



*Wilderness Tourism Association of the Yukon
E-News Flash for Thursday, October 16, 2015*

This issue:

TIA Yukon Roundup – Department of Tourism and Culture Reception – Tourism & Culture Open House

These events are opportunities for all WTAY members to learn about tourism initiatives in the territory, view the new “Yukon Now” commercials, talk with like-minded business owners, meet the government officials and employees that focus their efforts on promoting tourism, and provide your own input on challenges and ideas in the tourism sector.

Plus.....there will be food and beverages

TIA Yukon Roundup

Join TIA Yukon on October 22 for TIAY's annual Fall Round Up, and for the screening of Travel Yukon's new tourism commercials. The commercial screening will be held in conjunction with TIAY's annual Fall Round Up, which will be held from 2:30-5 at the Old Fire Hall. See attached agenda for further details, or contact Amy O'Rourke: (867)668-3312 – amy.orourke@tiayukon.com

Department of Tourism and Culture Reception

On September 2, 2015, the Yukon Government, in full partnership with the Canadian Government through CanNor, announced a substantial boost to the funding of destination marketing programs for Yukon. The \$3.6 million in additional funding has been welcome news for the Yukon's tourism industry.

As strong advocates for this additional funding, The Tourism Industry Association Yukon (TIAY) and the Yukon Chamber of Commerce invite you to join the Yukon Government's Department of Tourism and Culture on October 22 for a cocktail reception and screening of Yukon's four new tourism commercials. The event will take place from 5-8pm at the Whitehorse Visitor Information Centre.

Tourism & Culture Open House

Tourism events will continue on October 23 with the Tourism and Culture Open House! The Open House is a day of information sharing where department staff provide insights and information on up-coming marketing and development opportunities and activities. Come and meet the staff, get to know who does what, and find out how Tourism and Culture can help you reach your tourism goals. Although this is a free event, pre-registration is required to ensure catering requirements. Register by Oct 21, 2015 www.tc.gov.yk.ca

See more tourism news at <http://www.tiayukon.com/>

If you have information of interest to WTAY Members for the E-News, please send to info@wtay.com

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