

Yukon

Convention Bureau

EXPERIENCE THE RUSH

Yukon Convention
Bureau
Annual Report
2023-2024

Submitted: May 2024





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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 2023-2024 of over \$7.1 million. The forecast for the 2024/25 fiscal is not expected to reach last year's amount, despite increased Requests for Proposals (RFPs), and continued interest in Yukon as a host destination. Our absolute largest hurdle is availability. This will remain constrained while the Yukon's Business Events industry develops new products, and both the travel industry and economy stabilize. YCB continues selling Yukon for business events & conferences focused on smaller groups of up to 250.

There is growing awareness that business events bring a host of tourism benefits to a destination, but their impact extends well beyond delegate spend. They in fact are a catalyst with powerful spinoff effects that are felt long after they end and delegates return home — from opening the door to destination awareness and unlocking investment opportunities, to attracting top-notch talent and spurring innovation.

In Spring of 2024 Destination Canada shared initial results of Canada's first Legacy & Impact Study, which aims to shed light on the beyond-tourism benefits of business events.

“Early findings, exploring the legacy and impact of seven international conferences, do just that, revealing that business events can leave an extraordinary legacy by leveraging four key factors.”

Government participation, external collaboration, Destination Marketing Organization (DMO) involvement, and pre-event activities are key to leaving a lasting policy, financial and intellectual legacy—and the power of such a legacy should not be underestimated.”

– *Virginie De Vissche, Executive Director, Business Events Destination Canada, May 15, 2024*

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 2024-2025 fiscal, increasing YCB's membership to 123 members.

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 the seller's market is expected to continue into 2025, the Yukon still offers a desirable conference destination.

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 have sky-rocketed. Increased room rates and limited availability further impact YCB's ability to secure events. Nevertheless, the demand and popularity of Yukon remains, and YCB is currently working on future bids through 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 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, Chu Niiwan LP (CNLP), to support their development of a new downtown Whitehorse convention centre, and ultimately negotiate conditions and a 25-year lease agreement. We expect to establish the viability of this opportunity by Fall 2024.

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 2024



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 /
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
Decora Inc.
DRIVING FORCE Rentals/Leasing/Sales
Eclipse Nordic Hot Pools
Edgewater Hotel
Evergreen. Yukon Hot Springs Resort
Explore Atlin / Globe Theatre
Fairbanks Convention & Visitors Bureau
Firebean Coffee Roasters
Gather Café & Taphouse
Gunta Business Consulting
Happy Tuesday Event Management
Husky Bus Transportation & Tours Inc
IRP Property Development / Reconciliation Business Centre
Kit's Kitchen
Klondike Kettle Corn
Klondike Photo Booths & Riley Denny events
Klondike Rib and Salmon Barbecue
Klondike Travel & Yukon Tours
Klondike Visitors Association
Kwanlin Dun Cultural Centre

Little Atlin Lodge
Lumel Studios
Luxe 360
Mac's Fireweed
MacBride Museum
Magnum Opus Management
Majestic Solutions Event Management
Mammoth Agency
Marsh Lake Tents & Events
Maverick Marketing
McClintock Bay Resort
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
PR Services
Quality Inn & Suites Whitehorse
Raven Event Services
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
Standard Bus Contracting Ltd.
Sternwheeler Hotel & Conference Centre
Summit Events & Services
Takhini River Ranch - Pigs and Rigs
Taku Sports Group
Terra Firma
Teslin Tlingit Heritage Centre
The Downtown Hotel - Dawson City
The Twisted Gourmet
The Wandering Bison
TIA Yukon
Tintina Air
Ukon Travel
Up North Adventures
UpStream Events
Village of Haines Junction
Village of Mayo
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 123 members (New members)



Trade Shows & Sales Missions, Events
Attended by Yukon Convention Bureau
April 2023 – March 2024

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
Venue Series – Sales Mission	Oct 12th	Vancouver	Association Corp/Gov
GO West	Jan 28-30	Edmonton	Association Corp/Gov
Ottawa Meet Week (DDC& TaT)	Feb 4-18	Ottawa	Association Corp/Gov



Yukon Convention Bureau

EXPERIENCE THE RUSH

FAM Tours/Site Visits April 2023 – March 2024

TOUR	DATE	CITY	# OF GUESTS
Private FAM	June 8-13	Whitehorse, YT	2
Private FAM	July 9-11	Whitehorse, YT	2
Private FAM	July 19-20	Whitehorse, YT	1
Corp/Assoc/ FAM	Sept 10-14	SL & Whse, YT	4
RCT	Nov 16	Whitehorse, YT	13
Corp/Assoc/ FAM	Mar 17-21	Whitehorse, YT	4





