

# **Tourism**

## **Wide Open Opportunity**

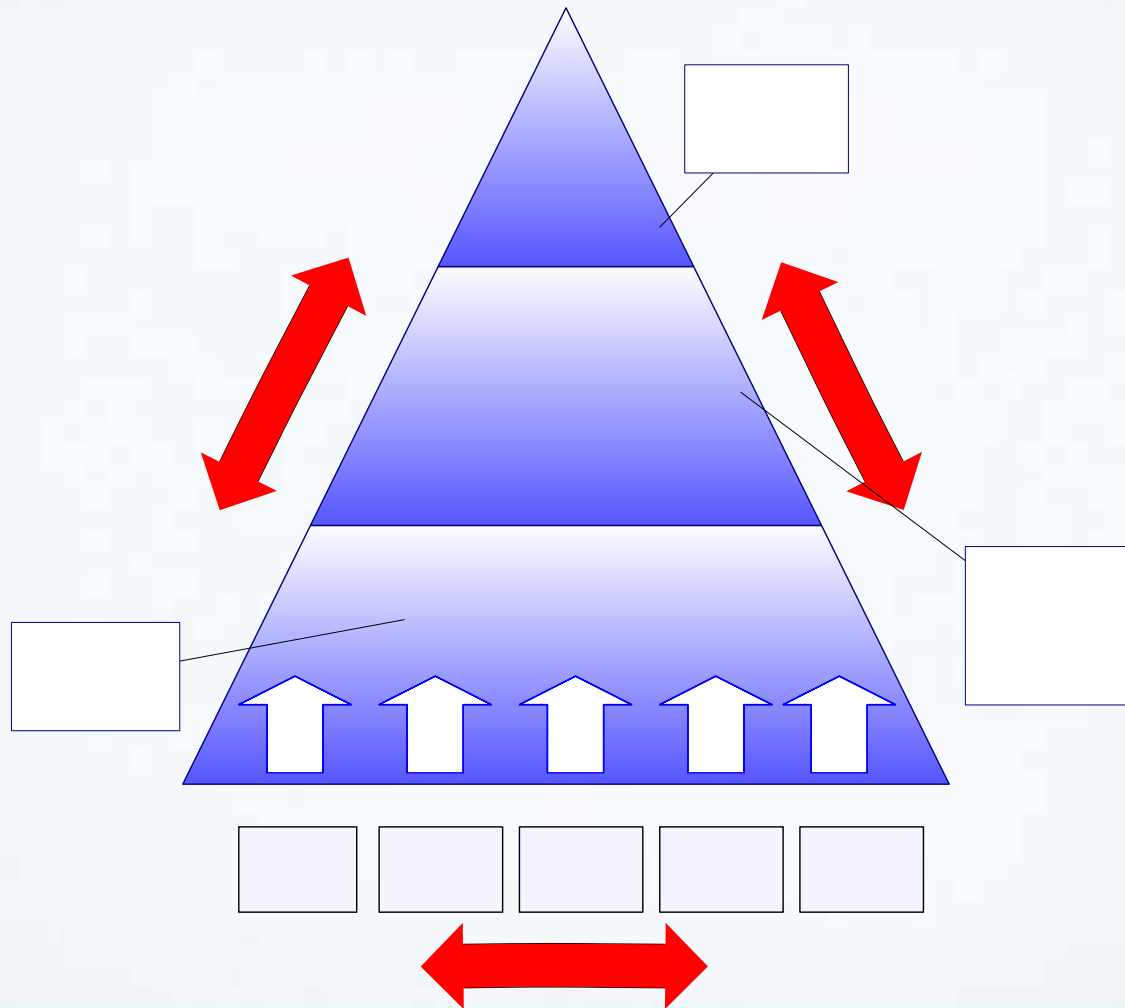
**Presentation to Spring Conference**  
**Tourism Industry Association of Yukon**  
**April 30, 2010**

