



Destination Development Annual Funding Report 2024 – 2025



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Message from the Minister



I am pleased to share this annual report highlighting the Community Tourism Destination Development Fund, the Tourism Cooperative Marketing Fund and the Spark Tourism Micro-Grant. Together, these programs continue to strengthen the Yukon's tourism sector by supporting collaboration, innovation and community driven projects.

In 2024–25, the Spark Tourism Micro-Grant provided early support for emerging ideas, helping entrepreneurs and organizations bring new tourism experiences to life. The Community Tourism Destination Development Fund supported a range of important initiatives that improve visitor experiences and advance community tourism priorities across the territory. The Tourism Cooperative Marketing Fund helped tourism partners expand their reach and showcase the Yukon's unique stories to new audiences.

Thank you to all the tourism businesses, partners, communities, and program administrators whose commitment makes this work possible. Your efforts continue to build a strong, sustainable tourism future for the Yukon.

A handwritten signature in black ink, appearing to read 'Jen Gehmair'. The signature is fluid and cursive.

Jen Gehmair
Minister of Economic Development, Tourism and Culture
Government of Yukon

Photo:
Andrew Strain

Cover photo:
Justin Kennedy



Photo:
Government of Yukon/Andrew Strain

Introduction

The Destination Development Unit of the Department of Tourism and Culture delivers three complementary funding programs: the Spark Tourism Micro-grant (Spark), the Community Tourism Destination Development Fund (CTTD), and the Tourism Cooperative Marketing Fund (TCMF).

These three funds work in tandem to support tourism businesses, organizations and individuals across the Yukon. They help create and strengthen visitor experiences, improve tourism infrastructure and services, and increase the Yukon's visibility in key markets. Together, these programs advance the outcomes of the Yukon Tourism Development Strategy (YTDS), by prioritizing projects that align with its key objectives.

This annual report provides an overview of Destination Development funding programs delivered between April 1, 2024, and March 31, 2025, and outlines how investments supported tourism and destination development priorities across the Yukon.

Funding program profiles

Community Tourism Destination Development Fund (CTDD)

CTDD provides support for community projects that focus on sustainable destination development and provide unique experiences for visitors, while simultaneously contributing to growing a destinations' well-being. Special consideration is given to umbrella projects where local organizations and businesses are working together to enhance or create tourism opportunities in their community.

Eligibility

Yukon businesses, Yukon First Nations governments, Yukon First Nation Development entities, Yukon municipal governments and community societies or associations that are registered under the Yukon Societies Act and are either based in or serve Yukon communities.

Funding levels and intakes

- » Tier 1: January 15 - projects with total budgets up to \$100,000
- » Tier 2: November 15 - projects with total budgets between \$100,001 and \$500,000

CTDD can cover up to 75 per cent of non-capital projects and up to 50 per cent of capital projects to a maximum of \$75,000 for Tier 1 and \$375,000 for Tier 2. Multi-year funding is available for up to two years per project.

Spark Tourism Micro-grant (Spark)

Spark supports new and emerging entrepreneurs offering visitor experiences and services within the Yukon's tourism sector. The program acts as a catalyst to encourage the development and implementation of innovative visitor experiences and services that have the potential to spark larger future projects and experiences. The program focuses on fostering long-term sustainability and prioritizes new or emerging entrepreneurs.

Eligibility

Yukon-based individuals, businesses, First Nations governments, First Nation Development entities, and not-for-profit organizations.

Funding levels and intakes

- » February 15
- » June 15
- » October 15

Successful applicants can be awarded between \$1,000 to \$5,000. Funding can cover up to 100% of eligible expenses.

Tourism Cooperative Marketing Fund (TCMF)

TCMF supports marketing activities that help the Yukon's tourism industry attract visitors and gain international exposure, while strengthening the territory's tourism brand.

Eligibility

Market or trade-ready tourism businesses, municipalities, destination marketing organizations, non-government organizations, and First Nations governments featuring tourism experiences and services.

Funding levels and intakes

- » February 1
- » October 1

For traditional and digital advertising: successful applicants can receive up to 50 per cent of eligible activities, to a maximum of \$25,000.

For travel-based activities: depending on the activity, successful applicants can receive a flat rate of up to \$3,800.

Project highlights

The following are a few standout projects funded this year — real-world examples of how these investments are making a meaningful difference.

