



Government of Yukon

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FOR RELEASE #10-049
March 26, 2010

Partnerships strengthen Yukon's presence at consumer shows

WHITEHORSE – A joint partnership at upcoming consumer shows will help elevate Yukon's profile to southern Canadians, building on the momentum generated during the 2010 Winter Olympic Games.

"The high level of interest generated by Yukon's participation at the 2010 Olympics and Paralympic Winter Games demonstrates the strength of Yukon as a travel destination for those eager to learn more about Canada's North," Tourism and Culture Minister Elaine Taylor said. "Yukon's attendance at these two important consumer shows will leverage further awareness of Yukon as a destination for Canadians looking for a unique vacation experience in key target markets focused in the gateway cities of Edmonton, Calgary and greater Vancouver."

Tourism Yukon, Air North, Klondike Visitors Association and other Yukon partners will attend the Edmonton Home and Garden Show March 25 to 28 and the Vancouver Outdoor Adventure Show April 23 to 25.

It is expected that more than 50,000 people will attend the Edmonton event and Vancouver will attract 20,000. Each venue offers unique opportunities to expand Yukon's profile and inventory of marketable tourism services and products.

"Alberta and British Columbia have huge potential for generating new visitors to Yukon," Air North president Joe Sparling said. "For the past several years, Air North's Gateway Getaway packages, in partnership with local hotels and tour operators, have demonstrated success directly attributable to our marketing efforts in those regions."

Attendance at consumer shows is part of Tourism Yukon's strategy to market Yukon to gateway Canadian cities and builds on efforts already underway in the tourism industry to attract new visitors to Canada's North, especially Yukon.

"The Klondike Visitors Association welcomes Tourism Yukon's participation at consumer shows," Klondike Visitor Association marketing manager Bill Holmes said. "We believe that these partnerships will greatly enhance Yukon's presence in our important gateway markets."

Participation at each consumer show is funded through equal contributions of \$2,500 to cover exhibit space fees. Tourism Yukon's Tourism Cooperative Marketing Fund also provides support for industry partners for travel costs to attend these shows.

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