



FOR RELEASE  
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## **Yukon explores innovative strategies with German and Swiss tourism partners**

WHITEHORSE—Tourism and Culture Minister Mike Nixon is leading a delegation of Yukon government officials travelling to Germany and Switzerland from August 26 to September 2. The group will discuss strategic tourism initiatives with partners in the territory's largest and most significant overseas tourism market.

"The Yukon government enjoys long-standing partnerships in German-speaking Europe with tour operators, wholesalers, retail agents and air carriers," Nixon said. "This trip is an opportunity to continue our work to develop innovative, collaborative strategies that promote the territory as a destination and to grow this important market."

Nixon and Yukon government officials will meet with the Fulda tire company to discuss renewal of a memorandum of understanding to strengthen awareness of Yukon as a winter destination. The agreement also confirms an ongoing commitment to cooperate on promotional and marketing initiatives. The 2013 Fulda Challenge will be the 14th official staging of this extreme winter race which generates about \$4 million annually in media coverage.

The trip will include a visit to the Hannover Zoo's Yukon Bay, a theme park which features northern wildlife and Klondike-inspired elements such as replicas of the Palace Grand Theatre and Yukon Saw Mill Company Office in Dawson City. The minister's visit coincides with Gold Rush Days at Yukon Bay where he will present the zoo with a sculpture by Yukon artist Keith Wolf Smarch, who will also be in attendance.

"The sculpture is a gift recognizing the Hannover Zoo's efforts to provide an unforgettable northern-themed experience that inspires zoo visitors to visit Yukon in the future," Nixon added. "Mr. Smarch's sculpture also adds an authentic element of First Nation culture to Yukon Bay."

The delegation will also meet with German air carrier Condor Airlines which provides non-stop weekly flights from Frankfurt to Whitehorse during the summer season. Condor recently released its 2013 schedule which shows an increase of two flights or 540 additional seats to Yukon compared to the 2012 schedule.

Meetings are also planned with German and Swiss tour operators specializing in Canadian tourism products. The German-speaking European market contributes about \$16 to \$17 million to the Yukon economy every year.

For more information on the German-speaking Europe tourism market visit [www.tc.gov.yk.ca/marketing.html](http://www.tc.gov.yk.ca/marketing.html)

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