



## **Annual Report 2008/09**

**Note to TIA Yukon Annual Reports:**

In an effort to adopt 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 in the spring. We hope this does not cause an inconvenience and in fact, hope to inspire greater knowledge about “essential” printing practices. Thank you.

## Table of Contents

Board of Directors .....	3 - 4
Past TIA Yukon Presidents/Chairs.....	5
Chair's Report .....	6 - 7
Executive Director's Report.....	8 - 9
Program Reports.....	10 - 13
• Canada Select.....	10
• Tourism Training Fund .....	11
• Tourism Cooperative Marketing Fund.....	12
• Occupancy Data Collection Program.....	13
2008-09 Membership List.....	14 - 16

### Appendix A

Reviewed Financial Statements 2008-09 can be found at [www.tiayukon.com](http://www.tiayukon.com)

- Administration and Marketing
- Tourism Training Fund

## **2008-09 TIA Yukon Board of Directors (elected)**

### Officers

(2<sup>nd</sup> year of two-year term)

#### **Chair – Rod Taylor**

Uncommon Journeys

Box 20621

Whitehorse, YT Y1A 7A7

Phone: (867) 668-2255

Fax: (867) 668-2254

E-mail: [info@uncommonyukon.com](mailto:info@uncommonyukon.com)

(2<sup>nd</sup> year of two-year term)

#### **Secretary/Treasurer – Garry Umbrich**

Hotsprings Valley Retreat

303 Hawkins Street

Whitehorse, YT Y1A 1X5

Phone: (867) 456-8010

Fax: (867) 668-7632

E-mail: [hvr@northwestel.net](mailto:hvr@northwestel.net)

(2<sup>nd</sup> year of two-year term)

#### **First Vice-Chair – Mary Ann Ferguson**

Westmark Whitehorse Hotel & Conf. Centre

201 Wood Street

Whitehorse, YT Y1A 2E4

Phone: (867) 393-9722

Fax: (867) 668-2789

E-mail: [mferguson@hollandamerica.com](mailto:mferguson@hollandamerica.com)

(1<sup>st</sup> year of two-year term)

#### **Second Vice-Chair – Dee Enright**

Outside the Cube

PO Box 31626

Whitehorse, YT Y1A 6L2

Phone: (867) 456-7483

E-mail: [dee@outsidethecube.ca](mailto:dee@outsidethecube.ca)

### Elected Directors

(1<sup>st</sup> year of two-year term)

Tammy Beese

What's Up Yukon

410-108 Elliot Street

Whitehorse, YT Y1A 6C4

Phone: (867) 667-2910

E-mail: [tammy@whatsupyukon.com](mailto:tammy@whatsupyukon.com)

(1<sup>st</sup> year of two-year term)

Spence Hill

Tom's Touring Service

709 Minton Road

Whitehorse, YT Y1A 5A9

Phone: (867) 393-3848

E-mail: [spence@northwestel.net](mailto:spence@northwestel.net)

## **2008-09 TIA Yukon Board of Directors (appointed)**

(All one-year terms)

### **Maureen Bungaard**

Yukon Convention Bureau  
4133 4th Ave.  
Whitehorse, YT Y1A 1H8  
Phone: (867) 668-3555  
Fax: (867) 668-3550  
E-mail: [Maureen@yac.ca](mailto:Maureen@yac.ca)

### **Stephen Reynolds**

Yukon Quest  
#2 1109 First Ave.  
Whitehorse, YT Y1A 6L3  
Phone: (867) 668-4711  
Fax: (867) 668-6874  
E-mail: [yukonquest@polarcom.com](mailto:yukonquest@polarcom.com)

### **Neil Hartling**

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](mailto:wtay@klondiker.com)

### **Rebecca Jansen/Erin Whal**

Yukon Historical & Museums Association  
3126 3<sup>rd</sup> Ave.  
Whitehorse, YT Y1A 1E7  
Phone: (867) 667-4704  
Fax: (867) 667-4506  
E-mail: [yhma@northwestel.net](mailto:yhma@northwestel.net)

