

# Yukon

## Convention Bureau

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### EXPERIENCE THE RUSH

Yukon Convention  
Bureau  
Semi Annual Report  
2022-2023

Submitted: November 2022





## Table of Contents

President’s Report.....	3-4
Membership.....	5-7
List of Trade Shows/Events .....	8
FAM Tours.....	9
Economic Impact.....	10
Bid Status.....	11-12
Major Supporters .....	13
Sports Tourism.....	14
Conclusion.....	15-16





## 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 further increases to over \$7million, as of March 2020. The impact of COVID-19 (C19) leveled those numbers to little over \$25,000 in both fiscal years. However, the lifting of restrictions has now re-ignited the MICE industry once again.

Despite the current economic climate, the MICE sector is back in full force, and even more so in the Yukon. Clients of YCB invest significant time and energy into establishing the Yukon as a future host destination for their conference. Most of the conferences that were canceled or postponed due to the pandemic are once again looking to revisit the Yukon for future business and YCB currently has bids through 2027.

However much has changed for the Yukon MICE sector since 2020, most notably the closure of the largest event/meeting space and accommodations the Coast High Country Inn & Yukon Convention Centre. As a result of this closure, YCB lost 6 confirmed groups, and ceased discussions on 5 more opportunities, most notable the confirmed first ever north of 60 Canadian Chamber of Commerce AGM.

YCB sees a clear need for a larger convention space; a centrally located venue, walking distance from hotels that will serve both locals and incoming business bringing significant economic impact to the territory. As a result of this need and opportunity, YCB has established a working group of YCB members and local leaders to advocate, support and direct a potential new convention/ cultural centre in the downtown Whitehorse area. The YCB Working Group submitted a proposal of Key Principals to the Yukon Government including suggested locations, and a request to be included in the potential development at all levels moving forward.

Higher demand and lower inventory have in many cases increased the costs of hosting a conference in the Yukon. Yet, since April 2022 MICE & group events/travel requests have increased over 150% compared to pre-pandemic numbers for YCB. While it's a seller's market that will likely continue into 2024, the Yukon continues to offer a desirable conference destination. Our absolute largest hurdle is availability. This is expected to remain constrained while suppliers deal with labor shortages, ongoing supply chain issues, and inflation.

YCB is still actively selling Yukon for business events & conferences with in-market sales focused on smaller group conferences of up to 250. 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 increased support from the YG Dept. of Tourism & Culture enabling YCB the flexibility to respond to the changing environment and maximize new opportunities. In addition, YCB continued a discounted annual membership rate to industry for the 2022-2023 fiscal, increasing YCB's membership over 3%.

YCB looks forward to the many opportunities for growth and 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.

Adam Gerle, President  
Yukon Convention Bureau  
November 2022



## Membership 2022-2023

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 Pools  
Fairbanks Convention & Visitors Bureau  
Firebean Coffee Roasters  
Free Pour Jenny's  
**Happy Tuesday Event Management**  
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  
Majestic Solutions Event Management  
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 108 members (**New members**)



Trade Shows & Sales Missions, Events  
Attended by Yukon Convention Bureau  
April 2022 - Sept 2022

MARKETPLACE	DATE	CITY	TYPE*
Ottawa Meet Week (DDC& TaT)	April 3-7	Ottawa	Association Corp/Gov
The EVENT - MPI	April 28-30	Toronto	Association/ Corp
PCMA #1	May 26	Virtual	Association Corp/Gov
MPI - Luncheon / Event	June 15 & 16	Vancouver	Association Corp/Gov
Can. Meeting & Events Expo	Aug 15-17	Toronto	Association Corp/Gov
PCMA #2	Oct 4th	Virtual	Association Corp/Gov







### FAM Tours/Site Visits April 2021 – Sept 2021

TOUR	DATE	CITY	# OF GUESTS
CWF FAM	July 26-28	Whitehorse, YT	2
Private FAM	August 26 & 27	Whitehorse, YT	2
Corporate Association/ FAM	Sept 11-14	Whitehorse, YT	4





