

FOR RELEASE  
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## **Yukon government continues investment in Yukon Now tourism marketing program**

WHITEHORSE—Building on the momentum of the successful Yukon Now marketing campaign, the Government of Yukon is committing \$2.7 million over the next three years to continue to promote Yukon as a year-round tourism destination.

The Yukon government will provide \$900,000 annually for the next three years to continue Yukon Now, subject to legislative approval. It is also seeking a continued equal investment from the Canadian Northern Economic Development Agency (CanNor).

"The Yukon Now campaign has raised awareness of Yukon as a tourism destination like never before," Minister of Tourism and Culture Elaine Taylor said. "We are proud to continue this strategic investment, which is meeting the needs of our tourism industry partners, employing Yukoners and increasing opportunities for Yukon businesses."

In September 2014, the Government of Yukon and CanNor each invested \$1.8 million over two years in an enhanced tourism marketing program, for a total of \$3.6 million. The joint initiative marked the largest investment in tourism in the history of the Department of Tourism and Culture.

The program was initiated in response to a call from the Tourism Industry Association of the Yukon, the Yukon Chamber of Commerce and individual tourism operators to see greater investment in promoting the growing domestic market.

"Yukon Now has taken Yukon to a new level of promotion as a destination for Canadians," past Tourism Industry Association of the Yukon chair Neil Hartling said. "We are pleased that the Yukon government is continuing to invest in this precedent-setting marketing program for the benefit of the tourism industry and all Yukoners."

Yukon Chamber of Commerce chair Rich Thompson said: "This is great news for tourism businesses and for Yukon's economy. We believe that the enhanced funding has been important in supporting the tourism industry at a critical time for the Yukon economy and hope to see these levels of marketing support continue for many years to come."

The Yukon Now campaign was launched in February 2015 with two winter commercials, which were broadcast in key domestic markets.

This month, four summer commercials are airing nationally on 11 conventional channels including CTV, Global and CBC, and on 18 specialty channels including BBC Canada, the Discovery Channel and National Geographic Canada. To date the commercials have aired more than 1000 times with an estimated 100 million views.

The television commercials were integrated with other marketing platforms, including digital storytelling and user-generated content.

The Yukon Now program also included enhanced marketing activities in the U.S., Europe, Australia, China and Japan.

### **Learn more:**

Yukon tourism: [www.travelyukon.com](http://www.travelyukon.com) and [www.youtube.com/travelyukon](http://www.youtube.com/travelyukon)

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