

2024 ANNUAL REPORT



**TIA
Yukon**

TOURISM INDUSTRY ASSOCIATION OF THE YUKON

TABLE OF CONTENTS



TOURISM INDUSTRY ASSOCIATION OF THE YUKON

ABOUT TIA YUKON	1
MISSION STATEMENT	1
2024 PRIORITIES	1
LAND ACKNOWLEDGEMENT	1
TOURISM ASSOCIATION PARTNERS	2
MEMBERSHIP	2
PERFORMANCE HIGHLIGHTS	3
BOARD CHANGES	4
INDUSTRY ENGAGEMENT	4
CHAIR’S REPORT	5
EXECUTIVE DIRECTOR’S REPORT	6
TIA YUKON STAFF & BOARD	7
ACTIVITIES	8
ADVOCACY	13
EVENTS & CONFERENCES	15
COMMUNICATIONS	18
APPRECIATION	19

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.

2024 PRIORITIES

In alignment with the **Yukon Tourism Destination Strategy (YTDS)**, TIA Yukon remained committed to advancing the interests of the tourism industry by focusing on three key areas:

- **Advocacy** – Proactively identifying opportunities to guide and advise the public sector on policy and legislative barriers impacting the industry.
- **Strategic Alliances & Member Relationships** – Strengthening trust within the tourism sector through direct engagement with businesses and fostering strategic partnerships to enhance efficiency and collaboration.
- **Labour Market Development** – Creating employer-driven initiatives that streamline connections between businesses and job seekers, addressing workforce challenges in the tourism industry.

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 Dün 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

In 2024, TIA Yukon continued to strengthen its role as an umbrella organization, working closely with its six Tourism Association Partners (TAPs):

- Wilderness Tourism Association of the Yukon (WTAY)
- Yukon Convention Bureau (YCB)
- Yukon First Nation Culture & Tourism Association (YFNCTA)
- Yukon Historical Museums Association (YHMA)
- Yukon Outfitters Association (YOA)
- Klondike Visitors Association (KVA)

These partnerships ensure that Yukon's tourism sector is well-represented alongside TIA Yukon's

elected board. Building on the momentum of last year's Tourism House, TAPs remained focused on advancing industry development, enhancing organizational efficiencies, and exploring private-sector funding opportunities to drive long-term self-sufficiency.

MEMBERSHIP

Becoming a TIA Yukon member strengthens your voice within the tourism industry, ensuring that your challenges and priorities are heard and addressed. In 2024, the industry faced increasing pressures in a complex economic environment, with rising operational costs and labour shortages creating internal challenges, while shifting policies and regulations added external hurdles for operators.

Throughout the year, TIA Yukon remained focused on building strong relationships with members, gathering insights on their needs, and developing long-term solutions to help mitigate these barriers. By working closely with insurance brokers, we sought to ease the burden of rising premiums. We expanded outreach efforts in Yukon high schools and Canadian post-secondary institutions to encourage more students to pursue tourism careers in the territory. At the same time, our advocacy work targeted key regulatory challenges, helping to remove major obstacles for operators. Membership in TIA Yukon means having a dedicated team working to protect and strengthen the industry, ensuring businesses have the support they need to navigate an evolving landscape.

OUR MEMBERSHIP IS COMPOSED OF THE FOLLOWING SECTORS:



ACCOMMODATION



FOOD & BEVERAGE



TRAVEL SERVICES



ARTS, SPORTS
& EVENTS



TOURS &
ATTRACTIONS



TRANSPORTATION

2024 MEMBERSHIP BY THE NUMBERS:



93 MEMBERS
IN 2024



8 YUKON COMMUNITIES
PLUS MEMBERS IN
BC & ALASKA



33% ARE ALSO
TAP MEMBERS

PERFORMANCE HIGHLIGHTS

In 2024, TIA Yukon focused on strengthening its understanding of the private-sector tourism landscape through the Tourism Asset Inventory. While the project is still ongoing and set for completion in spring 2025, it has been instrumental in identifying and mapping tourism businesses across the Yukon. This initiative not only provides TIA Yukon with a comprehensive contact list to better engage with operators but also allows for a more data-driven approach to advocacy, ensuring long-term business sustainability and industry growth.

Beyond building a foundational framework for industry insights, TIA Yukon prioritized direct engagement with operators throughout the year. One-on-one conversations with business owners helped pinpoint opportunities and challenges unique to the Yukon's tourism sector, ensuring that support strategies are tailored to real industry needs. In parallel, the team worked to develop a stronger pipeline of skilled job seekers—both locally, across Canada, and through immigration channels—to help operators address ongoing labour shortages.

Workforce development remains a critical issue for the Yukon's tourism industry. When the Yukon Nominee Program paused in May 2024, TIA Yukon was already working to diversify recruitment channels through local and national initiatives. Over the course of the year, the team delivered 10 presentations to Grade 10 students across the Yukon in collaboration with member organizations, positioning tourism as a viable and rewarding career path. Research also identified over 50 post-secondary institutions across Canada with hospitality and tourism programs, leading to presentations at more than 20 institutions. As a result, over 50 potential candidates expressed interest in work-integrated learning opportunities such as co-ops, internships, and work placements, helping to bolster the Yukon's future tourism workforce.