## Economic Impact – YCB & Industry Overview

	<u>YCB Bid</u>	<u>Conference Name</u>	<u>Date</u>	<u># non-YT</u>	<u>Economic Impact</u>
1		Yukon First Nations 2022 Project	April 1-10	20	163,376
2		RCMP Yukon Training Session	April 3-10	9	80,670
3		Yukon Human Rights Panel of Adjudicators	April 19-22	10	43,028
4	YCB Assisted	Pembina Renewables in Remote Communities Conference	April 22-May 1	91	433,517
5		University of Exeter Geography Trip	April 30-May 1	41	62,696
6	x	Wild Sheep Foundation Bighorn Summit Conference	April 29-May 6	82	337,129
7		Arctic Indigenous Investment Conference	May 3-6	40	94,062
8		Northern Premiers Forum	May 9	14	18,279
9		Young Presidents Organization AB Chapter Retreat	May 12-16	77	199,419
10		Institute of Fiscal Studies and Democracy	May 15-17	14	29,969
11		Studio Lambert	May 19-27	35	218,270
12		Jordan's Principle Symposium	May 29-31	100	145,710
13		Canadian Council of Child and Youth Advocates	May 30-June 1	20	37,242
14	YCB Assisted	CEPA 2022 Meeting	June 3-9	11	68,643
15		Adaka Cultural Festival	June 22-July 6	30	92,084
16	x	Arctic Arts Summit	June 22-27	41	156,542
17		Victoria Gold Grand Opening	June 28-30	15	43,242
18		Pan-Territorial Project	July 11-13	10	25,121
19		Permafrost Conference	Aug 21-29	14	130,108
20	x	Canadian Council of the Ministers of the Environment Conference	Aug 29-31	60	125,718
21		NJI Education Seminar	Sept 6-9	18	47,990
22		Arctic Funders Collaborative Annual Meeting	Sept 7-9	15	43,242
23		PSAC North Summit - Organize for Success	Sept 11-12	10	25,121
24		BC Northern Yukon District Leadership Meeting	Sept 15-16	12	27,545
25		OGUA Conference	Sept 25-29	50	146,675
26		CDHA summit	Sept 28- 29	16	32,393
		Est. Economic Impact of all events with YCB Members		845	2,827,791



## YCB Bid Status

BID STATUS - WON					
Date of Event	Name of Event	Bid Received	Bid Won	Yukon & Territories %	Remarks
Sept 30-Oct 1, 2022	Canadian Dental Hygiene Association Leadership Summit	08-Dec-17	03-Jan-18	100, Coast High Country Inn	YCB BID - EVENT from 9 March 2017 FARMquest
June 4-9, 2023	GlassArt Association of Canada	20-Dec-19	01-Sep-21	200 delegates	YCB BID - Partnership with local representative (Jaime Baker Johnson)
August 12-17 2025	Thermal Insulation Association of Canada	07-Jul-16	01-Jun-18	100 delegates	YCB BID - Tele a Tele-2015, <b>NEW DATES 2025</b>
June 17-30, 2024	Int. Paramedical Conference	01-Sep-18	07-Jul-20	500 delegates	YCB BID - working with Yukon College
October 17-22, 2022	Federation/Association of Canadian Pharmacists	18-Feb-20	14-Apr-21	200 delegates	YCB Bid
August 23-September 1	Canadian Council of Ministers of the Environment	08-Feb-23	09-May-22	60 delegates	YCB BID via accommodations - services booked previously by client
May 28-June 1, 2023	Canadian Association of Municipal Financial Administrators	11-Apr-21	13-Jun-22	150 delegates	YCB BID - Yukon University hosting
Sept 12-13, 2024	Intelligent Transportation Systems Society of Canada	22-Jun-21	21-Jul-22	70 Delegates	YCB Bid
May of 2023	Equal Future network conference	10-Feb-22		150 delegates	YCB BID - need new May 2023 dates
June 13-17 or 20-24, 2023	Canadian Wildlife Federation	02-Nov-21		100 delegates	YCB Bid
Oct 26-30, 2022	Can. Ass. Sport Exercise Medicine	17-Jun-22		10 delegates	YCB Bid
Nov 6-8, 2022	Canadian open water society	26-Feb-22		100 delegates	YCB BID - hybrid event (100 in person - 500 virtual)
Nov 29th / Dec 3th, 2023	Canadian Association of Research	07-Oct-23	Nov 16th	175 delegates	YCB Bid
					<b>Total NON-YCB bids:</b>
					<b>Total Upcoming YCB Bids Won: 23</b>
					<b>New YCB WON Bids: 1</b>

BID STATUS - CURRENT LIST					
Date of Event	Name of Event	Bid Received	Bid Lost	# of Delegates	Remarks/Notes
October 14-16, 2023	W/SEE	18-Aug-23	09-May-22	250 delegates	YCB bid with BCC - did not choose Yukon
October 18-19, 2022	Yukon Historical Museums Assoc	01-Feb-23	09-May-22	50 delegates	YCB Bid - local Yukon - decision to downsize event per Management
July 4-8, 2023	Canadian Association of School System Administrators	16-Jan-19	16-May-22	120 delegates	YCB BID - WON - then lost due to no YCC local representation
September 25-30, 2022	senior female NOW trip	16-May-22	27-May-22	60 delegates	YCB Bid - no availability
Aug 26-30, 2022	Can. Gov - Can Heritage PMs youth council	10-May-22		25 delegates	YCB BID - Lost
May 28-June 2, 2023	can Pharmacists	16-Feb-22	16-2022	80 delegates	YCB Bid - by June Meeting - will keep up on file
July 20-24 or 17-21, 2023	Nat. Golf Course Owners Assoc of Can	2022-04-14		55 delegates	YCB Bid
May 26 - June 9 or June 1 or 15 2024	Canadian Society for Circumpolar Health	2022	01-Aug-23	350-400 delegates	YCB Bid - client is now looking at other venues in destination

