



FOR RELEASE  
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## **Premier's European mission wraps up with several key agreements**

WHITEHORSE—Premier Darrell Pasloski and Tourism and Culture Minister Mike Nixon, fresh from a nine-day European tourism mission, today announced a number of significant agreements that will lay the foundation for strong tourism growth from Germany and the United Kingdom to Yukon.

Together with Yukon tourism industry representatives, Pasloski and Nixon announced a cooperative accord with the Government of Yukon, Air North and Condor that represents a commitment by all three parties to increase European awareness of Yukon as a tourist destination.

"This cooperative accord reflects our joint interest in increasing tourism to Yukon from Europe," Pasloski said. "The mission clearly highlights our commitment to working with our local and overseas partners to promote Yukon as a must-see tourism destination."

The accord supports a new air travel agreement that will allow seamless travel from Europe to Air North's entire flight network, providing increased travel options for European tourists and Yukoners.

This agreement will enable passengers to book flights from Europe to all Air North Yukon destinations in 2014. The agreement will use Air North's entire network to extend service to Yukon from Europe from May to October.

"For Yukoners, this agreement will provide convenient access to and from Europe, not only on Condor's direct flights but also via Calgary or Vancouver with convenient connections and affordable through-fares," Air North president Joe Sparling said. "From the Air North perspective, the signed cooperative accord between our airline, Condor and the Yukon government is a huge benefit, and the agreement Air North reached with Condor has the potential to be even bigger. Both were greatly facilitated and perhaps even made possible through the efforts of the premier and the minister of tourism, as well as their support staff."

In addition to opening new air corridors, the Government of Yukon renewed a memorandum of understanding with Goodyear/Dunlop (Fulda) to work together to achieve mutual goals for the Fulda Challenge in 2014 and 2015. The two parties also agreed to embark on a one-time public relations initiative in 2014.

Government representatives also signed 12 cooperative marketing agreements with German and United Kingdom tour operators and are in the final stages of negotiating four more agreements with UK tour operators for a total investment of approximately \$209,500. This investment is contributing to marketing initiatives totalling \$592,500 that will reach approximately 3.7 million prospective tourists in Germany and the UK.

"This mission has been a win-win for all involved," Nixon said. "The Fulda Challenge generates 6.1 million Euros in advertising value in Germany alone, a return on investment of approximately

\$56 for every dollar Yukon spends. Our alliance with Hannover Zoo provides increased exposure to Yukon and the cooperative marketing agreements are a strategic, cost-effective way of promoting the territory through UK and German-speaking European tourism partners.”

Pasloski and Nixon called the involvement of Yukon’s tourism industry instrumental in creating the climate for the mission’s success. Industry and non-governmental representatives met with tourism operators in Hannover and Frankfurt, Germany, and London, England. The meetings resulted in new business contacts, access to major wholesalers and expanded opportunities for alliances in these significant overseas markets.

“Over the last 12 years, the Yukon tourism industry has seen tremendous sustainable growth that is the envy of other jurisdictions,” Tourism Industry Association of the Yukon chair Neil Hartling said. “This has been accomplished by years of strategic work and partnerships between industry and government. The mission builds on these partnerships and has opened more doors in two key overseas markets thanks to the premier’s presence and the hard work of tourism industry leaders.”

German-speaking Europe is Yukon’s largest overseas market with nearly 11,000 visitors in summer 2012. The United Kingdom is a secondary market with approximately 3,300 visitors to Yukon in summer 2012. Both markets have a strong potential for 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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See backgrounder.

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

#### **Industry delegates**

Air North—Joe Sparling, Deb Ryan, Allan Moore

CanaDream RV Rentals—Carolos Bonilla

Harper Street Publishing—Greg Karias

Holland America Line—Bill Fletcher

Northern Tales—Torsten Eder

Northern Vision Development—Rich Thompson

Outside the Cube—Dee Enright

Skky Hotel—Frank Calandra

### **Non-governmental organizations**

Tourism Industry Association of the Yukon—Neil Hartling

Yukon First Nations Tourism Association—Shirlee Frost

Yukon Historical and Museums Association and Klondike Visitors Association—Marc Johnston

Yukon Outfitters' Association—Doug Burgis

Yukon Quest—Rob Cooke

Yukon Wildlife Preserve—Greg Meredith

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