TIA Yukon also took a proactive approach to advocacy, working closely with other Tourism Association Partners (TAPs) to address key industry challenges. Notable successes included collaborating with the Yukon Government's Department of Highways & Public Works to resolve issues related to Weigh Scale Reporting Requirements, Class 4 Examination Times, and Airport Runway progress. On a national level, TIA Yukon was invited to join a core policy group within the Provincial and Territorial Tourism Industry Associations (PTTIAs), alongside British Columbia, Alberta, Ontario, and Newfoundland & Labrador. This initiative focuses on air transportation infrastructure policy, with the goal of positioning the Tourism Industry Association of Canada (TIAC) as the leading advocate for improved air connectivity, benefiting both Canadian travelers and international visitors.

BOARD CHANGES

As the tourism landscape continues to evolve, so does TIA Yukon's Board of Directors. In 2024, the executive team underwent a transition, with Ben Ryan stepping into the role of Chair, Tyler Rose assuming the position of Secretary, and Wray Morrell taking on the role of Treasurer. Torsten Eder remains Vice Chair, ensuring continuity and stability within the leadership team.

With these changes, Neil Hartling transitioned into a special advisor role, bringing his extensive experience and industry knowledge to support the board. He is joined by Michael Hale from Northern Vision Development, further strengthening TIA Yukon's strategic direction as the organization continues to advocate for and support the tourism sector.

INDUSTRY ENGAGEMENT

As operators focused on the demands of daily business operations, finding time to engage with TIA Yukon became increasingly challenging. This shift was evident in lower attendance at engagement sessions and industry events designed to provide support. Recognizing the need for a more proactive approach, TIA Yukon transitioned from a "you come to us" model to a "we come to you" strategy, ensuring direct and meaningful engagement with operators across the territory.

One key initiative was an active listening tour, led by Julia Heiroth, to connect with operators one-on-one. These conversations provided valuable insights into business operations, challenges, and the types of support needed. To date, nearly 40 tourism operators have participated, and TIA Yukon remains committed to reaching every tourism business in the Yukon.

Another vital tool for industry engagement has been the spring and fall surveys, which gathered direct input from operators. The consistency of responses highlighted three recurring challenges that accounted for half of all industry concerns. Using this data, TIA Yukon focused on developing long-term strategies to address these key issues, working closely with all levels of government and private-sector partners who intersect with the tourism industry. This collaborative approach ensures that operators receive the advocacy and resources they need to navigate an evolving landscape.



CHAIR'S REPORT

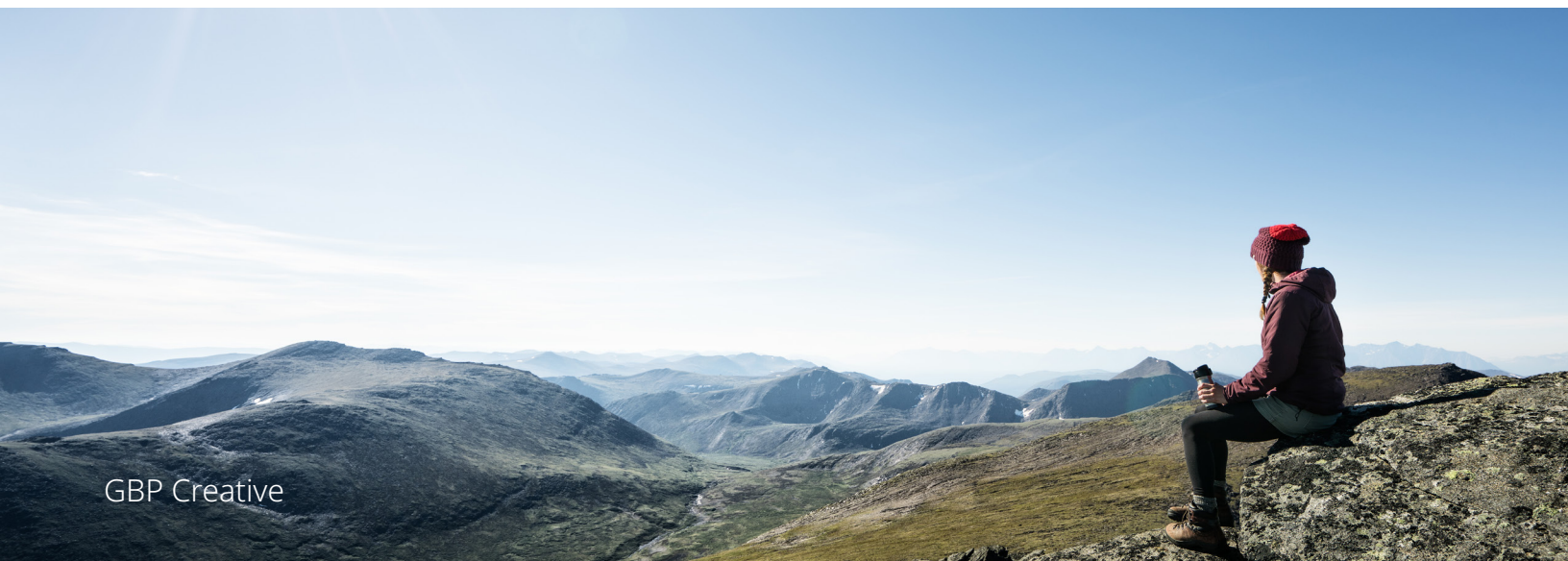
At TIA Yukon, our number one focus is on contributing to the success of our members. We help members in 3 key ways:

