



FOR RELEASE
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Yukon delegates poised to benefit from first tourism mission to Japan

WHITEHORSE—Yukon delegates returning home after the first Yukon tourism trade mission to Japan are poised to capitalize on increased air access between Japan and Canada, heightened awareness of Yukon as a travel destination and new marketing investments in partnership with the Canadian Tourism Commission in Japan.

Yukon tourism industry delegates, along with Minister of Tourism and Culture Elaine Taylor, promoted Yukon as a year-round travel destination during a recent nine-day Asia tourism mission.

"With additional international flights to western Canada this past year and more daily seasonal flights commencing this May, Japan offers significant growth opportunities for Yukon," Taylor said. "This tourism mission was an invaluable opportunity to work directly with Japanese tour operators and media partners to build awareness of Yukon and benefit from the increased air access."

Yukon tourism delegates participated in more than 130 meetings with 92 Japanese tour operators and also met with representatives from the Japanese travel media and officials from the Canadian Tourism Commission (CTC) and the Canadian Embassy in Tokyo.

"This mission was a great opportunity to meet face-to-face with Asian tour operators and to introduce them to some of the unique attractions and experiences Yukon has to offer," Carcross Tagish Management Corporation CEO and mission delegate Justin Ferbey said.

The Department of Tourism and Culture signed marketing agreements with the CTC worth \$67,500, marking the largest ever single investment by Yukon in an overall marketing campaign in Japan. These initiatives include the production of video vignettes – which will be broadcast on a new online travel video channel in Japan – as well as the development of new Yukon travel packages by Japanese tour operators and other Yukon-focused promotional activities.

"Successful partnerships between industry, government and key tourism partners such as the Canadian Tourism Commission are key to the continued growth of Yukon's tourism economy," Taylor added. "The participation of nine Yukon suppliers represented a considerable investment of time and effort on their part, which demonstrates Yukon's strong commitment to growing this key overseas market."

Natural phenomena like the northern lights and the midnight sun, along with Yukon's wilderness, wildlife and cultural history, hold a strong appeal for Japanese visitors. Once in the territory, international visitors are likely to stay longer and contribute more to Yukon's economy than other visitors.

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