



TOURISM INDUSTRY ASSOCIATION OF THE YUKON



ANNUAL REPORT 2021-2022

TIAYUKON.COM

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ABOUT TIA YUKON

Mission Statement

The Tourism Industry Association of the Yukon is the visitor industry association forging a common voice and actions to influence, promote, and assist the development of tourism in the Yukon. For over 45 years, TIA Yukon has been the voice of the Yukon tourism industry.

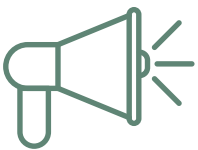
Values

- Approachability
- Communication
- Great customer service
- Honesty
- Humour
- Professionalism
- Recognition
- Respect
- Sustainable practices
- Trust

Role Statement

- Bringing the tourism industry together
- Increasing the awareness of the value of tourism
- Providing leadership

Priorities



Advocacy



Partnerships



Community
Development



Industry
Sustainability



Organizational
Stability

MEMBERSHIP



Up North Adventures



Alpine Aviation



Lumel Studios

The TIA Yukon membership is vast and diverse representing tourism businesses from six sectors:

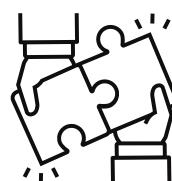
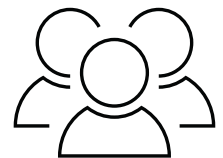
- Accommodations
- Arts, Sports, & Events
- Food & Beverage
- Tours & Attractions
- Travel Services
- Transportation

MEMBERSHIP IN NUMBERS



14 Yukon communities represented

110 total members in 2021-2022



63% of members are also members of a Tourism Association Partner

PERFORMANCE HIGHLIGHTS

1 *Elevate program returns with a bigger impact*

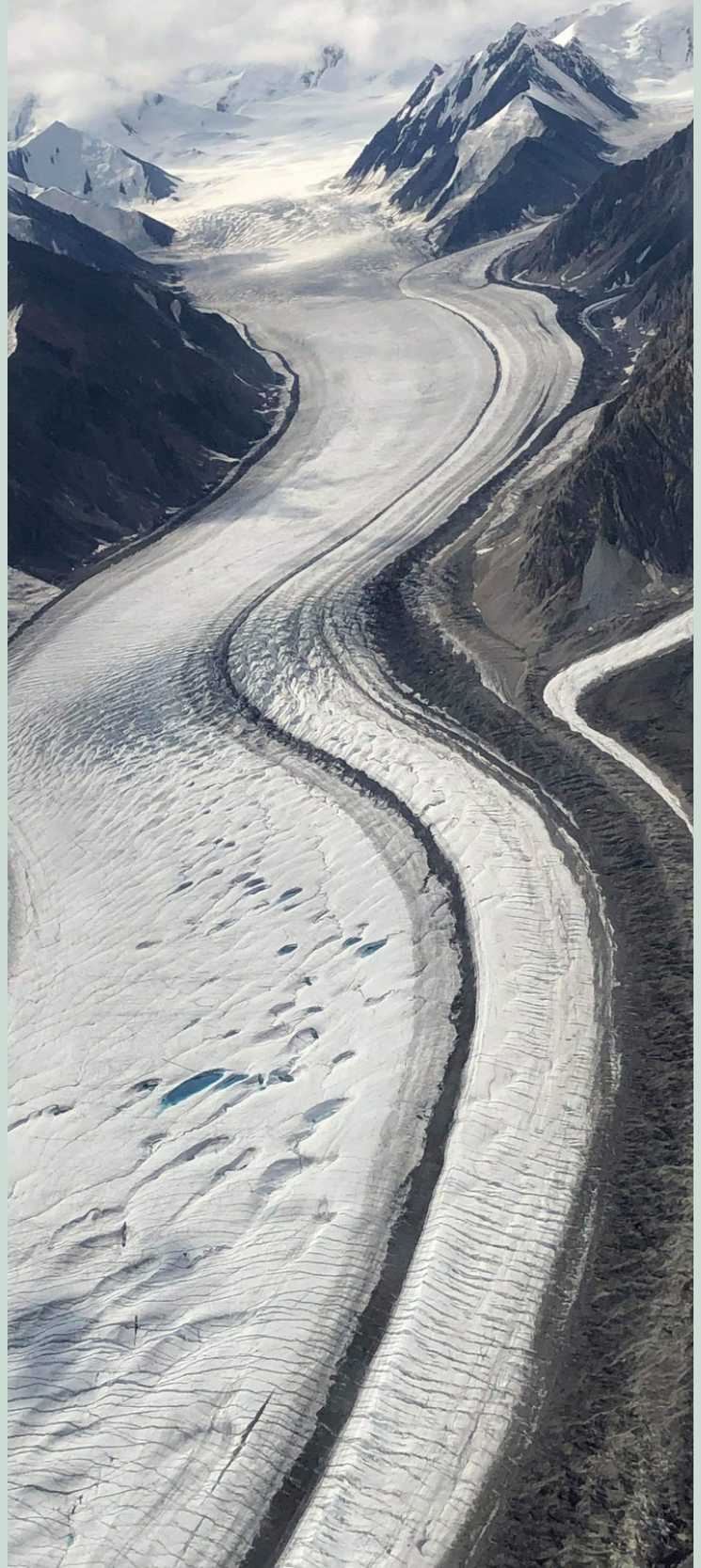
The popular Elevate Yukon Tourism Program was brought back for a second year in October 2021. The second iteration of the fund provides operators with more funding and more time to complete their adaptation projects. These changes allow recipients to tackle bigger projects which create bigger impacts on their offerings and experiences.

