

# Yukon

## Convention Bureau

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### EXPERIENCE THE RUSH

Yukon Convention  
Bureau  
Semi Annual Report  
2025-2026

Submitted: November 2025





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The Yukon Convention Bureau (YCB), and the Meetings, Incentives, Conferences and Events (MICE) industry in Yukon saw an economic impact (EI) at record high in 2024/2025 of over \$10.1 million, surpassing our target of \$5-6 million. This was a result of a **unique** event in June 2024 – the International Permafrost Conference, that brought 498 international visitors to the territory for almost two weeks. This event alone generated over \$3 million in economic impact, and was the 2025 YCB Bravo Award winner.

With our current bookings for 2025, YCB expects this fiscal year will see a smaller economic impact contribution to the territory, estimated now at \$7 million for the 2025-2026 year end. Given our current product & venue availability, Yukon MICE is seeing a new trend: even more events of smaller sizes, with longer stays. If Yukon had a larger diverse venue in our inventory, we could increase our options, and ultimately the EI contribution to the YT economy.

Through our members and partners, YCB continues to offset operational costs of selling and marketing Yukon MICE by partnering with our members. YCBs support and sponsorship is strong: in 2024 YCB had over \$90,000 of in-kind contributions, and over \$85,000 in cash revenue generation through sales partnerships, membership, and buy-in programs. In addition to our industry cash and in-kind contributions, YCB's core funding from the Government of Yukon's Department of Tourism & Culture is well supported. YCB's ability to deliver a strong ROI on our core funding, allows forward movement to new and exciting developments.

With the confirmed funding for a new, purpose build conference space, in the downtown waterfront, YCB is now looking to establish a new five-year strategic plan, creating new opportunities to strengthen our organization and the deliverables to our membership and the territory. Our YCB board and management feels confident that our current strategy continues to guide YCB, yet a new plan is needed.

In August 2022 YCB and industry created a local working group to address the need for new and increased MICE infrastructure, from that the YCB Steering Committee was established. YCB led, with support from Yukon Government, partnered in the development and issuing of an RFP and the subsequent development for the design, build, own and operation of a new convention centre. The local Steering Committee, supported by a technical team of top industry professionals, identified a Highest Ranked Proponent (HRP) in Oct 2023, CNLP. From there a formal development plan was established, and in November of 2024 YG became the project lead. YG then submitted the CNLP proposal to the Government of Canada for funding. In March of 2025 Canada confirmed funding to Yukon.

The Canadian MICE industry continues to experience a strong seller's market, which results in a trend of planners considering secondary cities, alternative dates, and midscale hotels. Yukon's MICE industry offers exactly that, allowing Yukon to deliver better value for their budget.

The impact of the MICE industry on the Canadian economy has always been significant: in 2019 Destination Canada (DC) marked Business Events in Canada at over \$27 BILLION to Canada's GDP, and in 2024 these figures continue to grow. Clients of YCB invest significant time and energy into establishing the Yukon as a future host destination for their conference. Despite the closure of the Yukon Convention Centre and hotel, the demand and popularity of Yukon holds, and YCB is currently working on future bids through 2029.

YCB remains active 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.

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 2025



## Membership 2025- 2026

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 Bakpakars 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  
Carcross Tagish Learning Centre - Haa Shagóon Hídi  
Caribou RV Park  
City of Whitehorse  
CKRW - The Rush  
Cold Climate Innovation Centre  
CSR Management Inc  
Dawson City Arts Society/ KIAC  
Decora Inc.  
DRIVING FORCE Rentals/Leasing/Sales  
Eclipse Nordic Hot Pools  
Edgewater Hotel & Belly of the Bison  
Epic North Tours  
Fairbanks Convention & Visitors Bureau  
Firebean Coffee Roasters  
Gather Café & Taphouse  
Gunta Business Consulting  
Happy Tuesday Event Management  
Husky Bus Transportation & Tours Inc  
Jackueline Rodrigue  
Kits Kitchen  
Klondike Kettle Corn  
Klondike Photo Booth & Riley Denny Events  
Klondike Rib and Salmon Barbecue  
Klondike Travel - Associates for Flight Centre  
Klondike Visitors Association  
Kwanlin Dun Cultural Centre  
Little Atlin Lodge  
Lumel Studios  
Luxe 360

