



Annual Report 2007-08

Note to the 2007-08 TIA Yukon Annual Report:

In the spirit of adopting sustainable practices in our operations, TIA Yukon will be discontinuing the mass production of Annual Reports for dissemination at every Annual Meeting. In its stead, we will be pleased to print-on-demand, complete copies of our Annual Report for members, ensuring that the final document is on our website, and made available in draft at the Tourism Industry Conference being held in Haines, Alaska, April 24-26, 2008. We hope this does not cause any inconvenience and in fact, hope to inspire greater consciousness about 'essential' printing practices. Thank you.

Table of Contents

Board of Directors	3 - 4
Past TIA Yukon Presidents/Chairs	5
Chair's Report	6
CEO Report.....	7/8
A Year in the Life of TIA Yukon 2007-2008	9
Program Reports	10 - 12
▪ Canada Select	
▪ Tourism Training Fund	
▪ Tourism Cooperative Marketing Fund	
▪ Occupancy Data Collection Program	
2007-2008 Membership List	13 – 17

Appendix A

Reviewed Financial Statements 2007- Can be found at www.tiayukon.com

Administration:

- Balance Sheet
- Statement of Surplus
- Statement of Income
- Notes to Financial Statements

Marketing Account:

- Balance Sheet
- Statement of Surplus
- Statement of Income
- Notes to Financial Statements

Trust Fund:

- Balance Sheet
- Statement of Surplus
- Statement of Income
- Notes to Financial Statements

2007-2008 TIA YUKON BOARD OF DIRECTORS (Elected)

Officers

Chair-Rod Taylor
Uncommon Journeys
Box 20621
Whitehorse, Yukon Y1A 7A2
Phone: (867) 668-2255
Fax: (867) 668-2254
E-mail: info@uncommonyukon.com

First Vice-Chair–Mary Ann Ferguson
Westmark Whitehorse Htl & Conference Centre
201 Wood St.
Whitehorse, YT Y1A 2E4
Phone: (867) 393-9722
Fax: (867) 668-2789
E-mail: mferguson@hollandamerica.com

(One-Year Term)

Second Vice-Chair- Sharon Miller
Air North, Yukon's Airline
150 Condor Rd.
Whitehorse, Yukon Y1A 6E6
Phone: (867) 668-2228 ext. 230
Fax : (867) 668-6224
E-Mail: millers@flyairnorth.com

Secretary/Treasurer –Garry Umbrich
Hotsprings Valley Retreat
303, Hawkins St, Whitehorse, Yukon Y1A 1X5
Fax: (867) 668-7632
Phone: (867) 456-8010 or 668-7639 (h)
E-Mail: hvr@northwestel.net

Past President - Noel DeChambeau
Holland America Line, Inc.
300 Elliott Avenue W.
Seattle, WA 98119
Phone: (206) 281-0671
Fax: (206) 298-3885
E-mail: ndechambeau@hollandamerica.com

Elected Directors

(One-Year Term)

Ron Chambers
Kruda Che Guiding
Box 5358
Haines Junction, YT Y0B 1L0
Phone: (867) 634-2378
E-mail: kruda_che@northweste.net

(One-Year Term)

Dee Enright
Outside the Cube
PO Box 31626
Whitehorse, YT Y1A 6L2
Phone: (867) 456-7483
E-mail: dee@outsidethecube.ca

2007-2008 TIA YUKON BOARD OF DIRECTORS

(Appointed – One-year terms)

Jenn Houtby

Yukon Convention Bureau

4133, 4th Ave.

Whitehorse, YT Y1A 1H8

Phone: (867) 668-3555/Fax: (867) 668-3550

E-mail: jenn@ycb.ca

Maxine Mattinson

Wilderness Tourism Association of Yukon

#4, 1114 First Ave.

Whitehorse, YT Y1A 1A3

Phone : (867) 668-3369/Fax: (867) 668-3370

E-mail : wtay@klondiker.com

Teena Dickson

Yukon Outfitters Association

PO Box 9130, Wann Rd.

