



Yukon Convention
Bureau
Annual Report
2018-2019

Submitted: May 2019



Table of Contents

President’s Report.....	3
Membership.....	4-5
List of Trade Shows/Events/ FAM Tours.....	6
FAM Tours.....	7
Economic Impact & YCB & Industry Overview	8-9
Bid Status.....	10
Major Supporters	11
Sports Tourism.....	12
Conclusion.....	13-14



The Yukon Convention Bureau President's Report

The Yukon Convention Bureau (YCB), and the Meetings, Incentives, Conferences and Events/Expos (MICE) industry in Yukon, saw an economic impact at record high in 2018/2019 of almost \$5.6million, surpassing our target of \$4-5 million. In 2018/2019 the impact was higher with increased number of events than years previous. For both 2017 and 2018, Yukon MICE has developed a new trend: more events of smaller sizes, with longer stays. Given our current bookings YCB expects that the next fiscal year will see an increase in the MICE industry within the territory. In addition, YCB has implemented a new economic impact calculator that now includes meeting spend in addition to the basic traveller spend which we expect could increase Yukon MICE annual economic impact by as much as 20%.

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. To maximize Yukon's presence in the current seller's market, YCB developed new sales and marketing collateral, with a new MICE focused commercial along with implementation of new branding and materials.

Our experience here at home is echoed throughout our industry. The 2019 Global Meetings and Events Forecast found according to planners in Canada, they expect their meetings to last longer in duration, with costs per attendee to be between \$1,200 and \$1,700 (excluding air transportation). Canadians on average spend about \$700 more per attendee than the US does. Canadian planners expect costs for hotel accommodation to increase by 2.41% regionally in 2019. With room rates eating up a substantial part of the budget, planners may reduce offsite activities to control costs. Planners in North America report a huge increase in concern over the reduction or elimination of commissions by hoteliers.

Global Meetings and Events Forecast:

"It's changing the basic mechanics of the industry. Many companies fund their meetings through commissions programs. This shift is forcing all of us to think differently about how we manage and fund meetings programs."

Milton Rivera, Vice President, Business Development and Strategy, American Express Meetings & Events

Along with our members and partners, YCB continues to utilize Government of Yukon (YG) funding programs to offset the costs of selling and marketing Yukon MICE. In addition to YCBs current healthy financial standing and strong industry support, YCB has implemented new ways to increase our non-YG revenues allowing for greater utilization of YG funding programs. Business Events Canada has renewed for a second year, contributions and partnerships to MICE DMOs across Canada, and YCB expects to fully utilize these dollars. YCB is now starting year three a five-year strategic plan, creating opportunities to strengthen our organization. Our YCB board and management feels confident that our strategy is continuing to guide YCB in changing and adapting to industry trends to benefit our organization, members, and the Yukon economy as a whole.

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.

Adam Gerle, President
Yukon Convention Bureau
May 2019



Membership 2018-2019

Aasman Brand Communications Inc.
Air North - Yukon's Airline
Alaska Campground Owners Association
Antoinette's Restaurant
Arts Underground
Aspen Breeze B&B
Association Franco-Yukonnaise
Atlin Mountain Inn & Kirkwood Cottages
Bean North Coffee Roasting Company Ltd.
Bed & Breakfast Association of the Yukon
Beez Kneez Backpackers Hostel
Best Western/High Country/Edgewater/Yukon Convention Centre
Brewery Bay Chalet
Budget Car Rental
Burnt Toast Cafe
Captain Ken's
Canada Games Centre Care of City of Whitehorse
Canadream Campers
Caribou Crossing
Cathers Wilderness Adventures
City of Whitehorse
CKRW - The Rush
co-space
Dave's Trophy Express
Dawson City Arts Society
Days Inn Whitehorse
DRIVING FORCE Rentals/Leasing/Sales
Edgewater Hotel
EventCare
Fairbanks Convention & Visitors Bureau
Free Pour Jenny's
Gray Ridge Lodge
Husky Bus Transportation & Tours Inc
Integraphics
Kellett Communications
Klondike Rib and Salmon Barbecue
Klondike Travel - Associates for Flight Centre
Klondike Visitors Association
Kwanlin Dun Cultural Centre
Leaf Solutions
Lumel Studios
Mac's Fireweed
MacBride Museum

