

Yukon

Convention Bureau

EXPERIENCE THE RUSH

Yukon Convention
Bureau
Semi Annual Report
2024-2025

Submitted: November 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, surpassing our target of \$5-6 million. 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 compared to pre-pandemic numbers for YCB. While it's a seller's market that will likely continue into 2025, the Yukon continues to offer a desirable conference destination. Our absolute largest hurdle is availability. While suppliers deal with labor shortages, ongoing supply chain issues, and inflation, YCB and the MICE industry are reporting that these hurdles are beginning to recalibrate.

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 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 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 2024-2025 fiscal, to provide continued support to YCBs small business members.

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.

Eddie Rideout, President
Yukon Convention Bureau
November 2024



Membership 2024-2025

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
Evergreen Accommodations / Hot springs
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
Kits Kitchen
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
Tony's Pasta & Seafood
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 Shed/ Cabin Fever Restaurant
Wood Street Ramen
Woodcutters Blanket
YTG - Tourism & Culture
Yukon Arts Centre
Yukon Artists at Work
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 123 members (**New members**)



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

MARKETPLACE	DATE	CITY	TYPE*
Venue Series Show & Luncheon	May 28-30	Ottawa	Association/ Corp
CanSPEP Conference	June 25-28	Victoria	Association Corp/Gov
Can. Meeting & Events Expo	Aug 12-14	Toronto	Association Corp/Gov





FAM Tours/Site Visits April 2024 – Sept 2024

TOUR	DATE	CITY	# OF GUESTS
Can Plan Private Tour	July 3-9	Whse/HJ	1
Rotary Private Tour	July 17-19	Whse/SL/AK	3
Corporate Association/ FAM	Sept 8-12	Dawson, Whse, Carcross, YT	4





Economic Impact - YCB & Industry Overview

	<u>Conference Name</u>	<u>Date</u>	<u># non-YT</u>	<u>Economic Impact</u>
1	Canadian Rural Revitalization Foundation	May 16-17, 2024	40	50,562
2	CNPF - Commission national des parents francophone	May 22-26, 2024	26	118,353
3	RICOH Incentive	May 26-30, 2024	32	133,833
4	Calgary Board of Education	May 26 & June 1	56	60,277
5	Canadian Institute for Advanced Research	June 2-6, 2024	30	128,677
6	Global Cynergies June 2024	June 3-6, 2024	25	95,394
7	CIFAR GEU Meeting 2024	June 2-7, 2024	31	154,068
8	Nordiq Canada AGM	June 6-9, 2024	23	76,042
9	Martin Family Initiative	June 8-9, 2024	30	35,309
10	ECO A8 CPIR June 2024 Conference	Jun 8-12, 2024	44	174,810
11	Invest Yukon/YMA Property Tour 2024	June 20-29, 2024	49	348,226
12	Canadian Partnership Against Cancer Organization	June 27-28, 2024	60	64,118
13	2024 International Permafrost Conference	June 15-19, 2024	480	1,300,082
14	2024 International Permafrost Conference *Field Excursions across YT*	June 22-29, 2024	250	975,800
15	8th International Conference on Mars Polar	July 7-12, 2024	75	297,454
16	Canadian Federation of Agriculture	July 14-18, 2024	160	474,194
17	Ellison Calgary 2024	July 27-August 1, 2024	30	151,082
18	International Hunter Education Association	August 5-9, 2024	30	128,677
19	Banff Forum	Sept 2-10, 2024	160	782,490
20	NAFC Executive Committee	Sept 3-6, 2024	10	47,758
21	Fenestra Co-op AGM	Sept 17-20, 2024	90	244,818
22	University of Ottawa Leadership Program	Sept 22-24, 2024	35	92,721
23	CYFN Truth & Reconciliation Gathering	Sept 29-30, 2024	200	204,310
	Est. Economic Impact of all events with YCB Members		1716	6,139,055
	Average number of days/ event	107/23 = 4.7 days		



YCB Bid Status

BID STATUS - WON					
Date of Event	Name of Event	Bid Initiated	Bid Won	Delegate #'s	Status
Oct 1-4, 2024	AWG 2026 - Fall 2024 Planning Meeting - only AWGIC	12-Apr-24	07-Jun-24	15 delegates	YCB Bid
November 17-21, 2024	Vancouver Film school	20-Aug-24		25 delegates	NOT A YCB BID EVENT - - Booked outside YCB
Nov 19-21, 2024	Canadian Association of Research Administrators (CARA) WEST	17-Apr-23	02-Aug-23	80 delegates	YCB BID
Nov 20-23, 2024	Guillevin International	03-Jul-24	08-Jul-24	13 delegates	YCB BID
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) - hotels have signed contracts
June 15-20, 2025	AWG 2026 - Summer 2025 Planning Meeting	06-Jun-24	18-Jun-24	50 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
May 26-29, 2026	Association of Canada Lands Surveyors (ACLS)	14-Aug-24	17-Oct-24	175 delegates	YCB BID

