



# Tourism Week Semaine du Tourisme

Monday, June 1 – Sunday, June 7, 2009

Minister of Tourism and Culture  
**Elaine Taylor**



TIA Yukon, Chair  
**Rod Taylor**



**TOURISM WEEK** is an opportunity to recognize the importance of tourism to Yukon's economic and social well-being. It is also an opportunity to recognize and thank the many groups, organizations and businesses that contribute to tourism territory-wide.

This year's theme, "Tourism Matters" refers to the ways tourism is important to us as Yukoners and to the many visitors who come from around the world.

Yukon is home for many of us because of its incredible natural beauty, exciting festivals, events and attractions, vibrant arts and culture community, and distinct heritage that adds up to exclusive Northern experiences unique in Canada's North.

Tourism also contributes to a sustainable, healthy economy, generating more than \$190 million in revenue through non-resident tourism each year. The Yukon Government recognizes the importance of tourism and is pleased to partner with industry on the delivery of various programs and services in support of tourism.

As Minister of Tourism and Culture, I wish to acknowledge and thank Yukon's diverse group of tourism stakeholders, businesses, organizations and individuals whose work sustains Yukon's tourism industry and are the backbone of a vibrant industry made up of many sectors.

Whether it's an individual, a family-run business, a corporation or a not-for-profit organization, it is the collective voice, energies, commitments and strengths that contribute to Yukon's tourism industry.

By working together, we can collectively meet the challenges that will shape tomorrow. By acknowledging that tourism matters, we can affect positive change.

Sincerely,  
ELAINE TAYLOR  
Minister of Tourism and Culture

**AS CHAIR OF TIA YUKON** I am excited to celebrate Tourism Week and happy to have an opportunity to speak to this year's theme "Tourism Matters".

TIA Yukon's mandate is to "provide a collective voice for the tourism industry to influence, promote and assist in the development of tourism". A current example of TIA Yukon's collective voice is the position that we have taken with respect to the Three Rivers area of the Peel River Watershed and the proposed land use plan. TIA Yukon believes that, specifically, the Three Rivers area should be protected. We will be lobbying for that protection and as a further commitment we will be suggesting that a capacity study be conducted to determine possible regulatory measures that would ensure that the foot print of the tourism industry does not threaten the wilderness values of this remarkable ecosystem for all Yukoners and visitors alike.

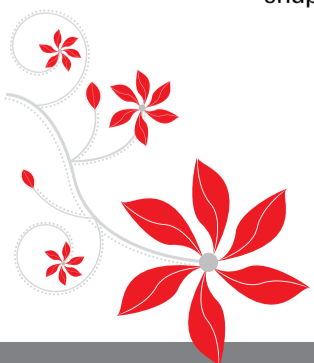
Our volunteer Board of Directors, made up of six elected, industry seats and seven designated organizations, work with various stakeholder groups to gain insight to each sector of the industry, liaise with various levels of government, and promote the Yukon as a destination.

This year, we have invited our Designated Organizations to tell you why Tourism Matters. These organizations work tirelessly to attract visitors to the territory. They are directly involved in bringing new money to the Yukon, providing an average return on investment of 15:1, which equates to more local jobs and more money in Yukoners pockets. The tourism industry is incredibly resilient and consistently contributes to the economy regardless of boom and bust cycles. Their stories are on the inside spread of this edition of Tourism Times.

Tourism Week is a time to celebrate tourism and all it has to offer. On behalf of the Yukon's Tourism Industry, I would like to say thank you to all Yukoners and visitors that have experienced the exceptional tourism products that our industry and our land have to offer.

Over the next week, take the time to remember your favourite Yukon experience and help us celebrate Tourism Week by visiting a Yukon Tourism business and become part of the reason why Tourism Matters!

Sincerely, ROD TAYLOR  
TIA Yukon, Chair





# TOURISM Matters!

## KLONDIKE VISITORS ASSOCIATION

Development in the Klondike has always been about variations of transience - from First Nation peoples in search of fish and game, to gold rush cheechakos looking for the mother lode, to 21st century "gen nexters" just looking. When it comes to travel and human nature, the places to see are continually changing along with the ways to get there and the things to do but, for sure, the desire to go - isn't going anywhere....

