



TOURISM INDUSTRY ASSOCIATION OF THE YUKON



# ANNUAL REPORT 2023

[TIAYUKON.COM](https://tiayukon.com)



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# ABOUT TIA YUKON

## MISSION STATEMENT

The Tourism Industry Association of the Yukon (TIA Yukon) is the voice of Yukon's tourism industry. As the visitor industry association in the territory, we forge a common voice and actions to influence, promote and assist the development of tourism in Yukon. As a membership-based organization, TIA Yukon is constantly striving to better serve our members.

## VISION

In 2023, the board of directors at TIA Yukon held a strategic meeting to discuss the organization's future vision following the pandemic and how best to support the industry over the next decade. The following outlines their conclusions:





## THE FUTURE WE ARE WORKING TOWARDS

The Yukon will become a leader in northern experiential and educational tourism, evolving into a best in class, year-round destination that each Canadian will feel the need to visit at least once in their lifetime.

Sustainability will be the core guiding principle of tourism in the Yukon, focusing on revenue generation and community development as its primary goals and these must be intertwined. The Yukon will create a well-rounded narrative by leveraging the things that make it one of a kind, in particular, its culture and sense of community. It will develop iconic attractions and unique experiences that allow it to stand out from its competitors, and will be creative and resourceful in finding new ways to tell its story.







## THE FUTURE WE ARE WORKING TOWARDS

We envision a future 10 years from now where the Yukon is visited year-round. Alaska is a major gateway to Yukon, and we've seen an increase in conferences, cultural, agri-culinary, and sport tourism. The Yukon is leading Canada in regenerative and sustainable tourism. The Yukon is forging innovative partnerships with First Nations governments and partners to sustain a triple bottom line industry that is grounded in community and relationships. The Yukon is a Conde Nast and/or Travel and Leisure reader rated top 10 destination and tourism is a top economic contributor in the Yukon. Highways, high speed internet, energy, and community infrastructure are all reliable and up to date to support residents and visitors. The Yukon sees increased hotels, matching demand from a new convention centre, along with airport upgrades to support year-round tourism.



## PRIORITIES

In alignment with the Yukon Tourism Destination Strategy (YTDS), TIA Yukon has established seven pillars to reinforce the YTDS implementation over the upcoming decade. Within this broad scope, TIA Yukon has identified three specific pillars as their primary emphasis for the next three years.



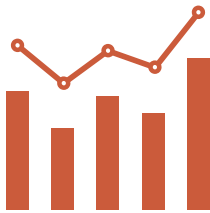
**Advocacy**  
(3-year focus)



**Member Relationships &  
Strategic Alliances**  
(3-year focus)



**Labour Market  
Development**  
(3-year focus)



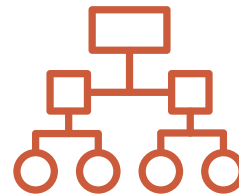
**Tourism Data Collection  
and Analysis**



**Infrastructure Development**



**Education and Training**



**Product Guidance and  
Industry Classifications**



## LAND ACKNOWLEDGEMENT

TIA Yukon is grateful for the privilege of acknowledging that our work, living, learning, and recreational activities occur on the traditional lands of the Kwanlin Dūn First Nation and the Ta'an Kwäch'än Council. We also recognize that our support for the tourism industry extends throughout 14 distinctive First Nation Traditional Territories. Without the permission, wisdom, guidance, and stewardship of all Yukon First Nations, tourism in the Yukon would not be possible.



## TOURISM ASSOCIATION PARTNERS

Over the past year, TIA Yukon has made significant strides in strengthening strategic alliances as an umbrella organization, working in conjunction with its six Tourism Association Partners (TAPs). These partnerships ensure that Yukon's tourism sector receives comprehensive representation. The TAPs have developed collaborative projects such as the "Tourism House," which provided tourism-focused staff accommodation during the summer and winter seasons. We have additionally partnered on advocacy initiatives, contributed to training and education, and supported each other at industry events.



# MEMBERSHIP

TIA Yukon membership is the foundation of all organizational activities. Members represent the diverse and expansive tourism industry across the Yukon, highlighting the many opportunities and challenges it presents. At TIA Yukon, our mission is to cultivate relationships with our members and to provide support in areas where members may lack capacity, while also delivering value by addressing their specific needs.