Whitehorse, YT Y1A 4A2

Phone: (867) 668-4118 or 633-5456 (h)

Fax: (867) 668-4149

E-mail: info@dicksonoutfitters.com

Meta Williams

Yukon First Nations Tourism Association

#1, 1109 First Ave.

Whitehorse, YT Y1A 5G4

Phone: (867) 667-7698/Fax: (867) 667-7527

E-mail: ed@yfnta.org

Staff and Contract Colleagues :

Chief Executive Officer – Patti Balsillie

Administrative Assistant – Ellen Fournier

Program/Communications Coordinator – Rick Massie

YTMP Coordinator – Amanda Dieckmann

TCMF Administrator – Corrie Gallienne

YTTF Administrator – Kelly Fraser

Canada Select Advisor – Mia Lee

Occupancy Data Collection Consultant – Rob Dunbar-Edge

Conference Planning Support – Suzanne De La Barre

Stephen Reynolds

Yukon Quest International

#2, 1109 First Ave.

Whitehorse, YT Y1A 6L3

Phone: (867) 668-4711/Fax: (867) 668-6874

E-mail: yukonquest@polarcom.com

Rebecca Jansen

Yukon Historical & Museums Association

3126, 3rd Ave.

Whitehorse, YT Y1A 1E7

Phone: (867) 667-4704/Fax: (867) 667-4506

E-mail: yhma@northwestel.net

Bill Holmes

Klondike Visitors Association

Box 3898

Dawson City, YT Y0B 1G0

Phone: (867) 993-5575/Fax: (867) 993-6415

E-mail: bholmes.kva@dawson.net

Past TIA Yukon Presidents/Chairs 1973 - 2008

- 1973-74 Geri Weigand
- 1974-75 Barry Redfern
- 1975-76 Joe Becker
- 1976-77 Ron Atkinson
- 1977-78 Joe Becker
- 1978-79 Athol Retallack
- 1979-80 Reg Therrien
- 1980-81 Reg Therrien
- 1981-82 June Hampton
- 1982-83 June Hampton
- 1983-84 Bill Mueller
- 1984-85 Bill Mueller
- 1985-86 Giovanni Castellarin
- 1986-87 Steve Leonard
- 1987-88 Steve Leonard
- 1988-89 Steve Leonard
- 1989-90 David Loeks
- 1990-91 David Loeks
- 1991-92 Phil Dyke
- 1992-93 Larry Walting
- 1993-94 Garry Vander Veen
- 1994-95 Garry Vander Veen
- 1995-96 Lowry Toombs
- 1996-97 Barry Bellchambers
- 1997-98 Pat Irwin
- 1998-99 Pat Irwin
- 1999-00 Dick Van Nostrand
- 2000-01 Dick Van Nostrand
- 2001-02 Steve Leonard
- 2002-03 Nancy Huston
- 2003-04 Lael Lund
- 2004-05 Noel DeChambeau
- 2005-06 Rod Taylor
- 2006-07 Rod Taylor
- 2007-08 Rod Taylor



Chair's Report by Rod Taylor, Uncommon Journeys

What a difference a year makes. At our AGM in April 2007, our membership ratified the new changes to the structure of the TIA Yukon leadership. Since that event, our organization has truly morphed into the umbrella organization, which was envisioned by the former board. On behalf of our members, I would like to take this opportunity to recognize the vision and effort towards this outcome that both the past and present boards as well as our staff have made over the past two years.

While tourism in the Yukon remains a planning and development partnership with the Tourism Branch of YTG, TIA Yukon is, more than ever, a meaningful partner and player in ensuring that the perspectives and direction of industry are carefully considered when strategizing for the future. Over and over again we see how the relationship of TIA Yukon and the tourism industry with government, other industries and even the media, has been fundamentally altered in positive ways. For example, we received the overwhelming support of government for the Business Plan, because government saw that tourism interests were finally united and therefore there was a good chance that a plan that represented all tourism interests would be created and eventually executed.

Where tourism shares industry space in the Yukon with mining, forestry, etc, TIA Yukon has a growing reputation for consultation, consideration and collaboration concerning issues that affect all Yukoners. Issues such as land planning and disposition, human resource recruitment and training, border crossing challenges, etc. are now defined, in part, as tourism issues and dealt with as such.