2 *Better insurance, stronger industry*

After hearing from the industry about their significant difficulties in finding adequate and affordable insurance, TIA Yukon selected EQUA Specialty Risk Partners Corporation as their preferred insurance broker. This partnership aims to provide customized risk management solutions and create an Affinity Insurance Plan for members.

3 *Laying a strong foundation*

The TIA Yukon team expanded in 2021-2022 to include a Director of Operations. The Director of Operations quickly became integral to the functioning of the organization by overseeing budgets, smoothing out internal processes, and supporting staff members. This additional support gave TIA Yukon a strong foundation to build better resources and programming for the industry.



PERFORMANCE HIGHLIGHTS



Measuring local support for tourism

4

Tourism is only as strong as its support from the community and the COVID-19 pandemic had the potential to seriously impact Yukoners' perception of tourism. In partnership with the Wilderness Tourism Association of the Yukon (WTAY), TIA Yukon launched the Resident Sentiment campaign to measure Yukoners' sentiments towards tourism. The campaign included a well received series of videos showing how tourism operators are keeping their communities safe.

5

Teaming up to tackle issues

In 2021-2022 TIA Yukon built on their existing partnerships and developed new ones to help solve the issues brought on by the COVID-19 pandemic. An MOU was signed with the Canadian Mental Health Association, Yukon Division to ensure continued mental health support and resources for the tourism industry. The launch of the Elevate Workshop Series also created several partnerships that will benefit TIA Yukon and its members for years to come.

6

Guiding operators through hardship

The Funding Navigator program continued in 2021-2022 and ended at the end of the fiscal year, having helped 100s of tourism businesses access funding and other supports.

CHAIR'S REPORT

In the second year of the COVID-19 crisis, as the industry anticipated the opening of the Yukon border, TIA Yukon was operating at full force on behalf of the industry. Already fully engaged in delivery of relief and recovery programs, our Funding Navigators were assisting operators with recovery. In partnership with WTAY, we conducted the first in a series of resident sentiment surveys to inform our sustainability work.

The initial COVID-19 priority of preserving the majority of tourism operations, who are the engine of our tourism economy, was proving successful through the winter season, and now as the summer season approaches, we are seeing further achievement of that goal. Our secondary goal: to come out stronger, was achieved through the success of two seasons of the Elevate program.

Our projection that the re-entry into full operations would encounter a ragged-edged set of challenges proved correct. We have been advocating hard for border services to resume operating at the 2019 level, and are not completely there yet. In addition, the industry faces employment and housing issues. We have implemented an industry led task force to address the current labour crisis.

TIA Yukon has provided leadership in industry communications and recently held our 93rd Zoom Forum since the beginning of the COVID-19 crisis. We have also had strong support and cooperation from the territorial and federal governments.

To assist with the management of the new level of projects, we recruited Julie Dufresne as Director of Operations. I want to thank all of our staff for their stalwart performance.

As I look toward the future I am proud of the way our industry has weathered this crisis. I see a bright future and I am proud of the role TIA Yukon has played.



