



Annual Report 2012-2013



YUKON
Experience the Rush

May 2013



Annual Report 2012-2013 Fiscal Year

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The Yukon Convention Bureau President's Report Annual Report – 2012/2013

Yukon Convention Bureau (YCB) and the MICE (Meetings, Incentives, Conferences & Events) industry in Yukon, saw a significant increase with the industry estimated economic impact to \$4.5 million for the 2012/2013 fiscal year. In addition to a strong year, this is also a result of an updated Economic Impact Calculator, which provides a more accurate number of MICE contributions to the Yukon's economy. Our national MICE industry is strong and stable and Yukon is well poised to make the most of this opportunity. With the next two fiscal years to come, YCB is expecting these numbers to grow modestly, with an estimated economic impact upwards of \$4.6 million to the Yukon. The consensus of industry reports shows more conservative industry expectations, with a one to two percent average increase in MICE business for 2013/2014. In the Yukon, this past year saw a decrease in the number and size of meetings, but a significant increase in average number of nights, from the past five year average of 3.7 to 4.9 in 2012/2013.

These results and expectations have motivated YCB and our industry partners to self examine our priorities and our sales & markets strategies. Canadian meeting planners and delegates are prioritizing keeping budgets and expenses low. YCB has addressed this as our number one goal - dispel the myth of being a costly destination, and illustrate the monetary advantages of hosting a national event in Yukon. Past research has shown that the MICE sector accounts for an average of one in five room nights booked at Whitehorse hotels. This is reflective of the high impact of the MICE sector on Yukon's tourism sector.

Travelling in market to Vancouver, Edmonton, Calgary, Toronto & Ottawa, an estimated 10 times annually, allows for our tourism industry partners a number of opportunities to join YCB in these endeavors. The costs and travel time varies greatly for these events, allowing both large and small tourism business to see a worthy ROI for these activities. As YCB encourages industry partnership for these events, we see the number of participants grow. This effectively lowers the overall cost for each partner and increases the "presence" of Yukon in the MICE market.

YCB is very excited with the completion of two long awaited achievements this past year. Firstly, a new website, offering a new look and visitors & members a more streamlined experience to information on hosting a conference in the Yukon. Secondly, as mentioned earlier, YCB in partnership with the department of Economic Development and Research Northwest, updated our economic impact calculator.



YCB is currently using this tool not only to quantify the value of the Yukon's MICE sector, but also more accurately capture the overall value of the MICE industry in the Yukon. With strategic promoting and utilizing local partnerships, YCB will encourage the general public to use this simple and user-friendly tool. The economic impact calculator will provide users with a legitimate dollar value to the Yukon economy, for their event. This will assist organizations with promotion, advertizing, securing support & funding as well as allow YCB access to events not already under YCB's radar.

YCB continues to receive very generous financial and in-kind support from its members for marketing initiatives. YCB's largest supporter is Air North - Yukon's Airline and without their support YCB would not be able to achieve the level of in market presence. This support is a clear indication of the strength of the MICE market within Yukon. YCB thanks each and every supporter.

In addition, we would like to thank the YCB members in marketing the Yukon, in participating in the Bureau's marketing activities, and in generously providing their time on committees and at meetings throughout the year. We wish every member success in their future business endeavours.

In the 2013-2014 fiscal year, Yukon Convention Bureau will continue to position the Yukon as an exciting meeting and conference destination. YCB will ensure that its dollars are spent effectively, ensuring a significant return on investment for the organization as well as its partners & members. Compared to our Canadian destination-marketing counterparts, Yukon is a large player, on a small budget. One of our biggest opportunities is to partner together, to maximize our impact and ensure Yukon continues to be recognized as an attractive, accessible and affordable destination for everyone.

