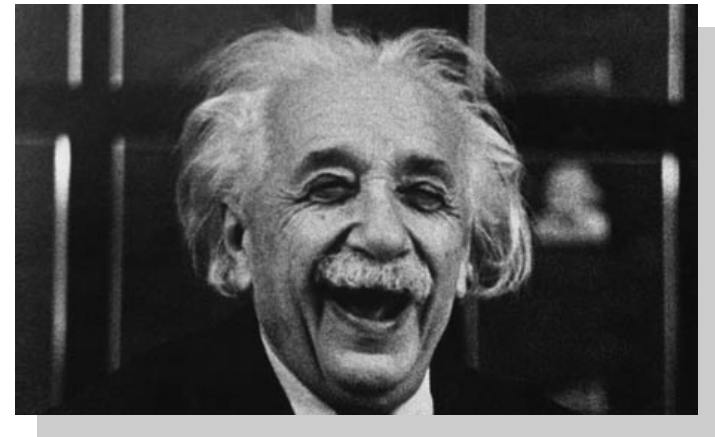




# Product Development & Research



the team . . .



# Robert Clark

## Manager

## Product Development & Research





**Shannon McNevin**  
Product Development Officer



**Cathryn Paish**  
Tourism Resource  
Coordinator



**Lisa Bellisario**  
Research Officer



**Cindy Loverin**  
Marketing Fund  
Administrator



# Successes



## Workshops

- 4 tourism workshops delivered this spring
- Yukon markets, Pricing/Packaging, Travel Trade, Wilderness Tourism
- Provided information, expertise and skills to new and existing businesses



# Labour Market Initiatives

- Supported YTEC “Ready to Work” program for the tourism sector
- Over 60 graduates from the 12-week program
- Funded through PDPP, Advanced Education and Government of Canada



# Working with Industry

- Building new and strengthening existing relationships with industry clients
- Focus on advocacy and business counselling
  - Guide/Outfitter participation in environmental assessments
  - Expanding TCMF client base
  - One-on-one counselling to 30 business clients



# Peel Watershed Land Use Plan

- Worked closely with industry organizations and businesses
- Will work to ensure tourism priorities are reflected in government review
- Public consultation on Recommendation Plan expected later this year



# 2010 – 2011 Priorities



# Product Inventory Study

- Working with TIA Yukon on database component
- Developing a survey to collect business information
- Project will help businesses identify Yukon product development opportunities



## Visitor Survey Consultation

- Committed to consultation with industry regarding its visitor research needs
- Once consultation complete, the type of tool needed to gather necessary visitor information in a timely, frequent and statistically significant way will be clear
- Consultation complete this fall



# Tourism Business/Client Education

- Workshops
- Expert presentations



# Thank You