Community Tourism Destination Development Fund

Coal Mine Campground

Upgrade tourism and community washhouse and laundry

Amount awarded: \$17,000

Location: Carmacks

The Coal Mine Campground project involved upgrading the aging showers, toilets and laundry building at the campground in Carmacks. The facility, originally a 1950's log cabin, served 25 years as an essential public washhouse for locals, miners, truckers, river travelers and seasonal workers. Now, these facilities are heavily used by tourists who rely on the campground for showers, laundry and clean water during their travels along the Yukon River and highway routes. The campground also hosts events such as weddings and a stop on the Yukon River Quest, which depend on these services to support participants and guests.

With CTDD funding, the facility was successfully upgraded, restoring it to full functionality. Upgrades include new showers, updated coin machines, washers and dryers and self-closing taps. The roof was also replaced, with new insulation, and a vapor barrier added. The washhouse is now able to operate year-round, and reliably during the winter months.



Photo: Coal Mine Campground

Community Tourism Destination Development Fund

Friends of Mount Sima Society

Mt. Sima camping and adventure expansion
(Alpine Escape)

Amount awarded: \$39,250

Location: Whitehorse

With support from CTDD, the team at Mount Sima launched Alpine Escape, a year-round glamping and adventure tourism offering with wall tents, kitchen facilities, nearby trails and equipment. This facility provides convenient access to outdoor activities such as hiking, water sports, disc golf, mountain biking, and group meeting spaces. Key benefits include creating seasonal and full-time jobs, introducing a distinctive glamping product, attracting both residents and tourists, generating revenue, and fostering strategic partnerships.

Funding enabled the completion of kitchen facilities and dome decking. The official launch took place in August 2024, with bookings managed through Airbnb. Early results were promising: within four weeks of opening up for bookings there were 18 nights reserved, \$2,460 in revenue, and 5-star reviews from locals and visitors.



Photos: Friends of Mount Sima Society

Community Tourism Destination Development Fund

Northern Lights Resort and Spa

Event space

Amount awarded: \$100,000

Location: Whitehorse – Area

The Northern Lights Resort and Spa event space contributes to the need for professional, high-capacity hosting capabilities within Whitehorse and the surrounding area. This facility serves both immediate operational needs and represents regional economic diversification and a platform for local entrepreneurship. By strengthening year-round capacity, the project contributes to a four-season tourism economy, generating lasting socio-economic benefits through job creation and the cumulative impact of sustained visitor and group travel to the territory.



Photos: Northern Lights Resort and Spa

Spark Tourism Micro-Grant

Wapigat

Yukon Glamping & Tours

Amount awarded: \$5,000

Location: Pelly Crossing

Wapigat developed on-site accommodation for guests and paddlers in Minto, to reduce travel barriers and improve visitor comfort in an area with limited lodging options. The project enables integration of dog sledding, cultural heritage and northern lifestyle activities into distinctive tourism experiences, while engaging local communities through educational programming for schools in Carmacks and Pelly Crossing. It also builds partnerships with local businesses and organizations to strengthen regional tourism.

A wall tent with insulated flooring and an oil stove was constructed, and several test tours were successfully delivered with residents. This initiative introduces a unique addition to the Yukon's tourism portfolio in a community with limited tourism infrastructure, creating new experiential opportunities for residents and schools, and positions the region to attract visitors, including overflow from established dog sledding operators and paddlers seeking accommodation.



Photo: Wapigat

Spark Tourism Micro-Grant

Adventure Time

Addressing Haines Junction's connectivity gap

Amount awarded: \$5,000

Location: Haines Junction

Adventure Time received funding toward improving connectivity for Haines Junction by providing transportation, delivery services, accessible tourism experiences and enhancing access to Kluane National Park while supporting sustainable, culturally grounded tourism. The business seeks to integrate adventure into everyday life and reduce barriers for both visitors and residents.

Using Spark, Adventure Time successfully launched shuttle, delivery and guided tourism services, eventually serving over 170 unique customers from Canada, Europe, the United States and Asia. They also invested in essential safety equipment and training, and became the only transportation provider in the area, addressing a critical service gap. This new business helped increase local economic activity, improved accessibility for diverse travellers, strengthened collaboration among local operators, and elevated safety and sustainability standards for tourism in the Kluane region.



