



# 2021 Yukon Tourism Sector Needs Assessment

Tourism Industry Association of Yukon

June 2021

Report prepared by the Department of Tourism and Culture



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# Highlights



**68%** of businesses anticipate operating in summer 2021



**20%** of businesses will not operate this year.



**49%** of businesses anticipate being open and operating by May 25, 2021.



**28%** of businesses do not have sufficient cash flow to cover business expenses now with existing COVID-19 relief programs



**73%** of businesses have or anticipate applying for financial supports from COVID-19 relief programs



**45%** of businesses see the length of funding programs being the largest gap in existing relief programs



**51%** of businesses have worked with the TIAY or WTAY funding navigators



## Introduction

The 2021 Yukon Tourism Sector Needs Assessment was developed by the Tourism Industry Association of Yukon (TIAY) in consultation with the Department of Tourism and Culture. The survey was administered by TIAY and analysis was conducted by the Department of Tourism and Culture. The purpose of this survey was to gather information from the Yukon tourism sector on their state of readiness for reopening and outlook for the summer of 2021. Information provided will aid in identifying gaps to advocate for supports that are effective and guide initiatives to best meet industry needs. The survey was designed to collect information specifically from Yukon tourism businesses.

## Methodology summary

Tourism businesses and organizations were contacted through industry e-newsletters and social media to self-complete the survey online between May 19 and May 28, 2021. A total of 97 responses were received. The results were not weighted.

Throughout the report, some values may not sum due to rounding.

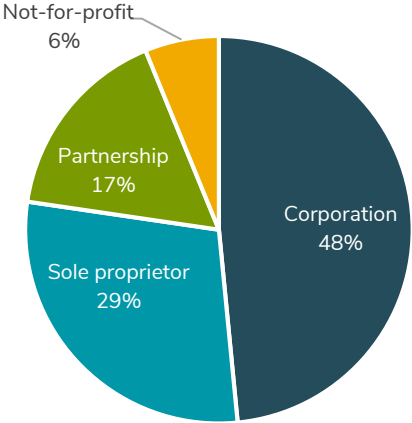


# Results

## Business overview

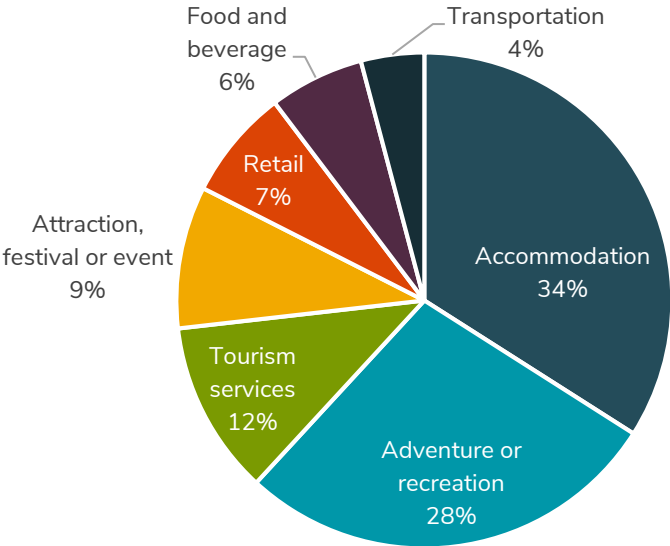
Nearly half (48%) of responding tourism businesses reported being a corporation, LLC, First Nation or First Nation development corporation, while nearly another third (29%) reported being a sole proprietor. Nearly another one in five (17%) reported being a partnership, while the balance (6%) reported being a not-for-profit or non-government organization.

Figure 1: Business ownership



The majority of respondents reported being in either the accommodation (34%), adventure or recreation (28%), or tourism services (12%) sectors.

Figure 2: Sector type



The three largest sectors (accommodations, adventure or recreation, and tourism services) were most likely to be corporations, while attractions, festivals or events were most likely to be not-for-profits.

