



FOR RELEASE  
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## **Outfitters promote Yukon as a destination**

WHITEHORSE—Tourism and Culture Minister Mike Nixon and the Yukon Outfitters Association are attending the Safari Club International Convention and trade show in Reno, Nevada this week to promote Yukon as a destination.

"Outfitters are important partners in tourism and provide exceptional outdoor experiences to hunting enthusiasts," Nixon said. "This is a great opportunity to support Yukon outfitters in their efforts to build business relationships and explore ways to promote Yukon as a hunting destination."

The Safari Club International annual convention attracts over 23,000 attendees including media, potential visitors and industry associations. Nixon is supporting the Yukon Outfitters Association at the trade show as well as meeting with potential industry partners and exploring marketing opportunities.

"The Safari Club International convention is an excellent opportunity for us to showcase Yukon's outstanding natural areas and abundant wildlife," Yukon Outfitters Association executive director Doug Burgis said. "We're pleased to work with the Yukon government to attract visitors from around the world to the territory."

Ten of the territory's 19 outfitter concessions will be represented at the trade show, which is one of the largest of its kind in the world.

"Outfitted hunting trips have a long history in Yukon and outfitters play an important role in wildlife conservation while making a significant contribution to the economy," Nixon added.

Nixon is also attending the Sports, Vacation and RV show in Quartzite, Arizona this week. The Department of Tourism and Culture has an annual presence at this trade show, which attracts 750,000 to 1,000,000 people.

For information on work to promote Yukon as a destination visit [www.tc.gov.yk.ca](http://www.tc.gov.yk.ca).

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### **Contact:**

Elaine Schiman  
Cabinet Communications  
867-633-7961  
[elaine.schiman@gov.yk.ca](mailto:elaine.schiman@gov.yk.ca)

Heather LeDuc  
Communications, Tourism and Culture  
867-667-5318  
[heather.leduc@gov.yk.ca](mailto:heather.leduc@gov.yk.ca)

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