



Tourism Industry Association of the Yukon Questionnaire

Liberal Yukon Party Response

1. Protection of special areas is important for our tourism infrastructure, the quality of life for Yukoners and the legacy we leave our children. The Peel represents a special place for Yukoners and a Yukon Liberal Government would protect the Peel Watershed for the benefit of future generations. Unlike the Yukon Party, we have been clear on our position and were the first political party to come out in favour of protection of the Peel in the legislature. We first formally committed to protecting the Peel in January 2010 and continue to believe the Final Recommended Peel Watershed Regional Land Use Plan is a solid blueprint to achieve that goal. The final report is principle based and was reached after extensive public consultation, and we are therefore supporting its recommendations.

A Yukon Liberal government will respect and support land use planning as a tool to manage development and conservation interests. We will work with other levels of government and stakeholders, including the tourism sector, to complete regional land use plans. We will also work with TIA to develop a Commercial Wilderness Land Use policy.

The Yukon Liberal Party proposes a balanced approach that will ensure true sustainability by encouraging economic growth while preserving special areas like the Peel for the benefit of future generations. A Liberal government will reinstate the Yukon Council on the Economy and the Environment as required by the *Environment Act*. We will also work with the Department of Energy, Mines and Resources to formalize a risk based approach to inspection coverage. In light of substantial governance changes since 1991, we will conduct a review of the *Environment Act*. We will also ensure that the Department of Environment can fulfill its mandate and has the resources to participate in projects.

2. The tourism industry is a significant source of income for many of Yukon's small businesses. By promoting Yukon, we promote Yukon's many small businesses and encourage outside investment in our territory. A Yukon Liberal government will invest in our tourism and hospitality sector by doubling our current investment in tourism marketing in order to better promote the Yukon nationally and internationally with particular attention paid to cultural, arts and sports tourism. We will also work with the Tourism Industry Association and seniors members of the industry to

determine tourism spending priorities. We will also develop joint marketing initiatives with our regional neighbours.

3. Recruiting and retaining sufficient levels of qualified staff is a problem for the tourism sector, as it is for many Yukon businesses. A Yukon Liberal government will work with the tourism industry and the federal government to identify and remove barriers to the recruitment of qualified staff. We are committed to working with businesses to strengthen the Yukon Nominee Program. We will also provide support to newcomers to the territory by establishing a 'New Yukoner' advocate who will assist new Canadians and new arrivals to the Yukon. Solving the housing crisis is key to the ability of many businesses to recruit and retain staff, and the Yukon Liberal Party is the only party proposing both short and long-term strategies to make housing more affordable for Yukoners.
4. A Yukon Liberal government will work to improve access to capital for Yukon businesses by working with financial institutions to make it easier for credit to be extended to businesses and workers. We will also refresh legislation and policy for credit unions and cooperatives. Our government will also improve Yukon's relationship with the Canadian Tourism Commission and follow up with potential business interests looking to invest here.
5. A Liberal government will ensure roads and highways are safe by doing the work necessary during the summer months to enable our snow-plowing equipment to be in service and ready for extreme weather conditions by September 1st of each year. We will also build a bypass road for Carmacks to accommodate mine traffic and improve the Silver Trail. We have committed to maintaining and supporting community airports, as well as upgrading the Mayo airport to handle regular, scheduled charter flights in order to accommodate and facilitate increased mining activity in the area. We will also petition the federal government to mandate inter-airline baggage transfer for northern passengers transferring from northern airlines in connector cities.
6. Improving our telecommunications services is key to developing our knowledge economy and to our future economic success. A Liberal government will improve our internet network infrastructure by establishing a secondary data link with the south or to Alaska and will work with the private sector to increase our internet bandwidth and security. We will also continue to improve cell phone coverage throughout the territory. We will also petition the Government of Canada to ensure that the Canadian Radio-Television Telecommunications Commission reverses its ruling on charging for bandwidth and that the CRTC commit to deregulated internet environment for all of Canada.
7. A Yukon Liberal government will also provide support to the hospitality and tourism sector by ensuring sufficient levels of funding for Yukon museums and cultural institutions. We will work with the City of Whitehorse to ensure that the 2012 Winter Games are a success by investing sufficient financial resources and other support. We will declare 2013 the Year of the Yukon Tartan in order to educate Yukoners on the tradition of the Yukon tartan, promote the Yukon tartan at Yukon social and cultural events, and encourage Yukon cultural industries to host an annual Yukon Tattoo to showcase our Yukon tartan, diverse culture and heritage. We will also market and promote the

growth of First Nations tourism in a manner that maintains the cultural integrity of each Yukon First Nation.