

FOR RELEASE #05-221
August 25, 2005

YUKON TOURISM BRAND STRATEGY CONSULTATION OPEN TO ALL

WHITEHORSE – Yukoners have been invited by Tourism and Culture Minister Elaine Taylor to take part in the development of the Yukon Tourism Brand Strategy by filling out an online survey.

“We have a new website that offers the online survey,” Taylor said. “We are encouraging all Yukoners, businesses, non-governmental organizations, municipalities, First Nations, tour operators and industry stakeholders to participate.”

Participants can log onto www.yukontourismbrand.com or phone 1-866-GoYukon (1-866-469-8566, extension 4) to fill out the questionnaire. The website will also provide periodic progress updates on this important initiative as well as information on the Yukon Tourism Brand Strategy – what it means, why branding is important, and the benefits of a Yukon Tourism Brand.

The deadline for taking part in the survey is Sept. 30.

“Given the level of competition with other travel destinations for potential visitors, it is important that a Yukon Tourism Brand Strategy distinguishes Yukon from other competitors,” co-chair of the senior marketing committee of the Yukon Tourism Marketing Partnership, Neil Hartling said.

“With the development and implementation of a Yukon Tourism Brand Strategy, the public, private sector and other partners will be better able to expand their marketing reach and attract more visitors to the Yukon,” Hartling stated. “We want to ensure that tourism remains a top economic generator in the territory.”

Good branding establishes a clear destination personality that is both meaningful to prospective visitors and ultimately motivates them to visit and experience the Yukon.

“I encourage all Yukon individuals and businesses to take part by filling out the survey to ensure their voices be heard during this consultation process,” Taylor said.

In July, Taylor announced the launch of the Yukon Tourism Brand Strategy. An advertising campaign is now underway to provide information to the public. The final Yukon Tourism Brand Strategy will be completed in 2006.

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