Yukon Convention Bureau

EXPERIENCE THE RUSH

Yukon Convention Bureau Semi Annual Report 2026-2027

Submitted: October 31, 2026





Yukon Convention Bureau
EXPERIENCE THE RUSH

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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 (EI) at record high in 2025/2026 of almost $12 million, surpassing our target of $6-8 million.

With our current bookings for 2026, YCB expects this fiscal year will be an economic impact contribution to the territory, estimated now at $13 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, 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 2025 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 establishing 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 feel confident that our current strategy continues to guide YCB, yet a new plan is needed.

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 remains 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 we 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.

Yukon Convention Bureau
October 2026

Membership 2026-2027

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 Rentals
Burnt Toast Cafe
Canada Games Centre Care of City of Whitehorse
Capital Helicopters
Carcross Tagish Learning Centre – Haa Shagóon Hídi
Caribou RV Park
City of Whitehorse
CKRW - The Rush
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 Tour Experiences
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 Denneny 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 Gallery & Gifts
Mountain View Golf Course
Mt. Sima
Murdoch's Gen Shop
Neighbourly North
Northern Lights Resort & Spa
NorthwesTel
Old Log Church
OMNI Productions
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
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
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
Who What Where Tours
Wilderness Tourism Association of Yukon
Winterlong Brewing Co.
Woodcutters Blanket

YTG - Tourism & Culture
Yukon Artists at Work

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

YCB Total Membership 114
10 Exchange Memberships

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

MARKETPLACE	DATE	CITY	TYPE*
Venue Series Show & Luncheon	May 7-11	Toronto/ Ottawa	Association/ Corp
Venue Series Show	June 3-4	Vancouver	Association/ Corp
Can. Meeting & Events Expo	Aug 10-12	Toronto	Association Corp/Gov
Venue Series Show	Sept 23-25	Calgary & Vancouver	Association/ Corp







FAM Tours/Site Visits
April 2026 – Sept 2026

TOUR	DATE	CITY	# OF GUESTS
COFAS	June 15-17	Whse	3
Fall FAM	Sept 14-18	Whse, Carcross, Dawson YT	4









Economic Impact – YCB & Industry Overview

	Conference Name	# Days	Date	# non-YT	Economic Impact
1	JBL Connect	8	April 12-19	45	354,048
2	Canada FASD Research Network	1	April 15	10	13,344
3	Association of Posta	9	April 14-23	17	152,389
4	Professional Association of Canadian Theatre	6	April 21-26	95	563,877
5	National Autism Network Consultation Event	1	April 30	60	80,064
6	Parsons Group	6	April 26-May 1	10	59,354
7	Arctic Indigenous Investment Conference 2026	6	May 4-9	200	1,187,110
8	Sysco Vendors 2026	4	May 11-14	13	52,045
9	Rotary International District 5370	3	May 15-17	150	455,578
10	Simon Fraser University - Glacier Futures	5	May 17-22	24	122,389
11	Glacier Futures: Inclusive Stewardship of Rapidly Changing Watersheds	3	May 18-20	60	182,232
12	ACLS	7	May 22-28	150	1,035,250
13	University of Calgary Faculty of Law	2	May 23-24	10	20,711
14	Governor General's Canadian Leadership	7	May 23-29	17	117,328
15	PSAC North Convention	4	May 28-31	50	200,166
16	IIPH IAB meeting	6	May 30-June 4	23	136,517
17	IIPH/III Joint IAB Meeting	2	June 1-2	100	207,108
18	NIEC Meeting	5	June 2-6	12	59,632
19	The Gordon Foundation	6	June 5-10	16	94,973
20	Youth Group 2026	5	June 7-11	28	139,145
21	Scotiabank	9	June 9-18	96	860,542
22	University of Ottawa, Faculty of Law	1	June 11	25	33,360
23	Yukon Travel Group	1	June 14	18	24,021
24	CCI 2026	7	June 14-20	26	179,443
25	CEIU Womens Meeting	6	June 17-22	36	213,679
26	CSGA AGM 2026	6	July 2-7	190	1,127,754
27	CPF Leaders Forum 2026	10	July 5-15	34	337,623
28	Invest Yukon - YMA	6	July 7-12	36	213,679
29	Lawyers Financial	6	July 21-26	29	172,128
30	2026 National Comptroller's Conference	9	July 23- Aug 1	21	188,243
31	20/20 Catalysts Program	7	July 24-30	30	207,049

