



For Immediate Release!

Industry Welcomes Additional Funding For Destination Marketing

- Tuesday September 2, 2014 Whitehorse, Yukon

Today the Yukon Government, in full partnership with the Canadian Government through CanNor, announced a substantial boost to the funding of destination marketing programs for Yukon over the next two year period. The funding which includes \$1.8 million from the Yukon Territorial Government and \$1.8 million from CanNor over the next two years is welcome news for the Yukon's tourism industry participants. The Yukon Government is showing great leadership in boosting funding of these important programs at a time when the tourism industry is once again demonstrating its importance as a sustainable industry and a component of the stable backbone of the Yukon economy.

"Past programs overseen by the Department of Tourism and Culture that are researched-based and driven by industry representatives have shown substantial return on investment." commented Neil Hartling, Chairman of the Tourism Industry Association of Yukon ("TIAY"). "By building equity for the destination in the minds and hearts of identified tourism targets, these programs build sustainable demand for the products offered by our industry members and have a lasting impact on the growth of the tourism economy. It is a sensible way for the Government to invest in a fashion that delivers strong returns."

TIAY was a strong advocate for this additional funding along with the Yukon Chamber of Commerce. Rich Thompson, Chair of the Yukon Chamber added, "This outcome is a great demonstration of how the Yukon Chamber is able to act in partnership with organizations dedicated to specific industry segments in order to gain important outcomes for Yukon businesses. We take our hat off to the Yukon Government, and particularly to the leadership demonstrated by Minister of Tourism & Culture Mike Nixon, for bringing this funding forward in a manner that is supported by the Federal Government; and to the opposition parties who have also advocated for support for the tourism industry. It is a great example of business associations and political parties of all stripes working together to create an outcome that has a high likelihood of really paying off for the tourism industry. This is certainly the way things should work in the Yukon."

TIAY, through its Tourism Marketing Committee, and the Yukon Chamber will continue to work closely with the Department of Tourism to ensure that this funding boost is well targeted and efficiently spent in order to maximize the potential outcomes for tourism businesses.

Incorporated in 1985, the Yukon Chamber of Commerce is the collective voice of Yukon's Business Community, working to create a climate conducive to a strong private-sector economy by providing leadership and representation on issues and projects affecting business. The Chamber represents the four Community Chambers of Dawson City, Silver Trail, Watson Lake and Whitehorse, as well as over 700 Yukon businesses, through either direct or Community Chamber membership.

Incorporated in 1973, the Tourism Industry Association of the Yukon (TIA Yukon) is the voice of Yukon's Tourism industry. Representing almost 400 members from tourism-based businesses, TIA Yukon assists its members through the training and marketing programs that it administers. TIA Yukon works closely with YG and other tourism stakeholders to ensure that the territory's tourism potential remains strong and that tourism operators are able to pursue opportunities as they arise.

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