1. Advocating on issues that impact tourism businesses
2. Generating/curating research and analysis on impactful topics
3. Leading/partnering on projects aimed at enhancing the tourism sector

In 2024, we achieved a number of milestones in the above areas. We advocated on a variety of topics, such as Weight Scale Reporting Requirements and Federal Immigration Policy. Further, we shared a range of data and insights with members through regular industry updates, as well as through our Spring Conference. Lastly, we led significant efforts to support Labor Market Development through collaboration with numerous schools, as well as through programs such as the Yukon Tourism Training Fund. These efforts aimed to enhance the business landscape for the tourism businesses we represent.

In 2025, our focus will be divided between emerging trends and longer-term trends. Our work on longer-term areas, such as Labour Market Development will continue, with some specialized focus around enhancing workforce participation and entrepreneurial pursuits among visible minorities. At the same time, we are highly focused on emerging issues, such as changes to federal immigration policy, and trade relations between Canada and the U.S. Our role in this dynamic time is to communicate with members, to identify industry needs, and to advocate where appropriate.

In order to ensure that we can sustainably deliver value to our members, we must also focus on our resilience. In 2024, we conducted thorough review of our financial accounts, passive investments, and financial controls. We implemented a number of improvements, which have strengthened the organization. In 2025, our focus shall be on managing some organizational change as we have 2 board seats up for election, and we are in a recruitment process for a new Executive Director. Following these internal changes, we look forward to our annual strategic planning process in fall, where we will chart our course for 2026 and beyond.



EXECUTIVE DIRECTOR'S REPORT

While 2023 was a year of strengthening the foundation of our organization, 2024 marked a shift toward addressing the foundational needs of the tourism industry itself. Labour remained a pressing priority, with businesses across the North continuing to struggle with both critical workforce shortages and the challenge of attracting skilled job seekers.

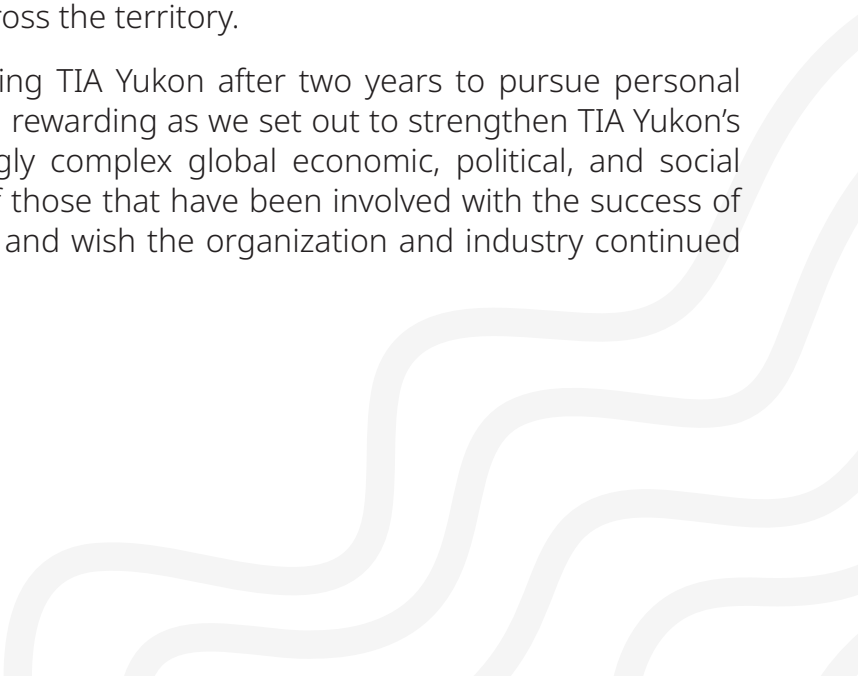
As we worked throughout the year to build a sustainable talent pipeline, it became clear that a multi-tiered approach was essential—one that simultaneously engaged local youth, Canadian job seekers, and international immigration pathways. This realization led to increased private-sector participation in TIA Yukon's youth initiatives, fostering engagement with the next generation of tourism workers and entrepreneurs.

Building stronger industry connections was also a key focus. We reimagined the Spring Tourism Conference, collaborating with partners across the Yukon to create a locally driven event that resonated with both large and small operators. By prioritizing industry feedback, we aimed to encourage attendance, understand operators' evolving needs, and refine future events to provide meaningful tools and support.