### **Teena Dickson**

Yukon Outfitters Association  
PO Box 9130  
Whitehorse, YT Y1A 4A2  
Phone: (867) 668-4118  
Fax: (867) 668-4149  
E-mail: [info@dicksonoutfitters.com](mailto:info@dicksonoutfitters.com)

### **Gary Parker**

Klondike Visitors Association  
Box 3898  
Dawson City, YT Y0B 1G0  
Phone: (867) 993-5575  
Fax: (867) 993-6415  
E-mail: [gparker.kva@dawson.net](mailto:gparker.kva@dawson.net)

### **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](mailto:ed@yfnta.org)

### **Staff and Contract Colleagues:**

Chief Executive Officer – Patti Balsillie; Executive Director – Sandy Hachey  
Administrative Assistant – Ellen Fournier  
Office Manager/TCMF Administrator – Tiffany Drummond  
Program/Communications Coordinator – Rick Massie/Leah Adam  
YTMP Coordinator/YTTF Administrator – Amanda Dieckmann

TCMF Administrator – Corrie Gallienne  
YTTF Administrator – Kelly Fraser  
Canada Select Advisor – Mia Lee/Rob Dunbar-Edge  
Occupancy Data Collection Consultant – Rob Dunbar-Edge  
Conference Planning Support – Suzanne De La Barre

### **Past TIA Yukon Presidents/Chairs 1973-2009**

- 1973-74 Gerry 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 Watling
- 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
- 2008-09 Rod Taylor



## Chair's Report

TIA Yukon is truly "*coming into its own*".

In 2007 our membership adopted a new board structure; entrusting us to become a more representative organization for our industry. In two short years, we have become a recognized player at the "table of industries", participating in cross-industry collaborative efforts; establishing stronger connections with our Premier, Minister, other strategic industries, and media to communicate our needs and position as an industry; and working with various stakeholders, developing user-friendly tools to further enhance the potential of our members.

Noted here, is a summary of some of the project initiatives undertaken by TIA Yukon over the past year.

### Consultations with Industry/Stakeholders:

- In May 2008, TIA Yukon, Yukon Chamber of Mines and the Klondike Placer Miners Association entered into a Memorandum of Understanding (MOU) to foster a better relationship between the two industries.
- This past year TIA Yukon has been consulted by the Lands Branch on the Commercial Wilderness Lands Policy. Operators have been recognized as significant stakeholders in the land tenure debate and our input/perspective is valued.
- In 2008-09, YESAB undertook a 5-year review of their governing legislation and process. Stakeholders in the tourism industry were considered to have valuable input to the process and TIA Yukon participated in the review process by attending an industry specific discussion and submitting written comments.
- Industry is truly making a significant contribution to determining the investment spend in various marketplaces overseas and domestically through participation on the Senior Marketing Committee. This is an important development that we have lobbied for over the past few years.

- **Development:**

The Board of Directors and staff of TIA Yukon dedicated an entire year to realize the development of three major projects identified in the 2007 Business Plan. We developed a Tourism Business Services website which is a "one-stop-shop" for business looking for investment, development or business enhancement information. A land asset mapping project was undertaken to develop a GIS mapping tool, allowing us to identify potential desirable tourism land assets. And, we developed a business plan template to identify gaps in any given community (be it tourism product, infrastructure, etc.) and a process to determine what is required to fill the gaps. A detailed plan was created for Dawson City with a committee of prominent Dawson tourism persons working collaboratively with the consultants to create the aforementioned plan.

### Lobby efforts:

- In November 2007, we met with the Premier to discuss federal stimulus programs and Yukon's response to the global economic crisis. We requested an additional capital investment of \$500,000

for overseas marketing to offset the decline in US visitation and \$100,000 to assist the Yukon Convention Bureau with a direct in-market sales program. These funds were approved and currently being utilized.