NEIL HARTLING
CHAIR

A handwritten signature in dark ink, appearing to read 'Neil', written over a faint, light-colored circular graphic.

EXECUTIVE DIRECTOR'S REPORT

Over the past 12 months, TIA Yukon has been extremely active in its continuation of programs and projects started in 2020, as well as taking on new initiatives and issues during the 2021-2022 fiscal year. None of this would be possible without our phenomenal team.

In 2021-2022 we continued our Zoom Forums. These forums are a valuable tool for providing updates in real time as policies continue to shift, and to provide a venue for operators from across the territory to raise questions and concerns as they arise.

2021-2022 was a busy year for elections, and that meant that we were very active on the advocacy and political engagement front. All-candidate forums on tourism were held for both the federal and territorial elections.



In December 2020, TIA Yukon received funding from the Government of Yukon to undertake a project on resident sentiment. We contracted WTAY to manage this initiative and have been working with them to measure Yukoners' feelings towards tourism, and to educate the public about the steps that the industry is taking towards public health and safety.

The Elevate Yukon Tourism Program was one of our flagship programs in 2020-2021, helping tourism businesses and organizations adapt to the changing landscape that COVID-19 created. After wrapping up the first year of Elevate, we were successful in securing funding from CanNor and Tourism & Culture to launch a second phase of Elevate in October 2021.

There has been a lot of recalibration of our internal operations in recent months – this includes updating of our financial systems, our policies, filing, and website maintenance. The work that has been done on this over the last few months has been substantial and transformative for TIA Yukon.

This past year TIA Yukon signed an MOU with the Canadian Mental Health Association, Yukon Division to create a closer working relationship for the benefit of the industry. As tourism begins to recover, patience and empathy will be crucial for building and strengthening the relationships between businesses, employees, visitors, and communities.

BLAKE ROGERS
EXECUTIVE DIRECTOR

A handwritten signature in black ink, appearing to read 'BRM', with a long, sweeping horizontal stroke extending to the right.

TIA YUKON STAFF

Executive Director

Blake Rogers

Director of Operations

Julie Dufresne

Office Manager

Julia Heiroth

Project Manager

Coralie Ullyett

Communications and Special Projects Coordinator

Erin Kohler

Policy Analyst

Marcelo Gortari

Tourism Funding Navigator

Maxime Gouyou-Beauchamps



TIA YUKON BOARD

Officers

Chair & Travel Services

Neil Hartling

Vice Chair

Tyler Rose

Treasurer

Benjamin Ryan

Secretary & Arts, Sports & Events

Michele Emslie

Transportation

Tyler Rose

Accommodations

Sarah Stuecker

Food & Beverage

Sonny Gray

Board Member at Large

Torsten Eder

Appointed Directors

Wilderness Tourism Association of Yukon

Kalin Pallett

Yukon Outfitters Association

Jessica Young

Yukon Convention Bureau

Carmen Magro

Yukon Historical & Museums Association

Janna Swales

Klondike Visitors Association

Steve Nordick

Yukon First Nations Culture and Tourism Association

Teena Dickson





Photo Credit: Yukon Wild

ACTIVITIES

ELEVATE YUKON TOURISM PROGRAM

In response to the disproportionate impact of the pandemic on the tourism sector, TIA Yukon launched the Elevate Yukon Tourism Program in September 2020. Elevate offers funding to support adaptation projects and professional development for Yukon tourism businesses that allows them to be better positioned to thrive in a post-COVID world.

Seeing the need for continued relief for the Yukon tourism industry, TIA Yukon launched a second iteration of the Elevate program in October 2021.

This iteration funded projects up to \$30,000 and gave recipients a year and a half to complete their projects.

Through the 2021-2022 Elevate, 43 recipients received funding for adaptation projects.

The Elevate program was co-developed and delivered with Yukon First Nation Culture and Tourism Association and the Wilderness Tourism Association of the Yukon.

The program was generously funded by the Government of Yukon and the Canadian Northern Economic Development Agency.

HAND WASH STATION RENTALS



In response to the need for increased health and hygiene practices at events and gatherings, TIA Yukon started a hand wash station rental program to help the community host safe and enjoyable events. Eight hand wash stations were made available to rent over the summer of 2021.

The hand wash stations have since been donated to the Yukon First Nations Culture and Tourism Association and the Klondike Visitors Association who can make use of them year round.

