



Tourism Yukon Content Strategy

Contents

Introduction

PART 1 – STRATEGIC FOUNDATION

- 1.0 Creative Platform
- 2.0 Platform Objectives and KPIs
- 3.0 Audience
- 4.0 What Sets Us Apart

PART 2 – CONTENT APPROACH

- 1.0 Content Ecosystem
- 2.0 Content Pillars
- 3.0 Content Topics
- 4.0 Content Process
- 5.0 Role of Content
- 6.0 Guiding Principles

Introduction

As Tourism Yukon continues efforts in 2024 to introduce the brand to new audiences and ultimately drive bookings to the Yukon for their next trip, we recognize that content plays a critical role.

Highly relevant and highly valuable content is essential for any brand; it is even more critical for a brand like TY that has a robust competitive set. TY's competitors are more well known and more likely to be on travellers' shortlists for destinations to consider for their next vacation.

Great content engages our audience by entertaining them, educating them, inspiring them and influencing them. It invites them to participate with us and with their peers, and it motivates them to be more emotionally connected with our destination.

But, great content has to be developed from our audience's point of view. We must identify our audience's needs in order to truly provide relevant and valuable content. We must give them a solid reason and motivate them to participate with us so that we can deepen the emotional connection with the Yukon. We must provide them with the appropriate breadth and depth of content topics, content formats and content CTAs so that we can sustain their engagement over a very lengthy customer lifecycle.

The intent for the playbook is that it is used as a guide and source of inspiration for communicating the content strategy to the wider team at Tourism Yukon.

Part 1:

Strategic Foundation

CORE BRAND ELEMENTS AND AMBITIONS

1.0 Creative Platform

2.0 Platform Objectives and KPIs

3.0 Audience

4.0 What Sets Us Apart

1.0 Creative Platform: Experience A Different World In Canada

POSITIONING STATEMENT

For travelers seeking to explore unique places with experiences, cultures, and landscapes strikingly different from their everyday norm, the Yukon is a destination that feels worlds away even though it's just in Canada. With its pioneering spirit and sense of discovery that helped shape the land and its people, its distinct local and Indigenous culture, supernatural wonders like the Northern Lights and Midnight Sun, an abundance of wildlife to encounter, unspoiled natural landscapes, and its range of one-of-a-kind travel experiences.

tone and voice

Playful / Uninhibited / Friendly / Honest / Offbeat

Our tone of voice reflects the people and natural landscapes of the Yukon. With a distinctly down-to-earth vibe, we want our audience to feel inspired by the beauty of our words, entertained by our quirky energy, and laugh at our playful honesty. Staying away from the category's conventional ways of description and long-winded prose, we lean more into plain-spoken and honest ways to describe the Yukon. Still as inspiring, but more distinctly Yukon.

2.0 Platform Objectives & KPIs

- 1 GENERATE TRAVEL INTENT**
Drive bookings to the Yukon through third-party providers and experience providers.
KPIs: Conversion tracking (landing page interactions and/or third-party visits)
- 2 FACILITATE TRIP PLANNING**
Provide relevant content for someone planning a trip to the Yukon.
KPIs: Engagements (interactions (shares/likes), site/landing page visits)
- 3 GENERATE AWARENESS**
Increase perceptions and travel intent to visit the Yukon.
KPIs: Brand Tracking

3.0 Our Audience: Active Learners

Between the ages of 30 and 65, they're not typical tourists. The term 'traveller' actually describes them better. Seeking to go places that most tourists don't, they travel to break out of their day-to-day routine and recharge by exploring another place's culture, history, and nature. In fact, before they arrive they like to brush up on the destination's history and map out their future experiences with their travel partner. When they get there they don't want to just "see", they want to "do". They're active learners, seeking hands-on experiences that will help them understand and connect with the destination better. So they desire interactive exhibits over art-behind-glass museums, respectfully participating in traditional Indigenous customs over watching, and trying unique local dishes over generic, find one in any city restaurants.