Equally important was being at the forefront of key discussions before decisions were made. Throughout the year, TIA Yukon actively advocated for the tourism industry's role in both the economic and social fabric of the Yukon. By year's end, we had secured a seat at the table for Municipal, Territorial, and Federal engagements, alongside key associations representing Chambers of Commerce, First Nations, Mining, Investment, and Technology sectors. This recognition reinforced TIA Yukon's position as a respected and influential voice in the North, backed by a strong board of industry leaders.

Looking ahead to 2025, TIA Yukon continues to move beyond the post-pandemic recovery phase and closer to implementing long-term strategies that will shape the future of Yukon's tourism industry. As a board, a team, and your industry representative, we remain committed to delivering real, lasting results that strengthen tourism across the territory.

Finally, I am announcing that I will be departing TIA Yukon after two years to pursue personal interests. These last couple of years have been rewarding as we set out to strengthen TIA Yukon's reputation with industry in light of increasingly complex global economic, political, and social environments. I want to personally thank all of those that have been involved with the success of the organization over the last couple of years and wish the organization and industry continued positive growth.



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

Tyler Rose – October 2023 – November 2024
Benjamin Ryan – November 2024 – Present

PAST CHAIR

Neil Hartling October 2023 – November 2024

VICE CHAIR

Torsten Eder

TREASURER

Benjamin Ryan – May 2023 – November 2024
Wray Morrell – November 2024 – Present

SECRETARY

Wray Morrell – October 2023 – November 2024
Tyler Rose – November 2024 - Present

APPOINTED DIRECTORS

WILDERNESS TOURISM ASSOCIATION OF THE YUKON

Kalin Pallett

YUKON CONVENTION BUREAU

Adam Gerle

YUKON FIRST NATIONS CULTURE & TOURISM ASSOCIATION

Teena Dickson – June 2021 – September 2024

SPECIAL ADVISORS

Neil Hartling – November 2024 – Present

ELECTED DIRECTORS

ACCOMMODATIONS REPRESENTATIVE

Wray Morrell

ARTS, SPORTS & EVENTS REPRESENTATIVE

Amanda Deuling

FOOD & BEVERAGE REPRESENTATIVE

Benjamin Ryan

TOURS & ATTRACTIONS REPRESENTATIVE

Torsten Eder

TRANSPORTATION REPRESENTATIVE

Tyler Rose

TRAVEL SERVICES REPRESENTATIVE

Jean-Pascal Ladroue

KLONDIKE VISITOR ASSOCIATION

Brian Stethem

YUKON HISTORICAL & MUSEUMS ASSOCIATION

Janna Swales – May 2021 – July 2024
Sally Robinson – July 2024 – Present

YUKON OUTFITTERS ASSOCIATION

Jessica Young

Michael Hale – November 2024 - Present

ACTIVITIES

In 2024, global conditions continued to add complexity to the tourism industry. Shifts in the political landscape—both locally and internationally—along with major infrastructure projects, increasing demands for climate action, inflation, and evolving workforce values created significant challenges for Yukon's tourism sector.

To address these challenges, TIA Yukon remained focused on three core areas: member engagement and strategic alliances, labour market development, and advocacy. By prioritizing these efforts, we worked to develop long-term, sustainable solutions that help the industry navigate these evolving pressures and build resilience for the future.

SPRING AND FALL SURVEY

Industry feedback throughout the year reaffirmed that labour shortages and rising operational costs due to inflation remained the most pressing challenges for tourism operators. The labour crisis deepened further when the pause of the Yukon Nominee Program (YNP) took effect just as the industry entered its peak summer season, exacerbating workforce shortages.

In response, TIA Yukon remained committed to long-term workforce solutions, continuing efforts to build a sustainable tourism labour pipeline. At the same time, advocacy efforts intensified, with TIA Yukon working alongside the Yukon and Whitehorse Chambers of Commerce to engage with the Yukon Government's Department of Immigration in seeking potential solutions to mitigate the impact of the YNP pause.

MEMBER SITE VISITS

TIA Yukon continued its listening tours, strengthening one-on-one relationships with tourism operators across the territory. These meetings provided valuable insight into the realities of running a tourism business in the Yukon, uncovering both common challenges and unique operational hurdles.

By actively listening, taking detailed notes, and working behind the scenes, we developed targeted strategies to better support operators. One recurring theme that emerged was the lack of capacity for growth, a challenge that affects businesses across the sector. We appreciate the time operators took to meet with us and participate in surveys, as this engagement allows us to track progress and ensure our solutions effectively address industry needs.

TOURISM ASSET INVENTORY

Throughout the year, TIA Yukon's research team began developing a comprehensive framework to collect and analyze data on tourism businesses across the territory. The Tourism Asset Inventory is designed to provide a big-picture view of how the Yukon's tourism industry functions as a whole, allowing TIA Yukon to identify trends, pinpoint industry gaps, and advocate for targeted solutions.

The findings from this initiative will be compiled into reports available to members, focusing on infrastructure opportunities and labour market recommendations to support long-term industry growth. We extend our gratitude to all operators who contributed their information, helping to shape a more data-driven and informed future for Yukon's tourism sector.

