



FOR RELEASE
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Yukon government targets Ottawa tourism market through Air North flights

WHITEHORSE—The Yukon government is exploring ways to grow Ottawa as a tourism market and help promote a new air service by Air North, Yukon's Airline between Whitehorse and Canada's capital city. Deputy Premier Elaine Taylor and ministers Wade Istchenko and Brad Cathers joined the airline's president and several northern officials for the launch of the inaugural flight today at the Ottawa International Airport.

"This new Air North service makes travel between Ottawa and Yukon more accessible and affordable than ever before," Taylor said. "The capital city connection will facilitate business, make it easier for visitors to discover Yukon, and bring families and friends together."

Prior to today's inaugural flight, the Yukon government supported and hosted a number of events in Ottawa.

On Tuesday, February 4, the Department of Tourism and Culture hosted a reception for travel agents from the Ottawa region. The event promoted Yukon's unique travel experiences and introduced Air North and its new Ottawa service.

"The Yukon government joined Air North and several other partners this week to promote the flights and Yukon as a tourism destination," Minister of Tourism and Culture Mike Nixon said. "This new service will help open the North to people traveling for many reasons, whether for business, conventions, sporting events or dream vacations."

The Yukon Convention Bureau hosted a luncheon for Ottawa-based meeting planners on February 5 to promote Yukon as a meeting, convention and event destination. Later in the day, Sport Yukon hosted a reception to promote the territory as a sport tourism destination for competitions and championships, training, and leisure sport event opportunities such as the Yukon River Quest, Klondike Road Relay and Kluane Chilkat International Bike Relay.

The Government of Yukon sponsored several activities at an event marking Air North's inaugural flight at the Ottawa International Airport today. The event showcased a Yukon video, a snow carving of an Air North 737 tail by Yukon's snow-carving team, and a photo opportunity against a backdrop featuring a dog sled. The Tourism and Culture department hosted an information booth that promoted Yukon travel experiences and provided visitors to the booth with a chance to win one of ten \$100 travel certificates on Air North, Yukon's Airline.

"We're very proud to be launching a historic new route, one that creates so many opportunities for Canadians, Yukoners and international travellers alike," Air North's director of commercial development and government relations Allan Moore said. "Providing access to Yukon from eastern and central Canada without having to first travel to a western hub is a huge boon for travellers and will help encourage more people to visit the territory. We're eager to see how our partners in tourism in Yukon take advantage of this exciting new opportunity."

The new service includes two flights a week to and from Ottawa and Yellowknife. The new destinations expand on the airline's existing service, which includes Vancouver, Kelowna, Edmonton and Calgary.

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Contact:

Elaine Schiman
Cabinet Communications
867-633-7961
elaine.schiman@gov.yk.ca

Heather LeDuc
Communications, Tourism and Culture
867-667-5318
heather.leduc@gov.yk.ca

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