

# Yukon

## Convention Bureau

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### EXPERIENCE THE RUSH

#### Yukon Convention Bureau Semi Annual Report 2023-2024

Submitted: November 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 impact of COVID-19 (C19) and the closure of the largest conference venue greatly affected the economic impact of Yukon MICE. However, YCB has seen increase in smaller, more flexible groups and Yukon's MICE industry continues to grow.

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.

Clients of YCB invest significant time and energy into establishing the Yukon as a future host destination for their conference. As a direct result of the closure of the Yukon Convention Centre and hotel, along with post pandemic tourism surge, hotel rates and occupancy has sky-rocketed. Increased room rates and limited availability further impact YCBs ability to secure events. Nevertheless, the demand and popularity of Yukon remains, and YCB is currently working on future bids though 2028.

In August 2022 YCB and industry created a local working group to address the need for new and increased MICE infrastructure. The YCB Steering Committee 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. From that YCB & YG partnered in the development and issuing of an RFP for the design, build, own and operation of a new

convention centre. The RFP was issued in March 2023, and closed in Aug 2023. The local Steering Committee, supported by a technical team of top industry professionals, identified a Highest Ranked Proponent (HRP) in Oct 2023. The YCB led partnership with YG is now focused on working with the HRP to develop specifications, architectural and engineering design, and ultimately negotiate conditions and a 25-year lease agreement.

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. Increased support from the Yukon Dept. of Tourism & Culture enables 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 2023-2024 fiscal, increasing YCB's membership over 4%.

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 2023





## Membership 2023-2024

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  
Carcross Tagish Learning Centre - Haa Shagóon Hídi  
City of Whitehorse  
CKRW - The Rush  
Cold Climate Innovation Centre  
CSR Management Inc  
Dave's Trophy Express  
Dawson City Arts Society/ KIAC  
QUality Inn Whitehorse  
Decora Inc.  
DRIVING FORCE Rentals/Leasing/Sales  
Eclipse Nordic Hot Pools  
Fairbanks Convention & Visitors Bureau  
Firebean Coffee Roasters  
Free Pour Jenny's  
Happy Tuesday Event Management  
Gather Café & Taphouse  
Gunta Business Consulting  
Husky Bus Transportation & Tours Inc  
IRP Development / Reconciliation Centre  
Klondike Kettle Corn  
Klondike Rib and Salmon Barbecue  
Klondike Travel - Associates for Flight Centre  
Klondike Visitors Association  
Kwanlin Dun Cultural Centre  
Little Atlin Lodge  
Lumel Studios  
Mac's Fireweed

MacBride Museum  
Magnum Opus Management  
**Majestic Solutions Event Management**  
Mammoth Agency  
Marsh Lake Tents and Events  
**Maverick Marketing**  
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  
**Orca Strait Events**  
Outcrop Yukon Ltd.  
Paradise Alley  
Polarity Brewing  
PR Services  
**Raven Events**  
Raven Inn Whitehorse  
RJB Marketing & Brand Management  
Skky Hotel  
Sky High Valley Ranches Ltd  
Smoke and Sow Inc  
Southern Lakes Resort  
Sport Yukon  
Sportees Activewear  
Standard Bus Contracting Ltd.  
Sternwheeler Hotel & Conference Centre  
**Summit Events and Services**  
**Takhini River Ranch**  
Taku Sports Group  
Terra Firma  
Teslin Tlingit Heritage Centre  
The Downtown Hotel - Dawson City  
The Twisted Gourmet  
The Wayfarer Oyster House  
**Ukon Travel**  
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  
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 Wild Adventures (fmr. Caribou Crossing)  
Yukon First Nation Tourism Association  
Yukon First Nation Chamber of Commerce  
Yukon Lake Cabins  
Yukon Home and Tour  
Yukon Quest International Sled Dog Race  
Yukon Rendezvous Society  
**Yukon River Tours**  
Yukon Transportation Museum  
Yukon University  
Yukon Wildlife Preserve  
Yukonstruct / Northlight Innovation Hub

9 Exchange Memberships with other industry organizations  
Total of 119 members (**New members**)



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

MARKETPLACE	DATE	CITY	TYPE*
The EVENT - MPI	May 11-13	Gatineau	Association/ Corp
MPI - Luncheon / Event	June 21-22	Vancouver	Association Corp/Gov
Can. Meeting & Events Expo	Aug 14-16	Toronto	Association Corp/Gov
MPI - Luncheon / Event	Sept 28-29	Vancouver	Association Corp/Gov