**Denny Kobayashi – Director, Business and Industry  
Development, Department of Economic Development**

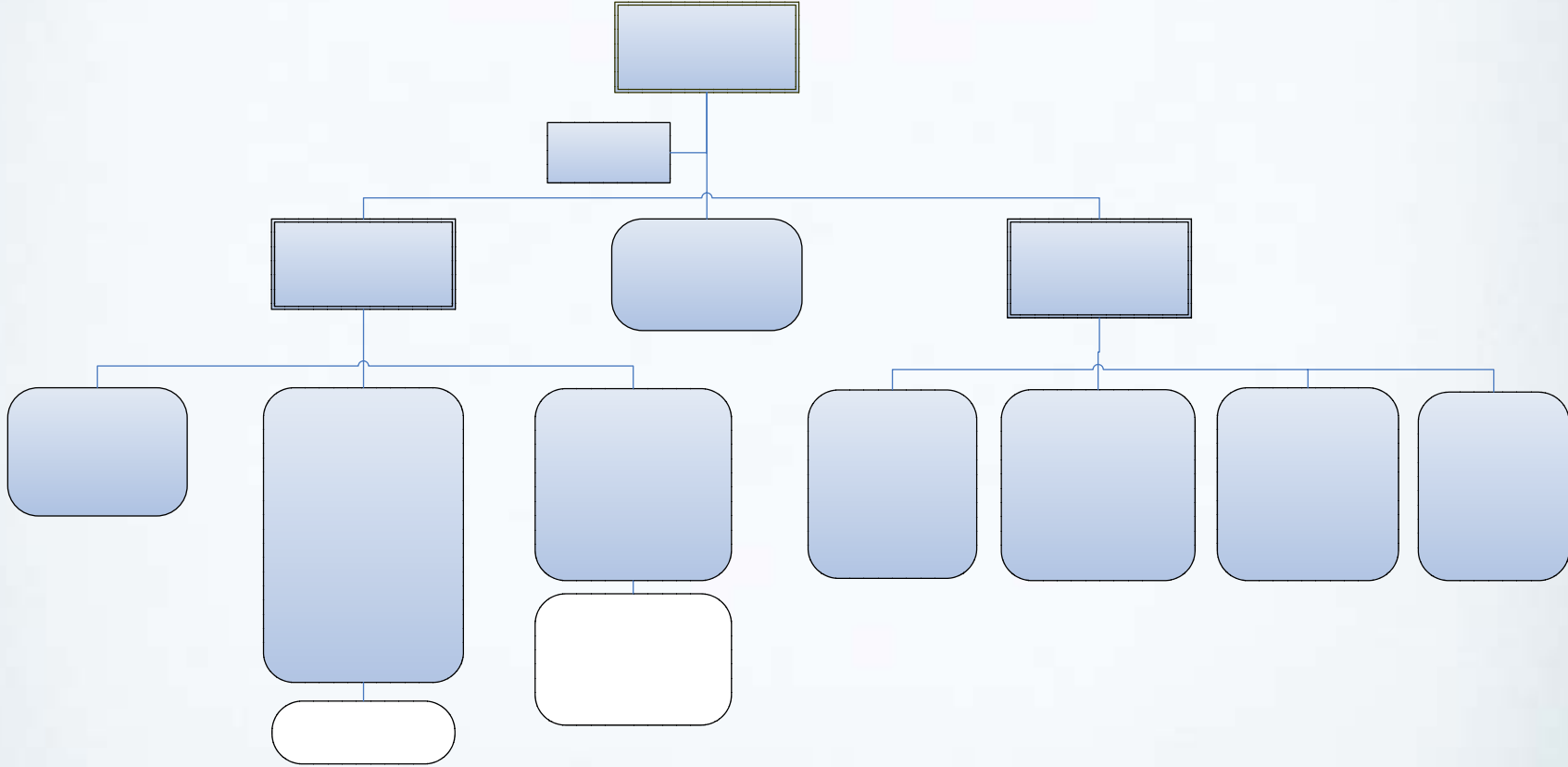
# Today's Presentation

- **Getting to know the Department of Economic Development**
- **Our strategic plan and approach**
- **Working with the tourism**
- **Programs and services**