Mac's Fireweed  
MacBride Museum  
Magnum Opus Management  
Mammoth Agency  
Mark Kelly Photography  
Marsh Lake Tents and Events  
Maverick Marketing  
McClintock Bay Resort  
Meadow Lakes Golf Course  
Men's World  
Midnight Sun Gallery & Gifts  
Mountain View Golf Course  
Mt. Sima  
Murdoch's Gen Shop  
Neighbourly North  
Northern Lights Resort & Spa  
NorthwesTel  
Old Log Church  
OMNI Productions  
Orca Strait Events  
Outcrop Yukon Ltd.  
Paradise Alley  
PR Services  
Quality Inn Whitehorse  
Raven Events  
Raven Inn Whitehorse  
RJB Marketing & Brand Management  
Rideout Strategies  
Ruby Range Adventures  
Skky Hotel  
Sky High Valley Ranches Ltd  
Smoke and Sow Inc  
Solstice Meeting Space IRP Development / Reconciliation Centre  
Southern Lakes Resort  
Sport Yukon  
Standard Bus Contracting Ltd.  
Sternwheeler Hotel & Conference Centre  
Summit Events and Services  
Takhini River Ranch  
Takhini - Yukon's Hot Springs Resort  
Taku Sports Group  
Terra Firma  
Teslin Tlingit Heritage Centre  
The Downtown Hotel - Dawson City  
The Wandering Bison Catering  
TIA Yukon  
Tintina Air  
Tony's Pasta & Seafood  
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  
Wood Street Ramen  
Woodcutters Blanket  
    YTG - Tourism & Culture  
    Yukon Arts Centre  
    Yukon Artists at Work  
    Yukon Beringia Interpretive Centre  
    Yukon Brewing Company  
    Yukon First Nation Culture & 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 Transportation Museum  
    Yukon University  
    Yukon Wild Adventures (fmr. Caribou Crossing)  
    Yukon Wildlife Preserve  
    Yukonstruct / Northlight Innovation Hub  
  
8 Exchange Memberships with other industry organizations  
Total of 125 members





Trade Shows & Sales Missions, Events  
Attended by Yukon Convention Bureau  
April 2025 – Sept 2025

MARKETPLACE	DATE	CITY	TYPE*
Venue Series Show & Luncheon	May 13-15	Toronto/ Ottawa	Association/ Corp
Venue Series Show & Luncheon	May 21-22	Vancouver	Association/ Corp
Can. Meeting & Events Expo	Aug 11-13	Toronto	Association Corp/Gov







## FAM Tours/Site Visits April 2025 – Sept 2025

TOUR	DATE	CITY	# OF GUESTS
MPI Canada	June 16-18	Whse	18
AMCES	July 18	WHse	1
PACT FAM	July 23-25	Whse/SL/AK	3
CSGA	Sept 24-26	Whse, Carcross, YT	2