Heather McIntyre
Yukon Convention Bureau
President
May 2013



Membership 2012-2013

Air North, Yukon's Airline	Dawson City Arts Society
Alaska Campground Owners Association	DRIVING FORCE
Vangorda Place B & B	Edgewater Hotel
Alpine Bakery	Express Northwest
Antoinette's Restaurant	Fairbanks Convention & Visitors Bureau
Arctic Star Printing Inc.	Fritz Mueller Photography
Arts Underground	Coast High Country Inn
Association Franco-Yukonnaise	Holland America-Princess Alaska Yukon
Association of Yukon Communities	Hotsprings Valley Retreat
Bean North Coffee Roasting Company Ltd.	Inkspirationz Graphix
Bed & Breakfast Association of the Yukon	Integraphics
Beez Kneez Bakpakkers Hostel	Klondike Rib & Salmon B.B.Q.
Best Western Gold Rush Inn	Klondike Visitors Association
Brewery Bay Chalet	Kwanlin Dun First Nation
Cabin Fever Adventures	Leaf Marketing & Coordination Solutions Ltd.
Canada Games Centre	Mac's Fireweed
Canadas Best Value Inn - River View Hotel	MacBride Museum
Canadream Campers	Marsh Lake Tents & Events
Caribou Crossing	Men's World
City of Whitehorse	Midnight Sun Emporium
CKRW The RUSH	Mosaic Communications
Dalton Trail Lodge	Mountain View Golf Course
Dana Naye Ventures	Mt. Sima
Dave's Trophy Express	Murdoch's Gem Shop

Muktuk Adventures	Unitech
Nature Tours of Yukon Inc	Up North Adventure Tours
North End Gallery	Versulce Meadows
Northern Lights Resort & Spa	Village of Haines Junction
NorthwesTel	Village of Mayo
Old Log Church	Westmark Whitehorse Hotel & Conference Centre
Outcrop Yukon Ltd.	What's Up Yukon
Outside the Cube	WhitePass & Yukon Route
Paradise Alley	Whitehorse Chamber of Commerce
PR Services	Wilderness Tourism Association of the Yukon
RahRah Gallery	Yukon Arts Centre
Ramada Whitehorse	Yukon Artists @ Work
Ruby Range Adventure Ltd.	Yukon Beringia Interpretive Centre
Sky High Valley Ranches Ltd	Yukon Brewing Co. Ltd.
Skky Hotel & Volare euro bar caffe	Yukon Chamber of Commerce
Sport Yukon	Yukon College
Sports Life / Taku Sports Group	Yukon Culture Cruiser
Hidden Valley B&B (was Stehelin Ranch)	Yukon First Nation Tourism Association
Sundog Retreat	Yukon Inn
Tatshenshini Expediting Ltd.	Yukon Quest International Sled Dog Race
Teslin Tlingit Heritage Centre	Yukon Sourdough Rendezvous Society
The Chocolate Claim	Yukon Tourism and Culture
Timewise Event Management Inc.	Yukon Tourism Education Council
Tom's Touring Service	Yukon Transportation Museum

**10 Exchange Memberships with other industry organizations
Total of 98 members**



Trade Shows/ Events Attended by Yukon Convention Bureau April 2012 – March 2013

MARKETPLACE	DATE	CITY	TYPE*
National Meeting Industry Day Exhibit Showcase	April 19, 2012	Vancouver, BC	Industry
Rendezvous Canada Yukon Night & MPI Edmonton Chapter Luncheon	May 15 & 16, 2012	Edmonton, AB	Industry
Greater Edmonton Event Management Awards	June 21, 2012	Vancouver, BC	Industry
Silver Shows	Sept 4&5, 2012	Vancouver, BC & Edmonton, AB	Association Corp/Gov
Silver Show & Sales Luncheon	Oct 1-4, 2012	Ottawa, ON	Association Corp/Gov
CSAE National Conference	Oct 30-Nov 2, 2012	Ottawa, ON	Association Corp/Gov
Tete-a-Tete Annual Conference	January 28-31, 2013	Ottawa, ON	Association Corp/Gov





