

Tourism and Culture – Marketing Branch

2005 – 2006 Product Development Partnership Criteria

Introduction

The Product Development Partnership is a one-year program funded by the Department of Tourism and Culture. This program, provided in the form of contribution agreements, is designed to stimulate the development of niche tourism products, facilitate tourism workshops and build tourism capacity throughout the Yukon.

Product Development Goals

- Improve the quality of Yukon's tourism products to maximize visitor satisfaction.
- Grow year-round destination tourism in all regions.
- Grow products to meet emerging and existing niche market demand.

Product Development Objectives

- Increase industry knowledge and capacity amongst all Yukon tourism stakeholders.
- Provide relevant tourism outreach services to all Yukon tourism regions and stakeholders.
- Share and inform industry on best practices, standards and codes of ethics.
- Raise awareness of niche market demand, niche trends and niche product development opportunities amongst all Yukon tourism stakeholders.
- Contribute towards the development of new tourism products for niche markets.

Program Elements

- 1) **Niche Product Development** – Includes initiatives that support the development of existing or emerging sport, learning, cultural, adventure and specialty niche tourism products.
 - **Partnership opportunities:** market research into new or existing niche markets, packaging niche product case studies, identification and/or development of standards or criteria for niche products or services, and “how to” manuals and best practices.
- 2) **Tourism Workshops** – Includes supporting tourism stakeholders through the facilitation of timely and relevant tourism workshops. Workshops could include delivering the department of Tourism and Culture's “Yukon Tourism Essentials” or an independent workshop.
 - **Partnership opportunities:** “Yukon Tourism Essentials” (Introduction to Tourism, Tourism Business Basics, Niche Markets, Product, Packaging and Pricing, Travel Trade and Market Readiness, and Wilderness Tourism), and other relevant tourism workshops.
- 3) **Tourism Capacity Building** – Designed to increase the capabilities of tourism stakeholders to develop and deliver market-ready tourism products.
 - **Partnership opportunities:** participation in relevant tourism training initiatives, First Nation/communities pilot projects, and human resources needs analysis.

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Funding

- The Product Development and Research Unit have \$70,000 dedicated to initiatives for this program.
- Program funds are for projects not eligible through other funding sources i.e. Tourism Co-operative Marketing Fund or Community Development Fund.
- Projects will be funded to a maximum of \$10,000. Eligible partners may request funding for more than one project during the fiscal year, however a partner may only receive a maximum of \$10,000.00 during the fiscal year. Payments will be based on actual, third-party costs incurred by the partner.
- Costs incurred prior to project approval will not be eligible for payment.

Eligibility and Process

- Must be a project that meets the objectives of the 2003-2005 *Product Development Plan* as stated above and does not conflict with projects eligible under other YTG funding programs.
- Projects must take place during the 2005/06 fiscal year which commences April 1, 2005 and ends March 31, 2006.
- Projects must clearly demonstrate broad benefit(s) to Yukon's tourism industry which are timely, relevant and transferable to other industry stakeholders.
- Projects must have broad support from appropriate tourism stakeholders.
- Partners must clearly and prominently acknowledge the Department's contribution.
- Project concepts should be presented to the Product Development Officer.
- Eligible partners include municipalities/communities, tourism associations, First Nations, non-profits groups, events and festivals

Criteria

Project proposals will be assessed against their ability to meet a majority of the following criteria:

- Projects that target primary and secondary markets identified in the Tourism Yukon Marketing and Strategy Plans.
- Demonstrated industry relevance, timeliness and benefit.
- Maximize partnerships.
- Broad industry support.
- New or incremental project or initiative.

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- Preference will be given to projects that can demonstrate the partner's equity.

- Preference will be given to projects which benefit more than one community, First Nation and/or tourism region.

Partnership Project Proposal Format

The Product Development and Research Unit of the Department of Tourism and Culture will assist eligible partners in developing a project description that should include the following:

- background/introduction
- project description
- project objectives
- project benefits
- project management
- activities and related timelines,
- detailed budget, including all sources of funding, amount of financial assistance requested
- project deliverables including well researched and documented final project report in hard copy and electronic format (CD-Rom), which may be made available to the public.

Once your detailed project description is received the Department will review your request for financial assistance. Should your proposal be accepted you will be required to sign a formal contribution agreement.

Evaluation

- The product development partnership program is an outreach, awareness and education initiative. Stand-alone success is difficult to measure. However, to evaluate the program, information on program elements and deliverables can be collected such as clients served, workshops and special programs developed and delivered, pilot projects designed and implemented, etc. Data in these areas will be collected.
- Each project proponent will be required to provide a final written report on the project, including its relative success.

For more information contact:

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