Economic Impact - YCB & Industry Overview

	<u>Conference Name</u>	<u>Date</u>	<u># days</u>	<u># non-YT</u>	<u>Economic Impact</u>
1	NND General Election Meeting	April 6	1	15	20,904
2	CYFN Wellness Fair - April	April 12 & 13	2	40	67,618
3	Carmacks Renewables	April 14	1	25	30,507
4	Home Support Conference	May 2 & 3	2	30	53,963
5	Arctic Indigenous Investment Conference	May 8-11	4	125	320,968
6	NATA	May 1-3	3	80	178,398
7	2023 Equal Futures Network Gender	May 16-18	3	200	390,870
8	University of Calgary	May 27 & 28	2	12	29,385
9	Canadian Wildlife Federation Annual	June 14-18	5	80	267,722
10	Canadian Association of Student Financial Aid Administrators	May 28-June 1	5	100	319,340
11	Athletes Canada AGM- MASTER	June 1-4	4	36	119,327
12	Dawson City Gold Show	May 19 & 20	2	66	110,620
13	Canadian Association of SFAA	May 26 -June 2	8	22	146,356
14	Fiscal Collaborative Process	July 3-8	6	16	86,776
15	The Fur Institute of Canada	July 21-Aug 2	13	75	510,635
16	Healthcare Excellence Canada	July 26	1	30	35,309
17	Yukon Legislative Assembly - Clerks-at-the-Table	July 31 – Aug 4	5	53	198,037
18	CATS Conference	Aug 1	1	50	54,515
19	Rural Prairies and North Caucus	Aug 7-10	4	38	123,678
20	Canadian Council of Public Accounts Committees	Sept 6- Sept 13	8	75	340,090
21	Intelligent Transportation System	Sept 10 -15	6	15	83,790
22	Action Canada Fellowship and PPF Academy	Sept 19 - 24	6	17	112,262
23	Northern Council for Global Cooperation	Sept 20 - 23	4	12	52,109
24	CAMPUT	Sept 9-12	4	32	110,624
25	Yukon Utilities Board National Conference	Sept 10-12	3	30	72,618
26	2023 CCPAC-CCOLA Conference / Conférence 2023 CCCP-CCVL	Sept 10-13	4	80	223,060
27	The Native Court worker and Counselling Association of BC	Sept 14	1	20	27,706

28	2023 Bench & Bar Seminar	Sept 15	1	35	40,110
29	Mastercard Foundation Board Meeting- Part 1	Sept 18-21	4	50	157,787
30	YukonU Research Seminar with UArctic	Sept 15-23	9	20	176,280
31	Mastercard Foundation Board Meeting- Part 2	Sept 22	1	25	30,507
32	Every Student Everyday - 2023	Sept 22-24	3	20	54,912
33	Inuvialuit Game Council Meeting	Sept 25-29	5	15	71,213
34	Joint Secretariat Meeting	Sept 25-29	5	20	102,866
35	Wesco Trade Show	Sept 26 & 27	2	15	33,481
36	Stikine Teachers' Association 2023	Oct 2-Oct 7	6	20	115,518
37	Federation of Law Societies of Canada	Oct 10-14	5	66	231,589
38	MMIWG2S+ Family Accountability Forum	Oct 15-17	3	80	178,398
39	BC Water & Waste Association	Oct 17- 19	3	50	119,280
40	AFN Yukon 2023 Annual Summit	Oct 25-26	2	10	26,654
41	Circle Production	Nov 12	1	32	37,229
42	Yukon Geoscience Forum & Trade Show - 2023	Nov 18-23	6	234	772,235
43	CoW JapanFest 2023	Nov 26	1	10	16,103
44	Indigenous Border Mobility	Jan 12-18	7	17	129,400
45	Public Service Alliance of Canada	Jan 28- Feb 1	5	11	60,900
46	Yukon River Panel	Jan 17-26	10	31	240,497
47	408 Squadron	Jan 30- Feb 1	3	30	72,618
48	NAMASTE 2024	Feb 6-11	6	12	74,833
49	YFN Tech and AI Conference	Feb 7 & 8	2	15	33,482
50	Exploring Justice Our Way 2024	Feb 14 & 15	2	10	26,655
51	2024 Housing Summit	Feb 29	1	25	30,508
52	The Caribou Art Project	March 3 & 4	2	10	26,655
53	Industry Conference 2024	March 5 & 6	2	20	40,309
54	CYFN Health Conference	March 10-13	4	15	58,636
55	YFNED Conference	March 19-21	3	25	63,765
	Est. Economic Impact of all events with YCB Members		212	2231	7,109,609