We have come a long way in a short time and I am sure that the newly elected TIA Yukon Board with the support of our members will achieve even greater success in the coming year. On behalf of the current board I want to thank all our members for their collective and individual encouragement during the past year. None of this could happen without all of us working together.



Chief Executive Officer Report by Patti Balsillie, CAE

In April of 2007, the membership of TIA Yukon approved a motion to reorganize the society to an incorporated, formal umbrella organization for the Yukon's tourism industry – all regions and all sectors. This evolution had TIA Yukon move from a governing Board of fourteen (14) elected TIA Yukon members to a governing Board of six (6) industry-elected, sector seats together with seven (7) designated organization appointments – leaner and more representative than ever.

Since April 2007, the Board and staff have been *transforming* the organization to this new umbrella model.

Transformation means – a marked change, in appearance or character, usually for the better.

Your Board and staff have tackled many assessments, reviews, debates, evaluations and governance efforts to advance this '*transformation*' agenda.

At first blush, the reorg might appear to be a minor amendment to Bylaws and some tweaking of policy. In fact, the Board of Directors have dug much deeper and are to be congratulated for their perseverance to *transforming* TIA Yukon for the betterment of the industry, the association and the future. A quick review of the most significant changes includes:

- A new Governance Model – a balance of Carver with Board policy (entrusting greater responsibility to the senior staff and more monitoring and advocacy development by the Board)
- Review and development of new policies and procedures
- Establishment of new committees and terms of reference for Finance, Policy Development, Business Plan and more.
- A complete program review to assess the costs and benefits of association programs, their value to membership and industry, it's relation to mandate and budget and impact in our people resources.
- Yukon Tourism Industry Business Strategy and Plan – a full year of meetings, consultations, writing, projecting, and planning, and so on.

Last spring, I made a commitment to the membership of the new TIA Yukon that in '*transforming*' the association, we would have to continually evaluate our operations, policies and positions – a commitment to best practices and continual improvement.

How have we done in 07-08?

- There's a balanced, diverse perspective at the Board table
- The new policies and practices approved by the Board support good governance and accountability

- Sectors, communities and other organizations have verbally supported, participated with or congratulated TIA Yukon on their efforts
- Our new website has great traffic, tons of industry resource information, news, links and an improved e-newsletter
- An operations shift has been made to greater awareness about our own consumption and creation of waste with new efforts and practices to divert waste from land-fill and approach 'purchasing' differently – hopefully inspiring new practices with all our partners and members.
- The Yukon Government makes clear and committed efforts to work with TIA Yukon on tourism related matters in the Territory.

There's a long way to go and the *transformation* will always evolve. I would like to thank the Board, the industry, our funding partners and the Yukon Government for their investment of energy and confidence in TIA Yukon as the Yukon's Tourism industry umbrella organization.

I also need to recognize and express thanks to my fabulous TIA Yukon team of staff – Rick, Amanda and Ellen, and all my wonderful contract colleagues and volunteers who are committed to TIA Yukon's *transformation* and to turning ideas into action.

A Year in the Life of TIA Yukon 2007 – 2008

Reorganization detailing – including new policies, governance model, board structure and communications planning and procedures. Since the reorg, the HR structure of TIA Yukon is now being evaluated to ensure that our mandate, together with the key results of the Tourism Industry Business Plan, are implement-able in our current ‘people’ resources model.

New Website – launched last spring, the new TIA Yukon portal is managed in-house, with continual uploading of new information, trends, reports, links and Yukon news. The focus of our website was to be a service to the industry, to ensure that our images and content were relevant to operators doing tourism in the Territory and to date, we are really pleased with where we are – acknowledging that this too can always improve and respond to the latest in technology for serving our membership and the industry.

Busy Board – met seven (7) times over the course of the year, with over two (2) dozen committee meetings and discussions advancing the new organization, business plan, finance, policy development, strategic priorities in the short-term and working towards a seamless transition into the twelve(12)-month priorities of the Business Plan.

