



2017 - 2018 Marketing Plan





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YUKON CONVENTION BUREAU OVERVIEW AND INTRODUCTION: 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.

The Yukon Convention Bureau has been in operation since 1998, offering an exciting, value-for-dollar option for meeting and conference planners. YCB will continue to build on the success of past years' experience while seeking to enhance collaboration with the Department of Tourism and Culture, and the City of Whitehorse.

Mission:

The Yukon Convention Bureau is a member-led non-profit organization whose mission is to sell the Yukon as a destination for meetings and special events, which contribute significantly to the Yukon economy.

Vision:

A sustainable meetings and convention sector, contributing significantly to the Yukon economy, working in cooperation, and providing service excellence to the market.

Mandate:

The Yukon Convention Bureau's main focus will be to bring meetings into the Yukon from outside the Territory. The Yukon Convention Bureau's Mandate is as follows:

- Sell the Yukon to the **Meetings, Incentive, Conferences and Events (MICE)** Sector in identified target markets through strategic marketing initiatives.
- Target local members of national organizations to attract and host meetings in the Yukon.
- Maintain and distribute statistics regarding the Meetings, **Incentive, Conferences and Events (MICE)** sector's contribution to the Yukon economy.
- Provide the membership of the Yukon Convention Bureau with opportunities for input regarding its marketing activities; inform the membership regarding the benefits of being part of the Yukon Convention Bureau.

The **2017/2018** YCB Marketing Strategic Plan will serve as a blueprint for the marketing program and should be considered a working document, subject to input from the general membership. The YCB Board of Directors will provide implementation and timelines.



2017/2018 Goals:

- Position Yukon as a premier meeting and event destination.
- Raise awareness in the marketplace regarding Yukon's cost effectiveness as a meeting and event destination.

2017/2018 Objectives:

- Generate \$3.5 to \$5.5 million in (net) economic impact annually for Yukon from the MICE sector.
- Generate 40 – 50 quality Meetings, Incentive, Conferences and events (MICE) leads.
- Host 2-scheduled familiarization (FAM) tours in the Fall and Winter, and up to 3 additional FAM tours when/if requested (if within budget), comprised of 8-16 meetings and event planners total.
- Convert 2-3 meetings directly from leads generated through participation in the Yukon Convention Bureau familiarization tour program.
- Present Bravo Award in 2018. The Bravo awards provide recognition to local event planners/hosts and raise awareness of the benefits of holding events in Yukon.
- Present one Golden Bravo Award for service excellence in conference planning/hosting or service excellence.
- Host 2 – 4 client events or sales missions to our regional and sectoral target markets in Canada.
- Attend 3-5 trade shows, which directly address the Yukon Convention Bureau's target markets.
- Continue promote YCB membership and look for new business that can benefit from YCB membership.



Strategies:

- Maximize presence, partners and exposure during trade shows by participating in sponsorship opportunities, Yukon made giveaways
- Promote and enhance Yukon Convention Bureau member participation during trade shows and sales events
- Host Familiarization (FAM) tours for qualified meeting and event planners
- Update YCB's web site with current YCB news and include reasons to choose Yukon and highlight sponsors and partners
- Advertise in key industry publications that are targeted to our markets
- Promote local **Meetings, Incentive, Conferences and events (MICE)** sales through programs such as Red Carpet Tour
- Utilize membership package which identifies the benefits of being a YCB member
- Continue to develop the YCB's database with members, contacts from current and past conferences, trade shows, sales missions and in-market sales events
- Maintain membership in industry associations such as Meeting Professionals International (MPI) and Canadian Society of Association Executives (CSAE)
- Host site inspections/FAM tours for meeting and event planners interested in hosting an event in Yukon
- Provide marketing materials and the cost analysis sheet which show planners the advantage of Yukon over other destinations
- Encourage Yukoners to host a meeting "at home"
- Measure Requests for Proposals and bids generated directly from trade show attendance, sales missions and other in-market sales events.
- Utilize website seeding and optimization; as well as collateral material to drive potential clients to the Yukon Convention Bureau website – meetingsyukon.com
- Enhance membership profiles on website
- Maintain and update the Yukon Convention Bureau image bank
- Participate in Yukon Government sponsored events to benefit from additional destination awareness
- Brand YCB with "Yukon Experience the Rush" on all marketing material



Target Markets:

The Yukon Convention Bureau will focus on 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 selling point.

YCB will target meetings from 50 to 400, 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.

Marketing Program:

Positioning

The Yukon Convention Bureau is responsible for positioning the Yukon as an unique meeting destination – only 6.5 hours from Ottawa, 2.5 hours from Vancouver, Edmonton and Calgary by air; great value: no provincial/territorial sales tax which save up to 10% on all costs; connected with high speed internet throughout the territory; uniquely Yukon pre & post attractions and activities and group rates for air travel on our own airline, Air North, Yukon's Airline.

