



FOR RELEASE  
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## **Successful tourism and business meetings held in Yellowknife**

WHITEHORSE—Yukon and N.W.T. businesses and organizations joined delegates from both territorial governments and the cities of Whitehorse and Yellowknife for networking sessions and meetings last week to discuss areas of cooperation between both territories.

Representatives included: Yukon Minister of Tourism and Culture Elaine Taylor; N.W.T. Minister of Industry, Tourism and Investment David Ramsay; City of Whitehorse Mayor Dan Curtis; and City of Yellowknife Mayor Mark Heyck.

"The mission to Yellowknife demonstrates the ongoing cooperation between our four governments," Taylor said. "Strengthening our relationship is mutually beneficial in marketing and growing the tourism sector, and contributing to the sustainable economic growth of our unique northern regions."

The objectives of the mission were to:

- develop and strengthen partnerships between Yukon and N.W.T. businesses and non-governmental organizations to generate opportunities for growth;
- strengthen relationships between municipal and territorial governments; and
- showcase Air North's stand-alone service between Whitehorse, Yellowknife and Ottawa.

"There is a growing national and international appetite to see and experience the cultures, wonders and hospitality of Canada's North," Ramsay said. "The Northwest Territories and Yukon are positioned to benefit from this trend – and to realize mutual benefits from our work to address common challenges and promote the spectacular nature of the North we share."

Yukon was represented by approximately 50 delegates from local businesses, non-governmental organizations, Air North–Yukon's Airline and the Yukon Chamber of Commerce. The Northwest Territories was represented by approximately 60 representatives from local businesses, organizations and the Yellowknife Chamber of Commerce.

"Creating opportunities for businesses and governments to collaborate and develop market awareness are goals highlighted in the City of Yellowknife's Economic Development and Tourism Strategies," Heyck said. "This trade mission was open to everyone and we were pleased to participate in an event that included four governments and community."

Curtis added: "We are committed to collaborating to promote our northern region as a destination. Exchanges such as this initiative between all four governments support the development of relationships and opportunities for growth within all our communities."

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