Strengthening Government Relations – TIA Yukon, Board members and or staff have met with many government departments, agencies and organizations at all levels of government including Tourism & Culture, Economic Development, Environment, Community & Transportation Services, Executive Council Office, Yukon Liquor Corporation,

Investment in Strategic Alliances – extended support and partnership to organizations in or related to tourism in the Yukon to share information, advance issues and solutions, and build resource bridges for strong public relations

Continual Improvement of Programs and Standards for Industry – The Yukon Tourism Training Fund, better experiences and criteria for TCMF applicants, an investment in Rosewood and Brass Plaques for Canada Select participants, year-two of TIA Yukon’s Occupancy Data Collection program to be completed in September 2008 and evaluated for future needs and planning, a lean and effective Tourism Awareness Week (first week of June annually) with great media coverage and community impact, etc.

Staying connected with tourism trends, national tourism development and networks – This past year, TIA Yukon has participated in the Alaska Tourism Conference, the BC Tourism Industry Conference, the national Tourism Leadership Summit, a tourism Lobby Day in partnership with the Hotel Association of Canada, a trade mission of Yukon industry to Edmonton, and as a member of the TIA Canada Board of Directors, Patti Balsillie has attended national Board meetings in BC, NS and Ottawa.

Program Reports



Canada Select is an industry led, consumer sensitive rating program, developed for the purpose of providing the traveling public with a national consistent standard of quality within categories of accommodation.

In spring of 2007, Mia Lee was trained as a Canada Select Rating Advisor and implemented the program through TIA Yukon. It was a very successful year, with 20 properties being inspected and approved throughout the territory. Several hotels have expressed interest in joining Canada Select this year with one new property coming on board in the summer of 2007.

Accommodation Issues:

Staffing was a serious issue for many owners last year; several were seen cooking, serving or cleaning rooms. Regardless of the staffing shortage, most of the properties viewed were clean and well maintained.

Several hotels and motels continue to strive for a higher standard by replacing outdated and worn case goods and renovating areas that are in need. Many positive changes are taking place throughout accommodation properties in the Yukon. Several are installing air conditioning in all rooms, due to older clientele and customer demands. Wireless internet throughout is also being provided.

Some of the challenges encountered in recruiting new properties include criteria that many cannot meet or owners find them unrealistic for northern establishments, and marketing a different product that does not coincide with the Canada Select Rating Program. For example, there are excellent facilities that cater to clients who do not want telephones and TV's in their rooms. Some hotels deserve a higher rating but are restricted as they would need to provide a swimming pool. Several operators have expressed that this is not a cost effective option, nor realistic for a northern location where many properties operate on a seasonable basis.

With more properties committed to following the Canada Select Rating Program, standards for the accommodation industry in the Yukon can only improve, making our territory a competitive tourist destination.



Tourism Training Fund

This is a new program, having evolved from the previous Yukon Tourism Training Trust Fund in April 2007. The greatest changes include a reimbursement of 75% of total eligible costs vs 50% in the previous fund. The program now has a cap on funding of \$3,000/year from \$500 in the previous formula. While uptake and awareness has been slow, we envision greater awareness and growing interest in 2008-09.

Funding totals for the past fiscal year approximate \$12,800. This includes both paid funding and unconfirmed funding from our last intake in February. To date there have been 29 applicants for year one of this new fund.

Spreading the word to the tourism industry is essential to growing the use of this fund. Several businesses have received pamphlets directly from TIA Yukon and have been able to find information about the fund and its application on the TIA Yukon website as well as partners sites and educational institutions.

Funded training educational programs and partners to date include:

Employment Central	Tatshenshini Expediting
YUWIN	Avalanche North
YTEC	Northern Outdoor Learning
Up North Adventures	Whitehorse Chamber of Commerce
Yukon College Student Services	Education Training Officer with CY
Yukon College Community Campuses	

Tourism Cooperative Marketing Fund

The Tourism Cooperative Marketing Fund (TCMF) Trade & Consumer Show Fund was fully subscribed this year assisting tourism operators with targeted, innovative marketing programs for Yukon tourism products and services.

