

FOR RELEASE  
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## **Yukon Winter Tourism Summit sparks discussion about enhanced winter tourism**

Premier Sandy Silver and Minister of Tourism and Culture Jeanie Dendys kicked off the Yukon Winter Tourism Summit this past Friday.

Over the course of the day-long summit, close to 120 participants from 10 communities engaged in discussions about the trends, challenges and opportunities for enhancing winter tourism.

Participants were also given the opportunity to test the Yukon Tourism Development Strategy public engagement module that will be launched in the new year. This engagement will help chart a path to sustainably grow year-round tourism in the territory.

### **Quotes**

"The Yukon Winter Tourism Summit provided a fantastic opportunity for local tourism stakeholders to connect with each other and weigh in on the development of a Yukon tourism development strategy that works for them. Through a one-government approach, we will continue to grow winter tourism interest and opportunity in a way that benefits Yukon's economy and supports our vibrant communities."

*– Minister of Tourism and Culture Jeanie Dendys*

"This is an exciting time for Yukon's tourism industry. Winter tourism has seen significant, sustained growth in recent years and the Yukon Winter Tourism Summit was an exciting way to bring stakeholders together to discuss ways we can enhance it further."

*– Chair of the Tourism Industry Association of the Yukon Neil Hartling*

### **Quick facts**

- The Yukon Winter Tourism Summit was held on December 8, 2017 at the Kwanlin Dün Cultural Centre.
- Winter tourism has seen significant growth between 2013 and 2017, including:
  - A 21 per cent increase in international overnight visitation,
  - A 13 per cent increase in retail sales,
  - An increase of 6,800 visitors (21 per cent) at international border crossings into Yukon, and
  - An increase in 15,500 (22 per cent) in air arrivals at Erik Nielson Whitehorse International airport.
- Tourism accounted for nearly 3,500 jobs in Yukon in 2015, up 4.7 per cent from 2014. This growth was the highest in Canada for that time period.
- Yukon's tourism sector accounted for 13.5 per cent of all jobs in the Yukon labour market in 2015, an increase from 12.5 per cent in 2014.
- The Yukon Tourism Development Strategy public engagement will be launched in early 2018.

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