

TOURISM TIMES

FRIDAY, DECEMBER 5, 2008 • VOLUME 11 NO. 6



Chair's Message
Rod Taylor

IT IS CERTAINLY A TIME OF CHANGE,

both at TIA Yukon and around the world. Here at home, we are welcoming TIA Yukon's new Executive Director, Sandy Hachey. Sandy comes to us with a wealth of tourism experience including working closely with the Deputy Minister of Tourism, having held the position of being a senior manager at the Yukon Convention Bureau, and her most recent role as Senior Account Manager with Aasman Design. Sandy's enthusiasm, quiet confidence and "get it done today" attitude will be huge assets to our industry.

Of course Sandy's arrival is a reflection of a significant departure. Over the past six years Patti Balsillie has been an outstanding ambassador for the Yukon's tourism industry. There cannot be many, if any, operators, suppliers or government officials who have not been affected by Patti's driving desire to make our industry more prosperous. On behalf of the many Association Presidents that Patti has shepherded over the years I want to thank her for all her efforts and we wish her well in her new endeavours.

As for the rest of the world, it is difficult to remember a time of such economic volatility. The current interconnectivity of both markets and consumers has meant that situations previously considered to be "downward trends" are now capable of spiraling exponentially into a recessionary situation in the time it takes to press "send". This is obviously having an effect and will continue to have an effect upon tourism numbers. A destination such as the Yukon, which is perceived in general as being an expensive vacation choice, can be particularly vulnerable to such a downturn. That being said, now is not the time to panic. The fact is that all things being equal, the Yukon is actually in an enviable position and should recover as quickly as any destination from this recessionary cycle. With a Territorial budget of close to a billion dollars for a population of 30,000, this pillar of our economy is as stable as it gets. In September of 2008, while the average occupancy rate of Canadian hotels declined by over 2%, the Yukon had the highest rate of growth at almost 7%. We have what the world wants. The pristine wilderness of the North is becoming more valuable everyday. Tourism worldwide is still on a growth trajectory and experiential, nature-based products are one of the strongest sectors. The return of both the Canadian

dollar and fuel costs to more moderate levels should be a huge help in keeping visitation relatively stable. Lastly, the "afterglow" of the 2010 Vancouver Olympic Games should provide a boost to the North as we realize once in a lifetime exposure to the world's markets. In fact the Canadian Tourism Commission is projecting only a 2% decline in visitation to Canada in 2009 with growth of 3.3% in 2010 and eventually, 6% by 2012. The Yukon tourism industry has proven itself to be incredibly resilient in the past. I have great confidence in our operators successfully making it through this crisis as well.

Lastly, I would like to personally thank all our members who attended this fall's Round Up meeting. The staff and Board Members worked hard to create an interesting session and the panel discussion was excellent. The party was standing room only and the entire evening is just one example of the increased value to our members we intend to focus our efforts on in the coming year.

Happy holidays to all our members, here's hoping for great snow conditions and happy visitors.



Message from the Executive Director

By Sandy Hachey
Executive Director, TIA Yukon

Well – the Christmas season is officially upon us! I'm sure, like most of you, I'm starting to wonder about what the Christmas Wish List will look like for my loved ones. Who will want those cozy Smart Wool socks? Do I really want to get my mom another gadget that is "as seen on T.V."? And for whom do I buy the quintessential gift – Air North gift certificates?

Doing all of this wondering, it was only natural that I started to wonder "What do our operators wish for Christmas?". I think the answer is simple – continued and increased success in offering superior service, experiences and goods to their existing and new customers.

This Holiday Season, let's help our tourism operators get their wish by taking the time to connect with our families and friends and truly experience our home – the Yukon. Here are a list of suggestions to help stuff those stockings, trim the tree and enjoy those long winter nights:

- Purchase a piece of local art for your sister;
- Take your children for a 1/2 day dog sledding adventure;
- Rent a cabin for New Year's Eve with your friends;
- Attend one of the local theatre productions with your dad;
- Make that appointment at the day spa for your mom; or
- Treat yourself to a month of lattes at any one of the amazing local cafes.

