

2026-27 Products and Experiences Gaps

Tourism and Culture identifies an annual list of product and experiences gaps based on input received from key account tour operators in its 13 markets and consumer feedback received via online channels.

Tours and Experiences

• Multi-day Tours:

- Aurora Viewing – More, and more varied aurora viewing tours, including summer/fall season and First Nations-focused aurora viewing experiences.
- Midnight sun experiences: i.e. Guided wilderness activity tours (hiking, canoeing, fishing, mountain biking, flightseeing, etc.) departing late evening and finishing after midnight.
- Packaged tourism experiences offered later in the Fall (i.e. Sept. 7 / Oct.), i.e. 3-5 day iconic fall colour and aurora viewing combination itineraries.
- “Hut to hut” hiking options (guided and un-guided).
- Certified sustainable tourism businesses.

• Day Tours – Yukon-wide

- Guided activities under the Northern Lights, i.e. fat biking, snowshoeing, etc.
- Outdoor activity day tours, particularly in Carcross and Haines Junction.
- Guided cycling-based day tours year-round, i.e. mountain bike, e-bikes, fat bikes, and cycling city tours.
- Guided hiking day tours, particularly in Whitehorse, Carcross and Kluane.

- Guided downhill skiing packages, including skiing equipment.
- Wildlife viewing tours - all seasons (i.e. bears, other large mammals, migrating birds, etc.).
- Guided ATV / snowmobile tours.
- Wellness retreats (i.e. yoga, running, etc.).
- First Nations cultural workshops and other experiences.
- 2 hour to ½ day “sample” outdoor activity tours in all seasons.
- Christmas-themed tours / dinners / cultural events for visitors in the Yukon during the Christmas season.
- Indoor experiences (for bad weather day)
- Astronomy and night-sky interpretation experiences (Japan)
- More private tours options
- Park Based:
 - Outdoor adventure day tours in Kluane National Park (all seasons).
 - Outdoor adventure day tours in Tombstone and Kusawa Territorial Parks.

• Day Tours - Whitehorse

- City tour options in Whitehorse, i.e. foodie tours, art/cultural tours / First Nation cultural tours, museum tours, etc.
- Guided tours / services in Spanish (Mexico / USA).
- Guided winter tours i.e. fat biking, snowshoeing, cross country skiing, kick sledding, etc.



- **Day Tours - Dawson City**
 - More guided day tour options.
 - Guided river tours with transportation on the Klondike and Fortymile Rivers.
- **Day Tours – Haines Junction**
 - Outdoor activity day tours.
 - Walk-in attractions, museums, etc.
 - Easy Rafting tour

Transportation

- Increased numbers of rental cars.
- Rental car station in Dawson offering Dempster Highway rentals.
- 1-way rentals vehicle rentals from Whitehorse to Inuvik (or vice versa).
- Taxi / shuttle service for Dawson City Airport.
- Scheduled bus service from Whitehorse to Dawson.
- Private transportation services

Dining

- More quality restaurant variety (including Asian food options) in Whitehorse, Haines Junction and Dawson City open year-round.
- Indigenous-owned, Indigenous-inspired restaurant(s).
- Food tours involving harvesting / preparing local recipes.
- More restaurants incorporating locally grown, harvested, produced ingredients in their dishes.
- More breakfast options in restaurants (Yukon-wide/year-round).
- Currently for sale: Village Bakery in Haines Junction (<https://www.realtor.ca/real-estate/29931844/village-bakery-haines-junction>)

Accessibility Note:

*Improved accessibility should be considered at all Yukon businesses.
- Experiences/tours offered in different languages especially Japanese, Spanish, French, German and English

Accommodation

- New [trade ready](#) 3-4 star hotel accommodations Yukon-wide (particularly in Watson Lake, Haines Junction, Carcross, Ross River, and Beaver Creek).
- Glamping resorts / experiences
- More student-specific lodging options in Whitehorse (China).
- More [trade ready](#), eco-friendly/sustainable lodges Yukon-wide; (the Whitehorse area, Dawson City, Haines Junction/Kluane National Park and Watson Lake areas are a high priority). Wilderness lodges/cabins that are publicly listed for sale include:
 - **Whitehorse / Southern Lakes:**
Inn on the River - Wilderness Property Lodge for Sale Yukon, Canada (innonthelake.ca)
 - **Kluane Region:**
Tin Cup Wilderness Lodge
<https://www.loopnet.ca/Listing/TinCup-Wilderness-Lodge-Whitehorse-YT/40483137/>
 - **Southeast Yukon:**
Frances Lake Wilderness Lodge - Yukon Lodge Sale, Wilderness Lodge for sale in the Yukon Territory, Canada (franceslake.ca)
Nugget City - Yukon Resort For Sale on the Alaska Highway (frontierhospitality.ca)