Our membership is composed of the following sectors:

- Accommodation
- Arts, Sports, and Events
- Food and Beverage
- Tours and Attractions
- Travel Services
- Transportation



Alpine Aviation



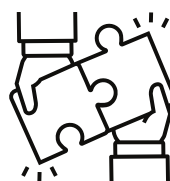
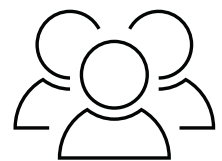
Who What Where Tours

## MEMBERSHIP IN NUMBERS



*11 Yukon communities represented*

*107 total members in 2023*



*36% of members are also TAP members*



# PERFORMANCE HIGHLIGHTS

In 2023, our focus shifted from COVID 19's impact to the future, revealing a different world altered by the pandemic and its aftermath. Remote work has become widely accepted, inflation rates have surged, concerns of a looming recession are present, and manufacturing and shipping bottlenecks have emerged due to workforce shortages. Additionally, there has been rapid technological developments, including artificial intelligence. TIA Yukon's response to the pandemic showed us that we required a transformation in how we remain relevant and responsive to the industry's increasingly complex needs. As we look ahead, we recognize the significance of the following achievements from the past year that will underpin our support to the industry now and in the future.



## TIA YUKON STRATEGIC PLAN

In April, the Executive Director facilitated a strategic planning session for the board, resulting in a clear direction for the organization's future for the next decade. Three significant priorities were identified to concentrate on over the next three years:

### *1. Advocacy*



This is a pivotal aspect of our work, creating opportunities to cultivate positive, respectful relationships with various public sector entities, from municipal to federal, and across all departments. We aim to comprehend fully how public sector decisions support visitors' and locals' safety, while simultaneously creating a conducive private sector environment for businesses. It's equally critical for TIA Yukon to be perceived as a reputable organization that can advocate for the industry's interests and communicate with the public sector in a manner that fosters a willingness to implement changes to promote industry sustainability.

# PERFORMANCE HIGHLIGHTS

## 2. Member Relationships & Strategic Alliances



Strengthening existing industry relationships and forging new ones is vital to establishing the industry's voice, making it the central point of our vision and work. As a result, our organization has identified three key areas to support this effort:

- Our focus needs to **pivot towards external engagement**, where we can listen to and analyze individual needs and wants. This shift required us to adjust internal positions, including the creation of two new roles: an Outreach and Development position, and redistributing responsibilities of the Office Manager towards a Labour Market Programming position. These organizational changes will help TIA Yukon create an improved environment for understanding the industry's needs and to execute potential solutions.
- An extended approach to building support and strategic alliances across the Yukon is to **actively participate on boards, committees, or panels** of other organizations. This engagement can facilitate sharing of information and development of cohesive solutions, including group advocacy efforts on specific topics and co-sharing events that offer industry efficiencies.
- **Gathering knowledge of macro conditions** by establishing connections with the Tourism Industry Association of Canada (TIAC), other Provincial/Territorial Tourism Industry Associations (PTTIA), and other national organizations. This allows us to collect best practices and receive additional support on matters of national significance, which can subsequently be leveraged to develop solutions customized to Yukon's requirements.

## 3. Labour Market Development



This has always posed a challenge for organizations seeking to hire and retain staff, and the situation only getting more challenging to navigate. TIA Yukon's primary focus is addressing two critical issues: labour availability and labour cost. To tackle these challenges, TIA Yukon will put forth potential solutions, including building a talent pipeline, reducing employer costs, and implementing essential training opportunities.



# PERFORMANCE HIGHLIGHTS

## BOARD CHANGES

Following over a decade of exceptional leadership, Chair Neil Hartling has decided to transition to the role of Past Chair. This shift has enabled Tyler Rose to take the reins as the new Chair of the Board, while Torsten Eder has assumed the Vice Chair position. Ben Ryan will continue to serve as Treasurer and Wray Morrell has replaced Michele Emslie as Secretary, completing the board executive. We extend our appreciation to Neil for his unwavering dedication to the industry throughout his tenure and to Michele for her support of the organization as a board member. With Neil's move to Past Chair, TIA Yukon's board has expanded to 13 directors, consisting of one Past Chair, six elected directors, and six appointed directors.

In October, TIA Yukon welcomed two new board members, Jean-Pascal Ladroue (Ruby Range, Driving Force, and Outdoor Adventure Academy) and Amanda Deuling (Sport Yukon), as Directors. With their extensive experience and expertise, they are poised to drive the industry forward and utilize TIA Yukon's resources to enhance and strengthen the industry.





# PERFORMANCE HIGHLIGHTS

## TEAM CHANGES

Throughout the first nine months of the calendar year 2023, the majority of TIA Yukon's team transitioned towards new opportunities and adventures. On behalf of the TIA Yukon Board, the Executive Director, Dylan Soo, extends gratitude to these individuals for their contributions in strengthening the organization's reputation as a supportive entity through the pandemic and wishes them all the best in their new endeavours.

To reposition the organization and generate industry impact in the post-pandemic landscape, TIA Yukon has restructured internal positions to prioritize external strategic collaborations. Julia Heiroth, recently returned from maternity leave, took on the role of Senior Coordinator, Outreach and Development. In this position, she will assist the Board and Executive Director in fostering industry relationships and developing significant events for the industry.

