



FOR RELEASE  
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## **Premier leads tourism trade mission to Europe**

WHITEHORSE—Premier Darrell Pasloski will lead a Yukon delegation on a tourism trade mission to Europe early this fall. Focusing on German-speaking Europe and the United Kingdom, the trade mission will profile Yukon's tourism industry and investment opportunities.

"Tourism is one of Yukon's key strategic industries," Premier Pasloski said. "This mission will increase awareness of Yukon as a destination in the European markets, while strengthening alliances with our key business and government partners."

The mission will include meetings in the centres for Yukon's primary and secondary tourism markets—the cities of Frankfurt, Hanover, Berlin and London. Collectively, Germany and the United Kingdom contribute over \$13 million to Yukon's economy annually, with 13,000 visitors travelling to Yukon each year.

"This mission will build upon the success of last year's visit to German-speaking Europe," Tourism and Culture Minister Mike Nixon said. "It will be a great opportunity to develop new strategic initiatives with our partners in the territory's largest overseas tourism markets. Having leaders such as the premier and key tourism business representatives along on this mission will assist us in making an even larger impact in Europe."

The delegation will include business leaders from Yukon's tourism industry and provide opportunities for them to meet tourism operators in Europe.

"A joint mission to Germany to promote Yukon that incorporates both the Yukon government and Yukon's tourism operators will be beneficial for our tourism industry overall," Tourism Industry Association of the Yukon chair Neil Hartling said. "We hope that this kind of collaboration will continue to strengthen the relationship between industry and government, and help us to develop new relationships abroad for the betterment of Yukon."

Full details on the trade mission and information on Yukon business participation will be released in June.

The mission will also build on mineral sector efforts to establish business partnerships within Europe by profiling investment opportunities within Yukon's mining industry to European investors.

To learn more about Yukon government's overseas tourism marketing visit [www.tc.gov.yk.ca](http://www.tc.gov.yk.ca).

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