

Yukon

Convention Bureau

EXPERIENCE THE RUSH

Yukon Convention
Bureau
Annual Report
2021-2022



Submitted: May 2022



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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 2021/22 fiscal years were expected to see yet another increase to over \$7million. The impact of COVID-19 (C19) continued to level that number to little over \$25,000 in both fiscal years. As we move forward into recovery, business events are back in force.

As YCB transitions to a post pandemic environment, Canada's visitor economy, including business events, is in the very early stages of rebuilding our shattered industry. It will take years for our hardest-hit businesses to "turn the corner" after suffering revenue losses, shutdowns, labour shortages, housing limitations, and other disruptions caused by the pandemic. During all this, the MICE sector, as with most of the tourism sector, has a "backlog" of postponed business to now honor and rebook. This backlog, in addition to the pent-up desire for leisure travel has sent our industry into overdrive. For the Yukon, this also coincides with significant resource challenges.

YCB now faces the many changes Yukon's MICE sector has undergone. Most notable, is the reduction of our destination maximum capacity with regards to venues space. The loss of the Yukon Convention Centre venue has reduced Yukon's conference maximum from approximately 400-450 to 250-300. In addition, the loss of the Coast hotel inventory has added further limitations on availability. While YCB has recalibrated to align our marketing & sales with this reduction, YCB will need ensure Yukon remains relevant and top of mind for consideration well in to the future.

YCB continues to actively sell Yukon for events & conferences with in market sales focused on smaller group clients. In addition to our mandate to sell Yukon MICE, the opportunity for MICE product development will be an added focus for the foreseeable future. YCB is well positioned to play a leadership role in any future opportunities in the development of a new and larger conference & event venue for the Yukon. YCB will engage with our members, Tourism Industry Association of Yukon and the Yukon Government to discuss opportunities of a larger venue potential 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 allowed YCB to continue to sell Yukon for larger groups that often plan 2-3yrs+ prior, and YCB currently has active bids through to 2027. YCB also discounted our annual memberships to industry for the 2021-2022 fiscal, increasing YCB's membership over 7% to 107 at March 31, 2022. YCB's support of our members with a discounted membership rate was continued through the 2022-2023 fiscal.

MICE has returned in full force. While the future remains uncertain, creativity and flexibility have always been this industry's biggest strengths. The Yukon & YCB are well positioned for the future in MICE. Small groups seeking a unique and accessible destination are more flexible. Smaller groups can spread out over larger areas, with extended timelines, maximizing the traveler's economic contribution to the territory.

YCB looks forward to the many opportunities to establish the Yukon as a bucket list destination for conferences & business events. On behalf of the Yukon Convention Bureau Board of Directors and myself, I would like to thank all our sponsors, partners, members, and funders for your continued support. As we navigate the future, our strongest asset is our partnerships and working together.

Carmen Magro, President
Yukon Convention Bureau
May 2022



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 Bakpakkers 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
Eclipse Nordic Hot Springs
Explore Atlin/ Globe Theatre
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

Neighbourly North

Northern Lights Resort & Spa

Northwestel

Old Log Church

OMNI Productions

Outcrop Yukon Ltd.

Paradise Alley

Polarity Brewing

PR Services

Quality Inn & Suites Whitehorse

Raven Inn

Ruby Range Adventures

Skky Hotel

Sky High Valley Ranches Ltd

Smoke and Sow Inc

Southern Lakes Resort

Sport Yukon

Sportees Active Wear

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
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 First Nation Tourism Association
Yukon First Nation Chamber of Commerce
Yukon Lake Cabin
Yukon Home and Tour
Yukon Quest International Sled Dog Race
Yukon Rendezvous Society
Yukon Transportation Museum
Yukon University
Yukon Wildlife Preserve
Yukonstruct / Northlight Innovation Hub

9 Exchange Memberships with other industry organizations
Total of 107 members (New members)



Trade Shows & Sales Missions, Events
 Attended by Yukon Convention Bureau
 April 2021 – March 31, 2022

MARKETPLACE	DATE	CITY	TYPE*
The EVENT - MPI	April 13-15	Virtual	Association/ Corp
GO West Series	April 7 & 28th	Virtual	
PCMA #1, #2, #3		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
Can. Meeting & Events Expo	Oct 18-21, 2021	Toronto, ON	Association Corp/Gov
MPI - Luncheon / Event	Dec 14, 2021	Edmonton, AB	Association Corp/Gov





FAM Tours/Site Visits April 2021 – March 31, 2022

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
RCT	Nov 25, 2021	Whitehorse, YT	8
Winter FAM	March 8-11, 2022	Whitehorse, YT	4





