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Government of Yukon Supports Enhanced Marketing Initiatives

WHITEHORSE – Following discussions with tourism stakeholders in November 2008, the Yukon government will invest an additional \$500,000 toward Overseas Marketing and \$100,000 toward attracting more meetings and conventions to the territory, Tourism and Culture Minister Elaine Taylor announced.

“The Government of Yukon is committed to increasing awareness of Yukon as a destination of choice and promoting unique tourism experiences,” Taylor said. “This additional funding in key growth markets will further capitalize on awareness already generated and will further strengthen our inventory of marketable tourism services and products.”

Members of the Tourism Industry Association (TIA) of the Yukon met with the Premier late last year following the Yukon government’s announcement to manage local impacts resulting from the global economic downturn.

“We are pleased with the Yukon government’s commitment to the tourism industry,” TIA Yukon first vice chair Mary Ann Ferguson said. “By investing in overseas marketing initiatives and in the meetings and convention sector that target potential travellers and convention delegates to Yukon, we show that collaborative partnerships work towards sustainable outcomes. We appreciate the Premier’s commitment for public engagement and the department’s quick response to the recommendations made.”

“This is a perfect time to enhance our sales efforts targeting association, corporate and government meeting planners across Canada, thereby enabling us to attract and secure events that will generate incremental tourism revenues,” Yukon Convention Bureau vice-president Stephanie Churchill said. “For every dollar invested in this sector, \$12 is generated in direct spending that benefits Yukon’s economy.”

The Department of Tourism and Culture invests over \$5 million annually through a variety of programs and services to market tourism worldwide. This includes product development, domestic and overseas marketing and visitor services.

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