Marsh Lake Tents and Events
Midnight Sun Gallery & Gifts
Mountain View Golf Course
Mt. Sima
North End Gallery
Northern Lights Resort & Spa
NorthwesTel
Old Log Church
Outcrop Yukon Ltd.
Paradise Alley
PR Services
Ravin Inn
Ruby Range Adventures
Skky Hotel
Sky High Valley Ranches Ltd
Sport Yukon
Standard Bus Contracting Ltd.
Taku Sports Group
Terra Firma
Teslin Tlingit Heritage Centre
The Chocolate Claim
The Downtown Hotel - Dawson City
TIA Yukon
Tintina Air
Tonimoes Restaurant
Up North Adventures
Village of Haines Junction
Village of Mayo
Wandering Bison
Westmark Dawson Hotel
Westmark Whitehorse Hotel
What's Up Yukon
White Pass and Yukon Route
Whitehorse Chamber of Commerce
Wilderness Tourism Association of Yukon
Who What Where Tours
Woodcutters Blanket
YTG - Tourism & Culture
Yukon Artists at Work
Yukon Arts Centre
Yukon Beringia Interpretive Centre
Yukon Brewing Company
Yukon Chamber of Commerce
Yukon College
Yukon Event Rentals
Yukon First Nation Tourism Association
Yukon Quest International Sled Dog Race
Yukon Sourdough Rendezvous Society
Yukon Transportation Museum
Yukon Wildlife Preserve

8 Exchange Memberships with other industry organizations
Total of 92 members



Trade Shows/ Events Attended by Yukon Convention Bureau
April 2018 - March 2019

MARKETPLACE	DATE	CITY	TYPE*
Business Events Canada	June 12-14h, 2018	Seattle, WA	Association/ Corp
MPI Gala / Luncheon	June 19, 2018	Vancouver, BC	Association Corp/Gov
Incentive Works	Aug 12-15, 2018	Toronto, ON	Association Corp/Gov
CSAE National	Oct 23-25, 2018	Ottawa, ON	Association Corp/Gov
GOWest	Jan 21-22, 2019	Edmonton, AB	Association Corp/Gov
Tête-à-Tête / Destination Direct	Jan 28-31, 2019	Ottawa, ON	Association Corp/Gov





FAM Tours/Site Visits
April 2018 – March 2019

TOUR	DATE	CITY	# OF GUESTS
Association/ FAM	June 26-28, 2018	Whitehorse, YT	2
Association/ FAM	July 24-26, 2018	Whitehorse, YT	1
Corporate/ Association/ FAM	Aug 2-5, 2018	Whitehorse, YT Southern Lakes,	1
Corporate/ Association/ FAM	Sep 11-15, 2018	Southern Lakes, Dawson City & Whitehorse, YT	4
Local Planner FAM	Nov 15, 2018	Whitehorse, YT	13
Corporate/ Association/ FAM	March 18-21, 2019	Whitehorse, YT	3