YCB Bid Status

BID STATUS - WON					
Date of Event	Name of Event	Bid Initiated	Bid Won	Notes & Delegate #'s	Contact
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
June 15 - 18, 2021	Prof. Planners Inst. BC Annual Conference	04-Dec-18	25-Feb-19	120 delegates	YCB Bid - 2021 WILL BE HYBRID WITH YUKON CHAPTER
June 4-9, 2023	Glass Art Association of Canada	20-Dec-19	23-Sep-19	200 delegates	YCB BID - Partnership with local representative (Luanne Baker-Johnson)
August 12-17 2025	Thermal Insulation Association of Canada	07-Jul-16	01-Jun-18	Coast High Country Inn, 100	YCB BID - Tete à Tete 2015 - NEW DATES 2025
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 - Whitehorse	02-Jan-20	26-Apr-21	250 delegates	YCB Bid with YG T&C
May 3-5, 2022	Wild Sheep Foundation	30-Aug-21	09-Sep-21	120 delegates	YCB Bid
October 17-22, 2022	Federation Nationale des Conseils Scolaires Francophones	18-Feb-20	14-Sep-21	200 delegates	YCB Bid
August 28-September 1	Canadian Council of Ministers of the Environment	04-Feb-22		50 delegates	YCB BID on accommodations - venue was booked previously by client
					Total NON-YCB bids: 0
					Total Upcoming YCB Bids Won: 9
					New YCB WON Bids: 2
BID STATUS - PENDING					
Date of Event	Name of Event	Bid Initiated			
June 13-17 or 20-24, 2023	Canadian Wildlife Federation	02-Nov-21		100 delegates	YCB Bid
Winter 2027	Canada Winter Games				Not a YCB generated bid, local reps - just assisting with accommodations/venues etc.
May 28-June 2, 2023	Jazz Pharmaceuticals	16-Feb-22		60 delegates	YCB Bid
Nov 6-9, 2022	Canadian open data society	28-Feb-22		100 delegates	YCB BID - hybrid event (100 in person - 500 virtual)
May 28-June 1, 2023	Canadian Association of Student Financial Aid Administrators	11-Apr-22		150 delegates	YCB BID - Yukon University hosting
Aug 23-30, 2022	Can. Gov - Can. heritage PM's youth council	10-May-22		25 delegates	YCB BID -
May of 2023	Equal future network conference	10-Feb-22		250 delegates	YCB BID - need new May 2023 dates
August 28-June 1	Bridging Ages International Conference	01-May-22		60 delegates	YCB - split between Whitehorse and Dawson City
July 10-14 or 17-21, 2023	Nat. Golf Course Owners Assoc of Can	14-Apr-22		35 delegates	YCB Bid -
					Total Pending YCB Bids: 8
					New Risk: 5
BID STATUS - POSTPONED/Need to Rebid/PENDING in HR					
Date of Event	Name of Event	Bid Initiated	Reminder	# of Delegates	Notes
July 12 - 15, 2020	Cdn Election Officials Conference	04-Sep-18	yes	40 delegates, Coast High Country Inn	YCB BID - Contacted by Elections Yukon - POSTPONED 2022 (2021 Quebec City)
June 14-16, 2020	Canadian Partnership Against Cancer Board Mtg	08-Jan-20	yes	30 delegates	YCB Bid w/ CVENT - POSTPONED TBA
June 15-18, 2020	Can. Urban Transit Assoc. Climate Change Conf	30-Aug-19	yes	65 delegates	YCB BID - met at CMEE 2019- POSTPONED TBA
May 24-28, 2022*NEW DATE	Mapping This Northern Land - Conference	27-Mar-18	yes	100 delegates	Partnership with local representative (Matt Wilkie) - New Dates TBA (C19)- 2022 CXL - set reminder for new dates
June or Sept 2021 - POSTPONED to c19	Real Property Institute of Canada	21-Aug-19	yes	200 delegates	YCB bid with Robin Baldwin (C19 - no new dates - reminder in Calendar but not happening in 2022)
May/June or Sept/Oct 2023	Canadian Association of Occupational Therapists	03-Feb-20	yes	300 Delegates	YCB Bid - Tete a Tete 2020 - CXL Bid due to C19- POSTPONED to 2025/TBA - Set reminder for new dates
July 25 - 28, 2020	Energy Mines Ministers Conference	15-Jan-19	yes	200 delegates	YCB Bid - Contacted directly by local rep - POSTPONED 2022

