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TOURISM CO-OPERATIVE MARKETING FUND PROMOTES YUKON WORLD-WIDE

DAWSON CITY – Almost \$900,000 in new funding was invested by government and industry last year to promote Yukon world-wide through the new Tourism Co-operative Marketing Fund (TCMF), Tourism and Culture Minister Elaine Taylor announced today.

“The success of the fund is overwhelming,” Taylor said. “For this reason, we have budgeted another \$500,000 this year to continue the program which is meant to increase tourism revenues, the number of visitors and length of stay in the Yukon.”

The fund was first announced in May 2004. Twenty-nine businesses marketed their products and services world-wide and another 24 businesses attended consumer and trade shows throughout Canada, the United States, Asia, Germany and London, England in 2004.

Rolf Schmidt of SIR North Country Ranch out of Whitehorse applied to bring two travel journalists from Germany to Yukon in 2004. The journalists, representing two of the leading horse magazines in Europe, published 14 pages showcasing Yukon horseback riding, dog sledding and gold rush history.

“It was great exposure for my company and for Yukon,” Schmidt said. “I am looking forward to increased bookings in the future and I could not have done it without the TCMF and assistance from Tourism Yukon.”

The Klondike Visitors Association in Dawson accessed the fund last year, which greatly increased their advertising initiatives. “With the assistance of the TCMF, we were able to undertake new print advertising initiatives and attend key travel trade and consumer trade shows,” chair Brenda Caley said.

Taylor is in Dawson City meeting with industry stakeholders as part of National Tourism Month.

“Throughout the month of June, government and industry is supporting National Tourism Month as a means to celebrate the many benefits tourism brings to our communities,” Taylor said.

She spoke with representatives from the tourism industry as they gathered at the Dawson City Visitor Information Centre in Dawson City.

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Contact:

Peter Carr
Communication Advisor
(867) 667-8304
peter.carr@gov.yk.ca

Karen Tremblay
A/Communications Officer
(867) 667-8304
karen.tremblay@gov.yk.ca