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TIA  YUKON

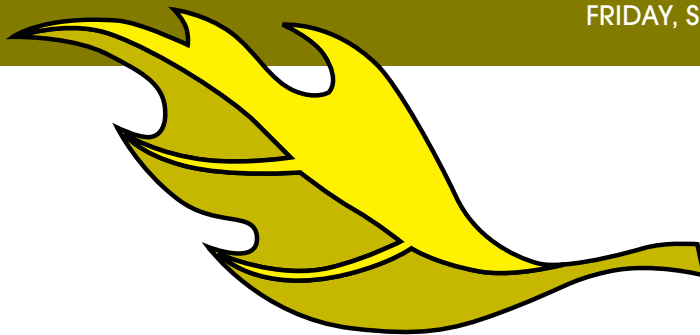


TOURISM TIMES

FRIDAY, SEPTEMBER 5, 2008 • VOLUME 11 NO. 5



Chair's Message
Rod Taylor



AS ANOTHER SUMMER SEASON DRAWS TO A CLOSE it is difficult not to notice the shift that is occurring in the global tourism industry in general and the Yukon industry in particular.

The current challenges assailing the U.S. economic system and the exponential rise in the price of fuel are combining to redefine the marketplace and the long haul consumer.

I recently attended a meeting of Canada's Economic Development and Tourism Ministers focusing on northern tourism development. In both my presentation and that of Amber Hayes, CEO of Adventure Engine, a tourism technology firm, we stated that the average income required of prospective long haul visitors to the North is quickly being elevated due to these rising costs to travel. Should this trend continue, it will have profound consequences for our industry.

In a discussion after the meeting with both private and public sector colleagues, it was agreed that the immediate challenge to northern operators will be to respond to these issues by increasing the quality of our product so that it resonates with a higher end clientele. Operators must resist lowering the product price point in an ill fated attempt to attract a lower yield clientele that is simply not going to visit. This low volume, high yield clientele is already being targeted by an aggressive segment of the industry. In fact this summer at least three high end operators from

Outside have initiated the due diligence required to launch various 5-star products in the Territory.

One anomaly to this trend is the fact that the cruise line industry has been able to amortize the costs of fuel surcharges over a large volume of clientele which should continue to help keep fares low and produce robust sales. This is an incredibly important variable as companies such as Holland America continue providing a large percentage of the bulk of the Yukon's base visitation.

The times they are a changin' as they say and it will be the operators who recognize this, and respond strategically, who reap the rewards of the opportunities that these changes represent.

Lastly, I would like to thank our partners, the Yukon departments of Tourism and Economic Development as well as the federal department of Indian and Northern Affairs for all their support and funding of the first two phases of the Yukon Business Plan. This collaboration is about to produce the first tangible results and we could not achieve these collective goals for industry with out your continued support!

Rod Taylor, Owner/Operator, Uncommon Journeys
Chair, TIAYukon





Message from the Chief Executive Officer
Patti Balsillie, CAE

Chief Executive Officer, TIA Yukon

MANY PEOPLE HAD BEEN TALKING before the 2008 summer season, wanting to know how the summer would be and what kind of impacts fuel would have on visitation. At the time, our crystal ball was a bit blurry... actually some projected that we would finally take a hit in number of visitors. Others were quite positive with constant and steady

growth such as Yukon's own airline, Air North.

Today we know anecdotally that the season was not bad. One has to remember a few inarguable facts about Yukon tourism compared to other Canadian destinations:

- Neighboring Alaska has been a huge asset to the Yukon – thousands of RV travelers make their way through the Yukon enroute and in many cases, the Yukon has been successful in encouraging folks to stay in Canada a wee bit longer.
- Planning a holiday in the Yukon is a larger ticket item than a quick weekend jaunt to a US border town so things like advance purchased tickets and trips are in place and less vulnerable to fluctuating dollars and prices at the pumps.
- Both the Pan North Marketing around the 2007 Canada Winter Games and the recent Destination Yukon campaign in gateway cities and Toronto have been brilliant for visitation. Having colleagues in the industry all across the country, more and more people share with me that they heard and/or saw something Yukon on TV, in the air or in print – Go Yukon!
- And ah yes – last but not least – we have amazing people out doing amazing things under the “Yukon” umbrella - recently Yukon's own Olympians! Remarkable and congratulations! You make us so proud

With my tourism hat now – I was watching the opening ceremonies covered by CBC Television when the announcer said something like, “From a Canadian context, the Yukon has two Olympians here in Beijing in both weight lifting and cycling...” “...The Yukon sure has a lot to look forward to with its swim club in the future as well...” Go Yukon and what fantastic coverage for major things that this northern destination can accomplish.

So crystal ball from here out says...

- Gas prices will remain high into the future – a new norm I fear,
- More Canadians will come to discover this amazing place,
- Winter tourism will continue steady growth – especially from Europe,
- Crossing borders will become more efficient, and
- The Yukon's tourism industry and partners will be working harder than ever to secure and build their own tourism 'piece of the pie' for many years to come.



