



FOR RELEASE
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Marketing fund recipients promote Yukon worldwide

WHITEHORSE—Yukon's Tourism Cooperative Marketing Fund (TCMF) supported 86 qualified applicants in 2012 promoting local businesses and regions to prospective visitors worldwide.

"This fifty-fifty cooperative fund leverages more than \$1 million each year to market Yukon as a must-see travel destination," Tourism and Culture Minister Mike Nixon said. "Yukon government funding is matched by the applicant, doubling the promotion potential and strengthening the reach of traditional marketing methods."

The \$700,000 Tourism Cooperative Marketing Fund is divided into two streams. The marketing fund helps qualified applicants market Yukon tourism product to prospective visitors worldwide, while the consumer and trade show fund supports the attendance of Yukon tourism businesses at trade and consumer shows outside of the territory.

The Klondike Visitors Association (KVA) received \$67,324 to advertise Dawson City as a destination and to attend trade and consumer shows.

"The fund is key to the marketing initiatives of the Klondike Visitors Association," KVA marketing and events manager Paul Robitaille said. "It opens our doors to new marketing opportunities and allows us to go beyond our borders to connect with thousands of potential visitors."

Other fund recipients included: Air North, to advertise getaway packages; Boréale Mountain Biking, to host media writers; and Bonnet Plume Outfitters, to attend trade and consumer shows in Canada and the U.S.

For more information on the Tourism Cooperative Marketing Fund, visit www.tc.gov.yk.ca/tcmf.

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See backgrounder below.

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Tourism Cooperative Marketing Fund

Seven examples of the 86 projects funded in 2012

Applicant	Project	Funding
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Air North	Print and web advertising for getaway packages from gateway cities to Yukon and attendance at trade and consumer shows.	\$82,066
Klondike Visitors Association	Print, radio and web advertising featuring Dawson City as a destination and attendance at trade and consumer shows.	\$67,324
Nahanni River Adventures	Print, travel guide and web advertising, and an Ad Word campaign.	\$20,007
Bonnet Plume Outfitters	Funding to attend trade and consumer shows in Canada and U.S.	\$16,600
Sundog Retreat	Print, travel guide and web advertising.	\$7,451
Caribou Crossing Trading Post	Print, travel guide and web advertising, and an Ad Word campaign.	\$7,400
Boréale Mountain Biking	Familiarization tours to host travel trade and media writers in Yukon.	\$5,357
Total		\$206,205

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