

Department of Tourism and Culture

On-going Marketing Strategy and 2023-2024 Marketing Plan

Department 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.

Marketing Unit Role: Support Pillar 4.0 of the YTDS - *Sharing Yukon's Story*

The COVID-19 pandemic has greatly impacted the tourism sector and is predicted to take until 2024 to fully recover to pre-pandemic levels. The pandemic notwithstanding, in FY 2022-23 the Marketing Unit will continue its work to **Market Yukon as a Year-Round Tourism Destination** as mandated under the YTDS; sharing our tourism brand with travelers in our target markets and promoting authentic, made-in-Yukon experiences using a market-driven, research-based, consumer-centric methodology, within available budgets.

On-going Marketing Strategy:

Strategy	North America - Consumer	International
<ul style="list-style-type: none"> Promote the Yukon as a year-round tourism destination in support of the the Yukon Tourism Development Strategy's goal of doubling the revenue of to Yukon businesses attributable to tourism from 262.9 million in 2016 to 525 million in 2028. 	<ul style="list-style-type: none"> Invest in strategic consumer marketing campaigns to increase the awareness of the Yukon as a travel destination and move perspective travelers along the path to purchase from consideration to planning; Amplify these campaigns through strategic media relations engaging trusted travel and lifestyle publications, brands and personalities to produce compelling and inspirational Yukon travel stories; Support this work through strategic investments in the travel trade channel to ensure that compelling Yukon tourism products are widely available for sale and easy to purchase by travelers. 	<ul style="list-style-type: none"> Invest in strategic travel trade relations to ensure that compelling Yukon tourism products are widely available for sale by trusted key account tour operator partners in the market and easy to purchase by consumers; Support this work through strategic investments with key account tour operator partners by making strategic joint marketing investments in partner-led B2C campaigns; Amplify these campaigns and support our key account tour operator partners through strategic media relations by engaging trusted travel and lifestyle publications, brands and personalities to produce compelling and inspirational Yukon travel stories.

2023-24 Marketing Plan

Goal	2023-24 Key Actions North America - Consumer	2023-24 Key Actions International
<ul style="list-style-type: none"> Promote the Yukon as a year-round tourism destination. 	<p>Generate awareness of the Yukon as a travel destination to North Americans, by:</p> <ul style="list-style-type: none"> Continuing to conduct, review and assess audience research to determine any changes in the demographics, interests or information needs of travelers; 	<p>Generate awareness of the Yukon as a travel destination in the Americas, Europe/UK and Asia/Pacific regions by:</p> <ul style="list-style-type: none"> Continuing to implement initiatives in the Travel Trade Strategy in support of travel trade inspiration, education, packaging, and sales with existing and new accounts with an emphasis on enhancing the Yukon destination

	<ul style="list-style-type: none"> • Developing and deploying marketing initiatives that encourage high value travelers to visit the Yukon, year-round. • Leveraging and supporting partnerships and/or stakeholder opportunities to expand messaging in emerging markets (i.e., French-speaking Quebec, select regions in USA, and Mexico); • Focusing on the acquisition of diverse perspectives: by developing or supporting, including, sharing and 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; • Expanding and supporting our messaging by engaging and working with well-regarded personalities, brands, and travel + lifestyle media writers/outlets; • Leveraging the Yukon Place Brand Strategy, Brand Identity + Toolkit as needed. 	<p>knowledge of product buying and sales staff who have joined our key accounts post-pandemic;</p> <ul style="list-style-type: none"> • Leveraging and supporting partnerships and/or stakeholder opportunities to expand messaging in emerging markets (i.e., French-speaking Quebec, select regions in USA, Mexico and Taiwan); • Expanding and supporting our work in market by engaging and working with well-regarded personalities, brands, and travel + lifestyle media writers/outlets; • Developing strategies for partnerships with traditional and non-traditional partners; • Enhancing our information eco-system by updating the Trade.TravelYukon.com website, contributing to the updating of the Media.TravelYukon.com website and supporting the development of the UK and Spanish-language microsites; • Leveraging or co-leading forthcoming Yukon milestones or events through content development and/or promotion (e.g., 125th anniversary of the Klondike Gold Rush, the establishment of the Yukon Territory on June 13, 1898 (other branch TBD), the Rugged Apprentice Year 2 Program (project led by the Industry Services Unit), an announcement on the Tr’ondek-Klondike UNESCO World
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	<p>Increase audience engagement with Travel Yukon, by:</p> <ul style="list-style-type: none"> • Updating the Content Strategy and focusing on creating a long-range plan (year or multi-year, depending on the type of content) to produce and capture high-quality, emotionally-compelling content that encompass all aspects and all seasons of a Yukon visitation experience; • Focusing on conversion opportunities that allow for journey-specific content pieces to be secured, re-purposed, shared, and/or modified to fit the ongoing needs of the prospective traveler; • Monitoring and leveraging, when possible, new digital-based innovations, technologies and/or content formats; • Leveraging or co-leading forthcoming Yukon milestones or events through content development and/or promotion (e.g., 125th anniversary of the Klondike Gold Rush, the establishment of the Yukon Territory on June 13, 1898 (other branch TBD), the Rugged Apprentice Year 2 Program (project led by the Industry Services Unit), an announcement on the Tr’ondek-Klondike UNESCO World Heritage Site designation (project led by Culture Branch), etc.); • Utilizing content acquired through the ongoing Advocacy Program to help travelers visualize their possible Yukon travel experience; 	<p>Heritage Site designation (project led by Culture Branch), etc.);</p> <ul style="list-style-type: none"> • Leveraging the Yukon Place Brand Strategy, Brand Identity + Toolkit as needed. <p>Measure the effectiveness of our international marketing investments by:</p> <ul style="list-style-type: none"> • Utilizing available research and data to assess, analyze the Yukon’s geo-target markets and budget allocations and exploring the use of Destination Canada’s new market assessment tool; • Developing workflows within the CRM and integrating a measurement dashboard to track KPI’s related to our programming in the travel trade channel.
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- Personalizing digital experiences through the evolution and enhancement of the 1:1 program.

Assist travelers 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;
- Improving online resources for potential travelers, including the launch of a new travelyukon.com website that showcases the variety of the Yukon's travel experiences and promotes easy-to-find bookable experiences.