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WORLD TOURISM DAY CELEBRATES THE IMPACT OF WATER ON TOURISM

Whitehorse – September 27th is recognized internationally as World Tourism Day. This year, World Tourism Day celebrates *Tourism & Water: Protecting our Common Future*, a theme that ties in with 2013 being the United Nations International Year of Water Cooperation.

“Tourism as the largest private sector employer in the territory has an opportunity to be a leader when it comes to sustainable water use,” says TIA Yukon Executive Director Blake Rogers. “Our pristine lakes and rivers play a major role in why many people come to the Yukon and are key to the Yukon’s marketing strategy.”

Each year, thousands of people travel from around the world to enjoy Yukon’s iconic waterways and bodies of water. Water is one of tourism’s most precious resources; it is vital to all tourism businesses around the globe, from hotels to restaurants, cruise ships to fishing charters, hunting trips to rafting adventures. In the Yukon, water has always been particularly pertinent to the territory’s transportation sector.

“Water has played a historic role in our territory: during the Yukon Gold Rush and for years afterwards, sternwheelers would travel up and down the Yukon River bringing visitors and supplies; the rivers ensured that the Yukon’s communities stayed connected,” says TIA Yukon Chair Neil Hartling. “Water has been and continues to be deeply impactful on the territory’s economy; the better the quality of our water, the better the quality of our brand as a tourist destination, which ultimately leads to a higher number of visitors to the territory, which brings a greater economic yield.”

World Tourism Day has been held annually on the 27th of September since 1980. The date was chosen to coincide with the anniversary of the adoption of the United Nations World Tourism Organization Statutes on the 27th of September 1970. Its purpose is to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic value.

TIA Yukon recognizes the value of water to the Yukon’s tourism industry and encourages all Yukoners to be proactive in helping to sustain this precious resource.

For more information, contact:

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