With both federal and territorial elections in 2025, TIA Yukon worked to ensure tourism businesses were heard at the moment when priorities for the coming years were being set. Through coordinated advocacy with national partners and direct engagement with territorial leaders, tourism was positioned as a major economic sector in election discussions and policy conversations. At the same time, TIA Yukon strengthened its working relationship with the Department of Tourism and Culture, aligning industry priorities with government initiatives and engaging jointly with tourism businesses and communities across the Yukon.

This collaboration advanced conversations on key issues for the sector, including emergency preparedness, response and recovery, and training opportunities supporting businesses at every stage of development.

Why it matters for businesses:

Tourism entered the post-election period as a recognized economic priority, with stronger alignment between industry and government positioning the sector to remain influential as policies, programs, priorities and structures evolve within our new government.

BUILDING THE DATA TO SUPPORT TOURISM INVESTMENT

TIA Yukon partnered with Sport Yukon and the Yukon Convention Bureau to introduce new economic impact calculators for sport events and meetings and conferences. Developed by Oxford Economics and purchased through Destinations International, these tools provide a consistent and credible way to measure the economic impact of events held in the Yukon.

For the first time, our industry partners can capture reliable data on visitor spending, economic activity, and broader impacts generated by conferences and sporting events across the territory. The calculators also allow Yukon results to be compared with national and international jurisdictions using the same methodology.

This data comes at an important moment for the territory, as discussions advance around the new convention centre and the Government of Yukon explores the development of a sport event strategy.

Why it matters for businesses:

Reliable data strengthens the case for tourism investment and helps demonstrate the real economic value of tourism. This supports stronger decision-making around infrastructure, event attraction, and tourism development - bringing more visitors, spending, and opportunities to Yukon businesses.

STRENGTHENING ARCTIC TOURISM COLLABORATION

Tourism in the North faces unique opportunities and challenges. In 2025, TIA Yukon worked to strengthen connections with partners across Arctic Canada and Arctic Europe, building relationships with destinations that share similar landscapes, cultures, and operating realities.

This work builds on long-standing collaboration with provincial and territorial tourism industry associations across Canada, while recognizing the growing importance of Arctic cooperation. By connecting with northern partners internationally, Yukon tourism businesses gain access to new ideas, research, and best practices related to responsible tourism development, climate adaptation, and visitor management in northern environments.

These partnerships are helping position the Yukon within a broader network of Arctic destinations working together to advance sustainable tourism, share knowledge, and elevate the visibility of northern tourism globally.

Why it matters for businesses:

Stronger Arctic collaboration creates new opportunities for partnerships, learning, and international visibility for Yukon tourism businesses, while helping ensure the territory's voice is heard in conversations shaping the future of tourism across the North.

CONNECTING TOURISM BUSINESSES WITH TALENT

Access to workers remains one of the most significant challenges facing tourism businesses across the Yukon. In 2025, TIA Yukon expanded its efforts to help businesses connect with talent and build a stronger workforce pipeline for the sector.

This work included outreach to youth, post-secondary students, and job seekers both within and outside the territory, helping promote tourism as a viable and rewarding career path. Through participation in career fairs and industry events, TIA Yukon connected potential workers with Yukon tourism employers and highlighted the wide range of opportunities available across the sector.

The new Yukon Tourism Career Connection Service, a web platform developed in partnership with Bizont, was launched to connect tourism employers with a pool of qualified workers interested in careers in the sector. The initiative is supported by the Department of Economic Development. Additional support was given by the Canadian Northern Economic Development Agency for the launch of a relocation fund to help attract workers to tourism jobs in the Yukon - a program that is already proving successful in its first year.

Why it matters for businesses:

By expanding access to talent and helping businesses connect with qualified workers, these initiatives support tourism businesses in addressing recruitment challenges and strengthening the workforce needed to support a growing visitor economy.

Project Highlights

Beyond advocacy and industry coordination, TIA Yukon also leads and partners on initiatives that help grow the tourism sector.

The following highlights showcase two projects from 2025 that demonstrate how tourism creates opportunity in the Yukon – by connecting businesses to major events and supporting new entrepreneurs entering the tourism economy.

Arctic Winter Games 2026: Connecting Tourism to Major Events

In advance of the Arctic Winter Games, TIA Yukon worked with the Arctic Winter Games Host Society and Sport Yukon to ensure tourism businesses were connected to the opportunities created by the event. A Memorandum of Understanding was signed to align tourism efforts with the Games and support promotion of Sport Yukon's Yukon Your Way platform, helping visitors discover tourism experiences across the territory during their stay.