INSURANCE STRATEGY

The Spring and Fall Surveys identified insurance costs as the third most significant challenge for tourism operators. While 2024 provided some relief from the extreme premium increases seen during the pandemic, broader market conditions remained volatile. Global environmental challenges—such as wildfires and flooding—posed medium- and long-term risks, with the potential for future spikes in insurance premiums.

To mitigate these risks, TIA Yukon continues to advocate for industry-wide solutions and provides direct support to operators in navigating insurance challenges. Through our partnership with Marsh, one of the world's largest insurance brokers, we have already seen early successes, including faster response times, increased access to coverage, and, in some cases, lower premiums than previously available.

We remain committed to supporting Yukon operators in securing fair and sustainable insurance options, ensuring businesses are protected from unpredictable market shifts. Operators are encouraged to engage with our team for guidance on insurance strategies tailored to their needs.

STRATEGIC ALLIANCES

In 2024, TIA Yukon deepened its collaboration with key partners to enhance industry engagement and advocacy efforts. Strengthening our relationship with the Whitehorse Chamber of Commerce, we proudly partnered on the Business Excellence Awards, introducing three tourism-specific awards to recognize industry excellence in a celebratory evening.

Yukonstruct also became a valuable partner as TIA Yukon played an active role in its Tourism Bootcamp, providing mentorship, delivering presentations, and serving as a judge in the pitch competition for eight emerging tourism entrepreneurs.

At the Tourism Association Partner (TAP) level, collaboration expanded through a research-driven initiative led by the Wilderness Tourism Association of the Yukon (WTAY). This project explored ways for TAPs to increase self-sufficiency



by diversifying revenue streams beyond public-sector funding, streamlining logistics, and reducing operational expenses—strengthening the long-term sustainability of these organizations.

On a national scale, TIA Yukon became a key voice within the Provincial and Territorial Tourism Industry Associations (PTTIA). Selected to support the northern framework for Air Transportation Policy, our team contributed to a policy paper presented to TIAC (Tourism Industry Association of Canada). This initiative emphasized air transportation as a fundamental Canadian Charter right, advocating for stronger passenger protections, expanded infrastructure development, and reduced user-pay fees, ensuring more equitable access to air travel for both domestic and international visitors.



COMMITTEE PARTICIPATION

In 2024, TIA Yukon was invited to participate in multiple territorial and national committees, reinforcing our role as a key voice in tourism policy and infrastructure development. These committees play a crucial role in shaping the future of Yukon's tourism industry, addressing challenges, and creating new opportunities for growth.

TIA Yukon remains committed to actively engaging in these discussions, ensuring that the industry's needs are represented and that Yukon tourism operators benefit from informed, strategic decision-making at both the territorial and national levels:

- City of Whitehorse – Town Square Steering Committee
- ECO Canada – Yukon Sustainability Awards Advisory Board (2nd Year)
- YG Energy, Mines, and Resources – Lands Legislation Stakeholder Steering Committee
- YG Tourism & Culture – Sustainable Tourism Working Group
- YG Tourism & Culture – Agency of Record Steering Committee
- YG Tourism & Culture – Yukon Tourism Marketing Committee
- YG Tourism & Culture – Highway Signage Artwork Selection Committee
- YG Economic Development – Labour Market Strategy Engagement
- Parks Canada – Klondike National Historic Sites Advisory Committee
- Whitehorse Chamber of Commerce – Business Excellence Awards Judging Panel (2nd Year)
- Yukon Chamber of Commerce – Workers Safety & Compensation Board Office of the Employer Advisor Steering Committee
- Yukonstruct – Tourism Bootcamp Mentor
- Provincial & Territorial Tourism Industry Associations – Air Transportation Policy Working Group

YUKON TOURISM TRAINING FUND

The Yukon Tourism Training Fund (YTTF) provides essential funding for tourism-related training, ensuring that both individuals and businesses can access the skills needed to succeed in the industry.

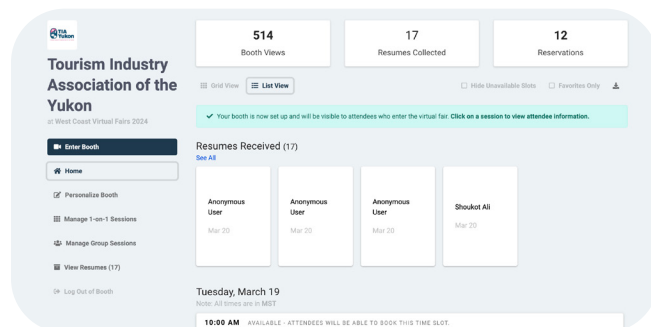
With funding secured until March 2025, the YTTF committee—comprised of industry representatives—has been strategically working to maximize support for operators across sectors and seasons through training rebates.

In 2024, the committee approved funding across four intakes, with 58 applicants receiving a total of \$38,595.22 in support. Over the past year, training initiatives have focused on key industry needs, including tour guide training, first aid, language skills, beverage training, sustainable tourism practices, river rescue, farrier courses, yoga instruction, and leadership development.

By investing in workforce training, the YTTF continues to strengthen the capacity and professionalism of Yukon's tourism sector, ensuring operators and employees have the tools they need to thrive.