- TIA Yukon supported Holland America Line and the *mv* Yukon Queen II by submitting a response to YESAB during their initial review. We recognize the critical importance of lobbying to keep HAL in the territory and encouraged our membership and stakeholders to support this initiative.
- TIA Yukon has participated in the Peel Land Use Planning process by submitting our comments to the Commission. Our membership's position is to continue to support the mining industry while recommending a compromise that would see protecting the Three Rivers area of the Peel Watershed (specifically the Snake, Wind and Bonnet Plume Rivers) which represents 40% of the watershed or 4 – 6% of the Yukon.

A year of growth for our industry is how we can remember 2008. TIA Yukon's reputation for consultation, consideration and collaboration has brought us to the forefront of the business arena, allowed us to initiate trans-industry agreements and finalize major projects. What does the future hold for TIA Yukon? We will continue to grow, to establish partnerships and to collaborate on all appropriate issues. 2009 will see us continue to work on developing inter-industry initiatives as part of the Memorandum of Understanding with the mining industry, exploring the possibility of a one organization approach for Yukon's tourism ngo's where they would share the same building and share administrative costs, developing a pan-northern tourism initiative and planning to welcome our Alaskan colleagues to the 2010 Alaska Travel Industry Association (ATIA) Convention hosted in Whitehorse.

In closing, I'd like to thank the outgoing CEO, Patti Balsillie, for all her hard work, dedication and commitment to the industry and welcome our new Executive Director, Sandy Hachey. Sandy's contributions are already having a significant, positive impact on TIA's reputation. I would also like to acknowledge the great staff of TIA s and my volunteer colleagues on the TIA Yukon Board of Directors (who are listed below) for all their contributions and hard work, On behalf of our staff and Directors alike I would like to recognize the tremendous encouragement and support from the TIA Yukon membership in general. I look forward to 2009/10 and believe that the tourism industry of the Yukon is ready to capitalize on the coming conclusion of the global recession. Thanks again to our membership for all their support.



## Executive Director's Report

The 2008-09 fiscal was one of change, challenge and movement.

We saw the previous CEO, Patti Balsillie, depart for other interests and ventures. Patti lead us through the first half of this year – at which time I came on board.

As with other tourism businesses in the territory, TIA Yukon struggled with the challenge of staffing shortages through out the summer of 2008. In April, we also saw the departure of Ellen Fournier Administrative Assistant; Rick Massie, Program and Communications Coordinator and in the winter came the departure of Corrie Gallienne, TCMF Administrator and Kelly Fraser, YTTF Administrator. We wish everyone all the best in their new endeavours.

Fortunately, we were able to revamp and enhance a couple of the positions in the office and in the fall, welcomed Tiffany Drummond, Office Manager and Leah Adam, Communications Coordinator. With the restructuring of duties, we were able to bring the administration of both the TCMF and YTTF programs in-house to better serve our clients.

2008-09 was a year of special projects. In the last half of the year, TIA Yukon was able to secure funding for continued work on the business plan with three major projects: 1) Tourism Business Services Inventory, 2) Land Asset Identification and Mapping, 3) Nodal Development and Gap Analysis.

The Tourism Business Services Inventory is a comprehensive listing of all the services and funding programs that are available to anyone who is wishing to start or enhance their current tourism business. The listing has been developed into a user-friendly website [www.tbs.tiayukon.com](http://www.tbs.tiayukon.com)

In an effort to understand the tourism assets that are available in the territory, we also undertook a Land Asset Identification project. The purpose of this project was to develop a GIS model to produce a series of maps using a specific set of criteria (10 different criteria). Depending on the weighting used for each criteria, we are able to determine the value of land assets in the territory in relation to tourism. The model is the property of TIA Yukon and will be made available to those who wish to use it.

The third component to this series of projects was the Nodal Development and Gap Analysis project. This project produced a tool kit which can be used in other nodes in the territory to help them determine where the gaps are in their community to ultimately help them increase visitation to their area. We developed the tool kit and conducted the entire process with Dawson City as a pilot. The result was two business cases ready for investor involvement for the Dawson City area. The tool kit and business cases are owned by TIA Yukon and available for use/discussion. As part of this project, we also completed a section of the Nodal Gap Analysis for Whitehorse. We hope to continue with this project in the 2009-10 fiscal.