Thirty (30) Yukon tourism operators, NGO's and businesses have been allocated funds to attend Trade and Consumer Shows both nationally and internationally. A total of fifty (52) various shows along with multiple sales calls and presentations in Canada, the United States, Mexico and Europe have been attended or will be attended by the end of this contribution agreement.

This year, the TCMF Review Committee met to amend the application and eligibility criteria with the view to continually improve the process, application and funding criterion. The Yukon Government has invested again in the TCMF for the 08-09 fiscal year.

Occupancy Data Collection Program

The purpose of the TIA Yukon Accommodation Occupancy Data Collection program is to provide access to meaningful and relevant accommodation occupancy data that when evaluated with other data sources, will provide a more accurate economic 'snapshot' of the Yukon's tourism industry impact.

The program roll-out to Yukon accommodation operators was started in September 2006. Accommodation operators are invited to participate in the voluntary program at no cost to them, with access to a simple web-based system that allows them to track their own accommodation statistics, and compare their own accommodation data with averages of all other participating operators. Operators can use the system to monitor occupancy performance and make better-informed business decisions, while providing overall industry data for tourism stakeholders.

The program is in its second year of operation, having been rolled out to Hotels, Motels, Inns, Lodges, Resorts, and Bed-and-Breakfast operations. The goal for the first year of the program was to attain the participation of operators who account for at least 20% of the accommodation rooms that are open year-round. Actual participation rates in the first year of the program were in the range of 23% to 28%. Into the second year of the program, participation rates have been as high as 31%, averaging 25%.

It continues to be a significant challenge in gaining and retaining operator participation in the program. To encourage continuing participation of existing operators and solicit the participation of operators who have not yet begun to participate in the program, significant focus has been placed on communicating the benefit and value of the program for both the individual operators and the tourism industry stakeholders. From the outset of the program it had been expected it would take 18 to 24 months to garner significant participation and commitment to the program. Successfully achieving consistent participation with a significant number of accommodation operators will not happen without considerable focus and attention.

There have been some examples of successes with the program, with inquiries from the academic sector (for an analysis of accommodation trends in Yukon), as well as from potential investors in the accommodation business. Some Yukon operators have also made use of the system for assisting with their own business economic evaluation.

Membership List 07/ 08

3 Beans Natural Foods
5th Ave B&B
A Ray of Sunshine
Aasman Design
Abenteuer Reisen (Adventure Tours)
Yukon Wild Ltd.
Air North, Yukon's Airline
Aklak Air/Arctic Nature Tours
Alaska Discovery
Alaska Travel Industry Association
Alaska/Yukon Trails
Alayuk Adventures
Alcan Motor Inn
Alkan Air Ltd.
Alpine Aviation
Alpine Bakery
AlterVision
Antoinette's Food Cache
Apinum Mountain Specialist
Arctic Inland Resources
Arctic Insurance Brokers Ltd.
Arctic Star Printing
Arctic Women Expeditions
Aroma Borealis - Service Supplier
Arrangements Yukon
Arts Underground - Meeting Venue
Association Franco-Yukonnaise
Association of Yukon Communities
Atlin Visitors Association
Aurora Inn
BC & Yukon Hotel's Association
Bean North Coffee Roasting Co. Ltd.
Bed & Breakfast Association of the Yukon
Beese Entertainment
Bell's Travel Guides
Bensen Creek Wilderness Adventure & Retreat
Beron Placer Co. Ltd.
Best Friend Services - Service Supplier
Best Western Gold Rush Inn
Big Horn Hotel Inc.
Big River Enterprises
Black Feather - The Wilderness Adventure Co.
Blackstone Outfitters Ltd.
Blue Kennels & Dog Sled Trips
Bombay Peggy's Victorian Inn and Pub
Bonanza Gold Motel & RV Park
Bonnet Plume Outfitters
Bonnet-Plume Outfitters Ltd.
Breath of Wilderness
Brewery Bay Chalet
Brewster Wilderness Lodge
Budget Rent-A-Car
Builders Supplyland
Burnt Paw Gift Shop & Cabins Outback
Business Development Bank of Canada
Campbell Region
Canada Games Centre - Meeting Venue
Canadian Heritage
Canadian Wilderness Travel Ltd.
Canadream Motorhome Rentals & Sales
Canoe North Adventures
Captain's Choice Motel
Caribou Crossing - Attraction
Caribou Crossing Trading Post
Carmacks Hotel
Carmacks, Village of
Cathers Wilderness Adventures
Ceaser Lake Outfitters
Cedar & Canvas Adventures
Cedar and Canvas Adventures
Cedar Lodge Motel
Champagne Aishihik First Nation
Chez Monique Bed & Breakfast
Chicken Center -- All Alaska Gifts
Chiefs Steakhouse
Chilkat Cruises & Tours
Circle Cycle
City of Whitehorse
CKRW
CKRW The RUSH - Service Supplier
Claim 33
Coast Mountain Sports

