



FOR RELEASE  
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## **Premier's European trade mission will advance tourism investments**

WHITEHORSE—Premier Darrell Pasloski will lead a European mission next week that will include Tourism and Culture Minister Mike Nixon and representatives of Yukon's tourism industry. The group will travel to Hannover and Frankfurt, Germany and London, England in the first ever premier-led tourism trade delegation from a Canadian province or territory.

"German-speaking Europe and the United Kingdom are two of our biggest overseas tourism markets," Pasloski said. "It is important that we continue building relationships with partners who have a substantial and positive impact on Yukon's growing tourism sector, a sector that generates \$200 million annually for our economy. The timing of this mission also allows us to meet key partners as the European economy continues its steady recovery from the global economic downturn."

The delegation will meet with European partners to advance key tourism trade and investment opportunities in overseas markets during the nine-day mission.

"This is a great opportunity to recognize and reinforce our joint marketing efforts with the tourism industry in German-speaking Europe and the United Kingdom," Nixon said. "European travellers are among the highest spending and longest staying visitors to Yukon so it is very important that we nurture and grow this important relationship."

In Hannover, delegates will meet with German tour operators, Canadian Embassy representatives, Canadian Tourism Commission representatives and government officials. Events at Hannover Zoo will include Yukon Gold Rush Days at Yukon Bay, an annual initiative that in 2012 attracted more than 27,000 visitors.

In Frankfurt, Premier Pasloski and Minister Nixon will meet with Goodyear-Dunlop (Fulda Tires) and Condor Airlines.

In London, the delegation will meet with the Canadian Tourism Commission's UK branch and UK tour operators and travel media at a Yukon Lights event that will feature Yukon-themed foods and highlight Yukon's tourism products.

Premier Pasloski and Minister Nixon will be joined on the mission by 17 delegates representing 14 organizations from Yukon's tourism community.

"One of the strengths of the Yukon tourism industry is the strong collaborative relationship we enjoy with our government marketing partners," Tourism Industry Association of the Yukon chair Neil Hartling said. "Any time we can join forces and travel together to meet with our tourism partners in overseas markets, we reinforce the concept that the Yukon tourism industry is a good investment and we are open for business."

German-speaking Europe is Yukon's largest overseas market representing almost 10,000 visitors annually. The UK is Yukon's third largest overseas market with some 4,500 visitors annually. Each year approximately \$13 million is invested directly into Yukon's economy by German-speaking Europeans and UK visitors.

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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See the list of mission participants below.

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### **Premier's Tourism and Trade Mission to Europe Yukon tourism industry delegates**

<b>Industry operators</b>	<b>Germany</b>	<b>UK</b>
Air North	*	*
CanaDream RV Rentals	*	*
Harper Street Publishing	*	
Holland America Line	*	*
Northern Tales		*
Northern Vision	*	*
Outside the Cube	*	*
Skky Hotel	*	*
<b>Non-governmental organizations</b>		
Tourism Industry Association of the Yukon	*	*
Yukon First Nations Tourism Association	*	*
Yukon Historical and Museums Association and Klondike Visitors Association	*	*
Yukon Outfitters' Association	*	*
Yukon Quest		*
Yukon Wildlife Preserve	*	*

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