BID STATUS - CURRENT LOST					
Date of Event	Name of Event	Bid Initiated	Bid Lost	# of Delegates	Reason for Loss
February 13 - 17, 2020	Great Little Box Company - Incentive	13-Mar-19	24-May-19	250 delegates	Called YCB directly - chose IA, 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 tight time lines.
September of 2021	Institute of Life Sciences Collaboration	3-Mar-18	08-Oct-19		Not enough local resources to put together a committee
August 18 - 21, 2020	Canadian Real Estate Association	18-Apr-19	05-Nov-19	25 delegates	staying in Ontario - will follow up for 2021
May/June 2022 or 2023	Canadian Culinary Federation Conference	26-Feb-19	03-Jan-20	250 delegates	Destination Direct Hosted Buyees 2019 (Ottawa) - YCB Bid - LOST due to no local branch of Canadian Culinary Federation
Sept 9-14 or 16-21, 2020	IIRCO - FOAS - Annual Conference	04-Nov-19	23-Jan-20	150 delegates	contacted YCB directly -YCB Bid - Lost to Victoria, BC due to room availability
March 26-29, 2020	First Nation Housing Professional Association	10-Jan-20	19-Feb-20	12 delegates	YCB Bid - WON THEN CXL COVID19
July 20-24, 2020	Hunter Education	11-Dec-19	01-May-20	30 delegates	YCB BID with Jim Welsh as local host - PENDING THEN CXL COVID19
August 10-16, 2020	Webster Memorial Trophy	04-Oct-18	28-Nov-19	100 delegates	YCB Bid -CVENT- staying at westmark new dates - WON THEN CXL COVID19 - possible rebook
May 2-4, 2021	Assoc. of School Business Officials of Alberta	23-Jan-20	25-Jun-20	70 delegates	YCB Bid (CVENT/repeat planner) - CXL COVID stay in AB
June 1-7, 2020	National Campus & Community Radio Association	24-Mar-18	29-Sep-20	200 delegates	YCB BID -Partnership with Rob Hopkins - POSTPONED to 2022 - DUE to large financial Commitment- Yukon cannot support Bid
May 19-22, 2021	Financial Institution	20-Jan-20	11-Dec-20	48 delegates	YCB Bid - only wanted KDCC/Raven Inn - CXL COVID - all travel banned by company in 2021
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 - planner reached out prior to hotels/possible no bid - LOST DUE TO COVID TRAVEL CONCERNS - POSSIBLE 2022
June - July 2021	Canadian Incentive Travel	16-Nov-20	03-May-21	60 delegates	YCB BID - National group
September of 2021	Fed. Law Society of Canada, Nat. Program	13-May-19	17-May-21	60 delegates	YCB BID - Contacted YCB directly/local rep - CXL C19 - possible rebook in future
June 15-17, 2023	Mason Grand Lodge	24-Apr-20	18-Jun-21	200 delegates	YCB Bid - working with Colin Graham (local)- Lost to Nanaimo-want to stay close to home - potential for 2026
July 12-16, 2023	CanSPEP	31-May-21	27-Jul-21	100 delegates	YCB Bid - YCB Host - staying closer to home for budget and attendance - had 9 bids
October 12-14 or 18-20, 2021	Fountain Tire Marketing Agency Summit	08-Jun-21	30-Aug-21	17 delegates	YCB Bid - met client at The EVENT in April 2021 - LOST as program not moving forward- not going virtual
June 9-12, 2022	Gemstone Incentive Group	08-Mar-21	07-Sep-21	50 delegates	YCB Bid - from Gemstone Events - Gemstone did not win the bid (no Yukon specific reason)
June 11-15, 2022	Canadian College of Medical Geneticists (CCMG) & Canadian Association of Genetic Counsellors (CAGC)	11-Jan-19	07-Sep-21	200 delegates	YCB Bid - two organizations having separate 2022 event - looking at joint event in 2025
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
February 10-11, 2022	Arbonne Roadshow	14-Oct-21	09-Dec	104 delegates	YCB Bid
May 29-June 2, 2022	Vetoquinol ARC	28-Sep-21	13-Jan-22	115 delegates	YCB Bid via CVENT - C19 travel restrictions
June 15-19, 2020 or 2021	IERD Justice	22-Jan-20	C19	70 delegates	YCB Bid - Repeat planner - no new dates
May 1 - 8, 2021	Association of Canada Lands Surveyors	06-Dec-17	C19	200	Not a YCB generated bid, local reps
June 25-26, 2022	Arctic Arts Summit - Dawson City	02-Jan-20	18-Jan-22	100 delegates	YCB BID - pending availability in DC
March/April 2022	WS Audiology	16-Dec-21	21-Jan-22	55 delegates	YCB BID - client preferred Kelowna - no fault of Yukon
June 20-24, 2022	Syngenta	12-Nov-21	24-Jan-22	15 delegates	YCB Bid - did not have rooms in Whitehorse-chose Kelowna instead
October 14-16, 2025	WISEE	28-Aug-19	09-May-22	250 delegates	YCB Bid with BEC - did not choose Yukon
October 13-15, 2022	Yukon Historical Museums Assoc.	01-Feb-22	09-May-22	50 delegates	YCB Bid - local Yukons - decided to downsize events per Management
July 4-8, 2023	Canadian Association of School System Administrators	16-Jan-19	16-Dec-19	120 delegates	YCB BID - WON - then lost due to no YCC/Coast placement



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

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 continued 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.

Post C19 recovery, 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 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.