



FOR RELEASE  
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## **Yukon embarks on Asia tourism trade mission**

WHITEHORSE—Twelve Yukon tourism industry delegates representing a number of sectors, along with Deputy Premier and Minister of Tourism and Culture Elaine Taylor, will promote Destination Yukon on a nine-day tourism mission to Asia.

The mission will include business-to-business meetings, presentations and other events in Japan and China between February 23 and March 4. The delegation will meet with more than 100 tour operator buyers, travel media and embassy officials in both countries.

"Tourism is a strategic industry for Yukon and a key component of a strong and diverse economy," Taylor said. "Asia provides significant growth opportunities for Yukon's tourism industry. The lure of the northern lights has already made Japan one of our strongest winter markets and China has been the fastest growing visitor market in Canada over the past four years. The time is right to strengthen our relationships in these markets."

"It is wonderful to be able to take part in this first-ever tourism mission to Asia," Carcross Tagish Management Corporation CEO Justin Ferbey said. "We will be able to introduce a number of Asian tourism operators and other key players to some of the First Nations cultural and heritage attractions that are a growing part of Yukon's cultural tourism sector."

Research indicates that Yukon's wilderness, wildlife and cultural history hold a strong appeal for Japanese and Chinese visitors. Once in Yukon, international visitors are likely to stay longer and contribute more to Yukon's economy than other visitors.

"The mission is a valuable opportunity to showcase the importance of the Asian market for Yukon's growing year-round tourism industry," Arctic Range Adventure president Felix Geithner said. "During face-to-face meetings with Asian tourism operators we are able to deepen existing relationships and to build new partnerships for years to come."

The other tourism industry representatives participating in the Asia mission include: Northern Tales Travel Services; Westmark Hotels; Driving Force; Air North, Yukon's Airline; Northern Vision Development; Prophet Muskwa, Yukon; Arctic Colour Tours; and the Downtown Hotel Dawson/Chief Isaac Inc.

In December of last year the Department of Tourism and Culture issued an open invitation to trade-ready Yukon tourism operators to participate in the mission.

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