



Government of Yukon

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NEWS *release*

FOR RELEASE #11-020
February 8, 2011

Destination Yukon summer campaign launched

WHITEHORSE—The Destination Yukon 2011 summer campaign kicks off in support of Scotiabank Hockey Day in Canada events on Saturday, February 12. Five new television spots will debut on national feeds in Vancouver, Edmonton, Calgary and Toronto.

"The 2011 Destination Yukon summer campaign is the department's largest and most integrated to date," Tourism and Culture Minister Elaine Taylor said. "More than \$600,000 is being invested in three media platforms aimed at expanding awareness about Yukon to southern Canada. This will be accomplished by portraying Yukon's numerous tourism opportunities through television spots, the Internet and print ads."

Destination Yukon, a comprehensive marketing campaign to promote domestic travel to Yukon, was implemented in 2008. In 2010, as a result of recommendations from the Senior Marketing Committee, a sub-committee of the Tourism Industry Association of Yukon, the Government of Yukon provided an additional \$500,000 in stable, secure, ongoing funding to this initiative.

This year's campaign builds on the equity invested previously and on the awareness generated through Canada's North Consortium National Marketing Campaign and 2010 Olympic and Paralympic Winter Games marketing initiatives in Vancouver. The campaign will run from February through June.

"We are thrilled by the government's commitment to the 2011 Destination Yukon summer campaign," Tourism Industry Association of Yukon chair Rod Taylor said. "By launching this campaign during Hockey Day in Canada we will realize the added unique opportunity to showcase the territory to potential Canadian travelers from coast to coast."

The Department of Tourism and Culture invests over \$5 million annually through a variety of programs and services to market tourism worldwide, including product development, marketing and visitor services.

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