



FOR RELEASE
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Governments of Canada and Yukon announce largest tourism marketing initiative in Yukon's history

WHITEHORSE—Today, Yukon MP Ryan Leef and Yukon Minister of Tourism and Culture Mike Nixon announced the joint investment of a two-year marketing initiative to promote local tourism and increase economic opportunities for Northerners.

The announcement with Minister Nixon was made at the Visitor Information Centre in Whitehorse earlier today by MP Leef on behalf of the Honourable Leona Aglukkaq, Minister of the Environment, Minister of the Canadian Northern Economic Development Agency and Minister for the Arctic Council.

As part of this new initiative, the Canadian Northern Economic Development Agency (CanNor) and the Yukon Government will each invest \$1.8 million over two years for an enhanced tourism marketing program, which will help draw more visitors to Yukon. This joint initiative will increase Yukon's tourism marketing budget by \$3.6 million.

"Our Government is proud to make strategic investments in Yukon that will enhance tourism potential throughout the Territory and increase economic opportunities for Yukoners and their families," Leef said. "The initiative announced today clearly demonstrates our Government's longstanding commitment to developing a vibrant tourism industry in the Territories that attracts visitors from across Canada and the world."

The marketing initiative will take an integrated approach and include a diverse set of marketing tools including new Yukon television commercials that will be strategically broadcast in the Canadian market.

"We are pleased to be working with MP Ryan Leef and Minister Aglukkaq on this new marketing initiative that will continue promoting Yukon as a must-see destination," Nixon said. "This is the single largest investment in tourism marketing in the Yukon government's history. The largest share of this investment will be made in the domestic market as it has experienced significant growth in the past few years and shows potential for even more growth in the coming years."

Yukon has enjoyed a steady growth in visitation of approximately three per cent per year since 2004. The increase in visitation was led by domestic visitors from other Canadian jurisdictions.

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