



We invite you to renew or become a Corporate Member of the Klondike Visitors Association (KVA),

KVA's main marketing goal is to increase year-round visitation to Dawson City in an effort to sustain or grow the local economy. More visitors mean additional money, employment and resources, all of which help to make Dawson a better place to live. Tourism benefits us all!

KVA membership includes:

- ✓ Discounted membership (50%) with Tourism Industry Association of Yukon (TIAY)
- ✓ KVA Recommended Listing on Dawsoncity.ca
- ✓ Co-operative marketing opportunities
 - 50% savings from Tourism Cooperative Marketing Fund (when applicable)
 - 5% savings for KVA corporate members
- ✓ Referrals to your business from visitor inquiries
- ✓ 2 Dawson City Wall Calendars
- ✓ 2 Gerties Passes / 4 Drink Tickets
- ✓ Visitor Activity sheet emailed to you monthly
- ✓ 1 KVA Vote

What we do:

- ✓ Work closely with all levels of government, non government organizations and business owners to ensure that the voice of tourism in Dawson City is heard
- ✓ Operate dawsoncity.ca , the most viewed site for Dawson City (180,000+ annual views)
- ✓ Answer visitors' inquiries year round (via phone, web, email and social media)
- ✓ Market Dawson City through advertising, trade shows, partnerships and promotions
- ✓ Operate attractions, including Diamond Tooth Gerties Gambling Hall and Jack London Museum
- ✓ Host 8 annual special events
- ✓ Assist groups to provide year-round meetings, events and conventions
- ✓ Operate Dawson City's Social Media Platforms: Facebook- (Dawson City, Yukon- 23,000 followers); Twitter (@DawsonCityYukon- 3,800 followers) ; Instagram (VisitDawsonCity- 5,300 followers);
- ✓ Work with media persons to ensure Dawson is showcased as an attractive destination

On the following page you will find our corporate membership application form.

Thank you for supporting KVA!

Jackie Olson,
Executive Director,
Klondike Visitors Association
kva@dawson.net / 993-5575