The second team member, Yuya Matoba, was retained and reassigned as Junior Coordinator, Labour Market Programming. In his new role, Yuya will expand on existing programs beyond the Yukon Tourism Training Fund to provide industry guidance and fiscal support during these inflationary times.





# PERFORMANCE HIGHLIGHTS



## IMPACTFUL ENGAGEMENT

Our weekly e-newsletter, the "Industry Update," serves as a cornerstone for disseminating information to industry and gathering feedback. We ensured that every item in the newsletter had the potential to affect tourism businesses positively, and we utilized surveys and solicited input to help us achieve this goal. Additionally, we began tracking the analytics of our communications to assess their effectiveness.

We transformed our pandemic-era "Nooners" into an Engagement Series, focusing on key themes that are essential to tourism businesses, such as survey results, visitor data, fire and flood information, as well as airport infrastructure topics. We recognized the importance of collaboration across all sectors and government departments that could impact the industry and worked to bring them together.

Furthermore, TIA Yukon prioritized the organization of a Tourism Conference, recognizing its potential to make a significant impact on the industry. We focused on engagement partnerships, content, and addressing key issues affecting the Yukon tourism industry. The new conference, scheduled for Spring 2024, will showcase innovation, education, potential solutions, and offer networking opportunities for attendees.

# CHAIR'S REPORT

As we head into the summer of 2024, TIA Yukon continues to play a vital role in the territory's tourism industry, perhaps more important than ever in its history. It is a critical time. What we are doing now further builds and strengthens the foundation that has supported the tourism industry in the North for the last 50 years.

Multiple indicators are showing many businesses moving towards a recovery to pre-pandemic levels, with some reporting business now above the record 2019 levels. This is welcome news and certainly promising to the industry. But, we are also encountering a myriad of challenges that threaten to constrain or harm the industry. It's important to know that TIA Yukon has been on the front lines dealing with these issues; working with government and specialists to tackle these problems. We continue to be the voice of the tourism industry and are here to listen and work side by side with you.



It is an exciting time. We have celebrated the one year anniversary of our new Executive Director, Dylan Soo, and he has created ambitious work plans for his team of Julia Heiroth and Yuya Matoba. Together with our partners, we are trying to create solutions to challenges.

The Yukon brand remains strong. Buoyed by that strength and our continuing collective efforts, we are confident that we will continue to propel our tourism industry upwards into the upcoming seasons and beyond.

**TYLER ROSE**  
CHAIR

A handwritten signature in black ink that reads "Tyler Rose". The signature is fluid and cursive.



# EXECUTIVE DIRECTOR'S REPORT

In the span of 11 months, I've experienced a whirlwind of growth and progress in my role, making it one of the most impactful moments in my tourism career. The past year has been a steep learning curve, marked by acquainting myself with the diverse stakeholders and partners that TIA Yukon is accountable to, exploring new ways of supporting the team as it evolved, and comprehending the industry's requirements.



The presence of a robust board of directors, comprised of seasoned professionals in the tourism industry, proved to be highly beneficial. During the April strategy session, the board identified Advocacy, Member Relationships, and Labour Market Development as the central pillars that TIA Yukon would focus on for the next three years. This early-stage guidance was instrumental in setting the foundation for the organization's direction and success.

Assuming the role of advocacy as an organizational focus was a unique experience for me. My approach involved working closely with the public sector to identify and overcome barriers to industry. I began to develop a proactive approach to understanding the rationale behind public sector decisions, translating them, and advising our stakeholders on how these barriers could impact the tourism business environment. Over the past year, TIA Yukon focused on several items, such as airport construction and infrastructure, class 4 driving examinations, and weigh scale reporting, all with the aim of supporting the tourism industry. Moving forward, our primary objective is to foster stronger relationships with the government and proactively consult with them to identify potential barriers before they impact the industry.

As we gradually emerge from the pandemic, the board has identified increased engagement with industry as a critical strategy. With the recent team changeover, I had the opportunity to restructure the team and align the remaining members' skill sets with outreach-focused positions. Julia Heiroth, who returned from maternity

# EXECUTIVE DIRECTOR'S REPORT

leave, now serves as Senior Coordinator for Outreach and Development, while Yuya Matoba transitioned from a temporary position to a permanent role as Junior Coordinator for Labour Market Programming. By eliminating an internally focused role, we've gained the ability to concentrate on providing external support to the industry. Presently, our key priorities are centered on direct engagement with the industry, hosting impactful events to facilitate networking, and developing programs that support labour development through either fiscal or training assistance.

The preceding year has been a period of discovery. As we look forward, TIA Yukon has charted a course of ambitious plans aimed at overcoming industry barriers while bolstering the existing tourism infrastructure. Before we can consider progression, we must focus on strengthening our foundation. We encourage you to join us as we navigate the future of tourism in the Yukon and rely on your feedback to ensure we represent your interests.