As the new Executive Director for TIA Yukon, I warmly wish our Membership, Staff, Board of Directors and Visitors a safe, happy, and prosperous Holiday/Winter Season. All the best in 2009!

Destination Yukon

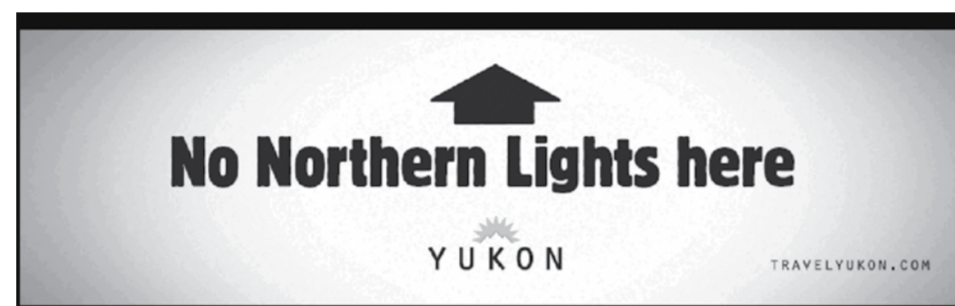

Article submitted by YTG

Tourism Yukon launched the Destination Yukon fall campaign in October 2008. The objective of the fall campaign is to increase the awareness of Yukon as a stand-alone visitor destination and entice travellers to plan a winter vacation in Yukon. The campaign reached out to Cultural Explorers and Adventure Challengers in the Calgary market area.

The Destination Yukon Campaign focuses on the Canadian market, with emphasis on the Gateway Cities of Vancouver, Edmonton, and Calgary that have direct air access to the Yukon. Residents of these cities are just a short hop away and they are amongst the North Americans most likely to come north of 60 to experience our Yukon. This is especially true when talking about experiencing Yukon in the winter. \$200,000 was allocated to deliver the fall component focusing on Calgary and \$300,000 will be used to launch a campaign in February 2009 in Calgary, Edmonton, Vancouver, and a highly targeted Toronto component that promotes summer travel to Yukon in 2009. The campaign will leverage and build on investments in the market by Air North – Yukon's Airline.

Preliminary results from the Calgary campaign are in and show more than a 60% increase in website traffic to winter packages developed for the campaign by Yukon tourism suppliers. Final results will be reported in early 2009.

Sample of billboard from campaign:

Klondike
VISITORS ASSOCIATION

Dawson City invites you to join us at the
2009 TIA YUKON

Spring Conference

APRIL 16-18.

The most fun you can have ^{net}not working.

Visit Our Website at:
www.dawsoncity.ca

YTEC & YTG to Partner on Recruitment

Article Submitted by YTEC

Education Minister Patrick Rouble and Tourism and Culture Minister Elaine Taylor announced that the Yukon Government and Yukon Tourism Education Council (YTEC) are partnering to assist tourism industry employers with their recruitment process.

"The development of a strong labour force supports a vibrant economy that allows business and industry to take advantage of economic opportunities," Rouble said. "Assisting Yukon employers with finding workers of all skill levels is critical in ensuring they meet the challenges presented by economic growth."

"By helping employers access national and international programs, we are working to address the local labour market shortage that has challenged Yukon tourism operators," Taylor added.

The Departments of Education and Tourism and Culture are each contributing \$24,897 towards the YTEC recruitment initiative. In addition, YTEC is also providing in-kind contributions of \$4,979.

The YTEC employer resource project will focus on developing a resource guide, which will assist employers from the tourism sector in accessing programs designed to help with recruitment from outside the Territory. YTEC will act as a resource conduit service for employers interested in seeking national and international recruitments and to connect employers with local, national and international resources best suited to their needs.

"More and more employers are turning to immigrants as a way to overcome skills shortages, a shrinking labour pool, and the demands of globalization. In addition to this, there is substantial untapped labour potential within the Aboriginal community," Darlene Doerksen, CEO of YTEC said. "The employer resource project is designed to help small and medium sized tourism businesses examine all of the possibilities available to them and will serve to inform and assist them."