### FAM Tours/Site Visits April 2023 - Sept 2023

TOUR	DATE	CITY	# OF GUESTS
Law Society FAM	June 8-13	Whitehorse, YT	2
Thermal Institute FAM	July 9-11	Whitehorse, YT	2
Fenestra Purchasing FAM	July 19 & 20	Whitehorse, YT	1
Corporate Association/ FAM	Sept 10-14	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		NND General Election Meeting	April 6	15	20,904
2		CYFN Wellness Fair - April	April 12 & 13	40	67,618
3		Carmacks Renewables	April 14	25	30,507
4		Home Support Conference	May 2 & 3	30	53,963
5		Arctic Indigenous Investment Conference	May 8-11	125	320,968
6	X- assisted	NATA	May 1-3	80	178,398
7	X	2023 Equal Futures Network Gender	May 16-18	200	390,870
8		University of Calgary	May 27 & 28	12	29,385
9	X	Canadian Wildlife Federation Annual	June 14-18	80	267,722
10	X	Canadian Association of Student Financial Aid Administrators	May 28-June 1	100	319,340
11		Athletes Canada AGM- MASTER	June 1-4	36	119,327
12		Canadian Association of SFAA	May 26 -June 2	22	146,356
13		Fiscal Collaborative Process	July 3-8	16	86,776
14	X	The Fur Institute of Canada	July 21-Aug 2	75	510,635
15		Healthcare Excellence Canada	July 26	30	35,309
16		Yukon Legislative Assembly - Clerks-at-the-Table	July 31 – Aug 4	53	198,037
17		CATS Conference	Aug 1	50	54,515
18		Rural Prairies and North Caucus	Aug 7-10	38	123,678
20		Canadian Council of Public Accounts Committees	Sept 6- Sept 13	75	340,090
21	X	Intelligent Transportation System	Sept 10 -15	15	83,790
22		Action Canada Fellowship and PPF Academy	Sept 19 - 24	17	112,262
23		Northern Council for Global Cooperation	Sept 20 - 23	12	52,109
24	X	CAMPUT	Sept 9-12	32	110,624
25		Yukon Utilities Board National Conference	Sept 10-12	30	72,618
26		2023 CCPAC-CCOLA Conference / Conférence 2023 CCCP-CCVL	Sept 10-13	80	223,060
		The Native Court worker and Counselling Association of BC	Sept 14	20	27,706
		2023 Bench & Bar Seminar	Sept 15	35	40,110

		Mastercard Foundation Board Meeting- Part 1	Sept 18-21	50	157,787
	X	YukonU Research Seminar with UArctic	Sept 15-23	20	176,280
		Mastercard Foundation Board Meeting- Part 2	Sept 22	25	30,507
		Every Student Everyday - 2023	Sept 22-24	20	54,912
		Inuvialuit Game Council Meeting	Sept 25-29	15	71,213
		Joint Secretariat Meeting	Sept 25-29	20	102,866
		Wesco Trade Show	Sept 26 & 27	15	33,481
		Est. Economic Impact of all events with YCB Members		1508	4,643,723



