

# Yukon

## Convention Bureau

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### EXPERIENCE THE RUSH

Yukon Convention  
Bureau  
Annual Report  
2022-2023

Submitted: May 2023





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## The Yukon Convention Bureau President's Report

The Yukon Convention Bureau (YCB), and the Meetings, Incentives, Conferences and Events (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 numbers are in for the first full year post pandemic at \$5.4million.

While this number is lower than pre pandemic forecasts, it is a sign that MICE business in Yukon is once again on track. 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 though 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's primary venue rental members are reporting significant blackout dates throughout 2023, resulting in cases where YCB must decline event RFPs for consideration.

This lack of availability impacts everyone. As rental venues are operating at maximum capacity, businesses struggle to respond to new requests. Even prior to this loss of inventory, YCB was supportive of a new, state of the art facility, with increased capacity within the downtown area. Further compounding the situation, since April 2022 YCB has seen a significant increase in RFP requests compared to previous years.

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 established a working group of YCB members and local leaders to advocate, support and direct a potential new convention 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. Through this submission, YCB was presented an opportunity to partner with the Government of Yukon for this endeavour.

On March 10, 2023 the Yukon Convention Bureau, in partnership with the Government of Yukon, issued a Request for Proposals for the development of a new convention centre in Whitehorse.

This RFP marks a step towards addressing the demand for a modern, versatile facility to meet the needs of the Yukon's growing event and conference market. Pre-pandemic, this industry contributed approximately \$6.5 million annually to the local economy. A new convention centre in the Whitehorse area, doubled in sized compared to the previous, could see that number increase by double to \$12-13million annually.

While the current seller's market 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 continues selling Yukon for business events & conferences 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  
May 2023



## Membership 2022-2023

Aasman Brand Communications Inc.  
Air North - Yukon's Airline  
Alaska Campground Owners Association  
Antoinette's Restaurant  
Arts Underground  
Association Franco-Yukonnaise  
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  
Haa Shagóon Hídi (Carcross Tagish Learning Centre)  
Caribou RV Park  
City of Whitehorse  
CKRW - The Rush  
CSR Management Inc  
Dave's Trophy Express  
Dawson City Arts Society/ KIAC  
DRIVING FORCE Rentals/Leasing/Sales  
Eclipse Nordic Hot Pools  
Explore Atlin / Globe Theatre  
Fairbanks Convention & Visitors Bureau  
Firebean Coffee Roasters  
Free Pour Jenny's  
**Gunta Business Consulting**  
Gather Café & Tap House  
**Happy Tuesday Event Management**  
Husky Bus Transportation & Tours Inc  
Klondike Kettle Corn  
Klondike Rib and Salmon Barbecue  
Klondike Travel & Yukon Tours  
Klondike Visitors Association  
Kwanlin Dun Cultural Centre  
Lumel Studios  
Mac's Fireweed  
MacBride Museum  
Magnum Opus Management  
**Majestic Solutions Event Management**

Mammoth Agency  
March Lake Tents & 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.  
PR Services  
Quality Inn & Suites Whitehorse  
Raven Inn Whitehorse  
**RJB Marketing & Brand Management**  
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  
**Summit Events & Services**  
Taku Sports Group  
Terra Firma  
Teslin Tlingit Heritage Centre  
The Downtown Hotel - Dawson City  
The Twisted Gourmet  
The Wayfarer Oyster House & Polarity Brewing  
TIA Yukon  
Tintina Air  
**Ukon Travel**  
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  
Whitehorse Curling Club  
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 Chamber of Commerce  
Yukon First Nation Culture & Tourism Association  
Yukon Home and Tour Inc  
Yukon Lake Cabins  
Yukon Quest International Sled Dog Race  
Yukon Rendezvous Society  
Yukon Transportation Museum  
Yukon University  
Yukon Wild Adventure (formerly: Caribou Crossing Trading Post)  
Yukon Wildlife Preserve  
Yukonstruct / Northlight Innovation Hub

9 Exchange Memberships with other industry organizations  
Total of 115 members (**New members**)



Trade Shows & Sales Missions, Events  
 Attended by Yukon Convention Bureau  
 April 2022 – March 2023

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
GO West	Jan 29-31	Edmonton	Association Corp/Gov
Ottawa Meet Week (DDC& TaT)	Feb 6-10	Ottawa	Association Corp/Gov