Table 1: Sector by ownership

	Accommodations	Adventure or recreation	Tourism services	Attractions, festivals or events	Other businesses	Total
<b>Corporation</b>	52%	52%	45%	22%	53%	48%
<b>Sole proprietor</b>	30%	26%	36%	11%	35%	29%
<b>Partnership</b>	18%	22%	18%	0%	12%	16%
<b>Not-for-profit</b>	0%	0%	0%	67%	0%	6%
<b>Total businesses</b>	<b>33</b>	<b>27</b>	<b>11</b>	<b>9</b>	<b>17</b>	<b>97</b>

### Operating season

Nearly half of respondents (49%) indicated they anticipate being open seasonally for 2021 – 27% for the summer only. Another 31% indicated that they anticipate being open for all of 2021, while one in five (20%) indicated they do not anticipate operating in 2021.

Figure 3: Seasonal businesses

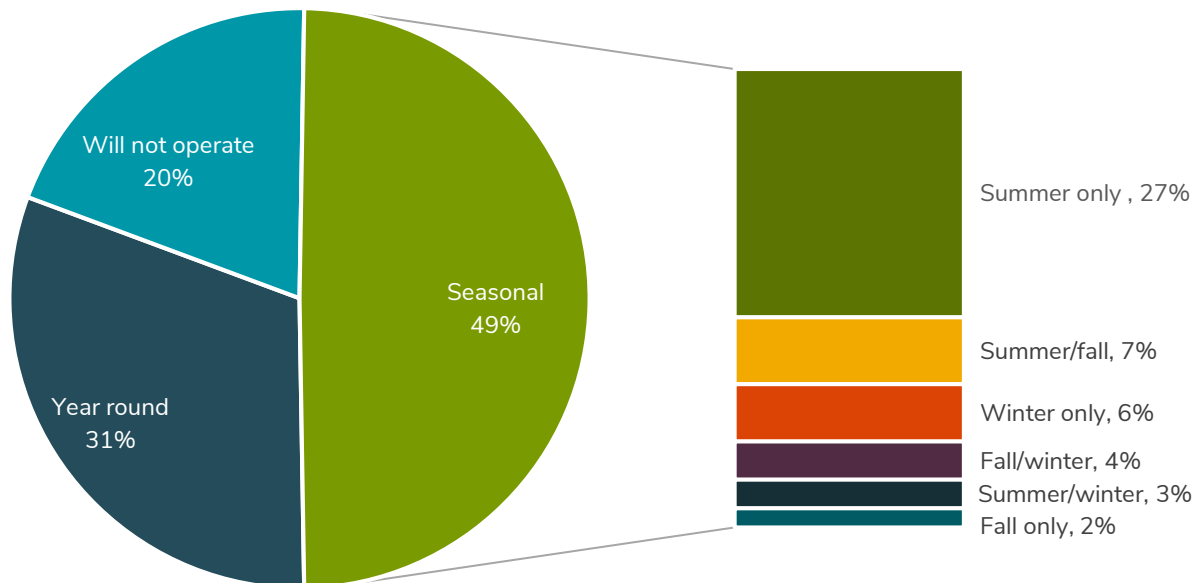










Figure 10: Most significant gaps in current funding programs (top 10 shown)



The gap identified most frequently by corporations and sole proprietors was for longer term funding, while for partnerships and not-for-profits, it was funding to cover operating costs outside of the operating season.