Economic Impact – YCB & Industry Overview

<u>YCB Bid</u>	<u>Conference Name</u>	<u>Date</u>	<u>#</u>	<u>Economic Impact</u>
	National Engagement Session on Rights and Indigenous Recognition Framework	April 12-13	50	45,987
	NATA Conference	April 22-26	75	122,961
	ACE	May 17-18	75	68,980
	Conference Board of Canada	May 23-24	25	22,993
X	CAPM&R Conference	May 27-June 3	320	601,406
X	Assoc. of Can. General Council	May 31- June 2	60	69,579
X	Canadian Bar Association Aboriginal Law Conference	June 6-9	150	209,935
X	TLT Meeting	June 12-13	12	11,037
	Canadian Institute for Health Information Board Meeting	June 13-14	30	27,592
	20/20 Catalysts Program	June 17-19	35	40,588
	Catholic Woman's League of Canada	June 20-23	60	83,974
X Assisted	6th International Polar Tourism Research Network Conference and Study Tour	June 22-24	80	92,772
X	Can. Board of Registered Professionals	June 22-25	20	27,991
X	CASHRA Annual Symposium	June 25-29	250	409,870
	Ministerial Conference on the Canadian Francophone	July 3-5	25	28,991
	Environment Canada Meeting	July 30-31	30	27,592
	NAOC and COC 2018	Aug 17-24	300	635,792
	Hansard Association	Aug 27-29	75	86,974
	AFN Conference	Sept 4-5	10	9,197
	Can. Intern. Resources and development Institute (CIRDI)	Sept 4-5	40	36,790
	National Aboriginal Land Managers Association National Gathering	Sept 10-13	225	314,902
X	Northern Latitudes Mining Reclamation	Sept 10-13	100	139,957
	Destination Canada	Sept 12-13	15	13,796
	Can. Intern. Resources and Development Institute (CIRDI)	Sept 12-13	20	18,395
X Assisted	Bench and Bar (Law Association)	Sept 14-15	100	91,974
X Assisted	CPPC Forum	Sept 15-19	125	204,935
	Institute of Citizen Centered Services	Sept 25-27	50	57,983

<u>YCB Bid</u>	<u>Conference Name</u>	<u>Date</u>	<u>#</u>	<u>Economic Impact</u>
X Assisted	Canadian Council on Geomatics	Oct 1-4	75	195,513
	Fed/Prov/Terr. Ministers Meeting	Oct 15-18	108	259,978
	Opportunities North	Oct 22-24	180	321,654
	Paramedic Chiefs of Canada	Nov 6-7	20	37,242
x	Pacific Northwest Economic Region - Winter Program	Nov 12-16	100	293,670
	Yukon Geoscience Forum & Trade Show	Nov 17-20	275	586,213
X Assisted	Arctic Indigenous Investment Conference	Feb 12-14	200	353,310
	National Angel Capital Organization	Feb 26-27	25	43,303
	Est. Economic Impact of all events with YCB Members	151 total Conference days	3340	5,593,826

