

# Yukon

## Convention Bureau

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### EXPERIENCE THE RUSH

Yukon Convention  
Bureau  
Annual Report  
2025-2026

Submitted: May 2026





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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 2025/2026 of over \$11.9 million, surpassing our target of \$5-7 million. While increased activity is the main factor for this rise, with 64 total events this year compared to last years 51 total events, a new Economic Impact Calculator (EIC) developed by Oxford Economics was implemented to better capture the impact of MICE events in the territory.

With our current bookings for 2026, YCB expects this fiscal year will be an economic impact contribution to the territory, estimated now at \$10 million for the 2026–2027-year end. This is a significant number, in respect to the circumstance that YT's venue inventory is significantly less since the closure of High Country Inn & the Yukon Convention Centre. Given our current product & venue availability, the Yukon's MICE trend is clear - events of smaller sizes and longer stays. If Yukon had a larger diverse venue in our inventory, we could increase our options, and ultimately the economic contribution to the territory.

With the confirmed \$75million in funding for a new, purpose build conference space on the downtown waterfront, YCB is now looking to establish a new five-year strategic sales implementation plan. The goal is to establish new opportunities and deliver in YCBs mandate to sell and secure MICE in our territory. Our YCB board and management feels confident that our current strategy continues to guide YCB, as we look to a more robust and sophisticated approach to convert interest into sales with the new Yukon Gathering Place in our inventory.

This year YCB saw several new partnerships with our tourism industry not-for-profits, to support and align in our sectors messaging. TIA Yukon and YCB partnered to work with the Arctic Europe Tourism Cluster to better understand the growing interest in our northern regions and the opportunities we have in collaboration. As YCB looks to new business opportunities – northern themed conferences are on the rise. Another alignment between YCB and Sport Yukon's Tourism department, where we acquired new economic impact calculators (EIC), developed by Oxford Economics, through TIA Yukon's support and membership with Destination International. This new EIC is considered the global industry standard, with strong data multipliers which are representative of the true value of a destinations business events sector. The alignment between MICE and Sport, facilitated by TIA Yukon ensures we are all speaking the same language and utilizing common metrics in our decision making.

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 2025 YCB received over \$104,000 of in-kind contributions - our highest ever to date and is a testament to the value of support and collaboration with our industry members and partners. 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.

The impact of the MICE industry on the Canadian economy has always been significant. Destination Canada's recent 2025 report on Impact & Legacy (<https://businessevents.destinationcanada.com/en-ca/legacy>) established the data showing how business events do far more than generate short-term economic activity. They can influence policy, attract investment, strengthen sectors and elevate a community, and drive long-term change.

YCB remains active selling Yukon for business events & conferences with in-market sales focused on smaller group conferences of up to 250, working on future bids through 2029. YCB's core funding agreement with Yukon Government - Dept. Tourism & Culture, remain intact allowing YCB the financial security to advance forward. Our industry has great opportunity and potential for growth within the Yukon, and to achieve such, we must steadily communicate our importance and value here at home. YCB would like to thank all our partners in marketing the Yukon, in participating in the Bureau's sales activities, and in generously providing their time on our board, committees and at meetings throughout the year. One of our biggest opportunities is to partner together, to maximize our impact and ensure Yukon continues to be recognized as an attractive, accessible and affordable destination for all tourism sectors.

Eddie Rideout, President  
Yukon Convention Bureau  
May 2026



## Membership 2025-2026

Aasman Brand Communications Inc.  
Air North - Yukon's Airline  
Alaska Campground Owners Association  
Arturo Calvo Centeno Consulting  
Association Franco-Yukonnaise  
Bean North Coffee Roasting Company Ltd.  
Best Western Gold Rush Inn  
Brewery Bay Chalet  
Budget Car Rental  
Burnt Toast Cafe  
Canada Games Centre Care of City of Whitehorse  
Capital Helicopter (1995) Inc  
Carcross Tagish FN Learning Centre - Haa Shagóon Hídi  
Caribou RV Park  
City of Whitehorse  
CKRW - The Rush  
Decora Inc and CSR Management  
DRIVING FORCE Rentals/Leasing/Sales  
Eclipse Nordic Hot Springs  
Eddie Rideout  
Edgewater Hotel  
EPIC NORTH Tour Experiences  
Fairbanks Convention & Visitors Bureau  
Firebean Coffee Roasters  
Gather Cafe & Taphouse  
Gunta Business Consulting  
Happy Tuesday Inc.  
Holland America Dawson City Inn  
Holloway Lodging  
Husky Bus Transportation & Tours Inc  
Jackueline Rodrigue  
Kit's Kitchen  
KLONDIKE INSTITUTE OF ART & CULTURE (KIAC)  
Klondike Kettle Corn  
Klondike Photo Booths & Riley Denny events  
Klondike Travel - Associates for Flight Centre  
Klondike Visitors Association  
KW Bartending Services  
Kwanlin Dun Cultural Centre  
Little Atlin Lodge  
Lumel Studios  
Mac's Fireweed

