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### **TIA YUKON CALLS FOR STRATEGIC INVESTMENT IN TOURISM TV CAMPAIGN**

Whitehorse – The Tourism Industry Association of the Yukon (TIA Yukon) is calling on the Yukon Government to make a strategic investment in the territory's tourism industry by committing \$2.5 million per year for two years to a domestic television campaign, beginning in 2014-15. This campaign would be in addition to the Yukon's existing tourism marketing programs. Once the campaign is proven successful, TIA Yukon believes the government should increase the core tourism marketing budget by \$2.5 million per year going forward, with the understanding that this allotment would be earmarked for television and broadcast opportunities for advertising and content integration.

"The tourism industry has expressed the need for the government to do more to promote the Yukon brand by having the territory featured in a television campaign", says TIA Yukon Chair Neil Hartling. "This would help to maximize the territory's potential. It's a pivotal time for tourism in the Yukon and it's the right time to take our industry to the next level and to boost the economy."

A more significant financial commitment to tourism by the Yukon Government could also lead to more funding through federal programs to support tourism in the territory, according to Yukon's MP Ryan Leef. In recent discussions with TIA Yukon and the Yukon Government, Mr. Leef made a commitment to work with the Yukon Government to explore the feasibility of a television marketing campaign.

The tourism marketing budget for the Yukon has not received a substantial increase to its core funding in at least ten years despite the fact that the Yukon now receives over \$1 billion a year in transfer payments and just last year announced a surplus of \$72.8 million. While there have been a number of federal and territorial dollars that have provided limited top ups to the marketing budget for specific projects over the years, the core marketing budget has remained largely unchanged.

"The Yukon's marketing budget has never been big enough to allow the territory to gain much of a presence on television," says Hartling. "If the government would have the vision to see this through, it would open doors never thought possible. It would create direct and indirect benefits for every tourism operator in the territory. It would portray the Yukon as a great place to visit, but also as a great place to live and do business. This is the kind of rising tide that would float all boats, that would benefit every industry from mining to health care and from which every Yukoner would benefit."

Newfoundland has had indisputable success through its television campaigns; Manitoba is the latest to follow suit in using television as a key marketing tool.

"This is a sound investment", says TIA Yukon Executive Director Blake Rogers. "When you look at the return on investment from tourism marketing it generally pays out 28 to 1. A campaign like this will have incredible financial benefits for the economy overall."

Hartling and Rogers say that the numbers indicate that tourism in the territory has performed very well in recent years, due largely in part to hard working operators and the great work done by the Department of Tourism and Culture. Hartling and Rogers also know that the Yukon is capable of achieving even greater successes with the level of brand awareness that a television campaign would deliver.

For more information, contact:

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