



2010 – 2011 Tourism Yukon Implementation Plan

Yukon Tourism Industry Association Spring Conference 2010
April 30, 2010





Our staff . . .

true Yukon gold.



new around the department . . .



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2009 Visitation Update



Overall

- . Overall visitation down 5.6 %
- . US visitation down 7.6 %
- . Overseas visitation down 11.3 %
- . Motorcoach traffic down 16.5 %



Bright Spots

- . Canadian visitation UP 12.6 %
- . Private vehicle traffic UP 1 %
- . Enplaning/Deplaning UP 1%
- . Outperforming many other jurisdictions and Canada as a whole



2009 – 2010 Winter Visitation



Month	Border Crossings	Air arrivals and departures
October	10%	10%
November	71%	1%
December	23%	11%
January	37%	13%
February	19%	1%



2010 Summer Outlook



What Can We Expect

- . Overseas operators are indicating an increase in bookings
- . Domestic travel continues to look strong
- . US remains a big unknown
- . US motorcoach appears to be up marginally
- . ATIA travel intentions improving
- . Trend towards booking closer to departure continues



SMC Strategic Priorities



2009 Strategic Retreat

- Secure stable domestic marketing funding
- Product Development
- Increased collaboration and partnership with NGO's



2010 – 2011 Departmental Targets



Awareness/Consumer Impressions

- Expose 16.5 million people to our marketing messages
- Host 50 media journalists, 7 travel trade MC&IT Fams and 3 trade/sales missions

Qualified Responses

- Generate 197,500 qualified responses
- Generate over 300,000 unique visitors to our web site
- Enter into 27 cooperative marketing agreements



Return on Investment

- Achieve an overall conversion rate of 15 %
- Generate \$ 14 Million in media equivalent



“At the end of the day, government is about partnership and teamwork and we will be proving that by working together.”

The Honourable Julia Gillard
Deputy Prime Minister, Australia



Thank You