Photo: Adventure Time

Whitehorse Nordic Ski Society

Advertising project

Amount awarded: \$3,559.50

The Whitehorse Nordic Ski Society used TCMF to help promote the Whitehorse Nordic Centre as a top winter destination in the Yukon. The goal was to highlight cross-country skiing, quality trails, raise awareness among Yukon residents and North American ski enthusiasts, and encourage visitors to stay longer by offering multi-day ski passes. The project successfully ran ads and stories in ski magazines popular in the Yukon and the United States such as *North of Ordinary Winter* and *Cross-Country Skier* magazine. These efforts helped increase awareness of the Whitehorse Nordic Centre and strengthened their reputation beyond the territory.



Photo: Whitehorse Nordic Ski Society

Kwanlin Dün Cultural Society

Advertising and travel project

Amount awarded: \$17,987.50

This TCMF project promoted the Kwanlin Dün Cultural Centre (KDCC) as the Yukon's premiere year-round cultural hub. KDCC showcased its role in preserving and sharing heritage while positioning the centre as an exceptional venue for events and conferences. Working with the Yukon Convention Bureau, KDCC participated in major tradeshows and sales missions in Ottawa, Toronto and Edmonton, which strengthened relationships with new and returning clients. At the Canadian Meetings and Events Expo, the Executive Director connected directly with more than 95 potential event partners.

KDCC advanced its marketing reach by completing all planned print advertising in *North of the Ordinary*, *Up Here*, and *Bell's Travel Guides*, engaging tourists traveling throughout the territory. In 2024, the team expanded its digital presence by launching Facebook and Instagram channels.

Funding summary

During the 2024–25 fiscal year, Destination Development awarded \$2,557,436.50 to 143 projects across all three funds. The table below presents an overview of funding demand and approvals for all three programs. Awarded totals may differ from annual program budgets due to multi-year funding, fund decommissions or reallocations into subsequent years.

Table 1: Funding summary 2024–25

Funding program	Applications received	Applications approved	Amount awarded
CTDD	50	23	\$1,461,840.50
Spark	47	27	\$120,825
TCMF	153	93	\$974,771
Total	250	143	\$2,557,436.50

TCMF received the highest number of applications and accounted for the largest number of approved projects, reflecting strong demand for marketing and market-ready activities across the tourism sector. TCMF supported a higher volume of lower-cost projects, enabling broader participation, while CTDD and Spark focused on fewer, higher value investments tied to infrastructure, visitor experience, product development, and early-stage initiatives. This distribution highlights the complementary role of the three funds.

Geographic distribution of investment

Destination Development funded new infrastructure and business development projects through CTDD and Spark in 14 communities in the Yukon.

Table 2: Funding allocation by community

Community	Number of projects	Amount awarded	% of amount awarded
Whitehorse - Area	8	\$416,770	26.33%
Dawson City	4	\$299,855	18.95%
Whitehorse - City	19	\$203,618	12.87%
Watson Lake	1	\$200,000	12.64%
Kluane Region	1	\$135,000	8.53%
Mendenhall	3	\$92,500	5.84%
Haines Junction	4	\$72,772.50	4.60%
Klondike Region	1	\$50,000	3.16%
Tagish	1	\$30,650	1.94%
Old Crow	1	\$30,000	1.90%
Carcross	3	\$22,000	1.39%
Carmacks	1	\$17,000	1.07%
Pelly Crossing	2	\$10,000	0.63%
Burwash Landing	1	\$2,500	0.16%
Total	50	\$1,582,665.50	100%

The geographic spread focuses on Spark and CTDD because these funds support projects tied to specific communities. In line with the goal of building tourism in places with fewer services, more funding went to communities outside of Whitehorse, the capital city. Of the total amount, \$620,388 supported projects in Whitehorse and surrounding areas, while \$962,277.50 supported projects in communities across the rest of the Yukon. This reflects Whitehorse's role as the main tourism and economic hub, while also highlighting tourism capacity in rural regions. Projects based in Whitehorse and surrounding areas have benefits that reach across the territory.

In 2024–25, funded projects helped communities respond to rising visitor demand and strengthen tourism services. Visitation to the Yukon increased from 337,000 visitors in 2022 to 574,000 visitors in 2024, a 41.3% increase. Tourism related business revenue also grew during this period, increasing from \$400.7M in 2022 to \$560.0M in 2024 (28% increase), before stabilizing at \$490.0M in 2025. During this period, funding supported new services, improved facilities, Indigenous and community-led tourism initiatives, and strengthening local tourism capacity. Across 14 Yukon communities, efforts helped meet growing demand, supported new and existing businesses, and improved the overall quality of Yukon's visitor experience.