For more information please contact Darlene Doerksen at Yukon Tourism Education Council (867) 667-4733 or via email at ddoerksen@northwestel.net



FALL ROUNDUP

TIA Yukon's 2008 Tourism Industry Fall Roundup was a tremendous success. On October 30th approximately 110 delegates came together for an afternoon panel discussion followed by an evening celebration of a successful season.

Staff and Board at TIA Yukon would like to extend their gratitude to all delegates, volunteers, presenters, and sponsors. Your contribution made this Roundup possible.

Roundup sponsored by:



Tourism Cooperative Marketing Fund Trade And Consumer Shows

The purpose of the Tourism Co-operative Marketing Fund (TCMF) is to assist in the marketing of Yukon tourism products and services from across the territory, to prospective visitors around the world.

Funds designated for Trade and Consumer Shows for 2008-2009 have been fully allotted. We encourage businesses to continue to submit applications as they will be funded in order of receipt if funds become available.

Applications and information can be found through the link on TIA Yukon's website www.tiayukon.com under Programs/Tourism Cooperative Marketing Fund.

For further information please contact:
Corrie Gallienne, Program Coordinator–TCMF at TIA Yukon
ytmp@klondiker.com



Yukon Tourism Training Fund

TIA Yukon encourages you to take advantage of Yukon Tourism Training Fund (YTTF) in partnership with the Yukon Department of Education. You can receive up to 75% off your course cost to a maximum of \$3000.00.

If you are seeking entry level skill development, seasonal/wilderness training, or professional skills development for a career in tourism, businesses, non-profits, and organizations wishing to provide training to the tourism industry may receive up to 75% off the cost of implementation, a maximum of \$5000.00

Employers and employees alike can take advantage of the opportunity to enhance their competitiveness in the Yukon tourism industry. Applications must be received before training occurs, and application approvals will only occur 4 times a year, so plan ahead!

Here's a list of programs that were funded by the YTTF in the last several months.

- Level 1 Intro to Moving Water Canoe course
- Rescue 3 International: Swiftwater Rescue Technician Level 1
- Canoeing - Whitewater Fundamentals
- Food Safe, Level I
- Wilderness First Responder
- Standard Wilderness First Aid
- ACMG Top Rope Instructors Course
- Beginning German II
- Tour 150 - Intercultural Issues
- Climbing Gym Instructor Program
- 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

The next application deadline is Monday, February 16, 2009

Call 668-3331 or visit www.yttf.ca and apply today!



Season's Greetings!

2008 has been an exciting year for tourism in the Yukon.

We've heard many success stories and have watched thousands of visitors leave with smiles on their faces.

Thank you for making the Yukon such a wonderful place to visit!

Best wishes for a wonderful Christmas and a safe and Happy New Year from the Staff at TIA Yukon.



Patti Balsillie - Being elected to the Board of TIAC Nov 2008

Ending Six Years on a High Note!

By Patti Balsillie

In November 2002, Steve Leonard and the TIA Yukon hiring committee offered me a job as the Executive Director of the Association. Their priorities for the first 12 months centered around ensuring that relationships with TIA Yukon and all partners in Yukon would be strong, reciprocal and positive towards building tourism in the Yukon. Six years later, as I leave the Association, the association has seen or is undergoing some great progress:

- a new umbrella organization,
- an industry-led business plan and funds to implement it,
- a stronger, leaner tourism marketing partnership
- great government relationships with all levels of government
- a strong and collaborative network of tourism associations in Yukon and Canada
- a great team with amazing people resources, and more.

After 14 years in the Yukon's non-profit sector, I am finally venturing out to contribute to and grow the private sector in Yukon... consulting. This move will enable me to stay in the industry that I am so passionate about - Tourism - work with cool people, on great projects, on my own time. Isn't that the Canadian dream? Well the Yukon dream anyway.

Parting notes for Yukon and Tourism:

The Yukon's tourism industry is not unique to the rest of the world - it takes everyone in the destination to do tourism. There isn't one lead or one sole operator or department responsible. All pistons must be firing - ideally in the same direction.

