



Yukon Convention  
Bureau  
Annual Report  
2019-2020

Submitted: May 2020



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## The Yukon Convention Bureau President's Report

The Yukon Convention Bureau (YCB), and the Meetings, Incentives, Conferences and Events/Expos (MICE) industry in Yukon, reached an economic impact record high in 2019/2020 of over \$6.5 million, surpassing our target of \$5 million. In 2019/2020 the impact was higher with our new economic impact calculator that includes the new component, incorporating a minimal meeting spend. Since 2017 Yukon MICE has developed a new trend: more events of smaller sizes, with longer stays. At the end of this year given the current bookings YCB expected that the next fiscal year would see continued growth in the Yukon MICE industry. The onset of COVID-19 has changed that expectation and the entire face of our industry, both in Yukon and globally.

Yukon MICE largely relies on a Canadian market, and the long-term changes to our industry due to COVID-19 are still unknown. The travel restrictions within Canada alone, coupled with limits on larger group gatherings, will impact the MICE industry on an unprecedented scale. At this time of this report YCB expects little if any MICE activity in Yukon this fiscal. Many of the 2020 meetings and conferences that were confirmed as early as 2017/2018 have been postponed or indefinitely deferred. The current outlook is that these events are intending to still come to the Yukon at future dates, however it is yet to be determined what the industry will look like in the years ahead. As other jurisdictions all are initiating phased approaches for loosening restrictions, it is probable the MICE industry will be at the tail end of these plans.

YCBs plan – less than 10% of YCB members are primarily conference-focused businesses. YCBs initial focus has been to support TIA Yukon in its efforts to support the YT tourism industry. As an organization YCB finds itself in a stable position with the support of the YG Department of Tourism & Culture.

We are partnering with our industry leaders across Canada to find creative solutions in how to move forward. The coming months will require a new approach to support our region and to keep our members afloat and our industry viable.

Business Events Canada May 8<sup>th</sup>, 2020 Forecast stated:

*“The COVID-19 Impact and Recovery Report provides analysis on sentiment towards business events from industry surveys of various sources:*

- *While decision makers and planners are currently optimistic that they will be able to host their meetings in September and Q4 (pending COVID-19 status, and factors such as provincial and federal health restrictions), partners are now reporting cancellations for this period. We are expecting this to show in next month’s report.*
- *Smaller groups will start travelling first. Larger conference groups will likely wait until there is a vaccine.*
- *Corporate meetings from resilient sectors will resume first (ahead of association travel)*
- *Face-to-face meetings create memorable experiences and drive business forward – building trust and camaraderie.*
- *66% of companies surveyed<sup>2</sup> expect most (33%) or some (33%) of their employees will be willing to travel as the COVID-19 crisis subsides.”*

There is opportunity and hope. Yukon has large spaces and ideal for smaller events. As are many in the tourism and small business industry, MICE professionals have a long history of being both creative and quick to pivot in uncertain times. We have already seen many large-scale event plans that allow for groups to gather while still practicing safe distancing practices.

To successfully navigate the current landscape 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 a destination for all tourism sectors.

Adam Gerle, President  
Yukon Convention Bureau  
May 2020



## 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 Backpackers Hostel  
Best Western/High Country/Edgewater/Yukon Convention Centre  
Brewery Bay Chalet  
Budget Car Rental  
Burnt Toast Cafe  
Canada Games Centre Care of City of Whitehorse  
CanaDream RV Experiences & Sales  
Captain Ken's Adventures  
Carcross Tagish FN Learning Centre  
Caribou Crossing  
Cathers Wilderness Adventures  
City of Whitehorse  
CKRW - The Rush  
Cold Climate Innovation  
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  
Integraphics  
Kellett Communications  
Klondike Kettle Corn  
Klondike Rib and Salmon Barbecue

Klondike Travel & Yukon Tours  
Klondike Visitors Association  
Kwanlin Dun Cultural Centre  
Lumel Studios  
Mac's Fireweed  
MacBride Museum  
Marsh Lake Tents and Events  
Midnight Sun Gallery  
Mountain View Golf Course  
Mt. Sima  
North End Gallery  
North of Ordinary Experience Centre  
Northern Lights Resort & Spa  
NorthwesTel  
Old Log Church  
OMNI Productions  
Outcrop Yukon Ltd.  
Paradise Alley  
PR Services  
Raven 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 Twisted Gourmet  
TIA Yukon  
Tintina Air  
Up North Adventures  
Upstream Events  
Village of Haines Junction  
Village of Mayo  
Wandering Bison Catering  
Well Bread Culinary Centre  
Westmark Dawson Hotel  
Westmark Whitehorse Hotel  
What's Up Yukon  
White Pass and Yukon Route  
Whitehorse Chamber of Commerce