Tourism and mining, separately and linked, are key economic drivers in the Klondike. Part of Dawson's appeal, for both residents and visitors, is tied to the timeless stories and surviving architecture of the Klondike Gold Rush history and Dawson's former status as Yukon's capital city. The community is home to approximately 2000 year round residents. During the summer, that number almost doubles with the opening of tourism based businesses and the arrival of seasonal workers to meet the needs of approximately 60,000 visitors. In an increasingly mobile and uniform world, Dawson's unique blend of arts, culture, history, modern conveniences, proximity to pristine wilderness and small town northern flavour, offers travelers the different and authentic experiences that are increasingly valuable and harder to find.



For more information, visit [www.dawsoncity.ca](http://www.dawsoncity.ca)



## YUKON HISTORICAL & MUSEUMS ASSOCIATION

Yukon Historical & Museums Association is a non-profit organization that is dedicated to inspiring a passion for Yukon History in all people. Yukon's Heritage Sites and Museums keep our natural and cultural history alive, offering visitors a glimpse to our unique past. We strive to honour and protect our past so that we may celebrate and share Yukon's wonderful histories. On May 18th, the Yukon joined the celebration for International Museums Day, an initiative led by The International Council Of Museums (ICOM) to increase awareness of the effect museums have on communities. This year's theme was Museums and Tourism, to "show how heritage can bring tourist and local communities together" to develop ethical and sustainable tourism. Heritage is in a wonderful position to be an agent of change, to embrace community values and share them with our visitors. It the spirit of International Museum Day, YHMA salutes Yukon museums for their great impact on tourism, tourist satisfaction, and their ability to share Yukon stories with the world. Yukon museums and their staff are truly front line ambassadors of our beautiful Territory, and for that we honour them.



## YUKON QUEST INTERNATIONAL ASSOCIATION (CANADA)

Tourism and adventure come together every year in February with the Yukon Quest 1,000 mile international dog sled race.



Visitors from as far away as Australia, Europe and Japan travel around the world to take part in this annual adventure as a spectator or volunteer. They bring energy, enthusiasm and a sincere appreciation for the warmth of the north and its iconic hospitality.

The Yukon Quest is an unforgettable destination for visitors traveling to the Yukon, to Canada's North.

Visitors come to the Yukon Quest to volunteer alongside local residents in many of Yukon's communities. They come to see the event that connects man and woman to the frozen wilderness of the northern winter and profiles the lasting bond shared between musher and dogs. They come to the Yukon Quest to meet the mushers and dogs and get a glimpse of the pure will and determination it takes to compete in this epic journey. They come to connect with Yukon's rich history of dog sledding. They come as part of a tour taking advantage of the spectacular winter activities and accommodations offered. Whatever their reason, visitors are forever touched by the spirit of the North and the thrill of the Yukon.

The Yukon Quest is much more than a sled dog race. It brings together thousands of people from around the world to cheer on the dog teams and volunteer.

TOURISM ENCOMPASSES THE SLED DOG TRADITION AS THE EMBLEM OF THE STRENGTH AND PASSION OF ALL YUKONERS.



## YUKON CONVENTION BUREAU

Sometimes people believe that business travelers are not 'real' tourists. In fact, business meeting delegates are tourists in every sense of the word. Once meeting requirements have been met - accommodations, event venues and catering services - destination becomes the 'deal maker'. Planners and their clients are attracted to the Yukon because of its unique history, its spectacular scenery and its iconic wilderness.

But that's not all. A large number of meeting delegates are also true leisure visitors. They stay for extra days to take advantage of the many pre- and post-conference opportunities, and they return with family and friends in future years to enjoy a Yukon vacation.

Call the Yukon Convention Bureau at 668-3555. Discover how to make your delegates' stay in the Yukon the trip of a lifetime.



## THE YUKON OUTFITTERS' ASSOCIATION (YOA)

The Yukon Outfitters' Association (YOA) is a well-established association that proudly represents all nineteen (19) companies whom operate hunting concessions in the Yukon. Also, the YOA is recognized as one of the designated organizations that are part of the umbrella organization of Tourism Industry Association of the Yukon.

The outfitting industry has a long, successful history here in the territory. The vast and beautiful territory offers a unique hunting experience for non-resident hunters. The Yukon Outfitting Concession system is arguably the finest system in North America. Each concession is owned and operated by an individual outfitter. Each Yukon outfitter offers their own unique wilderness program based on the big game species, type of terrain, and access available within ones' concession area.

Today the outfitting industry continues to grow. Our industry is a significant contributor to economic activity in the territory. Despite the difficulties confronting many businesses with the economy you will still have our hunters traveling to the Yukon this year and booked in years to come. All of the hunting revenues and a significant portion of the non-hunting revenues are "new" monies to the Yukon economy.

