



For Immediate Release  
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## **YUKON'S TOURISM INDUSTRY PAYS TRIBUTE TO 2017 AWARD WINNERS**

WHITEHORSE: The Yukon Tourism Awards of Excellence were established by TIA Yukon to recognize and foster excellence in the Yukon tourism industry. This year's Tourism Awards were sponsored by Yukon Brewing and presented by Yukon's Minister of Tourism and Culture, Jeanie Dendys, Yukon Brewing's Director of Marketing and Sales, Jasmine Sangria and TIA Yukon Executive Director, Blake Rogers, on Friday, April 21<sup>st</sup> as part of the TIA Yukon AGM and Spring Kick Off.

The awards allow the industry to recognize the people, places, organizations and events that have gone above and beyond to offer superior tourism experiences to travellers in the Yukon.

The winners of the 2017 Yukon Tourism Awards of Excellence are:

Traveller Experience Award	<b>Sundog Retreat</b>
Yukon Marketing Innovation Award	<b>Coast High Country Inn: Will &amp; Kate "World's Most Famous 3 Star Hotel"</b>
Innovator of the Year Award	<b>Lumel Studios</b>
Cultural Tourism Award	<b>Dänojà Zho Cultural Centre</b>
Event of the Year Award	<b>Thaw Di Gras</b>
Sustainable Tourism Award	<b>Dickson Outfitters</b>
Tourism Employee of the Year	<b>Air North's David Mountain</b>
Lifetime Achievement Award	<b>Frantic Follies</b>

Award winners will be nominated for the Tourism Industry Association of Canada's (TIAC) 2017 Canadian Tourism Awards, which will be announced at their annual gala in November.

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