TIA YUKON BOARD RETREAT

TIA Yukon's board, composed of businesspeople representing sectors of the industry and representatives from the Tourism Association Partners, met on February 21-22, 2022.

The 2-day meeting was devoted to brainstorming and mapping out the way forward. Members engaged in a reflective process to identify ways to better understand current and future challenges. Solutions to support the development of a Relief, Recovery, and Resilience Plan for the Yukon's tourism industry were also discussed.



YUKON TOURISM TRAINING FUND

The Yukon Tourism Training Fund (YTTF) provides funding for tourism training that is responsive to industry and employee training needs.

Yukon's tourism industry has seen dramatic changes in the past 2 years and the YTTF has helped many operators to up-train senior staff, train new staff, and to diversify the skill sets of employees.

In 2021-2022, TIA Yukon developed a new and improved administrative process to streamline workloads and reporting. Better internal processes helped to modernize the fund and meet the needs of Yukon's tourism industry more effectively.

In 2021-2022, 52 applicants received YTTF funding in the amount of \$35,119.75.



Photo credit: Alistair Maitland

WTTC SAFE TRAVELS STAMP

Early in the pandemic, TIA Yukon reached out to the World Travel & Tourism Council (WTTC) to learn more about the implementation of the Safe Travels stamp. The Safe Travels Stamp allows travellers to recognize businesses that have adopted the WTTC's global health and hygiene protocols.

As the program entered its second year more and more Yukon tourism operators began adopting the stamp. At the end of 2021-2022, 57 Yukon businesses and organizations had received the Safe Travels stamp.



RESIDENT SENTIMENT CAMPAIGN

Pulse Checks on Yukon Resident Sentiment on Tourism

TIA Yukon partnered with the Wilderness Tourism Association of the Yukon to measure Yukon resident support of the tourism industry. These pulse checks allowed the industry and the associations representing the operators to get a clearer look at the ongoing Yukon resident sentiment towards tourism.

The first pulse check survey was in-field from June 3 to July 1, 2021 and the second from March 9 to March 27, 2022. The first survey results were shared with stakeholders during a Tourism Industry Forum on July 23, 2021. The results informed discussions during monthly meetings with the Tourism Association Partners and other stakeholders. It also led to the Whatever it Takes social media campaign. The results of the 2nd pulse check were shared with tourism stakeholders at the beginning of the summer season of 2022.

Awareness Campaign - Whatever it Takes

Informed by the results of the first pulse check survey, the Whatever It Takes campaign featured four videos capturing operators from different sectors, seasonality, and communities. The campaign was launched the week of November 14, 2021, and included: digital ads, social media posts, print ads, radio ads, television ads, as well as a landing page on TIA Yukon's website.

The campaign was well received by Yukoners and ended on March 31st, 2022. The Yukon's tourism industry has a role to play in helping to ensure residents retain a positive sentiment towards tourism as it has an impact on the visitor's experience in the Yukon and the Yukon's reputation as a destination.



Working Together to Support Yukon's Tourism Industry



TIA YUKON + EQUA SPECIALTY AFFINITY INSURANCE PLAN

For the past several years the TIA Yukon team has heard frequently that one of the biggest challenges facing Yukon tourism businesses is the availability and suitability of insurance coverage.

As a result, TIA Yukon announced that, following a selection process including a series of meetings and interviews, they had chosen EQUA Specialty Risk Partners Corporation as their preferred insurance broker.

This collaboration is built to provide TIA Yukon members with access to an affinity insurance plan, customized for the unique needs of Yukon's tourism industry.

EQUA was selected as TIA Yukon's partner based on their commitment to work with TIA Yukon members one-on-one and their significant experience in the recreation, hospitality, and adventure tourism industries.



EQUA's expertise in insurance broking and underwriting will be utilized to create the solutions Yukon tourism operators need. EQUA's deep relationships with global insurance markets will facilitate consistent communication, access, and connection.

