



YUKON

LARGER THAN LIFE

October 2, 2015

**An overview of our experience with
the 2007 CWG and its impact on
Tourism:**

- **The Opportunity**
- **The structure**
- **Key objectives**
- **Budget**
- **Destination Awareness**
- **Initiatives**
- **Results**
- **Legacy Materials**

The Opportunity:

To capitalize on Yukon hosting the 2007 CWG, the three territorial governments partnered on the development and implementation of a \$5M National Marketing Campaign designed to position the north as a great place to visit, invest and live to southern Canadians.

Structure:

- **The NMC was managed by the 2007 Canada Winter Games Host Society.**
- **Direction on the NMC was provided to the Host Society by a Steering Committee Chaired by the President of the Host Society and included Deputy Minister's representing:**
 - **YG Dept. of Tourism and Culture**
 - **GNWT Dept. of ITI**
 - **GNU Dept. of Ec Dev and Transportation**

Key Objectives:

- **Tourism (Visit)**
 - Increase tourism awareness and visitation to Canada's North
- **Economic Development (Invest)**
 - Increase awareness and stimulate economic development and investment in Canada's North
 - Position Canada's North as a preferred place of Employment (Live)
- **Canada Winter Games**
 - Increased awareness of the games being hosted in Whitehorse

Budget:

	Spent
Operating Costs (Host Society)	\$474,000
Research	\$302,000
Media	\$2,582,000
Production/Hard Costs	\$801,000
Public Relations	\$213,000
Agency Fees/Travel	<u>\$628,000</u>
Grand Total	\$5,000,000

**For any destination to be successful,
it needs three things:**

- 1. Awareness**
- 2. Access**
- 3. Products/Experiences**

Barriers to traveling in the North:

- 1. Lack of Awareness**
- 2. Perceived costs**
- 3. Distance**
- 4. Climate**

Initiatives included:

- Television Campaign (60 & 30 sec)
- Newspaper and magazine
- Cinema
- Online
- Public Relations

Tourism Objective 1
Increase Positive Impression of Each Territory

Yukon

Benchmark- 74%

Results- 81%

Nunavut

Benchmark- 51%

Results- 56%

NWT

Benchmark-63%

Results- 74%

Tourism Objective 2
Increase Knowledge of Available Tourism
Experiences

Yukon

Benchmark- 9%

Results- 10%

Nunavut

Benchmark- 4%

Results- 8%

NWT

Benchmark-7%

Results- 14%

Tourism Objective 3
Increase likelihood of Future Travel

Yukon

Benchmark- 25%

Results- 51%

Nunavut

Benchmark- 12%

Results- 28%

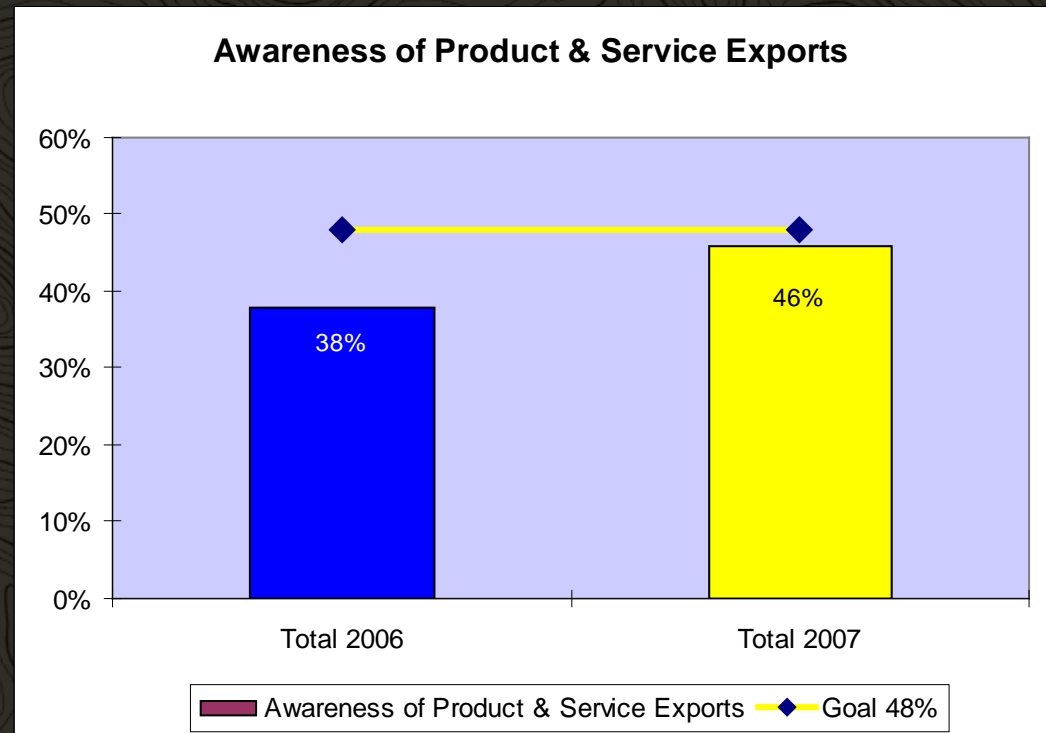
NWT

Benchmark- 19%

Results- 43%

Economic Development Objective 1 Increase Awareness of Product and Service Exports