Table 2: Top five gaps in current funding programs by ownership type

	Corporation	Sole proprietor	Partnership	Not-for-profit
1	Funding programs need to be longer term	Funding programs need to be longer term	Funding to cover operating costs outside of operating season	Funding to cover operating costs outside of operating season
2	Funding to cover operating costs outside of operating season	Income subsidy for sole proprietors and/or self-employed	Funding caps are too low	Funding programs need to be longer term
3	Debt-forgiveness	Funding programs too complicated to access	Funding programs need to be longer term	Consistency and clarity of messages delivered from government departments
4	Consistency and clarity of messages delivered from government departments	Funding to cover operating costs outside of operating season	Funding for capital improvements/projects	Assistance developing marketing materials
5	Earlier notification of funding approval	Debt-forgiveness	Income subsidy for sole proprietors and/or self-employed	Earlier notification of funding approval

The funding navigator program was developed to assist tourism businesses to navigate COVID-19 funding supports. Half (51%) of responding businesses have worked with the Tourism Industry Association of Yukon (TIAY) or Wilderness Tourism Association of Yukon (WTAY) funding navigators. Of the 40% who have not worked with them, the most common reason cited was that the business did not require support.



## Appendix A: Frequency tables

<b>Q1.1. Is this business owned by:</b>	Frequency	Percent
An individual (sole proprietor)	28	29%
Two or more individuals (partnership)	16	16%
A corporation, First Nation or First Nation Development Corporation <sup>1</sup>	47	48%
Not-for-profit or non-governmental organization	6	6%
Total	97	100%

<b>Q1.2 Which sector does your business primarily represent? (if your business represents more than one sector, please select the one that generates the highest revenue)</b>	Frequency	Percent
Accommodations (e.g. hotel, lodge, B&B, etc.)	33	34%
Adventure or recreation (e.g. outfitting, dog sledding, horseback riding, northern lights viewing, guided day tour, etc.)	27	28%
Attraction (e.g. hot springs, mining tour, etc.)	7	7%
Food and beverage (e.g. restaurant, cafe, bar, brewery, agri-tourism, etc.)	6	6%
Tourism services (e.g. consultant, ad agency, travel agency, receptive tour operator, etc.)	11	11%
Transportation (e.g. airline, vehicle rentals, etc.)	4	4%
Retail	7	7%
Festival or event	2	2%
Total	97	100%

<b>Q2.1 When do you anticipate your business will operate this year?</b>	Frequency	Percent
Summer 2021 (May to August)	66	68%
Fall 2021 (September to November)	43	44%
Winter 2021/22 (December to April)	43	44%
My business will not operate this year	19	20%
Total	97	100%

<sup>1</sup> Includes LLCs

<b>Q2.2 What will your business status be on May 25 2021?</b>	Frequency	Percent
Open and operating by May 25	48	49%
Open and operating this summer, but not by May 25	22	23%
Closed temporarily and will reassess reopening for summer 2022	17	18%
A winter tourism business that has closed for the season, but are planning to reopen in winter 2021	3	3%
A winter tourism business that has closed for the season, and are not expecting to reopen in winter 2021	1	1%
We will have closed indefinitely	2	2%
Don't know	4	4%
Total	97	100%

<b>Q2.3 With existing COVID-19 funding programs, how long do you expect to have sufficient cash flow to cover your business expenses?</b>	Frequency	Percent
Unable to cover business expenses now	27	28%
Able to cover business expenses for the next 3 months	27	28%
Able to cover business expenses for the next 6 months	18	19%
Able to cover business expenses for the next 9 months	3	3%
Able to cover business expenses for the next 12 months	9	9%
Don't know/prefer not to say	13	13%
Total	97	100%

<b>Q2.4 Current territorial COVID-19 relief programs exist to bring businesses to "break-even". With those funding programs ending on September 30, how long do you anticipate your business will remain operational?</b>	Frequency	Percent
Until end of summer 2021	11	11%
Until end of fall 2021	27	28%
Until end of winter 2022	8	8%
Until end of spring/summer 2022	1	1%
Until end of fall/winter 2022	3	3%
Indefinitely	14	14%
Already closed	7	7%
Don't know/prefer not to say	26	27%
Total	97	100%



**Q3.1 Between April 1 and September 30, 2021, have you/will you apply for financial supports from COVID-19 relief programs? (e.g. YBRP, TASS, TNASS, CEBA, Elevate, etc.)**