Computec Embroidery Inc. - Service Supplier
Cottonwood RV Park
Dalan Campground
Dalton Trail Lodge
Dan Lebrun Creative Services
Dana Naye Ventures
Dancing Moose Gifts
Dave's Trophy Express
Dawson City Bed & Breakfast
Dawson City Chamber of Commerce
Dawson City General Store
Dawson City Museum
Dawson City Museums & Historical Society
Dawson City River Hostel
Dawson City Sled Dawgs
Dawson Hardware Ltd.
Dawson Peaks Adventure Company
Dept. of Tourism & Culture
Devilhole Outfitters
Doc's Deli
Dominos Pizza
Downtown Hotel
Drunken Goat Taverna
Eagle Plains Hotel
Economic Development, Yukon Government
Edgewater Hotel - Meeting Venue
Eldorado Hotel
Elliot, Kathy & Georg Saure
Equinox Outdoor Learning Centre
Erica's Restaurant
Eureka Gold Panning
Fairbanks Convention & Visitors Bureau
Family
Faro Studio Hotel
Faro, Town of
Fas Gas Haines Junction
First People's Performances
Fox Creek Wilderness B&B
Frances Lake Wilderness Lodge
Frantic Follies
Fraserway RV Rentals
Fresh From the Yukon Inc.

Fritz Mueller Photography - Service Supplier
Frosty Freeze
Gamming Trucking Ltd.
Gateway Tourism Association
George Johnston Museum
Gift Box, The
Giorgio's Cuccina
Glanzmannn Tours
Gold City Tours Ltd.
Gold Rush Campground & RV Park
Gold Rush Inn - Meeting Venue
Gold Trail Jewellers
Gray Line Yukon
Great Canadian Travel Company,
Great Northern Ski Society
Great River Journey Inc
Great River Journeys Inc.
Grenon Enterprise Services and Rental Ltd
Haines Convention Visitors Bureau
Haines Hitch-Up RV Park
Haines Junction, Village of
Harper Street Publishing Inc.
Hawkins Street Apartments
Headwaters 2 Ocean Troutfitter
Hertz Rent a Car
Hi Country RV Park
Hide On Jeckell Hostel
High Country Inn
Holland America
Holland America Line Inc.
Hotsprings Valley Retreat
Hougen Centre - Attraction
I. T. Edge Consulting Inc.
Icefield Discovery
Icy Waters Arctic Charr - Service Supplier
Inconnu Lodge
Individual
Individual
Individual
Inkspirationz Graphix - Service Supplier
Inn on the Lake - Meeting Venue
Integraphics - Service Supplier
Kanoe People Ltd