**DYLAN SOO**

**EXECUTIVE DIRECTOR**





# TIA YUKON STAFF

## **Executive Director**

Dylan Soo

## **Sr. Coordinator, Outreach and Development**

Julia Heiroth

## **Jr. Coordinator, Labour Market Programming**

Yuya Matoba



# TIA YUKON BOARD

## EXECUTIVE

### Chair

Neil Hartling  
(January 2023 - October 2023)

Tyler Rose  
(October 2023 - Present)

### Past Chair

Neil Hartling

### Vice Chair

Tyler Rose  
(January 2023 - October 2023)

Torsten Eder  
(October 2023 - Present)

### Treasurer

Benjamin Ryan

### Secretary

Michele Emslie  
(January 2023 - October 2023)

Wray Morrell  
(October 2023 - Present)

## ELECTED DIRECTORS

### Accommodations Representative

Wray Morrell

### Arts, Sports, and Events Representative

Michele Emslie  
(January 2023 - October 2023)

Amanda Deuling  
(October 2023 - Present)

### Food and Beverage Representative

Benjamin Ryan

### Tours and Attractions Representative

Torsten Eder

### Transportation Representative

Tyler Rose

### Travel Services Representative

Neil Hartling  
(January 2023 - October 2023)

Jean-Pascal Ladroue  
(October 2023 - Present)



# TIA YUKON BOARD

## APPOINTED DIRECTORS

### **Wilderness Tourism Association of the Yukon**

Kalin Pallett

### **Yukon Convention Bureau**

Adam Gerle

### **Yukon First Nations Culture and Tourism Association**

Teena Dickson

### **Klondike Visitor Association**

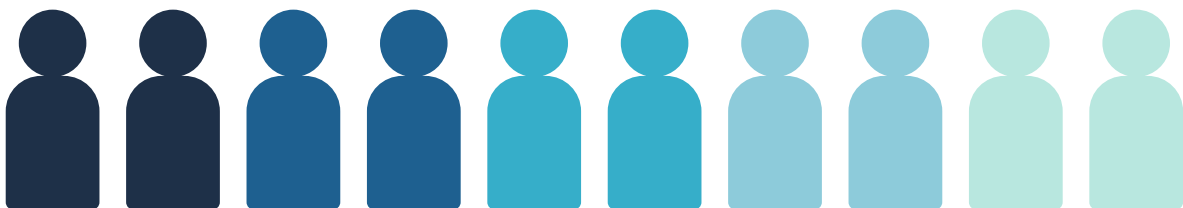
Brian Stethem

### **Yukon Historical and Museums Association**

Janna Swales

### **Yukon Outfitters Association**

Jessica Young





## ACTIVITIES

As the Yukon and the tourism industry began to recover from the COVID-19 pandemic, TIA Yukon concluded its Elevate funding program and commenced addressing the new challenges on the horizon. This included inflation, shifting workforce trends, evolving public sector policies and regulations, as well as ownership succession. With these issues in focus, the team identified areas where they could take action to help alleviate industry-related challenges.

## SPRING AND FALL SURVEY

Industry surveys are a potent mechanism for TIA Yukon to comprehend the industry's current state and identify opportunities for growth. The previous year's survey established the baseline, revealing that over 50% of respondents identified inflationary costs, labour challenges, and insurance as the three most pressing issues within the industry.



## MEMBER SITE VISITS

To supplement the high-level surveys, the TIA Yukon team engaged with industry stakeholders through the Tourism Reconnects initiative. Our team visited Haines Junction, Dawson City, Skagway, and Whitehorse. Later in the year, TIA Yukon conducted in-depth outreach, including one-on-one sessions to understand the priorities of operators. This input will aid in shaping our research and engagement efforts, as well as developing solutions to support tourism businesses.



Yukon Ski Lodge



## TOURISM ASSET INVENTORY

TIA Yukon's third project on industry engagement is to create a comprehensive Tourism Asset Inventory. The primary objective of this project is to create and maintain a local destination inventory of unique features, experiences, tourism products, events, and partners that can serve as a research database. Despite the presence of numerous tourism attractions, operators, and services, there lacks a coordinated inventory of the actual products available. By developing a community inventory that lists categories of tourism products, along with community infrastructure that supports tourism, TIA Yukon can review the number, range, and quality of these assets and identify any gaps that need to be addressed.

## INSURANCE STRATEGY

One of the persistent challenges faced by the tourism industry has been insurance. Thus, TIA Yukon initiated an effort to engage other Provincial and Territorial Tourism Industry Associations in devising a national program in collaboration with Marsh, the world's largest insurance broker.

The initial proposal for a two-phase approach was put forth in May, and by November it had received the support of all 13 regions, paving the way for further exploration. Marsh is currently conducting independent interviews of the regions and a proposal is expected to be presented by May 2024, with the rollout of phase one targeted for mid-2024.