Awarded projects

Note: Totals may differ from annual program budgets due to multi-year funding, fund decommitments or reallocations into subsequent years. Figures are based on amount allocated at the time of initial award and may not reflect the final amount allocated to each project.

Community Tourism Destination Development Fund - Tier 1

Recipient	Project	Amount awarded
Whitehorse - City		
Terre Boreale	Winter Escape	\$21,473
Up North Adventures	Ten-Mile Lake Adventure Base	\$31,250
Whitehorse - Area		
Caribou Wild Mountain Tours	Caribou Wild cabins	\$36,000
Friends of Mount Sima Society	Mt. Sima camping and adventure expansion	\$39,250
Mendenhall		
Beyond Expeditions	Guest Cabins in Mendenhall	\$30,000
Dawson City		
Midnight Sauna Inc.	Midnight Sauna enhancements	\$30,000
Peabody's	Peabody's Gallery and Art Market	\$15,675
Haines Junction		
Cozy Corner	Staff Accommodation & Motel Enhancements	\$33,287.50
Skyline Vacation Rentals	Guest Experience Enhancements	\$29,485

Community Tourism Destination Development Fund - Tier 1 (cont.)

Carcross		
Bannock Slap	Bannock Slap at the Commons	\$14,000
Carmacks		
Coal Mine Campground	Upgrade Tourism and Community Washhouse and Laundry	\$17,000
Pelly Crossing		
Selkirk Development Corporation	Minto Resorts Revitalization – Landscape Enhancements	\$5,000
Tagish		
Six Mile River Resort	Staff accommodation, kitchen and laundry service	\$30,650

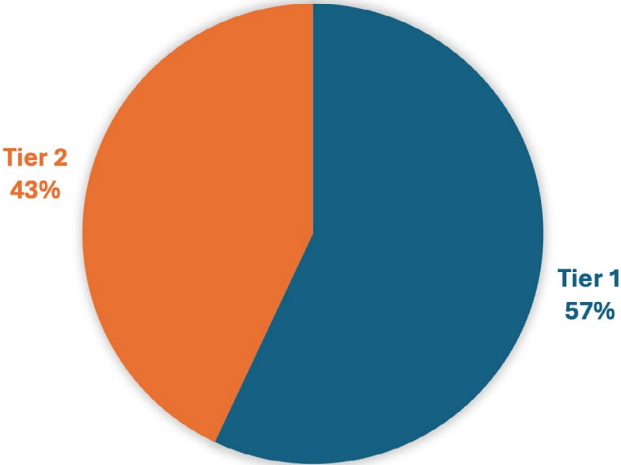
Community Tourism Destination Development Fund - Tier 2

Recipient	Project	Amount awarded
Dawson City		
Husky Bus	Hotel & Event Space phase 1	\$250,000
Whitehorse - Area		
Hart 2 Hart Developments Ltd.	Getting Back to the land – Farm Experience	\$224,770
Northern Lights Resort & Spa	Multipurpose Event Location	\$100,000
Mendenhall		
Northern Nomad Outdoors	Winter Wellness Camp	\$57,500

Community Tourism Destination Development Fund - Tier 2 (cont.)

Whitehorse - City		
Yukon Fly Shop	Yukon Fly Shop – Backcountry Expansion	\$20,000
Tombstone Moto Adventures	Tombstone Moto Adventures	\$61,500
Old Crow		
Josie’s Old Crow Adventures	Expanding Summer Tourism Experiences in Old Crow	\$30,000
Klondike Region		
Blackstone Outfitters	Staff Accommodation	\$50,000
Watson Lake		
Twilite Service Ltd	Twilite Service & Comfort	\$200,000
Kluane Region		
Whispering Willows Records	Flying Squirrel Wilderness Retreat Expansion	\$135,000
Total CTDD Tier 1 and Tier 2: \$1,461,840.50		