YCB Bid Status

BID STATUS - WON					
Date of Event	Name of Event	Bid Initiated	Bid Won	Delegate #'s	Notes
Feb 5-10, 2024	Northern Wildlife Roundtable	03-Nov-23	04-Dec-23	35 delegates	YCB BID - Part BC Gov rooms
May 22-27, 2024	Commission national des parents francophones	18-Jul-23	16-Aug-23	26 delegates	YCB BID
May 26-30, 2024	RICOH Company Group	11-Jul-23	06-Nov-23	24 delegates	YCB BID
June 2-6, 2024	Canadian Institute for Advanced Research (CIFAR) - GEU meeting	26-Jul-23		30 delegates	YCB BID - CVENT
June 3-6, 2024	Conf Board of Canada - Global Cynergies	02-Feb-24	26-Feb-24	25 delegates	YCB CVENT
June 17-30, 2024	Int. Permafrost Conference	01-Sep-19	07-Jul-20	500 delegates	YCB BID - working with Yukon College
June 27-28, 2024	Canadian Partnership Against Cancer Board Mtg (CPAC)	11-May-23	08-Jun-23	60 delegates	YCB Bid w/ CVENT - WAS 2020 cxi - new dates
July 14-17, 2024	Canadian Federation of Agriculture (CFA) Mtg	25-Jul-23	18-Jan-24	160 delegates	YCB BID - CVENT - NEW VENUES
July 27-Aug 2, 2024	Elison Calgary	25-Aug-23	01-Nov-23	30 delegates	YCB Bid
Sept 17-20, 2024	Fenestra Co-op AGM	20-Jul-23	17-Nov-23	90 delegates	YCB Bid
Nov 19-21, 2024	Canadian Association of Research Administrators (CARA) WEST	17-Apr-23	02-Aug-23	80 delegates	YCB BID
Aug 12-17, 2025	Thermal Insulation Association of Canada	07-Jul-16	01-Jun-18	100 delegates	YCB BID - Tete a Tete 2015 - NEW DATES confirmed 2025
August 5-9, 2024	International Hunters Education	12-Mar-24	01-May-24	30 delegates	YCB BID - partner with Jim Welsh local
					Total NON-YCB bids:
					Total Upcoming YCB Bids Won:
					New YCB WON Bids: 13
BID STATUS - PENDING					
Date of Event	Name of Event	Bid Initiated			
June 5-10, 2025	Glass Art Association of Canada (GAAC)	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 16-19, 2025	Prima Canada Incentive Group	05-Oct-23		100 delegates	YCB BID
Sept/Oct 2024	Introspect Technologies Sales Conference	22-Nov-23		50 delegates	YCB BID
July 10-13, 2026	Canadian Association of Pathologists	22-Nov-23		75 delegates	YCB BID - was 2024/2025 - NEW DATES
May 13-17, 2025	Environment Funders Canada	04-Dec-23		100 delegates	YCB BID -only hotel/already booked KDCC venue
June 1-5 or 8-12, 2026	Real Property Institute of Canada	15-Jan-24		200 delegates	YCB BID (was a C19 cxi)
March 7-17, 2026	Arctic Winter Games	announced January 2024			Not a YCB generated bid, local reps - just assisting with accommodations/venues etc. & planning meetings
June 14-18, 2026	Canadian propane leadership summit	13-Mar-24		100 delegates	YCB BID - CVENT
June 16-21, 2027 or June 16-19, 2028	Masonic Grand Lodge	08-Apr-24		500 delegates	YCB BID
Sept 22-27 or Sept 29-Oct4, 2024	AWG 2026 - Fall 2024 Planning Meeting - only AWGIC	12-Apr-24		15 delegates	YCB Bid
March of 2025	AWG 2026 - Spring 2025 Planning Meeting	12-Apr-24		40 delegates	YCB Bid
Sept 28-Oct3 or Oct 5-10, 2025	AWG 2026 - Fall 2025 Planning Meeting	12-Apr-24		40 delegates	YCB Bid
May 2-30, 2027	Engineers Canada	01-May-24		200 delegates	YCB BID
					Total Pending YCB Bids: 13



