

## 2024-25 Products and Experiences Gaps

### Tours and experiences

- More and more varied aurora viewing tours, including summer/fall and First Nations-focused aurora viewing experiences;
- Midnight sun experiences:
  - i.e. Guided wilderness adventure tour (i.e. hiking, canoeing, fishing, mountain biking, flightseeing, etc.) departing late evening and finishing after midnight;
  - Festivals celebrating midnight sun;
- Bookable packaged tourism experiences offered later in the Fall (i.e. Sept. / Oct.);
- 3-5 days iconic Fall colours and aurora viewing itineraries;
- Wildlife viewing tours - all seasons (i.e. bears, other large mammals, birds, etc.)
- Dog sledding day tours – \*urgent;
- Outdoor adventure day tours in Kluane (all seasons);
- Creative city tour options in Whitehorse;
- Whitehorse – Carmacks boat tour (German-speaking Europe);
- ATV tours;
- Klondike River (Dawson) guided canoe day tour (Europe);
- Yukon River (Dawson) guided canoe day tour to 40 mile with return transportation (Europe);
- More Tombstone tour options ex Dawson
- 2 hour to ½ day “sample” tours – all communities (China);
- First Nations experiences (all-markets)
- More guided tours / services in Spanish (Mexico / USA);
- Certified sustainable tourism businesses (China, German-speaking Europe)
- “Hut to hut” hiking, guided and un-guided (Australia, Europe, Japan);
- Dena Cho Trail hikes (all-markets);
- Guided winter hiking tours (all-markets)

- Day tours including adventure sports, wellness retreats, cultural workshop (all-markets)

### Accommodation

- More 3-4 star accommodations Yukon-wide
- More [trade ready](#), eco-friendly lodges Yukon-wide; (Dawson, Haines Junction and Watson Lake areas are a high priority);
- Lodge inside Kluane National Park;
- Glamping experiences (Japan / GSE);
- [Trade ready](#) hotels in Watson Lake (GSE), Haines Junction, Carcross, Ross River (GSE), and Beaver Creek;
- Reactivate existing lodges that are closed (Inn on the River, Frances Lake Lodge, Tagish Wilderness Lodge);
- More student-tour lodging options in Whitehorse (China);
- Improved accessibility at all existing and new accommodation providers.

### Transportation

- More RV rental units (GSE / Benelux);
- More rental cars (Europe / Canada);
- Rental car station in Dawson (Europe / Canada);
- Dempster Highway rental vehicles;
- 1-way rentals vehicle rentals from Whitehorse to Inuvik or vice versa (Europe / Canada);
- Motorcycle rentals / touring motorbikes guided and/or un-guided (GSE);
- Scheduled bus service from Whitehorse to Kluane;
- Scheduled bus services from Whitehorse to Dawson;
- Hop-on / hop off city tour in Whitehorse and area (Japan).



## Dining

- More quality restaurants and more restaurant variety in Whitehorse, Haines Junction and Dawson City;
- Indigenous-owned restaurant(s);
- Food tours involving harvesting / preparing local recipes;
- A quality Asian-themed restaurant in Whitehorse (China);
- More restaurants incorporating locally grown, harvested, produced ingredients in their dishes.

\* N.B.: The products and experience gaps identified here are specific to all markets, unless otherwise noted.