## FIXED COST STRATEGY

In Autumn of 2023, TIA Yukon reached out to Quasep, a hospitality supply bulk purchasing company, to explore the possibility of collaborating on an industrial bulk-buying program. Presently, we're working on a smaller test program to assess its overall benefits and viability for the industry. Should it prove effective in reducing operational expenses, TIA Yukon aims to launch the initiative by mid-2024.







Dylan Soo (TIA Yukon Executive Director) and Beth Potter (TIAC CEO) at the Yukon Legislative Assembly



## STRATEGIC ALLIANCES

Recognizing the interconnectivity of tourism with several other sectors, TIA Yukon pursued partnerships with other associations to create synergies that would benefit the industry. Key partnerships were established with our Tourism Association Partners, the Chambers of Commerce, Yukonstruct, Yukon Venture Angels, Tech Yukon, and Yukon University/Yukon University Innovation and Entrepreneurship.

These strategic alliances played a pivotal role in supporting the tourism industry, leading to numerous beneficial outcomes. Such outcomes include strengthened advocacy, support for First Nations, promotion of key tourism products, alternative investment avenues for equity investors in tourism, a focus on emerging technologies in tourism, and tourism education.

While these partnerships represent only the initial steps towards fostering collaboration, the TIA Yukon team is eager to continue building these strategic alliances to create a more supportive and sustainable business environment for tourism.

## COMMITTEE PARTICIPATION

2023 held significant importance for TIA Yukon, as we were extended invitations to participate in key territorial and national committees. It was an honour to have the tourism industry represented at this level and we remain committed to serving on committees that impact our industry. Over the past year, TIA Yukon has participated in the following committees:

- City of Whitehorse – Vehicle for Hire Bylaw Engagement
- ECO Canada – Yukon Sustainability Awards Advisory Board
- Government of Yukon, Department of Energy, Mines, and Resources – Lands Legislation Stakeholder Steering Committee
- Tourism HR Canada – Pan-Canadian Workforce Recovery and Growth Task Force
- Parks Canada – Klondike National Historic Sites Advisory Committee
- Whitehorse Chamber of Commerce – Business Excellence Awards Judging Panel
- Government of Yukon, Department of Tourism and Culture – Yukon Sustainable Tourism Working Group
- Yukonstruct – Hall of Innovators Adjudication Panel

The TIA Yukon team looks forward to additional engagement and is committed to proactively reaching out to the industry to ensure that we adequately represent their interests.



The Hall of Innovators Award Ceremony





## YUKON TOURISM TRAINING FUND

The Yukon Tourism Training Fund (YTTF) provides funding for tourism training for individuals and groups that is responsive to industry and employee training needs. With funding until March 2025, the YTTF committee (made up of industry representatives) has been strategically working on supporting as many operators as possible across sectors and seasons with training rebates. Considering inflation and tightening budgets, it has been critically important for the committee to manage this fund on behalf of industry.

*In 2023 (April 1, 2023 – December 31, 2023) over 3 intakes, 44 applicants received YTTF funding in the amount of \$32,413.54.*

The funded training centered around tour guide training, first aid, barista and bartender training, swift water rescue, and wellness training.



Alistair Maitland

# ADVOCACY

This year saw a significant learning experience in understanding how to collaborate with the territorial and federal governments and work towards mitigating barriers to industry, while prioritizing the safety of visitors and locals. Over the past nine months of the 2023 fiscal year, TIA Yukon has partnered with other associations to advocate for improved communication channels with the government and opportunities for industry stakeholders to provide input.

Our advocacy focus has been on the following areas:



## CLASS 4 DRIVER'S EXAMINATION WAIT TIMES

Efforts to improve Class 4 driver's examination wait times have been underway in collaboration with the Department of Highways and Public Works. The primary objectives included reducing wait times and establishing additional reciprocity agreements with foreign countries to accommodate the influx of foreign national staff. Progress has been made in facilitating industry access to prompt examination services, with assistance from the Government of Yukon. However, there is still need for further work in recognizing credentials.



## WEIGH SCALE REPORTING AND CARRIER COMPLIANCE

Working closely with the Department of Highways and Public Works, it was revealed the major impact on the tourism sector during consultations for compliance changes and enforcement. Throughout the year, we held weekly meetings to enhance our comprehension of the regulations, while also highlighting to the government the impact these regulations had on tourism-based businesses. Presently, we are still in discussions with the government to find a mutually satisfactory approach that addresses safety concerns without disrupting business.

## AIRPORT INFRASTRUCTURE PLAN

The Department of Tourism and Culture and Highways and Public Works collaborated to host an engagement session in late summer, where they shared details of the runway plan at the Erik Nielsen International Airport in Whitehorse. It was essential to provide this information to the industry to help them comprehend the impact of the plan on their operations. The government also outlined several measures to counter any potential loss of market volume from Europe over the next few years. Moreover, the session included discussions on identifying the airport's requirements to accommodate larger planes. Ongoing talks are in progress to present a comprehensive plan to the industry, offering feasible solutions to maintain and/or increase air access.



