



FOR RELEASE  
August 30, 2013

## **Premier signs cooperative marketing agreements with European tourism partners**

WHITEHORSE—Premier Darrell Pasloski and Tourism and Culture Minister Mike Nixon today announced the signing of several cooperative marketing agreements with tourism operators in Germany.

Pasloski and Nixon are currently on a nine-day European mission that will see them meet with tourism and business officials in Hannover and Frankfurt, Germany, and London, England.

"Cooperative agreements are one way the Yukon government, in partnership with key European tourism operators, is increasing the territory's global marketing reach," Pasloski said. "These agreements allow us to leverage our resources with those of overseas companies to significantly increase the impact of our marketing investments."

While on the trade mission, Yukon government officials will also sign marketing agreements with tourism partners in the UK.

Under the arrangements, the Yukon government will invest \$209,500 with German and UK tour operators to create cooperative marketing initiatives worth \$592,500. The marketing efforts are expected to target approximately 3.24 million people.

"Travel and trade initiatives use a variety of marketing campaigns to promote Yukon as a tourism destination overseas," Nixon said. "We invest in our overseas partners who in turn increase awareness of Yukon in their markets."

German-speaking Europe is Yukon's largest overseas market with over 11,000 visitors annually and the UK is a strong secondary market with approximately 3,300 visitors to Yukon in the summer of 2012. Both markets have a high potential for significant growth.

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

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