Bid Status

BID STATUS - WON				
Date of Event	Name of Event	Bid Initiated	Bid Won	Notes & Delegate #'s
April 1 - 4, 2019	National Aboriginal Trust Officers Association Conference	04-Feb-19	07-Feb-19	25 delegates
01-May-19	International Council on Monuments and Sites - General Assembly	22-Aug-18	04-Feb-19	60 delegates
31-May-19	RCMP Veteran's Association AGM	28-May-18	09-Oct-18	75 delegates
June 9 - 13, 2019	Canadian Land Directors Association Conference	05-Feb-19	05-Feb-19	35 delegates
June 23 - 25, 2019	Engineering Canada - Meeting & Workshop	10-Oct-18	10-Oct-18	50-60 delegates
01-Aug-19	Canadian Institute of Theatre Tech	30-Apr-18	01-May-18	350 delegates
September 9 - 12, 2019	Canadian Construction Association	25-Jul-17	20-Dec-17	KDCC & Westmark, 120
September 18 - 23, 2019	Canadian Adventure Therapy Symposium	19-Oct-18	18-Feb-19	300 delegates
Oct-19	BreakOut West	07-Aug-18		250 delegates
July 12 - 15, 2020	Cdn Election Officials Conference	04-Sep-18		40 delegates, Coast High Country Inn
October 1 - 5, 2020 (August 2020)	Canadian Dental Hygienists Association	08-Dec-17	05-Jun-18	100, Coast High Country Inn
	Thermal Insulation Association of Canada	07-Jul-16	19-Jan-17	Coast High Country Inn, 100
Year: 2021	World Gold Panning Championships	04-Apr-17	02-Oct-17	Provided letter of support
01-Jun-20	National Campus & Community Radio Association	24-Mar-18	22-Jun-18	200 delegates
June 15 - 18, 2021	PIBC Annual Conference	04-Dec-18		120 delegates
June 17 - 20, 2019	International Association of Fire Fighters Western Canadian Conference	21-Feb-19	08-Mar-19	80 delegates
BID STATUS - PENDING				
Date of Event	Name of Event	Bid Initiated		
2020	Travel Gay Canada Conference	08-Aug-16		150
01-Jun-21	Canadian Chamber of Commerce - AGM	01-Jun-17		400
May 1 - 8, 2021	Association of Canada Lands Surveyors	06-Dec-17		200
May/June 2019 or 2021	Mapping This Northern Land - Conference	27-Mar-18		200
Sept 15-18 or Oct 29 - Nov 1, 2019	Common Alerting Protocol Implementation Workshop	01-May-18		130
01-Aug-19	Kelly MacDonald - Incentive	18-Oct-17		30 delegates
August 17 - 22, 2020	Webster Memorial Trophy	04-Oct-18		100 delegates
May/June 2022	Canadian College of Medical Geneticists (CCMG)	11-Jan-19		200 delegates
July 22 - 30 or August 22 - 2, 2020	Energy Mines Ministers Conference	15-Jan-19		200 delegates
July 7 - 11, 2020	Canadian Association of School System Administrators	16-Jan-19		120 delegates
Jun-20	Glass Art Association of Canada			200 delegates
May/June 2022 or 2023	Canadian Culinary Federation Conference	26-Feb-19		250 delegates
February 13 - 17, 2020	Great Little Box Company - Incentive	13-Mar-19		250 delegates
August 18 - 21, 2020	Canadian Real Estate Association	18-Apr-19		25 delegates
Sep-21	Fed. Law Society of Canada, Nat. Program	13-May-19		60 delegates
2021	Alaska Tourism Industry Association	15-May-19		450 delegates
BID STATUS - CURRENT LOST				
Date of Event	Name of Event	Bid Initiated	Bid Lost	Reason for Loss
April/May 2019	Canadian Homebuilders' Association - National Conference	04-Aug-17	27-Sep-18	Chose Niagara Falls, but keen on Yukon for 2021
August 12-16 or 22-23, 2020	Hyundai - launch event	26-Apr-18	09-May-18	33 delegates, driving distance & availability
September 17 - 20, 2018	Novo Nordis	19-Apr-18	17-May-18	15 delegates, air access
August 9 - 10, 2018	Walmart Company Plane Trip - Leg 2	12-Jul-18		10 delegates, event cancelled
March/April 2019	London Life	12-Jul-18	19-Sep-18	16 delegates, Dawson
Sep-19	Scala Up North Conference	23-Jul-18	11-Oct-18	2019 conference is cancelled. Yukon is on the radar for 2020.
Nov 30 - Dec 2, 2018	MPI BC Board Retreat	30-Oct-18	01-Nov-18	12 delegates, dates wouldn't work
Sep-19	Peroia Incentive Program (Grace Ng)	24-Jan-19	18-Feb-19	300 delegates, Will consider Yukon for 2020
Jul-21	Purina - VIP Corporate Group	12-Sep-18	26-Feb-19	56 delegates, out of budget for their client. Mainly airfares too high.
April 1 - 4, 2019	National Aboriginal Trust Officers Association Conference	04-Feb-19	07-Feb-19	25 delegates, took a last minute different direction; Mexico
September 24 - 28, 2019	School Sport Canada - AGM	05-Jun-18	05-Jun-18	30 delegates, YT is being considered for 2020
June 19, 21, 2019	TD Bank Board Meeting	24-Jan-19	01-May-19	15 delegates
May 21-22, 2019	Fed-Prov-Terr DM Meeting	04-Mar-19	18-Apr-19	50 delegates
November 5-10, 2019	Sivantos	19-Feb-19	13-May-19	80 delegates

Total in 2018/2019: 46

16 - Bids Won
16 - Still Pending
14 - 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

Driving Force: use of vehicle for FAM tours, site inspections and local sales calls

