



For Immediate Release

Yukon Chamber of Commerce congratulates the Yukon Government and the Tourism Industry Association of the Yukon on the quick launch of the new Yukon Tourism ad campaign.

Tuesday February 2, 2015 - Whitehorse, Yukon

WHITEHORSE - The Yukon Chamber of Commerce is pleased to see that the additional funding supplied to the tourism department for the upcoming tourism seasons is being put promptly to work. With the pressures on the Yukon economy, a boost to the tourism industry is certainly needed. We congratulate the Yukon Territorial Government, its tourism branch, and the Tourism Industry Association of the Yukon (TIAY) for moving promptly to begin the marketing efforts which we understand will provide consistent market presence for Yukon tourism over the next few years in addition to normal marketing activities.

"I have seen the commercials and believe they do a great job of positioning the winter product" commented Rich Thompson, Yukon Chamber Chair. "They capture the key focus of our unique winter offering, which is the natural phenomenon of the Northern Lights, and we hope that the advertising supporting our summer product will be equally as effective. We look forward to seeing the rest of this additional spending put to good use for the benefit of Yukon's tourism industry participants specifically; and to the benefit of the overall Yukon economy during these challenging times."

"The Yukon Chamber of Commerce is pleased to see the first fruits of its efforts from working in partnership with TIAY to successfully lobby for more than \$3 million in CanNor and Yukon Government funds for this two year ad campaign," said Chamber President Peter Turner. "We are delighted with this first effort, both in its quality and its timeliness; and look forward to future ads highlighting other aspects of what makes the Yukon a unique and desirable destination location."

Incorporated in 1985, the Yukon Chamber of Commerce is the collective voice of Yukon's Business Community, working to create a climate conducive to a strong private-sector economy by providing leadership and representation on issues and projects affecting business. The Chamber represents the four Community Chambers of Dawson City, Silver Trail, Watson Lake and Whitehorse, as well as over 700 Yukon businesses, through either direct or Community Chamber membership.

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