



TOURISM TIMES



Chair's Message
Rod Taylor

Undoubtedly, to the relief of many, this is my last article for the Tourism Times! It seems hard to believe but I was elected Chair of TIA Yukon in October 2005. Our bylaws say it is time for a new Chair, and I enthusiastically support that motion.

It has been an absolute privilege to work for, and with, the members of Yukon's tourism industry over all these years. The original Board which I joined showed tremendous faith and courage in allowing myself and Patti Balsillie, the executive director at the time, to move forward with our plans to create a new structure for TIAY that would finally make it the umbrella organization that it has become. Many people told me that it would not work, that it had been tried before but the industry was too fragmented, too narcissistic to come together and work towards a collective goal. I am proud to say that we proved them all wrong. TIAY is now a strong organization that represents all sectors of the industry and it is well respected in both the private and public sectors.

I am also proud to say that over these past five years our industry has shown a remarkable resilience to some very difficult issues from SARS to overly restrictive border policies. In all that time, tourism has continued to provide a significant and consistent contribution to the Yukon's GDP, and continues to be the largest private sector employer in the Territory.

I would like to thank all of the past and present Directors

on the TIAY Board and the Senior Marketing Committee for their time, effort and particularly their tolerance of my passion and rhetoric. There are too many to name them all. It has been a team game from the beginning, and we would have never achieved what we achieved without your support. Dee Enright and Mary Ann Ferguson, in particular, have served with distinction as Vice Chairs of TIAY for several years and deserve much credit.

Specifically, I want to thank the three Executive Directors I have had the pleasure to work with over my tenure; Patti, Sandy Hachey and Krista Prochazka, and their respective staffs, for their dedication and preparedness to take my calls late at night and on weekends. The membership will never fully know how hard these individuals have worked and continue to work on their behalf.

The staff of Yukon's tourism department has been instrumental in their support of TIAY's goals, as well. In particular, I would like to thank Pierre Germain and Minister Elaine Taylor who have been consistent and supportive partners in pursuing our vision of a stronger industry.

Lastly, I would like to thank my daughter Hayley, and my wife and business partner Martha. All those meetings and late night calls regarding septic licenses and feuding operators rarely, if ever, put either of them in a bad mood, and for this I will be forever grateful.

Congratulations, in advance, to the new Chair who will be elected on May 6th, 2011. Whoever you are, you are a fortunate person indeed.

TIA Yukon Spring Conference

The annual TIA Yukon Spring Conference is being held **Thursday, May 5th to Saturday, May 7th, 2011** in Dawson City.

Be sure to save the date in your calendar and watch for more information.

See you in May!

Come Celebrate! Soyez de la fête!

Kluane National Park and Reserve
867-634-7250

Parc national et réserve de parc national Kluane
867-634-7250



Parks Canada / F. Mueller

Le 19 mars

Le Jour de la famille au lac Kathleen

Le 16 & 17 avril

Centre d'accueil du Tachäl Dhäl (Mont-Sheep) est ouvert pour observer les mouflons de Dall

March 19
Family Fest Day at Kathleen Lake

April 16 & 17

Tachäl Dhäl Visitor Centre (Sheep Mountain)
Special opening for spring Dall sheep viewing



Chilkoot Trail National Historic Site
867-667-3910

Lieu historique national de la Piste-Chilkoot
867-667-3910

Reserve your summer hike
667-3910 or 1-800-661-0486

Download the non-motorized schedule
www.pc.gc.ca/chilkoot

Réservez votre randonnée d'été
667-3910 / 1-800-661-0486

Téléchargez le calendrier pour loisirs non motorisés
www.pc.gc.ca/chilkoot

March 12

Avalanche safety clinic at Log Cabin (part of Backcountry Bash and Ball)
Call 907-983-2544

March 26

25th Annual Buckwheat Ski Classic at Log Cabin
Call 907-983-2854

Le 12 mars

Clinique sur la sécurité en terrain avalancheux à Log Cabin (faisant partie du « Backcountry Bash and Ball »)
Composez le 907-983-2544

26 mars

La 25^{ième} classique de ski Buckwheat à Log Cabin
Composez le 907-983-2854

S.S. Klondike National Historic Site
867-667-3910

Lieu historique national S.S. Klondike
867-667-3910

May 14

Opening day
New self-guided tour mai 14
Jour de l'ouverture
Nouvelle visite auto-guidée



Parks Canada / F. Mueller

Klondike National Historic Sites
867-993-7200

Lieux historiques nationaux du Klondike
867-993-7200

Until March 31

"Dawson City Nuggets: More Than Just a Game" at the Art and Margaret Fry Recreation Centre

May 21

Palace Grand Theatre
"Bloomers to sack suits: A Klondike Fashion Show"
Parks Canada birthday party

May 27

Guided tours start today

Jusqu'au 31 mars

« Dawson City Nuggets: More Than Just a Game » au centre de récréation Art and Margaret Fry

Le 21 mai

Le théâtre Palace Grand
« Bloomers to sack suits : A Klondike Fashion Show »
Une fête pour l'anniversaire de Parcs Canada

Le 27 mai

Les visites guidées commencent aujourd'hui

Take a Spring Break!