With the Government of Yukon exploring increased investment in sport and the development of a territorial sport event strategy, this work helps position tourism businesses to be ready to welcome visitors connected to major events.



Welcome Yukon Project: Building a More Inclusive Tourism Ecosystem

Through support from the Canadian Queer Chamber of Commerce Ecosystem Fund, TIA Yukon launched the Welcome Yukon Project, designed to support entrepreneurs in developing inclusive tourism experiences.

At the centre of the project was the Yukon Tourism & Culture Bootcamp, an online learning and mentorship program that provided business and tourism development training in a safe and welcoming environment for 2SLGBTQIA+ and allied entrepreneurs.

Impact highlights

- 18 entrepreneurs completed the training cohort
- 6 mentors supported participants throughout the program
- 4 networking events held across Dawson City, Marsh Lake, and Whitehorse
- Training modules upgraded and new online learning content developed
- New TIA Yukon members joined through the initiative



Strong Governance for a Strong Sector

TIA Yukon exists to represent the interests of Yukon's tourism industry with credibility, integrity, and care. In 2025, alongside external change and internal transition, the organization remained focused on providing a stable and trusted connection between industry, government, and partners.

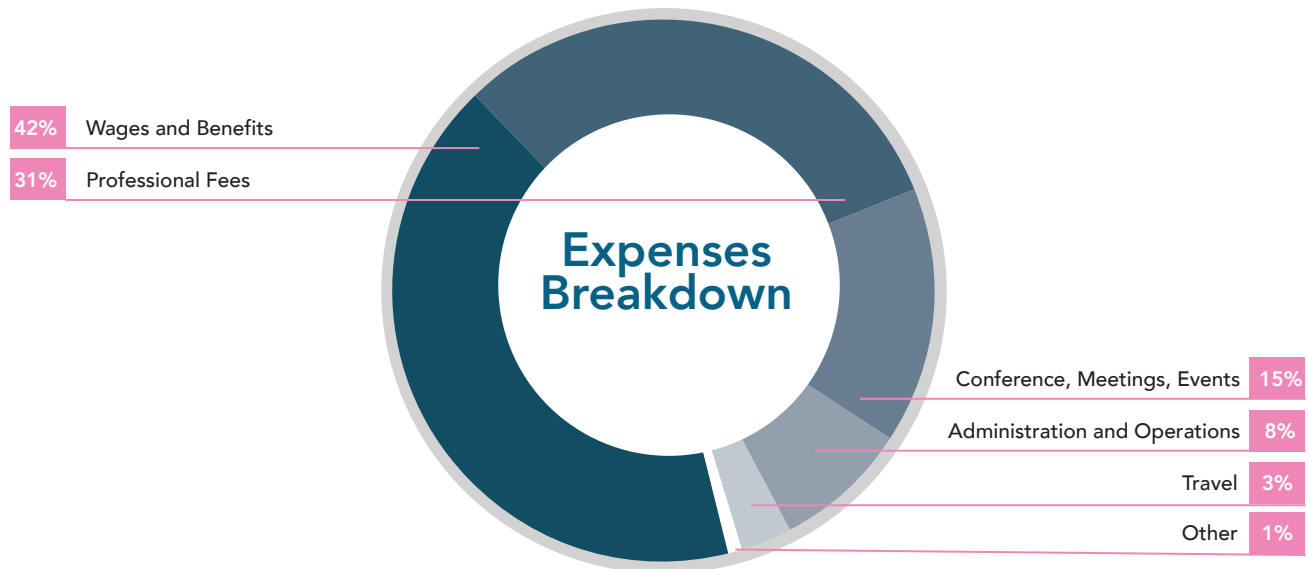
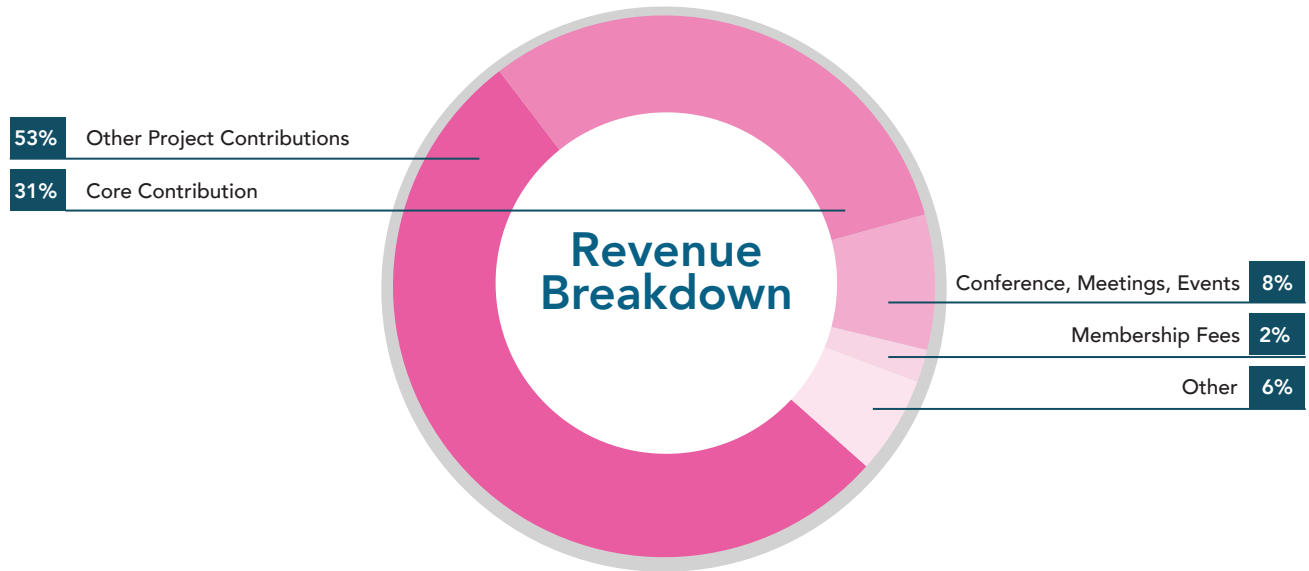
Strong advocacy depends on strong governance. Throughout the year, TIA Yukon's industry-led Board of Directors provided continuity, oversight, and strategic direction, ensuring the organization remained focused on its mandate while navigating change.

