



FOR IMMEDIATE RELEASE

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YUKON TOURISM INDUSTRY CELEBRATES WORLD TOURISM DAY WITH KICK OFF OF TIA YUKON CONFERENCE

DAWSON CITY: September 27th is World Tourism Day. The Yukon's tourism industry is marking the occasion with the start of TIA Yukon's annual conference. The conference will run September 27-29 in Dawson City.

The United Nations has declared 2017 to be the International Year of Sustainable Tourism for Development, and in recognition of the International Year, the theme of this year's TIA Yukon conference is 'Sustainable Tourism North of 60 and Beyond'.

"There is a conversation taking place in tourism circles around the globe about sustainable tourism", says TIA Yukon Executive Director Blake Rogers. "It's important that operators in the Yukon are able to engage in this discussion. This year's conference will give operators a chance to learn more this topic from a local, a regional, and a global perspective."

Sustainable tourism refers to tourism practices that bolster the environment, culture, and economy of a destination through long term planning and capacity building. Sustainable tourism practices promote the positive impacts that tourism can have on a community and work to ensure that an area has the resources and strategies in place to prosper.

Sheila Walt-Cloutier, Inuit Leader and author of *"The Right to be Cold"*, is the keynote speaker for the conference. Watt-Cloutier is an Officer of the Order of Canada; the recipient of the Aboriginal Achievement Award; the UN Champion of the Earth Award; the Norwegian Sophie Prize; and the Right Livelihood Award, and a 2007 Nobel Peace Prize nominee for her work on climate change.

The conference will feature topics sustainable best practices, building capacity in communities, working with media ,and sustainable festivals and events. It will highlight the Tr'ondek Hwech'in First Nation's efforts in leading the bid to have the Klondike recognized as a UNESCO World Heritage site, and will create a forum for discussion on the sustainability plan for Tombstone Park, the positive impacts of the Singletrack 2 Success program, and the unique and historical relationship between mining and tourism in the Klondike. The conference has attracted delegates from all over Canada, and as far away as Norway.

TIA Yukon appreciates the support of all the sponsors of the conference, especially this year's major sponsors, Air North, Yukon's Airline and the Yukon Department of Tourism and Culture.

For more information, contact:

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