FAM Tours Conducted through the Yukon Convention Bureau April 2012 – March 2013

TOUR	DATE	CITY	# OF GUESTS
Fed. Government	July 25-27, 2012	Whitehorse, YT	3
Corporate/ Association/ FAM	Sep 9-12, 2012	Whitehorse, YT	4
Assembly of First Nations	November 18-21	Whitehorse, YT	3
Red Carpet Tour	November 2	Whitehorse, YT	20
Conference Board of Canada	December 17-19	Whitehorse, YT	1
Canadian Medical Protective Association	March 1-2, 2013	Whitehorse, YT	1
Corporate/ Association/ FAM	March 16-20	Carcross & Whitehorse, YT	4





2012-2013 Economic Impact – YCB & Industry Overview

YCB Bid	Conference Name	Date	#	Economic Impact
x	WREMAC Yukon Emergency Measures Organization Community Services	May 14-17, 2012	30	\$45,626
	Pacific Northwest ER	May 18-19, 2012	50	\$41,855
	Dawson City Gold Show	May 18-19, 2012	900	\$744,390
YCB Assisted	Assoc. Cdn. Court Administrators	May 23-26, 2012	38	\$48,683
YCB Assisted	GOMEDIA	May 27-31, 2012	300	\$451,260
	Endurance Rally	June 1-2, 2012	116	\$95,944
	3 rd Intl. Glacial Symposium – Frozen Pasts	June 3-6, 2012	80	\$102,280
x	Association Canadian Archivists	June 5-10, 2012	186	\$321,861
x	Cdn . Electricity Association	June 12-14, 2012	45	\$47,626
	CIIHR Institute of Gender & Health	June 17-19, 2012	40	\$42,112
x	French Canada in Ottawa Conference	June 18-29, 2012	50	\$155,105
	NAFC AGM (Skookum Jim FC)	July 28-Aug 2, 2012	350	\$605,565
YCB Assisted	Uniform Law Conference	Aug 12-16, 2012	80	\$120,336
	Fed/Prov/Terr Dep. Heads of Public Works	Aug 29-31, 2012	30	\$31,684
	Cd. Polar Commission	Sept 11-13, 2012	30	\$31,684
x	Federal-Provincial-Territorial Ministers of Agriculture Annual Conference	Sept 12-14, 2012	140	\$147,392
YCB Assisted	Yukon Workers Compensation Health and Safety Board	Sept 17-21, 2012	400	\$600,680
	Northern Policing Conference	Sept 18-20th	115	\$121,022
	Contact Ouest	Sept 20-23, 2012	200	\$255,700
	Nanook – Dept of Ntl. Defense	Sept 25-27, 2012	120	\$126,336
	North Slope Conference	Oct 2-4, 2012	166	\$174,865
	Self Government Secretariat Language Revitalization Program	Nov 21-23, 2012	60	\$63,168
	Canadian Ski Patrol	Mar 1-3, 2013	75	\$79,110
	Northern Housing Conference	Mar 25-28, 2013	150	\$191,675
	Est. Economic Impact of YCB Generated Bids			\$1,634,701
	Est. Economic Impact of all events with YCB Members			\$4,571,837



2012-2013 Annual Report Bid Status

Bids Won:

YCCA – Child Care Association – May 2013
Int. Society of Weekly Newspaper Editors - July 2013
Assembly of First Nations AGA - July 2013
Canadian Association of Mutual Insurance Companies – May 2013
Association de la Presse Francophone – July 2013
Inter Provincial & Territorial Taxation Conference – Sept 2013
Conference Board of Canada - Oct 2013
Order of the Eastern Star - May 2014
Air Cadets – May 2014
CMPA) Canadian Medical Protective Association - Educational Seminar & Dinner – Sept 2014

Bids Lost:

