



FOR RELEASE
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Yukon government and City of Whitehorse sign two-year tourism partnership

WHITEHORSE—A tourism partnership agreement was signed today by Minister of Tourism and Culture Elaine Taylor and Whitehorse Mayor Dan Curtis. The agreement maintains an ongoing partnership to promote Yukon and Whitehorse as a great place to visit, live, work and play.

"We are pleased to continue to collaborate with the City of Whitehorse in our efforts to promote Yukon as a destination and in offering outstanding visitor services to travellers in Whitehorse," Taylor said. "By working together we can continue providing top quality visitor services while exploring new joint tourism opportunities."

The agreement covers sport tourism, providing travel advice to visitors, distributing parking passes and pins to visitors, continuing the coordination of tourism banners throughout the city, and working together on tourism items identified in the City's new economic development strategy. The parties will also work to improve the promotion of local events by using Tourism Yukon marketing tools such as the Travel Yukon website.

"This partnership agreement between the City and the Yukon government demonstrates how we are working in conjunction on tourism initiatives," Curtis said. "It allows our governments to focus on our strengths, with the City supporting large events in Whitehorse and the Yukon government delivering brilliant tourism marketing campaigns for the entire Yukon."

Yukon government and City representatives will meet throughout the year to explore additional opportunities to work together and to assess existing initiatives.

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