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MARKETING FUND HELPS OPERATORS PROMOTE YUKON TO THE WORLD

WHITEHORSE – The Tourism Co-operative Marketing Fund continues to help increase tourism revenues, numbers of visitors, and their lengths of stay in the Yukon, Tourism and Culture Minister Elaine Taylor announced.

“The Tourism Co-operative Marketing Fund exists to assist in marketing Yukon’s tourism product and services, while also targeting existing and emerging markets world-wide,” Taylor said. “There is a strong emphasis on encouraging partnership opportunities with Tourism Yukon in the promotion of Yukon product.”

The Tourism Co-operative Marketing Fund (TCMF) assists Yukoners in promoting their products and services by enabling attendance to trade and consumer shows or with targeted marketing campaigns. Individual businesses are eligible for up to 50 per cent funding to a maximum of \$25,000. Groups and partnerships are eligible for up to 50 per cent funding to a maximum of \$50,000.

The Spirit Lake Wilderness Resort, located in the Southern Lakes area, has recently accessed the TCMF to assist with their business.

“The TCMF has provided invaluable support in our marketing efforts and has enabled us to reach new markets for our product,” Spirit Lake resort owner Jan Aalt van den Hoorn said.

Nature Friends B&B Yukon in Faro has also accessed funds through the TCMF. They hosted writers and journalists on wilderness trips in the Campbell Highway and Faro areas.

“We highly appreciated this fund because it allowed us to lead projects that would have been too costly just for us. It benefits the whole area and our company, as large articles are presented in well known magazines in Canada and overseas,” B&B owner Michel Cerutti said.

TCMF intake deadlines are every second Monday. Program details and application forms are available at www.touryukon.org or by contacting the Department of Tourism and Culture at 667-5036 or toll-free at 1-800-661-0408 extension 5036.

Applicants with targeted marketing campaign projects are encouraged to consult program officer Shanna Epp by phone at 393-7133 or by e-mail at shanna.epp@gov.yk.ca. There is approximately \$180,000 remaining in the current round of funding.

Applicants seeking assistance to help fund trade and consumer show activities, and sales missions outside of the Yukon should consult the Yukon Tourism Marketing Partnership co-ordinator Karla Scott. She can be reached by e-mail at ytmp@klondiker.com or by phone at 668-3312. There is approximately \$36,000 remaining in the current round of funding for this part of the TCMF.

First announced in May 2004 as a \$500,000 annual fund, the TCMF accepts applications from market or export ready tourism businesses, First Nations, municipalities, organizations or consortiums looking to market Yukon tourism products or services to potential visitors.

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