Keno Cabins B & B
Kingmik Expeditions Yukon
Klondike Canoeing Rentals
Klondike Institute of Art and Culture (KIAC)
Klondike Kate's Cabins & Restaurant
Klondike Nugget & Ivory Shop
Klondike Rib and Salmon B.B.Q.
Klondike River Lodge
Klondike Snowmobile Association
Klondike Visitors Association
Klondike Visitors Association
Kluane First Nation
Kluane Museum Projects
Kluane RV Kampground
Kluane Wilderness Lodge
Kluane Wilderness Village
Kruda Che
Kwaday Dan Kenji
Kwanlin Development Corporation
Kwanlin Development Corporation
Latitude - Destination Management Company - Service Supplier
Latitude Wireless Inc.
Leaf Solutions Ltd. - Service Supplier
Leo Volkering - Independent Guide
Lilli Pie Lotions - Service Supplier
Little Atlin Lodge
Locksmith Services
Lone Wolf Outfitting Ltd.
M.J. Thorpe Restaurants Ltd.
MacBride Museum Society
MacDonald Storage Systems
MacKenzie Petroleum Ltd.
MacKenzie's RV Park
Mac's Fireweed
Mail Boxes Etc.
Mail Boxes Etc. - Service Supplier
Malloch Consulting Services
Marsh Lake Tents & Events
Mary Lumbers Decorating and Design - Service Supplier
Mayo, Village of
McDonald's Restaurant
Meadia Solutions
Men's World - Service Supplier

Mervyn's Yukon Outfitting
Midnight Sun Bed & Breakfast
Midnight Sun Coffee Roasters
Midnight Sun Gallery & Gifts - Service Supplier
Midnight Sun Hotel
Midnight Sun Outfitting Ltd.
Midnight Sun Outfitting Ltd.
Milepost, The
Miles Canyon Historic Railway Society
Miles Canyon Historic Railway Society
Minto Mountain Adventure Tours Ltd.
Minto View Cabins
Moose Creek Lodge
Mountain View Golf Club
Mountain View Golf Course
Mountain Waters Guiding
Mt. Sima
Muktuk Adventures Ltd.
Murdoch's Gem Shop
Music Yukon (RAIYA) - Service Supplier
Nadventure Tourism
Nahanni River Adventures
Nahanni Wilderness Adventures
National Outdoor Leadership School
Nature Friends B & B/Outdoor Adventures
Nature Tours of Yukon
Norcan Leasing Ltd.
North End Gallery
North Star Navigation
Northern Beaver Post
Northern Film & Video Industry Association
Northern Garments Inc.
Northern Rockies Alaska Highway Tourism
Northern Tales Travel Services
Northern Vision Development L.P.
Northstar Bed & Breakfast
NorthwestTel - Service Supplier
NorthwestTel Inc.
NWT - Tourism & Parks
Old Screen Door B&B, The
One Stop Family Hotel
Outcrop Yukon

Outcrop Yukon Ltd.
Outside the Cube
Outside the Cube
Paddle/Wheel Adventures
Pandas European Dining
Paradise Alley
Paradise Alley
Parks Canada
Parks Canada
Parks Canada, Whitehorse
Path of the Pedal
Pathways Canada Tour Co. Ltd.
Pawlovich & Associates Inc.
Peabody's Photo Parlour
Pete Jensen
Pete Jensen Ltd.
Pizza Hut
Plantation Flowers & Gifts
Pop Stop Etc.
Pot O Gold
PR Services
Quill Creek's Adventure Wilderness Ltd.
Rainy Hollow Wilderness
Ranger Air Charter Ltd.
Raven Hotel and Gourmet Dining
Raven Pottery
Raven Song B&B
Raven's Nook
RDÉE Yukon
Reibin Agencies Ltd.
Reynolds Outfitting Ltd.
Richard Hartmier Photography Ltd.
River View Hotel
River West Cappuccino Bistro
Robert Service Campground
Ruby Range Adventure Ltd.
Ruby Range Wilderness & Fishing
Lodge
Rustic North Ltd.
S`igedi Gifts & Things
Sam N' Andy's
Scotiabank
Scott M Meis Research Associates
Sea to Sky Expeditions
Shadow Lake Expeditions
Shaughnessy Village B & B Guest