- Benchmark- 38%
- Results- 46%



Economic Development Objective 2
Reduce Barriers to Investment

Barrier

Adequacy of
Infrastructure

Benchmark- 61%

Results- 50%

Barrier

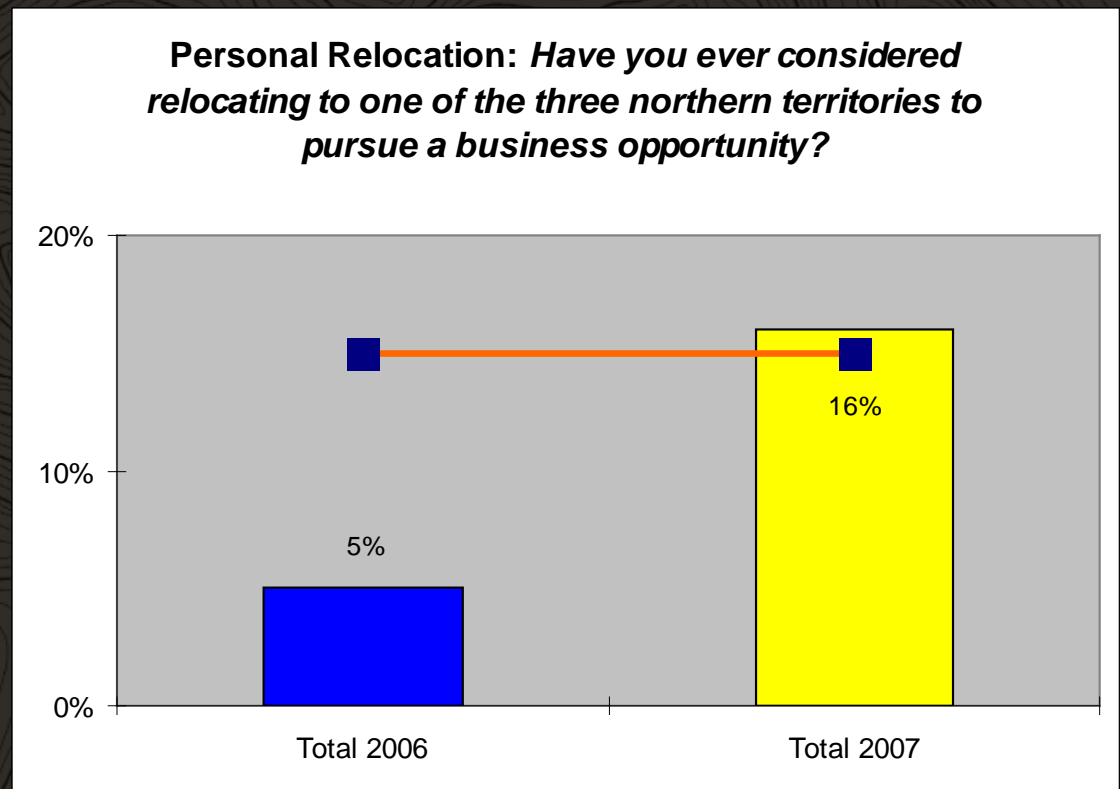
Aboriginal Land Claims as
negative contribution

Benchmark- 63%

Results- 39%

Economic Development Objective 3 Increase Likelihood of Relocation to North to pursue a business opportunity

- Benchmark- 5%
- Results- 16%



Canada Games Objective 1
Increase Awareness of Games being held in
Whitehorse

Benchmark- 25%

Results- 60%

41% of respondents agreed that the Games made them feel more connected to the North

Tourism Summary:

- Awareness of the Whitehorse Canada Winter Games more than doubled
- Impressions of the north were more positive
- Knowledge of available travel experiences increased
- Likelihood of future travel increase significantly overall

Legacy Material:

- HD Film of Infrastructure and Tourism (100's of hours)
- Still Photo's – over 1,000 per territory
- TV Commercials
- Original music composition
- Photo's of all events, interview clips and media broadcasts

Tourism Performance:

- 2007 saw a 4% increase in border crossings over 2006 figures
- Visitation from other jurisdictions in Canada were up 13%

Questions?