



— YUKON OUTFITTERS —

good for wildlife,
good for Yukon





values and value

The nature of outfitters is that we are generally quiet and reserved, more at home in the wilderness than in society or in the public eye. This inevitably leads to everyone having their own opinion about outfitting, what it is, what it stands for and what it does or doesn't do. This handout is an attempt to clear the air, as it were, to talk about the things that we as Yukon outfitters value, and the way our industry brings value to the Yukon.

So, while we're not used to tooting our own horn, we do think it's important that we share a little of what we do for our communities. That way, you'll know what we know.



Discover 6 things that Yukon outfitters do

1

THEY PUT YUKON ON THE MAP



Outfitters are in the hospitality business, like many other Yukon tourism-related businesses. The tourists they bring into the territory are at the top of the value scale. The average non-resident guided hunter spends **\$865.00 a day** (not including outfitting fees or travel costs) on Yukon goods and services, compared to \$82.00 a day for the average Yukon summer visitor.* And many of these guided hunters return with family or friends for a non-hunting Yukon experience.

One other way that outfitters put the Yukon on the map is through their marketing reach. A good outfitter can have some **25,000 Facebook followers** (the majority of whom are from outside the territory), while exceptional outfitters can have **over half a million**. That is a lot of additional potential visitors to add to the 35,000 that follow Travel Yukon...

* 2012–13 Yukon Visitor Tracking Program, YG Tourism

2

THEY PUT MEAT ON THE TABLE



Hunting is a traditional Yukon way of life, at one time a necessity for putting food on the table. For many in the Yukon, it still is. But not all Yukoners who have that deeply rooted or cultural need to hunt are able to do so. Every year, Yukon outfitters provide healthy, wild meat, harvested by their clients, to community food programs, hospitals, churches, elders and other individuals who are not able to harvest for themselves. We're not talking about a mooseburger or two, but **over 75 tons** of organically grown Yukon protein. That's north of a million dollars' worth of groceries, no matter how you slice it.

3

THEY PUT MONEY INTO POCKETS



Ask a Yukon outfitter what the biggest part of the job is and chances are he'll say spending money. Outfitters build and maintain camps, charter air services, buy fuel, gear and groceries, hire wranglers, cooks, guides, and expeditors. And most of that spending happens in the Yukon. In fact, outfitters provide **150 Yukoners** with jobs and spend **over \$8 million** annually in the territory, much of it going to small businesses in the communities. And that's not boom-or-bust economics, but steady economic impact. Ask someone in Mayo or Burwash what it means to the local economy to have reliable, year-after-year expenditures...

4

THEY PUT “GOOD” IN FRONT OF NEIGHBOURS



In his professional life, an outfitter is a host. A good host ensures that his guests feel at home, have a positive experience, are kept safe, comfortable and well fed. That attitude and personality trait extends to the outfitter's personal life and his relationship with Yukon communities. Outfitters support their communities by helping when and where they're needed, whether by sponsorships, donating meat and time, maintaining remote airstrips, sharing back-haul flights with other users, sharing wilderness knowledge, checking in on trappers and other remote neighbours, and doing their part to provide stability to local economies. Oh, and they host a great party.

5

THEY PUT “SUSTAINABLE” INTO PRACTICE



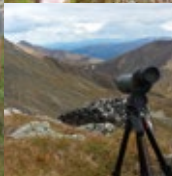
Farmers who want to continue farming rotate their crops, fertilize their fields and save seed for next year. They practice sustainable farming because it is in their interest to do so. Outfitters, too, want to continue outfitting and that requires well-managed wildlife populations, healthy and secure habitat, and the conservation of pristine wilderness. Their livelihood depends on them implementing long-term, sustainable wildlife harvests, supporting the concession model and engaging with land use planning, ORV planning and other important issues. What's good for wilderness and wildlife populations is good for outfitters.

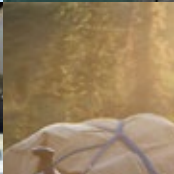
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THEY PUT “EVERYTHING ELSE” INTO PERSPECTIVE



The reasons people choose to hunt are complex and broad, but one thing all hunters share is this: a profound passion for the immersive experience that hunting provides. Nowhere on the planet is this truer than in the Yukon. Hunting is about a return to the wilderness and a reduction of life's complexity to simple but significant decisions and activities. It's about facing challenge and hardship, testing yourself and your companions, and developing deep relationships founded on trust. Outfitters and their guests are no different. To be sure, it is about the hunt, but that merely provides focus for everything else. It's the reason that more and more of their guests return to the Yukon, often with friends and family in tow: to explore and experience the “everything else.”







www.yukonoutfitters.net