Westmark Whitehorse Hotel and Conference Centre: complimentary rooms for FAM groups, use of meeting rooms for YCB meetings and events, complimentary catering for FAM group

High Country Inn / Best Western Gold Rush Inn / Edgewater Hotel: complimentary rooms for FAM groups, use of meeting rooms for YCB meetings and events, complimentary catering for FAM group

Kwanlin Dün Cultural Centre: sponsorship of Bravo awards & BAH

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

Klondike Travel: sponsorship & partnerships

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

Government Sponsors:

Yukon Government, Department of Tourism & Culture: Core funding and assistance with Sales & Marketing activities

City of Whitehorse: Contribution to Core Funding

Beringia Interpretive Centre: Complimentary room rental for FAM tours

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.



Annual Report March 2019
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, 2013 saw a record high year. Yukon MICE has been steadily growing over the past five years.

In addition, it should also be noted, YCB has not been the lead for sports events since 2009, which added a significant increase to the economic impact number in the years prior to 2009.

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

	2012	*2013	2014	2015	2016	2017	2018
Economic Impact	4,713,800	5,102,895	4,458,835	4,430,539	4,217,392	4,087,550	5,593,826
Numbers of Meetings	25	26	23	27	25	40	35
Total Delegate Count	3940	4385	3931	3605	3360	3145	3340
Average # of Delegates	157.6	168	170	133	134	79	95
Average # of Nights	4.9	3.3	3.4	4.7	4.0	4.6	4.3
Average Daily Spending	244.16	*352.64	333.61	261.50	313.79	282.54	389.49

Year on Year Comparison:

- * 2013 number are reflective of an updated Economic Impact Calculator for the 2013 figures.
- * 2018 number are reflective of an updated Economic Impact Calculator for the last half of fiscal (8 of 35 total events).

CONCLUSION continued

For the fiscal year 2018-2019, the Yukon Convention Bureau continues to promote Yukon as a unique meeting and event destination. Following our current Sales & Marketing Plans and Communications Plan, YCB ensures that its dollars are spent effectively, to maximize the return on investment for the organization as well as its members.

The Yukon Convention Bureau's focus is in the following geographic markets: Ottawa is a prime target market since it is the base for the large majority of national associations. Toronto is also a potential source for corporate business and incentive travel and will rank as a secondary market. Our tertiary market is western Canada with particular emphasis on our Vancouver. As mentioned earlier, the YCB board decided to partner with N.W.T, and explore options south of the boarder. Trade shows and industry events have been carefully selected based on the greatest opportunity for return on investment and on evaluation of recent show performance. The Canadian Society of Association Executives (CSAE) has proven to be the YCB's main source for leads. CSAE's Annual Ottawa Chapter Tête-à-Tête conference and Ontario hosted Annual National Conferences attract on average over 600 association executive directors and association event planners each year. Member buy-in and feedback are encouraged. In addition, YCB will continue to explore non-traditional partnerships, which will expose its members to new marketing opportunities. YCB continues to work with BEC and other Canadian Destinations to consider potential options for possible U.S. markets. YCB will monitor the return for events, to determine if further investment in the US is warranted.

YCB will target meetings from 50 to 450, 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 Convention Bureau's wide variety of pre and post convention opportunities enhances both sales mission presentations and our comprehensive bid packages. In addition, conference add-ons encourage delegates to extend their stay in Yukon - a benefit to the entire MC&IT service sector.

The national MICE industry continues to see its planners and delegate's focus on costs and affordability. Economic uncertainties have a strong impact on the MICE sector, when groups and planners secure their future destinations. Yet, since 2012 we have seen a consistent number of no less than \$4.0 million in economic impact. YCB will continue implementing its current marketing plan, taking into account economic conditions and trends. With, increased in market sales activities and using a cost comparison analysis of Whitehorse to other city destinations, the forecast for the 2019/2020 is expected to come in at the top end of our \$4-5 million annual target. YCB looks forward to rounding out another successful fiscal year in 2019/2020, in selling & marketing the Yukon as a unique and affordable destination for meetings, incentives, conferences & events.