Become a tourist in your own Yukon town to reap the rewards of traveling - without the jetlag!

It's March in Yukon, and while the days are noticeably longer, we're a long way from any spring thaw! If leaving the territory is not in the cards for you this month, try a different kind of escape and become a tourist in your own town.

Whether you're looking for a relaxing break from work or hoping to enjoy every second of Spring Break with the kids, communities throughout the Yukon offer a wide variety of tourist experiences.

In fact, with so much to do, it can be hard to know where to begin. That's why the staff at TIA Yukon decided to check out what's happening around the territory to decide what we would do with some time off. We hope it may inspire you to take a tourist adventure in your town.

On the quest for culture and tranquility

Pack your snow gear and take a short drive outside the Whitehorse city limits – it's time to experience one of the North's most iconic winter activities, dog sledding!

Drink in the fresh air as you sail across the snow – these dogs are delighted you've come along for the ride. This one-of-a-kind experience is simultaneously thrilling and tranquil, and there is something magical about the bond developed between you and the dogs amidst the endless, untouched wilderness.

After spending the morning outside, warm up with an afternoon exploring the museums and art galleries in Whitehorse. Seize the opportunity to skip the summer crowds and explore Macbride Museum or

the Beringia Interpretive Centre at your own pace, then find inspiration in the work of Yukon's own local talent. Check out an artist demo at Arts Underground or Yukon Artists at Work, and explore the newest installation at the Yukon Arts Centre or Copper Moon Gallery. Don't be surprised if you come home with a souvenir to commemorate your day as a tourist!

Not quite ready to head home? Experience one of the territory's authentic northern accommodations. From rustic cabins to luxury suites, there is something for everyone. Cozy up to the fire and recall the best moments of the day, or enjoy a Yukon-crafted beverage under the stars. The aurora borealis is even more majestic from a warm, lauxurious hot tub! Cheers!

Snow pants are highly recommended



Sadie Cote and Ben McGrath, seen here at the Yukon Order of Pioneers' annual tea boiling competition, race to collect supplies – 3 matches, kindling, water, and pot – to be the first team with boiling water.

Nothing quite heralds the arrival of spring like snowshoe baseball and lip syncing, ping-pong, arm wrestling and one very spicy chili cook off. Of course, there's also axe throwing, and well, egg throwing, and the very unique cat show (like a dog show, but different). And while it wouldn't be Dawson without great live music and time at the poker table, the 2011 Thaw di Gras

event promises to be a whole lotta fun for the entire family.

Held at venues throughout Dawson City on March 17, 18 and 19, this year's event promises to be, well, the "most fun you can have with your snow pants on." For more information, contact the Klondike Visitor's Association.

Still wanting more Dawson?

Percy DeWolfe Memorial Mail Race

March 24 – 26, 2011

Trek Over the Top II

March 3 – 5, 2011

March 10 – 12, 2011

DCMF Lip Sync

March 18, 2011

Dawson City Sled Dawgs Diamond Dempster Daze

March 25 – 26, 2011

Fun on (and off!) the lake



Teams soak in the March sunshine during last year's Pond Hockey Tournament, part of Family Fest Day at Kathleen Lake (photo courtesy of Parks Canada).

Gateway to Yukon - just look for the signs!

Perhaps best known for its signpost forest, which looks even more beautiful in winter, Watson Lake offers an abundance of places to play this March.

- Don't miss the latest shows at the Northern Lights and Science Center: View space like never before in the new SciDome HD 360° dome, and experience the aurora borealis set to music in *Yukon's Northern Lights*. Check out the direct link to the Hubble Space Telescope from the Views-space exhibit in the lobby, free to the public.
- If you're looking to get in some hill time, Mount Maichen ski hill will be open for extended hours

in March.

- Yukon College will be putting together a Computer Camp for Kids and Youth.
- The Recreation Centre is hosting Spring Break activities including crafts, snowshoeing, movie and popcorn nights, and other sport activities.
- Grab your sticks and pucks and hit the ice for a pick-up hockey game or grab your rod for some ice fishing with friends.
- Pack lunch and your swimsuit, and take a field trip down to the Liard Hot Springs for a soak in the waters and some wildlife viewing.

Residents of Haines Junction have mountains in their backyards most of us can only dream about. Spectacular views, snow-covered peaks and cold, crisp air beckon Yukoners to get outside, hit the trails and maybe catch tonight's dinner on one of the many pristine lakes in the area.

But don't forget, the community of Haines Junction boasts an active arts community and great live music. Check out what's on offer this month – we'll see you there!