32	NICAFV BOD Meeting	7	July 26-Aug 1	10	69,017
33	LEGISPARLCCWH2026	9	Aug 9-18	44	394,415
34	Social Studies Educator Network of Canada	4	Aug 18-21	20	80,067
35	Martes Working Group Symposium 2026	4	Aug 31-Sept 3	100	400,328
36	CCPNR	8	Sept 6-13	20	157,356
37	SEF Manitoba	6	Sept 8-13	28	166,195
38	HIROC Board Retreat	3	Sept 10-12	35	106,303
39	CSA 2026 Fall Meeting	9	Sept 11-20	39	349,597
40	COWFLOP	9	Sept 13-21	17	150,175
41	2026 Annual Meeting of Federal, Provincial, Territorial Deputy Heads of Public Works	3	Sept 14-16	37	112,377
42	EOVan Yukon2026	4	Sept 15-18	49	196,162
43	Stikine Teachers' Association	6	Sept 21-26	11	65,291
44	UVPN	6	Sept 22-27	18	106,843
45	Jack Hirose	2	June 11-12	19	39,349
	Economic Impact of Events with YCB Members: April 1 - Sept 30, 2026			2078	11,184,256

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YCB Bid Status

BID STATUS - WON					
Date of Event	**Name of Event**	**Bid Initiated**	**Bid Won**	**Delegate #'s**	**Notes**
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				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
may 26-29, 2026	Western Canada Association of Lifeline Programs	25-Nov-25	19-Jan-26	20 delegates	YCB BID - local host
June 11-12, 2026	Jack Hirose & Associates	4-Feb-26	15-Apr-26	75 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 Brd Mtg	15-Jul-25	4-Sep-25	19 delegates	YCB BID - CVENT
August 25-27, 2026	Okimaw Institute	28-May-26	23-Jul-26	30 delegates	YCB BID - VENUE ONLY
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
June 1-4, 2027	NDEOG Engineers Mtg	17-Apr-26	21-Aug-26	20 delegates	YCB Bid - rebid when lost 2026
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
September 14-17, 2027	EO Canada Bridge	27-Nov-25	25-Jul-26	20 delegates	YCB BID
May 31-June 4/June 1-4,	COFAS	21-Oct-25	1-Aug-26	100 delegates	YCB BID
June 1-5, 2027	NDEOG Engineers Mtg	1-Nov-25	7-Oct-26	20 delegates	YCB Bid
					Total NON-YCB bids: 1
					Total Upcoming YCB Bids Won: 8
					New YCB WON Bids: 1

BID STATUS - PENDING

Date of Event	Name of Event	Bid Initiated		
sept 6-14, 2028	Engineers Cdn - CEAB/NGOA/CEQB Mtg	4-Mar-26	35 delegatese	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
Sept/Oct 2028	Cdn life Health Insurance Assoc	29-Apr-26	120 delegates	YCB BID - Hopskip
June 16-17, 2027	Cdn Foundation of Innovation	16-Jul-26	33 delegates	YCB BID
May-June 2028	Cdn Assoc Oral Maxillofocial Surgeons	25-Aug-26	190 delegates	YCB BID
July 17-22/24-29, 2028	Nat. Campus Community Radio Assoc. ATB Wealth	1-Sep-26	100 delegates	YCB BID
sept 20-24, 2027	Skills Canada - ops and director mtg	8-Oct-26	60 delegates	YCB BID
June 2-3, 2027	Globe & Mail Small Business Summit	9-Oct-26	150 delegates	YCB BID
				Total Pending YCB Bids: 10
				New Bids: 3

BID STATUS - CURRENT LOST

Date of Event	Name of Event	Bid Initiated	Bid Lost	# of Delegates	Reason for Loss
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 - looking at 2027(WON FOR 2027!)
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 - wants Fairmont experience
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 - went 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
Sept 21-24, 2026	Guillevin Onboarding	29-May-26	20-Jul-26	36 delegtes	YCB BID - new dates 2027
May 2027 (2 dates)	Gathering of the Shaman	1-Jun-26	21-Aug-26	60 delegates	YCB Bid - WAITING ON NEW DATES
October 2028 (2 dates)	Forum of Cdn Ombudsman	2-Jul-26	10-Sep-26	250 delegates	YCB BID - rough logistics
Oct 4-7, 2026	EV Education	10-Sep-26	28-Sep-26	2 delegates	YCB Bid - LOOKING AT 2027 DATES

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.: Red Carpet Tour Coach Bus
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 athletic events. Sport Yukon is the lead agency for Sport Tourism and YCB continues to partner and 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 tourism sector.

- Providing information regarding air access & hotel room blocks
- Connecting organizers with local event suppliers
- Carrying out the usual assistance to planners of sports meetings (as opposed to sports events).

YCB and Sport Yukon are working in collaboration with TIA Yukon for improved alignment as an event host destination. In 2026 our three organizations partnered with our economic impact calculators (through TIAY's Destination International membership) and in exploring advocacy opportunities for Yukon's "Event Eco-system" growth to establish Yukon as a northern leader host destination.

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 2026, the five-year forecast suggests meeting and business events will continue with the level of activity & growth seen since 2023.

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:

* 2022 number are reflective of an updated Economic Impact Calculator for the last half of fiscal (8 of 35 total events).

** 2026 YCB & Sport Yukon, through TIA Yukon, are now both using Destination Intl. EIC

For the fiscal year 2026-2027, 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 Niikwan 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 confirmed funding from both the Government of Canada (CanNor) and the Yukon Government. YCB will remain on the project development working group moving forward.

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 tourisms 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.