



FOR IMMEDIATE RELEASE

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TOURISM CONTINUES TO FUEL THE YUKON'S ECONOMY

Whitehorse – June 16-20 is Tourism Week in Canada. In addition to showcasing the economic opportunity available to Canada through travel and tourism, Tourism Week is also a call to action to decision makers from across the country.

The Yukon's tourism industry continues to make positive contributions to the territory's economy. According to the Yukon Government, tourism in the territory generates over \$200 million in revenues annually and is the largest private sector employer in the Yukon.

“As interest in Canada's North continues to increase, it is important that we harness this economic potential, and bring more tourism dollars into the territory”, says Tourism Industry Association of the Yukon (TIAY) Chair Neil Hartling. “TIAY has been working closely with its partners in the business community and the Yukon Government to address ways to further increase the territory's tourism marketing reach. TIAY hopes that this will result in additional advertising in the marketplace at the earliest possible opportunity so as to provide maximum benefit to the Yukon's economy.”

TIAY has also been investigating the possibility of a voluntary Destination Marketing Fee that the Yukon's accommodation sector could opt to employ. Other jurisdictions have voluntary fees such as this to help augment their marketing efforts, so TIAY believes that this is something worth exploring with Yukon operators to see if an appetite for such a voluntary fee exists.

The tourism sector is a highly sustainable industry that makes a vital contribution to the Yukon's economy. The local economy benefits from the generation of jobs and revenues for small businesses such as retailers, grocery stores, accommodations providers, restaurants, and tour operators.

For more information, contact:

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