Pricing

YCB's members are able to offer value-for-dollar meeting and events solutions. The cost of Yukon accommodations and venue rentals is very competitive with southern Canadian rates and the fact that the Yukon has no provincial/territorial sales tax is an added bonus. Conference rates are in effect with airlines serving the Territory. Price is an important selling point for hosting meetings in the Yukon. YCB has created a cost comparison sheet for planners that outline the benefits of Yukon over other destinations.

Promotion

YCB will promote the Yukon in the **Meetings, Incentive, Conferences and Events (MICE)** marketplace through promotional literature, advertising and in-market sales events. Familiarization Tours and Site Inspections will provide a follow-through from YCB's promotional activities, giving prospective clients a first-hand experience of the Yukon.



Promotional Material:

The Yukon Convention Bureau sales kit features branding along with the tagline Yukon - Experience the Rush and supporting graphics. The branding has a diverse image selection of venues, activities and attractions. For 2017/2018 YCB has budgeted for a brand refresh for more updated colours and style. The refresh will cover a PowerPoint template, advertising, sales brochure, add-on brochure, and exhibit booth graphics. In addition, YCB has budget for a new in-market Trade-show booth. The YCB web site, and any additional material will be updated for a consistent look and be easily recognized.

The material outlines the services offered by YCB; describe meeting facilities and accommodations available in the Yukon and promotes extended stays for delegates. Distribution is at in-market sales events and as part of follow-up packages for contacts.

Advertising

The Yukon Convention Bureau has selected publications for media placement which address our geographic markets, and which are specifically targeted to meeting planners in associations, government and industry. Create website seeding and optimization; as well as marketing material to drive potential clients to the YCB website – meetingsyukon.com and ycb.ca.

Radio ads

Radio ads will be used to publicize YCB's services to meeting planners in the Yukon; advise members of upcoming events such as Red Carpet Tour and Bravo Awards, welcome delegates to the Yukon and promote our accomplishments. The ads will feature a YCB staff member to further our branding.

Trade Show Program

Attendance at key trade shows and marketplaces is an essential component of the Marketing Program. Participation in trade shows provides the opportunity to make personal contact and build relationships with key decision-makers. Maximize exposure during trade shows by participating in sponsorship opportunities; Yukon made giveaways and showcasing Yukon through Yukon themed decor.

In-Market Sales Events

Direct sales calls provide the opportunity to develop a relationship between the client and the destination/ partners. The Yukon Convention Bureau will plan targeted sales calls along with Trade Show opportunities to meet with planners one on one and follow up with leads.

Sales luncheons will also be a part of the In-Market Sales program. Invitees will be pre- qualified for their strong interest and potential for holding events in the Yukon within a three-year timeframe. YCB industry members will be invited to participate.



Familiarization Tours

Meetings, Incentive, Conferences and events (MICE) familiarization tours are provided to planners and other prospective clients who are unfamiliar with a destination but are interested to find out, in person, if it is a destination they could sell to their clientele or potential clientele. They wish to confirm that available facilities and services will meet their needs. A winter and fall FAM are planned for the 2017/2018 fiscal year and will include a trip to Dawson for the fall FAM. This is to show the possibilities during the shoulder season and to meet the demands of members in the accommodations and meeting space sector. In addition, to meet current client requests, YCB will host up to three additional FAM tours as needed. These tours will be based on staff and budget availability and the Managers and Board of Director's discretion.

Local Sales – Red Carpet Tour

Local selling is important to YCB's marketing plan. Local organizations and governments are encouraged to show 'pride of place' and host a national and inter-provincial/territorial meeting in Yukon. Red Carpet Tour provides Yukon-based meeting planners with the information they need to make optimum use of local suppliers often expanding previous knowledge. Held in the November, 10 or more potential meeting organizers are given a comprehensive site inspection of all major member facilities in the downtown Whitehorse area.

Public Relations

YCB's public relations program includes periodic news releases reporting on new conferences or YCB-sponsored events. The Bravo Awards program recognizes the contribution of local planners to the Yukon meetings and events sector. The Golden Bravo Award is presented to the conference supplier who has demonstrated exceptional service quality over the past fiscal year. The YCB Manager participates on a number of boards and committees and is always available for media interviews.



2017/2018 Media Program:

Media Placement

Some adjustments may be made in order to take advantage of special opportunities that arise. All below publications allow for YCB member buy in opportunity at varying rates. Please contact YCB for further details.

Supplier	Project Component	Total Project Costs	Applicant Contribution	TCMF (50% of eligible costs)
<i>MPI Ottawa – Website (Applecrate)</i>	Skyscraper May-Oct 2016 Leaderboard 1, Nov 2016-March 2017	5,345	2,672.5	2,672.5
<i>The Planner</i>	2 x 1 page ad Sept/17 & Mar/18	5,200	2,600	2,600
<i>MPI Ottawa Print Directory (Applecrate)</i>	Mem. Directory Ad	1,212	606	606
<i>CSAE Digital Web Campaign 12 months – (MEDIA EDGE)</i>	Leaderboard and Sky Scrapper 1yr	5,000	2,500	3,200
<i>Association Magazine Fall Conference Issue – Enhanced Listing (MEDIA EDGE)</i>	2.25 pages colour ad – Oct 2017 – Partner Buy in	5,400	2,600	2,600 * YCB will do TCMF
TOTALS		22,157	10,978.5	10,978.5

Radio Advertising

“Yukon, Experience the Rush” on local station CKRW, The RUSH 96.1 FM with strategic placement to receive the most reach and frequency.

