



FOR IMMEDIATE RELEASE

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Tourism Industry Association of the Yukon Announces 50th Anniversary Celebration Friday as the Tourism Industry Winds Up 2023 Summer Season

Whitehorse: Anecdotal reports are in from Yukon’s tourism industry on the completion of the second full summer season, following the COVID-19 crisis. The industry remains dogged by challenges, but the Yukon’s strong brand continues to draw visitors.

Tourism Industry Association of the Yukon (TIA Yukon) Chair, Neil Hartling, says that “operators report continued growth, but staffing, housing, and licensing challenges mean that operators are held back and unable to capitalize on the strong demand”

TIA Yukon Executive Director Dylan Soo adds “Just as we think we have passed the last hurdle; another arises that takes wind from our sails. But TIA is there to advocate for the industry and has never been more relevant in its 50 year history”.

TIA Yukon is hosting a public open house celebration of its 50th year on Friday, October 20 at the Old Firehall from 11 AM – 5 PM. The celebration will be followed by a Special General Meeting for TIA Yukon members and at 6 PM a tourism industry members Town Hall Session with the Department of Tourism and Culture.

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