

FOR RELEASE
October 4, 2016

Government of Yukon and Air North partner to promote the territory

WHITEHORSE—The Government of Yukon and Air North, Yukon's Airline have signed a \$75,000 cooperative marketing arrangement designed to increase the number of visitors travelling to the territory by air.

"The tourism sector is vital to a strong and diverse Yukon economy," Minister of Tourism and Culture Elaine Taylor said. "Air access is key to growing this important industry, and Air North is making it easier than ever to visit, with routes to and from Alberta, British Columbia, the Northwest Territories, Ontario and throughout Yukon."

Each year, visitors contribute approximately \$250 million in revenue to Yukon businesses. Through this agreement, the Department of Tourism and Culture will match marketing expenditures made by Air North up to \$75,000 for a total potential marketing investment of \$150,000 in key regional markets.

"Air North, Yukon's Airline and the Department of Tourism and Culture have a shared interest in seeing more people fly Air North to visit the territory," Air North president Joe Sparling said. "An increase in Air North passengers means more local jobs, more revenue for our retail and tourism partners and a stronger Yukon economy overall."

In a highly competitive industry, Air North's dedication to customer satisfaction and northern hospitality is well known. In a 2016 global air passenger survey, it was named one of the world's most-loved airlines, besting some of the largest carriers from around the globe.

"We're very fortunate to have a Yukon-owned and operated airline," Taylor added. "Air North offers travellers affordable fares, world-class service and, thanks to its strong partnerships with local festivals and tourism operators, experiences that are truly larger than life."

Visit: Air North, Yukon's Airline

-30-

Contact:

Michael Edwards
Cabinet Communications
867-633-7910
michael.edwards@gov.yk.ca

Lucie Wright
Communications, Tourism and Culture
867-667-8383
lucie.wright@gov.yk.ca

News Release #16-344



Stay up to date with the latest Yukon government news by subscribing to our RSS feed here:
<http://www.gov.yk.ca/news/rss.html>. Or follow us on Twitter @yukongov.