

# Yukon

## Convention Bureau

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### EXPERIENCE THE RUSH

#### Yukon Convention Bureau Semi Annual Report 2019-2020



Submitted: Nov 2019



## Table of Contents

President's Report.....	3-4
Membership.....	5-6
List of Trade Shows/Events/ FAM Tours.....	7
FAM Tours.....	8
Economic Impact & YCB & Industry Overview .....	9
Bid Status.....	10
Major Supporters .....	11
Sports Tourism.....	12
Conclusion.....	13-14







## The Yukon Convention Bureau President's Report

The Yukon Convention Bureau (YCB), and the Meetings, Incentives, Conferences and Events/Expos (MICE) industry in Yukon, saw an economic impact at record high in 2018/2019 of almost \$5.6 million, surpassing our target of \$4-5 million. In 2018/2019 the impact was higher with increased number of events than years previous. For both 2017 and 2018, Yukon MICE has developed a new trend: more events of smaller sizes, with longer stays. Given our current bookings YCB expects this fiscal year will see an increase in the MICE industry economic impact within the territory. As of early 2019 YCB has implemented a new economic impact calculator that now includes meeting spend in addition to the basic traveller spend which we expect could increase Yukon MICE annual economic impact by as much as 20%.

Along with our members and partners, YCB continues to utilize Government of Yukon (YG) funding programs to offset the costs of selling and marketing Yukon MICE. In addition to YCBs current healthy financial standing and strong industry support, YCB has implemented new ways to increase our non-YG revenues allowing for greater utilization of YG funding programs. Business Events Canada has renewed for a second year, contributions and partnerships to MICE DMOs across Canada, and YCB expects to fully utilize these dollars. YCB is now rounding out year three a five-year strategic plan, creating opportunities to strengthen our organization. Our YCB board and management feels confident that our strategy continues to guide YCB through adapting to industry trends to benefit our organization, members, and the Yukon economy as a whole.

The Canadian MICE industry continues to experience a strong seller's market, which 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. To maximize Yukon's presence in the current seller's market, YCB developed new sales and marketing collateral along with implementation of new branding and materials.

The impact of the MICE industry on the Canadian economy has always been significant, relating to short-term delegate expenditure and economic development. These types of business events are also an ideal way to counteract seasonality because international business events take place throughout the year, ensuring a more consistent national visitor economy on an annual basis. The latest data shows:

- In 2017, MICE travelers totaled 1.3M arrivals with a \$1B impact on the Canadian economy (StatCan ITS 2017)
- Global MICE industry valued at \$752 billion in 2016 (Allied Research Group)
- 57% of MICE travelers say they will take 1-2 extra days and stay for leisure purposes (Micer's)
- US business visitors are growing at a faster rate than US leisure visitors: 10% vs 6% (StatCan, ITS 2016)
- US business visitors spend 2x US leisure per night: \$124 vs \$250 (StatCan, ITS 2016)  
*(Aug 2019 Report – SKIFT, Business Events Canada, Destination Canada)*

Our industry has great opportunity and potential for growth within the Yukon, and to achieve such, we must steadily communicate our importance and value here at home. YCB would like to thank all our partners in marketing the Yukon, in participating in the Bureau's sales activities, and in generously providing their time on our board, committees and at meetings throughout the year. 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.

