



FOR RELEASE

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Explore Your Yukon during Tourism Week

WHITEHORSE—Yukoners are encouraged to explore our territory and take advantage of special offers during Tourism Week.

Tourism Week is a national initiative organized by the Tourism Industry Association of Canada. It brings attention to the economic opportunity available to Canada through travel and tourism. National Tourism Week takes place from May 31 to June 6. Yukon is participating with a campaign called Explore Your Yukon, which runs from May 30 through June 7 to provide two weekends for Yukoners to participate.

"Yukon's communities are rich with historic sites, community events, galleries, unique local businesses and a welcoming hospitality sector," Minister of Tourism and Culture Elaine Taylor said. "To mark Tourism Week and to kick-off the summer season, residents are encouraged to explore all Yukon has to offer and to become ambassadors for future visitors to the territory."

Explore Your Yukon is coordinated by the Yukon government and the Tourism Industry Association of Yukon (TIAY). During Tourism Week a number of businesses and attractions will be offering special deals and rates for locals.

"Yukon tourism operators are reporting increased bookings for summer which is no surprise given the new Yukon tourism marketing efforts," TIAY chair Neil Hartling said. "Yukoners play an important role as well because they are wonderful tourism ambassadors when friends and family come to visit and when people ask for suggestions on what to see and do."

Residents are encouraged to visit a Visitor Information Centre for a complete list of participating businesses and attractions and to enter a draw for a tourism prize pack and digital camera.

"There is so much to see and do across this territory for people of all ages and interests," Yukon First Nations Culture and Tourism Association chair Shirlee Frost said. "Tourism Week is a great opportunity for locals to visit other communities, take advantage of our amazing cultural centres and museums, and pick up some beautiful made-in-Yukon products."

Learn more:

Yukon Tourism Week

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