House
Sidka Tours/Glacier View Cabins
Sign of the Raven
Sila Sojourns
Silver Trail Tourism Association
SIR - North Country Ranch
Skagway Convention and Visitors
Bureau
Skky Hotel & Volare euro bar caffe
Sky High Valley Ranches
Slow Rush Tours
Society for Yukon Artists of Native
Ancestry (SYANA)
Southern Cross Solutions
Southern Lakes Chamber of Commerce
Southern Lakes Visitors Association
Spirit of the North Guides
Sport Yukon
Sports Life
St.Elias Chamber of Commerce
Stan Stephens Glacier & Wildlife Cruises
Stehelin Ranch B&B - Meeting Venue
Stop In Family Hotel
Stride and Glide
Sundog Retreat
Tage Cho Hudan Interpretive Centre
Tagish Cabins B&B and Tours
Tagish Stores, Café, Motel, RV-Park
Tagish Wilderness Lodge
Taiga Journeys
Takhini Hot Springs
Takhini Transport
Taku Wild Products
Talarico Consulting
Talbot Arm Motel
Tatshenshini Expediting
Teresa Earle Communications
Teslin Outfitters Ltd.
Teslin Tlingit Heritage Centre
Teslin Tlingit Heritage Centre
The Chocolate Claim
The Great Canadian Travel Company
Ltd.
The Town of Watson Lake - Yukon
Municipality
Timewise Event Management Inc.

Tincup Wilderness Lodge
 Tlingit Tours
 Tom's™s Touring Service
 Tom's Touring Service
 Tourism Studies- Yukon College
 Trans North Helicopters
 Trek Over The Top
 Triple J Hotel
 Tr'ondek Hwichin-Danoja Zho Cultural Centre
 Uncommon Journeys
 Unitech - Service Supplier
 Up North Adventures
 Valdez Convention & Visitors Bureau
 Village of Carmacks
 Village of Haines Junction - Yukon Municipality
 Vuntut Development Corporation
 Walden's Guiding & Outfitting
 Watson Lake Hotels.com
 Watson Lake, Town of
 Westmark Inn Dawson City
 Westmark Whitehorse Hotel & Conference Centre - Meeting Venue
 Westmark Whitehorse Htl & Conf. Centre
 What's™s Up Yukon
 What's Up Yukon - Service Supplier
 Whispering Willows R.V. Park & Restaurant
 White Pass & Yukon Route - Attraction
 White Ram Manor B&B
 Whitehorse Chamber of Commerce
 Whitehorse Chamber of Commerce
 Whitehouse Cabins
 Widrig Outfitters 97 Ltd.
 Wild Wonders River Safaris
 Wild Yukon Journeys
 Wilderness Fishing Yukon
 Wilderness Tourism Association of Yukon
 Wildflower Touch Therapies
 Willow Printers Ltd.
 Wolf Adventure Tours
 Wolf Lake Wilderness Lodge Ltd.
 Yamnuska CJ Link
 Yamnuska CJ Link Service
 YG Environment - Wildlife Viewing Program
 Yukon Alaska Tourist Tours
 Yukon Archives
 Yukon Artists At Work
 Yukon Arts Centre Art Gallery
 Yukon Arts Society - Attraction
 Yukon Beringia Interpretive Centre
 Yukon Brewing Company
 Yukon Chamber of Commerce
 Yukon College
 Yukon College - Haines Junction
 Yukon College - Meeting Venue
 Yukon Convention Bureau
 Yukon Convention Bureau
 Yukon Energy Corporation
 Yukon First Nation Tourism Association
 Yukon First Nations Tourism Association
 Yukon Government - Wildlife Viewing Unit
 Yukon Government - Wildlife Viewing Unit
 Yukon Harley Davidson - Service Supplier
 Yukon Heritage Resources Board
 Yukon Historical & Museums Association
 Yukon Horsepacking Adventures
 Yukon Horses
 Yukon Inn
 Yukon Motel
 Yukon News
 Yukon Outfitters Association
 Yukon Pride Adventure Tours
 Yukon Quest International Association (Canada)
 Yukon River Cruises Ltd.
 Yukon Rose Holdings
 Yukon Sourdough Rendezvous Society
 Yukon Stone Outfitters Ltd.
 Yukon Suspension Bridge Ltd.
 Yukon Tirecraft
 Yukon Tourism and Culture
 Yukon Tourism Education Council
 Yukon Wide Adventures
 Yukon Wildlife Preserve
 YukonWorkInfoNet
 Zola's Cafe Dore Inc.