YCB Web Site: meetingsyukon.com

The website will be updated with the new branding, easier to navigate, include reasons to choose Yukon and highlight sponsors and partners.



2017/2018 Sales Mission / Trade Show Program:

MPI British Columbia Gala & Sales Mission

Location: Vancouver

Date: June 13, 2017

Target: 250 at Gala / 7-12 to lunch

Incentive Works

Location: Toronto, Ontario

Dates: August 22 & 23, 2017

Target: Corporate, Association & third party planners

Attendance: 500 Buyers & Planners

Details: Significant numbers of CMP/ third party conference planners and non-profit and association executives

Toronto & Ottawa Sales Mission

Location: Toronto & Ottawa

Date: September 28 & 29, 2017

Target: 7-12 to lunches (each city) and sales calls

IMEX - Business Events Canada & Sales Mission

Locations: Las Vegas, NV / Luncheon in Vancouver 10ppl

Dates: October 10-12, 2017

Targets: Corporate, Government, Association & third party planners

Attendance: 3,000 hosted buyers

Details: Although YCB main market focus is Canada, YCB has selected to attend this as a trial for a second year. Multiple YCB clients & contacts recommended this show in the past years. It is lead by Business Events Canada (CTC, Western Canada Division-BEC) to build relationships with association executives and meeting planners.

BEC

Locations: Seattle

Dates: June 7, 2017

Targets: Corporate, Government, Association & third party planners

Attendance: 60 delegates

Tête à Tête Tradeshow and Sales Mission

Location: Ottawa, Ontario

Dates: TBA – Feb 6, 2018

Target: Association & Government

Attendance: 600 delegates, 250 Planners (over 150 Exhibits)



Details: This show has proven to be the most productive show in Canada leading to a significant number of high-quality leads. YCB has attended the last several years and continues to build relationships with association executives and meeting planners. 1 day Trade Show (CSAE Ottawa Chapter), 2 day Sales & Hosted Buyer calls (Destination Direct, Reveal, Meeting of the Minds)

2017/2018 Familiarization Tours

Association/ Government/ Corporate FAM's:

- Sept 2017 – Dawson to be included
- March 2018

Red Carpet Tour (Site Inspection for local planners)

- Fall/Nov 2017



YCB – 2017/2018 Marketing and Sales Calendar

Month	Events/Worksh ops	Trade Shows	FAM	Est. Partner Costs	Bill Date
May	YCB AGM May 23rd			Open to members –	n/a
June	BEC – Sales Event – June 7th MPI BC – Year End Gala June 13th	BEC Seattle, WA June Sales Lunch –Vancouver – June 13th		NON YCB Initiative - YCB to Join as a partner Open to members – \$75	n/a
July	Membership Tour/Drive – Yukon			Open to members –	n/a
August	Membership Tour/Drive – Yukon wide (July –Aug)	Incentive Works – Toronto Aug 22-23, 2017		IW: *\$10-12k / split cost with partners of 3+ *less TCMF 50%	Sept 15, 2017 TCMF – partner does own
Sept	Toronto/Ottawa Sales Mission Sept 28 & 29		Fall FAM Sept 11 th -15 th		
Oct	TBA – (if needed) Mid Oct Sales Luncheon Vancouver	IMEX Las Vegas 10-12, 2017		Imex: \$10k / split cost with partners of 3+ (approx. cost per partner \$1500ea for 5 partners)	Nov 16, 2017 TCMF – YCB WILL DO FOR SHOW
Nov			Red Carpet Tour		
Jan		Tete a Tete, Destination Direct & MPI Gala Ottawa TBA Late Jan/Feb Ottawa		TaT: *\$12-14k / split cost with partners of 3+ *less TCMF 50%	Mar TBA, 2018 TCMF – partner does own
Feb	Bravo Awards				YCB Seeking Title Sponsor of \$3500
March			Winter FAM Tour – Mid March		



Alida Munro, Managing Director, is responsible for the overall operation of the organization. Marketing, communications planning and membership are included in her list of responsibilities.

Coralie Ulyett, Sales Manager, is the principal sales person on YCB's staff, and is responsible for qualifying leads, planning and carrying out in-market sales activities, maintaining follow-up records and providing input on sales and marketing to the Manager. Coralie also organizes the local sales events such as the Red Carpet Tour Program.

Evaluation:

Marketing and sales activities will be monitored for effectiveness through customer tracking, advertising response, and feed-back from clients and industry partners.

The Yukon Convention Bureau currently utilizes an on-line database. This provides better tracking of customer contacts and sales activities. The database also has programs that enable the staff to send out branded electronic marketing pieces.