

# 1.3 Who's who & what's what

## Numerous groups support the tourism industry

If you're new to the tourism industry, one thing can be said with certainty: you're not on your own. There are numerous industry and government groups that help, promote, enhance and provide assistance to tourism businesses. Many depend on their membership and contributions to function properly. Others are out there working on your behalf whether you know it or not. Contact them; they are there to help.

### Canadian Tourism Commission (CTC)

The CTC is a working partnership of tourism industry businesses and associations, provincial and territorial governments and the Government of Canada. Its aim is to ensure the continued profitability of the tourism industry by marketing Canada as a desirable travel destination. It does this by providing research and marketing information to the industry. The Commission is made up of industry representatives from across the country. (Suite 1400, Four Bentall Centre, 1055 Dunsmuir Street, Box 49230, Vancouver BC V7X 1L2 (604) 638-8300, [www.canadatourism.com](http://www.canadatourism.com))

### Yukon Government

The Yukon Government's Department of Tourism and Culture in partnership with the private sector, governments and other stakeholders:

- generates long-term economic growth and revenues for the benefit of Yukon people through the development and marketing of the Yukon tourism industry
- generates long-term economic growth and maximizes social-cultural benefits for Yukon residents and visitors through the preservation, development and interpretation of historic resources, visual, literary and performing arts, and cultural industries in the Yukon
- assists individuals, businesses, associations and other tourism stakeholders in understanding the tourism industry, development of products and services, and marketing support

Source: *Tourism Yukon 2006-2007 Tourism Marketing Plan, Long Term Goals*. (100 Hanson Street, Whitehorse YT Y1A 2C6 (867) 667-3053, [www.tc.gov.yk.ca](http://www.tc.gov.yk.ca))

### National Groups/Associations

#### Tourism Industry Association of Canada (TIAC)

The following are the groups and associations that serve the aims of the tourism industry in general, irrespective of the type of business or location. They are either national or territorial in scope.

TIAC is the recognized industry voice for national tourism policies which enhance Canada's tourism industry. Membership benefits include: mailings and publications, insider information on research and partnerships, discounts to national conferences and forums. (130 Albert Street, Suite 803, Ottawa ON K1P 5G4 (613) 238-3883, [www.tiac-aitc.ca](http://www.tiac-aitc.ca))

#### Canadian Tourism Human Resource Council (CTHRC)

CTHRC promotes professionalism throughout the industry and addresses key labour market issues. Collectively, Council members and the CTHRC bring together Canadian tourism businesses, labour unions, associations, educators and governments to co-ordinate human resource development activities and contribute to a sustainable, globally competitive tourism industry. (151 Slater Street, Suite 608, Ottawa ON K1P 5H3 (613) 231-6949, [www.cthrc.ca](http://www.cthrc.ca))

#### Canadian Association of Convention and Visitor Bureaux (CACVB)

The purpose of the CACVB is to raise the level of professionalism in the industry through awareness, education, and the exchange of information. (c/o Tourism Industry Association of Canada, 130 Albert Street, Suite 803, Ottawa ON K1P 5G4 (613) 238-3883, [www.tiac-aitc.ca](http://www.tiac-aitc.ca))

#### Canadian Sport Tourism Alliance (CSTA)

The CSTA was created in 2000 through a partnership with the Canadian Tourism Commission. One of CSTA's key objectives is to market Canada internationally as a preferred sport tourism destination. Other activities of the CSTA include sharing best practices, measuring the economic impact of sport events and enhancing the profile of sport tourism. (130 Albert Street, Suite 803, Ottawa ON K1P 5G4 (613) 688-5843, [www.canadiansporttourism.com](http://www.canadiansporttourism.com))

### Provincial and Territorial Groups/Associations

#### Tourism Industry Association of the Yukon (TIA Yukon)

TIA Yukon is the visitor industry association forging a common voice and taking action to influence, promote and assist the development of tourism in the Yukon. TIA Yukon seeks to ensure the sustainability of tourism for the good of all stakeholders and serves the industry through unified lobbying efforts on issues key to the tourism industry such as infrastructure, development, relevant research and more. TIA Yukon facilitates a Yukon tourism industry website, leads the annual conference and develops partnership and savings programs for members and more. (1109 First Avenue, Suite 3, Whitehorse YT Y1A 5G4 (867) 668-3331, [www.tiayukon.com](http://www.tiayukon.com))

#### Senior Marketing Committee (SMC)

The SMC is a sub-committee of the Tourism Industry Association of the Yukon and is made up of industry marketing professionals who provide advice and recommendations to the Department of Tourism and Culture on their marketing, product development and research programs. SMC can be contacted through the Tourism Industry Association of Yukon (TIA Yukon), (867) 668-3331.