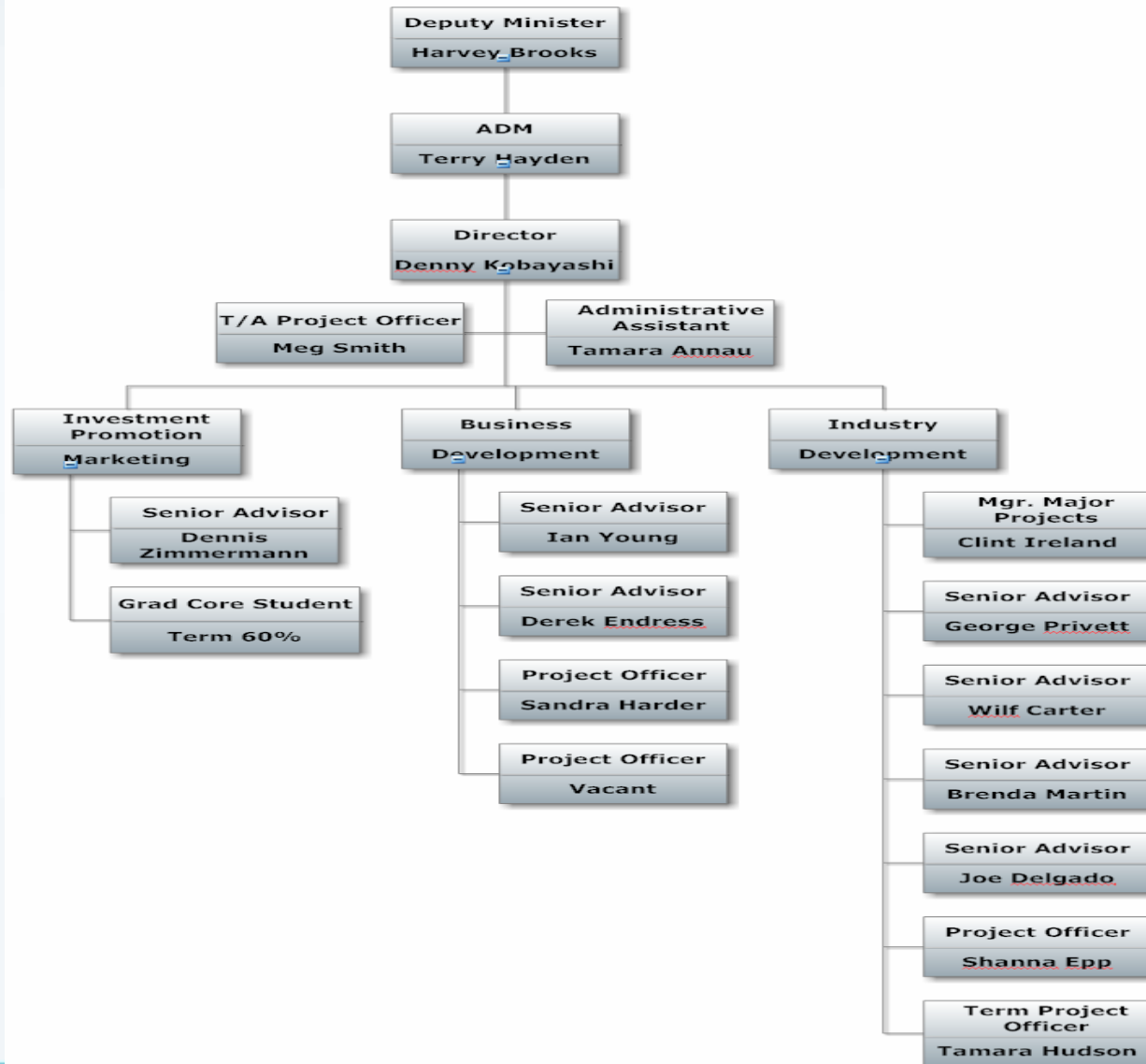
# Department Strategic Plan



# Department of Economic Development



**Department of Economic Development  
Business and Industry Development Branch  
April 2010**



# Industry Development

- **Facilitate growth GDP**
- **Enable strategic projects**
- **Responsible development**
- **Diversify the Yukon economy**
- **Support sector growth, capacity, and sustainability**

# Industry Development Priorities in 2010-2011

- Mining development
- Tourism sector growth and strategic initiatives – support implementation of TIAY business plan
- Research, innovation and knowledge sector projects
- Value-added natural resource projects
- Energy and other infrastructure projects
- Mining and tourism MOU
- Working with CanNor

# Business Development

- Maximize the benefits from major projects
- Enhanced focus on SMEs
- Mitigate leakage out of Yukon
- Business planning and development
- Export development

# **Business Development Priorities in 2010-2011**

- **Review of funding and support programs**
- **Develop SME Strategy**
- **Yukon Entrepreneur Strategy**
- **Yukon Business Nominee Program**
- **SME support and development**
- **Export development projects**

# Marketing and Investment Promotion

- Promote the Yukon advantage for all sectors
- Promote and facilitate foreign direct investment (FDI) in Yukon
- Work in partnership with industry and other YG departments
- Promote the department's SME and industry support programs

# Marketing and Investment Promotion

## Priorities in 2010-2011

- **Geo-Market Strategy**
- **Enhance collateral materials and brand integration**
- **Enhance, leverage and expand use web-based assets and e-marketing**
- **FDI events**
- **Work with other YG departments on creating consistent investment promotion messaging and USPs**

# Increased Focus on Working with Industry

- Maximize benefits and opportunities for SMEs
- Enhanced stakeholder engagement
- Support entrepreneurial development
- Facilitate, advise and provide support to businesses and startups
- Trade shows and missions in strategic markets

# Focus on Tourism

- Review funding programs to ensure they meet the short-term and longer term needs of industry
- Build relationship and enhance communications with TIAY
- Develop external investment pathways and markets
- Enhanced collaboration and joint initiatives with Tourism & Culture

# Investments in Tourism

- The department of continues to identify and support strategic opportunities in the tourism sector
- 33 tourism-related initiatives valued at \$881,744 were approved for SIDF, ETF, REDF, CDF, and Other in the 2009/10 fiscal year

# Working with Department of Tourism & Culture

- Facilitate the development of tourism projects
- Work with industry and the Department of Tourism & Culture on a coordinated approach to development
- Support, facilitate, and fund the development of key strategic projects

# Tourism Relevant Programs

- Enterprise Trade Fund
- Strategic Industries Development Fund
- Venture Loan Guarantee Program
- Micro Loan Program
- Yukon Business Development Program
- Yukon Entrepreneur Support Program
- Yukon Business Nominee Program
- CDF and REDF
- Film and Sound Commission programs

# Summary

- **Enhanced focus on Tourism sector development, growth, and exports in 2010-2011**
- **Maximize opportunities for SMEs**
- **Increase dialogue with industry**
- **Priority on industry-led approach**

# Department of Economic Development

Questions?