BID STATUS - PENDING					
Date of Event	Name of Event	Bid Initiated		Delegate #'s	Status
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
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 16-21, 2027 or June 16-19, 2028	Masonic Grand Lodge	08-Apr-24		500 delegates	YCB BID
May 2-30, 2027	Engineers Canada	01-May-24		200 delegates	YCB BID
May 15-17, 2026	Rotary District 5370 Conference	11-Jun-24		300 Delegates	YCB BID - hotel only - KDCC previously booked
June 1-4, 2027	Planning Institute of BC/Yukon - PIBC	08-Jul-24		300 delegates	YCB BID - hotel only - KDCC previously booked
June 14-19, 2026	RBC Insurance - Partner Summit	09-Jul-24		25 delegates	YCB Bid
April 21-26, 2026	Professional Association of Canadian Theatres (PACT)	08-Aug-24		150 delegates	YCB BID
Oct 2-7, 2026 OR Oct 2-6, 2027	Canadian Association of Land and Energy Professionals (CALEP)	11-Aug-24		275 delegates	YCB BID EVENT
April 28-30, 2026	Community Finance Summit	03-Sep-24		200 delegates	YCB BID EVENT
October 30th, 2024	Cdn Counselling & Psychotherapy Assoc Chapter meeting	09-Sep-24		30 delegates	NOT YCB BID
June 1-5, 2026	Financial Client Summit 2025	12-Sep-24		86 delegates	YCB BID
May 21-26, 2026	Confidential Client 2026 Legal Conference	01-Oct-24		150 delegates	YCB BID - EVENT
March 4-6, 2025	Canadian Association of Chiefs of Police - Board of Directors	09-Oct-24		25 delegates	YCB BID - EVENT
July 4-5, 2026	Canadian seed growers association AGM	11-Oct-24		85 delegates	YCB BID

BID STATUS - POSTPONED/Need to Rebid/PENDING in HR					
Date of Event	Name of Event	Bid Initiated	Reminder	# of Delegates	Notes
July 12 - 15, 2020	Cdn Election Officials Conference	04-Sep-18	yes	40 delegates,	YCB BID - Contacted by Elections Yukon - POSTPONED 2022 (2021 Quebec City) Coast High Country Inn
June 15-18, 2020	Can. Urban Transit Assoc. Climate Change Con	30-Aug-19	yes	65 delegates	YCB BID - met at CMEE 2019- POSTPONED TBA
May 24-28, 2022 *NEW DATE*	Mapping This Northern Land - Conference	27-Mar-18	yes	100 delegates	Partnership with local representative (Matt Wilkie) - New Dates TBA (C19) - 2022 CXL - set reminder for new dates
July 25 - 28, 2020	Energy Mines Ministers Conference	15-Jan-19	yes	200 delegates	YCB Bid - Contacted directly by local rep - POSTPONED
September/October 2022	Canadian Chamber of Commerce - AGM	01-Jun-17	yes	350 Delegates	YCB BID - Partnership with local Chamber - NEW DATES 2022
Sept 11 - 16, 2024	Bridging Ages International Conference	01-May-22		30 - 60 Delegates	YCB Bid - Split between Whitehorse and Dawson City

BID STATUS - CURRENT LOST					
Date of Event	Name of Event	Bid Initiated	Bid Lost	# of Delegates	Reason for Loss
October 14-16, 2025	WISEE	28-Aug-19	9-May-22	250 delegates	YCB Bid with BEC - did not choose Yukon
May 26-June 9, 2024	Canadian Society for Circumpolar Health	4-May-22	23-Aug-23	350-400 delegates	YCB Bid - LOST
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
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
March 24-25, 2024	Whitehorse Road Map	10-Oct-23	18-Jan-24	50 delegates	YCB BID - CVENT - WON THEN CXL event January 26, 2024
Oct 31-Nov 4, 2024	DMCI Incentive Group	25-Sep-23	12-Mar-24	100 delegates	YCB BID - group did not materialize/cxl
April/May 2025	Bond Brand Loyalty Incentive - AstraZeneca	13-Nov-23	13-May-24	70 Delegates	YCB BID - lost to BC
Sept 20-25, 2024	Canadian Society of Customs Brokers	15-Jan-24	16-May-24	200 delegates	YCB BID - lost to calgary - hoping for 2026 dates
march of 2025	AWG 2026 - Spring 2025 Planning Meeting	12-Apr-24	07-Jun-24	40 delegates	YCB Bid - cxl mtg
Sept 28-Oct 3 or Oct 5-10, 2025	AWG 2026 - Fall 2025 Planning Meeting	12-Apr-24	07-Jun-24	40 delegates	YCB Bid - cxl mtg
Sept/Oct 2024	Introspect Technologies Sales Conference	22-Nov-23	11-Jun-24	50 delegates	YCB BID - bid expired
June 14-18, 2026	Canadian propane leadership summit	13-Mar-24	30-Jul-24	100 delegates	YCB BID - CVENT - POSTPONED
May-June 2027	Cdn Assoc. of Occupational Therapists CAOT	20-Jun-24	20-Aug-24	300 Delegates	YCB BID - wanted rooms/venue at YukonU, but could not confirm 2027 avail
June 16-19, 2025	Prema Canada Incentive Group	05-Oct-23	01-Sep-24	100 delegates	YCB BID - planner left company and bid expired
June 1-5 or 8-12, 2026	Real Property Institute of Canada	15-Jan-24	24-Sep-24	200 delegates	YCB BID (was a C19 cxl) - LOST - low attendance, wants to stay in Ottawa
September 20-24, 2026	Mines Reclamation Symposium	26-Jul-24	27-Sep-24	200 delegates	YCB BID - POSTPONED
Sep 8-10 or 15-17, 2026	Reboot	22-Aug-24	21-Oct	575 delegates	YCB BID LOST



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 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 2024, the five-year forecast suggests meeting and business events will grow well past the 2019 peak.

The outside of the global pandemic, economic impact of MICE to and within the Yukon is significant:

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

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 2024-2025, 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 our annual sales plan. 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.

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.

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, the 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 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.