## Economic Impact - YCB & Industry Overview

	<u>Conference Name</u>	<u># Days</u>	<u>Date</u>	<u># non-YT</u>	<u>Economic Impact</u>
1	2nd Annual Kilrich Contractor Tradeshow	4	April 9-13	75	180,170
2	Seattle Academy	4	Mar 30-April 2	12	16,687
3	Yukon River Panel	7	April 4-11	47	162,119
4	Awaken Workshops & Festival 2025	14	April 13-27	41	415,126
5	Tri-territorial Health & Social Professionals Conference	4	April 14-17	150	317,465
6	AFN Yukon Northern Defence and Security Engagement	6	April 20-25	48	185,133
7	National Judicial Institute	5	April 26-30	28	101,921
8	Arctic Indigenous Investment Conference	5	May 4-8	30	106,272
9	Territory 10 RDM	4	May 12-15	27	72,176
10	Environment Funders Canada	8	May 10-18	140	560,518
11	Nature Canada Board of Directors	4	May 22-25	13	46,547
12	Arctic Security Working Group	4	May 27-30	19	57,531
13	CANSTOREnergy	4	June 1-4	32	94,454
14	Glass Art Association of Canada	4	June 5-8	78	185,661
15	Arctic Winter Games 2026 - June 2025 Planning Meeting	7	June 15-21	27	142,123
16	Cérémonie Boréal	1	June 6-7	85	63,887
17	Invest Yukon-Yukon Mining Alliance 2025	12	July 7-18	52	395,363
18	Indigenous Youth Roots	6	July 13-18	100	319,340
19	CNERJ Forum	1	July 22-23	10	13,251
20	M Division Change of Command Ceremony	1	July 24	60	47,009
21	Canadian Conference of Election Officials	7	July 17-25	33	160,039
22	Thermal Insulation Association of Canada Annual	8	July 11-18	160	705,416
23	NACCA 2025 AGM	5	Sept 1-6	82	227,411
24	Canadian Chiroprac.Assoc. Board of Directors	4	Sept 11-14	15	50,209
25	Canada Student Financial Assistance	3	Sept 16-18	24	45,770
26	Indigenous Pharmacy Professionals	6	Sept 16-21	33	136,419
27	Konrad Adenauer Stiftung	7	Sept 20-26	16	86,776
28	Reseau Des Grands	11	Sept 20- Oct 1	57	385,079
29	North Vancouver MHA	5	Sept 25- 30	19	67,339
30	Parallel Vessels Indigenous Pharmacy Symposium	3	Sept 17-19	35	60,790
31	University of Ottawa Leadership Program	3	Sept 21-23	40	67,618

32	Joint Secretariat - Inuvialuit Game Council	5	Sept 22-26	34	114,975
33	Association of Canadian Law Foundations	3	Sept 23-25	48	78,541
34	Canadian Armed Forces Whitehorse Engagement	1	Sept 27-28	30	26,754
35	CYFN Truth & Reconciliation Gathering	3	Sept 28-30	100	185,295
	Economic Impact of Events with YCB Members: April 1 - Sept 30, 2025			1800	5,881,184



## YCB Bid Status

BID STATUS - WON					
Date of Event	Name of Event	Bid Initiated	Bid Won	Delegate #/s	Notes
June 5-10, 2025	Glass Art Association of Canada (GAAC)	20-Dec-19	1-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	6-Jun-24	18-Jun-24	50 delegates	YCB Bid
Aug 12-17, 2025	Thermal Insulation Association of Canada	7-Jul-16	1-Jun-18	100 delegates	YCB BID - 1ete a 1ete 2015 - <b>NEW DATES confirmed 2025</b>
Sept 11-14, 2025	Canadian chiropractor association BOD	10-Jan-25	11-Feb-25	16 delegates	YCB BID
Oct 2-5, 2025	Canadian Society of Nutrition Management (CSNM) Board Meeting	6-Feb-25	27-Jun-25	20 delegates	YCB BID
October 21-23, 2025	Association of Canada Lands Surveyors (ACLS) - council meeting	21-Jan-25	7-Feb-25	12 delegates	YCB BID
Dec 3-6, 2025	Yukon Federation of Labour	19-Aug-25	5-Sep-25	50 delegates	YCB BID - local host
Dec-25	Tom Harris	2-Jul-25	5-Sep-25	15 delegates	Working with WWWTours - NOT YCB anymore
March 5-16, 2026	CBC - Arctic Winter Games	20-Aug-25	5-Sep-25	11 delegates	YCB BID - CVENT
March 8-15, 2026	Arctic Winter Games	announced January 2024			Not a YCB generated bid, local reps - just assisting with accommodations/venues etc. & planning meetings
April 21-26, 2026	Professional Association of Canadian Theatres (PACT)	8-Aug-24	30-Oct-24	150 delegates	YCB BID
May 15-17, 2026	Rotary District 5370 Conference	11-Jun-24	7-Apr-25	300 Delegates	YCB BID - hotel only - KDCC previously booked
May 26-29, 2026	Association of Canada Lands Surveyors (ACLS)	14-Aug-24	17-Oct-24	175 delegates	YCB BID
June 8-12, 2026	EOC Professional Development Forum CHRA	29-Aug-25	22-Sep-25	40 delegates	YCB BID
July 4-9, 2026	Canadian seed growers association AGM	11-Oct-24	7-Apr-25	85 delegates	YCB BID
July 15-21, 2026	CPF Leaders Forum	29-Oct-24	7-Jul-25	40 delegates	YCB BID
July 22-25, 2026	Lawyers Financial Bid Mtg	15-Jul-25	4-Sep-25	19 delegates	YCB BID - CVENT
July 2-4, 2027	Canadian Association of Pathologists	22-Nov-23	17-Oct-25	75 delegates	YCB BID - was 2024/2025/2026 - <b>NEW DATES</b>
					<b>Total NON-YCB bids: 2</b>
					<b>Total Upcoming YCB Bids Won: 10</b>
					<b>New YCB WON Bids: 2</b>

