



**Yukon Convention
Bureau
Semi-Annual Report
2017-2018**



YUKON
Experience the Rush

Submitted: November 2017



Semi- Annual Report 2017-2018 Fiscal Year

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The Yukon Convention Bureau President's Report Semi-Annual Report

The Yukon Convention Bureau (YCB), and the Meetings, Incentives, Conferences and Events/Expos (MICE) industry in Yukon, is expecting a lower economic impact than our 2017/2018 target of \$4-5 million. Yukon's MICE economic impact for 2016 remained on point with 2015 numbers. In 2017/2018, YCB is estimating the impact will fall just short of our target, due to fewer than expected travelling delegates per conference. YCB expects that the next two fiscal years will see an increase in the MICE industry within the territory.

To maximize Yukon's presence in the current seller's market, YCB is working with our Northern partners to change the typical east/west mandates of planners and associations so that they consider the North as part of their mandated cycle. A strong seller's market results in a trend of planners considering secondary cities, alternative dates, and midscale hotels. Yukon's MICE industry offers exactly that, allowing Yukon to deliver better value for their budget. This suggests that the current climate is an ideal time for YCB to expand the reach of our sales efforts, and to expect great returns.

Our YCB sales and marketing program has YCB maintaining a strong presence in our target markets. In the past, YCB has focused solely on markets within Canada, travelling in market to Vancouver, Toronto, and Ottawa throughout the year. This allows our tourism industry partners a number of opportunities to join YCB in these endeavors. However, given industry trends, current U.S. dollar value, and sales opportunities/partnerships provided by Business Events Canada (BEC), YCB is expanding beyond Canada. The costs and travel time varies greatly for these events, allowing both large and small tourism partners to see a worthwhile ROI for these activities. YCB continues to encourage industry partnership for these events, effectively lowering the overall cost for each partner and increasing the presence of Yukon in the North American MICE market.

Along with our members and partners, YCB continues to utilize Government of Yukon funding programs to offset the costs of selling and marketing Yukon for MICE. These programs could be further accessed by YCB by increasing our revenues. Despite a currently healthy financial standing and strong industry support, YCB is seeking ways to increase our non-Government of Yukon revenues, necessary to offset our Government of Yukon program contributions. YCB has begun the process to develop a five-year strategic plan, reviewing YCB's current status and looking at opportunities to strengthen our organization. It is our intent to identify realistic options and implementable solutions that will benefit our organization, members, and the Yukon economy as a whole.

The Yukon Convention Bureau is continuing to position the Yukon as a viable destination for meetings, incentive travel, conferences and events. YCB will ensure that its dollars are spent effectively, generating a significant return on investment for the organization as well as its contributors, partners, and 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 all tourism sectors.

Meredith Kenzie
Yukon Convention Bureau
President
November 2017



Membership 2017-2018

Aasman Brand Communications Inc.
Air North - Yukon's Airline
Alaska Campground Owners Association
Alpine Bakery
Antoinette's Restaurant
Arts Underground
Aspen Breeze B&B
Association Franco-Yukonnaise
Atlin Mountain Inn & Kirkwood Cottages
Bean North Coffee Roasting Company Ltd.
Bed & Breakfast Association of the Yukon
Beez Kneez Backpackers Hostel
Best Western/High Country/Edgewater/Yukon Convention Centre
Brewery Bay Chalet
Burnt Toast Cafe
Cafe Balzam
Canada Games Centre Care of City of Whitehorse
Canadream Campers
Caribou Crossing
Cathers Wilderness Adventures
City of Whitehorse
CKRW - The Rush
co-space
Dalton Trail Lodge
Dave's Trophy Express
Dawson City Arts Society
Days Inn Whitehorse
DRIVING FORCE Rentals/Leasing/Sales
Edgewater Hotel
EventCare
Fairbanks Convention & Visitors Bureau
Hunter Gatherer / Cork & Bull
Husky Bus Transportation & Tours Inc
Integraphics
Jarvis Street Saloon
Kellett Communications
Klondike Rib and Salmon Barbecue
Klondike Travel - Associates for Flight Centre
Klondike Visitors Association
Krista Prochzka Management Consulting
Kwanlin Dun Cultural Centre
Leaf Solutions
Lumel Studios
Mac's Fireweed
MacBride Museum
Marsh Lake Tents and Events
Midnight Sun Gallery & Gifts



