

# Silver Trail Tourism Association

Mayo, Keno, Elsa and Stewart Crossing.

Started: mid 1980s

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The Silver Trail Tourism Association is a non-profit society started by local business people to promote tourism and other attractions in the area. It develops promotional materials, and builds infrastructure and doubles as the local Chamber of Commerce.



**Community benefits:** Through the efforts and projects of the association, more people have traveled the Silver Trail. Measurable through museum attendance rates, this increase in traffic has obvious economic benefits. The association also helps build community cohesiveness by bringing people in the area together.

**Lessons learned:** The ongoing lack of operational funding leads to high volunteer burnout. Although the association feels a tourism director for the area would be helpful, there are some members of the community who do not see tourism as the solution to economic hard times. The Yukon government assisted through project funding and support to the association to develop five year plans.

**Future of the project:** The association continues to be fairly active and the last five year plan is leading them into more cooperation with the local First Nation and with other communities along the North Klondike Highway. Cooperation in marketing and an increase in information sharing is expected to provide tourism benefits to all communities that are involved.