About 600 clients a year travel to the Yukon spending 10-14 days in the Yukon. They stay in fine hotels, pick up extra gear, buy Yukon made gifts, rent cars, eat and drink at many fine restaurants and they are often seen wandering around town taking in the many tourist sites they happen to find on foot.

Our clients are 'hunters' who are also 'tourists'. Throughout our short season of August, September and October we are proud to contribute to the tourism industry. Yes, tourism does matter to our association, our businesses, our clients, and their families, business associates and friends whom they share their Yukon experience with. So, when you see one of 'our clients' wandering around town in the latest fashionable camouflage clothing and accessories please, acknowledge them for who they are and obviously why they are here. They have worked hard and have decided to spend their hard earned money here in our territory. Let's continue to host them and recognize these tourists walking the town.

The YOA and its members looks forward to gearing up for another busy season and would like to say 'thank you' to the many community members and it's businesses who support all sectors of tourism.



**TOURISM MATTERS TO ALL OF OUR YUKON FIRST NATIONS COMMUNITIES BECAUSE:** It supports our traditional economy, families, and lifestyles.

Tourism to the Yukon supports our traditional economy by encouraging our community members to produce products such as: art, crafts and tourism related employment. It creates opportunity for community to develop seasonal positions that cater to the many visitors that travel to the Yukon or stop on their way to Alaska.

It increases the visitation to our Yukon First Nations interpretative centres by allowing our host community members the opportunity to tell their history, stories and what is unique about their regions. It encourages one to one communications with the artist who created and sustains generations of beadwork, style of painting and history (by practicing their oral history) as a way of passing on information, and encourage better understanding and appreciation of who Yukon First Nations are today.

It provides employment for community members to share their understanding and knowledge by being First Nations guides. Guides that are experts on seeing the land, water, and animals, and being thankful for all that it provides. Tourism encourages community members to develop programs that meet the demands for visitors who want to be immersed into First Nations culture.

Tourism encourages our First Nations community member to continue living a lifestyle out on the land, teaching and sharing with their families. It creates opportunity for community members and visitors to come together for better understanding of the dynamics of family, importance of land and strong traditions.

TOURISM MATTERS AND SUPPORTS OUR LIFESTYLE AND FUTURE.



## WHO AND WHAT IS WTAY?

The Wilderness Tourism Association of the Yukon (WTAY) is a member-driven non-profit association which addresses issues affecting wilderness and adventure tourism operators in the Yukon. WTAY was founded in 1993 and has approximately 80 members.

### Tourism Matters because:

- Wilderness tourism aims for the 'triple bottom line', financial, environmental and community sustainability
- Wilderness tourism helps protect the integrity of our wilderness resources
- Wilderness tourism promotes best practices for the wilderness and adventure tourism industry
- Wilderness tourism effectively markets the Yukon as a year-round wilderness and adventure tourism destination
- Wilderness tourism is the fastest growing sector of the tourism industry
- Wilderness tourism provides educational travel opportunities to people from all over the world
- Though they represented 22% of all visitation, tourists who sought wilderness experiences while in Yukon accounted for 44% or \$34 million of all visitor spending (2004 Visitor Exit Survey)
- Wilderness tourism has been a growing industry in the Yukon for Wilderness tourism operators are mostly small, family run businesses that contribute locally to the economy while having little impact on the land.
- Yukon has a growing reputation as an environmentally responsible destination with opportunities for high-quality wilderness adventure, ecotourism and learning trips



## EVENTS CALENDAR

— JUNE 2009 —

*(some of the events occurring throughout the territory for the month of June)*

### **Kluane Mountain Bluegrass Festival Jun 12-14, 2009 Haines Junction**

Three days of the best in Yukon music talent under the majestic St. Elias Mountains in Kluane National Park.  
Phone: (867) 634-2765  
Email: hayes@lincsat.com

### **Commissioner's Ball Jun 13, 2009 Dawson City**

Location : Palace Grand Theatre  
Website: dawsoncity.ca  
The Commissioner's Ball in the Palace Grand Theatre. Don your ball gown and step back in time.  
Phone: (867) 993-5575

### **100th anniversary of Yukon Territory Elected Council June 12, 2009**

Special Yukon legislative sitting in Dawson City at the Old Territorial Administrative Building.