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Mountain View Golf Course
North End Gallery
Northern Lights Resort & Spa
Northwestel
Old Log Church
Outcrop Yukon Ltd.
Paradise Alley
Patti Balsillie Management Consulting
PR Services
Skiy Hotel
Sky High Valley Ranches Ltd
Sport Yukon
Standard Bus Contracting Ltd.
Taku Sports Group
Tatshenshini Expediting Ltd.
Teslin Tlingit Heritage Centre
The Chocolate Claim
The Downtown Hotel - Dawson City
The Wheelhouse Restaurant
TIA Yukon
Tintina Air
Up North Adventures
Village of Haines Junction
Village of Mayo
Waterfront Station Business Centre
Westmark Dawson Hotel
Westmark Whitehorse Hotel
What's Up Yukon
White Pass and Yukon Route
Whitehorse Chamber of Commerce
Wilderness Tourism Association of Yukon
YTG - Tourism & Culture
Yukon Artists at Work
Yukon Arts Centre
Yukon Beringia Interpretive Centre
Yukon Brewing Company
Yukon Chamber of Commerce
Yukon College
Yukon Event Rentals
Yukon First Nation Tourism Association
Yukon Inn
Yukon Quest International Sled Dog Race
Yukon Sourdough Rendezvous Society
Yukon Transportation Museum
Yukon Wildlife Preserve

8 Exchange Memberships with other industry organizations
Total of 93 members



Trade Shows/ Events Attended by Yukon Convention Bureau
April 2017 – October 2017

MARKETPLACE	DATE	CITY	TYPE*
Business Events Canada	June 7th	Seattle, WA	Association/ Corp
MPI Gala	June 13	Vancouver, BC	Association Corp/Gov
Incentive Works	Aug 22- 24	Toronto, ON	Association Corp/Gov
IMEX	Oct 10-13	Las Vegas, NV	Association Corp/Gov





FAM Tours/Site Visits Conducted through the Yukon Convention Bureau
April 2017 – October 2017

TOUR	DATE	CITY	# OF GUESTS
Association/ FAM	July 16-18, 2017	Whitehorse, YT	2
Corporate/ Association/ FAM	Aug 12-5, 2017	Whitehorse, YT	1
Corporate/ Association/ FAM	Sep 11-16, 2017	Southern Lakes, Dawson City & Whitehorse, YT	5
Corporate/ Association/ FAM	Oct 19, 2017	Whitehorse, YT	2





Semi- Annual Report 2017-2018 Economic Impact – YCB & Industry Overview

<u>YCB Bid</u>	Conference Name	Date	#	Economic Impact
	Annual Spring Alaskan/Canadian Yukon River Panel Meeting	April 1-5	50	78,000
	Canada Post	April 19-20	20	18,000
	Environment and Climate Change Canada	April 21-22	100	88,000
	uOttawa Certificate Study Tour	April 26-28	30	33,000
	Travel Channel	May 6-15	13	32,000
	Dawson City Gold Show	May 19-20	225	198,000
	Canadian College and University Environmental Network Conference	May 24	45	29,000
	Shriners	May 24-28	200	311,000
	CMPA-ACPM Regional Conference	May 30	20	13,000
	CAAT Flight Tour	June 1-6	24	37,000
	Canadian Ditchley Foundation Conference	June 8-11	60	80,000
	Board of Directors Meeting – Canadian Chamber of Commerce	June 10-13	50	66,000
	CALJ Conference	June 12-13	150	132,000
	Canadian Council of Fisheries and Aquaculture Ministers	June 26-28	65	72,000
	19th Workshop on the Hydraulics of Ice Covered Rivers	July 10-14	70	109,000
	Diplomatic Engagement	Sept 18	20	11,000
	Commercial Vehicle Safety Alliance	Sept 18-21	250	332,000
	3rd Annual Pathways Gathering	Sept 25-27	120	132,000
	Ride for Dad	Oct 12-16	100	142,000
	Aboriginal Sport Circle Summit	October 13 - 15	75	83,000
	Renewables in Remote Communities Conference	October 23 - 26	200	266,000
	Est. Economic Impact of all events with YCB Members		1887	2,262,000



