



FOR RELEASE  
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## **Yukon-Alaska marketing collaboration receives international award**

WHITEHORSE—A joint Yukon-Alaska marketing campaign was recognized with an Award of Excellence in Economic Development by the International Economic Development Council (IEDC).

The award was presented earlier this month at the IEDC's annual conference in Anchorage, Alaska. It recognizes the cross-border collaboration of the North to Alaska visitor marketing campaign.

The announcement coincided with the Alaska Travel Industry Association annual conference in Juneau, where Minister of Tourism and Culture Elaine Taylor discussed the award-winning Yukon-Alaska campaign and other tourism-related matters with state officials.

"This joint visitor marketing campaign is a long-standing international cooperative marketing program that benefits Yukon through a leveraged partnership with Alaska," Taylor said. "This award recognizes the important collaboration between Yukon and Alaska and how we work together for the benefit of the tourism industry in both jurisdictions."

The Department of Tourism and Culture has partnered with the State of Alaska on the program since 1989, and provides \$130,000 in annual funding. The program also includes partners Destination B.C. and Travel Alberta and targets highway travellers en route to Alaska through B.C., Alberta and Yukon.

Each year, the IEDC presents awards to the world's most influential leaders in economic development programs and partnerships.

The United States is Yukon's largest visitor market with the majority of travellers from the U.S. travelling through Yukon en route to Alaska. The Department of Tourism and Culture invests \$500,000 annually in consumer, trade marketing and media relations activities in the U.S.

### **Learn more:**

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