BID STATUS - PENDING					
Date of Event	Name of Event	Bid Invited	Reminder	# of Delegates	Notes
Winter 2022	Circle & Winter Games				Not a YCB generated bid. Local reps just assisting with accommodations/venues etc.
Jul-05	Bringing Agriculture International Conference	01-May-22		50 delegates	YCB Bid - split between Whitehorse and Dawson City
April 23-28, 2023	Alaska Wood Energy Conference circumlocution	19-May-22		150 delegates	YCB Bid
June 6 - 11th, 2023	Fur Institute of Canada	22-Sep-22		100 delegates	YCB Bid - HS Supported
Aug 17th - 20th, 2023	Strategic Incentive Solutions	Sept 25th, 2022		45 delegates	YCB Bid - Event
Oct. 17th - 20th, 2023	Federation of Law	Sept 30th, 2022		125 delegates	YCB Bid - Event
TBA Fall 2023	Can. Ass. Wilderness Medicine	Oct. 31, 2022		140 delegates	YCB Bid
June 18 - 21, 2024	RBC Insurance - Presidents Council	Oct. 31,		21 delegates	YCB Bid
June 6th - 8th, 2023	2023 - SIT Meeting	Oct. 14th,		15 delegates	EVENT Bid
June 19th - 21st, 2023	2023 CCSA	Oct. 28th,		20 delegates	CVIWT Bid
March 26th - 31st, 2023	servier canada NSM mg	Nov 14th,		70 delegates	YCB Bid - Event
		2022			Total Pending YCB Bids: 6 New Bids: 3
BID STATUS - POSTPONED/Need to Rebid/PENDING in HS					
Date of Event	Name of Event	Bid Invited	Reminder	# of Delegates	Notes
July 12 - 15, 2020	Eds Election Officials Conference	04-Sep-18	yes	40 delegates, Coast High Country Inn	YCB Bid - Contacted by Elections future - <b>POSTPONED 2022 (2021 Quebec City)</b>
June 14-18, 2020	Canadian Partnership Against Cancer Round Mt	08-Jun-20	yes	30 delegates	YCB Bid w/ EVENT - <b>POSTPONED TBA</b>
June 15-18, 2020	Can. Urban Transit Assoc. Climate Change Con	30-Aug-19	yes	50 delegates	YCB Bid - met at CMEI 2019 - <b>POSTPONED TBA</b>
May 24-28, 2022 *NEW DATE*	Mapping This Northern Land - Conference	27-Mar-18	yes	100 delegates	Partnership with local representatives (Moll Wilson) - New Date TBA (C19) <b>2022 OGL - not reminder for new dates</b>
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	03-Feb-20	yes	400 Delegates	YCB Bid - Site a Tele 2020 - CXI Bid due to C19
July 23 - 28, 2020	Energy Mines Ministers Conference	15-Jun-17	yes	200 delegates	YCB Bid - Contacted directly by local rep - <b>POSTPONED 2022</b>



## 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 group

Best Western Gold Rush Inn / Edgewater Hotel: complimentary rooms for FAM groups

Kwanlin Dün Cultural Centre: sponsorship of RCT 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 Contributions:**

**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. In 2021 and 2022 YCB participated the Canada Winter Games 2027 Host Bid Committee for non-Sporting event venues & accommodations.

### 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. As of November 2022, the five-year forecast suggests meeting and business events will grow well past the 2019 peak.

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 2022-2023, 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, however at this time YCB has resumed our pre-pandemic Sales & Marketing, with increased activities in sales calendar for this year. 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.

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 closure of the Yukon Convention Centre and Coast High Country Inn has resulted in many changes. The loss of both the largest meeting venue, several other meeting spaces, and with the loss of 80 hotel rooms, has placed significant strain on our local MICE sector. Higher demand and lower inventory have in many cases increased the costs of hosting a conference in the Yukon. YCB sees a clear need for a larger convention venue; a centrally located venue, walking distance from hotels that will serve both locals and incoming business. As a result of this need and opportunity, YCB has established a local working group of YCB members and local leaders to advocate, support and direct a potential new convention/ cultural centre in the downtown Whitehorse area. The YCB Working Group submitted a proposal of Key Principals to the Yukon Government including suggested locations, and a request to be included in the potential development at all levels moving forward.

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 meet the demand post C19. The Yukon Convention Bureau's unique variety of pre and post-convention opportunities enhances 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.