Airport Infrastructure Plan engagement session

## LACK OF PUBLIC LANDS

As a member of the Lands Legislation Stakeholder Steering Committee, TIA Yukon collaborated with the Wilderness Tourism Association of the Yukon and other industry associations to provide essential feedback and data concerning prospective changes to the Yukon Lands Act. The central message emphasized the scarcity of available land for expansion and urged simplicity in the new Act to enable potential future opportunities through Crown land sale or leasing. Later in 2024, public engagement will commence based on the options presented by the steering committees.



Dylan Soo (TIA Yukon Executive Director) and other PTTIA representatives with Hon. Minister Martinez Ferrada

## EVENTS & CONFERENCES

To foster positive relationships with industry partners, TIA Yukon took a strategic approach by prioritizing attendance at events and conferences that could offer innovative ideas and solutions.

Prior to attending such events, we incorporated a "We Want to Hear from You" section in our e-newsletter to ensure accountability to our members. This section detailed the upcoming event or conference, highlighted topics relevant to the Yukon tourism industry, and provided an opportunity for members to share their thoughts and questions. Following our attendance, we provided a recap of our actions at the event or conference to keep our members informed and engaged.





TIA YUKON

## FEDERAL MINISTER OF RURAL ECONOMIC DEVELOPMENT ROUNDTABLE

In April, the Federal Minister of Rural Economic Development, the Honourable Gudie Hutchings, visited Whitehorse. TIA Yukon accepted the invitation to host the Minister at a roundtable. This roundtable, in conjunction with Yukon's Member of Parliament, the Honourable Brendan Hanley, included about a dozen industry partners. Among them were representatives from the private sector, the Government of the Yukon, and the Tourism Association Partners. This meeting resulted in an opportunity to relay economic development priorities and challenges tied to tourism.

## KLONDIKE VISITOR ASSOCIATION SPRING ROUND UP

TIA Yukon was pleased to have been invited to participate in KVA's Spring Round Up in Dawson last April. As a prominent sectorial association representing the second-largest community in the Yukon, we engaged with operators and other stakeholders to gain insights into the current state of the industry. The event covered various topics such as accessibility, housing, sustainability, and destination development.

## RENDEZVOUS CANADA

This premier international tourism marketplace is co-hosted by the Tourism Industry Association of Canada, Destination Canada, and the Indigenous Tourism Association of Canada, connecting travel trade professionals with Canadian tourism industry partners. TIA Yukon recognized two key areas of focus for this event. Firstly, it presented an opportunity to engage other Provincial and Territorial Tourism Industry Associations (PTTIAs) to collaborate on industry solutions. This led to a concerted effort to explore insurance solutions for the industry. Secondly, the event provided a platform to garner feedback from international travel trade on how they currently perceive the Yukon product and identify areas where improvements can be made.



Rendez-vous Canada

## PREMIER OF YUKON JAPAN/INDIA TRADE MISSION

Last September, the Premier of the Yukon invited multiple associations, together with the Government of the Yukon's Department of Economic Development, to participate in a trade mission to Japan and India. The mission's primary goal was to expand trade relations in foreign direct investment, labour, and industrial development, while also gaining insights into the current economic climate of these countries. The mission produced encouraging results, including potential opportunities to invest further in tourism exports to Japan and importing labour from India to Canada.



## TOURISM HR CANADA LABOUR MARKET FORUM

In October, TIA Yukon was privileged to contribute to Tourism HR Canada's Labour Market Forum. This event was made possible through financial support from the Government of Canada, provided by Tourism HR Canada (THRC). The forum presented an opportunity for the Yukon to collaborate with other territorial and provincial counterparts in generating innovative labour market concepts. THRC's data was instrumental in identifying the current and future workforce requirements in the industry, with emphasis on the need for more specific northern data. Attendees also engaged with the Federal Minister of Tourism, the Honourable Soraya Martinez Ferrada, on strategies for supporting the Canadian Tourism workforce. The event proved beneficial in demonstrating that the industry's concerns were being heard. Key issues raised included the need for better immigration supports, persistent housing challenges, and reliance on data as a crucial component in creating change.



## ALASKA TRAVEL INDUSTRY CONVENTION

The Alaska Travel Industry Association hosted 400 attendees in October, including several Canadian delegates. Notably, Alaskan tourism operators expressed strong interest in establishing and strengthening partnerships with their counterparts in the Yukon. These partnerships could involve collaboration to develop new products, supporting existing offerings, and exploring potential foreign direct investment opportunities. Such relationships will undoubtedly play a pivotal role in fostering a consistent flow of tourism between the two regions in the future.