TIA Yukon has also signed a Memorandum of Understanding (MOU) with Yukon Chamber of Mines and the Klondike Placer Miners Association. We began discussions with these two groups in order to maintain open communication with respect to projects that each party is undertaking and well as to gain

an understanding of how each industry works. The three parties are continuing discussions with respect to best practices and hope to have this project finalized by the end of the next fiscal.

In 2006-07 TIA Yukon was pleased to learn that Whitehorse had been chosen for the 2010 ATIA Annual Conference. Partnering with Yukon Government, Department of Tourism and Culture, Yukon Convention Bureau and the City of Whitehorse, TIA Yukon has been co-chairing the planning committee for this convention. Next year, a Yukon contingent will be traveling to Fairbanks, AK to entice delegates to the 2010 convention and use the opportunity to promote Yukon.

2008 also saw the injection of additional funding to the tourism industry - \$500,000 towards overseas marketing efforts and \$100,000 towards the Yukon Convention Bureau to conduct a targeted sales effort. TIA Yukon sat in an advisory capacity with respect to the Yukon Convention Bureau project and will continue with this project until the end of the fiscal year for 2009-10.

In addition to the special projects we undertook this year, we continued to run the following programs:

- Canada Select;
- Yukon Tourism Training Fund;
- Tourism Cooperative Marketing Fund; and,
- Occupancy Data Collection Program.

You will find detailed reports for each of these programs in the following pages of this annual report.

TIA Yukon continues to work hard everyday to streamline and evolve our administrative processes to enhance our commitment to our valued stakeholders and membership.

I'd like to take this opportunity to thank the Board of Directors for their tireless volunteer commitment, our funding partners who allowed us to proceed with the line-up of special projects this past year, Yukon Government for their investment in our industry and the continued commitment to TIA Yukon as the industry lead association.

And, I would be remiss if I did not recognize the dedication and commitment of the incredible staff of TIA Yukon. A huge thank you to Tiffany, Amanda and Leah – these ladies are the people who allow the movement to take place to make room for change. I am honoured to be a part of such a fantastic team.



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

The 2008 year was not an inspection year for this program – meaning that properties had the opportunity to renew their membership with Canada Select without going through the review process. All properties from 2007 elected to keep their Canada Select designations. 2008 saw a total of 20 properties participate in the program.

The cost effectiveness for seasonal properties to participate as well as the type of experiences properties are marketing continue to provide some challenges to increasing participation in Canada Select.

As we strive to grow the Canada Select Program in the Territory, standards for the accommodation industry in the Yukon can only improve, making our territory a competitive tourist destination.



## **Yukon Tourism Training Fund**

This year has seen increased interest in and applications to the Yukon Tourism Training Fund. Funding totals (paid funding) for the past fiscal year approximates \$21,200 (last years funding totals which included paid funding and unconfirmed funding from the last intake period approximated \$12,800). During the 08-09 fiscal year, the Tourism Training Fund received 64 applications (there were 29 applications last year).

As industry becomes increasingly aware of the existence of this fund we will no doubt see further increases in its use. We continue to provide promotional material regarding the fund to relevant outlets, events and institutions.

Some courses which have received funding to date include:

- Level 1 Intro to Moving Water Canoe course
- Rescue 3 International: Swiftwater Rescue Technician Level 1
- Canoeing – Whitewater Fundamentals
- Food Safe, Level 1
- Wilderness First Responder
- Standard Wilderness First Aid
- ACMG Top Rope Instructors Course
- Beginning German II
- Tour 150 – Intercultural Issues
- Climbing Gym Instructor
- Intermediate Sea Kayaking Leadership Course
- Advanced Back-Country Wilderness First Aid
- Front Desk Agent through YTEC
- Assistant Guide – Sea Kayaking Certification
- Human Resource Management
- Introduction to Tourism, Public Relations & Customer Service

## **Tourism Cooperative Marketing Fund**

TIA Yukon administered the Tourism Cooperative Marketing Fund (TCMF) - Trade & Consumer Shows for the 2008/09 fiscal year. It was another successful year for the fund as it was fully subscribed assisting tourism operators with targeted marketing programs for Yukon tourism products and services.