MacBride Museum  
Magnum Opus Management  
Mammoth Agency  
Mark Kelly Photography  
Marsh Lake Tents and Events  
McClintock Bay Resort  
Meadow Lakes Golf Course  
Men's World  
Midnight Sun Emporium Gallery & Gifts  
Mountain View Golf Course  
Mt. Sima (Friends of Mt. Sima Society)  
Murdoch's Gem Shop  
Neighbourly North  
Northern Lights Resort & Spa  
NorthwesTel  
Old Log Church Museum  
Outcrop Yukon Ltd.  
Paradise Alley  
PR Services  
Quality Inn & Suites Whitehorse  
Raven Events  
Raven Inn Whitehorse  
RJB Marketing & Brand Management  
Ruby Range Adventure Ltd.  
Skky Hotel  
Sky High Wilderness (Valley) Ranches Ltd  
Solstice Meeting Spaces (IRP Property Development / Reconciliation Business Centre)  
Southern Lakes Resort  
Sport Yukon  
Standard Bus Contracting Ltd.  
Sternwheeler Hotel & Conference Centre  
Summit Events and Services  
Takhini - Yukon's Hot Springs Resort  
Takhini River Ranch - Pigs and Rigs  
Taku Sports Group  
Teslin Tlingit Heritage Centre  
The Downtown Hotel - Dawson City  
The Wandering Bison  
TIA Yukon  
Tintina Air  
Tony's Pasta and Seafood House  
Up North Adventures  
Upstream Events Inc  
Village of Haines Junction  
Village of Mayo  
Well Bread Culinary Centre Inc.  
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.



Woodcutter's Blanket  
YTG - Tourism & Culture  
Yukon Artists at Work  
Yukon Arts Centre  
Yukon Beringia Interpretive Centre  
Yukon Brewing Company  
Yukon First Nation Chamber of Commerce  
Yukon First Nation Culture & Tourism Association  
Yukon Lake Cabins  
Yukon Quest International Sled Dog Race  
Yukon Rendezvous Society  
Yukon River Farms B&B  
Yukon Theater - Film Society - Cinema  
Yukon Transportation Museum  
Yukon University  
Yukon Wild Adventure (formerly: Caribou Crossing Trading Post)  
Yukon Wildlife Preserve  
Yukonstruct

113 Members / 10 Exchange Memberships



Trade Shows & Sales Missions, Events  
Attended by Yukon Convention Bureau  
April 2025 – March 2026

MARKETPLACE	DATE	CITY	TYPE*
Venue Series Show	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
Venue Series Show & Luncheon	October 1-2	Toronto	Association/ Corp
Ottawa Meet Week	Feb 23-27	Ottawa	Association Corp/Gov





### FAM Tours/Site Visits April 2025 - March 2026

TOUR	DATE	CITY	# OF GUESTS
MCI 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
ACLS	Oct 19-21	Whse	2
Winter FAM	March 23-26, 2026	Whse	4





