



FOR RELEASE
August 27, 2012

Visitor study will contribute to the future health of Yukon's tourism industry

WHITEHORSE—The Government of Yukon is embarking on a year-round comprehensive visitor study to learn more about visitors to the territory.

"Yukon's tourism sector provides significant jobs and economic stimulus," Tourism and Culture Minister, the Honourable Mike Nixon said. "What we learn from this information will give us a better understanding of who our visitors are and will assist Yukon's tourism sector in developing marketing strategies and making investment decisions to meet today's changing economic climate."

Visitors travelling within the territory are being asked to take part in a comprehensive visitor study that will ask questions related to visitor spending, activities, modes of transportation, accommodation, demographics, purpose of the trip and decision making that went into choosing Yukon as a travel destination—all part of the Yukon Visitor Tracking Program launched this summer.

Funding for the two-year study is provided by Yukon government's Departments of Tourism and Culture (\$262,500) and Economic Development (\$30,000) and the federal government through the Canadian Northern Economic Development Agency (CanNor) from its Strategic Investments in Northern Economic Development (SINED) Program (\$292,500) for a total of \$585,000.

"The Government of Canada is proud to support initiatives that help to strengthen and diversify the northern economy," Minister of the Canadian Northern Economic Development Agency and Minister of Health, the Honourable Leona Aglukkaq said. "The Yukon Visitor Tracking Program will provide the market intelligence and direction to help Yukon's tourism industry take advantage of new markets, increase revenues and create more local jobs."

The project is a collaborative effort between government and industry and addresses the challenges Yukon's tourism industry faces around changing travel patterns and the shifting needs and expectations of the international tourism market. The project is designed to provide accurate up-to-date statistical information and data on volume and expenditures.

"The Yukon Visitor Tracking Program will provide valuable information about the experiences that people have when they visit Yukon so that our tourism industry can learn how we can continue to enhance these experiences," Tourism Industry Association of Yukon chair Neil Hartling said. "The program also uses new technology that will inevitably lead to better methods of measuring the performance of Yukon's tourism industry, which in turn brings benefits to the territory overall."

The initiative helps to ensure that the Yukon government remains industry-led, market-driven and research-based in its approach to tourism. Local business DataPath Systems has been awarded the two-year contract for surveying the visitors.

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News Release #12-151



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