

Yukon

Convention Bureau

EXPERIENCE THE RUSH

Yukon Convention
Bureau
Semi Annual Report
2021-2022



Submitted: November 2021



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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, saw an economic impact at record high in 2019/2020 of almost \$6.5 million, surpassing our target of \$5 million. The forecast for the 2020/21 and 2021/22 fiscal years were expected to see yet another increase to over \$7million, in 2021. The impact of COVID-19 (C19) continues to level that number to little over \$25,000 in both fiscal years.

MICE & group events/travel were the first to see business cancellations, and while the future is uncertain it is expected to be the last to fully recover. YCB and the MICE industry are a creative group of professionals that are partnering and collaborating to find solutions and new ways to meet again in our destinations. YCB has secured only three new group bids to the Yukon for future dates compared to 18 in the same period in 2019. Understanding the planner buyers during a global pandemic is an important factor in moving forward.

The Canada Business Event Report released in January 2021, provided valuable intelligence on the impacts of the pandemic on our national events landscape. This allowed YCB a better understanding of the current market and how to best focus and invest our resources to increase business to the Yukon.

- DMO's role remains strong as the go-to organization for updated destination information
- Booking and confirmation of new events remains low while planners rebook and research destinations.
- Smaller, shorter and regional meetings may be the norm for the foreseeable future even with a degree of pent-up demand for F2F meetings

Key takeaways for destinations:

- Tier 2 & 3 destinations as well as non-urban and boutique hotels are being considered over downtown and large venues
- Provide virtual destination experiences so that the virtual audience in a hybrid event can experience the destination flair – the virtual audience will come back to that destination as a leisure visitor.
- Smaller and shorter meetings may benefit smaller destinations that have ease of access from major centres and entry points. Within a 2-3 hour drive.

*~ Destination Canada, Canada's Business Events Restart Recovery Framework, Online, Dec, 2020
<https://www.destinationcanada.com/>*

YCB is still actively selling Yukon for business events & conferences with in market sales focused on small group clients. The capacity for the Yukon has recently changed with the sale of the Coast High Country Inn Hotel for supportive housing, and the subsequent closure of Whitehorse's largest business event space the Yukon Convention Centre. YCB will engage with our members, Tourism Industry Association of Yukon and the Yukon Government to discuss opportunities for the future.

YCB's core funding agreement with Yukon Government - Dept. Tourism & Culture, and City of Whitehorse, remain intact allowing YCB the financial security and support needed to navigate this climate. YCB also was given significant support from the YG Tourism Cooperative Marketing Fund, enabling YCB the flexibility to respond to the changing environment and maximize new opportunities. This support allows YCB to continue to sell Yukon for larger groups that often plan 2-3yrs+ prior to the event date and YCB currently has active bids through to 2025. YCB also discounted our annual memberships to industry for the 2021-2022 fiscal, increasing YCB's membership over 7%.

MICE are slowly coming back. The future is still uncertain; however, creativity and flexibility have always been this industry's biggest strengths. The format for MICE is very different from what we are used to. The Yukon & YCB are well positioned for the future in MICE - from in person & virtual combinations, to smaller group sizes spread out over larger areas and longer timelines, to conferences maximizing capacities in safe & clean settings. 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.

Carmen Magro, President
Yukon Convention Bureau
November 2021



Membership 2021-2022

Aasman Brand Communications Inc.
Air North - Yukon's Airline
Alaska Campground Owners Association
Antoinette's Restaurant
Arts Underground
Association Franco-Yukonnaise
Atlin Mountain Inn & Kirkwood Cottages
Bean North Coffee Roasting Company Ltd.
Beez Kneez Backpackers Hostel
Best Western Gold Rush Inn / Edgewater Hotel
Brewery Bay Chalet
Budget Car Rental
Burnt Toast Cafe
Canada Games Centre Care of City of Whitehorse
Canadream Campers
Capital Helicopters
Captain Ken's Adventures
Carcross Tagish Learning Centre
Caribou Crossing
City of Whitehorse
CKRW - The Rush
Cold Climate Innovation Centre
CSR Management Inc
Dave's Trophy Express
Dawson City Arts Society/ KIAC
Days Inn Whitehorse
DRIVING FORCE Rentals/Leasing/Sales
Fairbanks Convention & Visitors Bureau
Firebean Coffee Roasters
Free Pour Jenny's
Husky Bus Transportation & Tours Inc
Klondike Kettle Corn