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**Wilderness Tourism Association of the Yukon (WTAY)**

WTAY is a member-driven non-profit organization addressing issues affecting wilderness and adventure tourism operators in the Yukon. WTAY operates the Yukon Wild marketing program. (1114 1st Avenue, Suite 3, Whitehorse YT Y1A 1A3 (867) 668-3369, [www.wtay.com](http://www.wtay.com))

**Yukon First Nation Tourism Association (YFNATA)**

YFNATA is dedicated to promoting and maintaining the cultural integrity of native tourism. It markets and promotes the growth of native tourism, and helps develop positive working relationships between YFNATA, communities, industry and government. Membership benefits include membership directory, regular newsletter, certificate and decal, email service, group media and printing discounts. (1109 1st Avenue, Suite 1, Whitehorse YT Y1A 5G4 (867) 667-7698, [www.yfnata.org](http://www.yfnata.org))

**Yukon Convention Bureau (YCB)**

The YCB is the destination marketing organization responsible for positioning the Yukon as the premier destination for meetings and events. YCB helps meeting and event planners build the framework of their event by providing the link to the appropriate service suppliers. (4133-4th Ave, Suite 205, Whitehorse YT Y1A 1H8 (867) 668-3555, [www.meetingsyukon.com](http://www.meetingsyukon.com))

**Bed and Breakfast Association of Yukon (BBAY)**

BBAY is a non-profit organization that provides a unified voice and promotes public awareness of the Yukon bed and breakfast industry. It seeks to develop and maintain high standards and also provides a referral service. (Box 31518, Whitehorse YT Y1A 6K8, [www.yukonbandb.com](http://www.yukonbandb.com))

**Yukon Outfitters Association (YOA)**

YOA provides a voice for outfitters to address issues of concern related to guided hunting. (302 Steele Street, Suite B4, Whitehorse YT Y1A 2C5 (867) 668-4118 [www.yukonoutfitters.net](http://www.yukonoutfitters.net))

**Yukon Tourism Education Council (YTEC)**

YTEC is a coordinating body addressing the human resource issues facing the Tourism Industry in the Yukon. In an effort to enhance the growth of a professional training culture in the industry and generate a stronger workforce, YTEC provides training and certification products to tourism and service businesses. (202 Strickland Street, Suite C, Whitehorse YT Y1A 2J8 (867) 667-4733, [www.yukontec.com](http://www.yukontec.com)) (see fact sheet 3.3)

**Association of Yukon Communities (AYC)**

AYC furthers the establishment of responsible government at the community level and provides a united approach to community ambitions. (1114 1st Ave, Suite 15, Whitehorse, YT Y1A 1A3 (867) 668-4388, [www.ayc.yk.ca](http://www.ayc.yk.ca))

**Yukon Chamber of Commerce (YCC)**

YCC acts as a collective voice for the Yukon's business community. It works to create a climate conducive to a strong private sector economy. (307 Jarvis Street, Suite 101, Whitehorse YT Y1A 2H3 (867) 667-2000, 1-800-661-0543, [www.yukonchamber.com](http://www.yukonchamber.com))

**Yukon Historical and Museums Association (YHMA)**

Since its creation, the YHMA has been an active Yukon-wide society, cooperating with museums, governments, institutions, and the public to carry out its mandate to preserve, interpret and protect the Yukon's heritage resources. (3126 3rd Avenue, Whitehorse YT Y1A 1E7 (867) 667-4704, [www.heritageyukon.ca](http://www.heritageyukon.ca))

**Regional Groups**

The following groups promote and stimulate tourism within specific Yukon regions.

**Faro/Campbell Region**

The Town of Faro promotes tourism by jointly marketing itself with the Robert Campbell Highway Region. (Box 580 Faro YT Y0B 1K0 (867) 994-2728, [www.faroyukon.ca](http://www.faroyukon.ca))

**Gateway Tourism Association (GTA)**

GTA promotes and stimulates travel in southeast Yukon, by working with operators in Watson Lake and along the Alaska Highway to unify the region's marketing approach. (Box 590, Watson Lake YT Y0A 1C0 (867) 536-7055, [www.watsonlake.ca](http://www.watsonlake.ca))

**Klondike Visitors Association (KVA)**

KVA focuses its promotional activities in Alaska and Yukon. The Association operates Diamond Tooth Gerties and manages special events to attract visitors. (Box 389, Dawson City YT Y0B 1G0 (867) 993-5575, [www.dawsoncity.ca](http://www.dawsoncity.ca))

**Silver Trail Tourism Association (STTA)**

STTA promotes tourism and enhances attractions in the Mayo, Keno City, and Stewart Crossing area. It develops promotional materials, builds infrastructure and serves as the chamber of commerce. (Box 268, Mayo YT Y0B 1M0 (867) 996-2290, [www.yukonweb.com/community/mayo](http://www.yukonweb.com/community/mayo))

**Southern Lakes Visitors Association**

The Southern Lakes Visitors Association promotes tourism in the areas of Teslin, Tagish, Atlin, Marsh Lake, Mount Lorne and Carcross. (Box 2389, Marsh Lake YT Y0B 1Y2 (867) 660-4629, [www.southernlakesyukon.com](http://www.southernlakesyukon.com))

**City of Whitehorse (Tourism department)**

The City of Whitehorse, City Hall, provides visitor information to in-destination travellers and those in the planning stages. The city is the information centre for year-round tourism experiences in Yukon's capital. (2121 2nd Avenue, Whitehorse YT Y1A 1C2 (867) 667-6401, [www.visitwhitehorse.com](http://www.visitwhitehorse.com))