## YCB Bid Status

BID STATUS - PENDING					
Date of Event	Name of Event	Bid Initiated			
June 5-10, 2025	Glass Art Association of Canada (GAAC)			200 delegates	YCB BID - Partnership with local representative (Luanne Baker-Johnson) - waiting on hotel rates for 2025 before can sign contracts - KDCC contract signed
		20-Dec-19	01-Sep-22		
June 27-30, 2024	College Family Physicians of Canada (CFPC)	17-Apr-23		50 delegates	YCB BID
May/June of 2024	RICOH Company Group	11-Jul-23		24 delegates	YCB BID
TBA	Northern Latitude Symposium			300 Delegates	YCB BID - YukonU hosting mtg on campus - rooms only - cxl june-ask for sept
		28-May-23			
July 14-17, 2024	Canadian Federation of Agriculture (CFA) Meeting	25-Jul-23		160 delegates	YCB BID - CVENT
June 2-6, 2024	Canadian Institute for Advanced Research (CIFAR) - GEU meeting	26-Jul-23		30 delegates	YCB BID - CVENT
Sept 10-13 or 17-20, 2024	Fenestra Co-op AGM	20-Jul-23		90 delegates	YCB Bid
July 27-Aug 2, 2024	Ellison Calgary	25-Aug-23		30 delegates	YCB Bid
March/Sept 2025 & Sept 2026	Federation of Canadian Municipalities Board Meeting	04-May-23		250 delegates	YCB BID
Oct 31-Nov 4, 2024	DMCI Incentive Group	25-Sep-23		100 delegates	YCB BID
June or 2025	Prema Canada Incentive Group	05-Oct-23		100 delegates	YCB BID
March 4-5, 2024	Whitehorse Road Map	10-Oct-23		50 delegates	YCB BID - CVENT
					<b>Total Pending YCB Bids: 12</b>
					<b>New Bids: 6</b>
BID STATUS - WON					
Date of Event	Name of Event	Bid Initiated	Bid Won	Notes & Delegate #'s	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
March 19-20, 2024	Canadian Partnership Against Cancer Board Meeting	11-May-23	08-Jun-23	60 delegates	YCB Bid w/ CVENT - <b>WAS 2020 cxl -now rebooking</b>
May 22-27, 2024	Commission national des parents francophones	18-Jul-23	16-Aug-23	26 delegates	YCB BID
Nov 19-21, 2024	Canadian Association of Research Administrators (CARA) WEST	17-Apr-23	02-Aug-23	80 delegates	YCB BID
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
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, 2024	Fur Institute of Canada			100 delegates	YCB Bid - YG Supported - client went direct to NVD no DMF / SW included DMF
Sept 18-20, 2023	YukonU Research Seminar with Uarctic	22-Sep-22	13-Apr-23		
		04-May-23	08-Jun-23	50 delegates	YCB BID - local YukonU host
Oct 17-20, 2023	Federation of Law Societies of Canada	22-Sep-22	10-Aug-23	125 delegates	YCB Bid - Cvent
Sept 25-29, 2023	Mountain View Golf Club	14-Jul-23	25-Aug-23	20 Delegates	YCB BID - rooms only
Sept 15-16, 2023	Camp Engies	24-Aug-23	29-Aug-23	60 delegates	Venue only
					<b>Total NON-YCB bids: 0</b>
					<b>Total Upcoming YCB Bids Won: 5</b>
					<b>New YCB WON 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 2, 2022	Vetoquinol ARC	28-Sep-21	13-Jan-22	115 delegates	YCB Bid via CVENT - C19 travel restrictions
May 1 - 8, 2021	Association of Canada Lands Surveyors	6-Dec-17	C19	200	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			15 delegates	YCB Bid - did not have rooms in Whitehorse - chose Kelowna instead
		12-Nov-21	24-Jan-22		
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			50 delegates	YCB Bid - local Yukons - decided to downsize events per Management
		1-Feb-22	9-May-22		
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	servier canada NSM mtg	19-May-22	27-May-22	60 delegates	YCB Bid - no availability
Aug 23-30, 2022	Can. Gov - 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 9, 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 Conferece	19-May-22	5-Dec-22	150 delegates	YCB Bid - LOST
March 26-31, 2023	servier 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	Nat. Golf Course Owners Assoc of Can	14-Apr-22	27-Jan-23	35 delegates	YCB Bid - Did not choose Yukon due location & flights
May 2-5, 2023	The Conference Board of Canada	16-Feb-23	30-Mar-23	40 delegates	YCB Bid
May 9-12, 2023	Canadian Institute for Advanced Research			45 delegates	YCB Bid - Lost to Quebec City due to limited flights (global attendees)
		28-Nov-22	14-Apr-23		
Aug 11-13 OR Sept 15-17, 2023	Canada Employment Immigration Union			100 delegates	YCB Bid - 2023 dates not available - look at 2024
		09-Mar-23	27-Apr-23		
Jan/Feb 2024	Connor, Clark & Lunn	16-Mar-23	08-May-23	160 delegates	YCB Bid - changed program - not fit for Yukon
Sept 18 - 21, 2025	The Canadian Academy of Pediatric Dentistry			150 delegates	YCB Bid - chose Calgary - wanted to save Yukon/Destination for future - possible 2028
		10-Jan-23	23-May-23		
October 26-29, 2023	Can. Society nutrition management			18 delegates	YCB Bid - group chose Victoria BC due to limited flight options - looking at 2024 dates
		18-Apr-23	29-Jun-23		
June 18 - 21, 2024	RBC Insurance - Presidents Council	13-Oct-22	03-Oct-23	21 delegates	YCB Bid - Lost to PEI



## 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

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 2023, 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:

- \* 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 2023-2024, 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 Steering Committee of YCB members and local leaders to advocate, support and direct a new convention/ cultural centre in the downtown Whitehorse area. The YCB Steering Committee 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. From that YCB & YG partnered in the development and issuing of an RFP for the design, build, own and operation of a new convention centre. The RFP was issued in March 2023, and closed in Aug 2023. The local Steering Committee, supported by a technical team of top industry professionals identified a Highest Ranked Proponent in Oct 2023. The YCB led partnership with YG will now work with the HRP to develop specifications, architectural and engineering design and ultimately negotiate conditions and a 25-year lease agreement.

The Yukon is well positioned for the future 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.