Klondike Rib and Salmon Barbecue
Klondike Travel - Associates for Flight Centre
Klondike Visitors Association
Kwanlin Dun Cultural Centre
Lumel Studios
Mac's Fireweed
MacBride Museum
Magnum Opus Management
Mammoth Agency
Marsh Lake Tents and Events
Meadow Lakes Golf Course
Men's World
Midnight Sun Gallery & Gifts
Mountain View Golf Course
Mt. Sima
North End Gallery
Northern Lights Resort & Spa
NorthwesTel
Old Log Church
OMNI Productions
Outcrop Yukon Ltd.
Paradise Alley
Polarity Brewing
PR Services
Raven Inn
Ruby Range Adventures
Skky Hotel
Sky High Valley Ranches Ltd
Smoke and Sow Inc
Southern Lakes Resort
Sport Yukon
Standard Bus Contracting Ltd.
Sternwheeler Hotel & Conference Centre
Taku Sports Group
Terra Firma
Teslin Tlingit Heritage Centre
The Downtown Hotel - Dawson City
The Twisted Gourmet
The Wayfarer Oyster House
The Cut Off Restaurant
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
What's Up Yukon
White Pass and Yukon Route
Whitehorse Chamber of Commerce
Who What Where Tours
Wilderness Tourism Association of Yukon
Winterlong Brewing Co.
Wood Street Ramen
Woodcutters Blanket
YTG - Tourism & Culture
Yukon Arts Centre
Yukon Beringia Interpretive Centre
Yukon Brewing Company
Yukon Chamber of Commerce
Yukon Event Rentals
Yukon First Nation Tourism Association
Yukon First Nation Chamber of Commerce
Yukon Lake Cabin
Yukon Home and Tour
Yukon Quest International Sled Dog Race
Yukon Sourdough Rendezvous Society
Yukon Transportation Museum
Yukon University
Yukon Wildlife Preserve
Yukonstruct / Northlight Innovation Hub

9 Exchange Memberships with other industry organizations
Total of 106 members (New members)



Trade Shows & Sales Missions, Events
Attended by Yukon Convention Bureau
April 2021 – Sept 2021

MARKETPLACE	DATE	CITY	TYPE*
The EVENT - MPI	April 13-15	Virtual	Association/ Corp
GO West Series	April 7 & 28th	Virtual	
PCMA #1	June 14	Virtual	Association Corp/Gov
MPI – Luncheon / Event	July 7/8	Vancouver, BC	Association Corp/Gov
IPAC	Aug 23/24	Virtual/ In person combo	Association/ Gov
MPI – BC	Sept 23 & 24	Vancouver, BC	Association Corp/Gov





FAM Tours/Site Visits April 2021 – Sept 2021

TOUR	DATE	CITY	# OF GUESTS
Red Carpet Tour	July 15	Whitehorse, YT	2
Private FAM	August 26 & 27, 2021	Whitehorse, YT	2
Corporate Association/ FAM	Sept 14-17, 2021	Whitehorse, YT	4





