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TIA Yukon Chair speaks to the importance of tourism at pre-budget roundtable discussions

Whitehorse – Today, TIA Yukon Chair Neil Hartling appeared before the Honourable Leona Aglukkaq, Minister of the Canadian Northern Economic Development Agency and Minister of Health, as part of a pre-budget roundtable discussion in Whitehorse. The meeting was an opportunity for Northerners to provide input on how the Government of Canada can best achieve a sustainable and prosperous economy for Northerners and all Canadians.

Hartling used the opportunity to speak to the importance of tourism to our national and territorial economies. "Tourism is an economic pillar industry in Yukon, accounting for 4.6% to 7.2% of Yukon's Gross Domestic Product - one of the highest in the country – and contributing from \$173M to \$197M annually to private sector revenue."

Hartling also presented key priorities for the tourism industry for the upcoming year, reiterating the call for a review of Canada's aviation cost structure, recommending continued investment in Canada's festivals and events sector, and recommending the federal government revisit the funding model for the Canadian Tourism Commission with the objective of providing a competitive and stable base for effectively marketing Canada internationally.

"Yukon, like many Canadian jurisdictions, relies on our partnership with the CTC to leverage our resources within key international markets." Said Hartling in his presentation. "Marketing dollars are an investment, and investing in tourism marketing creates a payback to the economy and the government many times over. The return on these dollars is exceptional; in Yukon, for every marketing dollar spent, up to \$27 new dollars enter the territory. The CTC achieves a 37:1 ROI."

Today's discussion was one of a series of cross-Canada consultations.

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