



FOR RELEASE
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Yukon tourism mission strengthens ties in China

WHITEHORSE—Yukon was introduced to the Chinese market as a new travel destination during the first-ever minister-led mission to Asia earlier this month.

Nine Yukon tourism industry delegates, along with Minister of Tourism and Culture Elaine Taylor, were in China to promote Yukon as a year-round travel destination. The mission gave delegates an opportunity to forge new ties with the Chinese market and tourism operators.

"Our meetings in China presented a strategic opportunity to meet face-to-face with tourism operators and media to build awareness of Yukon in the emerging Chinese market," Taylor said. "With over 500,000 airline seats available each year to Vancouver, China presents a significant growth opportunity for Yukon's tourism industry."

Highlights of the mission included: commitments by Chinese tour operators to develop and promote Yukon travel packages, and the launch of Tourism Yukon's first ever website for Chinese travellers at www.travelyukon.cn.

"The mission to China opened up new dialogue and opportunities for Yukon's tourism industry," president of Arctic Range Adventure and mission delegate Felix Geithner said. "It was a great pleasure to showcase our business to media and trade in China together with other tourism officials from Yukon."

Events in China included over 150 business-to-business meetings with Chinese tour operators and tourism officials, briefings and negotiations with the Canadian Tourism Commission (CTC), a media event and interviews, an information session with student travel representatives and a ribbon cutting at a Yukon photography exhibit.

"The attendance by Minister Taylor and Tourism Yukon at the two events in Shanghai generated a lot of excitement about travel opportunities to Yukon from the Shanghai region," mission delegate Ying Lee from Arctic Colour Tours said. "We already have inquiries about a photography trip of more than 50 photographers to Yukon in the coming year."

The visit to China was the second half of the nine-day mission, which had started in Japan in late February.

The tourism mission to Asia was funded through the Yukon Now marketing program. That initiative is a joint investment by the Yukon government and the federal government's Canadian Northern Economic Development Agency (CanNor) and is the territory's largest tourism marketing initiative to date. While Yukon Now primarily focuses on the domestic market, approximately 20 per cent of the funding is allotted for marketing efforts in overseas markets including Japan and China.

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