Giro-De-Canada – July 2013
NRFA - Ntl. Rec. Fishing Awards - Sept 2013
The Canadian Chamber of Commerce's 2013 AGM – Sept 2013
Fisheries and Oceans Meeting - Sept, 2013
Elks Conference - June 2014
Independent Electrical Distributors (IED) – June 2014
2015 Sustainable Communities Conference – Feb 2015

Bids Pending:

Leo-Pharma Board Meeting - Aug 2014
Canadian Academy of Sport Medicine – 2014
IASSA 2014 - 8th International Congress of Arctic Social Sciences – May 2014
Parliament of Canada Conference of Parliamentarians of the Arctic Regions (CPAR) - Sept 2014
Canadian Injury Prevention and Safety Promotion Conference (CIPSPC) - Sept 2015
SWIFT – Summer Winter Integrated Field Technologies – Sept 2016

Total in 2012/13:

10 - Bids Won
7 - Lost to lack of availability, other destinations or meeting did not move forward
6 - Still Pending



Major Supporters

The YCB membership support provides a variety of financial and in-kind sponsorship for our annual marketing endeavours. These partnerships strengthen Yukon's brand, encouraging organizations to consider Yukon as a conference destination. Thank you to every company below for their continued support.

Private Sector:

Air North – Yukon's Airline: flight passes for sales & marketing purposes

Driving Force: use of GMC Yukon for FAM tours, site inspections and local sales calls

Latitude Wireless: Cell phones for staff, including not cost monthly service fees

Westmark Whitehorse Hotel and Conference Centre: sponsorship of Bravo awards, complimentary rooms for FAM groups, use of meeting rooms for YCB meetings and events, complimentary catering for FAM group

Coast High Country Inn / Best Western Gold Rush Inn: complimentary rooms for FAM groups, use of meeting rooms for YCB meetings and events, complimentary catering for FAM group

Yukon Artists at Work & Lynn Sofiak: assistance with Bravo Awards and 20% discount on personalized YCB gifting for sales calls & events

Arts Underground: co ordination of FAM art taster & complimentary room rental for FAM's

MacBride Museum: complimentary room rental for FAM's

Leaf Solutions: sponsor for Bravo Awards

Government Sponsors:

Yukon Government, Department of Tourism & Culture: Core funding and assistance with Sales & Marketing activities

City of Whitehorse: Contribution to Core Funding and assistance with Sales & Marketing activities

Also, thank you to those members who have generously provided us with door prizes and gifting for YCB events throughout the year.



Sport Tourism Marketing

Market Description:

Sport Tourism is defined as: any activity in which people are attracted to a particular location as a sport event participant, an event spectator, or to attend sport attractions or business meetings. YCB is no longer the lead agency for Sport Tourism but continues to support Sport Yukon's activities to position Yukon as a desirable sport event destination.

General Strategy for YCB within this sector:

These are areas in which the Yukon Convention Bureau will continue to participate in the sport travel sector.

- Providing information regarding air access
- Booking hotel room blocks
- Connecting organizers with local event suppliers
- Carrying out the usual assistance to planners of sports meetings (as opposed to sports events).

The Yukon Convention Bureau may consider additional future involvement in sport tourism providing its Board of Directors and YTG deem sport tourism should be re-implemented into the YCB mandate and the addition of funding adequate to cover the staffing and marketing costs.



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CONCLUSION

The Yukon Convention Bureau is a member-driven, industry-led destination marketing organization (DMO), tasked with positioning the Yukon as a favorable destination for meetings and events in the following sectors: association, government and incentive travel.

Normally, government and association meetings make up about 70% of the meetings; conventions and incentive travel (MC&IT). In 2007, however, approximately 70% of this business resulted from the sports sector – related to the numerous events associated with hosting Canada Winter Games. With the continuing development of Yukon as a destination for MICE, 2008 saw a record high year.

In addition, it should also be noted, YCB has not been the lead for sports events since 2009, which added a significant increase to the economic impact number in the years prior to 2009.

