

Ch'oo Deenjik Accommodations

Old Crow

Started: 1994

Contact: Kenny and Patti Tetlich

Ch'oo Deenjik Accommodations has five rooms and two shared kitchens. In addition to the owners who do the bookings, pick guests up at the airport, and manage the finances, there is one part-time employee who cleans the rooms.



Getting started: In 1994, Ch'oo Deenjik started as a one room bed and breakfast with financing from Dana Naye Ventures. Kenny took a hotel management course at Yukon College. Soon two more rooms and a kitchen were built next door and this year a three bedroom building with another kitchen was also added to business. At the same time, Kenny and Patti changed the business into a hotel instead of a bed and breakfast.

Key to success: Being consistently open, having clean rooms and kitchens, being welcoming and providing extra touches such as rides from the airport, are important to establishing a good reputation. Starting small and building over time has allowed the owners to learn the ropes as the business grew.

Lessons learned: Providing breakfast for their guests meant having to deal with frequent health inspections. When they stopped serving meals, it reduced the number of inspections the business had to deal with. Waiting on decisions on financing applications has been difficult and they have learned to make frequent calls to ensure their application keeps moving through the system. They also have a clearer idea of the length of time it takes to get financing so they have set aside more time with each new application.

Future of business: There are no immediate plans for further expansion. However, Kenny is considering starting dog sledding or boat trips as a complement to the accommodation business.