



Industry information

Yukoner Travel Rebate Program

Yukoners can apply for a 25% rebate on packaged tourism experiences listed on TravelYukon.com/GreatYukonSummer from June 4 to September 30, 2021.

Who is eligible

- Yukon tourism businesses offering activities, attractions, transportation, accommodation, and/or dining.
- Non-government organizations featuring tourism products.
- Municipalities and Destination Marketing Organizations wishing to promote their destination.
- Yukon First Nations governments featuring tourism products (e.g., cultural centres).

For a package to be included in the Great Yukon Summer campaign, participating businesses and organizations must:

- Hold and maintain all applicable insurance, licenses and permits;
- Be in good standing with Yukon Corporate Affairs and Yukon Workers' Compensation Health and Safety Board; and
- Have a website or web presence that provides clear information on cancellation and payment policies.

What is eligible

Packages must be at least \$250 CAD per person (excluding taxes), and fall under one or a combination of the following categories:

- Activity/experience (e.g., guided tours, cultural experiences, etc.);
- Attraction (e.g., cultural centres, museums, etc.);
- Transportation (e.g., airlines, rental companies, guided van tours, etc.) and;
- Accommodation (e.g., hotels, bed and breakfasts, commercial RV parks, etc.).

NOTE: Packages may not include retail items.

FOR MORE INFORMATION, PLEASE CONTACT:

Alex Bouchard, Tourism Development Advisor at alex.bouchard@yukon.ca

How to get a listing on TravelYukon.com?

1. Review the participant eligibility to ensure that your business or organization is eligible.
2. Watch the [tutorial video](#), or read the [listing guide](#) to learn how to create your listing.
3. Email listings@yukon.ca to request an account if you don't already have one.

How do I upload a package?

1. Review the package eligibility to ensure that your package is eligible.
2. Watch the [tutorial video](#), or read the [listing guide](#) to learn how to upload your packages.
3. Add your package!

NOTE: Businesses and organizations can list up to seven packages. Packages can be uploaded throughout the summer.

Best practices for your package

The packages listed on TravelYukon.com/GreatYukonSummer should include:

- A clear, descriptive, marketable title that sets the package apart from others;
- A one to two sentence package overview in the Preview Teaser section;
- High quality, descriptive imagery; and
- The Great Yukon Summer logo.

NOTE: If organizations partner to create a package, ONE organization must be the lead and facilitate the booking and issue the receipt. Travelers must only receive ONE receipt from the organization, which includes the fees for the entire experience.

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Campaign Development Program

If you are listing packages for the Yukoner Travel Rebate Program, you are eligible to apply for the Campaign Development Program. You may receive up to \$2,000 to develop advertising creative to market Great Yukon Summer packages. The funds will help to offset the hard costs of developing creative and planning media buys for the Great Yukon Summer campaign.

Who is eligible?

- Applicants must have a tourism package listed on TravelYukon.com/GreatYukonSummer.
- Businesses and organizations can apply for a maximum of \$2,000 for eligible costs, regardless of how many packages they offer.

What is eligible?

The funding can be used to offset fees paid to Yukon creative or design businesses to design and/or develop advertisements and marketing campaigns to promote package(s) listed on TravelYukon.com/GreatYukonSummer. Eligible costs include but are not limited to:

- Designing and/or producing advertisements to promote package(s) listed on the Great Yukon Summer campaign website; and/or
- Developing advertising campaign(s) to promote package(s) listed on the Great Yukon Summer campaign website.

How can I apply?

To apply for the funding via the Yukon Chamber of Commerce fill out the application [here](#).



The six steps to successful tour packaging

1. Make a plan

What's your goal? Objectives?

2. Identify what makes YOU different

Build on your strengths. Add experiences to existing tours. Build around events in your community.

3. Identify your target audience

Families? Couples? Retirees? New Yukoners?

4. Develop the package

Find partners if needed. Write a detailed itinerary.

5. Price the package (\$250 per person minimum)

Take ALL costs into account (overhead, marketing, salaries, admin, cancellation policy, etc.).

6. Market your packages!

Apply for the Great Yukon Summer Campaign Development Program for funding to develop ads and/or a marketing plan. Then, access the [Tourism Cooperative Marketing Fund](#) (TCMF) for financial assistance to place your ads!

Examples of expenses eligible for the campaign development program:

- Photos to include in the package;
- Social media strategy and schedule;
- Marketing Strategy;
- Website page for packages;
- Campaign strategy; and
- Package development (name, description, content).

FOR MORE INFORMATION, PLEASE CONTACT:

Alex Bouchard, Tourism Development Advisor at alex.bouchard@yukon.ca

Great Yukon Summer

Frequently Asked Questions for Industry



How will my package be promoted?

All approved packages will be listed on TravelYukon.com/GreatYukonSummer. The Government of Yukon will promote the campaign through standard channels. Participating businesses and organizations are encouraged to promote their own travel packages.