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2017-2018 Semi -Annual Report Bid Status

Bids Won:

Ride for Dad - National Summit	October 12 - 14, 2017
Canadian Association of Physical Medicine & Rehabilitation Conference	May 28 - June 2, 2018
Polar Tourism Conference	June 22 - 28, 2018
Canadian Association of Principles Conference	April 29 - May 3, 2019
Thermal Insulation Association of Canada	(August 2020)
Board of Canadian Registered Safety Professional	June 7 - 13, 2018
Canadian Association of Statutory Human Rights Agencies	Jun-18
Canadian Public Procurement Council	September 16 - 19, 2018
Aboriginal Law Conference	June 7-9, 2018
World Gold Panning Championships	Year: 2021

Bids Lost:

Canadian Association of Supportive Employment	June 2019 or 2020
Canadian Association of Labour Media Annual Conference	May/June 2018
Canadian Homebuilders' Association - National Conference	April/May 2019
International Meeting on Indigenous Child Health	March 1, 2019
Lifelong Learning in Paediatrics - Fall Meeting	October 25 - 27, 2019
Aboriginal Tourism Association of Canada	November 4 - 6, 2018

Bids Pending:

Travel Gay Canada Conference	2020
Federation of Law Society of Canada Fall AGM	October 15 - 21, 2018
Canadian Chamber of Commerce - AGM	01-Jun-21
Canadian Construction Association - Fall Board Meeting	September/October 2019
Skills Canada	September 19 - 22, 2018
Association of Canadian General Council	May 31 - June 2, 2018
Heritage Canada The National Trust's (HCNT) Annual National Conference	September 26 - 29, October 3 - 6 or 17 - 20, 2019

Total in 2016/2017 so far:

10 - Bids Won
7 - Still Pending
6- Lost



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 and organization below for their continued support.

Private Sector / Not for profit:

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

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

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

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

Kwanlin Dun Cultural Centre: sponsorship of Bravo awards

Lumel Glass Blowing Studios: 20% discount on personalized YCB gifting for sales calls & events

Yukon Artist's at Work: co ordination of FAM art taster & complimentary room rental for FAM's

Transportation Museum: complimentary room rental for FAM tours

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

Beringia Interpretive Centre: complimentary room rental for FAM tours

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.

With the continuing development of Yukon as a destination for MICE, 2013 saw a record high year. Yukon MICE has been steadily growing over the past five years.

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:

	2011	2012	*2013	2014	2015	2016
Economic Impact**	3,219,392!	4,713,800	5,102,895	4,458,835	4,430,539	4,217,392
Numbers of Meetings	25	25	26	23	27	25
Total Delegate Count	4231	3940	4385	3931	3605	3360
Average # of Delegates	169	157.6	168	170	133	134
Average # of Nights	3.7	4.9	3.3	3.4	4.7	4.0
Average Daily Spending	205.65	244.16	*352.64	333.61	261.50	313.79

Year on Year Comparison:

* 2013 number are reflective of an updated Economic Impact Calculator for the 2013 figures.

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

! 2008 was the last year YCB was responsible for the Sport sector, accounting for an Economic Impact of over \$750,000 in 2010, \$320,000 in 2011.

CONCLUSION continued

For the fiscal year 2017-2018, the Yukon Convention Bureau continues to promote Yukon as a unique meeting and event destination. Following our current Sales & Marketing Plans 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 Vancouver. As mentioned earlier, the YCB board decided to partner with N.W.T, and explore options south of the boarder. 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 and Ontario hosted Annual National Conferences attract on average over 600 association executive directors and association event planners each year. 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. YCB continues to work with BEC and other Canadian Destinations to consider potential options for possible U.S. markets. YCB will monitor the return for events, to determine if further investment in the US is warranted.

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 MC&IT service sector.

The national MICE industry continues to see its planners and delegate's focus 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 no less than \$3.2 million in economic impact. 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 the 2017/2018 is expected to come in just below our \$4-5 million annual target. YCB looks forward to rounding out another successful fiscal year in 2018, in selling & marketing the Yukon as a unique and affordable destination for meetings, incentives, conferences & events.