YCB Bid Status

BID STATUS - CURRENT LOST					
Date of Event	Name of Event	Bid Initiated	Bid Lost	# of Delegates	Reason for Loss
October 14-16, 2023	WISEE	28-Aug-19	9-May-22	250 delegates	YCB Bid with BEC - did not choose Yukon
July 4-6, 2023	Canadian Association of School System Administrators.	16-Jan-19	16-May-22	120 delegates	YCB BID - WON - then lost due to no YEC/Coast replacement
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 Conference	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 - LOST - client chose Calgary
Aug 17-20, 2023	Strategic Incentive Solutions	25-Sep-22	11-Jan-23	45 delegates	YCB Bid - Cvent - LOST
June 6-8, 2023	SLT Meeting	14-Oct-23	16-Jan-23	15 delegates	CVENT Bid - LOST
No set dates	Canadian Association of Wilderness Medicine	22-Sep-22	19-Jan-23	180 delegates	YCB BID - LOST D Chose another location
June 19-21, 2023	Canadian Centre on Substance Abuse	28-Oct-23	23-Jan-23	20 Delegates	YCB Bid - CVENT - LOST
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 - LOST
May 9-12, 2023	Canadian Institute for Advanced Research	28-Nov-22	14-Apr-23	45 delegates	YCB Bid - Lost to Quebec City due to limited flights (global attendees)
Aug 11-13/Sept 15-17, 2023	Canada Employment Immigration Union	09-Mar-23	27-Apr-23	100 delegates	YCB Bid - 2023 dates not available - look at 2024
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	10-Jan-23	23-May-23	150 delegates	YCB Bid - chose Calgary - wanted to save Yukon/Destination for future - possible 2028
October 26-29, 2023	Can. Society nutrition management	18-Apr-23	29-Jun-23	18 delegates	YCB Bid - group chose Victoria BC due to limited flight options - looking at 2024 dates
June 18-21, 2024	RBC Insurance - Presidents Council	13-Oct-22	03-Oct-23	21 delegates	YCB Bid - Lost to PEI
June 27-30, 2024	College Family Physicians of Canada (CFPC)	17-Apr-23		50 delegates	YCB BID - Lost to Atlantic Canada
May of 2024	Northern Latitude Symposium	28-May-23	03-Jan-24	300 Delegates	YCB BID - YukonU hosting mtg on campus - rooms only - dates postponed again
March/Sept 2025/Sept 2026	Fed. of Canadian Municipalities Board Mtg	04-May-23	15-Jan-24	250 delegates	YCB BID - bid expired



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 2023-2024 YCB Supported Sport Yukon with Arctic Winter Games 2026 Host 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, 2023/24 saw a record high year \$7.1 million. As of November 2023, the five-year forecast suggests meeting and business events will grow well past the 2023/24 peak.

The economic impact of MICE to and within the Yukon is significant.

Year on year comparisons:

	2015	2016	2017	2018	2019/20	2022/23	2023/2024
Economic Impact	4,430,539	4,217,392	4,087,550	5,593,826	6,535,784	5,491,920	7,109,609
Numbers of Meetings	27	25	40	35	28	46	55
Total Delegate Count	3605	3360	3145	3340	2919	2079	2231
Average # of Delegates	133	134	79	95	104	45	41
Average # of Nights	4.7	4.0	4.6	4.3	4.75	4.5	3.9

*yellow highlight denotes TBC

Year on Year Comparison:

* 2022 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 new and additional in market sales 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.

Since January 2023 YCB and the Government of Yukon Dept. of Tourism & Culture have partnered for a YCB led Request for Proposal for a development of a new Whitehorse based Convention Centre with a 750 personal banquet capacity. In October 2023, with the support of technical professionals and a local Steering Committee, Chu Niikwan Limited Partnership (CNLP) submission was identified as the highest ranked proponent. In November of 2023 YCB & CNLP signed a Letter of Intent through to June 2024 in support for CNLPs development of a Class C design, anticipated to be achieved by September 2024. The CNLP submission identified a location adjacent to the existing Kwanlin Dün Cultural Centre in the downtown Whitehorse waterfront.

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.