## TIA YUKON 50TH ANNIVERSARY

October marked TIA Yukon's 50th anniversary since its inception. The event was made possible through the Yukon 125 Fund from the Government of the Yukon and was managed by the Yukon Historical and Museums Association. The all-day event saw over 100 participants join the festivities throughout the day. Partnerships with Sport Yukon, Parks Canada, and the Canadian Mental Health Association Yukon Chapter helped to showcase the vastness of the tourism industry to both industry professionals and the public.

Food was generously supported by Northern Vision Development, while special 50th Anniversary Yukon Brewing bottles were donated by Yukon Brewing to contribute to the celebrations. Throughout the day, tour operators shared their stories of how they entered the tourism industry, the significance of their work, and how they impact the communities they serve.

As part of the celebration, TIA Yukon unveiled a refreshed logo, encapsulating both the past and the future. The refreshed logo features a new strong, easy-to-read typeface, accompanied by a re-imagined view of the mountains and river from the perspective of looking out of an airplane window. The mountain cap contains a GPS location arrow hidden within, signifying our connection to the land. Our logo retains the familiar pink and blue colorway from the previous version, ensuring it remains recognizable.



A session at the TIA Yukon 50th Anniversary





## **TOURISM INDUSTRY ASSOCIATION OF CANADA CONGRESS**

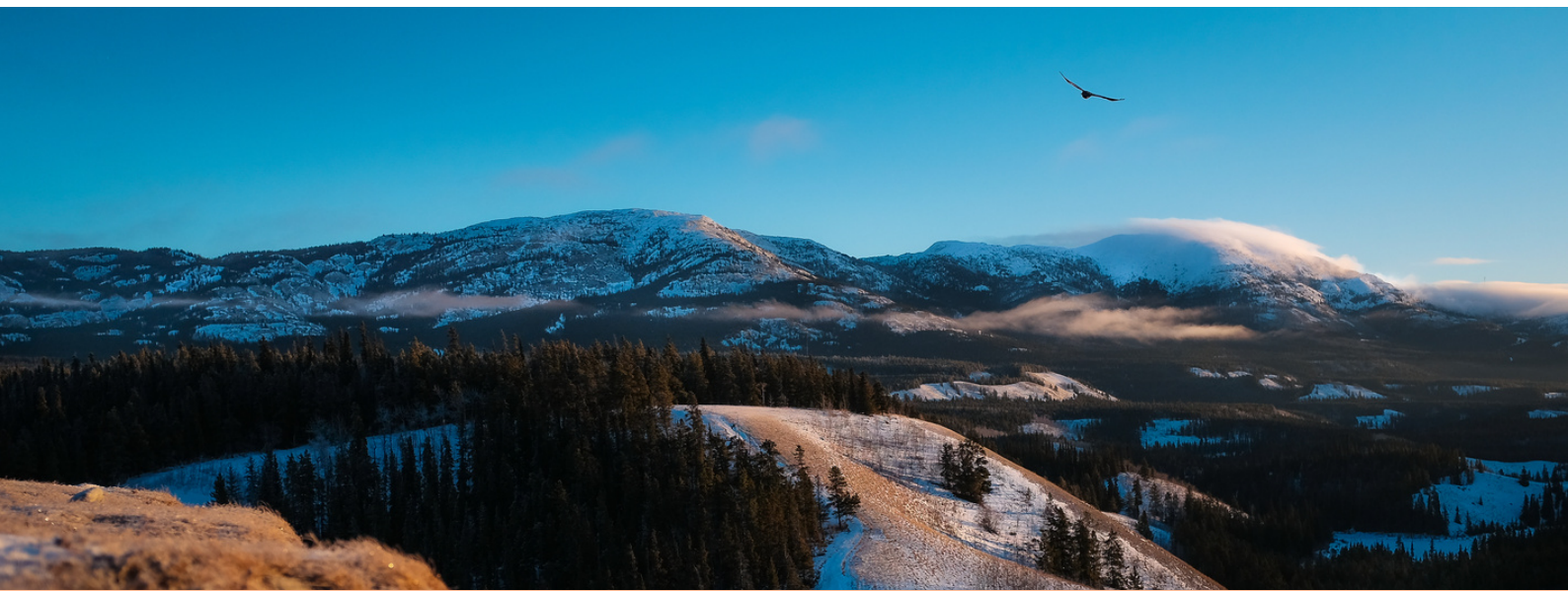
During TIA Yukon's second meeting of the year with other Provincial/Territorial Tourism Industry Associations, each province and territory had an opportunity to share their best practices. This provided invaluable insights into the unique contributions of each TIA to its region, which TIA Yukon can leverage to enhance our value to the industry members.

