

FOR RELEASE
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Yukoners invited to explore their Yukon in month-long tourism campaign

The 2017 Explore Your Yukon tourism campaign is taking place May 18 to June 18. To kick off the summer tourism season, Yukoners are encouraged to explore businesses and attractions throughout the territory.

This year, Yukoners will have an entire month to visit more than 60 participating businesses, historic sites, museums and First Nation cultural centres in 13 communities. Each venue is offering special incentives to Yukoners, and the opportunity to enter coupons to win one of four grand prizes. Visitors also qualify for eligible incentives and for the grand prize draw.

Quotes

"Yukon's communities are rich with cultural attractions, unique local businesses and a welcoming hospitality sector. For the next month, Yukoners are invited to explore their Yukon and to become ambassadors for the territory's rich culture and incredible food, travel and adventure experiences."

–Minister of Tourism and Culture Jeanie Dendys

"The Explore Your Yukon campaign encourages locals to get out and see parts of the territory they don't usually visit. As a businessperson, I have a chance to promote greater awareness of my Husky Bus service and adventure tours, while offering a great deal to residents. They in turn will share with visitors their Klondike experience, so it's a fantastic opportunity for tourism and for Yukoners."

–The Klondike Experience owner Jesse Cooke

Quick facts

- Yukoners and early-season visitors may pick up Explore Your Yukon coupon books at Yukon government visitor information centres in Whitehorse, Beaver Creek, Carcross, Dawson, Haines Junction and Watson Lake. The coupon books are also available at Canadian Tire in Whitehorse and the Dawson City International Gold Show.
- Grand prizes include return flights for two between Whitehorse and Dawson on Air North, Yukon's Airline; a glacier tour for two with Rocking Star Adventures Ltd.; an Eagle Tour for two with Up North Adventures; and an escape room murder mystery experience in the Commissioner's Residence, hosted by Parks Canada.

Learn more: Explore Your Yukon

Contact:

Sunny Patch
Cabinet Communications
867-393-7478
sunny.patch@gov.yk.ca

Heather LeDuc
Communications, Tourism and Culture
867-667-8066
heather.leduc@gov.yk.ca

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