TOURISM FUNDING NAVIGATORS

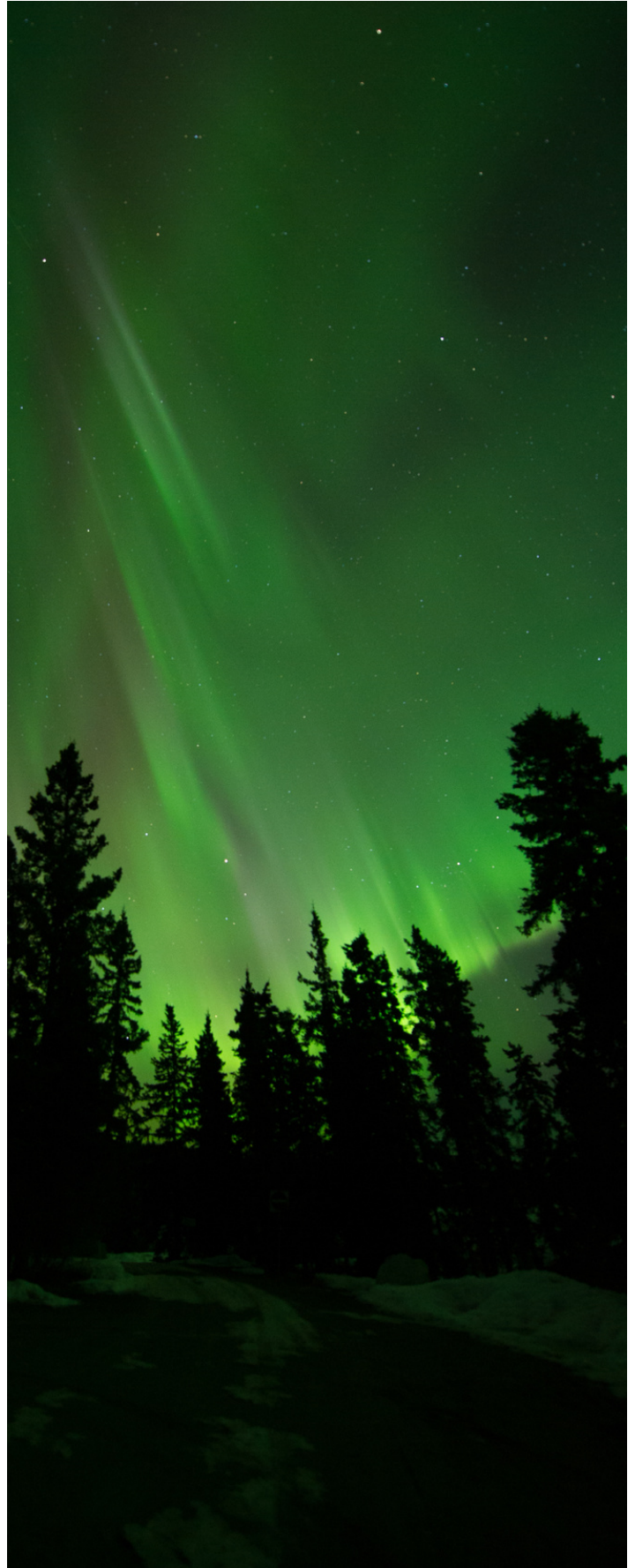
Through a collaboration between TIA Yukon and WTAY, two Tourism Funding Navigators were hired to help the industry with finding and applying to COVID-19 relief and recovery programs.

In early 2021, the Funding Navigators' main role was to make initial contact with as many tourism-based businesses as possible to perform an initial industry pulse check and get operators the rapid assistance they needed.

In the first quarter of 2021, the Navigators contacted 382 businesses, from all sectors of the Yukon tourism industry.

During spring and summer 2021, Funding Navigators also assisted many tourism businesses in understanding and operating within the current COVID-19 guidelines.

During the first quarter of 2022, the Funding Navigators performed a final effort of reaching out and wrapping up work with all of the operators. The goals of this final round of communications were to ensure that any remaining unanswered questions were addressed and to gauge the usefulness of the program overall.





SANDBAG SHUTTLE PROJECT

In an effort to support the flood relief efforts throughout the Yukon, TIA Yukon worked with Who What Where Tours to offer a Sandbag Shuttle Service from July 13 – 24, 2021, which brought volunteers to sandbagging stations in Southern Yukon for free.

TIA Yukon staff, along with the Yukon First Nations Culture and Tourism Association (YFNCT), also drove to Carcross for half a day to help with flood relief by sandbagging.

MEMBER SITE VISITS

TIA Yukon staff joined YFNCT and Travel Yukon on a site visit to Fort Selkirk with Tutchone Tours on August 12, 2021. It was an informative day spent learning about the history of Fort Selkirk and experiencing Tutchone Tours's boat and land tour. Having a tourism operator offering boat tours directly to Fort Selkirk is a great addition to tourism product offerings in the Pelly area.

