



## **FOR IMMEDIATE RELEASE**

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### **TIA Yukon Celebrates Tourism Week**

Whitehorse – National Tourism Week is an annual event that celebrates just how important tourism is to Canadians. According to TIA Yukon Chair Neil Hartling, Yukoners have reason to celebrate the high quality of tourism experiences that the territory is able to offer.

“We are the envy of Canada when it comes to tourism, the percentage that tourism generates to our GDP is more than double the Canadian average,” says Hartling. “This week is incredibly busy; right now all of our operators are either beginning summer hours or getting ready to open for the season. This is shaping up to be another great year!”

Tourism has become an economic driving force both in Yukon and Canada; nationally 594,000 jobs are directly generated by tourism, accounting for \$73.4 billion in revenues and representing 2% of Canada’s overall gross domestic product (GDP) in 2010. According to the Government of Yukon, here in the territory, the tourism industry is the largest private sector employer and impacts nearly all other economic sectors, with 4.6% of the Yukon’s total GDP being attributed to tourism in 2009. With over 300,000 border crossings a year, Yukoners get a chance to showcase their home to visitors on a global scale and take pride in their community.

“This year for Tourism Week, TIA Yukon has been focused on getting Yukoners to ‘Rediscover Yukon’,” says Blake Rogers, Executive Director of TIA Yukon. “Tourists spend a lot of money to see the Yukon wilderness, or to experience the rich history of the Gold Rush – it’s important to encourage Yukoners to explore of all the places that makes Yukon so special, whether it’s for the first time or for a return visit.”

Several operators this week are offering specials to encourage locals to visit local attractions, including the Yukon Wildlife Preserve which will be giving a 10% off admissions all week and the White Pass & Yukon Route with their annual *Yukoner’s Special* of 75% off regular priced train tickets this weekend. For more events taking place this week please check out [www.tiayukon.com](http://www.tiayukon.com).

For more information, contact:

Brad Weston

Membership and Community Relations Officer, TIA Yukon

(867) 668-3312

[brad.weston@tiayukon.com](mailto:brad.weston@tiayukon.com)