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FIRST PHASE OF YUKON TOURISM BRAND STRATEGY COMPLETED

WHITEHORSE – The first phase of the Yukon Tourism Brand Strategy has been completed, announced Tourism and Culture Minister Elaine Taylor.

Approximately 3,100 Yukoners and non-Yukoners responded to telephone interviews, online email questionnaires, website surveys, visitor kiosks or attended Brand Strategy meetings held throughout September, October and November.

“The goal of the consultation process was to receive feedback from Yukoners, industry, visitors and potential visitors to the Yukon,” Taylor said. “We wanted to find out what people see as the ‘experience’ of visiting the Yukon. By providing a consistent message in the marketplace about who we are, it will help us to position Yukon as a travel destination.”

The next phase involves analyzing all of the collected data and identifying the key attributes and elements around the name Yukon that sets the territory apart from other travel destinations.

The Yukon Tourism Brand Strategy is supported by the Yukon Tourism Marketing Partnership’s senior marketing committee, a group of industry representatives with marketing expertise.

“This is an exciting day for Yukon’s tourism industry,” chair of the brand sub-committee Robin Anderson said. “We have long identified the branding exercise as pivotal to the growth of our tourism industry and we thank government for having the vision to dedicate significant staff-time and resources to this project. Once the analysis is complete, the information gleaned will help government and industry to streamline our marketing endeavors and create a consistent presence for Yukon in all of our markets.”

Once finalized, the Department of Tourism and Culture will partner with Yukon businesses and stakeholders to incorporate the brand into marketing, advertising and promotional campaigns that work toward increasing revenues for the Yukon tourism industry and economy.

Zero Gravity from Calgary leads the agency team contracted by the department. It includes Aasman Design, Pawlovich and Associates, DataPath Systems of Whitehorse, and Cameron Strategy of Calgary.

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Contact:
Peter Carr
Cabinet Communications
(867) 633-8688
peter.carr@gov.yk.ca

Karen Keeley
Communications, Tourism and Culture
(867) 667-8304
karen.keeley@gov.yk.ca