



# CITY OF YELLOWKNIFE

## Visitor Services Strategy

DEBORAH KULCHISKI CONSULTING

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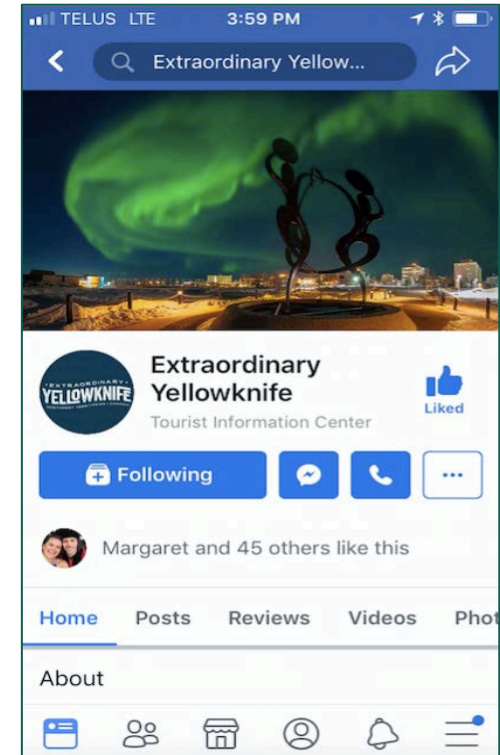
Margaret McCormick

# METHODOLOGY



- PHASE 1 - Planning & Consultation
- PHASE 2 – Visitor Trends Analysis and Best Practices Review
- PHASE 3 – Stakeholder Consultation
- PHASE 4 – Visitor Services Model Development & Reporting

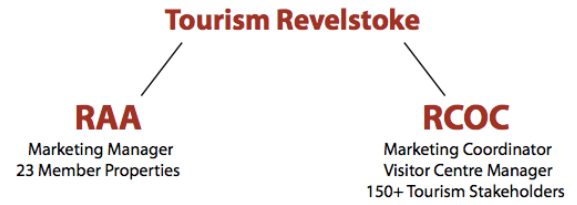
# TRANSITIONING of VISITOR SERVICES



# COMPARATIVE REVIEWS



REYKJYVIK, ICELAND



REVELSTOKE, BC

# COMPARATIVE REVIEWS

WHITEHORSE, YK



CAMPBELL RIVER, BC



DAWSON CREEK, BC



# PRINCIPLES

- Efficient and effective use of funds
- Focus on visitors where there is an ability to influence
- Leverage existing resources
- Flexibility for the future
- Engage stakeholders

# OPTIONS

1. Iconic Gateway Visitor Centre
2. City Central Visitor Centre
3. Public Building Visitor Centre
4. New Construction
5. Decentralization



# ANALYSIS and RECOMMENDATIONS

## **OPTION 2 – CITY CENTRAL VISITOR CENTRE**

- Best meets short term goal to establish a Visitor Centre presence quickly
- Best set up for DMO
- Cost effective if combined with other administrative services
- Best positioned to promote Yellowknife with secondary promotion of territory
- Allows for changing visitor needs



# PROCESS TO GET THERE

## 1. Governance Model

- Tourism Advisory Committee
- Engages stakeholders
- Set up for Destination Marketing Organization (DMO)

## 2. Partnership with NWTT

- Leverage strengths
- MOU

## 3. RFP Process

- Look for balance of efficient execution and vision for future

# NEXT STEPS and TIMELINE

ACTION	TIMING
Consultants to present strategy to Yellowknife Council	July 23, 2018
Council to provide direction to City Staff	Week of July 23 <sup>rd</sup>
Identify & appoint Council member to oversee portfolio	Week of July 23 <sup>rd</sup>
Determine governance model (with consideration of future DMO) and develop Terms of Reference for TAC	July 30-August 10
Develop RFP including scoring criteria for delivery of Visitor Services	July 30-August 10
Call for applications for Tourism Advisory Committee	July 30 – August 10
Identify and have Council appoint TAC members	August 13
Media communique re: Inaugural TAC	August 14
Issue RFP for delivery of Visitor Services	August 13- August 31
Develop transition plan allowing for flexibility	August month
RFP Closes	August 31
Review and Award RFP	Week of Sept 4 <sup>th</sup>
Media and stakeholder event to introduce and launch new Visitor Services program	Week of Sept 24 <sup>th</sup>
Transition	September 30, 2018

# QUESTIONS

whatever you do, do it well,  
do it well so that when people  
see you do it they will want  
to come back and see you do it  
again and they will want to  
bring others and show them  
how well you do what you do

*Walt Disney*