TIA Yukon also joined Travel Yukon on a site visit to the brand new Eclipse Nordic Spa on November 27, 2021. This brand new facility has been two decades in the making and the team was excited to see it come to life.



Photo credit: Coralie Ulliyett

NATIONAL AND INTERNATIONAL ENGAGEMENT

TIA Yukon greatly increased their national and international engagement during the COVID-19 pandemic as other jurisdictions looked to the Yukon for guidance and partnership. These efforts were headed up by TIA Yukon's Executive Director, Blake Rogers.

In 2021-2022, Executive Director, Blake Rogers...

- Facilitated a virtual Yukon visit for Canada's Finance Minister and Deputy Prime Minister, the Hon. Chrystia Freeland
- Hosted a virtual town hall with Canada's Tourism Minister and Associate Finance Minister, the Hon. Randy Boissonnault
- Joined the Alaska Travel Industry Association Board to help bolster and broaden ties between the regions
- Spoke to New Zealand's tourism industry about Canada's reopening during the TIA NZ Virtual Summit
- Spoke to University of PEI tourism students about tourism trends, challenges, and opportunities
- Participated in meetings with the World Travel and Tourism Council and the World Bank regarding tourism funding programs and sustainable best practices
- Appeared in front of the Government of Canada Finance Committee with TIAC's CEO to speak about the importance of Canada's continued investments in tourism



COMMUNICATIONS

YUKON TOURISM INDUSTRY FORUM

The TIA Yukon Tourism Industry Forums continued to be an important means of providing answers, sharing news, and networking for Yukon's tourism industry in 2021-2022.

Tourism Industry Forums were held through Zoom on a weekly basis with government representatives, experts, and special guests who informed the industry on the latest trends and news. 38 meetings with an average of 30 participants per meeting were held during 2021-2022.



INDUSTRY UPDATES



TIA Yukon's Industry Update newsletter continued to be a staple in the inboxes of Yukon's tourism industry, providing weekly updates on TIA Yukon programming, news, funding updates, and surveys.

This year TIA Yukon introduced an Industry Update advertising program for members and those wanting to reach Yukon's tourism industry. As part of TIA Yukon's membership benefits package, members received two free Industry Update ads per year.

SOCIAL MEDIA

TIA Yukon's social media channels built on their growth in 2020-2021 in 2021-2022 by adding a LinkedIn channel, increasing ad content, featuring Elevate success stories, and by running a significant resident sentiment campaign through Facebook and Instagram.



PARTNERSHIPS AND COMMITTEE PARTICIPATION

CANADIAN MENTAL HEALTH ASSOCIATION

The importance of mental health came to the forefront as closures and border measures created by the COVID-19 pandemic hit Yukon's tourism industry hard. To ensure that the industry had access to resources and programming, TIA Yukon partnered with the Canadian Mental Health Association – Yukon Division. Through this partnership an MOU was signed to ensure that Yukon's tourism industry will have continuous access to tailored mental health resources. CMHA-YT representatives also joined TIA Yukon's forums and hosted a well-attended workshop centered on resilience.

TOURISM INDUSTRY ASSOCIATION OF CANADA

TIA Yukon is an active member of the Provincial and Territorial Tourism Associations (PTTIA), a national group representing each of Canada's 13 provinces and territories and which includes participation from the Tourism Industry Association of Canada (TIAC). The PTTIA met virtually on a weekly basis to provide TIAC with regional information that was brought forward to federal decision makers and to disseminate information to the regional members. Other key national groups engaged in these discussions include the Indigenous Tourism Association of Canada, the Hotel Association of Canada, and Tourism HR Canada.

LEAVE NO TRACE CANADA

Responsible outdoor recreation and environmental stewardship have long been central to TIA Yukon's guiding principles.

TIA Yukon became an official partner of Leave No Trace Canada in August 2021 to further commit to the sustainable development of Yukon's tourism industry with the goal of developing workshops and materials in partnership with LNT Canada for Yukon's tourism industry.

PROVIDING A
UNIFIED
VOICE FOR
THE YUKON'S
TOURISM
INDUSTRY

TIA  YUKON
TOURISM INDUSTRY ASSOCIATION OF THE YUKON