



2021-2022 Sales & Marketing Strategy





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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 favourable 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.

Due to the impacts of the COVID 19 global pandemic, the 2021/2022 YCB Marketing Strategic Plan will serve as a guideline for the marketing program and should be considered a working document. As opportunities arise YCB management will consider each option based on suitability and costs and is subject to input from the Board of Directors. YCB staff and events will be based on travel restrictions and best practices outlined by the CMHO.

2021/2022 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.

2021/2022 Objectives:

- - Due to C19 economic impact for the 2021-2022 fiscal year is projected to be minimal, if any. YCB will seek opportunities - for smaller groups from BC region for this fiscal, but will continue to position Yukon for 2022 forward. The following two targets will be for the fiscal of 2022 and forward:
- Generate \$4 to \$6 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 2022. The Bravo awards provide recognition to local event planners/hosts and raise awareness of the benefits of holding events in Yukon. This C19 fiscal YCB will seek to host a unique "MICE industry event" based on the circumstance when the time comes.
- Present one Golden Bravo Award for service excellence in conference planning/hosting or service excellence.
- Host 2 - 3 client events or sales missions to our regional 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 - YCB will host an additional RCT this fiscal to support our members and provide updated and accurate information due to the C19 meetings guidelines.
- Utilize membership package which identifies the benefits of being a YCB member - YCB will be offering a reduced membership rate of \$75 for this fiscal, and will plan to return to full rate of \$275 in the next fiscal.
- 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
- C19 this fiscal YCB has launched the “Think Yukon” to address the changing sales & marketing environment during C19. YCB will utilize past clients as Yukon Ambassadors, who are well recognized within our target markets.
- C19 this fiscal YCB will continue to strengthen a video data base to increase our story and presence in the virtual landscapes
- C19 YCB will update our digital platform with the Think Yukon theme for all online advertizing

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. Business Events Canada (BEC) offers opportunities in the USA, and YCB will consider opportunities that allow Yukon to be marketed to potential American clientele. 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 25 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 discouraging requests for peak tourist months of July and August. YCB will seek opportunities – for smaller groups from BC region for this fiscal, but will continue to position Yukon for 2022 forward.

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. The material outlines the services offered by YCB, describe MICE services and meeting facilities and accommodations available in the Yukon, and promotes pre/post leisure travel extended stays for delegates.

Distribution is at in-market sales events, in formal bid submissions, and as part of follow-up packages for contacts. C19 YCB will participate in our priority events virtually, when the opportunity arises.

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. YCB's website seeding and optimization as well as marketing material 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 (in person when appropriate and virtually when limited) 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 meetings provide the opportunity to develop a relationship between the client and the destination/ partners. The Yukon Convention Bureau will plan targeted sales meetings 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 2021/2022 fiscal year and will include a segment in various regions of Yukon - Southern Lakes, Haines Junction or 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 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 YCB Manager participates on a number of boards and committees and is always available for media interviews.

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.



2021/2022 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	YCB Contribution	TCMF (TBA)
MPI Ottawa – Website (Applecrate)	Leaderboard (April-March 2021) News & Views Sidekick 6 articles	7,000		
CSAE Website Onilne	2 rectangular banners	4,500		
CSAE – Conference Edition Magazine	Oct 2020 Print 2.25 pages – CXL C19	6,411		
The EVENT – MPI Moved to Virtual Sponsorship	Print Advertising - see 2021 Event Sponsorship			
Whats Up Yukon	Annual Ad Plan	2,100		
CKRW	Local Radio & Website Banner	5,040		
Total		18,640		

2021/2022 Sales Program:

The EVENT – MPI

Location: Virtually (C19) (usually Ont/Que)