BID STATUS - PENDING					
Date of Event	Name of Event	Bid Initiated			
August 4-9, 2026	Orthotics Prosthetics Canada (OPC) Biennial Conference	23-Feb-24		300 Delegates	YCB BID
June 16-21, 2027 or June 16-19, 2028	Masonic Grand Lodge	8-Apr-24		500 delegates	YCB BID
May 2-30, 2027	Engineers Canada	1-May-24		200 delegates	YCB BID
Multiple dates April 2026	Legends 2026 (astrazeneca)	15-Apr-25		109 delegates	YCB BID
July of 2029	USJE 21st National Triennial Convention	26-Jun-25		300 Delegates	YCB BID
Oct 6-9, 2027	Insolvency Institute of Canada	20-Aug-25		200 delegates	YCB BID
June 2-4, 2026	AI Can	25-Aug-25		90 delegates	YCB Bid
May-June 2027	Whitehorse Fire Fighter Assoc. BC Conference	25-Aug-25		150 delegates	NOT YCB BID - working with WFF local
July of 2028	Council of Excellence COE	22-Sep-25		90 delegates	YCB BID
June 10-19, 2027	GAC-MAC	6-Oct-25		400 delegates	YCB BID - partner with YukonU
Sept 28-Oct 2, 2026	Sunlife Council	8-Oct-25		30 delegates	YCB BID
					<b>Total Pending YCB Bids: 10</b>
					<b>New Bids: 3</b>