Adam Gerle, President  
Yukon Convention Bureau  
November 2019



## Membership 2019-2020

Aasman Brand Communications Inc.  
Air North - Yukon's Airline  
Alaska Campground Owners Association  
Anto Yukon  
Antoinette's Restaurant  
Arts Underground  
Aspen Breeze B&B  
Association Franco-Yukonnaise  
Atlin Mountain Inn & Kirkwood Cottages  
Bean North Coffee Roasting Company Ltd.  
Beez Kneez Bakpakkers Hostel  
Best Western/High Country/Edgewater/Yukon Convention Centre  
Brewery Bay Chalet  
Budget Car Rental  
Burnt Toast Cafe  
Captain Ken's  
Canada Games Centre Care of City of Whitehorse  
Canadream Campers  
Carcross Tagish Learning Centre  
Caribou Crossing  
Cathers Wilderness Adventures  
City of Whitehorse  
CKRW - The Rush  
Yukonstruct/ Northlight Innovation Hub  
Cold Climate Innovation Centre  
Dave's Trophy Express  
Dawson City Arts Society/ KIAC  
Days Inn Whitehorse  
DRIVING FORCE Rentals/Leasing/Sales  
Edgewater Hotel  
EventCare  
Fairbanks Convention & Visitors Bureau  
Free Pour Jenny's  
Gray Ridge Lodge  
Husky Bus Transportation & Tours Inc  
Kellett Communications  
Klondike Kettle Corn  
Klondike Rib and Salmon Barbecue  
Klondike Travel - Associates for Flight Centre  
Klondike Visitors Association  
Kwanlin Dun Cultural Centre  
Leaf Solutions  
Lumel Studios  
Mac's Fireweed



MacBride Museum  
Marsh Lake Tents and Events  
Midnight Sun Gallery & Gifts  
Mountain View Golf Course  
Mt. Sima  
North End Gallery  
Northern Lights Resort & Spa  
NorthwesTel  
Old Log Church  
Outcrop Yukon Ltd.  
Paradise Alley  
PR Services  
Ravin Inn  
Ruby Range Adventures  
Skky Hotel  
Sky High Valley Ranches Ltd  
Sport Yukon  
Standard Bus Contracting Ltd.  
Taku Sports Group  
Terra Firma  
Teslin Tlingit Heritage Centre  
The Chocolate Claim  
The Downtown Hotel - Dawson City  
The Cut Off Restaurant  
TIA Yukon  
Tintina Air  
Up North Adventures  
UpStream EVents  
Village of Haines Junction  
Village of Mayo  
Wandering Bison  
Westmark Dawson Hotel  
Westmark Whitehorse Hotel  
What's Up Yukon  
White Pass and Yukon Route  
Whitehorse Chamber of Commerce  
Wilderness Tourism Association of Yukon  
Who What Where Tours  
Woodcutters Blanket  
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 Quest International Sled Dog Race  
Yukon Sourdough Rendezvous Society  
Yukon Transportation Museum  
Yukon Wildlife Preserve

8 Exchange Memberships with other industry organizations  
Total of 96 members



## Trade Shows/ Events Attended by Yukon Convention Bureau April 2019 - Oct 2019

MARKETPLACE	DATE	CITY	TYPE*
The EVENT - MPI	April 4-6, 2019	Montreal, QC	Association/ Corp
BEC - Seattle Trade Show/Sales Calls	April 10&11, 2019	Seattle, WA	Association/ Corp
WEC - MPI	June 15-18, 2019	Toronto, ON	Association Corp/Gov
MPI Gala / Luncheon	June 27, 2019	Vancouver, BC	Association Corp/Gov
CME Expo	Aug 13-14, 2018	Toronto, ON	Association Corp/Gov
CSAE National	Oct 22-25, 2018	Vancouver, BC	Association Corp/Gov





## FAM Tours/Site Visits April 2019 - October 2019

TOUR	DATE	CITY	# OF GUESTS
TIAC Association/ FAM	July 3-6 26-28, 2019	Whitehorse, YT	3
GAAC Association/ FAM	July 15-17, 2019	Whitehorse, YT	2
Corporate/ Association/ FAM	Sep 8-12, 2019	Southern Lakes, Dawson City & Whitehorse, YT	4