TIAC JOB FAIR

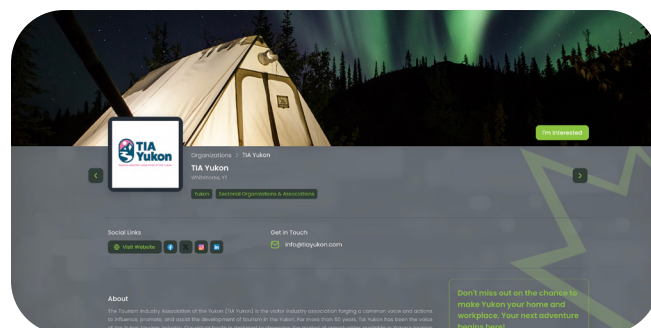
TIA Yukon took part in the TIAC Tourism & Hospitality Job Fair, a national recruitment event designed to connect tourism employers with job seekers from across Canada. This virtual event provided an opportunity to promote the Yukon as a place to live, learn, work, and play, while showcasing career pathways within the tourism industry.



During the event, TIA Yukon engaged with 12 job seekers who had prior experience in tourism, with six candidates submitting their résumés for potential employment in the Yukon. By participating in initiatives like this, TIA Yukon continues to strengthen recruitment efforts, attract skilled workers, and support operators in addressing labour shortages across the territory.

WEST COAST VIRTUAL FAIRS

TIA Yukon participated in the West Coast Virtual Fairs, engaging with students from Simon Fraser University (SFU), the University of British Columbia (UBC), and the University of Victoria (UVic). This event served as a key platform to promote the Yukon as a destination for tourism and hospitality careers, attracting students eager to gain industry experience.



The fair resulted in 25 students expressing interest in relocating to the Yukon, with many submitting their résumés for potential job opportunities. This initiative further strengthened TIA Yukon's interprovincial recruitment efforts, expanding awareness of career pathways within the territory's tourism sector and helping to build a pipeline of future industry talent.

YUKON HIGH SCHOOL PRESENTATIONS

In 2024, TIA Yukon launched the Tourism Career Presentations pilot project to introduce local high school students to early career opportunities in the tourism industry. Through this initiative, we delivered five presentations in the spring and five in the fall, engaging approximately 150 students in collaboration with 10 local tourism businesses.

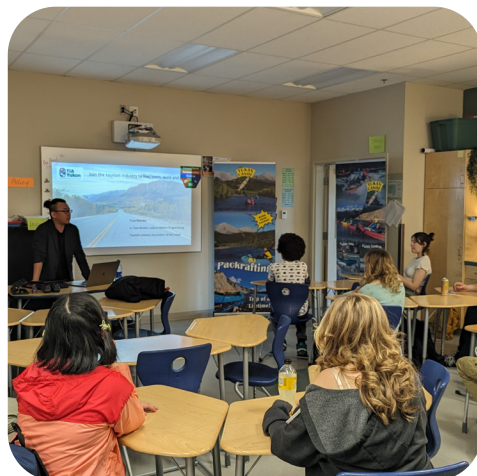
Feedback from both schools and industry partners was overwhelmingly positive, reinforcing the value of these sessions in raising awareness about tourism careers. Looking ahead, TIA Yukon remains committed to expanding this initiative, continuing to inspire and equip the next generation with the knowledge and opportunities needed to build a future in Yukon's tourism sector.

POST SECONDARY SCHOOL PRESENTATIONS

To expand inter-provincial labour pipelines, TIA Yukon connected with post-secondary institutions across Canada offering tourism and hospitality programs. Eight institutions expressed interest in partnership, leading to nine information sessions promoting the Yukon as a place to live, learn, work, and play. These sessions attracted 132 students, with 24 submitting profiles and resumes to explore employment opportunities in the Yukon as of December 31, 2024.

YUKON UNIVERSITY STUDENT CASE COMPETITION

TIA Yukon partnered with Yukon University's Innovation & Entrepreneurship program and Bachelor of Business Administration students to develop a tourism-focused case competition on labour challenges. Guest speakers from Tourism & Culture, Tourism HR Canada, TIA Yukon, and local tourism operators supported two student teams in defining the problem, researching workforce gaps, and proposing strategic solutions. The teams presented their findings at the TIA Yukon Spring Conference, aiming to inspire students to explore careers or business opportunities in tourism while strengthening a local post-secondary talent pipeline.



ADVOCACY

TIA Yukon remains committed to proactively monitoring industry challenges and advocating for solutions when policy or legislation creates barriers for tourism businesses. In 2024, we continued previous advocacy efforts while addressing new challenges that emerged throughout the year:

WEIGH SCALE REPORTING & CARRIER COMPLIANCE

The Department of Highways & Public Works implemented a long-term solution to the weigh scale reporting challenge that arose in 2023, which previously required operators to stop at the station each time they crossed the 20KM limit set by legislation. A new policy now exempts passenger-carrying vehicles, preventing unnecessary costs and service disruptions for the tourism sector. TIA Yukon extends its gratitude to the department for implementing this positive change.

