



Government of Yukon

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NEWS *release*

FOR RELEASE #09-211
September 9, 2009

Yukon to Attend Tourism Ministers Meeting in Toronto

WHITEHORSE – Tourism and Culture Minister Elaine Taylor will attend a meeting of Canada’s federal, provincial and territorial tourism ministers in Toronto on September 9 and 10.

“Yukon will bring to the table the importance of maintaining Canada’s North as a strong contender within Canada’s tourism industry,” Taylor said. “By focusing on an industry-led, market-driven and research-based philosophy, our collaborative partnerships with industry, governments and the Canadian Tourism Commission position Yukon as a year round travel destination.”

Taylor will speak to her colleagues about the importance of tourism to Yukon’s economic well-being, especially during the current economic global downturn. Yukon remains committed to working in partnership with private and public sectors and other governments to develop and implement strategic tourism marketing plans, product development and market research to sustain and grow tourism revenues for the territory.

Roundtable discussions on current tourism trends, air access, participation in the Vancouver 2010 Olympic and Paralympic Winter Games, the Western Hemisphere Travel Initiative, and visa requirements for entering Canada are among some of the topics slated for the agenda.

Yukon’s tourism industry contributes approximately \$200 million in revenue to Yukon’s economy each year.

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