	Frequency	Percent
Yes	71	73%
No	26	27%
Total	97	100%

**Q 3.1.1 IF NO Why do you not expect to access any COVID-19 support programs? (select all that apply)**

	Frequency	Percent
Don't believe I am eligible to apply	20	77%
Funding application was declined	2	8%
Too complicated to apply	7	27%
Don't have the resources to apply	5	19%
Don't have mental capacity to apply	4	15%
Don't want government support	5	19%
My business will not require support	6	23%
I closed my business	0	0%
Don't know / Prefer not to say	6	23%
Total	26	100%

**Q 3.2 In your opinion, what are the most significant gaps that exist in current funding programs?**

	Frequency	Percent
Assistance developing marketing materials (e.g. website upgrades, graphic design, social media etc.)	14	14%
Consistency and clarity of messages delivered from government departments	27	28%
Debt-forgiveness	29	30%
Earlier notification of funding approval	26	27%
Enhanced sickness benefits	4	4%
Funding caps are too low	19	20%
Funding for capital improvements/projects	27	28%
Funding programs need to be longer term (i.e. 2+ years)	44	45%
Funding programs too complicated to access	14	14%
Funding to cover core operating costs outside of operating season	39	40%
Funding to offset discounts offered to visitors	11	11%
Funding to repay deposits/refunds	15	15%
Income subsidy for sole proprietors and/or self-employed	19	20%
Interest-free loans for businesses temporarily closed	8	8%
Mental health supports	5	5%
Support developing a recovery strategy	4	4%
Support developing cancellation policies	10	10%
Support developing or revising an operational plan	3	3%
Support navigating funding programs	12	12%



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**Q 3.2 In your opinion, what are the most significant gaps that exist in current funding programs?**

	Frequency	Percent
Support to pivot product offering	4	4%
Support to submit funding applications	13	13%
Support to submit reporting	13	13%
Timelines for funding programs do not align with operational needs	20	21%
Travel incentives to encourage Canadians to travel to Yukon	23	24%
Travel incentives to encourage Yukoners to vacation in Yukon	15	15%
Other: Delays in receiving funding support	5	5%
Other: Funding to offset staffing costs	3	3%
Other: Funding programs for NGOs	2	2%
No gaps in current funding programs	4	4%
Don't know / Prefer not to say	7	7%
Total	97	100%

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**Q. 4.2 Have you worked with the TIAY or WTAY funding navigators?**

	Frequency	Percent
Yes, I received the support I required	31	33%
Yes, but I required additional supports	17	18%
No, I am not comfortable contacting the funding navigators	9	9%
No, I don't require support	19	20%
No, I didn't know about them	9	9%
Don't know / Prefer not to say	10	11%
Total	95	100%

# Appendix B: Survey questionnaire

## Part 1: Background business information:

Q 1.1 Is this business owned by:

- An individual (sole proprietor)
- Two or more individuals (partnership)
- A corporation, First Nation or First Nation Development Corporation
- Other (please specify): \_\_\_\_\_

Q 1.2 Which sector does your business primarily represent? (if your business represents more than one sector, please select the one that generates the highest revenue)

- Accommodation (e.g. hotel, lodge, B&B, etc.)
- Adventure or recreation (e.g. outfitting, dog sledding, horseback riding, northern lights viewing, guided day tour, etc.)
- Attraction (e.g. hot springs, mining tour, etc.)
- Food and beverage (e.g. restaurant, café, bar, brewery, agri-tourism, etc.)
- Tourism services (e.g. consultant, ad agency, travel agency, receptive tour operator, etc.)
- Transportation (e.g. airline, vehicle rentals, etc.)
- Other (please specify): \_\_\_\_\_

## Part 2: Business status

Q 2.1 When do you anticipate your business will operate this year? (select all that apply)

- Summer 2021 (May to Aug)
- Fall 2021 (Sep to Nov)
- Winter 2021/22 (Dec to Apr)
- My business will not operate this year

Q 2.2 What will your business status be on May 25, 2021?