New Board Shapes Association

In April 2008, TIA Yukon held its AGM and Industry Conference in Haines, Alaska. At the Annual Meeting, the membership elected their new Board of Directors. This group is comprised of 6 industry elected seats representing the Yukon's tourism sectors together with 7 designated tourism organization seats, members appointed by their organization to serve on the TIA Yukon Board of Directors.

THEY ARE AS FOLLOWS:

ADVENTURE

Rod Taylor - CHAIR
Uncommon Journeys

FOOD & BEVERAGE/
ACCOMMODATIONS

Mary Ann Ferguson – FIRST VICE
*Westmark Whitehorse Hotel
& Conference Centre*

TRAVEL TRADE/SERVICES

Dee Enright – SECOND VICE
Outside the Cube

MEETINGS/CONVENTIONS

Garry Umbrich – TREASURER/
SECRETARY
Hot Springs Valley Retreat

ATTRACTIONS/CULTURE

Tammy Beese
What's Up Yukon

TRANSPORTATION

Spence Hill
Tom's Touring Service

DESIGNATED ORGANIZATION BOARD MEMBERS:

Maureen Bundgaard
Yukon Convention Bureau

Maxine Mattinson
*Wilderness Tourism Association
of Yukon*

Meta Williams
*Yukon First Nations Tourism
Association*

Vacant
*Yukon Historical & Museums
Association*

Teena Dickson
Yukon Outfitters Association

Stephen Reynolds
*Yukon Quest International
Association (Canada)*

Gary Parker
Klondike Visitors Association



New Faces at TIA Yukon

Change always brings adjustment and opportunity and the staff team is so pleased to welcome two new staff members as we congratulate two outgoing in their new ventures:

ELLEN FOURNIER left TIA Yukon at the end of April to switch gears, moving back to Teslin for the summer and work in tourism.

RICK MASSIE left at the same time to take on a new job with the Federal Government in Communications and we are happy for both of them and their new roles.

New Office Manager - TIFFANY DRUMMOND, outgoing Operations Manager of Paddle Wheel Adventures in Haines Junction and a TIA Yukon member, has accepted the Office Manager position with our team. Tiffany will bring to TIA Yukon a Bachelors in Marketing, a Diploma of Technology in Financial Management, Supervisory Training, two years as a HR officer with Champagne and Aishihik First Nation and much more. She is articulate, professional, positive, team oriented and we are very excited to have her start in early September. She can be reached at tiayukon@klondiker.com until she gets settled.

New Communications Coordinator - LEAH ADAM, outgoing sales rep for the Yukon News and former Marketing Assistant with the KVA will be joining our team as the new Communications Coordinator. Leah knows the industry, is skilled in communications, marketing and planning, understands the association world, the partners and players, our history and future goals and is a ton of positive energy for TIA Yukon. She will start in early September as well and can be reached at tiayukon@klondiker.com until new emails are set.

Leah and Tiffany join Patti, Amanda, Corrie, Kelly, and other members of the Programs team. Please help TIA Yukon welcome the new Board and staff team for very great things in the Yukon's tourism future.



**YESEAB'ing the
YUKON QUEEN III!**

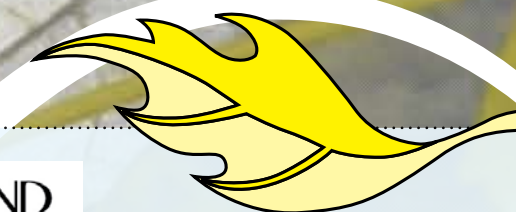
5 STEPS TO GET INVOLVED...

1. Go to www.yesab.ca
2. Get registered!
3. Learn the issues!
4. Post your comments and concerns!
5. Know that the Board of Directors at TIA Yukon

are looking into this process and want to ensure that folks that value tourism and sustainability get online!

More to follow!

Deadline is September 30, 2008.



YUKON TOURISM TRAINING FUND

**YOUR BEST SOURCE FOR FUNDING AND SUPPORT OF EDUCATION AND TRAINING
IN THE YUKON TOURISM INDUSTRY**

The Yukon Tourism Training Fund (YTTF) offers exceptional opportunities to current or potential tourism workers in the Yukon who're seeking to add to their training and education. The fund offers 75% support of all eligible costs incurred for short-term training and education courses. Many course are eligible and include entry-level skill development, wilderness focused training & certification, and professional skills development for both employers and employees.

Training and education opportunities can include: short, formal courses and workshops, distance education training, job-shadowing or coaching, and mentoring, as well as informal apprenticeships and internships. The YTTF also offers funding to employers or organizations that have an opportunity to create specialized employee directed training courses or workshops.

DO YOU WANT TO ADD TO YOUR CAPABILITIES AND STATUS
AS A VALUED WORKER IN THE YUKON TOURISM INDUSTRY?

Please visit the WWW.YTTF.CA
web site for eligibility details
and application deadline schedules,
or call the TIA Yukon offices at 668-3331.