## Economic Impact - YCB & Industry Overview

April 1, 2025 - March 31, 2026

	<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
36	Can. Soc. Nutrition Management	6	Oct 1-6	20	122,803
37	Mardi Bra	2	Oct 4-5	30	53,963
38	Epic North Working Breakfast	1	Oct 22	28	33,388
39	WFM Advanced Fire Behaviour 2025	10	Oct 14-23	27	246,879
40	ACLS 2025	9	Oct 19-27	12	142,668
41	Qwiqwelstom	5	Oct 20-24	13	66,051
42	2025 YSPOR Health Summit	2	Nov 3-4	30	53,963
43	GEOScience 2025	5	Nov 15-19	550	1,480,745
44	Canadian Women/ Rethink	12	Nov 27-Dec 8	27	293,257
45	CALMYFL Conference	4	Dec 4-7	43	47,757
46	UFA B&C Gathering	2	Jan 14-15	10	20,711
47	Strategic Mapping Wo 34823347	10	Jan 16-25	10	99,300
48	Yukon River Panel	12	Jan 21-Feb 1	46	539,681
49	YAWC Mental Health Conference	2	Feb 2-4	75	173,111
50	3Nations Transformat	8	Feb 1-8	21	170,222
51	FNLMRC	13	Feb 2-14	12	157,283
52	Arctic Summit	6	Feb 21-26	200	1,221,082
53	Arctic Expo	2	Feb 24-25	100	210,456
54	YFNED Conference 2026	3	Feb 25-27	20	62,094
55	Seattle Academy 34368398	6	Feb 25- Mar 2	14	85,960
56	Canadian Armed Force 35042505	6	Feb 26- Mar 3	16	98,246
57	Blood Ties Four Directions Strategic Planning Retreat	2	Mar 1-2	25	53,484
58	Spectacle L'Expérience Évasion	1	Mar 4	10	16,389
59	UBC Indigenous Cosmic Initiative	8	Mar 6-13	17	138,389
60	Upper Canada College Yukon Student Service Trip	2	Mar 13-14	17	36,368
61	Theromomix Mexica	5	March 16-20	27	138,775
62	Project Tour	10	March 16-25	12	121,692
63	DNV - IWE Gathering 2026	4	Mar 22-25	40	165,588
64	IWE 2026 34630161	6	Mar 22-27	11	67,541
	<b>Economic Impact of Events with YCB Members: April 1 – March 31, 2026</b>			3263	11,999,030