### **Town of Watson Lake June 13, 2009**

25th Anniversary of Watson Lake Township  
Website: www.yukoninfo.com/watson

### **Effy Croft Memorial Ball Tournament**

**Jun 19-21, 2009 Faro**  
Website: faroyukon.ca  
Dust off your glove & get your team together (min 4 females 4 males) for a fun time in Faro!  
Phone: (867) 994-2728

### **Mayo Midnight Marathon Jun 21, 2009 Mayo**

Marathon race also includes a 10-km walk or run; half-marathon walk or run. Medal, T-shirts and champagne breakfast for all participants.  
Phone: (867) 996-2368 Email: stephron@northwestel.net

### **National Aboriginal Day Jun 21, 2009 Whitehorse**

Website: yfnta.org  
Whitehorse First Nations host a day of cultural celebrations.  
Phone: (867) 667-3937

## FOR MORE INFORMATION:

- Visit [www.travelyukon.com](http://www.travelyukon.com) for visitor information.
- Visit [www.tc.gov.yk.ca](http://www.tc.gov.yk.ca) for Department of Tourism and Culture
- Visit [www.environmentyukon.gov.yk.ca](http://www.environmentyukon.gov.yk.ca) for Department of Environment
- Visit [www.hhs.gov.yk.ca](http://www.hhs.gov.yk.ca) for Yukon Smart Travel Plan and Yukon HealthLine – 811
- Visit [www.511yukon.ca](http://www.511yukon.ca) for Yukon Highways Road Report or dial 511
- Visit [www.community.gov.yk.ca](http://www.community.gov.yk.ca) for Wildland Fire Management

## Travel through time at Parks Canada historic sites

People interested in travelling through both the Yukon's vibrant lands and its history might want to check out Parks Canada's many national historic sites in the territory.

The best way to experience the largest of these sites, the Chilkoot Trail National Historic Site, is to strap on a pack for a journey into the backcountry. Once used as a Tlingit First Nation trading route between the coast and the interior, the 53 kilometre mountainous Chilkoot trail became a thoroughfare for gold seekers on their way to the Klondike in 1897-98. Laden with their own packs, current day hikers can't help but identify with the struggle of those who carried a ton of goods up the steep pass over a century ago.

Further north, visitors can make a much easier climb onto the S.S. Klondike in the City of Whitehorse. This sternwheeler was built in the 1930s to transport merchandise, mineral ore and people up and down the Yukon River. Surrounded by more than 7,000 artefacts aboard this Parks Canada National Historic Site, visitors are easily transported back to the time when sternwheelers were the spine of the Yukon's transportation system.

Similarly, the S.S. Keno, a smaller sternwheeler in Dawson City, offers travellers another glimpse into the era when sternwheelers churned the rivers and drove the economy. This hearty little boat once transported mostly silver ore, not gold, from Mayo.



Parks  
Canada

Parcs  
Canada

A completely different type of vessel can be found at another Parks Canada historic site near Dawson. Dredge No. 4 on Bonanza Creek is an eight-storey monster machine that was the largest wooden hulled, bucket line dredge in North America. During a guided tour into the belly of the boat, visitors can easily imagine the deafening racket the chain of large buckets must have made when they scooped tons of gravel into the boat where the gold was then screened out.

Gold was the lifeblood of Dawson City. Visitors can immerse themselves in the story of this gold rush town by taking one of Parks Canada's guided walking tours, a self-guided audio tour, or simply by wandering about to view the many window displays Parks Canada has created to interpret the commercial and social history of the town.

For those looking for the good life, tours are available at Dawson's regal Commissioner's Residence and gardens. Both the house and gardens have been carefully restored to their original state by Parks Canada.

For a view of more basic gold rush accommodations, travellers can head to Parks Canada's Robert Service Cabin. Nestled in the trees, this humble log cabin is the backdrop for regular readings of this renowned poet's work.

## The Yukon is celebrating Tourism Week June 1-7. It's an opportunity for all of us to recognize that Tourism Matters in our territory.

Tourism is Yukon's largest private sector employer. It supports many families in the territory – maybe yours!

Tourism is a real industry that develops Yukon product and services, providing visitors with a truly unique experience and giving them memories to last a lifetime!

TIA Yukon, together with Tourism & Culture and Parks Canada encourage you to experience the Yukon and check out your own "back yard".

From June 1-5 tune into CKRW the Rush and our Tourism Week contest with many prizes including an outstanding grand prize of three unique Yukon experiences! Just phone in to share your best Yukon Tourism Experience and ENTER TO WIN!

For more information contact TIA Yukon at (867) 668-3331

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(867) 456 7483 or [yvp@outsidethecube.ca](mailto:yvp@outsidethecube.ca)

[www.2010YukonVacationPlanner.com](http://www.2010YukonVacationPlanner.com)

\*Max. one free listing per customer.

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