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To: All Media Outlets

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Annual Bravo Awards Winners Announced

WHITEHORSE, YUKON – The Yukon Convention Bureau (YCB) held its 19th Annual Bravo Awards, sponsored by Kwanlin Dun Cultural Centre, Thursday March 5th at the Kwanlin Dun Cultural Centre. This event was hosted with the Whitehorse Chamber of Commerce, Business After Hours.

The Yukon Convention Bureau markets Destination Yukon for conferences and business events, marketing its 123+ members. "Yukon is experiencing continued growth in the number of meetings and conferences being hosted in the territory that's very encouraging." said Alida Munro, Managing Director at the Bureau. "2025 was yet another banner year for economic impact over \$11 million. April – Dec 2025 YT had over 44 meetings/conference with over 2400 visiting delegates from outside. For the 2025/26 fiscal YE we anticipate the YT MICE sector to exceed \$12million in estimated economic impact."

"Recently, TIA Yukon led a partnership with YCB & Sport Yukon, to acquire a new, specialized, Yukon specific, economic impact calculator, developed by Oxford Economics. This partnership enables our MICE & Sports sector to establish a consistent baseline, with more credible, data - backed evidence for our stakeholders, funders, and partners."

"With the recent TIAY, Sport Yukon & YCB partnership, our three organizations are exploring new ways to align our efforts. This is YCB's 19th Bravo Awards, and our three organizations are looking at a new approach for our 20th. Next year you will see a new a TIAY led Tourism awards, including a new Sport Tourism award and the Bravo awards all in one event in the Spring of 2027. Together our organizations are finding new ways to partner and save time & dollars."

YCB's Bravo Award is in recognition of successful business events in Yukon, involving Yukoners who have worked to bring meetings and conventions to the territory. This year's Bravo Award was presented to Lumel Glass Studios for the **Glass Art Association of Canadas Annual Conferences'** local planning committee, for their significant efforts with their June 5-8th, 2025 conference held in Whitehorse. This was the first time the event has been held in Yukon and their event hosted over 88 total delegates. Many of the delegates arrived early or extended after to travel throughout the Yukon. This one event alone generated over \$300,000 in economic impact to the Yukon.

YCB's Golden Bravo Award is in recognition of a YCB member who has gone above and beyond in service excellence in the meeting & conventions sector. This year's winner the Kwanlin Dün Cultural Centre, **nominated by** the Glass Art Association of Canadas Annual Conferences planners for service excellence & efforts with their successful 2025 Yukon event.

Congratulations and thank you to each of this year's winners!

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