



FOR RELEASE  
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## **Marketing partnership to target cruisetour visitors**

WHITEHORSE—The Government of Yukon and Holland America Line today announced the signing of a three-year cooperative marketing agreement to increase the number of cruisetour visitors to Yukon.

"This partnership leverages our resources to increase awareness of Yukon as a destination," Tourism and Culture Minister Mike Nixon said. "Cruisetours provide unique opportunities for visitors to explore a wide variety of memorable Yukon experiences."

Nixon met with Holland America officials in Seattle to sign the agreement. With the Yukon government contributing \$50,000 annually for three years, the agreement will generate a marketing value of \$300,000.

"As the only cruise line to bring guests to Yukon, we understand the unique beauty, history and charm of this wonderful region," Holland America Executive Vice President Paul Goodwin said. "Our roots in Yukon's visitor economy extend back many years. We are grateful to the Government of Yukon for their support, and are pleased to continue to offer our cruisetour guests the chance to experience Yukon's colorful Klondike Gold Rush history, wild scenic beauty and rich cultural heritage."

The funding will support a number of marketing initiatives aimed at increasing the number of cruisetour passengers to the territory. The activities will build on Holland America's existing promotions targeting both U.S. and international visitors.

"Holland America brings many economic benefits to Yukon including visitor spending, employment for Yukoners and support to businesses and non-profit organizations," Nixon added.

Holland America is the largest tourism operator in the territory and contributes \$40 million to \$60 million annually to Yukon's economy. The cruise line has a significant tourism impact on the Klondike region, with 70 per cent of all Yukon cruisetours travelling through Dawson City.

For more information on tourism opportunities in Yukon visit [www.travel Yukon.com](http://www.travel Yukon.com).

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