



2022-2023 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 2022/2023 YCB Marketing Strategic Plan will serve as a guideline for the marketing program and should be considered a working document, in the event of any travel restrictions. As opportunities arise YCB management will consider each option based on suitability and costs and is subject to input from the Board of Directors.

2022/2023 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.

2022/2023 Goals & Objectives:

- - Due to C19 economic impact for the 2022-2023 fiscal year is projected to be minimal. YCB will seek opportunities - for smaller groups 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:
- Moving forward post pandemic: 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 2 additional FAM tours when/if requested (if within budget), comprised of 8-12 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 2023. The Bravo awards provide recognition to local event planners/hosts and raise awareness of the benefits of holding events in Yukon.
- 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 platforms that are targeted to our markets
- Promote local Meetings, Incentive, Conferences and events (MICE) sales through programs such as Red Carpet Tour
- 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 in 2023-2024.
- 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 and social media 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
- 2021 YCB launched the “Think Yukon” to address the changing sales & marketing environment during C19 and post pandemic. YCB will utilize past clients as Yukon Ambassadors, who are well recognized within our target markets.
- YCB will continue to strengthen a video data base to increase our story and presence in the virtual landscapes
- YCB will update our digital platform with the Think Yukon theme for all online advertising

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. Given the current industry climate YCB will hold all sales partnerships with Business Events Canada (BEC). In the past YCB has partner with BEC who mainly offers opportunities in the USA. YCB will continue to consider opportunities that allow Yukon to be marketed to potential American clientele, when appropriate and within budget.

YCB will target meetings from 25 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 discouraging requests for peak tourist months of July and August. YCB will continue to position Yukon for remainder of 2022 forward.

Marketing Program:

Positioning

The Yukon Convention Bureau is responsible for positioning the Yukon as a unique meeting destination – only 6.5 hours from Toronto, Ottawa, 2.5 hours from Vancouver, Edmonton and Calgary, etc. 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. The recent changes in venue capacity (the sale of the Coast HCI Hotel and closure of Yukon Convention Centre) has downsized Yukon overall hosting ability, from 450 max to 250 max. YCB will work with local organizations (YG, City of Whitehorse, TIAY, FN’s) to explore interest and opportunity in a new venue that could accommodate larger business events in Yukon.

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. 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 will move to fully digital publications and platform advertising for the 2022-2023 fiscal. These digital platforms provide full reporting on metrics, allowing for insights on value and ROI on the advertising investments. YCB's website and social media 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 and/or if they wish to confirm that available facilities and services will meet their needs. A winter and fall FAM are planned for the 2022/2023 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, 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.



2022/2023 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	4,800		
Instagram & Facebook social media boost	1 x \$25/ week each x 52 weeks	2,600		
The EVENT – MPI Moved to Virtual Sponsorship	Print Advertising - see 2021 Event Sponsorship	5,000		
Whats Up Yukon	Annual Ad Plan	2,100		
CKRW	Local Radio & Website Banner	5,040		
Total		26,540		

2022/2023 Sales Program:

Tête à Tête Tradeshow, Sales Calls and Events

Location: Ottawa, Ontario

Dates: RESCHEDULED from Jan 2022 to APRIL 4-8, 2022 - C19

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)

The EVENT – MPI

Location: Toronto

Date: April 28-30

Target: MPI Industry from across Canada

MPI British Columbia Gala & Sales Mission

Location: Vancouver

Date: July TBA/ TBA – Fall / TBA December Gala
Target: 250 at Gala / 6-10 at lunch

CMEE Tradeshow & Conference
Location: Toronto, Ontario
Date: August 16-18
Target: Corporate, Association & third-party planners
Attendance: 500 Buyers & Planners

PCMA Virtual Series – YCB 2 Series, April – Dec, 2022
Date: 2x TBA
Location: Online
Target: Association & Government
Attendance: 250 Planners

Tête à Tête Tradeshow, Sales Calls and Events
Location: Ottawa, Ontario
Dates: TBA Jan/Feb 2023
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: Edmonton
Dates: January 29-31, 2023
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.

DECLINED: Incentive Canada - BEC
Location: Halifax /Date: July 23-27
Target: Corporate, Association & third party planners
Attendance: 50 Buyers & Planners

DECLINED: CanSPEP 2022 Conference
Location: Sask, SK /Date: Aug 16-17, 2022
Target: Corporate, Association & third party planners

DECLINED: CSE EventFest
Location: TBA BC /Date: Oct 24/25, 2022
Target: Corporate, Association & third party planners

2022/2023 Familiarization Tours
Association/ Government/ Corporate FAM's:

- Sept 2022 - SL & Carcross or Dawson
- March 2023
- Private Site Tours - as needed & May 5-7, 2022

Red Carpet Tour (Site Inspection for local planners)

- Nov 2022

YCB - 2022/2023 Marketing and Sales Calendar

Month	Events/SALES MISSIONS	Trade Shows / Virtual Show	FAM	Est. Costs	Bill Date/ Partner Share
April		Tete a Tete Tradeshow/ & Destination Direct Sales Calls & Reveal, MPI Gala - Ottawa April 3-6 MPI The Event, Apr 28-30 Global Meetings Industry Day – April – details TBA		TAT/ DDC: \$7,000 + \$6,500 (booth rental etc for show TOTAL \$20,000 + travel MPI -The EVENT YCB - \$10,000 + travel	5 Partner committed equal share cost @\$4k each n/a
May		#1 PCMA, MAY Virtual Show Series	Private FAM (Wildlife) – May 5-7	PCMA – 2 Show series \$5,000 tot \$3,000	n/a n/a
June	Membership Tour/Drive – Yukon SL - June or July				n/a
July	MPI BC – Year End Gala & Sales Lunch Vancouver #1 July TBA		RCT- July 15		n/a n/a
August	Membership Tour/HJ	CMEE Tradeshow & Sales Calls -Toronto - Aug 16-17 Declined - CANSpep Tradeshow & Conference – Sask, Aug 2022		CMEE: \$16,000/ 5 partners Sales Calls: \$1000	5 Partner committed equal share cost @\$3k each
Sept	Vancouver MPI Event #2		Fall FAM BC	FAM - \$12,000	n/a
Oct	#2 PCMA, Oct 14 Virtual Show Series	DECLINED: CSE EventFest Location: TBA BC Date: Oct 24/25, 2022 Declined - CSAE Annual Conference – Oct 19-20 - Halifax			
Nov		Declined - PCMA Canada East Canadian Innovation Conference – Nov TBA	Red Carpet Tour		n/a n/a
Dec	MPI Gala & Sales Lunch Vancouver #3				
Jan		GOWest - Tradeshow & Conference - Edmonton TBA Late Jan Tete a Tete Tradeshow/ & Destination Direct Sales Calls & Reveal, MPI Gala - Ottawa TBA Late Jan/Feb		GW \$9,000 TAT/ DDC: \$7,000 + \$6,500 (booth rental etc for show TOTAL \$20,000 + travel	All do own TCMF *YCB to invoice to partners
Feb					
March	Bravo Awards – March 2023		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 YCB since April 2019. Sales Manager 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.