Date: April 13-16

Target: MPI Industry from across Canada

CANCELLED: BEC – Business Events Canada

Locations: Seattle & Portland

Date: April 27-29

Targets: Corporate, Government, Association & third-party planners

Attendances: 60 delegates

MPI British Columbia Gala & Sales Mission

Location: Vancouver

Date: July 7 & 8/ TBA – Fall / TBA December

Target: 250 at Gala / 6-10 at lunch

CANCELLED: Incentive Canada - BEC

Location: Halifax

Date: July 23-27

Target: Corporate, Association & third party planners

Attendance: 50 Buyers & Planners

CMEE Tradeshow & Conference

Location: TBA – Virtual or live? Toronto, Ontario

Date: Oct 19 & 20

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

PCMA Virtual Series – YCB 2 Series, April – Dec, 2021

WAS: Canada East Chapter Conference

Date: Nov 22-24

Location: Edmonton

Target: Association & Government

Attendance: 250 Planners (over 150 Exhibits)

Tête à Tête Tradeshow, Sales Calls and Events

Location: Ottawa, Ontario

Dates: TBA – Jan/Feb 2022

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)

GO WEST Tradeshow & Conference

Location: Western Canada (2022 TBA)

Dates: TBA – Jan/Feb 2022

Target: Association & Government

Attendance: 250 Planners

Details: GO WEST is a national event that is held in Western Canada. It reaches meeting and event planners working independently as third-party contractors, as well as in-house planners in the government, association, university and corporate markets. 2018 was its inaugural year, and YCB and partners recommended continuing.

2021/2022 Familiarization Tours

Association/ Government/ Corporate FAM's:

- Sept 2021 – Dawson/ and community to be included
- March 2022

Red Carpet Tour (Site Inspection for local planners)

- July 15, 2021
- Fall, Nov 2021

YCB – 2021/2022 Marketing and Sales Calendar

Month	Events/SALES MISSIONS	Trade Shows / Virtual Show	FAM	Est. Costs	Bill Date/ Partner Share
April		MPI The Event, Apr 13-16 Virtual Sponsor		MPI -The EVENT YCB - \$10,000	n/a n/a
May		#1 PCMA, MAY Virtual Show Series		PCMA – 2 Show series \$5,000 tot	n/a
June	Membership Tour/Drive – Yukon SL - June 3&4 HJ – June 17				n/a
July	MPI BC – Year End Gala & Sales Lunch Vancouver #1 July 7&8		RCT- TBA July 15		n/a n/a
August	Membership Tour/Dawson				
Sept	Sales Lunch Vancouver #2	#2 PCMA, SEPT Virtual Show Series	Fall FAM BC	FAM - \$12,000	
Oct		- CMEE Tradeshow TBA Virtual Oct 19/20, 2021 (Past was in Aug in Tor)*YCB committed for Oct 2021 \$\$TBA CCC – 2021 AGM Sales event – Ottawa?		CMEE: \$10,000? Virtual full TCMF	
Nov			Red Carpet Tour		n/a n/a
Dec	MPI Gala & Sales Lunch Vancouver #3				
Jan		GOWest - Tradeshow & Conference - Edmonton TBA Late Jan		GW \$9,000 YCB To apply for TCMF for YCB only – PARTNES do own TCMF	TCMF *YCB to invoice to partners
Feb		Tete a Tete Tradeshow/ & Destination Direct Sales Calls & Reveal, MPI Gala - Ottawa TBA Late Jan/Feb		TaT \$17k / DD \$7.5k YCB To apply for TCMF for YCB only – PARTNES do own TCMF	TCMF *YCB to invoice to partners Partner apply for TWO: DD & TaT separately
March	Bravo Awards – March 3, 2022		Canada Winter FAM	FAM - \$12k	

YCB Organization:

Alida Munro, Managing Director, is responsible for the overall operation of the organization. Sales/Marketing, communications and general oversight planning are included in her list of responsibilities. Alida has been with YCB since September 2008.

Jennifer Logtenberg - 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. Jennifer also organizes the social media, and local sales events such as the Red Carpet Tour Program. Jenn has been with CB since April 2019. C19 - Jennifer has been the lead staff for membership generation & communications.

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.