## Economic Impact – YCB & Industry Overview

<u>YCB Bid</u>	<u>Conference Name</u>	<u>Date</u>	<u>#</u>	<u>Economic Impact</u>
	Fisheries and Ocean Canada	April 5-12	32	207,960
YCB Assisted	Multiple District Lions	April 23-29	120	453,622
x	Cdn. Association of Principals	April 29-May 3	210	459,235
	Nanook-tatigiit 19	May 7-9	29	65,401
	Yukon College	May 6-14	21	172,197
	Dawson City Intl. Gold Show	May 17-18	200	266,920
	The Co-operators	May 25-26	47	69,969
YCB Assisted	RCMP	May 27-June 2	103	401,507
	WCB	June 2- June 8	10	76,156
	Cdn. Land Directors Assoc. Conf.	June 9-13	40	154,218
YCB Assisted	IAFF	June 17-20	45	128,907
	APTN Strategic planning	June 21-22	20	37,242
	Engineers Canada Board Workshop	June 26-28	48	106,724
	Canadian Council of Ministers of the Environment	July 28-July 31	9	43,581
	RGF Integrated Wealth Management	Aug 3 - Aug 8	16	82,118
	Canada Mortgage and Housing Corporation	Aug 24-26	35	86,148
x	Canadian Institute of Theatre Technology	Aug 12-18	120	483,706
	Canadian Federation of Agriculture	Sept 4-5	11	26,333
	Vehicle Dynamics Group	Sept 17-26	37	267,799
x	7th Canadian Adventure Therapy Symposium	Sept 18-23	78	283,702
	Stikine Teachers Association	Sept 26-28	13	40,076
x	Canadian Construction Association	Sept 9- Sept 15	90	361,654
	Est. Economic Impact of all events with YCB Members		1374	4,275,175



## Bid Status

BID STATUS - WON					
Date of Event	Name of Event	Bid Initiated	Bid Won	Notes & Delegate #'s	Contact
July 12 - 15, 2020	Cdn Election Officials Conference	04-Sep-18	07-Feb-19	40 delegates, Coast High Country Inn	Contacted by Elections Yukon
October 1 - 5, 2020	Canadian Dental Hygienists Association - Leadership Summit	08-Dec-17	05-Jun-18	100, Coast High Country Inn	CVENT from a March 2017 FAM guest
August 12-15, 2020	Thermal Insulation Association of Canada	07-Jul-16	01-Jun-18	Coast High Country Inn, 100	Tete a Tete 2015
June 1-7, 2020	National Campus & Community Radio Associat	24-Mar-18	22-Jun-18	200 delegates	Partnership with Rob Hopkins
June 15 - 18, 2021	Prof. Planners Inst. BC Annual Conference	04-Dec-18	25-Feb-19	120 delegates	Contacted YCB directly
July 25 - 28, 2020	Energy Mines Ministers Conference	15-Jan-19	07-Jun-19	200 delegates	Contacted YCB directly by local rep
June of 2020	Glass Art Association of Canada	20-Dec-19	23-Sep-19	200 delegates	Partnership with local representative (Luanne Baker-Johnson)
01-Jun-21	Canadian Chamber of Commerce - AGM	01-Jun-17	01-Oct-19	350 Delegates	Partnership with local Chamber
BID STATUS - PENDING					
Date of Event	Name of Event	Bid Initiated			
May 1 - 8, 2021	Association of Canada Lands Surveyors	06-Dec-17		200	Not a YCB generated bid, local reps
<b>*NEW DATES* August 23-29, 2020</b>	<b>Webster Memorial Trophy</b>	<b>04-Oct-18</b>		<b>100 delegates</b>	<b>CVENT</b>
	Canadian College of Medical Geneticists (CCMG) & Canadian Association of Genetic Counsellors (CAGC)				Heather Dow (June 13, 2018) & Donna Dennison (January 11, 2019) contacted YCB directly
May/June 2022		11-Jan-19		200 delegates	
May/June 2022 or 2023	Canadian Culinary Federation Conference	26-Feb-19		250 delegates	Destination Direct Hosted Buyers 2019 (Ottawa)
September of 2021	Fed. Law Society of Canada, Nat. Program	13-May-19		60 delegates	Contacted YCB directly
June 1-7, 2020 *UPDATED*	Fur Institute of Canada	08-Jul-19		60 delegates	Contacted YCB directly
May 24-28, 2022*NEW DATE*	Mapping This Northern Land - Conference	27-Mar-18			Partnership with local representative (Matt Wilkie)
June or Sept 2021	Real Property Institute of Canada	21-Aug-19		200 delegates	YCB bid with Robin Baldwin
October 14-16, 2025	WISEE	28-Aug-19		250 delegates	YCB Bid with BEC
March 3-4, 2020	AFN State of Environment Summit	12-Sep-19		350 delegates	Contacted YCB directly
June 17-30, 2024	Int. Permafrost Conference	01-Sep-19		500 delegates	Contacted YCB directly
July 5 - 11, 2022 or 2023	Canadian Association of School System Administrators	16-Jan-19		120 delegates	Chose Kananaskis, Alberta - working with organizer for 2023 BID
<b>Sept 9-14 or 16-21, 2020</b>	<b>IIROC - FOAS - Annual Conference</b>	<b>04-Nov-19</b>		<b>150 delegates</b>	<b>contacted YCB directly</b>
<b>June 15-18 or 18-21, 2020</b>	<b>CUTA - climate change</b>	<b>30-Aug-19</b>		<b>75 delegates</b>	<b>met at CMEE 2019- YCB bid</b>
BID STATUS - CURRENT LOST					
Date of Event	Name of Event	Bid Initiated	Bid Lost	Reason for Loss	
April/May 2019	Canadian Homebuilders' Association - National Conference	04-Aug-17	27-Sep-19	Chose Niagara Falls, but keen on Yukon for 2021	Contacted YCB directly
June 19, 21, 2019	TD Bank Board Meeting	24-Jan-19	01-May-19	15 delegates	Contacted YCB directly - could not get board members to confirm Yukon, will follow up at end of 2019 to see if 2020 possibility
May 21-22, 2019	Fed-Prov-Terr DM Meeting	04-Mar-19	18-Apr-19	50 delegates	Called YCB directly - held space at WMW, cancelled with WMW as meeting dates moved - will let know when can rebook with new dates
November 5-10, 2019	Sivantos	19-Feb-19	13-May-19	80 delegates	cancelled - Chose Mexico instead of Canada
February 13 - 17, 2020	Great Little Box Company - Incentive	13-Mar-19	24-May-19	250 delegates	Called YCB directly - chose LA, USA instead of Yukon - will follow up for 2021 as client still interested
January 8-12, 2020	Flight Centre Travel Group Corp Conf	02-Aug-19	26-Sep-19	350 delegates	CVENT-Sasha Maslow - limited access for transporting all delegates on right time lines. Not enough local resources to put together a committee
September of 2021	Institute of Life Sciences Collaboration	3-Mar-18	08-Oct-19		
<b>August 18 - 21, 2020</b>	<b>Canadian Real Estate Association</b>	<b>18-Apr-19</b>	<b>05-Nov-19</b>	<b>25 delegates</b>	<b>staying in Ontario - will follow up for 2021</b>
September 15-18 or October 29 - Nov 1, 2019	Common Alerting Protocol Implementation Workshop	01-May-18	01-Apr-19	50-100 Delegates	Partnership with Radio Rob, BEC FAM guest, Eliot Christian