## YCB Bid Status

BID STATUS - WON					
Date of Event	Name of Event	Bid Initiated	Bid Won	Delegate #'s	Notes
July 4-9, 2026	Canadian seed growers association AGM	11-Oct-24	7-Apr-25	85 delegates	YCB BID
June 11-12, 2026	Jack Hirose & Associates	4-Feb-26	15-Apr-26	75 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 Brd Mtg	15-Jul-25	4-Sep-25	19 delegates	YCB BID - CVENT
May 23-31, 2027	Engineers Canada AGM	1-May-24	31-Oct-25	200 delegates	YCB BID
May 30 -June 4, 2027	Whitehorse Fire Fighter Assoc. BC Conference	25-Aug-25		150 delegates	NOT YCB BID - working with WFF local
was June 8-12, 2026 now June 8-11, 2027	EOC Professional Development Forum CHBA	29-Aug-25	22-Sep-25	40 delegates	YCB BID
June 10-19, 2027	GAC-MAC	6-Oct-25	14-Apr-26	400 delegates	YCB BID - partner with YukonU
July 2-4, 2027	Canadian Association of Pathologists	22-Nov-23	17-Oct-25	75 delegates	YCB BID - was 2024/2025/2026 -NEW DATES
					<b>Total NON-YCB bids:</b>
					<b>Total Upcoming YCB Bids Won:</b>
					<b>New YCB WON Bids:</b>
BID STATUS - PENDING					
Date of Event	Name of Event	Bid Initiated			
<b>NEW DATES</b>	EO Canada Bridge	27-Nov-25		20 delegates	YCB BID
sept 6-14, 2028	Engineers Cdn - CEAB/NGOA/CEQB Mtg	4-Mar-26		35 delegates	YCB BID - CVENT
November of 2027	Sustainable Labs CAN	16-Mar-26		150 delegates	YCB BID
June 12-17, 2028	Planning Institute of BC/Yukon - PIBC	26-Feb-26		300 delegates	YCB Bid - new dates
June 1-4, 2027	Spring Board & CCDC Retreat	15-Apr-26		75 delegates	YCB BID - CVENT
June 1-4, 2027	NDEOG Engineers Mtg	17-Apr-26		20 delegates	YCB Bid - rebid when lost 2026
Sept/Oct 2028	CLHIA	29-Apr-26		120 delegates	YCB BID - Hopskip
Sept 21-24, 2026	Guillevin Onboarding	29-May-26		36 delegates	YCB BID
August of 2026	Okimaw Institute	28-May-26		30 delegates	YCB BID
					<b>Total Pending YCB Bids:</b>
					<b>New Bids:</b>
BID STATUS - CURRENT LOST					
Date of Event	Name of Event	Bid Initiated	Bid Lost	# of Delegates	Reason for Loss
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 Ionic 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	24-Mar-25	11-Sep-25	140 delegates	YCB Bid - Lost to St. John's NFLD
September of 2027	CLAE	15-Jul-25	6-Oct-26	225 delegates	YCB BID - wants new CC space
Multiple dates April 2026	Legends 2026 (astrazeneca)	15-Apr-25	31-Oct-25	109 delegates	YCB BID - BID EXPIRED
Oct 13-18, 2027	AthletesCAN Forum 2027 and Canadian Sport Awards 2027	2-Sep-25	3-Nov-25	120 delegates	YCB BID - Yukon Sport partner - too high pricing/lack of accessibility
August 4-9, 2026	Orthotics Prosthetics Canada (OPC) Biennial Conference	23-Feb-24	28-Nov-25	300 Delegates	YCB BID - BID EXPIRED - no response from client
June 16-21, 2027 or June 16-19, 2028	Masonic Grand Lodge	8-Apr-24	28-Nov-25	500 delegates	YCB BID - BID EXPIRED - no response from client
July of 2029	USJE 21st National Triennial Convention	26-Jun-25	17-Dec-25	300 Delegates	YCB BID - LOST - need once space for all/doesn't want multivenue
June 2-4, 2026	AI Can	25-Aug-25	17-Dec-25	90 delegates	YCB Bid - LOST - group staying in BC
multi dates 2026	RGA Insurance Leaders Forum	24-Nov-25	2-Feb-26	50 delegates	YCB BID - LOST TO EAST COAST (proximity) - bid 2027?
June 2-4, 2026	NDEOG Engineers Mtg	1-Nov-25	3-Feb-26	20 delegates	YCB Bid
Oct 6-9, 2027	Insolvency Institute of Canada	20-Aug-25	3-Feb-26	200 delegates	YCB BID - Lost to USA
Sept 28-Oct 2, 2026	Sunlife Council	8-Oct-25	27-Feb-26	30 delegates	YCB BID - Yukon not a fit
Oct 4-10 or 19-24, 2026	Master card foundation retreat	2-Mar-26	13-Apr-26	45 delegates	YCB BID - LOST to Africa - looking at 2027 Yukon
multi july 2027 dates	J & J Excellence Awards	10-Feb-26	14-Apr-26	70 Delegates	YCB BID
february of 2027	WSA Championship club	30-Mar-26	28-Apr-26	40 delegates	YCB BID - want a warm destination(USA)
July of 2028	Council of Excellence COE	22-Sep-25	2-Jun-26	90 delegates	YCB BID - LOST - combined 2028 event with another program, will not travel
sept or oct 2027	Harbourfront Wealth Group	10-Mar-26	5-Jun-26	200 delegates	YCB BID - lost - event changed
sept or oct 2027	Harbourfront Wealth Group INCENTIVE	16-Mar-26	5-Jun-26	90 delegates	YCB BID - lost - event changed



## 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 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

**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 & MCI Group FAM Tour

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

**Special Mention this year:** Yukon Brewing, Wandering Bison, Kit's Kitchen, Gather Café for their fantastic support and efforts for the MCI Group of Canada Board of Directors FAM Tour

### **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 May 2026, the five-year forecast suggests meeting and business events will continue growth past the level of activity seen in the 2025 peak of \$10.1 million.

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

	2018	2019/20	2022/23	2023/2024	2024/25	2025/26
Economic Impact	5,593,826	6,535,784	5,491,920	7,109,609	10,192,307	11,999,030
Numbers of Meetings	35	28	46	55	51	64
Total Delegate Count	3340	2919	2079	2231	3187	3263
Average # of Delegates	95	104	45	41	62	51
Average # of Nights	4.3	4.75	4.5	3.9	4.5	5.4

Year on Year Comparison:

\* 2025/2026 numbers are reflective of an updated Economic Impact Calculator

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.

In January 2023 YCB and the Government of Yukon Dept. of Tourism & Culture partnered for a YCB led Request for Proposal for a development of a new Whitehorse based Convention Centre with a 750 personal banquet capacity. With the support of technical professionals and a local Steering Committee, the Chu Niiikwan Limited Partnership (CNLP) submission was identified as the highest ranked proponent located adjacent to the existing Kwanlin Dün Cultural Centre on the downtown waterfront. YG is now project lead with support from YCB, and funding from both the Government of Canada (CanNor) and the Yukon Government has been secured.

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.