CLASS 4 EXAMINATION WAIT TIMES

TIA Yukon worked closely with the Department of Motor Vehicles to reduce wait times for Class 4 exams. Key improvements included:

- Shortening the exam duration from 1 hour to 30 minutes, allowing more exams per day.
- Launching a pilot program that combines Class 5 and Class 4 exams to streamline scheduling.
- Committing to hiring an additional examiner during peak seasons.
- Enhancing communication on examiner availability in rural communities.

Additionally, TIA Yukon signed an MOU with Yukon Driving Academy to offer a discounted Class 4 exam preparation course for TIA Yukon members. This initiative aims to lower failure rates, reducing demand for retests and easing licensing delays.

AIRPORT INFRASTRUCTURE PLAN

TIA Yukon hosted a Transportation Aviation Branch Aerodrome Technical Meeting in July and a follow-up engagement session in the fall to monitor runway construction progress. Both reviews confirmed that the project remained on schedule, with only minor disruptions that did not affect overall flight operations. The runway project is expected to be completed by the end of summer 2025.



LANDS ACT CHANGES

Throughout 2024, TIA Yukon collaborated with WTAY to review and provide industry input on the Lands Act reform. The Department of Energy, Mines & Resources incorporated feedback from the Lands Act Steering Committee and released a “What We Heard” report for public review. TIA Yukon facilitated a final engagement session to ensure that proposed legislation allows for appropriate public land management. We are now awaiting the next phase of operational details.



IMMIGRATION & LABOUR

In May 2024, the Department of Immigration temporarily paused the Yukon Nominee Program (YNP) for Whitehorse-based businesses, significantly impacting tourism employers ahead of peak season. TIA Yukon, alongside the Yukon and Whitehorse Chambers of Commerce, immediately engaged with the department to understand the reasons behind the pause and advocate for solutions.

While short-term relief was unavailable before summer, a fall solution was introduced, granting eligible employees two-year work permit extensions. As federal policies continue to restrict immigration program allotments, TIA Yukon has prioritized this issue and is actively working on local and national immigration solutions for long-term workforce sustainability.



GOVERNMENT & INTERNATIONAL ENGAGEMENT

TIA Yukon was invited to participate in key meetings with territorial and municipal governments, as well as global trade representatives, alongside industry groups such as the Chambers of Commerce, Mining, and First Nations organizations. These discussions focused on growing the visitor economy, labour market development, and foreign direct investment. Notable engagements included:

- Governor of Alaska Luncheon
- Consul General, Deputy Consul General, and Consul of Japan (Vancouver)
- Consul General of the UK (Vancouver)
- Arctic Urban Regional Cooperation: Meeting with 15 city representatives
- CanExport Senior Trade Commissioner for the UK
- Nordic Trade & Investment Roundtable (Denmark, Norway, Sweden, Iceland, Finland)

These engagements provided valuable opportunities to strengthen economic ties and explore new market opportunities for Yukon’s tourism sector.



EVENTS AND CONFERENCES

This year, TIA Yukon prioritized strengthening the tourism industry from within by developing events and deepening member engagement. While we attended a select number of external conferences, each was strategically chosen to build alliances that bring valuable tools back to the Yukon—focusing on investment, labour market development, and business-to-business relationships that help manage fixed costs.

EVENTS ATTENDED BY TIA YUKON

KLONDIKE VISITOR ASSOCIATION (KVA) SPRING ROUND UP

TIA Yukon traveled to Dawson to attend the KVA Round Up and conduct a listening tour to better understand and support local industry challenges. The visit also strengthened our longstanding partnership with KVA, allowing us to explore new ways to provide meaningful assistance where needed.



INDIGENOUS TOURISM INDUSTRY ASSOCIATION OF CANADA IITC

The Indigenous Tourism Association of Canada hosted its annual International Indigenous Tourism Conference, where TIA Yukon focused on strengthening relationships with Indigenous tourism operators and exploring ways to be a more effective ally in supporting their success.



RENDEZVOUS CANADA

This year, the premier international tourism marketplace, co-hosted by TIAC, Destination Canada, and ITAC, took place in Edmonton, connecting travel trade professionals with Canadian tourism industry partners. TIA Yukon used this opportunity to participate in the first of two annual PTTIA face-to-face meetings, fostering collaboration and knowledge-sharing among regional tourism associations. Discussions covered key industry challenges and opportunities across provinces and territories, with insights from TIAC, WestJet, and Destinations International. Additionally, attendees exchanged best practices for local events, advocacy strategies, and membership engagement to strengthen industry support nationwide.



TOURISM HR CANADA LABOUR MARKET FORUM

TIA Yukon attended this forum for the second year, focusing on tourism labour market development, one of the most pressing challenges for operators. Data highlighted the industry's vulnerability to workforce shifts and the need to adapt to evolving conditions, such as immigration policy changes and diverse accommodation needs.

Key discussions challenged assumptions and reinforced the urgency of strengthening the Territory's labour market strategy. TIA Yukon leveraged these insights to advocate for labour as a critical priority—alongside housing—at all levels of government.