In addition to learning from the other provinces, there were also

opportunities for networking, including a meeting with the Honourable, Senator Karen Sorensen, co-chair of the Parliamentary Tourism Caucus, who sought to learn about each of the 13 regions across Canada. We also had the privilege of meeting with the Federal Minister of Tourism, the Honourable Soraya Martinez Ferrada, and her team to discuss the possibility of a future visit to the Yukon. The Congress was also a source of incredible learning outcomes, including insights into artificial intelligence in tourism, updated labour market statistics, and destination management best practices.

## YUKONSTRUCT INNOVATION WEEK

TIA Yukon partnered with Yukonstruct during their Innovation Week, where they celebrated potential investment opportunities in tourism businesses. The team also encouraged individuals interested in tourism to apply for the Yukon Tourism Training Fund to support their ventures. Additionally, the week concluded with a commemoration of the contributions of Northern Vision Development and Yukon Brewing to tourism through the presentation of Hall of Innovators Lifetime Achievement Awards to both companies.



## COMMUNICATIONS

### SOCIAL MEDIA

Following the departure of the team's longstanding Communications Specialist, Erin Kohler, there were significant changes to the communication strategy throughout the year. The team devoted time to assessing the role of social media, and in late 2023, they implemented a comprehensive social media plan. The plan focused on engaging various communication platforms to enhance TIA Yukon's visibility and promote information regarding the tourism industry.





## INDUSTRY UPDATES



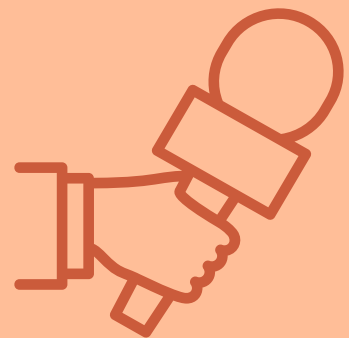
TIA Yukon's weekly e-newsletter, the Industry Update, has adopted a fresh approach to create engaging content throughout the year, aligned with the board's strategies and industry trends. The focus is on essential topics such as labour market opportunities, encouraging feedback, and suggestions on how TIA Yukon can better represent the industry at various events and conferences.

Additionally, fiscal support for businesses and free training opportunities are promoted regularly. Moving forward, we aim to develop even more valuable content for our audience and will closely monitor the opening and click rates to identify what matters most to our readers. We look forward to providing insightful updates through 2024.

## COAST COMMUNICATIONS MEDIA TRAINING

In December, TIA Yukon collaborated with Coast Communications, situated in Vancouver, BC, to conduct a comprehensive media training session. The attendees, including TIA Yukon and seven other associations, acquired knowledge on how to engage and work with the media effectively.

These insights have motivated TIA Yukon to organize a media day event, with the objective of enhancing their relationship with Yukon reporters and increasing awareness of TIA Yukon and the tourism industry.





## THANK YOUS

The success of the tourism industry in the Yukon is a result of the collective efforts of various organizations and stakeholders. We extend our gratitude to the following entities:

- The Yukon's tourism industry which we serve. It is with their input, voice, and involvement with TIA Yukon that allows us to do work to support the industry.
- The Government of Yukon's Department of Tourism and Culture. Without their financial support, our team and organization would not exist to provide support and advocate for Yukon's tourism industry.
- Our Tourism Association Partners: Wilderness Tourism Industry Association of the Yukon, Yukon Convention Bureau, Yukon First Nations Culture and Tourism Association, Yukon Historical and Museums Association, Klondike Visitor Association, and the Yukon Outfitters Association. Their work on each within each of their sectors is critical to the success of tourism as a whole in the Yukon.
- The TIA Yukon Board of Directors for their tireless efforts and valued time spent contributing to the success of the industry and for donating their experience to setting TIA Yukon's direction



- To the countless other tourism related partners for supporting and amplifying the importance of the tourism industry.
  - The Tourism Industry Association of Canada for moving national initiatives that create positive outcomes for the Yukon's tourism industry.
  - The Provincial and Territorial Tourism Industry Associations for sharing their ideas and advancing all our common regional goals that contribute to delivering positive impacts to industry.
  - The Yukon and Whitehorse Chambers of Commerce for allowing TIA Yukon to be a contributor and partner for Chamber events.
  - Yukonstruct and Yukon Venture Angels for supporting innovative ways to invest in the tourism industry.
  - Yukon University and Yukon University Innovation and Entrepreneurship for supporting and developing a tourism-related student case competition within a degree program.
  - Parks Canada for supporting TIA Yukon at events and for allowing TIA Yukon to participate in strategic planning.
  - Canadian Mental Health Association – Yukon Chapter for supporting our industry's resilience.
  - All other public sector departments that have included TIA Yukon in discussions that will help shape legislation and policies on tourism

*We extend our gratitude for all of the unwavering support we have received, which has been instrumental in the past and will continue to help us shape and advance the tourism industry in the Yukon.*



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# PROVIDING A UNIFIED VOICE FOR THE YUKON'S TOURISM INDUSTRY



TOURISM INDUSTRY ASSOCIATION OF THE YUKON