- Open and operating by May 25
- Open and operating this summer, but not by May 25
- Closed temporarily and will reassess reopening for summer 2022
- A winter tourism business that has closed for the season, but are planning to reopen in winter 2021
- A winter tourism business that has closed for the season, and are not expecting to reopen in winter 2021
- Closed indefinitely
- Don't know
- Prefer not to say

Q. 2.3 With existing COVID-19 funding programs, how long do you expect you will have sufficient cash flow to cover your business expenses?

- Unable to cover business expenses now
- Able to cover business expenses for the next 3 months
- Able to cover business expenses for the next 6 months
- Able to cover business expenses for the next 9 months
- Able to cover business expenses for the next 12 months
- Don't know



- Prefer not to say

Q 2.4 Current territorial COVID-19 relief programs exist to bring businesses to “break-even”. With those programs ending on September 30, how long do you anticipate your business will remain operational?

- Until end of summer 2021
- Until end of fall 2021
- Until end of winter 2022
- Until end of spring/summer 2022
- Until end of fall/winter 2022
- Indefinitely
- Already closed
- Don't know
- Prefer not to say

### Part 3: Funding supports

Q 3.1 Between April 1 and September 30, 2021, have you/will you apply for financial supports from COVID-19 relief programs? (e.g. YBRP, TASS, TNASS, CEBA, Elevate, etc.)

- Yes
- No

Q 3.1.1 IF NO: Why do you not expect to access COVID-19 funding support programs? (select all that apply)

- Don't believe I am eligible to apply
- Funding application was declined
- Too complicated to apply
- Don't have the resources to apply
- Don't have mental capacity to apply
- Don't want government support
- My business will not require support
- I closed my business
- Other (please specify): \_\_\_\_\_
- Don't know
- Prefer not to say

Q 3.2 In your opinion, what are the most significant gaps that exist in current funding programs?

- Assistance developing marketing materials (e.g. website upgrades, graphic design, social media, etc.)
- Consistency and clarity of messages delivered from government departments
- Debt-forgiveness
- Enhanced sickness benefits
- Earlier notification of funding approval
- Funding caps are too low
- Funding for capital improvements/projects
- Funding programs need to be longer term (i.e. 2+ years)
- Funding programs too complicated to access
- Funding to cover operating costs outside of operating season



- Funding to offset discounts offered to visitors
- Funding to repay deposits/refunds
- Income subsidy for sole proprietors and/or self-employed
- Interest-free loans for businesses temporarily closed
- Mental health supports
- Support developing a recovery strategy
- Support developing cancellation policies
- Support developing or revising an operational plan
- Support navigating funding programs
- Support to pivot product offering
- Support to submit funding applications
- Support to submit reporting
- Timelines for funding programs do not align with operational needs
- Travel incentives to encourage Canadian to travel to Yukon
- Travel incentives to encourage Yukoners to vacation in-Yukon
- Other (please specify): \_\_\_\_\_
- No gaps in current funding programs
- Don't know
- Prefer not to say

**Part 4: Conclusion**

Q 4.1 Please provide any comments or additional information you would like to share.

\_\_\_\_\_

Q 4.2 Have you worked with the TIAY or WTAY funding navigators?

- Yes, I received the support I required
- Yes, but I required additional supports
- No, I am not comfortable contacting the funding navigators
- No, I don't require support
- No, I didn't know about them
- Other (please specify): \_\_\_\_\_
- Don't know
- Prefer not to say

Q 4.3 Would you like a TIAY or WTAY funding navigator to contact you to follow up on the information you provided in this survey?

- Yes
- No

Q 4.3.1 IF YES: Please provide your contact information:

Business name: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone number: \_\_\_\_\_

