



FOR RELEASE
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Four Yukon tourism leaders up for Canadian Tourism Awards

WHITEHORSE—Four Yukon tourism innovators are among the finalists for Canadian Tourism Awards presented by the Tourism Industry Association of Canada (TIAC).

The awards are presented annually by TIAC to recognize success, leadership and innovation in the Canadian tourism industry.

"This government sees the tourism industry as a critical component of a strong and diverse economy," Minister of Tourism and Culture Mike Nixon said. "There are more opportunities for Yukon on the horizon, and with our combined efforts we can attract more visitors to experience why we are so very proud to call this place our home."

The four Yukon finalists are:

- **Holland America Line in Dawson City** – *The Brewster Travel Canada Innovator of the Year Award* recognizing the most innovative new tourism product, service or process that positively impacts tourism business or the industry as a whole.
- **The Dakhká Khwáan Dancers** – *The National Cultural Tourism Award presented by the Federal-Provincial-Territorial Culture & Heritage and Tourism Initiative* recognizing a cultural organization that demonstrates a commitment to the development and promotion of authentic, innovative and enriched cultural tourism visitor experiences.
- **Sila Sojourns/ Jill Pangman** – *The Transat AT Inc. Sustainable Tourism Award* for organizations that have made an outstanding contribution to the practice and promotion of sustainable tourism in Canada.
- **The Pan-North Territorial Consortium** – *The Fairmont Hotels & Resorts Marketing Campaign of the Year Award* recognizing the organization that has devised and implemented an outstanding tourism marketing campaign or initiative. The consortium is a unique partnership between the governments of Yukon, Northwest Territories and Nunavut as well as organizations responsible for tourism marketing.

The winners will be announced at a gala event in Ottawa on November 26.

Visit:
Canadian Tourism Awards

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