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YUKON TOURISM WINS AT THE GLOBAL MEDIA AWARDS

WHITEHORSE – Tourism and Culture Minister Elaine Taylor has announced that Yukon Tourism has received its first international award of recognition today at the World Travel Media awards ceremony in London, England.

"Our outstanding showing at this year's Global Media Awards ceremony recognizes excellence in programming and services by the Department of Tourism and Culture," Taylor said. "Our success at the global level, to market Yukon as a premier travel destination, reflects our on-going commitment to improve and enhance visitation to Yukon year-round."

The awards are sponsored by the Global Media Network, the official media partners of World Travel Market. Global Media Network consists of 15 leading travel trade publications such as Canadian Travel Press, TIP in Austria, Travel Weekly China, Tour Hebdo in France, Travel Weekly in the United States and United Kingdom, Travel Journal in Japan and FVW International in Germany.

Canadian Travel Press, a member of the network, nominated Yukon for the prestigious award.

"Publications within the Global Media Network are distributed to the most influential buyers in their respective countries," Taylor said. "To be nominated by the Canadian Travel Press speaks highly to the marketing skills of our dedicated staff, who are bringing world attention to Yukon's products and services. It is indeed a proud moment for all of us who work within the tourism industry."

As Canada's oldest and most established travel trade publication, Canadian Travel Press brings detailed news and analysis of all important trends and events in Canada's travel trade. The Press takes an in-depth look at the travel industry and covers issues of importance to travel agents, tour organizers, tour operators and wholesalers.

The honour of winning a Global Media award recognizes Yukon as a prominent Canadian travel destination. A Yukon Tourism representative accepted the Global Media award on behalf of the Department of Tourism and Culture.

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