



TOURISM COOPERATIVE MARKETING FUND (TCMF)

- Trade & Consumer Show Projects (TIA Yukon)
- Marketing Projects (Tourism Yukon)



WHAT DOES THE TOURISM COOPERATIVE MARKETING FUND DO?

Assists industry with marketing their tourism product outside of Yukon to prospective visitors through:

- Marketing Activities:
 - Advertising, FAMs, Keyword buys, etc.
- Trade & Consumer Shows
 - MC&IT shows, sales missions, sales calls, event bids



HOW DO WE ASSIST?

PROJECT COST SHARING

50% of eligible costs related to your project.

- Up to \$35,000.00 for Individual Businesses
- Up to \$105,000.00 for Partnerships and DMO's

1/2 of eligible funding is disbursed upon signing of the contribution agreement. The remaining 1/2 of eligible funding is disbursed upon submission of a final report.



WHO IS ELIGIBLE FOR FUNDING?

- Market or Trade Ready tourism businesses
- Tourism Organizations, NGO's, First Nations or municipal governments or Partnerships featuring Yukon Product
- Communities promoting festivals and events



WHAT ARE THE FUNDING CRITERIA?

- Organizations must be registered and in good standing with Corporate Affairs in Yukon
- Businesses must have valid liability insurance minimum \$1M
- All existing Government Loans must be in good standing
- Registered and in good standing with Workers Compensation Board (*if you have employees*)



WHAT ARE THE FUNDING CRITERIA?

(cont..)

- Businesses own or lease the property necessary for the business
- Businesses have a consumer or trade billing, payment & cancellation policy
- Wilderness Tourism Operators must be licensed under the *Wilderness Tourism Licensing Act*



WHAT IS ELIGIBLE FOR FUNDING?

Approved Trade & Consumer Show Projects:

Travel Trade, Consumer and MC & IT shows

- 50% of air transportation to/from the destination to the maximum of a 14 day advance flight or;
- 50% of ground transportation to a maximum cost equivalent to a 14 day advance purchase flight.



Approved Trade & Consumer Show Projects (cont..)

- 50% of accommodation in trade or consumer show destination for the duration of the event
- 50% of event registration
- 50% of booth rental incidentals (*electricity, carpet rental, etc*).



Sales Missions

Events led by an approved destination marketing organization (DMO) to key geographic markets as noted in the annual Tourism Yukon Implementation Plan. Applications for sales missions will only be accepted from the organizing DMO on behalf of all participants.

Sales Calls

Sales calls are pre-arranged face-to-face meetings between tourism businesses and travel trade customers in key geographic markets as noted in the annual Tourism Marketing Implementation Plan.



Travel for Bid Presentations

Travel for bid presentations to secure events (*sporting, meeting or conventions*).

Events must be sanctioned by the Yukon Convention Bureau, or where applicable Sport Yukon, be feasible within the infrastructure of the Yukon and have secured financial commitments in place for hosting in advance of the bid presentation or submission.



Top 10 Trade, Consumer and MC & IT shows attended in 2009

- Rendezvous Canada
- Edmonton Home & Garden Show
- CSAE
- FESPO (Europe)
- Safari Club
- International Sportsman Expo
- Vancouver Outdoor Show
- Eastern Sports Show
- Addison Travel Series
- Dallas Safari Club



WHAT IS ELIGIBLE FOR FUNDING?

Marketing Projects :

- Paid advertising in print media/publications outside Yukon
- Paid advertising in Yukon based travel guides that are distributed outside Yukon
- Internet Advertising (*web banners, Google Ad Words*)

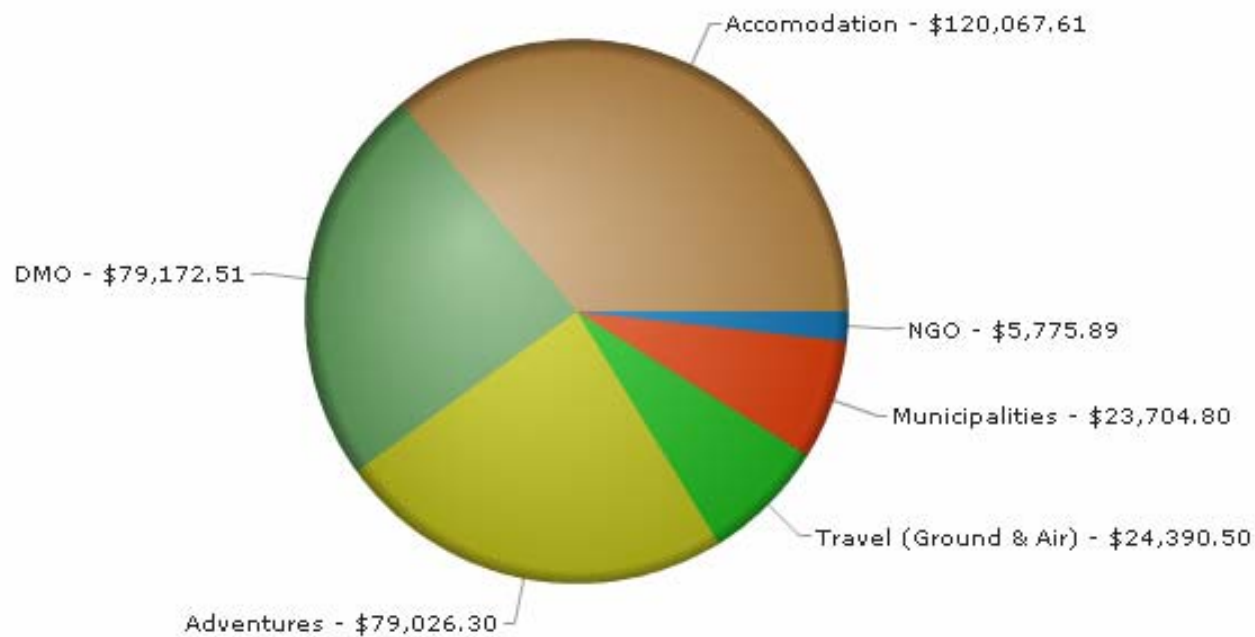


Marketing Projects (cont...)

- Promotion of Yukon events by communities and NGO's that includes a tourism package
- FAMs
- Purchase of direct mail lists & fulfillment/postage costs



WHO APPLIED FOR TCMF - 2009/2010





Trade & Consumer Shows - TIAY

Tiffany Drummund 668-3331

Marketing Projects – Tourism Yukon

Cindy Loverin 393-7133

Apply on-line at: www.tc.gov.yk.ca

Testimonials?
Questions?