



FOR RELEASE  
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## **Outfitters promote Yukon as world class hunting destination**

WHITEHORSE—Minister of Tourism and Culture Mike Nixon, the Yukon Outfitters Association and several outfitting businesses are attending the Safari Club International Convention and trade show in Las Vegas this week to promote Yukon as a world class hunting destination.

"The Safari Club International Convention is a valuable opportunity for Yukon government to partner with outfitters to promote the territory as an outstanding destination for hunters and other outdoor enthusiasts," Nixon said. "I look forward to joining the Yukon Outfitters Association at the trade show where we will meet with industry leaders, explore marketing opportunities and support this significant tourism sector."

The convention is expected to attract more than 20,000 attendees including media, hunting enthusiasts, potential visitors and industry associations. Thirteen of the territory's 19 outfitter concessions will be represented at the trade show—one of the largest of its kind in the world.

"Yukon's natural beauty and abundant wildlife rivals other international hunting destinations," Yukon Outfitters Association board member Teena Dickson said. "The convention provides an opportunity to showcase the incredible experiences that Yukon outfitters have to offer."

Tourism is a sustainable, strategic industry for Yukon and a key economic driver contributing more than \$200 million annually to the territory's private sector revenues. The Yukon outfitting industry contributes more than \$8.1 million in total revenues annually to the Yukon economy.

"Yukon outfitters follow high professional standards and play an important role in wildlife conservation while contributing to the economy," Nixon added. "Our government is particularly proud that Yukon is recognized as a best-practice leader in outfitting management in North America."

### **Learn more**

Government of Yukon tourism initiatives: [www.tc.gov.yk.ca](http://www.tc.gov.yk.ca)

Yukon Outfitter Association: [www.yukonoutfitters.net](http://www.yukonoutfitters.net)

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