



For immediate release

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TOURISM INDUSTRY BENEFITTED GREATLY FROM THE FRANTIC FOLLIES

WHITEHORSE – On Saturday March 4, co-owner Grant Simpson announced that the Frantic Follies Vaudeville Review would be closing its doors.

The Frantic Follies has been an iconic Yukon event that has enhanced the experiences of visitors to the Yukon for almost half a century. Each season the Follies would hire close to thirty staff who over the years, have treated more than a million visitors to amusing performances highlighting the Klondike Gold Rush. With a show full of cancons, magic tricks, banjo players, musical saw players and a tap dancing moose, the Frantic Follies was truly, one of a kind. The quality, uniqueness and passion displayed in the show earned it many accolades – from heritage lifetime achievement awards, to being mentioned in an Archie Comic in 1991.

“It is incredibly rare that an event would endure for 48 years - clearly this is a show that has had a special place in the hearts of visitors and Yukoners alike”, said TIA Yukon Chair, Felix Geithner. “TIA Yukon strongly supports those who have the passion, foresight and determination to create iconic, enduring experiences like the Frantic Follies that embody the spirit of the Yukon and share it with those who visit the territory.”

The cancellation of the Follies came as a shock to many, as it has been an intrinsic part of the Yukon for so long – a familiar friend, a pillar of the community. With 2017 expected by many in the industry to be another banner year for tourism in the Yukon and in Canada, it has led to speculation that changes in traveler demographics and trends may have been a challenge for the Follies in recent years. Given that tourism is based on people and people are influenced by changing trends and patterns, these changes, big or small, immediate or over time, can ultimately have an impact on demand. The tourism industry can only hope the spirit of the Follies will find a way to continue to entertain and capture the attention of visitors who come to Whitehorse.

“The amount of heart and soul that was put into the show over the years made the Follies the success that it was – it’s important to recognize and celebrate it for the incredible success it generated,” said Geithner. “TIA Yukon would like to thank everyone who has been involved with the Frantic Follies Vaudeville Review over the years for their dedication to Yukon heritage and the longstanding positive impacts that they’ve had on the Yukon’s tourism industry.”

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