This past year, 30 Yukon tourism operators, NGO's and businesses were allocated funds to attend national and international Trade & Consumer shows. The demand for the fund has been increasing steadily over the past few years and this year was no exception. In order to accommodate the large number of applicants, the fund received an additional \$10,000 to top it up to \$160,000 for 2008/09. A total of 51 shows, sales missions and presentations in Canada, the United States, and Europe have been attended or will be attended by the end of the Contribution Agreement for 2008/09.

The TCMF review committee met a few times this year to continue to amend the application and eligibility criteria to make the process more user-friendly for both applicants and Fund administrators. The Yukon Government has committed to help make these changes and supports the TCMF Trade & Consumer Show fund for the coming 2009/10 fiscal year.

## Occupancy Data Collection

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

As part of the second year of this program, a third round of site visits was planned for the spring of 2008. However, given that operator participation rates were much lower than targeted, the low rate of success in getting operators to participate in the program through site visits, and the relatively high cost of site visits, the option to cancel the third round of site visits was reviewed and accepted by TIA Yukon 2008.

Having administered the TIA Yukon Occupancy Data Collection program for two years including the preparation of program evaluation reports, I.T. Edge Consulting Inc. recommended that TIA Yukon make use of other commercially operated occupancy surveys (e.g., PKF Consulting) instead of continuing to operate the Occupancy Data Collection program, to get the information desired by tourism industry stakeholders.

This recommendation was made having considered:

1. The lack of success in meeting targets, goals, and expected benefits after two years of program operations, with little evidence to suggest that there would be any material change in future by continuing as we have or with minor program changes.
2. The availability of occupancy data from commercial sources (e.g., PKF Consulting) who have expertise in the area and who provide interpretation of survey data at lower cost than would be incurred by TIA Yukon in continuing to operate the existing program.
3. The perceived lack of value for participating in the program on the parts of virtually all individual accommodation operators.

Upon review it was decided by TIA Yukon to not continue with the program until such time as it became more of a priority for industry. The Occupancy Data website (for properties to enter their occupancy statistics) remained active until April 28, 2009.

The Year 2 Review (completed in 2008) is available on the TIA Yukon website (<http://www.tiayukon.com/programs2/occupancydatacollection/>) and is titled Accommodation Occupancy Program – Year 2 Review 2008.

## Membership List 2008-09

3 Beans Natural Foods  
5th Avenue Bed & Breakfast  
A Ray of Sunshine  
Aasman Design Inc  
Abenteuer Reisen (Adventure Tours) Yukon Wild Ltd.  
Air North, Yukon's Airline  
Aklak Air/ Arctic Nature Tours  
Alayuk Adventures  
Alcan Motor Inn  
Alkan Air Ltd  
Alpine Aviation  
Alpine Bakery  
AlterVision  
Antoinette's Food Cache  
Arctic Inland Resources  
Arctic Insurance Brokers Ltd  
Arctic Star Printing  
Aroma Borealis  
Arrangements Yukon  
Arts Underground  
Association Franco-Yukonnaise  
Association of Yukon Communities  
Aurora Inn  
Bean North Coffee Roasting Co. Ltd.  
Bed & Breakfast Association  
Bell's Travel Guides  
Bensen Creek Wilderness Adventures  
Best Friend Services  
Best Western Gold Rush Inn  
Big Horn Hotel Inc  
Black Feather -- The Wilderness Adventure Co.  
Bombay Peggy's  
Bonanza Gold Motel & RV Park  
Bonnet Plume Outfitters  
Breath of Wilderness  
Brewery Bay Chalet  
Budget Rent-A-Car  
Builders Supplyland  
Burnt Paw Gift Shop & Cabins  
Business Development Bank of Canada  
Canada Games Centre  
Canadian Wilderness Travel Ltd  
CanaDream Motorhome Rentals and Sales  
Canoe North Adventures  
Captain's Choice Motel  
Caribou Crossing  
Carmacks Hotel  
Carmacks, Village of  
Cathers Wilderness Adventures  
Cedar & Canvas  
Cedar Lodge Motel  
Champagne Aishihik First Nations  
Chicken Centre -- All Alaska Gifts  
City of Whitehorse  
CKRW  
Claim 33  
Coast Mountain Sports  
Computec Embroidery Inc.  
Cottonwood RV Park  
Dalton Trail Lodge  
dana Naye Ventures  
Dancing Moose Gifts  
DataPath Systems  
Dave's Trophy Express  
Dawson City Arts Society  
Dawson City Bed & Breakfast  
Dawson City Chamber of Commerce  
Dawson City General Store  
Dawson City Museum  
Dawson City River Hostel  
Dawson City Sled Dawgs  
Dawson Hardware Ltd.  
Dawson Peaks Adventure Company  
Dickson Outfitters Ltd  
Doc's Deli  
Downtown Hotel  
Downtown RV Park  
Drunken Goat Taverna  
Eagle Plains Hotel  
Ed & Star Jones  
Edgewater Hotel  
Eldorado Hotel  
Equinox Outdoor Learning Centre  
Eureka Gold Panning  
Faro Studio Hotel  
Faro, Town of  
First People's Performances  
Frances Lake Wilderness Lodge  
Frantic Follies  
Fraserway RV Rentals  
Fresh From the Yukon Inc.  
Fritz Mueller Photography  
Gamming Trucking Ltd.  
George Johnston Museum

