



FOR RELEASE
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Open house brings tourism partners together

WHITEHORSE—The Department of Tourism and Culture is bringing together tourism partners and interested Yukoners on Friday, October 26 for a day of information sessions and industry expert panel discussions.

"We want to build on existing partnerships and take tourism success to the next level," Tourism and Culture Minister Mike Nixon said. "By working together we will realize Yukon's potential as a must-see destination for people around the world."

The open house will include a full day of tourism-related activities including information sessions and one-on-one meetings with Tourism branch staff. The day will also include a panel of industry experts from outside Yukon to discuss the importance of customer service to businesses.

"This event will help businesses learn more about the services offered by the Yukon government," Nixon added. "The tourism industry is key to Yukon's prosperity and we want to provide tools for continued growth."

Tourism is Yukon's second largest private sector employer. Yukon has received 266,896 visitors between January and August 2012, a four per cent increase over last year.

For more information about the Tourism open house visit www.travelyukon.com/industry.

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Contact:

Elaine Schiman
Cabinet Communications
867-633-7961
elaine.schiman@gov.yk.ca

Heather LeDuc
Communications, Tourism & Culture
867-667-5318
heather.leduc@gov.yk.ca

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