



FOR RELEASE
March 4, 2013

Tourism partnerships drive customer awareness at consumer shows

WHITEHORSE— In support of the Destination Yukon marketing campaign, Tourism and Culture Minister Mike Nixon travelled with Yukon tourism industry delegates to two consumer shows aimed at promoting the territory as a unique travel destination.

"Tourism is an important part of Yukon's economy and the government is committed to marketing the territory," Nixon said. "Joint government and industry attendance at consumer shows enables us to speak directly with prospective visitors and provides the opportunity to highlight the exciting travel experiences Yukon offers."

Yukon government officials and industry representatives are participating in a number of consumer shows including the Toronto and Vancouver outdoor adventure shows and the Edmonton Home and Garden Show from March 21 to 24.

"These trade shows are an important part of raising awareness about our services," Adam Gerle, Best Western Gold Rush Inn/Coast High Country Inn sales and marketing director, said. "Combining forces with other businesses and the Yukon government really helps boost Yukon's promotional efforts."

Following attendance at the Toronto Outdoor Adventure Show, from February 22 to 24, the Yukon delegation met up with industry partners—Klondike Visitors Association, Nature Tours of Yukon, Air North—Yukon's Airline, Yukon Wild, and the Best Western Gold Rush Inn/Coast High Country Inn—at the Vancouver Outdoor Adventure and Travel Show, March 2 and 3.

The Department of Tourism and Culture invests over \$5 million annually in a variety of marketing programs and services to promote the territory as a travel destination to national and international clients. Tourism contributes more than \$200 million per year to the Yukon economy and represents an average of approximately five per cent of its gross domestic product.

For more information about the department's marketing initiatives visit www.tc.gov.yk.ca.

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News Release #13-042

