



Government of Yukon

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FOR RELEASE #11-035
March 1, 2011

2012 GoMedia Canada Marketplace coming to Yukon

WHITEHORSE—For the first time in its history, GoMedia Canada Marketplace will take place North of 60. The Yukon government, working in partnership with the Canadian Tourism Commission (CTC), was successful in its bid to host the event in 2012.

"The Yukon government is very pleased to be working with the CTC and with Yukon's tourism sector to bring what has become the industry's prime Canadian media event to Canada's North for the first time ever," Tourism and Culture Minister Elaine Taylor said. "The Department of Tourism and Culture is proud to lead this exciting initiative that will provide an unprecedented opportunity for Yukon to showcase all that we have to offer as a travel destination."

The CTC first launched the GoMedia Canada Marketplace in 2004 as part of an integrated media marketing and global communications platform. It is a signature networking event for the tourism industry, and brings together top Canadian and international media and travel journalists.

During the marketplace event, media are inspired to create new stories on Canada's culture, landscapes and people by learning more about Canadian destinations. The exchange of ideas, media releases, and print and broadcast images, combined with opportunities for social networking, benefit tourism operators, enterprises, associations and sectors.

"Hosting GoMedia Canada 2012 is a great opportunity for our industry members to showcase our beautiful landscapes, friendly people, vibrant culture and the unforgettable experiences a Yukon vacation offers," Tourism Industry Association of the Yukon chair Rod Taylor said.

"Hosting some 300 delegates, including media from across Canada and around the world, will help us promote Yukon as a choice destination. We are very happy to be involved."

Projected attendance includes 150 media and 150 tourism industry delegates. Planned activities include pre- and post-event familiarization tours offering Yukon experiences to delegates. Additional benefits will be unpaid media coverage for Yukon to its key target markets that include Canada, USA, Germany, UK, Australia, France and Japan.

Since its inception in 2004, GoMedia Canada Marketplace has generated more than \$20 million in advertising return for Canada's tourism industry.

GoMedia Canada 2012 takes place May 27 to 31.

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