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## Tourism Industry Launches Initiative to Explore a Territory-Wide Destination Improvement Fee

**Yukon** — Yukon tourism industry partners are leading a collaborative, industry-driven initiative — with funding from the governments of Canada and Yukon — to explore the development of a **territory-wide Destination Improvement Fee (DIF)**, designed to support a strong, sustainable, and resilient tourism industry across the Yukon.



**The tourism partners leading this work include:** Klondike Visitors Association (KVA), Tourism Industry Association of the Yukon (TIA Yukon), Wilderness Tourism Association of the Yukon (WTAY), Yukon First Nations Culture and Tourism Association (YFNCT), Yukon Historical and Museums Association (YHMA), and Yukon Outfitters Association (YOA).

The initiative brings together industry leadership to design a made-in-Yukon approach that reflects the diversity of the territory's tourism sector — including accommodations, transportation, attractions, experiences, culture and heritage, retail, events, and services.

While the initiative is led by these tourism partners, the project will emphasize engagement with operators across all tourism sectors and regions of the Yukon.

The Destination Improvement Fee is being explored as a tool that could support shared tourism priorities, enhance visitor experiences, and deliver long-term benefits to communities across the Yukon.

### A Territory-Wide, Industry-Led Vision and Long-Term Benefits

Through collaborative leadership and broad engagement, the project will explore how a territory-wide DIF could support tourism sustainability, community benefits, and strategic investment aligned with Yukon values. This initiative is grounded in the principle that the industry is best positioned to lead this work.

As part of this work, industry partners will consider the key principles required for a successful DIF. They will also work to identify potential priorities — including supporting major tourism infrastructure investments such as the Yukon Gathering Place, as well as long-term territory-wide tourism needs and opportunities.

## **Commitment to Inclusivity, Transparency, and Engagement**

This initiative is focused on bringing Yukon's tourism industry together to explore what's possible through meaningful and ongoing engagement, in a collaborative, industry-led approach. The work will emphasize listening, learning, and working with the tourism community across the territory, including Yukon First Nations, to help design a model that reflects Yukon's unique landscape, cultures, communities, and economic realities.

The tourism partners are committed to an open and inclusive process that invites participation from across all tourism sectors, regions, Yukon First Nations and Indigenous partners, communities, and stakeholders throughout the territory. A Request for Proposal (RFP) was issued on January 12, 2026 to engage a consulting proponent to support facilitated industry engagement and analysis. The Wilderness Tourism Association of the Yukon (WTAY) is serving as the administrative lead on behalf of the tourism partners.

## **Moving Forward Together**

This initiative marks the beginning of a coordinated, industry-led effort to explore how a Destination Improvement Fee could support Yukon tourism over the long term. Engagement with the tourism community will be a central part of the work as partners seek to ensure the approach is clear, practical, and reflective of shared priorities.

These results will be shared with partners and funders to inform next steps and to move forward on a collaborative model.

## **MEDIA CONTACT**

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