

2024-25 Tourism Cooperative Marketing Fund (TCMF) Recipients

The Tourism Cooperative Marketing Fund (TCMF) helps the Yukon's tourism industry attract visitors and gain international exposure. These marketing activities help strengthen the territory's tourism brand.

Recipient	Project Type	Amount Awarded
Oct 1st, 2024 Intake		
Nakai Theatre	travel	\$2,000.00
Equinox Yukon	advertising	\$250.00
Northern Beaver Post	advertising	\$10,480.00
Dawson Downtown Limited Partnership O/A The Downtown	advertising	\$1,500.00
Adventure Time	advertising	\$975.00
I'Afy	travel	\$4,200.00
Yukon Film Society	advertising	\$10,899.00
Cabins Over Crag Lake	advertising	\$11,100.00
Baby Nugget RV Park	advertising and travel	\$11,100.00
Best Western Goldrush Inn	advertising	\$1,250.00
Northern Nomad	advertising and travel	\$6,200.00
Rocking Star Adventure Ltd.	advertising	\$2,917.50
Up North Adventure	advertising	\$16,000.00
George Johnston Museum	advertising	\$7,257.00
Talbot Arms Motel	advertising	\$1,150.00
Elevation Sled Dogs	advertising	\$4,500.00
Tagish Sled Dog	advertising	\$2,175.00
Canadian Outdoor Academy	advertising	\$10,050.00
MacMillan River Adventure	travel	\$15,200.00
Inconnu Lodge	advertising and travel	\$25,000.00
Yukon Tours	advertising and travel	\$25,000.00
Yukon Guided Adventure	advertising	\$7,350.00
Tombstone Outfitters	advertising and travel	\$25,000.00
Pioneer RV Park	advertising	\$4,437.50
Bonanza Gold	advertising	\$7,900.00

FOR MORE INFORMATION, PLEASE CONTACT:

tcmf@yukon.ca



Dickson Outfitters	advertising and travel	\$5,922.50
NorthCurl Outfitters	travel	\$7,600.00
Faro Vacation Rentals	advertising	\$9,415.00
1202 Motor Inn	advertising	\$1,650.25
Kusawa Lake Outfitters Inc	travel	\$3,800.00
Mervyn's Yukon Outfitting	travel	\$3,800.00
Total		\$246,078.75

Recipient	Project Type	Amount Awarded
May 1, 2024 Intake		
Arctic Range Adventure	advertising and travel	\$22,800.00
Belly of the Bison	advertising	\$500.00
Best Western Gold Rush Inn	advertising and travel	\$13,447.50
Blackstone Outfitters	advertising and travel	\$16,500.00
Bombay Peggy's	advertising	\$10,350.00
Bonnet Plume Outfitters	advertising and travel	\$11,775.00
Cabin Fever, NVD restaurant	advertising	\$4,802.50
Caribou RV Park	advertising	\$12,750.00
Ceaser Lake Outfitters	advertising	\$23,400.00
Dawson City Music Festival	advertising	\$3,500.00
Eclipse Nordic Hot Springs	advertising	\$19,656.00
Edgewater Hotel	advertising	\$2,292.50
Epic North Adventure	advertising	\$25,000.00
Fireweed Community Market Society	advertising	\$13,949.94
Friends of Sima Society	advertising	\$11,434.48
Friends of the Klondike Corridor	advertising	\$10,000.00
Glanzmann Tours Ltd.	advertising	\$3,250.00
Icycle Sports	advertising	\$17,402.19
Klondike Institute of Art and Culture	advertising	\$12,237.83
Kluane Skyline Vacation Rental	advertising	\$2,347.70
Kwanlin Dün Cultural Society	advertising and travel	\$17,987.50
Lumel Studio Ltd.	advertising	\$17,402.19
MacBride Museum Society	advertising	\$12,500.00
Meadow Lakes Golf and Recreation	advertising	\$2,310.00
Midnight Sun Hotel	advertising	\$952.50
Mount Logan Eco Lodge	advertising	\$10,728.00

FOR MORE INFORMATION, PLEASE CONTACT:

tcmf@yukon.ca



Muktuk Adventures Ltd.	advertising	\$16,500.00
Nahanni Wilderness Adventures Ltd.	advertising and travel	\$25,000.00
Nahoni Air Ltd.	advertising and travel	\$3,239.00
Neighbourly North	advertising	\$15,000.00
North Country Outdoor Adventure	advertising	\$15,647.50
Northern Beaver Post	advertising	\$9,227.50
Northern Lights Resort and Spa	advertising	\$25,000.00
Northern Rockies Air Charter	advertising and travel	\$6,639.50
Northern Tales Travel Services	advertising and travel	\$13,200.00
Overland Yukon	advertising and travel	\$25,000.00
Peabody's	advertising	\$3,521.48
Raven's Rest Inn	advertising and travel	\$13,559.50
Ruby Range Adventure	advertising and travel	\$14,025.00
Sign Post Services	advertising and travel	\$12,795.00
Terre Boreale	advertising and travel	\$16,250.00
The Beez Kneez Bakpakkers	advertising	\$1,697.50
Tombstone Moto Adventure	advertising	\$2,000.00
Trophy Stone	travel	\$7,600.00
Up North Adventures	advertising	\$16,925.00
Whitehorse Nordic Ski Society	advertising	\$3,559.50
Wild Adventure Yukon	advertising	\$15,315.00
Winterlong Brewing Company	advertising	\$2,038.00
Wolf Lake Wilderness Lodge	advertising	\$25,000.00
Woodcutter's Blanket	advertising	\$11,224.50
Yukan Canoe	advertising	\$9,335.50
Yukon Artists at Work Society	advertising	\$2,278.00
Yukon Brewing	advertising	\$14,045.50
Yukon Fishing Adventure	travel	\$11,200.00
Yukon Motorcycle Park Inc.	advertising	\$8,729.75
Yukon River Farm	advertising	\$8,112.50
Yukon Ski Lodge	advertising	\$10,440.00
Yukon Spaces	travel	\$1,400.00
The Yukon Soap Company	advertising	\$17,000.00
Yukon Transportation Museum	advertising	\$14,049.00
Yukon Wide Adventures	advertising	\$11,100.00
Yukon Wildlife Preserve	advertising	\$21,761.87

Notes:

FOR MORE INFORMATION, PLEASE CONTACT:

tcmf@yukon.ca



1. This list of Tourism Cooperative Marketing Fund (TCMF) recipients is for 2024. This document is updated twice a year. The fund provides up to \$700,000 in total each year. If recipients return unspent funds during the year, the funds may be re-allocated at a later intake, causing the listed allocations to exceed \$700,000.
2. TCMF has two intake dates, February 1 and October 1. In 2024 the February 1 intake was moved to May 1, to allow time for change to be made the fund and for a move to a new digital funding platform.