Figure 1: CTDD approved projects by tier



Spark Tourism Micro-Grant

Recipient	Project	Amount awarded
Haines Junction		
Adventure Time	Adventure Time	\$5,000
Alpine Suite	Alpine Suite and Tours	\$5,000
Whitehorse - City		
Yukon Alpine Adventures	Yukon Alpine Adventures First Year Launch	\$5,000
Sofia Gonzalez	Launching: Wildlife and Bear Watching Tour Project	\$4,895
Andrea Mansell (Access North)	Access North Research, Development & Marketing	\$5,000
Yukon Roots	Yukon Roots	\$5,000
Yukon Explored Inc.	Testing Guided Packraft Trips	\$4,400
Chilkat Trails	Chilkat Trails Tours Start-up	\$5,000
House of Escape	House of Escape	\$5,000
Weyward Coffee	Weyward Coffee - Mobile Brew Bar	\$5,000
Claire Ness (Raven Loon Productions)	The Riverboat Revue	\$5,000
YZED Projects	50 Lakes Yukon Guidebook and Guide Series Planning	\$5,000
Yukon Artists At Work Society	Tour development Yukon Artists at Work	\$5,000
North Country Outdoor Adventures	Purchasing of gear and equipment for summer fishing expansion	\$5,000
Yusquatch Mountain Adventures	Squatch Bus Build	\$3,750

535702 Yukon Inc. O/A Yukon Wines	Geodesic Dome Business Plan	\$2,500
Terre Boreale	Custom carbon footprint calculator	\$3,850
Whitehorse - Area		
Traveling Light & Karla Ann Inc.	Travelling Light Adventures	\$5,000
Roam Wild Yukon Treks	Roam Wild Yukon treks	\$4,250
Briar Rose Photography	Yukon Adventure Elopements	\$2,500
Judas Creek Marina Inc.	Judas Creek Marina Marketing Project	\$5,000
Mendenhall		
Keystone Sled Dogs	Dog sledding and indigenous cultural project	\$5,000
Dawson City		
Lana Welchman	Dawson City Ghost Walk (DCGW)	\$4,180
Carcross		
Northern Evolution Peace Camp	International Peace Camp	\$3,000
FBE Construction Ltd.	Tourism Accommodation Development	\$5,000
Pelly Crossing		
Wapigat	Yukon Glamping & Tours	\$5,000
Burwash Landing		
Yukon Wilderness Homestead	Yukon Wilderness Homestead	\$2,500
Total Spark Tourism Micro-grant: \$120,825		

Tourism Cooperative Marketing Fund

Recipient	Project	Amount awarded
Nakai Theatre	Travel	\$2,000.00
Equinox Yukon	Advertising	\$250.00
Yukon Film Society	Advertising	\$10,899.00
I'Afy	Travel	\$4,200.00
Best Western Goldrush Inn	Advertising	\$1,250.00
Up North Adventures	Advertising	\$16,000.00
Canadian Outdoor Academy	Advertising	\$10,050.00
Pioneer RV Park	Advertising	\$4,437.50
Belly of the Bison	Advertising	\$500.00
Best Western Gold Rush Inn	Advertising and travel	\$13,447.50
Cabin Fever, NVD restaurant	Advertising	\$4,802.50
Caribou RV Park	Advertising	\$12,750.00
Edgewater Hotel	Advertising	\$2,292.50
Fireweed Community Market Society	Advertising	\$13,949.94
Kwanlin Dün Cultural Society	Advertising and travel	\$17,987.50
Lumel Studio Ltd.	Advertising	\$17,402.19
Macbride Museum Society	Advertising	\$12,500.00
Meadow Lakes Golf and Recreation	Advertising	\$2,310.00
Neighbourly North	Advertising	\$15,000.00
Woodcutter's Blanket	Advertising	\$11,224.50
Yukan Canoe	Advertising	\$9,335.50
Yukon Artists At Work Society	Advertising	\$2,278.00
Yukon Brewing	Advertising	\$14,045.50
Yukon River Farm	Advertising	\$8,112.50
Yukon Ski Lodge	Advertising	\$10,440.00

