



Boost Your Business

An operational upscaling pilot program for Yukon tourism businesses

Program Guidelines | As of August 2026

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What is the purpose of the program?

The purpose of the *Boost Your Business* program is to connect Yukon tourism businesses with experienced subject matter experts for focused, one-on-one support. Through three advisory sessions, participating businesses work with a specialist to explore a specific challenge or opportunity, identify practical solutions, and develop clear next steps for implementation.

The program will connect participating businesses with professional services in one of five areas:

- **Stream 1: Marketing:** Businesses will work with a marketing specialist to explore opportunities to reach new markets, strengthen their online presence, leverage AI and digital tools, improve customer engagement, and respond to changing visitor expectations.
- **Stream 2: AI & Business Efficiency:** Businesses will work with a specialist to identify opportunities to use AI and emerging technologies to improve business processes, streamline administrative tasks, enhance customer service, and increase operational efficiency. Support will focus on practical, achievable solutions that save time, improve productivity, and strengthen overall business performance.
- **Stream 3: Human Resources:** Businesses will work with an HR specialist to address a specific workforce challenge and identify practical actions to strengthen recruitment, onboarding, retention, training, or workforce planning.
- **Stream 4: Visitor Experience, Business Performance, and Sustainability:** Every visitor makes decisions that shape their experience, your business, and the destination. Participants will identify one high-impact visitor experience opportunity, design simple interventions, and develop a practical action plan to improve visitor experiences while delivering measurable business and sustainability outcomes.

What can participants expect?

Participating businesses will be matched with a qualified service provider. Together, the business and service provider will complete three virtual sessions. Each consultant is likely to take a different approach, but throughout the process of working together the following areas will be covered:

- **Discovery:** Explore the challenge or opportunity, review current practices, and identify priorities and desired outcomes.
- **Recommendations:** Review findings, explore solutions, and identify practical actions, timelines and measurement.
- **Action Planning:** Develop practical next steps and create an implementation and measurement/tracking roadmap.

Each business will leave with greater clarity on their challenge, tailored expert advice, a written action plan, and 3-5 recommended next steps.

Who is eligible?

Applicants must:

- Operate a tourism-related business (defined by at least 50% of revenue being related to a visitor product or experience and registered with YCOR);
- Have operated their business for at least 1 year;
- Have a clearly identified challenge or opportunity that aligns with one of the program streams;
- Be willing to actively participate in the advisory process, including attending all three one-on-one sessions;
- Be prepared to implement recommendations following the program; and
- Complete a feedback survey and respond to a six-month follow-up e-survey.

What does the application process look like?

Applicants will need to provide their business information (business name, contact person, community, tourism sector) and select an area of support. Applicants will be asked to describe:

- The specific challenge or opportunity they wish to address;
- The current operational drag, including approximate metrics related to time, revenue, costs, or capacity;
- The desired outcome and estimated improvements if the issue is addressed; and
- The applicant's readiness to complete deliverables and the anticipated actions resulting from the program.

Applicant selection is conducted by the Tourism Industry Association of the Yukon (TIA Yukon) with support from the Destination Development team from the Department of Economic Development, Tourism & Culture based on the Assessment Matrix. Applications will be evaluated on the clarity of the proposed challenge, alignment with program objectives, readiness to participate and implement recommendations, and whether a three-session advisory engagement is suitable for the upscaling at hand. Selection will aim for a balanced mix of tourism sectors, business sizes, and Yukon communities.

Program timeline

- Applications open: August 10, 2026
- Applications close: September 10, 2026
- Sessions begin: Early October
- Program completion: Mid-March

How does the program work from start to finish?



1. You apply | You apply online during the intake period (August 10 – September 10, 2026). We encourage you to carefully review the five streams of support (Marketing, Operational Efficiency, Investment Readiness, Human Resources, and Sustainability) and identify the primary challenge or opportunity your business is facing.

Can I edit or add to my application after I submit it? No. Please ensure your application is accurate and complete when you submit it.

Is this a grant program where I receive funding? No. This is an advisory program, not a grant program. Instead of funding, participating businesses are matched with a qualified subject matter expert and receive dedicated, one-on-one virtual support focused on a specific business challenge or opportunity.

Can I apply to multiple support streams? Yes, proponents will be asked to identify up to two streams. If selected, your business will only be eligible to participate in one stream.

2. We review and evaluate | TIA Yukon alongside Destination Development will review all the applications and evaluate them based on our Assessment Matrix. You will be notified whether your application is approved, declined, or waitlisted within 30 business days.