### FAM Tours/Site Visits April 2022 – March 2023

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
RCT	Nov 24	Whitehorse, YT	10





## 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	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
		Yukon Mining Week	May 2-6	25	109,355
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 (updated)	100	293,670
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	Assisted	CEPA 2022 Meeting	June 3-9	11	68,643
		Invest Yukon Property Tours	June 20-25	50	208,245
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
27		CWG Committee	Oct 12-13	10	14,914
28		Women and Gender Equity Directorate	Oct 13-14	20	23,328

29		Child Welfare Conference	Oct 18-20	20	51,156
30		FNCSTF Conference	Oct 21-22	160	144,874
31	Dawson	Rohl Global Dempster	Oct 26-27	40	51,456
32		FNCSTF Conference Banquet	Oct 24-27	20	65,070
33		Blue Feather Music Group	Nov 1-9	15	145,594
34		Bead, Hide and Fur Symposium - 2022	Nov 11-13	20	51,156
35		Yukon Geoscience Forum & Trade Show	Nov 19-22	497	895,291
36		Yukon Words Society Festival 2022	Nov 24-29	16	82,118
37	Dawson	Rohl Global Dempster	Nov 26-27	9	21,652
38		Gun Crime & Violence	Jan 19	25	27,535
39		Generation Power	Jan 23-27	41	156,542
40		ITAC - Indigeno Travel	Feb 6-10	32	125,624
41		SW GM Conference	Feb 15-16	27	45,726
43		Dirt Experience	Feb 24-27	18	47,990
44		Cordilleran Tectonics Workshop	Mar 3-5	15	43,242
45		Polar Knowledge Canada	Mar 7	10	14,914
46		YFNED Conference	Mar 21-23	131	244,096
		Est. Economic Impact of all events with YCB Members		2079	5,491,920