Recipient	Project	Amount awarded
Yukon Wide Adventures	Advertising	\$11,100.00
Yukon Transportation Museum	Advertising	\$14,049.00
The Beez Kneez Backpackers	Advertising	\$1,697.50
Whitehorse Nordic Ski Society	Advertising	\$3,559.50
Winterlong Brewing Company	Advertising	\$2,038.00
Elevation Sled Dogs	Advertising	\$4,500.00
Eclipse Nordic Hot Springs	Advertising	\$19,656.00
Friends of Sima Society	Advertising	\$11,434.48
Muktuk Adventures Ltd.	Advertising	\$16,500.00
North Country Outdoor Adventure	Advertising	\$15,647.50
Yukon Wildlife Preserve	Advertising	\$21,761.87
Yukon Motorcycle Park Inc.	Advertising	\$8,729.75
Northern Lights Resort And Spa	Advertising	\$25,000.00
Northern Beaver Post	Advertising	\$10,480.00
Baby Nugget RV Park	Advertising and travel	\$11,100.00
Ceaser Lake Outfitters	Advertising	\$23,400.00
Northern Rockies Air Charter	Advertising and travel	\$6,639.50
Northern Beaver Post	Advertising	\$9,227.50
Wolf Lake Wilderness Lodge	Advertising	\$25,000.00
Sign Post Services	Advertising and travel	\$12,795.00
Dawson Downtown Limited Partnership O/A The Downtown	Advertising	\$1,500.00
Bonanza Gold	Advertising	\$7,900.00
Midnight Sun Hotel	Advertising	\$952.50
Bombay Peggy's	Advertising	\$10,350.00

Recipient	Project	Amount awarded
Nahoni Air Ltd.	Advertising and travel	\$3,239.00
Dawson City Music Festival	Advertising	\$3,500.00
Yukon Spaces	Travel	\$1,400.00
Klondike Institute of Art and Culture	Advertising	\$12,237.83
Peabody's	Advertising	\$3,521.48
Tombstone Outfitters	Advertising and travel	\$25,000.00
Blackstone Outfitters	Advertising and travel	\$16,500.00
Tombstone Moto Adventure	Advertising	\$2,000.00
Adventure Time	Advertising	\$975.00
Yukon Guided Adventures	Advertising	\$7,350.00
1202 Motor Inn	Advertising	\$1,650.25
Kluane Skyline Vacation Rental	Advertising	\$2,347.70
Mount Logan Eco Lodge	Advertising	\$10,728.00
Raven's Rest Inn	Advertising and travel	\$13,559.50
Rocking Star Adventure Ltd.	Advertising	\$2,917.50
Dickson Outfitters	Advertising and travel	\$5,922.50
Kusawa Lake Outfitters Inc	Travel	\$3,800.00
Mervyn's Yukon Outfitting	Travel	\$3,800.00
Glanzmann Tours Ltd.	Advertising	\$3,250.00
Cabins Over Crag Lake	Advertising	\$11,100.00
Wild Adventure Yukon	Advertising	\$15,315.00
Northern Nomad	Advertising and travel	\$6,200.00
George Johnston Museum	Advertising	\$7,257.00
Talbot Arm Motel	Advertising	\$1,150.00
Tagish Sled Dogs	Advertising	\$2,175.00
MacMillan River Adventures	Travel	\$15,200.00

Recipient	Project	Amount awarded
Faro Vacation Rentals	Advertising	\$9,415.00
Inconnu Lodge	Advertising and travel	\$25,000.00
NorthCurl Outfitters	Travel	\$7,600.00
Bonnet Plume Outfitters	Advertising and travel	\$11,775.00
The Yukon Soap Company	Advertising	\$17,000.00
Arctic Range Adventure	Advertising and travel	\$22,800.00
Yukon Tours	Advertising and travel	\$25,000.00
Icycle Sports	Advertising	\$17,402.19
Epic North Adventure	Advertising	\$25,000.00
Friends of the Klondike Corridor	Advertising	\$10,000.00
Nahanni Wilderness Adventures Ltd.	Advertising and travel	\$25,000.00
Northern Tales Travel Services	Advertising and travel	\$13,200.00
Overland Yukon	Advertising and travel	\$25,000.00
Ruby Range Adventure	Advertising and travel	\$14,025.00
Terre Boreale	Advertising and travel	\$16,250.00
Trophy Stone	Travel	\$7,600.00
Up North Adventures	Advertising	\$16,925.00
Yukon Fishing Adventure	Travel	\$11,200.00
Total Tourism Cooperative Marketing Fund: \$974,771		

Conclusion

In 2024–25, Destination Development investments supported tourism initiatives that enhanced visitor experiences, increased market visibility across the Yukon and strengthened community capacity. Through the coordinated delivery of the Spark Tourism Micro-grant, the Community Tourism Destination Development Fund, and the Tourism Cooperative Marketing Fund, funding supported projects at multiple stages of development and across diverse communities. As demand for funding continues across all three programs, Destination Development plays a key role in advancing strategic tourism priorities and supporting communities and businesses to deliver high-quality, competitive visitor experiences throughout the territory.