The economic impact of MICE to and within the Yukon is significant:

	2007	2007	2008	2009	2010	2011	2012
Economic Impact**	\$7,316,305 ***	\$2,165,305 **** / !	\$6,076,635 !	\$3,251,150 !	\$3,711,109 !	\$3,219,392 !	\$4,713,800
Numbers of Meetings	35	34	30	38	26	25	25
Total Delegate Count	5839	2839	6255	4687	3698	4231	3940
Average # of Delegates	596	201	209	127	142	169	157.6
Average # of Nights	5	3	3.8	2.7	3.8	3.7	4.9
Average Daily Spending	\$242.13	\$269.64	\$255.65	\$256.91	\$264.09	\$205.65	\$244.16

Year on Year Comparison:

* Note: These figures are calculated on a calendar year basis so they will differ slightly from our fiscal year report.

** Economic Impact is net – total spending is reduced by approximately 50%, which represents economic leakage.

*** Total economic impact for 2007, including Canada Winter Games.

**** MICE for 2007 exclusive of Canada Winter Games impact.

! 2008 was the last year YCB was responsible for the Sport sector, accounting for an Economic Impact of over \$800,000 in 2007 (not incl CWG), \$1,500,000 in 2008, \$60,000 in 2009, \$750,000 in 2010, \$320,000 in 2011.



CONCLUSION continued

For the fiscal year 2013/2014, the Yukon Convention Bureau continues to promote Yukon as a unique meeting and conference destination. Following our current Sales Plan and Communications Plan, YCB ensures that its dollars are spent effectively, to maximize the return on investment for the organization as well as its members.

The Yukon Convention Bureau's focus is in the following geographic markets: Ottawa is a prime target market since it is the base for the large majority of national associations. Toronto is also a potential source for corporate business and incentive travel and will rank as a secondary market. Our tertiary market is western Canada with particular emphasis on our 'gateways': Vancouver, Calgary and Edmonton. When the costs associated with hosting meetings and events may be a concern, the direct and relatively brief flights from the gateway cities will provide a solid selling point.

YCB will target meetings from 50 to 450, occasionally hosting larger events when a quality product can be delivered. Meeting organizers will be encouraged to plan their event for spring and fall shoulder seasons, when hotels may be under-utilized and avoiding the peak tourist months of July and August.

The Yukon Convention Bureau's wide variety of pre and post convention opportunities enhances both sales mission presentations and our comprehensive bid packages. In addition, conference add-ons encourage delegates to extend their stay in Yukon – a benefit to the entire MICE service sector.

Trade shows and industry events have been carefully selected based on the greatest opportunity for return on investment and on evaluation of recent show performance. The Canadian Society of Association Executives (CSAE) has proven to be the YCB's main source for leads. CSAE's Annual Ottawa Chapter Tête-à-Tête conference attracts on average over 500 association executive directors and association event planners each year. This year YCB will add the Ignite Business Expo, a popular meeting and event planner event held in Toronto every June. Travel Trade Canada – Silver shows, added to the YCB line up in 2011, also proves to be a source of strong leads. Member buy-in and feedback are encouraged. In addition, YCB will continue to explore non-traditional partnerships, which will expose its members to new marketing opportunities.

The national MICE industry continues to see its planners and delegate's both focusing on costs and affordability. Economic uncertainties have a strong impact on the MICE sector, when groups and planners secure their future destinations. Yet, since 2009 we have seen a consistent number of \$3-3.5 million in economic impact. This number should increase to \$4-4.5 million in the years ahead with our new impact calculator. YCB will continue implementing its current marketing plan, taking into account economic conditions and trends. With, increased in market sales activities and using a cost comparison analysis of Whitehorse to other city destinations, the forecast for 2013/14 is expected to remain on target. YCB looks forward to rounding out another successful fiscal year in 2013/14, in selling & marketing the Yukon as a unique and affordable destination for meetings, incentives, conferences & events.