



FOR RELEASE
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Yukon's larger than life brand profiled at Canada Corroboree in Australia

WHITEHORSE—Minister of Tourism and Culture Mike Nixon is attending Canada Corroboree this week, Canada's premiere travel trade event held in Australia each year. Nixon has signed cooperative marketing agreements and discussed marketing opportunities with Australia travel trade and met with Canada's Consul General.

"The steady growth of the Australian market is the result of the successful partnerships between industry, businesses, the Canadian Tourism Commission and Yukon's tour operator partners in Australia," Nixon said. "Yukon's attendance provides an opportunity to market the territory's Larger than Life brand and increase awareness and recognition of Yukon as a must-see Canadian destination."

Canada Corroboree is an annual Canadian Tourism Commission led event that brings together Australia tour operators, wholesalers, media and retail travel agents to learn more about travel experiences across Canada. Approximately 20 Canadian destination marketing organizations are participating in the roadshow held in five Australian cities.

In Sydney, Nixon signed cooperative marketing agreements with Canada and Alaska Specialist Holidays, Adventure World, Adventure Destinations, Destination Canada and Holland America Line (Australia) who promote Yukon travel experiences and products in the Australia market.

"Holland America Line is proud to partner with Tourism Yukon to promote its programs in the Australia market—both through our participation in Corroboree and in terms of our longer term cooperative marketing efforts," Holland America director of Alaska & Yukon Marketing Bill Fletcher said. "The agreement we've signed today will help us highlight our Yukon message captured in our Alaska & Yukon Land+Sea vacation experience that offers exceptional value to Australian travellers seeking the ultimate vacation experience."

Australia is Yukon's second largest overseas market with 6,996 visitors in 2013, representing 19.5 per cent of overseas visitors and two per cent of overall visitors to the territory.

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