



FOR RELEASE
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'Destination Yukon' promoted during Vancouver Santa Claus parade

WHITEHORSE—Destination Yukon is in the spotlight after Yukon was featured in the Rogers Santa Claus Parade on Sunday in downtown Vancouver.

Minister of Tourism and Culture Mike Nixon took part in the parade and a Yukon promotional vehicle wrapped with iconic images pulled a Yukon-themed float. The vehicle will be utilized in Vancouver and surrounding areas over the next two years to continue to promote Yukon as a destination.

Air North was an event partner in the parade and helped to further promote Yukon to Vancouver's residents and visitors by offering discounted fares to the territory.

"The Santa Claus parade was a great opportunity to raise Yukon's profile as a year-round travel destination," Minister of Tourism and Culture Mike Nixon said. "By participating in this event we aimed to raise awareness within Canada of our fascinating and beautiful territory."

The best opportunity for growth in visitation to Yukon continues to be from other parts of Canada, during both summer and winter seasons.

Visit:

Destination Yukon

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