Giorgio's Cucina  
Glanzmann Tours  
Gold Rush Campground & RV Park  
Gold Rush Inn Ltd  
Gold Trail Jewellers  
Gray Line Yukon  
Great Canadian Travel Company, The  
Great River Journey Inc  
Grenon Enterprise Services  
Haines CVB  
Haines Junction, Village of  
Harper Street Publishing  
Headwaters 2 Ocean Troutfitter  
Hi Country RV Park  
High Country Inn  
Hotsprings Valley Retreat  
Hougen Centre  
I.T. Edge Consulting Inc  
Icy Waters Arctic Char  
Individual - Coleman Johnson  
Individual - Lara McDonald  
Individual - Maureen Bundgaard  
Inkspirationz Graphix  
Inn On the Lake  
Integraphics Ltd  
Intergraphics  
Kanoë People  
Kathy Elliott & George Saure  
Keno Cabins  
Klondike Kate's Cabins & Restaurant  
Klondike Nugget & Ivory Shop  
Klondike River Lodge  
Klondike Snowmobile Association  
Klondike Visitors Association  
Kluane First Nation  
Krudā Che  
Kwaday Dan Kenji  
Kwanlin Development Corp  
Latitude Destination Management Inc  
Leaf Solutions Ltd  
Leo Volkering - Independent Guide  
Little Atlin Lodge  
Locksmith Services  
Lone Wolf Outfitting Ltd  
MacBride Museum Society  
MacKenzie Petroleum Ltd.  
Mac's Fireweed  
Mail Boxes Etc.  
Marsh Lake Tents & Events  
Mayo, Village of

Men's World  
Mervyn's Yukon Outfitting  
Midnight Sun Coffee Roasters  
Midnight Sun Gallery & Gifts  
Midnight Sun Hotel  
Midnight Sun Outfitting Ltd.  
Miles Canyon Historic Railway Society  
Minto View Cabins  
Mountain View Golf Course  
Mountain Waters Guiding  
Muktuk Kennels  
Murdoch's Gem Shop  
MusicYukon  
Nadventure Tourism  
Nahanni River Adventures  
National Outdoor Leadership  
Nature Tours of Yukon  
Norcan Leasing Ltd  
North End Gallery  
North Star Adventures  
Northern Beaver Post  
Northern Garments Inc.  
Northern Tales Travel Services  
Northern Vision Development Ltd.  
Northstar Bed & Breakfast  
Northwestel Inc  
NWT Tourism & Parks  
Outcrop Yukon  
Outside The Cube  
Paradise Alley  
Parks Canada  
Pathways Canada Tour Co Ltd.  
Peabody's Photo Parlour  
Pete Jensen Ltd  
Pizza Hut  
Plantation Flowers & Gifts  
Pop Stop Etc.  
Pot O Gold  
PR Services  
Quill Creek's Adventure Wilderness  
Rainy Hollow Wilderness  
Ranger Air Charter Ltd  
Raven Hotel & Gourmet Dining, The  
Raven's Nook  
Richard Hartmier Photography  
River View Hotel  
River West Cappucino Bistro  
Ruby Range Adventure Ltd  
Ruby Range Wilderness & Fish  
Sam N' Andy's

