



Tourism Branch Structure & Roles

Industry
Services Unit

Support businesses and
communities

Visitor
Services Unit

Work with visitors when
they are here

Marketing
Unit

Get people to Yukon



Industry Services Unit

Engagement,
Counsel &
Collaboration

Capacity
Development &
Tools

Funding

Research &
Information

Performance
Measurement

Sector
Representation



Engagement, Counsel & Collaboration:

- Regular visits to communities, organizations, associations and businesses;
- Outreach and one-on-one counsel with organizations, associations and businesses owners;
- Collaborative approaches to projects, conferences, capacity development, etc.;
- Produce and distribute e-newsletters and advisories to stakeholders;



Capacity Development & Tools:

- Develop and provide educational materials and resources;
- Host workshops and training sessions;
- Coordinate and host events (Tourism Open House, forums, etc.);
- Provide access to tools to inform decision making;



Funding:

- **Product Development Partnership Program (PDPP):**
 - For organizations undertaking an initiative that enhances visitors' experiences and/or increases the knowledge of tourism stakeholders
- **Tourism Cooperative Marketing Program (TCMF):**
 - For marketing initiatives conducted by tourism businesses, Destination Marketing Organizations, non-government organizations and First Nations governments to promote their tourism product to prospective visitors



Research & Information:

- Conduct visitor surveys and tourism research;
- Participate in national tourism research initiatives and working groups;
- Share information with stakeholders, consultants and media;
- Keep a pulse on sector-related research, issues and opportunities;



Performance Measurement:

- **Yukon Tourism Visitation Report:**
 - Quarterly report of tourism performance measures for Yukon;
- **Yukon Tourism Indicators Year-End Report:**
 - Annual report summarizing tourism performance measures for Yukon from Jan-Dec;

Sign up for the newsletter!
tc.gov.yk.ca/tourism

Industry Newsletter

Business Name

Email

Subscribe



Sector Representation:

- Review and input on Community Development Fund and Enterprise Trade Fund Applications;
- Participate in:
 - Regional Land Use Planning;
 - Park Planning;
 - Local Area Planning;
 - Resource Planning and Development;
- Provide technical expertise and reviews for YESAA, Class 1 Notifications and non-YESAA Land Applications;

Visitor Services Unit



Whitehorse Visitor
Information Centre



Beaver Creek Visitor
Information Centre



Carcross Visitor
Information Centre



Haines Junction Visitor
Information Centre



Dawson Visitor
Information Centre



Watson Lake Visitor
Information Centre



VIC Season & Hours of Operation:

- **Whitehorse VIC:**

- Open Year Round
- May 1 – Sep 30: Daily 8:00am – 8:00pm
- Oct 1 – Apr 30: Monday-Friday: 8:30am – 5:00pm
Saturday: 10:00am - 2:00pm
Sunday: Closed

- **All other VICs:**

- Open May 1 – Sep 30
- Daily 8:00am – 8:00pm



VIC Services:

- Provide friendly, professional visitor counselling, helpful travel information and trip planning literature
- Provide free wi-fi, City parking passes and pins
- Maintain inventory of brochures
- Keep current information on road or forest fire conditions
- Support emergency operations
- Venues for community and government events



1-800 & Email Inquiries:

- Respond year-round
- Bilingual services
- Placing orders for Yukon Vacation Planners, maps and brochures
- Diverse range of questions, but mainly helping build Yukon itineraries for visitors

Photography Unit:

- Maintain and expand the Digital Asset Library



Marketing Unit

Destination Canada

Markets Canada internationally.

Markets:

Australia, China, France, Germany, India, Japan, Mexico, South Korea, United Kingdom & United States.

Tourism Yukon (Us!)

Markets Yukon nationally & internationally.

Primary: Canada, United States & German-speaking Europe;

Secondary: United Kingdom, Australia & Japan;

Emerging: Netherlands, France & China;

Monitor: South Korea, Mexico & Brazil.

You!

Market your experience or service locally, nationally & internationally.



Marketing Channels by Geographic Region:

North America

- Consumer
- Digital/Online
- Travel Trade
- Media / PR

Europe & UK

- Limited consumer
- Digital/Online
- Travel Trade
- Media / PR

Asia Pacific

- Limited consumer
- Digital/Online
- Travel Trade
- Media / PR



Core Activities:

- Implement marketing campaigns in Canada / US
- Produce an annual Vacation Planner distributed globally
- Maintain TravelYukon.com website (.fr/.de/.cn/.jp)
- Maintain Travel Yukon content on Facebook, Instagram, Twitter and Youtube
- Implement a global content development / procurement program in support of our marketing
- Implement media/PR program to generate coverage of the Yukon
- Implement a travel trade relations program to feature Yukon experiences and support direct to consumer sales efforts
- Facilitate sales opportunities between Yukon businesses and national/international tour companies
- Host international trade and media familiarization (FAM) tours in Yukon