Who makes decisions about my application? Applications are assessed by a selection committee made up of representatives from TIA Yukon and the Destination Development team. Selection is based on the clarity of your proposed challenge, alignment with program objectives, your readiness to implement recommendations, and achieving a balanced mix of tourism sectors, business sizes, and Yukon communities.

3. You are matched with a service provider | If your application is approved, you will be assigned a designated service provider whose expertise aligns with your identified needs. The program has pre-identified contractors specializing in Marketing, Operational Efficiency, Investment Readiness, Human Resources, and Sustainability.

Can I use this program to hire my own contractor? No. Businesses will work with the designated contractors procured for this program and cannot apply to this to work with an alternative contractor.

How are service providers selected? Contracts will be awarded through an RFP process.

4. We enter into a participation agreement | If approved, an agreement between you and TIA Yukon outlining the expectations of the pilot program will be forwarded to you for signature. This will clearly outline your commitment to the program, including attendance requirements for the virtual sessions and the expectation to implement the actionable recommendations.

5. You complete your advisory sessions | You and your assigned service provider will embark on your one-on-one virtual advisory sessions.

What should I do if I cannot complete the program? Contact TIA Yukon as soon as possible. Because this program pairs you with a paid expert, businesses that are selected to participate and cease in the middle of the agreement will be required to repay TIA Yukon for the contractor's time. Vacated spaces may be offered to businesses on a waitlist.

6. You leave with an action plan | By the end of the final session, you will be equipped with advice tailored to your business. The service provider will finalize your deliverables, which will also be shared with TIA Yukon and Destination Development.

What deliverables will I receive? Each business will leave the program with a clearly defined challenge/opportunity, a written action plan and 3-5 recommended practical next steps.

7. You complete program evaluations | Your feedback is crucial to measuring the success of this pilot and shaping future business support programming offered by TIA Yukon. Advisory sessions must be completed within the following timeline:

- Session 1: Completed by end of mid-November 2026.
- Session 2: Completed by mid-January 2027.
- Session 3: Completed by end of February 2027.

Exceptions will be made through TIA Yukon on a case-by-case basis. Participants are able to complete all three sessions quicker than the above schedule pending contractor availability and workflow.

What are the reporting and evaluation expectations? You are required to complete two evaluations:

1. **Immediate Feedback:** After the final session, you will complete a survey rating how well the program helped you understand your challenge, identify next steps, increase your confidence, and access necessary expertise.
2. **Six Months Post-Program:** You will participate in a brief follow-up evaluation to report on which recommendations you have implemented, what changes have occurred as a result, and the overall impact on your business.

Terms & Conditions

- Businesses must work with their designated contractors. Businesses are not permitted to work with a third-party contractor outside of the program and reimburse TIA Yukon for the associated fees.
- Businesses must be prepared to make time for the working sessions with the contractor throughout the agreement period. TIA Yukon reserves the right to remove participants who do not actively engage in the program, which will trigger the mandatory payback of the contractor's time. Vacated spaces may be offered to businesses on a waitlist.
- Businesses that are selected to participate and cease in the middle of the agreement will be required to repay TIA Yukon for the contractor's time.

Assessment Matrix

The following weighted assessment table will be used to rank projects. All eligible applications will be assessed against this matrix.

	Scoring Criteria	Weighting
1	Clarity of the Challenge or Opportunity Evidence the applicant clearly understands and articulates their specific business roadblock, including a description of the current operational drag and its impact on the business using estimated metrics (e.g., time lost, missed revenue, staffing inefficiencies, capacity limits, etc.)	20%
2	Suitability for Engagement Evidence the scope of the proposed challenge is appropriate and manageable for short-term, 1:1 virtual advisory engagement. The issue must be focused enough that the participant can realistically move from discovery to actionable next steps within three sessions.	20%
3	Alignment with Program Objectives Evidence the identified challenge aligns directly with one of the five program streams (Marketing, Operational Efficiency, Investment Readiness, Human Resources, or Sustainability) and demonstrates a clear need for expert advisory services.	20%
4	Pilot Program Balance Selection will consider the need to test the program's versatility by achieving a balanced and diverse mix of tourism sub-sectors, business sizes, and geographic locations across Yukon communities.	10%
5	Organizational Capacity Evidence that the applicant organization is fully committed to the advisory process. This includes a demonstrated willingness to actively engage with the contractor, allocate the necessary time for the sessions, and a clear intention to implement the resulting recommendations and action plan.	30%