



For Immediate Release

April 28, 2016

TOURISM AWARD WINNERS HONOURED AT TIA YUKON CONFERENCE

WHITEHORSE: This year's Tourism Awards of Excellence were presented by the Minister of Tourism and Culture – the Honourable Elaine Taylor, the Chair of TIA Yukon - Felix Geithner, and Yukon Brewing's Director of Marketing and Sales - Jasmine Sangria on Friday, April 22nd as part of the TIA Yukon Spring Conference.

Sponsored by Yukon Brewing, the awards were established to recognize and foster excellence in the Yukon tourism industry.

The awards allow the industry to recognize the people, places, organizations and events that have gone above and beyond to offer superior tourism experiences to travellers in the Yukon.

The winners of the 2016 Yukon Tourism Awards of Excellence are:

Traveller Experience Award	Long Ago People's Place
Yukon Marketing Innovation Award	Health and Social Services
Innovator of the Year Award	Harper Street Publishing
Cultural Tourism Award	Hà Kus Teyea Celebration
Event of the Year Award	2016 Haywood Ski Nationals
Sustainable Tourism Award	Zero Waste Yukon
Lifetime Achievement Award	Heather McIntyre
Lifetime Achievement Award	Gary Parker

Award winners will be nominated for the Tourism Industry Association of Canada's (TIAC) 2016 Canadian Tourism Awards, which will be announced at their annual gala in November.

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