YCB 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	YCB BID - Contacted by Elections Yukon - POSTPONED 2022 (2021 Quebec City)
Sept 30-Oct 1, 2022	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- POSTPONED TO 2022
June 15 - 18, 2021	Prof. Planners Inst. BC Annual Conference	04-Dec-18	25-Feb-19	120 delegates	YCB Bid - POSTPONED In-Person TBA - 2021 WILL BE HYBRID WITH YUKON CHAPTER
July 25 - 28, 2020	Energy Mines Ministers Conference	15-Jan-19	07-Jun-19	200 delegates	YCB Bid - Contacted directly by local rep - POSTPONED 2022
JUNE 16-19, 2022	Glass Art Association of Canada	20-Dec-19	23-Sep-19	200 delegates	YCB BID - Partnership with local representative (Luanne Baker-Johnson) - POSTPONED to 2022
July 4-8, 2023	Canadian Association of School System Administrators	16-Jan-19	16-Dec-19	120 delegates	YCB BID - POSTPONED to 2023 - contracts signed for new dates
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- POSTPONED TBA
June 14-16, 2020	Canadian Partnership Against Cancer Board Mtg	08-Jan-20	14-Feb-20	30 delegates	YCB Bid w/ CVENT - POSTPONED TBA
August 12-15, 2020	Thermal Insulation Association of Canada	07-Jul-16	01-Jun-18	Coast High Country Inn, 100	YCB BID - Tete a Tete 2015 - POSTPONED TBA
June 17-30, 2024	Int. Permafrost Conference	01-Sep-19	07-Jul-20	500 delegates	YCB BID - working with Yukon College
June 26-30, 2022	Arctic Arts Summit	02-Jan-20	26-Apr-21	250 delegates	YCB Bid with YG T&C - Originally 2020- now 2022
May 3-5, 2022	Wild Sheep Foundation	30-Aug-21	09-Sep-21	120 delegates	YCB Bid - rebooked from group in 2020
October 17-22, 2022	Federation Nationale des Conseils Scolaires Francophones	18-Feb-20	14-Sep-21	200 delegates	YCB BID
					Total NON-YCB bids: 0
					Total Upcoming YCB Bids Won: 13
					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
May 24-28, 2022*NEW DATE*	Mapping This Northern Land - Conference	27-Mar-18			Partnership with local representative (Matt Wilkie) - New Dates TBA (C19)
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
June 15-19, 2020 or 2021	IERD 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 - CXL Bid due to C19- POSTPONED to 2025/TBA
May 29-June 2, 2022	Vetoquinol ARC	28-Sep-21		115 delegates	YCB Bid via CVENT
					Total Pending YCB Bids: 5
					New Bids: 1

