



FOR RELEASE
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Open house brings together Yukon's tourism and cultural sectors

WHITEHORSE—Members of Yukon's tourism and cultural industries gathered today for the Department of Tourism and Culture's fourth annual Open House at the Visitor Information Centre in Whitehorse.

The key theme for the day was cultural tourism, with presentations on Yukon arts, museums and historic sites. The event also included screenings of six tourism marketing commercials produced by the department for broadcast throughout Canada. Staff from the department's two program areas, the Tourism Branch and Cultural Services Branch, also offered information sessions to visitors.

"The tourism industry is critical to Yukon's prosperity," Minister of Tourism and Culture Elaine Taylor said. "The Tourism and Culture Open House is a great opportunity to bring together the dedicated professionals in this sector to share information, network and encourage new opportunities to work together."

Participants at today's event included Yukon businesses, tourism operators, cultural organizations and others who work with Yukon visitors. It was organized and delivered by the department's Industry Services Unit.

The Industry Services Unit works with individuals, non-governmental organizations, governments, regulatory boards and other stakeholders. It provides a link to programs, services and research designed to inform better decision-making.

The six made-in-Yukon television commercials screened at today's event feature Yukon history, culture and authentic stories. A part of the Yukon Now marketing campaign, they are funded by the Yukon government and by the Canadian Northern Economic Development Agency (CanNor). This is the territory's largest tourism marketing initiative to date.

Learn more: www.tc.gov.yk.ca

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