

FOR RELEASE  
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## **Yukon government announces support for First Nations tourism association**

WHITEHORSE—The Yukon First Nations tourism sector raised its profile at Canada's international tourism marketplace last month. For the first time, members of the Yukon First Nations Culture and Tourism Association (YFNCT) joined Yukon tourism businesses and government officials April 24 to 27 at Rendez-Vous Canada in Montréal, Québec.

"Authentic and diverse Aboriginal cultural experiences are an important reason for choosing Yukon as a travel destination, and are a part of what makes the territory unique," Minister of Tourism and Culture Elaine Taylor said. "The Government of Yukon recognizes the tremendous contribution made by Yukon First Nations arts, culture and tourism sectors, and is pleased to support the participation of YFNCT in what has become the most important international tourism marketplace for Yukon."

YFNCT executive director Charlene Alexander and tourism business operator James Allen of Shakat Tun Adventures attended the event on behalf of the association. The association participated in the National Aboriginal Tourism Showcase, created by the Aboriginal Tourism Association of Canada.

"We were very excited to participate in the second annual National Aboriginal Tourism Showcase at Rendez-Vous Canada, and very thankful for the financial and planning support that we have received from Tourism Yukon to attend this event," Alexander said. "This was a knowledge-building exercise and a first-hand opportunity to learn about what export markets are looking for and what it takes to be trade ready. As well, new connections with the industry will help us to provide more support to Yukon First Nations interested in pursuing tourism ventures."

Destination Canada, the national tourism marketing organization, holds the event in a different Canadian city each year, and attracts approximately 1,500 delegates.

Yukon's contingent to the event comprised 10 tourism and travel businesses. Tourism Yukon had more than 250 appointments scheduled with tour operators and travel trade media from around the world.

YFNCT is a non-profit organization that works to grow and promote vibrant and sustainable arts, culture and tourism sectors in Yukon. Among its many activities, the association presents the Adäka Cultural Festival, a multi-disciplinary cultural festival held each summer at the Kwanlin Dün Cultural Centre in Whitehorse.

### **Learn more:**

Rendez-Vous Canada  
Yukon First Nations Culture and Tourism Association

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### **See backgrounder below.**

#### **Contact:**

Dan Macdonald  
Cabinet Communications  
867-393-6470  
dan.macdonald@gov.yk.ca

Lucie Wright  
Communications, Tourism and Culture  
867-667-5318  
lucie.wright@gov.yk.ca

### **Backgrounder**

Yukon tourism businesses and organizations that attended Rendez-Vous Canada:

- Air North, Yukon's Airline;
- Arctic Colour Tours;
- Department of Tourism and Culture, Government of Yukon;
- Driving Force;
- Muktuk Adventures;
- Nature Tours of Yukon;
- Northern Tales Travel Services;
- Ruby Range and Arctic Range Adventure;
- Up North Adventures;
- Yukon Hotels;
- Yukon Travel Connections; and
- Yukon First Nations Culture and Tourism Association.



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