



FOR RELEASE
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Three Yukon finalists in the running for a 2013 Canadian Tourism Award

WHITEHORSE—Three Yukon businesses have been named finalists for a 2013 Canadian Tourism Award to be presented by the Tourism Industry Association of Canada (TIAC).

"On behalf of the Yukon government, we wish each of the three finalists the best of luck in their respective categories," Minister of Tourism and Culture Mike Nixon said. "To be nominated for a national award speaks to their individual commitment to Yukon's tourism sector and collectively helps to strengthen Yukon's reputation worldwide as a first-class destination."

TIAC presents the Canadian Tourism Awards in 12 categories.

The three Yukon finalists are as follows:

- **Carcross Tagish Management Corporation** of Carcross, one of five finalists nominated for the *Innovator of the Year Award*. This award recognizes a tourism business or organization that develops the most innovative new tourism product, service or process that positively impacts the tourism industry.
- **Ceaser Lake Outfitters** of Watson Lake, one of eight finalists nominated for the *Sustainable Tourism Award*. This award identifies the outstanding contribution to the practice and promotion of sustainable tourism in Canada.
- **Canadian River Expeditions** of Whitehorse, one of eight finalists nominated for the *Traveller Experience of the Year Award*. This award acknowledges a tourism business that has created the most exceptional tourism experience centred on the principles of hospitality and customer service.

The Canadian Tourism Awards have become the standard of excellence for businesses and organizations in the travel industry, showcasing the nation's best tourism products, services and experiences.

The 2013 awards ceremony takes place December 3 in Ottawa.

Learn more:

The 2013 Canadian Tourism Awards: <http://tiac.travel/cgi/page.cgi/awards.htm>

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See backgrounder below.

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Backgrounder

Carcross Tagish Management Corporation (CTMC) is the economic development branch of Carcross Tagish First Nation. CTMC looks for ways to advance the business potential that exists in the Carcross region and acts on behalf of CTFN and its citizens in the areas of business development and economic sustainability.

The CTMC mandate has been working to build a private sector economy in Carcross that will create a sustainable flow of job and business opportunities, based primarily around tourism for the community, citizens and region.

Ceaser Lake Outfitters of Watson Lake has been owned and operated since 1983 by Terry and Ruth Wilkinson. The family-run operation welcomes visitors from around the world, many as repeat clients.

Terry Wilkinson is a dedicated hunter and conservationist who champions wilderness tourism sustainability practices. Terry has excelled at responsible, renewable and sustainable management of the wildlife in his concession. In 2006, Terry was named North American professional hunter of the year by Safari Club International, an award the organization presents annually to its choice for North America's top big-game outfitter.

Canadian River Expeditions offers wilderness tourism adventures in Canada's North. The company is committed to ensuring all segments of their business match the high standards set by the adventure itself.

In 2011, Canadian River Expeditions/Nahanni River Adventures won the Sustainable Tourism Award.

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