

## Department of Tourism and Culture 2024-25 Marketing Plan

### Department of Tourism and Culture Outcomes:

Outcome #1: Thriving tourism, arts and culture sectors that improve the quality of life, community well-being, and visitor experience in the Yukon.

Outcome #2: Improved access and outreach increases public awareness and engagement in our programs and services.

Outcome #3: The department works collaboratively with sector partners, communities, and other governments to reach our shared goals.

Outcome #4: Our supportive, inclusive, and engaging workplace attracts, retains, and develops passionate, dedicated, and skilled people.

### Strategic Context:

The Yukon Tourism Development Strategy (YTDS), *Sustainable Tourism, Our Path, Our Future 2018-2028*, is a ten-year plan to sustainably grow tourism in Yukon and was approved by the Government of Yukon in February 2019. The Strategy is guided by a vision, eight core values, three goals to measure success, four inter-related pillars, and 24 strategic actions to bring the vision to life.

### 2024-2027 Tourism Branch Strategic Priorities:

- Collaboration
- Innovation
- Fiscal Restraint
- Client and Customer Service

### Marketing Unit Role:

While the Marketing Unit directly or indirectly supports many of the actions under YTDS, in the FY 2024-25 the Marketing Unit will continue to focus much of its work on Action 4.1: **Market Yukon as a Year-Round Tourism Destination** and will continue to promote the Yukon as a year-round tourism destination by highlighting the unique assets that differentiate the destination from others and maximizes available capacity in the shoulder and winter seasons.

### **2024-25 Marketing Unit Strategic Priorities:**

- Continue to target our best customers and generate sales leads for tourism businesses.
- Prioritize the promotion of fall and winter visitation.
- Continue to promote the Yukon's unique heritage and cultures.
- Support and promote environmental sustainability, social equity, diversity, inclusivity and accessibility.
- Collaborate with shareholder, NGO partners, and stakeholders help them to meet their goals and advance on reconciliation.

### **Goal:**

- To support the renewal of the tourism sector by creating marketing programming that is both meaningful and motivating.

### **Objective:**

- Drive leads to Yukon tourism experience providers by generating awareness of the Yukon as a compelling travel destination, by creating a more immediate desire to visit, and by helping visitors plan their trip.

### **2024-25 Marketing Plan:**

#### **Key Actions – North America (Consumer)**

**Generate awareness of the Yukon as a travel destination to North Americans, by:**

- Continuing to conduct, review, assess, and share audience research to determine any changes in the demographics, interests or information needs of travellers;

#### **Key Actions – International**

**Generate awareness of the Yukon as a travel destination in the Americas, Europe/UK and Asia/Pacific regions by:**

- Continuing to conduct, review, assess, and share market research to determine shifts and/or new opportunities in existing or new geo-target markets with a specific emphasis on emerging markets and new regions;

- Developing and deploying marketing initiatives that encourage High Values Guests (HVGs) to visit the Yukon, with a dedicated focus on promoting the winter + shoulder seasons;
- Leveraging, supporting, or enhancing partnerships, stakeholder opportunities, or initiatives to expand or bolster messaging into historically under-served Consumer geo-markets (e.g., French-language Quebec, select regions in USA, and Mexico);
- Focusing on the acquisition of diverse perspectives: by developing, funding, including, sharing, or showcasing stories + visuals that incorporate individuals of different social and ethnic backgrounds, genders/gender expressions, sexual orientations, physical abilities, etc.;
- Continuing to position the Yukon as a uniquely “different world in Canada” travel experience through content development, deployment, promotion, and amplification efforts;
- Augmenting our messaging to a broader audience via in-depth storytelling and working with well-regarded personalities, brands, and travel and lifestyle media writers/outlets;
- Collaborating with stakeholders.

**Increase audience engagement with Travel Yukon, by:**

- Prioritizing the production and capturing of high-quality, meaningful, and emotionally compelling content that encompass all aspects and all

- Continuing to support travel trade inspiration, education, packaging, and sales with existing and new accounts by enhancing the Yukon destination knowledge of existing product buying and sales staff and those who have joined our key accounts post-pandemic;
- Implementing strategic joint marketing partnerships with traditional and non-traditional partners;
- Expanding and supporting our work in-market by engaging and working with well-regarded personalities, brands, and travel/lifestyle media outlets;
- Enhancing our information eco-system by contributing to updating the trade website, the media website and the UK and Spanish-language microsites, as well as developing new digital sales tools;
- Sharing relevant content assets developed under the Tourism Yukon content program;
- Continuing to measure the effectiveness of our international marketing investments;
- Continuing to utilize digital solutions to support, manage, and enhance relationships with key account travel trade and travel/lifestyle media;
- Collaborating with stakeholders.

**Enhancing the Export Readiness of Yukon Experience Providers by:**

seasons of a Yukon visitation experience;

- Focusing on conversion opportunities for travellers already familiar with the Yukon that will re-enforce and further encourage the decision to commit to a trip;
- Monitoring, leveraging, or leading the adoption of new digital-based innovations, technologies and/or content formats that are also in alignment with, or advantageous for, the needs of the destination management + visitor services units;
- Collaborating within the Department of Tourism & Culture on projects or events that may require advice, content development, or promotional assistance (e.g. the Rugged Apprentice Year 3 Program (project led by the Destination Development Unit));
- Utilizing non-commissioned content acquired from a variety of sources (past visitors, Yukon creators/influencers, etc.) to help travellers visualize/get a feel for their own possible Yukon travel experience;
- Continuing the personalization of digital experiences through the evolution and enhancement of the 1:1 program.

**Assist travellers in planning their visit, by:**

- Being present in settings where trip planning takes place;
- Using sentiment research, social listening and other travel-related data sources to identify and address barriers to visitation;

- Continuing to provide critical market intelligence through our annual Market Updates and Products and Experiences Gaps List from our international target markets, and other sources;
- Collaborating within the Tourism Branch on initiatives to increase the number and marketability of newly export-ready experience providers.

**Enhancing the knowledge of Yukon products and experience of the Market Development team by:**

- Conducting regional missions and 1 on 1 meetings with newly export-ready Yukon experience providers.

- Improving online resources for potential travellers – by placing emergency related communications on [travelyukon.com](http://travelyukon.com), and by working with visitor information centre staff to virtually connect with travellers to answer questions in real time.