NORTHERN BC TOURISM SUMMIT

Attending the 2024 Northern BC Tourism Summit in Prince George provided a valuable opportunity to engage with NBCTA and regional tourism operators. Presentations offered insights into NBCTA's marketing strategies and target markets, while networking sessions fostered deeper discussions on industry challenges. We also explored how sustainability is integrated into their destination development and operator support. These connections laid the foundation for ongoing collaboration and stronger ties between tourism in the Yukon and Northern BC.



ALASKA TRAVEL INDUSTRY ASSOCIATION CONVENTION

Attending for the second year in a row, TIA Yukon joined 600 delegates in Juneau, strengthening ties with Yukon's closest international neighbor. Discussions focused on co-developing tourism routes, expanding operations across regions, and exploring co-investment opportunities. The summit also provided valuable insights into Alaska's tourism market performance and future destination development plans, fostering greater collaboration between the two regions.



TOURISM INDUSTRY ASSOCIATION OF CANADA CONGRESS

At the second PTTIA meeting of the year, TIA Yukon presented the working group policy on air transportation, which has now been elevated to TIAC for national advocacy. The goal is to improve Canadians' access to air travel while ensuring passenger rights are protected.

During the Congress, TIA Yukon also forged a key partnership focused on frontline hospitality workers through an immigration program already used by several BC accommodation providers. This collaboration has led to the development of a pilot program aimed at addressing labour shortages by 2026.



EVENTS HOSTED BY TIA YUKON

TIA YUKON COMPASS CONFERENCE

After a four-year pause, TIA Yukon launched Compass, a newly branded and reimagined conference designed to blend national perspectives with local expertise in tourism. The event featured speakers from the Federal Tourism Minister, Destination Canada, Tourism HR Canada, and CGLCC, alongside regional partners such as TAPs, Yukon University, and Yukonstruct. Bringing together approximately 140 delegates, the conference fostered meaningful discussions on the future of tourism in the Yukon.

The strong engagement and feedback from participants are now shaping Compass's continued evolution, ensuring it better serves the industry's needs.



COFFEE TALK WITH TIA YUKON

Building on communications training from late 2023, TIA Yukon took steps to strengthen media relationships by hosting a dedicated media engagement day. Radio and print outlets were invited for one-on-one sessions, where TIA Yukon provided a brief industry overview, introduced the team, and gained valuable insights on how to best collaborate with media professionals moving forward.



COMMUNICATIONS

Timely and effective communication is critical for the tourism industry, as we recognize that operators often lack the capacity to research key topics on their own. TIA Yukon has prioritized delivering concise, relevant information through a private sector lens, ensuring businesses of all sizes can quickly access updates that matter.

Our focus includes:

- Financial support opportunities to help businesses stay informed on funding and resources.
- Industry insights collected directly from operators to shape programs that address key barriers.
- Networking events that foster stronger business-to-business connections for industry growth.

INDUSTRY UPDATE: A KEY RESOURCE

Our weekly Industry Update (IU), sent every Wednesday, remains our primary communication tool. In 2024, it achieved an impressive 50% open rate and a 12% click rate, well above industry averages, highlighting its value to the sector. As a member benefit, each organization is entitled to two free advertisements per year, and we encourage members to continue leveraging this opportunity to promote their businesses.

EXPANDING REACH THROUGH SOCIAL MEDIA

With many operators using social media, TIA Yukon actively engages on Facebook, LinkedIn, Instagram, and X to amplify key messages and industry updates. Social media remains a powerful tool for rapid information sharing, and we encourage businesses to tag TIA Yukon in posts so we can help amplify critical tourism-related content across our networks.



www.facebook.com/TIAYukon



ca.linkedin.com/company/tiayukon



www.instagram.com/TIAYukon



APPRECIATION

The foundation laid in 2023 shaped much of what we accomplished in 2024, but none of it would have been possible without strong partnerships. TIA Yukon exists to serve the tourism industry, and our role as a conduit for your voice is only meaningful through collaboration. We want to recognize and thank the many partners who have contributed to making Yukon's tourism sector more vibrant, resilient, and sustainable.

- **The Yukon Tourism Industry** – The driving force behind everything we do. While you are the voice, we are here to support and amplify your needs.
- **Yukon Government Department of Tourism and Culture** – Your financial contribution enables us to operate and provide essential backbone support for the private sector.
- **Our Tourism Association Partners** – Wilderness Tourism Association of the Yukon, Yukon Convention Bureau, Yukon First Nation Culture and Tourism Association, Yukon Historical & Museums Association, Klondike Visitors Association, and Yukon Outfitters Association. Strengthening these relationships has enhanced collaboration, fostering greater capacity to support all tourism sectors.
- **TIA Yukon Board of Directors** – Your guidance in shaping the industry's strategic direction allows our team to execute and drive meaningful progress.
- **Industry and Community Partners** – To the many tourism-related organizations, businesses, and individuals who have engaged with us—your outreach, ideas, and advocacy help strengthen tourism's role in Yukon's economy and communities.

Your unwavering support has been invaluable, and we look forward to continuing this journey together, ensuring Yukon's tourism industry remains strong, dynamic, and forward-focused.