BID STATUS - CURRENT LOST					
Date of Event	Name of Event	Bid Initiated	Bid Lost	# of Delegates	Reason for Loss
April/May 2019	Canadian Homebuilders' Association - National Conference	04-Aug-17	27-Sep-19		Contacted YCB directly - Chose Niagara Falls, but keen on Yukon for 2021
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 Director Minister 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 cancelled - Chose Mexico instead of Canada
November 5-10, 2019	Sivantos	19-Feb-19	13-May-19	80 delegates	Called YCB directly - chose LA, USA instead of Yukon - will follow up for 2021 as client still interested
February 13 - 17, 2020	Great Little Box Company - Incentive	13-Mar-19	24-May-19	250 delegates	CVENT-Sasha Maslow - limited access for transporting all delegates on right time lines.
January 8-12, 2020	Flight Centre Travel Group Corp Conf	02-Aug-19	26-Sep-19	350 delegates	Not enough local resources to put together a committee staying in Ontario - will follow up for 2021
September of 2021	Institute of Life Sciences Collaboration	3-Mar-18	08-Oct-19		Partnership with Radio Rob, BEC FAM guest, Elliot Christian
August 18 - 21, 2020	Canadian Real Estate Association	18-Apr-19	05-Nov-19	25 delegates	Destination Direct Hosted Buyers 2019 (Ottawa) - YCB Bid - LOST due to no local branch of Canadian Culinary Federation
September 15-18 or October 29 - Nov 1, 2019	Common Alerting Protocol Implementation Workshop	01-May-18	01-Apr-19	50-100 Delegates	contacted YCB directly - YCB Bid - Lost to Victoria, BC due to room availability
May/June 2022 or 2023	Canadian Culinary Federation Conference	26-Feb-19	03-Jan-20	250 delegates	Contacted YCB directly - YCB Bid - no budget for 2020 - looking at 2021
Sept 9-14 or 16-21, 2020	IIROC - FOAS - Annual Conference	04-Nov-19	23-Jan-20	150 delegates	YCB Bid - WON THEN CXL COVID19
June 1-7, 2020 *UPDATED*	Fur Institute of Canada - Dawson City	08-Jul-19	24-Jan-20	60 delegates	YCB BID with Jim Welsh as local host - PENDING THEN CXL COVID19
March 26-29, 2020	First Nation Housing Professional Association	10-Jan-20	19-Feb-20	12 delegates	YCB Bid - CVENT - staying at westmark new dates - WON THEN CXL COVID19 - possible rebook
July 20-24, 2020	Hunter Education	11-Dec-19	01-May-20	30 delegates	YCB Bid (CVENT/repeat planner) - CXL COVID stay in AB
August 10-16, 2020	Webster Memorial Trophy	04-Oct-18	28-Nov-19	100 delegates	YCB BID - Partnership with Rob Hopkins - POSTPONED to 2022 - DUE to larger Financial Commitment- Yukon cannot support Bid
May 2-4, 2021	Assoc. of School Business Officials of Alberta	23-Jan-20	25-Jun-20	70 delegates	YCB Bid - only wanted KDCC/Raven Inn - CXL COVID - all travel banned by company in 2021
June 1-7, 2020	National Campus & Community Radio Association	24-Mar-18	29-Sep-20	200 delegates	YCB Bid - planner reached out prior to hotels/possible no BID - LOST DUE TO COVID TRAVEL CONCERNS - POSSIBLE 2022
May 19-22, 2021	Financial Institution	20-Jan-20	11-Dec-20	48 delegates	YCB BID - National group
June 3-6 or 10-13, 2021	Northern Carpenters and Allied Workers Local 2499 Society	01-Sep-20	18-Dec-20	75 delegates	YCB BID - Contacted YCB directly/local rep - CXL C19 - possible rebook in future
June - July 2021	Canadian Incentive Travel	16-Nov-20	03-May-21	60 delegates	YCB Bid - working with Colin Graham (local)- Lost to Nanaimo-want to stay close to home - potential for 2026
September of 2021	Fed. Law Society of Canada, Nat. Program	13-May-19	17-May-21	60 delegates	YCB Bid - YCB Host - staying closer to home for budget and attendance - had 9 bids
June 15-17, 2023	Mason Grand Lodge	24-Apr-20	18-Jun-21	200 delegates	YCB Bid - met client at The EVENT in April 2021 - LOST as program not moving forward- not going virtual
July 12-16, 2023	CanSPEP	31-May-21	27-Jul-21	100 delegates	YCB Bid - from Gemstone Events - Gemstone did not win the bid (no Yukon specific reason)
October 12-14 or 18-20, 2021	Fountain Tire Marketing Agency Summit	08-Jun-21	30-Aug-21	17 delegates	YCB Bid - two organizations having separate 2022 event - looking at joint event in 2025
June 9-12, 2022	Gemstone Incentive Group	08-Mar-21	07-Sep-21	50 delegates	
June 11-15, 2022	Canadian College of Medical Geneticists (CCMG) & Canadian Association of Genetic Counsellors (CAGC)	11-Jan-19	07-Sep-21	200 delegates	
September/October 2022	Canadian Chamber of Commerce - AGM	01-Jun-17	01-Oct-19	350 Delegates	YCB BID - Partnership with local Chamber - NEW DATES 2022



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 – The Rush: Annual local marketing & Advertising at 50%

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

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

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 meeting rooms, 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, 2019 saw a record high year.

The outside of a global pandemic, 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
Numbers of Meetings	26	23	27	25	40	35	28
Total Delegate Count	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:

* 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 2021-2022, the Yukon Convention Bureau continues to promote Yukon as a unique meeting and event destination. C19 resulted in many changes to YCBs original Sales & Marketing and Communication Plans. YCB is well suited for quick turnaround in development & implementation of sales events. YCB has strong parentships and resources to ensure that its dollars are spent effectively, to maximize the return on investment for the organization as well as its members.

During C19 YCB will continue to target future meetings from 20 to 250, 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 absence of a strong and extensive tourism product will take years to rebuild once gone. The national MICE industry will see its buyers, 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. YCB will continue undertaking new sales & marketing as the pandemic allows and will adjust and look to revise our current marketing plan, taking into account economic conditions and trends.

The Yukon is well positioned for post C19 market – our location, accessibility and general layout work well for small groups with diverse needs. Our biggest hurdle will be the YT tourism's product ability to survive post C19. The Yukon Convention Bureau's unique variety of pre and post-convention opportunities enhances both our ability to attract and secure business. Our focus will remain in supporting our tourism & MICE industry through selling & marketing the Yukon as an attractive, accessible and affordable destination for meetings, incentives, conferences & events.