Volunteers do major things for community. The TIA Yukon Board of Directors are business and association leaders with jobs, families, extracurricular and commit to TIA Yukon. If more people volunteered in areas of their greatest passion, the Yukon could only grow in energy and possibility.

The private sector is about business. If the Yukon is to continue to grow the private sector, diversifying the economy and attracting people, and investment, we need to be smart, build partnerships, co-exist with other interests, sectors and industries. It can be sooo great for our kids if we have a plan - together.

Thank you's...

Thank you to my Board over the years - from Steve Leonard having faith in me in 2002 to the guidance from Nancy Huston as my first Chair to breaking new trail with Rod Taylor - you have all been tremendously passionate about Yukon's tourism industry and this association.

Thank you to my colleagues since starting with TIA Yukon - I simply can't name everyone but you have been supporting of working together, building bridges, asking tough questions, celebrating successes, pushing new boundaries - it's been a trip - pardon the tourism pun....

Finally, thank you to the TIA Yukon team, especially over the last few years with such significant change in the association. You guys jumped on Board (another pun), and worked together to figure out how to add value for members and manage all the change. Today, TIA Yukon has such a cool team of people to work with, it's probably one of my only regrets in moving on, is not working with them - thank you Amanda, Tiffany, Leah, Corrie, Kelly, and new ED, Sandy Hachey. It's going to be so great - strong resources, team environment, sense of humor - all good!

I am off to be a Free Agent, to serve as an elected Board member of TIA Canada, to sell Yukon at every shameless chance I get and to contribute to a growing Yukon Tourism Industry!

Senior Marketing Committee Recruitment

By SMC

Following recruitment for the Senior Marketing Committee (SMC) in September, three new members have been appointed to the Committee. New to the SMC this year are Maureen Bundgaard, Yukon Convention Bureau, Bill Fletcher, Holland America Line and Rich Thompson, Zero Gravity Inc. These appointees, chosen for their marketing experience and skills related to tourism, join a team of tourism marketing professionals that provide strategic advice and recommendations to the Minister of Tourism and Culture in the development of their marketing, product development and research programs. This collaborative approach is critical to ensuring the departments programs remain industry led, market driven and research based and that the territory remains top of mind with potential visitors around the world.

Each year, the volunteer committee members participate in a Strategic Planning Retreat to identify priorities for marketing which are then provided to the department for use in their budget development process. This retreat is followed by up to four additional meetings where committee members track industry and program performance and strategize on future marketing product development and research initiatives.

Over the past number of years the SMC has been instrumental in putting forth the following recommendations:

- Increasing awareness of the Yukon as a travel destination through increased consumer marketing
- Adopting a segment based approach to marketing that focuses on our key market segments in key geographic markets
- Amalgamating some of our marketing programs into a larger Destination Yukon Campaign to achieve economies of scale
- Enhancing our efforts to partner with our two sister territories as well as Alaska
- Increasing flexibility in our marketing programs to take advantage of new and unique promotional opportunities
- Initiating a quantitative analysis of our overseas markets resulting in a recommended budget weighting for our key markets

Senior Marketing Committee

Neil Hartling (Chair) - Canadian River Expeditions and Nahanni River Adventures
 Robin Anderson - Latitude Destination Management
 Mark Beese - Beese Entertainment
 Maureen Bundgaard - Yukon Convention Bureau
 Patricia Cuning - MacBride Museum
 Torsten Eder - Northern Tales Travel Services Inc.
 Bill Fletcher - Holland America Line
 Bill Holmes - Klondike Visitors Association
 Stephen Reynolds - Yukon Quest International
 Deb Ryan - Air North, Yukon's Airline
 Rod Taylor - Uncommon Journeys
 Rich Thompson - Zero Gravity Inc.



Photo: Pierre Germain, DM Brian Alexander, Meagan Tanner, Harreson Tanner, Sandy Hachey, Rod Taylor at TIAC Nov. 2008

In only six years in the Yukon, Harreson Tanner has volunteered more hours and accomplished more than many people do in a lifetime.

Congratulations to Harreson Tanner, nominee and finalist of the "Volunteer of the Year Award" at the 2008 TIAC National Awards for Tourism Excellence.

Congratulations Harreson!

