

January 16, 2019

## **Yukon Minister of Tourism and Culture Jeanie Dendys to speak at IMPACT**

**VICTORIA, B.C.** – IMPACT Travel and Tourism Conference 2019 (IMPACT) partners have announced Yukon Minister of Tourism and Culture Jeanie Dendys will attend and speak as part of the second IMPACT conference taking place from January 20-23, 2019 at the Victoria Conference Centre.

"I am excited to speak at IMPACT about Yukon's leadership in sustainable tourism," said Jeanie Dendys, Yukon Minister of Tourism and Culture. "In the last two years, Yukon has experienced record-breaking visitation. With so many travelers recognizing Yukon's Larger Than Life experiences, it is important that we continue to grow in a sustainable manner."

"Adding a tourism minister to the program shows the importance of discussing sustainable tourism" said Paul Nursey, CEO of Destination Greater Victoria. "Public policy decision-makers are at the forefront shaping the tourism industry moving forward. To have Minister Dendys speak and attend means there is national importance in having these conversations."

Minister Dendys was elected to the Yukon Legislative Assembly in the general election of November 7, 2016. Prior to holding elected office in the Yukon legislature, Dendys was director of justice for Kwanlin Dün First Nation. In 2018, Minister Dendys signed a Memorandum of Understanding with the Indigenous Tourism Association of Canada and the Yukon First Nations Culture and Tourism Association to support Indigenous tourism in the Yukon. In 2017, Minister Dendys hosted the largest ever Yukon Winter Tourism Summit to explore the trends, challenges and opportunities for enhancing winter tourism in the Yukon.

**IMPACT Travel & Tourism Industry Conference 2019** was co-founded by Synergy Enterprises, Beattie Tartan, Starrboard Enterprises, and Destination Greater Victoria, and held annually in Victoria, BC, IMPACT is driven by a desire to align disparate segments of the Canadian tourism industry (government, marketers, planners, operators, investors and academics) behind a vision to achieve economic, social and environmental sustainability and restorative practices across all tourism sectors. The focus is on innovation and valid solutions around the positive legacy we want from the tourism and travel industry in a modern and progressive Canada. Having strong indigenous and new Canadian voices at the conference is also critical component of the discussion. [www.impactnational.ca](http://www.impactnational.ca)

-30-

**MEDIA CONTACT:** Matthew Holme  
Manager of Corporate Communications and Destination Management, Destination Greater Victoria  
**250 818-7846 or 250 414-6976**  
[matthew.holme@tourismvictoria.com](mailto:matthew.holme@tourismvictoria.com)

**MEDIA CONTACT:** Carleen Kerr  
Communications, Yukon Tourism and Culture  
**867-332-2624**  
[carleen.kerr@gov.yk.ca](mailto:carleen.kerr@gov.yk.ca)