Who What Where Tours  
Wilderness Tourism Association of Yukon  
Woodcutter's 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 First Nation Chamber of Commerce  
Yukon First Nation Culture & Tourism Association  
Yukon Quest International Sled Dog Race  
Yukon Sourdough Rendezvous Society  
Yukon Transportation Museum  
Yukon Wildlife Preserve  
Yukonconstruct/ Northlight Innovation Hub

8 Exchange Memberships with other industry organizations  
Total of 102 members







## Trade Shows/ Events Attended by Yukon Convention Bureau April 2019 – March 2020

MARKETPLACE	DATE	CITY	TYPE*
The EVENT - MPI	April 4-6, 2019	Montreal, QU	Association Corp/Gov
Business Events Canada	April 10-11, 2019	Seattle, WA	Association/ Corp
World Education Congress	June 15-18, 2019	Toronto, ON	Association Corp/Gov
MPI Gala / Luncheon	June 27-28, 2019	Vancouver, BC	Association Corp/Gov
Cdn. Meeting & Event Expo	Aug 12-14, 2019	Toronto, ON	Association Corp/Gov
CSAE National	Oct 22-25, 2019	Vancouver, BC	Association Corp/Gov
PCMA/MPI/Sales Calls	Dec 5 & 17, 2019	Vancouver, BC	Association Corp/Gov
GOWest	Jan 19-21, 2020	Edmonton, AB	Association Corp/Gov
Tête-à-Tête / Destination Direct	Jan 27-30, 2020	Ottawa, ON	Association Corp/Gov



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FAM Tours/Site Visits  
April 2019 – March 2020

TOUR	DATE	CITY	# OF GUESTS
Association/ FAM	July 3-6, 2019	Whitehorse, YT	3
Association/ FAM	July 15-17, 2019	Whitehorse, YT	2
Corporate/ Association/ FAM	Sep 8-12, 2019	Carcross, Dawson City & Whitehorse, YT	4
Local Planner FAM	Nov 14, 2019	Whitehorse, YT	14
Corporate/ Association/ FAM	March 10-13, 2020	Whitehorse, YT	4





## Economic Impact – YCB & Industry Overview

YCB Bid	Conference Name	Date	#	Economic Impact
	Fisheries and Ocean Canada	April 5-12	32	207,960
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
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
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
Assisted	Can. Council of Ministers Environment	July 28-July 31	9	43,581
	RGF Integrated Wealth Management	Aug 3 – Aug 8	16	82,118
	Canada Mortgage and Housing Corp.	Aug 24-26	35	86,148
x	Can. 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 Can. Adventure Therapy Symp.	Sept 18-23	78	283,702
	Stikine Teachers Association	Sept 26-28	13	40,076
x	Canadian Construction Association	Sept 9-15	90	361,654
x	Breakout West* 360 outside YT (800+)	Oct 2-6	360	988,214
	Geoscience	Oct 16-19	470	511,590
	Reserve Trade Show - Procurement YG	Nov 27	251	68,764
	Industry Conference - Procurement YG	Feb 26/27	145	61,484
	Asbly of First Nations Climate Gathering	Mar 2-4	300	427,702
	Lands Resource Technical	Mar 7-13	59	202,855
	Est. Economic Impact of all events with YCB Members		2919	6,535,784



