



FOR RELEASE
November 25, 2011

Yukoner wins prestigious Parks Canada Sustainable Tourism Award

WHITEHORSE—Fourteen organizations and individuals were honoured by the Tourism Industry Association of Canada (TIAC) as recipients of the 2011 Canadian Tourism Awards, presented by The Toronto Star.

Yukon's own Neil Hartling, founder and owner of Nahanni River Adventures and Canadian River Expeditions based out of Whitehorse, has won the Parks Canada Sustainable Tourism Award for 2011. The award is presented to an individual or company that has made an outstanding contribution to the practice and promotion of sustainable tourism in Canada.

"On behalf of the Government of Yukon, we congratulate Neil Hartling and his team on receiving this prestigious award," Tourism and Culture Minister Mike Nixon said. "With a focus on adventure tourism, Neil is highly recognized and respected across Canada's tourism sector. Many refer to him as 'Nahanni Neil'. This award reinforces the world class reputation of Yukon's tourism industry."

Hartling says he is both humbled and honoured to receive the award. "The Parks Canada Sustainable Tourism Award recognizes and celebrates the priority that our business and many others across Canada place on sustainable tourism development," Hartling said. "It is critical that our industry looks downstream and looks far to ensure that Canada's tourism assets can be enjoyed by future generations."

Earlier this year, Hartling became chair of the Tourism Industry Association of Yukon and works with the board and its membership to promote Yukon's tourism industry at local, national and international levels.

The Canadian Tourism Awards were established in 2003 by the Tourism Industry Association of Canada (TIAC) to recognize success, leadership and innovation in Canada's tourism industry. Each award honours people, places, organizations and events that have gone above and beyond to offer superior visitor experiences to travelers in Canada.

-30-

Contact:

Elaine Schiman
Cabinet Communications
867-633-7961
elaine.schiman@gov.yk.ca

Karen Keeley
Communications, Tourism and Culture
867-667-8304
karen.keeley@gov.yk.ca

News Release #11-169