- The Brenda Lee Quartet plays on Saturday, March 5th at 7:30pm.
- Marty Ritchie is holding a Printmaking Workshop on Friday, March 11 and Saturday, March 12th.
- Be sure to attend the Family Fest Day at Kathleen Lake on Saturday, March 19th. The fun kicks off at 11am with the Snowmobile Poker Run, and a drop-in painting workshop with Jozien Keijzer. At 12pm, bring your own mug and bowl for lunch to the sounds of the Silver Raven Band. Then join in on afternoon dog sledding, a pond hockey tournament and an interpreted cross-country ski for the whole family at 3pm.
- Multi-instrumentalist Radim Zenkl and pianist Bill Schuck play a live concert on Saturday, March 26th.

Spring Break Intro to Cross Country

Rental plus 1 hour lesson
Adults \$25 each Youth \$20
Tuesdays and Thursdays at 11:00 a.m.

MUST BOOK BY MARCH 14
668-4477 • Serving the Whitehorse Nordic Centre
Located at the Mt. McIntyre Rec Centre
www.theskibase.ca

MacBride Museum of Yukon History
www.macbridemuseum.com

MacBride Museum is the perfect place to 'be a tourist in your own town' this month on **Yukoner Day, March 17th!**

Enjoy FREE admission on Yukoner Days at MacBride Museum on the 3rd Thursday of every month with proof of Yukon residency.

OPEN ALL YEAR! Winter Hours: Tuesday to Saturday 10am to 4pm, or by appointment
1124 FIRST AVENUE IN DOWNTOWN WHITEHORSE
PHONE: 667-2709 WWW.MACBRIDEMUSEUM.COM



Executive Director's Message
Krista Prochazka

I am a travel addict

A number of years ago, in an effort to satisfy my travel craving, my husband and I began taking road trips. We would hop in the car, pick a destination and go – for a day, for the weekend, sometimes a week or longer. Through this, we experienced towns and places across Ontario and throughout Canada, some of which many Canadians will never see.

Since moving to Yukon, we continue to take the same approach. Several times a year, we hop in the car, hit the highway and visit new communities and old favourites, or contact an operator to take a tour. Every adventure is very different – from backcountry camping to staying at a highway motel, from wildlife viewing to a brewery tour - each becomes a new story, a new experience, a new 'Yukonic' adventure. Between these spontaneous so-

journs, we try to experience a handful of the activities offered to us in Whitehorse, and continue to be overwhelmed by all that is available.

The inspiration for this Tourism Times is these adventures – and the all too familiar response, "So cool! I have never been there, I have never done that." The Yukon is an amazing place. More than 300,000 people from across Canada and around the world travel here annually to experience our backyard, and more than 70% of all Yukoners work in businesses that ensure they have the best experience possible.

This spring, when the urge strikes to satisfy your own travel addiction, consider right here, and have a very 'Yukonic' adventure!



Looking for something to do with the 'kids' this March Break?

Bring them to where the animals are.

March Break Extended Hours - 14th March to 25th March

Open 10am - 5pm

Guided Bus Tours at 12pm and 2pm.

Walking, Skiing & Snowshoeing any time during open hours.



yukon wildlife preserve

Km 8, Takhini Hot Springs Rd
www.yukonwildlife.ca • (867) 456-7300
chris@yukonwildlife.ca

YTTF

Did you know that you could receive funding for up to 75% of eligible costs associated with tourism training to a maximum of \$3,000?

If you are seeking entry-level skill development, seasonal/wilderness training, or professional skills development for a career in tourism, you could be eligible. Remember that you must apply to the fund before training begins and application approvals will occur only 4 times a year. The next application deadline is Friday, May 20, 2011 at 5:00 PM. Call 668-3331 or visit www.tiayukon.com for information and applications.



TCMF

A reminder to get your final reports in to Jen at TIA Yukon to receive your funding. Applications are now being accepted for May 2011 to April 2012 trade shows. For more information give us a call at 668-3331 or email info@tiayukon.com.

The Tourism Times is published four times a year by the Tourism Industry Association of Yukon. If you have any suggestions or comments, we want to hear from you!

TIA Yukon www.tiayukon.com info@tiayukon.com • #3-1109 First Avenue, Whitehorse, Yukon, Y1A 5G4



High Country Inn & Convention Centre

Spend your March Break in comfort and style...

Over \$1 million dollars in renovations – luxurious new beds, flat screen tv's and gorgeous new decor in our guest rooms.

Let us help you plan your next special event! Be sure to ask about our new decorating packages. Book your function today.

Don't forget to check out the 'Deck' – stay tuned for new theme nights including Girls Night Out on the 'Deck', NHL Centre Ice Package, and fantastic local food & drink.



HIGH COUNTRY
INN & CONVENTION CENTRE

Whitehorse, Yukon
4051 – 4th Avenue
867-667-4471
www.yukonhotels.com



COPPER MOON GALLERY
FINE ARTS TRADITIONAL CRAFTS

The largest collection of northern original art in the Yukon, created by artists across the territories.

Ph: 867.633.6677
www.coppermoongallery.com