



For Immediate Release

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WOMEN'S WORLD FAST PITCH CHAMPIONSHIP A HUGE BOOST FOR TOURISM

WHITEHORSE – The City of Whitehorse wrapped up ten action filled days on Sunday with the conclusion of the International Softball Federation's (ISF) 2012 Women's World Fast Pitch Championship. Over 700 players, coaches, and fans from sixteen countries and all continents took part in the championships. The ISF Junior Men's World Fast Pitch Championship was held in Whitehorse in 2008, which showed the ISF the hospitality that the Yukon can offer and its ability to successfully host a major international softball event.

“Having an influx of international athletes in the Yukon has been fantastic for business”, says John Robertson, TIA Yukon Second Vice Chair and General Manager of two Whitehorse hotels. “Many of the teams stayed at our hotels and the interaction between the teams and our staff was great. We purchased tournament passes for staff to make sure they had the chance to take part in all of the festivities. It really was an incredible community event.”

Major events like the 2012 Women's World Fast Pitch Championship are an important stimulus as economic benefits trickle down to all local businesses. In 2008, Softball Yukon completed an economic impact study on the ISF Junior Men's World Fast Pitch Championship and found that the games pumped up to \$10 million into the local economy. The Women's Championship featured even more teams than in 2008 and is expected to have had an even greater impact. Due to the enormous success of the previous championships, Whitehorse will once again be hosting the Junior Men's Fast Pitch Championship in 2014.

“The Yukon is able to attract and successfully host international events like this because of the incredible dedication of the volunteers and organizations involved, and the ability of the Yukon's hotels, restaurants, stores and other tourism based operators to meet the needs of those who are traveling as a result of the event”, says Blake Rogers, Executive Director of the Tourism Industry Association of the Yukon (TIA Yukon). “The 2012 Women's World Fast Pitch Championship, like the 2012 Arctic Winter Games that took place in Whitehorse earlier this year, generated huge revenues for the local economy and showcased part of the Yukon to athletes that will take their experiences back to their home countries, all over the globe.”

TIA Yukon would like to thank all of the players, fans, organizations and volunteers that participated in making this a successful event and congratulate Japan on an exciting victory.

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