Participating Yukon tourism businesses and organizations are eligible to apply for up to \$2,000 total through the Great Yukon Summer Campaign Development Program. Yukon tourism businesses and organizations are also encouraged to access the [Tourism Cooperative Marketing Fund \(TCMF\)](#) for financial assistance to place their ads.

Can I use the Campaign Development Program to hire a creative or design business to manage my business' ads on my behalf?

No. The Great Yukon Summer Campaign Development Fund is for the development of creative and marketing plans only.

I'm partnering with another business, can we each apply for the Campaign Development Program?

No. Only one partner may apply for the Great Yukon Summer Campaign Development Fund.

Can I apply to the Campaign Development Fund for each package that I list on the Great Yukon Summer website?

No. Participating businesses and organizations are eligible for up to \$2,000 total.

There are multiple businesses involved, how do we decide who submits the package and/or applies for the Campaign Development Fund?

Businesses are encouraged to be creative and work together. The business or organization who is leading and facilitating the reservation/sale of the package should be the one to submit the package and apply for the Great Yukon Summer Campaign Development Program.

Am I eligible for the Campaign Development Fund if I handle my own creative?

No. Only creative and/or marketing campaigns developed by professional Yukon creative or design businesses are eligible for the program.

Can I use a designer that isn't in the Yukon?

No. Only creative and/or marketing campaigns developed by professional Yukon creative or design businesses are eligible for the program.

Can I work with multiple creative or design businesses?

Yes; however applicants are only eligible for up to \$2,000 total.

FOR MORE INFORMATION, PLEASE CONTACT:

Alex Bouchard, Tourism Development Advisor at alex.bouchard@yukon.ca



Can I use the Campaign Development Fund for ad placement?

No. Business will continue to have access to the Tourism Cooperative Marketing Fund (TCMF) for financial assistance to place ads. If businesses would like to revise their TCMF agreement, they can email tcmf@yukon.ca. If businesses do not have an existing TCMF agreement, they are encouraged to apply. Learn more about the [tourism cooperative marketing fund](#).

How much can my package cost?

The minimum package value is \$250 per person. There is no maximum.

How do I allow flexibility in my pricing?

Minimum base package value is \$250 per person. Package add-ons may be included to allow for flexibility in pricing. These should be clearly reflected in the package description.

Can my package include a gift card to get to the \$250 minimum amount?

No. Gift cards with cash value may not be included in travel packages. However, experience vouchers for tourism experiences (i.e., meals, workshops, spa treatments, etc.) at non-retail tourism businesses may be included in travel packages.

What is the difference between an experience voucher and a gift card?

Experience vouchers are used where there are multiple tourism businesses working together to deliver a single tourism package (e.g., a package featuring accommodation, spa and restaurants). Experience vouchers can be used by visitors as proof of payment and be exchanged for services at the partnering business. Vouchers do not have a balance that carries forward, nor do they have a cash value. Vouchers must expire during the Great Yukon Summer period.

Do packages need to have two or more products to participate?

No. Packages can be a single tourism experience or service; however, the value must be \$250 or greater per person.

Can packages that include an out of Yukon component be included?

No. Packages must originate, take place and finish entirely in Yukon to be included in the Great Yukon Summer campaign.

Can non-consumable (i.e., retail) products be included in my package?

No. Packages may not include the purchase of or discounts on retail products. Only consumable experiences and products may be included (e.g., art making workshops, tours, culinary experiences, brewery tours, food or beverage for immediate consumption, etc.). Non-consumable tourism products may not be included (e.g., art purchased from a gallery, t-shirts, canoes, outdoor equipment, jewellery, etc.).

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Can I have a child or senior rate that is less than \$250 per person?

Yes. Packages may have a special child or senior rate that is less than \$250 per person. However, the child or senior rate **will not be eligible** for the Yukoner Travel Rebate Program. Businesses offering child or senior rates should make Yukoners aware of this when booking.

Does my package have to be listed on my website?

Although we recommend businesses list their packages their website, it is not a requirement. However, packages listed on TravelYukon.com will direct Yukoners to book the package directly from the business, which means businesses must have a website or web presence that either facilitates the booking/reservation or provides information on how to book and the businesses' cancellation and payment policies.

I am interested in participating, but don't know who to contact to create a package. Who can help me?

Please contact Alex Bouchard, Tourism Development Advisor, for assistance. Phone 867-667-8723 or email alex.bouchard@yukon.ca.

Will Yukoners book packages directly through TravelYukon.com?

No. Yukoners will visit TravelYukon.com/GreatYukonSummer to view available packages. After selecting a package, they will be directed to the lead business' website where they will complete the booking. The lead business will need to manage reservations, payment, and issuing of a single receipt. The receipt issued should include the package name, and the number and name of participants if possible. If your point of sales system does not allow the inclusion of a package name and the number and name of participants, please write the information on the receipt before issuing it to the Yukoner. After the Yukoner completes their experience, they may apply to the Yukoner Travel Rebate Program.

I still have questions, who can I contact?

For questions about listings/uploading packages on TravelYukon.com, email listings@yukon.ca.
For questions about how to create a travel package, please email alex.bouchard@yukon.ca.