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### **International French Travel Trade Show Draws Yukon Participation**

WHITEHORSE – Tourism and Culture Minister Elaine Taylor will be joining representatives of l'Association franco-yukonnaise and Yukon's tourism industry at the International French Travel Market (IFTM) Top Resa trade show in Paris, France to promote Yukon tourism marketing partnerships and initiatives.

"France is considered an emerging tourism market for Yukon," Taylor said. "The opportunity for the Yukon government, together with industry partners, to establish and strengthen relationships with French tour operators is part of Tourism Yukon's Strategic Plan to sustain and grow Yukon's marketing objectives which include a key European focus."

The four day travel trade show, attracting over 26,000 visitors and 900 accredited journalists, is a global event for the French travel industry to meet, network, negotiate and conduct business. Yukon, in conjunction with the Canadian Tourism Commission, will host an evening event for key delegates and the travel media to further raise consumer awareness of Yukon and discuss potential cooperative marketing initiatives with French speaking Europe.

RDEE Yukon, the Economic Sector of Association franco-yukonnaise (AFY) is once again partnering with the Yukon government's Department of Tourism and Culture.

"IFTM Top Resa trade show in Paris is a wonderful occasion for the Yukon francophone community and Yukon government to show International French Travel Market professionals our dream destination, Yukon, with its quality products and services," AFY Executive Director Régis St-Pierre said.

Taylor will also travel to Frankfurt, Germany to meet with leading travel wholesalers and representatives of air carriers such as Condor who are critical to the growth of Yukon as a travel destination. Taylor's meetings will focus on improvements to the Whitehorse International Airport currently underway and opportunities for furthering access, frequency and capacity from Europe to Yukon.

"Air access remains critical to the sustainability of our tourism industry," said Taylor. "By working together with domestic and international air carrier partners, we are working to address the current economic downturn while positioning ourselves for added growth as the economic recovery unfolds."

European visitation to Yukon overall has been steadily growing in recent years. The twice-weekly Condor flights to Yukon bring approximately 4,500 European visitors to the territory each summer.

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