4.0 What Sets Us Apart

Experiences in the Yukon feel one-of-a-kind compared to the rest of Canada. From the Northern Lights to the Midnight Sun, the distinct local and Indigenous culture, the pioneering spirit and sense of discovery that helped shape the land and its people, authentic experiences like dog sledding or snowmobiling across frozen lakes, the unique natural landscape, the abundance of wildlife to encounter, to snowshoeing or hiking across unspoiled wilderness, experiences in the Yukon feel unlike anywhere else in Canada.

The Yukon feels a world away, even though it's in Canada. Being in Canada offers the Yukon a unique advantage over many other international destinations. Travellers can be assured of the infrastructure in the main city, stability of the government, access to quality healthcare, and two commonly spoken languages, with English the most common followed by French.

For Canadian travellers specifically, being in Canada has added benefits:

TRAVEL TIME PERCEPTIONS

Being in Canada, the Yukon feels closer than other international destinations for Canadians.

CURRENCY

Travellers may feel like they're in a foreign land, but the currency is CAD which removes hassles with money exchanges and reassures Canadians that they're getting what their Loonie is worth.

HEALTH + SAFETY

Canadians enjoy full medical coverage in the Yukon and the comforts of Canadian healthcare.

CANADA BUCKET LIST

For those who desire exploring more of their own country, the Yukon offers a chance to tick off another Canadian destination.

ACCESSIBILITY

The Yukon is accessible to Canadians with direct flights and no visa requirements.

Part 2:

Content Approach

GUIDELINES FOR DEVELOPING AND DISTRIBUTING CONTENT

1.0 Content Ecosystem

2.0 Content Pillars

3.0 Content Topics

4.0 Content Process

5.0 Role of Content

6.0 Guiding Principles

1.0 Content Ecosystem

AWARENESS

HERO CAMPAIGNS

Mass communications that introduce the Yukon as a travel destination to North Americans.

CONSIDERATION

ORGANIC SOCIAL, ORGANIC VIDEO, AND PR/INFLUENCERS

Targeted communications to owned and earned media platforms.

CONVERSION

TY WEBSITE & PACKAGE/PROVIDERS, CRM/NEWSLETTER SIGNUP

Targeted communications that give travel prospects the information they need to book a trip.

2.0 Content Pillars

Through our overarching content strategy, four different content pillars were developed that help educated our audience on how the Yukon is a Different World in Canada. These include DISCOVER (inspirational content), NAVIGATE (planning content), MEET (local/cultural content) and EXPERIENCE (activity content). Together, these form the framework upon which content is developed and communicated to potential travellers looking to visit the Yukon.

<p>DISCOVER</p> <p>Explorers are always looking for inspiration for their next adventure and resources to get a first feel of the place they're travelling to and what they can find there. This pillar will aim at giving people a first sense of what Yukon is about.</p> <p>Topics: History/ Culture (Gold Rush)/ Nature (Northern lights), Midnight sun/ Wilderness</p>	<p>NAVIGATE</p> <p>As an explorer, you want to make sure that the travelling conditions are going to be good and that your destination is practicable. This pillar will help travellers plan and organize their trip to and within the Yukon</p> <p>Topics: Itineraries/ Infrastructure/ Planning/ FAQ/ Accommodations/ Budget/ Tools/ Guides/ Ratings/ Reviews/</p>
<p>MEET</p> <p>As explorers want to interact with locals and learn about their culture, this pillar will be about helping travellers connect with the local communities, culture and people.</p> <p>Topics: Culture/ Events/ Local communities/ Local life/ Art/ Culinary/ People</p>	<p>EXPERIENCE</p> <p>Explorers are constantly looking for new ways to experience all a destination has to offer. This pillar will give a more experiential view of Yukon and help travellers find different ways to enjoy it.</p> <p>Topics: Activities: Hot Springs, Dog Sledding, Mountain Biking, Skiing, Hiking, etc</p>

3.0 Content Topics

- 1: Natural Wonders: Northern Lights & Midnight Sun
- 2: Wilderness and Wildlife
- 3: History: First Nations, Gold Rush, Beringia
- 4: Heritage, Arts & Culture: Locals including First Nations and Events
- 5: Iconic Drives

3.1 Content Ideas

TRAVELLER RATINGS AND REVIEWS OF ACTIVITIES, EVENTS AND PLACES

TY should incorporate ratings and reviews from trusted 3rd party sources such as TripAdvisor.