In 2025, TIA Yukon placed renewed focus on strengthening its governance framework, reviewing policies and procedures to ensure the organization remains modern, adaptable, and aligned with best practices as the tourism sector and operating environment continue to evolve.

Responsible stewardship of resources is equally important. TIA Yukon carefully manages both core and project funding, directing resources toward priority areas that strengthen the sector— including workforce development, skills-building, resiliency, and industry coordination.

Stewardship of Resources

TIA Yukon manages a combination of core operational funding and project-based funding that supports initiatives benefiting Yukon’s tourism businesses and the broader sector.



The year also marked a leadership transition with the appointment of a new Executive Director. The Board worked closely to ensure a smooth transition and maintain stability while preparing the organization for its next phase. Through strong governance, responsible stewardship, leadership renewal, and collaboration with partners, TIA Yukon provides the foundation that allows Yukon’s tourism businesses to be represented where it matters most.

Looking Ahead

Looking ahead, TIA Yukon is guided by a clear vision:

Tourism is recognized as a leading sector in the Yukon.

Achieving this requires strong coordination across the tourism ecosystem, clear communication of tourism's value, and a sector that is prepared to adapt to change. Building on the foundations described earlier in this report, TIA Yukon will focus its efforts in three key areas.

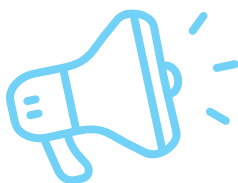


Alignment Across the Sector

We are prioritizing stronger alignment across regions, sectors, and organizations so the tourism industry shows up as a coordinated ecosystem rather than isolated parts.

Stronger coordination makes collaboration easier, reduces duplication, and strengthens tourism's collective voice.

The goal is not uniformity. It is clarity.

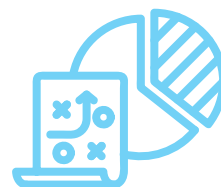


Communicating Tourism's Value

We are strengthening how tourism's economic, social, and community impacts are measured and communicated so its value is clear, consistent, and credible.

By using shared data, common language, and clear narratives, tourism's contribution becomes easier to understand and harder to overlook.

The goal is not more reporting. It is confidence - within the sector and among decision-makers.



Building Readiness for the Future

Tourism's operating environment is becoming more dynamic and less predictable. This strategy focuses on readiness - supporting innovation, strengthening resilience, and improving the sector's ability to adapt to change.

By working together across the sector, Yukon tourism can continue to grow as a leading economic force for communities across the territory. We are excited to continue our work on behalf of our members.

