



Government of Yukon

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NEWS *release*

FOR RELEASE #10-172
September 8, 2010

Yukon promotes collaborative tourism initiatives with German partners

WHITEHORSE – Representatives of Yukon's tourism sector and Tourism and Culture Minister Elaine Taylor will leave for Germany on Thursday to promote collaborative initiatives and strategies with partners in Yukon's largest and most significant overseas tourism market.

Taylor will be joined by representatives from Tourism Yukon, the Tourism Industry Association of the Yukon, the Wilderness Tourism Association of Yukon, Yukon First Nations 2010 and the Recreational Vehicle Rental Association of Canada.

"Yukon has long been a destination of choice for travelers from German-speaking Europe, where we enjoy long-standing partnerships and continue to develop innovative strategies to grow the market," Taylor said. "We look forward to the opportunity to meet and connect with tour operators, wholesalers, retail agents and air carrier representatives who are all critical to the continued growth of Yukon as a travel destination."

The delegation will be meeting with Condor Airlines and representatives of the German travel trade to discuss changes to Condor's flight schedule in 2011 that will result in a once weekly dedicated service between Whitehorse and Frankfurt, Germany during the summer season. While capacity to Yukon will remain approximately the same, the change will require collaborative strategies to help ensure the success of the modified service.

The delegation will also tour and meet with officials from the Hannover Zoo to discuss the recent opening of the \$50 million Yukon Bay exhibit and potential opportunities for growing Yukon tourism in collaboration with its partners. Yukon Bay features northern wildlife, street frontage reflecting the Klondike Gold Rush era, river run and visitor centre. It is estimated that 1.2 million visitors will experience Yukon Bay annually.

Taylor will also be meeting with government representatives to explore further opportunities for collaboration with the Lower Saxony state of Germany.

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