Scotia Bank  
 Sea to Sky Expeditions  
 Shadow Lake Expeditions  
 Shaughnessy Village B&B Guest House  
 Shine Public Relations & Communications  
 Sidka Tours/Glacier View Cabins  
 S'igedi Gifts & Things  
 Sign of the Raven  
 SIR North Country Ranch  
 Skagway CVB  
 Skky Hotel & Volare euro bar cafe  
 Sky High Valley Ranches  
 Slow Rush Tours  
 Society for Yukon Artists of Native Ancestry (SYANA)  
 Southern Cross Solutions  
 Spirit of the North Guides  
 Sports Life  
 Sports Yukon  
 Stan Stephens Glacier Wildlife  
 Stehelin Ranch B+B  
 Stop In Family Hotel  
 Stride & Glide  
 Subvert Marketing  
 Tage Cho Hudan Interpretive Centre  
 Tagish Cabins B&B & Tours  
 Tagish Stores, Cafe, Motel, RV Park  
 Tagish Wilderness Journeys  
 Taiga Journeys  
 Takhini Hot Springs  
 Talbot Arm Motel  
 Tatshenshini Expediting Ltd  
 Teresa Earle Communications  
 Teslin Outfitters Ltd.  
 Teslin Tlingit Heritage Centre  
 The Chocolate Claim  
 The Milepost  
 Timewise Event Managment  
 Tlingit Tours  
 Tom's Touring Service  
 Trans North Helicopters  
 Trek Over The Top  
 Triple J Hotel  
 Tr'ondek Hwichin- Danoja Zho Cultural Centre  
 Uncommon Journeys  
 Unitech  
 Up North Adventures  
 Vuntut Development Corporation  
 Walden's Guiding & Outfitting  
 Watson Lake, Town of  
 Westmark Whitehorse Hotel &  
 Conference Center  
 Westmark Inn Dawson City  
 What's Up Yukon  
 White Pass & Yukon Route  
 Whitehorse Chamber of Commerce  
 Whitehouse Cabins  
 Wild Wonders River Safaris  
 Wild Yukon Journeys  
 Wilderness Fishing Yukon  
 Wildflower Touch Therapies  
 Wolf Adventure Tours  
 Wolf Lake Wilderness Lodge Ltd  
 Yamnuska CJ Link Service  
 YHMA  
 Yukon Alaska Tourist Tours  
 Yukon Archives  
 Yukon Artists At Work  
 Yukon Arts Centre Art Gallery  
 Yukon Beringia Interpretive Centre  
 Yukon Brewing Company  
 Yukon Chamber of Commerce  
 Yukon First Nations Tourism Assoc  
 YG - Dept. of Tourism and Culture  
 YG - Dept. of Economic Development  
 Yukon Harley-Davidson  
 Yukon Heritage Resources Board  
 Yukon Horsepacking Adventures  
 Yukon Horses  
 Yukon Inn  
 Yukon News  
 Yukon Outfitters Association  
 Yukon Pride Adventure Tours  
 Yukon Quest International  
 Yukon River Cruises/ Yukon Wings  
 Yukon Rose Holdings  
 Yukon Sourdough Rendezvous Society  
 Yukon Suspension Bridge Ltd.  
 Yukon Tirecraft  
 Yukon Tourism Education Council  
 Yukon Transportation Museum  
 Yukon Wide Adventures  
 Yukon Wildlife Preserve