Our Appreciation

Our work is only possible because of the members, funders, and partners who support Yukon's tourism industry. Together, you make it possible for tourism to be represented clearly, constructively, and credibly - today and into the future.

We gratefully acknowledge the support of:

Our members for their trust and engagement.

Our core funder for providing support and stability:

Yukon Government Department of Tourism and Culture

Our 2025 project funders for supporting targeted initiatives:

Canadian Northern Economic Development Agency

Canadian Queer Chamber of Commerce

Yukon Government, Department of Economic Development

Yukon Government, Department of Tourism and Culture

Our association partners for working collaboratively to strengthen tourism's collective voice:

Klondike Visitors Association

Sport Yukon

Yukon Convention Bureau

Yukon First Nations Tourism and Culture Association

Yukon Historical & Museums Association

Yukon Outfitters Association

Yukon Wilderness Association

Our sponsors, particularly those who support our annual gathering, Compass:

Compass is an important forum for Yukon's tourism industry, and it would not be possible without the support of our sponsors. We extend special thanks to our top sponsors, Air North and Northern Vision Development Ltd.

Land Acknowledgement

The Tourism Industry Association of the Yukon is based in Whitehorse, on the traditional territories of the Kwanlin Dün First Nation and the Ta'an Kwäch'än Council.

Across the Yukon, tourism takes place on the traditional territories of many First Nations. We recognize their enduring stewardship of these lands and waters, and the vital role First Nations play in sharing the cultures, stories, and experiences that shape Yukon tourism.

Adventure Time • Air North, Yukon's Airline • Alayuk Adventures • Alpine Aviation • Association Franco-yukonnaise • Bean North • Bell's Travel Guides • Berwin • Best Western Gold Rush Inn • Big Bear • Black Feather • Boreale Explorers • Bushcraft Yukon • Canadian OutdoorAcademy • CanaDream RV Rentals • Carcross Tagish Limited Partnership • Caribou Crossing Coffee • Caribou RV Park • Cold Snap Chippery • Dalton Trail Lodge • Driving Force • Eclipse Nordic Hot Springs • Equinox Adventure Consulting • Eddyline • Edgewater Hotel • Eldorado, a Coast Hotel • Explore Skagway • Fraserway RV • Friends of Mt. Sima Society • happytuesday • George Johnston Museum • Glacier View Cabins • Glanzmann Tours • GoNorth Travel • G-P Distributing • Holland America Dawson City Inn • Hotel Carmacks • Hyatt Place Whitehorse • Icefield Discovery Tours • Icycle Sports • Invest Carcross • Judas Creek Marina Inc • Kaleido Lodge Yukon • Kanoe People • Klondike Visitors Association • Klondike Snowmobile Association • Kluane Cabins • Kwanlin Dun Cultural Centre • La Cara • Mammoth Agency • Mervyn's Yukon Outfitting • Mindset Management • Muktuk Adventures • Nahanni River Adventures North Country Outdoor Adventures • Northern Lights Resort & Spa • Northern Nomad Outdoors • Northern Rockies Air Charter • Northern Tales Travel Services • Northern Vision Development • Northern Vision Development Restaurants • North Tracks Expeditions • Nunastar • Parks Canada • Pioneer RV Park • PR Services Ltd. • Raven Inn Whitehorse • Raven's Rest Inn • Rving to Alaska LLC • Sea to Sky Expeditions • Sha Shāw Corporation • Sky High Wilderness Ranch • Sport Yukon • Sternwheeler Hotel • Takhini - Yukon's Hot Springs Resort • Talbot Arm Motel • Terre Boreale • THE BASE • The Downtown, a Coast Hotel • The Klondike Experience • The Klondike Group • The Maple Rush • The Milepost • The Village Bakery & Deli • Tincup Wilderness Lodges • Up North Adventures • Wild Adventures Yukon • White Pass & Yukon Route • Whitehorse Chamber of Commerce • Whitehorse Nordic Centre • Wilderness Tourism Association of the Yukon • Who What Where Tours • Yukon Alpine Adventures • Yukon Artists At Work Society • Yukon Authentic Ltd. • Yukon Brewing • Yukon Convention Bureau • Yukon Driving Academy • Yukon First Nations Culture & Tourism Association • Yukon Historical & Museums Association • Yukon Home • Yukon Glass • Yukon River Marathon Paddling Association • Yukonconstruct • Yukon Tours • Yukon Vacation Agency • Yukon Venture Angels • Yukon Wildlife Preserve Operating Society • 536594 Yukon Inc



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