INCORPORATING 3RD PARTY CONTENT TO VALIDATE, REASSURE, CONVINC

TY should identify 3rd party content for priority topics (for example, festivals and events, traveller types (solo travellers/families with young children, seniors, campers/RVers), etc.)

A MORE MODERN TAKE ON CULTURE TO CAPTURE THE ATTENTION OF A WIDER AUDIENCE

TY should provide cultural content that is more meaningful to the average traveller (for example, language, food, activities, etc.) as a point of entry to the topic and segue to more historical, in-depth content.

MORE COMPREHENSIVE AND ENGAGING CONTENT ON WILDLIFE

TY should create and curate content that tells a story about past and present wildlife, creating an emotional connection and desire to learn, see and experience wildlife.

CULINARY CONTENT

TY should create and curate content that introduces travellers to the Yukon's unique culinary landscape (local growers, culinary traditions, food and drink events, recipes for Yukon traditional dishes and contemporary favourites, etc.).

MAPS

TY should create maps based on a) activities (hiking, ATViing, cross-country skiing, running routes, etc.); b) events; c) restaurants; and d) historical/cultural landmarks. Pinterest can be a platform that is leveraged to achieve this.

PHOTOGRAPHY

TY should create and curate content that provides photography tips and tutorials for things relevant to the Yukon: wildlife, winter (changing light conditions), best vantage points to capture a unique perspective on popular places, etc.

3.1 Content Ideas

SUPPORTING UGC

TY should continue to integrate UGC throughout content to enable travellers to see/hear from people just like them, further reinforcing that the Yukon is a perfect destination for them.

FESTIVALS AND EVENTS CONTENT

TY should provide a summary of events by month, by type, etc. and detailed content with photos/videos/maps. Include reviews by traveller profile so the traveller can filter reviews by people just like them.

4.0 Content Process

STRATEGIC UNLOCK

Before the current fiscal year begins, a brainstorming session is initiated with Tourism Yukon to ideate on potential ideas for the upcoming year. This list of ideas is then vetted against a suite of criteria (alignment with objectives/audience/content pillars, innovation, DEI, etc.) and a condensed list is generated to inform the entire content plan for the year.

AN EXAMPLE OF A TENTATIVE PLAN IS BELOW:

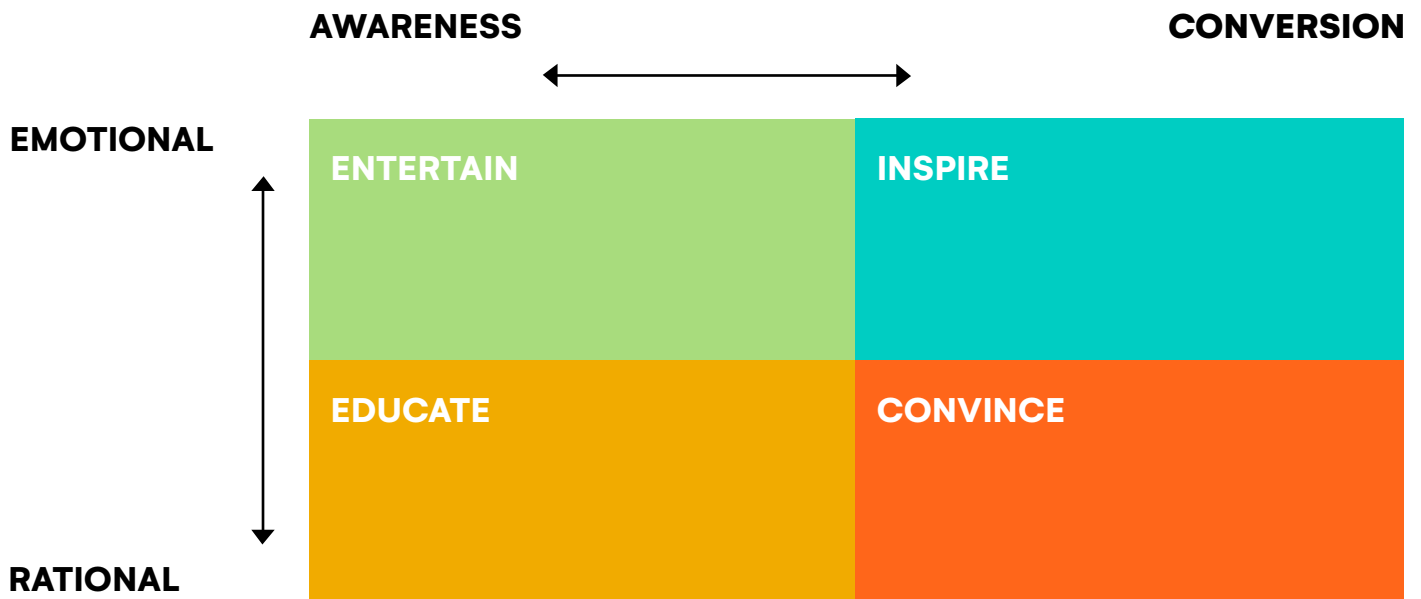
Monthly Content

Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
MEET	DISCOVER	MEET	NAVIGATE	EXPERIENCE	DISCOVER	NAVIGATE	EXPERIENCE	MEET	EXPERIENCE
EXPERIENCE	NAVIGATE	EXPERIENCE	MEET	DISCOVER	MEET	OTHER	DISCOVER	OTHER	NAVIGATE

5.0 Role of Content

CONTENT PLAYS ONE OF 4 ROLES FOR OUR AUDIENCE

Entertain, inspire, educate and convince



CERTAIN TYPES OF CONTENT ARE MORE SUITED FOR CERTAIN PHASES

When we want to entertain our audience, we provide them with eye-candy, things that are fun to watch, and interesting things to interact with. We can provide a welcome distraction and mini-escape from the daily grind, and we can leave a favourable impression of our brand, and our destination in the process. Content designed to entertain allows us to reach a wider audience—those that aren't necessarily considering the Yukon as a potential destination for future travel. Examples of content that are well suited to entertain our audience includes:

- Videos
- Quizzes
- Challenges

5.0 Role of Content (cont'd)

When we want to inspire our audience, we provide them with content that enables them to envision being in the Yukon and the emotional payoff that comes with that experience. We can challenge our audience to think about the future—and how their lives will be different/better having experienced the Yukon. Examples of content that are well suited to inspire our audience includes:

- Videos and images with thought-provoking questions and CTAs on social media
- Website articles
- Profile generators (for example, what type of adventurer are you?)

When we want to educate our audience, we provide them with content that allows them to challenge their assumptions, see things through a different lens, or hear a different point of view so that they absorb the information as opposed to just see the information. When our audience has had an “aha” moment with our content, they are more likely to have a greater emotional connection with the information. Examples of content that are well suited to educate our audience includes:

- FAQ
- Guides
- Tools

When we want to convince our audience, we provide them content that triggers a moment of epiphany, when they can see themselves travelling to and enjoying the Yukon. Content that is well suited to convince our audience includes:

- Influencer content
- 360/POV videos
- High engagement posts with stories/advice on visiting the Yukon

6.0 Guiding Principles

Guiding Principles remind us, at the highest level, what our content needs to represent, in order for our content to have the potential to be successful.

There are many ways to strategically think about content: its role (entertain, inspire, educate, convince), the emotional response we want to elicit (challenge my beliefs, change my perspective), etc. But it's the guiding principles that start us down the right path.

THERE ARE 3 GUIDING PRINCIPLES FOR TY'S CONTENT:

VALUABLE

TY provides unique content that is superior to content about the Yukon found elsewhere.

- Our content is worth consuming.
- Our content is worth sharing.
- Our content fills a need.
- Our content is valuable.

PASSIONATE

TY's passion for the Yukon is evident in our content—reflected in our pride, positivity, and respect for the Yukon.

- Our passion for the Yukon is infectious.
- Our content will create this same passion with our audience and turn them into
- Our passion is reflected in the quality of our content, the depth of our knowledge, and our ability to trigger emotions through the content.

UNEXPECTED

TY's content is not traditional.

- Our content showcases the unexpected and is unexpected.
- Our content pushes boundaries.
- Our content forges new territory.

