



FOR RELEASE
May 31, 2012

Delegates at GoMedia Canada enjoy Yukon's northern hospitality

WHITEHORSE—More than 140 travel media and 150 delegates from around the world came to Whitehorse to take part in the Canadian Tourism Commission's (CTC) annual GoMedia Canada Marketplace. The high-profile three-day marketing event was hosted by the Yukon government and its tourism industry partners.

"Thanks to the efforts of everyone involved, hundreds of visiting media and tourism professionals will go home with exciting stories of their northern experience and an awareness of all that Yukon has to offer," Tourism and Culture Minister Mike Nixon said. "The economic benefits of hosting GoMedia are significant with about half a million dollars injected into our local economy now, plus the long-term boost from all the unpaid advertising when journalists write about destination Yukon."

Before and after the event, travel media and delegates learned about Whitehorse and Yukon through tours of local sites and attractions, and had opportunities to network with local tourism operators. This is the first time the event has been hosted north of the 60th parallel.

"The Canadian Tourism Commission's annual GoMedia Canada Marketplace provides marketing and communication professionals opportunities to meet one-on-one with travel journalists and media from around the globe eager to know more about the Canadian region hosting the event," CTC executive director Global Communications Gloria Loree said. "They come to tell its stories, to network with colleagues, and to gain a better appreciation for the host jurisdiction that provides authentic visitor experiences in support of Canada's tourism sector."

Yukon government ministers Scott Kent, Currie Dixon and Wade Istchenko, and MLA Stacey Hassard were celebrity servers at Monday's welcome reception. A flotilla of Whitehorse well-wishers paddled the Yukon River during the reception to welcome GoMedia to Yukon.

Since 2004, the event has generated more than \$20 million in advertising return for Canada's tourism sector. The cost to host GoMedia is approximately \$200,000 for the host jurisdiction with an economic benefit to the region of roughly \$500,000 and an additional \$2 million in unpaid advertising.

The 2013 GoMedia Canada Marketplace takes place in Charlottetown, P.E.I.

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