



Government of Yukon

Government of Yukon » March 2010 » News Release #10-038

Newsroom

Latest news releases

News by theme

News by department
 Community Services
 Economic Development
 Education
 Energy, Mines and Resources
 Environment
 Executive Council Office
 Finance
 French Language Services
 Directorate
 Health and Social Services
 Highways and Public Works
 Justice
 Public Service Commission
 Tourism and Culture
 Women's Directorate

News by corporations

Yukon Development
 Corporation
 Yukon Energy Corporation
 Yukon Housing Corporation
 Yukon Liquor Corporation
 Yukon Workers'
 Compensation Health and
 Safety Board

Joint news releases

Premier's News

News by date

2017 news releases

January
 February
 March
 April
 May
 June
 July
 August
 September
 October
 November
 December

News archive



NEWSrelease

FOR RELEASE #10-038
 March 16, 2010

Enhanced marketing initiatives to expand Yukon reach

WHITEHORSE – Building on the key strategic priority to increase consumer awareness of Yukon as a travel destination, the Yukon government is investing an additional \$500,000 for a total of \$750,000 in annual funding for the domestic marketing campaign, Destination Yukon, and will increase the Tourism Cooperative Marketing Fund (TCMF) by \$200,000 for a total of \$700,000, subject to legislative approval.

"Destination Yukon integrates and builds on the success of previous domestic marketing campaigns such as Gateway Cities, the National Marketing Campaign and marketing / media initiatives held during the 2010 Olympic Winter Games," Tourism and Culture Minister Elaine Taylor said. "This additional funding will enable the Yukon tourism sector to maximize benefits generated by these initiatives, and the continued work by many individuals, businesses and organizations, whose significant contributions help sustain Yukon's economy."

Initiated in 2007, Destination Yukon responds to a key recommendation of the tourism industry to increase awareness of Yukon as a visitor destination in key target markets focused in the gateway cities of Edmonton, Calgary, Greater Vancouver and Toronto.

The TCMF has supported co-operative marketing partnerships with Yukon's tourism sector to showcase Yukon to prospective visitors around the world. Since its inception in 2004, the fund has received more than 500 applications for marketing tourism products and participation at trade and consumer shows.

"TIA Yukon has been working diligently on behalf of its membership with the Department of Tourism and Culture, to determine the allocation of available funds," Tourism Industry Association of Yukon President Rod Taylor said. "The TCMF is an excellent program that produces direct, measurable results on an individual basis for those who take advantage of the fund. We are pleased to see the fund increased this year. The additional funding will allow industry to further secure positions in the marketplace."

The Department of Tourism and Culture invests over \$5 million annually through a variety of programs and services to market tourism worldwide. This includes product development, domestic and overseas marketing and visitor services.

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Minister Taylor announces an additional \$500,000 for the domestic marketing campaign, Destination Yukon, and an increase to the Tourism Cooperative Marketing Fund of \$200,000, subject to legislative approval.

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