## Bid Status

BID STATUS - WON					
Date of Event	Name of Event	Bid Initiated	Bid Won	Notes & Delegate #'s	Outcome
July 12 - 15, 2020	Cdn Election Officials Conference	04-Sep-18	07-Feb-19	40 delegates, Coast High Country Inn	YCB BID - 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	YCB BID - CVENT from a March 2017 FAM guest-
August 12-15, 2020	Thermal Insulation Association of Canada	07-Jul-15	01-Jun-18	Coast High Country Inn, 100	YCB BID - Tete a Tete 2015
June 1-7, 2020	National Campus & Community Radio Association	24-Mar-18	22-Jun-18	200 delegates	YCB BID - Partnership with Rob Hopkins
June 15 - 18, 2021	Prof. Planners Inst. BC Annual Conference	04-Dec-18	25-Feb-19	120 delegates	YCB Bid
July 25 - 28, 2020	Energy Mines Ministers Conference	15-Jan-19	07-Jun-19	200 delegates	YCB Bid - Contacted directly by local rep
June 11-15, 2020 - LOOKING AT 2021 DATES	Glass Art Association of Canada	20-Dec-19	23-Sep-19	200 delegates	YCB BID - Partnership with local representative (Luanne Baker-Johnson) -POSTPONED to 2021
September 16-21, 2021	Canadian Chamber of Commerce - AGM	01-Jun-17	01-Oct-19	350 Delegates	YCB BID - Partnership with local Chamber
March 3-4, 2020	AFN Climate Gathering	12-Sep-19	27-Nov-19	350 delegates	YCB Bid
*NEW DATES* August 10-16, 2020	Webster Memorial Trophy	04-Oct-18	28-Nov-19	100 delegates	YCB Bid -CVENT- staying at westmark new dates
July 5 - 11, 2022	Canadian Association of School System Administrators	16-Jan-19	16-Dec-19	120 delegates	YCB BID - Chose Kananaskis, Alberta - but came back to chose Yukon for 2022
June 15-18, 2020	Can. Urban Transit Assoc. Climate Change Conf	30-Aug-19	09-Jan-20	65 delegates	YCB BID - met at CMEE 2019-
February 25-26, 2020	YG Wildland Fire Management Mtg	13-Jan-20	24-Jan-20	40 delegates	YCB Bid - venue/catering only
June 11-15, 2022	Canadian College of Medical Geneticists (CCMG) & Canadian Association of Genetic Counsellors	11-Jan-19	03-Feb-20	200 delegates	YCB Bid
June 14-16, 2020	Canadian Partnership Against Cancer Board Mtg	08-Jan-20	14-Feb-20	30 delegates	YCB Bid w/ CVENT
					Total NON-YCB bids: 0
					Total Upcoming YCB Bids Won: 15
					New YCB WON Bids: 1
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
September of 2021	Fed. Law Society of Canada, Nat. Program	13-May-19		60 delegates	YCB BID - Contacted YCB directly/local rep
May 24-28, 2022*NEW DATE*	Mapping This Northern Land - Conference	27-Mar-18			Partnership with local representative (Matt Wilkie)
June of 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
June 17-30, 2024	Int. Permafrost Conference	01-Sep-19		500 delegates	YCB BID - working with Yukon College
July 20-24, 2020	Hunter Education	11-Dec-19		30 delegates	YCB BID with Jim Welsh as local host
May/June 2021	Arctic Arts Summit	02-Jan-20		250 delegates	YCB Bid with YG T&C
May 19-22, 2021	Financial Institution	20-Jan-20		48 delegates	YCB Bid - only wanted KDCC/Raven Inn
May 2-4, 2021	Assoc. of School Business Officials of Alberta	23-Jan-20		70 delegates	YCB Bid (CVENT/repeat planner)
June 15-19, 2020 or 2021	IIRD Justice	22-Jan-20		70 delegates	YCB Bid - Repeat planner
May/June or Sept/Oct 2023	Canadian Association of Occupational Therapists	03-Feb-20		300 Delegates	YCB Bid - Tete a Tete 2020
April of 2021	Wild Sheep Foundation	18-Feb-20		120 delegates	YCB Bid - booked with KDCC/only rooms on RFP
October 17-22, 2022	Federation Nationale des Conseils Scolaires Francopi	18-Feb-20		200 delegates	YCB BID
					Total Pending Bids: 14
					New Bids: 2

Total in 2019/2020: 42  
 15 - Bids Won  
 14 - Still Pending  
 13 - 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

CKRW – Local radio advertising sponsorship & website advertising

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 & Yukon Tours: sponsorship & partnerships

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

What's Up Yukon – discount on local advertising for YCB led events & programs

### **Government Sponsors:**

Yukon Government, Department of Tourism & Culture: Core funding

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.



Annual Report to March 31, 2020  
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, 2019/20 saw a record high year. This is largely in part to a new model for our economic impact calculator to include a small component for meeting spend.

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

	2013	2014	2015	2016	2017	2018	*2019/20
Economic Impact	5,102,895	4,458,835	4,430,539	4,217,392	4,087,550	5,593,826	6,535,784
# of Meetings	26	23	27	25	40	35	28
Total Delegates	4385	3931	3605	3360	3145	3340	2919
Average # of Delegates	168	170	133	134	79	95	104
Average # of Nights	3.3	3.4	4.7	4.0	4.6	4.3	4.75
Average Daily Spending	*352.64	333.61	261.50	313.79	282.54	389.49	471.38

Year on Year Comparison:

\* 2019/20 number are reflective of an updated Economic Impact Calculator for the last half of fiscal (8 of 35 total events).

## CONCLUSION continued

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 the forecast for 2020/2021 was expected to come in at the top end of our \$5-5.5 million annual target. The impact of COVID 19 has changed the entire expectation and plan for 2020-2021. YCB will continue to pivot at each stage as the situation progresses.