



FOR RELEASE
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Government of Yukon and City of Whitehorse announce tourism partnership

WHITEHORSE—The Government of Yukon and the City of Whitehorse today announced their first formal collaboration on tourism marketing, promotion and visitor services with the signing of a Memorandum of Understanding (MOU).

"The Government of Yukon is pleased to collaborate with the City of Whitehorse in our efforts to promote Yukon to potential visitors around the world," Tourism and Culture Minister Mike Nixon said. "This partnership also supports our collective efforts to provide top quality visitor services to tourists enjoying Whitehorse."

The MOU outlines a range of partnership initiatives including joint work on familiarization tours for visiting tourism journalists, sharing of tourism related inquiries and joint management of the visitor parking passes within the city. Both parties will also work to leverage opportunities associated with the new seasonal air service between Whitehorse and Kelowna launched by Air North – Yukon's Airline.

"Both the Government of Yukon and the city have an interest in promoting Whitehorse as a destination for tourists," Mayor Dan Curtis said. "The memorandum serves this mutual goal by establishing a new partnership between our governments, which should improve the way we promote tourism as well as advancing our relationship with our partners, the Tourism Industry Association of Yukon and the Yukon Convention Bureau."

The MOU lays the foundation for both governments to work together on sport tourism and on activities to promote services, attractions and events to maximize benefits for Whitehorse and Yukon.

For more information on the Government of Yukon's comprehensive approach to promoting Yukon as a visitor destination visit www.tc.gov.yk.ca.

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