

# Clondike Region TOURISM MARKETING STRATEGY

## goals

- Market the high-quality visitor experience in the Klondike Region and North Klondike Trail
- Co-ordinate marketing efforts in the region and strengthen partnerships in North Klondike Trail communities
- Generate economic opportunities and benefits for residents
- Identify and provide marketing opportunities for businesses, community organizations and other partners

### Overall Approach to Marketing

- Market EXPERIENCES, not destinations
- Get potential visitors to make trip decisions while at home
- Encourage high-spending segments
- Communicate: "what's good for the Klondike is good for Yukon tourism"
- Leverage marketing dollars: seek out partnerships and co-op opportunities
- Market-oriented approach: regular tracking and feedback from visitors

### Coordinating with Tourism Yukon

- Tourism Yukon marketing program is the Region's most significant marketing initiative
- Klondike-bound visitors provide economic benefits to many regions
- Co-ordinate regional efforts with those of the Tourism Yukon program
- Provide guidance regarding regional marketing priorities and methods
- Klondike Gold Rush theme should receive greater emphasis in Tourism Yukon's marketing strategy



R. Hartshier photo

## implementation

A marketing strategy is simply *thinking* about marketing; it involves no real action. If the strategy is to have any effect, we need to organize, secure resources, and implement it.

### Resources and Budget

Current (1999) expenditures aimed at regional marketing total about \$250,000 per year. A basic regional marketing program will require about \$500,000 per year.

### Klondike Tourism Marketing Partnership

Effective implementation requires a clear mandate. The Partnership will be responsible for planning and implementing a regional tourism marketing program. It will include organizations and businesses in the region that are active in tourism marketing. All Partners will provide funds and/or expertise to the program.

This strategy is one part of a *cyclical* market planning process. While the strategy described here may apply for as much as 5-10 years, it needs to be implemented through annual plans. The KTMP will assemble these annual plans based on submissions of Partners and input from business people and community organizations.

### The Annual Marketing Plan

This plan will be prepared in the fall of each year. Its content should include:

- Situation report
- Budget and resources
- Monitoring techniques
- Current emphasis for the next year
- Methods & activities
- Objectives
- Targets

### Action Plan

An action plan to get this implementation process underway is set out in the marketing strategy. The format is "learn by doing." It will build awareness of and commitment to the region's new approach to marketing tourism.

## target markets...

Criteria used to assess possible target markets:

- Potential for growth and diversification
- Local product meets market expectations
- Access and linkages exist to influence this market
- Supports partner communities
- Compatible with Tourism Yukon strategy
- Potential economic benefits
- Potential for shoulder- and off-season development

### Existing Target Markets

- RV/Campers
- Independent Auto
- Motorcoach
- Adjacent Areas

### Potential Target Markets

- Fly-Drive RV/Auto
- Wilderness Travelers
- Meetings & Incentive Travel (MIT)

## ...and strategies

### Core Strategy

Basic promotions and publicity activities:

- FAM tours and media relations kit
- Public relations materials and support; timely publicity material
- Ongoing print advertisements
- Follow up qualified inquiries
- Carry out promotions with co-operative partners
- Create and maintain a high quality website
- Attend travel and trade shows

Pursue emerging markets as opportunities arise.

Carry out an ongoing market research program.

### Penetrate and/or maintain Existing Target Markets

1. RV/CAMPERS AND INDEPENDENT AUTO
  - Get trip planning information to committed Yukon travelers at home during the trip-planning phase
  - Get trip planning information to the enroute segment and have them adjust their plan to include the North Klondike Trail
2. MOTORCOACH
  - Convince current tour companies to add time and attractions to their packages
  - Convince smaller companies not now coming to add the region to their packages
3. ADJACENT AREAS
  - Attract visitors from adjacent areas

### Develop and attract Potential Target Markets

1. FLY-DRIVE RV/AUTO
  - Reach them at home
  - Reach them upon arrival in Whitehorse
2. WILDERNESS TRAVELERS
  - Increase awareness of the region a wilderness area
  - Increase usage by wilderness outfitters/guides
3. MEETINGS & INCENTIVE TRAVEL (MIT)
  - Contact the Canadian and U.S. incentive travel houses
  - Attract shoulder season meetings and conventions

## Be market oriented –

Get your copy of the full Marketing Plan from the Klondike Visitors Association or Dawson City Chamber of Commerce