



FOR RELEASE
September 22, 2014

Tourism minister builds stronger ties during European trade mission

WHITEHORSE—Another successful European tourism trade mission is wrapping up with the signing of three cooperative marketing agreements.

Minister of Tourism and Culture Mike Nixon is winding down a nine-day mission to Germany, and for the first time, the Netherlands. The mission is designed to promote the territory while building stronger ties with tourism and business partners in Yukon's primary and emerging European markets.

Three new cooperative marketing agreements with German-based tour operators were signed during the mission, which will help increase the impact of Yukon's overseas marketing investments.

"Cooperative agreements are one way the Yukon government is increasing the territory's global marketing reach," Nixon said. "This successful mission demonstrates the government's commitment to working with our overseas partners to promote Yukon as a must-see destination and to work on mutually beneficial tourism initiatives."

In addition to signing the cooperative marketing agreements, the minister had successful meetings with the Hannover Zoo and Condor Airlines, and had an opportunity to promote Yukon in northern Germany for the first time. The minister also attended an event for major Dutch tourism partners hosted by the Canadian Ambassador to the Netherlands, James Lambert.

"It has been a pleasure to visit the Netherlands," Nixon said. "The Netherlands is an important emerging tourism market for Yukon and our visit has helped to promote the territory while laying the groundwork for stronger ties with the country."

During the trade mission, the minister also met with Fulda representatives to learn about the upcoming Fulda Challenge event in Yukon this November. The Fulda Challenge has generated approximately \$45.5 million in equivalent advertising value for Yukon since 2006 and contributes approximately \$1.5 million into Yukon's economy each year.

While the Netherlands is an emerging tourism market, German-speaking Europe is Yukon's largest overseas market with over 8,000 visitors in 2013. Both markets have strong potential for growth.

Earlier this month, the minister joined other territorial, provincial and federal ministers in Prince Edward Island to discuss the competitiveness of the tourism sector in Canada and other topics related to the industry. The governments of Canada and Yukon also recently announced a joint investment of \$1.8 million each over two years for an enhanced marketing initiative. The investment will help draw more visitors to Yukon from across Canada and around the world.

Learn more: Tourism Marketing

Contact:

Elaine Schiman
Cabinet Communications
867-633-7961
elaine.schiman@gov.yk.ca

Stefanie Richardson
Communications, Tourism & Culture
867-667-8066
stefanie.richardson@gov.yk.ca

News Release #14-215



Stay up to date with the latest Yukon government news by subscribing to our RSS feed here: <http://www.gov.yk.ca/news/rss.html>. Or follow us on Twitter @yukongov.