



News Release.....

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YUKON GATEWAY CITIES CELEBRATION

WHITEHORSE - Tourism Yukon is promoting Yukon through its Gateway Cities Marketing Campaign in Calgary, Edmonton and Vancouver, announced Tourism and Culture Minister Elaine Taylor.

“Yukon has emerged as one of the world’s premiere adventure destinations,” Taylor said. “The Yukon government has supported the Gateway Cities initiative since 2002, promoting Yukon to thousands of southern Canadians. The campaign has generated over \$1 million in direct visitor spending each year.”

Following on the heels of the National Marketing Campaign, Tourism Yukon is running the \$200,000 Gateway Cities Marketing Campaign in Calgary, Edmonton and Vancouver, with the goal of promoting Yukon’s world-class tourism products and services.

Already recognized for some of the most scenic drives and top rated river adventures in the world, Yukon increasingly offers adventure, arts and culture, scenic tourism experiences and First Nations authentic product that draws visitors from around the globe.

For one day only in Calgary (May 29), Edmonton (May 30) and Vancouver (May 31), Yukon will deliver a taste of northern hospitality along with Yukon’s *Larger than Life* tourism experiences to downtown audiences in a tent set up in the downtown area of each of the gateway cities.

Traveling to Yukon has never been easier. Travelers from Calgary, Edmonton and Vancouver can choose daily direct service from Air North, or seven-day-a-week access to Whitehorse from Vancouver on Air Canada. Yukoners wishing to encourage their southern Canadian friends and family to seek out information on Yukon can invite them to visit www.travel yukon.com.

Details of the Gateway Communities “Yukon Day” celebrations are attached.

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Gateway Communities ‘Yukon Day’ details:

May 29 – Calgary, Alberta

- Breakfast TV appearance – City TV, between 6:45 a.m. – 9 a.m.
- Lunchtime Street Event at Stephen Avenue Mall – 7th Ave & 1st Street S.W.

May 30 – Edmonton, Alberta

- Breakfast TV appearance – City TV, between 6:45 a.m. – 9 a.m.
- Lunchtime Street Event at Churchill Square – 1 Sir Winston Churchill Square

May 31 – Vancouver, British Columbia

- Breakfast TV appearance – City TV, between 6:45 a.m. – 9 a.m.
- Lunchtime Street Event at Vancouver Art Gallery – 750 Hornby Street