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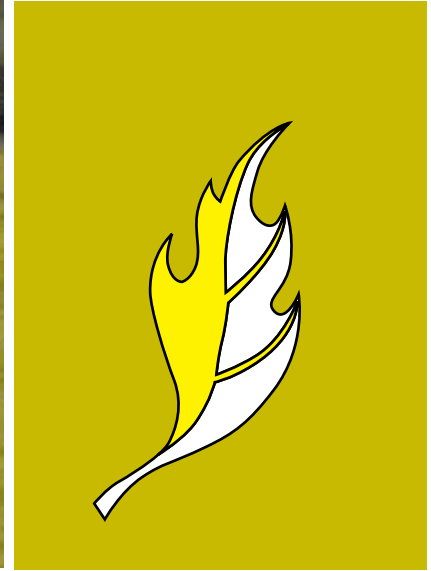
Wildlife
Outdoor adventures
and Great Fishing
await you

**All you dreamed
Alaska
would be!**

Join us for the Eagle Festival
November 5 - 9

For more information about Haines
800-458-3579 or 907-766-2234
www.haines.ak.us • hcvb@haines.ak.us





Tourism Co-operative Marketing Fund (TCMF)

The Tourism Co-Operative Fund (TCMF) assists in the marketing of Yukon tourism products and services from across the territory, to prospective visitors around the world.

Individual Yukon businesses, First Nations, municipalities and organizations can claim up to 50% of eligible marketing costs to a maximum of \$25,000, while Partnerships and Destination Marketing Organizations (DMOs) are eligible for 50% of eligible costs to a maximum of \$75,000.

For 2008/2009, 70% of available funds are already allocated! Send your application in today and let us help you stretch your marketing dollars!

Applications are online at <http://travelyukon.org/tcmf.html>

TRADE AND CONSUMER SHOWS FUNDS ARE AVAILABLE FOR...

Travel, accommodation and registration expenses when attending trade shows in target markets.

Expenses related to your trade show booth such as carpet and internet hook-ups.

Expenses for shipping costs when sending your marketing material to trade shows.

And if you are making sales calls while in destination for trade shows, you can leverage money from TCMF for that, too.

Tourism Industry Association of Yukon
#3 – 1109 First Avenue
Whitehorse, Yukon Y1A 5G4
Attention: Corrie Gallienne
Phone (867) 668-3331
Fax (867) 667-7379
Email: ytmp@klondiker.com

MARKETING PROJECTS DID YOU KNOW...

Print ad placements in publications that target prospective visitors in the planning stage of their trip are supported by TCMF?

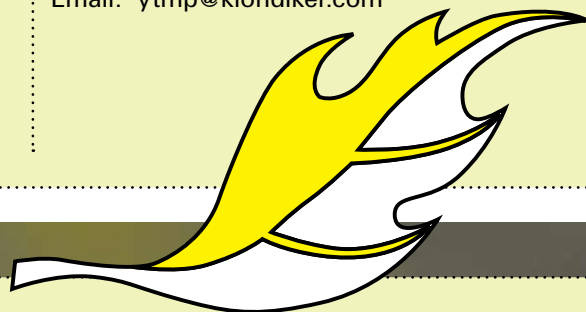
Both the purchase of "Key Words" and Web Banners are eligible.

TCMF supports Fam Trips including hosting travel media and/or travel trade.

Communities and NGOs may apply to promote their Yukon events when they include tourism packages.

Department of Tourism and Culture
P.O. Box 2703 L-1
Whitehorse, Yukon Y1A 2C6
Attention: Sandra Paun
Phone (867) 393-7133
Fax (867) 667-3546
Email: tcmf@gov.yk.ca

DON'T DELAY – CALL TODAY!



Activation of Membership 2008-09

TIA Yukon's membership year is October 1 to September 30. In September we will be sending out member invoices for membership renewal or activation. What's the difference you ask?:

- Membership Renewal – pertains to existing members of TIA Yukon whose primary membership is with TIA Yukon.
- Membership Activation – pertains to members of one of our designated organizations who through membership in good standing with said designated organization are therefore members of TIA Yukon. Instead of renewing, you just need to assist the office in confirming we have your correct contact information.

Those operators that choose to renew with TIA Yukon and hold other members are welcome too of course. The industry invoice will explain it all.

So – what's in it for the industry? Why be a member of TIA Yukon?

TIA Yukon is the industry association that speaks on behalf of the Yukon's tourism industry to Government(s) on issues that affect the industry, its sustainability, marketing, research and product development plans.

Being a member of TIA Yukon means that you belong to an organization that brings the industry together for learning, partnerships, networking and cooperation.

Being a member of TIA Yukon means that you receive bi-weekly updates from the association on things impacting the industry, trends in the country and the world and programs and service updates that might help the industry get the upper edge.

Being a member of TIA Yukon means that you support an association Board of Directors planning a sustainable tourism industry in the territory, looking out for future investment potential, cooperative dollars for marketing, labour market solutions, and building key relationships with essential government departments and related industry groups.

For more information about membership with TIA Yukon, contact the office at (867)668-3331 or email tiayukon@klondiker.com. www.tiayukon.com also features programs, resources, links, a member directory, program summaries, and explanations of member benefits.