BID STATUS - CURRENT LOST					
Date of Event	Name of Event	Bid Invited	Bid Won	# of Delegates	Reason for Loss
October 14-16, 2025	WISEE	28-Aug-19	9-May-22	250 delegates	YCB bid with SEC - did not choose 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
March/Sept 2025/Sept 2026	Fed. of Canadian Municipalities Board Mtg	4-May-23	15-Jan-24	250 delegates	YCB BID - bid expired
April/May 2025	Bond Brand Loyalty Incentive - AstraZeneca	13-Nov-23	13-May-24	70 Delegates	YCB BID - lost to BC
march of 2025	AWG 2025 - Spring 2025 Planning Meeting	12-Apr-24	7-Jun-24	40 delegates	YCB Bid - cal mtg
Sept 28-Oct3 or Oct5-10, 2025	AWG 2025 - Fall 2025 Planning Meeting	12-Apr-24	7-Jun-24	40 delegates	YCB Bid - cal mtg
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	Premia Canada Incentive Group	5-Oct-23	1-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	26-Sep-24	200 delegates	YCB BID (was a C19 cal) - 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
Sept 8-10 or 15-17, 2026	Renoot	22-Aug-24	21-Oct-24	575 delegates	YCB BID - LOST
april 28-30, 2026	Community Finance Summit	3-Sep-24	19-Dec-24	200 delegates	YCB BID CVENT - client cancelled event
Feb 6-7, 28-29, march 2-3, 2025	Canadian Association of Labour Media (CALM)	4-Nov-24	13-Jan-25	50 delegates	YCB Bid - lost - federal gov not settled - look to December 2025
Sept/Oct 2025	SHARE Retreat	6-Dec-24	21-Jan-25	40 delegates	YCB BID - CVENT - CXL STAYED IN ONTARIO
June 23-26, 2025	Enagic summit	6-Dec-24	3-Feb-25	20 delegates	YCB BID - CXL - VISA/immigration issues
april 23-27, 2025	Circle of Excellence	29-Nov-24	18-Feb-25	11 delegates	YCB BID - CVENT - chose kelowna/wanted lodge accom
Oct 2-7, 2026 OR Oct 2-6, 2027	Canadian Association of Land and Energy Professionals (CALEP)	11-Aug-24	22-Feb-25	275 delegates	YCB BID CVENT - lost to banff- closer to home/less travel
may 21-26, 2026	Confidential Client 2026 Legal Conference	1-Oct-24		150 delegates	YCB BID - LOST to Ottawa Fairmont
June 14-19, 2026	RBC Insurance - Partner Summit	9-Jul-24	7-Apr-25	25 delegates	YCB Bid - BID EXPIRED
July 8-10, 2025	Tax benefit seminar	12-Dec-24	1-May-25	36 delegates	YCB Bid - BID EXPIRED
Sept 14-17, 2026	Insurance HR Rewards 2026	2-Jun-25	25-Jun-25	124 delegates	YCB BID - planner did not win client bid
new dates	Hyundai Ioniq 9 reveal	12-Feb-25	1-Jun-25	16 delegates	YCB Bid
June 1-4, 2027	Planning Institute of BC/Yukon - PIBC	8-Jul-24	25-Aug-25	300 delegates	YCB BID - hotel only - KDCC booked - WANT 2028/lost 2027 to Victoria
June 1-5, 2026	Financial Client Summit 2025	12-Sep-24	29-Aug-25	86 delegates	YCB BID- bid expired
september 23-28, 2026	AthletesCAN Forum 2026 and Canadian Sport Awards 2026	29-Apr-25	27-Aug-25	120 delegates	YCB BID - Yukon Sport partner - CXL 2026 - waiting on new dates for 2027
Sept 21-24, 2026	Cooperators insurance	28-Mar-25	16-Sep-25	140 delegates	YCB Bid - Lost to St. John's NPLD
September of 2027	CLAE	15-Jul-25		225 delegates	YCB BID - wants new CC sponsor



## 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:

### **YCB Platinum Sponsor (sole) Air North – Yukon's Airline**

- Sponsorship flight passes for sales & marketing purposes
- Sales & marketing partnership investment
- Local sales & marketing support and partnership

### **YCB Gold Sponsors**

**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

**Kwanlin Dūn Cultural Centre:** sponsorship of RCT meeting rooms, Bravo awards & BAH

**Lumel Glass Blowing Studios:** 20% discount on personalized YCB gifting for sales calls & events

**NVD Hotels Best Western Gold Rush Inn, Downtown Hotel Dawson, Edgewater Hotel, Hyatt Place**

**Whitehorse:** complimentary rooms for FAM groups

**Sternwheeler Hotel and Conference Centre:** complimentary rooms for FAM group

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

**What's Up Yukon:** Discount print ads for Welcome to groups & YCB Events

### **Government Contributions:**

**Yukon Government, Department of Tourism & Culture:** Core funding & Beringia Interpretive Center

**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.

### 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 as of November 2025, the five-year forecast suggests meeting and business events will continue with the level of activity seen in the 2024 peak of \$7.1 million.

Economic impact of MICE to and within the Yukon is significant:

	2017	2018	2019/20	2022/23	2023/2024	2024/25
Economic Impact	4,087,550	5,593,826	6,535,784	5,491,920	7,109,609	10,192,307
Numbers of Meetings	40	35	28	46	55	51
Total Delegate Count	3145	3340	2919	2079	2231	3187
Average # of Delegates	79	95	104	45	41	62
Average # of Nights	4.6	4.3	4.75	4.5	3.9	4.5

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 2025-2026, the Yukon Convention Bureau continues to promote Yukon as a unique meeting and event destination. YCB Sales & Marketing continues, 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 large conference venue will take years to rebuild once replaced. 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.