



**For immediate release**

**February 2, 2015**

**TOURISM INDUSTRY CELEBRATES THE LAUNCH OF NEW YUKON TOURISM COMMERCIAL**

WHITEHORSE – The Tourism Industry Association of the Yukon (TIA Yukon) is celebrating the creation of Tourism Yukon’s new winter tourism commercial that will be launched in Whitehorse and broadcast on national television starting today. The commercial is the first as part of a new campaign financed by the additional \$3.6 million funding over two years from the federal government and the Yukon government to boost the Yukon’s tourism marketing budget.

In January, 2014, upon recommendation from industry experts, TIA Yukon vocalized the need for the Yukon Government to increase the Yukon’s tourism marketing budget. Following this initial request, TIA Yukon in partnership with the Yukon Chamber of Commerce, spent months lobbying Yukon politicians, conducting supplementary research, and working with Government officials. The increase to the marketing budget was ultimately a result of this remarkable team effort and the leadership and vision shown by the Yukon Government in deciding to make a strategic investment in the Yukon’s tourism industry.

“The marketing team at Yukon Tourism and their agency of record, worked tirelessly on a tight schedule to deliver a fine tuned, truly Yukonic commercial of which all Yukoners can be proud”, said TIA Yukon Chair, Neil Hartling. “This is the first of a series of ads that will effectively bring the Yukon to key Canadian markets and encourage them to come to the Yukon.”

Hartling added that major funding cuts to the Canadian Tourism Commission by the federal government has greatly hindered Canada’s ability to promote itself abroad, so provinces and territories have no choice but to pick up the slack if they are to get noticed in today’s very competitive marketplace. This was one of the reasons why TIA Yukon made the initial request.

“The need for a strong tourism industry as part of diversification, especially now in the wake of plummeting oil prices, is greater than ever”, said Hartling. “The lower Canadian dollar and the lower price of gas may help visitation in cross-border destinations such as Vancouver or Niagara Falls, but to get more people to visit the Yukon, we need to build more awareness about the Yukon, and that can only be done with greater, consistent investments in marketing.”

The current tourism marketing campaign will include a series of television commercials and other digital technology, targeting mostly Canadian audiences. Funding for these bolstered marketing efforts will expire March 31, 2016 and will need to be renewed if the Yukon hopes to continue to remain competitive with other destinations.