## YCB Bid Status

BID STATUS - WON					
Date of Event	Name of Event	Bid Initiated	Bid Won	Notes & Delegates #	Contact
Aug 12-17, 2025	Thermal Insulation Association of Canada	07-Jul-16	01-Jun-18	100 delegates	YCB Bid - Tete a Tete 2015 - <b>NEW DATES confirmed 2025</b>
June 17-30, 2024	Int. Permafrost Conference	01-Sep-19	07-Jul-20	500 delegates	YCB Bid - working with Yukon College
May 28-June 1, 2023	Canadian Association of Student Financial Aid Administrators	11-Apr-22	13-Jun-22	150 delegates	YCB Bid - Yukon University hosting
Sept 12-13, 2023	Intelligent Transportation Systems Society of Canada	22-Jun-22	21-Jul-22	70 Delegates	YCB Bid
May 16-18, 2023	Equal future network conference	10-Feb-22	03-Oct-22	250 delegates	YCB Bid - need new May 2023 dates
June 13-17, 2023	Canadian Wildlife Federation	02-Nov-21	27-Jan-23	100 delegates	YCB Bid - waiting on signed contract from client
March 15, 2023	Tourism Town Hall Yukon	15-Dec-22	27-Jan-23	50 delegates	YCB Bid
April 19, 2023	Jobs Canada Job Fair	19-May-22	03-Apr-23	Venue only	YCB Bid - Venue only
June 8 - 11, 2023	Fur Institute of Canada	22-Sep-22	13-Apr-23	100 delegates	YCB Bid - YG Supported - client went direct to NVD no DMF / SW included DMF
					<b>Total NON YCB bids: 0</b>
					<b>Total Upcoming YCB Bids Won: 9</b>
					<b>New YCB WON Bids: 2</b>
BID STATUS - PENDING					
Date of Event	Name of Event	Bid Initiated	Bid Won	Notes & Delegates #	Contact
June 5-10, 2025	Glass Art Association of Canada	20-Dec-19	01-Sep-22	200 delegates	YCB Bid - Partnership with local representative (Luanne Baker-Johnson) - waiting on hotel rates for 2025 before can sign contracts - KDCC contract signed
June 18 - 21, 2024	RBC Insurance - Presidents Council	13-Oct-22		21 delegates	YCB Bid
May 9-12, 2023	Canadian Institute for Advanced Research	28-Nov-22		45 delegates	YCB Bid - Cvent
Nov-Dec, 2024	Canadian Association of Research	03-Oct-22		175 delegates	YCB Bid
Sept 18 - 21, 2025	The Canadian Academy of Pediatric Dentistry	10-Jan-23		150 delegates	YCB Bid
Aug 11-13 OR Sept 15-17, 2023	Canada Employment Immigration Union	09-Mar-23		100 delegates	YCB Bid
Oct 17-20, 2023	Federation of Law Societies of Canada	22-Sep-22	23-Feb-23	125 delegates	YCB Bid - Cvent - WAITING ON SIGNED CONTRACTS
Jan/Feb 2024	Connor, Clark & Lunn	16-Mar-23		160 delegates	YCB Bid
					<b>Total Pending YCB Bids: 8</b>
					<b>New Bids: 1</b>
BID STATUS - CURRENT LOST					
Date of Event	Name of Event	Bid Initiated	Bid Lost	# of Delegates	Reason for Loss
May 29-June 7, 2022	Vetquinol ARC	28-Sep-21	13-Jan-22	115 delegates	YCB Bid via CVENT - C15 travel restrictions
May 1 - 8, 2021	Association of Canada Land Surveyors	6-Dec-17	C19	300	Not a YCB generated bid, local reps
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	9-May-22	250 delegates	YCB Bid with BEC - did not choose Yukon
October 13-15, 2022	yukon historical museums/assoc	1-Feb-22	9-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-May-22	120 delegates	YCB BID - WON - then lost due to no YCC/Coast replacement
Sept 25-30, 2022	senior canada NSM mtg	19-May-22	27-May-22	60 delegates	YCB Bid - no availability
Aug 23-30, 2022	Can. Gily - Can. heritage PM's youth council	10-May-22	28-Jun-22	25 delegates	YCB BID - Lost
May 28-June 2, 2023	Jazz Pharmaceuticals	16-Feb-22	18-Jul-22	60 delegates	YCB Bid - No June Meeting - will keep us on file
May 26-June 6, 2024	Canadian Society for Circumpolar Health	4-May-22	23-Aug-23	350-400 delegates	YCB Bid - LOST
April 23-28, 2023	Alaska Wood Energy Conference	19-May-22	5-Dec-22	150 delegates	YCB Bid - LOST
March 26-31, 2023	senior canada NSM mtg	14-Nov-22	22-Dec-23	Nov 14th, 2022	YCB Bid - client chose Calgary
Aug 17-20, 2023	Strategic Incentive Solutions	25-Sep-22	11-Jan-23	45 delegates	YCB Bid - Cvent
June 6-8, 2023	SLT Meeting	14-Oct-23	16-Jan-23	15 delegates	CVENT Bid
No set dates	Canadian Association of Wilderness Medicine	22-Sep-22	19-Jan-23	180 delegates	YCB - Chose another location
June 19-21, 2023	Canadian Centre on Substance Abuse	28-Oct-23	23-Jan-23	20 Delegates	YCB Bid - CVENT
July 10-14 or 17-21, 2023	NAL Golf Course Owners Assoc of Can	14-Apr-22	27-Jan-23	95 delegates	YCB Bid - Did not choose Yukon due to location & flights
May 2-6, 2023	The Conference Board of Canada	16-Feb-23	30-Mar-23	40 delegates	YCB Bid



## 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 discount

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

Standard Bus Contracting Ltd.: 50% Discount for Red Carpet Tour

### **Government Contributions:**

**Yukon Government, Department of Tourism & Culture:** Core funding and assistance with Special Projects

**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:

	2014	2015	2016	2017	2018	2019/20	2022/23
Economic Impact	4,458,835	4,430,539	4,217,392	4,087,550	5,593,826	6,535,784	5,491,920
Numbers of Meetings	23	27	25	40	35	28	46
Total Delegate Count	3931	3605	3360	3145	3340	2919	2079
Average # of Delegates	170	133	134	79	95	104	45
Average # of Nights	3.4	4.7	4.0	4.6	4.3	4.75	4.5
Average Daily Spending	333.61	261.50	313.79	282.54	389.49	471.38	587.03

### Year on Year Comparison:

\* 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 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.

The Yukon is well positioned for growth and success – 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 growth and demand. The Yukon's unique variety of pre and post-convention opportunities enhances our ability to attract and secure business as a once in a lifetime bucket list destination for many. 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.