



FOR RELEASE
January 8, 2013

Yukon and Alaska renew long-standing tourism marketing partnership

WHITEHORSE—The Government of Yukon and the State of Alaska have renewed an agreement to market both regions as a tourism destination.

"The Government of Yukon and the State of Alaska have a long-standing spirit of partnership and cooperation for the benefit of both jurisdictions," Tourism and Culture Minister Mike Nixon said. "The joint Yukon-Alaska program is an important component of our annual marketing strategy aimed at bringing more visitors to our shared northern region."

The joint Yukon-Alaska program began in 1989, delivering Canadian and American advertising campaigns to increase highway travel and promote summer adventure experiences in Alaska and Yukon. The renewed funding agreement runs from October 2012 to March 2013 and is worth \$232,000.

"We are pleased to continue the valuable Joint Yukon-Alaska Cooperative Marketing program," Alaska's Department of Commerce, Community and Economic Development Commissioner Susan Bell said. "Both the Alaska and Yukon economies mutually benefit from the increased tourism this partnership produces."

The program includes marketing campaigns aimed at the overseas and U.S. travel trade, Yukon's attendance at a U.S. media roadshow, advertising in Alaska's vacation planner and other initiatives.

"Visitors travelling the highways throughout Yukon and Alaska experience spectacular scenery, wildlife and other natural attractions along with northern hospitality," Nixon added. "Through co-operative marketing agreements such as this we can access more resources to generate consumer awareness and increase visits to both jurisdictions."

January to November 2012 tourism statistics for Yukon show U.S. border crossings were up by almost five per cent over 2011, with an additional 10,000 U.S. visitors to the territory.

For more information on tourism in Yukon visit www.tc.gov.yk.ca.

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News Release #13-005



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