Total in 2019/2020: 31

8 - Bids Won

14 - Still Pending

9 - 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

Budget Rentals: use of vehicle for FAM tours, site inspections and local sales calls

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 / Edgewater Hotel: complimentary rooms for FAM groups, use of meeting rooms for YCB meetings and events, complimentary catering for FAM group

Kwanlin Dün Cultural Centre: sponsorship of Bravo awards & BAH

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

Klondike Travel: sponsorship & partnerships

Standard Bus Contracting Ltd.: 50% Discount for Red Carpet Tour

### **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.



## 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:

	2012	*2013	2014	2015	2016	2017	2018
Economic Impact	4,713,800	5,102,895	4,458,835	4,430,539	4,217,392	4,087,550	5,593,826
Numbers of Meetings	25	26	23	27	25	40	35
Total Delegate Count	3940	4385	3931	3605	3360	3145	3340
Average # of Delegates	157.6	168	170	133	134	79	95
Average # of Nights	4.9	3.3	3.4	4.7	4.0	4.6	4.3
Average Daily Spending	244.16	*352.64	333.61	261.50	313.79	282.54	389.49

Year on Year Comparison:

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

\* 2018 number are reflective of an updated Economic Impact Calculator for the last half of fiscal (8 of 35 total events).

For the fiscal year 2019-2020, 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. 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 2012 we have seen a consistent number of no less than \$4.0 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 2019/2020 is expected to well exceed our \$4.5-5.5 million annual target. YCB looks forward to rounding out another successful fiscal year in 2019/2020, in selling & marketing the Yukon as a unique and affordable destination for meetings, incentives, conferences & events.