

Tourism mission aimed to strengthen ties in China

The Yukon was introduced to the Chinese market as a new travel destination during the first-ever minister-led mission to Asia earlier this month.

Nine Yukon tourism industry delegates, along with Tourism and Culture Minister Elaine Taylor, were in China to promote the Yukon as a year-round travel destination.

The mission gave delegates an opportunity to forge new ties with the Chinese market and tourism operators.

"Our meetings in China presented a strategic opportunity to meet face-to-face with tourism operators and media to build awareness of Yukon in the emerging Chinese market," Taylor said in a statement last week.

"With over 500,000 airline seats available each year to Vancouver, China presents a significant growth opportunity for Yukon's tourism industry."

The mission's highlights included Chinese tour operators' commitments to develop and promote Yukon travel packages, and the launch of Tourism Yukon's first-ever website for Chinese travellers at www.travelyukon.cn.

"The mission to China opened up new dialogue and opportunities for Yukon's tourism industry," said Felix Geithner, the president of Arctic Range Adventure and a mission delegate.

"It was a great pleasure to showcase our business to media and trade in China together with other tourism officials from Yukon."

Events in China included more than 150 business-to-business meetings with Chinese tour operators and tourism officials, and briefings and negotiations with the Canadian Tourism Commission (CTC).

There were also a media event and interviews, an information ses-

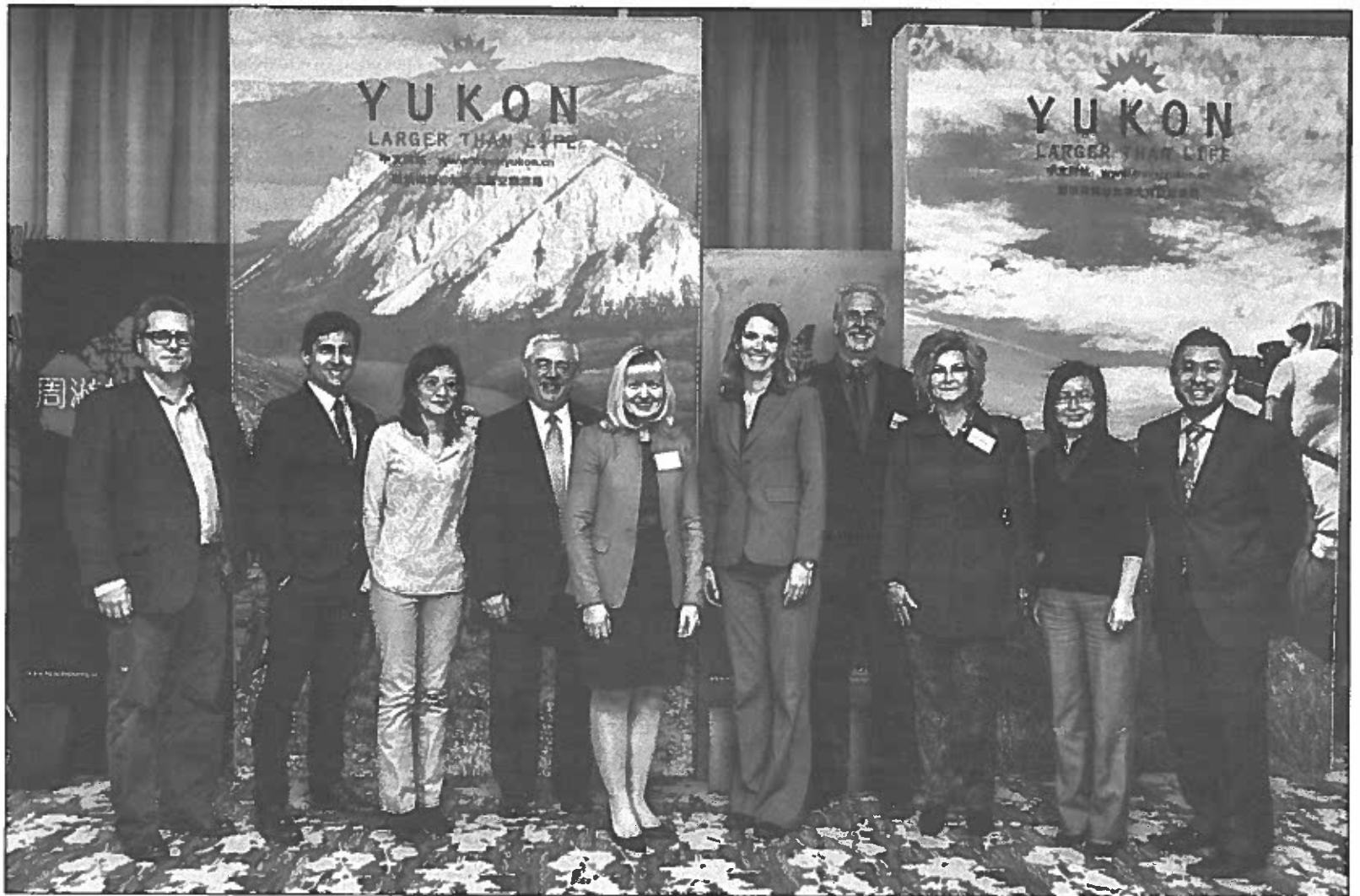


Photo courtesy GOVERNMENT OF YUKON

YUKONERS IN THE ORIENT – Representatives of the Yukon tourism trade mission are seen in Beijing, China. Shown left to right are Felix Geithner, Adam Gerle, Ying Li, Tourism Yukon's Denny Kobayashi, Tourism and Culture Minister Elaine Taylor, Jessica Ruffen, Kevin Olmstead, Victoria Olmstead, Qiong Chen and Dylan Soo.

sion with student travel representatives and a ribbon cutting at a Yukon photography exhibit.

"The attendance by minister Taylor and Tourism Yukon at the two events in Shanghai generated a lot

of excitement about travel opportunities to Yukon from the Shanghai region," said mission delegate Ying Lee from Arctic Colour Tours.

"We already have inquiries about a photography trip of more than 50 photographers to Yukon in the coming year."

The visit to China was the second

half of the nine-day mission, which had started in Japan in late February.

The tourism mission to Asia was funded through the Yukon Now marketing program.

That initiative is a joint investment by the Yukon government and the federal government's Canadian Northern Economic Development

Agency (CanNor) and is the territory's largest tourism marketing initiative to date.

While Yukon Now primarily focuses on the domestic market, approximately 20 per cent of the funding is allotted for marketing efforts in overseas markets including Japan and China.

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Man dies of his injuries at home

ANCHORAGE (AP) – An autopsy has been ordered for an interior Alaska man who suffered injuries and died.

Anchorage television station KTUU reports 36-year-old Earl Erick Jr. was found unconscious last Thursday afternoon inside his home in Venetie.

He was flown to Anchorage for treatment and he died last Saturday.

Alaska State Troopers are investigating the case as a homicide.

Spokeswoman Megan Peters says by email that Erick's injuries appeared to be from a physical assault.

Venetie is a village of 180 people about 45 miles northwest of Fort Yukon.

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