



FOR RELEASE
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Yukon Now marketing program unveiled at tourism open house

WHITEHORSE—The details of a new Yukon tourism marketing program were shared today during the annual Tourism Open House at the Whitehorse Visitor Information Centre.

The *Yukon Now* program is being jointly funded by the Yukon government and by the federal government's Canadian Northern Economic Development Agency (CanNor). This is the territory's largest tourism marketing initiative to date. As announced September 4 in Whitehorse, each government will invest \$1.8 million over two years, increasing the tourism marketing budget by \$3.6 million.

"I'm very pleased to provide more details of *Yukon Now* to the Yukon tourism industry, as well as members of the Yukon public," Minister of Tourism and Culture Mike Nixon said. "This marketing program will build on existing momentum to raise awareness in Canada of Yukon as a year-round travel destination. One innovative aspect of the program will be the direct involvement of Yukoners in telling their own stories to help market our fascinating and beautiful territory."

A digital storytelling component coordinated with the Screen Production Yukon Association (SPYA) and will engage local producers in the development of web series.

In addition, a Yukon-generated content component will invite the public to share their best Yukon experiences through video, photos and written content. Community meetings in Whitehorse, Dawson, Haines Junction and Watson Lake will provide more opportunities for the public to provide input about what makes Yukon special.

A key component of the marketing program will be the development and airing of highly engaging television commercials promoting Yukon as a winter and summer travel destination.

"The Tourism Open House was a great opportunity to provide the details of *Yukon Now*, including information on how we will be inviting Yukoners to share their stories with Canadians across the country," Nixon added. "This program is taking us in a new and exciting direction and I believe it will put Yukon on the map like never before."

The program will primarily focus on the Canadian market but includes strategic investments in overseas and U.S. markets.

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Learn more: Yukon Generated Content Project

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