

Look Downstream (*Look Far*)



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Tourism in Yukon

In any given year, Tourism:

- Provides revenue to 26%-29% of Yukon's businesses (approx. 900)
- Tourism represents one of the Yukon's largest private sector employers
- Accounts for between 4.6% to 7.2% of Yukon's GDP
- Contributes between \$173.5M to \$197M to private sector revenue.

(Source: Yukon Business Survey from Yukon Bureau of Statistics; Invest Yukon from the Department of Economic Development)



Tourism in Yukon

- In 2010, Statistics Canada reported that Yukon outperformed all other jurisdictions in Canada in growth of one or more night travel by non-residents



Who is visiting Yukon?

- Leisure Travellers
 - FIT and group travellers: RVs, motorcoach and fly drive, VFRs, adventure travellers, cultural explorers, hunting and fishing
 - From hostellers to very high-end travellers paying up to \$35,000/person for custom trips
- Meeting, convention and incentive travellers
- Sport, event and festival travellers
- “Locals” (Yukoners, Alaskans and Northwest Territorians) preferring to ‘get away’ close to home
- And, of course, we benefit from government and business travel



Where are our visitors from?

- The United States
- Canada
- Germany
- Switzerland
- Australia
- United Kingdom
- Mexico, France, Netherlands, Japan and South Korea



What is Yukon to our visitors?

- When asked what images came to mind when thinking about Yukon
 - Prior to visiting
 - 41% scenery
 - 18% wildlife
 - One year in future (projecting)
 - 43% scenery
 - 10% wildlife

Department of Tourism and Culture Visitor Exit Survey, 2004



The Dawson Region

- No better example of how tourism and mining are so connected.
- Both historically, culturally, economically important.
- Economy is strongest with both.
- Both will thrive with balanced planning, that recognizes the value of all uses – and non-uses.



The Yukon River Corridor

- A historic river corridor.
- An important tourism asset.
- The river's blend of scenery, wildlife and history – and its accessibility – makes it the most popular canoe route in Canada's North.



The Yukon River

- The river has a rich history, and a long traditional of multi-use.
 - A historic transportation corridor
 - High recreational use
 - Hunting, fishing, harvesting
- It offers users:
 - Pretty geography
 - Important heritage resources
 - To vicariously follow in a miner's footsteps
 - Accessible – both in proximity and difficulty



And for the “slightly” less adventurous

- The Klondike Loop, including Klondike and Top of the World Highways, and the Dempster Highway offer their own adventure.



And at the end “gold”

- An authentic gold rush town bursting with attractions
- Tr'ondëk Hwëch'in heritage and culture
- Arts, Music
- The Dempster Highway
- Tombstone Territorial Park



Recommendations

- The Dawson Region will be strongest with a mixed economy.
- Balance the existing uses as well as the non-uses including mining, tourism, recreation and traditional uses.
- Ensure all are integrated into, and valued within, the Plan.
- Remember: we can always develop, or expand developments. As this region can attest, it is more difficult to undevelop.



Opportunities

- To ensure the Yukon River has an adequate buffer along the river recognizing the importance of viewsapes. The buffers that now used for most industrial activities are only 30 metres – a kilometre would be better .
- To identify and protect significant hikes off the River.
- To limit the number of access points off the River for industrial activity.
- To ensure river access points are access points and not industrial staging areas ; to ensure all equipment is stored out of sight.



Opportunities (cont'd)

- To protect the sites along the River most heavily used by river travelers.
- To ensure views along the highway corridor are protected, especially 5 Finger Rapids and the Dempster Highway.
- To ensure trails leading to, and access points bordering, Tombstone Territorial Park are protected.



Opportunities (cont'd)

- To ensure the Dawson Trail is preserved for winter use by the Yukon Quest and other users.
- To ensure tourism businesses can sustainably, and predictably, offer river cruises and other products on the river.
- To minimize wildlife disruptions as much as possible, particularly during key cycles (ex. Calving)
- To provide planners with tools, such as the Mining-Tourism MOU, to resolve potential conflicts when implementing the plan.



The Mining-Tourism MOU

- Signed October 2008 by Klondike Placer Miners Association, the Yukon Chamber of Mines and the Tourism Industry Association of the Yukon. To:
 - *provide a foundation of mutual recognition, respect, education, open dialogue, and cooperation between the Parties and their respective members in order to foster the development of healthy industries and minimize the potential for conflict between the Parties and, where such conflict occurs, provide a forum in which to endeavor to defuse tensions and resolve differences cooperatively.*





Thank You!

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