



FOR RELEASE

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Yukon's Visitor Information Centres open early for the summer season

WHITEHORSE—Beginning this year, Visitor Information Centres throughout Yukon will be open from May 1 until September 30 as part of the Yukon government's commitment to enhance visitor experiences and business revenues.

Last year Visitor Information Centres (VICs) in Yukon—Beaver Creek, Carcross, Dawson City, Haines Junction, Watson Lake and the Erik Nielsen Whitehorse International Airport—extended their season by 11 days by staying open until the end of September, which resulted in about 6,000 additional VIC visits. This year the VIC operating season will be further extended by an additional 7 days, opening on May 1.

"Further extending the operating season for visitor services responds to changing industry and visitor needs," Minister of Tourism and Culture Elaine Taylor said. "This is an important step in extending Yukon's tourism season and increasing tourism revenues for Yukon businesses."

The government has also expanded the season for 10 key territorial campgrounds. This spring will be the first time they open early, on May 8, one week ahead of its usual opening for the May long weekend. Last fall the Department of Environment began maintaining full services at the 10 campgrounds until September 30.

With an early start to the season, VIC staff gathered for their annual pre-season training sessions on April 28 and 29. Also new this year is a partnership with the Tourism Industry Association of the Yukon (TIAY) to bring VIC staff together with tourism industry members in networking sessions and a reception.

"TIAY was pleased to partner with Tourism and Culture on this project," Tourism Industry Association of the Yukon chair Neil Hartling said. "By getting to know industry members better and learning about their businesses, VIC staff can provide better travel counselling services to Yukon visitors."

The Yukon government provides \$1.9 million annually for all visitor information centres to operate. All the VICs are open seven days a week 8 a.m. to 8 p.m. during the summer season. The Whitehorse centre downtown is open year-round Monday to Saturday.

Learn more:

Visitor services and campground availability

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